

2—The C3 Community Vision

The C3 Community Vision...

The C3 Community Vision represents values and ideals of the community. The vision has grown out of public discussions and exercises where the community has described the ideal future for Commerce City.

The C3 Community Vision sets the stage for the *C3 Vision Plan* and affirms the community's strengths, desires, and ability to become a more sustainable city. It links all of the topics of this Plan together as the overarching set of ideals to guide the city into its future.

C3 Vision Statement:

Commerce City will have a robust economy, drawing on its strength as a business-friendly city. It will have a quality natural and built environment with great neighborhoods, parks, and places in which to live, work, and play safely. The community will celebrate its culture and history, and promote conservation and stewardship of resources for present and future generations.



The *C3 Community Vision* weaves together the topics of this Plan to address the social, economic, and environment needs of present and future generations.

C3 Vision Plan and City Council Goals

This Plan supports the 2009 City Council Retreat Goals. They have helped shape this document and filter through the following guiding principles and plan elements:

- ✓ Become a balanced city;
- ✓ Development appropriate;
- ✓ City name with marketing value;
- ✓ Become a Green city where viable;
- ✓ Home to major corporations;
- ✓ Be a self-sustaining city;
- ✓ Be a place where people want to live;
- ✓ Provide additional reasons for people to come to the city;
- ✓ Establish global partnerships;
- ✓ Develop a strong educational base.

C3 Vision for a Sustainable Community

What is a Sustainable Community?

A sustainable community is one in which the economic, social, and environmental systems provide a productive, healthy, meaningful life for its residents as well as affording the opportunity for prosperity. It is a community working toward the betterment of local conditions, linking the local economy, community, and environment with the region and the world. In the long-term, it means meeting the needs of the present and planning for the future, by striving for the three Cs of sustainability:

- ✓ **Commerce and Economy:** Vital economic development and fiscal stability, focusing on retaining existing businesses and attracting new businesses that fit with the goals of the community.
- ✓ **Context and Environment:** Orderly growth and development that leads to a balanced city with great neighborhoods and commerce, sufficient infrastructure, connected parks and open space, and a positive appearance and image.
- ✓ **Community and Social Well-Being:** Community and social facilities that provide for the safety, health, and well-being of its residents and promote efficient and wise use of resources, ensuring that future generations have opportunities for meaningful livelihoods.

This C3 Vision Plan is Comprehensive and Sustainable

This C3 Vision Plan addresses community sustainability by linking the City's goals to the three Cs of Sustainability:

- ✓ Commerce and Economy;
- ✓ Context and Environment; and
- ✓ Community and Social Well-Being.

The 12 Guiding Principles, introduced in Chapter 1 and found throughout the Plan, help achieve overall community goal alignment and address the sustainability triad.

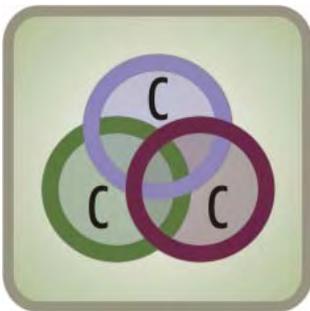


Figure 2.1: Symbol of the Three Cs of a Sustainable Commerce City

Why is Sustainability Important to Commerce City?

Commerce City, like many local governments across the nation, is addressing the charge of sustainability. The city recognizes that actions at the local level matter for the immediate and long-term success of the community, and can make a difference in the region and the world. In this rapidly changing world with concerns about economic growth and equity, energy use, climate change, social well-being and health, and waste reduction and recycling, it is important for Commerce City to address these contemporary challenges as the city grows. The industrial history of the city has made the community even more aware of the environment and the consequences of unsustainable practices related to pollution, waste, transportation, and land use.

This C3 Vision Plan is an ideal platform for introducing ideas of sustainability, because this Plan is encompassing and addresses a myriad of community goals. It establishes specific goals that align and focus on the Three Cs: commerce and economy, context and environment, and community well-being. The Plan provides a comprehensive approach to addressing interdependent trends rather than isolated issues, and establishes the means to monitor city trends and accomplishments over time.

