ELEVATE ERIE COMP PLAN AND TMP
PLAN ADVISORY COMMITTEE

Meeting Information

Meeting:	Plan Advisory Committee (PAC) Meeting #2
Date:	April 17, 2023
Time:	6:00 – 7:30 PM
Location:	Zoom

Attendees

Plan Advisory Committee Members

✓	Sherri Booth	*Planning Commission*
✓	Ari Harrison	*Board of Trustees*
✓	Ben Hemphill	*Sustainability Advisory Board*
	Brittany Jones	*Historic Preservation Advisory Board*
	Dave Tazik	*Open Space & Trails Advisory Board*
	Mili Vazquez Pereira	*Diversity, Equity, & Inclusion Task Force*
✓	Leanne Vielehr	*Tree Board*

Plan Advisory Committee Alternates

	Bob Braudes	*Open Space & Trails Advisory Board*
✓	Justin Brooks	*Board of Trustees*
	Alissa Kuzmich	*Sustainability Advisory Board*
	James Luthi	*Planning Commission*
	Patty O'Donnell	*Tree Board*
	Lindsey Terranova	*Diversity, Equity, & Inclusion Task Force*
	Kelly Zuniga	*Planning Commission*

Town Project Management Team

✓	Carlos Hernandez	*Principal Transportation Planner*
	Sarah Nurmela	*Planning & Development Director*
✓	Deborah Bachelder	*Planning Manager/Deputy Director of Planning & Development*
✓	MJ Adams	*Housing Manager*
✓	Miguel Aguilar	*Transportation Planner*

Consultant Team

✓	Miriam McGilvray	*Project Manager, Logan Simpson*
✓	Danica Powell	*Community Engagement Lead, Trestle Strategy Group*

Meeting Summary

1. Overview of Recent Activities

- Leadership and advisory committee meetings
- Focus Group Outreach (Google forms and Interviews)
- On-going outreach activities
    - Engage Erie website
    - Pop-up engagement
- Upcoming Outreach:
    - Engage Erie Outline
    - Earth Day Events
    - Dream Big Presentation
- Goals for second engagement window:
    - Build broader awareness of project
    - Dig deeper into stakeholder and focus group topics
    - Establish vision and high-level direction
- Discussion
    - Are we engaging HOAs? There is significant international population at Compass
        - Trestle to look into opportunities to meet with this community.
        - New Years Celebration at Erie Community Center, Mayor Brooks has point of contact for cricket delegation.
    - Events with school districts (sporting events) could be another good venue or at school pickup.

2. Existing Conditions & Concepts Shaping the Plan (presentation, discussion, and Jamboard activity)

- Land Use and Character Discussion
    - How does data compare to what folks think?
    - What does low density housing mean?
    - 94% of homes were single family homes and that's how other neighborhoods have expanded
    - Population will start decreasing in Front Range in 10 years; different housing types are important to accommodate different ages and family sizes
    - How does the 2015 Future Land Use Map reflect the direction we want to go?
    - There is a desire to maintain a healthy amount of open space and keep suburban feel. The "patchwork" of town area means that not all open spaces is within Erie. Farmers are also choosing to sell farms. There is perception that Town can keep ag land.
    - Conversation about where/how development occurs; Education with the public is needed to help folks understand development process. People want more restaurants in town, but we need to do more education on how this works. The town can't just bring restaurants to town.

    - From PC standpoint, education piece is important, especially how growth comes to be. Overwhelmingly hearing that growth has been defining
    - Peer communities have more commercial and less ag. (Lafayette and Louisville) – Lafayette has significant manufactured home parks
    - 287 corridor is big opportunity for capturing revenue for people driving through. What land is available along this corridor for growth?
        - Commercial within neighborhoods sound good, but hard to achieve; Currently have a lot of vacant sites around the front range that get converted to housing. Affordability for commercial is a big challenge.
    - Town Center concept has ability to bring density, some height, mixed use (condos) and in central location. We need to focus on what kinds of businesses will best support residents.
        - Mountain views are a key reason many residents want to maintain ag/open space
    - Jamboard Ideas:
        - Housing affordability for the majority of incomes that existing in Erie
        - Current lack of mixed use zoning
        - Increased trails and pedestrian paths away from roads to move around Erie
        - Balancing out all the housing with commercial growth
        - Opportunity to increase commercial/light industrial/flex spaces for businesses and services
- Housing Discussion:
    - How does Erie compare to other towns, not just how it compares to counties.
        - For all developments already built out, there is no possibility to do anything different. Different income levels bring an enriching environment; Compass units are very expensive. For new areas, we should have conversations with developers around goals that the City is trying to achieve.
    - Public/private partnerships are likely the only way to bring in more affordable products; Single-family will likely still be built if the market demands. We want to be able to stay a working-class community and not have housing poor residents.
    - Interested in more housing specific engagement; Education component is also important.
        - Two housing specific listening sessions are being planned.
        - Bringing in experts to these events will be important to help with education side
        - Education needed around AMI levels and what "affordable" housing needs.
    - General interest in more housing sessions / deeper dive.
    - Jamboard Ideas:

        - Allow zoning for ADUs (new builds and old town) and single-family detached for rent
        - There is still a misconception (and fear) of the "type" of person that rents in MF community. Fear that it will increase crime and traffic.
        - Housing that is close enough to services to be reachable by not a car
        - Can we provide that housing type education prior to asking for feedback?
        - Maybe using real examples of a teacher working at X Elem school, making x money can afford x in rent to stay under 30% of income.
        - Overused, but Placemaking where there is vibrant commercial and nearby multi-family just works.
    - In housing slides, there are a lot of comparison. Should we do this for other sections?
        - For transportation: we need to do better in terms of safety compared to other communities (Carlos)
        - Interest in promoting complete streets
        - Traffic safety is big concern
- Other Jamboard Ideas:
    - Continuing to create/support reinvestment by the Town of Erie Urban Renewal Authority is a catalyst, but requires priming to be impactful. (Economic Development)
    - Design roads that force lower speeds (e.g. more narrow) and encourage other transportation methods (Transportation & Mobility)
    - Provide more affordable and convenient transportation options. SAFE bike lanes that are faster than cars to get around. (Transportation & Mobility)
    - Regional collaboration to supplement RTD, or to lobby RTD for sufficient transit. (Transportation & Mobility)
    - We still have a lot of our "collector" and "arterial" roads built to a rural, single-lane cross section. Erie Pkwy seems to be the only "fully" building cross section for most of the corridor. (Transportation & Mobility)
    - Continue expanding/connecting trail systems, adding art/experiences along trails to encourage exploration. (Parks, Recreation & Trails)
    - Schofield Farms as a natural/historic preservation area, which is also an agricultural, open space is attractive. (Natural Resources & Environment)
    - TNACC Open Space funding is hugely popular with voters (Natural Resources & Environment)
    - Intersection with Public Works and Parks & Rec at Wetlands project on North Briggs is an example of the type of initiatives that will expand "Open Spaces" while having utility. (Natural Resources & Environment)
    - Need more art/cultural, expanded/add'l Rec Center, capacity for youth activities, and businesses that serve teens including health services. (Community Services, Facilities, and Safety)

3. Next Steps

- Communications newsletter
- Pop-up events
- Arbor Day/Earth Day and Town Fair
    - Sustainability board is putting bags together; Could add flyer (Ben); Miriam will get copies to groups
- Next PAC meeting 6.12.23
- Other ideas to communicate and engage:
    - QR code on electronic school bulletin boards
    - Engage kids! 21st century city challenge idea: kids break into groups and design a community; a way to tee up conversations around what makes a great community.
    - Sustainability Board: Send slides/materials to Erika (staff liaison) to share with board
    - Jamboards and Google Forms could be useful to share with Tree board too
    - Flyers in water bill (unless you sign up for e-bills)
    - Pop up events: would love to have other board members attend and participate
    - Emails/calendar invites to PAC would be helpful for events
    - PAC members: Please feel free to send feedback on how the format of meetings could be improved.

TOWN OF ERIE
1874

ERIE
COLORADO



ELEVATE ERIE

Planning Our Future Together

Comprehensive Plan & Transportation Mobility Plan

Plan Advisory Committee (PAC) Meeting #2 | April 17, 2023



INTRODUCTIONS

YOUR NAME

YOUR PRONOUNS

YOUR BOARD/COMMISSION

GROUND RULES

1. Foster a respectful and inclusive environment.
2. Encourage active listening and discourage interrupting others.
3. Ensure that everyone has the opportunity to share their thoughts and opinions.
4. Keep the conversation focused and on track.

Meeting Agenda

1. Brief Overview of Activities to Date
2. Existing Conditions Review
3. Concepts Shaping the Plan
4. Next Steps





OVERVIEW OF PROJECT ACTIVITIES

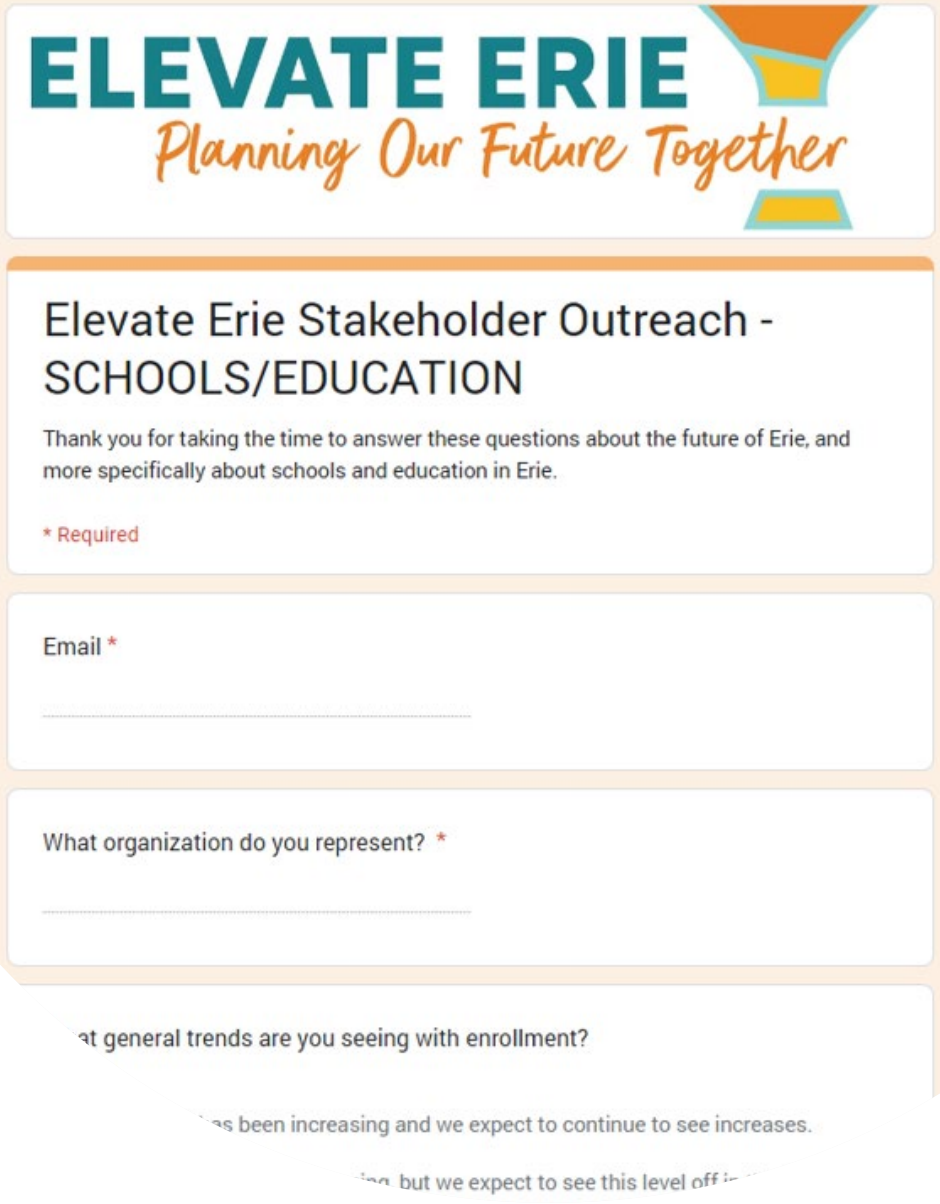
1. RECENT ACTIVITIES
2. TIMELINE & UPCOMING OUTREACH

