

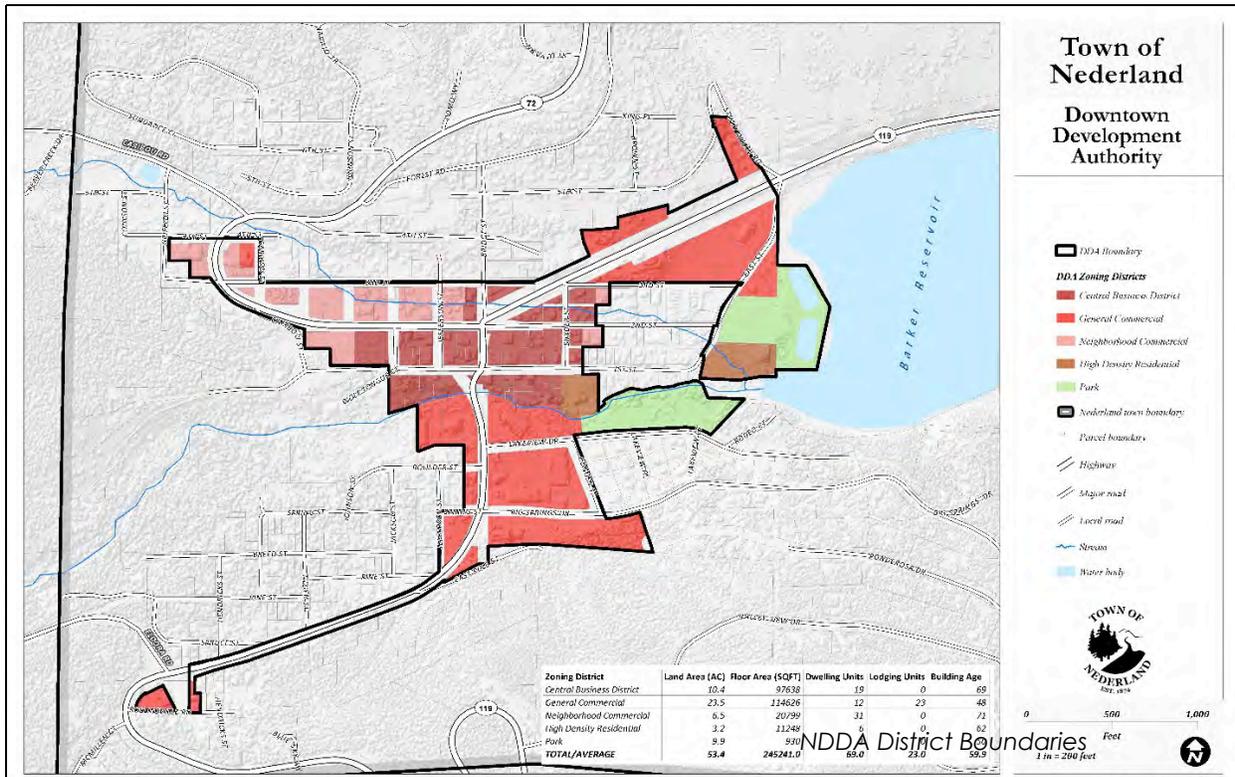
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# Nederland Downtown Development Authority *Master Plan 2016*



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## Introduction

In 2004, the Nederland Chamber of Commerce commissioned a Market Analysis that led to the establishment of the Nederland Downtown Development Authority in 2005. It was intended that the new district would drive investment in commercial areas of the town after many years of stagnant and declining sales and property tax. It required a vote of the business and property owners within the proposed district, and gave the town a way to oversee and finance improvements in the downtown area. Strategic planning and project implementation are the primary functions of the NDDA, which is funded via tax increment financing (TIF).

The advantage of TIF is that it establishes a compounding system of guaranteed income from, and concentrated for, a specified area that is in need of economic development, and against which money can be borrowed for physical improvements and economic development programs. The DDA can leverage that income with grants and other funding sources and can also attract outside investments in the district. This allows the NDDA to fund and implement projects fairly quickly in the district which should increase sales and property taxes and allow the Town of Nederland's funds to go to infrastructure projects in other neighborhoods.

### TIF Example:

Total assessed value of downtown property in 2006 = \$3,800,000

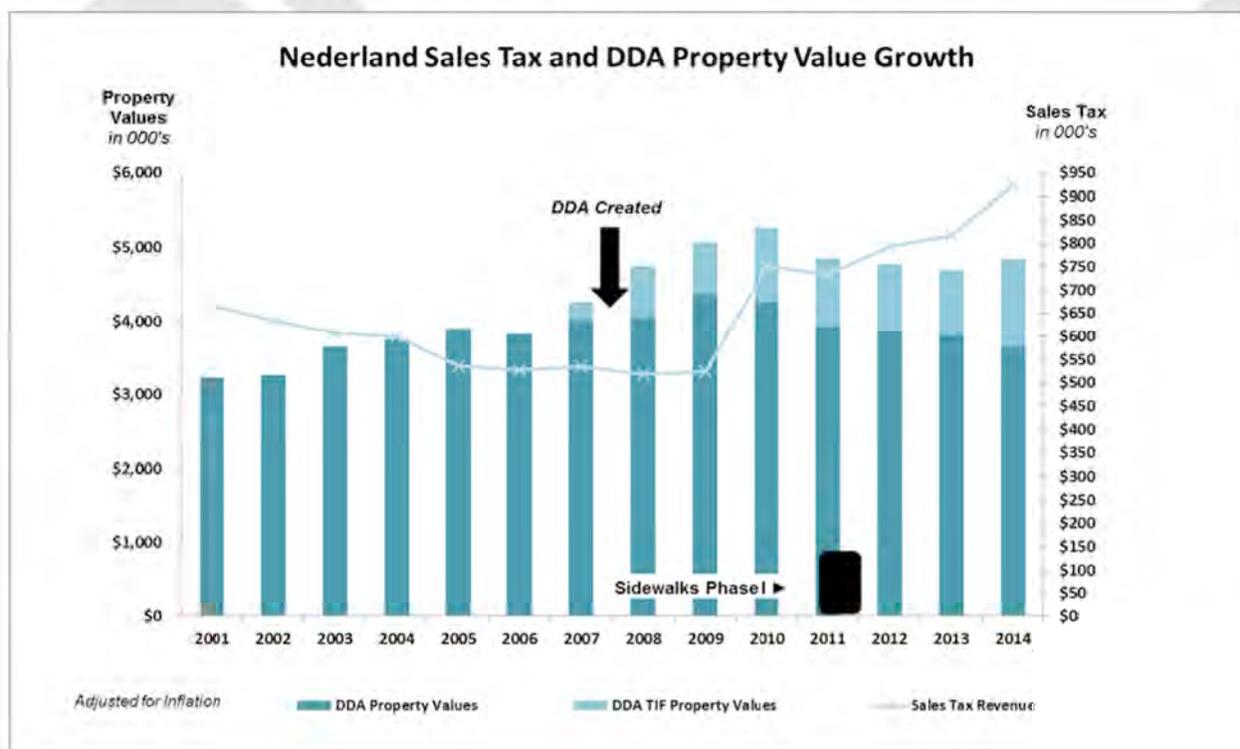
Total assessed value of downtown property in 2018 = \$5,000,000

Total TIF funding available to the NDDA based on 2006-2018 increase = \$1,200,000

<b>NDDA TIF Projections</b>	<b>Forecast TIF</b>	<b>Principal Borrowed</b>	<b>Principal &amp; Interest</b>
2006-2016 Debt Authorization	\$1,216,061	\$913,589	\$1,143,640
2016-2035 Debt Authorization	\$3,057,537	\$2,400,000	\$3,129,959
<b>Total Borrowing Ability</b>	<b>\$4,273,598</b>	<b>\$3,313,589</b>	<b>\$4,273,599</b>

*This table details the amount of TIF funding available to the NDDA over its 30 year lifetime.*

The NDDA is required to have a Master Plan and update it periodically as projects are completed and goals are achieved. This Master Plan is intended to guide projects and programs, not only the next 3-5 years, but with a look to the future use of the approximately \$3 million in funding for which the NDDA is eligible between the years of 2016 and 2035, the end of its mandate. In addition to the TIF dollars, the NDDA is also supported by a 5 mill levy on commercial properties in the district that generates about \$20,000 per year. This money is used to cover NDDA operations and administrative costs, as TIF funding is limited to project and program implementation.



