



# KERSEY COMPREHENSIVE PLAN

Shaping Kersey's  
Tomorrow, Together

OUR TOWN PLAN

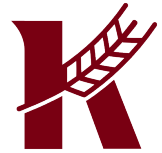


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# ACKNOWLEDGEMENTS



## Kersey Board of Trustees

Gary Lagrimanta	Nathan Roth	Karen Dusin
Stan Sameshima	Michelle Vannest	Brad Joens

## Kersey Planning Commission

Mary Roth, Chairperson	Coralie Slusher	Bob Kellerhuis
Dalton Naibauer	Jay Pier	RaeAnn Breuer

## Community Champion Committee (C<sup>3</sup>)

Jeff Berryman	Bree Bunting
Sandra Cantrell	Shelby Chesnut
Pam Elliott	Destiny Gomez
Jennifer Flummerfelt	Jeremiah Molinar
Kurt Smith	Brandon Unruh

## Economic Vitality Alliance

Downtown Colorado, Inc. (DCI)  
City of Greeley Economic Health & Housing  
Upstate Colorado Economic Development  
Colorado State University Extension  
Colorado Department of Local Affairs

## Project Team

PlanIt	Farm-to-Spaceship
Freir Tech	Next Phase Engineering

## Kersey Staff

Christian Morgan, Town Manager	Julie Piper, Town Clerk
Haley Curtis, Deputy Town Clerk	Robi Ehrlick, Admin Specialist
Kurt Smith, Public Works Director	Alexandro Vigil, PW Tech
Kaleb Brown, PW Tech	Brandon Unruh, Rec Director
Kaylee Damrell, Communications	Tracy Moore, Police Chief
Chad Harding, Police Sargent	Josiah Stoddard, Police Officer
Jon Lange, School Resource Officer	Mark Smith, Police Officer
Maria Maldonado, Police Officer	Shane Scofield, Police Officer
Barbara Brunk, Planner	Gene MacDonald, Engineer
Rick Zier, Town Attorney	

## Kersey Seniors

Adella Andrijeski Donna Cole Darwin Dow Karen Dusin  
Mary Fox Carolyn Garcia Joyce Gilliland Carolyn Graves  
Judy Hart Nancy Lapp Pat Manning Carmen Mashaallah  
Shirly Prescott Anna Schneider Lynn Young

## Kersey Tree Board

Barb Eckhardt	Roberta Smith	Deb Orr	Joan Lind
Linda Cantrell	Shirley Hanson	Mary Fox	
Tharon Vannest	Karen Dusin	Kathy Berryman	
Anna Schneider	Allen Salser	Jessica Warehime	

# ACKNOWLEDGEMENTS



Dear Residents of Kersey,

I am writing to express my sincere gratitude to each and every one of you for your invaluable contributions to the creation of Kersey's Comprehensive Plan. This plan, a culmination of countless hours of collaboration, will serve as our blueprint for the next 30 years, guiding the future growth and prosperity of our beloved town.

Your active participation in the community workshops and survey was instrumental in shaping this plan. Your unique perspectives and ideas ensured that the Comprehensive Plan reflects the true character and aspirations of Kersey.

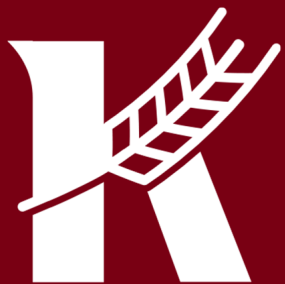
Together, we have charted a course for a vibrant future, one that prioritizes economic opportunity, a sustainable environment, and a strong sense of community. The Kersey Comprehensive Plan is a testament to the power of collective action, and I am confident that by working together, we will turn its vision into reality.

Thank you once again for your dedication and commitment to Kersey.

Sincerely,

Gary Lagrimanta,

Mayor of Kersey



Vision, Values + Big Ideas

## PLAN OVERVIEW

Shaping Kersey's  
Tomorrow, Together

KERSEY MUSEUM



# EXECUTIVE SUMMARY

## Kersey's Future Blueprint

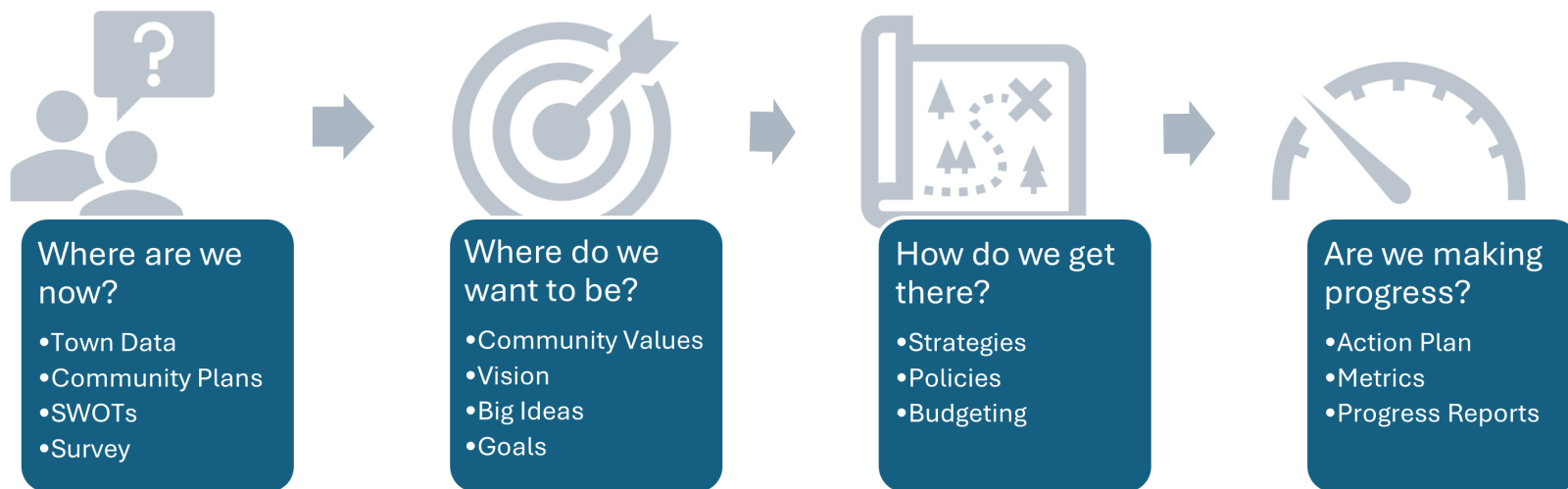
The Kersey Comprehensive Plan charts our course towards 2043. This collaborative roadmap, informed by the community values, data-driven analysis, and national trends, guides our growth and aligns projects, programs, and policies with our shared vision.

## Building on Strengths

The collaborative effort began by analyzing strengths, weaknesses, opportunities, and threats, alongside existing plans and national trends, to understand the landscape. Then, the community defined core values and crafted a compelling vision for Kersey.

## Actionable Steps

The plan translates this vision into concrete strategies and policies to guide decision-making and resource allocation. It includes measurable benchmarks and an action plan with regular reviews to ensure progress and adaptation.



# PLAN COMPONENTS

## Together We Thrive: Implementation

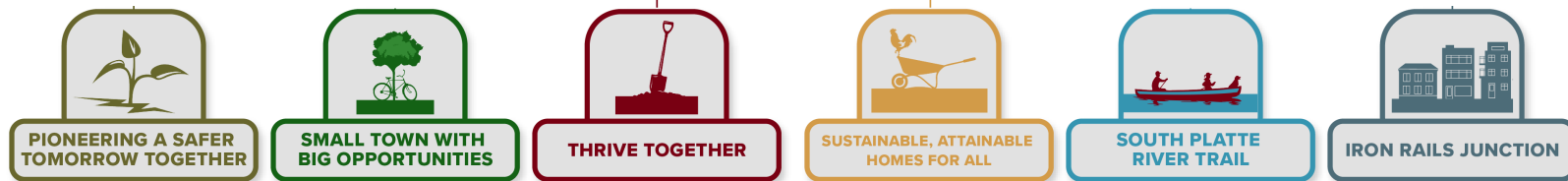
This comprehensive plan is a testament to our collective commitment to building a thriving and sustainable Kersey. Join us in navigating this path towards a bright future.

### VISION

Kersey is a vibrant, resilient, safe place to live, work and play.



### BIG IDEAS



GOALS & POLICIES

STRATEGIES

IMPLEMENTATION





# COMMUNITY VALUES

## What We Love About Kersey

What do people love most about Kersey? Kersey's magic lies in its friendly faces and small-town charm. With its brick buildings and close-knit community, Kersey offers a rural, peaceful, and quiet environment. The low population means it's far from the chaos of big cities, where people genuinely care for and support one another. The strong sense of community is a standout feature, making it an excellent place to raise kids, supported by an outstanding school system. Kersey is not just a town; it's a place where you'll find small-town warmth, wonderful neighbors, and a welcoming community.

## Why Values?

A community's values are its guiding stars, shining light on what truly matters. They're the unique traits that make it home, weaving a tapestry of belonging for every resident. But these values aren't meant to be chains, holding back progress. Instead, they're a compass, guiding positive change.

By understanding these core values, the community can chart its future, deciding what to cherish even as things evolve. Think of them as signposts, pointing the way toward decisions and plans that resonate with what people hold dear. This creates a shared journey, where individuals, groups, and even the government can work hand-in-hand to keep Kersey special, ensuring change always aligns with its heart and soul.



# COMMUNITY VALUES

The workshops and survey revealed the following values as core to our community.

- We are a close-knit, welcoming community where families thrive and cooperate for everyone's safety and wellbeing.
- We celebrate our heritage, our cultures, and each other.
- We take pride in our neighborhoods, our businesses, and our shared spaces.
- We are forward-thinking and proactively plan for Kersey's future needs.
- We are guided by integrity, accountability, and responsibility in our actions towards our community and our environment.





# COMMUNITY VISION

We collectively envision a future where we can say:

Kersey is a vibrant, safe, and resilient place to live, work and play. It showcases how cooperation, resourcefulness, and strategic investments forge a future that is deeply rooted in community bonds.

## ***Welcoming Gateway***

Hill Street welcomes visitors from Highway 34, with its landmark Kersey sign near Ash Street, peaceful Memorial Park near 9th, and the flourishing locally-owned businesses creating an inviting gateway to downtown.

## ***A Lively, Walkable, Mixed-Use Downtown***

Visitors are drawn to the barn-like structures in Locality, offering a mix of shops, dining options, medical services, and other businesses that embrace our agricultural heritage, like Cultivated Coffee, with its landscaping that mimics cultivated fields and a grain bin shade structure. The new bank near the hotel, liquor store, gas station, and anchor stores ensures that essential services are readily available.

Heading south on 1st Street towards the Farmer's Market, visitors are drawn to the Kersey arch, a symbol of community pride, as they encounter vibrant streetscapes lined with thriving businesses in artfully restored buildings. Iron Rails Junction extends to the west, anchored by the Kersey museum and featuring historic architecture with a modern twist. Visitors and residents alike enjoy socializing, shopping, dining, and attending community events in Kersey Plaza. The "prairie-stone" townhomes, studios, and tree-lined canal trail corridor add to the district's charm.

## ***Economic Vitality***

The Highway 34 corridor boasts a wealth of businesses that provide high-quality jobs and services. The variety of new businesses have been designed to fit with the town's character, so that no matter where you are you know you are in Kersey.

Kersey's diverse revenue mix allows the Board to accomplish their strategic priorities. Kersey maintains a strong relationship with the stellar Platte Valley School District, having welcomed an Aims extension and fosters partnerships to prepare Kersey community members for tomorrow's economy and jobs.

# COMMUNITY VISION

## *Homes for Every Stage of Life*

Diverse housing types and sizes cater to the needs of different economic groups and life stages, with designs that reflect Kersey's heritage. Homes are well-built, energy-efficient, and situated on tree-lined streets.

## *Exceptional Community Services and Facilities*

Kersey's community services and facilities are efficient, functional, and meet and adapt with the town's needs. Kersey's beautiful parks, strong recreation program, and well-attended community events contribute to the lively atmosphere at the Community Center, parks, and schools. Kersey's trail system connects the community to the natural environment, each other, and surrounding communities.

## *Bountiful Natural Resources*

The South Platte River, home to abundant wildlife, offers stunning mountain views and diverse recreational opportunities. Gravel and oil and gas resources, while carefully managed, contribute to the region's economic vitality, provide quality jobs and opportunities for local businesses, while minimizing their environmental footprint. A series of reservoirs that resulted from innovative partnerships with Colorado Parks and Wildlife, gravel companies, and water providers improve Kersey's resiliency to droughts and provide hunting and fishing opportunities.

## *Uniquely Kersey Activities*

Thanks to partnerships with local businesses like Penske and Puryear, Kersey's lawnmower races and modified tractor pulls have become iconic regional attractions. The town's new track has doubled the size of the original lawnmower race and now hosts everything from country concerts to family-friendly bicycle races, truly putting Kersey on the map for quirky and unforgettable experiences.

TOWN OF  
KERSEY

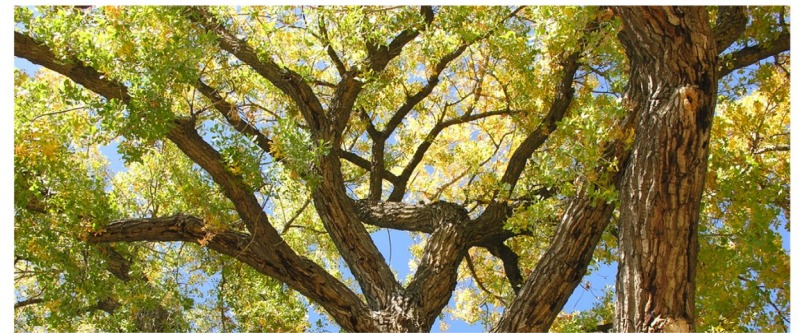
# BIG IDEAS

## Big Idea 1: Pioneering a Safer Tomorrow Together

Our Vision: Kersey is safe and resilient. It is a model community, showcasing how cooperation, resourcefulness, and strategic investments forge a future that is deeply rooted in community bonds.

### Pillars:

- **Prudent Water Management:** Championing conservation, we'll efficiently use raw water and collaborate on storage projects, ensuring a diversified approach to our water needs.
- **Community unity and collaboration:** In Kersey, we believe that public safety is a shared responsibility. We foster strong bonds between schools, businesses, and residents to create a united front for safety. Through active communication, mutual support, and collective effort, we enhance our immediate security and tackle underlying factors, like poverty and inequality, to build a truly resilient and harmonious community.
- **Police visibility and presence:** Kersey is a community where people feel safe and secure. We have a visible and accessible police presence that deters crime and builds trust with the community.
- **Communication:** By leveraging both traditional and digital means, we aim to maintain transparent and direct communication with the community. Robust emergency plans, especially those addressing natural challenges like extreme weather, are accessible and straightforward for all residents.
- **Emergency preparedness and resilience:** Kersey is a community that is prepared for anything. We have a comprehensive emergency preparedness plan in place, and we educate residents about how to stay safe in the event of an emergency.
- **Tree-Rooted Stability:** A thriving community is rooted in its natural surroundings. Kersey will invest in preserving and expanding our urban forest, contributing to our resilience, environmental health, and the scenic beauty that defines our town.



# BIG IDEAS

## Big Idea 2: A Small Town with Big Opportunity

Our vision: Kersey is a vibrant community with a thriving economy that supports all residents and businesses.

Pillars:

- **Regionalism and Connectivity:** Kersey is a vital part of the Weld County region, and we are committed to working together with our neighbors to promote economic growth and prosperity for all. We will also develop and maintain a strong transportation system that connects our community to Greeley, Fort Morgan, Evans, and other regional destinations, by foot, bike and vehicles.
- **Education and Workforce Development:** Kersey is committed to equipping our residents with the skills and knowledge they need to succeed in the 21st century economy. Through partnerships with local schools and businesses, we'll cultivate high-quality educational and training programs.
- **Economic Vitality:** Kersey is committed to attracting and retaining businesses, and to creating jobs for our residents. We will create a business-friendly environment, and we will invest in infrastructure and programs that support economic growth. We will revitalize and enhance Main Street through placemaking activities and projects such as improved sidewalks, lighting, and restoration of old buildings.
- **Community Culture and Social Capital:** Kersey is a community with a strong sense of identity and pride. We are committed to preserving our small-town character while also embracing new opportunities and growth. We will foster a vibrant and inclusive community by encouraging greater physical and financial community involvement and fostering relationships between the town, landowners, and business owners. We will also support and promote opportunities for people to gather and socialize, building a strong sense of community belonging.
- **Sustainable Growth and Development:** Kersey is committed to growing in a sustainable way that protects our community character and quality of life. We will develop and enforce regulations that promote economic development while also protecting our natural and cultural resources.





# BIG IDEAS

## Big Idea 3: Thrive Together

Our vision: Kersey is a healthy and active community where everyone belongs.

### Pillars:

- **Active Living:** Kersey provides a variety of safe and accessible recreational opportunities for people of all ages and abilities. Kersey celebrates physical activity, play, and the importance of facilities that cater to a variety of interests.
- **Safety and Infrastructure:** Kersey prioritizes the safety, accessibility, and maintenance of public spaces, ensuring parks, sidewalks, and downtown areas are both secure and welcoming.
- **Community Cohesion:** Kersey will continue to provide community events and gathering spaces that bring people together, while fostering ties with schools, churches, and other entities, and creating a sense of belonging, cooperation, and inclusivity.
- **Wellbeing and Support:** Kersey is committed to promoting the overall health and wellbeing of community members, from improving access to medical providers, to expanding fitness programs and environmental initiatives. This pillar also acknowledges the specific needs of the senior community, ensuring they have dedicated support and resources.



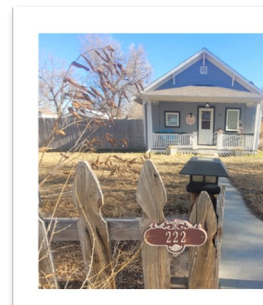
# BIG IDEAS

## Big Idea 4: Home in Kersey: Sustainable, Attainable, and All in the Family

Our Vision: Kersey is a pillar of family values and sustainable living, where eco-friendly and affordable homes are within reach for all.

### Pillars:

- **Time-Honored Traditions:** We'll prioritize designs that resonate with our community's traditional aesthetics and reflect the values and heritage that Kersey holds dear, while merging the past and future by embracing sustainable methods.
- **Affordability First:** Every Kersey family deserves to find and afford a quality home that stands the test of time. We are committed to making this happen through thoughtful planning and community collaborations.
- **Community Bonds:** Together, we'll emphasize shared spaces that promote neighborly interactions, unity and strengthen our community spirit. It's not all about houses, it's about nurturing a community that looks after one another.
- **Homes for Generations:** Kersey homes will be spaces that can truly be called "forever homes." Built to stand the test of time with designs that can adapt and evolve to fit changing family needs, from starter homes that can expand as families grow to homes that can comfortably accommodate multi-generational living.
- **Implementation:** By partnering with local stakeholders and prioritizing community input, we'll ensure that "Home in Kersey" is not just a vision, but a reality that benefits all.



# BIG IDEAS

## Big Idea 5: South Platte River Trail: Moving Forward, Together

This trail embodies the heart of our land and the spirit of our community. It's a place where traditions can be honored, and the simplicity of nature can be celebrated. The South Platte River Trail is a great way to experience the natural beauty and wildlife of the Kersey area. Winding through age-old cottonwoods, tranquil meadows, and beside the iconic South Platte River, this trail is a shared heritage that ensures that both young and old, walkers and riders, have a safe, well-maintained space to enjoy.



Photo taken by Robi Ehrlick





# BIG IDEAS

## Big Idea 6: Iron Rails Junction

As the Latham Ditch gracefully flows, Iron Rails Junction buzzes with life, extending from the heart of downtown Kersey. Modern glass and metal facades catch the sun like prisms, and shimmer alongside cobblestone walks that align the railroad. The air hums with the laughter of children splashing in the fountain, a playful counterpart to the rhythmic clicking of silverware from the bustling cafes. The locally-owned shops brim with baskets of Kersey-grown produce, delicious baked good, gleaming bottles of fresh milk, and fragrant bouquets of lavender, drawing people far and wide to shop, eat, and play. Bikes whiz along the canal path as young families picnic in Kersey plaza and couples stroll hand-in-hand past vibrant murals painted on brick walls. The Kersey Museum stands sentinel, its weathered façade echoing the town's pioneer spirit, beckoning visitors to step back in time and explore our history of grit and determination.





Chapter One

# INTRODUCTION

**Shaping Kersey's  
Tomorrow, Together**

**USER'S GUIDE +  
COMMUNITY INPUT**

## What is the Kersey Comp Plan?

The Kersey Comprehensive Plan is a blueprint for the future of our town. It is a roadmap that guides our decisions about growth and change, and helps align projects, programs, and policies with the community's aspirations and vision. The Plan is built on Kersey's history and strengths and is organized around the community's shared values and priorities.

The Kersey Comprehensive Plan provides Kersey with:



A collective vision for Kersey's long-term physical and economic development and community enhancement.



Town policies centered around shared community values, promoting broad community ownership.



A land use map depicting desired development patterns that align with transportation and economic development strategies.



A basis for determining whether specific development proposals and public projects are in harmony with Plan policies and standards.



Success metrics that resonate with the vision and values identified through the planning process.



An implementation plan with action steps for achieving Kersey's vision.

## Legislative Authority

The Town of Kersey is authorized to develop a Comprehensive Plan in accordance with Sections 31-23-206 through 209 of the Colorado Revised Statutes (C.R.S.), which outline the procedures for developing, modifying, and approving such a plan. Prior to annexing property into their territorial boundaries, Colorado municipalities are required to prepare and adopt a Three-Mile Plan in accordance with C.R.S. 31-12-105, et. seq. This long-range plan serves as a blueprint for future annexations, detailing the intended areas for property annexation and outlining strategies for ensuring adequate service provision to both the newly annexed territory and the existing municipality. This Comprehensive Plan includes Kersey's Three-Mile Plan.

