

## 2—The C3 Community Vision

Draft

### The C3 Community Vision...

The C3 Community Vision represents community values and ideals. The vision has grown out of community discussions, where the community has described the kind of future it would like the city to have. 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 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 built and natural 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.**



*Our C3 Community Vision weaves together the topics of this plan to address the social, economic, and environment needs of present and future generations—including our kids and grandkids.*

## C3 Vision for a Sustainable Community

### What is a Sustainable Community?

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

### Draft Plan and City Council Goals

This Plan supports the 2009 City Council Retreat Goals:

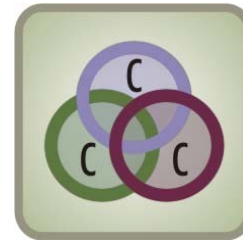
- ✓ Become a balanced city
- ✓ Development appropriate
- ✓ City name with marketing value
- ✓ Become a "green" city where viable
- ✓ Home to major corporations
- ✓ Be a self-sustaining city
- ✓ Be a place where people want to live
- ✓ Provide additional reasons for people to come to the city
- ✓ Establish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

### *This C3 Vision Plan is Comprehensive and Sustainable*

This C3 Vision Plan addresses community sustainability by linking 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.



### Why is Sustainability Important to Commerce City?

Commerce City, like many local governments across the nation, is taking up the charge of sustainability. The city recognizes its 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 world. In our 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 our community to address these new contemporary topics. The industrial history of the city has made the community even more aware of the environment and the negative 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 C's: 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 C's of Sustainability



#### **Commerce and Economy**

Commerce City's sustainability is undeniably tied to economic prosperity and fiscal well-being. The city is developing an Economic Development Strategic Plan that will contribute to land use and planning choices and strategies to attract and retain appropriate and thriving businesses. A fiscal model will also 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. Moreover, resource and energy use and conservation are important components to ensure resources (such as water and energy) are available for current and 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 that focuses on improving locations that are congested or unsafe.



#### **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 and for achieving a productive and meaningful life.

## Commerce City's Sustainability Commitment

### Current city sustainability initiatives include:

- ✓ Initiatives to address energy-efficiency in city facilities;
- ✓ Program to address city walkability;
- ✓ Recycling at Civic Center,
- ✓ LEED certified Civic Center,
- ✓ Water-wise landscaping and water efficiency for parks and city sites,
- ✓ City-wide trash recycling for single-family households, and
- ✓ Others.

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 C's of this Plan: Commerce and Economy, Context and Environment, and Community and Social Well-Being.

