

Wellington Comprehensive Plan and Land Use Code Update

PHASE 2 ENGAGEMENT SUMMARY | NOVEMBER 2020

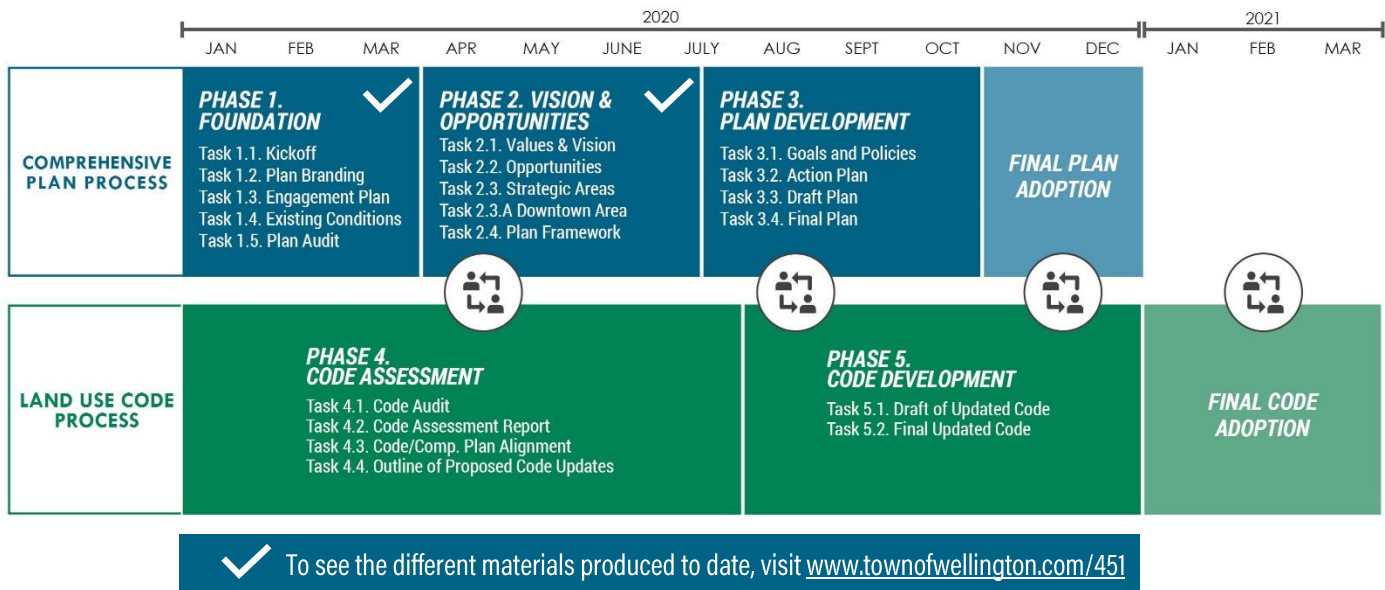
BACKGROUND

What is the Comprehensive Plan & Land Use Code?

The **Comprehensive Plan (the Plan)** is the primary planning document for the Town and addresses all facets of the community, including but not limited to: managing growth; land use and development patterns; major infrastructure and facilities planning; attraction of commercial development (including development and redevelopment of downtown); resource allocation (including looking at recommendations to maximize water supply); transportation; park and open space management; and regional coordination. The **Land Use Code (the Code)** is a regulatory document that establishes use regulations, design standards, and application procedures for development within the Town.

The overall planning process will be done in various phases ending in the spring of 2021. As illustrated in figure 1, all phases involve a public event series to listen to and respond to those that live, work, and play in the town. Public input will serve to evaluate existing policies and inform new ones, and to, ultimately, help prioritize actions and direct implementable strategies. More importantly, it will give town residents an opportunity to have policies and programs that are shaped by them and for them.

Figure 1. Project Timeline



Why are we doing this planning process?

Wellington's Land Use Code has not been substantially updated since 2007; likewise, the current Comprehensive Plan was last updated in 2014. The two documents don't accurately represent key changes our Town has experienced in the last couple of years. As estimated by the Town, since 2014, the population has increased from 6,800 to 11,250 today –that's a 65% increase in just 7 years.

