



**ERIE**  
COLORADO

# ELEVATE ERIE

*Planning Our Future Together*





# Agenda

- Comprehensive Plan Process
- Engagement Recap
- Comprehensive Plan Chapters
- Summary & Next Steps



# Objective

## *Town Council approve the Comprehensive Plan*

### **UDC 10-7-21**

9. *Step 9 (Approval Criteria)* The planning commission may recommend approval and the town council may approve the comprehensive plan or amendment if the following criteria are met, as applicable:

- a. The existing comprehensive plan is in need of amendment to align with existing and proposed conditions;
- b. The amendment is consistent with and implements the goals and policies of the plan;
- c. The amendment promotes the long-term economic, social, and environmental health, equity, and sustainability of the town;
- d. Adequate public facilities and services are available to serve the uses in the amendment;
- e. The amendment reflects a pattern of development that supports the comprehensive plan priorities; and
- f. The comprehensive plan or amendment promotes the public health, safety, and general welfare.



# Comprehensive Plan Process





# Why update the Comprehensive Plan?

- Last updated in 2015, when Erie had 22,500 residents
- Reflect voices of existing residents and ~13,000 new residents
- Provide more guidance for the community around growth, land use, multimodal transportation, housing, design and community character, parks and open spaces, recreation, sustainability and resilience, and economic development
- Develop a plan rooted in market realities, and that is fiscally sustainable

# Comprehensive Plan Team

## Town of Erie Staff Team

*Role: Project Management, Implementation*



Josh Campbell  
*Senior Strategic  
Planner*



Keiley Gaston  
*Senior Strategic  
Planner*



Kelly Driscoll  
*Planning  
Manager*



Sarah Nurmela  
*Planning  
Director*



Miguel Aguilar  
*Senior  
Transportation  
Planner*



Gabi Rae  
*Communications  
Director*

## Consultant Team

*Role: Technical Advisory*



*Economic Market  
Analysis*



VERDUNITY

*Fiscal Feasibility  
Analysis*



*Community Engagement  
Advisory*

# Comprehensive Plan Committees

## Technical Advisory Committee (TAC)

*Representatives from Town staff working in the field, including:*



Parks & Recreation



Housing



Economic Development



Transportation



Public Works



Environmental Services



Finance



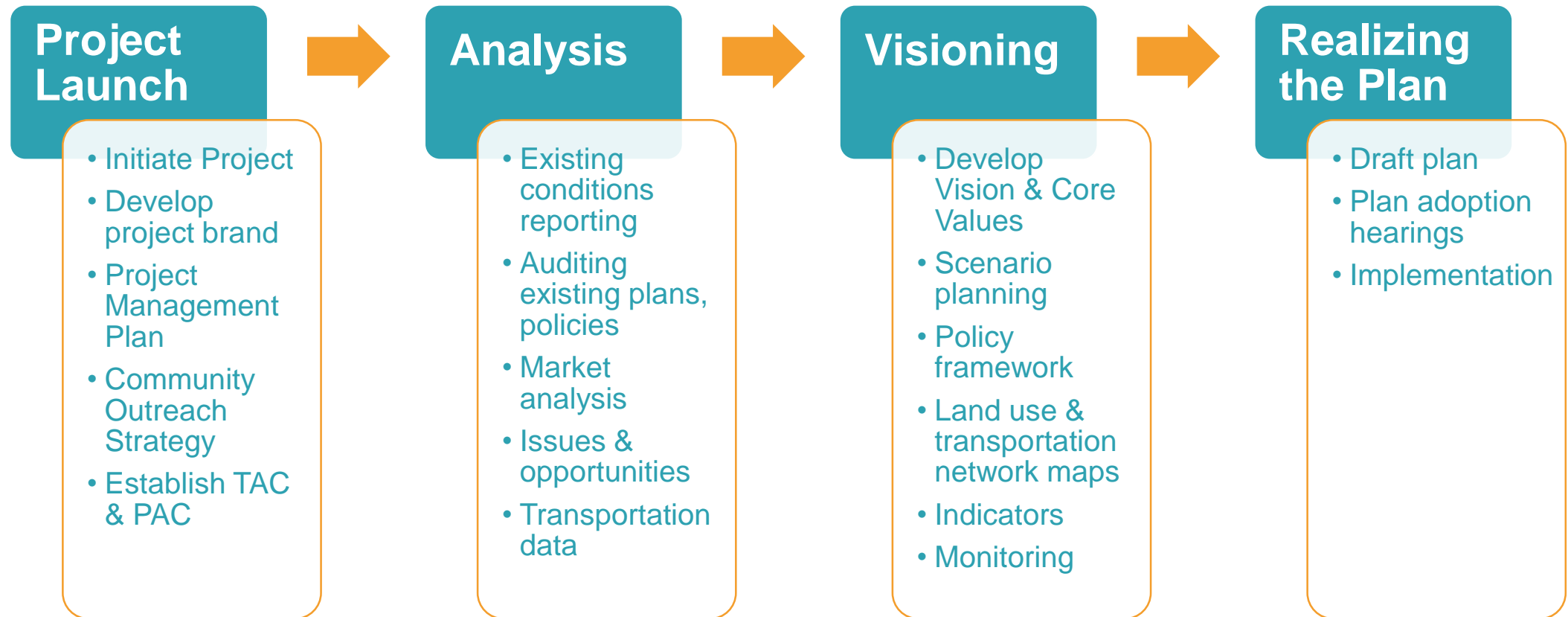
Police

## Plan Advisory Committee (PAC)

*Representatives from the Town's Boards and Commissions, including:*

- Town Council
- Planning Commission
- Sustainability Advisory Board
- Historic Preservation Advisory Board
- Open Space & Trails Advisory Board
- Diversity, Equity, & Inclusion Advisory Task Force
- Tree Board

# Timeline



**Community Engagement**



# Engagement Recap



# Engagement Windows

<b>Phase</b>	<b>Phase 1: Setting the Stage</b> <i>Dec. 2022 – Apr. 2023</i>	<b>Phase 2: Defining the Direction</b> <i>May – Dec. 2023</i>	<b>Phase 3: Scenario Planning</b> <i>Jan. – June 2024</i>	<b>Phase 4: Policy Framework &amp; Realizing the Plan</b> <i>July – Oct. 2024</i>
<b>Goal</b>	Building a common understanding of the current situation and common values in Erie	Co-creating the vision for the future of Erie and Elevate Erie	Choosing the best land use scenario for Erie	Prioritizing policies & adopting the Comprehensive Plan
<b>2,500+ Community Touchpoints</b>	<ul style="list-style-type: none"> <li>• Online survey</li> <li>• 7 in-person engagements</li> </ul>	<ul style="list-style-type: none"> <li>• Online survey</li> <li>• 5 in-person engagements</li> </ul>	<ul style="list-style-type: none"> <li>• Online survey</li> <li>• Mailed postcard</li> <li>• 7 in-person engagements</li> </ul>	<ul style="list-style-type: none"> <li>• Online survey</li> <li>• 12 in-person engagements</li> <li>• 2 open houses during public review</li> </ul>
<b>20+ Advisory Meetings</b>	<ul style="list-style-type: none"> <li>• 3x TAC</li> <li>• 2x PAC</li> <li>• 1x Board of Trustees + Planning Commission</li> </ul>	<ul style="list-style-type: none"> <li>• 2x TAC</li> <li>• 2x PAC</li> <li>• 2x Planning Commission</li> <li>• 1x Board of Trustees</li> </ul>	<ul style="list-style-type: none"> <li>• 2x TAC</li> <li>• 2x PAC</li> <li>• 2x Planning Commission</li> <li>• 1x Town Council + Planning Commission</li> </ul>	<ul style="list-style-type: none"> <li>• TAC Plan Review</li> <li>• PAC Plan Review</li> <li>• 3x Planning Commission</li> <li>• 2x Town Council</li> </ul>



# Setting the Stage

**~400  
Community  
Touchpoints**

## What do you love about Erie?

- Community members love their open space; they want to see open space protected and new parks and recreation resources.
- The small town feel and sense of community is highly valued.

