

# V I S I O N 2020

## Genesee Focus On the Future

***“Make no little plans; they have no magic to stir men’s blood and probably themselves will not be realized. Make big plans; aim high in hope and work.”***

***Daniel H. Burnham - 1907  
Visionary Architect and Planner***

Millions of years in the making, Genesee became a reality because of one man’s vision of what it could be. As he walked the land some forty years ago, he saw development possibilities amidst the Ponderosa pine forests and rock outcroppings. He also understood that this “huge, unspoiled landform .....deserved to be treated with special care.”

Protected by covenant restrictions and an architectural review committee, Genesee has developed into a premier mountain community. Now approaching its 35<sup>th</sup> anniversary, Genesee is a mature community of 883 homes set amidst 1,200 acres of dedicated open space.

Believing the time is right to take a look at where we are and where we would like to be in 2020, the Foundation Board created a Vision Committee chartered to engage the community in a collaborative process to develop a shared vision of the future. The overarching goal is to insure Genesee remains a premier foothills community.

The purpose of this “white paper” is to:

- Present information and data on where Genesee is today.
- Ask questions to stimulate discussion on what we want Genesee to be.

An initial reaction to the visioning process may be that Genesee is acceptable the way it is today. The reality is that nothing is static; change is inevitable. We can’t stop it, but we can proactively manage it. Like the early visionaries of Genesee, we can look ahead and develop a plan for future residents while enjoying what we have today.

Current residents and new arrivals to Denver’s front range will have an increasing number of lifestyle, neighborhood, and housing options from which to choose. Genesee must define its uniqueness and sense of community to attract potential homebuyers.

## **COMMUNITY VALUES**

### **What makes Genesee unique?**

The first step in the visioning process is to come to consensus on our common beliefs. A community is defined by its values. Values form the basis for decision making.

Based on conversations with members of our community over the past year, the Vision Committee proposes five core values for consideration:

- Appreciation of the natural environment: Mountain living; trails; views; wildlife.
- Stewardship of assets: Open space; Foundation facilities; private property; supporting infrastructure; environmental responsibility.
- Commitment to community: Open communication; volunteer support.
- Fiscal responsibility: Effective use of financial resources.
- Diversity of residents: People of all ages including families, couples, and singles.

**What is most important to you? Do the above community values represent why you live in Genesee? What would you suggest?**

**LIFESTYLE: DEMOGRAPHICS**

**Who are we today?**

Data Source: 76% response to our recent demographic survey.

- A community of approximately 2,100 residents.
- Home ownership: 98%.
- Homes with children: 28%
- Prior residence: 70% in state; 30% out of state.
- Average residents per home: 2.4.
- 56% percent of adults are 50 plus.
- Average age of adults: 56.
- Average age of children: 11.
- Age Distribution:
  - 0 to 9           8%
  - 10 to 19       13%
  - 20 to 29       1%
  - 30 to 39       5%
  - 40 to 49       17%
  - 50 to 59       26%
  - 60 to 70 plus 30%

**Who will be here in the future?**

Data Source: Denver Regional Council of Governments predictions.

- Population of the metro area will increase from 2.5 million in 2008 to nearly 4 million in 2030, an increase of 60%.
- Population will age, with the number of residents 60 or older doubling in the next 25 years, reaching 25% of the total population.
- Jefferson County population will increase from 535,837 in 2005 to 614,351 in 2020.
- Jefferson County households will increase from 211,434 in 2005 to 250,904 in 2020, an increase of 16%.

**Whom do we want to attract to Genesee?**

**LIFESTYLE: RELOCATION DECISIONS**

Data Source: Realtor survey and feedback on past five years.

**Why do buyers choose to purchase a home in Genesee?**

- Natural environment.
- Proximity to mountains.
- Proximity to downtown Denver and Tech Center.