## Executive Summary

The NDDA approved its first Master Plan in 2007, as an initial guide to improvements in the downtown district. Since that time, the NDDA has funded Sidewalks Phase I, an extensive project that connected local neighborhoods to commercial areas, and improved access to downtown businesses. Currently, the focus is on "NedPeds", a renovation of Second Street that includes critical drainage improvements, street resurfacing, and installation of a multi-modal pathway connecting the Nederland Community Library and the Post Office. In addition to this valuable connection between the east and west ends of town, the NedPeds project also calls for the installment of sidewalk spurs on Snyder and East Streets to connect sidewalks to RTD bus stops on Highway 119. To fund Sidewalks Phase I and NedPeds, the NDDA received voter-approved debt authorizations in 2009 and 2012. The NDDA was able to leverage these funds to receive additional funding from the Colorado Department of Transportation (CDOT).



In addition to the large TIF funded projects, the NDDA used operating funds for beautification, providing downtown with flowers for existing planters during the summer and creating a Holiday Light Program for purchasing, hanging, and loaning out lights to help make downtown more festive during the holidays.

After completing major projects in line with its first Master Plan, the NDDA has developed this, the 2016 Master Plan, to guide the next round of development projects, improvements and economic development programs.

The components of the plan are based upon a comprehensive vision for downtown. This vision adheres with the principles of Nederland's Envision 2020 and the policy recommendations of the town's 2013 Comprehensive Plan, while addressing the inherent challenges of economic development in a unique rural mountain community. The ultimate objective driving the NDDA's vision is to develop a downtown that supports a self-sufficient local economy and uses sustainable practices to meet the needs of current and future generations.

The 2016 Plan is organized into two categories: Capital Projects and District Programs. The Capital Projects section focuses on improvements to downtown's physical environment, including street/sidewalk improvements, building improvements, parking and traffic flow projects, construction of public venues and

amenities, new commercial development and re-development. District Programs contribute to the vibrancy of downtown by focusing on such things as circulation, beautification, events & programming, and business services.

Major components of the 2016 Master Plan include strategies for local business support. The NDDA recognizes the critical role businesses play in ensuring the overall health of the community. With circulation programs, the NDDA seeks to improve access to local businesses while improving the health of citizens and visitors, encouraging people to walk instead of drive. Through event programs, the Master Plan aims to attract more consumers to downtown businesses. In addition, the NDDA will launch a specific set of programs targeting business promotion, improvement and development. By supporting local businesses, the NDDA is not only helping to fulfill consumer needs but also increasing sales tax revenues that can be reinvested in the broader community.

The plan also proposes long-term consideration for future debt authorizations, representing potential components of future Master Plans.



The above image shows the distinct areas that make up the downtown district. Each area is meant to play a special role within the district, with the Jefferson Street Area and the Barker Meadow Park Area serving as the west and east gateways to downtown. The First Street Area is the centerpiece of downtown, providing opportunities to dine, drink, and shop. The Second Street Corridor will serve as a main passageway between the east and west ends of downtown when NedPeds is completed in 2016; this area also presents ample opportunities for mixed-use and commercial development. Finally, the Highway 72 South Area is the main commercial destination in Nederland with a wide range of retail outlets and services as well as prominent local attractions such as the Wild Bear Mountain Ecology Center and the Carousel of Happiness.

## The NDDA Vision

Nederland's most valuable asset is its natural setting. As the NDDA works to enhance business opportunities in the downtown area, it keeps preservation and restoration of this environment at the heart of the organization's development philosophy.

### The NDDA believes:

... all NDDA-supported improvements in downtown will adhere to measurable standards of no- and low-impact development, in an effort to fit well with the natural surroundings.

... Nederland's downtown provides the ideal framework for a small, localized model of social, economic, and environmental sustainability as a social and commercial center in the Peak-to- Peak Region.

... a self-sufficient local economy is critical to the resiliency and long-term vitality of the entire community. Supporting projects and programs that provide quality jobs for local residents, essential goods for consumers, and opportunities for local business owners to prosper, are the priority.

... a vibrant downtown must accommodate accessible transportation in multiple forms and supports projects and programs that promote alternatives to fossil fuel vehicles, enhance walkability, and provide easy transit regardless of age or physical condition of users.

... public safety is an essential focus for preserving social, economic, and environmental sustainability and it is important to promote efforts to protect the community from natural and man-made threats.

... the key to a beautiful downtown lies in preserving natural and historical assets and will support projects and programs that incorporate unique natural features and historical artifacts as part of downtown beautification.

... there is value in the diversity of Nederland's residents and visitors, and therefore works to ensure that downtown provides a welcoming atmosphere for all.

The NDDA vision and beliefs are the foundation by which the NDDA will approach all of its activities, from large capital and infrastructure projects, to programming and economic development. The vision is a combination of Envision 2020, the Town's 2013 Comprehensive Plan, and #NedZero; all documents and programs are developed within the belief that Nederland's downtown can be a vibrant community hub and an example of sound, sustainable principles in development, circulation, and business practices.

# Planning Process

## Organizational Development

The Nederland Downtown Development Authority began a process of organizational development in 2014. It focused on creating a new identity for the organization and re-establishing it as an effective partner for economic and community development in Nederland. The process began with the development of new branding and a website. The NDDA board then created the vision statement that would guide future planning processes (See page 7). In the Fall of 2014, the NDDA began a series of social events and forums that brought district business and property owners together. This effort culminated in a technical assistance workshop with Downtown Colorado Inc. (DCI) which helped the transition from organizational development and networking, to an organization that could produce a formal plan.

1. NDDA Planning Workshop- May 14, 2014
2. NDDA Planning Workshop- June 11, 2014
3. The NDDA Business Exchange- November 11, 2014 at Very Nice Brewing Co.
4. NDDA After Hours- January 13, 2015 at Salto Coffee Works
5. NDDA After Hours- February 24, 2015-First Street Pub & Grill
6. NDDA After Hours- April 7, 2015-Kathmandu Restaurant
7. Capital and Infrastructure improvement Forum
8. District Programming Forum



## Formal Planning

With the assistance of lessons learned from the DCI technical assistance workshop in May, 2015, the formal planning process was begun. It incorporated regular meeting discussions, special workshops, and targeted planning events. The process has been aided by the administration of the 2015 Nederland Area Economic Development Survey, the results of which appear in the Appendices.

To assess impacts of development on the Middle Boulder Creek riparian corridor and to determine best practices for accessing and protecting this valuable natural asset, the NDDA commissioned an ecological assessment of the area in September 2015.

In November of the same year, the NDDA partnered with the Center for Community Development at the University of Colorado/Denver to develop conceptual designs for several of the Plan's proposed capital projects and infrastructure improvements. Representatives from the Center for Community Development also assisted in assessing current wayfinding conditions in the downtown district and surrounding area, and in identifying potential strategies for improvement.

1. DCI Technical Assistance Workshop-May 18/19, 2015
2. Capital Projects & Infrastructure Improvement Planning Meeting-August 12, 2015
3. District Program Meeting-September 9, 2015
4. Preliminary Master Plan Presentation-September 16, 2015
5. Riparian Corridor Ecological Assessment-September 24, 2015
6. UCD Technical Assistance-November 13, 2015
7. Approval of 2016 Master Plan- January 2016

## **Plan Goals**

To ensure the successful implementation of the 2016 Master Plan, the NDDA has set forth the following goals:

### ***Alignment with Envision 2020 and existing Town plans***

The NDDA supports the past planning efforts of the community, and seeks to be an engine for action on these plans, rather than continually seeking to supersede them with new plans. As a financial tool with resources to support implementation, the NDDA is an optimal partner for completing projects and programs previously identified as desired by the community. In support of the Town's 2013 Comprehensive Plan, the NDDA can offer incentives for mixed-use development and also engage property owners in a discussion regarding barriers to development and potential solutions. It will also seek opportunities to partner with the Town in planning and financing improvements proposed in the 2014 Master Infrastructure Plan. The NDDA will also use the 2013 Parks, Recreation, Open Space & Trails Master Plan to guide improvements in trails, public spaces and pedestrian pathways in the downtown district. In addition to supporting these plans, the NDDA is also committed to relevant items in the #NedZero Action Plan.