The Guiding Principles are described **on the next page.**

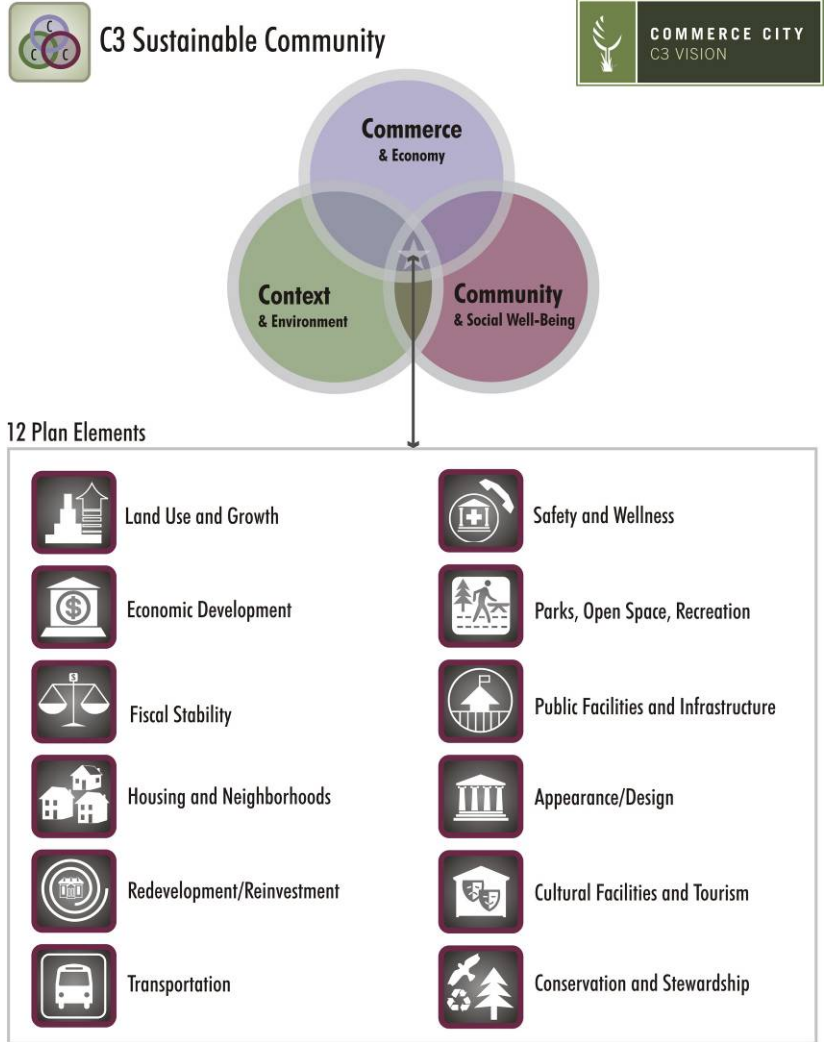


Figure \_\_: The Three C's of Sustainability and the 12 Plan Elements

## 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.

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|---|--|---|
|    | <b>1 LAND USE AND GROWTH</b>           | Provide balanced and compact pattern of neighborhoods and “centers,” phased to promote infill and orderly development where residents have access to employment, services, shopping and community facilities.     |
|    | <b>2 ECONOMIC DEVELOPMENT</b>          | Continue to build a strong employment base; with appropriate locations for a range of industry and jobs, including emerging industries, and a home for a diverse mix of corporations.                             |
|    | <b>3 FISCAL STABILITY</b>              | Enhancing the fiscal stability of the city by fortifying revenues while efficiently providing services and maintaining infrastructure   |
|    | <b>4 HOUSING/ NEIGHBORHOODS</b>        | Provide multiple housing options serving the full range of current and future residents in vibrant neighborhoods where people want to live.   |
|   | <b>5 REDEVELOPMENT</b>                 | Promote high quality new centers and older districts thriving through continual renewal and reinvestment.   |
|  | <b>6 TRANSPORTATION</b>                | Efficient, effective and varied modes of transportation that integrate and connect neighborhoods, the community, and the region are keys to a quality community   |
|  | <b>7 SAFETY AND WELLNESS</b>           | Enhance opportunities for the well-being of residents through healthy living, high quality educational facilities, access to medical facilities, availability of healthy food, and public safety.                 |
|  | <b>8 PARKS, OPEN SPACE/ RECREATION</b> | Build upon our ample and well-distributed parks and recreation facilities for an active community and a connected system of open space to protect views and provide for recreation, relaxation, and rejuvenation. |
|  | <b>9 FACILITIES AND INFRASTRUCTURE</b> | Provide high quality and well maintained public facilities and infrastructure for current and future residents and businesses.  |
|  | <b>10 APPEARANCE AND DESIGN</b>        | Create a positive image at all gateways, along corridors, and in centers and neighborhoods.   |
|  | <b>11 CULTURE AND TOURISM</b>          | Position the city as a destination for tourism and visitors, drawing people and businesses to our arts, history, culture, sports, commerce, and other attractions.  |
|  | <b>12 CONSERVATION/ STEWARDSHIP</b>    | Develop a culture as a sustainable community that recycles, conserves, and uses renewable energy sources, and reduces energy and resource use overall.  |