

***The City and County of Broomfield  
Sustainability Plan***

***Preliminary Draft***

***An Update to the Environmental Stewardship  
Section of the 2005 Comprehensive Plan***

***Draft: March 2010  
Created by***

***the Members of the Sustainable Community Task Force***

## Background

In April 2009, the City and County of Broomfield began its process with the Sustainable Community Task Force to update the Environmental Stewardship section of the 2005 Comprehensive Plan. The Task Force had a goal of addressing sustainability in the community and proposing goals, policies and actions steps for the adoption by City Council.

The National Civic League (NCL) provided assistance to the Task Force by facilitating the meetings and setting them on the right track to write the plan. The University of Colorado Denver Center for Sustainable Urban Infrastructure (UCD) provided technical assistance on definitions of sustainability and the meaning of greenhouse gases and climate change, conducted greenhouse gas accounting of the community, and provided recommendations of possible action steps to the Task Force.

In order for the Task Force to make recommendations for community sustainability, the group needed to agree on the definition of sustainability and develop a vision statement of what their ideal community would look like. As background information, the Task Force received technical information from UCD focus groups and surveys conducted in the community as well as a summary of the greenhouse gas accounting done by the University.

The Task Force defined sustainability as “Integrating the economic, social and environmental objectives of society in order to maximize well-being in the present while ensuring the ability of future generations to meet their own needs.” After deliberating on what the members find important in their community, they developed their vision statement:

Broomfield enjoys prosperity as an environmentally, economically, and socially sustainable community. We protect and preserve our social and physical environment and ecosystems through education, community engagement, conservation, and cultural opportunities supported by economic strength and diversity.

This vision statement recognizes the importance of sustainability as it relates to the Task Force’s charge to update the Environmental Stewardship section of the Comprehensive Plan, as well as economic and social sustainability. The latter elements are addressed in these recommendations to the extent that they overlap with the environmental aspects of sustainability. For example, green jobs and enhancing community education about the environment are included. Future sustainability efforts may expand beyond this charge and recommendations to enhance broader economic and social initiatives for the community’s future success.

# The CITY and COUNTY OF BROOMFIELD SUSTAINABILITY PLAN

## Preliminary DRAFT: UPDATED March 8, 2010

NOTE: In this revised version of the Sustainability Plan, the Sustainable Community Task Force developed their goals, policies and action steps to promote a Sustainable Broomfield. The red font refers to policies, the blue font refers to changes to the Environmental Stewardship section and the black font refers to language currently in the 2005 Comprehensive Plan. If an item is shaded in grey, that item is in another section of the 2005 Comprehensive Plan besides Environmental Stewardship as is.

### **SECTION A: RESOURCE CONSERVATION**

#### **Vision Statement:**

Broomfield is developed in a manner that limits demands and impacts on the quality of natural resources and wildlife. Land usage is planned and land is developed to protect it from contamination and degradation. All resources, wildlife, and air and water quality are used and preserved in a manner that preserves the ability of future generations to use and enjoy them for their own needs.

#### **GOAL S-A.I: RESOURCE CONSERVATION**

*Protect the environment through the preservation of wildlife, reduction of waste, conservation of water, and enhancement of land, water and air quality*

**Policy S-A.1: Establish and use standards, policies and practices that encourage and support the protection of wildlife.**

**Action Step S-A.1.1 (Revised ES-B.2.3):** Whenever possible, humanely relocate displaced wildlife during the development of undeveloped property. *When relocation is not an option, euthanasia should be done humanely whenever possible.*

**Action Step S-A.1.2 (Revised ES-B.2.8):** *Consider revision of the* Municipal Code to establish requirements for a Wildlife/Environmental Analysis and methods to mitigate wildlife impacts for proposed development projects.

