

FRASER FORWARD

Town of Fraser Comprehensive Plan

BOARD OF TRUSTEES WORKSHOP

FEBRUARY 4, 2026

**Cushing
Terrell®**

AGENDA

- Comprehensive Plan Purpose
- Community Engagement
- Community Values
- Plan Organization / Elements
 - Vision & Goal Topics
- Implementation Approach
- Future Land Use
- Questions/Discussion
- Next Steps



COMPREHENSIVE PLAN PURPOSE

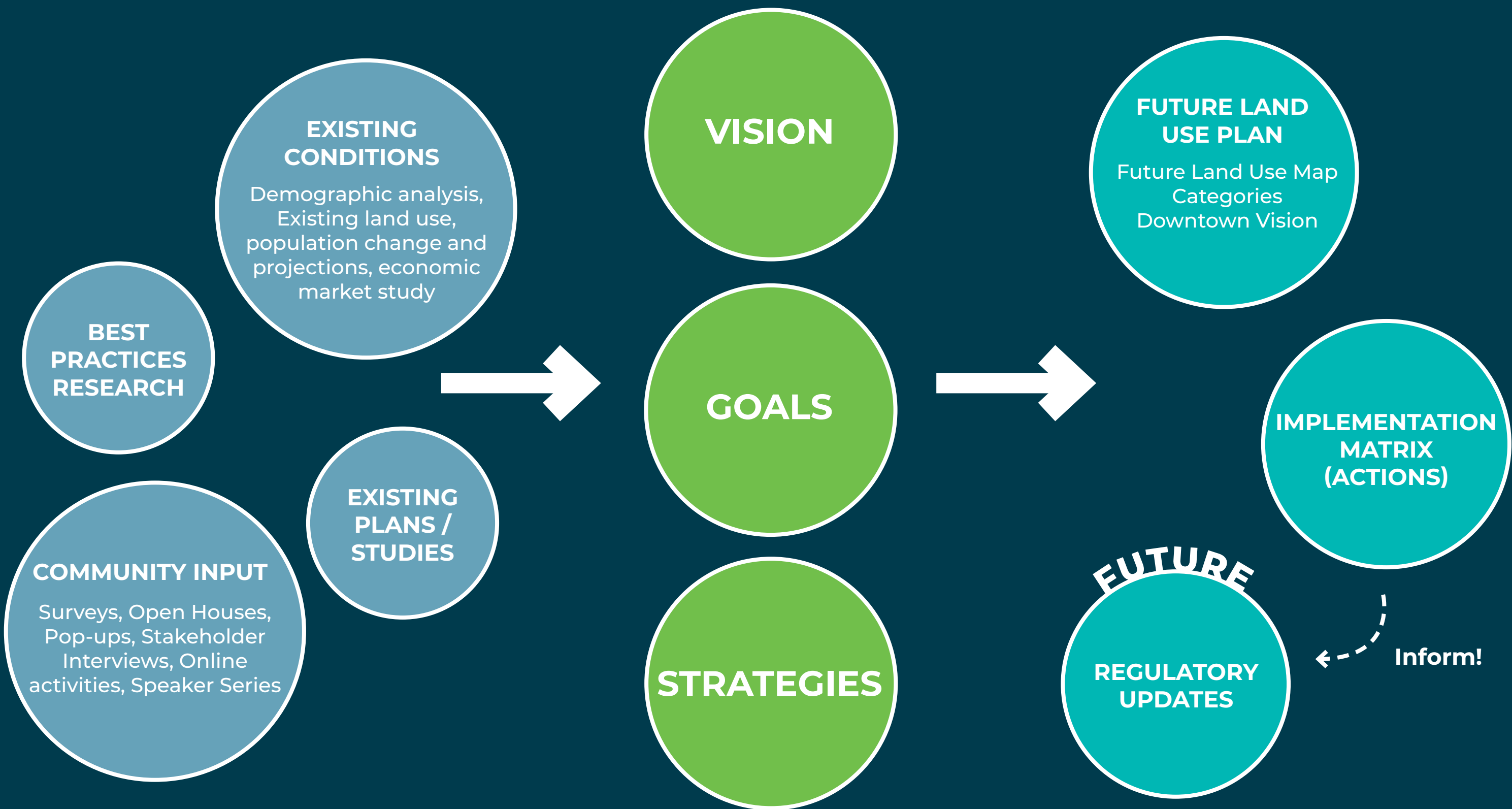
- Long-range policy guide for managing growth, development, and public investment
- Builds on prior planning efforts while responding to changing conditions, community priorities, and new opportunities and challenges
- Policy document to inform decision-making by Board of Trustees, boards and commissions, staff, and community partners