# COMPREHENSIVE PLAN USER'S GUIDE

BUILDING OUR FUTURE TOGETHER

The *Kersey Comprehensive Plan* is more than just a document; it's a roadmap to a thriving and sustainable future for our town. It outlines our shared vision for growth, development, and environmental responsibility. To make this vision a reality, we need everyone on board – from town staff to residents, from elected officials to community volunteers. This guide explains how each of us can play a vital role in using the plan to shape our town's tomorrow.

## Charting the Course: Town Staff

- ***Become the Experts:*** Every town employee should be familiar with the plan, focusing on sections relevant to their work. This knowledge empowers us to make informed decisions that align with our collective vision. Consult the plan when reviewing development applications, preparing work plans, budgets, capital improvement programs, making recommendations for facilities and services, and updating regulations.
- ***Plan in Action:*** Use the action plan to integrate the plan's goals and strategies into our work. This means ensuring our departmental objectives are in sync with the plan's vision and recommendations.
- ***Together We Build:*** Collaboration is key. We will work across departments, share information, and tackle challenges together. Regular updates to the Board of Trustees and town committees will keep everyone informed and engaged.





# User's Guide

## Kersey Comprehensive Plan

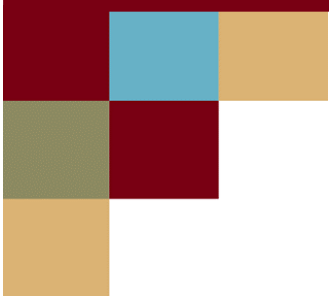
### Leading the Way: Board of Trustees and Planning Commission

- ***Guiding the Compass:*** The Board and Planning Commission act as the plan's guardian and will regularly review its implementation, ensure policies and decisions align with its objectives, and adjust course if needed.
- ***Investing in Our Future:*** Allocate resources, both budgetary and human, to execute the plan's projects and initiatives. This investment in our future will pay off for generations to come.
- ***Open Dialogue, Open Doors:*** Facilitate public discussions and hearings on major decisions or changes that impact the plan's implementation. Transparency builds trust and strengthens our collective effort.

### Teamwork Makes the Dream Work: Town Committees

- ***Align and Contribute:*** Ensure your valuable work and recommendations are in sync with the plan's goals and strategies. Let's all pull in the same direction.
- ***Together We Succeed:*** Foster collaboration between committees. Share information, findings, and best practices to achieve common goals and maximize impact.
- ***Keeping Everyone Informed:*** Regularly report progress, challenges, and successes related to the plan to the Board of Trustees. This transparency keeps everyone involved and ensures we're all moving forward together.





# User's Guide

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## Kersey Comprehensive Plan

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### Building with Vision: Developers

- ***Context-Aware Development:*** The Kersey Comprehensive Plan is your gateway to building projects that align with the community's vision for the future. It's not just about individual sites; it's about understanding the bigger picture and contributing to a vibrant, sustainable Kersey. How does your vision align with the plan's goals for land use, infrastructure, and sustainability? Use the Land Use Plan Maps to explore potential opportunities, identify sensitive areas, and ensure your projects complement the existing character and infrastructure.
- ***Open Dialogue:*** This plan isn't a one-way street; it is an invitation to collaborate. Engage with town officials, residents, and community groups early and often in your development process. Use the plan as a common ground to discuss key issues, address concerns, and find creative solutions that benefit both your project and the town as a whole.
- ***Join Us In Building A Future:*** We believe that developers are valuable partners in shaping Kersey's future. By using the Comprehensive Plan as a guide and engaging in open dialogue, we can build projects that are not only profitable but also contribute to a vibrant, sustainable, and resilient Kersey. Let's work together to make our shared vision a reality.

### Your Voice Matters: General Public

- ***The Plan at Your Fingertips:*** Accessing the plan should be easy. It's available online and at Town Hall – make it your guide.
- ***Speak Up, Shape Our Future:*** Public engagement is crucial. Attend meetings, forums, and surveys to share your thoughts on the plan and its implementation. Let your voice be heard!
- ***Be the Advocate:*** Let's champion the plan. Engage with town staff and elected officials to ensure the plan's goals are reflected in policies and initiatives. Support projects and programs that align with our shared vision.

# User's Guide

## Kersey Comprehensive Plan

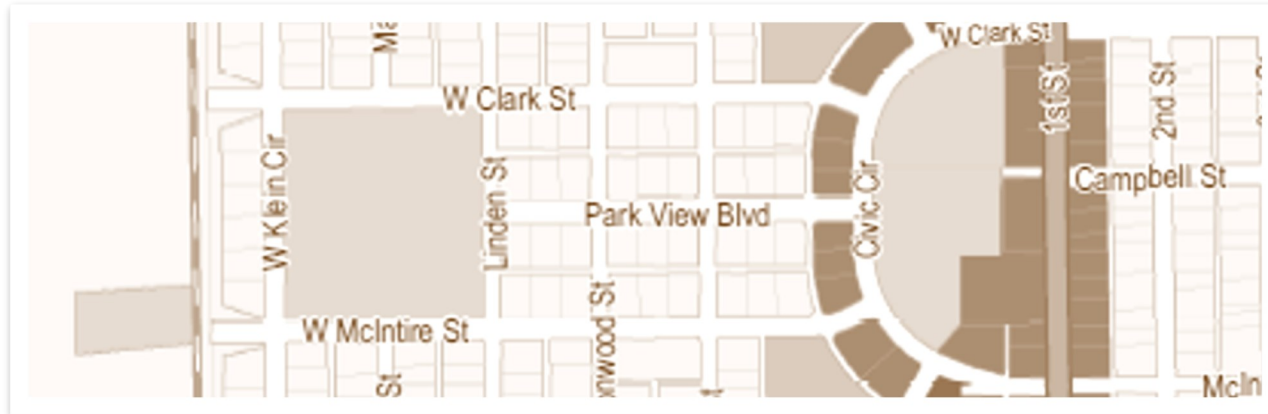
### How to Amend the Kersey Comprehensive Plan

As the community's attitudes change and Kersey grows, the Comprehensive Plan must be able to adapt. The Planning Commission and Board of Trustees should re-evaluate and update the Plan in response to major changes in the community every three to five years. Citizens may also request changes to the Comprehensive Plan. Both the written and the graphic elements of the Comprehensive Plan may be amended.

If an amendment is requested, the Board of Trustees and Planning Commission must determine if the requested change is in the best interest of the Town. If so, the Plan may be amended, provided the following criteria are met:

1. The amendment improves the implementation of one or more of the goals, policies, and action steps of the *Kersey Comprehensive Plan*.
2. The amendment will not pose a detrimental impact on existing or planned Town facilities, services, or transportation arteries.

*Note:* It is possible that in amending the Comprehensive Plan to implement one goal, a conflict may occur with another goal. This is when the Planning Commission and Board of Trustees will weigh and evaluate the situation to determine if the amendment would be in the best interest of the community.





# COMMUNITY ENGAGEMENT

## PLAN PROCESS

### Community Input: the Heart of the Kersey Comprehensive Plan

The success of the *Kersey Comprehensive Plan* relies heavily on the voices and input of its residents. As such, community engagement is not just an element of the plan - it is the very foundation upon which it is built. This initial phase of the planning process focused on gathering and analyzing data to understand the town's current state. By conducting extensive outreach, the project team aimed to identify the community's values, needs, and key issues facing Kersey.

In addition to ensuring the plan's effectiveness, community engagement also fosters a sense of ownership and responsibility among residents. Many residents who participated in the planning process said that they felt invested in the future of Kersey and that they were excited to support implementation of the Big Ideas.

### Kersey Days

Over 70 individuals, encompassing a diverse group of families, chamber members, business owners, young and aspiring residents, church goers, firefighters, police officers, students, and long-standing residents, visited the Kersey booth to discuss what they liked about the town.



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# Community Input

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## Community Questionnaire

Thirty-one community members shared ideas for the town's long-term plan via a survey, answering questions about Kersey's cherished aspects, pressing challenges, and desired improvements. Residents weighed in on Kersey's future, from community building to sustainability, how to support local businesses, and improve infrastructure.

## Data Collection and SWOTs

The Comprehensive Plan Team reviewed existing documents including the 2016 Kersey Comprehensive Plan, 2023 Kersey Hazard Mitigation Plan, 2023 Kersey Raw Water Master Plan, 2023 Kersey Rate Study, 2006 Kersey Land Use Code, and the 2023 Kersey Housing Assessment. Then the Town departments considered the regular feedback that they receive from citizens and the Town Board as well as data from the community questionnaires, and analyzed their Strengths, Weaknesses, Opportunities, and Constraints.

## Northern Colorado Economic Vitality Happy Hour

Kersey and Downtown Colorado, Inc. hosted a regional happy hour in collaboration with UpState Colorado, Colorado Department of Local Affairs, Colorado State University Extension, and the Greeley Downtown Development Authority. Experts partnered with the 42 attendees to identify opportunities and analyze challenges for expanded partnerships and community entrepreneurship.

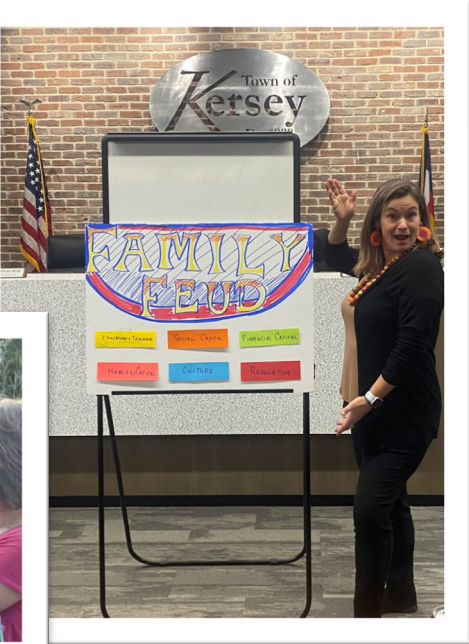




# Community Input

## NOCO Economic Vitality Happy Hour + Joint PC/BoT Workshop

Downtown Colorado, Inc. held a joint Planning Commission/Board of Trustees workshop to fine tune and prioritize the economic vitality strategies for Kersey. The strategies are designed to foster Kersey’s economic ecosystem.





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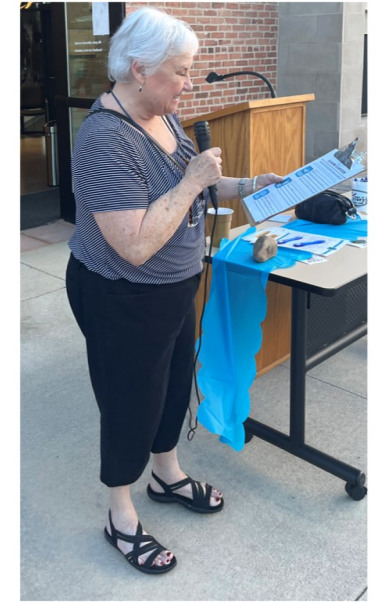
# Community Input

## Community Champions Committee

The Community Champions Committee (C<sup>3</sup>), comprising 11 individuals representing a diverse tapestry of Kersey's residents, business owners, young people, seniors, artists, educators, staff members, volunteer boards, and the agricultural sector, played an instrumental role in bridging the gap between the community and the comprehensive plan update process. Their dedication and commitment were instrumental in fostering inclusive engagement and ensuring that the plan reflects the collective aspirations and needs of all Kersey residents.

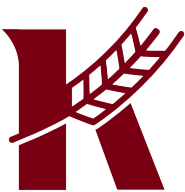
The C<sup>3</sup>'s efforts extended beyond providing invaluable insights. They spearheaded a remarkable recruitment drive, bringing over 140 people from diverse backgrounds to the community events. This inclusive approach ensured that the voices of students, elders, individuals with disabilities, residents, workers, entrepreneurs, community leaders, designers, and many more were heard and valued.

C<sup>3</sup>'s impact was not limited to participation numbers; they also cultivated a welcoming and inclusive environment where everyone felt comfortable sharing their ideas and perspectives. Their efforts transformed the events into vibrant gatherings where energy, creativity, and a sense of shared purpose coalesced. Their dedication ensured that the plan truly represents the aspirations and needs of all Kersey residents, paving the way for a future that reflects the community's collective vision.





# Community Input



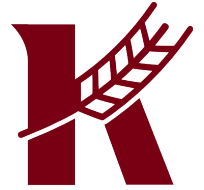
## Community Vision Potluck

At the Community Vision Potluck, the 48 attendees either shared an object or image that symbolizes the essence of Kersey. They then identified spirit words that encapsulated the town's unique character and collectively envisioned the future in terms of public safety, community identity, economic prosperity, citizen well-being, transportation, cultural enrichment, historical preservation, parks, and trail networks within Kersey.





# Community Input



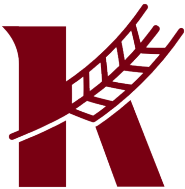
Next, community members articulated a picture of Kersey in 20 years, considering their shared core values and considered the “Big Ideas,” the transformative goals that will bring that vision to life.

## Big Ideas Potluck

At the Big Ideas Potluck, 52 participants gathered to refine the preliminary ideas stemming from the Community Vision Potluck. With a focus on capturing the essence of Kersey and propelling the town towards its envisioned future, attendees carefully evaluated and shared their opinions of the big ideas and Future Land Use maps. Among the concepts presented, long-time Kersey resident and C<sup>3</sup> member Jeff Berryman unveiled his vision for Iron Rails Junction, garnering widespread support as the most innovative and inspiring Big Idea.

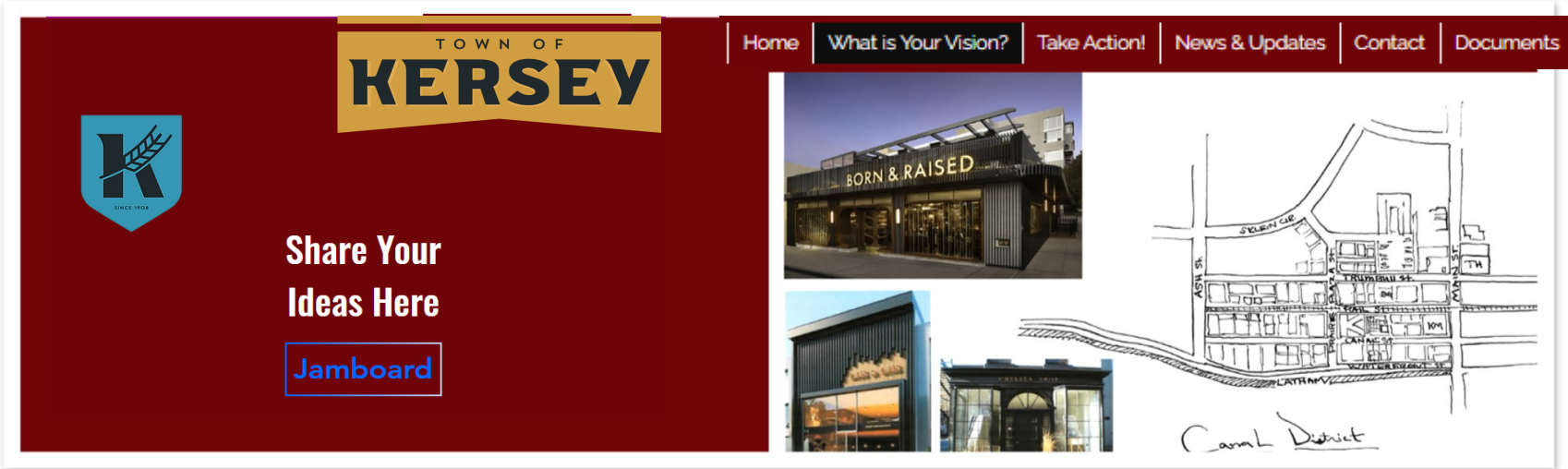


# Community Input

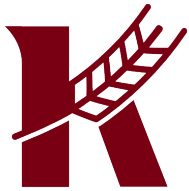


## Comprehensive Plan Website

The Comprehensive Plan website served as a central hub for keeping community members informed and actively engaged throughout the planning process. 120 unique visitors accessed the digital platform which featured an interactive Jamboard, where residents could freely express their ideas and share visual representations of their visions for Kersey's future. It also provided a space for open dialogue, allowing residents to discuss what they cherished most about Kersey and the challenges the community faced. Additionally, the website showcased a gallery of images from all of the public events, offering a glimpse into the community gatherings that had taken place. Links to the community survey and proposed maps, goals, and strategies were readily available, making it easy for residents to participate and have their voices heard, fostering a collaborative approach to shaping Kersey's future.















## Chapter Two

# BUILDING ON STRENGTHS

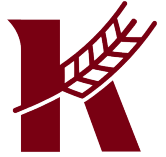
## Shaping Kersey's Tomorrow, Together

WHERE ARE WE NOW?



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## RECENT ACCOMPLISHMENTS



### Leveraging Resources

As a small town with limited resources, Kersey has an incredible list of recent accomplishments.

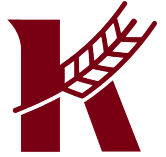
#### 2017 Highlights

- The Town started the Kersey Tree Advisory Board, which provides guidance and recommendations on issues such as tree planting, maintenance, preservation and overall arboricultural management in Kersey.
- As an active member of the newly formed Freedom Parkway (CR 54) Coalition, able to extend the proposed Parkway east to connect with Highway 34.
- Kersey was awarded the Pedal the Plains Route for 2017, which drew over 1,000 cyclists from throughout the region. Kersey served as the starting and end point.
- The 70 Ranch donated \$67,000 to replace the aging playground equipment in Kohler Park.
- The Town annexed the 242-acre Platte River Fort.
- Collaborated with CDOT and the Upper Front Range MPO (UPRMPO) to mill and overlay 1.2 miles of Hill Street. CDOT funded the entire \$150K project and UPRMPO contributed \$50K for future maintenance.
- The Town secured a \$26K REDI grant to conduct an analysis of downtown retail.
- The Kersey Board of Trustees, aiming to revitalize Downtown Kersey, approved the creative purchase of the historically significant Hoshiko building. Through a creative agreement facilitating a 50/50 donation to the Town and the owner's chosen beneficiary, followed by the Town's purchase of the beneficiary's interest for \$40K, the Town acquired the building below market value, with the goal of transforming it into a future Town Hall.
- Kersey saw an opportunity to revitalize 80 acres of undeveloped, platted land facing challenges with a \$5.5 million solar project proposal from Silicon Ranch Corporation. Extensive negotiations secured a 35-year overlay of the original development plan, facilitated construction, and yielded additional benefits for the town: a \$25k donation to the Community Center and 16 acres of land, worth over \$1 million, permanently deeded to Kersey.
- The Town secured a new, donated lawnmower race track through builder negotiations, ensuring the event's success in 2017.



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## RECENT ACCOMPLISHMENTS (CONT.)



### 2018 Highlights

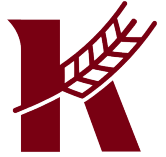
- The Town partnered with the high school to laser engrave memorial plaques on park benches.
- Kersey collaborated with the Weld County Commissioners to annex portions of WCR 40 and Weld County Parkway, effectively extending the right of way portions of the Town to better enable development in these areas.
- The Town adopted its first five-year Capital Improvements Plan.
- The Town began participating in the Middle South Platte River Alliance, which formed after the 2013 flood. The MSPRA works to improve the river's ecology, economy, and flood protection by collaborating, sharing information, and facilitating projects.
- The Town entered into a MOU with Weld County Public Works and the City of Evans to assist each other with public works projects.
- The Town adopted a tiered water rates billing structure to address the water fund's deficit, fund future water projects and maintenance, encourage conservation, and incentivize water-wise practices.
- Through a \$479,000 Energy/Mineral Impact Assistance Fund (EIAF) grant, a \$75,000 Daniels Fund grant, a \$40K Boettcher grant, donations, and in-kind assistance, the Town of Kersey successfully secured 100% of the funding for the Kersey Community Center without relying on taxpayer contributions.

### 2019 Highlights

- Kersey partnered with the University of Colorado Denver's Urban Technical Planning Center through a grant to design a new Town Hall, public parking, plaza with potential cultural center, and streetscape plan for downtown revitalization.
- The Town used the streetscape plan to obtain a \$1 million EIAF grant to fund the Town Hall and parking area.
- The Town obtained a \$45K Great Outdoors Colorado (GOCO) grant to add a playground area, shelter and relocate the horseshoe pits in Centennial Park.
- The Town constructed the new \$534K Community Center for assemblies, training and our seniors and broke ground on the new Town Hall/Police Department.

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## RECENT ACCOMPLISHMENTS (CONT.)



- Silicon Ranch donated approximately 11 acres near 9th Street and Campbell Street to the Town. This will be used for workforce housing.
- The Town introduced new ADA compliance training and policies.

### 2020 Highlights

- During the COVID pandemic, the Town was able to switch to remote work within hours of the CDC's suggestion to close public facilities. While other communities struggled to accommodate this necessity, Kersey had already technologically prepared for such an event.
- The Town obtained grants, donations, and technical assistance from the CO Energy Office and CSU Built Environment to integrate energy-saving features, including \$100,000 in solar energy and an EV charging station.
- The Town moved into \$2.8 million Town Hall/Police Station. The Town collaborated with the High Plains Library District to repurpose the old Town Hall as a branch library.

### 2021 Highlights

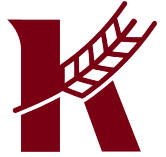
- The Town adopted an agriculture zoning district to allow large landowners to annex and retain their right to use the land for agricultural purposes. This resulted in the 250-acre Z Ranch and Event Center annexation.
- Constructed phase 1 of Centennial Trail (4,750 linear feet of sidewalk, pedestrian bridge over Latham Ditch) at a cost of \$1.6 million, including a \$969K CDOT grant and \$250K DOLA grant.
- The Town installed the \$73,645 Centennial Park playground, thanks in part to a \$45,000 Great Outdoors Colorado grant.

