



# PLAN OF DEVELOPMENT

## FOR THE FRASER DOWNTOWN DEVELOPMENT AUTHORITY



# ACKNOWLEDGMENTS

## DDA BOARD

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Katelyn Starks, Deputy Town Clerk

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Sarah Weick, Marketing and Communications Manager

Prepared by Ayres Associates

**AYRES**

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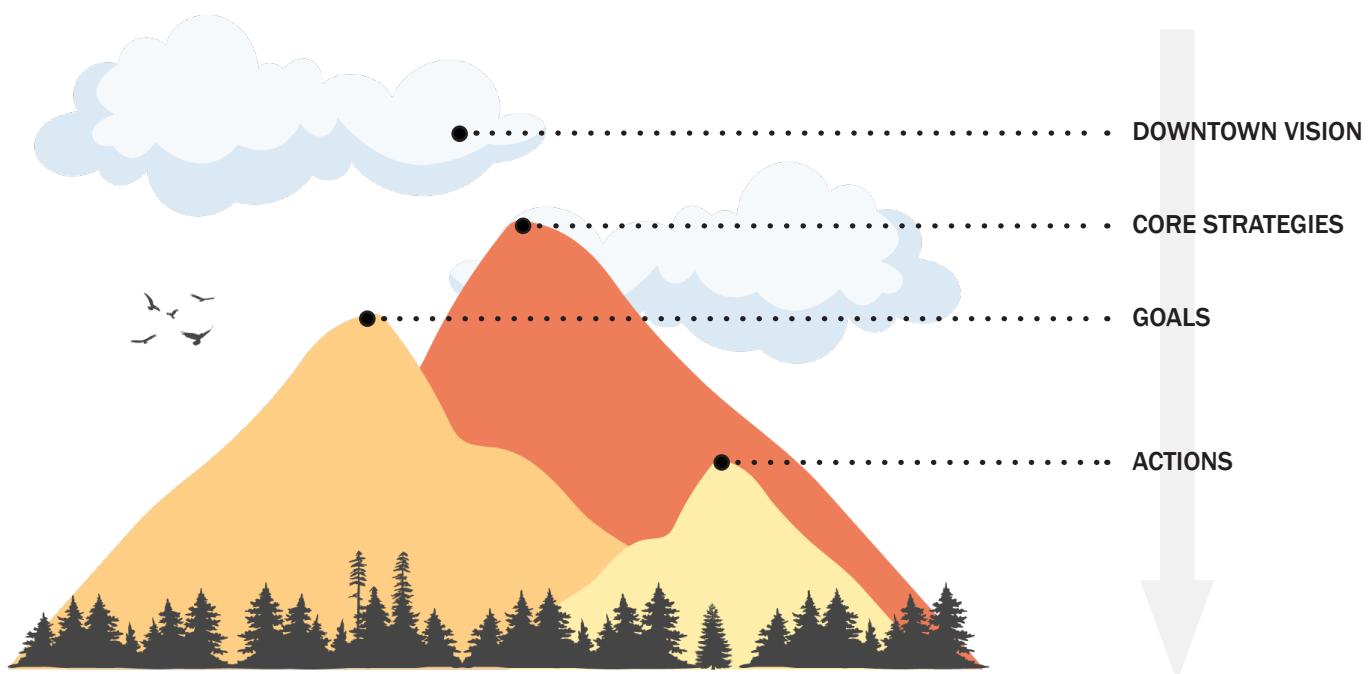
## PLAN SUMMARY

Downtown Fraser is a vibrant hub that is known for its laid-back, welcoming atmosphere and close-knit community. Located along the Fraser River and surrounded by mountains, the town serves as a gateway to outdoor year-round recreation, with easy access to fly fishing, skiing, hiking, and biking trails. The downtown features a mix of locally owned businesses, including services, unique boutiques, coffee shops, art galleries, breweries, a distillery, art galleries, and a variety of restaurants.

The Fraser Plan of Development aims to build upon and support these elements and guide the downtown district as it grows and evolves. Specifically, the plan is organized around a set of Core Strategies. These strategies are the big ideas that reflect the community values and serve as the focus of the Fraser Downtown Development Authority (DDA).

## HOW TO READ THE PLAN

The plan is structured in a clear hierarchy, beginning with the overarching Downtown Vision, followed by Core Strategies, Goals, and Actions. Each Core Strategy includes specific Goals and Actions designed to guide implementation and direct the work of the DDA. Each level of the hierarchy builds upon and informs the next, ensuring a cohesive and strategic approach.





## DOWNTOWN VISION

Downtown Fraser is a vibrant and creative community that embraces its unique character and funky spirit and is committed to fostering a downtown that celebrates individuality. It is a place where community and commerce thrive. It is a hub where culture and community are preserved and celebrated, and local businesses are supported. Downtown Fraser seeks to enhance the overall quality of life for its residents and contribute to the Town's long-term social, environmental and fiscal sustainability.

There are five big ideas that emerged through community engagement and past planning efforts. The plan seeks to distill those into different areas of interest that are discussed in more detail in later chapters.



# CORE STRATEGIES SUMMARY

Downtown Fraser is....



## WHERE BUSINESS, SPIRIT, AND CREATIVITY ARE INTERTWINED

Unlock the vibrancy of Downtown Fraser by fostering the arts, supporting locally owned businesses, and preserving the unique mountain charm that defines our community.



## WHERE MOUNTAIN DREAMS ARE WITHIN OUR MEANS

Expand and diversify local housing options to make Fraser the perfect place to call home for those seeking community, nature, art, and adventure. Keeping Fraser affordable and accessible will maintain a prosperous, diverse, and eclectic community.



## WHERE THE RIVER FLOWS THROUGH NATURE'S HEART

Enhance access to the Fraser River, preserve and sustain environmental resources, and leverage Fraser's natural beauty and charm to create distinctive experiences in downtown Fraser.



## WHERE EVERY JOURNEY IS CONNECTED

Improve connectivity and encourage multi-modal transportation across the downtown area by supporting infrastructure that optimizes parking and promotes walking, biking, and alternative options.



## WHERE THE SOUL OF FRASER THRIVES

Be the heart of Fraser and a source of pride for the community. Enhance quality of life. Incorporate dynamic public spaces in developments that can be used for gatherings and events. Promote public events and happenings.



2

**WHY DOWNTOWN FRASER**

2023  
2024

## HOW WE GOT HERE

In 2023, the Town of Fraser formed the Downtown Development Authority Advisory Committee (DDAC) to explore the possibility of forming a DDA. The DDAC was made up of residents and local business leaders and meetings included participation from local community entities. Throughout the summer of 2023, the DDAC convened and looked to gain insights into how DDAs function across Colorado and their role in enhancing the economic vitality of downtown areas. Downtown Colorado Inc., the state trade association for downtown organizations, was invited to help envision what a DDA might look like for Fraser.

The DDAC continued their work through the fourth quarter of 2023, culminating with the Town Board of Trustees passing Ordinance #504 (the “Ordinance”) on December 6, 2023. The Ordinance, which is included as an appendix to this plan, called for an election on April 2, 2024, to officially form the DDA and to authorize debt. The Ordinance has a legal description outlining the official DDA boundaries along with a map, which are hereby incorporated by reference. The DDA is authorized to exercise its powers within the boundaries set forth in the Ordinance, as amended from time to time (the “Plan of Development Area”).

On April 2, 2024, the qualified electors, residents, landowners, or lessees of real property found within the proposed DDA boundaries voted in favor of establishing a Fraser DDA and in favor of debt authorization.

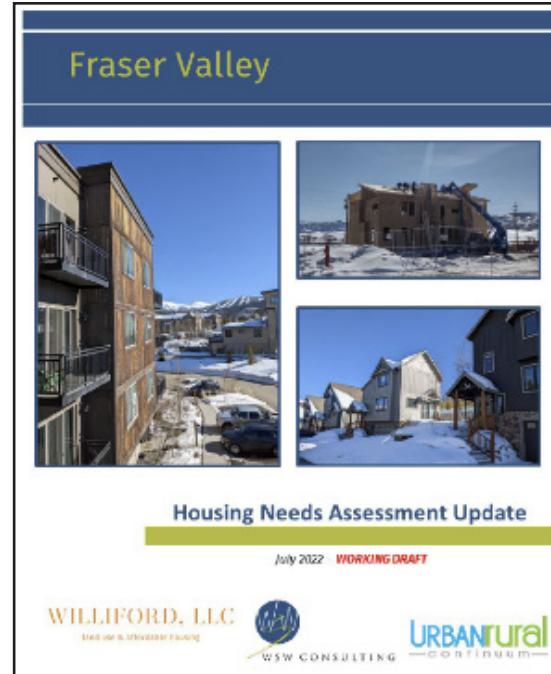
On May 15th, 2024, the Board of Trustees of the Town passed Ordinance #514, included as an appendix, creating the Fraser Downtown Development Authority.