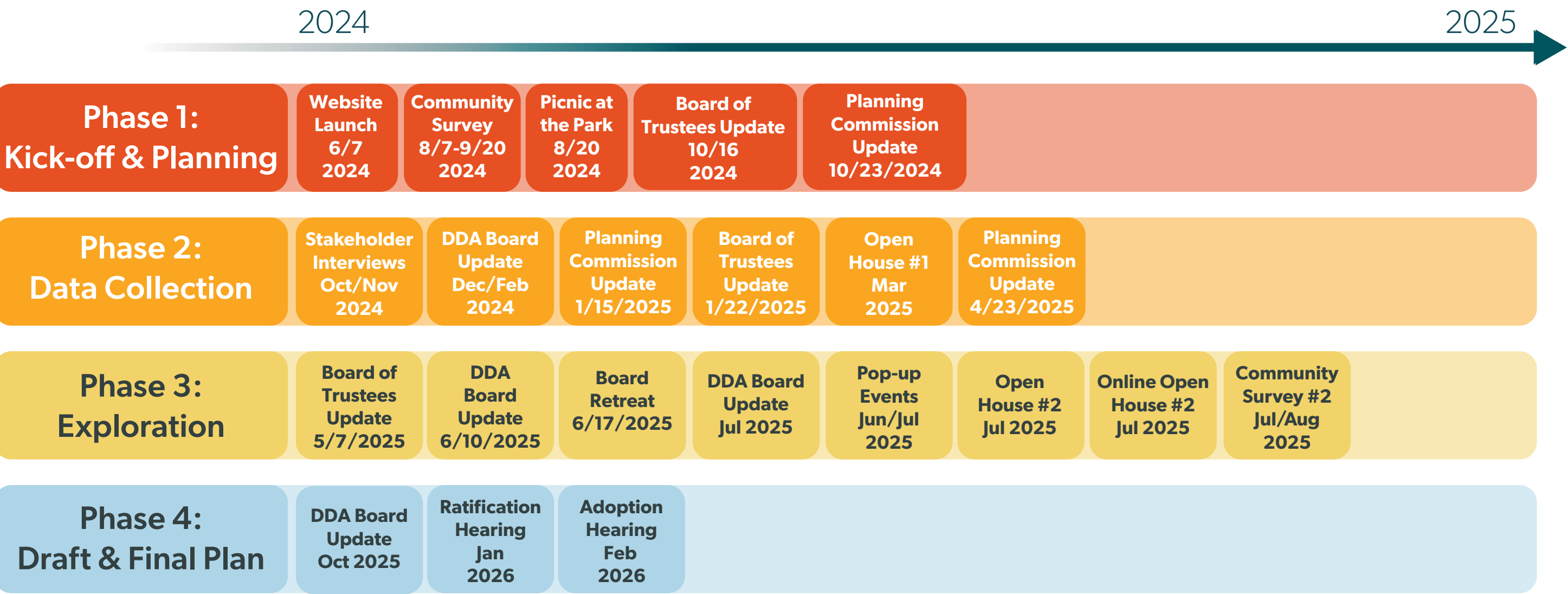
PLAN INPUTS

PLAN GUIDANCE

IMPLEMENTATION TOOLS



PLAN OUTREACH/PROCESS



COMMUNITY VALUES



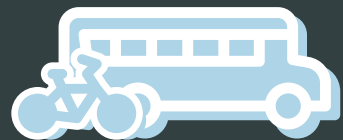
Affordable & diverse housing options



Economic resiliency & workforce development



Fraser's unique spirit and character



Safe roads and access for all



Public services and community resources



Natural spaces and wild places

PLAN ORGANIZATION

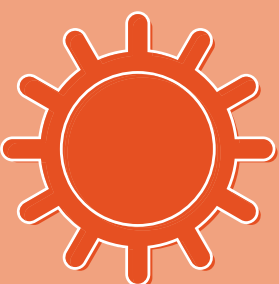
SPRING



Growth & New Beginnings

Downtown Vision
Housing
Economic Vitality

SUMMER



Vibrancy & Connection

Community
Parks, Recreation, Open Space, & Trails

FALL



Stewardship & Resilience

Land Use
Sustainability

WINTER

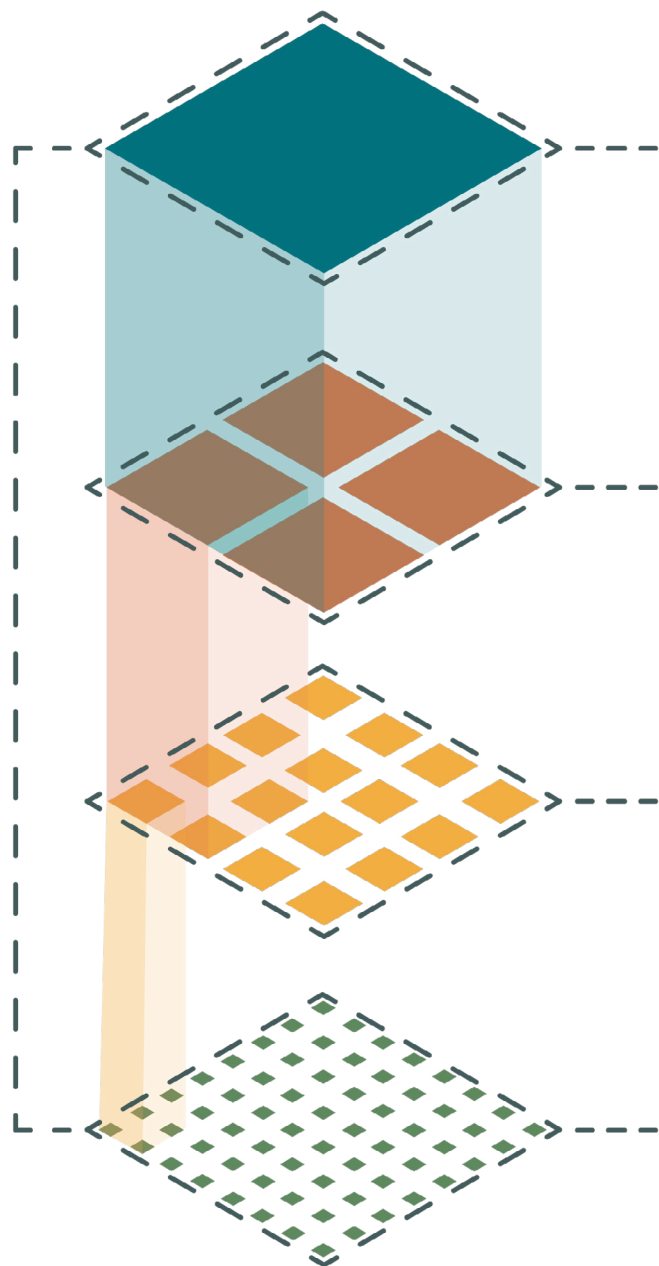


Foundations & Support

