
Tuesday, November 19, 2024, 6:00 PM

One DesCombes Drive

Broomfield, CO 80020

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1. Concept Review

2. Study Session

2A. Northglenn High School STEM - Lake Link Trail Findings Presentation

2B. Parks, Recreation, and Senior Services Advisory Committee Presentation

2C. Police Building Update

2D. Update on Broomfield's Retail Marijuana Implementation Plan and the Opioids Regional Council 2-year Action Plan

2E. Concept Review - 480 Flatiron Blvd. Hotel to Multi-family Conversion

2F. Comprehensive Plan Phase 1

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Date Posted: November 13, 2024



C. Police Building Update

Meeting	Agenda Group
Tuesday, November 19, 2024, 6:00 PM	Study Session Item: 2C.
Presented By	
Katie Allen	
Community Goals	
<input checked="" type="checkbox"/> Thriving, Diverse, Safe and Welcoming Community	

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This item provides a summary of the building site selection and conceptual layout effort for the proposed police building that was recently completed. It also provides conceptual-level cost information and next steps.

Attachments

[PD Building Concept Plan and Status.pdf](#)

Summary

[View Correspondence](#)

[View Presentation](#)

The Broomfield Police Department is headquartered at 7 DesCombes Drive where it occupies half the building (35,424 SF). The other half is occupied by Broomfield Combined Courts. The police department has two very small substations. One is located at the Flatiron Crossing Mall and the other is a single room plus restroom in the Anthem neighborhood.

The police department has 265.5 employees of which approximately 207 are stationed out of Police Headquarters at 7 DesCombes Drive. The remainder of the employees work out of the Detention Center at 11600 Ridge Parkway. Unlike many of the staff who work out of other City and County buildings, the Police Department has very few staff who can work remotely. Police Headquarters is operating beyond full capacity and with the anticipation of additional FTEs in the near future, this will create additional demand on the already limited workspace.

A combined Space Needs Assessment (“Assessment”) for the Police Department and the George DiCiero City and County Building (1 DesCombes Drive) was completed in late 2022. The Assessment recommended a new police building, totaling approximately 81,000 square feet, to house the department’s current and anticipated functions, including a dedicated Emergency Operations Center (EOC) and specialty training, support, and storage spaces. The Assessment recommended the proposed building be located immediately west of the current building on Broomfield property where there is currently a solar panel array.

Broomfield issued an RFP for public safety architectural firms to perform a building siting evaluation and conceptual layout for the location of a new Broomfield Police Building. Anderson Mason Dale (AMD) was selected for this first phase of the project. The RFP acknowledged that the intent would be to retain the same architecture team throughout all phases of the project.

The goals of the first phase of the project were to: confirm that the proposed location (current solar panel field area) is the best location within the [area](#) bounded by DesCombes Drive, Spader Way, and 3rd Avenue; make a recommendation on the type of building (single-story, multi-story), general footprint, and orientation; provide a conceptual site layout for the building, associated parking, green space/landscape areas, paths, and stormwater facilities; develop 3D, conceptual-level perspective graphics; provide a conceptual layout of any significant changes to the remainder of the current perimeter area such as changes to existing parking areas, access, landscape areas, and pathways; and provide an updated, conceptual-level cost estimate for the proposed building including site work, utility relocations, and other site modifications.

After evaluating several locations within the perimeter area, the project team determined that the location on the corner of E. 3rd Avenue and DesCombes Drive where the current solar panel array is located is the best location for the proposed building. A two-story building is recommended. The linked graphics show the [proposed site layout and building massing](#). A detailed review of all of the programmatic spaces was conducted over several meetings with PD staff. The proposed building area is 86,729 SF. Detailed information regarding the phase 1 effort is included in the [Broomfield Police Department Site Selection and Conceptual Layout Report](#).

The conceptual-level cost estimate for the proposed project is approximately \$68.4M in 2024 dollars or \$73.5M in mid-2026 dollars. The 2025 budget has \$3,636,045 included for design services, which may not be sufficient to complete the construction documents. Typically design costs average 10% of construction costs

and are allocated across a project as follows: schematic design - 15%; design development - 20%, construction documents - 30%, bid assistance - 2%, construction administration - 30%, and project closeout - 3%. Additional design funds may need to be included in the bond issuance to complete the construction documents. A bond issuance of General Obligation bond is anticipated to be around \$65M for the construction cost and is anticipated for early 2026.

If Council concurs with the project as proposed, AMD will submit a scope and fee for the detailed design of the project. A design agreement would be brought to City Council for approval in early 2025. Staff will bring a project update to Council following completion of the schematic design, in mid-2025. A project webpage will be created to share project information and a public (neighborhood) meeting would be planned following Council’s schematic design review. A formal site development plan process and concept review is not required.

Financial Considerations

As shown in the sources and uses of funds summary below, the project can be completed within the budgeted amount.

Sources and Uses of Funds	Amount
2024 CIP Fund - Police Building (24R0042)	\$200,0000
2025 CIP Fund - Police Building (24R0042)	\$3,636,045
Police Building Siting Study, Conceptual Layout, and Geotechnical Investigation	
	-\$105,770
Estimated Design cost (through completion of construction documents - 6.5% of \$70M)	-\$4,550,000
Projected Balance	-\$819,725

Prior Council or Other Entity Actions

Council previously authorized funds in the [2025 Budget](#).

Boards and Commissions Prior Actions and Recommendations

N/A

Proposed Actions / Recommendations

Staff is requesting feedback and direction from Council to proceed with the design development phase of the proposed police building

Alternatives

As directed by Council.



City and County of Broomfield

City Council Study Session

Update on Broomfield's Retail Marijuana Implementation Plan and the Opioids Regional Council 2-year Action Plan

Meeting	Agenda Group
Tuesday, November 19, 2024, 6:00 PM	Study Session Item: 2D.
Presented By	
Jason Vahling	
Community Goals	

Overview

[View Correspondence](#) and [View Presentation](#)

This memorandum serves as an update to the City Council on the allocation and use of retail marijuana sales tax revenue in alignment with Broomfield's Retail Marijuana Implementation Plan. This memorandum also provides an update on the Colorado Opioids Settlement Memorandum of Understanding and the Broomfield Opioids Regional Council 2-year Action Plan.

Attachments

[Memo for Update on Broomfield's Retail Marijuana Implementation Plan and the Opioids Regional Council 2-year Action Plan.pdf](#)

Summary

[View Correspondence](#)

[View Presentation](#)

This memorandum serves as an update to the City Council on the allocation and use of retail marijuana sales tax revenue in alignment with Broomfield’s Retail Marijuana Implementation Plan. This memorandum also provides an update on the Colorado Opioids Settlement Memorandum of Understanding and the Broomfield Opioids Regional Council 2-year Action Plan.

Retail Marijuana Implementation Plan:

The Retail Marijuana Implementation plan aims to fund behavioral health initiatives per the intent of City Council and the voter-approved measure.

In November 2020, Broomfield voters approved a ballot measure instituting a sales tax on retail marijuana establishments. The ballot language states that revenues received by the City and County be used to fund Broomfield Health and Human Service Programs and other general purposes. Leading up to and during the approval of the enabling ordinance No. 2131, it was evident from Council meetings and study sessions that City Council’s and staff’s intent was to utilize the tax revenue to fund behavioral health initiatives under the Health and Human Services Programs.

As this was a new tax revenue, and approved licenses were staggered over a multi-year period, City and County of Broomfield (CCOB) staff took a thoughtful approach to ensure funding was not only allocated but also collected to support the implementation plan in a sustainable way. This started with collecting two years of actual retail marijuana sales tax revenue to better forecast funding for programming, which is reflected below:

Calendar Year	Retail Marijuana Tax Revenue Collected
2022	\$32,366
2023	\$551,939
2024	\$589,000 (through Q3 2024)
2025	\$750,000 (projected)

CCOB also created an implementation plan to guide its use of retail marijuana tax funds across the organization. The plan was created by Broomfield Public Health and Environment, which serves as the backbone organization for administering the funds, in partnership with the Broomfield Police Department, Department of Human Services and the City Manager’s Office. The implementation plan includes evidence-informed strategies from public health, behavioral health, education and law enforcement sectors to address mental health and substance misuse prevention, intervention and treatment in Broomfield.

The 2025 implementation plan builds on this initiative and reflects the strategies that have been prioritized for the immediate impact. If sales tax collections exceed projections, additional strategies may be considered or additional funding may be allocated to the strategies outlined in the allocation plan.

Retail Marijuana 2025 Implementation Plan

1. Overview

- **Objective:** To responsibly allocate revenue generated from retail and medical marijuana sales in Broomfield per the ballot language and the intent of City Council to direct the revenue to behavioral health programming.

2. Revenue Allocation

A. Public Health, Education, and Youth Programs

- **Purpose:** To fund mental health and substance use prevention and intervention programs.
- **FY 2025 Funding Amount:** \$125,000
- **Focus Area:** Funding for a Prevention/Interventionist staff position at Broomfield High School.

B. Substance Use Treatment

- **Purpose:** To direct funds toward the treatment of marijuana addiction, other substance misuse and addiction, and mental health services.
- **FY 2025 Funding Amount:** \$175,000
- **Focus Area:** Fund Clinica Family Health and Wellness (merger of Clinica and Mental Health Partners) to provide services identified as gaps in Broomfield.

C. Local Law Enforcement and Public Safety

- **Purpose:** To provide additional resources for the Broomfield Police Department to respond to crisis calls from the community.
- **FY 2025 Funding Amount:** \$450,000
- **Focus Area:** Expand the co-responder program (BCORE) that pairs law enforcement and behavioral health specialists to intervene and respond to behavioral health-related calls for police service.

This plan, along with key performance indicators associated with funded programs, will be reviewed and adjusted annually.

Broomfield Opioids Regional Council 2-year Action Plan

Broomfield is part of the Colorado coalition that, in January 2019, sued manufacturers and distributors of prescription opioids alleging damages caused by the companies' aggressive marketing and excessive distribution of prescription opioids, as well as the companies' minimization of the significant risks of addiction and overdose. The state of Colorado, through the Colorado Attorney General, also pursued claims against various entities for their roles in

the opioid epidemic. In 2021, settlements with major drug manufacturers and distributors were reached and Attorney General Phil Weiser and local government attorneys and leaders agreed to a statewide distribution of those settlement funds in the [Colorado Opioid Settlement Memorandum of Understanding \(MOU\)](#), approved by Council on December 14, 2021. Council also authorized the City and County Manager to take any action necessary to effectuate the MOU and related settlements and distribution of settlement proceeds.

Colorado stands to receive over \$787 million in opioid settlement funds, which will be distributed over an 18-year period or longer as funds are available (currently in year three).

The Colorado MOU framework allocates 20% of the settlement funds to local governments (Local Share) and 60% to regions (Regional Share) with oversight from the Colorado Opioid Abatement Council (COAC) and support from the Colorado Department of Law. Broomfield advocated to be its own region (Region 7) for the same reasons that Broomfield became a city and county. As a local government and its own region, Broomfield receives an 80% total allocation, which is projected to be a total of over \$6 million distributed over 18 years.

All funds must be used for [approved opioid abatement purposes](#) (also known as Exhibit E), and all expenditure data is available through the [Colorado Opioid Settlement dashboard](#).

Broomfield Opioid Regional Council

As required by the MOU, Broomfield created a Regional Council to manage the distribution of the Regional Share of the opioid settlement funds. The Opioid Regional Council plays a vital role in overseeing the allocation of resources aimed at addressing the opioid crisis within our community.

The Opioid Regional Council consists of six voting members, appointed by the City and County Manager, who must be employees or elected officials from Broomfield. The current representatives are:

- Dan Casey, Deputy City & County Manager;
- Jason Vahling, Public Health Director;
- Tiffany Ramos, Manager, Child, Adult, and Family Services
- Mike Clement, Deputy Chief of Police;
- Judge Amy Bockman, Municipal Judge

BPHE focused on aligning the Regional Council's structure with the existing Broomfield Behavioral Health Coalition which is composed of representatives from community-based organizations, behavioral health providers, schools, and community representatives. This overlap ensures that the council has a strong foundation of expertise and collaborative engagement.

Actions the Broomfield Opioid Regional Council has taken include:

- Appointed the CCOB Finance Department as the Fiscal Agent.
- Certified the Council Formation to the State Abatement Council.
- Developed and submitted a 2-Year Action Plan: The plan identified approved uses of the settlement funds, focusing on opioid prevention, treatment, and abatement. This plan will be used to request funding from the Abatement Council.