### 2022 Highlights

- The Town applied for a Hazardous Mitigation Grant Project award through FEMA. Through the process a Benefit Cost Analysis was performed resulting in significant suggested funding for the town at a 90/10 split. The project, expected to be awarded in 2024 will be the second step (the first being land acquisition along Civic Circle for retention) in solving severe stormwater drainage issues in older Kersey.
- The Town installed a crusher fines walkway, additional trees and a water tank system to water the landscaping at Memorial Park.

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## RECENT ACCOMPLISHMENTS (CONT.)

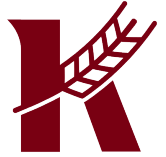


- The Town adopted an agriculture zoning district to allow large landowners to annex and retain their right to use the land for agricultural purposes. This resulted in the 250-acre Z Ranch and Event Center annexation.
- The Tree Board obtained grants in 2022 and 2023 to fund additional trees in Centennial Park, Kohler Park, and along 1st Street between Highway 34 and Hill Street.

### 2023 Highlights

- Not only was the new Town Hall completely paid for, the Town also satisfied all other remaining debts including the new community center and wastewater treatment plant. The Town begins 2023 debt free.
- Kersey collaborated with Weld County to develop and adopt a Hazard Mitigation Plan aimed at proactively identifying and addressing potential hazards to reduce risk, enhance disaster resilience, and ensure community sustainability. This comprehensive plan assesses vulnerabilities to natural and man-made hazards, establishes goals, objectives, and actions to mitigate future loss of life, injury, property damage, and economic disruption from hazard events.
- After three years of extensive negotiations with the Union Pacific Railroad, the Town acquired the 1.6-acre grain elevator property for \$5K. The Town applied for a \$1.1 million EPA Brownfields grant to raze the grain elevator.
- The Town collaborated with the Colorado Department of Public Health and Environment to obtain funding for a Targeted Phase 2 Environmental Assessment of the grain elevator. CDPHE also funded our partnership with Community Builders to perform a market assessment for the property.
- Cureton Gilcrest, LLC contributed \$252K, 100% of the cost, to pave 2,400 linear feet of 12th Street.
- The Town secured a \$250K CDOT Revitalizing Main Streets (RMS) grant to install six bulb-outs, crosswalks and bioswales to start to improve the walkability along 1st Street. (Construction completed in March 2024.)
- The Town is working with CSU, NeoConnect and Allo Communications to pursue \$2 million in funding to install fiber throughout the community.
- The Town secured \$270K from CDOT for 1st and Hill Street intersection improvements and crosswalks.
- A \$145K Innovative Housing Opportunities grant funded a Housing Assessment, Raw Water Master Plan, Utility Rate Study and Building Permit study.

# KEY ISSUES AND TRENDS



## Key Issues

The top issues that emerged from the community workshops and survey include:



**Community Pride and Safety:** Many people voiced their desire to improve the appearance of Main (1<sup>st</sup>) Street and the upkeep of local yards.



**Strengthen the Economy:** Residents want to shop and eat locally, many people want a local grocery store, hardware store, more employment options, and additional places to eat and socialize.



**Expand Housing Options:** There is a big need for additional housing for retirees, seniors, teachers, public servants, local employees, and young people. It is important that the housing products fit within the town's small-town character.



**Improve Infrastructure:** Citizens desire better internet services, a high functioning storm drainage system, and quality roads and sidewalks throughout town.

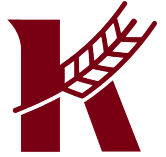
## Housing (from Kersey 2023 Housing Assessment)

The 2023 Kersey Housing Assessment found that there is a need for more housing options for retirees, seniors, teachers and essential employees. The community and stakeholders reiterated repeatedly they wish there were more housing options for retirees and seniors to “age in place” and be able to stay within Kersey. We heard that many ranchers and farmers are retiring or nearing retirement and want to remain a part of the community. Unfortunately, many of these individuals have little to no options for downsizing into patio, single-level, and low-maintenance homes. As housing costs rise, recruiting and retaining qualified teachers for the Platte Valley School district and other essential community workers can be challenging. The community indicated a desire to promote attainable workforce housing for teachers to maintain the high standards and positive reputation of the school district.



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## Key Issues (Continued)



### Reliable Internet Services

According to the Colorado Broadband Map, 100% of Kersey is considered underserved with less than 100/200 megabits per second (Mbps) in broadband availability. There are no cable providers serving the community, and service providers primarily consist of CenturyLink's DSL service and wireless service providers Rise Broadband and Viero.

Twenty-five percent of Kersey's population is enrolled in school. The Town is at the 58th percentile for lacking access to healthcare. With a young population, the lack of broadband availability created an enormous problem for school-aged children during the pandemic. Many needed to drive to nearby Greeley to remotely attend classes in parking lots. Lack of access to healthcare had the same result - people needed to drive in order to obtain medical care as there was not sufficient bandwidth available to conduct a telemedicine visit. Most people in Kersey commute to Greeley for work. Only seven percent of the population works from home, primarily because there is no adequate broadband infrastructure to support telecommuting.

### The Need to Prepare for Future Growth (from Kersey Housing Assessment)

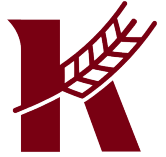
Based on the community's location along major regional roadways and proximity to Greeley and other front range communities, Kersey has the potential to experience significant growth with the next housing boom cycle. It is important for the Town to prepare now, by aligning policies and regulations with the goals and vision for the community. The main factors controlling growth pressures in Kersey at this time are: high interest rates; cost of construction, raw water and infrastructure installation; and a shift in housing interest in terms of housing product types.

### More Opportunities to Work and Recreate in Kersey

Kersey has an opportunity to invest in its future by expanding opportunities for teenagers to work and play, and thus strengthen the community. By providing engaging jobs and recreational activities, Kersey can empower teenagers to develop essential life skills, combat boredom and its potential consequences, and contribute to the local economy through their spending and community involvement. Encouraging community involvement among teenagers fosters a stronger sense of belonging and pride in their hometown. Lastly, by expanding opportunities, Kersey can better prepare the future workforce, enhancing career prospects for the next generation.

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## Water Supply



According to the Kersey Water Supply Master Plan Report (2023), Kersey needs to acquire additional water to meet future demand and to diversify its water portfolio. Currently the water portfolio consists only of the Colorado-Big Thompson project units (C-BT). This water is considered one-time use water, which means it can be used only once for potable water needs, but the unused component that shows up at the Town's wastewater treatment plan as effluent must be returned to the river. Because C-BT water is in high demand by municipalities throughout the Front Range, the market for C-BT has become very competitive and dramatically increased the price. Northern Colorado Water Conservancy District, the owner of the C-BT project, is also now requiring that water providers have a native water supply available at the tap to serve new development. This means that Kersey must have another water supply than C-BT that it can serve its customers.

## Regional Trends

Rising interest rates, water scarcity, and escalating construction costs are the immediate hurdles to growth in Kersey. But beneath these challenges lie opportunities for economic reinvention and community resilience. From embracing direct-to-consumer agriculture to leveraging the power of technology, Kersey can chart a path towards a sustainable and vibrant future. Following are some of the trends shaping Kersey's landscape that we used to inform the strategies it can adopt to unlock its full potential.

### Economic Challenges

As interest rates climb, borrowing becomes more expensive, potentially impacting construction, business expansion, and housing affordability in Kersey. This could require creative approaches to financing development, offering incentives for essential projects, and supporting vulnerable populations impacted by increased housing costs. The rise of online shopping and changing consumer preferences are impacting traditional brick-and-mortar retail. Revitalizing downtown areas, offering unique shopping experiences, and supporting local businesses could help Kersey thrive in the evolving retail landscape.

### Direct-to-Consumer (DTC) Trends and Agritourism

Consumers are increasingly interested in knowing where their food comes from and supporting local producers. DTC models like farm stands, CSAs, and online platforms provide farmers with opportunities to connect directly with customers, capture higher margins, and build brand loyalty. Kersey could cultivate a vibrant agritourism scene and leverage its proximity to Denver to expand DTC options.

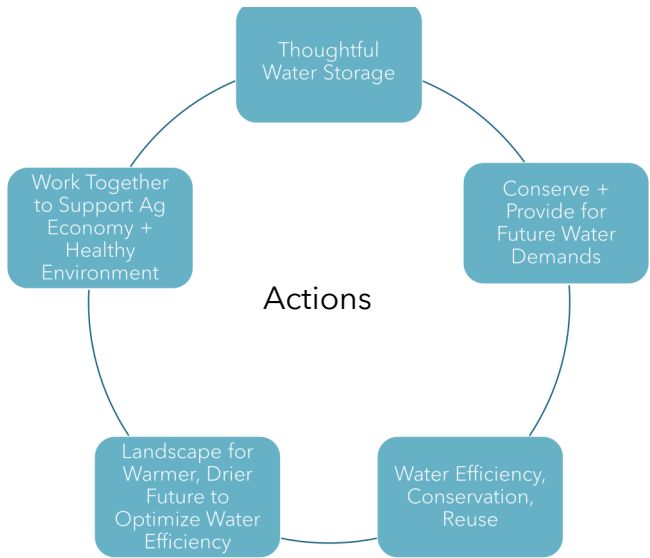
# Climate Change and Water Scarcity

The population of the Northern Front Range is projected to double by 2050. This growth, coupled with long-term warming and drying trends known as aridification, major wildfires, and multi-year droughts are straining Colorado's water system like never before. Water conservation and additional storage are necessary if Kersey is to have an adequate water supply in the future.



## 2023 Colorado Water Plan Vision + Actions for Vibrant Communities

**Vision:** Holistic water management is essential for creating vibrant communities that balance water supply and demand needs to create a sustainable urban landscape. Colorado communities need resilient water supplies, water-conscious and attractive urban landscapes, planning that integrates land use and water solutions, and residents who understand the importance of water to their lives and economy.



## COLORADO WATER TRENDS

- Ranchers and farmers across the state drive Colorado's \$47 billion agricultural economy. Weld County is among the nation's top agricultural producers.
- Water-based recreation contributes nearly \$19 billion to Colorado's economy.
- More than 80% of Colorado's residents rely on forested watersheds for their drinking water supplies.
- While Colorado has seen significant population growth, recent overall water demand has remained steady largely due to significant investments in water conservation.
- 5.8 million people live in the state, and Coloradans reduced per capita water use by 5% from 2008 to 2015.
- If no action is taken, municipalities risk having shortages by 2050 of up to 740,000 acre-feet statewide during dry times, and existing shortage risks for agriculture, recreation, and the environment will increase.

Source: *2023 Colorado Water Plan*



## Automation and the Future of Work:

Artificial intelligence (AI) is no longer science fiction; it's reshaping our reality. Algorithms and tools are no longer confined to labs, they're transforming industries, workplaces, and even the way we grow food. McKinsey & Company estimates that **half of current jobs could be automated with existing technology**, raising crucial questions about the future of work.



## AI TRENDS

AI is transforming our world in many ways, from healthcare to agriculture to transportation.

**Sustainable farms:** AI is helping farmers develop climate-smart practices that capture carbon and boost agricultural and forestry economies. AI can analyze soil conditions and crop health, enabling farmers to optimize water usage, fertilizer application, and pest control, leading to more sustainable practices.

**Better healthcare:** AI is assisting doctors in medical diagnoses, with studies showing a 20% improvement in breast cancer detection. AI can also analyze individual genomes to identify disease risks, predict treatment responses, and tailor personalized therapies.

**Exoskeletons:** AI-powered exoskeletons can assist people with disabilities or injuries to regain mobility and independence, improving their quality of life and reducing reliance on traditional assistance.

**Enhanced disaster preparedness:** AI scans satellite images, identifying severe weather patterns faster than humans, providing crucial early warnings.

**Transportation:** Self-driving vehicles promise increased safety, efficiency, and accessibility. AI can also analyze traffic patterns in real-time, optimizing flow and reducing congestion. AI-powered logistics platforms can optimize delivery routes and schedules, leading to faster and more efficient transportation of goods.



Chapter Two

## KERSEY HISTORY

Shaping Kersey's  
Tomorrow, Together

KERSEY, CIRCA 1900





## INTRODUCTION

SHAPING KERSEY'S TOMORROW, TOGETHER

### History of Kersey

Nestled amidst the expansive landscapes of Colorado's Weld County, about three miles east of Greeley, the Town of Kersey proudly reflects the spirit of the American West, its history deeply intertwined with the transformative power of railroads and the enduring resilience of agriculture.

Kersey's story traces back to the late 19th century when the region was abuzz with the promise of economic opportunity. In the 1830s, Elbridge Gerry established a trading post called Fort Gerry along the South Platte River, laying the foundation for the community. It was an early settlement of commerce between natives, trappers, and traders. In the early 1840s, the fur trade collapsed due to the depletion of the beaver, which resulted from overharvesting and competition from various European nations. Subsequently, Fort Gerry was abandoned and later rebuilt on the south side of the river.

Kersey began as a railroad stop called Orr on December 20, 1894, when the Union Pacific Railroad (UPRR) extended its line into the town (original name for Kersey). The railroad revolutionized transportation and commerce, and established Kersey as a livestock station for the UPRR. The railroad connected Weld County to the rest of the world, not only making travel faster and more comfortable than by wagon, but also facilitating trade and commerce. While the population in more rural areas continued to grow, the promise of free land under the Homestead Act drew many individuals and families from the East to the West, sparking rapid growth in Kersey and neighboring cities like Greeley.

In 1896, to avoid confusion with similarly named places, the town underwent a name change, adopting the moniker "Kersey" in honor of John (Jessee) Kersey Painter. Mr. Painter, a roadmaster for the UPRR, held a special place in Kersey's history. His swift action in preventing a train wreck earned him the privilege of renaming the town after his mother's maiden name.

In 1908, Kersey was officially incorporated. The Latham Ditch is located parallel to what is known today as US-34 and south of the Union Pacific Railroad and served as the agricultural lifeline of Kersey. The agriculture boom of the 1900s brought a dramatic



Photo from the Kersey Historical Museum collection

expansion in farming, driven by rail transportation and an increased demand for agricultural products. New machines aided farmers in producing cash crops such as beef, corn, sugar beets, dairy, hay, beans, and grains. Lucrative for many agricultural workers, people were drawn to rural areas such as Kersey due to extreme economic hardships and the opportunity to work in nearby developing cities such as Greeley.

During the 1910s through the 30s, Kersey flourished with a thriving array of businesses—a newspaper, butcher shop, bakery, drug store, bank, ice factory, hay mill, livery barn, harness, and shoe shop, and even a baseball park. It had two lively pool halls, one of which harbored a cigar factory in its rear, while the town buzzed with barbershops, lumber yards, dance halls, doctors, hotels, cafes, three grocery stores, and a stately two-story high school.

Kersey's population declined between the 1930s and the 1940s as the national economy took a substantial hit from the Great Depression. During this period, rural agricultural communities suffered due to declining agricultural employment and a lack of available jobs in other industries. Farmers endured falling crop prices due to food rationing during WWII, resulting in farmers suffering financially and many losing their farms to foreclosure. Many farmers were forced to migrate to other states for better employment opportunities.

Following WWII, Kersey experienced a steady upward climb in its population in the 1950's. With the introduction of the federal highway system in 1956, it improved transportation and connectivity by making travel to and from major cities such as Greeley, Fort Collins, Boulder, and Denver more accessible for Kersey. Highway 34 made less expensive land more accessible in rural areas. This encouraged development in Kersey which had otherwise experienced limited economic growth at the time.



In 1974, the Monfort family established the Kuner Feedlot, a 98,000-head feedyard. It was later purchased by ConAgra Cattle Feeding Company, then underwent the name changes to MF Cattle Feeding Company and Five Rivers Ranch Cattle Feeding. In 2011, Five Rivers invested \$18 million to transform it into the industry's most technologically advanced cattle feedyard. With their \$3.7 million annual payroll, the operation continues to be one of the largest employers in Kersey.

Over a three-decade period, Kersey grew from a population of 980 people in 1990 to 1,495 in 2020. Beyond agriculture, Kersey has embraced the transportation and energy industries, expanding its economic base. The Platte Valley School District, encompassing Kersey and surrounding areas, also serves as a significant employer. The district's commitment to quality education has attracted families to Kersey, further contributing to the town's economic health. Kersey residents continue to adapt and look for opportunities to grow the community in a meaningful way while not losing track of their agricultural roots and small-town charm.



Photo from City of Greeley Museum's Hazel E Johnson collection



US Government decorated trains stopped in towns across the U.S. to sell Liberty Bonds to support the WWI war. The Kersey Union Pacific Railroad Station is on the left and Heinze pickle tanks are on the right. Photo from City of Greeley Museum's Hazel E Johnson collection.



The Kersey Surprise, a weekly newspaper published in Kersey, was founded in 1914 by Marshall E. DeWolfe who came to Colorado after he was diagnosed with tuberculosis. Marshall was the stepson of President Warren G. Harding, the 29th President of the United States who, on occasion, came to visit Marshall in Kersey. Another newspaper published in Kersey after the "Surprise, ceased publication during the depression and it was 46 years before Kersey again had a newspaper. Source: History Colorado.



Photo from the Kersey Historical Museum collection

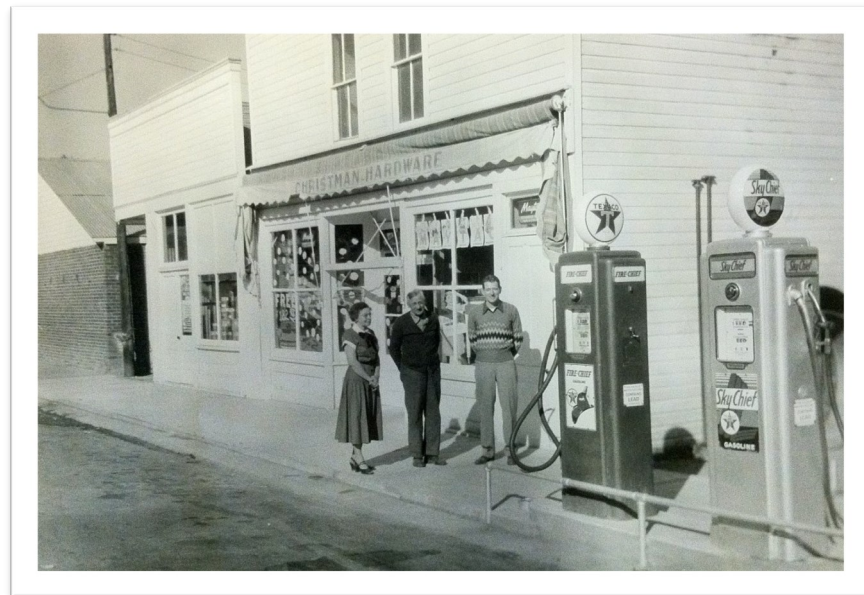


Photo from the Kersey Historical Museum collection







Chapter Four

# CHARTING OUR COURSE

Shaping Kersey's  
Tomorrow, Together

The bottom third of the slide features a background image of a parade. It shows two fire trucks, one in the foreground and one further back, with people walking alongside them. American flags are visible in the background. The image is overlaid with a semi-transparent dark red rectangle containing the text 'GOALS, POLICES + STRATEGIES'.

GOALS, POLICES +  
STRATEGIES



# VISION

Kersey is a vibrant, resilient, safe place to live, work and play.

LIVELY  
DOWNTOWN

ECONOMIC  
VITALITY

HOMES FOR  
EVERY STAGE  
OF LIFE

EXCEPTIONAL  
COMMUNITY  
SERVICES  
AND FACILITIES

ABUNDANT  
NATURAL  
RESOURCES

## BIG IDEAS



GOALS & POLICIES

STRATEGIES

IMPLEMENTATION

# Big Ideas



**Big Idea 1: Pioneering a Safer Tomorrow Together.** Kersey is safe and resilient. It is a model community, showcasing how cooperation, resourcefulness, and strategic investments forge a future that is deeply rooted in community bonds.



**Big Idea 2: A Small Town with Big Opportunity.** Kersey is a vibrant community with a thriving economy that supports all residents and businesses..



**Big Idea 3: Thrive Together.** Kersey is a healthy and active community where everyone belongs.



**Big Idea 4: Home in Kersey: Sustainable, Attainable, and All in the Family.** Kersey is a pillar of family values and sustainable living, where eco-friendly and affordable homes are within reach for all.



**Big Idea 5: South Platte River Trail: Moving Forward, Together.**



**Big Idea 6: Iron Rails Junction: Expanding Downtown, Connecting Community.**



## Building a Thriving Kersey: A Guide to Our Comprehensive Plan Policies

The Town of Kersey is committed to shaping a vibrant and sustainable future for our community. These Comprehensive Plan policies serve as a roadmap for achieving that vision.

They address a range of crucial topics, including:

- *Land Use and Development:* Guiding responsible growth that integrates seamlessly with Kersey's existing character.
- *Public Infrastructure:* Ensuring a high standard of services and infrastructure to support a growing community.
- *Parks, Trails, and Recreation:* Providing opportunities for leisure, connection with nature, and a healthy lifestyle for all residents.
- *Economic Development:* Fostering a thriving local economy that offers diverse opportunities for businesses and residents.

These policies are the result of careful consideration and reflect the values and priorities of our community. They will guide decision-making on future development projects, resource allocation, and overall Town direction.

### Land Use and Development

**Policy 1.1 Project Scale and Diversity:** Evaluate new projects with respect to magnitude, scale, and diversity of product design so that no single project, or combination of projects, overtakes the character of the existing community. Instead, new development must contribute positively and enhance the overall character of Kersey.

**Policy 1.2 Neighborhood Design:** Plan neighborhoods as readily identifiable areas bounded by barrier features such as arterial roads, railroads or ditches, or by natural features such as drainage basin limits or planned open space. Use the Future Land Use Map as a guide for locating new neighborhoods.

**Policy 1.3 Compact Growth:** Encourage cohesive, integrated development patterns and compact growth to provide well-defined neighborhoods and commercial areas.