Town Services & Infrastructure
Transportation & Mobility
Intergovernmental Coordination

PLAN ELEMENTS

FRASER COMPREHENSIVE PLAN



VISION

Prophetic statement that envisions the future when all or most goals have been achieved

GOALS

Broad statements that push towards achieving the vision and encapsulate values.

STRATEGIES

Derived from goals and represent a set of guidelines that inform decision-making.

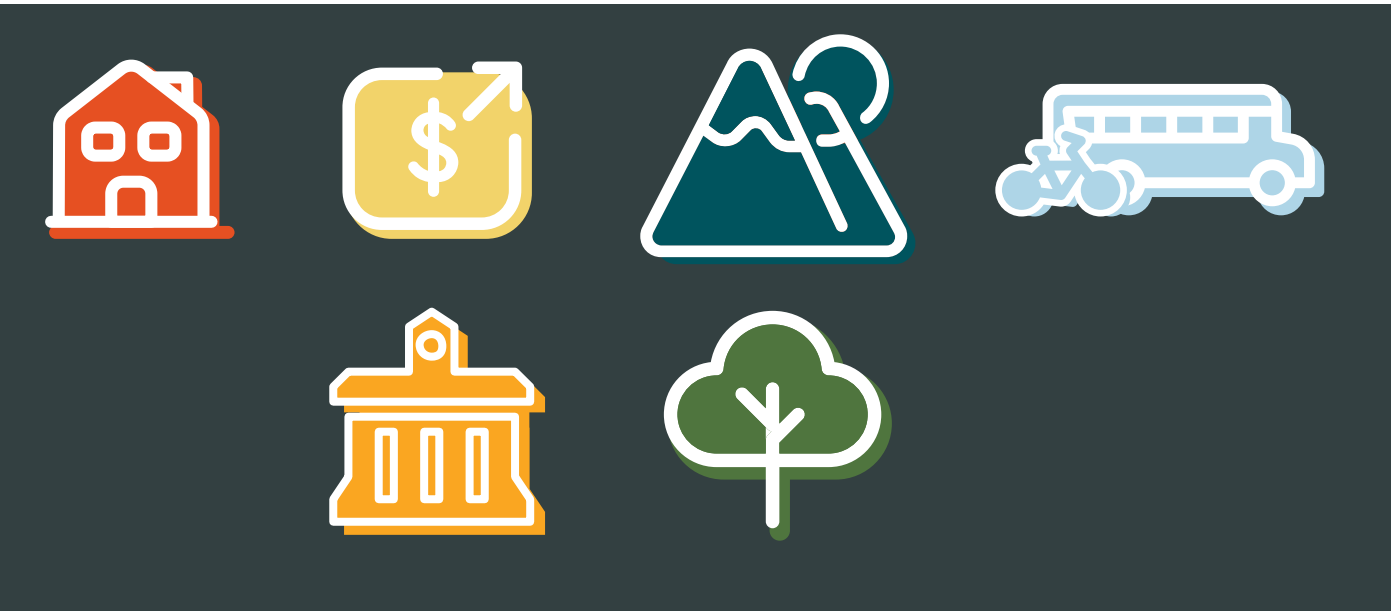
ACTIONS

Steps taken by departments or partner organizations to implement the goals and policies.

DOWNTOWN VISION

VISION

Create a vibrant and inviting Downtown that embodies the individuality of Fraser through thriving businesses, lively community spaces, walkable destinations, and local character.