RECENT ACTIVITIES

Leadership and Advisory Committee meetings

Focus Group Outreach (Google Forms and Interviews)

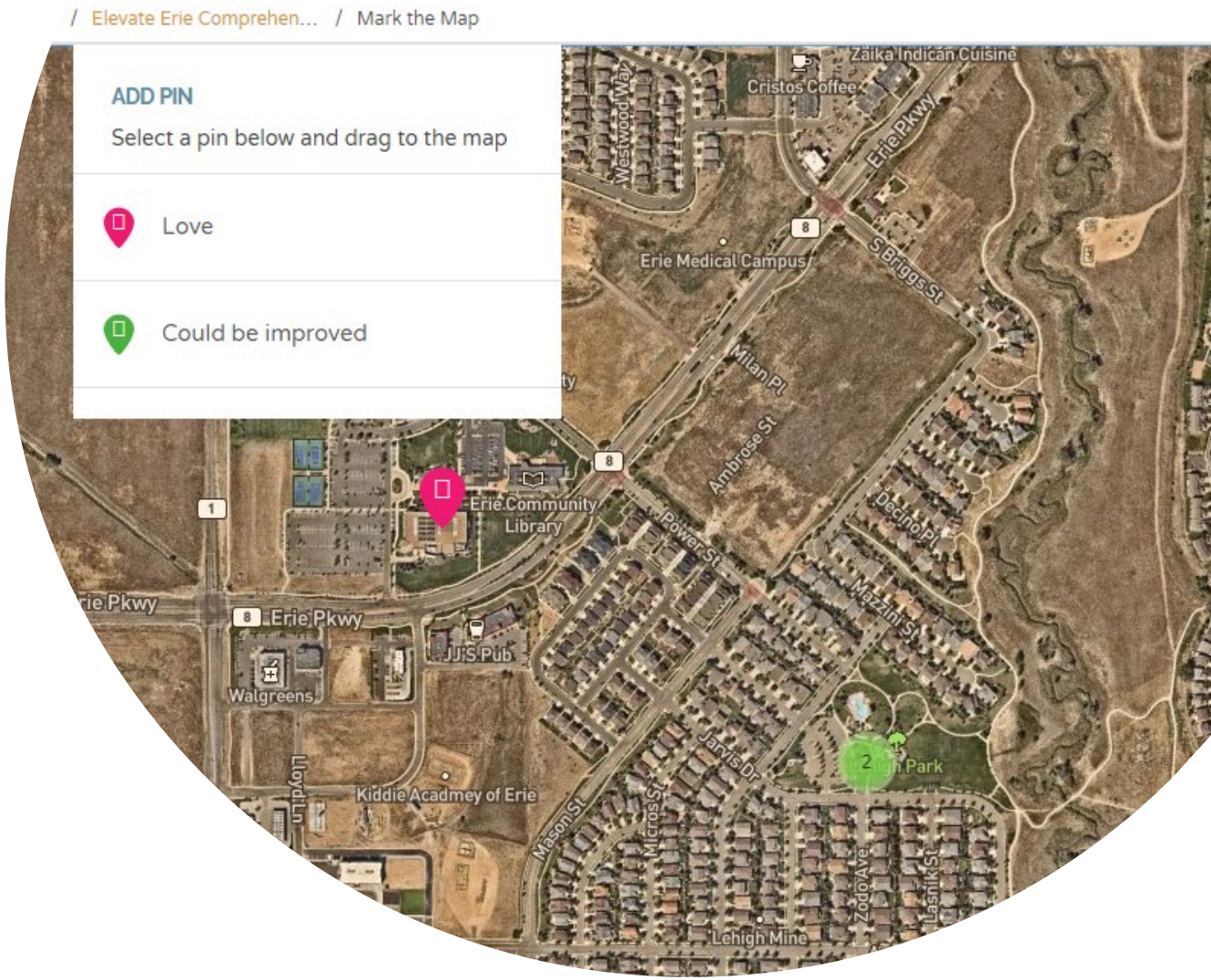
- Schools/Educational Institutions
- Developers
- Business Community
- Recreation
- Utility Providers
- Housing



RECENT ACTIVITIES

Engage Erie Outreach (ongoing)

- Idea Wall (24 so far)
- Places Tool (launched 4/7)



RECENT ACTIVITIES

Pop-Up Engagement

- Fox Dog Coffee (4/7)
- Erie Social Club (4/12)
- Erie Community Center (4/20)



UPCOMING OUTREACH ACTIVITIES



ENGAGE ERIE ONLINE



EARTH DAY EVENTS

4.29.23



DREAM BIG PRESENTATIONS

GOALS OF SECOND ENGAGEMENT WINDOW

- Build broader awareness of project
- Dig deeper into stakeholder and focus group topics
- Build on first engagement window survey results and initial outreach
- Begin to establish vision and high-level direction



OUTREACH AND ENGAGEMENT SUMMARY

Stakeholders

- Email Outreach to different stakeholder groups (with Google form)
- And/or One-on-One Meetings
- Focus Groups (in person or Virtual)

Community

- Micro-Engagement Coffee & happy hour intercepts
- Arbor Day / Earth Day and Town Fair Celebrations
- Town-wide Biennial Community Survey
- Visioning Public Meeting / Event, (TBD)

Planning Commission and Town Board

- May 16 Joint Virtual Work Session
- May 17 Planning Commission Session on Housing
- June (TBD) Work Session

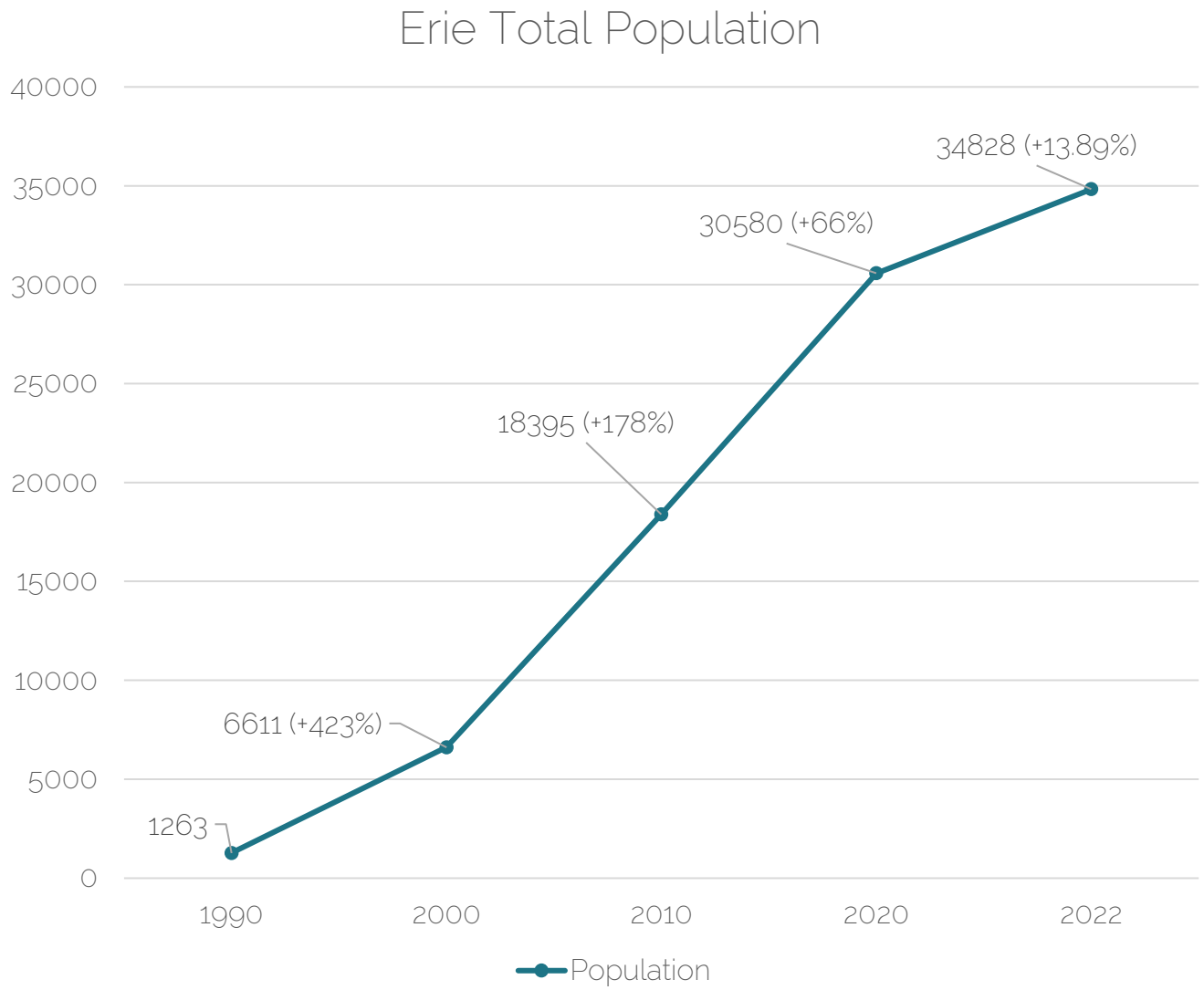
EXISTING CONDITIONS & CONCEPTS SHAPING THE PLAN

1. DEMOGRAPHICS AND LAND USE
2. HOUSING
3. ECONOMIC MARKET ANALYSIS UPDATE
4. TRANSPORTATION
5. PARKS AND OPEN SPACE

DEMOGRAPHIC DATA AND TRENDS

What does this mean?