**Action Step S-A.1.3 (Revised ES-C.2.4):** Implement the Open Space, Parks, Recreation and Trails (OSPRT) Master Plan's Baseline Management Plan for each open space property to assess the quality of vegetation, wetlands, wildlife habitat and waterways for potential enhancement and restoration. *Plans address critical habitat areas and steps to protect these areas.*

**Action Step S-A.1.4:** *Define and implement open space maintenance requirements.*

**Policy S-A.2: Establish and use standards, policies and practices that encourage and support the reduction of waste.**

**Action Step S-A.2.1 (Previously ES-A.2.3):** Maintain and strengthen household hazardous waste pickup programs in Broomfield. Ensure that the program expands as households in Broomfield grow.

**Action Step S-A.2.2 (Revised ES-A.3.1):** Require recycling programs with all licensed trash haulers in Broomfield.

**Action Step S-A.2.3 (Previously ES-A.3.2):** Improve operations of the Broomfield Recycling Center. Ensure that the Center's capacity grows proportionate to Broomfield's population and business community.

**Action Step S-A.2.4 (Previously ES-A.3.3):** Periodically review the Broomfield Recycling Ordinance for new development projects (Chapter 17-34-060 Broomfield Municipal Code) to determine its effectiveness in encouraging increased recycling efforts, and institute necessary changes to strengthen its effectiveness.

**Action Step S-A.2.5:** Explore partnering with local retailers and advocacy groups to encourage businesses to reduce the use of plastic shopping bags.

**Action Step S-A.2.6:** Investigate (or Require) residential volume-based programs with recycling service included in the trash haulers' fees as a way to increase recycling volumes.

**Action Step S-A.2.7:** Require data reporting by trash haulers to evaluate the implementation of waste reduction policies and programs and establish a baseline for waste and recyclables collected in Broomfield.

**Action Step S-A.2.8:** Maintain and strengthen Broomfield City and County government recycling efforts.

**Policy S-A.3: Establish and use standards, policies and practices that encourage and support water conservation.**

**Action Step S-A.3.1 (Revised ES-A.2.2):** Encourage water conservation through program(s) that encourage and/or reward citizens to use water-saving appliances, etc.

**Action Step S-A.3.2:** Encourage water conservation and energy efficiency at Broomfield's water and wastewater treatment facilities by achieving an Energy Star rating of at least 75%.

**Action Step S-A.3.3 (Revised ES-C.3.3):** Establish minimum water conservation standards for both public and private landscape and irrigation systems to further

minimize water usage. Include drought-tolerant plant material and efficient irrigation practices.

**Action Step S-A.3.4 (Revised ES-B.1.4):** Develop “green building” standards above national model codes that encourage low water usage and energy efficiency for all new construction and developments.

**Action Step S-A.3.5 (Previously ES-B.1.6):** Encourage proposed developments to utilize Broomfield’s reuse water system whenever possible.

**Action Step S-A.3.6 (Revised ES-C.3.2):** Continue to review and develop water conservation practices for use during drought conditions, for residents and businesses, which are implemented either on a voluntary or a mandatory basis, depending on the severity of drought conditions and available water supply.

**Action Step S-A.3.7 (Previously Policy ES-D.6):** Coordinate with surrounding communities and the region to conserve water.

**Action Step S-A.3.8:** Revise the Municipal Code to require at time of installation the use of 3 cubic yards of Class 1 compost per 1000 square feet of landscaped area of homeowners and commercial properties, homeowner association common areas, and all other landscaped areas.

**Action Step S-A.3.9:** Encourage water conservation by determining best practices and investigating alternative rate structures.

**Action Step S-A.3.10:** Incentivize the use of drought-resistant grasses in lieu of traditional turf to encourage water conservation.

**Policy S-A.4: Establish and use standards, policies and practices that encourage and support the preservation and enhancement of land.**

**Action Step S-A.4.1 (Previously ES-B.2.1):** Encourage developments to minimize grading by avoiding steep slopes and planning roadways and lots that work within the existing topography.

**Action Step S-A.4.2 (Previously ES-C.2.2):** Encourage development to avoid excessive site grading and unnecessary grade changes between new and existing development.

**Action Step S-A.4.3 (Previously ES-B.2.2):** Encourage compact development that preserves larger tracts of undeveloped natural areas.