To accommodate the continued growth, this planning process seeks to involve you, the community, in articulating the community vision and objectives that will inform the Comprehensive Plan & Land Use Code. Once completed, these two guiding documents will serve to move policy and development forward in an intentional way that represents our community's character and values.



How will the Plan help Wellington?

The Plan will help all entities in the community...

- For **residents and visitors**, the Plan will identify elements of community character and provide details like general locations for future commercial areas, amenities, housing, parks, trails, facilities, programs, and more.
- For **business and property owners**, the Plan will include land use recommendations and overall development policies.
- For **Town leaders and decision-makers**, the Plan will provide guidance for future growth and development; policies, programs and services; resource allocation; code updates; and capital improvements.

PHASE 2 COMMUNITY ENGAGEMENT

Purpose

The purpose of this second phase was for the Town to report back on what was heard and to involve the community in refining the Plan's vision and pillars as well as the potential opportunities for the Plan.

Methodology

Due to limitations of the COVID-19 pandemic, events took place primarily online. **Four quick polls (2-4 min/ each)** were developed to seek feedback on the Plan's vision and pillars, as well as on opportunities for water conservation, downtown improvements, and commercial areas. As will be illustrated in the public feedback section, most questions were asked using **visual preference survey techniques**.

To amplify outreach efforts, a **social media campaign** was developed to invite participation via the Town's social media platforms: Facebook, Twitter, and the Town's website. Also, a series of **coasters** (figure 2) were distributed at different restaurants throughout town to engage patrons. All these components invited people to participate in the quick polls.

Another key element of the community engagement methodology is the **Steering Committee** (table 1) who works as the sounding board for the plan, ensuring that every step of the process fits within the character of the community. They have been active participants throughout the planning process; weighing in on decisions; collaborating with other groups; and assisting in getting the word out.

Table 1. Steering Committee:

NAME	ASSOCIATION
Tracey D Jensen	Business Owner, Main St. Program Board member
Rebekka Kinney	Planning Commission, Board of Trustees
Linda Knaack	Business Owner
Jon Gaiter	Board of Trustees
Gary Green	Chief, Wellington Fire Protection District
Dan Sattler	Business Owner, Former Board of Trustees

Figure 2. Coasters' examples



THANK YOU, BUSINESS OWNERS & STAFF
for helping us reach over 100 people via the QR code on the coasters you distributed.

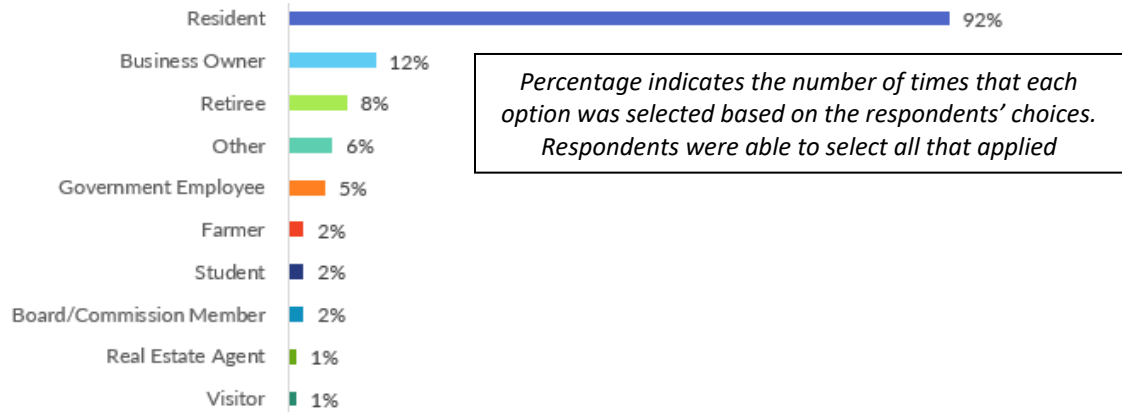


Who we heard from...

Online engagement for Phase 2 resulted in 333 community submissions. Demographic questions asked in the polls were optional and thus are not inclusive of all submissions. Nonetheless, they paint a picture of who we heard from.