**~700 Survey  
Responses**

## What would you improve?

- More retail, restaurants, and entertainment, preferably locally owned and located near the heart of town.
- Sustainable growth needs to account for resources and maintenance of community character.

**6 Advisory  
Meetings**

## What are the biggest issues and opportunities

- Housing affordability and housing diversity are increasingly important.
- Employment options don't serve current residents. Most residents commute elsewhere for work.
- Impacts from Growth: transportation/traffic, water and resource availability, jobs

## Describe the best version of Erie.

- Erie maintains its small town feel and an enduring sense of community.
- Grocery, restaurants, and retail options are available and convenient to all.
- Diverse and affordable neighborhoods that fit the community's character.
- A Town that grows sustainably.



# Defining the Direction

## Updated Vision

Erie is a sustainable, livable, and connected community that creates positive, memorable, and lasting impressions for its residents and visitors. The Town is committed to collaboratively managing our diverse natural, cultural, fiscal, social, and capital resources.



## Key Principle

Embracing and celebrating our differences, the Town recognizes the power of open dialogue in addressing challenging topics and making informed decisions that create an equitable community. Erie is committed to cultivating an inclusive environment where every community member feels valued and heard.



*~150  
Community  
Touchpoints*

*~230 Survey  
Responses*

*7 Advisory  
Meetings*

## Core Values



**SUSTAINABILITY**

Erie is resilient and versatile



**LIVABILITY**

Erie is tailored to the community's needs.



**CONNECTIVITY**

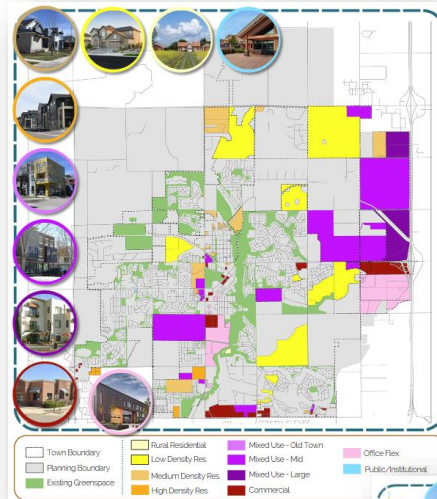
Erie is connected with each other.

# Scenario Planning

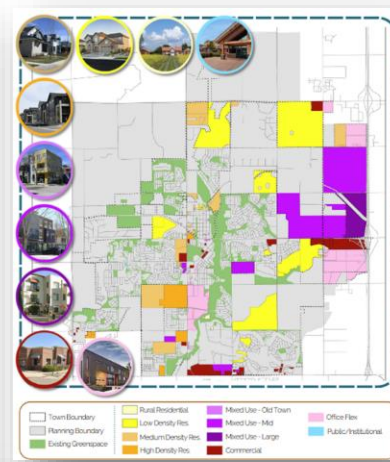


~100+ Community Touchpoints  
 ~400 Survey Responses  
 7 Advisory Meetings

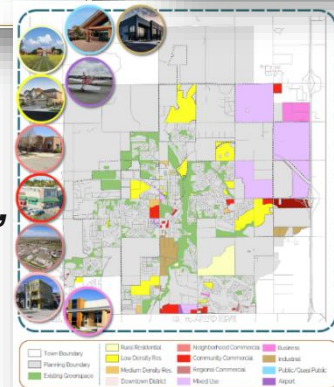
**Scenario C**  
 “Neighborhood Center”:  
 Voted 1st choice



**Scenario B**  
 “Commercial & Employment”:  
 Voted 2nd choice



**Scenario A**  
 “Status Quo”

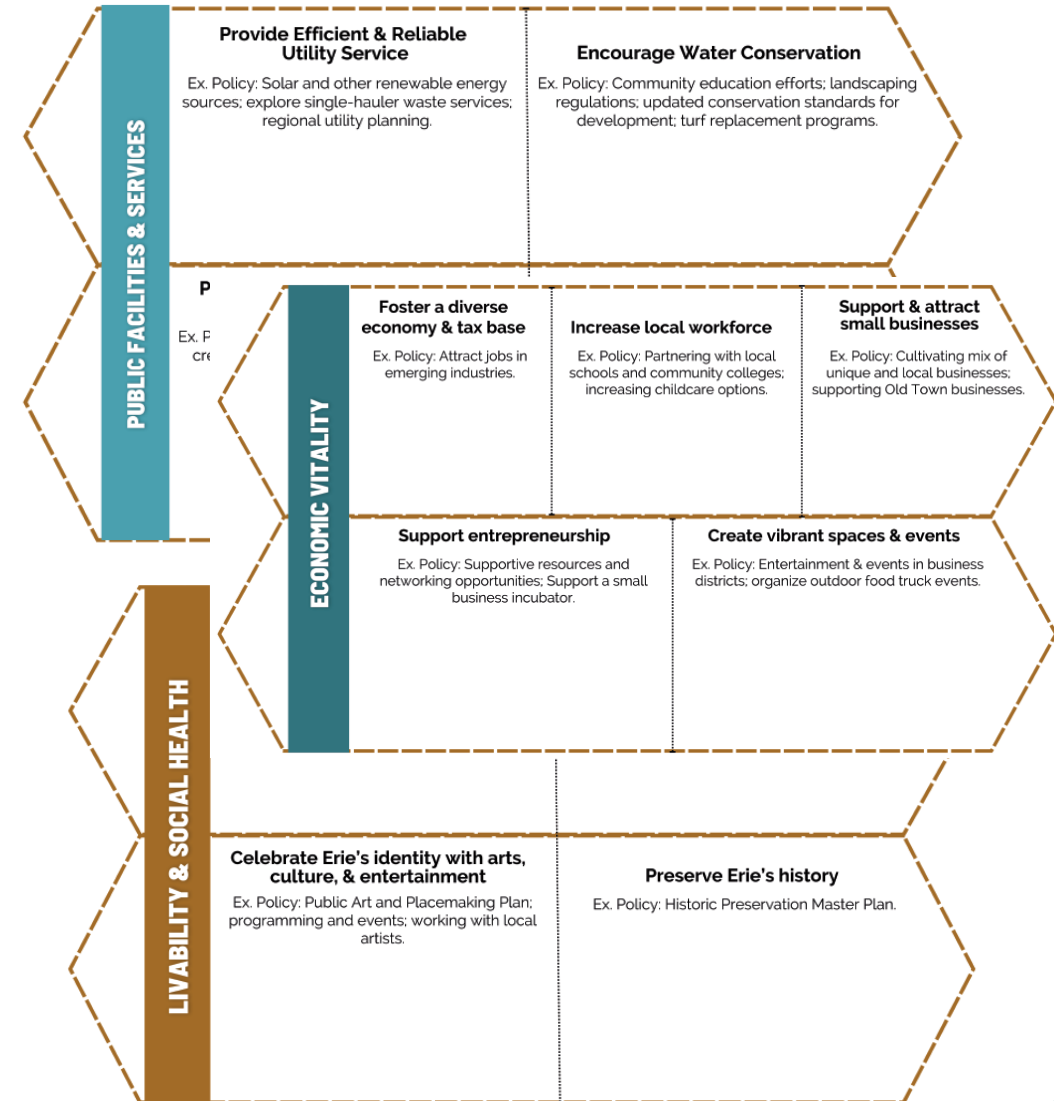


- Start with a mix of Scenario B & C with focus on mixed use, housing variety, neighborhood services, and employment
- Pull concepts from A: downsize some of the highest densities, infill focus, prioritize small town experience in community design

# Policy Framework & Public Review

Voters prioritized:

- connecting neighborhoods with parks, open space & trails
- fostering thriving, accessible neighborhoods
- conserving water
- supporting and attracting small businesses; and
- protecting and enhancing nature



~450  
*Community Touchpoints*

~250 Survey  
*Responses*

7 Advisory  
*Meetings*

3.5-week  
*public review period*



# Comprehensive Plan Chapters



# Chapters

1. Introduction
2. Future Land Use Plan
3. Community Building Blocks
4. Public Services, Facilities & Infrastructure
5. Natural Resources, Conservation & Resilience
6. Livability & Social Health
7. Housing
8. Economic Vitality
9. Transportation & Mobility
10. Implementation & Government Performance



# Chapter Drafting Process

## Initial Assessment

- Review of 2015 Comp Plan
- Existing Conditions, Market, and Fiscal analysis
- Engagement results

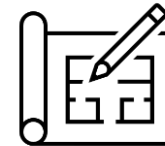


## Department Input

- Successes and challenges
- Local and national expertise and best practices



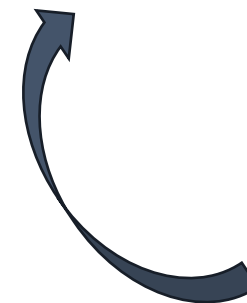
Drafting



Technical & Stakeholder  
Review  
*Departments, TAC, PAC, PC*



Community Review



# 1. Introduction

1. Brief History & Context
2. How to Use the Plan
3. Vision, Key Principle & Core Values



SUSTAINABILITY

## **Sustainability: Erie is resilient and adaptable.**

Through visionary leadership and innovation, Erie can balance economic growth, social equity, and environmental stewardship. A balanced approach creates opportunities for all, safeguards the needs of vulnerable community members and groups, and proactively mitigates our environmental footprint, ensuring a resilient future for generations to come.



LIVABILITY

## **Livability: Erie is tailored to the community's needs.**

Erie strives to provide a positive lived experience through the built environment, diverse array of housing and transportation choices, exceptional community services, and leisure and recreational experiences that are accessible to all.



CONNECTIVITY

## **Connectivity: Erie is connected physically and socially.**

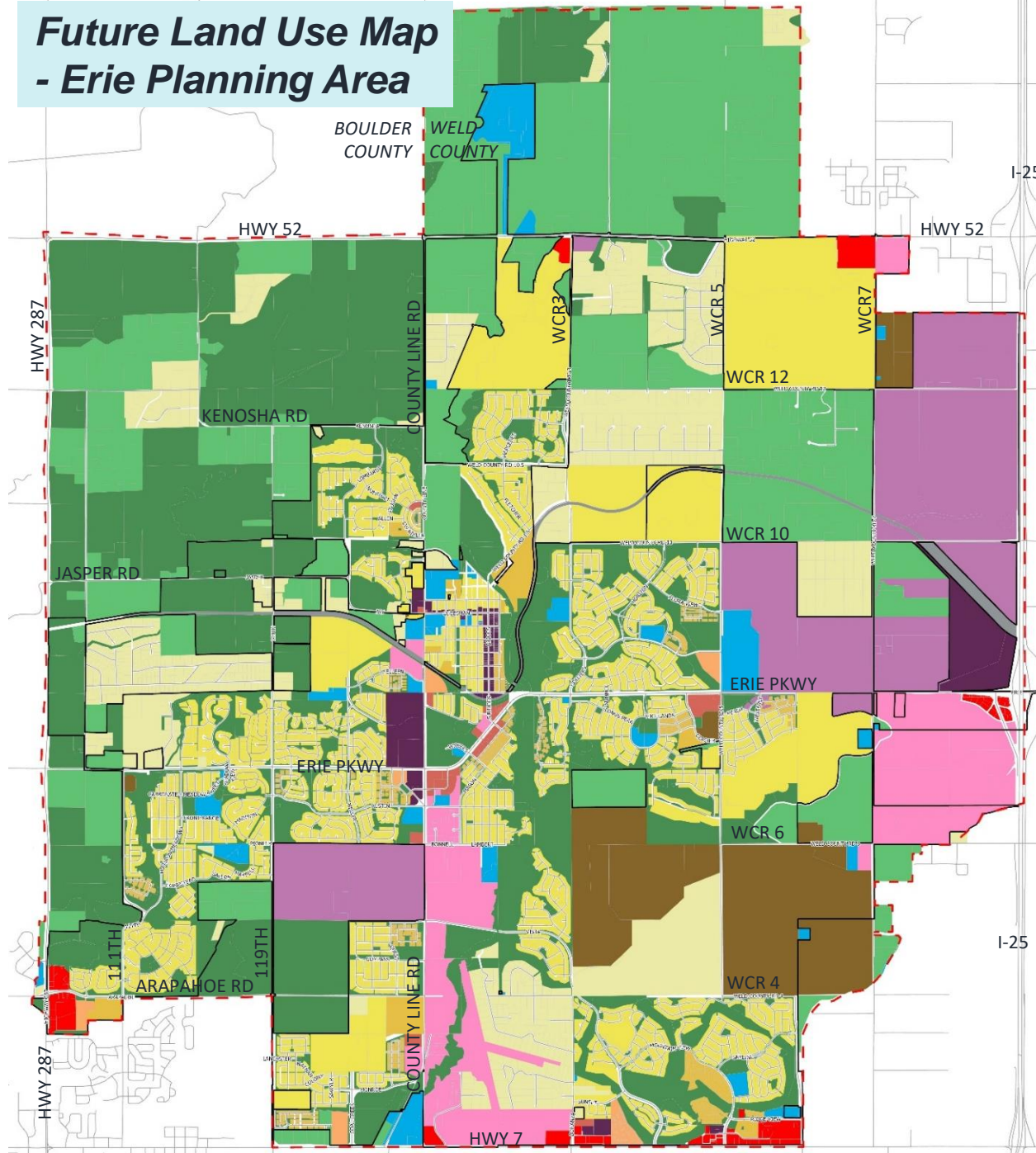
The health and identity of our community is tied to the social infrastructure that is created by all members of the community. The connections between people and places help facilitate social support networks and meaningful relationships that collectively contribute to the wellbeing and vitality of the community.



# 2. Future Land Use Plan

- ✓ Align with **Comprehensive Plan values**
- ✓ Align with **Community Engagement**
- ✓ Align with **Fiscal & Market Analysis**
- ✓ Align with **Technical Advisory**

	Town Boundary
	Proposed Planning Area Boundary
	Residential - Rural
	Residential - Low
	Residential - Medium
	Residential - High
	Corridor Commercial
	Neighborhood Commercial
	Mixed Use Neighborhood
	Mixed Use Village
	Employment
	Heavy Industrial
	Public / Quasi-Public
	Parks, Open Space, and Protected Lands
	Agriculture
	RTD Right of Way