**Policy 1.4 Land Use Compatibility:** New development proposals must demonstrate a functional and compatible system of land uses. This ensures a harmonious flow between different areas, minimizing disruptions and fostering a cohesive overall community experience.



**Policy 1.5 Walkable Community:** Encourage and support walkable commercial/retail developments within the Kersey Core Business District.

**Policy 1.6 Vibrant Mix of Uses:** Encourage the creation of mixed-use developments that integrate residential, commercial, office, and/or recreational uses within walkable distances. This approach fosters a lively and convenient environment for residents, promotes pedestrian activity, and contributes to a more sustainable community.

**Policy 1.7 Housing Diversity and Character:** Guide and encourage the development of a diverse range of housing options that cater to the needs of current and future residents, ensuring a vibrant, sustainable, and inclusive community while preserving Kersey's unique, small-town character.

**Policy 1.8 Promote Sustainable Development for a Healthy Kersey:** All new projects must enhance the environmental quality and small-town character of Kersey. This ensures a balance between responsible development and a thriving community, fostering a healthy and sustainable Kersey for generations to come.

**Policy 1.9 Building Design and Character:** All new and redeveloped buildings should be aesthetically pleasing and contribute to Kersey's character. This ensures a visually cohesive and vibrant built environment that reflects the town's identity.

**Policy 1.10 Cultivate a Thriving Local Economy:** The Town will take a pro-active approach to attracting and fostering desirable economic development that aligns with the community's character and long-term vision and strengthens and diversifies the local economy.

## Public Infrastructure and Growth

**Policy 2.1 Underground Infrastructure:** All new infrastructure shall be buried.

**Policy 2.2 Town-Funded Public Improvements:** The Town is responsible for funding long-standing public improvement needs or those generated by obsolescence or changes in Town goals.

**Policy P2.3 Developer-Funded Public Improvements:** Developers are responsible for the cost and installation of all public improvements necessary to serve their development.

**Policy 2.4 High Standard of Water and Sewer Service:** Ensure a high standard of water and sewer service to all of Kersey.







**Policy 2.5: Diversified Infrastructure Funding:** To ensure the long-term sustainability and development of Kersey's infrastructure, the Town shall explore and implement a diversified funding approach. This may include:

- Seeking grants: Actively pursue federal, state, and regional grants to support infrastructure projects.
- Impact fees: Implement a system of impact fees to recoup costs associated with new development and its infrastructure needs.
- User fees: Consider user fees for specific infrastructure services, ensuring fairness and cost recovery.
- Public-private partnerships: Explore opportunities for collaboration with private entities to leverage resources for infrastructure projects.

**Policy 2.7: Proactive Infrastructure Maintenance:** The Town prioritizes the long-term functionality and efficiency of its infrastructure. This includes:

- Developing a comprehensive infrastructure maintenance plan: This plan outlines routine maintenance schedules, replacement timelines, and budget allocations for various infrastructure systems.
- Regular inspections and condition assessments: Conduct regular inspections to identify potential problems and prioritize repairs before major failures occur.
- Allocation of dedicated funding for maintenance: Allocate sufficient resources in the budget specifically for ongoing infrastructure maintenance.

**Policy 2.9: Collaborative Regional Infrastructure Planning:** The Town recognizes the interconnected nature of infrastructure systems. Therefore, it will:

- Maintain open communication and collaboration with neighboring communities about regional infrastructure needs.
- Participate in regional infrastructure planning initiatives.
- Explore opportunities for shared infrastructure resources where feasible and beneficial.

**Policy 2.10: Sustainable Infrastructure Practices:** The Town is committed to incorporating sustainable practices into its infrastructure development and maintenance. This includes:

- Prioritizing energy-efficient and water-conserving technologies for infrastructure systems.
- Exploring the use of recycled materials in infrastructure projects where feasible.
- Encouraging sustainable development practices that minimize strain on existing infrastructure.
- Ensuring that new development and Town projects shall be designed to protect water quality (both surface and groundwater).



**Policy 2.11: Adapting to Technological Advancements:** The Town acknowledges the rapid pace of technological advancements in the infrastructure sector. Therefore, it will:

- Monitor emerging technologies with potential for improving infrastructure efficiency and sustainability.
- Review infrastructure policies periodically to ensure adaptability to future technological advancements.
- Explore opportunities for pilot projects to test and implement new technologies when appropriate.

**Policy 2.5 Responsible Growth Management:** Growth within the Town of Kersey shall be managed to ensure:

- Integration: New development is strategically located for seamless integration with the existing town.
- Developer Responsibility: Developers bear the burden of costs associated with their projects, minimizing strain on Town resources.
- Community Benefit: All development demonstrably benefits the community as a whole.
- Inclusive Housing: A diverse range of housing options is encouraged to accommodate residents of all income levels and age categories.
- Sustainable Growth: The rate of growth aligns with the Town's ability to provide essential utilities and services, following the recommendations outlined in the 2015 Utility Master Plan.
- Infrastructure Alignment: Development planning considers future utility needs, aligning with the recommendations of the 2015 Utility Master Plan.

## **Parks, Trails, and Recreation**

**Policy 3.1 School and Community Partnerships:** The Town will actively collaborate with the School District to explore and develop shared-use agreements for facilities and resources. This fosters a more efficient utilization of public assets and strengthens the connection between schools and the broader community.

**Policy 3.2 Foster Collaborative Trail Development:** The Town is committed to pursuing trail development through a collaborative approach. This includes working with neighboring communities, land trusts, and citizen groups to create a comprehensive and connected trail network.

**Policy 3.3 Environmentally Sensitive and Character-Driven Park Design:** All parks and recreational facilities will be designed and developed with sensitivity to their natural surroundings, minimizing environmental impact. Additionally, park design should reflect the unique character of Kersey, creating a cohesive and visually appealing community amenity.



**Policy 3.4 Inclusive Parks and Trails for All:** New parks and trails, along with improvements to existing facilities, will be designed with inclusivity in mind. This ensures accessibility and caters to the diverse needs of all user groups, including seniors, families, youth, and sports enthusiasts.

**Policy 3.5 Maximize Resource Utilization with Multi-Purpose Facilities:** The Town recognizes the value of shared-use facilities. We will actively seek opportunities to develop and maintain joint-use, multi-purpose, multi-generational, and other types of shared-use facilities to maximize resource utilization and create vibrant community gathering spaces.

**Policy 3.10: A Connected Network for All:** The Town is committed to creating a network of parks, trails, and greenways that are accessible to all residents. This will be achieved through:

- **Connectivity Planning:** Integrate park and trail planning with transportation planning to ensure connectivity between different amenities and neighborhoods.
- **Accessibility Standards:** Ensure that all new park developments and trail improvements meet established accessibility standards for people with disabilities.
- **Safe Routes:** Prioritize the development of safe routes for pedestrian and bicycle traffic between parks, schools, and other community destinations.







## BIG IDEA 1: PIONEERING A SAFER TOMORROW TOGETHER

Kersey is a safe and resilient place to live, work and play. It is a model community, showcasing how cooperation, resourcefulness, and strategic investments forge a future that is deeply rooted in community bonds.

### **Safety and Resiliency Goals + Strategies**

**Goal 1 Prudent Water Management:** Championing conservation, we'll efficiently use raw water and collaborate on storage projects, ensuring a diversified approach to our water needs.

**Strategy 1.1 Improve Kersey's Water Supply:** Implement the raw water master plan.

**Strategy 1.2 Joint Water Storage:** Explore opportunities to partner to create joint water storage, such as collaborating with gravel miners to improve Kersey's resiliency to droughts.

**Strategy 1.3 Improve Kersey's Water Resiliency:** Continue to explore ways to make the Town's water system more resilient, such as extending another waterline from Weld County Road 49 and Highway 34 to the east, enlarging the water tank, and/or investigating whether water from nearby reservoirs can be efficiently treated and piped to Kersey.

**Strategy 1.4 Water Treatment:** Explore collaborative water treatment solutions, including treatment methods and facility design with potential partners.

**Strategy 1.5 Water-Efficient Landscaping:** Revise the *Kersey Land Use Code* to reduce the amount of ornamental turf grass, encourage drought-resistant landscaping, and promote water conservation.

**Strategy 1.6 Parks Irrigation:** Explore opportunities to use raw water to irrigate parks, public spaces, and landscaping and to add drip irrigation.

**Strategy 1.7: 2021 International Building Code:** Adopt the 2021 IBC to promote water conservation and water-efficient buildings.

**Strategy 1.8: Green Infrastructure:** Explore ways to promote green infrastructure and nature-based solutions, such as bioswales, rainwater harvesting, and increasing the urban tree canopy to reduce stormwater runoff, improve air quality, and provide wildlife habitat.



Bioswales are landscape elements designed to remove silt and pollution from surface runoff water. They help improve water quality, minimize standing water, reducing mosquito habitat. Bioswales typically require less maintenance, enhance the visual appeal of an area, and provide habitat and contribute to biodiversity. Image from: *Colorado Builder Magazine*



Rainwater harvesting helps conserve water by reducing the demand for municipally-treated water and the need for groundwater extraction. Using harvest rainwater for irrigation can decrease water bills, reduce stormwater runoff, and help control erosion.



Street trees reduce stormwater runoff, improve water quality, help slow vehicle traffic, making streets safer for pedestrians, improve air quality by removing pollutants and providing cooling shade, increase property values, provide habitat, reduce stress, and enhance community pride.

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**Goal 2 Community Unity and Collaboration:** In Kersey, we believe that public safety is a shared responsibility. We foster strong bonds between schools, businesses, and residents to create a united front for safety. Through active communication, mutual support, and collective effort, we enhance our immediate security and tackle underlying factors, like poverty and inequality, to build a truly resilient and harmonious community.

**Strategy 2.1 Tri-Board Collaboration:** Keep working with the Platte Valley School District, Platte Valley Fire District, Kersey Area Chamber of Commerce and businesses to collaborate on projects and achieve mutual goals.

**Strategy 2.2 Educate the Public:** Train and educate residents about emergency preparedness, crime prevention, and first aid.

**Strategy 2.3 Deepen School District Partnership:** Expand joint community events with the Platte Valley School District, leveraging student-led initiatives like the Kersey Day parade and volleyball tournament. Encourage students and educators to design new activities that build community pride and connections.

**Goal 3 Police Visibility and Presence:** Residents of Kersey feel safe and secure thanks to a visible, accessible and trusted police presence that effectively deters crime and fosters positive community relationships.

**Strategy 3.1 Community-Oriented Policing:** Implement comprehensive community-oriented policing strategies in neighborhoods, parks and schools, building trust and collaboration with residents.

**Strategy 3.2 Decrease Traffic-Related Injuries:** Reduce vehicular injuries and fatalities through targeted education, enforcement, and infrastructure improvements.

**Strategy 3.3 Conflict Resolution:** Proactively engage with residents to fairly and efficiently enforce local ordinances and resolve disputes peacefully.

**Strategy 3.4 Continuous Training:** Invest in ongoing training for officers on the latest technology, de-escalation techniques, and community-oriented policing practices to ensure the safety of both officers and the public.

**Strategy 3.5 Traffic Calming:** Implement effective traffic calming measures and utilize strategic enforcement to create safer streets for all users.

**Strategy 3.6 Enhanced Emergency Response:** Maintain up-to-date training and equipment for officers to ensure efficient and effective emergency response capabilities.

**Strategy 3.7 Recruitment and Retention:** Attract and retain top talent by showcasing Kersey as a premier law enforcement agency through proactive social media engagement, interagency training opportunities, and offering innovative services to other entities.

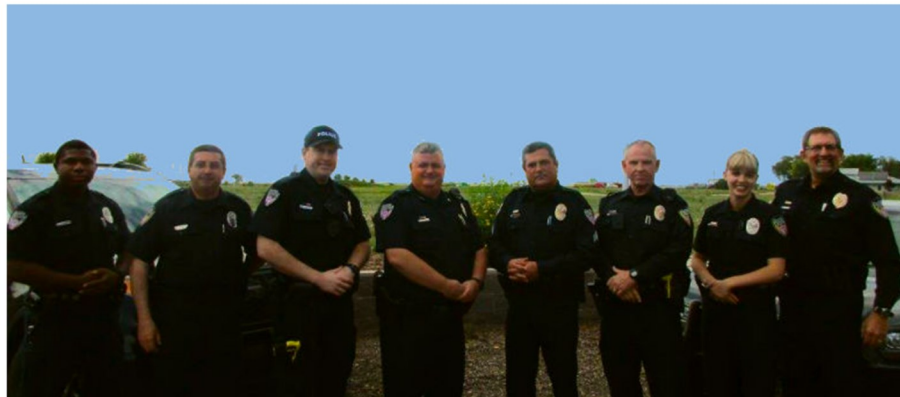


**Strategy 3.8 School Resource Officer Program (SRO):** Enhance the SRO to maximize its impact on student safety and wellbeing. This could involve conducting needs assessments within schools to tailor SRO roles or implementing evidence-based programs to address critical issues like bullying and mental health.

**Strategy 3.9 Community Engagement:** Build strong, two-way communication with the community to foster trust, transparency, and informed understanding of law enforcement activities and crime trends by utilizing social media platforms and developing outreach programs to target specific community groups.

**Strategy 3.10. Multi-Jurisdictional Approaches to Regional Problems:** Proactively collaborate with state, county and local law enforcement agencies to address shared regional challenges like traffic enforcement, drug interdiction, and human trafficking. This could involve establishing joint task forces, sharing resources and best practices across jurisdictions, and implementing data-driven strategies for crime prevention.

**Strategy 3.11. Data- Driven Policing:** Focus on data-driven policing to identify potential safety concerns, criminal trends and patterns, facilitating intelligence gathering and proactive patrols.



**Goal 4 Communication:** By leveraging both traditional and digital means, we aim to maintain transparent and direct communication with the community. Robust emergency plans, especially those addressing natural challenges like flooding, are accessible and straightforward for all residents.

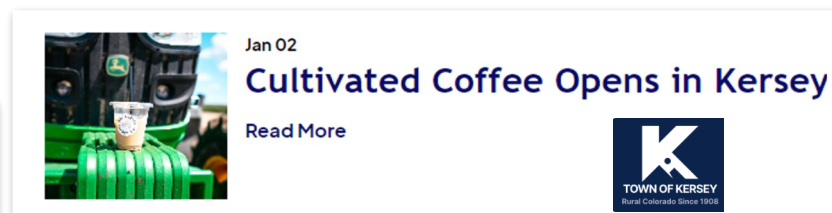
**Strategy 4.1 Communication Plan:** Develop a comprehensive communication plan to keep residents informed about public safety issues, emergency preparedness, community events, recreation programs, public transportation offerings, Board decisions, proposed development applications, regulatory and policy changes, etc. Find creative and innovative ways to communicate safety information and events to residents, including through social media, Textmygov, and community events.

**Strategy 4.2 Leverage Social Media Platforms:** Use multiple communication channels, such as social media, email, and community newsletters, to effectively promote community events and foster a sense of connection among residents. Explore ways to better reach citizens who do not have computers.

**Strategy 4.3 Collaborate with Local Businesses:** Partner with local businesses to cross-promote events, offer discounts, and encourage participation in community activities.

**Strategy 4.4 Enhance Internal Communication:** Explore ways to improve internal communication such as biweekly department head huddles or brief standing meetings to cover victories, priorities, critical updates, and problem-solving.

**Strategy 4.5 Celebrate Wins:** Regularly share good news and great things that Staff is doing for the community.



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**Goal 5 Emergency Preparedness and Resilience:** Kersey is a community that is prepared for anything. We have a comprehensive emergency preparedness plan in place, and we educate residents about how to stay safe in the event of an emergency.

**Strategy 5.1 Enhance Emergency Preparedness:** Coordinate with the School District, Fire Protection District and Weld County to develop and implement a comprehensive Emergency Preparedness Plan that addresses specific challenges like flooding and includes evacuation procedures, communication protocols, and resource allocation.

- **Targeted Risk Mitigation:** Assess and address specific vulnerabilities to natural disasters, such as flooding, by implementing targeted mitigation measures. This may include infrastructure upgrades, land-use planning, and community education on floodproofing techniques.
- **Regularly Review and Update Plan:** Regularly review and update the emergency preparedness plan to reflect changes in community demographics, infrastructure, and potential hazards. Conduct drills and exercises to ensure effective plan implementation.
- **Dedicated Emergency Management Team:** Establish a dedicated emergency management team responsible for coordinating emergency response efforts, maintaining situational awareness, and providing public information.
- **Community Engagement and Education:** Actively engage residents in emergency preparedness planning and education. Conduct workshops, distribute educational materials, and utilize community media platforms to raise awareness about emergency procedures and safety measures.

**Strategy 5.2 Plan for Future Needs and Town-Wide Disasters by:**

- **Simulations:** Conduct scenario planning exercises to simulate potential town-wide disasters and evaluate the effectiveness of emergency response plans. Identify potential gaps and areas for improvement.
- **Regional Collaboration and Resource Sharing:** Establish strong partnerships with neighboring communities and regional emergency management agencies to share resources, expertise, and best practices.
- **Resilient Infrastructure Development:** Prioritize the development of resilient infrastructure, such as reinforced buildings, flood-resistant structures, and redundant communication systems, to minimize the impact of disasters.
- **Sustainable Practices Integration:** Integrate sustainable practices into emergency preparedness planning, including green infrastructure, renewable energy sources, and waste management strategies, to enhance community resilience and reduce long-term environmental impacts.



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**Strategy 5.3 Empower Residents through Education and Resiliency Measures:** Develop and implement comprehensive community education programs on emergency preparedness, covering topics such as hazard awareness, emergency kit preparation, evacuation plans, and communication strategies. Identify and prioritize outreach to vulnerable populations, such as the elderly, individuals with disabilities, and non-English speakers, to ensure they receive tailored emergency preparedness information and support. Provide and make residents aware of opportunities to develop resiliency skills, such as first aid, CPR, disaster response techniques, and mental health preparedness.

**Goal 6 Tree-Rooted Stability: A thriving community is rooted in its natural surroundings. Kersey will invest in preserving and expanding our urban forest, contributing to our resilience, environmental health, and the scenic beauty that defines our town.**

**Strategy 6.1 Weed Management Plan:** Devise and implement a town-wide weed management plan that includes Memorial Park, Centennial Park, Kohler Park, Town Hall, Centennial Trail, and alleys.

**Strategy 6.2 Urban Tree Inventory:** Conduct a comprehensive inventory of existing trees within the town's public spaces and develop a database that includes information about tree species, age, health, and location.

**Strategy 6.3 Expand Kersey's Tree Canopy:** Establish specific goals for increasing Kersey's tree canopy cover over time. Track progress toward these goals and report on achievements to the community regularly. Implement a tree planting program to increase the urban tree canopy. Engage community members, schools, and local organizations in tree planting events. Consider offering incentives or discounts for residents to plant trees on their properties.

**Strategy 6.4 Tree Planting:** Plant native, drought-tolerant trees based on annual targets guided by available space, desired canopy cover, and local soil, water and climate data. Partner with experts and residents to choose and plant the right tree in the right place (based on site conditions and to avoid conflicts with utility lines, sidewalks, structures, etc.) and to foster community involvement.

**Strategy 6.5 Tree Maintenance and Pruning:** Develop a regular tree maintenance and pruning schedule to ensure the health and safety of urban trees. Continuously monitor the health and condition of the urban forest, conduct regular assessments, and adjust strategies as needed to address emerging challenges. Proper maintenance can extend the lifespan of trees and reduce potential hazards.



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**Strategy 6.6 Tree Preservation Ordinance:** Enact and enforce a tree preservation ordinance that protects significant trees during development and construction projects. Require developers to replace any trees that are removed with new plantings.

**Strategy 6.7 Arbor Day Celebration:** Continue to collaborate with the school district to celebrate trees and their importance.

**Strategy 6.8 Community Education:** Partner with the school district to develop curriculum related to urban forestry and tree conservation, engage students in tree-planting efforts, and to expand the Arbor Day celebration, create a feedback mechanism to refine and continuously improve the partnership, and to highlight and celebrate achievements.

**Strategy 6.9 Tree Board Volunteers:** Partner with local schools or teachers to develop a Tree Board Mentorship Program to provide opportunities for students to gain hands-on experience planting and caring for trees, cultivate their understanding of the importance of trees, discover potential career paths, and network with Tree Board members and other environmental professionals, while growing the Tree Board's volunteer base.

**Goal 7 Efficient, Well-Maintained Infrastructure and Traffic Safety: Invest in infrastructure improvements that make the community safer, such as improved drainage systems, sidewalks, and crosswalks.**

**Strategy 7.1 Streets and Infrastructure:** Develop a Street and Infrastructure Improvements and Maintenance Plan so that Staff can take a systematic approach to funding, improving, and maintaining roads and infrastructure.

**Strategy 7.2 Staffing:** Develop a staffing plan to recruit an additional experienced public works professional. For example, by hiring a skilled person to oversee wastewater treatment operations, then the Director can redirect their focus towards essential maintenance tasks throughout town, such as street upkeep, drainage management, gutter and hydrant maintenance, hydrants, manhole inspections, etc.

**Strategy 7.3 Wastewater Treatment Plant:** Evaluate the existing wastewater treatment plant system and make simple updates to make it run more efficiently.

**Strategy 7.4 Freedom Parkway:** Identify the route for the Freedom Parkway Project and pursue acquisition of the land.

**Strategy 7.5 Truck Routes:** Restrict truck traffic to CR 51, CR52, CR55, State Highway 37, and US Highway 34, in accordance with the Kersey Transportation Plan, which states that they can easily accommodate trucks greater than 35 feet long. Post signage to discourage through truck traffic at key locations approaching Town with follow up signage as needed. Trucks having specific or legitimate non-recurring destinations within Town should be excluded from this restriction. Enter into agreements with businesses to minimize truck traffic through Town as part of the development review process.

**Strategy 7.6 Highway 34 Collaboration:** Continue to participate in the US Highway 34 Coalition to invest in infrastructure and resources and promote multimodal options, including a trail corridor, enhance collaboration, improve data collection, and reduce congestion along the highway.