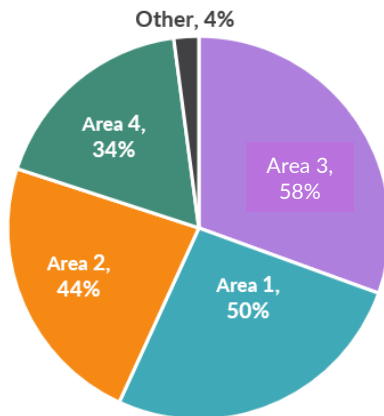
Relationship with the Town of Wellington:

Total responses: 222.

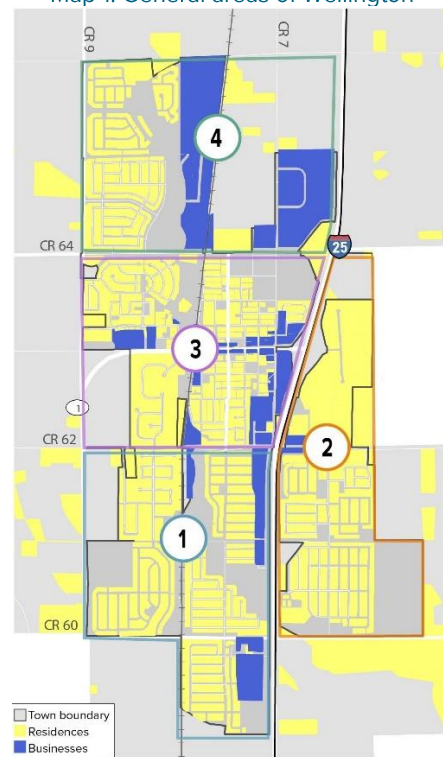


General location of residence, work, or study. (See map 1).

Total responses: 222



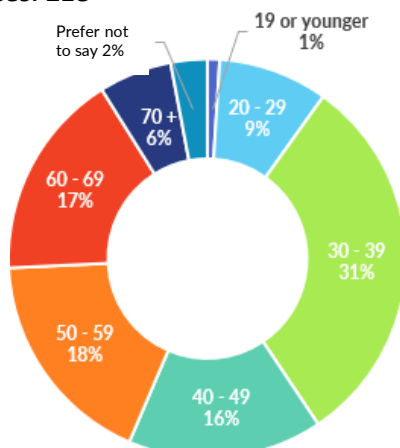
Map 1. General areas of Wellington



(Source: Logan Simpson)

Age

Total responses: 218





What we heard

ORIGINAL STATEMENT	1. Reactions to the Vision and Pillars	2. Suggestions	REVISED STATEMENT
Community Vision: Our friendly and supportive community welcomes you with a smile. Together, we take pride in celebrating and protecting our town character and values while welcoming forward-thinking ideas that enhance our quality of life. Our dreams take root and blossom in Wellington!	57% OK, but needs more work. 33% Love it! 10% Don't like it. 49 responses	<i>"I would prefer a different word to "protecting."</i>	Community Vision: Our friendly and supportive community welcomes you with a smile. Together, we take pride in celebrating and honoring our town character and values while welcoming forward-thinking ideas that enhance our quality of life. Our dreams can take root and blossom in Wellington.
Pillar 1. Strong Community Pride: Wellington focuses on our community, providing safe neighborhoods oriented around parks, amenities, and public spaces; and offering options for our community to shop, gather, and celebrate. Wellington is a place we are proud to call Home!	71% Love it! 18% OK, but needs more work. 11% Don't like it. 28 responses	n/a	Pillar 1. Strong Community Pride: Wellington focuses on our community, providing safe neighborhoods oriented around parks, amenities, and public spaces; and offering options for our community to shop, gather, and celebrate. Wellington is a place we are proud to call Home!
Pillar 2. Vibrant & Historic Downtown: Wellington preserves Downtown's distinctive charm and supports its local flair, enhancing its atmosphere as the heart of Town.	33% Love it! 67% OK, but needs more work. 48 responses	<i>"Maybe do heart of our Town."</i>	Pillar 2. Vibrant & Historic Downtown: Wellington preserves Downtown's distinctive charm and supports its local flair, enhancing its atmosphere as the heart of our Town.
Pillar 3. Thriving Economy: Wellington promotes an environment attractive to businesses that offer needed services and local employment opportunities and that contribute to the community's character, values, and quality of life.	26% Love it! 75% OK, but needs more work. 47 responses	<i>"All the info is in there but just sounds clunky when read."</i>	Pillar 3. Thriving Economy: Wellington promotes an environment attractive to businesses that offer needed services and local employment opportunities, contributing to our community's values and quality of life.
Pillar 4. Sustainable & Resilient Public Services: Wellington strives to provide an outstanding level of public services that offer proactive infrastructure improvement and maintenance, contributing to the Community's sustainability and resilience.	31% Love it! 64% OK, but needs more work. 4% Don't like it. 45 responses	<i>"Lacking intent for sustainability/resilience."</i>	Pillar 4. Sustainable & Resilient Public Services: Wellington upholds a level of public services that contributes to sustainable and resilient development.