**Why do buyers chose not to purchase in Genesee?**

- Homes and facilities viewed as “too old and dated.”
- Lack of community feel.
- Genesee seems remote.

### **Why do sellers leave Genesee?**

- Children's activities and schools are "down the hill."
- Want to be closer to amenities such as grocery stores, medical, etc.
- Move out of state.
- Downsizing.

### **LIFESTYLE: ACTIVITIES/AMENITIES**

#### **What do people do in Genesee?**

- Hike the trail system, bike, swim, play tennis, snow shoe, exercise.
- Participate in a number of interest groups, clubs and social events.
- Volunteer for committees and projects.

#### **What activities would we want in the future?**

#### **What support services are provided by the Foundation?**

- Snow plowing on private roads.
- Trash and recycle collection.
- Patrol service.

#### **What support services are provided by other agencies?**

- Water and sewer.
- Fire protection and rescue.
- Underground communications and energy utilities.

#### **What additional amenities/support service would we want/need?**

### **ENVIRONMENTAL SUSTAINABILITY**

#### **What are Genesee's existing environmental advantages?**

- Commitment to the preservation of open space.
- Approximately 20% less water per residence than metro area communities such as Centennial.
- Less use of lawn/garden chemicals due to commitment to natural grasses/plants rather than manicured lawns.
- Less use of electricity due to minimal exterior lighting and optional air conditioning.

#### **How could Genesee become more environmentally responsible?**

### **FACILITIES**

#### **What facilities support our current Lifestyle?**

- Two clubhouses and the Oxley Homestead.
- Two adult and one tot swimming pools.
- Four tennis courts.
- Two playground sites.
- Hiking trail system.

#### **What do our facilities need to be in the future?**

Facilities in Genesee need to be as flexible as possible and perform many functions. The Foundation has engaged GreenPlay, a management consulting firm for parks, recreation, and open space, to conduct a community facilities and recreation study.

GreenPlay, along with Genesee resident Fred Coester from Sink Combs Dethlefs, a sports architecture firm, will assess conditions and maintenance costs, analyze functionality, review usage statistics, and propose options for re-purposing and/or remodeling for future usage. GreenPlay and Sinks Combs will present their preliminary findings at the April 16th Town Meeting.

It is important to note that the Foundation has a long range plan for managing open space, but has not done the same for activities, facilities, and infrastructure.

It is also important to note that to do nothing costs money. Genesee has short term and long term maintenance requirements. Community input is critical to determine how best to use Foundation funds to:

- Maintain current facilities, recognizing that costs to maintain aging facilities will increase.  
--or
- Redesign, remodel, or repurpose for future needs, recognizing that funding options will need to be explored.

## **COMMUNITY RESPONSE**

The Vision Committee wants to hear from you. In the coming weeks you will have multiple opportunities to provide answers to the three basic visioning questions:

- Where are we now?
- Where do we want to be?
- How do we get there?

### **We urge you to participate in the following Resident Input Sessions at Vista:**

- **Town Meeting**
  - April 16<sup>th</sup> 7:00 p.m.
- **Focus Groups**
  - April 23<sup>rd</sup> 9:00 a.m.
  - April 26<sup>th</sup> 1:00 p.m.
  - April 29<sup>th</sup> 9:00 a.m.
  - May 1<sup>st</sup> 7:00 p.m.

A form for written comments will be available at all input sessions. You can also send your ideas, suggestions, or questions to the Vision Committee via email at [vision@geneseefoundation.org](mailto:vision@geneseefoundation.org).

In closing, all of us need to think boldly about the core values that define us and the desired future state for Genesee. It is up to us to insure that Genesee remains a premier foothills community.

### **Thank you from the Vision Committee**

**Anne Sherwood, Chair; Carla Andrews; Scot Barker;  
Fred Coester; Emily Henderson; Scott Jacobs; Ann Lenane;  
Anita Livingston; Bim Stanton; Andrew Stirrat; Bruce Strand**