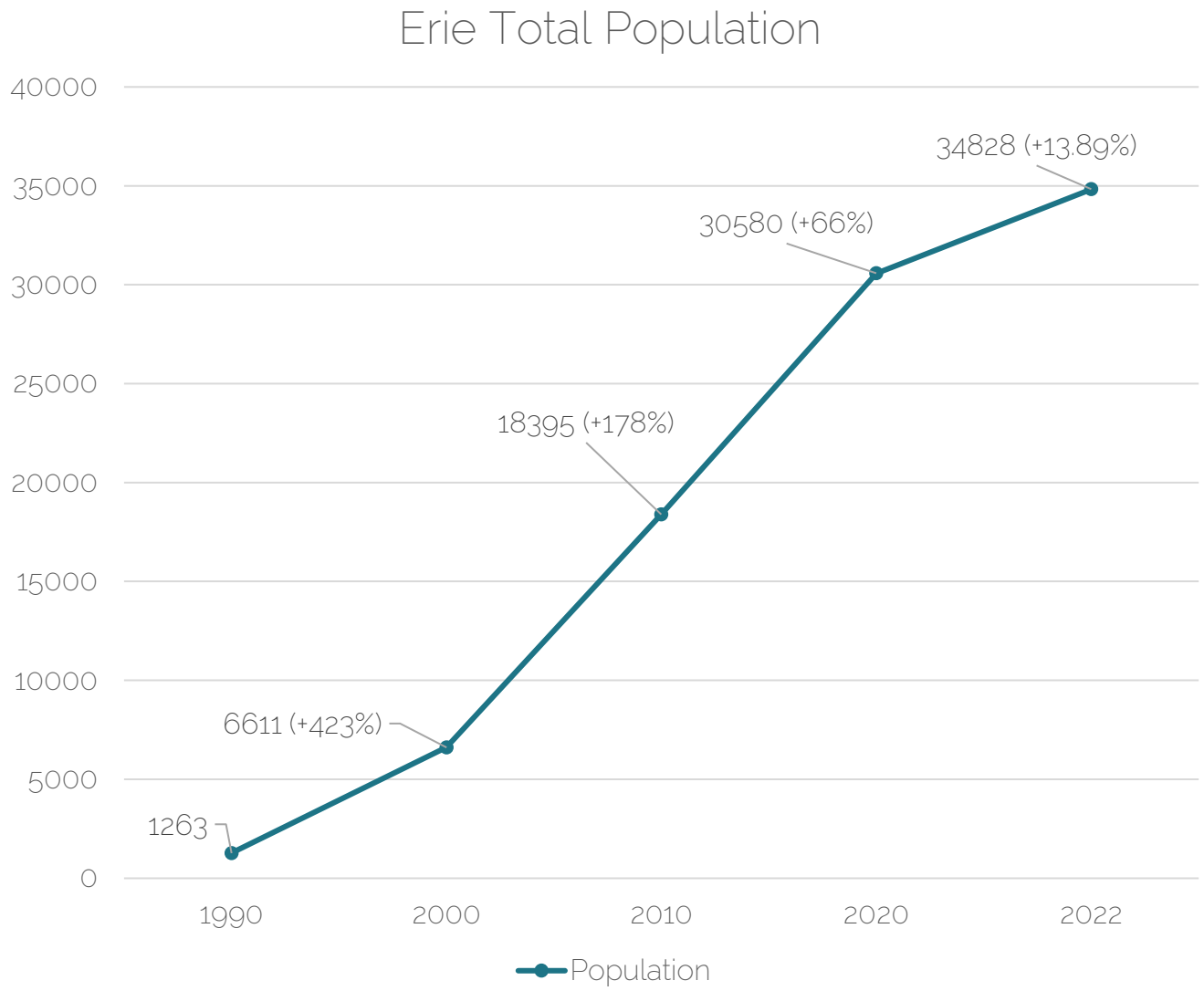
Erie has experienced rapid population growth since 1990.



DEMOGRAPHIC DATA AND TRENDS

What we are hearing

There is concern with the amount of residential development, character of new development, and the availability of goods and services for increased populations.



DEMOGRAPHIC DATA AND TRENDS

What does this mean?

Nearly 1/5 of the town identifies as a minority population group.



32,828 People in **2022**

81.9% white alone

9.3% Hispanic or Latino

5.4% Two or more races

5.4% Asian alone

0.1% American Indian, Alaska Native alone

0.1% Native Hawaiian or another Pacific Islander alone



7.8% Foreign born

10.7% Language other than English spoken at home



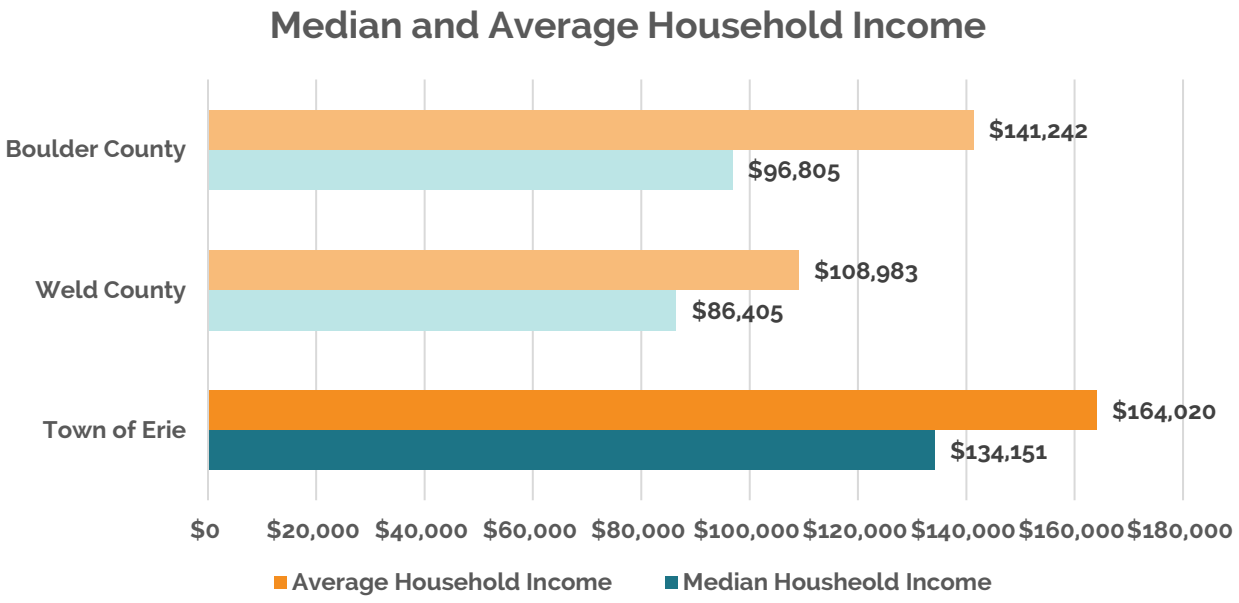
64.6% Bachelors degree or higher for persons over 25yrs old

Source: 2021 US Census ACS 5-year estimates

HOUSEHOLD INCOME

What does this mean?

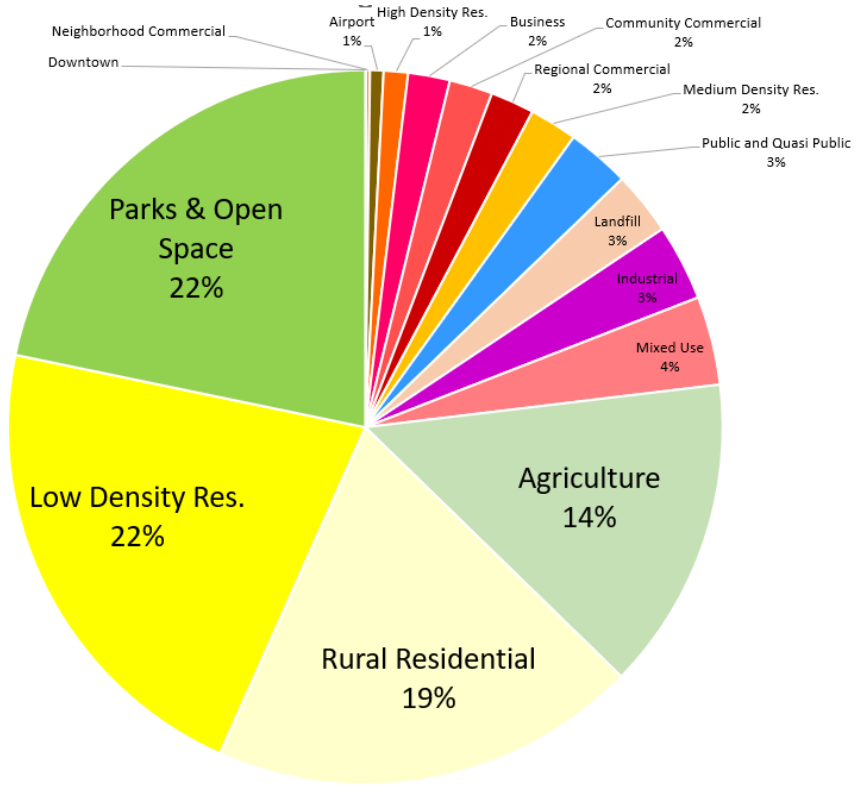
The Town has higher concentrations of households in the upper tiers of income compared to Weld and Boulder Counties, which translates to more disposable income.

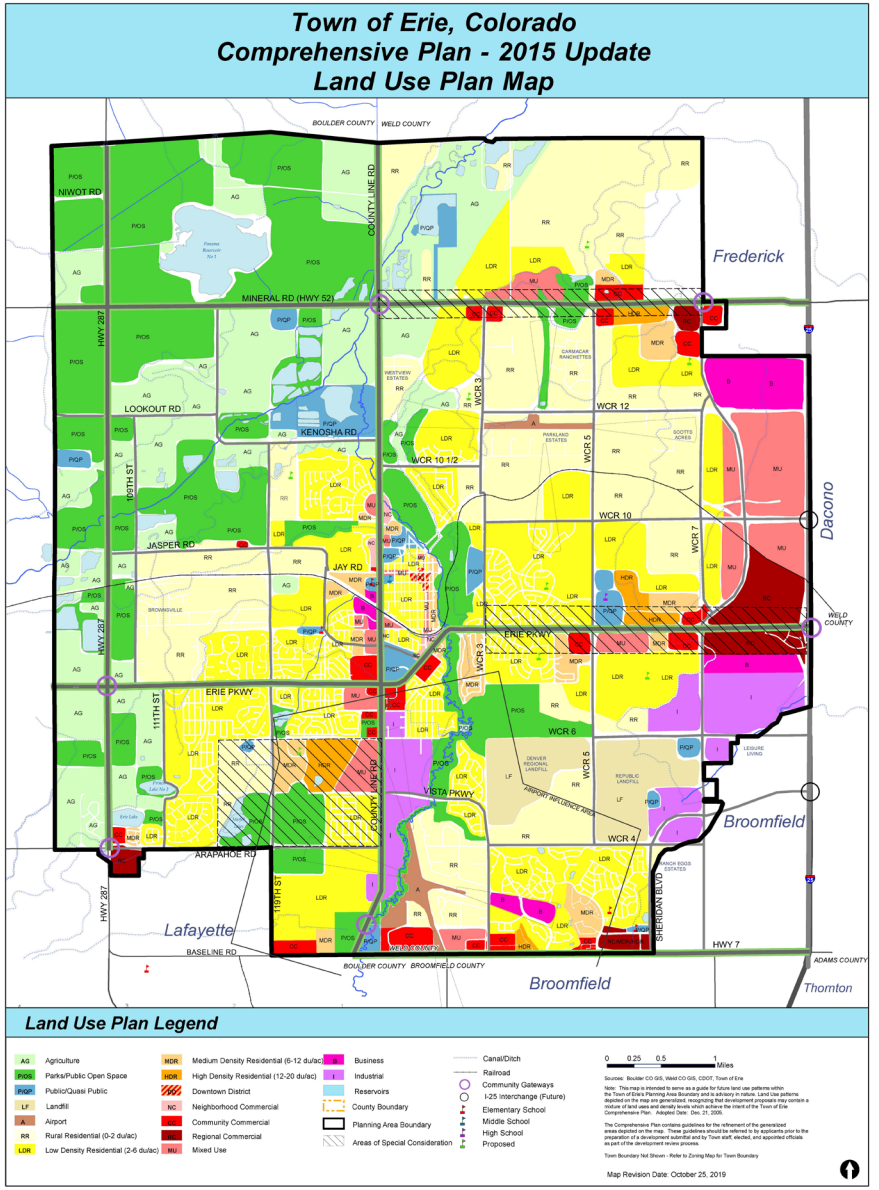




Source: US Census Bureau, ESRI Business Analyst, AECOM

FUTURE LAND USE DISTRIBUTION



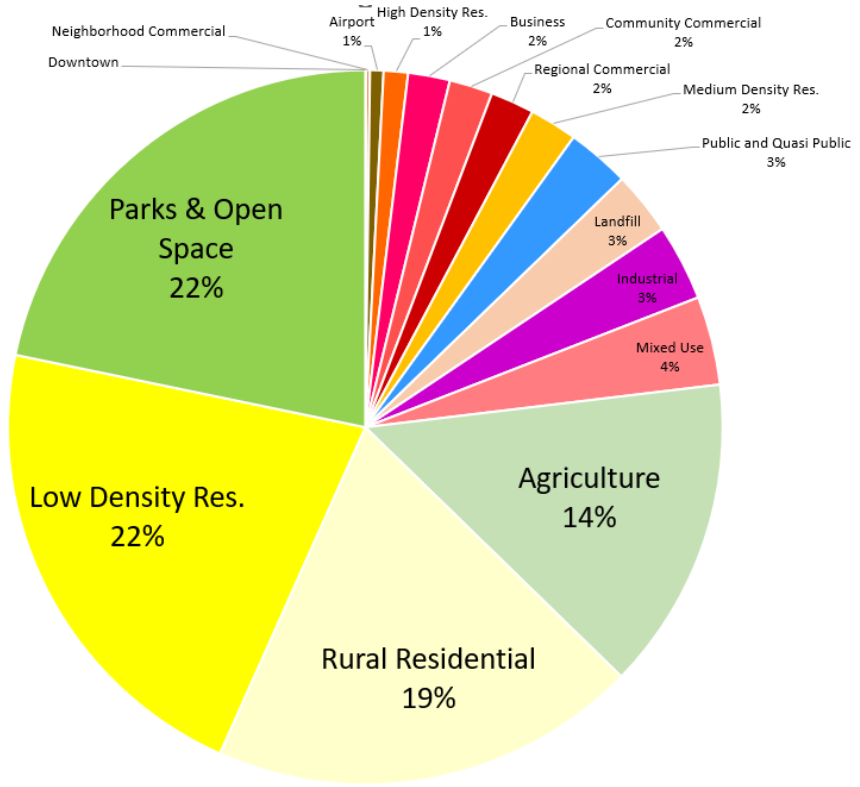


Source: Town of Erie

What does this mean?

