



Resilient**Colorado**

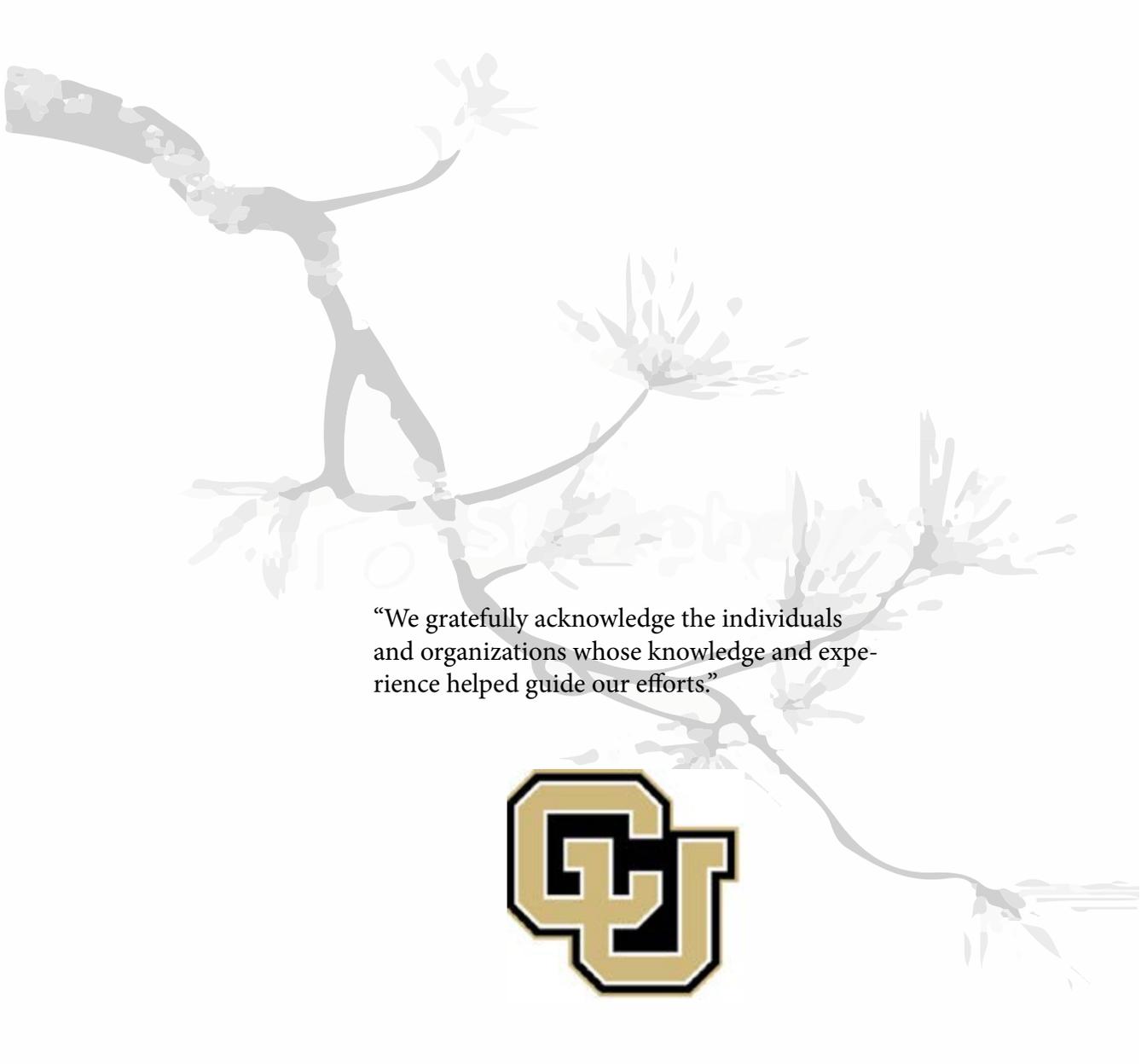
COLLEGE OF ARCHITECTURE AND PLANNING
UNIVERSITY OF COLORADO **DENVER**



Housing Development: A Post-Disaster Workshop in Lyons, Colorado

Housing Recovery Plan 2014





“We gratefully acknowledge the individuals and organizations whose knowledge and experience helped guide our efforts.”



town of lyons

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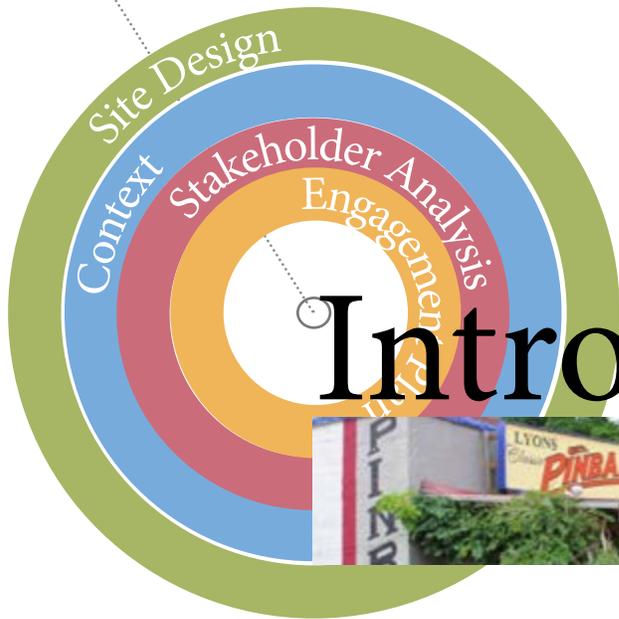
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Introduction



design housing
public process
engagement resilient

overview

description 1.1.1

URPL 6800 (Housing Development) was a summer graduate course offered in the College of Architecture and Planning at the University of Colorado Denver from June-August 2014. The class was taught by Carrie Makarewicz and Andrew Rumbach, full-time faculty with expertise in urban development and disaster recovery, respectively. Both Professors Makarewicz and Rumbach have been deeply engaged with Lyons since the September 2013 floods, in a number of capacities. The course included fourteen graduate students from architecture, planning, and landscape architecture.

purpose 1.1.2

What did the class produce?

What were the students assigned to do?

The class content covered the entire housing development process, from site selection to planning and design. Students learned a great deal about Lyons, its history and development, and the impact of the flood on the Town's housing stock. The class featured several guest speakers from the town, and students made two full-day field visits to Lyons. They also learned about housing development more generally, and about the challenges of post-disaster housing recovery in places as diverse as New Orleans, New York City, Grand Forks, and Soldier's Grove.

The class assignments were focused on housing recovery in Lyons, but it was unrealistic to follow the true housing development timeline for the town because the process will likely stretch for at least 2 years. Instead, the instructors presented the students with a hypothetical scenario: given

everything we know about housing loss from the flood, and everything we know about the concern over building replacement housing, and given the parcels identified by the BOT as potential development sites, they asked the students to produce two deliverables:

- 1) a public engagement plan that lays out a process for housing development in Lyons post-disaster and that is based on national best practices and;
- 2) two site alternatives that propose a housing development that meets the needs of both displaced residents and the stakeholders concerned over new housing.

The class content covered the entire housing development process, from site selection to planning and design.

Why did the class produce “plans” for the town without engaging the public?

Because of the limited timeframe for the class, it was unrealistic to follow the true housing development timeline in Lyons. Instead, we asked the students to present hypothetical designs that responded, as best they could, to both needs and concerns in the town regarding housing. These “plans” are not meant to be seen as proposals for the Town to consider. Instead, they were meant as an exercise to help the students learn about the later stages of housing development. As the instructors emphasized throughout the class, housing development relies on broad, inclusive, and intentional public engagement. This exercise was not intended to

shortcut that process, and the students’ designs were in no way sanctioned by the Town. The site alternatives proposals the students developed are purely intended to teach them how to design housing given real-world conditions. As the public engagement plan clearly lays out, site design should only occur through a robust public engagement process, not through a classroom of students in Denver.

Why did the class plan for 100 housing units?

Why did it limit its sites to the areas around Bohn Park?

When making decisions about where to focus our class work, and what level of housing we asked the students to design towards, we followed the public decisions made by the BOT, including the decision made on May 5th 2014 to consider land in and around Bohn Park as potential sites for housing. We also relied heavily on publicly available information like the Housing Needs Assessment, which gives fairly specific information about the amount of housing that might be required and what level of affordability it would need to reach in order to be adequate for the needs of displaced residents. The choices to focus on the land identified

by the BOT and to design replacement housing for 100 households were entirely made by the course instructors, and were not made at the behest of the Board of Trustees, the Housing Recovery Task Force, or anyone else. The Town has not, to the best of our knowledge, made any decisions about whether to rebuild housing, where to rebuild it, or how many units should be built.



class engagement

figure 1.1.1



lyon’s sidewalk sign

figure 1.1.2

What is provided in the report?

This report was laid out to reflect the collaborative effort in which students researched and development an example public engagement plan. The report presents an engagement plan, engagement strategies and visual representations of site alternatives. A main goal for the course was to create a finished product that the Town of Lyons could reference during the housing recovery process.

context

Provides a basic description of neighborhoods students visited to evaluate the town's overall built environment character. The information can be found in the typologies section.

stakeholder analysis

Students researched potential stakeholders that would be involved during the public engagement process. This section lists groups identified as stakeholders and possible concerns and needs that should be addressed during the public engagement process. This section also presents the students' housing assessment after they researched and reviewed several of the town's plans.

public engagement

In the report's public engagement section, students present a public engagement plan as a possible reference for individuals involved in the housing recovery process. Students identified three stages of public engagement and introduced several engagement strategies. This section also provides student research on school engagement, engagement staffing needs and data management.

site design

The last section of this report presents conceptual site alternatives as a way to bring visual substance to the housing recovery process. This section is purely conceptual and does not by any means represent any opinion except those of the University of Colorado, Denver graduate students.

appendix

The appendix contains all other materials created by students aiding in the development of this report.

town of lyons



future

resilient

connectivity

diverse

community

typology

introduction 2.1.1

The Town of Lyon's built environment was documented and analyzed as a first step in the design process known as neighborhood typologies. Nine neighborhoods were selected for the typography analysis. Each neighborhood's architectural style, accessibility, and physical characteristics, such as neighborhood size, age and physical pattern were documented and are summarized in the following section. An analysis and identification of neighborhood typologies is used to characterize the town's built environment and identify possible site preparation methods. Typologies also aid in development decisions being consistent with Lyon's existing neighborhood characteristics and supportive of the town's comprehensive plan. Neighborhood resources, character, and structural relationships are analyzed to create a framework for further exploration into design options for proposed development sites. Observations, in written and visual form, were compiled into a single section summarizing the selected neighborhoods and their characteristics that currently make up the Town of Lyons. Elements identified are linked within a particular neighborhood use or uses and help detail the area's relationship with its surrounding structural and physical features. Neighborhood profiles are crafted from the conclusions formed from the analysis of each neighborhood typology. These results of the typology are applied during the design process and aid in the creation

of site design alternatives. The results are also a valuable resource for decision-makers and to individuals participating in the design and development process.

The typologies described in this section were used to create the foundation for defining neighborhood design models. These models are later utilized in the development of site design alternatives. Existing and potential design standards aid in preserving and protecting existing characteristics.

The following section presents observations and information gathered during site visits. Observations gathered are used in a comparative study to evaluate the pattern in which Lyon's structural environment has evolved and what pattern and manner it may continue to follow. The conclusions aid in the development of design alternatives that are compatible with the Town's existing built environment.

The Town of Lyon's has a diverse collection of architectural styles and neighborhood patterns. Together, the neighborhood typology helps identify the general built environment character and style. Each neighborhood has needs, resources and structural character that contribute to the Town of Lyons unique character.

A neighborhood typology study helps identify the general built environment character and style.

town of lyons

east corridor 2.1.2 neighborhood

The architectural style and character of the East Corridor Neighborhood is primarily concentrated within a single row of commercial and light industrial buildings including a distillery, a gas station, and a hardware store with parking in front. To the rear of these buildings there are several metal garages and storage buildings. Further to the south there is a six foot fence between the private businesses and the park. There is trail access located behind the hardware store.

Signage is kept to a minimum signage and a sign for the distillery next to the road, the buildings are largely lacking in ornamentation. The distillery fence is covered in split lumber and some of the small buildings to the west have wooden siding.

The East Corridor block pattern sits isolated from the rest of the town. It is narrow and diverges from the block patterns that dictate inner Lyons. The block pattern is organic and informal. Growth has been restricted locally and is concentrated on the south side of the highway. The pattern conforms to narrow slices of land dotted with buildings. Adjacent to the highway, the parcel's configurations are aligned to front the corridor. The pattern is purely based on the output of customer need and zoning of commercial and business districts.

The view shed along the East Corridor is shaped by the topography and scattering of businesses between the Highway and the St. Vrain River. Narrow views characterize the neighborhood aligned with the highway. Businesses located in this area view dramatic topographic features to the north, which has limited any dense development on the north side of the highway.

The East Corridor is dominantly a commercial district built along a major corridor with the purpose of attracting economic stimulation. Businesses are characterized by large areas of dirt parking with buildings usually located to one side of the parcel.

The Eastern Corridor begins at Stone Canyon and follows the St. Vrain River from NW to SE cutting through foothills that are approximately 6000 ft above sea level. The St. Vrain River redirected south via canal feeds both the cities of Boulder and Longmont.

The lots of the Eastern Corridor are irregularly shaped and zoned for predominantly commercial business surrounding Ute Highway 7. Commercially developed properties are approximately .4 acres with less developed properties measuring approximately two acres.



Shamrock Gas Station

figure 2.1.1



Industrial building

figure 2.1.2

confluence neighborhood 2.1.3

The Confluence Neighborhood is a mix of mobile homes and mid-century houses, primarily single story with some ranch style and very few 2 story houses. The lots are widely spaced and flat with the roads rising about a foot above the lots around them, there are also no curbs, and garages are detached. Most of the houses have wood siding and pitched asphalt shingle roofs with the exception to this appearance being the ranch style homes that are brick sided and have attached garages. Houses appear to have been built in the 1950s and the 1960s. There are also out buildings on a large number of properties and they are a mix of metal and wood sided sheds and garages.



confluence housing

figure 2.1.3

The mobile homes are/were grouped on the southern side of the neighborhood. They do not have significant alterations unlike some of the homes on the other side of the confluence and they appear about the same age as the houses in the neighborhood.



townhomes

figure 2.1.4

The block pattern that characterizes the Confluence Neighborhood is historic a grid pattern overlaying the confluence of the South St. Vrain and the North St. Vrain Rivers. The neighborhood's built environment is based on pedestrian scale activities accommodating residential uses.

The area's dense vegetation obstructs the view shed of Confluence Neighborhood. There are narrow views of the rivers and the neighborhood's defining feature, the rivers' confluence. The views are largely based on the road alignment based view sheds in a linear nature. These views end in connections to other roads that follow the valley's and town's outer limits.

The Confluence Neighborhood is a shallow basin at the eastern foot of Indian Lookout Mountain. It resides between the North St. Vrain River and the South St. Vrain River with the confluence at its eastern most border combining to create the St. Vrain River.

The Confluence Neighborhood density is approximately 3.03 DU/acre. The lots in this neighborhood are rectangular lots arranged North/South east of 5th Avenue and East/West west of 5th Avenue. There is a large range in lot size with the smallest about 6800 sq.



single-family homes

figure 2.1.5

downtown lyons 2.1.4



sandstone buildings

figure 2.1.6



wide sidewalks

figure 2.1.7



HWY 66

figure 2.1.8

The Downtown Lyon's Neighborhood is located in the middle of the town, directly south of North Old Town, and north of the Confluence neighborhood. The major highways, 36 and 66 run through the downtown, leading northwest to Estes Park and southeast to Boulder. The highways provide easy access to the rest of the neighborhoods in Lyons. Downtown Lyons is on a grid, making it easy to navigate. Main Street is a westbound one-way street with two traffic lanes and on-street parking on both sides. Broadway St., located one block south, is its partner, an eastbound one-way street with two travel lanes. The three streets running north-south in the downtown are 3rd, 4th, and 5th Avenues. The length of a block is about 0.1 mile. Wide sidewalks provide great pedestrian infrastructure, with generous seating and public art located throughout. Some sections of the sidewalk are slate, which is aesthetically pleasing but potentially not very ADA-friendly.

Main Street is a diverse collection of restaurants, churches, hotels, bars, shops, and entertainment, most notably Oskar Blues Brewery. Most are small businesses, but there is a strip mall on the southeast side of Main Street. Downtown is home to two parks: Sandstone Park and Meadow Park. It is also close to Lyons Elementary, located slightly north of Main Street. Buildings are located close to each other and lot sizes are small, ranging from 0.04 acres to .5 acres, with the average being about 0.15 acres. Property values range from \$6,400 for a vacant commercial lot to \$896,400 for a half-acre built property. The area is zoned Commercial (C) and Commercial Downtown (CD), with two variances for PUD Mixed Use. Building heights are kept at 1 to 2 stories.

north old town 2.1.5

The North Old Town area has a variety of housing types. Similar architectural styles are represented throughout the entire site, with a few exceptions. The red sandstone, in which the town is founded on, is barely seen in this area. Buildings constructed of this material exist mainly downtown but start to trickle up into North Old Town.

The historic Red Stone Museum is one of the few places this famous stone can be seen north of downtown. The Red Stone Museum is listed in the National Register of Historic Places. This list is comprised of fifteen sandstone buildings. All of which were constructed of native stone and built by master craftsmen in the late 1800s and early 1900s.

Most of the houses in this area are older bungalow style houses. Some have a second floor level while others do not. Each house is different as you walk down the street. The paint colors range anywhere from pink to blue. Most have a small front porch with plenty of front yard space surrounded by a fence.

Behind most homes is a large backyard with a detached garage that faces an alleyway. There is also ample parking along the streets in front of each house. Sidewalks line these streets and the sidewalks are lined with trees that help to shade most residences and create privacy from the street view.