3. Building types we'd like to see in Downtown

Total responses: 57.



68%

As today but with more patios



61%

With functional rooftops



58%

Preserve and rehabilitate historic structures



26%

2-story with retail at bottom and residential at top



25%

2-story market and integrated restaurant



23%

1-story residential conversion to small scale restaurant



12%

2-3 story mixed use retail office and residential with rooftop



2%

Urban hotel



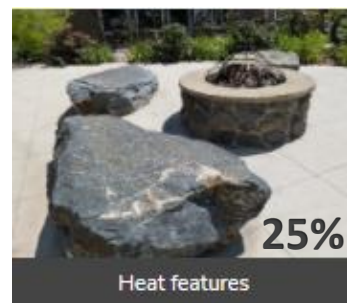
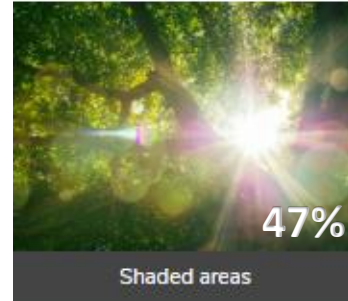
2%

Residential

Percentage indicates the number of times that each option was selected based on the respondents' choices. Respondents were able to select all that applied.

4. Elements we'd like to see added to public spaces in and around Downtown

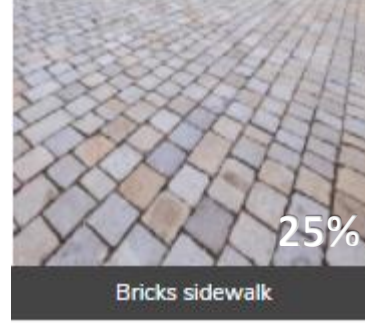
Total responses: 57.



Percentage indicates the number of times that each option was selected based on the respondents' choices. Respondents were able to select all that applied.

5. Elements we'd like to see as part of Downtown's sidewalks character

Total responses: 57.



Percentage indicates the number of times that each option was selected based on the respondents' choices. Respondents were able to select all that applied.

6. Street features we'd like to see as part of Downtown's Main Street
Total responses: 57.



67%

Additional off-street parking



42%

Rectangular Rapid Flash Beacon



40%

Pedestrian crossing with curbless bulb out and striped crosswalk



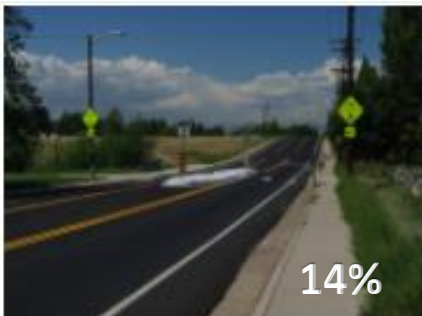
39%

Lane diet to accommodate angle parking



30%

Bulb out crosswalks



14%

Median refuge

Percentage indicates the number of times that each option was selected based on the respondents' choices. Respondents were able to select all that applied.

7. Where we'd like to see better walking/biking connections to get to Downtown:

Total responses: 43.

6th Street
West of train tracks
Washington & Jefferson
3rd Street Fort Collins
East of I-25
Throughout town
Manage curbsides

8. Other parts of town (outside of Downtown) that can benefit from improved trail connections:

Total responses: 17.

Illuminated trails
East of I-25
Throughout town
Fort Collins
6th Street
Maintained trails

9. Some ideas suggested for the future of Downtown:

Total responses: 29.

"An arch across Cleveland."

"...We need consistent sidewalks off the streets immediately around downtown. I would like to see more trash cans and dog poop bag dispensers here too."

"Flashing lights by the new crosswalk signs."

"Farmer's Market to include local artisans and businesses."

