

2035 VISION

Wheat Ridge is an attractive and inviting city and community for families. Wheat Ridge has great neighborhoods, is a hub of commerce with a choice of economically viable commercial areas, and has diverse transportation. Wheat Ridge is committed to environmental stewardship and its residents enjoy an active, healthy lifestyle and are proud of their hometown.

WHEAT RIDGE IS AN ATTRACTIVE AND INVITING CITY WITH:

- Well-maintained streets, rights of way, sidewalks, and streetscapes that support walkability and the transportation and commercial needs of residents.
- Attractively designed commercial areas with directional signs that encourage people to stop, shop, and enjoy.
- Inviting and well-maintained public buildings, facilities, and parks that invite residents and visitors to engage in the community
- Distinctive and consistent gateways that signify the entrance to, and exit from, Wheat Ridge and celebrate the City's unique brand.
- New residential, commercial, and landscape developments that are designed for visual appeal, architectural timelessness, and financial sustainability.
- Residences and landscapes that positively add to the character of the community.

WHEAT RIDGE IS A COMMUNITY FOR FAMILIES, IN WHICH:

- All generations are valued and have the opportunities that they desire to live, play, shop, and invest in the town, including a choice of diverse and inclusive amenities.
- Services encourage families to feel safe and secure.
- Public, private, faith-based, and charter schools draw families to Wheat Ridge due to the quality of education and unique programs.
- Families have access to resources for physical, mental and emotional health and well-being.

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WHEAT RIDGE HAS GREAT NEIGHBORHOODS, SUCH THAT:

- Each neighborhood has a sense of identity and pride, with neighbors sharing responsibility for appearances and safety.
- Neighborhoods are pedestrian friendly.
- Residents invest in Wheat Ridge by buying and maintaining homes, and homeowners have the opportunity to upgrade their residences.
- There is a diversity of neighborhood types available to residents, with different housing types, amenities, and other characteristics.
- Neighborhood commercial businesses are walkable and serve the needs of residents.

WHEAT RIDGE OFFERS A CHOICE OF ECONOMICALLY VIABLE COMMERCIAL AREAS, INCLUDING:

- A wide range of offerings, such as local and chain restaurants, recreational centers, small and large retail businesses, residential opportunities, professional offices, and commercial links to agriculture through nurseries and local food initiatives.
- Several commercial and manufacturing anchors throughout the City that offer employment and other retail opportunities.
- A business-friendly environment that encourages businesses to thrive and evolve.

WHEAT RIDGE HAS DIVERSE TRANSPORTATION, SO THAT:

- Residents and businesses have convenient access to major highways and the interstate system.
- Residents have access to multiple modes of public transportation, with the highest level of service possible.
- Residents have convenient parking and easy access to centers and commercial businesses.
- Residents have access to a multi-use bike and pedestrian system and trails that create regional linkages and connect Wheat Ridge's neighborhoods, parks, and commerce centers with one another and with the surrounding communities.

WHEAT RIDGE IS COMMITTED TO ENVIRONMENTAL STEWARDSHIP SO THAT:

- Residents have opportunities to recycle, to compost, to reduce air pollution, emissions, litter, and water waste, and to pursue urban agriculture.
- Innovation on sustainability is supported and encouraged so that the City can continue to promote a safe and healthy environment and stewardship.

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WHEAT RIDGE RESIDENTS ENJOY AN ACTIVE, HEALTHY LIFESTYLE THROUGH:

- Recreation programs and services that are responsive to the unique needs of each generation.
- Trails that are used for biking, walking, and jogging.
- City support of personal fitness, as well as City/hospital partnerships that promote personal and community wellness.
- Top-quality parks that provide a variety of venues and are integrated into our neighborhoods and active centers.
- Programs that support the pursuit, maintenance, and restoration of residents' physical, mental, and emotional health.

WHEAT RIDGE RESIDENTS ARE PROUD OF THEIR HOMETOWN, AS DEMONSTRATED BY:

- A City government that is relied upon to be transparent, honest, and responsive to its residents.
- Residents taking ownership of and engaging in our governance process.
- Neighborhoods that physically facilitate a cohesive community, where residents are given the opportunity to communicate openly and develop relationships with each other.
- Neighbors who know and help neighbors and contribute to our community.
- History and heritage that are respected, valued, and celebrated.
- Professional services from businesses and government.
- New and long-standing residents are welcomed in our community.

WHEAT RIDGE - A GREAT PLACE TO LIVE, WORK AND PLAY!