There are only a few houses with raised entrances. These houses are on street level but have an exterior staircase leading up to the entrance of the home. Some of these types have garage parking beneath the main entrance staircase.

There is an area up on a hill called Long's Peak Drive. The houses on this street are unique to the North Old Town. Most are newer and more modern in their architectural styles. Each house sits above street level and all have attached garages. They are only one-story homes with presumably finished basements. Unlike the bungalow style below the hill, these houses incorporate decorative brick, stone, and wood siding.

No apartment buildings and very few duplex style houses exist in this area. There is a small mobile home park on site.

Block Pattern: North Old Town's block pattern is based on a historic block grid pattern applied independently from topographic and geographical characteristics. Alleys split blocks in half and provide areas for The North Old Town neighborhood's built environment, like the Confluence Neighborhood, is based on a pedestrian scale.

View Shed: North Old Town Neighborhood's view shed is concentrated towards higher elevations. The neighborhood is elevated providing views of open space to the far south, a view of Main Street (an identifying factor for the neighborhood) and of the mountains and hills that surround the Town in its characterizing valley.

Building and Structural Relationship: The structural relationships in this neighborhood have evolved by dedicated placement of residential housing in a grid pattern. The neighborhood has been development block by block as it radiates from the center of the town.



one-story home

figure 2.1.9



two-story home

figure 2.1.10

eagle canyon 2.1.6 neighborhood

The Eagle Canyon neighborhood (neighborhood #6) housing is all 1-2 story detached single family/ranch homes. They are modestly sized around 2,000 square feet (give or take). Some facades contain stone and wood, but most are painted in a variety of colors including white, brown, tan, yellow, and green. The roofs are typically gabled and some include solar panels. There are a surprisingly low number of lawns as front yards. Most yards are fairly low maintenance including a combination of terraces, rocks, bushes, trees, flowers, and xeriscaping. This neighborhood is new and most of the houses are only about 20 years old or newer. There are some older structures to the west side, but are not located in the Eagle Canyon neighborhood.

Access to Eagle Canyon is provided by a single, two-lane highway (Highway 66) running along the North Saint Vrain canyon floor. The highway includes turn lanes and minimal shoulders but does not include any on-street parking, or dedicated pedestrian facilities. Further down towards Lyons the shoulder is marked as a bicycle lane although the clear identification of the lane is lost before the entrance to Eagle Canyon. The lack of any alternative transportation links leaves the subdivision particularly disconnected from the downtown area of Lyons.

Once inside the subdivision the local roadways follow a curvilinear pattern. Five (5) foot attached sidewalks are provided for pedestrian movement within the development. The streets are un-striped and on-street parking is possible throughout the subdivision.

The entirety of the subdivision is built up into a side canyon to the north of highway 66 and the North Saint Vrain. The lots within the subdivision are generally split into open space and residential lots with the open space lots containing the drainage corridor for the side canyon and the steeper portion of the hillside.

The residential lots are contained within irregular blocks and generally are about 1/3 to 1/2 of an acre with a handful of slightly larger lots. There are also two larger parcels (5 1/2 acre and 11 acre) lots at the top of the subdivision.

The primary part of the subdivision (smaller lots) consists of thirty-three single family homes located on 19 acres of land (1.7 Dwelling Units per Acre - gross). When the two larger lots further up the side canyon are included the acreage increases to 35.5 acres.



neighborhood home

figure 2.1.11



HWY 66

figure 2.1.12



HWY 66

figure 2.1.13

stone canyon 2.1.7 neighborhood

The Stone Canyon Subdivision is located on a hillside around 1 mile south-east of downtown Lyons just off Route 7/66. The subdivision has two access points both from Route 7/66: Stone Canyon Road and Stone Canyon Drive. Access to downtown Lyons and other destinations in town is primarily available via automobile and bicycle along Route 7/66. There are no bicycle lanes in the subdivision, due to lack of traffic and width of the roads within the subdivision the lack of bicycle lanes does not pose a hazard for cyclists.

Stone Canyon Subdivision follows the standard format for a suburban subdivision. Streets are laid-out in a curvilinear manner and most end in cul-de-sacs. The street pattern is somewhat responsive to topographic conditions as the subdivision is laid out in a way to maximize buildable lots. Lots are also laid-out in standard suburban subdivision style, with sizes ranging from .46 acres to .12 acres. The majority of lots in the subdivision fall between .20 acres and .35 acres. All lots contain single-family homes leaving the housing density around 4 dwelling units/acre. Houses face the street and all lots minus one are aligned one deep along the street.

The housing types in this neighborhood are a mix of Contemporary, Modern, and Split Level architectural styles. The majority of the houses in Stone Canyon neighborhood have attached garages that can store one to three cars.



neighborhood home

figure 2.1.14



one-story home

figure 2.1.15



two-story home

figure 2.1.16

town

lyons valley 2.1.8 neighborhood

This community is located within the Town of Lyons to the South East of the town center. The community is connected to Downtown by 2nd Avenue and to US 66 Southeast of Town by McConnell Drive. The entrance of this community, at the intersection of McConnell Drive and US 66, is approximately .7 miles from US 36, which provides access to downtown Boulder. The community has close and easy access to Lyons High School and Middle School, marked at B on Figure 1. It is also well connected to the open space that surrounds Lyons.

Main Street and the town center, marked at D on Figure 1, is within biking distance, and while possible to walk to downtown, it may be considered out of range at approximately one mile depending on the chosen route and location within the neighborhood.

The distance to St. Vrain Market, the local grocer, and the Lyon's Elementary School, marked at E on figure 1, is almost the same: a three minute drive or a twenty minute walk from Bohn Court, one of the further out cul-de-sacs in the neighborhood.

There are 243 parcels within the neighborhood. The land area of the parcels in this neighborhood is approximately 53 acres. The density of parcels, and generally units per acre is 4.6. The mean lot size is .22 acres. However, there are several multi-family units in the northwest area of the development, which slightly raise the overall density.

Lyons Valley Park is mainly one and two-story, single family homes with attached garages averaging 2,500 sf. of finished living space and averaging a total 3,500 sf. Common materials used for the exterior finishes include wood/vinyl siding, stone for rustication, and decorative craftsman style detailing such as board and batten, and cement lap shingle accents.



housing style

figure 2.1.17



streetscaping

figure 2.1.18



housing style

figure 2.1.19

site visit images



2.2

site descriptions

bohn park

The Town of Lyons' 25.667-acre Bohn Park is classified as open space and has a land value of \$175,000. According to the Town of Lyons' Parks and Recreation website, Bohn Park offers users recreational opportunities including multi-use trails, baseball/softball fields, a basketball court, tennis courts, multi-use soccer field, playground, Lyons Dirt Jump Skills Park for bikes, community garden, and shelter facility/picnic areas. Bohn Park is also used as a parking lot and camping grounds for multiple events throughout the year.

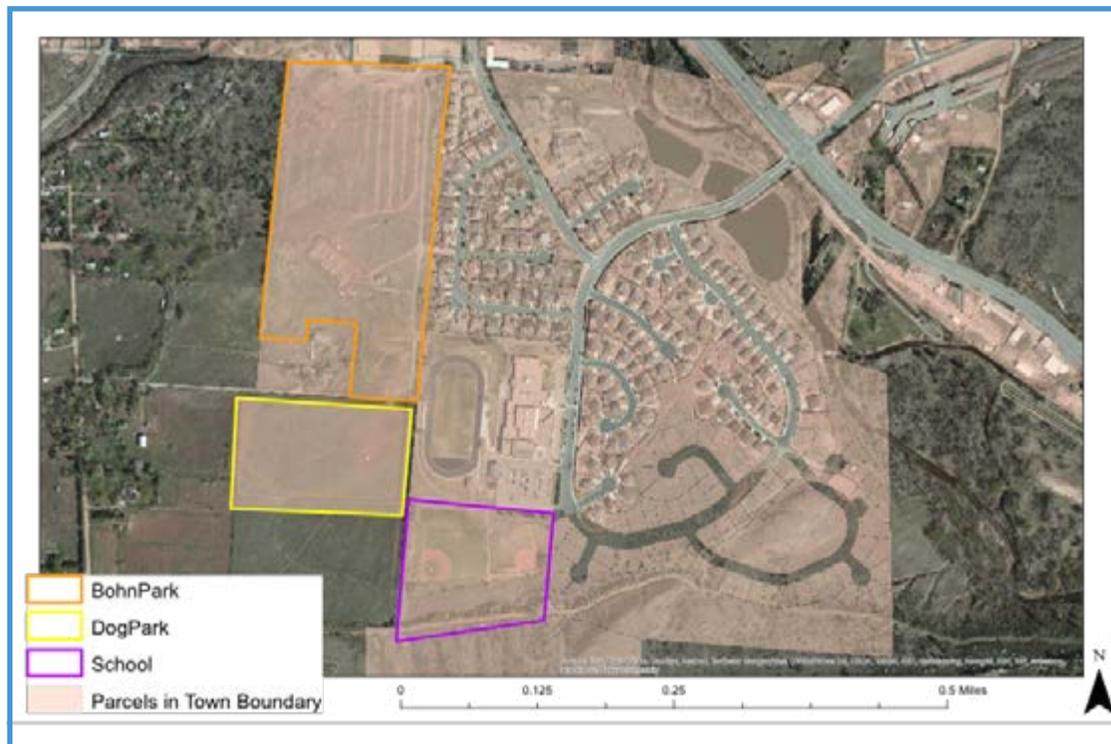
bohn park (dog park)

The 10.125-acre dog park is currently owned by the Town of Lyons and has an assessed value of \$1400. This area of Bohn Park is strictly used for dogs at all times of the year.

school fields

The third site for potential housing development has been identified as the combined baseball/softball fields at the south end of the Lyons Junior/Senior High School property. The entire 23.189-acre parcel is owned by the St. Vrain Valley School District and it is zoned for low density residential. The land value has been assessed to be \$332,400. The combined ball fields constitute approximately 9.7 acres of the parcel.

potential sites 2.2.1



site context

bohn park site



ball park site



Stakeholder Analysis



desirable

access

viewsheds

diverse

engaged

stakeholder profiles

General Residents

These are individuals who are concerned about development. They are not adjacent to potential development, nor are they displaced. It is anticipated that their concerns are less specific or centralized around one topic. This group should be limited to residents voting within the Town of Lyons.

Need/Concern: Do individuals actually want to return, loss of small town feel, loss of park space, traffic, Boulderization, views, need to return displaced individuals/friends/neighbors, desire to maintain economic diversity of Lyons
Engagement Strategy: focus on return of displaced residents

Displaced Residents and Households

Currently 100 households are still displaced. Of these the Housing Needs Assessment recommends that 80% require some level of housing subsidy. The most highly desired amenity for displaced households is being close to town and services.

Displaced residents require housing that is affordable, meets their needs in tenure, size and location. These stakeholders have expressed the desire to have large lots with single-family detached homes. This will be a challenge, and most likely a desire that will have to be compromised, given the high housing costs of the area.

Displaced Confluence Homeowners

Households that were located within the confluence and owned a single family home. Many households have the option to participate in the FEMA 402 buyout program, which will provide greater buying power, but may still put them below the current market rate.

Need/Concern: single family homes, housing that reflects what they lost and what they can afford, their yards, proximity to downtown Lyons, access, time it takes to rebuild

and return

Displaced Mobile Homeowners

These residents were able to own a home at an affordable rate in a highly desirable riverfront location. They have described their community as close knit. The money that they have received for their mobile homes is inadequate for participating within Lyon's current housing market. The funds received could be their main source for temporary housing and living expenses.

Need/Concern: affordability, similar desires of single family, home ownership, community feeling, time to return to build out, universal design needs

Displaced Renters

These residents either lost housing due to the results of the flood or due to rising costs of rent following the flood. They may be the most difficult to engage because locating displaced renters has proven to be more challenging.

Need/concern: accessibility to town, walkability, affordability, availability, type of building for rental, universal design needs

Directly Adjacent Residential Neighbors

These neighbors will be the closest to any proposed development. Any new development may impact their viewshed. This residential community value their views and share concerns with potential property value impacts. They are anticipated to be an active group united by common issues.

Need/Concern: viewshed, property values, traffic, park land,

“They have described their community as close knit.”
-Mobile homeowners

town of lyons

flood protection, road in general, noise, and parking

Engagement Strategy

The current residents who surround the proposed sites have concerns. The residential neighbors are also well connected to the greater Lyons community. Many have been interested and engaged in the recovery process. These residents may know the displaced individuals and have connections to them. All residents were affected by the flooding and though memories of displacement are fading they still share this experience.

Proximal Neighborhood Residents

These neighbors are not directly next to the proposed development, rather are separated from development from their current neighbors. Their concerns may be less centralized.

Need/Concern: property values, traffic, noise, parking, possibility of new residents vs. returning neighbors, concerns that park space will be littered or not respected.

Bohn Park Residential Stakeholders

Twenty-six households enjoy Bohn Park as their backyard and will be most directly affected by development. Eleven of the homes are single family detached with sixteen co-housing units. The co-housing units are higher density development on the north side of the neighborhood.

Need/Concern: The proposed site on the west side of Bohn Park is currently park space enjoyed by these residents. The residents are concerned that development will decrease their property values, negatively impact their current viewshed to the mountains while increasing noise and traffic. These stakeholders value the rural character of their neighborhood and find that the park contributes positively to these characteristics.

The Carroll's B & B

The Carroll's B & B thrives off of a rural escape for guests with great views. There is currently low traffic volumes and very little noise or light pollution. They have a direct interests in the process.

Needs/concerns: view shed, rural feel, loss of revenue from diminished interest from patrons

School District

It is the responsibility of this entity to protect its students and provide facilities for athletics and education. The school district must ensure they follow safety guidelines and adapt to be in compliance, if needed, with development. The School District will have greater concerns if the option of using the current ballparks for development is pursued.

With this option new land for the ballparks must be established. The district is concerned about the integrity of the campus, safety and convenience for students and parents and finally the quality of the proposed sports amenities. I

Needs/concerns: security, traffic, location of facilities (sports fields), construction disruption and safety from being near dangerous site, in terms of injuries and theft.

Organizers of Events at Bohn Park

Event Organizers, such as Planet Bluegrass, currently use Bohn Park for parking. This space is crucial for logistics of these larger events.

Concerns: revenue loss, event feasibility, parking space

Students/Student Households

Students have felt the impact of the flood and have friends who have not been able to return. Parks, open spaces and the school sport facilities are also valuable assets to this group. Families with students are invested in decisions the school district makes and may be influencers of the schools choices.

Needs/concerns: Changes to the school facilities, ability for friends to return, loss of park space, safety, and closure if enrollment drops

Parks, Trails and Open Space Users

The current users of Bohn Park and the connecting Boulder County Trail Systems will have concerns for how the system will be impacted in either development proposal. Showing new park plans and how the integrity of park connectivity will be maintained or improved will be important for these stakeholders. These users may also be appreciative of the additional water access that will be provided by new park space.

Needs/concerns: loss of park space, access, quality of the space, amount of space, maintain or improve usability

Dog Park Users

The current dog park is 10 acres and would be altered differently depending on the site selected. If the selected site is moving the ballparks then relocation of the dog park will be necessary. For these stakeholders, visioning new dog park space to replace any space taken from the dog park.

Needs/concerns: size, access, social interaction at dog park, proximity to a busy road, park amenities for pets owners

value decrease, construction timing, utilities constraints

Business Owners

Businesses in Lyons have suffered setbacks from the flood event and ongoing resident displacement. Less full time residents means fewer customers and supporters of local businesses. Also, displaced residents may have worked at some of the local businesses. The development may appeal to business owners who will benefit from additional households and potential employees. Business owners could be possible advocates and/or sources of information for local residents during the decision-making and development process.

Needs/Concerns: increasing revenue, increasing pool of potential employees, community and economic stability

Funders

Funders will need confidence that the proposed housing stock matches the needs of the displaced residents and that the data supports the proposed development. The more explanation and data available to support replacement housing choices, the better for funders. Additionally, each funder will have unique criteria for proposals and development. It will be important to use the correct terminology when describing projects as well as ensuring that the project meets the requirements for funding.

Needs/Concerns: The proposed housing must meet the requirements of the funders, whether this be for profitability or affordability standards.

Market Developers

Developer of platted lots not yet built that have viewsheds, which could potentially be affected by the ballpark swap redevelopment option.

Needs/Concerns: Loss of viewsheds for parcels they have not yet development, potential loss of revenue, property

Housing Developers

Any proposal for replacement housing should consider the needs of developers and financing. Consulting with developers to understand the economic viability of proposed redevelopment and the level of affordability that can be offered will be important for the realization of this project. Demonstrating to developers that the community will work with them will be important.

Needs/Concerns: Potential developers may want to know the profitability of the project, or if it meets other requirements for the non-profit sector, such as providing a threshold of affordable housing. They will also want to know if the community supports the development, if the utilities can support the plan.

Elected Officials

Local leaders have been stretched thin throughout this flood recovery process. Building consensus within the community and working to steadily progress through site selection into development will help local leaders effectively manage time and resources and help the leadership meet housing goals set out in Lyon's Recovery Plan. Understanding the current dynamics of leadership and quickly disseminating information to leadership will also be important.

City Management & Commissions

Public officials and employees that have been actively involved with the flood recovery

Needs/Concerns: Revenue base, promoting community development and satisfying housing needs

Seniors (Golden Gang)

These residents are part of Lyon's senior population. Several displaced residents are seniors and are or could be members of Lyon's Golden Gang. They are generally actively engaged in the community and have community development relationships with other seniors that lived in the mobile home parks or rentals and that may still be displaced.

Needs/Concerns: Displaced members of organization and community, needed affordable housing, protecting the character of Lyons, safety, ability to age in place and increased traffic

“The Carroll's B & B thrives off of a rural escape for guests with great views.”

town of lyons

3.2

housing assessment

The Lyons Housing Needs Assessment, completed in February 2014, describes the methodology and background information regarding the number of units needed. This report accepts the recommended range of total units needed and will look more specifically at estimated need for different housing typologies, unit price and connect these with the anticipated characteristics of residents. This information should be used to inform the selection and recommendations for programming on the selected site for replacement housing in Lyons, CO.