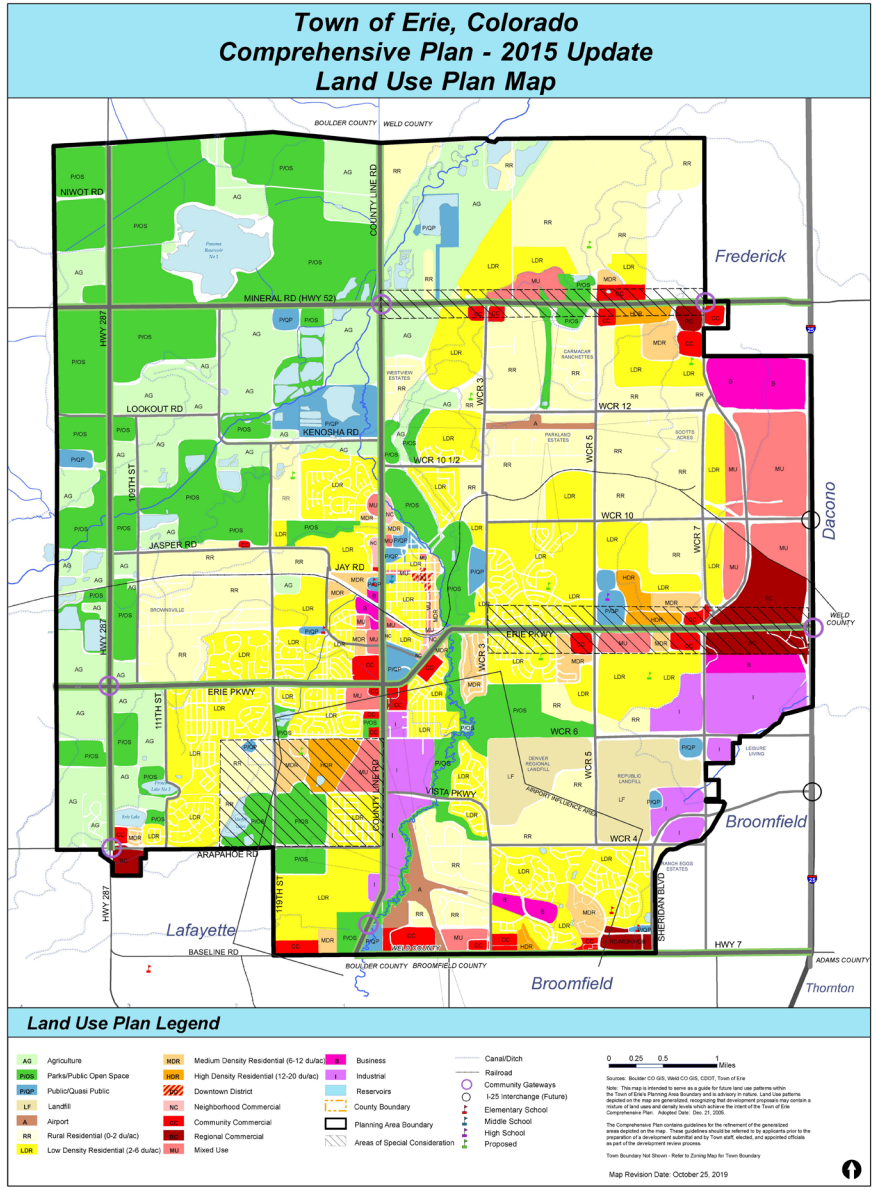
77% of Erie is current planned for 4 land uses: agriculture, open space, rural residential or low-density residential.

FUTURE LAND USE DISTRIBUTION



What we are hearing

Erie's community character is changing with new growth and development. The once rural character and small town feel is evolving and some are concerned about the quality and the appearance of new development, introduction of big box/chain stores, and how to retain the charm of Old Town.



Source: Town of Erie

Housing Data and Trends

What does this mean?

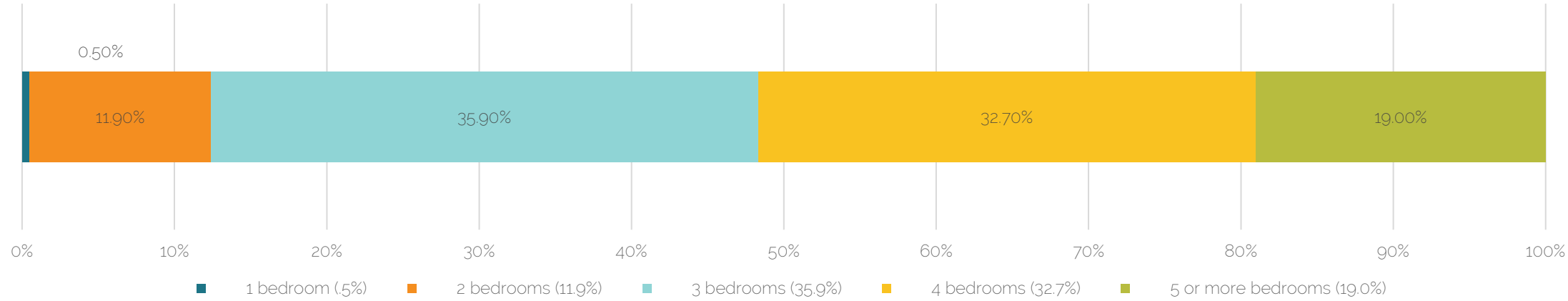
Erie has a significant mismatch between average household size and the number of bedrooms in the housing stock.

Erie has 11,882 Households **(2022)**

2.99 Persons per household **(for Single Family units: 93% of total units)**

2.10 Persons per household **(for Multi Family units: 7% of total units)**

Number of Bedrooms in Erie
(across all housing types)

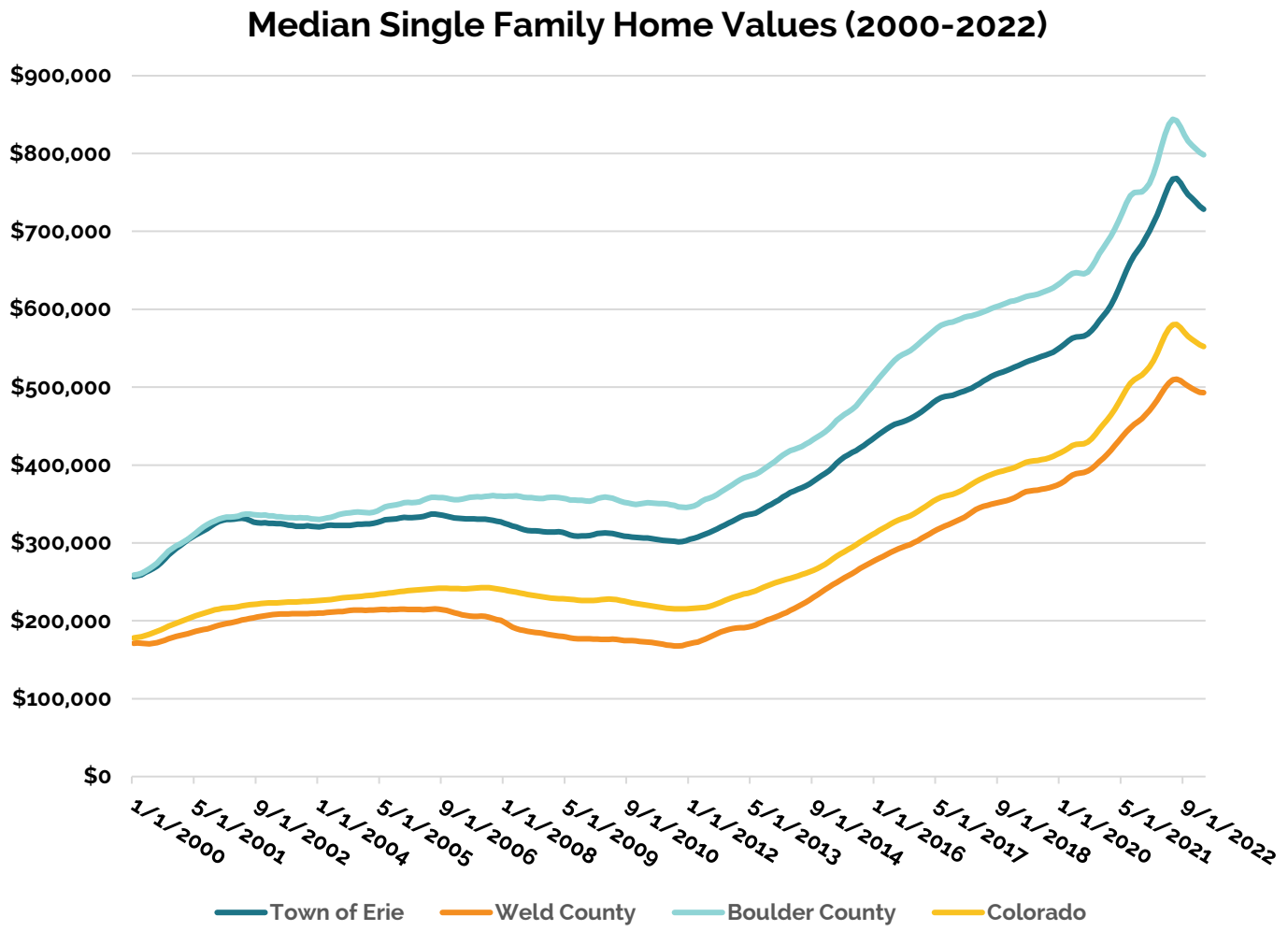


Source: 2021 US Census ACS 5-year estimates

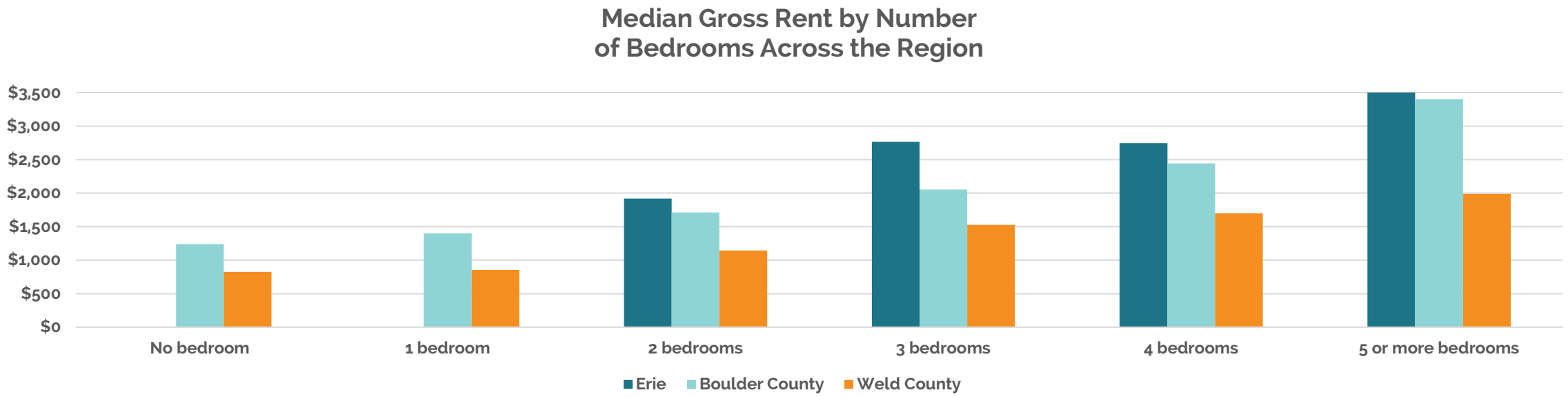
HOUSING DATA AND TRENDS

What does this mean?

