

Planning Commission Application

02/10/2026 11:43 AM (MST)



Full Name	Brett Russell
Are you an Erie resident?	Yes
Are you under the age of eighteen?	No
Are you currently serving on the commission you are applying for?	No
Home Address	803 Goodrich Peak Street
Email	brussell716303@gmail.com
Primary Phone Number	7208771376
Employer	LWHA, RHVC, REAL Properties
Job Title/Occupation	Managing Direct, CEO, and Owner
Have you ever been employed by the Town of Erie?	No
Do you work for or own a company that does business with the Town of Erie?	No
What is your highest level of education completed?	Bachelors Degree
Why are you interested in serving on the Planning Commission and what specific talents or expertise do you bring if appointed?	<p>I have lived in Erie since 2024 and have witnessed the town's rapid growth firsthand. While residential expansion has been significant, I believe that increased commercial demand is essential for Erie to transition from a bedroom community into a strong, economically diverse, and resilient town.</p> <p>I have owned five properties in Erie, including both primary residences and rental homes, and I developed the Ziggs Coffee location in Erie. Through these experiences, I have been directly involved in both residential and commercial development within the town and have gained firsthand insight into the challenges developers face on the commercial side.</p> <p>In addition, I have over 25 years of experience as a real estate consultant. Throughout my career, I have assisted numerous municipalities in bringing hotel developments to fruition and have consulted on large-scale mixed-use projects that incorporate residential, retail, hotel, and commercial components. Through my firm, RHVC, I also provide consulting and valuation services for land conservation and land donation efforts. This work includes conducting highest-and-best-use analyses, developing master plans, and valuing land based on its optimal development potential.</p> <p>One of my largest clients is Alterra Ski Resorts, where I serve as the primary</p>

consultant on lodging development. These projects involve collaboration with national and regional firms specializing in higher-density residential and retail development. I have also served as the lead consultant on major hotel and mixed-use developments, including the City of Branson's waterfront redevelopment and the Hyatt Regency at the Denver Convention Center. Currently, I am working with the San Antonio Spurs on the development of their entertainment district associated with their new arena.

Overall, I bring more than two decades of experience advising communities on the development of major economic drivers. I have a strong understanding of the commercial development process, reinforced by my ownership and development of Ziggi's Coffee locations in both Erie and Lafayette.

I am a long-term, invested resident who values Erie's growth and believes it is becoming one of Colorado's premier communities. To maintain this momentum, it is critical that we advance development along the I-25 corridor. Attracting a few larger employers will naturally lead to the establishment of supporting businesses and services. Erie should be proactive in pursuing these opportunities rather than falling behind neighboring communities such as Broomfield and Thornton, which continue to attract major employers and commercial demand generators.

Have you served on another board/commission in an advisory capacity? If so, please describe the board and what made serving in that capacity a good experience? What were the major concerns or issues?

While I have not formally served on a municipal board or commission, I did serve as President of a small residential community association, Long Peaks Estates, for a three-year term. Although the association consisted of only seven homes, each property was a high-value, multi-million-dollar residence, and the owners were highly engaged and opinionated, making governance and consensus-building particularly important.

In this role, the primary issues involved establishing and maintaining adequate financial reserves for long-term infrastructure needs, including future road improvements on privately maintained roads, as well as overseeing the maintenance of shared open space. Each year required careful planning, transparent communication, and collaborative decision-making to align differing perspectives and priorities.

Serving as President was a valuable experience because it required me to facilitate productive discussions, manage competing viewpoints, and guide the group toward consensus while keeping the long-term interests of the community in focus. This experience strengthened my ability to lead deliberative processes, balance diverse stakeholder concerns, and help groups reach practical, forward-looking decisions—skills that translate directly to advisory board and commission service.

Please describe a situation where you were working with a small group and disagreed with the direction of the project, what did you do? What was the result?

Disagreements are a regular part of my work, as I am often engaged specifically to serve as an objective and unbiased voice in the room. A common situation involves projects where both the developer and the lending institution are present. In these cases, the developer typically views the project as highly favorable and may project performance metrics that exceed market comparables, based on the belief that superior execution will drive stronger results. Conversely, lenders often take a more conservative position, sometimes to the extent that the project's viability is questioned.