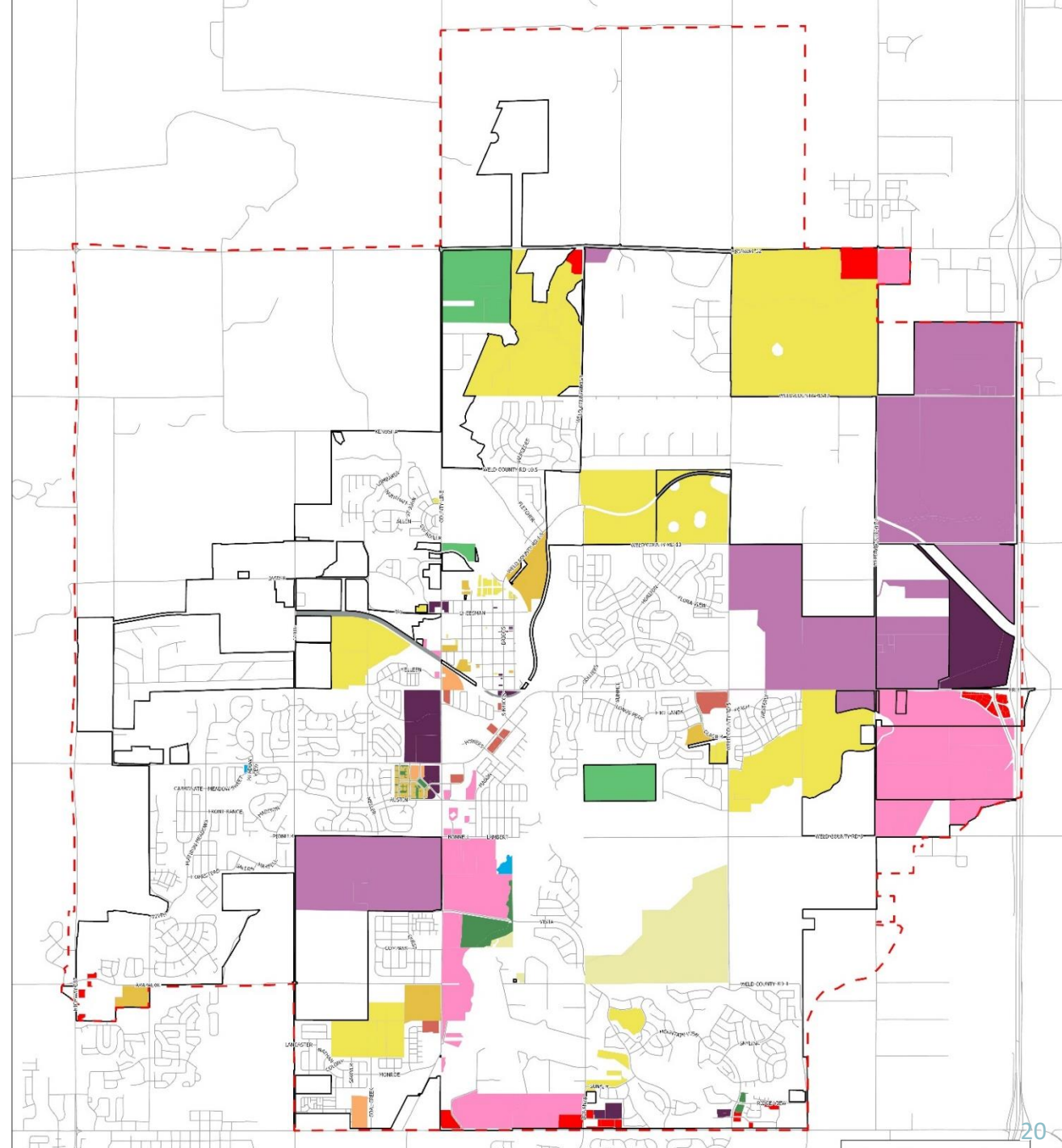




# Future Land Use Map – Future Opportunity Sites

Vacant and Underutilized properties within the Planning Area

-  Town Boundary
-  Proposed Planning Area Boundary
-  Residential - Rural
-  Residential - Low
-  Residential - Medium
-  Residential - High
-  Corridor Commercial
-  Neighborhood Commercial
-  Mixed Use Neighborhood
-  Mixed Use Village
-  Employment
-  Heavy Industrial
-  Public / Quasi-Public
-  Parks, Open Space, and Protected Lands
-  Agriculture
-  RTD Right of Way



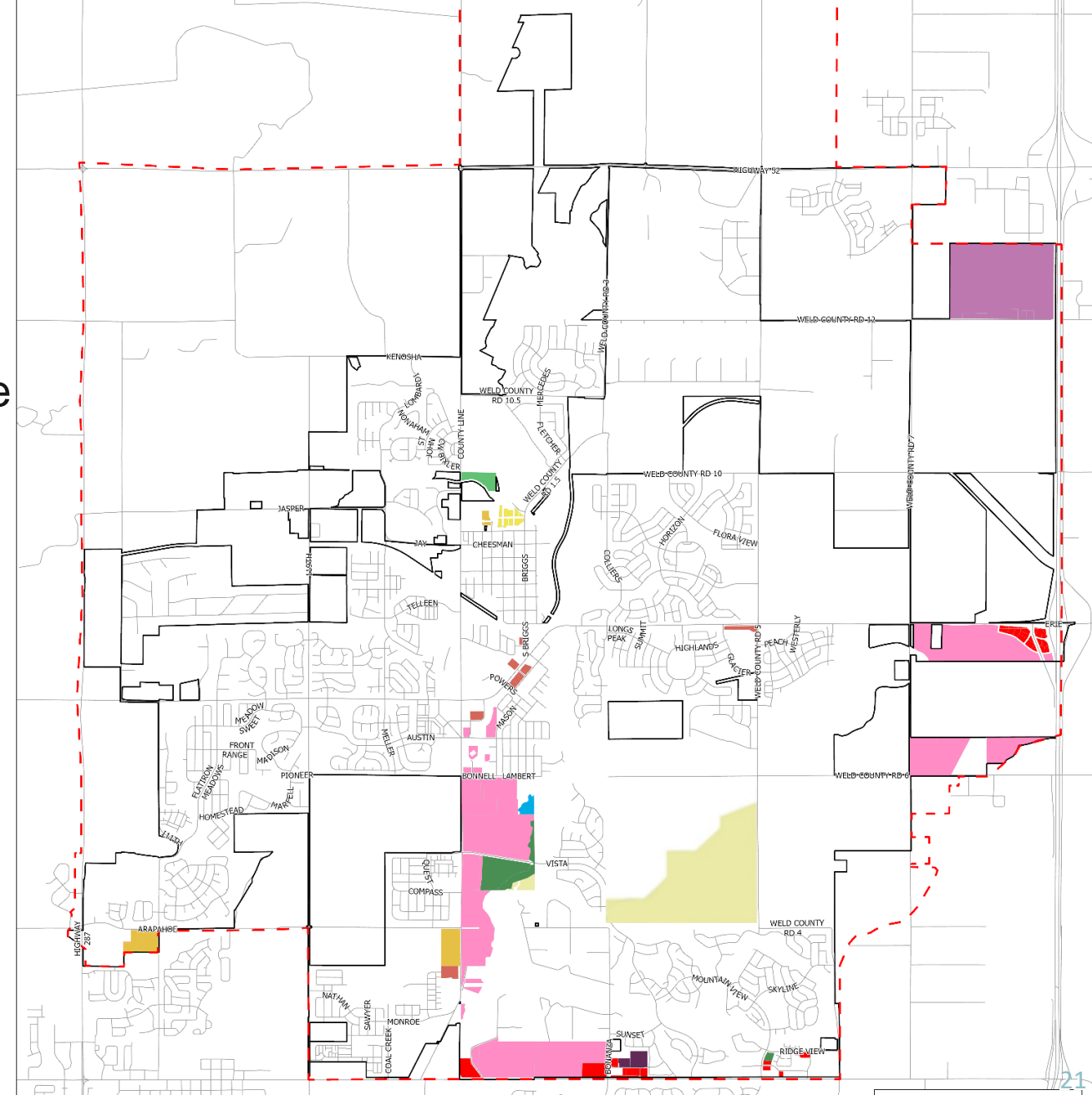


# Future Land Use Map – Future Opportunity Sites

Only ~2 square miles of developable land within the Town Boundary are not already entitled or planned

- Town Boundary
- Proposed Planning Area Boundary
- Residential - Rural
- Residential - Low
- Residential - Medium
- Residential - High
- Corridor Commercial
- Neighborhood Commercial
- Mixed Use Neighborhood
- Mixed Use Village
- Employment
- Heavy Industrial
- Public / Quasi-Public
- Parks, Open Space, and Protected Lands
- Agriculture
- RTD Right of Way