### ***Effective partnership with business and property owners***

Downtown business and property owners authorized the formation of the NDDA with a vote in 2005. To this day, the debt authorizations used by the NDDA to fund projects and programs must be approved by the same group. It is critical that the NDDA serves as a partner to and advocate for them. Therefore it seeks to identify projects and programs that serve the needs and interests of its constituent base, as well as the greater Nederland community. The NDDA is also committed to maintaining ongoing communication with business and property owners to ensure collaboration continues after projects and programs from the 2016 Master Plan is complete.

### ***Sustainable long-term vision guides future planning***

The NDDA will continue adding plan updates until the year 2035, at which point statutory limitations will terminate the NDDA as an active tax district. The 2016 Master Plan will guide projects and programs for the next 5-7 years. The intention for the current Master Plan is to create a strong, actionable vision that will build continuity through these successive plan.

### ***Increase transparency***

The NDDA exists to fund needed improvements identified by the community. The Master Plan is important in communicating the NDDA's intentions for spending money acquired through voter-approved debt authorizations. Therefore, it recognizes that the best way to build support for its projects is by producing a Master Plan that is clear, and reflects the needs and interests of the community. The Plan is a pact between the NDDA and the community to use funds on mutually-supported projects and programs.

### ***Actionable steps to ensure plan success***

The NDDA recognizes that the key to a successful strategic plan lies in the implementation. It aims to build on past success by providing clear steps toward completion of each project and program proposed in the 2016 Master Plan. These steps will include recommendations for financing, partnerships, and board actions. Also, the 2016 Master Plan establishes tentative timelines and prioritization of projects and programs.

## Current Conditions

Starting around 2013, Nederland began experiencing a period of growth after several years of stagnation caused by a nation-wide recession. Denver and Boulder metropolitan areas are having a population explosion, and Nederland is, as a result, experiencing greater visitor traffic. Local sales tax receipts have increased more than 30 per cent between 2010 and 2014, most likely due to this increased tourism, and also due to new businesses in the area.

According to 2014 census survey data, the median household income in Nederland is \$62,125, well above state and national averages. Census data further shows that the total number of households in Nederland has increased by about 10 percent since 2010, from 598 households to 662.

However, despite a high degree of affluence and recent growth, there is still a struggle in Nederland for affordable housing. Boulder County housing data indicates that the average monthly housing cost in the county is \$1,650, up 32 percent since 2012. As a result, 55 percent of Boulder County residents are burdened by housing costs, spending 30 percent or more of their monthly income for housing.

Area wages do not tend to keep pace with housing costs. Only 35 percent of working adults in Nederland are actually employed in the town. The majority of residents either work from home for businesses not located in the town, or commute elsewhere to work. These commuters usually take their medical, grocery and other retail business with them to the area of their employment. This represents a consistent loss of revenue to local businesses. To address this loss, the NDDA can explore "shop locally" programs, and incentives.

Conversely, local businesses have a difficult time finding employees because of the high cost and low availability of affordable housing in the area. Opportunities to add affordable housing to the community need to be explored whenever possible.

Availability of retail space in Nederland, particularly in the downtown area, also remains a challenge. The 2008 recession brought most new development to a halt for several years. The town is beginning to rebound, and 10 new residential building permits were issued in 2015. Commercial development is slowly coming back as well, with a new mixed-use property being developed on Big Springs Drive, and a new commercial property being developed on First Street. However, with the Caribou Village Shopping Center at near capacity, new retail space is becoming increasingly difficult to find -- a sharp contrast to the recession years.

With increasing sales tax revenue and tentative steps toward development, Nederland appears to be experiencing a period of economic growth. Managed growth, however, is preferable at a time when the local infrastructure needs more than \$10 million worth of repair and maintenance as identified in the town's 2014 Master Infrastructure Plan. Parking and traffic flow were cited as some of the biggest threats to a thriving local economy. Increased tourism and commercial activity will only further burden this problematic infrastructure.

The massive flood which took place in September of 2013, and practically isolated the area for many months, helped to establish and affirm Nederland's status as a very needed commercial hub of the Peak to Peak area. It became clear that a healthy business climate in the area was vital to supporting a population that had limited access to other retail and service operations for several months. One of the vital lessons learned during that period was how difficult it would have been for the area if it had not already had a grocery store, a hardware store and other support businesses to supply the needs of a nearly isolated population.

Among the continued challenges to local businesses is the limited availability of commercial and retail space. Also, since many existing businesses do not own their buildings -- a barrier to business improvement because maintenance on old, poorly maintained structures is expensive -- the businesses are also

vulnerable to unexpected rent increases. Nederland is now home to over 100 licensed businesses, approximately 80 percent of which are located in the NDDA district.

Still, a lack of specific products and slightly higher prices due to transportation costs, as well as the nearby availability of Big Box store discounts, cause many residents to shop elsewhere. Another trend providing competition to Nederland businesses is that of e-commerce, or online shopping. 50 percent of people responding to the 2015 Economic Development Survey said that they shop online. However, while this could effect bricks-and-mortar businesses counter sales, it can also provide an opportunity for local businesses to create online shops and create e-businesses themselves.



*In 2014, the NDDA helped to fund the installation of Nederland's first electric vehicle charging station at the Visitors Center parking lot. The NDDA installed this EV charging station using funds awarded through the Regional Air Quality Council's Charge Ahead Colorado grant program. The grant funds totaled more than \$6,200, and the NDDA provided \$1,000 in matching funds. This is an example of how the NDDA can leverage funding to attract additional investment in downtown. This project is also an example of how the NDDA can implement small improvements between larger capital projects.*

## Capital Projects

The Nederland Development District Authority has identified potential capital projects and infrastructure improvements that could substantially enhance the long term viability and sustainability of the downtown area. The following projects are organized by geographic area, are conceptual in nature and provide a foundation for future, in-depth planning.

### Project Areas:

1. First Street Commercial Area
2. Highway 72 South Commercial Area
3. Jefferson Street Commercial Area
4. Second Street Corridor
5. Middle Boulder Creek/Second River Crossing
6. Barker Meadow Park

### Content Overview:

Each of the project areas identified here play a special role in relation to the downtown district. The First Street Commercial Area, along with Middle Boulder Creek, is the centerpiece of downtown, known for its visitor-focused retail, and with the pedestrian bridge: the more visual "Nederland" downtown area. The Highway 72 Commercial Area represents the commercial core of downtown, providing the greatest range of goods and services. Barker Meadow Park is the east gateway to Nederland's downtown, and the Jefferson Street Commercial Area along with the RTD Park and Ride is downtown's west gateway. The Second Street Corridor is a critical passage connecting downtown residential neighborhoods to commercial areas. With a mix of General Commercial and Neighborhood Commercial zoning, the Second Street Corridor also presents an opportune area for mixed-use development. The projects proposed for these areas are meant to support the special role that each one plays in the downtown core. Each area has the potential to contribute to a thriving downtown.



*Sidewalks Phase I, an extensive project that connected local neighborhoods to commercial areas, and improved access to downtown businesses was completed in 2010.*

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## First Street Commercial Area



The First Street Commercial Area extends from the Visitors Center parking lot on the west end of First Street, to Snyder Street on the east end of First Street. Middle Boulder Creek flows adjacent to First Street to the south. The First Street Commercial Area contains a blend of unique businesses including bars, cafés, gift shops, and a food co-op. Nederland Town Hall and Visitors Center are also located in the First Street Commercial Area. Through planned improvements, the NDDA seeks to establish First Street as the "Main Street" of downtown, creating a walkable corridor between the RTD Park and Ride and First Street and Middle Boulder Creek.

### Issues to be addressed

Based on the NDDA's community outreach and responses gathered in the 2015 the following issues have been identified for the First Street Commercial Area, based upon NDDA's community outreach and responses gathered in the 2015 Economic Development Survey:

1. Limited parking
2. Poorly maintained buildings
3. Poor walkability
4. Lack of commercial/retail space
5. Inadequate loading zones for businesses in the area

### Proposed Improvements

1. The NDDA proposed the following capital projects and infrastructure improvements:
2. Construction of a new business loading zone
3. Expansion of sidewalks and crosswalks
4. Development of new commercial and mixed-use properties
5. Bury utility lines

## Project Concepts



Guided by Nederland's Comprehensive Plan, these conceptual designs take advantage of infill on an undeveloped lot in the downtown core. These designs also create a more welcoming atmosphere by incorporating public spaces such as an outdoor dining area and amenities such as an information kiosk. The bottom illustration is an example of mixed-use development, with a commercial use on the ground level and residential uses on the second level. By supporting mixed-use development, the NDDA can attract workforce housing while also providing needed commercial space. To advance such development the NDDA may offer development incentives or purchase undeveloped land for publicly funded projects.