**Action Step S-A.4.4 (Previously ES-B.2.4):** Consider requirements for new development to protect mature trees, identify potential impacts on trees and provide implementation measures for protecting existing valuable trees.

**Action Step S-A.4.5 (Previously ES-B.2.5):** Protect and enhance lands as called for in the Land Use Map and OSPRT Master Plan.

**Action Step S-A.4.6 (Previously ES-B.2.6):** Prepare and consider an amendment to the Municipal Code to enhance riparian corridor protection by addressing specific setback requirements.

**Action Step S-A.4.7 (Previously ES-B.2.7):** Prepare and consider revisions to the Municipal Code to establish requirements for restoring native vegetation in disturbed areas.

**Action Step S-A.4.8 (Previously ES-C.1.5):** Encourage abundant and quality landscaping through the development review process.

**Action Step S-A.4.9 (Previously ES-C.2.1):** Encourage the protection and preservation of lands called for in the Land Use Map and OSPRT Master Plan.

**Action Step S-A.4.10 (Revised ES-C.4.1):** Adopt guidelines for open space management that encourage integrated chemical, biological and mechanical weed control ([Integrated Pest Management \[IPM\] practices](#)).

**Action Step S-A.4.11 (Previously Policy ES-D.1):** Ensure that open space, parks, recreation and trails planning and development consider and are coordinated with similar efforts in adjacent communities to take full advantage of the benefits of integrating these efforts.

**Action Step S-A.4.12 (Previously ES-D.2.1):** Use OSPRT Master Plan's suitability criteria for open space and parklands as a guide for land acquisitions.

**Action Step S-A.4.13 (Previously Policy ES-E.2):** Within the parameters of the Denver Regional Council of Governments (DRCOG) Urban Growth Boundaries, strive to provide municipal water and sewer service to all citizens in an attempt to discourage long-term use of septic systems, and work in the immediate term to hook up homes within Broomfield's city limits that are on domestic wells whose water quality does not meet drinking water standards.

**Action Step S-A.4.14 (Previously ES-A.2.4):** Implement a combined public and private effort and establish annual goals for new trees and shrubs to be planted in both established areas of Broomfield and in new development projects.

**Policy S-A.5: Establish and use standards, policies and practices that encourage and support the enhancement of water quality.**

**Action Step S-A.5.1 (Revised ES-C.3.4):** Continue to review and develop effective strategies and regulations to address stormwater and water pollution. [Explore the use of natural biological and plant systems to treat urban stormwater runoff.](#)

**Action Step S-A.5.2 (Revised ES-C.3.5):** Continue to review and develop effective wastewater management strategies [that include treatment of pharmaceutical and oil wastes.](#)

**Action Step S-A.5.3 (Previously ES-D.5.1):** Continue to coordinate with neighboring communities and with regional planning forums to develop and implement effective watershed management strategies.

**Action Step S-A.5.4 (Previously ES-D.5.2):** Continue to actively participate in regional and statewide efforts concerning major environmental management issues, such as the development of solid waste disposal sites, wastewater treatment facilities, etc.

**Action Step S-A.5.5 (Previously ES-D.5.3):** Coordinate with neighboring communities and with regional agencies to address water quality concerns, with particular focus on Big Dry Creek.

**Policy S-A.6: Establish and use standards, policies and practices that encourage and support the enhancement of air quality.**

**Action Step S-A.6.1 (Previously ES-C.1.3):** Encourage appropriate control of fugitive dust from disturbed sites.

**Action Step S-A.6.2 (Previously ES-C.1.4):** Evaluate and implement means to reduce stationary sources of air pollution emissions.

**Action Step S-A.6.3 (Previously Policy ES-D.3):** Coordinate air-quality planning efforts related to both mobile and stationary air pollution sources, and support such regional air-quality efforts as the Regional Air Quality Council.

**Action Step S-A.6.4 (Previously Policy ES-E.3):** Work with regional boards to achieve air-quality standards and develop local efforts to improve air quality within Broomfield.