The Three Cs of Sustainability



Commerce and Economy

Commerce City's sustainability is tied to economic prosperity and fiscal well-being. The city is developing an *Economic Development Strategic Plan* that will contribute to land use, planning choices, and strategies to attract and retain appropriate and thriving businesses. A fiscal model also will help the city determine how future development and land uses will affect the city's ability to provide quality services in the future.



Context and Environment

How Commerce City grows and plans future land uses affects the quality of neighborhoods, parks and open space, commercial development and jobs, the fiscal condition of the city, and the natural environment. Resources, energy use, and conservation are important components to ensure valuable resources (such as water and energy) are available for current, as well as future, generations. In addition, as a growing and dynamic community, Commerce City needs a transportation system that encourages all modes of travel throughout the city and region and focuses on improving congested conditions, as well as safety.

Commerce City's Sustainability Commitment

Sustainability initiatives include:

- ✓ A Resolution Regarding Sustainability, June 2009;
- ✓ Energy efficiency in city facilities and reducing greenhouse gas emissions from city operations;
- ✓ LEED Silver designated Civic Center (definition on page 196);
- ✓ Recycling at Civic Center;
- ✓ Water-wise landscaping and water efficiency for parks and city sites;
- ✓ Household trash recycling for residences except mobile home parks and apartments;
- ✓ Promoting protective stewardship of environment; and
- ✓ Programs to address improving walkability.



Community and Social Well-Being

The health, safety, and welfare of Commerce City's residents are important for a vibrant and harmonious community social structure. Residents and business owners will have opportunities to be involved in city government and thrive in a positive living, working, and recreational environment, enabling all to achieve productive and meaningful lives.



Opportunities for involvement in city government is one of the aspects of a sustainable community. This image shows planners and community members discussing transportation at a meeting at Reunion Recreation Center in August, 2009.

The Community Vision is carried through by the Guiding Principles linked through the 12 Plan Elements. The Guiding Principles and Plan Elements help accomplish the three Cs of this Plan: commerce and economy, context and environment, and community and social well-being. The 12 Guiding Principles are described on the next page.