## Developable Land in Town of Erie Boundary



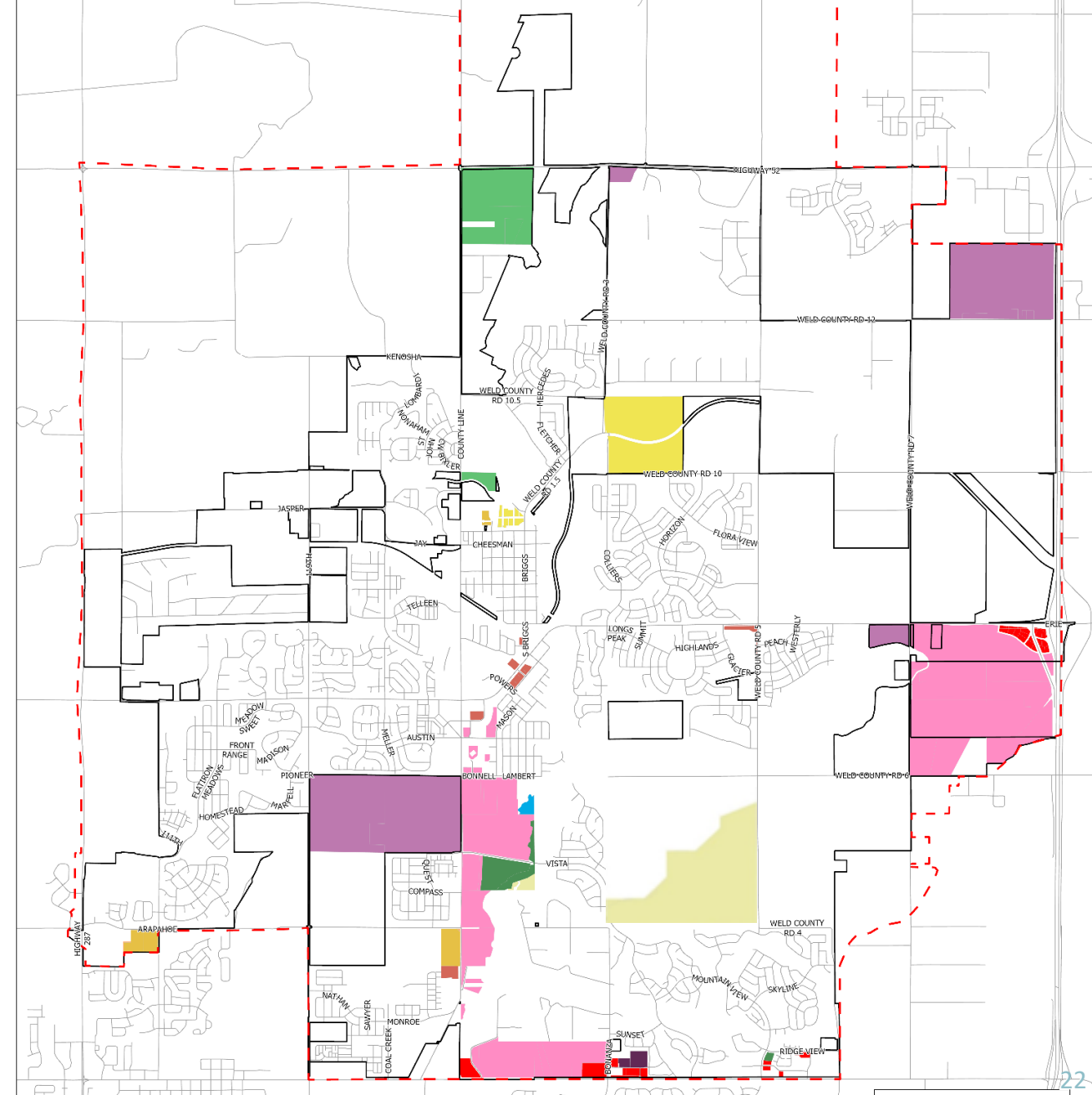


# Future Land Use Map – Future Opportunity Sites

Only ~3.5 sq. miles of developable land within the Planning Area are not entitled or planned

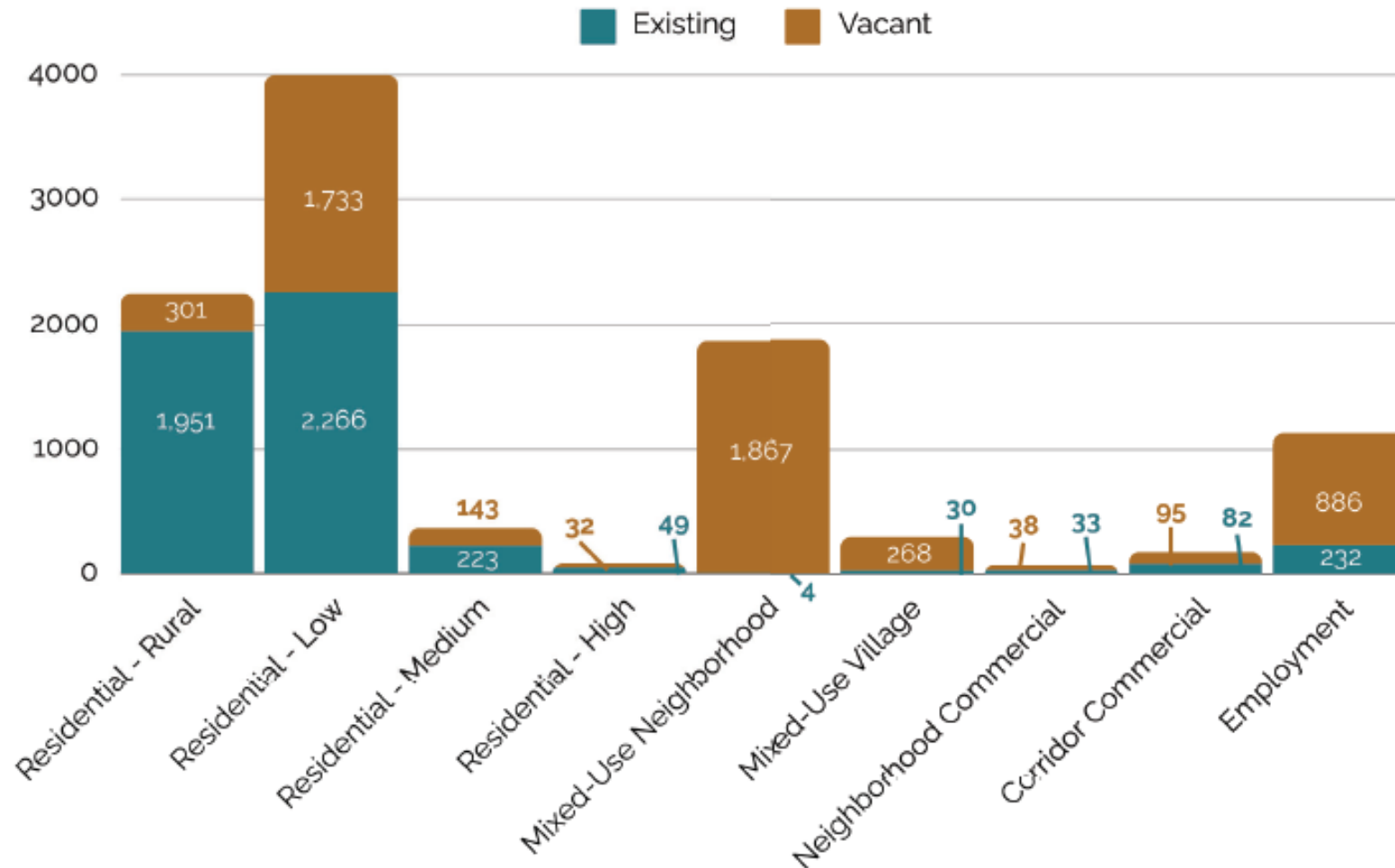
- Town Boundary
- Proposed Planning Area Boundary
- Residential - Rural
- Residential - Low
- Residential - Medium
- Residential - High
- Corridor Commercial
- Neighborhood Commercial
- Mixed Use Neighborhood
- Mixed Use Village
- Employment
- Heavy Industrial
- Public / Quasi-Public
- Parks, Open Space, and Protected Lands
- Agriculture
- RTD Right of Way