"Music venues and more restaurants would make this place a desirable area for the current and future families."

"A little bit later closing time for the businesses. More of a chance to pull more people in for more cash flow for the businesses..."

"...small retail shops."

"Update or tear down old, ugly buildings. They are not indicative of a prospering, well kept, welcoming town. Enforce codes (weed control, parking in the red, low hanging trees, etc.)."

“... accommodate for rain runoff during heavy rain events to help businesses downtown from flooding.”

“Relocate skate park & run-down basketball courts.”

“...The city should lead the way with joint city hall and rec center...”

10. What top three retail options are most needed in town?

Total responses: 104.

Item	Overall Rank	Rank Distribution	Lowest Rank	Highest Rank	Score	No. of Rankings
Dine in places	1				148	57
General merchandise stores	2				97	47
Food and beverage stores	3				69	33
Sporting goods, hobby, book, and music stores	4				55	30
Bldg. materials, garden equip. & supply stores	5				46	25
Clothing & clothing accessories stores	6				30	20
Other (please explain in comments box)	7				21	13
Furniture & home furnishing stores	8				7	4
Electronics & appliances stores	9				6	4
Motor vehicle & parts dealers	10				1	1

Some of the ‘other’ suggestions were:

“UPS store and somewhere to print and make copies.”

“An option for entertainment of some sort. Bowling, go-karts, movies, indoor play area, indoor swimming, etc.”

“Marijuana Dispensary.”

“A bigger store like King Soopers not a giant store like Walmart.”

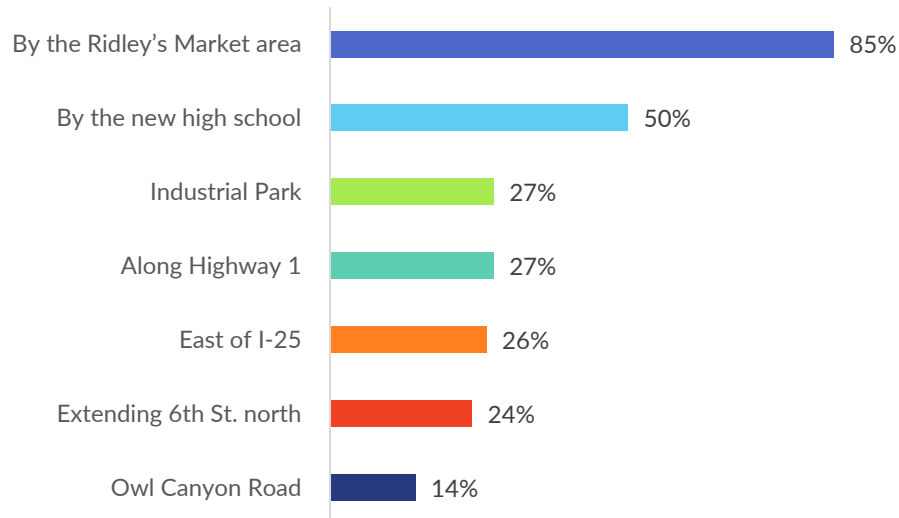
“We need more of a variety of places to eat... Unique venues that will drive traffic to Wellington.”

“No more fast food, stop making our town into a trucker stop.”

“...the downtown strip needs businesses that are unique, target the very rural-minded population in our area, and aren't offering the same things as you can find in Fort Collins for cheaper.”

11. Other than Downtown, what parts of town can be prioritized as future commercial growth areas?

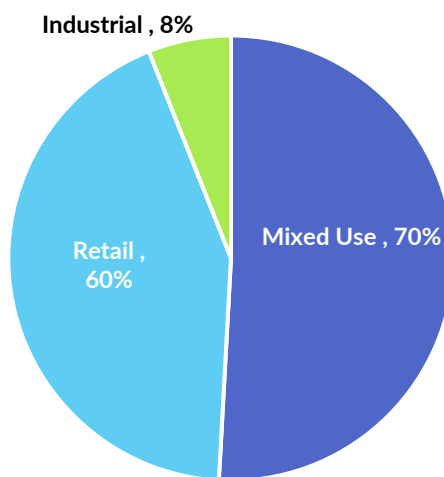
Total responses: 84



Percentage indicates the number of times that each option was selected based on the respondents' choices. Respondents were able to select all that applied.