When these differences arise, I focus on grounding the discussion in verifiable data rather than opinion. I present market evidence, comparable performance metrics, and clearly documented assumptions to explain how I reached my conclusions. I am careful to communicate these findings in a professional and respectful manner, ensuring that neither party feels dismissed or put in an uncomfortable position. The goal is not to "win" the argument, but to align the group around realistic expectations supported by facts.

Equally important, I prioritize active listening. I take the time to understand each

party's perspective and remain open to new information that may emerge during the discussion. When additional insights or data are presented, I reassess my analysis and, when appropriate, adjust my conclusions accordingly.

The result is typically a more productive and collaborative decision-making process. By anchoring discussions in data, maintaining respect for all viewpoints, and remaining open-minded, disagreements are often resolved in a way that leads to more accurate projections, reduced risk, and outcomes that all parties can support.

If you were appointed, what goals would you like to see accomplished on this board or commission?

If appointed, my primary goal would be to support initiatives that strengthen Erie's long-term economic base while preserving the community's quality of life. A key focus area would be increasing commercial employment opportunities. In particular, the I-25 corridor presents significant potential for targeted commercial and employment growth. There are strong opportunities to attract companies seeking land and infrastructure to support uses such as data centers, server farms, and other compatible commercial operations that can generate high-quality jobs and expand the town's tax base.

In support of this goal, I would leverage my experience working with public-private partnerships and my understanding of the tools commonly used to facilitate development, including tax increment financing (TIF), tax rebates, and other incentive structures. Used responsibly, these mechanisms can help Erie remain competitive while ensuring that projects deliver measurable public benefits.

Additionally, I see meaningful opportunity to further expand Erie's outdoor recreation and destination amenities. There has been growing interest from groups seeking land for water-park-style and recreation-oriented developments. Thoughtfully planned, these types of projects can enhance the town's appeal to residents and visitors alike, support local businesses, and complement broader economic development efforts.

Overall, my goal would be to help guide balanced, data-driven decisions that encourage economic growth, diversify employment, and enhance Erie's long-term vitality.

What do you think are the most important planning and land use issues facing Erie? What insights could you bring to the Commission's deliberations and recommendations?

One of the most significant planning and land use issues facing Erie is the long-term sustainability of its tax base. As the town continues to build out, developable land will eventually become limited, and Erie will need to replace revenues historically generated by residential development. The most effective way to do so is through the intentional development of a diversified commercial employment base, particularly uses beyond traditional retail and restaurant space.

Establishing strong non-retail commercial demand generators has a multiplier effect on the broader local economy. For example, a single commercial employer with several hundred employees creates consistent weekday activity that supports restaurants, grocery stores, and service businesses, while also expanding sales and use tax revenues. This type of employment base is also critical to attracting higher-order retail, national grocers, and other complementary uses that depend on daily population and spending power.

A related planning challenge is the order of execution in mixed-use development. Certain uses, particularly hotels, are highly dependent on underlying commercial demand. While master plans may include hotels as future components, they are not viable without sufficient weekday demand driven by commercial employment. Residential development alone does not support successful hotel operations, as hotels must consistently fill rooms Monday through Thursday throughout the year. Without visibility from major transportation corridors or a strong employment base, hotel projects often require significant public subsidy to be feasible. In my view, public resources are more effectively deployed upfront to attract and support commercial employers through targeted incentives. Once a critical mass of

commercial demand is established, hospitality and other secondary uses can follow organically and without ongoing subsidy.

In addition, I believe Erie needs to address the availability of higher-end housing. Many of Erie's residential developments are dominated by a handful of national builders producing similar homes across multiple communities. While communities like Collier Hill and Erie Highlands include homes selling for well over \$1 million, residents who are selling these homes often have no suitable options to move to within Erie. Currently, Erie has only a limited number of high-end residential properties, none of which are within the St. Vrain School District, whereas neighboring communities like Mead and Berthoud offer more diverse, high-end housing options. Providing higher-quality, non-mass-produced housing options would help retain wealthier residents, who contribute more significantly to local sales tax revenues and the overall economy. Many national builders prioritize maximizing unit counts, often resulting in smaller, taller homes that may not meet the preferences of 50-and-older residents or others seeking premium-quality homes.