The report generally lays out the increased need for affordable housing for both residents who want to rent and own. Post-flood costs for both types of tenure have increased. Additionally, the report notes that there are still displaced families who have not been able to return due to the lack of affordable housing replacement. This directly affects the fabric of the community. Decreasing economic diversity within the community will result in the need to import labor for

many service or lower-wage positions, including those that are vital the stonework industry. Also, many of the resident artists that have been displaced and created a strong community identity will not be able to return without affordable housing options. Without creating the safe and affordable opportunities for Lyons residents to return the community will not be able to reestablish or maintain the pre-flood characteristics that these community members contribute.

Establish diverse housing options for replacement housing for displaced residents of Lyons based on demand, preferences and development feasibility.

housing needs evaluation 3.2.1

Creating 100 units of housing would provide sufficient units to allow all of Lyons residents to return. Providing 130 units, which include affordable rental options, would address the greater need of the community by supplying affordable housing for one-third of the residents who are currently cost burdened by rental rates within Lyons. Within these numbers we will explore the specific needs and provide recommendations for programming on the site. The basic formulas are outlined in this report and specific numbers can be found in the attached Figures 1 & 2.

Tenure: Own-Rent-Rent to own: Although 90% of units destroyed were owned, including mobile homes, many of the displaced individuals have financial burdens and are not in a position to own a home. Due to this, the recommendation is that the amount of units should be split into thirds between these three categories: to own, for rent, and lease

to own. This calculates out to 33-45 units of each, further divided into the four different types (single-family, apartment, single-story senior apartment, other multi-family/attached). This breakdown will allow for more affordable housing options than a building stock that is skewed toward owned homes.

Type of Units Preferred: The vast majority of residents prefer single family housing units, as this was what they were used to pre-flood. These include mobile homes. However, due to considerations of the financial burdens of those displaced and in order to keep new housing affordable, the following program is recommended: 30-40% single-family homes (30-52 units), 10-20% mobile homes (10-26 units), 15-20% single story units for seniors (15-26 units), 20-30% apartments (20-39 units), and 20-30% other multi-family/attached (20-39 units).

Parking: It should be noted that single-family detached units will require two parking spaces each. Multi-family units require one parking space per bedroom, up to two bedrooms and .25 parking spaces per unit as guest spaced.

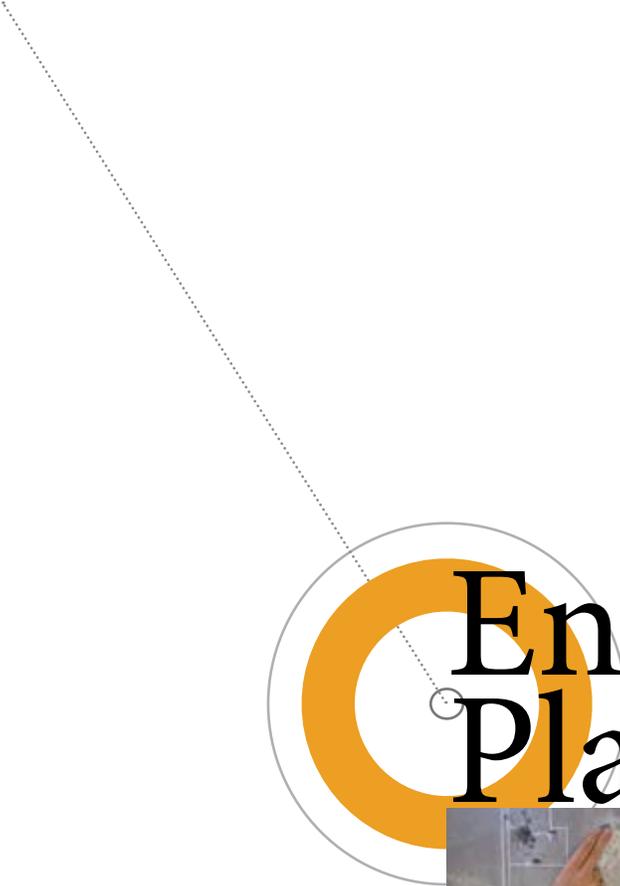
Bedrooms Needed: The number of bedrooms needed varies, however the majority need or prefer two bedrooms. The amount of bedrooms needed per household is as follows: 25-30% 1-bedroom, 40-50% 2-bedroom, 25-30% 3-bedroom or more. This is further broken down into bedrooms per unit type. The bedroom mix is directly related to the own/rent mix. The higher the number of ownership units relative to rental units, the more units should have two or more bedrooms. Very few who want to own prefer 1 bedroom. About half prefer 2 bedrooms and the other half prefer 3 or more. Of those who want to rent or lease to own, about 1/3 need 1 bedroom, slightly more than 1/3 prefer 2 bedrooms, and around 25% prefer 3 bedrooms or more (Lyons Housing Needs Assessment, 22).

Amenities and Features Desired: Amenities were much more important to those seeking to own compared to those seeking to rent. The top rated amenities and features desired were private outdoor space, energy efficiency, and pets

allowed. Private outdoor space was highly desired, so an effort should be made to provide this rather than common outdoor space. Single-story designs rated much higher than two-story designs. Flex space that can be used as a bedroom if needed should be considered. “Universal design” features should be incorporated in order to allow full ADA conversion in the future (Lyons Housing Needs Assessment, 29).

Affordability/Price Point Breakdown: For rentals, monthly rents should not exceed \$578 for a single person up to \$2307 for a larger household. To own, based on two-person households of displaced individuals who wish to own, 80% of units should fall within the \$96,000 to \$212,500 range, with the price point of \$191,700 representing the largest share of homes within the affordable range.

In order to keep housing affordable and functional for those displaced, many factors were taken into consideration. The needs of those displaced are diverse, so housing must include a wide variety of styles, sizes, and features. The zoning that is adopted for the site will also impact the style and density of development. PUD zoning should be considered for the flexibility it provides in lot sizes and setbacks.



Engagement Plan



active

multi-modal

walkability

values

sustainable

introduction

This plan was produced by students and faculty at the University of Colorado Denver, in consultation with the Housing Recovery Task Force. The plan is based on two key decisions made by the Lyons Board of Trustees. The first decision directed town staff to consider several parcels of land for the development of replacement housing, and the second to consider housing development plan that replaced housing at a level to meet the demand of displaced residents and/or replace the number of housing units lost during the flood (options 2 and 3 from the Housing Recovery Task Force's housing options presentation). The team participated in site visits, completed a housing typology study, reviewed the town's 2010 Comprehensive Plan, the updated Recovery Plan of 2014, the site analysis study as well as the Housing Needs Assessment. These materials, along with the Board of Trustees' votes, provided the framework for developing this plan.

goals of plan 4.1.1

- Educate residents on problems, alternatives, opportunities, and solutions
- Limit rumors by using a transparent process
- Encourage and use creative ideas from community members
- Limit negative impacts by hearing concerns and working collaboratively to find solutions
- Build energy and excitement for bringing displaced residents back home
- Ensure residents feel their voices have been heard and respected

intent of plan 4.1.2

The intent of this plan is to lay out the process for engaging the public and working to develop agreements that can be approved by the Board of Trustees and allow housing development to move forward. This plan is based off of Lyons 2010 Comprehensive Plan desires to, "engag[e] with private and government stakeholders to make collaborative land use decisions" while providing "transparency and clarity in Town decision-making and management (pg. 3, 2010 Comp Plan). This plan also aims to "recognize and accommodate the housing needs of a diverse population." As noted in this plan the Planning Area was expanded based on the recognized need for additional development (pg. 14, Comp Plan).

The site design visualizations that have been created for use with this plan are for the purpose of providing examples of potential development layout and the amount of land needed for housing. They are also for the purpose of beginning the conversation around replacement housing.

structure of plan 4.1.3

This plan is structured off of the cyclical process of informing, listening, engaging and developing agreements with identified stakeholders. The plan also provides guidance on maintaining, interpreting, and utilizing data as support for the decision-making process (Figure Five).

This process will not be linear and will need to be repeated at key identified stages. These stages have been identified around three choices in the process of development and phrased as questions to elicit input and answers.

The authors of these visualizations, and this plan, would like to stress that these materials should be presented as exemplars and conversation pieces only.

town of lyons

engagement stages 4.1.4

1. On which of the feasible sites within Bohn, Dog Park and Ball Park should replacement housing be built? (Entitlement/Site Selection)
- 2a. How much and what types of housing should we build? (Site Plan)
- 2b. What amenities are desired for new park space and in the new community center? (Background work - Clear statutory hurdles & Send out RFP, Keep engagement active)
3. What should the replacement housing look like? (Master Plan)

For each critical question regarding development, the stronger the engagement and consensus building within the community, the better equipped the board of trustees will be to adopt a resolution resolving the critical question.

engagement materials 4.1.5

This document provides a narrative of the structure of the overarching plan. Also included to provide detailed recommended actions for engagement are the following:

Section 4.1: plan intent, purpose, and goals

Section 4.2: provides descriptions of the proposed engagement strategies

Section 4.3A: Specifics for the use of digital storytelling

Section 4.3B: Explanation for the uses of social media strategies

Section 4.4: School District Engagement Plan, provides information specifically on addressing school district concerns

Section 4.5: Engagement strategies staffing

Section 4.6 Instructions for organizing, synthesizing, and analyzing public input/data

Figure 1: Engagement Timeline, provides an overarching view of the recommended timeframe for public engagement.

Figure 2: Engagement Strategy Timeline, provides a long term view of matching engagement strategies with content and goals of the engagement plan.

Figure 3: Spreadsheet for tracking engagement success by stakeholder

Figure 4: Explanation of engagement strategies uses for each engagement stage

Figure 5: Staffing Recommendations

Full figures can be found in the appendix

process transparency 4.1.6

Figure Four also shows the broader timeframe for engagement through each of the three stages.

Demonstrating to stakeholders that they will continue to be part of the development process after the initial site selection resolution is passed will provide transparency to the overall process and show stakeholders that they will be able to influence design and layout of the proposed development.

Stage 1:

Site Selection (2 months)

Engagement should be centered on resolving the following question:

On which of the feasible sites within Bohn Park, Dog Park and Ball Park should replacement housing be built?

The question is narrowed to these sites based on the needs for housing identified in the Housing Needs Assessment and the Site Selection Matrix. This stage focuses on approval of a site for replacement housing. The town has put in work to inform stakeholders and is aware of concerns. This engagement plan recommends that the process of informing and listening continues with residents, while moving forward into engagement. In addition to focusing efforts on displaced residents and residents currently in Lyons, potential funders should be engaged early. Funders can provide information on the process for providing affordable housing and available revenue streams. To consider funding from the onset will help guide project planning toward attainable criteria.

Given the identified stakeholders and stakeholders concerns, Figure One, has laid out recommended strategies for engagement, the desired result from engagement and the general timeframe for engagement. Please reference Figure Two for explanations of the engagement strategies and Figure Three for strategies specific to school district engagement. Additional, Figures Five and Eight provide additional insight into how to use specific engagement strategies at each stage of this plan.

EDUCATION NEEDS:

1. Free market will not rectify the housing issue
2. Amount of land needed for housing
3. What Lyons will lose if these residents don't return
4. Future generations will be priced out of market and not interested in the community (homogeneous, suburban..) if there is not an adequate diversity of housing types by price
5. Aging community priced out of market
6. Why economically diverse residents are beneficial to the community
7. What constitutes a developable site
8. Approximate amount of land that will become park space and what this could look like
9. Data showing the need for the amount and type of housing units proposed
10. Lyons 2010 Comprehensive Plan Housing Objective 1.2 "Increase opportunities for affordable housing (pg. 28, Lyons 2010 Comp Plan)"

Deliverables and Outcomes

The end result of this stage will be a resolution adopted by the Board of Trustees selecting a site for development. The greater support and consensus the town can build in this stage the better suited they will be to continue into stage two.

The individuals in charge of engagement should also be actively monitoring the success and challenges of engagement. Figure Six provides a framework for data management and Figure Seven provides a template for monitoring engagement strategies and outcomes by stakeholder.

Stage 2A:

Site Plan (Two months)

Engagement should be centered on resolving the following question:

How much and what types of housing should we build?

The number and types of units to place on the site will be the subject of the next cycle of informing, listening, engaging and developing agreements. The now established methods of engagement and communication from stage one can largely be reused in this stage and Figures Five and Eight again provide guidance on how to utilize a diverse range of strategies to effectively engage stakeholders. The Board of Trustees should provide the community with a range of housing units needed for replacement housing and the logic for this range.

The Housing Needs Assessment can provide a basis for this suggested range. As the assessment notes, 145 people were still displaced in February 2014 (Lyons Needs Assessment, pg. 7). Based on collected data and input from displaced individuals the assessment gives a recommendation of 100 units (pg. 28). However, they also note that this number of units will not address the greater issue of providing affordable housing to meet Lyon's needs. Some of the topics for education may remain the same, need revision or further detail or may be new.

EDUCATION NEEDS:

1. Amount of land needed for housing unit
2. A closer approximation of the amount of land that will become park space and what this could look like
3. Data showing the need for the amount and type of housing units proposed, including range of affordability
4. Affordable housing needs for future generations and an aging population
5. The projected traffic increases and parking needs
6. Additional visioning for viewsheds with specific unit amounts and designs
7. Who the individuals are who would like to return in order to humanize the need for housing
8. Need for affordable housing in Lyons

Deliverables and Outcomes

This stage will be complete with the board adopting a resolution for a range of housing units.

Individuals in charge of public engagement should continue to use Figures Six and Seven to monitor and respond to community reaction to engagement.

Stage 2B:

Clear Statutory Hurdles & Send out RFP (3 months)

This stage continues to look at preparing the site plan. In this stage an RFP should be published to attract a developer(s). At the same time the town should be securing entitlements for the desired number of units, removing the conservation easements, subdividing the land and getting a deed and title. Upon completion of these steps a developer should be selected.

While the above steps are crucial to keeping the process moving forward, they are largely background tasks that will not require substantial public input or engagement. In order to not lose community buy-in or momentum during this stage additional public engagement topics should be addressed. Two topics that should be addressed are the community center and new park space. For each of these the process of educating, listening, engaging and developing agreements will be beneficial. Key question around which engagement should be centered:

What amenities are desired for new park space and in the new community center?

By this stage a clearer understanding of what land will be available for park space will allow the community to have an idea of the amount and location of new parks. The design, uses and amenities within these spaces should be shaped by the community through engagement. The community center should also be a focus of this stage.

Deliverables & Outcomes

At the end of this stage the selected site should be ready for development. All statutory hurdles, as noted above, should be cleared. Responses to the RFP should be in and the town should select a developer.

Additionally, the town should have a clear understanding of how the community wants to use new park land and what amenities they want in both park space and a community center.

Stage 3:

Master Plan (5 months)

Engagement should be centered on resolving the following question:

What should the replacement housing look like?

After the board of trustees has adopted resolutions for the location of housing and amount of housing needed and the design of the housing is the final step. The same process of providing information, listening, engaging and developing agreements should be applied to this stage. Lyons Comprehensive Plan provides style guidelines for development. These established community guidelines can be used as a limiting and guiding factor for design and should be part of the information process. However, the community should also be given the latitude to revise and change these guidelines based on preferences. The Lyon's Housing Needs Assessment can also provide guidance for the type of units needed, including number of bedrooms and price points. These numbers are fluid and it should be noted that by the time of this stage conditions and needs may have changed. Working with the selected developer design standards that

are feasible within the developers budget and aligned with the community desires should be selected and implemented. Given that the range of number of units has already been selected, all design elements must ensure that the number of units falls within the approved range.

EDUCATION NEEDS:

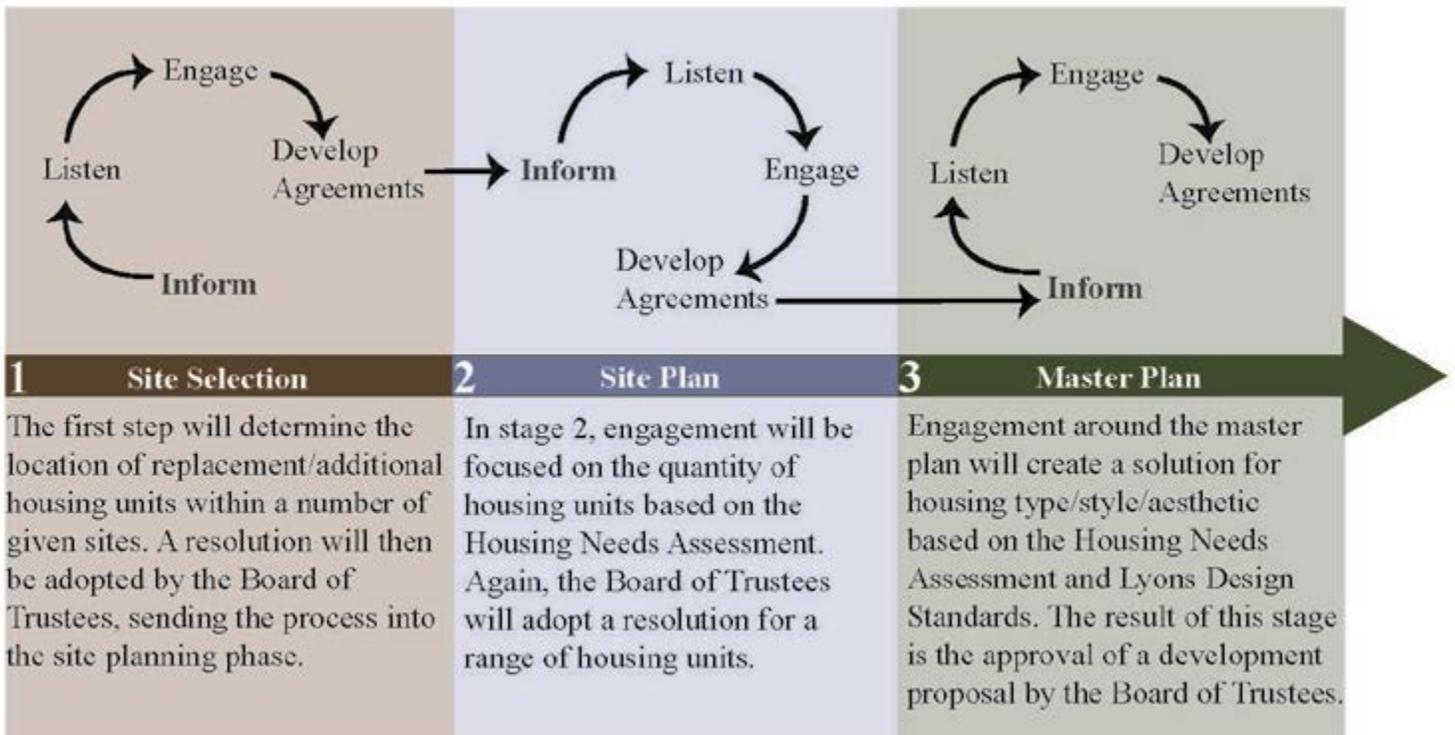
1. Lyons Adopted Design Standards (Appendix D of the Lyons 2010 Comprehensive Plan, pg. 97)
2. Visualization for what two story structures will look like
3. Exemplars and case studies to identify desired styles
4. Feasible building typologies given funding constraints and housing demand

Deliverables and Outcomes

This stage will end with a site design ready for review by the town. At this point the development process returns to the normal course of business for development within the Town of Lyons. The town should continue to inform residents on progress.

engagement process

figure 4.1.1



4.2

engagement strategies

The engagement strategies will introduce new methods of engaging the community as well as build off of established methods of communication and engagement. These strategies offer varied methods of communication, including in person, on paper and digital options in order to help the town disseminate information to as many people as possible and encourage

constructive dialogue. Please reference with Engagement Strategy Timeline and Figure One: Stakeholders Spreadsheet for additional information on how these strategies pair with content and stakeholders. Reference Figure Nine: Staffing for information on staffing for each strategy.

current communication and 4.2.1 engagement strategies

newsletter

Target Stakeholders: Residents of the town of Lyons

Objective: Inform stakeholders and solicit feedback on housing redevelopment decisions. This method provides transparency by giving all residents information on what is happening, thus cutting down on rumors and inaccurate information being spread.