Broomfield Opioid Regional Council 2-Year Action Plan

The Broomfield Opioid Regional Council, established per the settlement guidelines, has developed a 2-year action plan that outlines the strategic use of both the Local and Regional Shares. The following key initiatives have been prioritized:

Strategy	Description	Year One Amount 2023	Year Two Amount 2024	Year Three Amount 2025	How it reaches the community <i>(data pending completion of Year one)</i>
Communities That Care/Prosocial Opportunities for Youth	Promote protective factors and reduce risk factors by removing barriers to prosocial opportunities for youth	\$25,000	\$25,000	\$10,000	Scholarship funds distributed for youth opportunities; Number of students received scholarships
Community Initiated Care Trainings	Train members of community organizations to recognize behavioral health issues among their peers and engage appropriately	\$35,000	No new funding requested (use remaining Year one funds)	No new funding requested (use remaining Year two funds)	Number of participants in behavioral health trainings
Naloxone availability and training	Expanding naloxone access and training in Broomfield	\$16,000	No new funding requested (use remaining Year one funds)	No new funding requested (use remaining Year two funds)	Number of participants in Narcan trainings; Number of Narcan kits distributed in the community
Communications Campaigns	To reduce stigma, I.e. Lift the Label, Forward Together	\$10,000	\$30,000	\$30,000	Number of impressions for stigma reduction campaigns
Court Navigator	Staff position to prevent opioid misuse, prevent overdoses, and treat those with Opioid Use	\$27,500	\$50,000	\$50,000	Number of residents assisted by the Court Navigator

Memo for Update on Broomfield’s Retail Marijuana Implementation Plan and the Opioids Regional Council 2-year Action Plan
 Prepared By: Jason Vahling

	Disorder				
Behavioral Health Interventionist <i>*will be funded by retail marijuana sales tax in subsequent years</i>	Interventionist position in Broomfield High School (BVSD) to provide in-school, free-of-charge mental and behavioral health services for students		\$125,000		Number of high school students served by Behavioral Health Interventionist
Health Ambassadors	Financial support to organizations or individuals to support community-driven behavioral health efforts		\$125,000	\$125,000	Number of behavioral health trainings attended; Number of behavioral health resources utilized
Monetary Stipends for Treatment and Recovery Living Costs	Provide stipends to people who cannot afford treatment copays or recovery living costs that insurance does not cover			\$40,000	Number of people connected to treatment or recovery living; Self-attestation of personal improvement with pre/post survey
Medication Assisted Treatment (MAT) in Broomfield Jail	Funds to offer injectable MAT services, braided alongside other funding			\$15,000	
Peer Support Specialist	Funds for a pilot peer support position to work at a nonprofit and hospital setting			\$30,000	
Regional Planning	To identify goals for opioid reduction and support efforts or to identify areas and populations with the greatest needs for treatment intervention services	\$55,000	\$15,000	No new funding requested (use remaining Year two funds)	Attendance at Broomfield Behavioral Health Coalition quarterly meetings
Administrative Costs	Administrative costs for any of the approved strategies	\$31,000			

Total by Year	\$199,500	\$370,000	\$300,000	
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The Broomfield Opioid Regional Council submitted its most recent two-year action plan to the Colorado Opioid Abatement Council and received its approval in mid-September 2024. Ongoing oversight and reporting to the COAC which is shared on the [public dashboard](#) will ensure that the funds are used effectively for opioid crisis abatement.

Financial Considerations

Funds will be expended as described above.

Prior Council or Other Entity Actions

Retail Marijuana

- [June 2, 2020](#) - Council Study Session to discuss the sunset of Ordinance No. 2032. Request for a study session on tax options for marijuana.
- [June 16, 2020](#) - Council Study Session discussing different strategies and concepts for marijuana taxes, resulting in request ballot language asking Broomfield voters to decide on marijuana tax.
- [July 28, 2020](#) - Council adopted Ordinance No. 2131 placing a Ballot Question Concerning a New Special Sales Tax on Retail Marijuana on the November 3, 2020 ballot, which voters approved.
- [October 20, 2020](#) - Council held a study session at which Council directed staff to begin working on draft regulations for retail marijuana, and to draft an ordinance to extend the prohibition on marijuana businesses beyond the February 1, 2021 date.
- [December 8, 2020](#) - First reading of Ordinance No. 2146. This ordinance as drafted would extend the prohibition on retail marijuana stores through April 1, 2021, and would extend the prohibition on marijuana cultivation facilities and marijuana product manufacturing facilities through April 1, 2025.
- [December 15, 2020](#) - Council Study Session discussing retail marijuana.
- [January 12, 2021](#) - Council adopted amended Ordinance No. 2146 extending the prohibition on retail marijuana stores through May 3, 2021, and extending the prohibition on marijuana cultivation facilities and marijuana product manufacturing facilities through April 1, 2025.
- [January 19, 2021](#) - Council held a second study session discussing retail marijuana and draft regulations.
- [February 23, 2021](#) - Council approved the Broomfield Marijuana Code, Ordinance No. 2149, as amended, on first reading.
- [March 16, 2021](#) - Final approval by Council of Ordinance No. 2149, the Broomfield Marijuana Code.

Memo for Update on Broomfield's Retail Marijuana Implementation Plan and the Opioids Regional Council 2-year Action Plan
Prepared By: Jason Vahling

- [January 11, 2022](#) - Final approval by Council of Ordinance No. 2170 restricting affiliated applications.
- [June 21, 2022](#) - Council Study Session discussing potential changes to the Broomfield Marijuana Code.
- [August 9, 2022](#) - Council approved Ordinance 2181, as amended, on first reading.
- [September 13, 2022](#) - Council approved Ordinance 2181, as amended, on second reading.

Opioid Settlement

- December 14, 2021: Council approved [resolution No. 2021-164](#) Authorizing and Approving the Colorado Opioids Settlement MOU

Boards and Commissions Prior Actions and Recommendations

See above regarding the actions of the Broomfield Opioid Regional Council.

Proposed Actions / Recommendations

Information only.

Alternatives

N/A.



E. Concept Review - 480 Flatiron Blvd. Hotel to Multi-family Conversion

Meeting	Agenda Group
Tuesday, November 19, 2024, 6:00 PM	Study Session Item: 2E.
Presented By	
Judy Hammer	
Community Goals	
<input checked="" type="checkbox"/> Thriving, Diverse, Safe and Welcoming Community	

Overview

[View Correspondence](#) and visit BroomfieldVoice.com
[View Presentation](#)

Denver BF Property, LLC has submitted a concept review application for a proposed amendment to the Midcities Planned Unit Development (PUD) Plan. The request is to convert an existing 151-room extended-stay hotel into a 151-unit apartment complex that is located at 480 Flatiron Boulevard.

The proposed change would require an amendment to the PUD Plan to allow for residential as a stand-alone use specific to the subject property. The proposed amendment would also include a request to increase the total number of residential units permitted within the PUD to 151 specific to this site only. The applicant's concept plan indicates that there will be a mix of studio, one- and two-bedroom units.

Attachments

[Midcities Hotel Conversion to Multifamily Concept Review Memo.pdf](#)

Summary

[View Correspondence](#) and visit BroomfieldVoice.com
[View Presentation](#)

Denver BF Property, LLC has submitted a concept review application for a proposed amendment to the Midcities Planned Unit Development (PUD) Plan. The request is to convert an existing 151-room extended-stay hotel into a residential 151-unit apartment complex that is located at 480 Flatiron Boulevard. The proposed change would require an amendment to the PUD Plan to allow for residential as a stand-alone use specific to the subject property. The proposed amendment would also include a request to increase the total number of residential units permitted to 151 within the Midcities PUD plan. These amendments would be specific to this site only. Currently, the PUD allows for a maximum of 1,201 dwelling units that are already accounted for within other planning areas. The applicant's concept plan indicates that there will be a mix of studio, one- and two-bedroom units.

The property is zoned Planned Unit Development (PUD) and is governed by the Midcities PUD Plan. The PUD identifies this site as being within the planning area "Tract 5" with the land use designation of "Mixed-Use Transit Oriented Development." The project area includes Lot 1, Midcities Filing No. 1, totaling approximately 2.98 acres. The site is improved with parking, an outdoor pool, landscaping, and two hotel buildings with 151 extended-stay rooms.

The underlying Comprehensive Plan Land Use Map land use designation is "Mixed-Use Commercial." A multi-unit residential use is consistent with this designation. However, stand-alone residential is not a permitted use per the PUD Plan.

New residential developments are required to include income-aligned housing either through on-site units or via a cash-in-lieu payment per the requirements outlined in the Broomfield Municipal Code, Chapter 17-76. The applicant proposes to meet the income-aligned requirement via cash-in-lieu in compliance with the code requirements.

Financial Considerations

The existing business and development for this property is a commercial use activity, in this case an extended stay hotel. If the extended stay hotel continues in operation, the existing business is projected to yield tax revenues (sales tax, lodgers tax and property tax) to the City and County of Broomfield of about \$500,000 annually.

The net fiscal impact of this commercial use is net positive, with the projected revenues exceeding the cost of services and programs utilized by the business and its customers. The financial impact model does not explicitly have a property type category for lodging or extended stay hotels. However, utilizing the multi-family expenditures as a guideline, the existing development business use would result in a minimum estimated net fiscal impact of about \$60,000.

The proposed change in use, from an extended stay lodging business into a multifamily rental residential activity, would dramatically decrease the tax revenue from this property - due to the elimination of both the sales and lodgers tax. Even holding the real property value constant (building and land, currently valued at \$12.2M) the change in use would change the assessed value (for CCOB, Boulder Valley School District (BVSD) and the North Metro Fire and Rescue District (NMFD) downward to about 25-30% of current assessed value.

Thus the real property tax revenue owed to all entities would fall from about \$270,000 annually. (As examples, the BVSD real property tax revenues would fall about \$100,000 annually and City and County of Broomfield would fall about \$60,000 annually.)

The net fiscal impact from the property, and current development/business, would significantly fall, resulting in a net fiscal impact of about a negative \$350,000. [Please note - this approach does not try to estimate the impacts on competing businesses (with a potential increase in lodging demand and/or increased rates in other properties).]

In addition, the existing business is estimated to have about 50 employees. If the business closes with the change in use, these employees would no longer be spending a portion of their wages at nearby Broomfield businesses. This indirect fiscal impact is not included in the fiscal modeling.

Finally, the proposed project would be required to follow Broomfield's Inclusionary Housing program requirements either through residential unit restrictions or payment of a cash-in-lieu (CIL) fee. The proposed development would also trigger the purchasing of additional water and sewer licenses.

Prior Council or Other Entity Actions

[January 19, 1999](#) - The City Council reviewed a concept proposal for the Towneplace Suites Hotel.

July 13, 1999 - The City Council approved the Midcities Filing No. 1 Final Plat and the site development plan via [Resolution No. 150-99](#), and an Intergovernmental Agreement for public improvements via [Resolution No. 168-99](#).

Boards and Commissions Prior Actions and Recommendations

N/A.

Proposed Actions / Recommendations

Hold concept review discussion. There are no formal actions required.

Alternatives

No official action is taken at concept review.

Discuss any concerns regarding the proposed use of this property such as the conversion from commercial to residential, any potential changes to the exterior impacts on adjacent properties, pedestrian access, and/or vehicular access.

Project Website

<https://www.broomfieldvoice.com/flatiron-hotel-conversion>

Public Comment

[Correspondence Folder](#)

Sustainability

The applicant's concept proposal is for a PUD Amendment. The property is already improved with two hotel buildings that house 151 rooms/units. The intent is to convert them into a 151-unit apartment complex.

The applicant is currently proposing that the retrofit to residential would include low-flow toilets, showers, and faucets. The applicant is anticipating that they may install EV charging stations in the parking lot even though it is not technically required by the municipal code since no changes are being made to the parking lot. As there is no site development plan (SDP) included with this concept review, specific sustainability elements for the project will be solidified during the redevelopment stage. Additionally, retrofitting an existing building for adaptive reuse is inherently sustainable.

Income-Aligned Housing

Converting an existing extended-stay hotel to 151 residential dwelling units will trigger income-aligned housing requirements. The [Broomfield Municipal Code Chapter 17-76](#) requires new residential development to provide on-site affordable units or propose an alternative through a cash-in-lieu (CIL) payment, or some combination thereof. The applicant has indicated they intend to pay the CIL to meet the income-aligned housing requirements.

The requirement is for twenty percent (20%) of the units to be restricted, or a CIL can be paid to meet the restricted residential unit obligation. The CIL amount for the 30.2 units would be estimated to be over \$3.2M (the final rate and amount will be determined at time of building permit, and the amount provided within is illustrative only).

Public Land Dedication (PLD)

Broomfield's Open Space, Parks, Recreation and Trails (OSPRT) Plan outlines the PLD requirements for new residential projects. Even though this property is an existing hotel (considered a commercial use), the proposed residential use is new. The proposed development is less than 10 acres in size and is not proposing to provide onsite inclusionary housing units; therefore, the applicant is required to provide a minimum of 25% of the site area as onsite PLD for the new residents. However, due to site constraints for this developed property, it is not feasible to set aside any usable land for PLD so that requirement would need to be met via a cash-in-lieu payment. Please refer to the subheading entitled "Public Land Dedication" for a detailed analysis of the PLD requirement.

Schools

The proposed development is in the Boulder Valley School District (BVSD). BVSD reviewed the proposal and indicated the additional 151 apartments are expected to generate 18 students. BVSD indicated they can serve these new students with existing capacity at Emerald Elementary, Broomfield Heights Middle, and Broomfield High School. Refer to the subheading entitled "Schools" for a detailed analysis of the proposal with regard to impacts on the BVSD.

Key Issues Identified By Staff

Staff has identified the following key issue with the subject proposal:

- **Change in Land Use** - The subject property currently operates as a 151-room extended-stay hotel. The proposed conversion from commercial to residential (requiring an increase of 151 residential units through a PUD amendment) is anticipated to have a negative impact on the long-range financial plan. If the hotel continues operation, the property is projected to contribute an estimated \$60,000 net positive annual tax and fee revenue to CCOB.

The proposed new residential redevelopment would negatively change the net financial impact resulting from the project, due to reduced revenues and increased program and service costs. The estimate would be an estimated net negative financial impact of \$350,000 annually.