**Action Step S-A.6.5:** [Incentivize \(OR Require\) residential homebuilders doing new construction to install high efficiency furnaces and water heaters and only appliances with the “Energy Star” Rating.](#)

**Action Step S-A.6.6:** [Establish a local Broomfield point system to encourage builders of new commercial buildings and commercial renovations to meet a minimum energy efficiency requirement.](#)

**Action Step S-A.6.7:** Encourage builders of new construction and renovations to utilize concrete made with recycled concrete aggregate, fly ash or other industry best practice.

**Action Step S-A.6.8:** Work with school districts that serve Broomfield to reduce school bus emissions with diesel retrofits or other emerging technology.

**Action Step S-A.6.9:** Establish a minimum standard for diesel emissions from heavy equipment vehicles.

**Action Step S-A.6.10:** Consider other steps to minimize carbon emissions from Broomfield activities.

## ***SECTION B: RENEWABLE & ALTERNATIVE ENERGY***

**Vision Statement:** The City and County of Broomfield is empowered and enlightened. Broomfield ensures an adequate supply of reliable and affordable energy, utilizing new technologies, while minimizing environmental impacts by encouraging conservation and the responsible use of energy.

### **GOAL S-B.I: CONSERVATION**

*The City and County of Broomfield will utilize technological solutions and provide education/outreach to encourage conservation of energy.*

**Policy S-B.1 (Revised ES-A.2): Utilize incentives to encourage awareness and energy conservation efforts of Broomfield citizens and businesses, promote a reduction in consumption and use innovative technological solutions to achieve such reductions through community participation and programs.**

**Action Step S-B.1.1 (Previously ES-A.2.2):** Encourage energy efficiency through program(s) that encourage and/or reward citizens for the use of energy-efficient appliances, windows, etc.

**Action Step S-B.1.2:** Compile and distribute an *energy section* of the “Welcome Packet” given to new residents outlining Broomfield’s commitment to conservation and green initiatives.

**Action Step S-B.1.3:** Create opportunities to make new technologies, such as visible energy meters, available to residents to increase awareness of in-home energy consumption.

**Action Step S-B.1.4:** Create a model ‘Green Home’ available for periodic walkthroughs for members of the community to create awareness of possible energy upgrades to homes.

**Action Step S-B.1.5:** Provide guest speakers available to the public from Governor’s Energy Office, Xcel, and other leading energy experts on renewable energy, legislation updates or latest efficiency concepts for local governments.

**Action Step S-B.1.6:** The City and County of Broomfield will annually review existing programs and propose new goals at a local level for energy conservation.

**Action Step S-B.1.7:** Participate in *Regional Partnerships* with neighboring municipalities, DRCOG, and the state in order to be included in energy related policies, programs, and legislation updates.

**Action Step S-B.1.8:** Create a bond program for Broomfield residents to perform home energy audits and make improvements, to conserve energy, which will be repaid via property taxes from the benefiting homeowner.

**Policy S-B.2 (Previously ES-B.1): Establish and use standards, policies and practices for new development and redevelopment that encourage and support conservation use of alternative energy resources, water conservation and pollution prevention/reduction.**

**Action Step S-B.2.1:** The City & County will strive to achieve an Energy Star rating on all new construction and significant renovations.

**Action Step S-B.2.2:** Establish a baseline for energy use in Broomfield buildings to measure against future buildings. Preserve anonymity of properties in establishing baseline.

**Action Step S-B.2.3:** Evaluate and research current use of energy to establish baseline measurements that target conservation efforts.

**Action Step S-B.2.4 (Previously ES-B.1.3):** Continue to enforce the International Energy Conservation Code.

**Action Step S-B.2.5 (Previously ES-B.1.4):** Prepare and consider developing programs that encourage low water usage and energy-efficient “green building” practices.

**Action Step S-B.2.6 (Previously ES-B.1.2):** Encourage large development projects to participate in the Leadership on Energy and Environmental Design (LEED) program or similar programs, as appropriate.

