**SUNRISE NEIGHBORHOOD LAND USE INITIATIVE**
ENGAGING WITH A DIVERSE COMMUNITY ON ZONING AND BEYOND

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**SUNRISE: CONTEXT**

- **$48,295**
- **$74,150**
- **62%**
- **71%**
- **21%**
- **7%**

MEDIAN HOUSEHOLD INCOME
% HIGH SCHOOL GRADUATES
% HISPANIC/LATINO
% FOREIGN BORN

**WELD COUNTY**

**OPPORTUNITY: ZONING UPDATE**

- **Residential Zone**
  - Conforming Homes
  - 1800s

- **Industrial Zone**
  - Nonconforming Homes
  - Conforming Industry
  - ~1929

- **New Zone**
  - Conforming Homes
  - Conforming Industry
  - 2022

**OPPORTUNITY**

**SOLUTION: COLLABORATIVE ENGAGEMENT**

**Connect**

This phase encompasses initial contact with the Sunrise community on an individual basis to help inform subsequent engagements. This phase helps answer the question: How would the community like to be engaged?

- Clear and easy-to-understand educational techniques and materials must be used to best inform the community. Community members are empowered to make decisions regarding the upcoming development code update and decisions in the future.

**Educate**

Once residents and business owners are informed, there should be ample opportunities for these stakeholders to offer their input, ideas, and concerns. Input should be gathered in four ways: through door-to-door canvassing, online platforms, townhall workshops, and focus groups.

- Greeley’s urban planning department must synthesize the valuable input from each stakeholder group in the Sunrise community. Thereafter, city officials and a small task force of community stakeholders may come up with a solution and implementation plan.

**Listen**

- **Sunrise Community Engagement Plan Timeline Overview**

**SYNTHESIZE**

- **STRATEGIES**
  - **YOUTH CANVASSING TEAM**
  - **ONLINE TOOLS & GRAPHICS**
  - **CITIZEN PLANNING ACADEMIES**
  - **FOCUS GROUPS**