## PAST EFFORTS

Earlier efforts are incorporated into the Plan by reference, with the intent of using those plans to guide decision-making and shape core strategies. As this Plan was written, the 2010 Fraser Comprehensive Plan was being updated and efforts were ongoing to ensure alignment with the expected goals and objectives of the revised Comprehensive Plan (expected to be approved in 2025). Coordination and information sharing have been key to keeping compliance and consistency throughout the process.

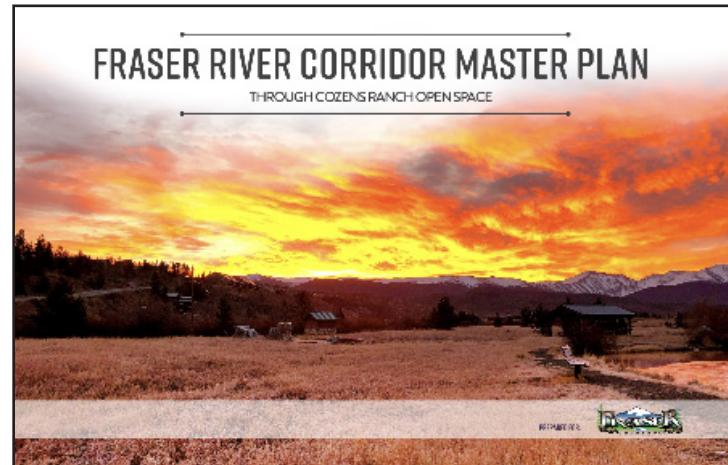
### Fraser River Valley Housing Needs Assessment (2022)

The regional housing needs assessment reviewed the housing conditions and demand for housing at different price points. The report showed a need for up to 570 new residential units over the next five years. In addition, the report details the need for affordable workforce housing in the region.



### Fraser River Corridor Master Plan (2017)

The Master Plan addresses the Cozens Ranch Open Space, a 120-acre open space found in downtown Fraser. The plan envisions this space as a recreational asset that enhances the river corridor as both a local and regional attraction, drawing in residents and visitors while preserving its essential natural features.



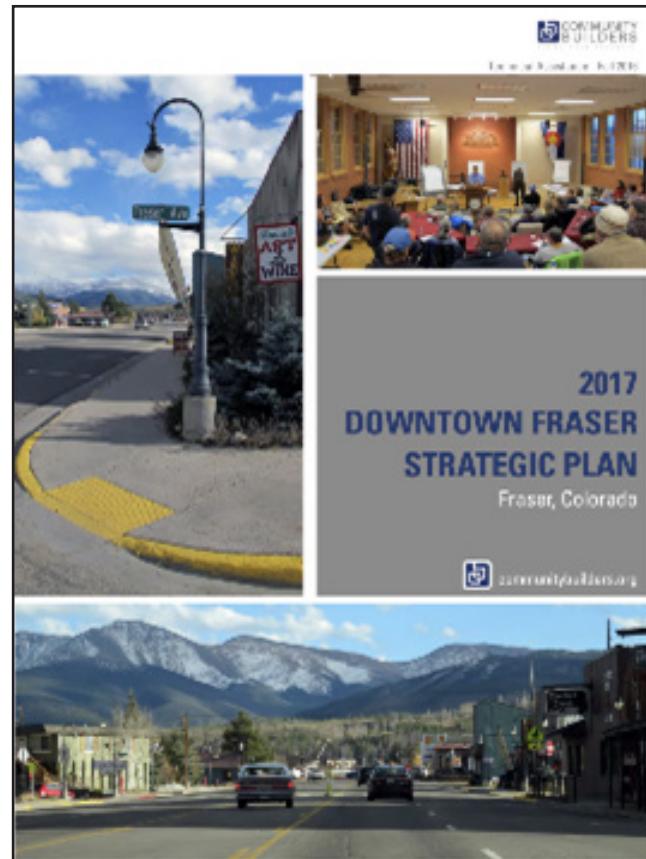
## Downtown Fraser Strategic Plan (2017)

In 2017 the Town completed a public planning process to craft a shared community vision for downtown Fraser and develop specific action steps to help implement that vision. The Downtown Fraser Strategic Plan focused on developing solutions to improve the safety and multimodal function of US Highway 40 (US 40) and strategies for development areas within or next to the Town's core.

The Town completed studies and planning initiatives that found the need to improve the safety and multimodal function of US 40, as well as to broaden social, economic, and housing opportunities for residents. Creating a cohesive, vibrant, and walkable downtown is a key strategy of the Plan for boosting the local economy and further enriching Fraser's unique sense of place.

Five community goals were crafted with the public's input:

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





# 3

## CORE STRATEGIES

From past plans and efforts across downtown and through community engagement, five core themes appeared as strategies intended to shape and guide the Fraser DDA's priorities for a vibrant downtown, supporting a vision of Downtown Fraser.



## WHERE BUSINESS, SPIRIT, AND CREATIVITY ARE INTERTWINED

Downtown Fraser is characterized by its local businesses and its funky, distinct vibe that sets it apart from other communities in the region. The DDA is committed to preserving, sustaining and enhancing its uniqueness through strategic investments in the downtown area, ensuring that Fraser's charm continues to thrive and grow.

To achieve this strategy, the DDA will need to collaborate with local businesses to address building deficiencies, make sure new development projects meet DDA and community objectives, and promote downtown Fraser as a wonderful place to live, visit, and spend time.



### GOALS THAT SUPPORT THIS STRATEGY

1. Promote and support a sustainable local economy where all businesses may thrive.
2. Develop building investment programs that support local character, local arts, and locally owned businesses.
3. Create a distinct downtown brand and marketing strategy to promote the downtown as a regional destination.
4. Support public arts, street level activation, placemaking, and physical enhancements that make downtown unique.
5. Encourage entrepreneurship through business development support programs and the inclusion of creative spaces, such as, co-working, incubator, makerspaces, and shared retail opportunities.



## WHERE MOUNTAIN DREAMS ARE WITHIN OUR MEANS

The DDA is committed to making downtown Fraser affordable and accessible for everyone. This includes ensuring that new developments supported by the DDA offer housing units at various price points and that commercial spaces remain accessible for local businesses.

To achieve this vision, the DDA must actively collaborate with developers and property owners as opportunities arise. This involves, but may not be limited to, acquiring key properties, making strategic investments in projects, and helping property owners in upgrading older buildings. By taking these steps, the DDA aims to foster a vibrant, inclusive downtown that supports businesses and residents.



### GOALS THAT SUPPORT THIS STRATEGY

1. Promote affordable, attainable and workforce housing options in development projects.
2. Attract and partner with private developers and local owners to promote investment, reinvestment, redevelopment and new development.
3. Seek opportunities to develop underutilized properties, through strategic acquisitions, infrastructure investments or other methods.
4. Encourage and support land use codes that provide for flexibility, mixed-use, and fun developments.



## WHERE THE RIVER FLOWS THROUGH NATURE'S HEART

The mountain spirit thrives in Fraser, where access to outdoor recreation and stunning mountain views define the character of downtown. The DDA aims to use these natural features to create unique and memorable experiences. At the same time, the DDA is committed to environmental sustainability, ensuring that future development projects respect, preserve, and enhance Fraser's natural beauty and resources. This includes collaborating with developers to incorporate sustainable, high efficiency building practices, limit water usage, and prioritize greenspace in new projects.

Additionally, the plan looks to position Fraser as a premier destination for outdoor enthusiasts of all kinds, capitalizing on the area's abundant recreational opportunities.