**GOAL S-B.II: DEVELOPMENT of ALTERNATIVE ENERGY TECHNOLOGY**

*Serve as a role model to the community by evaluating and utilizing alternative energies, emerging technologies.*

**Policy S-B.3: The City and County of Broomfield will lead by example and serve as a role model by utilizing new and emerging technologies.**

**Action Step S-B.3.1:** The City and County of Broomfield will review new technologies and propose state-of-the-art solutions.

**Action Step S-B.3.2 (Revised ES-A.1.3):** The City and County will **utilize alternative** energy (such as solar, wind, geothermal and “mini” nuclear) in future buildings and facilities whenever feasible.

**Action Step S-B.3.3:** Encourage the use of future monitoring technologies to guide and conserve usage and other practices that allow for conscious decisions about energy consumption via adjusting and monitoring devices (i.e. Demand Side Management).

**Policy S-B.4 (Previously ES-E.1): Continue to monitor environmental regulations to ensure compliance with all relevant federal, regional and local environmental laws, standards, policies and goals.**

**Action Step S-B.4.1:** Maintain compliance with Federal *energy* mandates/legislation on new technologies; City and County will also advance these mandates to move quickly when feasible.

### **GOAL S-B.III: PROVISION of ELECTRICAL SERVICES**

*City and County of Broomfield is committed to ensuring reliable, affordable, and clean energy is available to all residential and commercial structures.*

**Action Step S-B.4.2:** Consider the establishment of a municipally owned and operated electric utility service at the time of contract renewal (long-range goal).

**Action Step S-B.4.3:** Establish sustainability criteria that should be met in order to be awarded an electrical service franchise.

**Action Step S-B.4.4:** Actively participate and engage in the national and statewide energy programs to help reach local level energy efficiency goals.

**Action Step S-B.4.5:** Create partnerships and participation in energy related policy with neighboring communities.

**Action Step S-B.4.6 (Previously ES-B.1.5):** Encourage new development projects to incorporate **distributed generation technology**.

## **SECTION C: COMMUNITY EDUCATION**

### **GOAL S-C.I: COMMUNITY EDUCATION**

*Broomfield advances sustainability by educating and engaging our community in the implementation of environmentally, economically and socially sound practices.*

**Policy S-C.1 (Previously ES-F.1): Community members understand the concept of sustainability and know they play a key role by the choices they make every day.**

**Action Step S-C.1.1 (Revised ES-F.1.1):** Provide educational activities to accommodate the schedules of community members.

**Action Step S-C.1.2 (Previously ES-F.1.2):** Offer multi-lingual environmental education materials and training.

**Action Step S-C.1.3 (Revised ES-F.1.3):** Offer environmental education materials and training to hard-to-reach audiences.

**Action Step S-C.1.4 (Revised ES-F.1.4):** Create environmentally themed sustainability events and include sustainability within other organized activities.

**Action Step S-C.1.5 (Deleted ES-1.5):** The City will provide an “Environmental Information Packet” to organizations interested in practicing sustainability for their activities and events at City and County facilities.

**Action Step S-C.1.6:** Where feasible, encourage (or *Require*) non-profits and other organizations that use available city facilities to implement sustainable practices.

**Action Step S-C.1.7 (Revised ES-F.1.6):** Utilize existing media to enhance sustainable education efforts regarding sustainability.

**Action Step S-C.1.8 (Revised ES-F.1.7):** Connect and cooperate with other Broomfield education programs to integrate best practices of sustainability.

**Action Step S-C.1.9 (Deleted ES-1.8):** Make use of social networking (Twitter, Facebook etc.) to inform the citizens of sustainable activities or programs.

**Policy S-C.2 (Revised Policy ES-F.2): The City and County of Broomfield recognizes individual citizens, businesses and non-profits for outstanding environmental behaviors and practices.**

**Action Step S-C.2.1 (Revised ES-F.2-1):** Develop citywide Sustainability Awards to inspire and provide models of sustainable practices.

**Action Step S-C.2.2 (Deleted ES-F.2.2):** Develop a grant program to encourage citizens, businesses and non-profit organizations to participate in sustainable practices.

**Policy S-C.3 (Revised ES-F.4):** The City will offer training opportunities and work projects to individuals and groups related to environmental stewardship.