*Current loading zone conditions*

These images show the current area used for loading and unloading goods for surrounding businesses. Through its planning process the NDDA has received feedback indicating several issues with this space. When in use, the space impedes through traffic and interferes with public space and pedestrian walkways. Also, the space does not provide adequate access to all businesses. The NDDA should engage in collaborative planning with business and property owners in the immediate area to determine a more appropriate location for a loading and unloading zone. The NDDA not only offers property owners and businesses in the area a partner in planning but also has the ability to share costs in constructing a new loading and unloading zone and repurposing the presently used area.



Currently, sidewalks on First Street only extend about halfway down the street, ending at the points indicated by the red X's in the above image. Pedestrians walking down First Street are forced to walk in the street between parked cars and moving traffic.

The sidewalks on First Street are entirely inadequate, limiting access to businesses and pushing pedestrians to walk among parking and moving traffic in some areas. In order to improve walkability along the First Street corridor, and enhance connectivity between First Street and Barker Meadow Park, the NDDA can fund additional sidewalk installations. However, the primary challenge will be providing sidewalks at the expense of parking spaces. First Street is narrow, leaving little space for both travel patterns.



The Parking Study of 2009, and discussions held during the development of this plan, lead the NDDA to determine that under-utilized parking lots outside the downtown core could be used to compensate for limited parking in commercial areas. External lots will relieve traffic congestion in the downtown core while still providing visitors and residents easy access to businesses. The NDDA could also consider a pilot program for timed/metered parking along First Street to increase vehicle turnover and encourage parking in external areas.

This conceptual rendering offers a glimpse of First Street with buried utility lines. With the substantial challenges that go with undergrounding, it may be more of a long-term goal.



However, if it is made a priority, then any planning for First Street improvements must take undergrounding into consideration. There are also funds through Xcel and other partners that can be brought into play for this project

Addressing the utility line issue as part of larger First Street issue that includes loading zones, parking, and sidewalks, the NDDA can create a plan for addressing everything and ensuring a more comprehensive solution.

## Highway 72 South Commercial Area



The Highway 72 South commercial area comprises properties on the south side of Middle Boulder Creek, extending to Big Springs Drive. The centerpiece of the Highway 72 South Commercial area is the Caribou Village Shopping Center which includes an extensive mix of businesses, attractions, and services. While the First Street Commercial Area represents a more traditional downtown corridor, the Highway 72 South Commercial Area is, essentially, Nederland's commercial center. It is also worth noting that the Highway 72 South Commercial Area is currently served by two bus stops along the regional N route.

## Issues to be addressed

Through its planning process, the NDDA has identified the following issues to be addressed in the Highway 72 South commercial area:

1. Traffic congestion (specifically at Hwy. 72/Lakeview Dr. intersection)
2. Lack of developed parking
3. Connectivity with First Street Commercial Area
4. Connectivity with surrounding residential neighborhoods (Old Town, Big Springs, Lakeview)

## Proposed Improvements

The Highway 72 South Commercial Area is particularly prone to vehicular congestion and vehicle/pedestrian dangers. Therefore, the NDDA has prioritized improvements in traffic flow, better accommodation for pedestrians, and parking in this area. In order to improve the flow, ease navigation, and accommodate the needs for additional parking during events and peak tourism, the following improvements are proposed:

1. Funding a traffic/parking assessment to guide future improvements
2. A reconstruction of the Highway 72/Lakeview Drive intersection
3. Improving on-street parking at Lakeview Drive and Big Springs Drive
4. Construction of new pedestrian pathways to create a "downtown loop"

One of the greatest challenges Nederland faces is the fact that there is only one, single thoroughfare through the center of town. This challenge is further complicated as the single passage is a state-owned highway with an estimated annual traffic count exceeding 1 million vehicles. The NDDA must assume a leadership role in collaborating with the Colorado Department of Transportation (CDOT) in order to spur needed improvements in traffic flow.

The traffic congestion at Lakeview Drive and the Highway through town effects the entire downtown district. By reconstructing this key intersection, the NDDA aims to not only improve traffic flow, but also to enhance wayfinding through improved signage, while simultaneously providing better passage for pedestrians. Commissioning a traffic/parking assessment will be a necessary first step in planning improvements to circulation in the area.

Presently, on-street parking occurs on both Lakeview Drive and Big Springs Drive. However, without clear demarcation, this parking remains largely informal and underutilized. Using the traffic/parking assessment as a guide, the NDDA can fund improvements, such as creating formal spaces to ensure that the parking in these areas maximizes available space. The NDDA will also consider expanding sidewalks or constructing multi-modal pathways in both areas. These pathways would provide a vital connection between Chipeta Park and the Highway 72 South Commercial Area, and access to RTD bus stops.

## Project Concepts



The above conceptual rendering was prepared by a team from the Center for Community Development at the University of Colorado-Denver; it shows the addition of right turn lanes at the intersection of Lakeview Drive and Highway 72. Currently, this intersection is a major source of traffic congestion, especially during weekends and peak tourist season. This design accounts for special limitations while preserving pedestrian walkways. Additional concepts will be explored with a professional traffic study of the area.

## Jefferson Street Commercial Area



This commercial area encompasses properties between W. Third Street to the north and W. First Street to the south, extending from North Jefferson Street on the east, to the RTD Park and Ride on the west end. This is the least densely populated commercial area in the downtown district; however, it offers ample space for parking and infill development. In addition, the Jefferson Street Commercial Area serves as the western gateway to downtown, specifically for traffic coming from the north on Highway 72 from Ward, Lyons and Estes Park, and also for visitors arriving in Nederland on the regional RTD "N" bus.

## Issued to be addressed

The NDDA has identified the following issues to be addressed in this area:

1. Poor road conditions and drainage (stormwater management)
2. Lack of developed parking
3. "Gateway" improvements

## Proposed Improvements

1. Use plans for mitigation identified in the Master Infrastructure Plan (MIP) in NedPeds construction.
2. Identify underutilized public and private lots, incentivize improvements
3. Create a gateway area with wayfinding signage and information

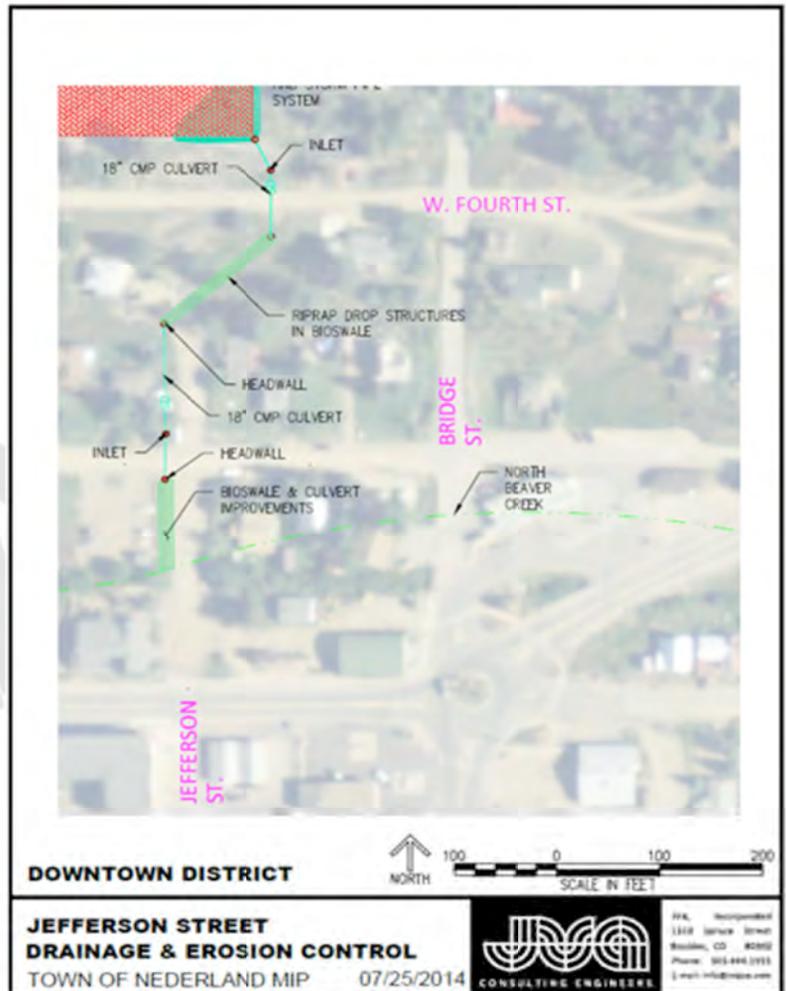
To address poor road conditions and drainage, the NDDA will need to partner with and help the Town of Nederland in implementing the Community Center Stormwater Management from the 2014 Master Infrastructure Plan.