## Developable Land in Planning Area Boundary



# Future Opportunity Sites

Existing vs. Opportunity Site Land Area within the Planning Area (Acres)



## Community Engagement

- ✓ Commercial activity
- ✓ Walkable Neighborhoods
- ✓ Variety of Housing
- ✓ Amenities and daily needs
- ✓ Jobs



# 2. Future Land Use Plan

## Land Use Designations

### *Residential Uses*

- Residential – Rural
- Residential – Low
- Residential – Medium
- Residential – High

### *Commercial & Employment Uses*

- Neighborhood Commercial
- Corridor Commercial
- Employment

### *Mixed Use*

- Mixed Use Neighborhood
- Mixed Use Village

### *Public / Quasi-Public*

### *Parks, Open Space, and Protected Lands*

### *Heavy Industrial*

### *Agriculture*

### *RTD ROW*

# Residential - Changes

Existing Comp Plan Uses	Existing Use Guidance	Existing Density Guidance		New Comp Plan Uses	New Use Guidance	New Density Guidance
Rural Residential	Large-lot, very low-density single family	0-2 units/acre	→	Residential – Rural	Large-lot, very low-density single family	0-2 units/acre
Low Density Residential	Single-family detached and attached homes, townhomes	2-6 units/acre	→	Residential – Low	Single-family detached and attached	2-8 units/acre
Medium Density Residential	Small lot single-family, duplexes, townhomes, fourplexes	6-12 units/acre	→	Residential – Medium	Small lot single-family, duplexes, townhomes	8-18 units/acre
High Density Residential	Townhomes, condominiums, apartments	12-20 units/acre	→	Residential – High	Townhomes, condominiums, apartments	18-30 units/acre



# Commercial - Changes

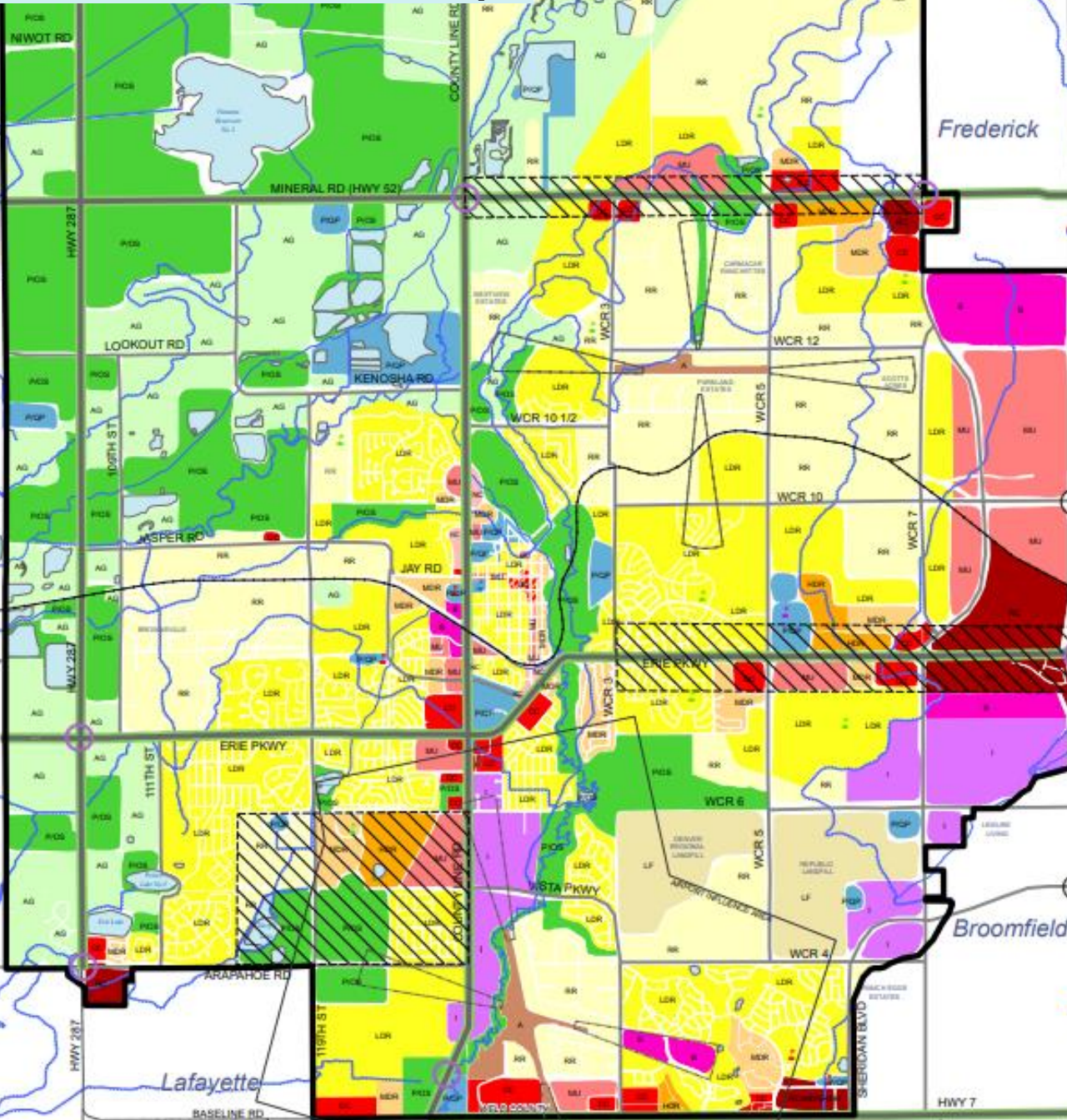
Existing Comp Plan Uses	Existing Use Guidance	Existing Intensity Guidance	New Comp Plan Uses	New Use Guidance	New Intensity Guidance
Neighborhood Commercial	Daily services for immediate and surrounding neighborhoods	N/A	Neighborhood Commercial	Small-scale retail, office and services to serve neighborhood hubs	0.3 FAR
Community Commercial	General retail to serve the community (e.g. grocery stores, larger retailers), local service providers and offices	N/A			
Regional Commercial	“big box” retail centers to serve the community or region, employment (e.g. business parks)	N/A	Corridor Commercial	auto-oriented commercial, big-box stores	0.25 FAR
Business	Business office space, R&D facilities, lower intensity commercial activities	N/A	Employment	business parks, R&D facilities, business incubators, light industrial	0.25 FAR
Industrial	Industrial land uses such as warehousing, distribution, fabrication facilities and light manufacturing	N/A			
Landfill	Active Landfill uses	N/A	Heavy Industrial	Landfill, existing oil & gas	0.15 FAR