GOAL TOPICS:

- Comfortable environment for walking, biking, and rolling
- Lively and sustainable business environment
- Fraser River & Trail the heart of town shaping our identity
- Go-to destination where there's always something fun for everyone

EXAMPLE STRATEGIES & ACTIONS:

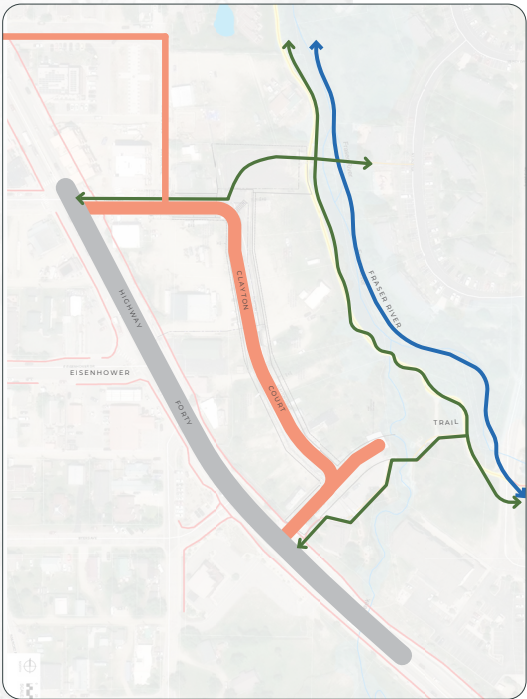
- Add sidewalks to all existing and proposed roadways in Downtown Fraser and add to Town's CIP
- Establish the Fraser Mobility Hub at 360 Railroad Ave
- Continually assess and evaluate the effectiveness of zoning incentives to create affordable housing
- Encourage active uses and programming on the Fraser River while respecting ecologically sensitive areas
- Support and enhance the Town's signature seasonal events

Ultimately, implement the Downtown Vision Plan.

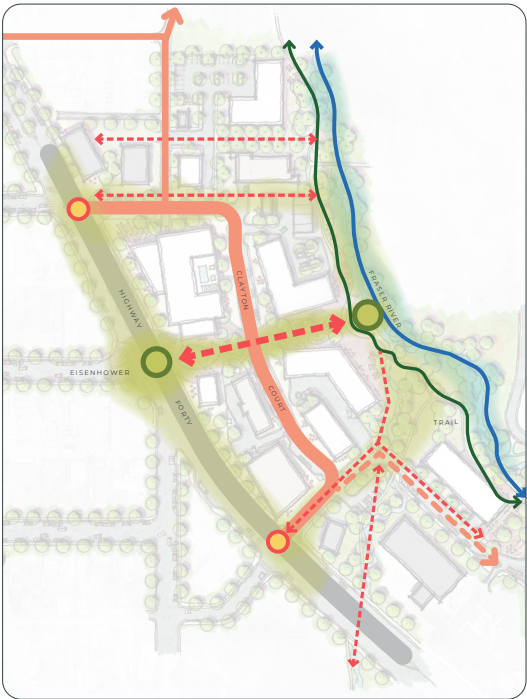
DOWNTOWN VISION



EXISTING FRAMEWORK



PROPOSED FRAMEWORK



Connecting vision to goals...

DTV 1 DTV 2 DTV 3 DTV 4

- A Trail Overlook
- B Existing Bridge
- C Terraced Gathering Area & Overlook
- D Planned Art Center
- E Planned Signal & Streetscape Improvements
- F Grade Transition
- G Programmed Plaza
- H Play/Gathering Zone
- I Potential Roadway Connection to Meadow Ridge
- J Potential Wapiti Realignment
- K Potential Roadway Connection at Sun River Drive
- L Existing Roadway Bridge
- M Potential Byers Relocation
- N Streetscape Improvements
- O Shared Train/Downtown Parking
- P Transit Stop
- Q Headwaters Trail Alliance Building
- R Distillery Barrel Storage Building
- S Potential Shared Parking Opportunity
- T Festival Street
- U Future Fraser Mobility Hub

HOUSING

VISION

Encourage the building and maintenance of great places to call home, whether year-round or seasonally.



GOAL TOPICS:

- Promote a variety of housing options, rental and for-sale
- Encourage mixed-use housing for walkable neighborhoods
- Build and strengthen partnerships to increase affordable housing
- Balance housing options for year-round residents, seasonal workforce, non-resident owners, and visitors

EXAMPLE STRATEGIES & ACTIONS

- Create incentives and streamline processes to develop missing middle housing options
- Collaborate with the Fraser River Valley Housing Partnership to offer a deed restriction program for existing residential units
- Consider inclusionary zoning models that would require low/middle income units to be constructed with new development
- Implement policies that encourage non-resident homeowners to make properties available for long-term rental when not in use

ECONOMIC VITALITY

VISION

A vibrant mountain town filled with shopping, dining, and entertainment options fueled by happy visitors and residents.



GOAL TOPICS:

- Build a thriving, memorable mountain downtown
- Bolster counter-seasonal business to help balance workforce needs
- Encourage growth in small businesses
- Make Fraser a place where people can both live and work affordably
- Encourage business collaboration in emerging shopping areas

EXAMPLE STRATEGIES & ACTIONS:

- Work with the DDA and Chamber to identify market gaps and actively recruit businesses that fill them
- Create a Downtown marketing and branding strategy that highlights Fraser's unique character and offerings
- Explore creation of a year-round employment incentive program for businesses that maintain staff during shoulder seasons
- Maintain an inventory of available commercial spaces and actively market them to desired business types

COMMUNITY

VISION

A funky and authentic town that celebrates its local history, outdoor recreation, welcoming community, and mountain town character.