### GOALS THAT SUPPORT THIS STRATEGY

1. Ensure land use codes and plans allow for creative and unique development projects that promote sustainability and engagement with the natural environment.
2. Encourage development that highlights the natural beauty of Fraser and reduces the impact on the environment.
3. Create inviting, “cool” public spaces that encourage people to explore, relax and enjoy downtown Fraser.
4. Partner in the development of a vision and concept plan for the Riverwalk District.
5. Build recreational opportunities and enhance access to the river, trails, bike paths and planned open spaces.



## WHERE EVERY JOURNEY IS CONNECTED

Downtown Fraser's historical street layout, railroad, and river, create a unique but sometimes challenging layout. The lack of pedestrian and biking infrastructure adds to the difficulty of navigating the area. Additionally, common mountain town issues like stormwater drainage and snow removal pose further challenges.

To address these concerns, the DDA aims to enhance street design and implement traffic calming measures. They are also focused on infrastructure improvements including, but not limited to, those that mitigate the impact of heavy snow and improve walkability, making downtown Fraser more accessible and enjoyable for all.



### GOALS THAT SUPPORT THIS STRATEGY

1. Explore street design changes and traffic calming measures along US 40 to promote multi-model transportation options and local connections.
2. Promote streetscape improvements that encourage year-round walkability.
3. Be a stakeholder in the investigation and funding of projects that address drainage issues and improve stormwater infrastructure.
4. Enhance, and expand as necessary, the street grid and trail system to promote greater connectivity and walkability.
5. Be a jurisdictional partner in the exploration and implementation of projects/efforts to optimize parking opportunities and support multi-modal transportation alternatives.



## WHERE THE SOUL OF FRASER THRIVES

Downtown Fraser is for all Fraser (and Valley) residents—a central hub where locals can gather, relax, and enjoy their community. It should be a destination to visit and explore, whether traveling via US 40 or Amtrack.

To bring this vision to life, the DDA is committed to creating inviting public spaces, supporting local events, and improving signage to make it clear when you have arrived in downtown Fraser and how to get around. The DDA also aims to ensure that tourists know downtown Fraser is a vibrant, must-visit destination in the region.



### GOALS THAT SUPPORT THIS STRATEGY

1. Be the center of the community and a source of pride for all the residents.
2. Promote events and programs that encourage people to stop, stay and spend in Fraser.
3. Implement a brand strategy to improve and guide signage and wayfinding to let people know they have arrived and how to get around downtown Fraser.
4. Develop a tourism strategy to leverage all visitors, and their visitor experience, whether they arrive by road or train.
5. Create gathering spaces that promote activity and community.



# 4

## PLAN IMPLEMENTATION

This section is designed to guide the actions of the DDA board and staff throughout the life of the plan. At the start, DDAs often resemble a “start-up” company, facing similar challenges such as limited funding, the need to build revenue, and the need to establish operational capacity.

While DDAs differ from traditional start-ups, valuable lessons can be learned to inform the Fraser DDA’s approach to implementing this plan. Just as in start-ups, product development, attentiveness to the customer base, and operational efficiency are critical for long-term success. By applying these principles, the Fraser DDA can navigate challenges and achieve desirable development and sustainable growth.

As the DDA contemplates actions, and strategic investments, it should review opportunities through the following lens:

1. What is the product, project or program?
2. Who is the customer?
3. Does it support the broad goals of the plan?

Using the start-up company as a corollary, the following actions are provided for consideration by the DDA.



## PRODUCT DEVELOPMENT

Within the DDA context, product development focuses on how the DDA spends its time and resources, answering the question: where and how do we invest?

Given the range of investment opportunities, it can feel overwhelming, but it is essential to consider both the customer base and organizational efficiency. Potential investment areas include:

### 1. Small-Scale Building Improvement Programs

- Façade, landscaping, and patio improvements
- Historic renovations
- Life safety enhancements
- Utility upgrades
- Building conversions and expansions
- Addressing environmental conditions
- Improving efficiency and sustainability measures
- Increasing ADA accessibility
- Leveraging state and federal grants

### 2. Large-Scale Development & Infrastructure Projects

- Redevelopment efforts, including affordable housing, mixed-use projects, and employment opportunities
- Multimodal transportation infrastructure
- Parking solutions
- Strategic acquisition and development of underutilized properties
- Enhancing streetscapes and community facilities
- Placemaking, design, and wayfinding initiatives
- Parks, plazas, gathering spaces, and public art
- High-impact projects that generate tax increment revenue

### 3. Marketing and Branding

- Building the Downtown Fraser brand and identity
- Tourism marketing campaigns
- “Shop local” promotions

### 4. Community Events and Gatherings

- Music, art, and other local events (e.g., Shop Local Saturdays, themed town nights)
- Markets and other community-driven activities

### 5. Other Investments

- Additional opportunities not currently outlined but consistent with the plan’s strategies and goals
- The DDA Board is not compelled to adopt or pursue these specific programs, and the plan acknowledges the need for flexibility. As circumstances evolve, the Board may find new areas for investment that were not initially contemplated.



## CUSTOMER BASE

DDAs serve multiple customer groups, each important. These key customer bases are outlined below:

### DDA Constituents

This group includes property owners, business owners, and residents within the DDA boundaries.

They rely on the DDA to support new investments, provide guidance, and help shape the overall direction of downtown.

### Residents

These are local residents of Fraser and the surrounding areas who shop, dine, and spend time in downtown Fraser.

Their patronage supports the local economy and small businesses, making them essential to the vitality of downtown.

### Visitors

This group includes tourists, not only those visiting for ski weekends or recreational opportunities, but also people visiting family or passing through town.

Broadening the perspective on this customer base helps maximize the potential economic impact they bring to downtown.

### Political Leadership/Funders/Community Partners

Although distinct from the other groups, this group plays a critical role in supporting the DDA's vision.

Building strong relationships with political leaders, funders, and community partners is essential to achieving long-term goals and securing resources.

## OPERATIONAL EFFICIENCY

DDAs must maximize their investments while minimizing wasted time and resources. Given the statutory relationship with the sponsoring municipality, building effective communication and partnership with the Town of Fraser is critical to ensure operational efficiency. When evaluating potential investments, the DDA board should consider alignment with the Plan, the potential impact on future increment revenue, and the staff's ability to manage the initiatives effectively.

To enhance operational efficiency, the DDA board should consider adopting specific policies and procedures to guide decision-making and actions. Clear policy guidelines will empower staff to confidently implement programs, ensuring consistent progress and successful outcomes. By streamlining processes and providing clear direction, the DDA can make more efficient use of its resources while driving impactful results.

Policies are not intended to be rigid but rather provide guidance and direction to staff. Any adopted policy should be considered a dynamic document and subject to change upon periodic review. To that end, the DDA board may consider creation of the following policies as an early-stage activity:

### **1. Financial/Investment Policy**

The DDA board should contemplate the conditions and the outcomes it is seeking to achieve when contemplating the investment of increment revenue. This should include a defined process for consideration, project eligibility, and information requirements for applicants.

### **2. Event Support and Coordination Policy**

Community events are a wonderful way to bring the community together and promote the downtown. They also require a great deal of time and energy to organize and manage. The impact and benefit to existing businesses should be carefully weighed against the cost. The DDA may contemplate other arrangements including sponsoring events.

### **3. Property Acquisition Policy**

The DDA may look to acquire underutilized property to support development goals or simply to address blighted conditions. Controlling real estate is a crucial step in helping development and the DDA should consider a policy which allows it to move quickly when opportunities arise.

To achieve its objectives, in addition to projects included in the above policies, the DDA may consider setting up programs that address the specific needs of the downtown district. A list of common DDA programs is provided below for consideration and each type of program is authorized by this plan.



## OPERATIONAL EFFICIENCY (CONTINUED)

This list is not exhaustive, and the DDA Board has the discretion to adopt programs based on the evolving needs of the local community. For any program adopted, the Board will need to establish clear application procedures, guidelines, and a budget, especially for grant or incentive programs. As needs evolve, the DDA Board may also explore other opportunities not listed here, but that are otherwise authorized by the terms of this Plan of Development.

### **Façade Improvement**

Façade improvement projects are quite common to DDAs in Colorado. They provide matching grants and incentives for property owners to improve building storefronts and entrances. The Town currently has a Business Enhancement Grant program focused on facade, and efforts should be made to coordinate with and enhance those activities.

### **Life Safety Improvements**

These types of projects provide grants and incentives for buildings that need fire suppression systems to promote greater occupancy. This is common for buildings that are being converted to residential use or require greater occupancy like a restaurant.

