

# MISSION AND VISION

## **Mission:**

***Advancing Wheat Ridge as a vibrant and sustainable community.***

## **Vision:**

***Wheat Ridge is a great city in which to conduct business, live, learn, work, shop and play.***



# NRS OVERVIEW

## Nine Macro Strategies

<b>RESIDENTIAL</b>	<ol style="list-style-type: none"><li>1. Develop new market rate housing at key locations throughout the city.</li><li>2. Acquire, upgrade, and sell out-of-date housing stocks throughout the city.</li><li>3. Improve existing multi-family rental property throughout the city.</li></ol>
<b>COMMERCIAL</b>	<ol style="list-style-type: none"><li>4. Redevelop Wadsworth Corridor.</li><li>5. Develop West 44th into an Orchard District.</li><li>6. Accelerate and Shape the Development of 38<sup>th</sup> Avenue.</li><li>7. Develop a Town Center.</li></ol>
<b>UNIFYING</b>	<ol style="list-style-type: none"><li>8. Continue the development of Wheat Ridge Open Space.</li><li>9. Develop signage and enhance gateways and general appearance. (beautification)</li></ol>

# WR2020 RESPONSIBILITIES

- Demonstration of how housing can be upgraded and resold to target customers.
- Development of a home rehabilitation loan program to trigger reinvestment.
- Create and nurture interest from developers and contractors (and Home owners) to renovate existing housing stock.
- Develop incentives to package and market vacant or underutilized land for up market new housing.
- Community Self Help Programs to provide funding for visible, positive impacts, and standard setting.
- Programs to facilitate renovation and upgrade of small apartment complexes.
- Marketing, branding, and community identification programs and events.
- Series of city wide self help projects to demonstrate citizen involvement in Community Projects in Public Areas.
- Develop a program to option and secure underutilized, blighted, or abandoned key commercial properties to promote redevelopment.

*SOURCE: NRS P.34*



# WR2020 ACCOMPLISHMENTS

- WR2020 has purchased, and continues to purchase, and upgrade and resell renovated single family homes in targeted areas to target customers.
- WR2020 has developed the HIP home rehabilitation loan program to trigger reinvestment.
- WR2020 has performed outreach and marketing to create and nurture interest from developers and contractors (and home owners) to renovate existing housing stock.
- WR2020 has developed a partnership investment program as an incentive to package and market vacant or underutilized land for up-market new housing.
- WR2020 has implemented Community Self Help Programs to provide funding for visible, positive impacts, and standard setting in our community such as Neighborhood Clean Up projects and landscaping education programs.
- WR2020 is working with the City on marketing, branding, and community identification programs and events and has succeeded in branding the Randall Park Neighborhood
- WR2020 has optioned and secured underutilized, blighted, or abandoned key commercial properties to promote redevelopment, and is working with the City to promote planning, and redevelopment in these areas.