

The NDDA Vision

The NDDA is tasked with protecting and enhancing the business environment in Nederland. The NDDA recognizes that its lead resource and business draw is the natural environment in which it exists. The NDDA is committed to preserving and/or restoring this natural environment as it is conducive to the growth and creation of business in the district. The NDDA has targeted 5 components in which to concentrate these efforts.

The NDDA Believes:

1. Nederland's most valuable asset is its natural environment; therefore, all NDDA-supported improvements in the build-environment of downtown will adhere to measurable standards for no- and low-impact development.
2. As a social and commercial center for the Peak-to-Peak region, Nederland's downtown provides the ideal framework for a small, localized model of social, economic, and environmental sustainability. As such, the NDDA supports efforts to use the downtown as an educational tool for promoting sustainability to residents and visitors alike.
3. The NDDA recognizes that a self-sufficient local economy is critical to the resiliency and long-term vitality of the entire community. In pursuing a local economy that is self-sufficient, the NDDA supports projects and programs that provide quality jobs for local residents, essential good for consumers, and opportunities for local business owners to prosper.
4. The NDDA believes that a vibrant downtown must accommodate accessible transportation in multiple forms. As such, the NDDA supports projects and programs that promote alternatives to fossil fuel vehicles, enhance walkability, and provide easy transit regardless of age or physical condition.
5. The NDDA believes public safety is essential for preserving social, economic, and environmental sustainability and, therefore, promotes efforts to protect the community against natural and man-made threats.
6. The NDDA believes that the key to a beautiful downtown lies in preserving natural and historical assets. The NDDA supports projects and programs that incorporate unique natural features and historical artifacts in beautifying downtown.
7. The NDDA values the diversity of Nederland's residents and visitors, and therefore supports projects and programs that ensure downtown provides a welcoming atmosphere for all.

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