### **Community Facilities Infrastructure**

Infrastructure is a large and important use of funding that “serves a public use...” under statute. This may include support for the installation of electricity at the street level to support community events, trash facilities, benches, and temporary items like heaters and bathrooms for public events. It may also include improvements and enhancements to public infrastructure and amenities such as sidewalks, bus stops, etc. Access easements and improved drainage are also critical needs in downtown Fraser.

### **Code and Design Guidelines**

The DDA can often look to promote specific design guidelines and criteria for the downtown district or sub-areas of the district to promote visual interest and consistency.



ON COURT

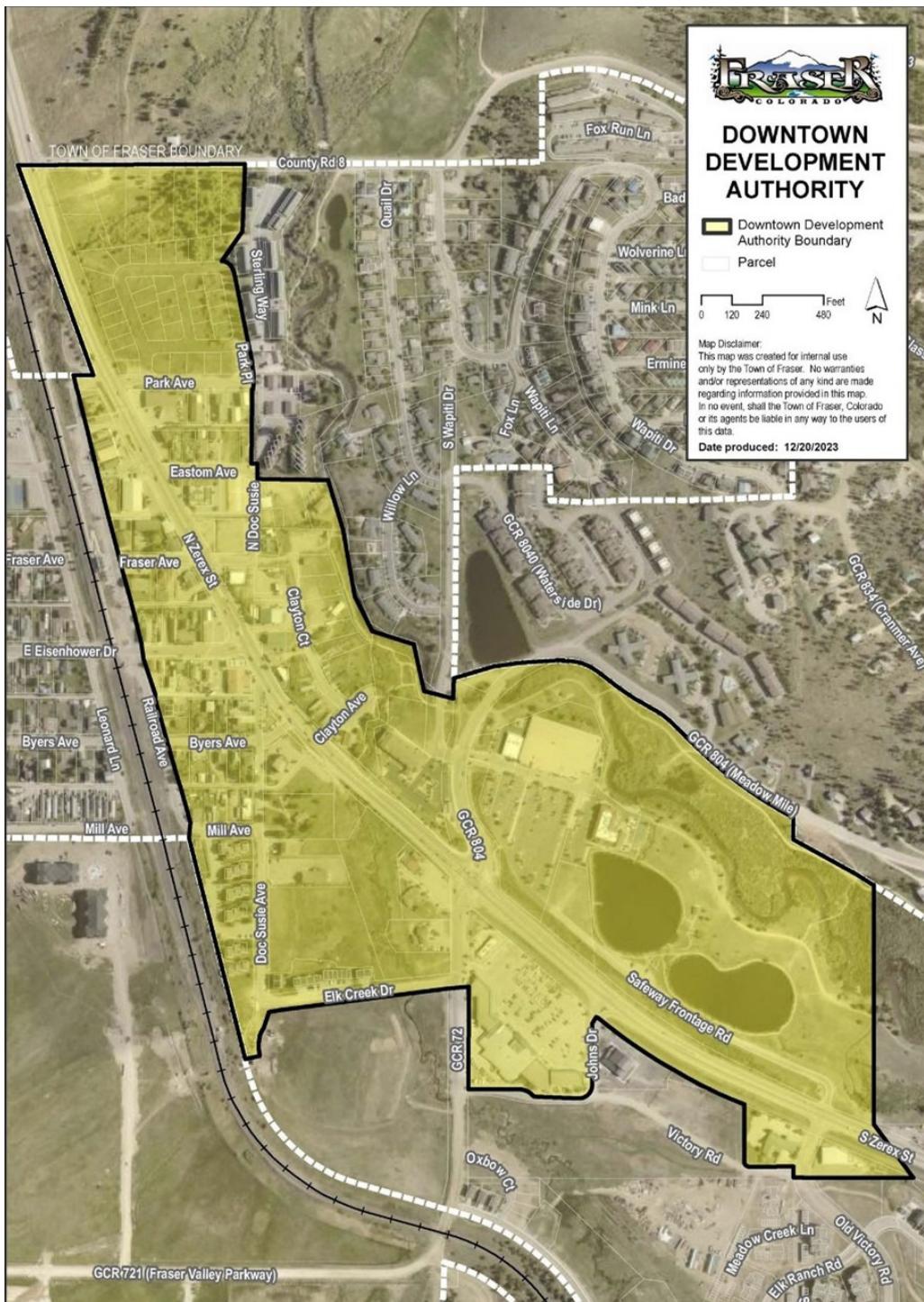


5

THE FINE PRINT

## THE EXTENT AND BOUNDARIES OF THE PLAN

Being Fraser's traditional Town center, the DDA district focuses on areas along and next to US 40 and near the Fraser River. The 121-acre boundary encompasses the area shown in the map below and is subject to any future boundary adjustments approved by the DDA board. To the greatest extent possible, the DDA boundaries look to capture the commercial and mixed-use areas of Fraser, as well as existing single-family residential properties that are likely to transition to other uses.



## DDA BOARD

Eligibility to serve on the DDA is statutorily defined in Section 31-25-806 of the Colorado Revised Statutes.

DDAs are corporate bodies and political subdivisions of the State of Colorado, meaning they serve a broad public purpose. This means that Board members are subject to open public transparency requirements and public meeting requirements.

It is the purpose of the Board to guide the actions of the DDA. Duties are summarized below and may include:

- Establish official bylaws.
- Adopts conduct and civility codes.
- Establish short and medium term workplans with priorities and action steps.
- Establish annual budgets and annual reports as needed.
- Establish direction for the DDA and represent the interests of the residents, businesses, and property owners in the DDA boundaries.
- Establish DDA programs and policies that support positive investment in downtown Fraser.
- Approve funding requests, grant requests, and incentive requests based on established programs and policies.
- Consider petitions to expand the boundaries of the district.
- Hire and manage staff including legal representation to advise on the proper performance of its duties.
- Work in collaboration with Town staff and other community partners towards shared goals.
- Enter contracts necessary for the performance of the DDA.

**“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”**

*Jane Jacobs, author of “The Death and Life of Great American Cities”*

## DDA STAFF

DDAs are allowed to hire and manage staff. At its start and within the formative years of the DDA, the Town of Fraser, at its discretion, may provide staff support or funding for the DDA to hire staff.

In recent years, newer DDAs have worked with the local jurisdiction to provide financial and staff support during the start-up phase until DDA revenue is sufficient to support its staffing and operational needs.

It is the purpose of DDA staff to:

- Work to enact the Vision of the DDA as defined in this Plan of Development.
- Enact the programs and policies as approved by the DDA Board including managing application processes, payments and communications as needed.
- Maintain a visible presence in the downtown district and be available to engage with local businesses, property owners, and residents to better understand the needs of the district.
- Make recommendations to the DDA Board on programs and policies that achieve the goals of the Plan of Development.
- Complete annual budget and track finances in conjunction with the DDA Board.
- Represent the interests of the DDA to potential investors, other interested parties, the community, and the Town Board.
- Complete and submit reports as needed and as directed by the DDA Board.
- Maintain all DDA documents and records as prescribed by State Statute.
- Work in collaboration with Town staff and other partners as necessary and appropriate.
- Legal counsel may be provided by the Town through agreement, and the DDA Board has the option to seek outside legal counsel.
- Other duties as directed by the DDA Board.

## DDA BUDGET AND FINANCE

To achieve the objectives in the Plan of Development, it will be necessary to identify sources of funding and opportunities to finance projects. The DDA Board is required to adopt a budget each fiscal year and cause an annual audit to be made pertaining to its fiscal affairs. The budget will reflect administrative expenses, personnel costs, DDA program priorities, debt obligations, infrastructure investments, as well as expenses related to downtown marketing and downtown events. In accordance with Section 31-25-809, C.R.S., the DDA may include within its budget a line-item indicating the amount of debt proceeds that will be used for DDA operations and administration, which shall be limited to an amount reasonably necessary to fund the DDA's operations and administration.

DDA funds may be utilized towards programs and projects that align with the Plan of Development and are seen to provide a public benefit. Public benefit may be broadly defined to include both public infrastructure and similar uses that are visibly public, as well as a wide range of expenditures of TIF that legitimately advance a goal(s) of this plan, including, but not limited to, supporting businesses and development that add to the vibrancy of downtown, provide increased tax revenue, and/ or offer employment opportunities.