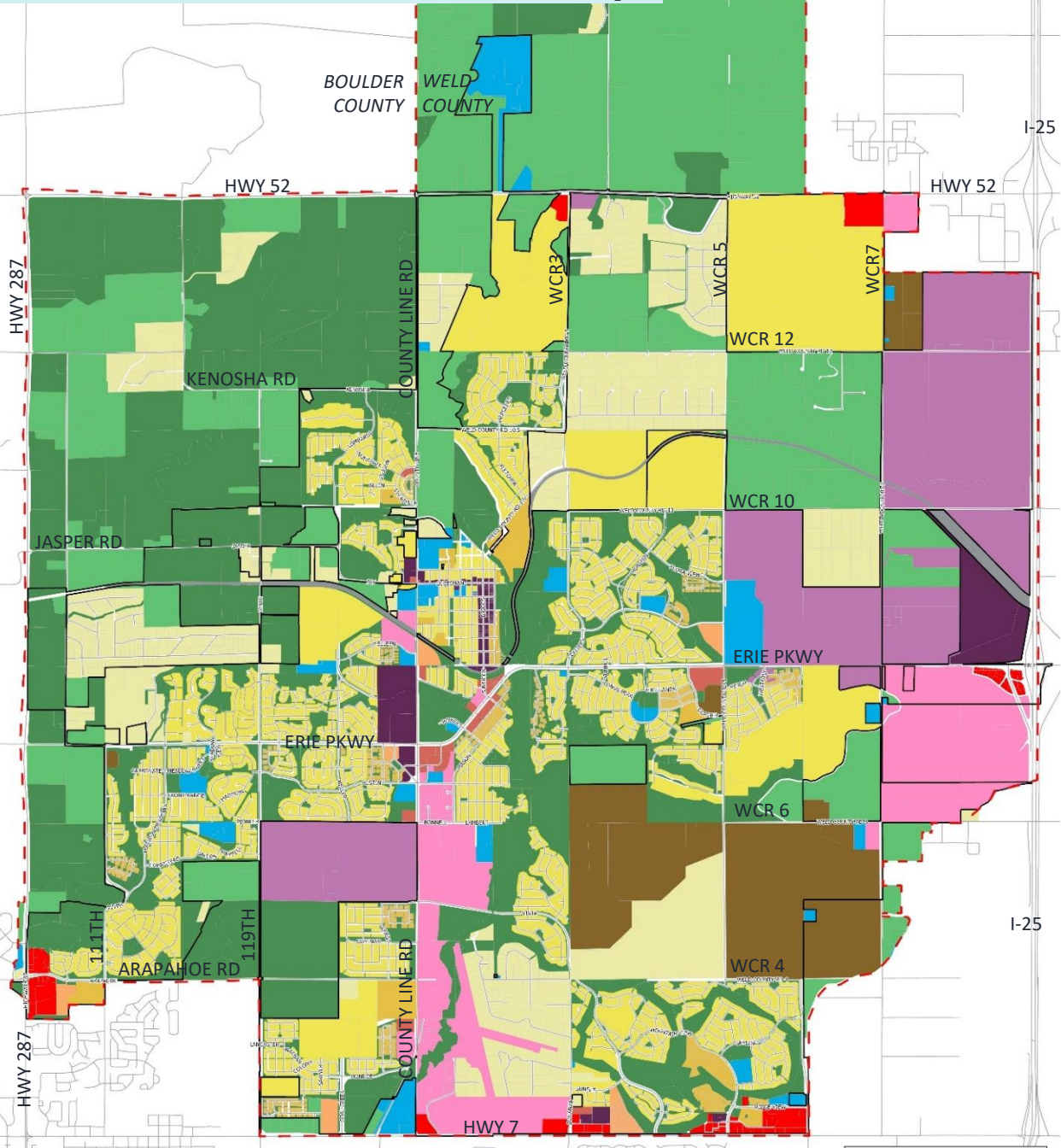
# Mixed Use - Changes

Existing Comp Plan Uses	Existing Use Guidance	Existing Density Guidance		New Comp Plan Uses	New Use Guidance	New Density Guidance
Mixed Use	Mix of retail, office and residential uses	N/A	→	Mixed Use Neighborhood	Shopping, residences, entertainment, and services within a walkable block system. Residential can range from single-family detached to duplexes, townhomes, rowhomes, and condominiums.	6-12 units/acre
Downtown District	Compact, pedestrian-friendly mix of civic, office, retail and service uses	N/A	→	Mixed Use Village	Primarily vertical mix of residential, commercial, retail, and office uses in a compact, pedestrian-oriented environment	12-30 units/acre

# 2015 Future Land Use Map



# Draft 2024 Future Land Use Map





# Buildout

	EXISTING (2023)	ENTITLED	PLANNED	OPPORTUNITY SITES 2050-2055 ESTIMATE	BUILDOUT ESTIMATE 2050-2055
<i>Description</i>	<i>Already built</i>	<i>Approved development</i>	<i>In review process; not yet approved</i>	<i>Potential development in vacant or underutilized parcels in Planning Area</i>	<i>Existing, entitled, planned, and opportunity sites</i>
Housing Units	12,000 units	5,000 units	10,000 units	0 – 3,000 units	27,000 – 30,000 units
Population	36,000 residents	13,000 residents	24,000 residents	0 – 7,000 residents	73,000 – 80,000 residents
Commercial & Industrial Square Footage	1,700,000 sf	400,000 sf	3,400,000 sf	0 – 6,100,000 sf	5,500,000 – 11,600,000 sf
Employment	5,000 jobs	1,000 jobs	7,000 jobs	0 – 12,000 jobs	13,000 – 25,000 jobs
Jobs to Housing Ratio	0.42	0.2	0.8	4	0.48 – 0.83

# 3. Community Building Blocks

## Chapter Goals

**C1 Design connected neighborhoods.**  
Encourage diverse housing types, open space, amenities, connected street grids and distinct identities.

**C2 Cultivate unique destinations.**  
Foster destinations that serve as commercial activity centers and community gathering spaces.

**C3 Create a high-quality, visually engaging environment.**  
Design gateways, corridors, public spaces, and parks that emphasize Erie's identity and high quality of life.

**C4 Preserve areas of rural & agricultural character.**  
Protect natural and environmentally sensitive areas.

**C5 Promote a sustainable development pattern.**  
Ensure a fair share approach to the cost of growth and consider annexation, development phasing and form thoughtfully and in concert with available resources and services.

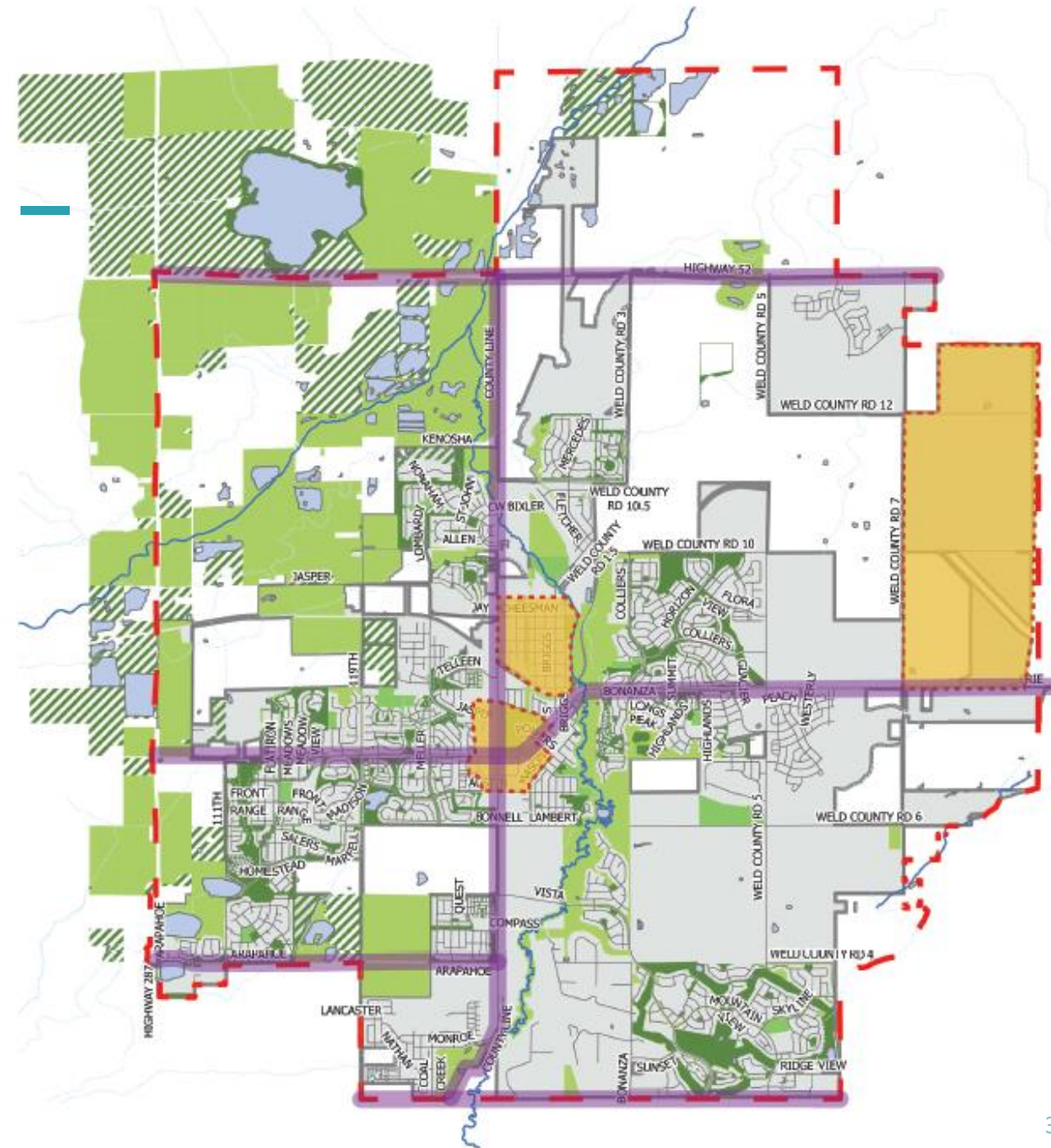
# 3. Community Building Blocks – Corridors and Areas of Special Consideration