The proposed reuse development would also require a payment for additional required water and sewer licenses, and meeting the Broomfield Inclusionary Housing requirement (either through providing 30 restricted on-site residential units or by paying the appropriate cash-in-lieu).

Links to Application Materials

- [Narrative / Project Description](#)

Supplemental Documents

- [Approved Site Development Plan - Towneplace Suites July 13, 1999](#)

How to Submit Public Comments on this Proposal

Email directly to Planning@broomfield.org

Property Owner and Applicant

The property owner and applicant is Denver BF Property LLC.

Broomfield Process

The concept review is the first step in Broomfield's development process. Concept reviews provide an opportunity for the applicant to get comments and direction from the City Council, the Land Use Review Commission (LURC), other advisory boards and commissions, and the public. The applicant should use the comments received during the concept review process to prepare a formal development review application.

If the project proceeds to a formal development application, an amendment to the Midcities Planned Unit Development (PUD) Plan and an amendment to the improvement agreement will be required. Also, an administrative modification to the site development plan (SDP) will be required. The changes to the site will allow for better emergency access into and out of the site, which in turn will trigger a reduction in five parking spaces to accommodate the emergency vehicle turning radii, and some adjustments to the landscape plan. Approval of the administrative modification would be contingent upon the City Council approving the PUD Plan amendment.

During a public hearing, the Land Use Review Commission will review the PUD Plan amendment and make a recommendation to the City Council. The City Council will make the final determination during a separate public hearing.

Zoning, Previously Approved Development Plans, and Status of Development

Zoning

The property is zoned Planned Unit Development (PUD) and is governed by the Midcities PUD Plan. The property is identified as being within the planning area “Tract 5.” The PUD plan’s land use table indicates that the preferred land use is mixed-use transit-oriented development. While mixed-use commercial is permitted, stand-alone residential as a single-use is not currently permitted on this site. Additional allowed uses within this planning area are commercial/retail uses, corporate/professional office, common open space, and ancillary uses. The proposed multifamily residential development would require a PUD Plan amendment to allow for stand-alone multi-family residential and an additional 151 residential units specific to this property. Currently, the PUD Plan allows for 1,201 dwelling units, and all of these units are accounted for in other areas of the plan.

Previously Approved Development Plans

The Midcities PUD Plan was approved by the City Council on June 16, 1998. The subject site is platted as Midcities Filing No. 1, Lot 1. Since 1998, the PUD plan has received approval for nine amendments. Generally, the amendments were specific to other planning areas within the PUD. Two amendments were related to residential dwelling unit transfers or increasing the maximum number of allowed dwelling units. One amendment clarified that senior housing and assisted living are a permitted use within the PUD. The most recent amendment, which was specific to the property immediately to the east, allowed for a stand-alone residential use (vs mixed-use commercial) and an additional 270 dwelling units.

In 1999, the City Council approved the Midcities Filing No. 1 final plat, and an [SDP for the TownePlace Suites](#) that captured improvements related to two hotel buildings, parking, landscaping, signage, and architecture. This property has operated as an extended-stay hotel since it was constructed in 2001.

Status of the Development

The subject site contains two hotel buildings with 151 rooms and associated improvements. The Lock, a 297-unit apartment complex, immediately to the east, is currently under construction. An existing 232-room hotel is to the northeast across Flatirons Boulevard. The property to the northwest was approved for a 107-room hotel in 2019 but is still vacant. Currently, that approved site plan is under review for an administrative modification. Once approved, the 107-room hotel may start construction in 2025. A Walmart is located immediately west of the site.

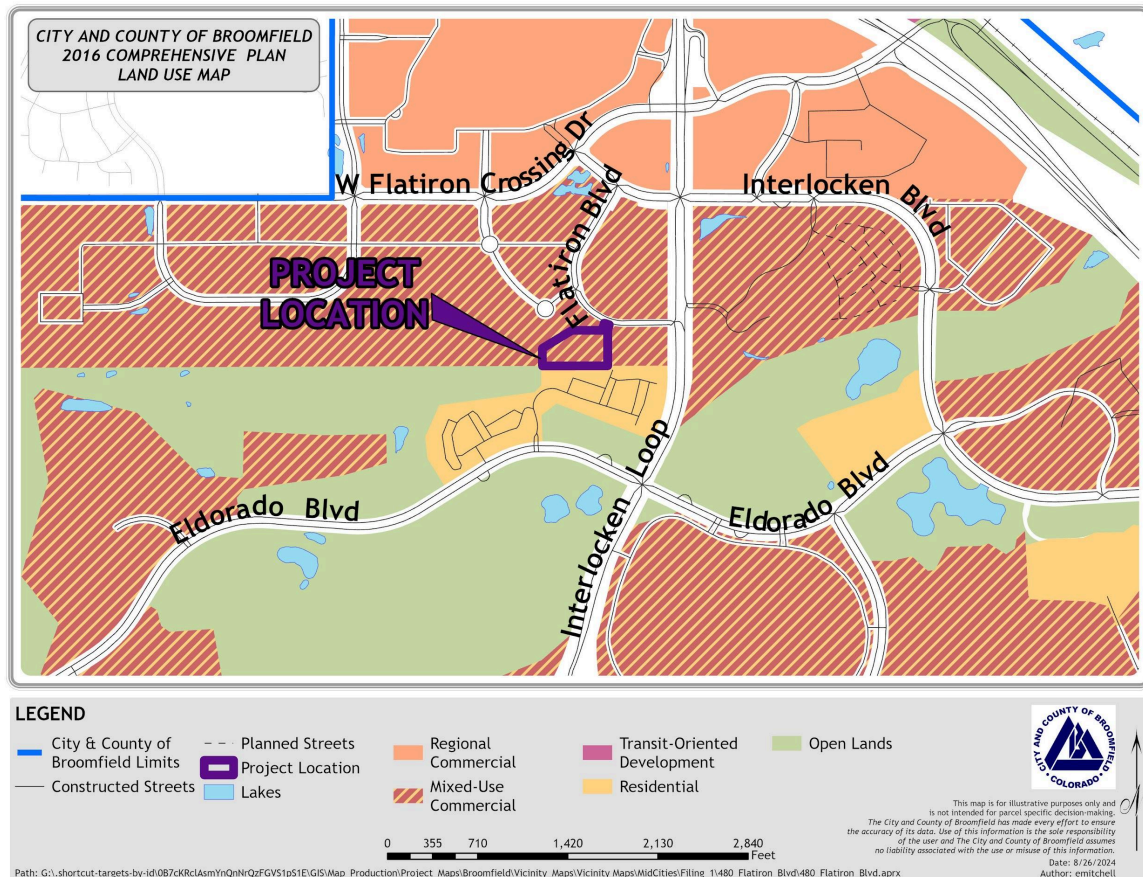
A private golf course is to the southwest. A trail system with sidewalk connections provides bicyclists and pedestrians with access to parks and other amenities throughout the Flatirons and Interlocken neighborhoods.

Applicable City and County of Broomfield Plans

Broomfield Comprehensive Plan

The 2016 Broomfield Comprehensive Plan land use designation for this property is “Mixed-Use Commercial.” The following map shows the project location within a portion of the land use map for the surrounding area.

The Comprehensive Plan describes Mixed-Use Commercial areas as those characterized by commercial, employment, and multi-family or single-family attached residential uses. As a guide, no more than 30 percent of the land area within the Mixed-Use Commercial district should be utilized for residential uses unless approved through the PUD process. When considered with the overall Midcities PUD area, the proposed multi-unit residential use is consistent with the intended mixed-use commercial uses. If the subject site is utilized for residential as proposed, the total acres used for residential land uses within Midcities remains less than 30% of the overall PUD area.



A Segment of the 2016 Comprehensive Plan Land Use Map

Goals and Policies

Elements of the proposed project could help meet the following Comprehensive Plan goals and policies:

Goal LU-A: Mix of Land Uses - “Plan for an appropriate mix of land uses that ensures connectivity, livability, flexibility, environmental sustainability, and economic vitality.”

Policy LU-A: - “Promote infill development and redevelopment that contribute to the desired mix of land uses.”

Policy LU-8.2: “Encourage and support structures and site layout within mixed-use developments that are more adaptable to changes of use over time.”

Economic Vitality and Financial Impacts

The proposed stand-alone residential use is consistent with the Comprehensive Plan’s Land Use Map, “Mixed-Use Commercial” designation. However, the proposed use is not consistent with the existing Midcities PUD Plan’s approved use, and the assumptions for the sustaining financial modeling of the property. The existing use is for an extended-stay hotel with 151 rooms in two buildings. If the extended stay lodging continues operation, the property is projected to contribute an estimated \$60,000 net positive annual tax and fee revenue to CCOB.

The proposal for a reuse residential development would negatively change the net financial impact resulting from the project, due to reduced revenues and increased program and service costs. The estimate would be a net negative financial impact of \$200,00 annually. Additionally, the change in use and activity, as requested for the proposed development has fiscal impact on other public entities (e.g. Boulder Valley School District and North Metro Fire and Rescue District).

The proposed development would be a high-density residential (approximately 51 dwelling units per acre). Near this development site are two market-rate apartment complexes; one to the south and the second immediately to the east. This development would provide additional housing choices for residents and the workforce employed in retail, restaurants, hospitality, and other businesses in the immediate area. Additionally, the change may result in an increase in potential alternative travel choice customers (pedestrian, bike, and bus and bus rapid transit (BRT)).

The current business (typically) employs an estimated 50 persons, and the residential use/activity may require 3-5 total employees. The wages levels are generally the same, residential building management, custodial, snow and landscaping activities. The extended-stay business includes management, front desk, housekeeping and building maintenance staff.

The proposal would call for a reinvestment in the property, the amount of the investment has not been provided at this writing. However, the building and unit reinvestment may be more \$2.0-3.0M (not including the IHO CIL or the additional water/sewer license fee payments), which would be \$15-20,000 per planned unit and improvements to shared tenant spaces/amenities.

The increase in rental units expands Broomfield housing choices and access.

As noted in the summary, the net fiscal impact will change from a positive \$60,000 annually to an estimated net negative \$350,000 - due to the loss of sales and lodgers tax revenues, and the change in assessment (from commercial to residential) impacting real property tax revenues for Broomfield, the Boulder Valley School District (BVSD), North Metro Fire District (NMFD), and others.

The reduction of 151 lodging rooms (keys) in the marketplace would benefit other lodging businesses in Broomfield and markets to the north and south. The increase in occupancy and lodged rates may partially offset part of the fiscal impact - the impact in the marketplace and business competition is not directly estimated). Broomfield staff have been recently approached by both regular stay and extended-stay developers and operators about potential sites near this operating business.

Area Context and Property Location

The property is located south of Flatiron Boulevard and west of Interlocken Loop and is approximately 2.98 acres in size. To the south of the project area is an apartment complex with a golf course. To the northeast is the Renaissance Hotel, and to the east is “The Lock”, an apartment complex. The property to the northwest is currently vacant but was approved for another hotel. A Walmart store is approximately a quarter mile to the west. Retail, hospitality, restaurant, and commercial uses are within walking distance of the subject property.



Project Location Map

Current Application - Detailed Description and Staff Review

Description

Denver BF Property, LLC is proposing to amend the Midcities PUD Plan to convert an existing TownePlace Suite extended stay hotel to 151 residential units. The concept plan is limited to a Midcities PUD Amendment only. Changes to any existing improvements - including emergency access, parking, and landscaping - are anticipated to be minor in scope and eligible for an administrative modification to the existing approved SDP if the PUD plan amendment is approved by City Council.

There is not a formal site design or development proposal with this concept plan review. There is not a proposal to change any of the exterior improvements to the property, but rather an interior conversion from hotel units to apartment residential units. However, based on comments received during the referral review, the property owner or developer will be required to make some minor adjustments to access, landscaping, and parking. They will also be required, per the Flatirons Architectural Control Committee, to paint the faux railing of the balconies, restore the existing trash enclosure that is currently being used for storage to its intended purpose, and repair or replace the irrigation for the landscaping. Please refer to the Vehicular Access, Parking and Circulation subheading within this staff report for more details.

Background/Base Data

Property Owner	Denver BF Property, LLC
Applicant	Denver BF Property, LLC
Property Location	480 Flatiron Boulevard
Property Size	Approximately 2.98 acres
Current Zoning	PUD
Proposed Zoning	PUD
Current Land Use	Extended stay hotel
Proposed Land Use	Residential
Comprehensive Plan Designation	Mixed-use commercial

Planned Unit Development Plan Amendment

The applicant's concept plan is limited to an amendment to the Midcities PUD Plan for the subject property only. The amendment would add 151 residential units to the planning area identified as Tract 5 and would allow for this stand-alone use as an allowable use in the PUD Plan.

The applicant is currently proposing a residential density of 151 dwelling units with a maximum proposed density of approximately 50 dwelling units per acre. The applicant's project description indicates that this development would not include onsite income-aligned units. If no onsite units are provided, then the applicant will be required to pay a cash-in-lieu fee in conformance with Broomfield's inclusionary housing code requirements.

Specific development standards would align with the Midcities PUD Plan since the applicant does not intend to change any of the architectural elements or exterior finishes of the existing two hotel buildings. However, the property owner will be expected to ensure that the existing building finishes and the parking lot surface are updated and repaired per the Midcities Architectural Control Committee.

