



BOARDS & COMMISSIONS

Planning Commission Meeting Minutes

June 24, 2025, at 1:15 pm

1. Call to Order

Chair Yeater called the meeting to order at 1:15 pm

2. Roll Call – **Present**

Chair Justin Yeater

Vice Chair Louisa Andersen

Commissioner Erik Briscoe

Commissioner Jeff Carlson

Commissioner Larry Modlin

Absent

Commissioner Brian Franzen

Commissioner Christian Schulte (Arrived at 1:18pm)

3. Approval of the agenda

There were no changes to the agenda

Chair Yeater suggested they proceed with the agenda as published no vote occurred

4. Approval of Minutes

Approval of May 13, 2025, Planning Commission Meeting Minutes.

There were no changes to the minutes.

Motion: Commissioner Modlin

Second: Commissioner Carlson

Vote: Motion carried 5-0 (Commissioners Schulte and Franzen were absent)

5. Staff Report:

Brian McBroom (Director of Community Development) shared that he had three updates for the Commission. The first update was notification of a community meeting planned for the West Greeley sub-area plan—Grow West. Mr. McBroom invited the Commissioners to attend, it was scheduled for Tuesday, July 9, at 6 PM, at the Aims Welcome Center.

Mr. McBroom reported receiving the first formal annexation application for the West Greeley Project, involving two parcels tied to the Cascadia development near the entertainment district. These are the first annexation requests, with Planning Commission review set for August. The PUD applications for Cascadia and the entertainment district will follow. To prepare for this complex and potentially contentious case, Mr. McBroom proposed a July 8, 2025, work session to review PUD approval criteria.

Mr. McBroom reminded the Commission that the July 8, 2025, Planning Commission meeting would be held in the Colorado Conference room upstairs instead of the Chambers, due to a City Council budget retreat.

Mr. McBroom noted that 2025 revenue is slightly below projections. The city exploring expense reductions and adjusting 2026 budget requests. A detailed revenue discussion is planned for the July 8 budget retreat. While operations and staffing are unaffected, some projects may be adjusted. The Planning Commission will be kept informed. Mr. McBroom announced that the public budget retreat will be held in the Chambers on July 8, 2025, at 3:00 p.m. It will focus on aligning priorities and reviewing projections for the 2026 fiscal year. The discussion will help shape the City Manager's formal budget recommendation to be presented in August.

Commissioner Modlin asked Mr. McBroom if the Cascadia PUD will be presented in its entirety not section by section. Mr. McBroom answered by saying it will be presented in its entirety and will be focused on basic zoning land uses not detailed concept plans.

Chair Yeater asked the commission if there were any more questions for Mr. McBroom.

6. Adjournment:

Seeing none, Chair Yeater adjourned the meeting at 1:23pm and moved into the workshop portion of the meeting.

Workshop

7. Grow Greeley Area Plans, Caleb Jackson:

Caleb Jackson (Planning Supervisor) began his presentation by introducing himself, outlining the published plans, and detailing the steps staff have taken to inform the public and gather their feedback on these projects.

Mr. Jackson asked the Commission for feedback on the following items: What stakeholders should they engage in for these projects? What key elements do they want these planning efforts to consider? What other input and advice does the Commission have for staff?

Commissioner Briscoe asked whether staff could ensure the public surveys are mobile-friendly and easy to use on handheld devices. Mr. Jackson said he would relay that information to make sure the surveys are user friendly on mobile devices.

Chair Yeater sought clarification, noting the presentation shifted from a revenue deficit to city expansion efforts. He asked how the two are connected. Mr. Jackson explained that area plans are funded for 2025 and ready to proceed, with future efforts dependent on upcoming budget approvals. Staff emphasized these plans are key to sustainable growth and long-term fiscal stability.

Don Threewitt (Deputy Director of Community Development) explained that funding for sub-area planning began in 2023, with resources gradually allocated. Grow East, originally planned for 2024, was delayed due to scope changes, while Grow West was moved up from 2026 to 2025 in response to current events. Mr. Threewitt continued by saying these plans have been in development for years, and staff aim to continue refining them, starting with several in-house neighborhood plans before the Comprehensive Plan update. Though less detailed than Grow West, these plans are seen as foundational. Mr. Threewitt finished by saying long-term funding remains uncertain, but securing resources, especially for projects like Grow East—is key to driving community engagement and development.

Chair Yeater acknowledged the uncertain budget and long timeline but, given strong interest in Grow West, he asked if funding is available for a similar Grow East initiative to build momentum on the east side. Mr. McBroom responded that smaller area plans offer a more strategic, detailed approach than a citywide plan. For East Greeley, this allows better alignment with existing transportation, water, and sewer plans, and helps address infrastructure gaps—particularly the lack of power and other utilities. Mr. McBroom emphasized that the East Subarea Plan could better position land for development and may ultimately offer a stronger return on investment by attracting private investment.

Chair Yeater noted that focusing on key assets—like the airport—can help answer major planning questions. Chair Yeater suggested the city identify major opportunities and actively partner with developers to encourage timely buildout, emphasizing the importance of continued engagement around such strategic assets.

Commissioner Modlin noted that while projections account for development buildout, they often overlook the resulting revenue growth. With shortfalls expected by 2026, he questioned why the plans don't include how thoughtful planning could support long-term revenue. While answers may be uncertain, he emphasized the importance of showing the city is considering both financial impacts and development strategy. Mr. McBroom answered by saying planning for long-term fiscal health is essential. Two efforts are already underway: the city is updating its Economic Development Strategic Plan, and fiscal impacts are being considered in land use decisions, especially in East Greeley. While a full analysis isn't feasible, evaluating key areas can help inform Planning Commission and City Council decisions.

Mr. McBroom added that the city has limited industrial development, which typically offers higher-paying jobs and more stable tax revenue than retail. While retail sales tax can be lucrative, it's more volatile and usually generates less revenue per square foot than other non-retail uses. The East Subarea Plan presents strong opportunities to explore industrial growth, especially near the airport.

Chair Yeater added that Weld County also benefits and generates revenue from these developments. Greeley should engage with them early in the planning process to explore collaboration opportunities before plans advance.

Vice Chair Andersen mentioned there are a lot of small manufacturing along 1st Avenue, 8th, 16th, and 18th Streets—small businesses with around 20 employees. While big players like JBS or Leprino get attention, these small industries offer high-paying jobs and are a valuable opportunity to support and grow.

Chair Yeater asked the commission if they had anything else to add. Seeing none, Chair Yeater concluded the Work session at 1:45 pm.

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Justin Yeater

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Justin Yeater – Chair

Signed by:

Brian K McBroom

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Brian McBroom – Community Development Director