These improvements will supplement drainage and road improvements completed at N. Jefferson and W. Third Street in 2015 as part of NedPeds improvements slated for 2016, creating a better system of storm water management that will mitigate erosion issues and contribute to the long-term health of the infrastructure throughout the downtown district.



These images show the current condition of Jefferson Street south of Highway 119, between The Business Connection and Kathmandu Plaza. Upon the completion of the planned drainage improvements at North Jefferson Street, the NDDA may consider leading planning and implementation of a repaving project at Jefferson Street, south of Highway 119.

This section from the 2014 Master Infrastructure Plan outlines existing plans for improvement of drainage in this corridor, and will contribute to better drainage and road conditions throughout downtown, by mitigating impacts of runoff at the source. The NDDA could support these improvements by contributing funds and involving businesses and property owners in the planning.



The following pictures are of two parking lots in the Jefferson Street Commercial area that are currently underutilized. According to a 2009 parking study, both of the lots shown here contain 20 spaces. These lots offer the opportunity for the NDDA to partner with property owners toward improvements that will attract more vehicles to park in these areas, relieving vehicle congestion in the downtown core and encouraging visitors to explore Nederland on foot.



*Privately owned parking lot at the corner of Jackson Street and W. First Street*



*Public parking lot located at the corner of N. Jefferson St. and W. Third Street*

The NDDA could also consider incentivizing or funding parking lot resurfacing that utilizes permeable surfaces as a means to improve drainage throughout the downtown district. The use of permeable surfaces is a major component of the NedPeds Second Street Drainage Project as it allows water to permeate through the surface to the ground where sediment and oils are naturally filtered out of the water before it gets to Middle Boulder or North Beaver creeks.

Besides improving signage and visitor information to establish the Jefferson Street Commercial Area as a western gateway to downtown, the NDDA may consider partnering with the Nederland Area Historical Society to renovate the historic Bryant House and the lot upon which it is placed. This location could be developed into a pocket park with public benches, landscaping, and art installations. Any improvements to this area could focus on capturing visitors who arrive via the RTD bus, or who park in the RTD lot, directing these visitors to businesses and attractions in town.

To make this area more pedestrian-friendly, additional sidewalks and crosswalks will be added on Highway 119 between the Nederland Library and the Traffic Circle as part of the NedPeds project.



*The historic Bryant House adjacent to the RTD Park and Ride at Jackson St. and W. First Street.*



*Examples of murals and map kiosks that could be used at the Bryant House location.*

## Second Street Corridor

### Issues to be addressed:

The NDDA has identified the following issues to be addressed in this area:

1. Poor road conditions and drainage (Stormwater Management)
2. Not very pedestrian-friendly
3. Lack of usable commercial space

### Proposed Improvements:

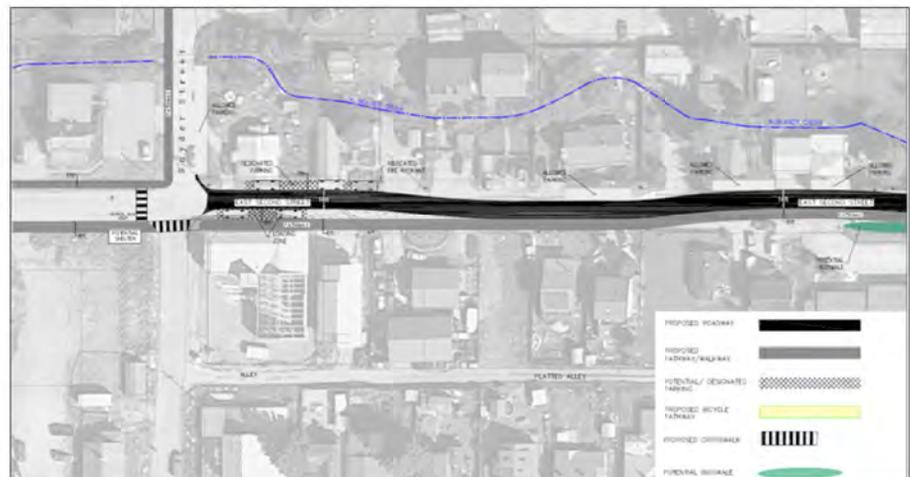
1. Completion of the NedPeds project from the roundabout to post office and bus stops.
2. Redevelopment of existing property where viable and new development in 'gaps'

At this time, Second Street is one of the most unsightly corridors in the Downtown District. Although there are a few well-designed businesses, the street mostly consists of poorly maintained residences, storage sheds or former commercial buildings that are being used as residences. These buildings are side-by-side with empty lots. The NDDA can work with and encourage property owners in the area to replace or maintain the extant buildings and convert to commercial use, and begin in-fill development on empty lots.

The Second Street Corridor is about to undergo major street and stormwater management improvements through the NedPeds Streets Project.

Second Street resurfacing and stormwater management will begin at Snyder Street and extend to East Street. Significant drainage improvements using permeable asphalt will contribute to stormwater mitigation and enhance water quality in Middle Boulder Creek. Permeable asphalt captures stormwater rather than causing it to run off into vulnerable water sources. This method of street design mitigates erosion while improving water quality.

In addition to the resurfacing, a pedestrian pathway will go from the traffic circle to East Street and then north to the Post Office and bus stop on HWY 119. Another path will go north on Snyder Street to the bus stop on 3<sup>rd</sup> and Hwy 119. These pathways will help connect resident commuters and visitors to their homes and the First Street shopping area. The bus stop at East Street services Teens, Inc and the Nathan Lazarus Skate Park.





Resurfacing on Second Street will utilize permeable asphalt, similar to what is pictured above. Permeable asphalt captures stormwater rather than allowing it to run off into vulnerable water sources. This method of street design mitigates erosion while improving water quality. The use of permeable asphalt should be considered in future street improvements when appropriate.

## Middle Boulder Creek Riverwalk/Second River Crossing



### Issues to be addressed

The NDDA has identified the following issues to be addressed in this area:

1. Building and overuse has damaged areas along Middle Boulder Creek
2. Lack of access to river for residents and visitors
3. Second river crossing for emergencies

### Proposed Improvements

1. Use Assessment to heal damaged areas and create spaces to interact with the water.
2. Use Riparian Assessment and results of the Traffic Flow Study to determine best place for a second crossing.

The NDDA supports the development of a pedestrian pathway and public space on the north side of Boulder Creek east of HWY 119. Such development would provide dual access to the riparian corridor and to First Street businesses, who could develop new spaces facing the river.



In conjunction with this development, the NDDA proposes a reclamation project of the wetlands on the south side of Middle Boulder Creek, where there is currently a pedestrian trail. Reclamation and possible re-development of a path will incorporate the findings of the Riparian Corridor Ecological Assessment to ensure best practices in reclamation and minimal impact on the environment. The NDDA could also partner with other entities to lead reclamation in other areas as called for in the assessment.

During high traffic times and large events it could be dangerous or problematic for emergency vehicles to get over the one bridge and one way through town. A second crossing over Middle Boulder Creek that could be built for at least one way traffic, allowing single-file vehicles to bypass the bridge and a significant amount of traffic. It could also be used as a pedestrian bridge to create a loop between shopping areas.

There are 3 possible second-crossing areas and the NDDA would use a combination of Riparian Assessment and Traffic Flow studies to determine the best area and type of bridge that could be done with the most benefit to pedestrians and least impact on the river.

Options to a bridge to alleviate traffic issues along the Highway through downtown would be to create an underpass at the existing bridge to keep pedestrians crossing the highway at the Visitors Center from stopping traffic.