The Midcities PUD Plan's development standards established setbacks, building colors and materials, and heights. The Midcities PUD Plan allows a maximum building height of 80 feet. This concept plan does not call for any changes to the site other than those required by the North Metro Fire District to adjust the turn radius for fire truck access. The changes will entail removing parking spaces, adjusting the location of the fire hydrant, and modifying the landscape plan. These relatively minor exterior changes are anticipated to be captured via an administrative modification to the SDP, provided they do not exceed the 10 percent threshold of change that would otherwise be reviewed by the Land Use Review Commission and subject to call-up by the City Council. If the site changes are determined to exceed the standards permitted for an administrative modification, then the administrative modification will be referred with the PUD Plan Amendment for formal consideration through a public hearing process.

Vehicular Access, Parking, and Circulation

Primary access to the site is via Flatiron Boulevard through a shared access drive between this site and the apartment complex to the east. Secondary or emergency access is taken from a secondary drive to the west. Broomfield Traffic Engineering and the North Metro Fire Rescue District reviewed the concept plan and indicated that access to the site would need to be modified to allow for emergency vehicle turning radii around corners. Please refer to the image below that shows the approximate turning radius required around the medians.

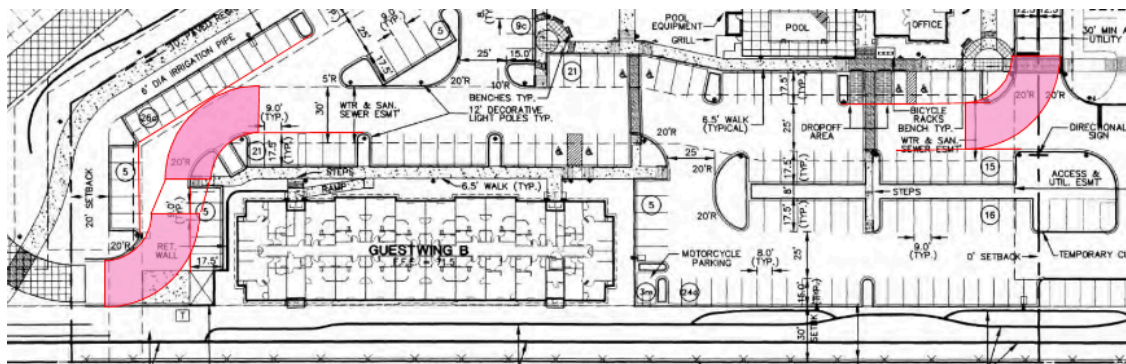


Image of the parking lot with turning radii (shown in pink) north is at the top

Should this proposal proceed with the change in use, the applicant/developer will be required to adjust parking medians at the northeast and southwest entrances to the parking lot. This will trigger changes to landscaping, removing approximately five parking spaces, and relocating a fire hydrant. These changes can likely be captured via an administrative modification to the SDP as described above.

Broomfield's Municipal Code establishes a parking minimum for multi-unit residential developments based on the number of bedrooms per unit. Studio and one-bedroom units are required to have one parking space per unit, two-bedroom units are required to have a minimum of 1.5 parking spaces per unit, and three-bedroom units are required to have a minimum of two parking spaces per unit. The proposal calls for a conversion of 151 hotel rooms into the same number of apartment units. Currently, the parking lot provides 155 parking spaces including 93 standard, 59 compact, three motorcycle, and eight bicycle parking spaces. Five of these parking spaces will need to be removed as previously referenced leaving a total of 150 parking spaces. The applicant's project narrative proposes a total of 121 studio and one-bedroom units and 30 two-bedroom units. Based on this ratio, the Broomfield Municipal Code's current parking requirements call for 166

standard parking spaces, and 8 short-term and 61 long-term bicycle parking spaces. The applicant has indicated that they will add bicycle parking to accommodate the requirement.

As currently proposed, the application would not comply with the minimum number of parking spaces necessitating a variance to the parking standards if it were to proceed under existing regulations. However, additional modifications to the Broomfield Parking Code are planned for review and consideration in 2025 to address new state legislation that eliminates parking minimums in this location due to its proximity to transit. This update aims to ensure Broomfield is compliant with HB 24-1304 and will address City Council guidance from the June 2024 study session to increase short-term bicycle parking requirements specific to some types of land uses. Pending the adoption of anticipated amendments to Broomfield's parking regulations, minimum parking will no longer be required and a variance would no longer be necessary.

Transit Access and Walkability

The project area is within the RTD service area and is within walking distance of various parks, trails, and commercial and retail businesses. The nearest park is approximately ½ mile to the southeast of the subject site; east of the Eldorado Boulevard and Interlocken Loop intersection. The closest bus stop is on Interlocken Loop just south of the Interlocken Boulevard/Interlocken Loop intersection. The bus stop serves the local RTD 228 route from US 36/Flatiron Station, which is approximately one-half mile to the north. The site is also currently served by the RTD Interlocken/Westmoor FlexRide with services to both US 36/Broomfield Station and US 36/Flatiron Station.

An eight-foot-wide pedestrian access from Interlocken Loop connects the subject site to the sidewalk along Flatirons Boulevard and the bus stop. Sidewalks encircle the site providing connections to the parking lot, existing buildings and the neighborhood. There are existing trails that take users throughout Interlocken, and Flatirons and connect to the US 36 Bikeway, which goes west to Lafayette, Louisville, Superior, and Boulder and east towards Arista, Westminster, and Denver.

Public Land Dedication

Broomfield's Open Space, Parks, Recreation, and Trails (OSPRT) Plan outlines the PLD requirements for new residential projects. In this case, the proposed development would include more than 20 dwelling units per acre, and the applicant is not proposing to provide onsite income-aligned units. Based on this proposal, the development is required to provide a minimum PLD equating to 25% of the gross land area (0.75 acres) with the balance of the PLD obligation paid as a cash in lieu fee. The cash-in-lieu fee will depend on whether the applicant provides any onsite income-aligned units and whether the applicant provides onsite public land dedication. Due to site constraints, there is no onsite PLD planned. Assuming the applicant does not provide any onsite inclusionary housing units or onsite PLD, then the cash-in-lieu will be calculated at the appraised value of the property for the first 0.75 acres and at \$86,000 for the balance of the PLD obligation of 6.16 acres.

PLD is calculated through the following method as shown in the table.

PUBLIC LAND DEDICATION SUMMARY**		
OBLIGATION (PLD Formula and Project Calculation)	METHODOLOGY (Applying PLD Obligation as PUD Plan Requirement)	PLD PROVIDED
<p><u>Formula:</u> The Public Land Dedication obligation is calculated at 24 acres per 1,000 residents.</p> <p><u>Project Calculation:</u> [151 units] x [1.91 number of persons per unit rate received from Planner] = [288 number of people]</p> <p><i>*For projects with multiple residential product types, include a separate (total number of people) calculation here.</i></p> <p>[288 total number of people] x 24 ac / 1000 persons = 6.91 Acres Total PLD Obligation</p>	<p>For projects with 20 dwelling units per acre or more, a minimum of 25% of the gross residential land area shall be met with a dedication of public land.</p> <p>[2.98 gross residential land area in acres] x 0.25 = [0.75 total minimum land PLD in acres]</p> <p>The balance of the obligation to be met with a cash-in-lieu payment to Broomfield at a rate of \$86,000 / Acre</p> <p>6.91 total PLD obligation - 0.75 total minimum land PLD x \$86,000 = \$529,760 Total Cash-in-Lieu Payment</p>	<p><u>Public Land Dedication:</u> [0.75 total minimum land PLD in acres] at appraised value</p> <p><u>Cash-in-Lieu Payment*:</u> \$529,760 total cash-in-lieu payment for [6.16 acres]</p> <p><i>*Refer to project Subdivision Improvement Agreement for payment timing.</i></p> <p><u>Dedication:</u> 0 acres of total PLD obligation being provided/dedicated</p> <p><u>Cash-in-Lieu:</u> [6.16 acreage being provided with cash-in-lieu] x \$86,000 = \$529,760 total cash-in-lieu payment</p>

***Note: Public Land Dedication (PLD) is typically required for residential projects with dedication requirements. If Public Land Dedication is not required, please do not include this table.*

The total CIL will be determined during the formal development review stage based on the potential scenarios discussed above.

Income Aligned Housing

The [Broomfield Municipal Code, Chapter 17-76](#) requires new residential development to provide income-aligned housing. The code encourages the construction of on-site deed-restricted units but provides an option for satisfying this requirement through a cash-in-lieu payment. The applicant has indicated that this project will meet the housing requirement via the cash-in-lieu (CIL) payment option.

Should they continue to opt for the CIL, then the payment would be calculated based on the requirements outlined in Chapter 17-76, at the time of building permit issuance. In this case, as of January 1, 2025, the CIL will be \$106,635 + consumer price index for all urban consumers (CPI-U adjustment). The Broomfield Municipal Code (BMC) defines the CPI-U adjustment as an amount equal to the percentage change from the previous three calendar years. This exact fee will be determined during the formal development review process if the applicant opts for the CIL option.

Conversely, if the applicant opts to provide on-site units, 30 deed-restricted units would be required. It would also be required to spread the units throughout the apartment complex via different bedroom types at an equal ratio (studio, one- and two-bedroom units).

Schools

The proposed development is located within the Boulder Valley School District. During the referral agency review, the school district reviewed the proposed residential conversion. The school district indicated that the current capacity status including this project’s impacts are as follows:

School	Capacity Status (Oct. 23)				Project Impact		
	Resident Students *	Program Capacity	School Enrollment	Percent Capacity	Student Impact	New Enrollment	New % Capacity
Elementary	320	393	356	90.6%	9	365	92.9%
Middle School	308	871	496	56.9%	4	500	57.4%
High School	1,046	1803	1686	92.1%	5	1,691	92.4%
Total	1,674		2,538		18		

*represents the number of BVSD students for the given grade level living within the attendance area.

Architecture

The applicant has indicated that they will leave the exterior finishes of the two existing buildings as they appear today. However, during the referral agency review, the Midcities Architectural Control Committee indicated that the property owner will need to repair the asphalt surface of the parking lot, paint the exterior faux balcony railings, fix the irrigation and replace any dead landscaping, and restore the trash enclosure to its intended purpose. These maintenance issues should be addressed by the current property owner. Below are some current images of the extended-stay hotel building.



Images of Existing Extended Stay Hotel



Image of Existing Extended Stay Hotel

Stakeholder And Public Outreach

Public notice requirements have been met. These requirements include:

- Posted sign(s) on the property a minimum of ten days in advance of this meeting.
- Mailed notices to property owners who are within 1,000 feet of the subject property (or an additional distance as deemed necessary by the city and county manager based on the proposed size, density, and intensity of the proposed development), a minimum of ten days in advance of the meeting.
- Posted the concept review on the [Broomfield Voice website](#).

Staff Review Of Key Issues

Staff has identified the following key issue for this concept plan.

- **Change in Land Use** - The subject property currently operates as a 151-room extended-stay hotel. The proposed conversion from commercial to residential is anticipated to have a negative impact on the long-range financial plan. If the hotel continues operation, the property is projected to contribute an estimated \$60,000 net positive annual tax and fee revenue to CCOB.

The proposed new residential redevelopment would negatively change the net financial impact resulting from the project, due to reduced revenues and increased program and service costs. The estimate would be an estimated net negative financial impact of \$350,000 annually.

The proposed reuse development would also require a payment for additional required water and sewer licenses, and meeting the Broomfield Inclusionary Housing requirement (either through providing 30 restricted on-site residential units or by paying the appropriate cash-in-lieu).

The applicant is seeking feedback from the Council regarding whether there is interest in considering the change in land use for the subject property.

Next Steps

The applicant will be required to host a neighborhood meeting before they submit a formal development application. The formal development application will include a PUD plan amendment and an amendment to the existing subdivision improvement agreement. The PUD plan amendment will require public hearings with both the Land Use Review Commission and the City Council.

A separate administrative modification to the existing SDP is required to capture changes to the drive aisles, parking lot, and landscaping will be required.



F. Comprehensive Plan Phase 1

Meeting	Agenda Group
Tuesday, November 19, 2024, 6:00 PM	Study Session Item: 2F.
Presented By	
Lynn Merwin	
Community Goals	
<input checked="" type="checkbox"/> Thriving, Diverse, Safe and Welcoming Community	

Overview

[View Correspondence](#)

[View Presentation](#)

This study session serves as an update to City Council on the findings and recommendations of best practices and innovations to long-range comprehensive plan planning. City Council's review and comment on these findings and recommendations are needed at this time to help guide the scope of services to undertake and complete with a major update to the 2016 Comprehensive Plan that is anticipated to begin in 2025.

Attachments

[00 2016 Comp Plan - Major Update - CC SS Nov 19 2024.pdf](#)

Summary

[View Correspondence](#)

[View Presentation](#)

Study Session Regarding A Major Update to the 2016 Comprehensive Plan

This study session serves as an update to City Council on the findings and recommendations of best practices and innovations to long-range comprehensive plan planning. City Council’s review and comment on these findings and recommendations are needed at this time to help guide the scope of services to undertake and complete with a major update to the [2016 Comprehensive Plan](#) that is anticipated to begin in 2025.

During a study session on January 16, 2024, staff provided an [Overview and Update Regarding Coordinated Efforts](#) to Update Development Plans and Regulations. The January study session identified that staff planned to begin work toward an update to the 2016 Comprehensive Plan. This work would take place in two phases with phase 1 occurring in 2024 and focused on hiring a consultant to scope the project to inform the phase 2 major update which would take place in 2025/2026. In February 2024, Broomfield hired Cushing Terrell, a planning and architectural design firm, as the lead consultant to provide professional planning services to identify options and best practices for approaching the Comp Plan update and ensuring a robust community engagement plan. The January update further noted that a separate contract would be pursued in 2025 to launch the formal plan update process comprising phase 2.