Erie has a relatively high purchase prices comparatively, and values rise and fall in tandem with regional trends.



HOUSING DATA AND TRENDS



Source: 2021 US Census ACS 5-year estimates

What does this mean?

Erie has higher rent compared to the surrounding counties.

HOUSING DATA AND TRENDS

88% of housing units are single-unit detached

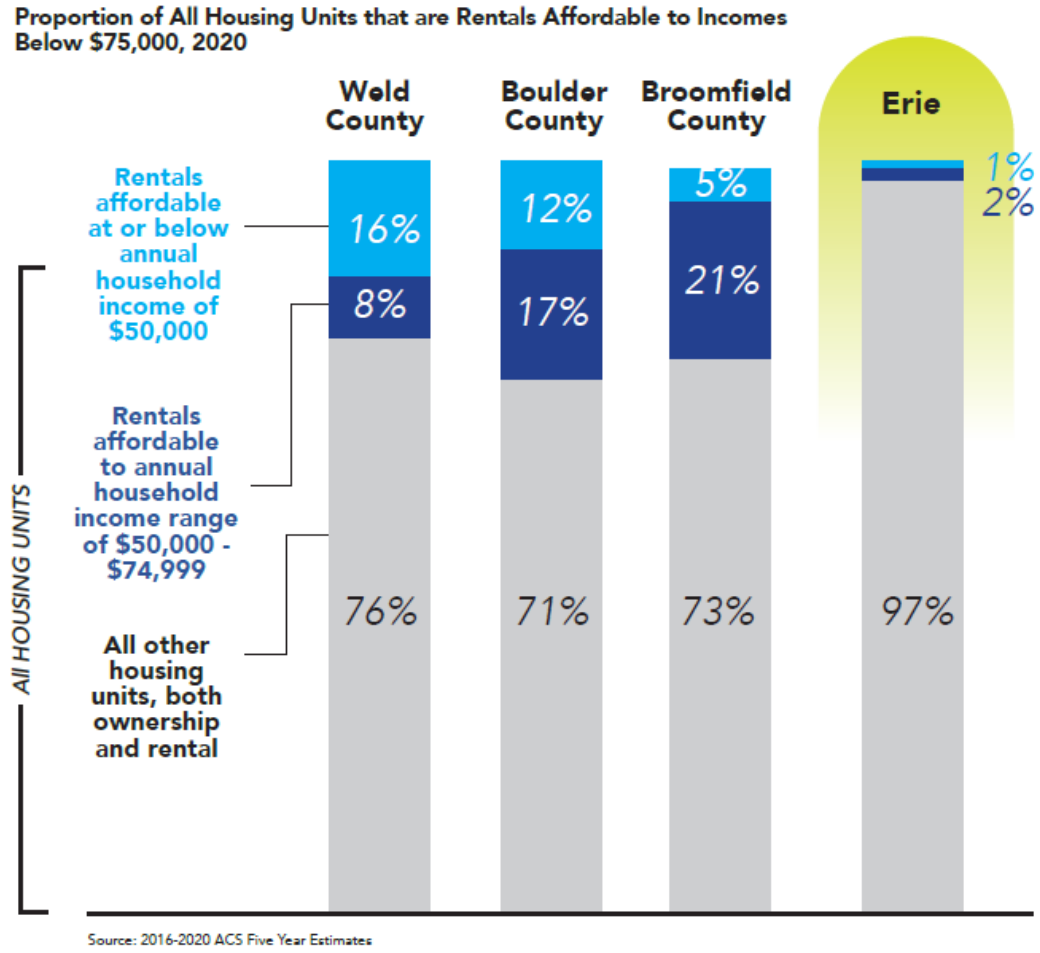
85.9% Owner Occupied

>25% of Erie households pay more than 30% of income on housing

Source: 2021 US Census ACS 5-year estimates

What does this mean?

Erie has few affordable housing options leaving ¼ of residents to spend more than 30% of income on housing.



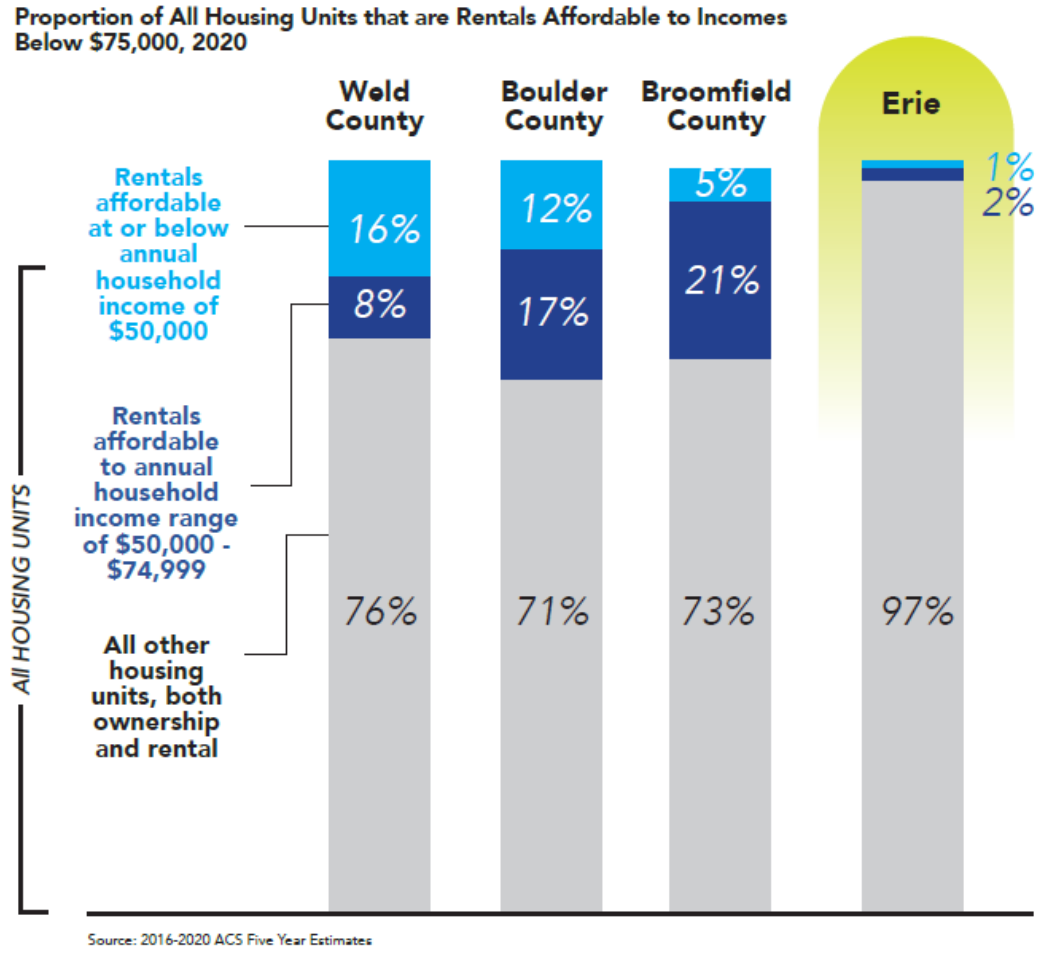
HOUSING DATA AND TRENDS

88% of housing units are single-unit detached

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Source: 2021 US Census ACS 5-year estimates



What we are hearing

The impacts of housing development and the perceived rates of growth are concerns for Erie residents. Erie neighborhoods are defined primarily by new single-family homes, which is typically the most expensive type of housing, but there are concerns with introducing other housing types and affordable housing.

EMPLOYMENT BY SECTOR

Jobs by Industry Sector

22%
Manufacturing, Transportation, & Wholesale

17%
Retail, Accommodations, & Food Services

11%
Administration & Support

10%
Professional, Scientific, & Technical Services

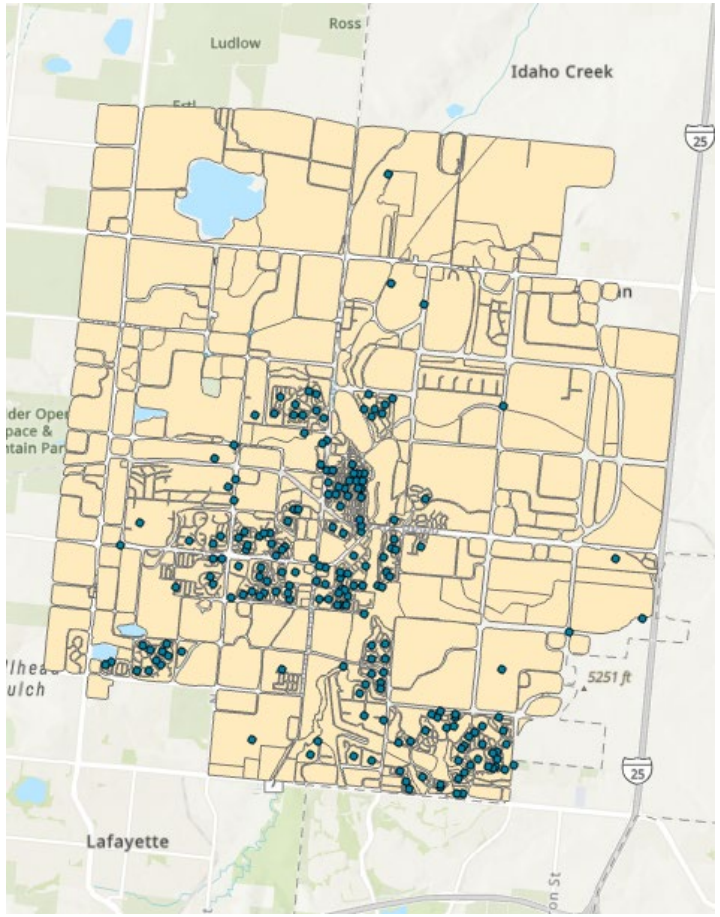
9%
Health Care & Social Assistance

3,718
Total Jobs

Job Distribution

by Block Group, 2019

1 Dot = 20 Jobs



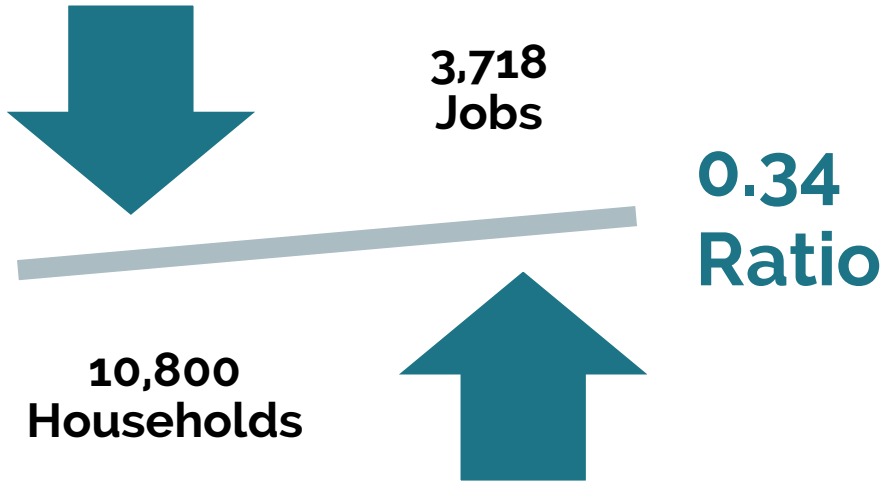
Job Growth by Sector 2010-2019



From 2010 to 2019, the Town of Erie added approximately 2,100 jobs, an increase of 136%