The insight I bring to the Commission is a data-driven understanding of how land use decisions, development sequencing, and market feasibility intersect. My professional work involves advising lenders, developers, and municipalities on these exact issues, with my analyses used by national financial institutions, major mixed-use and hotel developers, professional sports organizations, and cities across the country. I would apply this experience to help the Commission evaluate projects realistically, prioritize long-term economic outcomes, and make recommendations that position Erie for sustainable growth in both its commercial and residential sectors.

Upload resume and additional documents (optional)



Brett Russell - Resume 2025.pdf

Please read and agree with the following statement

I certify that the facts and statements contained in this Board and Commission Application are true and correct.

I further understand that false statements shall be sufficient cause for rejection of this application.

I further certify that I have not been convicted of a felony under the laws of the State of Colorado or in another jurisdiction.

I understand that falsification, omission or misrepresentation will result in a rejection of this application. Any falsification, omission or misrepresentation is evidence of perjury in the second degree.

If I become a Board or Commission member with the Town, this form is valid for the period of my term with the Town and the crime records may be updated periodically at the discretion of the Town.

I understand that this application is considered a public record and subject to the Colorado Open Records Act.

I Agree Yes

If appointed to the Planning Commission, I agree to follow the Erie Municipal Code, the Comprehensive Plan, and other applicable laws. Yes

All board and commission members must follow the rules and regulations in the Erie Municipal Code as well as the Town's policies related to harassment, anti-violence, and technology use.

Yes

Acknowledgement Signature



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BRETT RUSSELL

Erie, CO | 720.877.1376 | brussell716303@gmail.com |

WORK EXPERIENCE

Managing Director

LW Hospitality Advisors – Denver, CO

January 2022 – Present

- Oversee operations for the Mountain West region at a leading hospitality consulting and appraisal firm.
- Collaborate with national and local financial institutions to finance both existing and proposed hotel and resort properties.
- Provide development consulting to hotel and resort owners, advising on project size, brand scale, and development phases.
- Manage and negotiate brand partnerships and lead new business development efforts including client acquisition and ongoing client management.
- Represent the firm at industry conferences across the United States, contributing thought leadership and expanding professional networks.

Key Projects and Achievements:

- Directed consulting and appraisal efforts for significant ski resort projects, including expansive hospitality initiatives at Steamboat, Winter Park, and Deer Valley. Additional consulting work at Mammoth, several resorts in the Tahoe region, several resorts in the New England region and the planning of the new village at Powder Mountain in Eden, UT.
- Conducted 1000's of comprehensive market studies, feasibility analyses, and appraisals of resort residential and condo hotel properties nationwide.

Skills and Responsibilities:

- Lead teams of 5 to 10 professionals, managing multiple projects with diverse deadlines and stages.
- Support underwriting and financial projections, utilizing strong organizational, leadership, and communication skills.

Founder and CEO

RHVC – Erie, CO

January 2021 – Present

- Founded and lead a specialized appraisal and consulting firm focused on conservation easements.
- Expertise in evaluating whether the highest and best use of a property aligns with resort assets or hospitality-oriented mixed-use developments.
- Conduct comprehensive analyses for mixed-use and resort projects, which may include hotel-operated units, for-sale resort residences (such as whole ownership, timeshares, fractional ownership), glamping elements, residential home sites, and occasionally office spaces.
- Produce detailed valuation reports to support conservation easement donations, ensuring compliance with current IRS regulations.
- Analyze mixed-use lodging components such as glamping, RV resorts, hotels, condo hotels, fractional ownership units, timeshares, whole ownership condos, and single-family homes or lots.

- Evaluate the feasibility, economic viability, and entitlement/zoning compliance of proposed developments to determine the land's highest and best use.