Phasing the Comprehensive Plan Major Update

In considering the myriad of factors potentially influencing comprehensive planning for the next decade plus, staff issued a request for proposals (RFP) seeking professional services from a consulting team experienced in long-range planning and transportation mobility planning to assist in laying the framework and approach to Broomfield’s Comp Plan update. In February 2024, Broomfield hired Cushing Terrell as the lead consultant to help inform phase 2 by:

- 1) scoping innovations and best practices in long-range planning,
- 2) identifying options for approaching and generally organizing the Comp Plan update,
- 3) developing a preliminary approach for public engagement, and
- 4) recommending an estimated budget for the major update.

Cushing Terrell has prepared the [Phase 1 Draft Report](#) addressing best practices and innovations in long-range planning, a preliminary public engagement plan, and estimated budget to help inform major updates planned in Phase 2 to both the Comprehensive Plan (Comp Plan) and the Transportation Plan. Both plans are being considered together due to the importance of integrating land use and transportation/mobility within the overall Comp Plan update. As noted in the 2016 Comp Plan:

“Transportation is a basic human need that affects daily quality of life. Broomfield residents require transportation to get to work, school, medical facilities, recreational amenities, shopping and community and social activities. A well-connected and efficient transportation network allows for access to higher-paying job types, education, a wider selection of housing options, and more convenient health and human services... “

This [Draft Executive Summary](#) provides a high level overview of the findings and options for Council’s consideration.

Financial Considerations

The Comprehensive Plan major update is a large project that requires contracting with consultants to successfully complete. The first phase of the project was funded in the 2024 Capital Improvement Projects (CIP) Budget with an approved budget of \$140,000. Broomfield contracted the phase 1 scoping with Cushing Terrell as lead consultant for a total contract budget of \$135,032.

Funding for phase 2 of this major update was requested as part of the 2025 CIP Budget with a total budget of \$1,362,000. The budget includes \$600,000 as currently approved in the 2025 CIP budget. The remaining \$762,000 will be added to the budget in Amendment 4 having been generated from savings in other finished 2024 projects. Approximately one-third (35%) of the overall budget is anticipated to be allocated to the Transportation Mobility Plan (TMP) major update. Between the two planning efforts, staff anticipates there will be efficiencies and overlap from a budgetary perspective for efforts such as existing and future conditions data collection, and public outreach. These efficiencies will aid in keeping overall project costs within the total budget.

The TMP update will generally track along with the Comp Plan update to gather community input on values and preferences related to transportation mobility for the Comp Plan update. The TMP will require a slightly longer time horizon for approval than the Comp Plan to ensure it adequately addresses Comp Plan focus areas and incorporates a technical analyses for mobility considerations. Phase 2 of the project will require a competitive request for proposals and consultant team selection. The consulting contract for the second phase will require City Council approval.

Prior Council Action

- [November 1, 2016](#) - City Council adopted Resolution No. 2016-194 approving the 2016 Broomfield Comprehensive Plan and Transportation Plan. The Transportation Plan update was incorporated into the Comp Plan.
- [September 26, 2017](#) - Council adopted Resolution No. 2017-160 approving a Comprehensive Plan Amendment for Oil and Gas Development.
- [June 12, 2018](#) - Council adopted Resolution No. 2018-107 approving a Comprehensive Plan Amendment to adopt the Housing Needs Action Plan.
- Since 2016 Council has approved two urban renewal area map amendments and nine land use map amendments.

Proposed Actions/Recommendations

There are no formal actions required at this time. Staff is requesting Council direction on proposed recommendations outlined in greater detail below.

Alternatives

The City Council can choose not to move forward with updating the Comprehensive Plan at this time. However, it is considered a best practice to update a comprehensive plan to consider changing community priorities and external influences to ensure the Plan is providing sound direction for the future.

Background: Broomfield Comprehensive Plan

Historically, Broomfield has updated its Comp Plan approximately every decade. A comprehensive plan update can take two or more years to complete. City Council adopted the current Comprehensive Plan on November 1, 2016 (Resolution No. 2016-194). The Comp Plan was developed in collaboration with city council, a steering committee, and the community to:

- Guide and accomplish a coordinated, adjusted, and harmonious development of the city and its environs in accordance with present and future needs...as set forth in Ordinance No. 1072, 1994.
- Serve as a 20-year policy document.
- Be a resource for the community, the mayor, city council, and city and county departments to guide decision, actions, and relationships with other cities, counties and state agencies.
- Meet state regulatory requirements.
- Be reviewed and amended from time-to-time to remain current with changing conditions.

The Plan is used by Council, departments, the community, and developers to guide decisions regarding land use, funding capital improvement projects, applying for grant funding, among other purposes. The Comp Plan has successfully helped to guide growth and development in Broomfield over the past eight years. Since 2016, Council has responded to changing needs and conditions within the community and adopted several amendments to the Comp Plan including:

- Recommended Guidelines for Developing Regulations Related to Oil and Gas Development;
- A Housing Needs Assessment Action Plan;
- An Amendment to the North Park Urban Renewal Area Plan Boundary and adding the Baseline Urban Renewal Area; and
- Nine land use map amendments to allow desired changes sought through the development revenue process.

Broomfield's Comprehensive Plan is the overarching visionary and guiding policy document for Broomfield. The 2016 Plan referenced several other plans and included an update at that time to the Broomfield Transportation Plan which was also integrated into the Comp Plan. Other plans referenced included:

- Eleven functional plans such as a Hazard Mitigation Plan (2015); a Water Conservation Plan (2011); and the Open Space Parks, Recreation and Trails Master Plan (2005);
- Four neighborhood plans including the Westlake Neighborhood Plan (2008); the Civic Center Master Plan (2008); the Original Broomfield Neighborhood Plan (2008); and the Broomfield Heights Neighborhood Plan (2002);
- Seven sub-area plans such as the I-25 Sub Area Plan (1999); W. 120th Avenue Gateway Sub-Area Plan (2004); and Metzger Farm Open Space Master Plan (2010);
- Eleven urban renewal plans covering various properties along the W. 120th Avenue Corridor, adjacent to US 36 and Wadsworth Parkway; and in north Broomfield near I-25 and Colorado 7; as well as
- Nine Intergovernmental Agreements with neighboring communities generally addressing growth management, roadways/highways, and open space.

As part of the Comp Plan major update, it will be important to consider whether these plans remain relevant, may need to be updated, or are substantially or nearly obsolete. A full inventory of existing, new and emerging plans will be considered along with how, and to what extent, to reference them in the Comp Plan update. In addition, plans such as the Colorado Greenhouse Gas Roadmap 2.0, DRCOG's Metro Vision, and other regional and state plans that shape Broomfield policies will likely be referenced in the plan updates.

Relationship to Other Key Broomfield Plans

Phase 2 of the Comp Plan major update is anticipated to overlap with other key Broomfield planning efforts underway or anticipated to begin in 2025 including development of the new Organizational Strategic Plan (OSP) and a planned update to the 2021 Long Range Financial Plan (Financial Plan). Staff has intentionally considered the relative start times, the overlapping timelines, and the intersectionality of these three key interrelated plans. We have also asked the Comp Plan and OSP consultants (there is no consultant on board for the Financial Plan at this time) about best practices for scheduling these plan updates relative to each other.

Staff and the consultants believe it is reasonable to begin efforts for each of these plans over the next several months due to the momentum already in place in support of the plans as well as the need for each plan to inform the near-term, day-to-day work for various departments and the organization. Each of these plans is anticipated to bring value to the organization in the next two- to three-year term, significantly sooner than if they were staged sequentially over four to six years.

While there are many existing plans that have been developed by various departments to address community needs, services, and programs, the following highlights key plans that relate closely to the Comp Plan and which are underway or anticipated to be underway beginning in 2025.

Long Range Financial Plan

The primary purpose of the Financial Plan is to provide a method to assist Broomfield in achieving the goal of economic sustainability by focusing on areas of growth, finance, the local economy, and debt retirements. The Financial Plan is an analytic tool used to provide staff and decision makers with clear economic and financial data and metrics to inform policy decisions and provide clarity to the overall direction of Broomfield and the various factors that influence, inhibit, and enhance that direction.

- *Timing and Integration.* The Finance Department anticipates commencing an update to the Financial Plan in 2025. The update is expected to take approximately one year. A key integration element will be how any updates to the Comp Plan land use map would influence the land use assumptions in the Financial Plan. As a living document, these updates are routine and can occur as an interim measure during the Comp Plan development and again after the Comp Plan is fully updated and adopted.

Organizational Strategic Plan (OSP)

This organizational planning effort was recently launched through the Strategic Initiatives Department. The OSP is a new plan that will guide the organization's operation efforts and help Broomfield align with the long-term goals established in the Comp Plan. An organizational strategic plan will help the city manager and staff make informed decisions, allocate resources efficiently, and measure progress effectively to be consistent with the policy direction provided by the Council.

- *Timing and Integration.* The Strategic Initiatives Department anticipates the preparation of this plan will run from Q4 of 2024 through 2025. Implementation is anticipated in January of 2026. As part of the development process and in coordination with the consultant, staff will explore the timeline for future updates to the OSP.

All three plans will have a role in informing the annual budget preparation and adoption. Staff will continue to collaborate on the roll out and updates to these interrelated plans.

Other Related Plan Updates in 2025

Transportation Mobility Plan (TMP)

The TMP is a companion document to the Comprehensive Plan, guiding Broomfield's approach to planning and developing its transportation system. It relates Broomfield's vision for how the transportation system will function and outlines policies for approaching transportation planning in a way that allows Broomfield to meet the mobility and accessibility needs of the community and region. The TMP discusses transportation's role and impact on a wide variety of planning topics ranging from the environment, to public health, to economic prosperity, with an aim toward creating an equitable system that is safe and comfortable for people of all ages and abilities. While many public engagement efforts will likely be coordinated between the Comp Plan and the TMP, the goals and policies developed in the Comp Plan will inform the technical analysis required for the TMP. The TMP and the Comp Plan updates may include some overlap; however, it is anticipated the TMP technical analysis could extend beyond the adoption of the Comp Plan.

I-25 Sub-Area Plan (SAP)

Council recently considered the Phase 1 scoping and best practices regarding a proposed update to the 1999 I-25 Sub-Area Plan at its October 15, 2024 Study Session and provided feedback to staff to proceed with the Plan update. Phase 2 of the I-25 Sub-Area Plan is anticipated to overlap with the proposed schedule for the Comprehensive Plan update. Phase 2 of the Sub Area Plan project is anticipated to begin in 2025 and take approximately 12-18 months to complete after a consultant is selected and the contract is executed. The comprehensive plan will occur over a longer timeframe and therefore the information from the sub-area plan can be used to inform the comprehensive plan update process.

Annual Related Updates/Approvals

Annual City and County Budget

Council approves a new budget annually. The 2025 budget reflects the organization's continued focus on balancing current needs and obligations while preparing to meet the organization's and community's future needs by prioritizing expenditures into Mandates, Obligations, and Critical needs. Council, staff, and the community may look to the Comprehensive Plan goals, policies and action steps to inform budget decisions for specific projects and programs. Key projects are typically reflected in the CIP Plan.

Capital Improvement Program Plan (CIP)

The CIP budget is the result of careful planning and use of the Broomfield Comprehensive Plan, the Long Range Financial Plan, and collaboration between citizen committees and department staff. The CIP Plan primarily focuses on the next five years, but also includes details for the next 20 years. Staff will consult the Comp Plan goals, policies and action steps when submitting CIP funding requests to justify the requests. The CIP Plan is updated annually.

Background: Phase 1 Scoping Best Practices

In considering the myriad of factors potentially influencing comprehensive planning for the next decade and beyond, staff issued a request for proposals (RFP) seeking professional services from a consulting team experienced in long-range planning to assist in laying the framework and approach to Broomfield's Comp

Plan update. In February 2024, Broomfield hired Cushing Terrell as the lead consultant to undertake a phase 1 assessment to help inform the major update planned in phase 2. Phase 1 included:

- 1) researching and documenting existing conditions
- 2) reviewing and summarizing innovations and best practices in long-range planning,
- 3) developing an approach for public engagement,
- 4) developing an estimated budget for the major update in phase 2, and
- 5) providing a final report incorporating the findings and recommendations from phase 1 to inform phase 2.

Cushing Terrell and team - Lotus Sustainability (sustainability and public engagement), Fehr & Peers (transportation), and Leland Consulting Group (community planning and economic development) - have addressed this scope in the executive summary and full report linked above. The following provides a summary of key takeaways.

Existing Conditions - Key Take-Aways

As a part of the phase 1 information gathering process, the Cushing Terrell and team conducted informational interviews with City and County of Broomfield (CCOB) department heads, division heads and other designated subject-matter experts over several months. These departments/divisions included Finance; Economic Vitality (including Housing); Human Services; Public Health and Environment; Public Works (including Sustainability); Open Space and Trails; Parks, Recreation, and Senior Services; Community Development; Communications and Engagement; Police; Library, Arts, History, and CSU Extension; Information Technology; Strategic Initiatives, and Emergency Management.

