

The proposed development was designed to satisfy all the goals of the “2017 Downtown Fraser Strategic Plan.” The developer engaged the town board and the planning commission prior to planning to ensure this was a project that fit all the goals.

Starting with the community goals. The development is a start to the “vibrant town center,” purposefully creating welcoming retail spaces with huge outdoor patios and a pocket park that establishes a focal point for the Town of Fraser. This area encourages people to gather and converse. This is aided in this by adding street parking and an 8-foot sidewalk along Fraser Ave that will funnel people towards this focal point. The design “hides” all of the non-on street parking on the alley side to create a traditional main street feel. All points along Fraser Ave for the proposed development activate the walkway and have no dead wall space. Additionally, this will a reason for visitors to stop over on what would usually be a trip through Fraser.

All this begins to emphasize Fraser Ave as the primary East-West between the Amtrak station and the Fraser River. As a person exits the train at the Amtrak station, they will be drawn to the retail at this location. The development creates a contiguous walkway from the crosswalk to the end of the site all with 8-foot sidewalks and gives a reason to come this way after exiting the train.

The proposed development keeps Fraser’s “Fun, Eccentric and historic character” through design. The buildings utilize shape and depth to give it a fun and eccentric feel while still taking cues from other neighboring buildings to maintain the historic character. The units were all designed with outdoor patio space that encourages a sense of community. The project also incorporates multiple spots for local murals to be enjoyed by the community. The materials chosen are also fun and eccentric, that will change feel with the lighting, season and weather.

The proposed development adds to the “diverse and resilient economy” while “expanding and diversifying local housing options.” This project is designed for “workforce” housing as it will be a purpose built, for rent, property, with 100% commercial space on the ground floor of one building and 20% deed restricted residential units in the other building. It is also designed to accommodate all walks of life from roommates, families, couples, empty nesters. These units are built for people who live and work in Fraser. The retail space is designed for restaurants and shops to either employ members of the community, or be run by members of the community.

The proposed project also directly increases mobility choices. It is located a short walk from all the public transportation lines, including Amtrak. A tenant can get to downtown Winter Park, the ski resort, Granby, Denver (and all surrounding suburbs) and even DIA without stepping foot in a car. We also included ample bike racks to encourage the community to bike and walk to the proposed development.

Overall, the proposed development is intended to conform in entirety to the 2017 Fraser Comprehensive Plan and be the catalyst for the Riverwalk redevelopment. We are excited about this project and the future of Downtown Fraser.