Founder and CEO

REAL Properties – Erie, CO

June 2005 – Present

- Established and managed a development company focused on retail projects in the Denver area.
- Spearheaded the development of several commercial outlets, including two buildings leased to Ziggie's Coffee franchisees. Managed the entire development process, from land acquisition and construction to negotiating site acquisitions and ensuring compliance with city development requirements.
- Oversaw various subcontractors, including architectural firms and general contractors, to deliver projects on time and within budget.
- Previously managed a portfolio of six residential rental properties, which were sold and reinvested through a 1031 exchange to fund the development of current franchised locations.
- Responsible for setting project vision and direction, conducting due diligence, creating budgets, and securing approvals and financing. Engaged with partners, contractors, and potential tenants while utilizing strong communication, analytical, and organizational skills to drive successful project outcomes.

Managing Director

HVS/US Hotels Appraisals – Denver, CO

January 2001 – December 2022

- Specialized in the Mountain West region and ski resort communities, focusing on a broad spectrum of resort types including glamping, beach, ski, golf, and wellness resorts.
- Conducted appraisals and consulting for high-profile resorts across the United States, Canada, the Caribbean, Central America, Russia, and Israel.
- Appraised major ski resorts such as Steamboat and Mammoth, and managed valuation projects for other prominent North American ski destinations.
- Represented Starwood Capital in evaluating the highest and best use of 20 development parcels at Mammoth Mountain.
- Served as the lead appraiser for the financing of the Rosa Khuta Ski Resort in Sochi, Russia, on behalf of the Bank of Moscow.
- Delivered detailed market studies, feasibility analyses, and valuations, contributing to successful project financing and development decisions.

Client Relation

Evoke Communication Systems – Louisville, CO

January 2000 – December 2001

- Collaborated with current and prospective clients on an online conference platform, significantly contributing to the development of technologies utilized in systems like Microsoft Teams.
- Maintained effective communication with clients to discuss and demonstrate the system's features and functionality, ensuring their needs were met and feedback was incorporated into technology development.

Bench Manager & Pre-Opener

Tharaldson Hotels – Westminster, CO

January 1998 – December 2000

Relocated from Canton, OH to Westminster, CO to focus on the development and opening of western assets.

- Played a key role in the opening team for the Residence Inn by Marriott, including hiring and training staff prior to the hotel's launch.
- Initially managed assets in the Midwest, later shifting focus to proposed developments in the Mountain West and Pacific regions.
- Served as Assistant General Manager at the Canton, OH property and provided bench management for properties without a permanent General Manager.
- Managed staff communication, adhered to tight deadlines, handled high-pressure situations, and was responsible for budgeting for both new and existing hotels.

Education

Bachelor of Science in Marketing & Business

Colorado State University

Previously attended University of Mount Union

Continuing Education – Completed and Exam Passed

Appraisal Institute Classes

NCRE-204 Basic Appraisal Application

NCRE-200 Registered Appraiser

NCRE-215 Appraisal Principles and Practices

NCRE-209 Small Residential Income Property Appraisal

NCRE-304 Complex Appraisal Valuation Modeling Application

NCRE-211 Certified Residential Appraiser

NCRE-202 Standards and Ethics

NC Trainee Supervisor Class

Advanced Market Analysis & Highest and Best Use (HBU)

Appraisal of Fast-Food Facilities

Commercial Land Valuation

California Elimination of Bias and Cultural Competency for Appraisers

Land and Site Valuation

Uniform Appraisal Standards for Federal Land Acquisitions (Yellow Book) Course

Income Approach Case Studies Commercial Appraisal

2014-15 7-hour National USPAP Update Course

2016-17 7-hour National USPAP Update Course

2020-21 7-hour National USPAP Update Course

2022-23 7-hour National USPAP Update Course

2024-25 7-hour National USPAP Update Course

Green Building Concepts for Appraisals

Laws and Regulations for California Appraisers

Appraisals of Self-Storage Facilities

Basic Hotel Appraising – Limited-Service Hotels

Advanced Hotel Appraising – Full-Service Hotels

Introduction to Legal Descriptions

Certifications and Licenses

Certified General Appraiser

Licensed in Colorado, California, New Mexico, Utah, Arizona, Oklahoma