This outreach was conducted to gain an understanding of where the plan excels and what shortcomings could be addressed with a Comp Plan update to make it a more useful guiding document. Specifically, this outreach was used to ask about the extent to which various departments relied on the Comp Plan to inform their work plans. It was also used to consider, at a high level, the general efficacy and relevance of the “goals, policies, and action” steps outlined in the 2016 plan. The key takeaways from these interviews can help identify opportunities and priorities for consideration in phase 2. The key takeaways are summarized below.

Core Applicability

Staff well-versed in the Comp Plan were more likely to use it to guide land use development and the delivery of programs and services. Policy guidance from the Comp Plan was used regularly to provide support for grant applications and as justification for internal funding requests. Goals and policies from the Comp Plan were also relied on to establish justification for Capital Improvement Program funding requests and Broomfield Municipal Code updates.

Varying Levels of Familiarity

The interviews revealed varying levels of familiarity with the 2016 Comp Plan and the associated action steps listed in the Implementation Chapter. Many staff interviewed noted they were not employed by Broomfield and/or were not involved in the 2016 Plan update.

Unclear Terminology

Staff noted a range of strengths and weaknesses of the Plan. Some highlighted that while there is good content, and the ideas behind the action steps are good, there is a lack of consistency in the “framework” of goals, policies, and actions. Sometimes policies read more like goals and actions read more like policies. Others noted that in some cases, the action steps were too specific and did not provide flexibility for implementation over time. Staff indicated that the Plan update could better differentiate between policies which may be ongoing and distinct actions steps.

Lack of Funding

Staff further noted a lack of funding for programs and services listed in the Implementation chapter and for newer unfunded legislative mandates that have emerged over time as priorities. As strategies are developed and prioritized for the Comprehensive Plan update, it will be important to consider upfront and ongoing costs for programs and infrastructure as a key factor to balance with other goals.

Community Engagement

During the interviews, staff were asked about their experience with successful community engagement. In general, staff noted that they strive for new and innovative ways to reach the community in meaningful ways. This was especially important during the height of the pandemic. Previous successful engagement strategies have included leveraging community-based organizations, existing partnerships and programs, advisory committees, and door-to-door business outreach to interact with business owners; facilitating focus groups; and attending existing Broomfield events and events hosted by CCOB community partners.

Despite the use of these engagement tactics, there are still segments of the population that have proven hard to reach including: older adults, non-English speakers, renters, low-income families and individuals, local businesses, the LGBTQ+ community, and people with health conditions or a disability. Staff indicated they are trying to determine ways to reach the stakeholders and groups mentioned to increase the diversity of respondents and engagement numbers, especially in a meaningful way.

Some staff indicated a concern that some residents in the community may or could experience engagement and public meeting fatigue given the broad range of outreach and engagement that has been underway over the past few years by various departments and divisions.

Keeping up with Population Growth

Population growth has led to a greater demand for programs, services and new infrastructure. Staff also noted a need to have the Comp Plan address how Broomfield could plan intentionally for the emerging maintenance needs of aging infrastructure in established areas while simultaneously planning for service expansions in emerging areas of the community.

Planning for Phase 2

Best Practices

Overall Comprehensive Plan

The project team identified five peer communities' comprehensive plans for review to report on best practices and innovations in recent years. Broomfield's Comprehensive Plan update should consider best practices and innovations in long-range planning to ensure the plan is current, relevant, and equitable. While the consultant team identified best practices, staff has further categorized these based on a very high-level consideration of the anticipated level of commitment and/or expense to pursue these best practices. The Plan update:

Could include relatively simple additions to incorporate:

A land acknowledgment

Particularly in Colorado, some plans include a land acknowledgment that describes the native people(s) to whom the land once belonged, acknowledging previous and current injustices. This is considered a best practice and should be incorporated into phase 2.

An executive summary

Some plans include an extended executive summary that is highly graphic to make the ideas within the plan more accessible to the general public. This is considered a relatively inexpensive way to make the plan more visible and better understood, and should be incorporated into phase 2.

Should include required considerations such as:

Digital accessibility

Digital accessibility is now a requirement in Colorado. The pdf versions of plans must follow digital accessibility requirements to accommodate persons with disabilities. While the new Plan update would be developed to comply, existing functional plans do not currently comply and if linked in the Comp Plan, may need to be updated which would be an expensive and time consuming undertaking. This will need further evaluation through the update process to ensure the update complies.

Legislative mandates

In 2024, Colorado saw the largest number of legislative mandates from the State in many years. These are outlined in Section 2.3 of the report and should be considered in phase 2 where applicable to Broomfield. The Community Development Department is already developing a work plan to address land use mandates such as HB 24-1313 regarding Housing in Transit Oriented Communities; HB24-1304 regarding Minimum Parking Requirements; and HB24-1152 regarding Accessory Dwelling Units. The list developed for this phase 1 scoping is not exhaustive and will need further evaluation in phase 2 to ensure the Comp Plan update in particular meets legislative requirements.

Should consider the following best practices; recognizing however, these practices are anticipated to be more complex, expensive and/or time-consuming:

Equity as a Priority Focus

In the review of peer communities' plans, the team found that many framed equity as a priority focus, weaving it in every chapter and viewing elements through an equity lens. This is an option that could be explored for phase 2.

Translation

Many communities are not only translating engagement materials into Spanish and other commonly spoken languages, but are also translating their final plans. This is, however, costly, and an alternative some communities have taken is to only translate the plan's executive summary.

Public Health

A recent best practice is to address not only physical health, but also mental health in comprehensive plans. This is considered a best practice and should be addressed in phase 2.

Sustainability/Resiliency

Many comprehensive plans weave sustainability and/or resiliency into every chapter of the plan, rather than making it a standalone chapter. This represents a community's commitment to sustainability in all areas of long-range planning. This is an option that could be explored for phase 2.

Could consider:

Technology

Some communities are investing in new technologies that facilitate the reading and review of their comprehensive plans (for example, Konveio or Issuu). These software platforms can, however, be costly, and they are not expected by most of the public. There can also be a learning curve for how to use them (which could create a barrier for some to read the plan).

Dashboards

Although intensive of both resources and staff time, some communities report annually on their performance metrics and report them through a digital, interactive dashboard to track implementation. Staff does not recommend a standalone dashboard for the Comp Plan and is exploring options for a combined and consistent organizational dashboard that can track and report progress for both the Comp Plan and the Organizational Strategic Plan.

Transportation Mobility Plan

Based on a review of peer community transportation mobility plans (TMPs), the consultant team noted the following best practices and innovations should include:

Post-Covid travel patterns

Identifying changes or evolution in travel patterns both locally and regionally through data analysis and national research. Acknowledging this shift in travel patterns after Covid will help Broomfield adapt to the

community's modal preferences, peak travel times, and infrastructure that is not planned around the traditional peak hour of vehicle volume.

Big data

There are an increasing number of big data providers that offer transportation data at relatively affordable rates. These data can shed light on multimodal local and regional travel patterns and volumes, existing infrastructure, deficiencies in existing infrastructure, safety trends and user behavior.

Emerging technologies

Transportation is rapidly evolving with new technologies and new modes becoming easily available. Since a Transportation Plan is a long-range document, it should include the research on these technologies and modes, and a discussion of their implications for Broomfield and how Broomfield can plan ahead in anticipation of these changes. The Implementation section should recognize flexibility will be needed when addressing these emerging technologies.

Community Engagement

Community engagement has evolved over the years and different tactics and approaches have been used to thoughtfully engage as many people in a community as possible. The following innovations and best practices were identified by the project team based on a review of peer communities' plans.

Meeting people where they are

The new standard for community engagement activities is to "meet people where they are." Rather than primarily asking community members to come to staff, the project team can diversify its approach by setting up pop-up stations at existing events or heavily trafficked areas. This is considered a best practice and should be employed in phase 2 (specific tactics are outlined in the [Draft Community Engagement Tactics and Schedule](#)).

Forming an advisory committee

Many communities choose to form an advisory committee or steering committee that acts as a sounding board and helps guide staff and consultants throughout the planning process. Several types of advisory committees are described below and in Section 3.3 of the [Draft Report](#).

Consulting community ambassadors

A resource and staff-intensive but highly effective engagement strategy is to hire and train community ambassadors. Ambassadors are paid residents that are highly connected in the community and are tasked with engagement activities. CCOB should consider an ambassador program for phase 2, potentially inviting and compensating existing ambassadors from Broomfield's Health Ambassador program or establishing a similarly structured program for the Comp Plan.

Engaging with youth

A more recent best practice is to engage with youth by going into schools, holding family-friendly events, or leveraging existing youth-focused groups. It is recommended that CCOB collaborate with the existing Teen Council, or other existing teen organizations, to engage with young residents.

Providing food and childcare

To ensure meetings are accessible to all residents, providing food and childcare is a best practice and should be employed in phase 2.

Tracking metrics

To provide a transparent process, input from community engagement should be tracked and reported after every public touchpoint. This is considered a best practice and should be done in Phase 2, utilizing the Broomfield Voice platform.

Formation of an Advisory Committee

As noted above, a best practice in comprehensive plan development, or major updates, is to form an advisory committee from a broad range of community members to guide the vision and plan update. Broomfield formed an 18-member Steering Committee from among community members for the 2016 update. If Council desires to form an advisory committee to guide the Plan update, it could be formed through one or a combination of the following ways:

- **Through an open call to the community** for applicants selected by Council (similar to selecting advisory committee members for the Land Use Review Commission and other boards and commissions). This approach would allow all residents an opportunity to apply for consideration and selection. Council would select these committee members.
- **By inviting existing boards and commissions** to self-select a representative, and potentially an alternate. These representatives would bring a deep understanding of their subject areas; however, the existing boards and commissions would not cover a full range of subjects that will be addressed in the Comp Plan update such as transportation, utilities and economic vitality.
- **By consulting community ambassadors.** Ambassadors are paid residents that are highly connected in the community and are tasked with engagement activities. Broomfield could consult stakeholders such as the existing Health Ambassadors and/or other representatives from non-profits in the community that serve underrepresented populations. It should be noted, Broomfield's Health Ambassadors are currently compensated for their role. It is likely these stakeholders would need to be compensated in a similar manner for their expanded responsibilities if consulted during the Comp Plan update. Having some, but not all, advisory committee members be compensated for their time would be problematic and for this reason staff would recommend community ambassadors remain a stakeholder in the Comp Plan process, but not be part of the advisory committee.
- **By incorporating a couple of youth representatives** who could be invited from the Teen Council or other teen-centered groups.
- **By considering a hybrid approach** which draws from one or more of the above options.

Staff is recommending the formation of a 16-member Comprehensive Plan advisory committee. This committee would be formally established by Council via a resolution, and assembled through a hybrid approach that includes:

- Nine (9) representatives from existing boards and commissions among interested participants (Advisory Committee on Environmental Sustainability [ACES]; Arts, History and Cultural Council [AHCC]; Board of Health [BOH]; Broomfield Housing Alliance [BHA]; Historic Landmark Board [HLB];

Library Advisory Board [LAB]; Open Space and Trails Advisory Committee [OSTAC]; Land Use Review Commission [LURC]; and the Parks, Recreation and Senior Services Advisory Committee [PRSSAC]). These boards and commissions could select a single representative from among interested members. The representatives from the various committees could be presented as part of a slate which Council would approve in their resolution establishing the advisory committee;

- Two (2) youth representatives from existing youth groups such as the Teen Council. This group, or groups, could each select a single representative to be presented as part of the slate for Council approval; and
- Five (5) community representatives, including one (1) from each Ward, through an open call across the community with a focus on filling in gaps of representation. The community representatives should be considered for their ability to round out the advisory committee particularly in areas not covered by the board and commission representatives. These areas include topics like transportation mobility, economic vitality, utility service, and resiliency/emergency response. Council could select these participants through an open call similar to selecting board and commission members.

Committee meetings would be public meetings available to anyone to attend. Council can determine whether to include representatives of Council on the advisory committee and whether Councilmembers would be encouraged to attend the advisory committee meetings. A professional consultant team with experience facilitating Comp Plan updates will be a key resource through the process to ensure voices are heard and consensus achieved. Staff with subject matter expertise will also be an important resource.

Key question for Council's consideration:

Does Council wish to proceed with an advisory committee formed through a hybrid approach with representatives from certain boards and commissions, youth members, and through an open call to the community to round out the committee?

If Council wishes to proceed with forming an advisory committee, would Council like to select all members to participate or just select members from the open call with the intent to select one representative from each ward. Staff welcomes feedback and direction.

Approaches for Phase 2

Cushing Terrell's report addressed innovations and best practices by peer communities' plans, completed during the past four years. Based on options outlined in the report, staff is recommending two potential general organizational approaches for Council's consideration for the Comp Plan major update:

- A traditional approach similar to Broomfield's 2016 Comp Plan and
- An outcomes-themed approach similar to peer community plans such as the City of Thornton.

The two options are summarized as follows:

Option 1 - A Traditional Approach

This option would generally follow the approach used for the 2016 Comp Plan. Many communities have followed this approach over the decades. For Broomfield’s 2016 Comp Plan, this approach included the following key sections:

- Chapters providing an Introduction and Vision.
- Chapters focused on goals and policies organized according to a framework focused on key “topic elements” including: Community Form & Identity; Growth, Population & Change; Land Use; Transportation; Open Space, Parks, Recreation and Trails; Economic Development; Community Services & Facilities; Environmental Stewardship; Housing; Utilities; and Oil and Gas Development.
- A Chapter on Implementation. This chapter identified the relative scale of each Action Step in terms of the amount of effort needed to complete it. Some action steps were further identified as “ongoing.” The Plan indicates that it is important to recognize that the timing for implementation of the action steps is ultimately subject to financial and personnel constraints, unforeseen opportunities and challenges or changing community values.