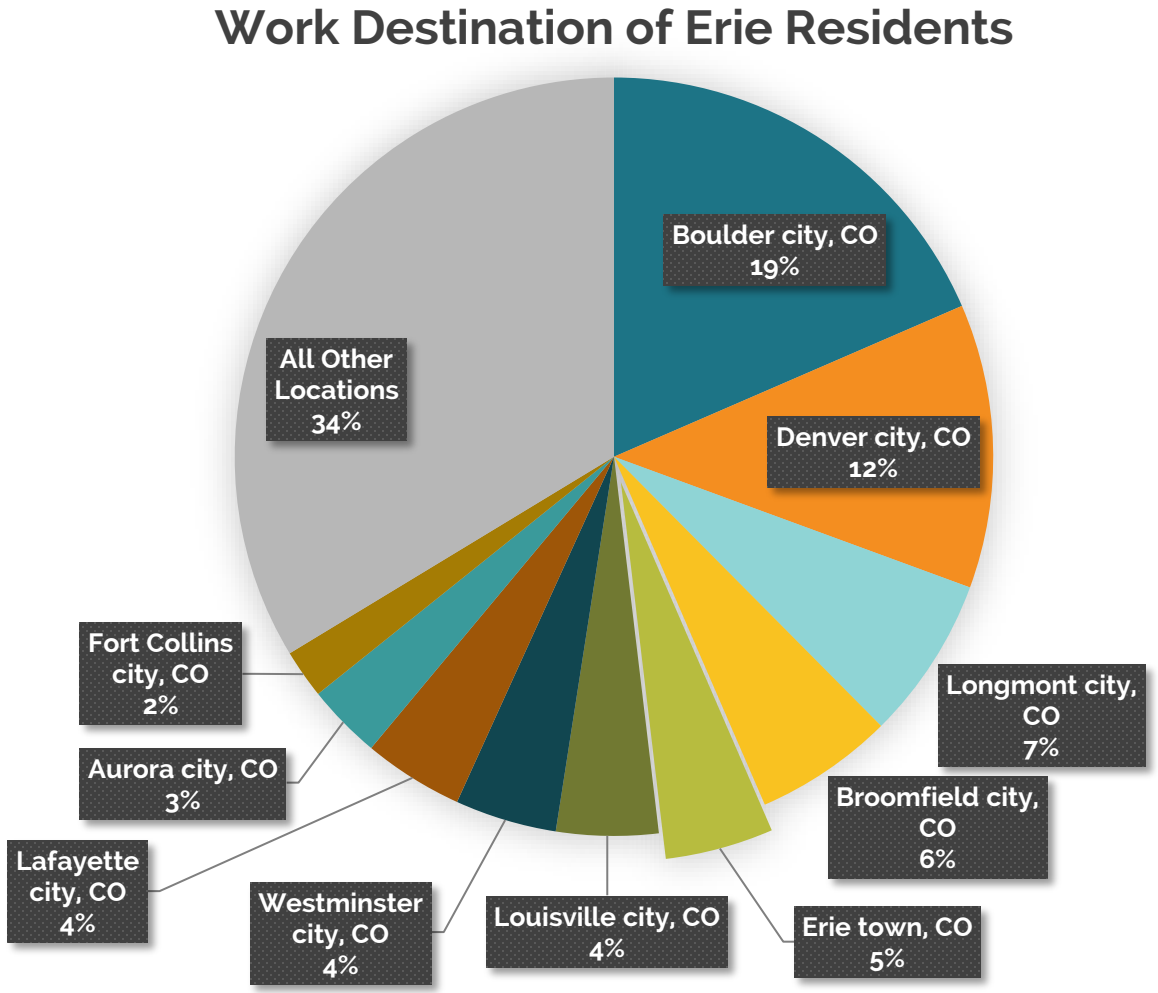
Sources: U.S. Census Bureau, On the Map, Town of Erie, AECOM

EMPLOYMENT COMMUTING

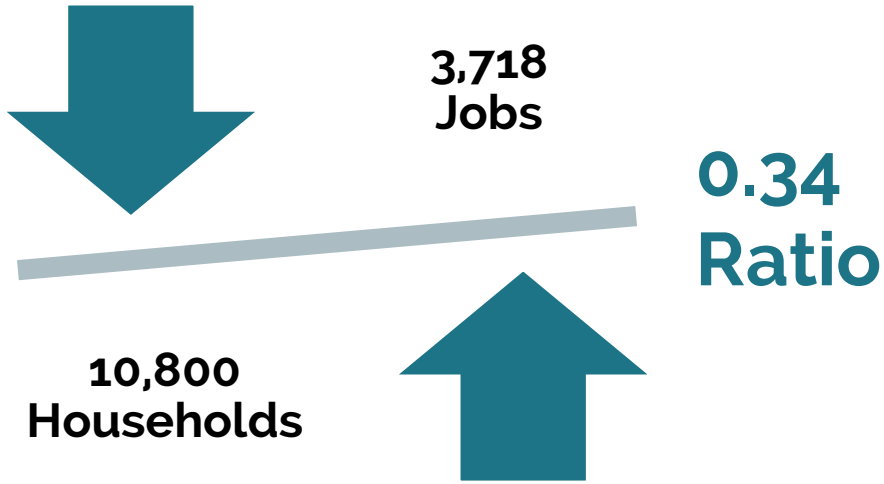


What does this mean?

Erie is a predominately residential community with a disconnect between the number/type of jobs and the number of households and demographics.

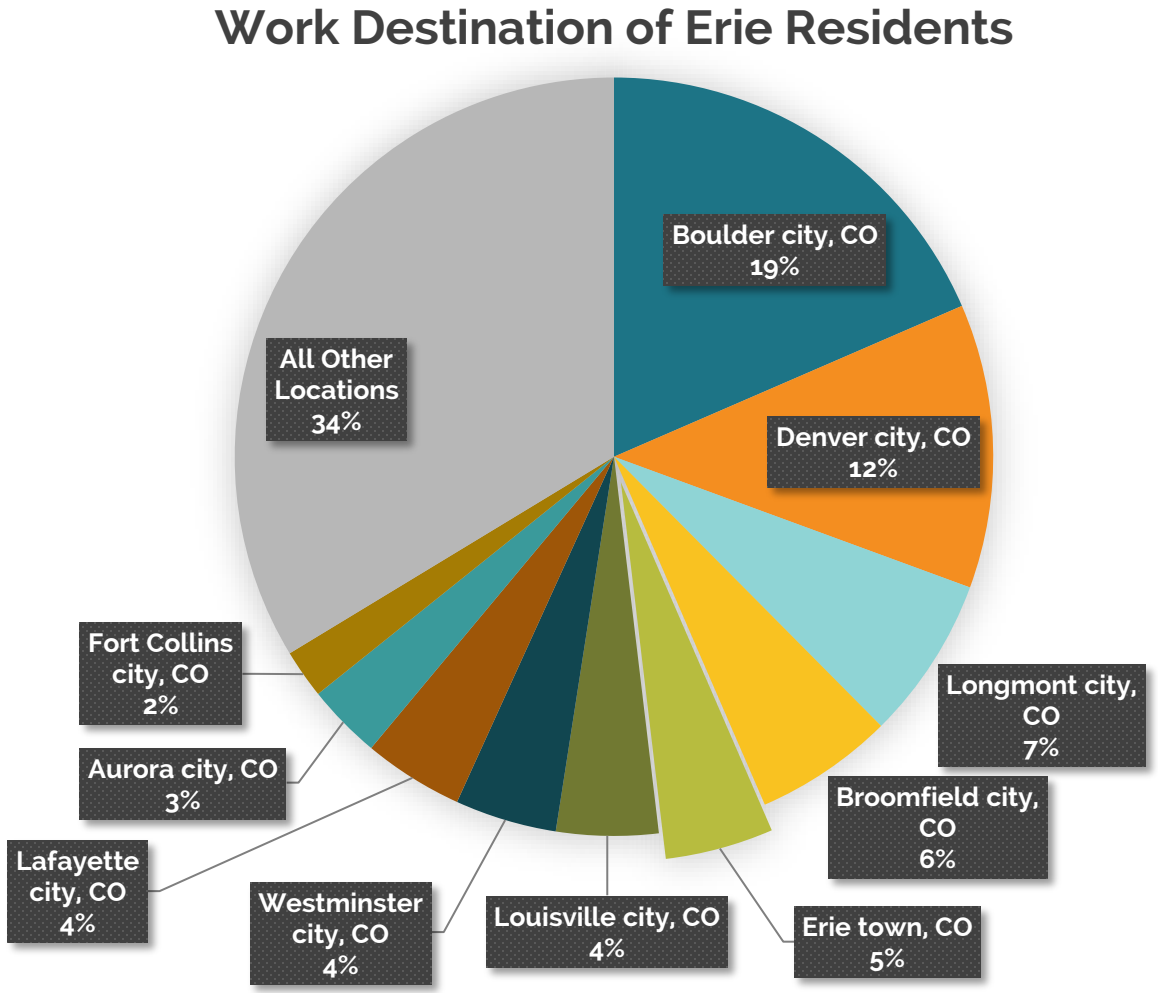


EMPLOYMENT COMMUTING



What we are hearing

Erie has grown from a small rural town to a bedroom community with few employment and commercial options. While Erie's location enables access to regional employment and retail needs, there is concern that local destinations and essential services are not available.