12. What type of businesses should go in that area? (area previously selected by respondents)

Total responses: 84



Percentage indicates the number of times that each option was selected based on the respondents' choices. Respondents were able to select all that applied.



PLAN WELL
VISION FOR TOMORROW
SOLUTIONS FOR TODAY

13. Which of these RETAIL building types best fit our town's character?

Total responses: 50.



70%

Agricultural-inspired retail and restaurants



56%

Small scale walkable mall



14%

Small scale outlet mall



8%

Large format

Percentage indicates the number of times that each option was selected based on the respondents' choices. Respondents were able to select all that applied.

14. Which of these MIXED-USE building types best fit our town's character?

Total responses: 59.



46%

2-story market/integrated restaurant



46%

Historic retrofit with 2-3 story residential



22%

2-3 story retail office/residential



20%

Mixed use retail with residential above

15. Which of these INDUSTRIAL building types best fit our town's character?

Total responses: 7.



100%

Industrial flex



29%

1-2 story live-work light industrial



29%

Logistics/distribution center



0%

Light industrial space with associated residential

16. Some ideas suggested for the future of commercial areas:

Total responses: 30.

"Visually appealing with significant landscaping- not just a bunch of concrete. Shaded seating areas. Art/sculptures sprinkled throughout would be nice."

"More charm. Definitely more patios with shade in our eating establishments."

"I firmly believe that if Wellington brought in medical marijuana it would highly benefit from the revenue instead of losing it to Fort Collins."

"We need a manufacturing base to generate tax."

"Locally owned [businesses] if possible." "CVS or Walgreens." "No big box stores."

"... be aware of the infrastructure. We need to be able to handle the traffic."

"Places for child entertainment." "Recreation center," "community garden," "public pool."

"We don't need any more gas stations, banks, or auto stores in town. A lumber store would be nice since Boomgars doesn't sell it."

17. Stormwater management approaches that we'd you like to see the Town promote

Total responses: 59.



46%

Stormwater planters and bioswales to capture and treat rain



51%

Rain gardens –a simpler version of bioswales



22%

Green roofs for onsite stormwater management, mitigating urban heat island impacts, and reducing building energy costs



56%

Stormwater parks that treat rain as an asset, by incorporating stormwater management into the overall landscape design



37%

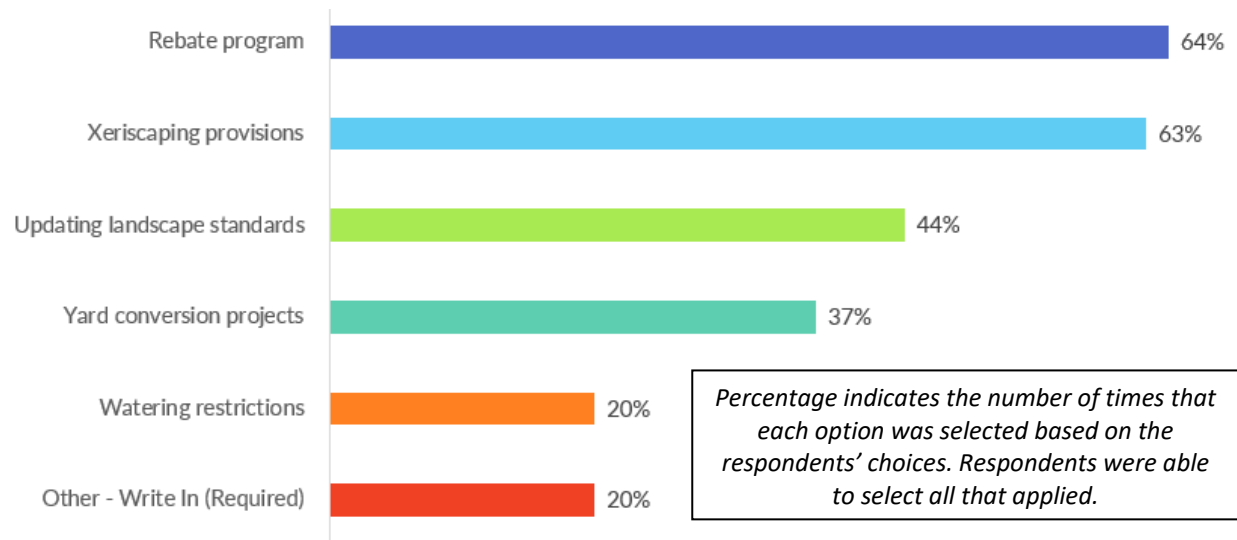
Permeable surfaces that let rain pass through to the soil beneath it

Percentage indicates the number of times that each option was selected based on the respondents' choices. Respondents were able to select all that applied.