The following is an excerpt of example actions steps listed in Broomfield’s 2016 Comp Plan. One take-away noted during the staff interviews is the action steps or strategies could be differentiated more to clarify whether they are policies that may be ongoing, strategies that could pursued with a certain degree of flexibility, or discrete action steps that could be achievable provided they are prioritized for action, funding and staffing.

Table 3. Action Steps

Action Step	Category (Big, Medium, Small, or Ongoing)
COMMUNITY FORM AND IDENTITY	
Action Step CF-A.1.1: Develop design standards for all major roadways that use a similar or consistent palette of streetscape elements (e.g., landscape materials, architectural elements, lighting standards, paving patterns, crosswalks and signage) but in varied ways. Each hierarchy of street classification (e.g., arterials, collectors) should have some similarity in design. Encourage standards for all street signs with consistent color and lettering to add to Broomfield’s identity.	Medium
Action Step CF-A.1.2: Consider adding low-maintenance and xeric plants such as native plants, broomcorn, Echinacea, sunflowers, and hop-looking origanum as defining features to connect with history and to also suggest current fiber-optic and brewery industries. Beehives placed in open space near prominent entrances, in cooperation with local beekeepers, may also set a historical agricultural tone.	Small
Action Step CF-A.1.3: Support and collaborate with local artists and businesses through cultural affairs, the Public Art Committee and Broomfield Council on the Arts and Humanities in developing more public art. Draft horses and brooms could be possible motifs, placed strategically.	Ongoing
Action Step CF-A.2.1: Examine the feasibility and appropriateness of expanding the “Green Edge” concept (introduced in the 1995 Master Plan) around Broomfield’s southern, eastern, and northern boundaries.	Medium

Example of Broomfield’s Existing Action Steps from the 2016 Comp Plan

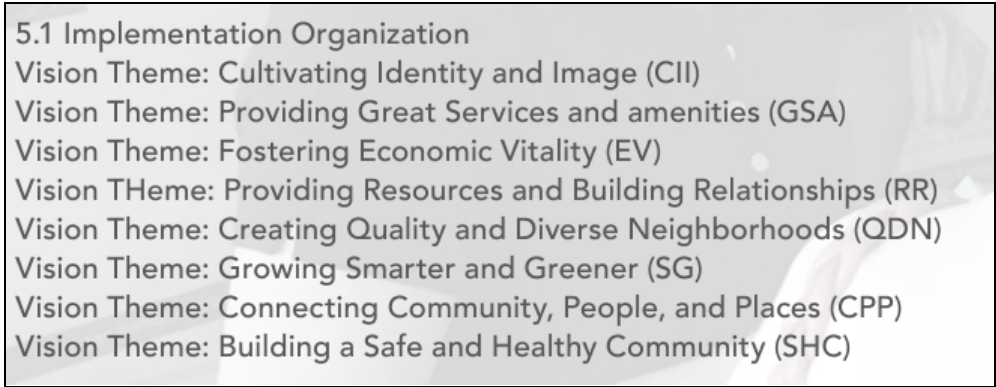
If desired, the traditional approach could be enhanced with a more robust implementation matrix that would assign the responsible department(s) and division(s), identify impacts on staffing versus anticipated consultant time, and align the action steps or implementation strategies with community goals addressed in the Organizational Strategic Plan (please refer to the far right column of the table below). The following table is an excerpt from the City of Nampa, Idaho’s Comprehensive Plan. This table presents an example of a more detailed implementation matrix. This approach to implementation could be adapted in either option (traditional or outcomes-themed).

#	Action	Department and Divisions	Impacts	Strategic Plan Focus Area(s)
1	Prioritize projects that have the greatest impact to traffic congestion mitigation; Highway 16 connection to I-84 and Transportation Master Plan.	Public Works	Staff and Consultant	Safety, Infrastructure
2	Improve transportation infrastructure in new and redevelopment projects in accordance with the provisions of Chapter 5 'Land Use'	Public Works	Staff and Consultant	Safety, Infrastructure, Economic Opportunity
3	Improve pedestrian and bicycle connections among land uses in the City to create a continuous and seamless system	Planning and Public Works	Staff and Consultant	Safety, Infrastructure
4	Build a Traffic and Emergency Operations Center (TEAM), utilizing technology to improve congestion management and citizen safety	Public Works	Staff and Consultant	Safety
5	Define standards for Transit-Oriented Development in collaboration with the development community and City Leaders	Planning, Public Works, Economic Development, Parks and Recreation, Engineering Division, IT, Fire, Police	Staff	Infrastructure, Economic Opportunity

Example of the City of Nampa, Idaho’s Comp Plan Action Steps

Option 2 - An Outcomes-Themed Approach

Based on a review of peer communities’ plans, an alternative option is to consider an outcomes-themed approach. This approach focuses on developing and refining the community vision or big ideas. These themes then inform the organization of the goals, policies and action steps or strategies for implementation. Through Thornton’s Plan update process, they identified eight key vision themes and structured the Plan organization around those themes. The following is a list of Thornton’s eight visionary outcome-themes.



Example of the City of Thornton's Comp Plan Themes

A key aspect of this outcomes-themed approach is they are organized around the vision themes identified early in the planning process. Thornton's plan also included strategies or options for implementation rather than the more prescriptive action oriented approach. The terminology - action steps and strategies - is often used interchangeably but for the purposes of this discussion with city council, implementation strategies are considered less specific and more flexible than action steps. The graphic reproduced below from the Thornton Plan depicts a greater emphasis or importance placed on community visioning as it relates to the implementation category. Each of Thornton's eight Vision Themes includes an implementation matrix that lists the strategy, responsible party/parties, desired timing, and resources required. The following is an excerpt from their Plan.



VISION THEME: FOSTERING ECONOMIC VITALITY (EV)

Strategies to foster economic vitality are intended to reinforce and increase awareness of the city's ongoing economic development efforts within the context of the Comprehensive Plan. Strategies for this Vision Theme directly support the 'Growing Smarter and Greener' and 'Connecting Community, People, and Places' Vision Themes.

Strategy	Responsibility	Timing	Resources
Strategy EV-a. Continue to protect commercially zoned and allocated land to ensure a strong economic future for the city.	Lead: Economic Development Involve: City Development	Ongoing	City Funds
Strategy EV-b. Continue to implement strategies and work towards the Council adopted goal of 0.75 jobs-to-housing ratio.	Lead: Economic Development Involve: City Development	Ongoing	City Funds
Strategy EV-c. Continue to facilitate the development of important employment sites.	Lead: Economic Development Involve: City Development, Infrastructure	Ongoing	City Funds, Partnerships
Strategy EV-d. Continue to increase awareness and actively market the benefits of investment in the Opportunity Zone in Thornton.	Lead: Economic Development Involve: Communications	Ongoing	City Funds
Strategy EV-e. Develop a priority list of, and funding strategies for, infrastructure improvements and amenities needed to attract the most important employment center projects.	Lead: Economic Development Involve: Infrastructure, City Development, City Manager's Office	Ongoing	City Funds
Strategy EV-f. Continue to seek out private sector partnerships who will implement Thornton Development Authority (TDA) improvements to reduce public sector costs for infrastructure and maximize urban renewal area (URA) investments.	Lead: Economic Development Involve: City Development, Infrastructure, City Manager's Office	Near-term	City Funds, Partnerships

Example of City of Thornton's Comp Plan Implementation Strategies

The following presents a side-by-side comparison of the two approaches.

Summary of Options for the Organizational Approach to the Broomfield Comp Plan Major Update

<p>Broomfield’s 2016 Comp Plan includes the following general organization:</p> <ul style="list-style-type: none"> ● Introduction ● Vision ● Goals and Policies <ul style="list-style-type: none"> ○ Growth, Population and Change ○ Land Use ○ Transportation ○ Open Space, Parks, Recreation and Trails ○ Economic Development ○ Community Services & Facilities ○ Environmental Stewardship ○ Housing ○ Utilities ○ Oil and Gas Development ● Implementation <ul style="list-style-type: none"> ○ Incorporates specific action steps by traditional elements like transportation, land use, housing... 	<p>An alternative organization to the Comp Plan could emphasize an outcomes-themed approach (example only, would be tailored):</p> <ul style="list-style-type: none"> ● Introduction ● Vision (with the rest of the Plan organized around vision themes): <ul style="list-style-type: none"> ○ Cultivating Identity & Image ○ Providing Great Services & Amenities ○ Fostering Economic Vitality ○ Providing Resources & Building Relationships ○ Creating Quality & Diverse Neighborhoods ○ Growing Smarter & Greener ○ Connecting Community, People, & Places ○ Building a Safe and Healthy Community <p>Implementation</p> <ul style="list-style-type: none"> ● Incorporates strategies organized by the visionary themes. ● These could be organized by Broomfield’s Community Goals if desired.
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Traditional Approach: Benefits, Challenges, Opportunities

The Broomfield 2016 Comprehensive Plan followed a Traditional Approach.

- **Benefits:**
 - The current Plan approach is familiar to the community, council and staff.
 - The Plan is organized around clear and familiar topic elements like land use, transportation, and utilities.
- **Challenge:**
 - The current Plan has over 400 action steps which seemed overwhelming to track.
- **Opportunities:**
 - Could include an executive summary.
 - The terminology and categorization of action steps or strategies used in the implementation chapter could be improved. Some actions would be better categorized

- as policies and could be excluded from the implementation chapter or more clearly differentiated from a concrete achievable action step.
- The implementation chapter could incorporate a more robust matrix which assigns the action steps (or strategies) to a department/division, identifies the impact to staff or need for consultants, and which aligns the steps with the Organizational Strategic Plan focus area(s) such as the Community Goals.
- Will need to meet new digital accessibility requirements.

Outcomes-themed Approach: Benefits and Challenges

- **Benefits:**
 - Vision statements are relatable and easily understood by community members, which can help with acceptance and buy-in.
 - Focusing on outcomes and general strategies - rather than prescribed action steps - allows for flexibility in budgets and projects can be prioritized and tied to funding in the capital improvement program (CIP) Plan or Organizational Strategic Plan.
- **Challenges:**
 - An outcomes-themed plan can potentially result in the plan “sitting on a shelf” due to lack of specific action steps.
- **Opportunity:**
 - Could include an executive summary.
 - The strategies listed in the implementation chapter could be augmented to include specific action steps to guide the path ahead.
 - Will need to meet new digital accessibility requirements.

Key question for Council’s consideration:

Although both approaches would work well for Broomfield, staff is recommending the traditional approach for phase 2 because it is familiar to Council, staff and the community and can be modified if desired to incorporate basic improvements.

Would Council like to direct staff to follow a similar traditional approach to the 2016 Plan update with: 1) a general vision, 2) chapters organized around familiar elements like land use, transportation, utilities, etc., and 3) an implementation chapter?

Note, both approaches would incorporate vision and implementation chapters that could be tailored to Broomfield’s preferences with the implementation chapter outlining specific action steps or general strategies. This decision can follow at a later time.

Engagement

The preliminary Community Engagement Plan created as part of the Phase 1 draft report presents a guide for implementation during phase 2 of the project. The preliminary plan was developed to reflect best practices and innovations in methods of meaningful engagement and to emphasize the importance of input from a wide range of voices and viewpoints. The preliminary Plan and its recommendations are intended to inform phase 2 and are anticipated to be modified (as appropriate), expanded upon, and finalized in phase

2. The phase 1 consultant team's engagement resources are considered preliminary and include the following key resources:

- [Broomfield Engagement Tactics and Schedule](#): This brief document details potential engagement actions, based upon the background, lessons learned, stakeholder identification and overall approach. A conceptual schedule is also provided.
- [Broomfield Engagement Plan](#): This preliminary syllabus can be used as a guide throughout the development of Broomfield's 2026 Comprehensive Plan. It details an approach to stakeholder engagement, engagement tactics, key audiences, and a summary of best practices and successful prior engagement conducted by Broomfield.
- [Broomfield Equity Analysis Tool](#): This document is intended to help Broomfield understand equity challenges in the community and outlines equity considerations for developing plan strategies. The tool includes a set of key questions that can be used to evaluate strategies to ensure they will provide equitable outcomes. The tool was developed by reviewing prior planning processes and data on environmental exposures, climate vulnerability, sensitive populations, and demographics along with information from 13 interviews with Broomfield's departments, divisions and subject matter experts to provide additional context.

Engagement is often one of the most expensive elements of these types of planning projects. Staff recognizes that engagement is vital to the successful completion of phase 2 and the ultimate implementation of the plan in the future. Staff is recommending various strategies and best practices be used in phase 2. It should be noted that engagement is a dynamic and fluid activity. The approach to engagement may deviate from these recommendations as phase 2 progresses should particular strategies prove more or less effective in order to maximize the outcomes within a finite budget. The following general approaches are anticipated to be used:

- BroomfieldVoice
 - Online surveys and discussion boards
 - Online interactive comment maps
 - Question and answer opportunities
- Stakeholder meetings and presentations (both in person and virtual)
- Open House style in person events with various information stations and possible interactive activities to encourage community participation and feedback
- Existing Communication Channels and Strategies
 - Together We Thrive employee email newsletter
 - Binthe Loop
 - Social Media Posts
- Onsite signage and mailers prior to engagement meetings
- Digital signage through passive slides displayed on Broomfield's facility TVs
- QR signage strategically placed at community facilities like recreation centers
- Information on water bills or in inserts with water bills
- Participation in regularly scheduled Broomfield events, such as:
 - Broomfield Days
 - BrewHaha
 - National Night Out
 - Summer Concert Series
 - Etc.