**Policy S-C.4:** The City and County of Broomfield will provide specific resources to sustainability programs.

**Action Step S-C.4.1:** Broomfield will name a Sustainability Manager to oversee sustainable efforts.

**Action Step S-C.4.2:** The City Council will form a Sustainability Advisory Committee.

**Policy S-C.5 (Revised ES-F.5):** Consistently monitor and periodically evaluate the progress of Broomfield toward becoming a “Sustainable Community.”

**Action Step S-C.5.1:** Develop sustainability indicators and benchmarks to measure goals.

**Action Step S-C.5.2:** The Sustainability Advisory Committee will evaluate the indicators and benchmarks on an annual basis.

**Action Step S-C.5.3:** The Committee will share the annual evaluation with the citizens and businesses of Broomfield.

**Policy S-C.6:** Provide resources to local public, private and home-schooled students to promote sustainability education for K-12.

**Action Step S-C.6.1:** Develop a grant program to fund sustainable projects, practices, and programs for students of all ages.

**Action Step S-C.6.2:** Develop programs on sustainability practices for use by students. The city will provide topic expert speakers as resources for the programs.

**Policy S-C.7:** Articulate the vision and goals of the other subcommittees as they relate to education.

**Action Step S-C.7.1:** Organize projects and events (Bulb-Board at Broomfield Days, Door-to-Door Campaigns, and Low-Income Energy Savings Outreach Program) for energy education of the community.

**Action Step S-C.7.2:** Create a Sustainability Clearinghouse on the city website with links to the Governor’s Energy Office, United Power, Xcel, Energy Star, rebate

information, etc. so residents can get answers, ask questions, post new ideas, and comments.

**Action Step S-C.7.3:** Continue to provide community education on the value and importance of human coexistence with wildlife.

**Action Step S-C.7.4:** Educate the public regarding the benefits of choosing non-motorized transportation.

**Action Step S-C.7.5:** Increase the number of “Walk to School” and “Bike to School” days, utilizing liaisons with the schools and police. Encourage community education at a young age. Encourage “walk to school” clubs or similar efforts.

**Action Step S-C.7.6:** Enhance community information and advocacy about the pedestrian, bike and off-street trail systems.

**Action Step S-C.7.7:** Develop educational programs for residents to use reusable shopping bags.

## ***SECTION D: ECONOMIC & FINANCIAL SUSTAINABILITY***

The Economic Financial Sustainability group reviewed the Economic Development section of the 2005 Comprehensive Plan. The following are additions and/or revisions pertaining to sustainability. The complete comprehensive plan is available at [www.broomfield.org](http://www.broomfield.org).

### **Vision Statement:**

Broomfield is a leader in practices that promote the economic vitality of Broomfield through attraction, retention and expansion of business activities. This provides economic opportunities for residents to live, work and shop in Broomfield sustaining the quality of Broomfield for future generations.

### **GOAL S-D.I: ADEQUATE TAX BASE**

*Provide an adequate property and sales tax base to support quality city services, facilities and amenities as identified within the Long-Range Financial Plan.*

**Policy S-D.1 (Previously ED-A.1):** Maintain and adjust, as necessary, the balance of land uses within the community to support the fiscal objectives of the Financial Master Plan, as well as the community values (e.g., the provision of open space).

**Policy S-D.2 (Revised ED-B.1):** Adopt an industry cluster approach to encourage business growth. This partnership method will help to perpetuate innovation and collaboration to drive competition and long-term economic vitality.

**Action Step S-D.2.1:** Actively recruit new retail and business tenants in cooperation with the Broomfield Economic Development Corporation, property owners and developers.

**Action Step S-D.2.2:** Develop marketing materials to promote business attraction and retention that emphasize best and next practices in business development.

**Action Step S-D.2.3:** Attract higher density in-fill development, reducing land consumption, increasing multi-modal transportation use and creating support of local businesses.

**Action Step S-D.2.4:** Develop assistance programs for resource appropriate businesses to encourage the retention, expansion and attraction of businesses valued by the community. Financial and technical support as well as potential changes to codes and policies should be provided.