The DDA is authorized to finance activities and undertakings under this Plan by any method authorized by Sections 31-25,801, et seq., C.R.S. (the “DDA Act”) or any other applicable law.

The DDA is permitted to receive and use funding from the following sources:

- Proceeds of bonds, loans or advances to, or indebtedness incurred by the Town secured by the pledge of property tax increment revenues for the maximum period of time authorized by Section 31-25-807, C.R.S.
- Private contributions and donations including sponsorships.
- Grants and other funds made available by public agencies and other entities.
- Fees and other charges imposed in connection with DDA projects and properties.
- All such other sources and methods as permitted by the DDA Act.
- Property tax increment is authorized in accordance with the DDA Act.

Pursuant to Section 31-25-807(3)(a), C.R.S., property taxes levied after the effective date of this Plan of Development upon taxable property within the boundaries of the Plan of Development Area each year by or for the benefit of any public body shall be divided for a period of not to exceed thirty years or such longer period as provided in Section 31-25-807(3)(a)(IV), C.R.S., in accordance with Section 31-25-807(3)(a), C.R.S., and that portion of said property taxes allocated to and, when collected, paid into the special fund of the Town shall be used for the payment of the principal of, the interest on, and any premiums due in connection with the bonds of, loans or advances to, or indebtedness incurred by, whether funded, refunded, assumed, or otherwise, the Town for financing or refinancing, in whole or in part, development projects within the boundaries of the Plan of Development Area.

## UPDATING OR AMENDING THE PLAN

As the conditions in downtown Fraser change, it will be important to revisit this Plan of Development.

### **Additional Property/Boundary Adjustments**

Parcels next to the approved DDA boundaries can be added to the DDA by petition of the property owner in accordance with Section 31-25-822, Colorado Revised Statutes.

### **Amendments to the Plan of Development**

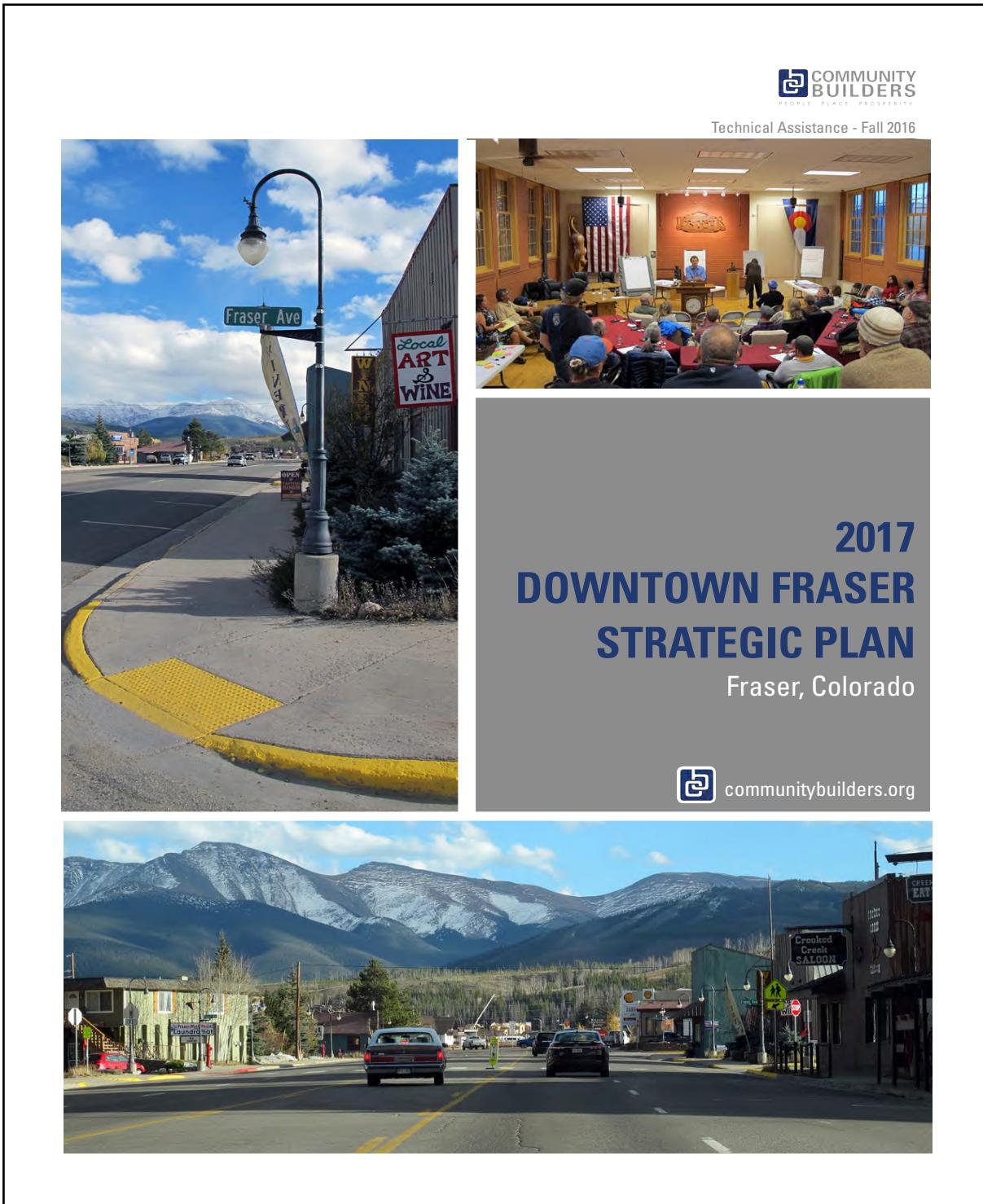
As conditions change, the DDA may seek to amend or update this plan. According to state statute, (Section 31-25-807(4)(c), C.R.S.) any amendment or “substantial modification” requires a public hearing, followed by consideration by the Fraser Board of Trustees.



# 6

## APPENDICES

# 2017 DOWNTOWN FRASER STRATEGIC PLAN



Fraser Ave

Local ART & WINE

OPEN

Technical Assistance - Fall 2016

Community Builders  
PEOPLE. PLACE. PROSPERITY.

2017  
DOWNTOWN FRASER  
STRATEGIC PLAN  
Fraser, Colorado

communitybuilders.org

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

## FRASER RIVER CORRIDOR MASTER PLAN

# FRASER RIVER CORRIDOR MASTER PLAN

THROUGH COZENS RANCH OPEN SPACE



PREPARED FOR:

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

## FRASER VALLEY HOUSING NEEDS ASSESSMENT (2022)

### Fraser River Valley



### Housing Needs Assessment Update

August 2022

**WILLIFORD, LLC**  
land use & affordable housing



**URBANrural**  
continuum

[https://static1.squarespace.com/static/6274274541f0f600a4027ed6/t/62fec0124dac8b64b-8ba8989/1660862488113/FraserRiverValley\\_HNA\\_Update\\_Final\\_August2022+28003%29.pdf](https://static1.squarespace.com/static/6274274541f0f600a4027ed6/t/62fec0124dac8b64b-8ba8989/1660862488113/FraserRiverValley_HNA_Update_Final_August2022+28003%29.pdf)

## ENABLING ORDINANCE 504

**TOWN OF FRASER, COLORADO  
ORDINANCE NO. 504  
Series, 2023**

AN ORDINANCE OF THE TOWN OF FRASER, COLORADO (1) DETERMINING THE NECESSITY OF ESTABLISHING THE FRASER DOWNTOWN DEVELOPMENT AUTHORITY AND (2) SUBMITTING THE QUESTION OF ESTABLISHING THE FRASER DOWNTOWN DEVELOPMENT AUTHORITY AND A DEBT AUTHORIZATION QUESTION TO AN ELECTION OF QUALIFIED ELECTORS AT A REGULAR ELECTION TO BE HELD ON APRIL 2, 2024.