Staff is recommending that there be at least two primary engagement points for the community. These meetings are proposed to be open house style events, similar to the approach and set up that was used for the Enterprise Fund workshops earlier this year. The events would include a layout of various stations with information pertinent to the current stage of the Plan update with opportunities for the public to ask questions and provide feedback. The first engagement point would focus on community visioning regardless of the Plan approach selected above. The community visioning phase could include more in-person meetings and/or strive to obtain that information through other methods like surveys. The feedback received at this stage would help to develop the Plan's formal vision and respective goals and policies.

The second engagement point would be after the plan has been initially drafted and would be an opportunity for staff and the consulting team to share the proposed plan and to gather feedback prior to finalization of the document for City Council consideration for adoption. There may be a need for more than one key engagement point to review the Plan development in phases given the comprehensive nature of the Plan content.

While these two primary engagement points are recommended for community feedback, there would be ongoing engagement and dialogue between the project team and the community through the Broomfield Voice throughout the entire project in order to ensure transparency in the project and build community buy-in for the Plan update. There would also be public meetings with the City Council as detailed below.

Role of City Council

City Council is a fundamental stakeholder for the Comprehensive Plan. Council's role begins with this study session and the direction and feedback provided during the discussion. Staff has provided a series of recommendations and questions for next steps in phase 2 of the project as part of this study session. Council's feedback will help inform the RFP for phase 2 of the project and ultimately shape the direction of the Plan. Council will also have the opportunity to review and approve the proposed contract for phase 2 of the project prior to work commencing. Phase 2 is anticipated to take 18-24 months and would formally begin once Council approves the phase 2 consultant contract.

Staff is proposing that Council be engaged during phase 2 of the project and is requesting direction as part of this study session regarding the frequency and type of communication updates. Staff has created a framework for Council's engagement that seeks to ensure Council's ability to help provide guidance and feedback as the plan is drafted while also being mindful of the other key projects underway or starting in 2025 (including the Organizational Strategic Plan, the Long Range Financial Plan update, the I-25 Sub-Area Plan update) that will require Council time. The proposed approach includes an early project status update and opportunity for Council to provide input on key elements of the plan during a study session in mid 2025. Staff is also proposing monthly updates through the CMO Weekly Update to City Council communications. A second study session will be scheduled near the conclusion of phase 2 to present the draft Plan. Finally, the City Council will hold a public hearing to review and adopt the final plan in order for it to become effective. A separate study session could also be included that focuses on the Transportation Mobility Plan development to provide City Council an update and opportunity to provide input and direction.

Role of Consultant and Staff

Assuming Council provides staff with direction during the study session to proceed with phase 2 of the Comp Plan major update, staff anticipates issuing a request for proposals from consultant teams experienced in long range planning during Q1 of 2025. Once the preferred team is selected and a contract and scope of

work are finalized, staff will present the contract for final approval by Council before the phase 2 work will begin. Once approved, staff will provide the day to day management of the consultant team and contract.

During the 2016 Comp Plan update, certain staff served as a technical advisory committee throughout the process. In this role, staff worked with the consultants and attended advisory committee meetings to provide professional and technical input and support to the process. A similar approach is anticipated for the proposed phase 2 Plan update. Staff anticipates a joint staff-consultant role in updating public communications through the Broomfield Voice, BintheLoop and other communication channels (see the Engagement section above). Staff will also provide subject matter expertise at meetings and in reviewing draft documents and the final plan. Once the Plan is adopted, staff will work at incremental implementation of the Plan's strategies and/or action steps over time as prioritized by budgets, staffing, council, the community, and any new competing priorities such as legislative mandates.

Next Steps

Phase 2 of the Comp Plan major update is anticipated to begin in 2025 and is expected to take approximately 18-24 months after a consultant is selected and the contract is executed and approved by council. The current anticipation is that the project will begin with formation of an advisory committee to guide the process, followed by community visioning. Public engagement is anticipated to continue in various forms (in person meeting, meeting people where they are in the community, and through the Broomfield Voice) to collect community input. Once the project team has meaningful information to share, additional in person meeting(s) and online tools are expected to be used to validate what was heard and address any comments or concerns that may not be feasible or practical to address with the update.

Anticipated Budget

As previously discussed, the 2025 CIP budget includes funding for phase 2 of the Comprehensive Plan and Transportation major updates totaling \$1,362,000. This budget proposal was formulated by the consulting team and staff at the beginning of Phase 1 in order to align with Broomfield's budget process deadlines in March of 2024. As the project progressed over the year, the consulting team was able to identify anticipated deliverables and refined the anticipated costs for phase 2 into a pricing range accounting for flexibility in the scope and scale of deliverables. The high end of the costs representing a more robust approach to completing the Plan update, and the low end of the costs representing spending which could eliminate potential deliverables associated with the Plan update. The formal cost estimates are outlined below.

- Based on Cushing Terrell's (lead consultant) previous experience updating comprehensive plans and reviewing budgets of peer community's planning efforts, the team has identified a budget range of \$520,900 - \$574,050 for the Comprehensive Plan.
- Based on Fehr & Peers' (transportation sub-consultant) experience updating transportation plans and reviewing budgets of peer community's planning efforts, the team has identified an estimated budget range of \$387,225-\$476,900 for the Transportation Plan.
- The estimated budget range for both plans is identified as \$907,125 - \$1,050,950.

Additional detail is summarized in the following table by plan type.

Estimated Budget Range - Major Plan Updates

Comprehensive Plan Major Update	
Community Outreach/Engagement	\$141,150 - \$189,050
Existing Conditions Analysis	\$90,000
Vision and Goals	\$12,000
Recommendations for up to 10 Elements	\$100,000
Implementation Strategies	\$55,000
Draft & Final Comprehensive Plan	\$90,000
Subtotal for the Comprehensive Plan	\$503,900 - \$557,050
Estimated costs for non local firm (travel)	\$10,000
Estimated costs for materials	\$7,000
Subtotal Estimated Budget Range for the Comp Plan	\$520,900 - \$574,050
Transportation Mobility Plan Major Update	
Community Outreach/Engagement	\$105,225 - \$131,900
Existing Conditions Analysis	\$75,000 - \$100,000
Vision and Goals	\$15,000 - \$20,000
Recommendations and Implementation Strategies	\$130,000 - \$150,000
Draft & Final Comprehensive Plan	\$50,000 - \$60,000
Subtotal for the Transportation Mobility Plan (TMP)	\$375,225 - \$461,900
Estimated costs for non-local firm (travel)	\$7,000 - \$10,000
Estimated costs for materials	\$5,000
Subtotal Estimated Budget Range: Transportation Mobility Plan	\$387,225 - \$476,900
Total Estimated Budget: Comp Plan & TMP (with travel & materials)*	\$907,125 - \$1,050,950

*Note, translation of the Comp Plan and Transportation Plans into Spanish is not included. A rough estimate for Spanish translation of the final plans ranges from \$15,000-\$20,000. Additional costs would apply for translation services needed throughout the project.

Stakeholders

There are a number of stakeholders to consider during phase 2 of the Comp Plan major update. These stakeholders include both internal and external parties. Internal stakeholders include multiple departments and City Council. External stakeholders include surrounding municipalities and counties, regional and state agencies, multiple school districts, as well as residents and the business community. The stakeholders will have an opportunity to participate in the vision and formation of the final plan.

As part of phase 2, there will be a core project team consisting of representatives from key Broomfield departments which have vested interests in the Plan. This group would meet regularly during the second phase of the project. A preliminary list of departments and divisions anticipated to be included as part of this core team are outlined below. Each of these represents subject matter experts whose insights and input will be vital to ensure the creation of a fiscally responsible and effective planning document to help shape development in the region for the future.

Internal Stakeholders	
<ul style="list-style-type: none"> ● City Manager's Office ● Community Development <ul style="list-style-type: none"> ○ Planning Division ○ Engineering Division ○ Capital Improvement Program ○ Building Division ○ Traffic Engineering Division ○ Transportation Planning Division ● Communications and Engagement 	<ul style="list-style-type: none"> ● Diversity, Equity and Inclusion ● Economic Vitality and Housing ● Parks, Recreation and Senior Services ● Open Space and Trails ● Public Works, including Sustainability ● Public Health and Environment ● Human Services ● Broomfield Police Department ● And potentially others

External stakeholders for the project can be subdivided into two general groupings. One group consists of various public sector entities (examples include surrounding cities and governments, school districts, and state and regional agencies such as the Regional Transportation District), while the second includes residents, community groups and the business community. Coordination with the public sector agencies is vital to ensure that decisions made by Broomfield during the Comp Plan major update align with the overall vision for the region particularly related to infrastructure and service capacity. These stakeholders will help ensure that analysis and deliverables are appropriately aligned with the visions of the collective. The consultant team Draft Engagement Plan includes a more comprehensive list of stakeholders that could be invited to join the conversations on the Comp Plan update. A summary list of potential external stakeholders includes:

Examples of Potential External Stakeholder Groups

- Intergovernmental agencies, neighboring jurisdictions, schools;
- Advisory boards and commissions;
- Youth groups, senior groups, faith based organizations, veterans, and others;
- Community ambassadors;
- Community groups, nonprofits and various service providers;
- Residents and the business community;
- Equity priority neighborhoods, and
- Other groups including those focused on the arts, culture, history, etc.

Questions for City Council to Consider While Providing Feedback

Staff is requesting Council’s feedback on the Phase 1 recommendations and approaches and on how they would like to be engaged throughout phase 2 of the project. Staff seeks specific feedback on the following questions:

1. **Plan Approach and Organization.** Would Council like to direct staff to follow a similar traditional approach to the 2016 Plan update with 1) a vision section, 2) chapters organized around familiar elements like land use, transportation, utilities, etc., and 3) and an implementation chapter? Staff welcomes feedback and direction.

Note, the Implementation chapter could be enhanced to categorize the strategies or action steps in a matrix to align with Broomfield’s Community Goals. This could help facilitate integration with the Organizational Strategic Plan’s priorities and key performance indicators for the organization.

2. **Advisory Committee.** Does Council wish to proceed with establishing an advisory committee to guide the phase 2 Comprehensive Plan major update?

If Council wishes to proceed with forming an advisory, would Council like to select and approve all members to participate via a resolution or just select members from the open call with the intent to select one representative from each ward? Staff welcomes feedback and direction.

Staff is recommending the formation of a 16 member Comprehensive Plan advisory committee comprised as follows:

- Nine (9) representatives from existing boards and commissions among interested participants (Advisory Committee on Environmental Sustainability [ACES]; Arts, History and Cultural Council [AHCC]; Board of Health [BOH]; Broomfield Housing Alliance [BHA]; Historic Landmark Board [HLB]; Library Advisory Board [LAB]; Open Space and Trails Advisory Committee [OSTAC]; Land Use Review Commission [LURC]; and the Parks, Recreation and Senior Services Advisory Committee [PRSSAC]). These boards and commissions could select a single representative from among interested members to join the advisory committee;

- Two (2) youth representatives from existing youth groups such as the Teen Council. This group, or groups, could each select a single representative to join the advisory committee; and
- Five (5) community representatives, including one (1) from each Ward, selected by council through an open call across the community with a focus on filling in gaps of representation. The community representatives should be considered for their ability to round out the advisory committee particularly in areas not covered by the board and commission representatives. These areas include topics like transportation mobility, economic vitality, utility service, and resiliency/emergency response.

As noted above, Committee meetings would be public meetings available to anyone to attend. Council can determine whether to include representatives of Council on the advisory committee and whether Councilmembers would be encouraged to attend the advisory committee meetings.

3. City Council Engagement. Does Council agree with the intended method for City Council's engagement in phase 2 as summarized below? Staff welcomes feedback and direction.

- Monthly updates through the weekly CMO Weekly Update to City Council (ongoing throughout project timeframe)
- Selecting the Advisory Committee
- Early study session to provide a project status update and seek direction regarding key elements of the plan (Approximately Q3 or Q4 of 2025)
- Study session focused on the Transportation and Mobility Plan
- Open invitation to attend open houses, workshops, and/or advisory committee meetings as schedules allow
- Second study session to present the draft written Plan near the conclusion of the project (Approximately mid-2026)
- Public hearing and final consideration of the Plan adoption (approximately late 2026)

4. Public/Stakeholder Engagement. Does Council agree with the intended method for public/stakeholder engagement for Phase 2 as summarized below? Staff welcomes feedback and direction.

- a. BroomfieldVoice
 - i. Online surveys and discussion boards
 - ii. Online interactive comment maps
 - iii. Question and answer opportunities
 - b. Stakeholder meetings and presentations (both in person and virtual)
 - c. Open House style in person events with various information stations and possible interactive activities to encourage community participation and feedback
 - d. Existing Communication Channels and Strategies
 - Together We Thrive employee email newsletter
 - BintheLoop
 - Social Media Posts
- Onsite signage and mailers prior to engagement meetings
 - Digital signage through passive slides displayed on Broomfield's facility TVs
 - QR code signage strategically placed at community facilities like recreation centers

- Include information on water bills or in inserts with water bills
- Participate in regularly scheduled Broomfield events, such as:
 - Broomfield Days
 - BrewHaha
 - National Night Out
 - Summer Concert Series
 - Etc.