### **GOAL S-D.II: REGIONAL SHOPPING:**

*Enhance and expand regional shopping opportunities in Broomfield.*

**Policy S-D.3:** Actively engage our existing business community through the development of a Broomfield Business Team that meets with Broomfield businesses to better understand practices that help attain sustainability.

**Policy S-D.4:** Implement a “Hometown Broomfield” branding strategy in partnership with the City and County of Broomfield, the Broomfield Chamber of Commerce and the Broomfield Economic Development Corporation. The branding program should include a ‘buy local’ component for business to consumers and encourage local business-to-business cooperation to reduce transportation of goods, minimizing environmental footprint.

**Policy S-D.5:** Utilize our sub-area planning process in conjunction with market trends to be more responsive to opportunities.

**Action Step S-D.5.1:** Adopt policies and programs that promote rehabilitation and revitalization of “weary” and “dated” shopping areas promoting cluster and other reinvestment tools encouraging “in-fill” businesses.

**Action Step S-D.5.2:** Develop and implement strategies that encourage all businesses to support multimodal transportation strategies.

### **GOAL S-D.III: SUSTAINABLE BUSINESS PRACTICES**

**Action Step S-D.5.3:** Utilize area research institutes to attract and retain businesses developing clean energy technologies.

**Action Step S-D.5.4:** Encourage local businesses to minimize energy consumption with best and next practices as described by the Renewable and Alternative Energy section of this Sustainability Plan.

**Action Step S-D.5.5:** Promote opportunities for incubator development that encourages sustainable businesses.

**Action Step S-D.5.6:** Re-evaluate present citywide operating strategies to create alternative sustainable revenue generation opportunities.

## **GOAL S-D.IV: EMPLOYMENT**

*Build a strong and diversified employment base in Broomfield that minimizes cyclical impacts of market changes and that provides job opportunities for Broomfield residents of all skills.*

**Policy S-D.6 (Revised ED-C.1): Encourage and support partnerships with institutions involved in the ongoing education/reeducation and ongoing training/retraining of Broomfield's youth and workforce to support evolving business needs and best and next practices in sustainability.**

**Policy S-D.7 (Revised ED-C.2): In cooperation with BEDC, encourage the retention and the attraction of entrepreneurial firms, including nonprofits, through an array of financial and regulatory incentives and strategies that provide flexibility and access to capital and facilities. Create additional incentives to promote sustainable and environmentally friendly business ventures as well as sustainable improvement efforts for existing businesses.**

**Policy S-D.8 (Revised ED-C.3): Create a quality working atmosphere to include amenities such as urban villages, telecommunications and transportation infrastructure, mobility options, urban agriculture gardens, open space and recreational opportunities.**

**Policy S-D.9 (Previously ED-C.4): Maintain and promote effective commerce by assisting new and existing green and clean businesses with governmental regulations, reviews and approvals. An emphasis will be placed on customer service and a business-friendly attitude.**

**Policy S-D.9 (Previously ED-C.5): Ensure an adequate supply of appropriately zoned land for a diversified mix of manufacturing, services and business support services.**

**Action Step S-D.9.1 (Revised ED-C.5.1): Use zoning and land use controls to maintain existing industrially zoned properties, and discourage the conversion of such land to other uses while promoting sustainable use of the land.**

**Action Step S-D.9.2 (Previously ED-C.5.2): Investigate methods, such as land banking or restrictive zoning, to provide an adequate supply of industrial land.**

## **GOAL S-D.V: COMMERCIAL VITALITY**

*Maintain and enhance the vitality of existing neighborhoods and commercial areas.*

Policy S-D.10 (Previously ED-D.1): Encourage private investment through continued public investment in facilities, infrastructure and services, such as parks, roadways and improved police patrols. Develop policies and programs to direct capital funds and improvements into targeted residential and commercial areas.