GOAL TOPICS:

- Preserve Fraser’s charm and sense of community
- Ensure development enhances the visual character - blending modern design with the natural beauty
- Celebrate arts and culture to create spaces that connect and inspire people

EXAMPLE STRATEGIES & ACTIONS:

- Provide incentives for preservation or adaptive reuse of historic structures
- Establish a Citizen’s Academy to educate and inform Fraser Valley residents on the role of their local government and encourage community leadership
- Establish architectural design guidelines for new development
- Incorporate elements of Fraser’s history and traditions into public spaces
- Maintain/increase funding for Art in Public Places in the Town’s budget

PARKS, RECREATION, OPEN SPACE, & TRAILS

VISION

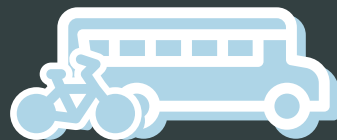
Fraser's parks, recreation, open spaces, and trails enrich the community by providing fun places to explore, stay active, and enjoy a healthy environment.

GOAL TOPICS:

- Protect and enhance open spaces
- Maintain and enhance a connected parks and trails network
- Provide more opportunities for indoor recreation
- Promote inclusive access to all public spaces

EXAMPLE STRATEGIES & ACTIONS:

- Protect and enhance Cozens Ranch Open Space
- Upgrade trailheads with amenities such as restrooms, bike racks, trash and recycling bins, shade, seating, and parking
- Install consistent, clear signage across regional trails as based on the Signage & Wayfinding Master Plan
- In partnership with the Fraser Valley Metro Recreation District, explore opportunities for a fieldhouse/multi-purpose use facility for indoor recreation
- Maintain funding sources to support growth of and improvements to parks and open spaces



LAND USE

VISION

Fraser grows thoughtfully and sustainably, ensuring a vibrant community that meets the needs of both current and future residents while preserving unique character.



GOAL TOPICS:

- Promote a balanced mix of land uses that supports the Town's ability to provide services and protect natural resources.
- Plan development where infrastructure and services already exist
- Ensure new development is beneficial to the fiscal sustainability of the Town
- Align development codes with the vision and goals of the Comprehensive Plan

EXAMPLE STRATEGIES & ACTIONS:

- Support small-scale neighborhood serving retail and services within or near residential areas
- Prioritize the use of underutilized or empty parcels within existing Town boundaries
- Implement and regularly update development fees to ensure development contributes its fair share to infrastructure, green space, and public services
- Promote the inclusion of light industrial/manufacturing land uses to diversify the region's job and tax base
- Utilize the Future Land Use Map for rezoning & annexation requests

SUSTAINABILITY & NATURAL RESOURCES

VISION

Fraser treasures its natural resources and is dedicated to preserving and improving them, ensuring they are accessible for future generations to enjoy.



GOAL TOPICS:

- Support initiatives that preserve Fraser’s natural beauty
- Embrace sustainable development practices
- Promote efforts to improve air quality
- Inspire healthy, sustainable lifestyles

EXAMPLE STRATEGIES & ACTIONS:

- Conduct comprehensive mapping of existing wetlands to identify priority wetlands and inform planning decisions
- Adopt supplemental regulations to encourage and incentivize new development to incorporate green stormwater infrastructure
- Update the Town’s landscaping regulations to require vegetation that doesn’t require irrigation
- Convert transit and Town fleet vehicles to electric or hybrid models
- Encourage multi-modal transportation by designing and building roads for all users
- Measure, track, and set targets for greenhouse gas emission reduction

TOWN SERVICES & INFRASTRUCTURE

VISION

Fraser’s services and infrastructure provide residents with safe, reliable, and effective amenities.



GOAL TOPICS:

- Provide essential services to residents of all ages and abilities.
- Expand health services in Town
- Enhance Fraser’s physical infrastructure to support growth

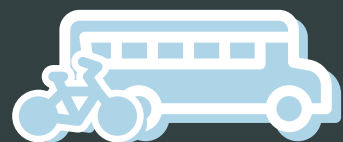
EXAMPLE STRATEGIES & ACTIONS:

- Support the formation of a 6-12 grade school facility in Fraser
- Work with local partners to address the need for sustainable early childhood education funding
- Support the new Middle Park Health Fraser campus and recruit other healthcare providers to Fraser to serve local needs
- Collaborate with County and nonprofit mental health providers to increase access
- Ensure long-term water supply and high-quality drinking water
- Review and update the CIP based on infrastructure condition, development trends, available funding, and reaching 50% completion of the previous CIP

TRANSPORTATION & MOBILITY

VISION

A joyful and connected mountain town where walking, biking, and transit make it easy to get around and explore.