The most highly cited special project in response to the 2015 Economic Development Survey was construction of a second bridge at Middle Boulder Creek. The orange outlines in the image shown above indicate potential locations for a second bridge. The red outline in the same image indicates an existing footbridge where Middle Boulder Creek runs into Barker Reservoir.

### Barker Meadow Amphitheater



This conceptual rendering shows a potential design for a performance space at Barker Meadow Park. In supporting improvements to the Barker Meadow Park

area, the NDDA seeks to establish an eastern gateway that contributes to the vibrancy and user experience of downtown. Completion of the NedPeds Project, anticipated in 2016, represents an important first step in developing this area, as it provides a vital connection between Barker Meadow Park and the downtown district. Future planning for a performance space should take into consideration the use of natural materials available in the immediate area.

*Image prepared by the Center for Community Development (circa 2015)*

## Downtown Programs

The Nederland Downtown Development Authority has identified four focus areas for downtown programs. These items address specific, ongoing issues in downtown such as parking, traffic flow, wayfinding, downtown aesthetics, business promotion, and downtown culture. Downtown programs will help the NDDA establish its ongoing role in the community, and bridge large capital projects.

Program Focus Areas:

1. Beautification
2. Circulation
3. Events & Programming
4. Business Services

### Beautification

Beautification of a populated area that is set in an outstanding natural setting should focus on preserving and promoting those distinguishing features. The 2015 Economic Survey shows that the community stakeholders prefer beautification that is non-generic, and embodies Nederland's unique character. The NDDA advocates decorative elements that enhance the functionality and the user experience of downtown, through well-maintained public spaces and pedestrian amenities, including benches, lighting fixtures, coordinated signage and strategically placed waste/recycling receptacles.

#### NDDA guiding principles for beautification programs:

1. Beautification should take advantage of the natural environment and reflect Nederland's rural, mountain setting
2. Beautification should enhance the functionality and user experience of the downtown district.
3. Beautification should incorporate local artists and craftsmanship, and historical artifacts to represent Nederland's unique character to avoid a "generic" aesthetic.

Strategies for beautification:

1. Commissioning public art installations
2. Painting/refurbishing existing amenities such as waste receptacles
3. Sponsoring "pocket parks" and public space improvements
4. Expanding native planting and landscaping
5. Purchase and install pedestrian-scale lighting fixtures to improve public safety and walkability
6. Funding dust mitigation in downtown

## Beautification Concepts

Existing fixtures in the downtown district capture the themes that the NDDA's beautification efforts should follow.

1. Old mining equipment repurposed for beautification at Wolf Tongue Square.
2. A sculpture designed and built by a Nederland-area artist
3. A street sign that embodies Nederland's unique character



The NDDA may consider commissioning local artists to repaint waste receptacles such as the one pictured here to create an aesthetically appealing amenity that also serves an important function by helping to maintain a clean downtown.

This artist rendition of a "trailhead nook" by the covered bridge is an example of how well-maintained public spaces can enhance beautification while also improving the user experience of the downtown district.





The NDDA's Downtown Planters were contracted out to a local botanist in 2015. In addition to seeking strategies for expanding the downtown planting, the NDDA should consider strategies for local landscaping that use native plants, contribute to the health of local ecosystems, help to mitigate storm water runoff, and provide buffers to sensitive natural areas.

## Downtown Circulation

NDDA's community outreach and the 2015 Economic Development Survey overwhelmingly indicate that parking and traffic flow are the greatest barriers to a vibrant and welcoming downtown. On a busy day, according to CDOT estimates, 9,000 vehicles can pass through Nederland via the Peak to Peak Scenic Byway. This high volume of pass-through traffic, combined with local vehicle traffic, has created congestion and limited parking. This hinders commerce, and deters local residents from visiting their own downtown. The congestion further complicates pedestrian safety. Poor signage has also been identified as a barrier to adequate downtown circulation.

### Issues to be addressed

1. Traffic congestion
2. Poor wayfinding

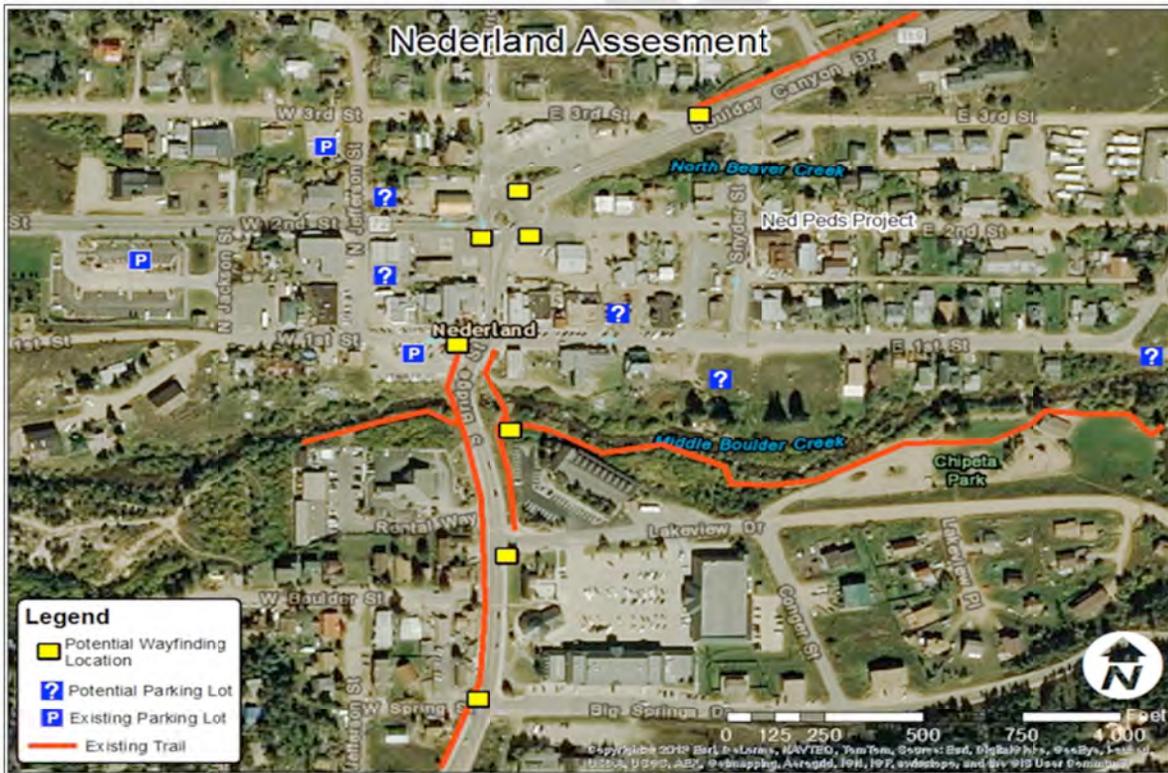
### Proposed Improvements

1. In 2016, the NDDA will use the wayfinding recommendations provided by the team from the Center for Community Development to design a program for installing strategically coordinated wayfinding signage around downtown.
2. Funding a comprehensive traffic study of the downtown area will need to be a top priority of the NDDA in 2016. This represents an important first step in addressing both vehicle congestion and parking throughout the district, as findings from a traffic study will help inform the most appropriate strategies for addressing these issues.



Signs would be placed to direct visitors toward local businesses and attractions. It is recommended that such signs be thematic, meeting a consistent design standard to ease navigation and increase visibility. In addition to direction, the signs can also educate pedestrians on Nederland's history, culture, and environment.

The NDDA will consider a tiered system of both vehicle scale and pedestrian scale wayfinding signs. The first tier of vehicle signage should target motorists as they enter town, letting them know about amenities and services available. A second tier of signs would direct drivers to appropriate parking areas once they arrive in town. The third tier would then direct them, as pedestrians, to attractions and shops. This tiered system has the potential to capture vehicles that may otherwise pass through Nederland without stopping.



The above image is a wayfinding assessment administered by consultants from Downtown Colorado, Inc. (DCI). The assessment shows existing parking areas and potential parking areas in the downtown district that could be improved to accommodate additional parking. Several of the areas are located outside the downtown core and are currently underutilized; developing these areas may relieve vehicle congestion and encourage alternative transportation such as walking or biking.