## Corridors

- Erie Parkway
- Arapahoe Road
- Highway 7
- County Line Road
- Highway 52

## Areas

- Old Town
- Town Center
- I-25 Erie Gateway



# 4. Public Facilities, Services & Infrastructure

## Chapter Goals

**P1** **Provide efficient & reliable utility service.**  
Maintain efficient, reliable and affordable service as Erie grows.

**P2** **Encourage water conservation.**  
Conserve water resources through education and efficient practices.

**P3** **Pursue sustainable stormwater management & flood control.**  
Employ sustainable infrastructure best practices and ensure the Town's resources are utilized to their highest and best use.

**P4** **Maintain inclusive & effective public facilities.**  
Provide equitable access to Erie's high standard of public facilities and utilities.



# 5. Natural Resources, Conservation & Resilience

## Chapter Goals

**N1 Plan for a sustainable future.**  
Guide Erie to continual sustainable decisions.

**N2 Reduce air pollution.**  
Remain committed to net zero emissions from the Town and future developments.

**N3 Prepare for & increase community resiliency to climate change.**  
Quickly and effectively respond to and recover from climate change related events.

**N4 Protect, prioritize & enhance nature.**  
Utilize nature based solutions to support the physical and social health of the community.

# 6. Livability & Social Health

## Chapter Goals

**L1** **Connect neighborhoods with parks, open space & trails.**  
Residents will have access to different active and passive recreational opportunities.

**L2** **Support partners in Erie's education, health & safety.**  
The community will be well educated, healthy and safe within the Town.

**L3** **Foster supported and adaptable neighborhoods.**  
Neighborhoods will meet the wants and needs of their residents.

**L4** **Celebrate Erie's identity.**  
Visitors and residents of Erie will feel welcome and celebrated.

**L5** **Preserve Erie's history.**  
Recognize, preserve, enhance, and celebrate the history of the town.

# 7. Housing

## Chapter Goals

**H1 Increase the diversity of housing types.**  
Meet the community's needs with multiple housing types available to households at different income levels.

**H2 Reach 12% affordable housing stock.**  
Strive to have 12% of the Town's housing stock as affordable by 2035.

**H3 Foster thriving, accessible neighborhoods.**  
Facilitate programs and resources for seniors to age in Erie and make housing accessible for individuals with disabilities.

**H4 Reduce housing costs.**  
Reduce long term housing costs through sustainability initiatives for new construction and existing homes.

# 8. Economic Vitality

## Chapter Goals

**E1 Foster a diverse economy & tax base.**  
Support an economy that is responsive to market challenges and emerging trends.

**E2 Increase Erie's local workforce.**  
Provide access to job opportunities, training, and diverse housing options.

**E3 Support & attract small businesses.**  
Champion a diverse range of businesses to better meet resident's consumer needs and add to overall quality-of-life.

**E4 Support entrepreneurship.**  
Increase gateways to entrepreneurship, reducing barriers to entry for new Erie businesses.

**E5 Create vibrant spaces & events.**  
Expand opportunities for business districts that attract community members to support local businesses.



# 9. Transportation & Mobility

## Chapter Goals

**T1 Promote multimodal transportation options.**  
Provide a comprehensive set of transportation options convenient, reliable, connected, intuitive, and accessible for who need them.

**T2 Ensure seamless & accessible transportation connections.**  
Improve connectivity between neighborhoods, schools, jobs, services, and recreation.

**T3 Prove safe & comfortable travel around Town.**  
Neighborhoods will meet the wants and needs of their residents.

**T4 Embrace sustainable & innovative transportation.**  
Reduce carbon emissions and vehicle miles traveled while promoting health and sustainability.



# 10. Implementation & Government Performance

## 1. Performance Measurement

Implementation and tracking of Comprehensive Plan goals and policies is essential to making the Plan an impactful document for the community.

## 2. Inclusive Community Engagement and Transparency

A well-informed community will help shape the future of Erie. The Town is committed to continually evaluating and improving its communication platforms, engagement processes, and resource accessibility.

## 3. Town Organization Practices

The Town prioritizes hiring and supporting high-quality talent, collaborating across departments, and pursuing regional, state, and federal funding sources to be responsible financial stewards.

# Appendix

1. Existing Conditions Report
2. Community Engagement Scrapbook
3. Land Use Scenario Assumptions & Methodology Memo
4. Land Use Fiscal Analysis
5. Economic Market Analysis





# Summary & Next Steps



# Planning Commission

- Extensive involvement throughout the 18-month process
- Considered Elevate Erie Sept. 18 meeting
- One public comment (virtual)
  - Process, densities, affordable housing, delaying adoption until after Nov. election, designating Arapahoe Road as an 'Area of Special Consideration'
- Two written comments regarding transportation concerns



# Planning Commission

- Commission discussion:
  - Proposed density changes reflect current market conditions & built environment
  - Recommending/visionary document
  - Accounting for adequate public services, facilities, & infrastructure
  - Extensive public engagement
  - Buildout estimates and maintaining small town feel through design policies
  - Future updates to the plan

*Planning Commission voted unanimously to pass resolution P24-14 recommending that Town Council approve the 2024 update to the 2015 Town of Erie Comprehensive Plan, Known as Elevate Erie*



# Public Notice

Published in Colorado Hometown Weekly, September 18, 2024

No posting or mailing required



# Approval Criteria

*Recommend Town Council approve the Comprehensive Plan*

## **UDC 10-7-21**

9. *Step 9 (Approval Criteria)* The planning commission may recommend approval and the town council may approve the comprehensive plan or amendment if the following criteria are met, as applicable:

- a. The existing comprehensive plan is in need of amendment to align with existing and proposed conditions;
- b. The amendment is consistent with and implements the goals and policies of the plan;
- c. The amendment promotes the long-term economic, social, and environmental health, equity, and sustainability of the town;
- d. Adequate public facilities and services are available to serve the uses in the amendment;
- e. The amendment reflects a pattern of development that supports the comprehensive plan priorities; and
- f. The comprehensive plan or amendment promotes the public health, safety, and general welfare.



# Next Steps

- **Implementation** | *Finalize tracking metrics for regular Planning Commission and Town Council updates post-adoption*



**ERIE**  
COLORADO

# QUESTIONS & DISCUSSION

---