**Policy S-D.11 (Revised ED-D.2): Encourage and incentivize redevelopment opportunities in existing older residential neighborhoods that reinvent neighborhoods and apply mixed use development strategies that utilize next and best sustainability practices.**

**Policy S-D.12 (Revised ED-D.3): Encourage a mix of densities, types and cost of housing in or near older commercial and residential areas to allow residents to walk to services and provide additional customers to the commercial areas. Promote the application of mixed-use sustainable development strategies for enhancing tax base both commercial and residential.**

Policy S-D.13 (Previously ED-D.4): Develop policies that encourage reinvestments and redevelopment of older residential neighborhoods and that respect and maintain the physical character of those areas.

Policy S-D.14 (Previously ED-D.6): Actively recruit, in cooperation with the BEDC, appropriate users, new and/or existing, to locate in and revitalize older or underutilized commercial centers.

## ***SECTION E: TRANSPORTATION***

The Transportation group reviewed the Transportation section of the 2005 Comprehensive Plan and recommended the following additions and/or revisions that pertain to sustainability. The full Transportation Master Plan is available at [www.broomfield.org](http://www.broomfield.org).

**Vision Statement:** Provide an efficient and well-maintained multi-modal transportation system that serves all segments of the population, effectively accommodates the demands of growth, facilitates convenient internal and regional accessibility, minimizing environmental impacts, and reduces dependence on the automobile. **Supply multiple modes of educational materials to inform public concerning the diversity of transportation options. Encourage use of telecommuting and other electronic systems to deliver information, goods, and services, thus reducing the load on the physical transportation network.**

## **GOAL S-E.I (Revised TS-A): ROADWAY CAPACITY:**

*Provide additional **multimodal transportation** capacity on roadways to handle existing and projected traffic.*

**Policy S-E.1 (Revised TS-A.2): Seek regional and state funding for multimodal transportation capacity improvements. (Includes car, bike, bus and pedestrian).**

**Action Step S-E.1.1 (Previously TS-A2.3):** Continue to seek regional funding to upgrade 144<sup>th</sup> between Zuni and the Northwest Parkway as a multimodal corridor.

**GOAL S-E.II (Revised TS-C): ALTERNATIVE MODES:**

*Promote and develop transportation alternatives to reduce dependence on the automobile. Ensure that multimodal and alternative transportation solutions make it easier for people to move around and within Broomfield. Ensure that Broomfield's multimodal and alternative transportation systems are efficiently connected to regional transit and multimodal systems.*

**Action Step E.1.2:** Continue relationships the city has made with regional and national transportation bodies and encourage Broomfield staff and officials to take even more leadership roles in regional transportation issues.

**Action Step E.1.3:** Evaluate opportunities to improve efficiencies and use of local transit systems.

**GOAL S-E.III (Previously TS-D): INTERCONNECTED BIKE and PEDESTRIAN SYSTEM**

**Policy S-E.2 (Revised TS-D.1): Complete “missing links” in the bike and pedestrian infrastructure.** Enhance and maintain the bike and pedestrian infrastructure

**Action Step S-E.2.1:** Increase priority for local funding for the alternative transportation improvements.

**Action Step S-E.2.2:** Pursue grant and/or other outside funding for the alternative transportation improvements.

**Action Step S-E.2.3:** Provide trail access to trails built on the “Egg Farm” located between 160<sup>th</sup> Ave and Hwy 7 and owned by Lafayette and Boulder County Open Space, to continue to connect Coal Creek regional trail systems.

**Policy E.3 (Previously TS-D.5):** Alternative transportation improvements (i.e., trails and bike lanes) should be designed to connect to other improvements to form a coherent alternative transportation network (rather than simply recreational trails). Those who build new roads (including developers) shall be encouraged to plan and construct alternative transportation improvements in addition to the new roads. The city shall consider alternative transportation improvements and project feasibility as the infrastructure requirements are established.

***Appendix A:***

Items that were considered, but not included in the plan.

From Resource Conservation:

**Action Step:** Define areas for enforcement of animal leash laws in open space and include signage identifying those areas. (Currently being addressed).

From Community Education:

**Action Step S-C.6.3:** Provide each school with educational short clips that could be used daily with the announcements.