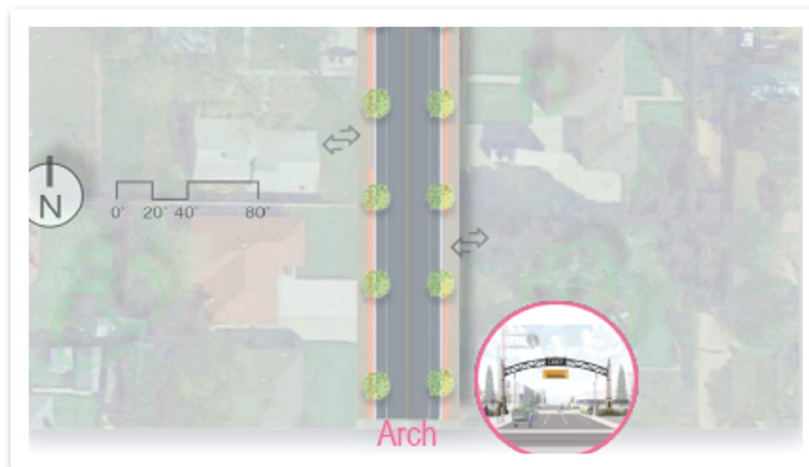
**Strategy 7.7 Regulations:** Update the *Land Use Code* to consider the effect of new development on the Town's infrastructure, include rules for grease traps, require tracing materials on all pipes for utility locates, and integrating infrastructure capacity assessments into the development review process to ensure that new projects do not overburden existing infrastructure systems.

**Strategy 7.8 Upper Front Range MPO:** Actively participate in the UFRMPO to advocate and secure funding for road and trail improvements that benefit Kersey, improve safety and mobility, enhance economic opportunities, protect the environment and improve quality of life.

**Strategy 7.9 Northern Colorado Highway 34 Coalition:** Advocate to connect the region with a bicycle and pedestrian trail system, regional transit, plan for the effective transportation of goods, and reduce the amount of time vehicles spend on the road.

**Strategy 7.10 Multimodal Transportation System:** Actively pursue funding for multimodal improvements to improve high traffic areas and to make Kersey as accessible as possible for all pedestrians, bicyclists, and cars.

**Strategy 7.11 Kersey Arch:** Continue to pursue funding to install the Kersey arch downtown to create a striking visual landmark that draws visitors downtown, serves as a backdrop for community events, and includes wayfinding to local destinations.



Streetscape Plan–Arch at 1st and Campbell



Mock up of Kersey arch

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**Goal 8 Accessible, Accountable, Transparent Government: Kersey will finance the community's needs in a fiscally responsible and innovative manner, ensuring transparency and accountability to its residents.**

**Strategy 8.1 Comprehensive Financial Planning:** Work with staff to develop comprehensive five- to ten-year capital improvement and maintenance plans for all departments, ensuring alignment with community priorities and long-term financial sustainability. These plans will prioritize critical infrastructure projects, allocate resources effectively, and optimize long-term financial stability.

**Strategy 8.2 Benchmarking and Innovation:** Investigate peer communities to identify best practices, revenue-generating strategies, and emerging trends in local government finance. By learning from their successes, Kersey can adopt innovative approaches to attract visitors, diversify revenue streams, and enhance economic vitality.

**Strategy 8.3 Town Performance Dashboard:** Create a dashboard for the Kersey website to provide the public with easy-to-understand information about the town, including performance indicators that measure the town's health.

**Strategy 8.4 Systems and Procedures:** Continue to create and improve systems for Front Desk, Utilities Billing, Court and Permitting to boost efficiency. This includes refining systems; documenting procedures to help with cross-training; saving documents on the town server; improving access to forms, maps construction drawings, as-builts, and current land use applications; filing, record keeping, retention, and destruction; and leveraging technology to improve efficiency and transparency.

**Strategy 8.5 Utility Billing:** Implement the rate study recommendations to ensure that: the rates accurately reflect the cost of providing services, the Town has sufficient revenue to maintain infrastructure and plan for future investments, and ensure the long-term financial stability of the utility. Increase the number of paperless and express bill pay users by 20%.

**Strategy 8.6 Succession Planning:** Establish a system for cross-training and succession planning for all town employees to enhance their skills, reduce dependency on specific individuals, and to ensure a seamless transition when key personnel leave their positions.

**Strategy 8.7 DEI Training:** Train staff about diversity, equity and inclusion (DEI) to prevent discrimination and harassment, increase creativity and innovation through diverse perspectives, attract and retain top talent, and to continue to foster a productive workplace culture.

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**Strategy 8.8 Information Management:** Implement an integrated GIS (Geographic Information System) and GPS solution to comprehensively inventory and manage public infrastructure assets, including manholes, inlets, etc. Include a centralized location for approved permits, commitments of record, as-builts, construction drawings, etc. that can be located by address.

**Strategy 8.9 Clear Permitting Processes:** Coordinate with SafeBuilt to train contractors on CommunityCore, work with the Community Services Officer to prevent common violations, add more application forms to the town website.

**Strategy 8.10 Update Land Use Code:** Update the Land Use Code and municipal code to eliminate conflicts and combine the documents so that all regulations are accessible, searchable, and easy to understand.

**Strategy 8.11 Comprehensive Plan Training:** Train staff, boards, commissions, and the community in how to use the comprehensive plan and provide regular progress reports to highlight achievements, challenges, and lessons learned.

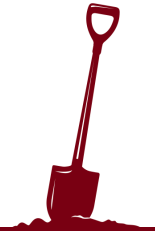
**Strategy 8.12 Feedback:** Design and implement a way to obtain, share and act on regular feedback from all department users (e.g., people obtaining land use permits, utility bill payers, recreation program participants, etc.).

**Strategy 8.13 Virtual Court Appearances:** Implement a secure and user-friendly online platform that allows customers to access court services, submit documents, and participate in hearings via video or phone, following the best practices and guidelines from other jurisdictions that have successfully adopted remote court hearings.

**Strategy 8.14 Talent Shortages:** Explore ways to address talent shortages such as upskilling and promoting existing employees to fill talent gaps; boosting workforce diversity to introduce fresh perspectives and innovative problem-solving, which can help attract and retain top talent; leveraging online platforms and tools to connect with and engage potential candidates; creating an employee referral program to incentivize and empower staff to recruit staff from their personal and professional networks; and collaborating with the school district, AIMs , UNC, and others to build a talent pipeline that includes young job seekers.







## BIG IDEA 2: A SMALL TOWN WITH BIG OPPORTUNITY

Kersey is a vibrant community with a thriving economy that supports all residents and businesses.

### Economic Vitality Goals + Strategies

**Goal 9 Regionalism and Connectivity:** Kersey is a vital part of the Weld County region, and we are committed to working together with our neighbors to promote economic growth and prosperity for all. We will also develop and maintain a strong transportation system that connects our community to Greeley, Fort Morgan, and other regional destinations, by foot, bike, and vehicles.

**Strategy 9.1 Expand Transit Routes:** Fund a bus and driver and tie into the Greeley and Evans transit system (such as King Soopers bus stop at 11<sup>th</sup> Avenue in Greeley and the Riverside Library and Cultural Center in Evans on 37<sup>th</sup> Street).

**Strategy 9.2 Hudson:** Explore the viability of providing a bus to/from Hudson.

**Strategy 9.3 Regional Connections:** Advocate to be a stop in regional transit and bike routes and have the bus stop on 1<sup>st</sup> Street.

**Strategy 9.4 Outrider:** Collaborate with CDOT to improve advertising of the Sterling to Greeley Bustang Outrider, which stops in Kersey Monday, Wednesday, and Friday.

**Strategy 9.5 On-Demand Transit Services:** Continue to partner with Weld County and Via Mobility to provide free on-demand transit services to residents. Actively advertise this service so that community members are aware of it.

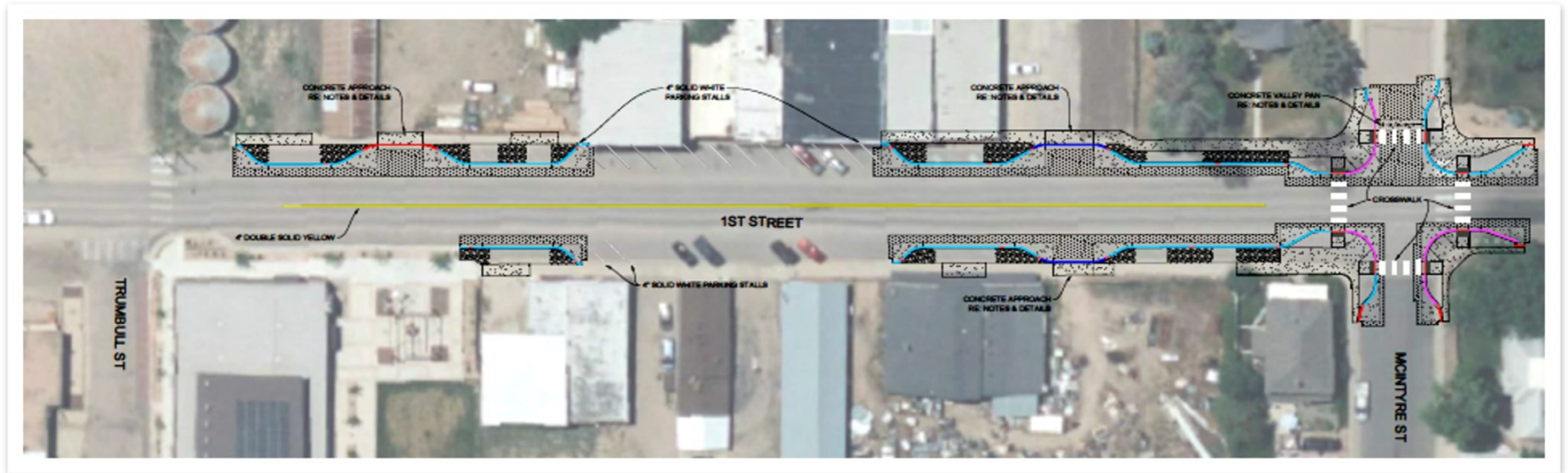
**Strategy 9.6 Regional Partnerships:** Collaborate with UpState Colorado, REDI Downtown Colorado, Inc., Weld County, and Greeley to promote and enhance Kersey's economic vitality.

**Strategy 9.7 Regional Growth to Kersey's Advantage:** The River Corridor Trail connection can be a key asset to pull regional interest. Invest in incentives and marketing to tell the story of why people should grow their businesses and family in Kersey. Through this effort, promote what's important to businesses (clear regulation, partnerships, Main Street resources, etc.) and families (celebrating the small town feel with all the amenities, community belonging, sustainability focus).

**Strategy 9.8 Walkability + Access to Main Street:** Extend downtown via the Iron Rails District concept and encourage housing in proximity to the core area to build in customers for the businesses. Ensure greater interconnectivity for pedestrians, cyclists, drivers, and transit riders.

**Strategy 9.9 Signage:** Ensure that signage and wayfinding are developed with a strategy and tell the story of community, points of interest, opportunities, etc. Use community engagement to test out temporary signage and locations that they believe would be most useful.

**Strategy 9.10 Airport:** Talk with Greeley Airport representatives to explore the possibility of renaming to reflect a larger region and to look for opportunities to collaborate and communicate.



Excerpt from 2023 construction documents for Downtown Kersey

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**Goal 10 Education and Workforce Development:** Kersey is committed to equipping our residents with the skills and knowledge they need to succeed in the 21st century economy. Through partnerships with local schools and businesses, we'll cultivate high-quality educational and training programs.

**Strategy 10.1 Community Mentorship Mentality:** Encourage people to get in the civic mindset by creating pathways for people to be involved and lead efforts for the town by mentoring community champions. This could be through training or workshops to build useful skills e.g., starting a business, becoming a community mentor, making your building/home more energy efficient, or understanding participatory budgeting.

**Strategy 10.2 Continuing or Alternative Education/Careers:** Connecting businesses to the high school or with trade schools and create a pipeline for apprenticeships or internships. Work with the School District to set up a program for students to get school credit for working with businesses. Long term, collaborate with the School District and Aims Community College to establish a satellite campus or a way to create certifications.

**Goal 11 Economic Vitality:** Kersey is committed to attracting and retaining businesses, and to creating jobs for our residents. We will create a business-friendly environment, and we will invest in infrastructure and programs that support economic growth. We will revitalize and enhance Main Street through placemaking activities and projects such as improved sidewalks, lighting, and restoration of old buildings.

**Strategy 11.1 Placemaking:** Continue to implement the *Kersey Town Hall and Streetscape Plan* and design and install an arch at 1<sup>st</sup> Street and Campbell. Strengthen design standards to- create a special sense of place, like the concept for Iron Rails Junction.

**Strategy 11.2 Collaborative Marketing:** Package all of the Kersey businesses in combined marketing to serve as a larger draw for customers who choose to come to Kersey. Develop a Love Kersey campaign in partnership with the Chamber that connects the opportunities to live and work in Town. Include information about community events and recreational programs and opportunities.

**Strategy 11.3 Zoning Code Represents the Vision:** Ensure that the *Land Use Code* removes barriers to invest in the types of projects the vision promotes. For example, how can land along the Highway 34 corridor, 1<sup>st</sup> Street, and the railroad tracks (Iron Rails Junction) be incentivized to develop per the *Future Land Use Plan Map*.



**Strategy 11.4 Agricultural + Sustainable Land Use:** Explore ways to diversity the Town's tax base beyond oil and gas, by creating opportunities with successful agricultural operations, event centers and solar farms in the area, such as agritourism and small-scale cottage industry food processing.

**Strategy 11.5 Enforcement with a Smile:** Consider how to offer both a carrot and a stick to non-conforming downtown buildings or properties to encourage the change in the Town's vision through design standards. Ask property owners why their building is vacant and offer to help them achieve their goal or plan if they don't have any ideas for what to do. If nothing happens, consider a fee.

**Strategy 11.6 Streamlined Processes:** Create a feedback loop to share positive feedback and testimonials and illustrate how streamlined the Town's processes are. Review the processes for starting a business, expanding a business, investing in a building (permitted, etc.), and create an easy-to-follow guide to make the process as simple as possible. Consider the fees, such as tap fees, that the Town controls and if there are times that waiving or refunding the fee might make sense to further the vision.

**Strategy 11.7 Incentives:** Devise incentives to attract professional offices (for attorneys, financial experts, engineers, etc.), and medical and dental professionals.

**Strategy 11.8 Urban Renewal Authority (URA):** Create an URA to revitalize and expand downtown.

**Strategy 11.9 Strategic Collaborations:** Strengthen alliances with large land and mineral owners (such as the 70 Ranch, Five Rivers Cattle Feeding, 17 Ranch, Colorado State Land Board, Chevron, etc.) in Kersey's planning area to explore avenues for active collaboration and involvement and to leverage their resources, expertise, and influence to enhance town initiatives, secure grant funding and promote sustainable land use.

**Strategy 11.10 Broadband:** Continue to collaborate with CSU, NeoConnect and Allo Communications to install broadband improvements to improve speed, reliability and redundancy.



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**Goal 12: Community Culture and Social Capital:** Kersey is a community with a strong sense of identity and pride. We are committed to preserving our small-town character while also embracing new opportunities and growth. We will foster a vibrant and inclusive community by encouraging greater physical and financial community involvement and fostering relationships between the town, landowners, and business owners. We will also support and promote opportunities for people to gather and socialize, building a strong sense of community belonging.

**Strategy 12.1 Multi-generational Events for “WHY” to Invest in Kersey:** Collaborate with the School District, businesses, and older residents on existing events and create new ones that foster momentum and draw people from the region to understand “Why Kersey?”. The schools have venues and students have skills to help market and young people have a way of bringing people together. Establishing a “WHY” will help people understand what’s “in it for them.”

**Strategy 12.2 People are the Asset:** Connect with and tell the story of entrepreneurs and behind the businesses and ag producers. Help them upskill what they do by sharing case studies, showing opportunities sites through tours, and continue the momentum by showing that the Town is here, and we care. This could include bringing business support services to the local level. For example, the Small Business Development Center (SBDC) could set up a specific day a week to serve Kersey or contribute their resources.

**Goal 13: Sustainable Growth and Development:** Kersey is committed to growing in a sustainable way that protects our community character and quality of life. We will develop and enforce regulations that promote economic development while also protecting our natural and cultural resources.

**Strategy 13.1 Design Standards:** Strengthen the design standards and design vocabulary for commercial and industrial buildings and developments to ensure that they contribute to Kersey’s character.

**Strategy 13.2 Public Improvement Regulations:** Update Kersey’s public improvement standards to incorporate the latest engineering and safety practices to ensure that new development can withstand natural disasters, climate change impacts and to promote more efficient construction and maintenance practices. This should include requirements for green infrastructure, energy efficiency, and ensuring public spaces are accessible and inclusive and comply with the Americans with Disabilities Act.





Connectivity





## BIG IDEA 3: THRIVE TOGETHER

Kersey is a healthy and active community where everyone belongs and is connected to the environment and each other.

### Community Wellbeing Goals + Strategies

**Goal 14 Active Living:** Kersey provides a variety of safe and accessible recreational opportunities for people of all ages and abilities. Kersey celebrates physical activity, play, and the importance of facilities that cater to a variety of interests.

**Strategy 14.1 Scholarships:** Expand the United Way Scholarship Fund to encompass all sports, enabling more low-income youth to participate in recreational athletics.

**Strategy 14.2 Engage Older Kids:** Work with middle and high school students to find innovative ways to expand program options for older kids. For example, involve teens in the design and planning of a Teen Zone in the Community Center, where they can organize gaming tournaments, coding workshops, life skills and leadership training, etc. during school breaks, after school, or on weekends when the seniors aren't using it.





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**Goal 15 Safety and Infrastructure: Kersey prioritizes the safety, accessibility, and maintenance of public spaces, ensuring parks, sidewalks, and downtown areas are both secure and welcoming.**

**Strategy 15.1 Multi-Use Facilities:** Explore innovative approaches to develop multi-use facilities that serve public safety, recreational, and educational purposes. For example, leverage the funding for drainage improvements in Centennial Park to create softball/baseball facilities and an outdoor classroom, creating a recreational and educational community hub.

**Strategy 15.2 Public Involvement:** To ensure that new facilities and park and trail amenities align with the diverse needs and preferences of the Kersey community, actively involve students and community members in the design and decision-making process. This inclusive approach will foster a sense of ownership and pride among residents, leading to spaces that serve as vibrant hubs for community interaction, promoting recreation, social engagement, and a strong sense of belonging.

**Goal 16: Community Cohesion: Kersey will continue to provide community events and gathering spaces that bring people together, while fostering ties with schools, churches, and other entities, and creating a sense of belonging, cooperation, and inclusivity.**

**Strategy 16.1 More Opportunities to Gather:** Events are important but labor intensive. The locals seek opportunities and spaces to foster a feeling of human and social belonging. Create fun spaces, even temporary ones that create an opportunity to stop and engage. This helps to create local habits and convert commuters to live locally. This can be spurred on by different groups within the community and should be focused on locals.

**Strategy 16.2 Underutilized Spaces:** Consider places within the Town that could be fun local secrets like gathering spaces, hangouts, opportunities for public art or places for input, e.g., alleys, corners, empty storefronts, blank walls, or intersections. Create a competition or voting process for public art.

**Strategy 16.3 Youth Leadership:** Invite the school, student council or a sports team to compete to create an event or activity for the community, such as fundraising, a pop-up store, community dance, etc.

**Strategy 16.4 Create Fun:** Find ways to create fun, such as including a joke in the utility bill mailers along with local updates.

**Strategy 16.5 Strengthen Community Partnerships:** Schedule regular meetings with representatives from the Platte Valley School District and High Plains Library District to discuss shared goals, address concerns and explore collaborative opportunities. For example, discuss the possibility of extending facility hours to accommodate practices, collaborate on shared maintenance priorities, to offer joint programming, and to explore cross-promotion opportunities.

**Goal 17 Wellbeing and Support:** Kersey is committed to promoting the overall health and wellbeing of community members, from improving access to medical providers, to expanding fitness programs and environmental initiatives. This goal also acknowledges the specific needs of the senior community, ensuring they have dedicated support and resources.

**Strategy 17.1 Enhance Senior Engagement:** Secure additional funding to enable four major senior trips per year. Offer a variety of trip destinations and activities to cater to diverse interests, including cultural excursions, historical sites, natural attractions, and performing arts events. Provide transportation and logistical support to ensure seniors can easily participate in trips, regardless of their personal mobility limitations.

**Strategy 17.2 Improve Senior Transportation Services:** Collaborate with local transportation agencies or volunteer organizations to leverage existing resources and provide cost-effective transportation solutions for seniors. Explore the viability of the Town owning a senior van.

**Strategy 17.3 Welcome Senior Men:** Collaborate with male seniors to make the Community Center more inviting to men. For example, add amenities that are tailored to men's interests.



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**Strategy 17.4 Broaden Senior Recreational Opportunities:** Continue to collect feedback and identify seniors' needs (beyond those who are participating now) to expand recreational opportunities and attract a broader group of seniors. For example, facilitate interactive meetings with diverse groups of seniors to understand their needs, design activities, and to determine how to best reach them. Empower the seniors to co-create activities and design their recreational experiences.

**Strategy 17.5 Community Partnerships:** Continue to partner with the Kersey Community Church and the High Plains Library District to share facilities and to coordinate programming.

**Strategy 17.6 Leverage Corporate Sponsorships:** Formalize a corporate sponsorship program with tiered sponsorship levels and clear benefits for each level that align with the interests and goals of potential sponsors. Research and target local businesses that align with Kersey's values and have a strong community presence. Highlight the positive impact of corporate sponsorships on the community through public recognition and media coverage.