Description: Using the current newsletter to inform residents of meetings and events regarding housing redevelopment. This is also a good method of providing accurate information and limiting rumors. Additionally, information on how to provide feedback and engage through digital tools should be provided.

When to Utilize: Once a month throughout all stages of engagement and continuing after groundbreaking.
Materials Needed: Current newsletter and current method of distribution

Plan for Use: Using the current newsletter, include project progress, challenges, a feedback form for residents to fill out and send back, and a “Story of the Month” portion about a displaced resident/family. The space should be used to provide information on housing redevelopment. Inserts of visualizations could also be included if they are deemed beneficial and not inflammatory. Also, providing links to websites and contact information for residents to ask questions and provide feedback will be beneficial. Use this method consistently so that residents know to look for housing redevelopment information in this location.

utility bills

Target Stakeholders: Residents of Lyons, all utility consumers

Objective: Inform stakeholders and solicit feedback on housing redevelopment decisions.

Description: Using the current tool of communicating community events through the utility bill, inform consumers and provide a method of written feedback.

When to Utilize: Throughout all stages of engagement and continuing after groundbreaking.

Materials Needed: Access to current communication method through utility bills.

Plan for Use: Provide information and visualization inserts in utility bills. Also provide postcards for feedback from residents. This is a low-tech and established way of keeping lines of communication open. This is a great way to inform residents of upcoming opportunities to engage in the process of housing redevelopment.

facebook

Target Stakeholders: Current users of the town Facebook page and those who monitor it

Objective: Currently the town Facebook page has a wide range of opinions and information being shared regarding housing redevelopment.

Potential objectives are:

1. Monitor and respond to Facebook posts actively and consistently
2. Monitor Facebook posts to understand mood of users regarding replacement housing
3. Monitor Facebook posts to identify key vocal users and reach out individually with information and request feedback

Description: The objective should be selected by capacity of the individual(s) tasked with this engagement strategy and careful considerations of the positive or negative outcomes of each.

When to Utilize: Throughout all stages of engagement and continuing after groundbreaking.

Materials Needed: Internet access and Facebook account

Plan for Use: The plan for use is dependent on the objective.

website

Target Stakeholders: All stakeholders with Internet access

Objective: Provide up-to-date, accurate information around the housing redevelopment process.

Description: Use the current town website to provide information on events, decisions, digital engagement opportunities, points of contact and how to become involved.

When to Utilize: Throughout all stages of engagement and continuing after groundbreaking.

Materials Needed: Access to current Town of Lyons website

Plan for Use: Information regarding housing redevelopment should be prominently located on the town website, making it easy to find and adding legitimacy to the transparency of the process. Use the website as a portal to accessing all other digital strategies with links and descriptions. Include a schedule of events and blog regarding community concerns and responses.

newspapers

Target Stakeholders: Residents of Lyons and all stakeholders who receive the two local newspapers

Objective: Communicate accurate information in a familiar format to potentially less high-tech stakeholders and provide information on methods to engage, participate in choices and provide feedback.

Description: Using the town's current space in the newspapers to provide accurate information on housing development, including events, background information and ways to communicate.

When to Utilize: Throughout all stages of engagement and continuing after groundbreaking.

Materials Needed: Current newspaper space

Plan for Use: Use the current space to provide information on events, decisions and ways to give feedback. As the newspaper space is also used as an editorial, post stories from displaced residents who would like to return and positive opinions on redevelopment. This is also a good space to post residents' concerns and how the town plans to address those concerns.



community input meeting

figure 4.2.1

proposed engagement strategies 4.2.2

digital storytelling

Digital Storytelling is a major strategy. Please reference Figure 2A: Digital Storytelling for detailed information on the steps to implement this strategy. For an example of how to use digital storytelling, look at the Envision Victor case study for Victor City, Idaho. The case study is located here: <http://www.orton.org/projects/victor>

site drawings

Target Stakeholders: Adjacent homeowners, park users, parks and open space commission, dog park users, the Carrolls

Objective: Help stakeholders visualize how much land will be needed for replacement housing and what this might look like.

Description: Based on how the exemplar site plans created by UCD students are introduced and used for engagement they can be inflammatory or beneficial. This engagement strategy encourages participants to interact with a potential site prior to showing them a more concrete example.

When to Utilize: Use during Stage 1 as an in depth way to inform as to the amount of land needed for housing and allow for visioning of potential ways the site can be used. This can help build confidence as to the long term vision and allow for authentic input from participants.

Materials Needed:

1. UCD Site Plan
2. Base Maps with outline of suggested site
3. puzzle pieces representing potential housing
4. Comment Cards

Plan for use:

Introduction: These plans should be introduced at a well advertised meeting. Prior to introducing the plans participants should be given maps with selected potential areas of development. They should also be given “puzzle pieces” that represent housing to place on the map. Remind them to put in roads. This will help them understand approximately how much space is needed for housing and allow them to take some ownership over the design process. Allow 20 minutes for participants to create a site plan.

Introduce the exemplar site plan. Explain that, as they just did in groups, this is an example plan. It reflects one possibility for housing might be placed within the site. Encourage feedback and comments based on thoughts of the plan and encourage them to use the challenges or ideas they had while creating their own site plan to suggest revisions, things they like and things they don't like. Provide comments cards for this step and encourage all participants to comment.

Next Steps: Selected anonymous comments may be published. Use comments and feedbacks to identify critical project aspects for participants. Incorporate the comments into future site plan recommendations and design.

visualizations

Target Stakeholders: Adjacent homeowners, park users, dog park users

Objective: Help stakeholders who are concerned about viewsheds understand what they will see after the development occurs

Description: Using SketchUp and other renderings to show exemplars of viewsheds from homes and depict the types of buildings and styles that may be used can help give residents a basis for understanding the mass of buildings and effect that they may or may not have on viewsheds.

When to Utilize: Throughout the process

Materials Needed:

1. Renderings of viewsheds from stakeholders' homes
2. Additional perspectives, images of example development by UCD students
3. Projector, computer and prints out visualizations

Plan for Use:

Introduction: This visualizations can be used in one-on-one meetings with adjacent neighbors to show them from their back patio what they could see from development. They plans can also be used in meetings to show park users how park space may be changed and improved. After the initial introductions in one-on-one meetings and group meetings, visualizations, along with feedback received to date could be disseminated in printed materials. Printing visualizations should only be done after observing stakeholders reactions.

If the image prove inflammatory they should not be printed.

Next Steps: Track the responses to visualizations and record comments. This information should be compiled and action steps and responses based on feedback should be suggested to stakeholders.

mindmixer

Target Stakeholders: General population, displaced residents

Objective: Get feedback and creative ideas from residents, engage residents remotely such as those working odd shifts, the elderly, or the disabled.

Description: This is an online platform that works by allowing the town to post challenges and individuals to contribute solutions. Polls and surveys can be used to gauge interest in the different solutions. Then data about the community can be analyzed and interpreted. Contributors can see “who’s listening,” such as city officials, so they know that the people who can make changes are paying attention. Users can gain points for participating and receive prizes from local businesses in Lyons, such as a lunch at the St. Vrain Market or a pottery class at an art studio. (www.mindmixer.com).

When to Utilize: Throughout the planning process for this development and beyond.

Materials Needed: Online MindMixer platform

Plan for Use:

Introduction: A connection to this platform would be provided through the existing Lyons website and an email notification would be sent to all stakeholders telling them about this new feature to the site. Different challenges will be posted regarding where to site housing, how much, what type, etc. Ideas will need to be moderated.

Next Steps: Ideas will need to be responded to and cataloged. Then actions can be prioritized and brought up at public meetings/workshops. Advertisements should be posted around the city to keep encouraging residents to use the platform if they have an idea.

textizen

Target Stakeholders: General population

Objective: Inform residents about events and progress and gather feedback

Description: Textizen is a web platform that allows the administrator to send, receive, and analyze text messages. Since most people own a cell phone, this is an easy way to make sure everyone is reached in a format that they are familiar with across many demographics. Textizen also captures data, making it easy to see the results of surveys. You can import phone numbers or invite people to join the service at events, on advertisements, in the newspaper, or postcards.

When to Utilize: Use during Stage 1 as a way to start informing residents about upcoming public meetings and workshops

Materials Needed: Subscription to Textizen

Plan for Use:

Introduction: Text messages can be sent out with reminders for public meetings, survey questions, or simple notifications related to the housing development process.

Next Steps: Sign-in sheets at public meetings should ask where participants heard about the meeting in order to track if the notifications are increasing participation. Feedback from surveys can be used to gauge level of disagreement and start informing the rest of the engagement process.

crowdgaug

Target Stakeholders: General population; in particular, adjacent homeowners, displaced residents, dog park users

Objective: Allow both displaced residents and residents near the site to understand the hard choices and tradeoffs involved in the development of new housing, set priorities, and understand how certain actions or design elements could realistically impact them.

Description: CrowdGauge is an open source tool for creating educational online games that connect values to actions. Users first have to rank a set of priorities. Then they are asked a series of questions about policies and actions and

see the impact these would have on their priorities. Users are given a certain number of coins and are asked to put them toward the actions they support most. It also provides a visual of the user's decisions. (www.crowdgauged.org). This tool is good for helping users see the tradeoffs that have to be made while making these decisions and makes it harder for them to criticize the Town's actions.

When to Utilize: First use during Stage 1 in order to help residents understand their own priorities and help them see the tradeoffs, as well as show Lyons staff what they should prioritize with the housing development. Use again during Stage 3 after the digital storytelling event and use the submitted pictures of housing and street features and the values that are decided on at the event to guide how to use CrowdGauge at that point.

Materials Needed:

1. List of priorities and possible actions
2. CrowdGauge platform
3. Pictures from Visual Preference Surveys

Plan for Use:

Introduction: First, the town needs to decide on a list of priorities regarding housing development (i.e. bring displaced back, preserve open space, etc) and related actions in order to use this tool. Then the town needs to promote the survey at public meetings, on the website and social media.

Next Steps: The data needs to be analyzed and priorities decided. Then actions must be discussed based on those priorities. Priorities related to the design on the street or type of housing should be shared with the developer and incorporated into the site plan.

photography contests

Target Stakeholders: general population

Objective: Engage residents and build community buy-in by involving them in the design process, involve diverse populations

Description: Photo contests can be used to determine features of housing or streets that they would like to see incorporated in the new neighborhood. Specific topics to focus on, such as what they feel best represents the character of Lyons, would be determined by the Community Engagement Director and other leadership. Any member of the community could submit a photo and then residents vote. The best photographs could then be used in the visual

preference surveys. The photo contests are a fun type of engagement that would appeal to different personalities while also providing a wealth of qualitative knowledge to planners and designers.

When to Utilize: Collect information throughout but use during Stage 3 to help decide on housing types, features and aesthetics, as well as street design.

Materials Needed: Cameras to loan to interested participants

Plan for Use:

Introduction: Topics will be decided by the Community Engagement Director and posted on social media, the town website, and MindMixer and reminders sent out through Textizen and the newsletter. Residents can use their own cameras or borrow one. Photos can be uploaded to the Facebook page or MindMixer platform.

Next Steps: Once residents vote on the photos, the best ones can be used in the visual preference surveys and in the video/platform for digital storytelling. All photos can be looked at by planners to determine patterns in what residents want.

visual preference surveys

Target Stakeholders: children, elderly, general population

Objective: Engage residents and build community buy-in by involving them in the design process, involve diverse populations

Description: Participants are given a survey that consists of sets of pictures focused on a certain feature (i.e. residential street) and must score them according to their preference. Planners can use this information to make decisions about the future built environment. One possible way to do visual preference surveys is through OpenPlans. OpenPlans is an open source tool that can be used for a variety of projects. Part of their platform includes the ability to do visual pairwise comparisons using Google Street View. Users click through side by side pictures and choose their preference. It is a simple and fun tool for residents to use and can give planners a wealth of qualitative knowledge. (www.openplans.org)

When to Utilize: Collect information throughout but use during Stage 3 since visual preference surveys could be useful for Lyons for deciding on housing types, features and aesthetics, as well as street design.

Materials Needed: Photographs (either from volunteers, senior/student partnership or Google StreetView)

Plan for Use:

Introduction: This could be used in conjunction with a photography contest. Using the best photos from the contests, along with additional pictures from Google Street View or other development, the visual preference surveys could be incorporated in public meetings/workshops.

Next Steps: The choices will have to be analyzed for patterns and incorporated into the eventual design of the development.

hands-on technology

Target Stakeholders: General population

Objective: Increase transparency, engage business owners, provide an interactive, fun way for residents to learn about the process

Description: iPads or tablets can be mounted in kiosks to collect input or to distribute information in heavily trafficked areas. Additionally they can be used to go door-to-door and distribute information if needed for a more personal approach.

When to Utilize: Throughout the development process, specifically at community events and festivals

Materials Needed:

1. iPads
2. Photographs
3. Story of the Month
4. Maps and visualizations

Plan for Use:

Introduction: This tool could be used in certain spots that are frequently trafficked, such as the post office, dog park, festivals, and local businesses. The tablets can be left alone, however, they usually garner more participation if staff are present to engage passersby and security concerns are often an issue.

Next Steps: Once the design process begins they can be used to show different elements of the design to members of the community and allow them to give their comments and concerns.

workshops

Target Stakeholders: General community, especially those directly affected by the design of the project

Objective: To provide a hands on, game-like way for people to feel involved in the design process and to educate those people on the thought processes and prioritizing that are inherent in this process.

Description: This more hands on approach to engagement will be most beneficial later on during the design process when people begin to show interest in the design of their new homes, however it can be used in various ways to engage people at each stage of development. An example of how this could be used in housing-design would be a meeting where attendees would be given the option of a few housing types depending on family size, etc. and then a number of gaming pieces to contribute to the specific design of their house that each have prices attached to them. By introducing different types of housing, such as single-family-homes, townhouses, apartments we can show people how cost beneficial different options can be and perhaps change general notions that single-family-homes are the only way to go once people realize how much more this will cost them. They will be given a price limit per their income group and asked to design an appropriately priced house. This gives the designers and planners a way to determine priorities for each income group/housing type. Additionally it benefits the community in making them feel that their personal priorities are being considered without having to speak over everyone else. In a less direct way, it benefits both groups because it forces the community members to understand how much certain things cost and come to an understanding that some things must be sacrificed in order to make other things happen. In other words it really forces people to look at and make sense of their own priorities.

When to Utilize: Once at the beginning of each stage of development

Materials Needed:

1. Venue
2. Chairs/tables
3. Refreshments
4. Gaming pieces

Plan for Use:

Introduction: Plan/organize event, advertise heavily so many people are involved, set up, run event.

Next Steps: Analyze data discovered in workshops and utilize in development/design process

Direct Lines of Communication

Target Stakeholders: Stakeholders very close to the development project who will need a way to ask questions and express concerns on a regular basis and on a personal level, i.e. the Carrolls, the School, Adjacent Neighbors, Funders

Objective: Demonstrate transparency and consistent communication to maintain the support of those most directly affected.

Description: A direct phone number or email address will need to be provided that these stakeholders can use to get in touch with leadership. Someone will need to staff phones and provide information on a regular basis for a certain number of hours per day.

When to Utilize: Set specific hours per week where someone will be in the office to answer the phone at all times throughout the development process. Make these hours known.

Materials Needed: Phone-line

Monthly Town Meetings

Target Stakeholders: General Public

Objective: Provide regular information and maintain transparency to a large group of the more general stakeholders

Description: These meetings will be open to anyone who wishes to attend and we will advertise them heavily on the website, in store windows, through Textizen, etc. in order to ensure that the widest range of community members are getting involved in the project. This will not only be a great way for us to make sure people are getting correct information but it will also be a good way to connect funders and business owners to the general public through the project and show that we have their support.