GOAL TOPICS:

- Build safe walking and biking connections for year-round use
- Plan for a transit experience that includes micro-transit and an enhanced rail station area
- Support a well-connected road network that ensures efficient movement
- Provide easy-to-find parking

EXAMPLE STRATEGIES & ACTIONS:

- Address drainage and snow removal issues to improve pedestrian friendly sidewalks throughout the winter and spring months
- Develop new typical roadway sections that allocate space for non-motorized users
- Support increased passenger rail traffic to Fraser
- Continue to coordinate with CDOT on the US 40 capacity project to reflect local needs
- Evaluate fee-in-lieu of parking policy and shared parking model for new developments

INTERGOVERNMENTAL COORDINATION

VISION

Fraser communicates and coordinates with other jurisdictions, agencies, and nonprofits to collaboratively address regional planning issues.

GOAL TOPICS:

- Develop a framework for ongoing regional collaboration
- Encourage coordination around land use in the Valley
- Coordinate regional transit projects
- Create forward-thinking, regional housing plans
- Work with the County and Winter Park to plan for services and infrastructure
- Coordinate parks and recreation planning
- Protect residents and visitors from human or natural disasters

EXAMPLE STRATEGIES & ACTIONS:

- Explore the formation of a Regional Transportation Authority as a means to provide sustainable funding for the operation and expansion of transit services
- Work with the Fraser River Valley Housing Partnership, Winter Park, and Grand County to create and implement a Valley-wide strategy for workforce, seasonal, and affordable housing



FRASER IN ACTION

PRIORITY LEVEL

- 1. Critical
- 2. Vital
- 3. Desirable

TIMEFRAME

- Ongoing = as needed
- Short Term = 0 - 3 years
- Medium Term = 3 - 5 years
- Long Term = Over 5 years

POTENTIAL PARTNERS

- Headwater Trails Alliance
- Fraser Downtown Development Authority
- Colorado Department of Transportation
- Etc...

EXAMPLE:

Action	Priority	Timeframe	Partners
Consider fee reductions/waivers for adaptive reuse projects that are mixed-use	2	Short Term	Grand County Historical Society, Fraser River Valley Housing Partnership, Colorado Housing and Finance Authority

FUTURE LAND USE









FUTURE LAND USE IS:

- ✓ **A tool to illustrate the community’s vision for growth** (where we do and don’t want to grow)
- ✓ **Guidance for decision making** (or recommendation on land use applications)
- ✓ **Informed by the public, history, and landowners**
- ✓ **Amendable**

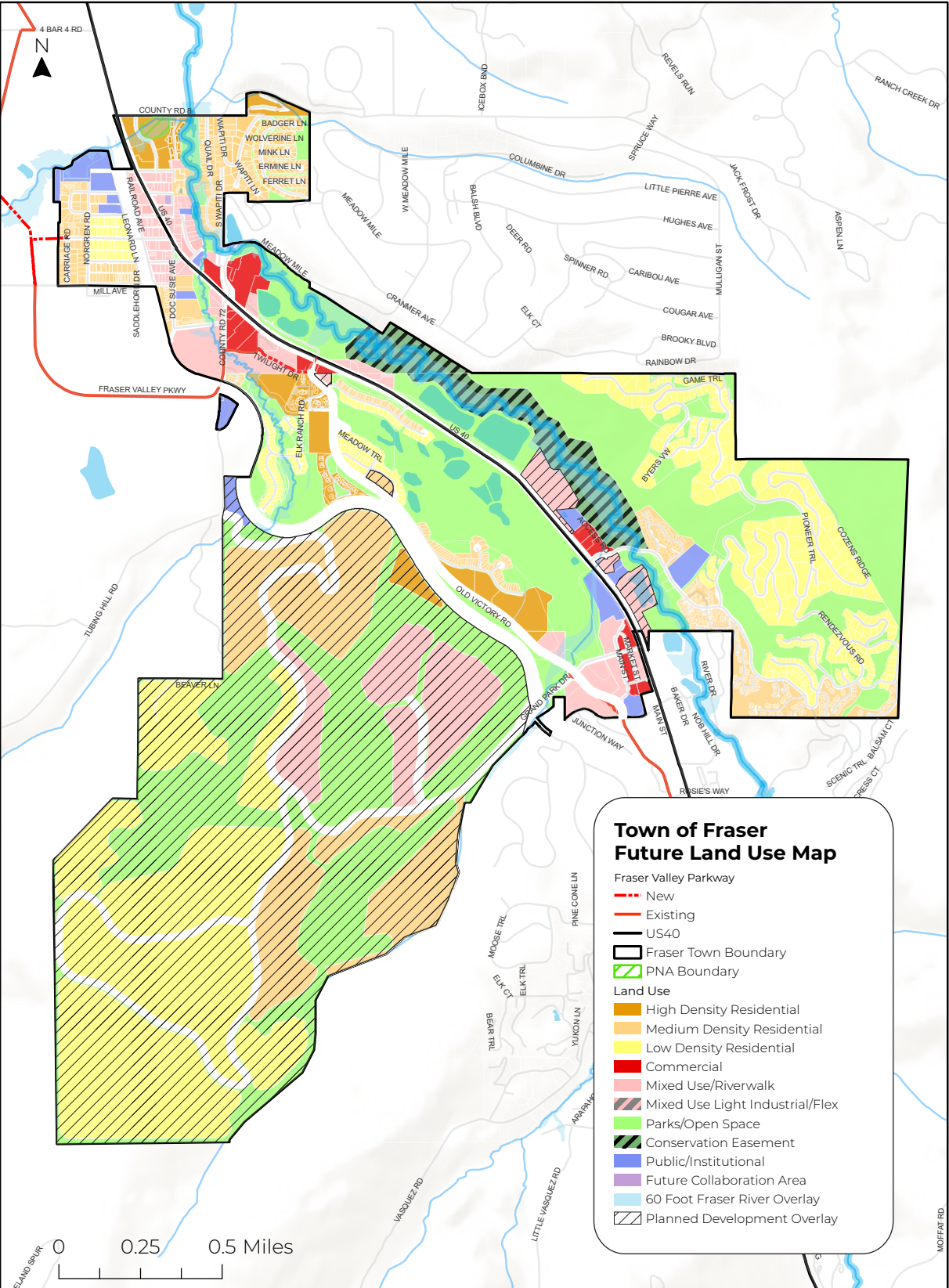
FUTURE LAND USE IS NOT:

- ✗ **Regulatory** (it’s a guiding document)
- ✗ **Zoning** (although it can help inform updates to the Zoning Ordinance)
- ✗ **A development plan**
- ✗ **New!** (the 2010 Comprehensive Plan has a FLUM)

FUTURE LAND USE

-  Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Commercial
-  Mixed Use / Riverwalk
-  Mixed Use Light Industrial / Flex
-  Parks / Open Space
-  Conservation Easement
-  Public / Institutional
-  Future Collaboration Area
-  60 Foot Fraser River Overlay
-  Planned Development Overlay

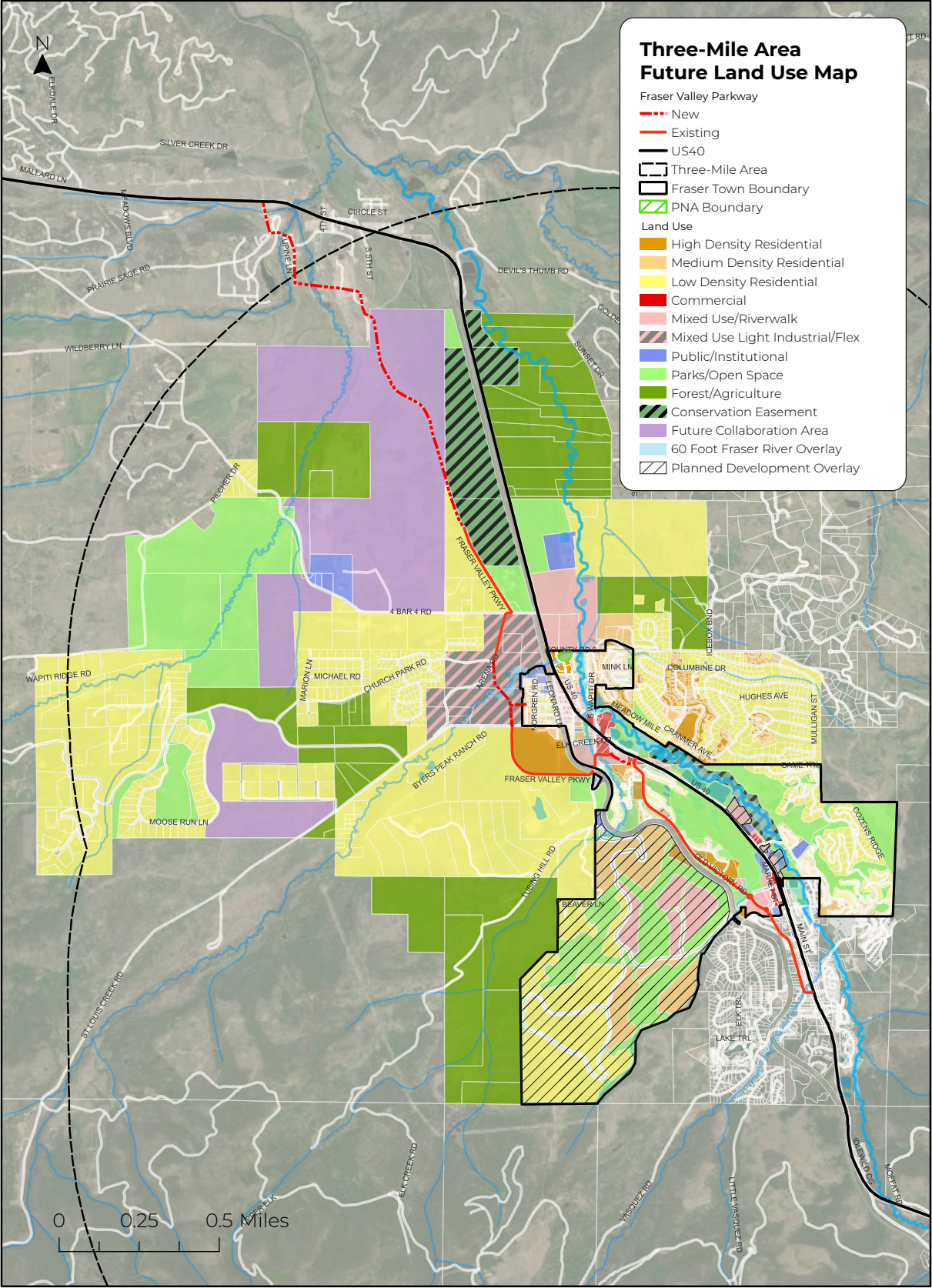
FLU MAP



ANNEXATION GUIDANCE

COMMUNITY NEEDS:

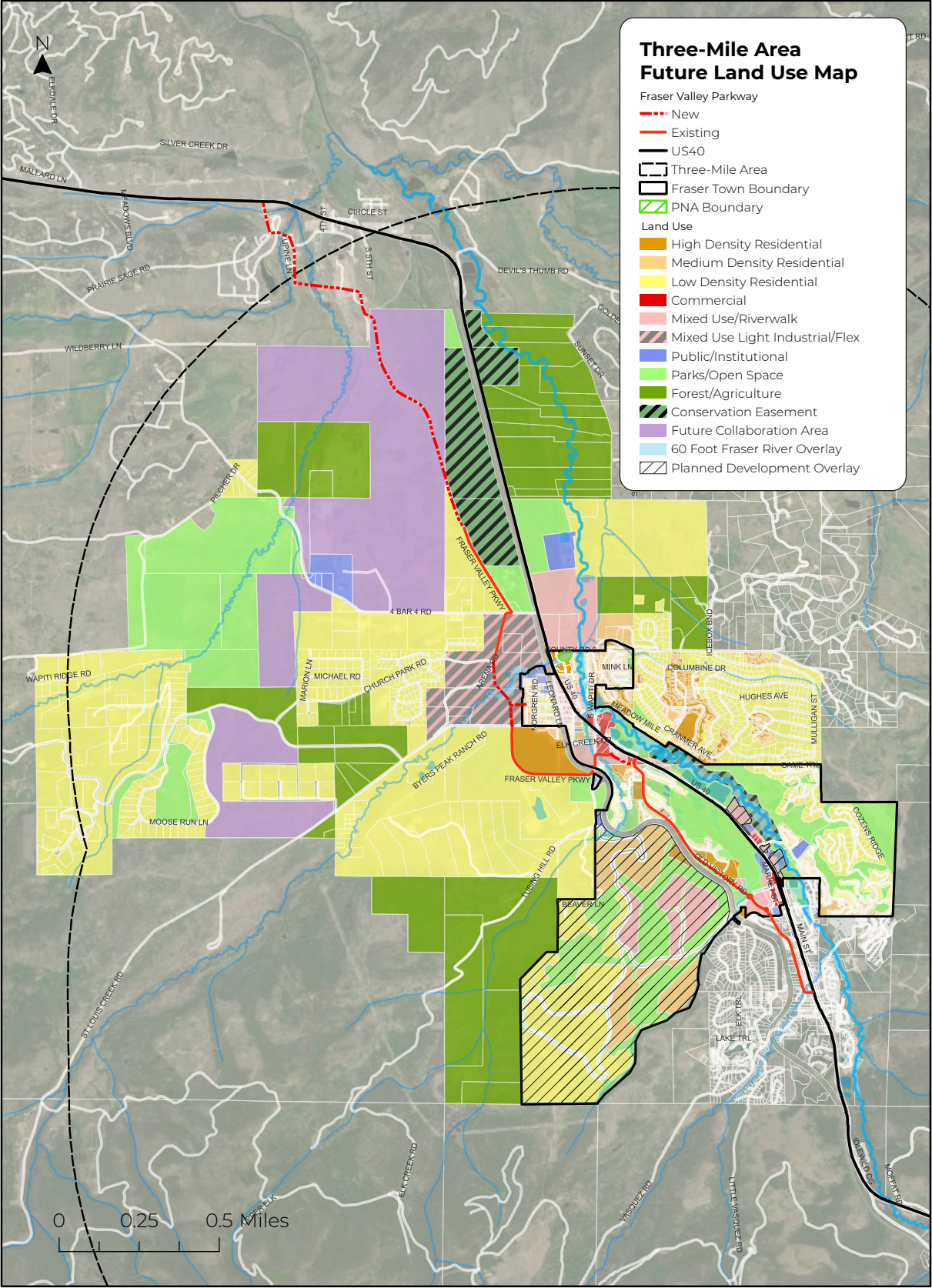
- Conveyance of water rights to Town
- Dedication of land for:
 - Future 6th-12th grade public school
 - Wastewater treatment plant expansion
 - Post office (expansion or relocation)
 - Public works satellite facility
- Inclusion of affordable housing
- Extension of Fraser River Trail / permanent preservation of open space



ANNEXATION GUIDANCE

COMMUNITY INTERESTS:

- Dedication of land for:
 - Post-secondary education facility
 - Additional recreation facilities
 - Future public purpose
- Inclusion of light industrial/manufacturing uses
- Creation of a geothermal utility district



NEXT STEPS

- February 18: Final approval and adoption by the Board of Trustees
- Implementation!

