

A photograph of an outdoor cafe or patio area. In the foreground, several black metal mesh chairs and tables are visible. In the background, several people are seated at tables, engaged in conversation. The area is shaded by a large tree with green and yellowing leaves. A large, light blue arrow graphic points upwards and to the right, overlaid on the right side of the image. The text '6.0' is prominently displayed in the center, with 'ECONOMIC RESILIENCE' written below it in a cursive font.

6.0

ECONOMIC RESILIENCE

The land use designations and allowable densities reflected in the Comprehensive Plan play a direct role in the current and long-term economic and fiscal health of the city. Without a balanced and diversified mix of land uses and densities, the city cannot facilitate the type of activities necessary to accommodate continued economic growth and fiscal sustainability.

The chapter includes identification of planning issues related to economic growth and fiscal sustainability, leading to specific Comprehensive Plan goals and policies that can be used in establishing direction for land use planning consistent with the city's vision and goals.

6.1 GOALS & POLICIES

RELEVANT PLANS

The following plans are incorporated by reference and are not repeated in detail:

- Citywide Retail Strategy
- Industry Base Study
- Leeds School of Business Tax Projections Report
- Leeds School of Business Employment Study
- Housing Needs Assessment
- Affordable and Workforce Housing Strategic Plan
- Sustainability Plan
- Transportation and Mobility Plan
- Economic Development Strategic Plan
- Urban Renewal Plans

See complete list of plans and policy documents in Ch. 9.

CROSS-CUTTING TOPICS



Education



Equity, Diversity, and Inclusion



Health



Resilience



Safety



Climate

The following goals and policies provide direction for all aspects of physical planning. Goals are defined as desired ideals and a value to be sought. Policies articulate a course of action that guides governmental decision making to meet the goal. To further define how policies can be implemented in the short- and long-term, specific strategies can be found in the Implementation Action Plan.

BALANCED ECONOMY



Goal ER-1 Foster and maintain a balanced local economy with a range of employment types.

- 1.1 Focus on primary employers and businesses that provide jobs that pay higher than the counties' average annual wages.
- 1.2 Leverage Westminster's economic advantages in targeted key industries by incorporating industry-specific development characteristics into land use and infrastructure planning.
- 1.3 Maintain strong business relationships through retention efforts.
- 1.4 Continue to provide business assistance, information, and support.
- 1.5 Explore opportunities for partnerships with the private sector, counties, and other regional partners.
- 1.6 Encourage business programs focused on renewable energy, water conservation, clean technology, waste reduction, and recycling in accordance with Sustainability Plan policies and where consistent with the city's industry and employment composition.



FOCUS AREA PLACEMAKING



Goal ER-2 Support vibrant mixed-use centers in Focus Areas with a range of uses and walkable street patterns with an engaging public realm.

- 2.1 Continue to promote Downtown Westminster and Westminster Station as regional and community-wide destinations.
- 2.2 Ensure a range of uses are provided to support transit ridership. Typically, the highest intensity of use should be located within a quarter mile, or five-minute walk from major transit stations.
- 2.3 Balance intensification of uses within Focus Areas with available services and infrastructure.

INFILL AND REDEVELOPMENT



Goal ER-3 Promote redevelopment of targeted areas as catalysts for revitalization and improved conditions throughout the community.

- 3.1 Create design standards for redevelopment that are specific to geography and type of use such as through Specific Plans or other types of area plans.
- 3.2 Focus improvements and intensification of activity in existing regional shopping centers by evaluating surplus parking and allowing mixed-use development along major commercial corridors where identified in Map 3-2, ensuring that these centers are integrated into surrounding development, promote walkability, orient toward the corridor, and improve access to transit.
- 3.3 Encourage the redevelopment and improvement of older commercial areas by investing in public infrastructure, offering incentives, and facilitating environmental mitigation as necessary and appropriate.
- 3.4 Support planning and redevelopment objectives in areas designated as Urban Renewal Areas, consistent with the respective adopted Urban Renewal Plans.
- 3.5 Allow creative design solutions for infill development that are compatible with and enhance surrounding existing development.

INDUSTRY BASE

Six industry clusters are of primary importance to Westminster due to their relative concentration compared to the nine-county region and the nation as a whole, their employment bases, and their growth. These clusters are:

- Aerospace
- Business Support Services
- Financial Services
- Healthcare and Life Sciences
- Retail, Hospitality, and Entertainment
- Technology and Information

- 3.6 Promote public and private partnerships to enable proactive investments and strategies implemented to support the long-term vibrancy and viability of commercial centers and corridors.
- 3.7 Encourage the location of specialty retail in areas of the city where there is a focus and investment on placemaking.

Goal ER-4 Promote a balance of land uses, revitalization, and redevelopment opportunities that support a diverse economy.

- 4.1 Continue to support investment and reinvestment in aging and under-performing retail centers by diversifying land uses and repurposing obsolete buildings.
- 4.2 Support adaptive reuse, renovation, and redevelopment of older commercial centers that are no longer viable due to changing market conditions, demographics, or retail trends.
- 4.3 Promote a balance of differing development types and locations.
- 4.4 Align city land use policies to support the sustainability of the economic base.

LOCAL WORKFORCE 

Goal ER-5 Support the connection between residents and jobs in Westminster.

- 5.1 Provide greater employment options for residents and provide housing options for employers within the regional context.
- 5.2 Partner to support equitable access to quality education and opportunities for lifelong learning throughout Westminster.
- 5.3 Partner with the K-12 school system and technical and community colleges to prepare the workforce and support workforce training opportunities for local job placement.
- 5.4 Use placemaking approaches in Focus Areas to attract skilled labor, which, in turn, will attract quality employers.



LOCATION



Goal ER-6 Promote Westminster’s regional location between Denver and Boulder to attract targeted industries.

- 6.1 Support key economic sectors with appropriate land use regulation and access to sufficient infrastructure.
- 6.2 Capitalize on access to US 36, I-25, and access to transportation options, including transit, to locate primary employment centers and retail opportunities.
- 6.3 Leverage the city’s advantageous location to attract a talented workforce.

FISCAL SUSTAINABILITY AND ECONOMIC RESILIENCE



Goal ER-7 Promote fiscal sustainability and resilience within local government.

- 7.1 Maintain and monitor economic and financial policies to strengthen Westminster’s fiscal conditions, while supporting excellence in community services, facilities, and amenities.
- 7.2 Study revenue diversification opportunities to support fiscal sustainability.
- 7.3 Continue to pursue and refine the mechanism for retail sales tax collection resulting from online purchases.
- 7.4 Develop a model to evaluate fiscal impacts of land use categories.

Goal ER-8 Support planning processes that are responsive and adaptable to changing industry trends.

- 8.1 Develop complete design standards and code modifications to reflect current best practices and trends in industries.
- 8.2 Evaluate regulatory and administrative processes to provide consistency and certainty in the development process that respond to changing industry standards.

Goal ER-9 Optimize municipal facilities and plan for replacement and/or reprogramming of services responsive to changing community needs.

- 9.1 Locate municipal facilities in alignment with civic needs across the city.
- 9.2 Monitor and evaluate existing facilities based on best practices to incorporate replacement need and location realignment.
- 9.3 Continue to utilize debt, paid for with ongoing revenue streams, to fund asset replacement to ensure that future generations will continue to offset the costs of facilities and amenities.