The assessment also shows strategic locations for coordinated wayfinding signage. The red lines indicate existing pedestrian walkways and trails. By looking at the picture, it is clear that several gaps exist in pedestrian pathways, specifically on First Street, Second Street, Lakeview Drive, and Big Springs Drive. The sign shown here illustrates how wayfinding signage can encourage walkability, especially in Nederland where businesses and attractions are within walking distance.

## Downtown Events & Programming

Infrastructure improvements and beautification go a long way toward improving the physical environment, but the NDDA also recognizes the need to support programs that add vibrancy to downtown. Events and special programming not only create a more welcoming atmosphere, but they also provide an opportunity to engage and educate visitors on the area's environment and history. Another outcome of events and programming is to attract shoppers to businesses in the downtown district.

Community feedback has suggested that local events could be more inclusive and diverse. Many residents would like to see events that are family-friendly, occurring outside the late-night bar scene. They have also expressed interest in events that celebrate the environment, and encourage outdoor activities such as biking, hiking, and skiing. A significant number of responders to the 2015 Economic Development Survey urged the establishment of a local farmer's market-style event, offering local food and locally-produced goods. Respondents also expressed preferences for events such as a downtown music series, outdoor movies, performing arts events and more arts festivals.

In recent years, the NDDA supported "First Fridays", which featured art exhibits at businesses throughout town, and often included specials at participating businesses. By engaging local businesses, the NDDA can continue strategies that lead to recurring, signature downtown events.

Support by the NDDA for existing and future events works to everyone's benefit. Although the NDDA has occasionally contributed funds to event organizations, there are support activities that would be far more helpful than the few dollars here and there from limited operating funds. For example, the NDDA could purchase and store sandwich-board style signs, traffic cones, tents, or other high-ticket items that cost organizers a great deal to purchase or rent, and provide them to all town-based events. This would provide unique assistance to event organizers. There are also a number of services the NDDA could offer, including: traffic and parking assistance, security, and storage during events. Some of the events that take place in Nederland include the "Old-Fashioned Fourth of July" fireworks and fair, the High Peaks Art Festival, Nedfest (an annual music festival) and Frozen Dead Guy Days.



2011 NedFest Crowd



2012 Nederland 4<sup>th</sup> of July Parade

The conceptual drawing below is an example of how the NDDA could support temporary uses for special events in the downtown district. Street markets, such as the one depicted here, contribute to the vibrancy of the district by attracting visitors while also providing a venue for local craftspeople, artisans, and food producers to sell their goods. By converting the Visitors Center parking area for temporary use, the NDDA can host events without permanently sacrificing parking spaces that may be needed at other times.



*Prepared by Downtown Colorado, Inc.*

## **Downtown Business Services**

Upon publishing its new website in 2014, the NDDA launched a directory of downtown businesses. In the absence of a Chamber of Commerce, the NDDA can use funding to implement programs that focus on business services.

The ultimate goal of such programs is to work with prospective business owners who are developing new businesses, and improve existing businesses.

Some business services concepts that the NDDA may consider pursuing are:

1. Supporting a small-business incubator
2. Offering financial incentives for new business development and existing business improvement
3. Solicit feedback from local businesses on improving the Town's building and permitting processes
4. Developing "Shop Local" and "Nederland Downtown" marketing and advertising campaigns
5. Host networking and professional development events for local businesses
6. Issue a downtown businesses newsletter
7. Advocate policies that support the interests of downtown businesses and property owners
8. Host collaborative planning workshops for major capital projects and infrastructure improvements



## Implementation Strategies & Next Steps

### Strategic Partnerships

The NDDA acknowledges that implementing its proposed projects and programs will require collaboration with local partners as well as external partners. Forging local partnerships will ensure that NDDA projects and programs align with existing Town goals and support the valuable work of other groups in the community. The NDDA is committed to fostering a culture of collaboration both in the downtown district and in the broader community. In pursuing external partnerships, the NDDA can attract professional expertise and other support services that are currently unavailable without a full time administrative staff.

#### Nature of Partnership:

1. **Planning (P):** Partner is actively engaged in the planning process helping to determine desired outcomes and specific actions for achieving those outcomes.
2. **Implementation (I):** Partner's support is required to successfully implement a project whether it is through decision making or actual administration of the respective project.
3. **Cost sharing (CS):** Partner's interest in a specific project is significant enough that they may reasonably be considered a potential partner for sharing costs

#### Local Partners:

1. Nederland Board of Trustees
2. Nederland Town Staff
3. Nederland Planning Commission (PC)
4. Nederland Sustainability Advisory Board (SAB)

5. Nederland Parks, Recreation, and Open Space Advisory Board (PROSAB)
6. Eldora Mountain Resort
7. Wild Bear Mountain Ecology Center
8. Tebo Development Co. (Tebo)
9. Nederland Central Business District Redevelopment LLC (NCBDR)

**External Partners:**

1. Boulder County (BoCo)
2. Colorado Department of Transportation (CDOT)
3. Downtown Colorado Inc. (DCI)
4. Colorado Department of Local Affairs (DOLA)
5. University of Colorado Denver-Center for Community Development (CCD)
6. Colorado Office of Economic Development and International Trade (OEDIT)
7. Colorado Department of Public Health (CDPHE)
8. Xcel Energy (Xcel)

**Funding Opportunities**

1. Colorado Department of Transportation
  - Safe Routes to School
  - Rural Planning Assistance Program
  - Transit Grants Program
  - Transportation Safety Grants
  - Transportation Alternatives Program
2. Colorado Department of Local Affairs
  - Community Development Block Grants (Housing and Community Development)
  - Energy & Mineral Impact Assistance Fund
  - Conservation Trust Fund
  - Direct Distributions
  - Community Services Block Grant
3. Colorado Office of Economic Development and International Trade
  - Commercial Historic Preservation Tax Credit
  - Regional Tourism Act Funding
  - Community Development Block Grant-Business Loan Funds
  - Community Development Block Grant-Disaster Recovery
  - Community Development Block Grant-Planning & Feasibility
4. Xcel Energy
  - Underground Accrual Fund

5. Colorado Department of Public Health & Environment

- Brownfields Revolving Fund
- Recycling Grants
- Water Quality Grants

**Action Matrix**

<b>NDDA Partnership Matrix</b>		<b>EXTERNAL PARTNERS</b>							
		BoCo	CDOT	DCI	DOLA	CCD	OEDIT	CDPHE	XCEL
<b>PROJECTS &amp; PROGRAMS</b>	Business Loading Zone	--	--	--	--	P	--	--	--
	1 <sup>st</sup> Street Sidewalks	--	P/I/CS	--	--	P	--	--	--
	Commercial Development	P/CS	--	P	P/CS	--	P/CS	--	--
	Burying Utility Lines	--	--	--	--	--	--	P/CS	P/I/CS
	Traffic Study	P/I/CS	P/I/CS	P/I	P/I	P	P/CS	--	--
	Lakeview/72 Intersection	--	--	--	--	P	--	--	--
	On-street parking (Lakeview & Big Springs)	--	P/I/CS	--	--	P	--	--	--
	Parking Lot Improvements (Jefferson St. Area)	--	--	--	--	--	--	--	--
	Second Bridge	--	P/I/CS	--	--	P	P/I/CS	--	--
	Riverwalk	--	--	--	--	P	P/I/CS	P	--
	Amphitheater	P/I/CS	--	--	--	P	--	--	--
	Beautification Programs	--	--	P	--	P	--	--	--
	Circulation Programs	--	P/I/CS	P/I	P	P	P/CS	--	--
	Event Programs	--	--	P/I	--	--	P/CS	--	--
	Business Services	P/I/CS	--	P/I	P/I	--	P/I/CS	--	--

# Appendices

1. Long Term Considerations
  - Town Square
  - Visitor Center
  - Riparian Corridor Ecological Assessment
2. Economic Development Survey Community Feedback
3. Resources

## Long Term Considerations

The 2016 Master Plan guides project and programs for the next 5 – 7 years, however, good planning will always take into consideration future needs and goals. The following conceptual drawings will help the NDDA think forward as they design and implement current projects.

### Town Square



Development of a Town Square at the Visitors Center parking lot was originally proposed in the NDDA's 2007 Master Plan as a "functional gathering place for the community and visitors". As the Town progresses in its efforts to improve parking in the downtown core, a Town Square will likely become more feasible.