**WHEREAS**, the Town of Fraser, Colorado (the "Town"), is a municipal corporation duly organized and existing under the Constitution and laws of the State of Colorado (the "State"); and

**WHEREAS**, pursuant to §§ 31-25-801 to 822, C.R.S. (the "Downtown Development Authority Act"), the Town is authorized to establish a Downtown Development Authority and the Board of Trustees of the Town (the "Board") finds and determines that the establishment of a downtown development authority is necessary to develop and redevelop the Town's central business district and will serve a public purpose; will promote the public health, safety, prosperity, security, and general welfare of the inhabitants thereof and of the people of the state of Colorado; will halt or prevent deterioration of property values or structures within the Town's central business district, will halt or prevent the growth of blighted areas within the central business district, and will assist the Town in the development and redevelopment of the central business district and in the overall planning to restore or provide for the continuance of the health thereof; and will be of special benefit to the property within the downtown development authority; and

**WHEREAS**, pursuant to § 31-25-804, C.R.S. the Town may submit the question of the establishment of the Downtown Development Authority at a regular election called for that purpose and may submit to the qualified electors of the proposed Downtown Development Authority any local government matters arising under section 20 of article X of the Colorado Constitution.

**NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF TRUSTEES OF THE TOWN OF FRASER, COLORADO, AS FOLLOWS:**

**Section 1: Need for the Fraser Downtown Development Authority.** The Board hereby determines it is necessary to establish a Downtown Development Authority to be known as the "Fraser Downtown Development Authority" (the "DDA") for the public health, safety, prosperity, security, and welfare of the inhabitants of the Town, and that the DDA will serve a public purpose, namely to assist in the development and redevelopment of the Town's central business district; promote the health, safety, prosperity, security, and general welfare of the inhabitants thereof and of the people of the State of Colorado; will halt or prevent the deterioration of property values or structures within the Town's central business district; will halt or prevent the growth of blighted areas within the central business district; will assist the Town in the development and redevelopment of the central business district and in the overall planning to restore or provide for the continuance of the health thereof; and that a DDA will be of special benefit to the property within the DDA boundary.

**Section 2: Fraser Downtown Development Authority.** Upon formation, the DDA shall be a body corporate with all the powers authorized by the Downtown Development Authority Act and any amendment thereto, and all additional or supplemental powers necessary or implied to carry out and effectuate its purposes, and such other powers and authority as provided by law.

**Section 3: Boundaries.** The boundaries of the DDA shall be as shown on the attached **Exhibit A**. The area shown on the attached **Exhibit A** is the area of the Town which is and has traditionally been the location of the principal business, commercial, financial services, and governmental center, zoned and used accordingly.

**Section 4: Regular Election.** A regular election is to be held on April 2, 2024, whereby the qualified electors of the proposed DDA shall vote on the ballot questions attached as **Exhibit B**. Such regular election shall be conducted pursuant to the authority and requirements of the DDA Act, and applicable provisions of Title 31, Article 10, Parts 1 through 15, C.R.S. (the "Colorado Municipal Election Code"). The Town Clerk shall be the designated election official.

**Section 5: Additional Acts.** In the event the establishment of the DDA is approved by a majority of the qualified electors voting thereon, Board shall comply with the requirements of the Downtown Development Authority Act for the organization of the DDA, including establishing the number of and appointment of the DDA's Board of Directors.

**Section 6: Maximum Net Effective Interest Rate of DDA Bonds.** If bonds are issued to support the activities of the DDA in the future, such ordinance or resolution by which the bonds are issued shall specify the maximum net effective interest rate of such bonds.

**Section 7: Contests of Ballot Order or Form or Content.** Pursuant to Section 31-10-1308, C.R.S., any election contest arising out of a ballot issue or ballot question election concerning the order of the ballot or the form or content of the ballot title shall be commenced by petition filed with the proper court within five days after the title of the ballot issue or ballot question is set, and for contests concerning the order of a ballot, within five days after the ballot order is set by the Town Clerk and not thereafter.

**Section 8: Actions by Town Officers and Employees.** Any and all actions previously taken by the Designated Election Official or any other Town officer or employee in furtherance of the directions and authorizations of this Ordinance are hereby ratified and confirmed.

**Section 9: Severability.** If any clause, sentence, paragraph, or part of this Ordinance or the application thereof to any person or circumstances shall for any reason be adjudged by a court of competent jurisdiction invalid, such judgment shall not affect the remaining provisions of this Ordinance.

**Section 10: Safety Clause.** The Board finds and declares that this Ordinance is promulgated and adopted for the public health, safety and welfare and this Ordinance bears a rational relation to the legislative object sought to be obtained.

**Section 11: Effective Date.** This Ordinance shall be in full force and effect thirty (30) days after its passage and publication. This Ordinance, as adopted by the Board, shall be numbered and recorded by the Town Clerk in the official records of the Town. The adoption and publication shall be authenticated by the signatures of the Mayor and the Town Clerk, and by the certificate of publication.

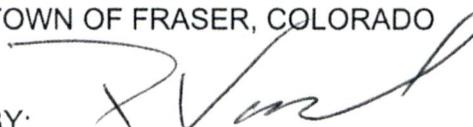
READ, PASSED, ADOPTED AND ORDERED PUBLISHED BY THE BOARD OF TRUSTEES  
AND SIGNED THIS 6<sup>TH</sup> DAY OF DECEMBER, 2023.

Votes in favor: 1  
Votes opposed: 0  
Votes abstained: 0



BOARD OF TRUSTEES OF THE  
TOWN OF FRASER, COLORADO

BY:

  
Mayor

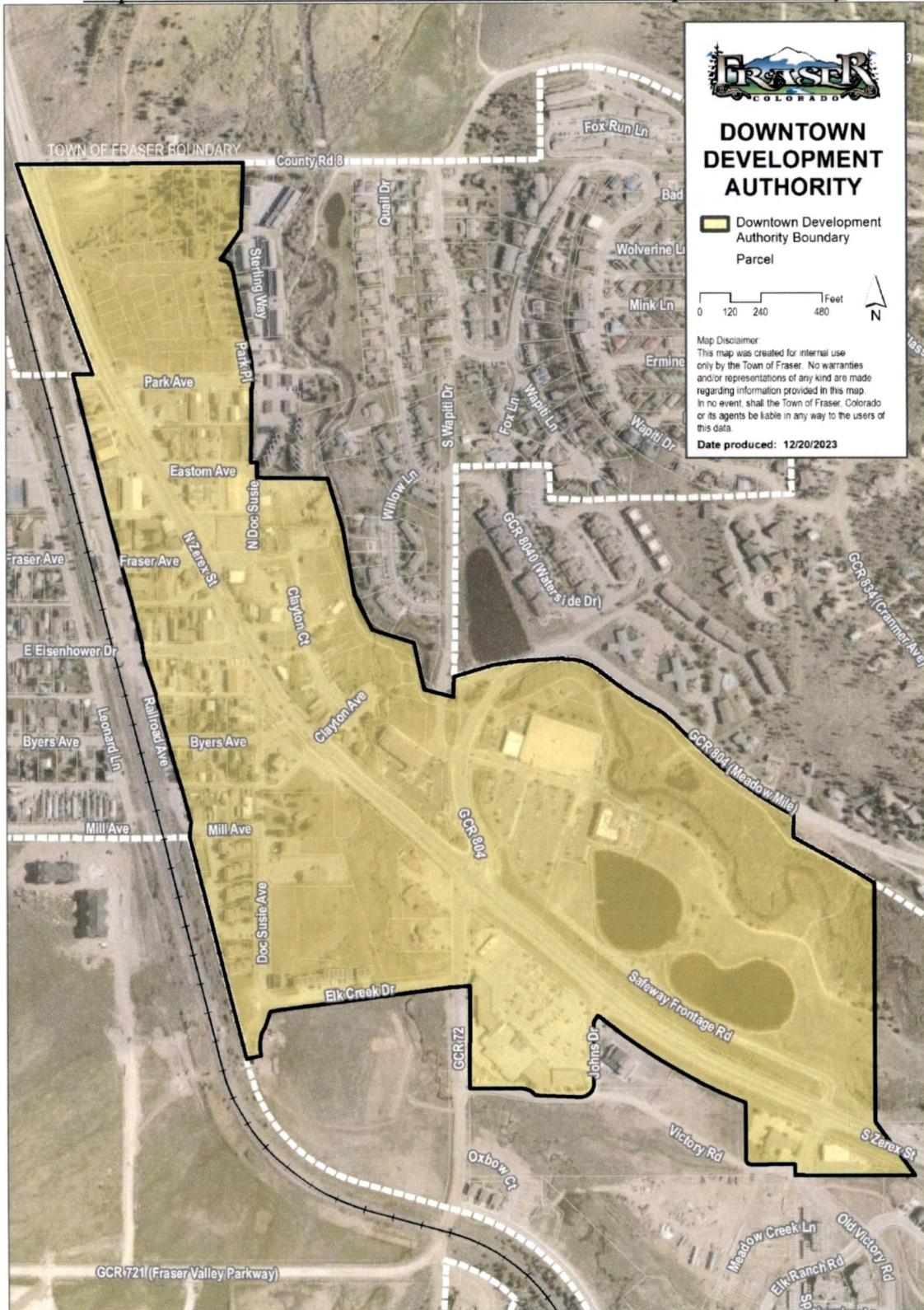
ATTEST: Antonette McNeigh  
Town Clerk

Published in the *Middle Park Times* on December 14, 2023.