When to Utilize: once per month

Materials Needed:

1. Venue
2. Tables/chairs
3. Refreshments

Small group/Individual Meetings

Target Stakeholders: Stakeholders very close to the development project who will need a way to ask questions and express concerns on a regular basis and on a personal level, or who have very specific types of involvement in the project, i.e. the School, Adjacent Neighbors, Funders

Objective: to address specific concerns/questions that only apply to a specific group of people, allow them to discuss these issues with a knowledgeable person to keep rumors and false information from spreading, transparency

Description: These should happen regularly and should be organized around food so that they remain comfortable and relatively informal so that people feel that they can ask anything and everything that they need to. These meetings will range from very intimate, with stakeholders such as the Carrolls who are very specific, to a little larger (5-10 people) to engage people such as adjacent neighbors who are less specific but still very important.

When to Utilize: A few times per month, according to the stakeholders' personal schedule

Materials Needed:

1. Refreshments
2. iPads

digital storytelling: 4.2.3

what is digital storytelling?

Digital storytelling is a form of digital media production that allows everyday people to share aspects of their life story or community through photos, videos and other non-physical media. It involves the creation of a communal blog where users from a given community can post stories or anecdotal reminiscences about a particular place. This strategy is beneficial for people who are shy/would be nervous to speak up at a public meeting or who simply communicate better through a more emotionally based means.

how will it be used in Lyons?

Digital storytelling in Lyons would be specifically focused on gathering the following media: 1) photos of places that embody the “character” of Lyons and 2) interviews with displaced residents.

the objectives:

1) inform the design process of the new housing and; 2) gain support for affordable housing redevelopment by reminding current residents of Lyons that people are still missing from the town. Interviews with displaced residents could be based around subjects like, “What did your home in Lyons mean to you?” or “What was your favorite thing about your old house/neighborhood?” This way, architects, planners and developers can pull out information that will help to design a housing community that is appealing to the people it is being built for. Additionally, people from adjacent neighborhoods can tell their stories so that we can better understand what aspects of the community we need to preserve at the site so that everyone feels involved and invested in the process.

Digital storytelling will be used in conjunction with photography contests and CrowdGauge. It will be advertised using social media such as Facebook and Twitter, the MindMixer website, the existing Lyons website, an email notification to all stakeholders, and the monthly newsletter. Since this is a main engagement strategy and will most likely take the duration of the whole development process, creating a steering committee will need to start immediately. The collected photos and interviews will be loaded onto the iPads and used throughout the entire process. Photography contests

can be sprinkled in throughout or as topics arise that need to be addressed. In Phase 3, some of the best photos/winners of the photo contests can be used in visual preference surveys that will address the design of the new housing.

goals

- Photos: Gain a more nuanced understanding of what features residents (both current and displaced) like about current Lyons housing and would like to see in the new housing
- Find common ground between all residents, current and displaced
- Give people a sense of ownership of the development
- Interviews: Help current residents see the personal side of the issue
- Remind current residents of the people that are still missing from Lyons due to the flood
- Help residents find common ground

steps to achieve goals:

Since this strategy requires a long period of time, the process should start at the beginning and be built on throughout the development process. Someone will need to keep tabs on the page regularly to make sure it is being used correctly and effectively as well as gather information from the stories that may be useful in the planning process. The information gathered will be especially beneficial at the beginning of the design stage.

The first step is for the Community Engagement Director to recruit a Storytelling Steering Committee made up of trusted residents within Lyons. This committee will be in charge of recruiting and training volunteers, developing a range of activities to suit different volunteers’ interests, planning events, and advertising them on social media.

Next is for the committee to recruit the volunteers. Some possibilities are the “Golden Gang,” high school classes, and/or Lyons Volunteers. A partnership between children and the elderly could be formed in order to increase accessibility to the platform and provide a knowledgeable resource of Lyons history. The elderly could tell their stories about historic/special places in Lyons and the children could help record them digitally. The volunteers will do a variety of tasks including contacting displaced residents, managing the media submissions, and actually doing the interviews. They can also help with advertising the photo contests. Volunteers who are doing the interviews will need

to be trained, however the photo portion can be open to the general public.

After the media is gathered, the pictures and video should be organized and loaded onto the iPads for display in strategic places around town and for use at special events. The photos and video should also be introduced onto social media pages. The town could partner with a radio station to play “Stories of Lyons” at peak driving times. A “Story of the Month” should be featured in the monthly newsletter. Ideally, a “Story Fellow” would be selected who has experience in video editing and could create a video combining both interviews and photos for use at the community-wide storytelling event held at a local coffee shop or deli such as St. Vrain Market or the Stone Cup.

During the storytelling event, after the viewing, participants would be asked to rate wordclouds with different values/features using keypad polling. This way residents could immediately see the results and start to agree on the desired features of the new housing. The wordclouds would be created ahead of time by the Community Engagement Director and Steering Committee. After the event, the responses would need to be compiled and a list of corresponding actions that responded to the desired features would need to be made. When this is done, CrowdGauge can be employed. This data will need to be analyzed and then can be used to inform site and housing design.

materials needed

1. Digital Storytelling Platform (ex. Communityalmanac.org)
2. Cameras (that take both photos and videos) to loan out to interested residents
3. iPads to be placed in kiosks around town and in businesses

people/committees and duties

- Community Engagement Director: lead recruitment and training for steering committee, contact point for questions, define values/features from media, plan storytelling event, work with other town staff to develop CrowdGauge platform
- Storytelling Steering Committee: develop activities, recruit and train volunteers, post contests on social media, contact displaced residents, judge photo contests, help plan storytelling event

- Volunteers: Assist with photo collection, video interviewing, managing data
- “Story Fellow” experienced in basic videography/photo editing: put together images for use on iPads, create video for storytelling event
- General Public: take photos for photo contests
- Possible partnership of Elderly & Students: take photos, elderly can share knowledge while students learn and use technology
- Local Businesses: provide venue for events, prizes for photo contest winners

deliverables

- “Stories of Lyons” podcast
- Downtown story kiosk/ booths at special events
- One-on-one audio interviews
- Photo galleries on Facebook and MindMixer
- Final video combining both photos and video
- Story-sharing event at local community gathering spot

Case Study: Envision Victor can be accessed at: <http://www.orton.org/projects/victor>

social media strategies 4.2.4

Social Media is an important piece of community engagement as the majority of Americans use some form of social networking site. As of January 2014, over 74% of online adults use social networking sites, with almost equal representation across all economic demographics. Although the percentage drops off for users over the age of 50, there are still plenty of older users (Pew Research Center). It is a simple way to inform people and spark conversation, making it a great tool, as long as some protocol is followed.

frequency of use

Both Facebook and Twitter should be posted on at least 3-4 times a week (once a day is preferable) and should be updated consistently (i.e., not posting every day for a month, then only once a week). The exception to this is during important events, when social media posts should be dramatically increased. Although this doesn't have to take much time, it is important that one person is in charge of the social media strategies (Facebook, Twitter, MindMixer, Textizen) to ensure consistency and follow-through.

how to use

The best social media posts are interactive, such as links to interesting articles, events, or photos. Posts should be relevant to recent events and provide unique content tailored to Lyons residents.

moderating content

Facebook content can be moderated by changing the Page settings to require that posts be reviewed by an administrator before being posted publicly. Posts should not be deleted unless completely nonconstructive/offensive. Otherwise it is best to respond as this illustrates transparency between town administration and residents. If the comment requires a lengthy or specific explanation, request that they send a personal e-mail or call the office. Twitter is easier to moderate as posts are required to be short, limiting the ability of someone to go on a rant. The administrator can choose to moderate Twitter content or automatically publish Tweets. As with Facebook, it is best to respond to all Tweets unless completely nonconstructive/offensive.

One way to prevent offensive posts is to list a disclaimer in the "About" section. This protects the Town and gives them

the power to hide posts or ban users if they don't abide by the established rules.

example long disclaimer

The Town of Lyons wishes to provide a way for residents to feel connected and involved in our rebuilding process and to provide transparency. For this reason, all opinions and comments should contribute to a constructive, meaningful dialogue.

You agree, through use of this Facebook page:

That you will not post any material which is knowingly false and/or defamatory, inaccurate, abusive, vulgar, hateful, harassing, obscene, profane, sexually oriented, threatening, invasive of a person's privacy, or which otherwise breaches any law;

That advertisements, chain letters, pyramid schemes, and solicitations constitute inappropriate use of the forum.

Given that posts appear in real-time, it is impossible for Town of Lyons to review a post before it becomes publicly readable. Town of Lyons cannot guarantee the accuracy, completeness, or usefulness of any post. Town of Lyons does actively monitor posts, but is not responsible for the content of posts. A post expresses the views of its author and does not represent the views of Town of Lyons and Town of Lyons shall not be liable for any postings.

That you are solely responsible for the content of your post and you indemnify the Town of Lyons in respect of any costs, expenses, losses, damages, or claims arising out of your use of this forum. The Town of Lyons reserves the right to reveal your identity in the event of any complaint or legal action arising from any person posting a message. By contributing to this forum, you consent to your post being altered, edited, or adapted in any way Town of Lyons sees fit or removed without providing any reason.

Any user who has an objection to a post is encouraged to contact the Facebook moderator, at communityengagementdirector@townoflyons.gov. Please contact the moderator directly and not through Facebook itself.

Your failure to comply with these guidelines may result in the termination of your access to this Facebook page.

Modified from the disclaimer on the Spirit of Enterprise Facebook Page at <https://www.facebook.com/groups/spiritofenterprise>

example short disclaimer

Vulgar or offensive posts will be immediately removed from our page. Users will be given the opportunity to repost their comments without the vulgar or offensive language. Users who repeatedly post vulgar or offensive comments will be blocked from our page so as not to expose the rest of our online community to the comments.

The advertising displayed on this site should not be interpreted as an endorsement of the displayed products or companies by the Town of Lyons.

Modified from the disclaimer on Oklahoma Department of Human Services Facebook Page at <https://www.facebook.com/OklahomaDHS>

example facebook posts

One of many ways to help bring back our displaced is through online dialogue. Contribute to the conversation at (link to MindMixer website) and get feedback from other Lyons residents as passionate as you! These topics will change as the process moves forward, so check back often! Our next public meeting and workshop is (date). Join a

conversation with other community members and decision makers to make a plan that meets current and future housing needs, and contributes to vibrancy in Lyons. (link

Check out our booth at the Planet Bluegrass Festival to learn about what's going on in Bohn Park over the next few months! (link to event)

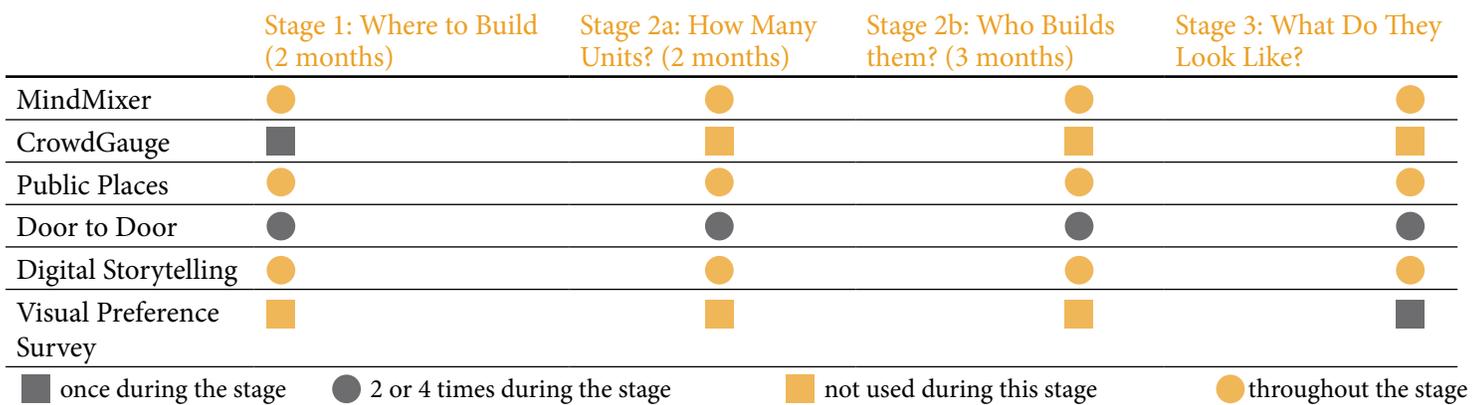
Seen one of these around? Check out our stations at the library, post office and around town to learn what the new housing will look like and how you can get involved! (photo of people using iPad in library)

example twitter posts

- People are talking. What's your best idea for how to #RebuildLyons? (link to MindMixer website)
- Share your story about strength you saw after the flood. We want to hear it! (link to MindMixer website) #LyonsGrit
- Do you miss someone who had to leave because of the flood? Tell us why! (link to MindMixer website) #BringEmBack
- What makes Lyons special? Share your photos of our beautiful and unique town (link to flicker/pinterest account) #UniqueLyons
- Pew Research Internet Project, Social Networking Fact Sheet, 2014, retrieved from: <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>

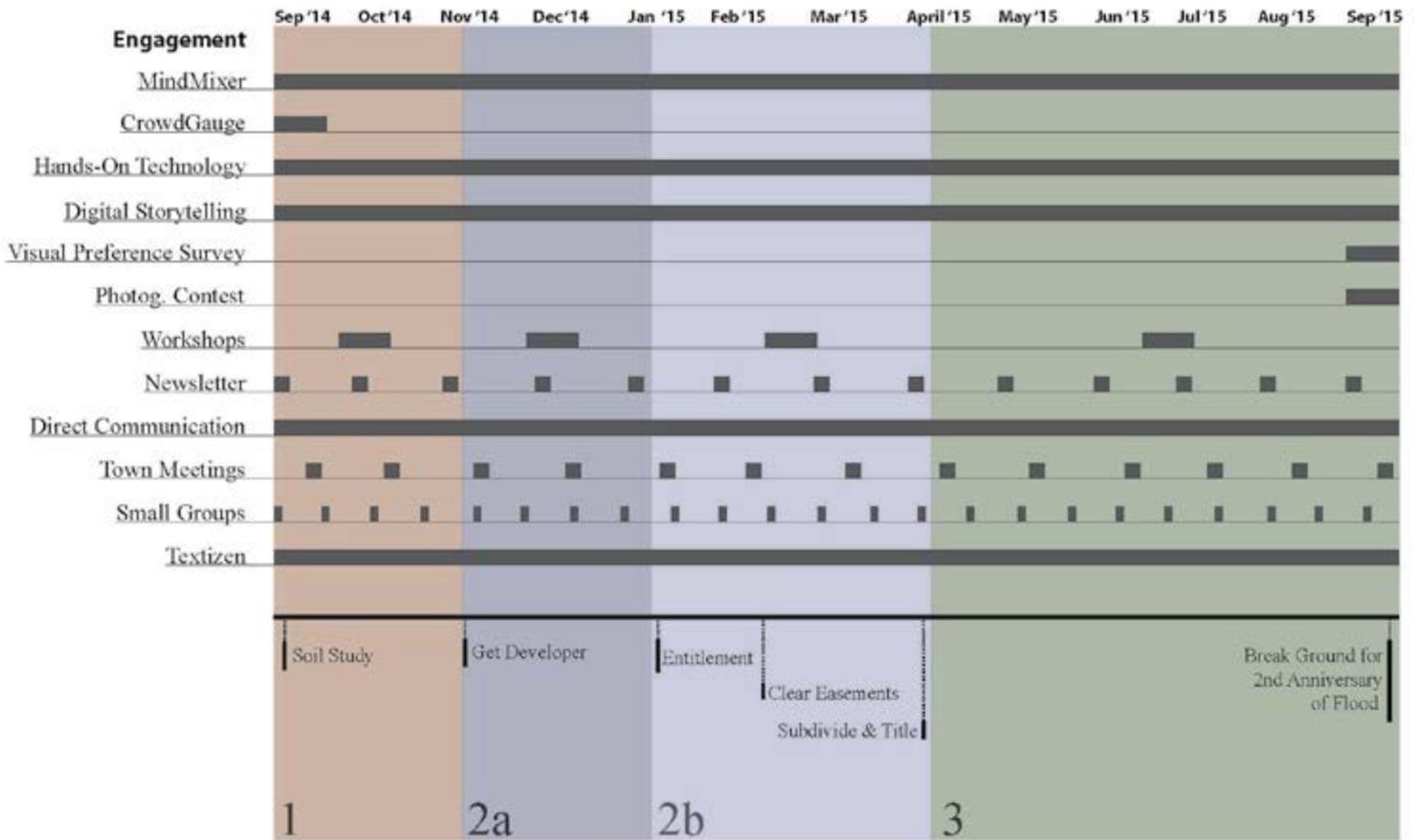
engagement/strategies timing

figure one



engagement timeline

figure two



town of lyons

4.3

school engagement

What are we engaging about?

The Lyons Junior/ Senior High School's baseball and softball fields have been identified as a desirable location for Lyons' post-flood housing redevelopment. Currently the St. Vrain Valley School District (SVVSD) owns the land. For the site to be available for housing the school district will need to agree to swap the current site of the ball fields with the town. As the land adjacent to the school is park land the swap is viable from the town's standpoint. Despite town support for this option, the town should not assume this is a possibility, the SVVSD will need to be convinced it is in their best interest to swap their ball fields with the adjacent parkland.

To begin the negotiations with the school district, the town should convey the potential benefits to the SVVSD, in addition to those to the town. An immediate benefit could be Lyons Junior/ Senior High School receiving improved ball fields on a more unified and central school campus. Other benefits, such as improved facilities and updated safety infrastructure on and adjacent to school grounds, could be offered as additional benefits through the development process.

