



MEMO TO: Planning Chairperson Wolter, Planning Commissioners and Town Board
FROM: Catherine E. Trotter, AICP, Town Planner
DATE: April 23, 2021
SUBJECT: Planner Briefing on the future of Funky Fraser

MATTER BEFORE THE PLANNING COMMISSION:

Discussion only.

ACTION REQUESTED:

There has been an interest and a request to review and discuss potential next steps in the planning and development for the Town.

BACKGROUND:

In order to lay the ground work for the discussion, staff wanted to provide a context. Please find below a list of the Town of Fraser planning initiatives and studies.

<https://www.frasercolorado.com/DocumentCenter/View/60/2017-Downtown-Fraser-Strategic-Plan-PDF> Link to 2017 Downtown Fraser Strategic Plan

<https://www.frasercolorado.com/DocumentCenter/View/664/Fraser-River-Corridor-Master-Plan>
Link to Fraser River Corridor Master Plan

<https://www.frasercolorado.com/DocumentCenter/View/61/2016-Town-of-Fraser-Housing-Needs-and-Development-Study-PDF> Link to 2016 TOF Housing Needs and Development Study

<https://www.frasercolorado.com/DocumentCenter/View/58/Community-Trails-Plan-PDF> Link to 2014 Community Trails Plan

<https://www.frasercolorado.com/DocumentCenter/View/62/2010-Comprehensive-Plan-PDF> Link to 2010 Town of Fraser Comprehensive Plan

Fraser DART Final Report 11.9.17 Resiliency Plan is included in the packet.

Current Initiatives:

We are also moving forward with our application to the Main Street program. The Powerpoint that has been presented to Town Board, EDAC and PAC is included in this packet.

Please watch this short 5-minute inspirational video as an introduction: [Take 5: Main Street Revitalization video](#). It's an excellent overview of the program and gives a quick snap-shot of the methodology used to implement the Main Street 4-point approach.

Additional Main Street background and resources can be found on the DOLA [website](#), along with the [Colorado Main Street Program](#) manual.

Community Builders (CB) provided technical assistance to Fraser to help create the Downtown Fraser Strategic Plan. The goal of the CB assistance program is to provide communities with the tools and resources to spark meaningful on-the-ground progress, while building local capacity and creating success stories to build better places by aligning community's planning and economic goals.

Staff has reached out to a Planning Consulting firm, DTJ Design and they have briefly reviewed some of these documents referenced here. They have provided a memo as a starting point for a discussion on what our next steps could be.

We are looking at creating a roadmap for Fraser with a concise, understandable vision with agreed upon priorities which help us focus on an action plan and put Fraser in the driver's seat to be proactive instead of reactive.

The community goals listed in the Downtown Strategic Plan are to be used as guiding principles for future projects within, and adjacent to, the downtown area:

1. Develop a vibrant Town Center that serves as a focal point for the community and attracts visitors to stop.
2. Preserve and build upon Fraser's fun, eclectic and historic character..." Leaving Planet Earth." Use Fraser's funkiness to bolster the Town unique identity, as well as in creating a cohesive downtown.
3. Develop a diverse and resilient local economy that supports locally-owned and operated businesses, in addition to fostering entrepreneurship.
4. Increase mobility choices, from getting around town on foot to regional travel via mass transit.
5. Expand and diversify local housing options.

Downtown focus areas are US40, Riverwalk District, Victoria Village, and the Poleyard.

We have accomplished many of the recommendations in the various plans and will provide a quick summary at beginning of the meeting.

Looking forward to this dialogue.

Please contact me with questions/concerns. ctrotter@town.fraser.co.us