



# CITY OF GUNNISON

Economic Development

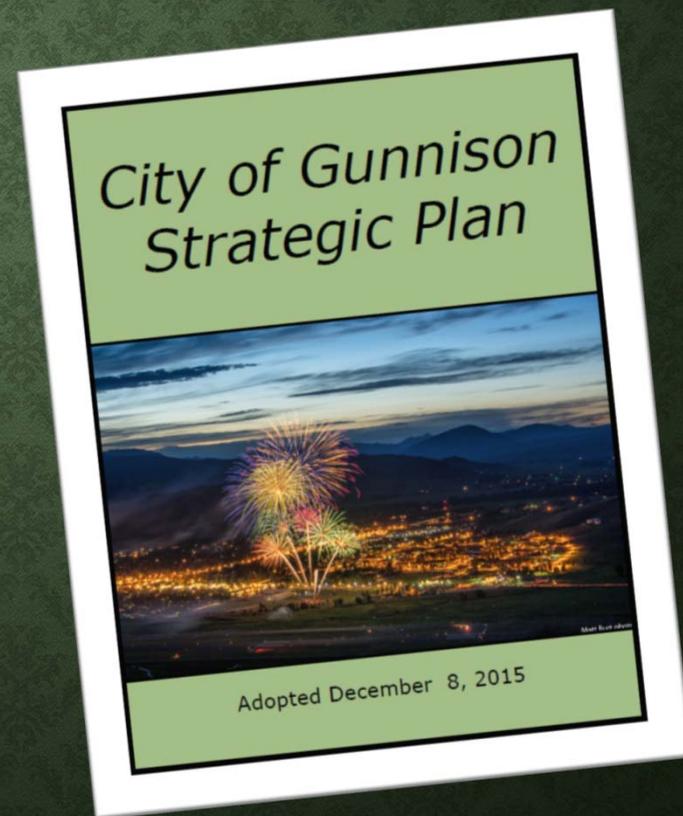
# WHAT IS ECONOMIC DEVELOPMENT?

- It is the process of creating greater wealth within a community by bringing in new "outside" dollars. This is mainly achieved through:
  - Retention, expansion, and recruitment of primary jobs
  - New capital investment
  - Business creation and attraction
- Economic health is important to our overall quality of life
- Greater wealth allows for higher quality public services, more job opportunities for citizens, and greater protection from economic downturns



# CITY OF GUNNISON STRATEGIC PLAN

- Adopted December 8, 2015
- Top priorities include many elements that contribute to economic development
  - Priority 1: Plan for the City's Future
  - Priority 2: Develop a Vibrant and Attractive Community that is Inviting to Visitors and Residents
  - Priority 3: Create a Walkable, Bikeable, Driveable Community that is Safe and Accessible to all Types of Users



# PRIORITY 1: PLAN FOR THE CITY'S FUTURE

Many of the planning efforts include aspects of economic development:

- Complete the safe street planning and design
- Complete the regional broadband middle mile/anchor institutions planning effort
- Develop a vision for the City's gateways
- Update the City Comprehensive Plan
- Update the Three Mile Plan
- Rebrand the City of Gunnison with the intention of developing a new, differentiated identity for the community



## **PRIORITY 2: DEVELOP A VIBRANT AND ATTRACTIVE COMMUNITY THAT IS INVITING TO VISITORS AND RESIDENTS**

- Downtown parking development
- I.O.O.F. Park redesign
- Sidewalk declutter and ADA compliance
- Safe streets
- Highway corridor aesthetics (trees, flags, gateways, etc.)



## PRIORITY 3: CREATE A WALKABLE, BIKEABLE, DRIVEABLE COMMUNITY THAT IS SAFE AND ACCESSIBLE TO ALL TYPES OF USERS

Multi-modal use of:

- Streets
- Sidewalks
- Trails



**Placemaking** is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.

# ONE VALLEY PROSPERITY PROJECT

## Task Force on Economic Resiliency

**Action Planning Committee Goal** - Develop a resilient year round economy that provides opportunity for all Valley residents to achieve a higher quality of life.

- create more economic opportunities for residents
- provide for a critical balance between economic advancement and quality of life goals
- look at enhancing our local assets, growing and attracting entrepreneurs, and supporting local business sectors



# EXISTING POLICIES

Gunnison Municipal Code: Utility Reimbursement Policy

## **12.50.010 Statement of policy.**

- A. The general policy of the city of Gunnison is that development shall pay its own way and that the owners of undeveloped property benefitted by installation of utilities and other public improvements shall contribute financially to the cost of such improvements upon the development of their properties. This policy is designed to achieve fairness in the division of costs of installation of utilities and other public improvements and to protect the taxpayers of the city of Gunnison.
  
- B. The city council has determined that reimbursement agreements, where agreed to by the initial developer and the city, are an equitable and efficient means of promoting private installation of minor public improvements, particularly for infill of areas in a utility service area that requires utility line extensions. This policy does not apply to special improvement districts or utilities and other public improvements constructed within new developments, be they new subdivisions or PUDs, as defined in GMC 15.160.030(B).

# EXISTING POLICIES

Gunnison Land Development Code: General Development Standards

## §4.1 ADEQUATE PUBLIC FACILITIES

- A. Purpose.** The purpose of these adequate public facilities regulations is to ensure that all utilities and other facilities and services needed to support development are available concurrently with the impacts of such development. No building permit shall be issued unless such public facilities and services are in place or the commitments described in this Section have been made, and facilities exist to ensure the community's health, safety and general welfare.
- B. Applicability.** Adequate public facilities requirements apply to all new development and subdivisions subject to this *LDC*, except development on lots created and supported by public facilities that have been accepted by the City.

Gunnison Land Development Code: Subdivision Standards

- G. Development Costs Paid by Developers.** Provide that the cost of improvements which primarily benefit the tract of land being developed be borne by the owners/developers of the tract.

# EXISTING POLICIES

## Gunnison Land Development Code: Incentives

### §13.1 PURPOSE

The purpose of this Section is to provide incentives for specific types of land uses and/or creative site plans that exceed the minimum requirements of this LDC. Another purpose is to accomplish high-priority planning goals, including the preservation of open space and natural features and development of affordable housing.

### §13.2 GENERAL PROVISIONS

- A. Types of Incentives.** Incentives established herein are: density bonuses, which allow for greater density than that allowed in the underlying zone district; and, increased flexibility in dimensional standards to allow smaller lot sizes and reduced frontage than that of the underlying zone district.

The existing incentives include density bonuses for affordable housing. This section also includes the future consideration of Transfer of Development Rights and Open Space.

# QUESTIONS

1. The City's existing policies require new development to pay its own way. Is this an appropriate strategy to maintain?

## QUESTIONS

2. Should the City's economic development focus remain on public sector and non-profit efforts or should it diversify into private development?

## QUESTIONS

3. If the City desires to direct funding to private sector economic development efforts, what types of activities/locations should be targeted?