**Goal 18 Connections: Kersey values connecting people with nature and each other through digital and physical connectivity, ensuring that everyone has access to efficient communication channels, transportation networks, and opportunities to gather and experience the beauty of our natural surroundings.**

**Strategy 18.1 Expand Kersey Days:** Attract a wider audience and establish Kersey as a vibrant destination by elevating the entertainment (secure a headliner concert), continuing to diversify entertainment options (like the volleyball tournament, 5K, Cowboy Games), etc. Anticipate the loss of the dirt track by developing alternate plans for the lawnmower races.

**Strategy 18.2 Explore Sustainable Aquatic Recreation Options:** Conduct a feasibility study to assess the costs and benefits of installing a splash pad or pool, considering factors such as maintenance, staffing, water conservation, and innovative water recycling technologies to reduce the environmental impact and operational costs.

**Strategy 18.3 Develop Outdoor Fitness Center:** Construct an outdoor fitness center along the trail in the Elder Subdivision, equipped with exercise equipment suitable for all fitness levels.

**Strategy 18.4 Design and Construct an Interconnected, Multi-Modal Trail System:** Complete the Centennial Trail System throughout Town and link it to a trail along the South Platte River that connects to the Poudre Trail. Improve sidewalks throughout town to improve their walkability and to create uninterrupted connectivity.





**Strategy 18.5 Improve Trail Identification:** Install clear and consistent signage along the Centennial Trail and other walking areas to enhance navigation and accessibility.

**Strategy 18.6 Distinctive and Inclusive:** Design park, trail, and open space improvements to reflect Kersey's character, history and natural environment. Ensure all park features, trails, and open spaces are accessible to people of all ages and abilities, promoting inclusion and equal enjoyment for everyone.

**Strategy 18.7 Signage:** Standardize the signage for park entrances, trailheads, trail markers, interpretive information and park and trail safety and include Kersey's logo to foster a sense of place, strengthen community pride, and help visitors navigate efficiently.

**Strategy 18.8 Recreation Center Feasibility:** Conduct a feasibility study to assess community needs and interests for a recreation center, evaluate potential locations, analyze financial feasibility, and explore funding options.

**Strategy 18.9 Recreation Center Prototype:** Design a small prototype, such as a weight room, to test the demand for a recreation center. Determine the budget, select the location, build the prototype, offer a variety of programming and activities to attract visitors and gauge interest, gather feedback, and evaluate success.



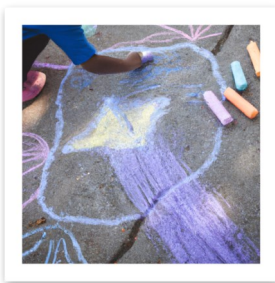


## **Goal 19 Parks: Kersey will provide a park, trails, recreation and open space system that provides diverse recreational opportunities for all ages and abilities, with at least 75% of residents living within a 10-minute walk of a park.**

**Strategy 19.1 Safety:** Enhance safety and security in parks by maintaining clean sightlines through landscaping, encouraging park use through diverse activities, and fostering a sense of ownership among residents.

**Strategy 19.2 Expand Park Facilities:** Secure funding for high-demand facilities including: baseball/softball fields, more outdoor basketball courts, skate park, splash pad, additional multi-use playing fields, outdoor ice rink/roller rink, and open space. Ultimately, the goal is to be able dedicate spaces for various activities, minimizing setup/tear down between uses.

**Strategy 19.3 Parks and Trails Budgeting:** Regularly analyze park and trail fees to ensure that development pays its own way. Determine general maintenance and improvement costs for parks, trails, recreation and open space so that long-term funding can be appropriately budgeted.



### **SOME (OF THE MANY) BENEFITS OF PARKS**

#### Physical Health

- Proximity to parks increases physical activity. People who use parks are three times more likely to achieve recommended activity levels.
- Greenspace exposure improves health, reducing stress, blood pressure, and chronic disease risks.
- Children with access to parks are less likely to be physically inactive or overweight.

#### Mental Health

- Living near parks enhances mental well-being.
- Time spent in nature positively impacts cognitive performance and alleviates depression and other mental health issues.
- Access to parks reduces stress and improves attention and mood.

#### Environmental Benefits

- Parks support biodiversity by providing habitat for wildlife species.
- Trees in parks improve air quality by absorbing pollutants and releasing oxygen.
- Parks reduce stormwater runoff, contribute to climate resilience and carbon sequestration.

#### Community Well-Being

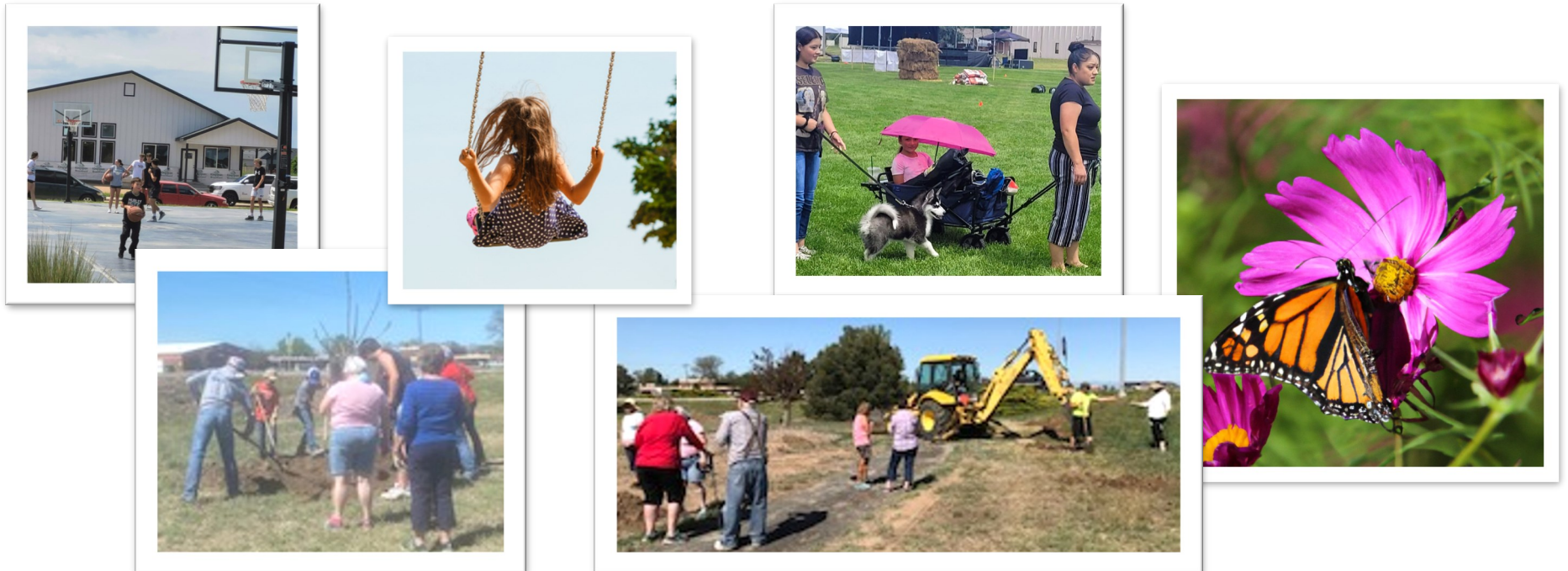
- Parks foster social connections and enhance overall quality of life.



### Strategy 19.4 Designate and Preserve Open Space:

- **Identify and Prioritize:** Map and assess existing open spaces, focusing on areas critical for wildlife connectivity, habitat diversity, view corridors and community gateways. Prioritize these areas for conservation efforts.
- **Protection Methods:** Explore options to safeguard these open spaces, including conservation easements, land acquisition, partnerships with landowners and land trusts, and pursuing funding opportunities.
- **Habitat Improvement:** Implement native planting, invasive species removal, and water source creation to enhance wildlife habitat.
- **Community Engagement:** Foster community support through education, volunteer opportunities and by collaborating with the school district.

**Strategy 19.5 Open Space Dedication:** Ensure that all development proposals include Open Space Ecological Characterization Plans (OECF) that illustrate how the proposed open space system will function, protect valuable vegetation and habitat, and meet functional needs such as stormwater management, passive recreation and wildlife habitat. Ensure that the Community Experience Department assesses the proposed open space system to create a comprehensive, integrated network of parks and open space as the community grows.







## BIG IDEA 4: HOME IN KERSEY

Sustainable, Attainable, and All in the Family: Kersey is a pillar of family values and sustainable living, where eco-friendly and affordable homes are within reach for all.

### Housing Goals + Strategies

**Goal 20 Time-Honored Traditions:** We'll prioritize designs that resonate with our community's traditional aesthetics and reflect the values and heritage that Kersey holds dear, while merging the past and future by embracing sustainable methods.

**Strategy 20.1 Aesthetics:** Require housing developments to complement Kersey's character by continuing to require the Block Diversity Plan and ensuring every project meets the intent of the residential architecture requirements in the *Kersey Land Use Code*.

**Strategy 20.2 Sustainable Building Methods:** Adopt incentives to encourage builders to use green building practices such as incorporating energy-efficient designs, utilizing recycled materials, using renewable energy, recycling construction waste, and planting water-efficient landscaping.

**Strategy 20.3 Infrastructure:** Encourage growth patterns that make the most efficient use of existing and new infrastructure.

**Strategy 20.4 Innovation:** Explore partnerships and encourage developers to use innovative and sustainable housing construction methods like 3D printing, tiny homes and cross-laminated timber to diversity Kersey's housing supply.



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**Strategy 20.4 Subarea Plans:** Develop a Highway 34 Corridor Plan and an Iron Rails Junction Plan to guide development within the areas, establish the framework for public-private partnerships to promote housing affordability and options and to create baseline design criteria that reflects Kersey's character.

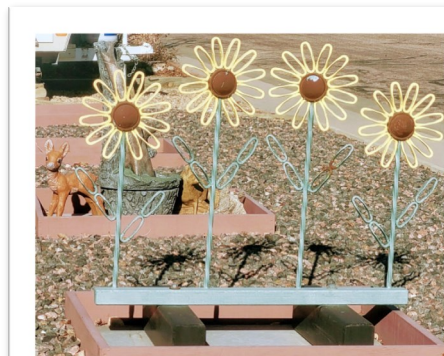
**Goal 21 Affordability First:** Every Kersey family deserves to find and afford a quality home that stands the test of time. We are committed to making this happen through sensible financial planning and community collaborations.

**Strategy 21.1 Incentives:** Explore ways to incentivize affordable housing projects such as permit fee waivers, infrastructure assistance, using town-owned land to attract development, and pursuing state and federal funding assistance.

**Goal 22 Community Bonds:** Together, we'll emphasize shared spaces that promote neighborly interactions, unity and strengthen our community spirit. It's not about houses, it's about nurturing a community that looks after one another.

**Strategy 22.1 Shared Spaces:** Ensure that all new developments (not just residential) include gathering spaces for interaction, such as parks, plazas, community gardens, and neighborhood trails.

**Strategy 22.2 Community Events:** Continue to collaborate with citizens, local businesses, and the school district to organize events and activities that bring people together. For example, the Chamber of Commerce, local growers, and the high school's Future Farmers of America could help run a local farmers' market.



**Goal 23 Homes for Generations:** Our homes will be spaces that can truly be called “forever homes.” Built to last with designs that can adapt and evolve to fit changing family needs. From starter homes that can expand as families grow to homes that can comfortably accommodate multi-generational living.

**Strategy 23.1 Enforcement with a Smile:** Enforce property upkeep codes and ensure that buildings, especially trailer sites, are not subject to neglect.

**Strategy 23.2 Emphasize Quality:** Emphasize residents’ desire to age in place with and encourage adaptive designs during pre-application meetings and throughout the entitlement process.

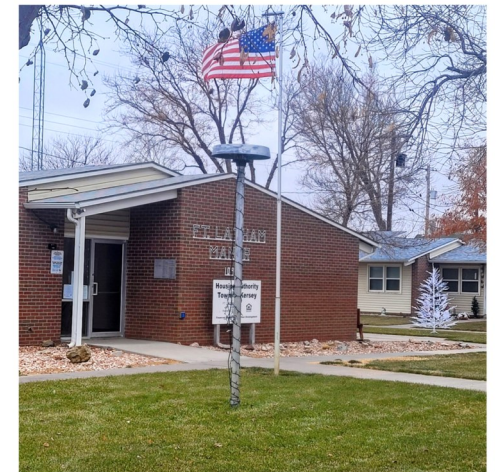
**Goal 24 Implementation:** In Kersey, our legacy is one of family, tradition, and sustainability. By partnering with local stakeholders and prioritizing community input, we'll ensure that “Home in Kersey” is not just a vision, but a reality that benefits all.

**Strategy 24.1 Mix of Housing Types:** Encourage mixed-use development and multi-family residential buildings along major corridors and near existing services while transitioning into existing and future single-family detached neighborhoods.

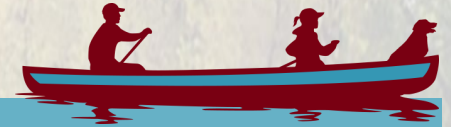
**Strategy 24.2 Update Regulations:** Update the *Kersey Land Use Code* per the Housing Assessment recommendations.











## BIG IDEA 5: SOUTH PLATTE RIVER TRAIL

### **Moving Forward, Together.**

**Vision for a South Platte River Trail:** This trail embodies the heart of our land and the spirit of our community. It's a place where traditions can be honored, and the simplicity of nature can be celebrated. The South Platte River Trail is a great way to experience the natural beauty and wildlife of the Kersey area. Winding through age-old cottonwoods, tranquil meadows, and beside the iconic South Platte River, this trail is a shared heritage that ensures that both young and old, walkers and riders, have a safe, well-maintained space to enjoy.



## South Platte River Trail Goals + Strategies

### Goal 25: Design and construct a regional trail along the South Platte River Corridor that connects with the Poudre River Trail.

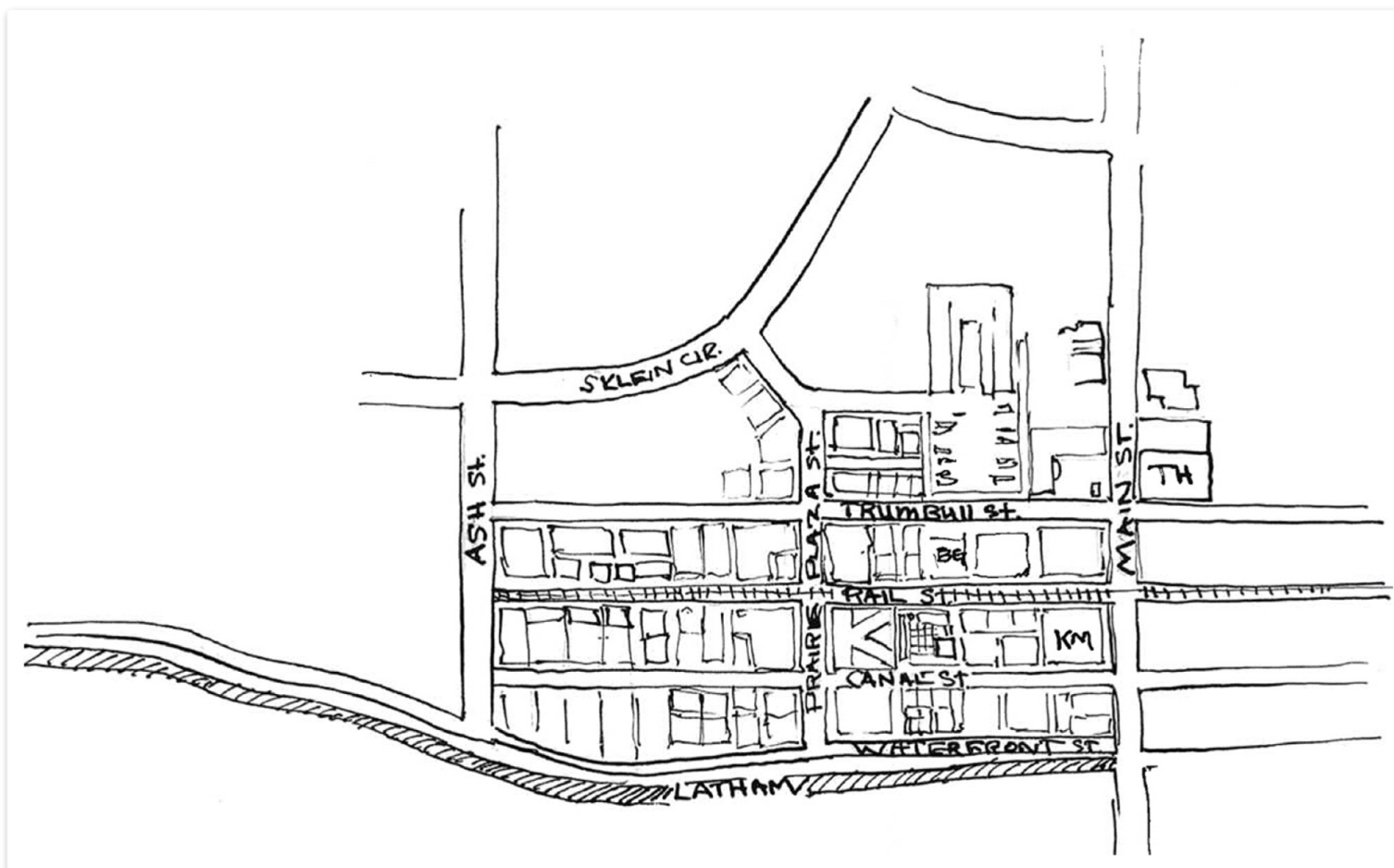
**Strategy 25.1 Form the South Platte River Trail Coalition:** Collaborate with the Poudre River Trail Coalition to learn from their work, form a coalition for the Platte trail corridor, and:

- Identify a potential alignment that considers factors such as landowner buy-in, accessibility, ecological impact, and safety.
- Develop a budget that includes estimates for design and construction costs, land acquisition, maintenance, ongoing operational expenses.
- Design the trail that aligns with project goals, stakeholder input and outlines amenities (signage, lighting, rest areas,) and accessibility features.
- Obtain funding, phase the project as necessary.
- Acquire the land and/or easements.
- Obtain any necessary permits.
- Construct the trail and celebrate successes.
- Continuously engage and communicate with the community throughout the process and use feedback to make necessary adjustments.





## BIG IDEA 6: IRON RAIL JUNCTION



# Iron Rail Junction Goals + Strategies

## Goal 26: Extend downtown Kersey to the east along the railroad track and Latham Canal.

**Strategy 26.1 Extend a Multimodal Corridor:** Partner with the City of Evans and Weld County on the Kersey Multimodal Downtown Connectivity Project to develop a conceptual design of a corridor from downtown Kersey to Evans via the Freedom Parkway (Weld County Road 54). This corridor will include cars, bike lanes, public transportation routes and stops in partnership with the Greeley Evans Transit bus system, and connect to the Platte River and Poudre River regional trail systems.

**Strategy 26.2 Devise a Subarea Plan:** Collaborate with landowners to develop a plan for Iron Rail Junction that:

- Assesses existing infrastructure (utilities, roads, sidewalks) and identifies improvements needed,
- Defines building heights, setbacks, architectural styles and public spaces that encourage sustainable and visually appealing designs that are aligned with the vision for this area.
- Integrates community feedback on design preferences, public amenities, and desired features and fosters a sense of ownership and pride among community members.
- Includes possible development incentives to attract private investment and small businesses to set up shop in the extended downtown.
- Explores potential funding opportunities.







## Chapter Five

# SHAPING OUR LANDSCAPE

## Shaping Kersey's Tomorrow, Together

LAND USE, MAPS +  
ROADS





## COMPREHENSIVE PLAN MAPS

SHAPING KERSEY'S TOMORROW, TOGETHER

The Comprehensive Plan includes the following maps:

### Base Maps

- Biodiversity and Wildlife Areas Map
- Oil and Gas, Gravel, and Floodplains Map
- Kersey Enterprise Sub Zone Map

### Long Range Planning Area

- Large Landowners
- Electric and Natural Gas Providers
- Fire Districts
- School Districts
- Kersey, Evans and Greeley Cooperative Planning Area Map

### Land Use Maps

- Future Land Use Map – Town Core
- Future Land Use Map – Growth Management Area
- Future Land Use Map – Long Range Planning Area
- Kersey Parks, Trails and Open Space

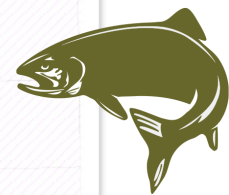
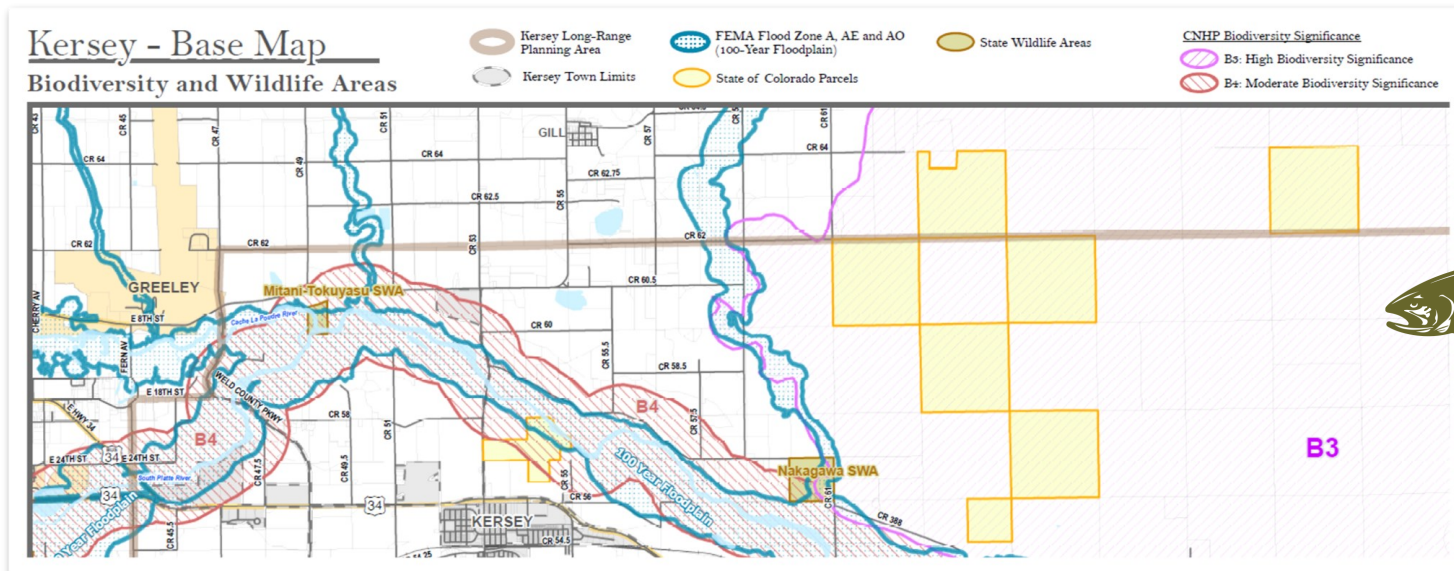


## Biodiversity and Wildlife Areas Map

The Kersey's biodiversity and wildlife areas map illustrates the FEMA 110-year floodplain, State Wildlife areas, land owned by the State of Colorado, and areas of high and moderate biodiversity significance. The Colorado Natural Heritage Program (CNHP) uses a ranking system to assess the biodiversity significance of areas, with two tracking levels for natural plant communities: high and moderate biodiversity significance. High biodiversity significance is associated with a mostly intact, lightly fragmented landscape that supports wide-ranging species and large-scale disturbances, while moderate biodiversity significance is linked to areas that are not as intact or are more fragmented and may still support significant biodiversity but to a lesser extent.