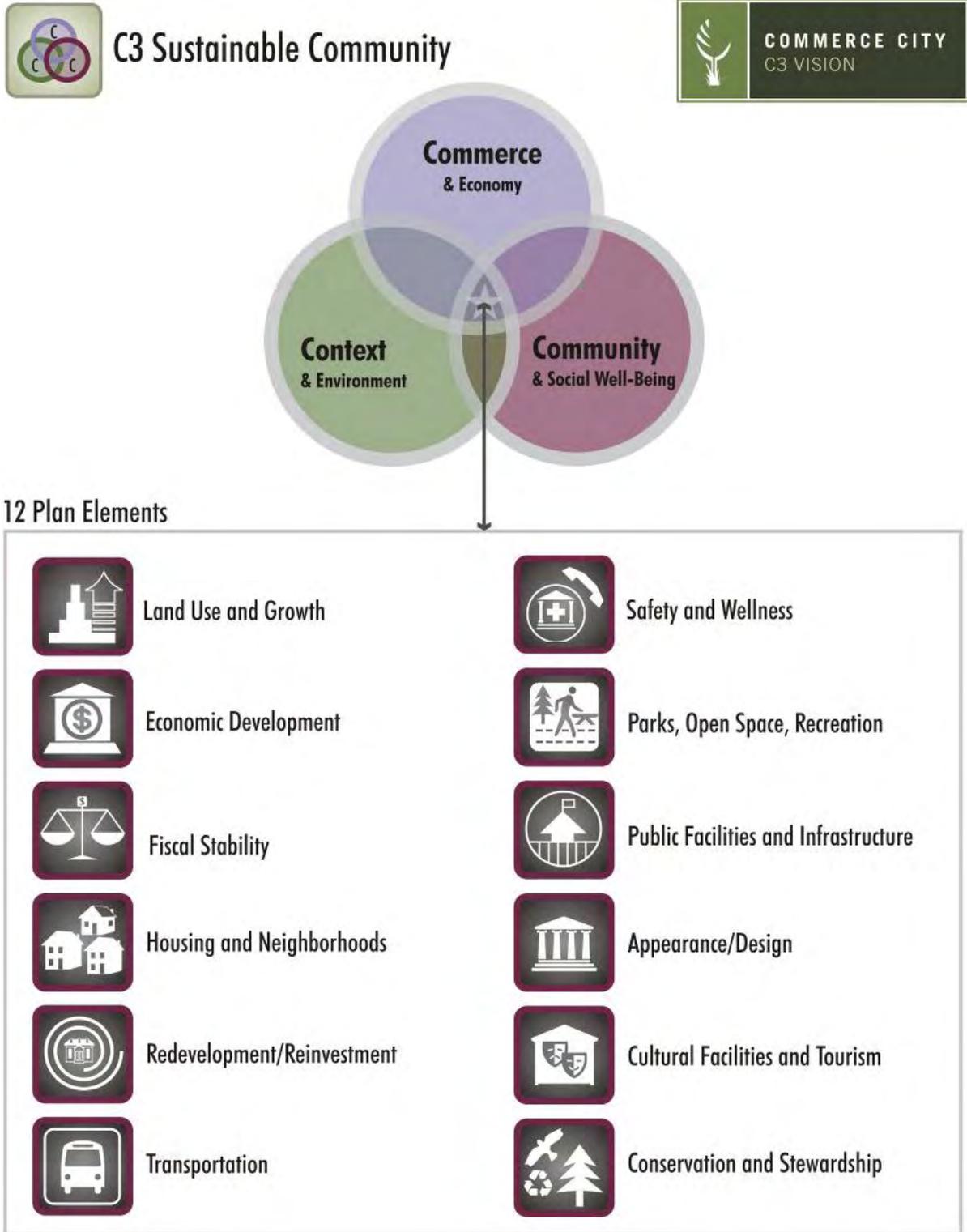


Figure 2.2: The Three Cs of Sustainability and the 12 Plan Elements

Guiding Principles

The following set of Guiding Principles further supports and reinforces the C3 Plan Vision, and sets the stage for each of the Plan Elements in Chapters 4 through 15.



1 LAND USE AND GROWTH

Grow Commerce City in a balanced and compact pattern of neighborhoods and commerce centers, where residents have access to employment, services, and shopping. Promote infill and phase new growth to avoid inefficient and costly leapfrog development.



2 ECONOMIC DEVELOPMENT

Maintain a strong employment base; help create a jobs/housing balance; define appropriate locations for a range of industry and businesses (including green businesses); and be a home for major corporations.



3 FISCAL STABILITY

Continue as a fiscally stable city by fortifying revenues while efficiently maintaining and providing services and infrastructure.



4 HOUSING/ NEIGHBORHOODS

Provide multiple types of housing serving a range of current and future residents and incomes in vibrant neighborhoods where people want to live.



5 REDEVELOPMENT/ REINVESTMENT

Promote new centers while maintaining the integrity of existing districts by continually renewing and reinvesting.



6 TRANSPORTATION

Ensure a quality community by providing efficient, effective, and varied modes of transportation that integrate and connect neighborhoods, the community, and the region.



7 SAFETY AND WELLNESS

Increase the health and well-being of residents through healthy living, access to medical facilities, and public safety and hazard planning.



8 PARKS, OPEN SPACE/ RECREATION

Provide ample and well-distributed parks and recreation facilities, and a connected system of trails and open space, to provide for outdoor recreation, relaxation, and rejuvenation and to protect views.



9 FACILITIES AND INFRASTRUCTURE

Ensure adequate and efficient public facilities and infrastructure for current and future residents and businesses.



10 APPEARANCE AND DESIGN

Enhance the positive image of the city at all gateways, along corridors, and in neighborhoods and commercial districts .



11 CULTURAL/ TOURISM

Become a destination for tourism and visitors, drawing people and businesses to arts, history, culture, sports, commerce, and other attractions.



12 ENVIRONMENTAL CONSERVATION/ STEWARDSHIP

Increase recycling, conservation, and the use of renewable energy sources, while reducing energy and resource use overall.