(Some images from the Center for Neighborhood Technology)

18. Water conservation approaches that we'd like to see the Town promote

Total responses: 59.



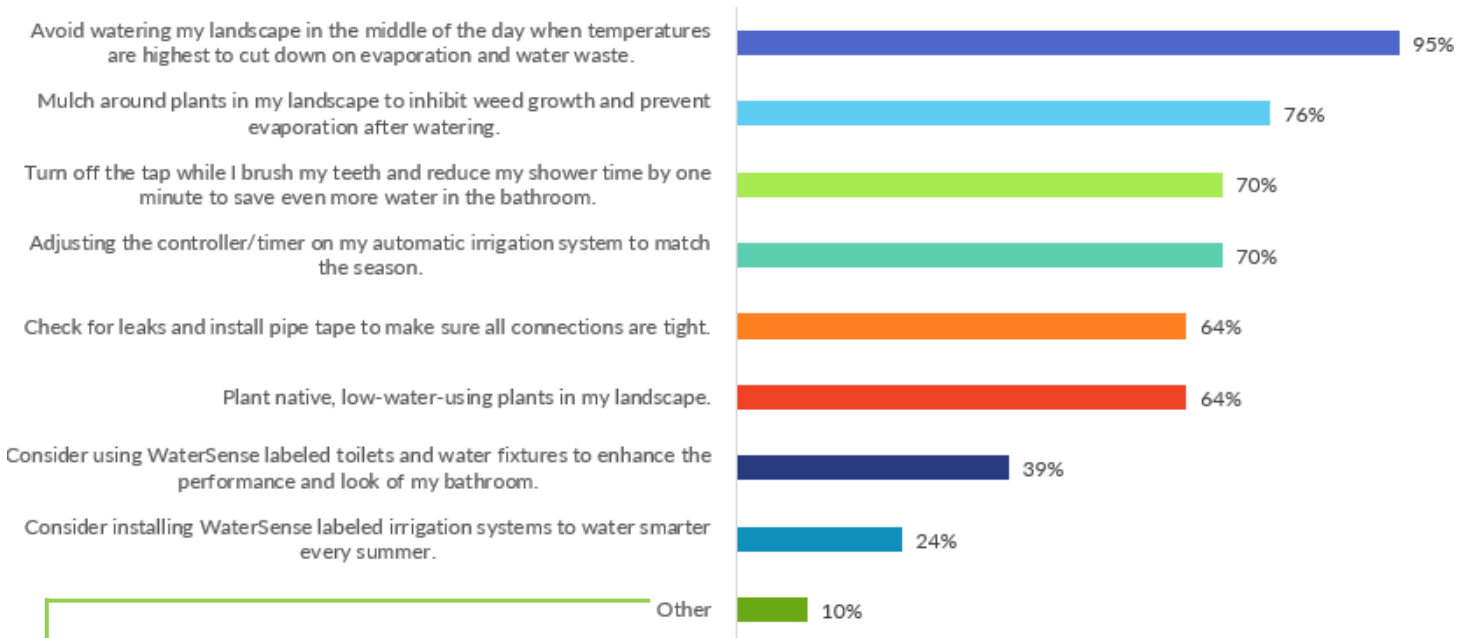
19. How we prefer to see our town's parks and open space

Total responses: 60.



20. Water conservation steps we're most likely to take to help conserve water at home

Total responses: 59.



Percentage indicates the number of times that each option was selected based on the respondents' choices. Respondents were able to select all that applied.

Other:

"Using grey water and rain barrels for non-potable gardening."

"Maximize rainfall use."

Consider those "who don't have automatic irrigation."

THANK YOU!

We want to take this opportunity to thank everyone for the over 600 responses received thus far. There will continue to be opportunities for public involvement throughout the planning process. To stay informed about project updates and future involvement opportunities, please visit the project website @ www.townofwellington.com/451 and/or follow us on social media: Facebook @WellingtonCO1905 and Twitter @WellingtonColo.