Use this map as a starting point for determining the potential environmental impact of a development. Areas of high and moderate biodiversity and floodplains must be included on Open Space Ecological Conservation Plans and Landscape Plans for all proposed development. Every development proposal must demonstrate how the new development will not have a negative impact on biodiversity and will help create and enhance habitat. Enhancing biodiversity can lead to increased property values and property resilience.

The map provides valuable information for developers to understand the biodiversity significance of the area and to ensure that their development plans align with the conservation of key habitats. It is essential for developers to consider the impact of their projects on biodiversity and to take measures to enhance and preserve the habitats within and around their development sites. This aligns with the broader objective of maintaining ecosystem diversity and productivity by conserving viable populations of all species, including threatened or endangered species, and by preserving the connectivity of habitats for wildlife.

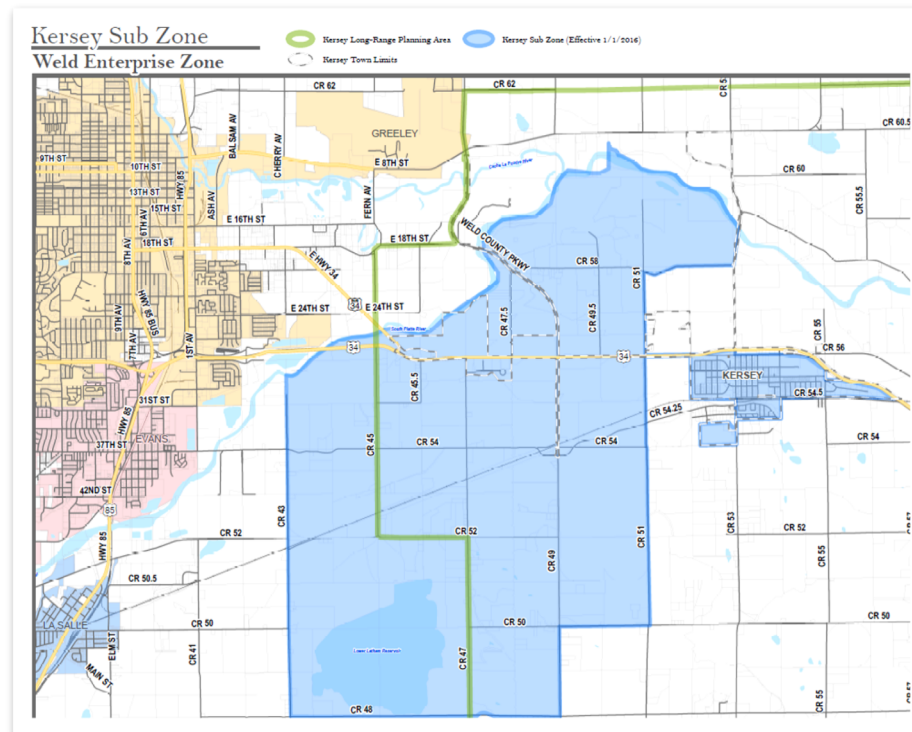


## Oil and Gas, Gravel, and Floodplains Map

This map provides information about the location of oil and gas facilities, gravel deposits, and floodplain areas within the region. Understanding the location of oil and gas facilities is crucial to ensure that proposed developments have adequate setbacks in compliance with Colorado Oil and Gas Conservation Commission and Town of Kersey regulations. Additionally, Colorado Revised Statutes Section 34-1-305 outlines the preservation of commercial mineral deposits, "preventing the use of areas in a manner which would interfere with future extraction." Areas in the floodplain are subject to floodplain permits to mitigate the risk of flooding and ensure safety.

## Kersey Enterprise Zone

Pre-certified companies that locate or expand in land that is in the Kersey Enterprise Zone may apply for a variety of state income tax credits. Businesses operating within the boundaries of the Enterprise Zone map can receive various state income tax credits for equipment investment, new employees, job training, R&D, vacant building rehab, and more. For more information, visit the [Colorado Office of Economic Development and International Trade \(OEDIT\) portal](#).





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## Future Land Use Maps

Kersey's Future Land Use (FLU) Maps are a graphic representation of the community's values and vision. They show the location and type of development desired in Kersey, using broad categories based on the main character of land uses that we want to see in the future. They are not intended to be exclusive; it is assumed that there is a variety of uses in each area, but the designation reflects the area's predominant character.

The Future Land Use Plan is intended to be used by Town Staff, the Planning Commission, and the Board of Trustees to:

- Guide future rezoning and annexation requests;
- Inform future updates to existing zoning districts and development standards;
- Track the Town's overall capacity for future development;
- Inform infrastructure and facility planning; and
- Ensure future development is supportive of the community's vision.

The maps support Kersey's Big Ideas in the following ways:



**Pioneering a Safer Tomorrow Together:** The maps enable us to plan for providing efficient infrastructure and services.



**A Small Town with Big Opportunity:** The maps designate regional employment areas and the downtown commercial district.



**Thrive Together:** The maps help ensure that neighborhoods and the community are connected with gathering spaces and a park and trail system.



**Home in Kersey:** The maps are designed to encourage a variety of housing types throughout the community.



**South Platte River Trail:** The maps show the general location of the future regional trail.



**Iron Rails Junction:** The maps show the vision for extending downtown Kersey east and west along the Latham ditch.

The FLU maps are advisory in nature and function to guide future development. The Future Land Use Map does not show the exact boundaries or dimensions of individual parcels or properties, nor does it imply any change in the existing ownership or use of land. The maps are intended to be flexible and adaptable to changing conditions and circumstances, and to be reviewed and updated periodically as needed.

The FLU Maps describe land uses and broadly designate areas for residential, commercial, industrial, recreation, agricultural, and mixed-uses. The following chart describes the characteristics and locational criteria for each land use category.





## Future Land Use Map - Description of Uses

Land Use	Characteristics	Locational Criteria
<b>Agriculture/ Tourism</b>  <b>Density varies, typ &gt;10 ac lots</b>  <b>(Ag)</b>	<p>Typically includes large parcels of land that are used to cultivate crops and nursery stock, to raise animals and/or to provide farm-related products. Tourism uses capitalize on natural resources, including event centers, camping areas, hunting, fishing, etc. Residential developments should be clustered and have an adequate buffer from agricultural operations.</p>	<p>Located on the outskirts of the community and along the South Platte River corridor. It is important to buffer agricultural uses from other uses because agricultural production may include a variety of potential hazards including heavy farm equipment, irrigation ditches, herbicides, pesticides, livestock, and open burning.</p>
<b>Rural Residential &lt;1 unit/acre (Ag, E)</b>	<p>Low-density development, characterized by single-family dwellings on spacious lots, often with agricultural or recreational uses in proximity.</p>	<p>Limited public infrastructure and services due to low population density. Focus on preserving open space, rural character, and agricultural viability.</p>
<b>Low Density Residential 4-8 units/acre (A, A1)</b>	<p>Represents the traditional development pattern in "Old Town" Kersey. Housing types may include single-family homes, duplexes, townhomes, mother-in-law units, etc.</p>	<p>Neighborhoods may be bounded by major streets with direct connections to parks, trails, schools, and neighborhood centers. Neighborhoods should be internally served by a system of collector and local streets, as well as sidewalks and pedestrian/bike paths.</p>
<b>Medium Density Residential 6-16 units/acre (B)</b>	<p>Higher density neighborhoods that are primarily residential but may include complementary small-scale commercial and recreational uses. A mixture of housing types is present including single-family homes, townhouses, and multi-family homes.</p>	<p>Close to major arterials and transit systems, bounded by major streets with direct connection to work, shopping and leisure activities. Neighborhoods should be internally served by a system of collector and local streets, as well as sidewalks and pedestrian/bike paths.</p>
<b>Downtown (C, S)</b>  <b>1-3 stories, residential up to 16 units/ac</b>	<p>This is a linear commercial district with complementary residential (i.e. commercial uses on the bottom floor and residential or office space on upper levels) and civic uses that are primarily oriented to 1<sup>st</sup> Street, Hill Street, or the railroad. Architecture include a harmonious blend of materials like brick, glass, and wood create a visually captivating streetscape.</p>	<p>Along 1<sup>st</sup> Street, extends to the west and east along the Latham Ditch/railroad corridor. The corridor's commercial viability relies on careful planning for automobiles, but it should be designed and improved to accommodate pedestrians, bicycles, and transit as well. Because of the heavy truck traffic, special design features may be necessary for the buildings to be accessible and visible to someone driving by, while also practical for transit, bicycle, and pedestrian use.</p>
<b>Recreation/ Tourism</b>	<p>Areas that may be significantly impacted by the floodplain, that can provide a variety of uses that are compatible with the natural environment.</p>	<p>The type and intensity of uses are limited due to the floodplain and limited public infrastructure and must consider the risk that floods pose to public safety and property.</p>



## Future Land Use Map - Description of Uses (continued)

Land Use	Characteristics	Locational Criteria
<b>Kersey Regional Business Center</b>  (C1, D, S)	<p>Serve as important job center within the town. Typical uses may include business parks, large scale commercial (i.e. "big box retail), industrial and a variety of complementary uses to meet the needs of employees such as business services, high density residences, convenience retail, childcare, lodging and restaurants.</p>	<p>Employment area uses must be adequately buffered from less intense uses. Traffic generated should not pass through residential areas. Sites should have access to one or more major arterials and highways capable of handling heavy truck traffic. Railroad access may also be used. Due to the scale of these developments, location and transition and buffering between lower-density uses is important to shield quieter uses from noise, traffic, lights, etc. Developments must have well-integrated utilities, transportation and open space networks that encourage pedestrian flow with smart design. Intensity does not mean sacrificing quality. Architectural and site design standards still apply, ensuring these areas are attractive, well-integrated parts of the Kersey community.</p>
<b>Open Space/ Park</b>	<p>Public gathering spaces that include plazas, parks, natural areas, and major trail corridors.</p>	<p>Small parks and plazas should typically be bounded by local streets and within walking and bicycling distance of most park users. Users should not have to cross a major arterial to access the park.</p> <p>Community parks should be located to serve several neighborhoods and should be easily accessed from major streets. Homes and businesses should surround and face parks to provide casual surveillance.</p>
<b>Public/ Institutional Facility</b>	<p>Civic uses such as government offices, police and fire stations, libraries, recreation, and cultural facilities. Uses may also include churches and educational facilities. Public facilities should be inviting public spaces that serve as informal gathering areas, with an appearance reflecting their intended use.</p>	<p>Located in central locations that are highly visible focal points and "community shapers." The site design, landscaping and architecture shall express the public space's permanence and importance, contribute to Kersey's community identity and be easily accessible by automobile, bicycle, and foot.</p>
<b>Trail</b>	<p>Trails provide connections to destinations within neighborhoods and the community. The trails are primarily used for short to moderate distances and accommodate a wide range of trail users.</p>	<p>Trails are located away from roadway travel corridors and should utilize special treatments when intersecting roadways.</p>

# TRANSPORTATION

## SHAPING KERSEY'S TOMORROW, TOGETHER

The planning, design, implementation, operations, and maintenance of Kersey's transportation system focuses on providing a well-planned system of streets that efficiently, comfortably, and safely serves the town's current and future travel needs for everyone from children on bicycles to large freight trucks.

Key elements to achieve this include establishing roadway functional classifications and defining standard cross sections. This approach optimizes right-of-way use for future roadway needs and facilitates efficient roadway projects planning.

The goals of the future roadway network in Kersey are:

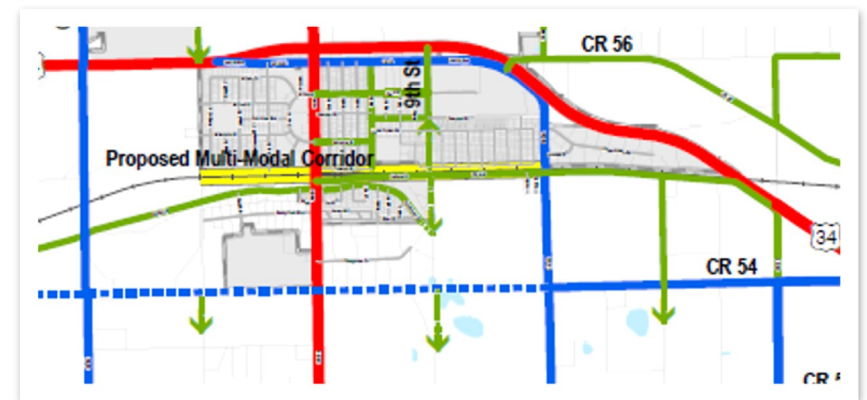
- Maintain adequate capacity along corridors to accommodate future development and area growth;
- Ensure an efficient road network with streets that function in the way they were intended for all modes of travel; and
- Identify future roads (arterials and collectors) that will fill current network gaps.

## Roadway Classifications

The most important function of a roadway is twofold: provide mobility for those moving from one place to another and provide access to adjacent land. These functions conflict with each other—roadways with more access to adjacent lane use will result in less mobility for through vehicles due to slower speeds and turning movements resulting in less roadway capacity.

Therefore, a community's roadway system is typically organized into a hierarchy of classifications based on their intended primary use: either moving traffic or providing access. Each classification is specifically designed to operate with certain characteristics based on the adjoining land uses, type of user, level of continuity, and proximity and connections to other facilities.

A street's functional roadway classification describes these characteristics, and the street design standards identify specific design parameters, right-of-way needs, and other measures for each classification.



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**State Highways and Principal Arterials** are higher speed, regional roadways that are intended for longer distance travel and provide a high level of vehicular mobility between communities. For Kersey, this primarily includes US 34, as well as the Weld County Parkway. US 34 is under the jurisdiction of the Colorado Department of Transportation. Kersey's design and access standards do not apply to this facility. The Weld County Parkway is a major north/south connection with specialized design and access requirements.

**Major and Minor Arterials** provide a high degree of mobility and serve corridor movements with intra-community connectivity and longer trip lengths. While adjoining land uses can be served directly, access is typically limited to emphasize mobility. Major arterials are typically planned for a future five-lane section (two travel lanes in each direction and a center turn lane) while minor arterials are anticipated to be a three-lane section (one travel lane in each direction with a center turn lane).

An important component of a well-functioning roadway network within a community is to have an arterial grid system. Arterials are often identified to occur on a one-mile grid along section lines. Arterials are not intended to penetrate neighborhoods.

**Collectors** gather traffic from local streets and funnel it to the arterial network. Collectors provide a balance between access and mobility and retain continuity through neighborhoods. Travel speeds are moderate, and travel distances are short to medium. Collectors in Kersey can be constructed without parking (between neighborhoods or higher volume commercial areas) or with parking to accommodate adjacent land uses with parking needs.

**Local Streets** serve the highest level of access, provide direct driveway access to adjacent properties, and carry traffic to collectors. Local streets are often of limited length and may be designed to discourage through traffic. Development plans typically identify the location of the local street network.

The functional classification of a street reflects its role in the road network and forms the basis for what type of access management, corridor preservation, and street design guidelines and standards should apply. Note that existing streets may not meet all the characteristics described by their defined functional classification. It is expected that the roads may be upgraded over time as improvements to the streets are made. The functional classification should be viewed as the ultimate desired condition and should not change over time.

While the volume of traffic is typically highest on higher level functional classifications like arterials, no set traffic volume limit differentiates among classifications. Volumes are typically a result of a street's function, connection, accesses, etc.

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## Intersection Control

Intersections in Kersey are currently under some type of STOP control (either two-way or ALL-way). The Town of Kersey does not currently have any signalized intersections that are under the control of the Town. The signalized intersections are along US 34 and under the jurisdiction and management of CDOT.

Consideration of a change in control should be done through an engineering analysis. Roundabouts provide safety and operational benefits in some instances and should be considered. For traffic signals, the Manual on Uniform Traffic Control Devices (MUTCD) contains specific evaluation 'warrants' for traffic signal installation based on various information and situations that identify when a traffic signal is a safer and more beneficial choice than STOP control. The decision to install a signal should be made through an engineering study that includes a signal warrant evaluation.

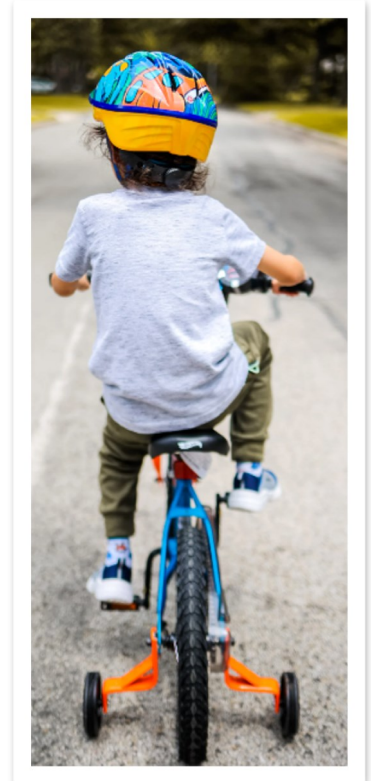
## Roadway Cross Sections

The Town's typical street cross sections are intended to provide safe, attractive, and comfortable access and travel for all modes within the public right-of-way. Roadway cross sections that consider all modes of travel are known as 'complete streets' meaning that they accommodate more than just motor vehicles and also include facilities for active transportation such as pedestrians and bicyclists.

Kersey recognizes that a truly multi-modal network of facilities is essential to a high quality of life and in preparation for future growth. Planning for this complete street network should be deliberate and intentional. This includes:

- The Town's design standards specify the addition of sidewalks whenever new roadways are created.
- Supporting regional trail connections
- Design and construct the vehicle system to discourage through traffic from using collector or local roads.

As a part of the Kersey Comprehensive Plan update, the Town's current street cross sections (as shown in the standards, 2016 Comprehensive Plan, and Land Use Code) were reviewed. The updated and refined cross sections in this document reflect current best practices and support the Town's goals of providing both efficient as well as safe and comfortable mobility for people using any mode of travel.





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## Travel Lane Widths

The widths of travel lanes vary by the functional classification of the road.

For **arterial** streets, travel lanes are 12 ft. A wide travel lane provides for ease of vehicular traffic, including trucks. It allows for efficient movement of vehicles traveling longer distances and will accommodate higher speeds.

For **collectors**, travel lane widths are 11 ft. This strikes a balance of accommodating all types of vehicles, but the narrower width will help manage or reduce speeds and shorten crossing distances for pedestrians.

For **local** roads, in an urban environment, travel lanes are reduced to 10 ft to further support comfortable bike and pedestrian movements and support lower speeds in neighborhoods.

## Bike Lanes

Kersey has an expressed interest in accommodating a comfortable network of bicycle facilities. This goal includes the development of a robust regional and local trail system but also includes the inclusion of bike lanes along the roadway system.

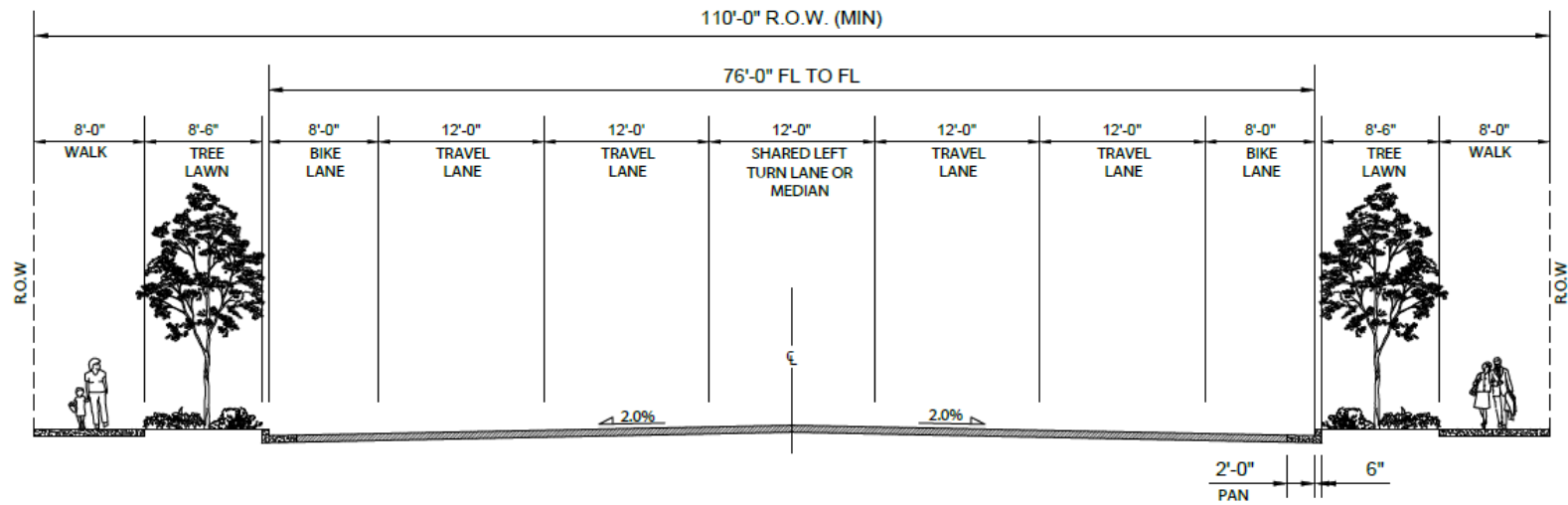
On the higher speeds roadways (arterials) the bike lanes are 8 ft in width (major arterial) or 7 ft (minor arterial). This provides spaces between the cyclists and the vehicles. Collector roadways have a bike lane width of 5 or 6 ft. Along local roads, cyclists will be sharing the road, or utilizing shoulders.