The SVVSD likely has legitimate concerns regarding this land swap option, such as educational quality, impact to school finances and assets, and integrity of their facilities. Any change to the school grounds might need to include some sort of increased revenue for the district in order for them to manage the increased costs. Additional revenue may be from the capital gain through the land sale to the town, increased usage of the new facilities, or from lowered maintenance costs on the new facilities. In addition to addressing these concerns, the town should also communicate why the ball parks is the best suited site to develop the replacement housing.

who are the stakeholders? 4.3.1

Stakeholder groups in SVVSD operations that would be most affected by the land swap housing redevelopment option are detailed below. It is necessary to engage each of these groups with specific strategies to appropriately address their individual concerns.

how to engage:

As SVVSD agreement is necessary for the ball park swap alternative, constant communication and negotiations will be necessary. The engagement should be done in a variety of ways, including in small groups and meetings, since face-to-face interaction, but also transparency, will be important

when discussing financial details and designs. Depending on the issue, the location and format of the engagement will differ. For example, an official presentation should be made to the Board of Education, but representatives from the town might also meet with the current District A representative. Individual meetings should be arranged with the current District Superintendent, potentially the Chief Operating Officer of SVVSD as well, as well as the current Assistant Superintendent of Human Resources at SVVSD, who is the Area Assistant for Lyons' schools. Any concerns beyond the knowledge or scope of the Board of Education or Superintendent should be discussed with the appropriate SVVSD department. Especially important to engage will be the district's planning and risk management departments.

The most crucial portion of the negotiations will be to recognize that a direct land swap may not be sufficient as the swapped land has different values. Therefore, the town and developer may need to provide more than a direct replacement of land and athletic fields. The school district will need to determine what other costs may need to be covered to compensate for the relocation of the ball fields and differences in land values. Supplements to the land swap might include streetscape improvements (sidewalks, and pedestrian crossings especially), school facility improvements, or direct compensation to the school district for the difference in value.

data 4.3.2

The Town of Lyons should be prepared to provide any data that SVVSD would need to help them make a decision, both positive and negative. On the positive side, the analysis and design could aim to promote more integration between the school and the community, building on the research on benefits of community-school integration, such as increased voluntarism and parent engagement, and more regulatory cooperation on operations, transport, and land use. Additionally, the town should also help to estimate any direct impacts on the school from the proposed development, especially relating to safety and enrollment. Using the Lyons Valley Park development as a comparable development as to safety and traffic issues would most likely be appropriate. ITE or EPA trip generation rates should also be used to estimate the amount of traffic generated by the potential development. The EPA provides an Excel based tool to calculate trip generation from development which can be found here: http://www.epa.gov/dced/pdf/mxd_trip_generation_model.xlsx. The most current ITE trip generation numbers can be found here: <http://www.ci.troutdale.or.us/publicworks/documents/itelanduselist.pdf>, the full report can be found in the ITE's "Trip Generation Manual, 9th Ed."

Also pertinent will be providing data on any budgetary concerns. The town should be prepared with budgetary estimates of the impact of the land swap and any other expenses or revenues related to the development on the school district budget. As Lyons Junior/ Senior High School is currently under capacity, showing that the new development will positively impact the school in a budgetary sense, while not overwhelming their capacity will be important. As the school could gain added enrollment regardless of where in Lyons the new development is placed, providing data that shows the importance of school integration into the community will most likely be a stronger point of persuasion. Persons entering negotiations with the SVVSD should be familiar with school district policy which can be found here: <http://www.svvsd.org/leadership/board-of-education/policies>

Stakeholder	Concerns/Needs	Engagement
Board of Educators	<ol style="list-style-type: none"> 1. Improvements to the school, not just a straight land swap 2. Budgetary concerns 3. Availability of ball fields 	<ol style="list-style-type: none"> 1. Individual and group meetings 2. Official presentations 3. Negotiations 4. Social media 5. Data and visualizations
School District Staff and Commissions	<ol style="list-style-type: none"> 1. Benefits/improvements to school not just reaching equilibrium 2. Additional grounds to maintain 3. Availability of ball fields 	<ol style="list-style-type: none"> 1. Individual and group meetings 2. Official presentations 3. Negotiations 4. Social media 5. Data and visualizations
Parents	<ol style="list-style-type: none"> 1. Safety 2. Additional traffic 3. Availability of ball fields 	
Teachers	Classroom disruptions during construction of development	
Students	Availability of ball fields	

potential school desires 4.3.3

Because the land swap might need to include additional funding to the school beyond the land swap, and Lyons has limited resources, another option might be a joint use agreement between the school district and the town. This could allow residents to use some of the additional facilities created through the swap, and/or include joint funding for maintenance of the ball fields. However, it should be noted that the SVVSD has a policy stating that gifts requiring matching property such as the town may propose are “discouraged” due to “differences in the resources of various schools” (“Public Gifts to schools”, http://www.svvsd.org/files/policy/KH_0.pdf). Due to this policy the school may want an exchange that benefits the entire district, not just the Lyons Junior/ Senior High School.

The Colorado Board of Education “Public school Facility Construction Guidelines” state that sidewalks leading to and around should be setback five feet from the road and at least eight feet wide. The Lyons Junior/ Senior High School meets neither of these guidelines, and does not have cross-

walks at many of the intersections, much less designated “queuing areas” that the Guidelines call for. The Guidelines also call for bicycle access, which is somewhat lacking due to absence of bike lanes around the school. Through the development process, these items could be rectified as part of the land swap negotiations.

Providing the school with athletic fields or athletic facilities upgrades is one possibility as the land swap revolves around the baseball fields, therefore athletic improvements would be a logical improvement. One option could be creating a full sized, leveled soccer or multi-use field as the school is currently using informal and under-sized fields at the south end of Bohn Park. Other athletic improvements that could be offered would be a concourse area for the moving baseball and softball fields, improved stands, or improved concessions areas. It should be noted that the SVVSD has a firm policy not to accept gifts that have “significant costs” to the District in future maintenance (“Public Gifts to schools”, http://www.svvsd.org/files/policy/KH_0.pdf). This policy

may discourage the school district from accepting fields or buildings of any type.

An option that could potentially save the school district and the town money would be to work with the developer of the future development to create a community space that could be used for after-school programming. The uses of the space could be anything from a simple hangout spot, to a mentoring space, to an art or multi-purpose room. In this way the school gains a valuable space for their students without the costs and liability incurred if it were the school's space.

The final option, which may be the most appealing for the school district but provide little added benefit to the town would be for Lyons to provide the school district with monetary compensation for the difference of the land. This could come in the form of a monetary donation, paying for a paraprofessional's salary in the school, providing the school with free services such as free water for a period of time, or paying for the land that the ball fields currently sit on and then gifting the land for the future site of the ball fields to the District. In their policy on gifts, the SVVSD encourages several gift options: gifts for "equitable distribution" to all the schools in the District, gifts of "equipment or services not likely to be acquired from public funds", and gifts to employ paraprofessionals ("Public Gifts to schools"; (http://www.svvsd.org/files/policy/KH_0.pdf).

engagement tools

In addition to large, small, formal, and informal meetings, discussions, publicly available reports, and presentations, digital visualization tools should be used to demonstrate what future development around the school would potentially look like. Proper use of visualization tools should alleviate any concerns of the school regarding new high intensity uses adjacent to the school. The design should aim to ensure that the potential replacement housing is not any more intrusive to the school than that of the existing neighborhood.

town of lyons

4.4

staffing/personnel

engagement strategies staffing 4.4.1

Implementation of the engagement plan will require significant time from many leaders of the town in order to show investment in the project from the town and to demonstrate that the town leadership is encouraging an open and transparent process where residents can express their concerns, be involved and contribute to solutions. In addition to the Community Engagement Director, the Communications and Housing Directors will need to be in charge or heavily

involved in many of these strategies. Parks and Recreation staff will need to provide leadership on activities regarding the open space and parks. A list of town leaders and groups is listed below. This list is not comprehensive, but merely the main people/groups that have already been involved in the recovery process and/or will need to be involved in the recovery process moving forward.

staff resources

- Community Engagement Director
- Housing Director
- Communications Director
- Town Manager: Victoria Simonsen
- Director of Parks and Recreation: Dave Cosgrove
- Parks and Recreation Assistant: Marissa Davis
- Economic Development: Jacque Watson
- Community Relations Manager/Deputy Town Clerk
- Finance Director: Tony Cavalier

groups

- Housing Recovery Task Force
- Sustainable Futures Committee
- Board of Trustees
- The School PTA
- Parks & Rec Commission
- Planning & Community Development Commission(P-CDC)
- Economic Development Commission
- Arts and Humanities Commission
- Lyons Volunteers
- “Golden Gang”

engagement strategies and staffing 4.4.2 visuals

These strategies require input from multiple parties. The majority of visuals will be produced by the developer and Housing Director, but will need to be distributed by the

Engagement and Communications Directors. Volunteers will also be relied on heavily with these strategies for collecting information and helping with events.

engagement strategy

staffing needed

site drawings

These will be created by the developer and used as part of one-on-one meetings and small group meetings. Main staff will be the Housing and Engagement Directors for use in small group/one-on-one meetings, and Parks and Recreation staff for users of the parks

Visualizations

These will be created by the developer and used as part of one-on-one meetings and small group meetings. Main staff will be the Housing and Engagement Directors for use in small group/one-on-one meetings, and Parks and Recreation staff for users of the parks

visuals continued...

engagement strategy	staffing needed
visual preference surveys	Community Engagement Director and Housing Director should work together on putting these together and using them both at the hands-on technology kiosks and meetings/workshops.
photography contests	Directed by Community Engagement Director, but run by Storytelling Steering Committee, and staffed by volunteers
hands-on technology	This strategy will require multiple parties. It should be directed by the Communications and Engagement Directors. The Storytelling Steering Committee can help upload the photos and interviews. Business owners and festival staff will also need to help by locating the kiosks in their businesses/events and answering questions.
digital storytelling	Digital Storytelling should be directed by Community Engagement Director, who will recruit and train a Storytelling Steering Committee. Most of the materials will be collected by volunteers and residents. A “Story Fellow” should be recruited to create the final video.
crowdgaugue	Community Engagement Director is in charge of creating the platform and deciding on the features/actions/policies to include, with help from the Housing and Finance Directors and Parks and Recreation.

in person

These strategies will require as many hands as possible. While they should be managed mainly by the Community Engagement Director, the Town Manager, Housing Direc-

tor, Communications Director, and other town staff need to be part of this strategy not only because personal methods take a significant amount of time, but also for transparency.

engagement strategy	staffing need
direct lines of communication	Volunteers (possibly Golden Gang) can run the phone line, plus someone such as the Housing Director who will check in a few times per week to answer questions that the volunteers don't know
small group/individual meetings	The Housing Director and Engagement Director should be the main staff on this strategy. For the most complex circumstances, the Town Manager should be pulled in. The Parks and Recreation Department should help with those who are concerned about losing park space.
monthly town meetings	Town Manager will lead the meetings in order to demonstrate transparency and involvement, and the Engagement Director, Housing Director and Parks and Recreation should be involved as needed, as well as any guest speakers (fundors, developers, etc). Volunteers can help set up.
workshops	Engagement Director will lead the planning and run the workshops. The Housing Director will be a big part of these, as well as Parks and Recreation and possibly the Finance Director.

information sharing/social media

Topics should be decided on and posted by Communications and Community Engagement Directors, but other town officials will need to weigh in on topics (Housing

Director, Town Manager, Parks and Recreation, Finance Director, Community Relations)

engagement strategies

mindmixer

staffing

Topics should be decided on and posted by Communications and Community Engagement Directors, but other town officials will need to weigh in on topics (Housing Director, Town Manager, Parks and Recreation, Finance Director, Community Relations)

textizen

Communications Director can send out messages as directed by town staff

facebook

Best if directed by Communications and Community Engagement Director, but a trusted and trained volunteer could post and manage comments

twitter

Best if directed by Communications and Community Engagement Director, but a trusted and trained volunteer could post and manage comments

monthly newsletter

The newsletter can be created by the Communications and Community Engagement Directors, and include topics as desired from other town staff.

data management

stages and types of data 4.5.1

Data management allows for evidence-based decision-making and provides the ability for government agencies to clearly outline the decision making process. Data management can be a base for collaboration and should strengthen public and local government connection and responsiveness (oregonmetro 37). Date management encourages a clear method in collecting and quantifying stakeholder interests, needs and concerns. Data outcomes can also be used for writing of grants and other possible sources of funding. The final purpose of data management should be a positive source of transparency.

A positive outcome of a data management process is a governments successful collection and interpretation of public input. High quality data is complete public input that is successfully received by the agency and the agencies ability to respond to that input. A well chosen data management method should result in a relationship that supports public confidence in a government/agency and its ability to be responsive during critical decision-making processes. Data management should continually exist as a resource and aid in answering each question used during the engagement plan. While not all input may be able to directly answering each question in stages one through three, it is important to provide some feedback in order to build a strong relationship with the community.

The engagement strategies presented in the previous sec-

data type 4.5.2

Data should be organized input sources and are important in detailing the overall input received during the outreach process. Quantitative data will create a visual summary of the results, while qualitative will create a verbal and written summary of the results. Both types of data are vital in creating a complete picture of public opinion and values.

Quantitative data is easily organized, presented and analyzed. This type of data can be represented in tables and graphs, which are great visual aids during public presentations. A quantitative or quantitative database should be organized in a manner that can display a detailed summary of public input results. The database should be design so it

tions outline the type of information, context, and input that should be organized into a database. A database with public engagement results is vital resource for decision makers and stakeholders through the decision-making process. Public engagement information and data should be organized, synthesizing, and analyzed (tabatchi 20). Selecting the method of gathering information and organization will help determine the method for synthesis and analysis.

A major factor in deciding the purpose and value of input gathered and how it might be used during the decision-making process is the determination of resources and the associated limitations (oregonmetro 38). Resources could be affected by staffing and funding or by the overall desired outcome. Further limitations may be time constraints. The needed depth and extent of analysis should respond to these limitations.

How information and data gathered during the engagement process is organized can help instill public trust in a town's ability to obtain, understand and respond to public input. Depending on the strategy chosen for data collection, a well coordinated data management method can provide an agency with the right information to responded to. It also provides a basis for designers and housing agencies to understand public opinion and needs. During the method selection process, public outreach questions and strategies should be designed to provide results that can be applied and presented either qualitatively or quantitatively.

can be easily modified and added to as public input changes or evolves through stage one through three. It can also provide a base for evaluating engagement effectiveness and input viability.

Qualitative data is data that is not described with numbers or totals but instead it is of a descriptive nature, providing unique insight and detailing personal opinions on topics of discussion. Qualitative data can be measured by evaluating the number of times or the occurrence of certain defining terminology. Qualitative data can be presented by organizing statements in formulated themes represented by direct quotes and written summarizes.

stages of management organization

4.5.3

After collecting data there should be a clearly defined method for organizing public input. There are three methods of data organization:

- Organization within the existing resources and personal
- Employ a company to produce and analyze public input results
- Use online sources to scan and organize public input results

Whichever method of organization chosen it is pertinent to come to agreement on a “question-answer” style (oregonmetro 36). A organization method should also take into consideration the possible limitations and resources of the town.

synthesizing

An important part of synthesizing the data is affirming and informing each individual that will be part of the synthesizing process. By understanding the purpose and reason for data collection, individuals can efficiently identify selected terms and patterns which effectively answer questions presented in stage one through three. Elements of functionality should be selected during this step to prepare the data for analysis (nabatichi 20).

analyzing

Data analysis results help guide decision-makers during the decision-making process aiding them in understanding and answer major questions. Results should provide a cohesive summary of direct and indirect factors affecting public input and in which situation it be can most valuable. New factors can be identified during the analysis process that may need to be addressed or are useful for further public engagement (nabatichi 20). It is critical at this point to organize a method of response that will inform the public

that their input has been received and is being taken into consideration.