### Visitors Center



This conceptual drawing was prepared for the NDDA by consultants from Downtown Colorado, Inc. (DCI) in May 2015. It proposes the idea of partnering with Boulder County to manage a combined Mining Museum and Visitors Center. In future planning, the NDDA may convene a dialogue with Boulder County to discuss the potential of this collaborative project. In the more immediate future, the NDDA will partner with the Town of Nederland to identify and implement improvements at Nederland's existing Visitors Center.

## Riparian Corridor Ecological Assessment\*

The NDDA commissioned an ecological assessment of the Middle Boulder Creek riparian corridor in September 2015. The assessment, conducted by Western Ecological Resources, captures the current condition of the riparian habitat, focusing specifically on hydrology, vegetation, and geomorphology. The assessment determined that the riparian corridor is in "proper functioning condition" with no immediate threats to functionality present. Proper functioning condition indicates that adequate vegetation, landform, or large woody debris is present to:

- Dissipate stream energy associated with high water flow, thereby reducing erosion & improving water quality;
- Capture sediment and aid floodplain development;
- Improve floodwater retention and ground-water recharge;
- Develop root masses that stabilize streambanks against erosion;
- Maintain channel characteristics.

Though the riparian corridor was found to be in proper functioning condition, the assessment does identify issues with high inundation on the creek's south side and two instances of fill material on the north side of the creek limiting riparian-wetland development. The assessment also recommends planting additional vegetation on the creek's south side.

The NDDA will use the findings and recommendations of the ecological assessment to guide planning of projects that are expected to impact the creek ecosystem. Relevant projects include the Riverwalk, the Second Crossing, and beautification programs.



*View of Middle Boulder Creek looking west*



*View of Middle Boulder Creek looking east*

\*A full version of the Assessment can be found at <http://www.nederlanddowntown.org/the-ndda/ndda-documents/>.

## Community Feedback

The Mayor's Economic Development Task Force administered the Nederland Area Economic Development Survey in the summer of 2015 to gauge consumer behaviors and local preferences for economic development objectives and strategies. A total of 285 respondents participated in the survey, with a vast majority residing in Nederland and the surrounding area. The results of the survey were compiled in a report, which will assist the Economic Development Task Force in determining recommendations to present to the Board of Trustees.

The survey was largely composed of open-ended questions, generating more than 3,000 unique comments. While the survey reflected diverse opinions, several notable trends did emerge. This appendix contains comments excerpted from the survey that embody the most prominent themes. A full version of the survey, results and a report from the Task force can be found at [nederlanddowntown.org](http://nederlanddowntown.org).

Community feedback regarding First Street improvements:

- "First street is pretty narrow when crowded and parking can be scarce."
- "...obtain more grant money for improvements more commercial development in the downtown area particularly First St.
- Make 1st street a destination, not just a few stores.
- "First street is quite narrow when there is a lot of traffic/delivery trucks/tourists."
- "First Street could be cleaned up a bit."
- "change the first street block, no more tuff sheds and motorcycle parking, that block is perfect for multi use buildings (underground parking, retail, office spaces, and lofts for living)."
- "make 1st Street for bikes and peds only. Car-free downtown core."
- "Make 1st street a walking mall with a clearer connection to shopping center."
- "More free parking for E 1st Street"
- "I would like Sidewalk down 1st street to the reservoir"
- "more continuous store front on first st"

Community feedback regarding the Second Bridge at Middle Boulder Creek

- "Second bridge across the creek to facilitate traffic flow, and aid in best traffic control, Bridge at Snider Street is best"
- "I would like to see another bridge -or a wider bridge for car traffic."
- "Build a second auto bridge connecting the shopping center and the First St. commercial district"
- "Bridge from Snyder Street to Conger Street making business loop"
- "2nd bridge connecting north and south side of Town."
- "Keep us simple-make another bridge across the creek"

Community feedback regarding a Riverwalk:

- "Development of a river walk with shops, park benches, bike paths, walking paths, a band shell for outdoor concerts in the park"
- "Creation of a river walk area along the creek."
- "Creek walkway with shops and restaurants"
- "More shopping and creek walking opportunities"
- "...river walk would be amazing."
- "Creek walkway with shops!"

Community feedback regarding Lakeview/Hwy. 72 intersection:

- "A stop light at the intersection in front of the bank."
- "The intersection where the Shopping Center exit and the Bank/ Hardware exit coincide across the highway."
- "Better/safer traffic control (4-way STOP signs on Hwy 119 and entrances to B & F and Bank /ACE Hardware)."
- "Fix the roads/entrance at the bank and the shopping center"
- "Getting out of the B&F parking lot or Ace is a NIGHTMARE"
- "Better flow of traffic between B&F Shopping Center and ACE"

Community feedback regarding the Barker Meadow Amphitheater:

- "Local performance space at Barker Res!"
- "Live local music at farmers market style events at the performance space at Barker Res"
- "Complete the performance space at the reservoir"
- "The town needs a performance space for events"
- "Amphitheater for the town for various events."

Community feedback regarding beautification and community aesthetics:

- "Clean it up...it looks really outdated and dirty."
- "Clean up. Fix potholes. Landscape and maintain public spaces"
- "Improved physical condition of the overall district, e.g. roadways, trails, cleanliness"
- "Make it pretty. It often looks like we don't care and don't want to care"
- "Look at the beauty of this place! Let's take down the power lines, sheds and propane tanks to make this town more beautiful and inviting"
- "Conservation of natural areas with nature trails"
- "We have beautiful surrounding scenery"

- “keep it rustic and unique”

Community feedback on parking and traffic flow:

- “Improve traffic flow across Peak to Peak between the two sides of town connected by the bridge—there's now only the single thruway for travel across the creek, and traffic grinds to a halt along Peak to Peak around events or at peak flow times”
- “As long as cars, trucks and motorcycles dominate the space there will not be a true sense of community in the downtown area. Route through-traffic differently. Then tie the three different areas together with true pedestrian-friendly paths, roads, walkways.”
- “Parking meters to turn over traffic and eliminate employees from taking up all the parking.”
- “Better, more clearly marked, ample, obvious, free parking”
- “BETTER SIGNAGE (where the heck is the carousel? The Skatepark?)”
- “developing entire downtown with signage and easy walking throughout.”

Community feedback on events and programming:

- “family oriented, less marijuana based. Outdoor/athletically focused”
- “Outdoor activity festivals...cycling, hiking, skiing”
- “First Friday events town-wide, more art shows in the summer”
- “monthly music and arts event and make sure we know about it!”
- “Biking and running events, art festival, farmers market”
- “local farmer's market style, with art, craftsmanship”
- “monthly event that was family friendly and free to attend”
- “Outdoor film series; better or more frequent movie times”
- “historical and interactive things for all ages”
- “Educational events free/cheap for residents, like a food growing expo”

Community feedback regarding new business development, existing business improvement and business district promotion:

- “1. Promote year-round tourism 2. Encourage businesses (non-retail, non-restaurant) that hire locals 3. Offer a properly funded/staffed Chamber/small business development and tourism bureau 4. Town budget for business/tourism promotion 5. Improved (centralized) communications systems in Town and to outsiders”
- “Town partnership, economic development tools/mentoring programs, identification and development of commercial areas/incubators”
- “I would like to see Nederland be more welcoming to small businesses without overwhelming paperwork and fees”

- “More local business opportunities. More real estate incentives to help people buy property and fix it up”
- “Attract and support start-ups, investors and incubators to help fuel new business ideas and innovation at 8,000 feet.”
- “Target specifically areas that Nederland lacks. For example, we don’t have a home store. Do what it takes to make it attractive for one to located here -- tax breaks good location.”
- “Dollars for small business to renovate existing spaces?”
- “I would like to see the town offer promotion, encouragement, incentive, campaigning to buy local.”

**\*A full version of the survey, the results and report can be found at [nederlanddowntown.org](http://nederlanddowntown.org).**

# Resources

Links to the following documents can be found at:

<http://nederlandco.org/government/town-documents/>

- 2013 Comprehensive Plan
- Master Infrastructure Plan (links to Dropbox)
- Housing Needs Assessment (links to Dropbox)
- Nederland Sustainability Action Plan
- #NedZero

Information and progress reports on Envision 2020 can be found at:

<http://nederlandco.org/board-of-trustees/envision-nederland-2020/>

Links do NDDA Documents can be found at:

<http://www.nederlanddowntown.org/the-ndda/ndda-documents/>