For cyclists who are not comfortable using on-street facilities on arterial roadways, the detached sidewalk is shown at an 8 ft width, which is an adequate width for bicyclists to use.

## Sidewalks

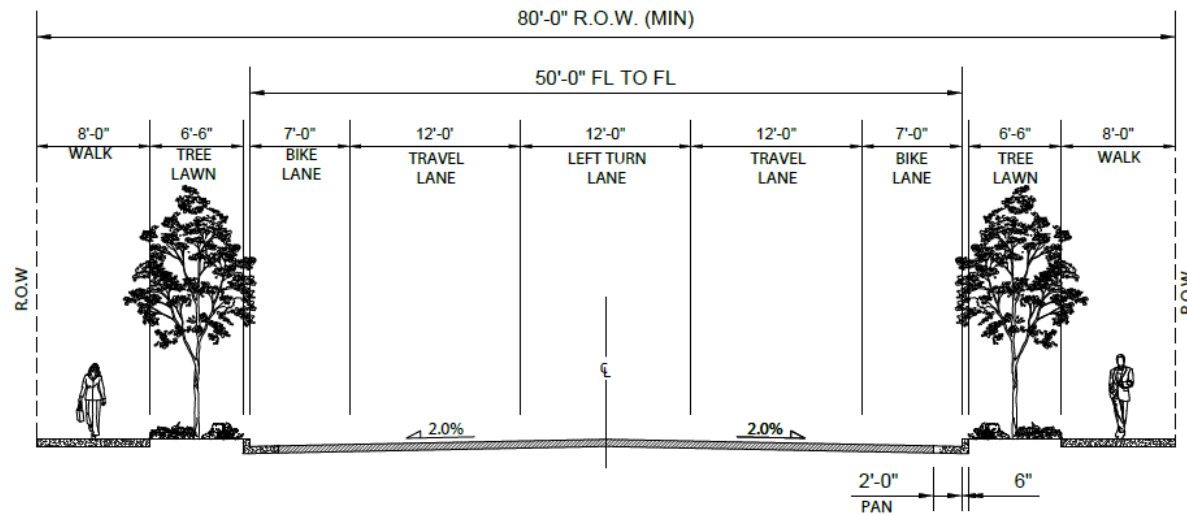
The roadway cross sections include pedestrian facilities. The higher speed arterial roadways show detached sidewalks 8 ft in width. Collector roadways have 5 or 6 ft detached sidewalks, while slower speed local roads have 5 ft walks.





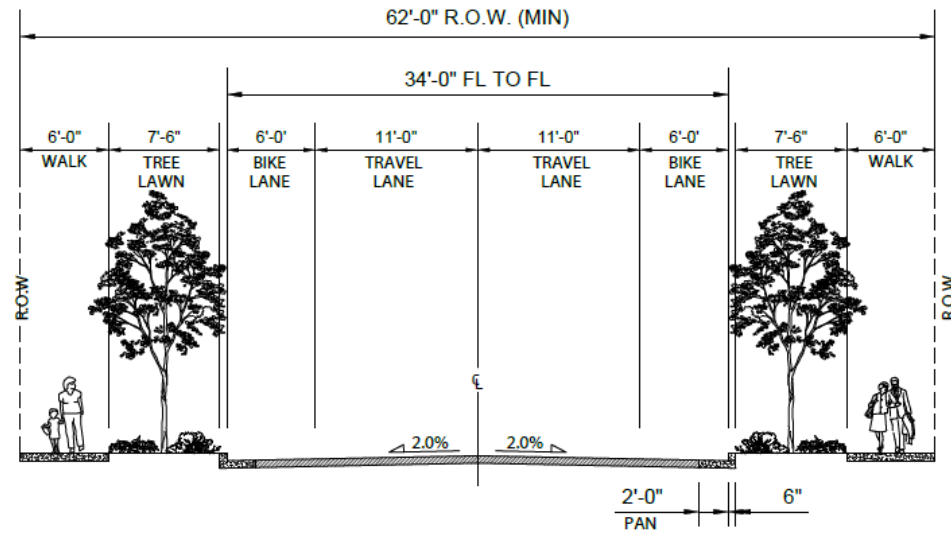
### MAJOR ARTERIAL CROSS SECTION

NOT TO SCALE



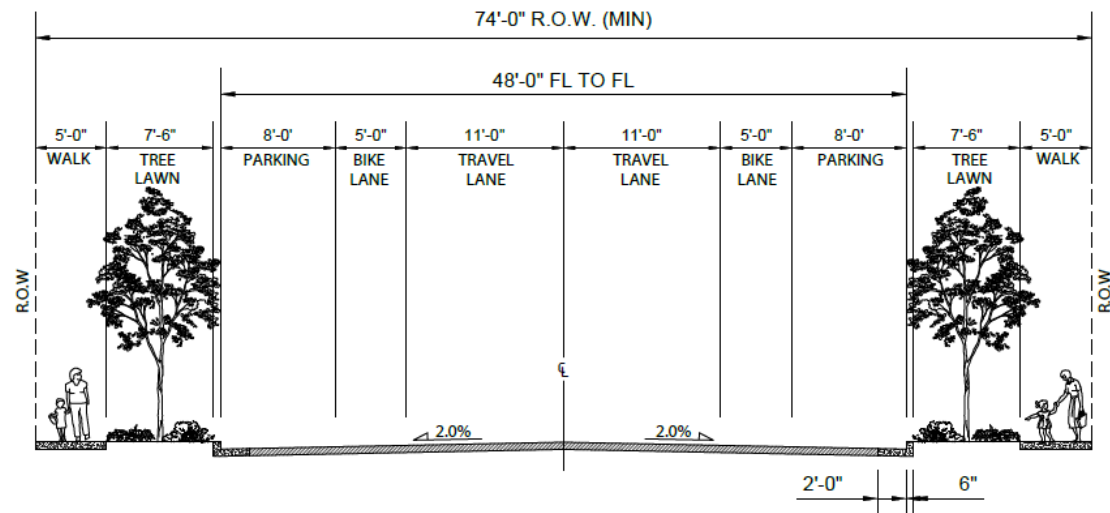
### ARTERIAL CROSS SECTION

NOT TO SCALE



### COLLECTOR WITHOUT PARKING CROSS SECTION

NOT TO SCALE

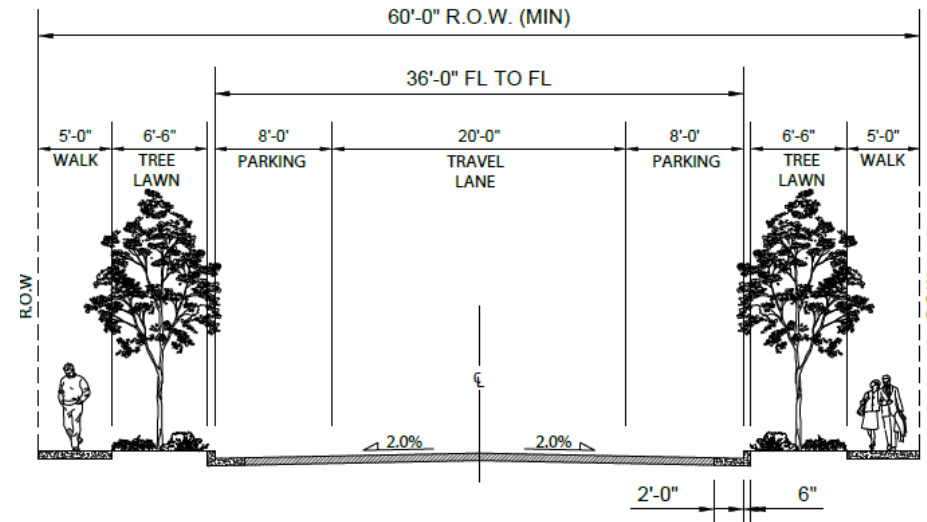


### COLLECTOR WITH PARKING CROSS SECTION

NOT TO SCALE

## Urban

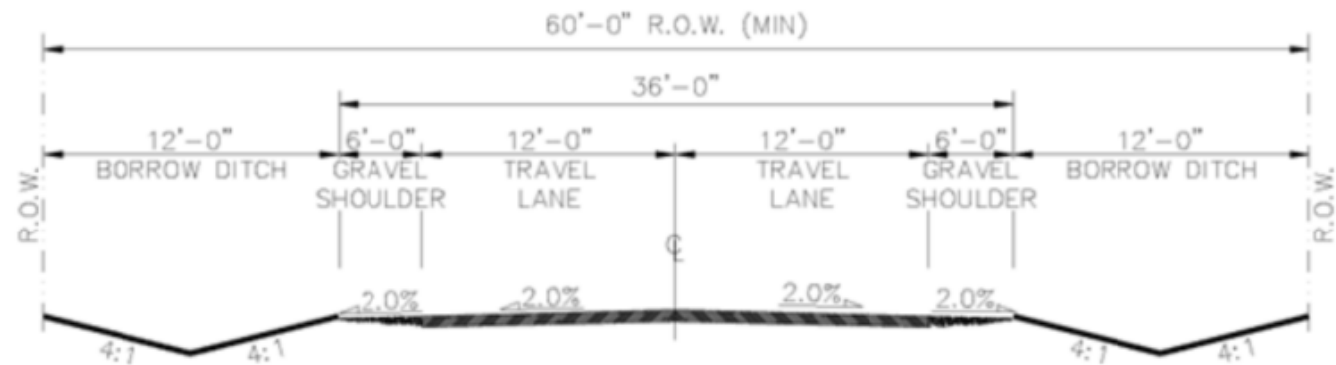
- With curb and gutter, parking
- No striping anticipated
- Sidewalk can be attached or detached



**LOCAL ROAD  
CROSS SECTION**  
NOT TO SCALE

## Rural

- Drainage swale
- Shoulder



**RURAL LOCAL STREET  
CROSS SECTION**  
SINGLE FAMILY (LARGE LOT)  
RESIDENTIAL  
NOT TO SCALE



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## Commerce, Freight and Truck Traffic

Freight traffic is prevalent in Kersey due to area commerce, including the oil and gas industry which necessitates significant hauling. Kersey recognizes the importance of truck traffic to the local economy but is sensitive to the concerns related to truck volumes, pollution, and noise for nearby residents.

The roadway classification map is set up in a grid system of arterial roadways that are designed and constructed to accommodate truck traffic. The arterial system should logically connect major areas of origin and destinations for trucks, making that the most efficient route. The cross sections for the arterial roadways include wider travel lanes and allow higher speeds for trucks that need to travel longer distances. In contrast, the collector and local roads are designed and built with narrower travel lanes, adjacent parking, slower speeds, and shorter lengths which naturally discourage truck usage.

If needed signs may be posted along collectors or local roads to indicate that trucks may use the roadway only for local deliveries.





## Chapter Six

# TOGETHER WE THRIVE

## Shaping Kersey's Tomorrow, Together

IMPLEMENTATION





# KERSEY SNAPSHOT



**2.37 SQ MI TOWN LIMITS**  
**45 SQ MILES GMA**



**1,533 POPULATION**



**\$61,528 MEDIAN INCOME**



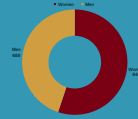
**\$264,700 MEDIAN  
PROPERTY VALUE**



**BEST SCHOOL DISTRICTS  
IN COLORADO #17 OF 172**



**31.4 MEDIAN AGE**



**845 WOMEN**  
**688 MEN**



**\$34,205 WOMEN M.INC.**  
**\$51,406 MEN M.INC**



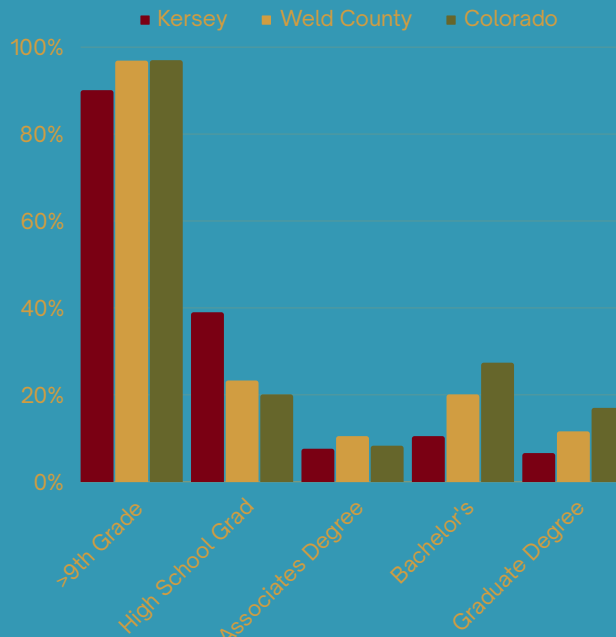
**BEST TEACHERS IN  
COLORADO #10 OF 172**



**BEST SCHOOL DISTRICT  
FOR ATHLETES  
#24 OF 170**

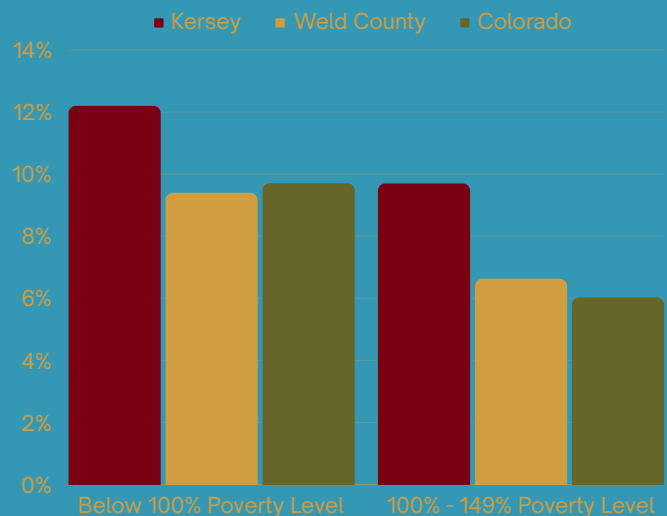
## EDUCATION

Nearly 25% of Kersey residents have an Associate's degree or higher. How much education a person has is associated with health, length of life, and exposure to pollution.



## INCOME

Income is strongly associated with health outcomes, environmental exposures and access to or quality of services. In 2021, 12.2% of residents live at/below the federal poverty level and 36% live below twice the poverty level. This meant an income of >\$53,000 for a family of 4 in 2021.



Source: US Census Bureau, American Community Survey, 5-Year Estimate, 2021



# KERSEY SNAPSHOT

## HOME OWNERSHIP

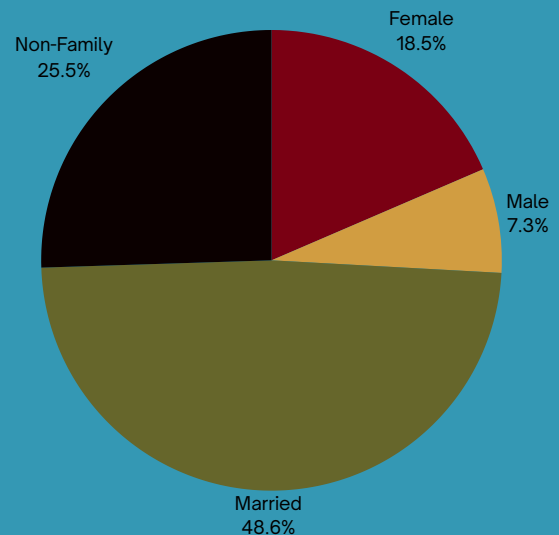
68% of the 545 households are owner occupied, 32% are rented.



Although Kersey's median housing price is 33% lower than Weld County's, home values has risen 36% - 67% to \$445,000 in the last year due to the limited supply. *Source: Redfin.com.*

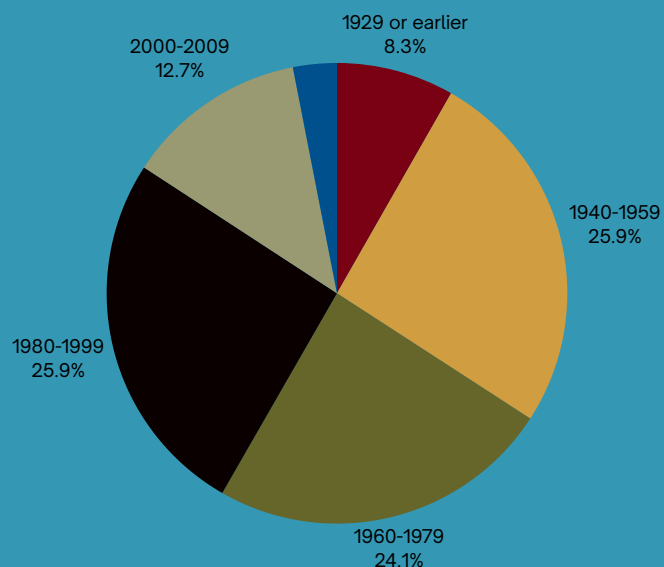
## HOUSEHOLD TYPES

66.1% of Kersey households are female households (vs. 19.4% in Weld County and 23.9% in Colorado.)



## NUMBER OF HOMES BUILT BY DECADE

Kersey's housing stock tends to be older, with over 60% of homes built prior to 1980..



**64% SINGLE FAMILY**



**17% MOBILE HOME**



**15% 2 TO 4 UNIT**



**4% DUPLEX**





# KERSEY SNAPSHOT

## DEMOGRAPHICS VULNERABILITY SCORE: 50.872



The demographics score represents Kersey's social and economic vulnerabilities. The score ranges from 0 to 100, with a higher number representing a higher vulnerability. It is calculated using data on people living with disabilities, housing cost burden, educational attainment, limited English proficiency, income, and race and ethnicity.

## POLLUTION AND CLIMATE BURDEN SCORE: 20.923

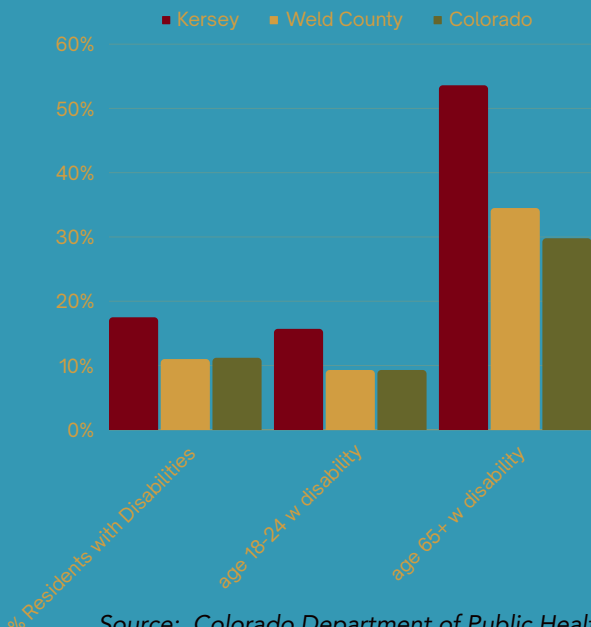


The Pollution and Climate Burden score combines the scores from: Environmental Exposures, Environmental Effects, and Climate Burden. The score ranges from 0 to 100, illustrating that Kersey is one of the least environmentally burdened populations.

## DISABILITY PERCENTILE: 61.46



This indicator shows how many people in a community have impaired or low vision, are deaf or are hard of hearing, have limited or complete physical mobility, or are experiencing developmental disabilities. These conditions can make it more difficult to cope with the effects of environmental or climate hazards.



## ENVIROSCREEN SCORE: 27.538



66.1% of The EnviroScreen Score combines population characteristics and environmental burdens. Kersey's EnviroScreen score of 27.538 means only 27.5% of counties in Colorado are less likely to be affected by environmental health injustices, or 72.5% of all census tracts in Colorado are more likely to be affected by environmental health injustices than Kersey.



## PROXIMITY TO OIL AND GAS: 93RD PERCENTILE

This indicator shows how many currently active oil and gas facilities there are within Kersey.



## PROXIMITY TO MINING: 83RD PERCENTILE

There is a significant sand and gravel resource along the South Platte River near Kersey.



## LEAD EXPOSURE RISK: 79TH PERCENTILE

Lead is a metal that can harm the brain and nervous system. It is especially dangerous for young children and pregnant people. Because a large number of houses in Kersey were built before 1960, they are more likely to contain lead-based paint or to have lead pipes.



## HEART DISEASE IN ADULTS: 71ST PERCENTILE

Environmental conditions like air quality, drinking water quality, or extreme heat are some of the many factors that can affect cardiovascular health. This indicator shows the number of people living with heart disease in an area.



## % OF RESIDENTS WITH A DISABILITY: 61ST PERCENTILE

This indicator shows how many people have impaired or low vision, are deaf or are hard of hearing, have limited or complete physical mobility, or are experiencing developmental disabilities. These conditions can make it more difficult to cope with the effects of environmental or climate hazards.