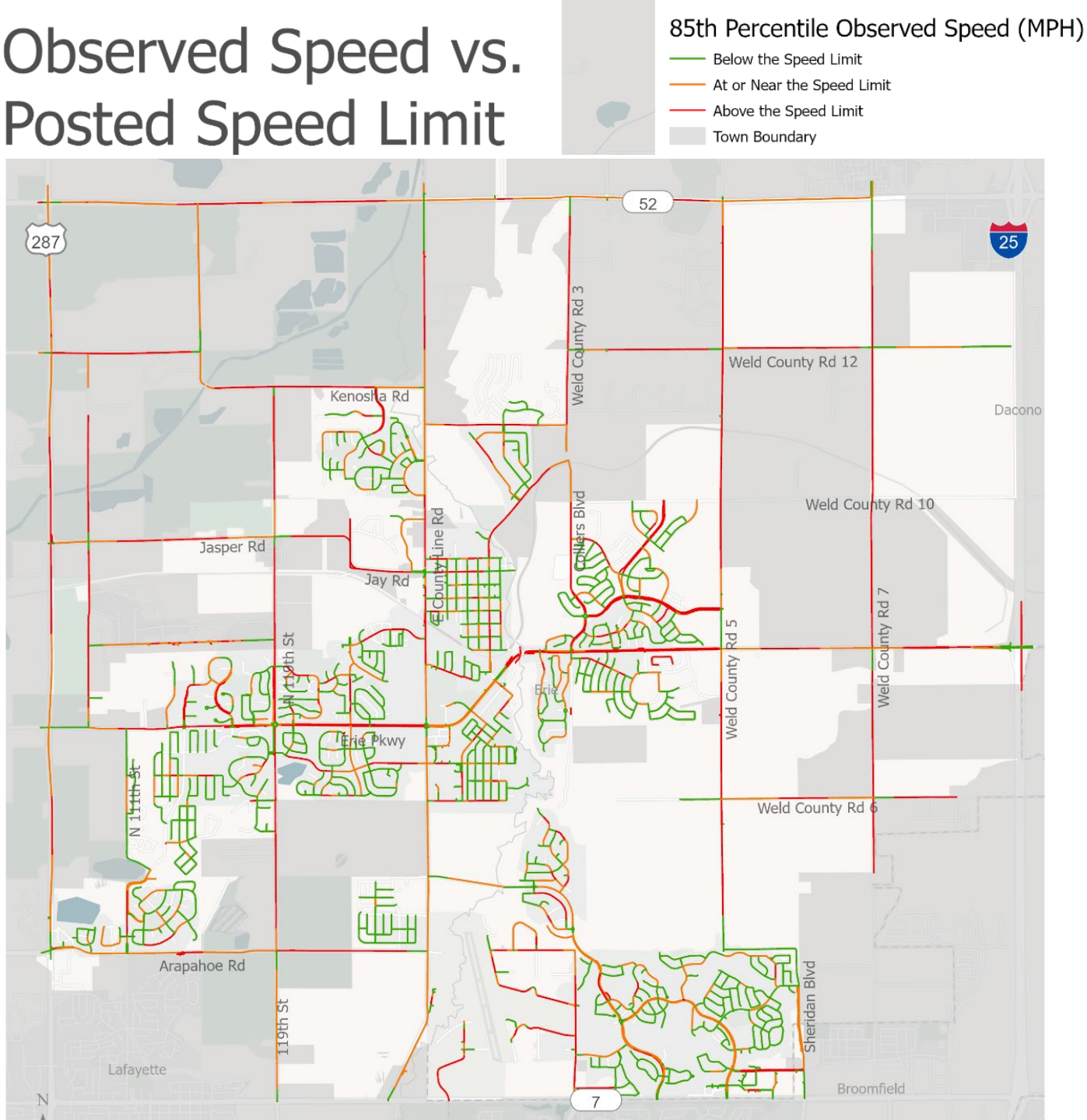


Transportation Data and Trends

Travel Patterns

What does this mean?

Most people who live in Erie are employed elsewhere. This combined with the current connectivity pattern leaves many drivers traveling fast on collector and arterial streets to access work or other amenities.

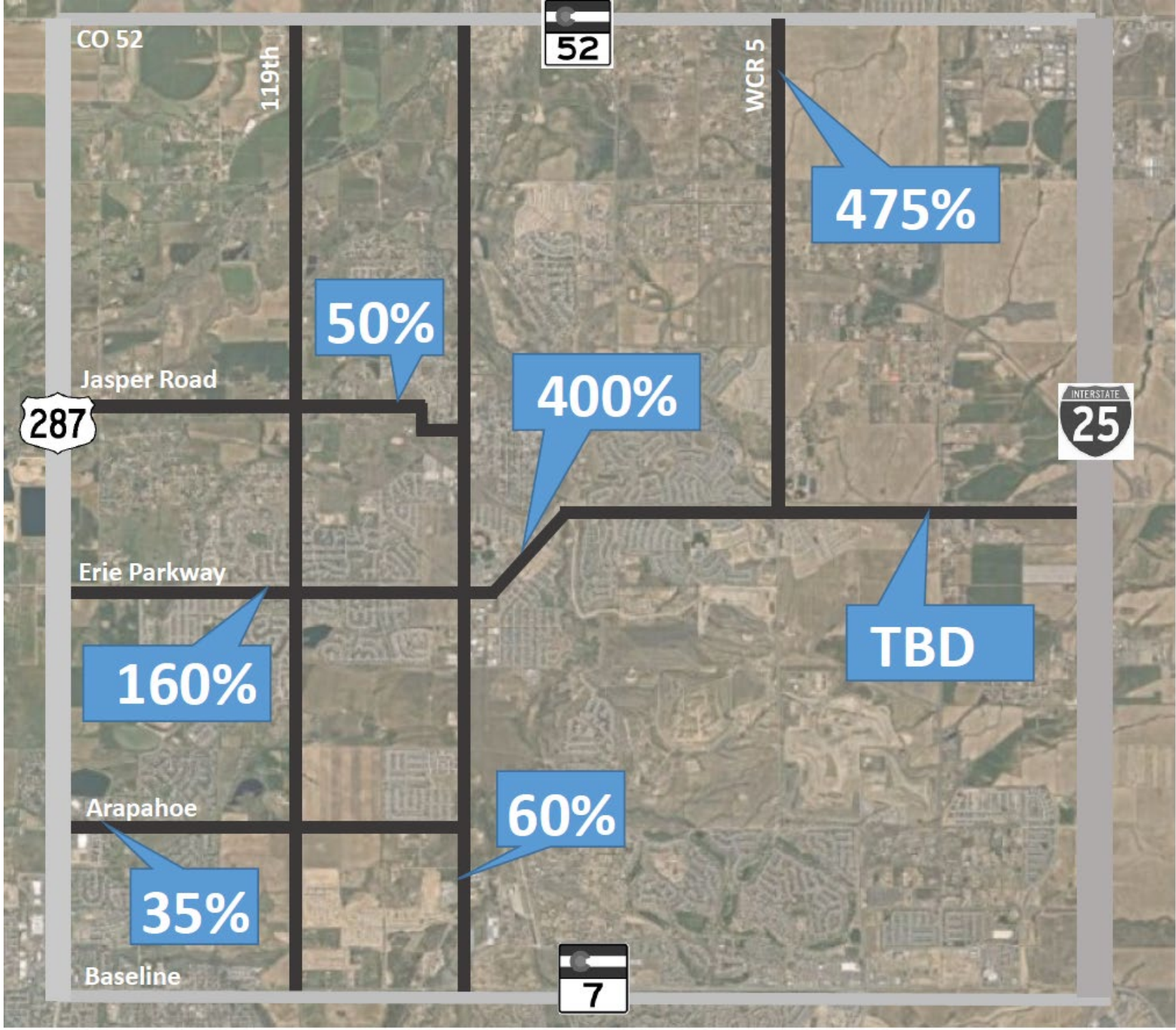


Transportation Data and Trends

Travel Counts
(2018-2023)

What does this mean?

Erie's rapid growth has significantly increased traffic volumes on arterial roadways.

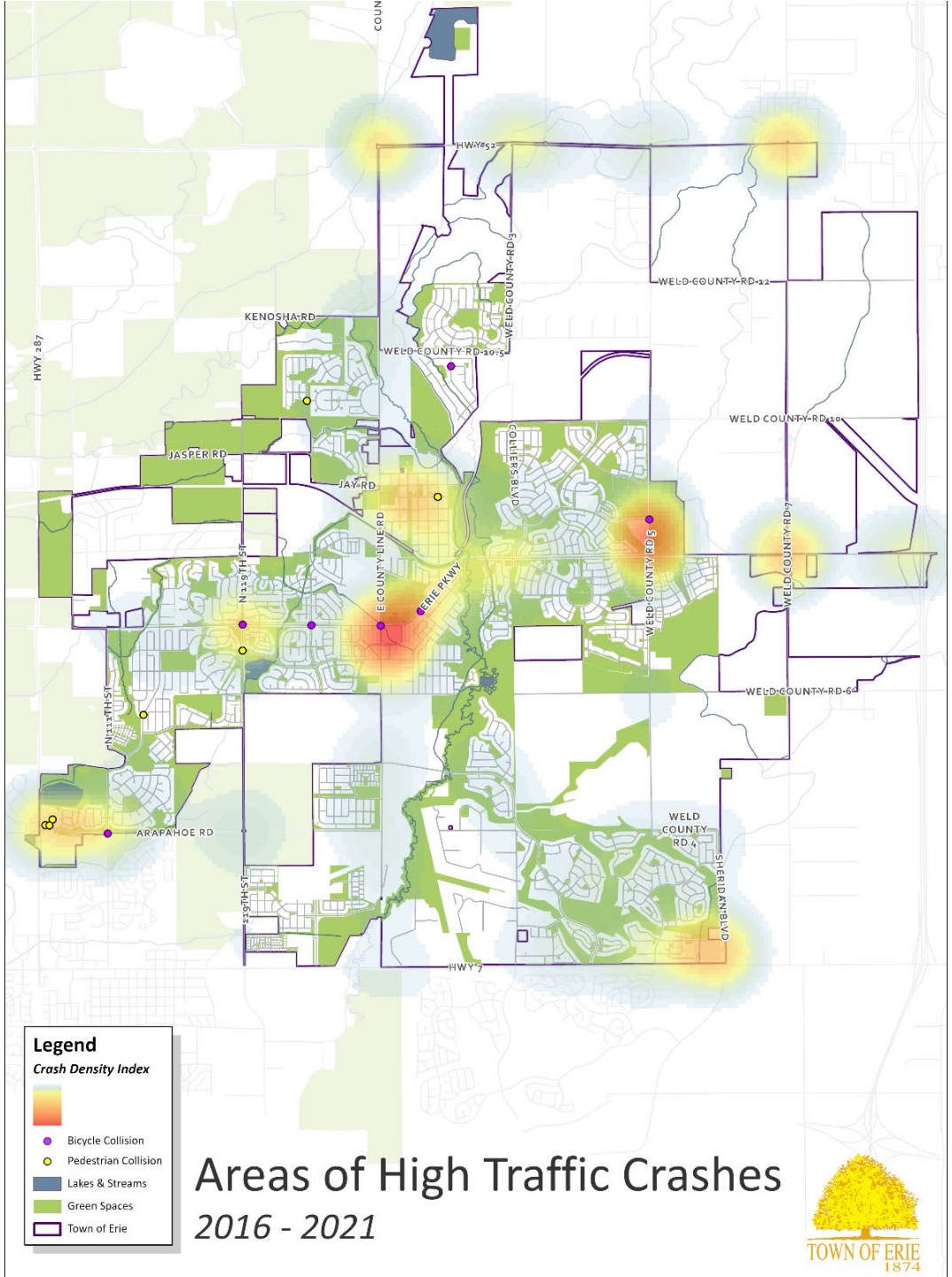


Transportation Data and Trends

Vehicle Crash Data

What does this mean?

Several major intersections have been hotspots of collisions in recent years. Old town has collisions, but less frequently than arterial intersections.