January 11, 2024

## EXHIBIT A

Map of the Boundaries of the Fraser Downtown Development Authority



Legal Description of the Fraser Downtown Development Authority

ALL OF THOSE LANDS LYING WITHIN PORTIONS OF SECTIONS 19 AND 20 TOWNSHIP 1 SOUTH, RANGE 75 WEST OF THE 6<sup>TH</sup> PRINCIPAL MERIDIAN, COUNTY OF GRAND, STATE OF COLORADO, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE INTERSECTION OF THE NORTHERN RIGHT-OF-WAY LINE OF PARK AVENUE AND THE WESTERN RIGHT-OF-WAY LINE OF U.S. HIGHWAY 40; THENCE WESTERLY ALONG THE NORTHERN RIGHT-OF-WAY LINE OF PARK AVE TO THE PROLONGATION OF THE EASTERN RIGHT-OF-WAY LINE OF RAILROAD AVENUE;

THENCE SOUTHERLY TO THE NORTHWEST CORNER OF FRASER 1ST-EASTOM 1ST LOTS 1 - 6 BLOCK 10, ALSO KNOWN AS ASSESSOR'S PARCEL NUMBER 158719108001 (509 N ZEREX ST);

THENCE CONTINUING SOUTHERLY ALONG THE EASTERN RIGHT-OF-WAY LINE OF RAILROAD AVENUE TO THE SOUTHWEST CORNER OF FRASER-EASTOM LOT 21 - 22 BLOCK 4, ALSO KNOWN AS ASSESSOR'S PARCEL NUMBER 158719115021, ALSO THE INTERSECTION OF THE EASTERN RIGHT-OF-WAY LINE OF RAILROAD AVE AND NORTHERN RIGHT-OF-WAY LINE OF MILL AVENUE;

THENCE CONTINUING SOUTHERLY ACROSS THE MILL AVE RIGHT-OF-WAY TO THE INTERSECTION OF THE SOUTHERN MILL AVENUE RIGHT-OF-WAY LINE AND THE EASTERN RIGHT-OF-WAY LINE OF THE SOUTHERN PACIFIC RAILROAD, ALSO KNOWN AS THE NORTHWEST CORNER OF FRASER - EASTOM TR 5FT X 15FT TR 50FT X 135 FT NE4SE4 OF S19 T1S R75 DESC B191 P189 TOWN OF FRASER-EASTOM, AND ALSO KNOWN AS ASSESSOR'S PARCEL NUMBER 158719400003;

THENCE SOUTHERLY ALONG THE EASTERN RIGHT-OF-WAY LINE OF THE SOUTHERN PACIFIC RAILROAD TO THE NORTHWEST CORNER OF MEYER SUBDIVISION LOT 1, ALSO KNOWN AS ASSESSOR'S PARCEL NUMBER 158719406003;

THENCE NORtheasterly along the northern boundary of assessor's parcel number 158719406003 to the northeast corner of said parcel, also the intersection of the southern right-of-way line of elk creek drive and western right-of-way line of county road 72;

thence continuing easterly along the prolongation line to a point on the eastern right-of-way line of county road 72, also a point on the western boundary of forest meadows solar community tract 3; thence southerly along the eastern right-of-way line of county road 72 to its intersection with the southwest corner of forest meadows solar community tract a&b, also known as assessor's parcel number 158720302007 (541 s zerex st);

thence easterly along the southern boundary of assessor's parcel number 158720302007 to the southwest corner of forest meadows solar community tract 2, also known as assessor's parcel number 158720302006 (551 s zerex st);

thence continuing easterly then northerly along the southern and eastern boundary of said parcel to its intersection with the

WESTERN RIGHT-OF-WAY LINE OF U.S. HIGHWAY 40 (ALSO KNOWN AS S ZEREX STREET);  
THENCE SOUTHEASTERLY ALONG THE WESTERN RIGHT-OF-WAY BOUNDARY OF U.S. HIGHWAY 40 TO THE NORTHWEST CORNER OF FOREST MEADOWS SOLAR COMMUNITY LOT C BLOCK 2 PARCEL C, ALSO KNOWN AS ASSESSOR'S PARCEL NUMBER 158720302002;  
THENCE SOUTHERLY AND EASTERLY ALONG THE WESTERN AND SOUTHERN BOUNDARY OF SAID PARCEL TO ITS SOUTHEAST CORNER AND INTERSECTION WITH THE WESTERN RIGHT-OF-WAY LINE OF OLD VICTORY RD;  
THENCE SOUTHERLY ALONG THE RIGHT-OF-WAY LINE TO THE SOUTHEAST CORNER OF MEYERS SUBDIVISION LOT 2, ALSO KNOWN AS ASSESSOR'S PARCEL NUMBER 158720308001;  
THENCE EASTERLY ALONG THE PROLONGATION LINE OF THE SOUTHERN BOUNDARY OF SAID PARCEL, CROSSING THE OLD VICTORY ROAD RIGHT-OF-WAY TO THE SOUTHWEST CORNER OF FOREST MEADOWS SOLAR COMMUNITY BLOCK 1 SOUTH AND EAST OF JOHNS DRIVE ALSO KNOWN AS ASSESSOR'S PARCEL NUMBER 158720302017 (751 US HIGHWAY 40);  
THENCE CONTINUING EASTERLY ALONG THE SOUTHERN BOUNDARY OF ASSESSOR'S PARCEL NUMBER 158720302017, TO THE SOUTHEAST CORNER OF SAID PARCEL ALSO A POINT ON THE WESTERLY RIGHT-OF-WAY LINE OF U.S. HIGHWAY 40;  
THENCE FOLLOWING A LINE OF PROLONGATION NORTHWESTERLY ACROSS THE U.S. HIGHWAY 40 RIGHT-OF-WAY TO THE NORTHWEST CORNER OF METES & BOUNDS 75 ALL 1.59 ACRES 2.0AC NE4SW4 SEC 20 T1S R75 DESC B/198 P/474 LESS 0.41AC NE4SW4 SEC20 T1S R75 DESC B/264 P/540 ANNEX B/308 P/376, ALSO KNOWN AS ASSESSOR'S PARCEL NUMBER 158720300002 (76827 U.S. HIGHWAY 40);  
THENCE NORtherly N<sup>0</sup>E TO THE TOWN OF FRASER BOUNDARY;  
THENCE NORtheasterly ALONG THE TOWN OF FRASER BOUNDARY TO ITS INTERSECTION WITH THE EASTERN RIGHT-OF-WAY LINE OF SOUTH WAPITI DRIVE;  
THENCE SOUTHERLY ALONG THE EASTERN RIGHT-OF-WAY LINE OF SOUTH WAPITI DRIVE TO THE SOUTHEAST CORNER OF FRASER RIVER OUT EXEMPT LOT A, ALSO KNOWN AS ASSESSOR'S PARCEL NUMBER 158719143001;  
THENCE WESTERLY AND NORtherly ALONG THE SOUTHERN BOUNDARY OF ASSESSOR'S PARCEL NUMBER 158719143001 TO ITS INTERSECTION WITH THE SOUTHEAST CORNER OF SUN RIVER TOWNHOMES LOT 1, ALSO KNOWN AS ASSESSOR'S PARCEL NUMBER 158719131013;  
THENCE WESTERLY AND NORtherly ALONG THE SOUTHERN AND WESTERN BOUNDARY OF ASSESSOR'S PARCEL NUMBER 158719131013 IN A CLOCK-WISE DIRECTION TO THE NORTHWESTERLY CORNER OF SAID PARCEL, ALSO THE SOUTHEAST CORNER OF VICTORIA VILLAGE SUBDIVISION;  
THENCE NORtherly AND WESTERLY ALONG THE EASTERN AND NORTHERN BOUNDARY OF VICTORIA VILLAGE SUBDIVISION AND ITS PROLONGATION TO COUNTY ROAD 8 AND THE NORTHERN TOWN OF FRASER BOUNDARY;  
THENCE WESTERLY AND SOUTHERLY ALONG THE TOWN OF FRASER BOUNDARY TO THE POINT OF BEGINNING.