The final step in analyzing the data is reevaluating the questions asked during the public engagement stage. The following questions should be applied to the initial questions in stage one through three:

- Have the questions been answered?
- Is there a generally consensus among public opinion and input?
- What concerns and interest should be factors in the decision-making process?
- Are there issues that need to be addressed during this time?(oregonmetro 35)

Even after successful data management and the completion of the decision-making process, information gathered and databases created should be accessible to the public for future decisions and aid in the establishment of transparency. A key component in data management is providing an well outlined process and complete results to the public and stakeholders.

stages and data access

Certain types of data acquired during each stage can have further value during additional public communication and agency involvement. Data that is gathered for government purposes may not be as valuable to the public as data that represents individual opinions and preferences. Data form should reflect a agencies ability to respond and react to input results. The following table describes the level and type of accessibility of each data type that can be gathered during each engagement stage (data type may be dictated by the selected engagement strategy).

sources:

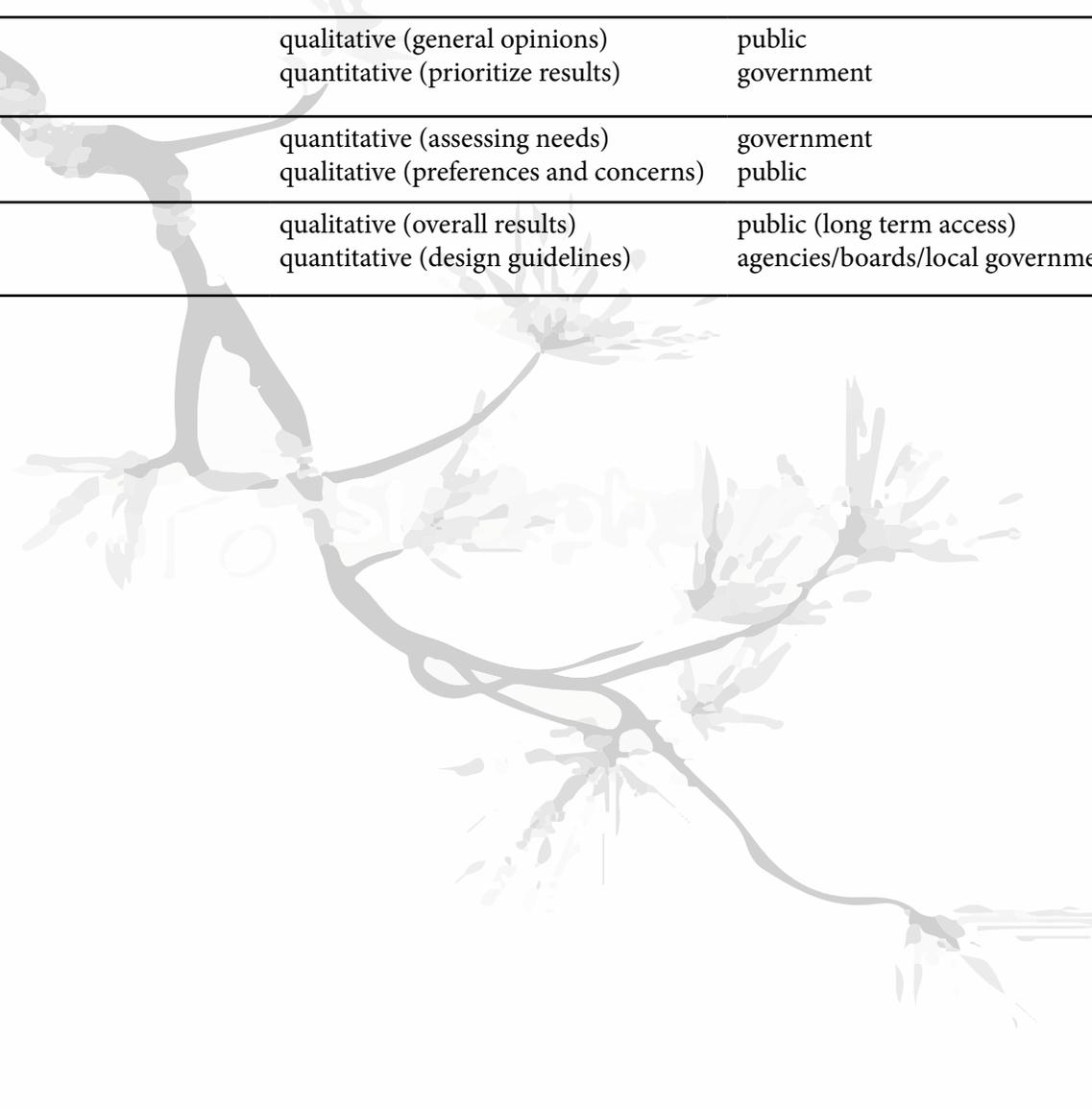
oregonmetro. *Public Engagement Guide, Adopted Draft. Making a Great Place, Metro.* November 2013

Nabatichi, Tina. *A Management Guide to Evaluating Citizen Participation.* IBM Center Of Governemnt

data management stages

figure 7

Stage	Type of data	Data Access
stage one	qualitative (general opinions) quantitative (prioritize results)	public government
stage two	quantitative (assessing needs) qualitative (preferences and concerns)	government public
stage three	qualitative (overall results) quantitative (design guidelines)	public (long term access) agencies/boards/local government



town of lyons

Site Alternatives Analysis



active

multi-modal

walkability

values

sustainable

design elements

principles 5.1.1

Building a resilient town and community will mitigate the impacts of future disaster. It is important for a resilient town to learn and grow from past events in order to build for a stronger, safer future. This report identifies opportunities to reduce risk from future disasters and promote infrastructural, economic, and social resilience. Community engagement will also guide the design. Transparency during this process ensures clarity in communication among the residents and the Town. The input from residents and community participation opportunities will determine the ultimate goals for the design. Sustainability has been a guiding principle for

the town even before the floods. Incorporating sustainable designs will help to reverse the negative environmental, social, and economic impacts of the flood. Many people come to Lyons because of the quality of life. Though the town cannot return to its original state before the flooding, the reinforcement of this guiding principle will ensure that the social well-being of the community is not only restored, but further enhanced in the process. The aesthetic design will be facilitated by the past and current character of Lyons in order to maintain a strong consistency in quality, scale, material, texture and style in the future.

desired amenities 5.1.2

According to the housing needs assessment, the recovery action plan the most highly sought after amenities in the replacement housing stock are access to private outdoor space and connection (car, bike, pedestrian, etc.) to the downtown neighborhood and schools. Residents also expressed interest in being able to keep pets, as well as having access to renewable energy and energy efficient homes. These desires echo statements made in the existing comprehensive plan in regards to sustainability and walkability in Lyons. The majority of displaced residents would prefer to living in single family homes with a preference towards single story, detached homes with ground floor access as opposed to two story homes.

In order to make a land swap with the high school baseball and softball fields enticing to Lyons High School, we must build new, fully lit baseball and softball fields with spectator seating (permanent spectator seating does not currently exist and could be an added incentive for the swap). It is imperative that these fields maintain direct access to the school through the use of paths and have adequate lighting and field amenities (dug outs, fences, etc). Access must be durable and large enough for both foot traffic as well as maintenance vehicles.

This report identifies opportunities to reduce risk from future disasters and promote infrastructural, economic, and social resilience.

town of lyons

goals 5.1.1

The new housing will be close in proximity to the affected neighborhoods and the town while embracing a strong connectivity to all of Lyon's amenities. Pedestrian and bike transportation will remain primary with additional automobile access and parking as needed. Additionally, should accommodate the needs of a diverse population such as cost, density, and a quality neighborhood that is not isolated from the town. The introduction of housing development calls for a seamless integration with both the town and surrounding neighborhoods. New housing will complement and enhance existing infrastructure, neighborhoods, and parks in order to maximize accessibility to Lyon's natural amenities like parks/trails and view corridors for both new and existing residents. This also includes development that will draw in visitors rather than the less beneficial drive-through tourism.

The visual and physical integration encourages a strengthened “sense of place.”

lyons design 5.1.3 standards

According to Lyon's design standards, new development should aim to achieve multi-modal transportation, landscaping, visual design considerations, and quality of exterior building materials, surfaces, and textures. The pedestrian and human scale is a primary concern with the design standards. They promote building locations which provide pedestrian courtyards and common gathering areas. Building scale and material are important to maintain the human scale and context of the town. This is achieved by reducing building scale adjacent to pedestrian routes and building entrances and the use of sandstone as primary building material for facades, pedestrian pavement, courtyards, plazas, curbs, planters, benches, and retaining walls. Multi-planed pitched roofs with meaningful overhangs and arcades are also encouraged to prevent box-like, monolithic structures.

objectives 5.1.2

The initial objective is the selection of a site outside of the flood zone, but within walking distance to downtown. Additionally, “complete streets” will fulfill the accessibility needs for everyone while promoting safe, multi-modal neighborhoods that reduce traffic and noise pollution. Recreational opportunities in Lyons are also improved with the development, expansion, and enhancement of open space and parks. Increasing opportunities for affordable housing will stimulate diverse neighborhoods and economic sustainability for the town as a whole. Neighborhood stability will be achieved through a variety of housing types, low maintenance design, and energy efficient housing.

The design standards also express the need for visual and functional compatibility with development on adjacent sites where existing adjacent development substantially conforms with these standards and guidelines or is valued for its preferred historic contribution to the community. The visual and physical integration encourages a strengthened “sense of place.” An example of this would be the preservation of significant natural site features and enhancement of the view corridor to river and mountain vistas. Although Lyons has adopted their design standards, the town may re-examine and create new standards for the project.

what is provided? 5.1.4

The following are conceptual site alternatives that the students developed after analyzing potential housing sites. In this section students have provided:

5.2 Site Plan

Purpose and representation of site alternatives. Elements addressed in site plans are: housing, open space and streets.

5.3 Access + Connectivity

Students identified pedestrian and vehicular access. Other modes of transportation access was also evaluated. Those figures can be found in the appendix

5.4 Site Sensitives

Lists potential public and site variables which may be sensitive to proposed site alternatives. In this section variables are connected with stakeholders that would have a particular interests or may be largely impacted by a site chosen for development.

5.5 Housing Description

The last section describes housing types and details illustrations that depict a conceptual example of what a possible development may look like.

town of lyons

5.2

site plans

These study plans provide a means for exploring various housing varieties, community arrangements and connectivity options. They should not be viewed as a final product, but rather as an inspiration for community backed design on these potential sites and beyond. As the visioning and

design process progresses these plans can be utilized as a jumping board and catalyst for engagement.

ball park alternative design 5.2.1 illustrations/tactics

housing

- Duplex, multifamily, townhouse and single family housing
- Multifamily units formed to look like large single family dwellings
- Lower story of multifamily units accessible for senior living
- Townhouses integrated into hillside to maximize acreage use
- Single family and duplexes have potential for parking on plots

streets

- Alley loaded perpendicular parking for multifamily units
- Primary road shifted away from school
- Alley divided from school via solid fence and trees
- 50 foot street cross section with attached sidewalks and on street parking
- 20 foot alleys
- Traffic calming to increase student and pedestrian safety
- Potential purchase of additional lot for street curve

open space

- “Front yard” greenway
- Townhouses divided to allow enhanced pedestrian access to hillside trail systems
- Screening from Carrol residence, park and school via trees
- Maintained pedestrian route through Bohn Park
- Underground irrigation lateral serving Bohn Park
- Pedestrian connection with North - South Bohn Park trails

school

- New replacement ballfields (baseball and softball)
- New (additional) track facilities
- New basketball court
- Shared field services
- Relocation no longer tempts crossing of parking lot
- Unified campus and athletics connection

northwest bohn park design 5.2.2

illustrations/tactics

housing

- Single family, detached and townhouse style dwellings
- Garage and flex space along alleys
- Flex space potentially used as workshop, studio, accessory dwelling unit or accessory domestic space
- Break in townhouses to break up apparent mass
- Shared driveways to maximize street tree provision
- Senior housing, single story
- Co-op or attached housing
 - Relates to existing co-op
 - Mixture of stories to minimize view shed impacts
- Access aligned with alley

streets

- Both 60 foot and 50 foot cross sections with tree lawn, on street parking and detached sidewalks
- Traffic calming integrated throughout subdivision

open space

- Greenspace aligned with roads for future connection to trails
- Northern area integrated with confluence and Bohn Park
- Riparian restoration area within floodplain
- Tree buffer for Carrol residence and existing subdivision
- Tree breaks along street for festival parking/activity access
- Pedestrian connectivity to Bohn Park, Confluence Park, hillside trails and dog park
- Greenspace aligned with roads for future connection to trails
- Northern area integrated with confluence and Bohn Park
- Riparian restoration area within floodplain
- Tree buffer for Carrol residence and existing subdivision
- Tree breaks along street for festival parking/activity access
- Pedestrian connectivity to Bohn Park, Confluence Park, hillside trails and dog park

It was the hope of the design team to be able to respond to stakeholder values in a positive manner...

town of lyons

access and connectivity 5.2.3

northwest bohn park site



figure 5.2.3: site one car access



figure 5.2.5 site one pedestrian access

ball park site

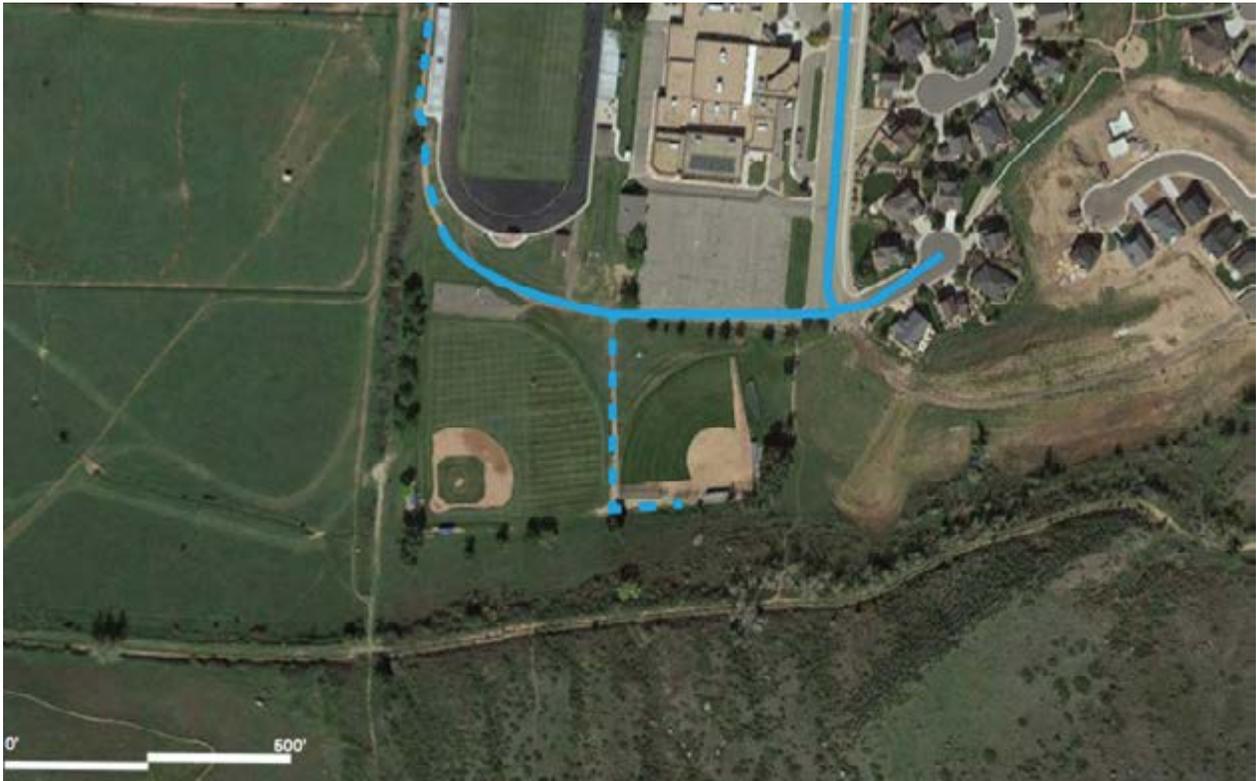


figure 5.2.4: site two car access



figure 5.2.6: site two pedestrian access

5.3

site sensitivities

ball park 5.3.1

flood + environmental sensitivity

- Kept structures outside maximum extent of September flood.
- Floodplain and majority of flood area restored to riparian corridor for passive flood mitigation
- Stormwater detention naturalized and set to complement park (plantings, contiguity, shape, etc.)
- Maintained wider corridor to allow for drainage improvements along canal
- Shared driveways for single family to maximize street tree provision

N

viewshed sensitivity

- Species selection of street trees to minimize maximum height
- Height selection of structures to minimize or remove viewshed impact to horizon
- Provision of buffer yards to break up building mass (Carroll, Subdivision, Co-op)
- Townhouse building wall broken up to reduce apparent mass
- Townhouse parking conducted in alley to minimize impact to street visible from subdivision

N

C

park loss sensitivity

- Buffer yards, stormwater detention, and greenspace contiguous to park space to maximize apparent size, enhance visual appeal, and minimize development footprint.
- Maintained connectivity of different park spaces through greenway corridors
- Maintained large, centralized, contiguous space to double between festival use and viewshed impact mitigation

roadway + pedestrian safety sensitivity

- Traffic Calming integrated throughout subdivision (all intersections + canal trail)
- Detached Sidewalk + Tree Lawn along roadways to enhance pedestrian comfort + safety

N

E

pedestrian connectivity sensitivity

- Maintained greenspace openings for potential future trails through surrounding open space
- Maintained pedestrian connectivity throughout development area allowing for movement between Confluence, Downtown, Subdivision, School, Dog Park, and Hillside Trails.

N

user sensitivity

- Centralized park space becomes more accessible for events
- Townhouses selected due to their versatility in ownership/rental configurations and as a desired “second choice” in housing study.
- Multi-units designed to feel like large single-family homes
- Townhouses arranged in such a way that a lease to own becomes more viable.
- Townhouses include detached garage with flex space above. Flex space can be used as accessory domestic space, workshop, studio or converted to accessory dwelling unit.

E

N

C

E

northwest bohn park 5.3.2

flood + environmental sensitivity

- Shared driveways for single family homes to maximize street tree provision
- Ground floor of properties along ditch used for parking with housing above
- Stormwater detention naturalized and set to complement park (plantings, contiguity, shape, etc.)

S

viewshed sensitivity

- Species selection of street trees to minimize maximum height
- Height selection of structures to minimize or remove viewshed impact to horizon
- Provision of buffer yards to break up building mass
- Townhouse building wall broken up to reduce apparent mass

N C S P

park loss sensitivity

- Buffer yards, stormwater detention, and greenspace contiguous to park space to maximize apparent size, enhance visual appeal, and minimize development footprint.
- Maintained connectivity of different park spaces through greenway corridors
- Allows for alternative sites for dog parks with different amenities (shade, water, proximity, etc.)

N C D

roadway + pedestrian safety sensitivity

- Traffic Calming integrated throughout subdivision (all intersections)
- Fence and vegetation buffer against alley

N S P

pedestrian connectivity sensitivity

- Maintained greenspace openings for potential future trails through surrounding open space
- Greenway connecting adjacent neighborhood with parkspace
- Maintained pedestrian connectivity throughout development area allowing for movement between Confluence, Downtown, Subdivision, School, Dog Park, and Hillside Trails.