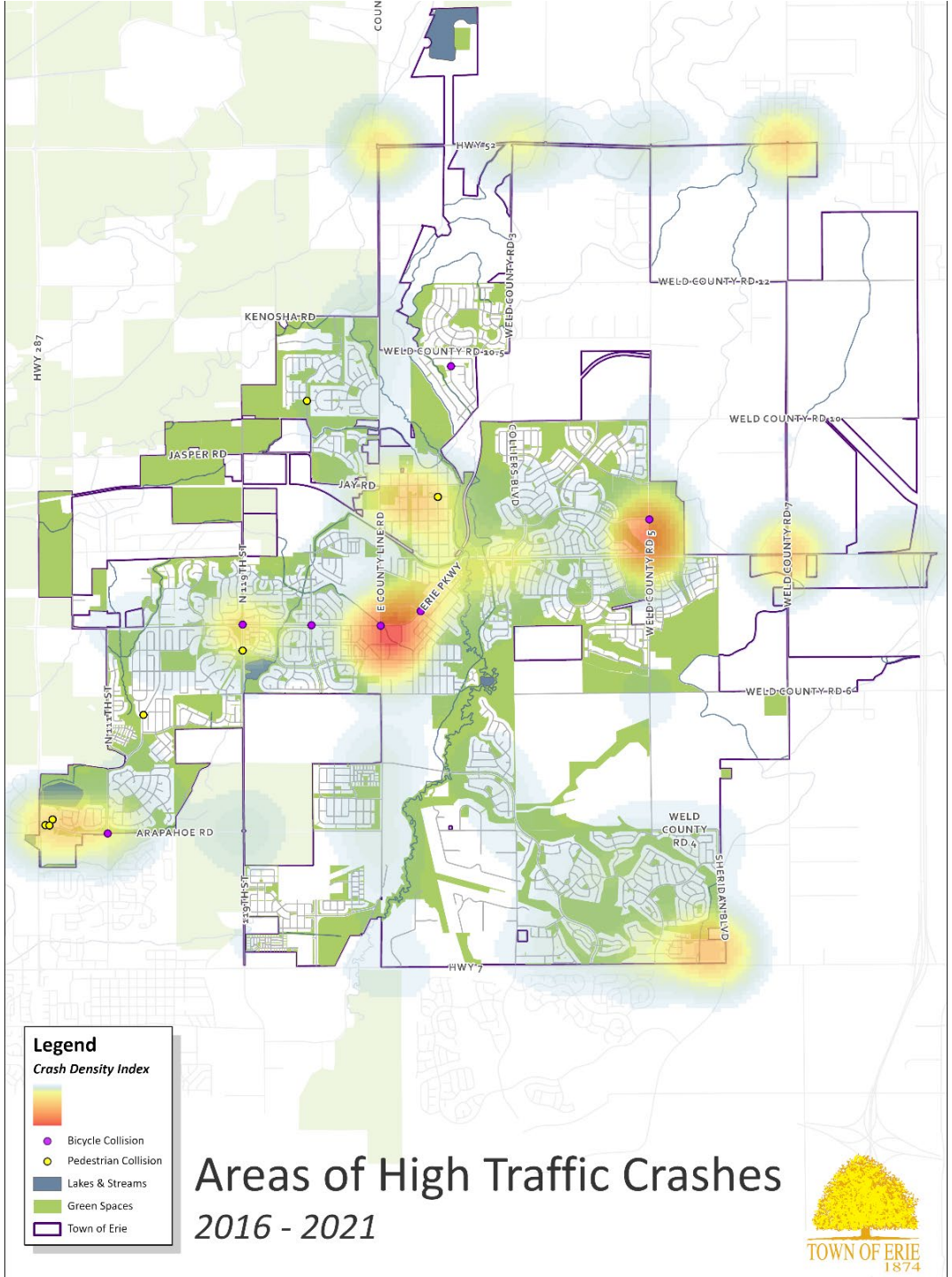


Transportation Data and Trends

Vehicle Crash Data

What we are hearing

Traffic volumes are increasing and safety is a challenge for Erie. There is concern and need for regional transportation options, enhanced bike and pedestrian connectivity, and safety improvements along roads. Growth and new development is seen as a primary contributor to traffic congestion and poor road maintenance.



Parks, Recreation, Trails & Open Space Data and Trends



What does this mean?

Erie has a robust portfolio of parks and recreation options available for residents.

89
Parks and open space sites

17
HOA managed facilities

5
Private Recreation facilities

40+
Miles of trails

1
Community facility

Parks, Recreation, Trails & Open Space Data and Trends

What we are hearing

The Town's strong portfolio of parks and robust and growing network of connected trails is one reason many people choose to live in Erie. Parks, public spaces, and community trail connectivity continues to be a top priority for residents.

With the residential growth in Erie, facilities and services have been strained. Overcrowding in the schools is a particular concern, but public safety and recreational programming have also been identified as emerging challenges.



89 Parks and open space sites

17 HOA managed facilities

5 Private Recreation facilities

40+ Miles of trails

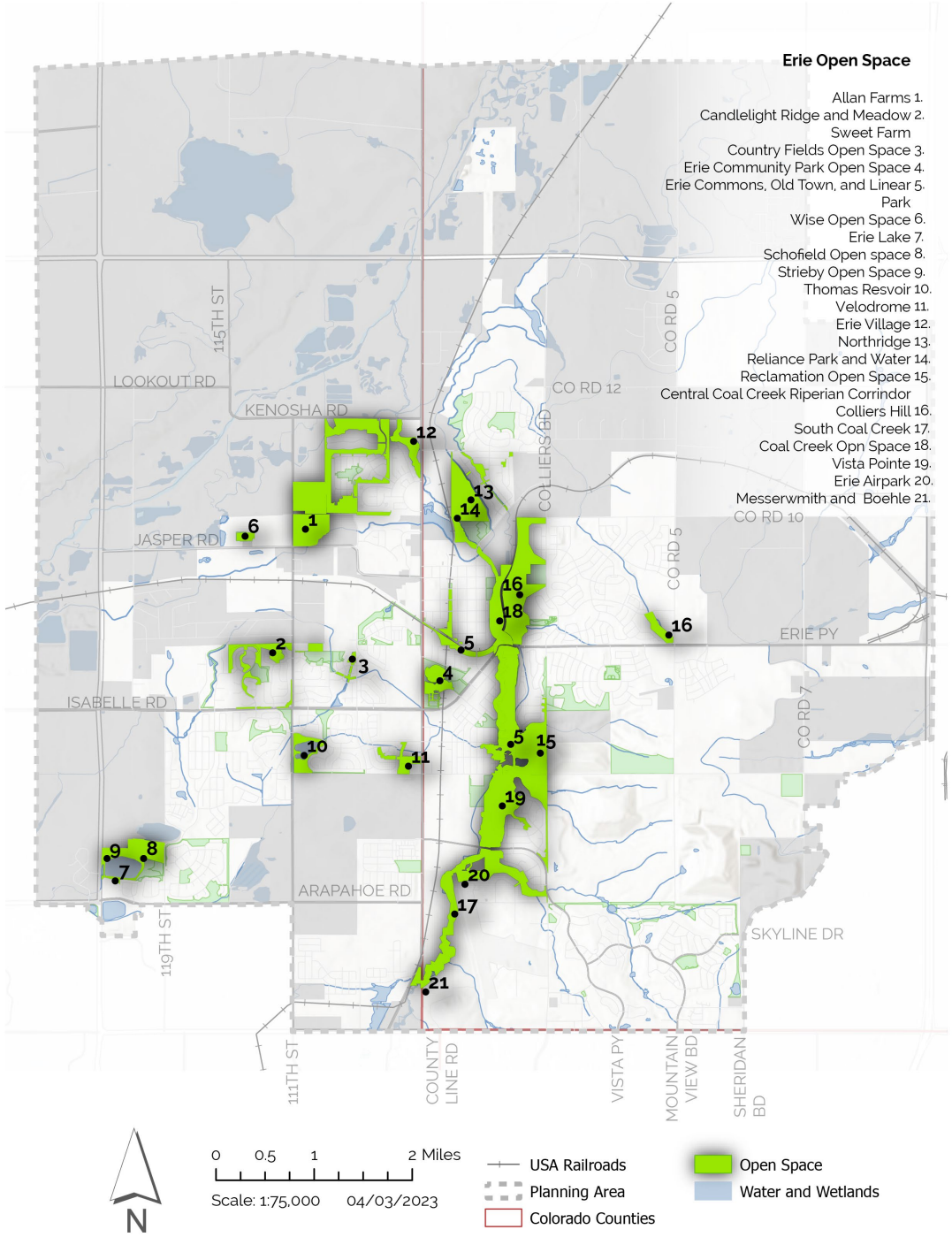
1 Community facility

Parks, Recreation, Trails & Open Space Data and Trends

Current Open Space Facilities

What does this mean?

Erie supports a wide array of open space assets. **In total, 931.5 acres exist across 21 individual areas.** Distribution of the open space is less prevalent in the southeastern neighborhoods. And would need to grow with Erie into currently undeveloped areas.

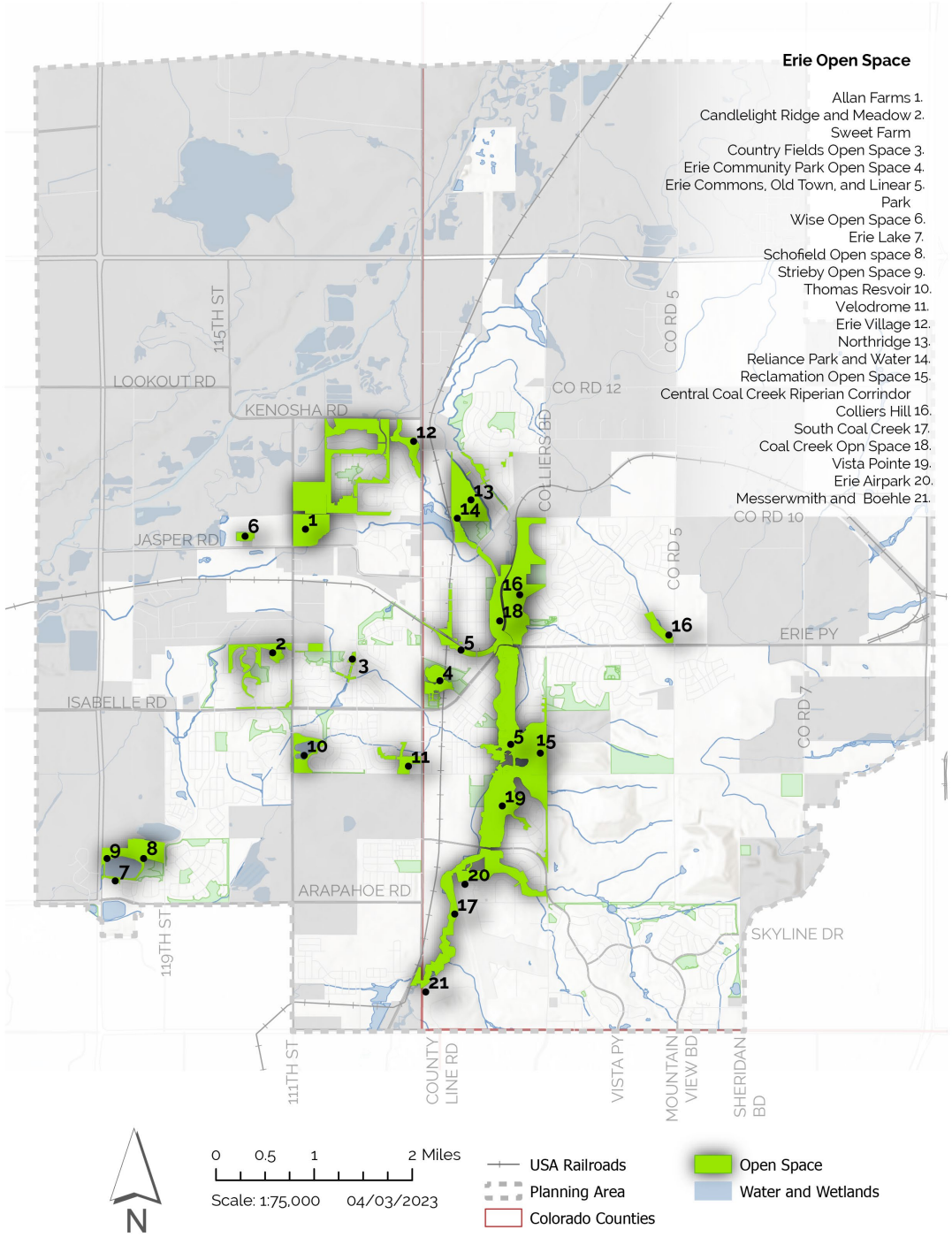


Parks, Recreation, Trails & Open Space Data and Trends

Current Open Space Facilities

What we are hearing

Located along the Coal and Boulder Creek corridors and other natural area resources, Erie has an important role in stewardship and natural resource preservation, and what impacts new development might have on the environment.



NEXT STEPS

Next Steps

- Communication Newsletters
- Pop-Up Events
- Arbor Day/Earth Day & Town Fair
- Next PAC Meeting 6.12.23