**EXHIBIT B**  
**Ballot Questions**

**BALLOT ISSUE A**

WITHOUT INCREASING TAXES, AND SUBJECT TO THE APPROVAL OF BALLOT ISSUE B, SHALL THE TOWN OF FRASER, COLORADO ("TOWN"), ON BEHALF OF AND FOR USE BY THE TOWN OF FRASER DOWNTOWN DEVELOPMENT AUTHORITY (THE "DDA"), BE AUTHORIZED TO INCREASE ITS DEBT PRINCIPAL BY UP TO \$25 MILLION, WITH A TOTAL REPAYMENT COST INCLUDING INTEREST AND FEES OF NOT MORE THAN \$74 MILLION, FOR OBLIGATIONS THAT ARE SUBJECT TO TABOR'S ELECTION REQUIREMENTS AND WITHOUT SUCH LIMITATIONS FOR OBLIGATIONS THAT ARE NOT SUBJECT TO TABOR'S ELECTION REQUIREMENTS;

FOR THE PURPOSE OF FINANCING THE COSTS OF DEVELOPMENT PROJECTS TO BE UNDERTAKEN BY OR ON BEHALF OF THE DDA PURSUANT TO THE DDA PLAN OF DEVELOPMENT, AS IT MAY BE AMENDED FROM TIME TO TIME, INCLUDING WITHOUT LIMITATION, ANY PUBLIC IMPROVEMENTS OR PROJECTS DESCRIBED IN THE DDA PLAN, AND APPLICABLE PROVISIONS OF COLORADO LAW;

SUCH DEBT AND THE INTEREST THEREON TO BE PAID FROM AND SECURED BY A PLEDGE OF THE SPECIAL FUND OF THE TOWN WHICH SHALL CONTAIN TAX INCREMENT REVENUES LEVIED AND COLLECTED WITHIN THE BOUNDARIES OF THE DDA; AND SHALL SUCH DEBT BE EVIDENCED BY BONDS, LOANS, ADVANCES, OR OTHER INDEBTEDNESS OR FINANCIAL OBLIGATIONS, TO BE SOLD IN ONE SERIES OR MORE, FOR A PRICE ABOVE OR BELOW THE PRINCIPAL AMOUNT THEREOF, ON TERMS AND CONDITIONS, AND WITH SUCH MATURITIES AS PERMITTED BY LAW AND AS THE TOWN MAY DETERMINE, INCLUDING PROVISIONS FOR THE REDEMPTION OF THE DEBT PRIOR TO MATURITY WITH OR WITHOUT PAYMENT OF A PREMIUM OF NOT MORE THAN 3% OF THE PRINCIPAL AMOUNT SO REDEEMED; AND SHALL THE TOWN AND THE DDA BE AUTHORIZED TO COLLECT, RETAIN AND SPEND THE TAX INCREMENT REVENUES, THE BOND PROCEEDS AND THE INVESTMENT INCOME THEREON AS A VOTER-APPROVED REVENUE CHANGE AND EXCEPTION TO THE LIMITS WHICH WOULD OTHERWISE APPLY UNDER ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION OR ANY OTHER LAW?

**BALLOT ISSUE B**

Shall the Fraser Downtown Development Authority be organized pursuant to Part 8 of Article 25 of Title 31, Colorado Revised Statutes, to exercise all powers authorized therein and in any approved plan of development within the boundaries of the Fraser

Downtown Development Authority described in Ordinance No. 504 approved by the Board of Trustees of the Town on December 6, 2023?

## ENABLING ORDINANCE 514

TOWN OF FRASER, COLORADO  
ORDINANCE NO. 514  
Series, 2024

AN ORDINANCE OF THE BOARD OF TRUSTEES OF THE TOWN OF FRASER, COLORADO ESTABLISHING THE FRASER DOWNTOWN DEVELOPMENT AUTHORITY IN THE TOWN OF FRASER, COLORADO.

**WHEREAS**, the Town of Fraser, Colorado (the "Town"), is a municipal corporation duly organized and existing under the Constitution and laws of the State of Colorado (the "State"); and

**WHEREAS**, pursuant to Sections 31-25-801 to 822, C.R.S. (the "Downtown Development Authority Act"), and Ordinance No. 504 adopted by the Board of Trustees of the Town (the "Board") on December 6, 2023, an election was held in the Town on April 2, 2024 (the "Election"), at which the following question was submitted to the qualified electors entitled to vote thereon (the "Establishing Question");

Shall the Fraser Downtown Development Authority be organized pursuant to Part 8 of Article 25 of Title 31, Colorado Revised Statutes, to exercise all powers authorized therein and in any approved plan of development within the boundaries of the Fraser Downtown Development Authority described in Ordinance No. 504 approved by the Board of Trustees of the Town on December 6, 2023?

**WHEREAS**, the returns of the Election have been duly canvassed, and the Designated Election Official (as defined in Ordinance No. 504) of the Town has determined that a majority of the qualified electors voting on the Establishing Question voted in favor thereof.

**NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF TRUSTEES OF THE TOWN OF FRASER, COLORADO, AS FOLLOWS:**

**Section 1: Creation of the Fraser Downtown Development Authority.** The Fraser Downtown Development Authority (the "DDA") is hereby created and established in the Town pursuant to the Downtown Development Authority Act, Ordinance No. 504 and the Establishing Question.

**Section 2: Authority of the DDA.** The DDA shall be a body corporate and political subdivision of the State with all the purposes and powers now or hereafter authorized by the Downtown Development Act and all additional or supplemental powers and authority as provided by law, except as limited by this Ordinance, as it may be amended from time to time.

**Section 3: Boundaries.** The boundaries of the DDA shall be as set forth in Ordinance No. 504, which is attached hereto as **Exhibit A**, as amended from time to time in accordance with the Downtown Development Authority Act. Such area of the Town is and has traditionally been the location of the principal business, commercial, financial services, and governmental center, zoned and used accordingly.

**Section 4: Bond Ordinances and Resolutions.** Any ordinance or resolution by which bonds are hereafter issued pursuant to the Downtown Development Authority Act shall specify the maximum net effective interest rate of such bonds.

**Section 5: Actions by Town Officers and Employees.** All actions not inconsistent with the provisions of this Ordinance heretofore taken by the Designated Election Official of the Town, or any other Town officer or employee, carried out pursuant to the Election or directed towards the creation and establishment of the DDA are hereby ratified, approved and confirmed.

**Section 6: Severability.** If any clause, sentence, paragraph, or part of this Ordinance or the application thereof to any person or circumstances shall for any reason be adjudged by a court of competent jurisdiction invalid, such judgment shall not affect the remaining provisions of this Ordinance.

**Section 7: Safety Clause.** The Board finds and declares that this Ordinance is promulgated and adopted for the public health, safety and welfare and this Ordinance bears a rational relation to the legislative object sought to be obtained.

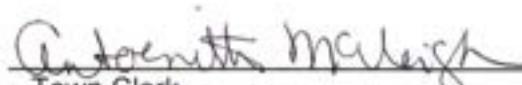
**Section 8: Effective Date.** This Ordinance shall be in full force and effect thirty (30) days after its passage and publication. This Ordinance, as adopted by the Board, shall be numbered and recorded by the Town Clerk in the official records of the Town. The adoption and publication shall be authenticated by the signatures of the Mayor and the Town Clerk, and by the certificate of publication.

READ, PASSED, ADOPTED AND ORDERED PUBLISHED BY THE BOARD OF TRUSTEES  
AND SIGNED THIS 15TH DAY OF MAY 2024.

Votes in favor: 7  
Votes opposed: 0  
Votes abstained: 0

BOARD OF TRUSTEES OF THE  
TOWN OF FRASER, COLORADO

BY:   
Mayor

ATTEST:   
Town Clerk

Published in the Middle Park Times on May 22, 2024



**EXHIBIT A**

(Attached Ordinance No. 504)