N D

user sensitivity

- Townhouses selected due to their versatility in ownership/rental configurations and as a desired “second choice” in housing study.
- Multi-units designed to feel like large single-family homes
- Townhouses arranged in such a way that a lease to own becomes more viable.
- Alternate side entrances to preserve the feeling of individuality
- Pocket park connecting to Bohn Park

stakeholder icons

- C** the carrols
- D** dog park
- E** event organizer
- N** neighbors
- P** property owners
- S** school

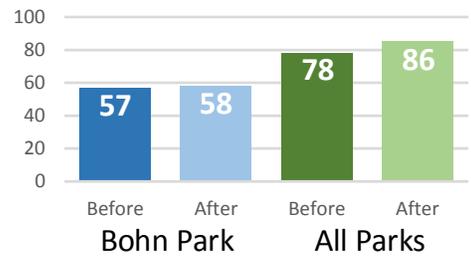
town of lyons

park and open space land 5.3.3

northwest bohn park



Housing Area	8.10	acres	66%
ROW Area	4.20	acres	34%
Development Area	12.30	acres	
Bohn Park Balance Before	57.00	acres	
Bohn Park Balance After	58.10	acres	+1.1
Total Park Balance Before	78.30	acres	
Total Park Balance After	85.60	acres	+7.3

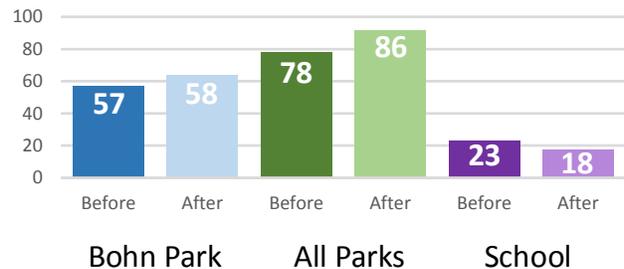


Park balance numbers based on anticipated participation in 404 and CDBG-DR buyout. To protect the privacy of those considering the buyout, the "future park" area shown is general in nature and does not reflect individual property owner participation. It does represent the general location and configuration of the majority of anticipated buyout participants.

ball park



Housing Area	8.9	acres	72%
ROW Area	3.4	acres	28%
Development Area	12.3	acres	
Bohn Park Balance Before	57	acres	
Bohn Park Balance After	64.1	acres	+7.1
Total Park Balance Before	78.3	acres	
Total Park Balance After	91.6	acres	+13.3
School Balance Before	23.2	acres	
School Balance After	17.5	acres	-5.7



Park balance numbers based on anticipated participation in 404 and CDBG-DR buyout. To protect the privacy of those considering the buyout, the "future park" area shown is general in nature and does not reflect individual property owner participation. It does represent the general location and configuration of the majority of anticipated buyout participants.

5.4

housing descriptions

northwest bohn park 5.4.1

The Bohn Park site is a 12.4 acre parcel located along the southern bank of the South Saint Vrain River and extends southward up the hillside towards the Lyons Dog Park. The property has been used for recreational activities and as event space for the Lyons community. During the September 2013 flooding the northernmost portion of the site was inundated and the majority of the more intensely developed portion of the park was significantly damaged. This site was selected to visualize replacement housing due to the sites proximity to the historic core of Lyons and existing utility infrastructure, lack of significant grade, along with the sites intimate connection to surrounding parkland and open space. When considering the general layout of the site the design group attempted to respond to a wide range of stakeholder concerns. The basic massing of the development was directed in such a manner as to address sensitivities such as user, environmental, viewshed, park loss, and pedestrian safety.

Based on the Housing Needs Assessment provided by the Housing Task Force the site would need to accommodate sixty (60) to one hundred (100) units in order to provide adequate replacement housing to those destroyed during the 2013 flood. The plan represents twenty-seven (27) single family units, thirty-six (36) townhouse units, nine (9) senior living units, and twenty-nine (29) multi-family units for a total of 101 units.

While the overall preference was for single family homes the size of the property and need to accommodate more affordable housing options drove the decision to provide the most popular second choice for housing type (townhome). The townhouse product allows for ownership, lease, or lease to own and provides private outdoor space in a similar fashion as a single family property. These units were broken into three and four unit segments to break up the wall mass presented towards the adjacent subdivision. Each townhouse lot utilizes alley loaded parking though an attached garage, these detached structures could be constructed with a “flex” space located above the garage, this area could serve as a workshop, studio, expanded domestic space, or be converted into an accessory dwelling unit. Single family lots were distributed around the perimeter of

the site with each property backing onto adjacent greenspace allowing for smaller lot depth without the loss of an open back yard. The buildings could be grouped in such a way as to use shared driveways, allowing for further lot area savings and more street frontage allowing for more street trees and additional on-street guest parking.

The other attached multi-family on the site consists of nine (9) single story senior living units. If both off-street and on-street parking are used, another nine units could be added above the initial senior living units. Across the street are some additional multi-family structures including two (2), two-story stacked units along with several single-story tri- and quad-plexes that could be designed in such a way as to present a similar street front as a larger single family home.

The northernmost extent of the site was dictated by the sedimentation present due to the September 2013 flood event. While the 100 year floodplain on record only partially extends into the site, the actual extent as indicated by sedimentation served as a natural boundary to development. The undeveloped area to the north of this boundary could be restored to a riparian corridor allowing for passive flood mitigation and habitat enhancement. While the development would require stormwater infrastructure improvements such as a detention pond, this facility could be naturalized and set to compliment the park (plantings, contiguity, shape, etc.).

Housing was developed around a loop roadway and scaled in height so as to not project above an assumed sixty (60) foot treeline along the western border, this minimizes or removes viewshed impact to the horizon and western mountain views. Buffer yards with specific tree species selection to minimize mature height could further reduce viewshed impacts and break up building mass. The majority of housing along this north-south axis was designed with alley loaded parking to minimize the impact to the street partially visible from the subdivision.

Pedestrian protection and traffic calming has been integrated along the length of the access road and throughout the site to generally reduce traffic speeds and prioritize



Traffic Calming integrated throughout subdivision

Centralized park space becomes more accessible for events

Townhouses include detached garage with flex space above

Tree buffer to minimize viewshed impact

Detached Sidewalk + Tree Lawn along roadways to enhance pedestrian comfort + safety

Stormwater Retention Pond

LOCAL STREET

LOCAL STREET

ALLEY ACCESS

LOCAL STREET

Floodplain and majority of flood area restored to riparian corridor for passive flood mitigation

Townhouse parking conducted in alley to minimize impact to street visible from subdivision

Structures kept outside maximum extent of September flood

Shared driveways for single family to maximize street tree provision

Maintained greenspace openings for potential future trails through surrounding open space

pedestrian movement. Limited travel-lane widths, pedestrian bump-outs, and detached sidewalks all add factors of safety to residents and visitors of the park. Pedestrian-only corridors already present on the site (such as the north-south path along the irrigation lateral) were maintained within corridors of sufficient width as to allow for drainage improvements to be made to minimize the risk of future flooding events along the lateral.

The looped roadway along with the housing frames a retained, centralized park space that doubles as viewshed protection. Where landscaped buffer yards or greenway

corridors were necessary, they were located in areas contiguous to the park to maximize the apparent size of the park, enhance the park edge, and minimize the development footprint.

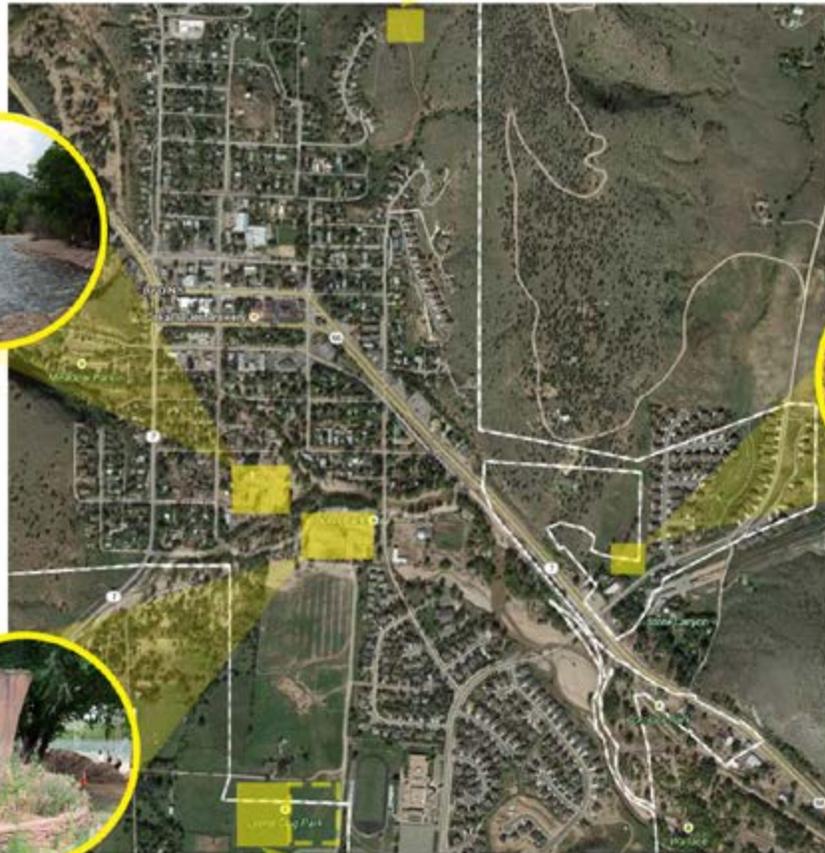
The layout is intended as a starting point for discussions on the general layout of housing, the type of product, and the overall integration with the surrounding environment, both natural and built. It was the hope of the design team to be able to respond to stakeholder values in a positive manner and visualize how Lyons might be able to welcome back residents displaced by the 2013 flooding.

dog park alternatives 5.4.2

Recognizing the potential loss of dog park via the Ball Park proposal, the following figure depicts potential replacement sites for smaller dog parks throughout the town. The objective was to identify smaller replacement sites in each area of town. For the analysis, ownership and availability of the proposed sites was not verified; these are purely hypothetical pending a public process, funding, land costs and availability.

LONGS PEAK DR.

- Will serve the northern neighborhoods
- Hill for dogs to play on
- 1/2 Acre Space



STONE CANYON

- Will serve the Eastern Corridor
- Easy access
- 1/2 Acre Space



CONFLUENCE AREA

- Central location in the flood plain
- Near river for dogs to play
- 2 Acre Space



BOHN PARK

- Central location in the flood plain
- Located near a park
- 3 Acre Space

LYONS DOG PARK

- Half of existing dog park
- Will serve the southern neighborhoods
- 5 Acre Space



town of lyons

ball park 5.4.3

The Ballpark Site is located to the south side of the Junior/High School. It is a 12.3 acre site that consists of a 9.8 acre area, currently in use by the school as their softball and baseball fields with the remaining 2.5 acres being a portion of the adjacent Bohn Park and a single vacant lot from the adjacent eastern subdivision. The site was selected due to its feeling of connectivity to the surrounding neighborhood, its close relationship to the park and open space, and its low impact on the viewshed of surrounding residents. Based on the Housing Needs Assessment provided by the Housing Task Force the site would need to accommodate sixty (60) to one hundred (100) units in order to provide adequate replacement housing to those destroyed during the 2013 flood.

When considering the layout the different stakeholders became the prime focus. Making sure the Lyons' residents who lost their homes to the flood had a place to come back to and to feel part of the community again was the biggest concern. Along with the displaced were the surrounding neighborhoods, the dog park users, and the school district. Each stakeholder was considered during the evaluation and creation of a sample layout. The site, in this layout, contains a total of 103 units, when broken down: 23 single-family, 18 town-homes, 14 duplex units, and 48 multi-units, with 10 of those being first floor units for the senior housing. Other than the replacement housing for the 404 participants, the tenure and pricing of the units was not established by unit type. The breakdown by rent, own, and affordability will be determined through the planning and engagement process.

The topography of the Ballpark site, with its steep grade, was a major driving force for the layout and type of housing chosen for each area. Eighteen town-home units were designed, to rest against the steepest grade of the parcel. Parking on the partially submerged grade allows two stories above without crossing the height restrictions and minimizing viewshed impacts towards the hillside. The townhomes

were broken up and lots between, left open to visually break up the massing and allow green-space and alternate entrance places for each unit. The townhouse product allows for ownership, lease, or lease to own and provides private outdoor space in a similar fashion as a single family property. The town-homes may also serve as replacements for the mobile homes which were destroyed. In surveys the mobile home owners expressed how valuable the community feeling and spaces were to their homes, while still feeling independent. By creating these shared outdoor spaces for flex-use and alternative entrance orientations and arrangements a sense of community is created while preserving the feeling of individuality for the residents.

Moving north through the development, the next layer of housing are the multi-unit dwellings. These are designed to feel like large single-family homes while serving four to six units a piece. The corner units would gain the advantage of alternate entrance points alleviating the row of doors impression which can lessen the feeling of uniqueness. An alley between, services the units with parking and utility services, while the green-way in front provides a front yard / pocket park amenity with connectivity to Bohn park off to the West along with the school and adjacent neighborhood to the North. The first floor units would be available to the senior community and would provide universal design for those who needed it, with a potential of 18 units, surpassing the 10 requested.

Single family homes line the West side of the development and front Bohn Park. They are designed to be single or two story homes. The twenty-three homes give the residents the option of owning, or possibly renting, an affordable single-family dwelling near the area where they lost their homes. The homes could have the option for either attached or detached garages to be used as art studios, accessory dwelling units, or for vehicles; providing the flexibility and personality of the flood destroyed neighborhoods.

The site was selected due to its feeling of connectivity to the surrounding neighborhood, its close relationship to the park and open space.

Unit Count & Housing Type

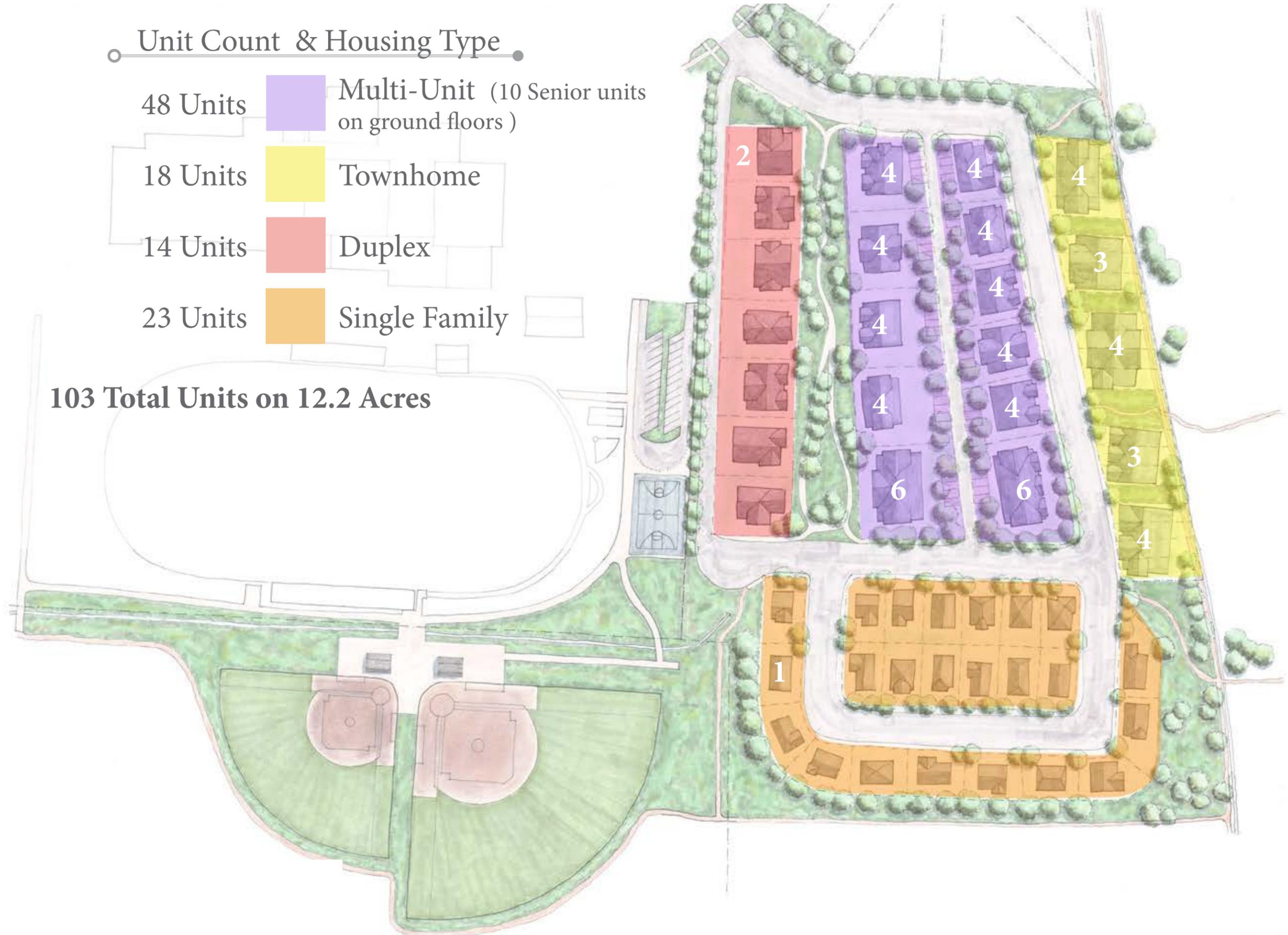
48 Units Multi-Unit (10 Senior units on ground floors)

18 Units Townhome

14 Units Duplex

23 Units Single Family

103 Total Units on 12.2 Acres



ball park perspectives 5.4.4



A row of seven duplexes (fourteen units), line the developments northern boundary. Along with creating privacy, and considering safety for the school, an alley rather than a street was chosen to limit traffic directly adjacent to the school. This allows for a buffer yard to be created utilizing fencing and landscaping to serve as a physical and aesthetic buffer. The duplexes share the green-way in the front and also could have the option for garages with the potential to be accessory dwelling units.

In the creation of this sample layout, the school's ballparks would need to be relocated. An area adjacent to their current football field was chosen as the proposed replacement site. The new site is located on a portion of the current dog park. The dog park space displaced by the ballfields could

be distributed to a number of different locations throughout the community. This would allow for additional amenities such as shade or water access to be provided so as to allow additional choices to Lyons residents.. The new location of the ball-fields react to the school's layout and help to create a unified campus along with consolidating their amenities like restrooms and concessions to potentially share with the football games.

The layout is intended as a starting point for discussions on the general layout of housing, the type of product, and the overall integration with the surrounding environment, both natural and built.



appendix

resources

The following plans were referenced during the development of this report

Lyons Comprehensive Plan Update (2010)

Lyons Recovery Action Plan (2014)

Town of Lyons Website

Lyons Housing Needs Assessment

Colorado United Website

Boulder Long-Term Flood Recovery

Town of Lyons Master Plan Website

Lyons Chamber of Commerce Website

Lyons Business Sites

connectivity and access continued



site one bicycle access



site two golf cart access



site one golf cart access



site two bicycle access

engagement strategies and stages table

	Stage 1: Where to Build? (2 months)	Stage 2a: How Many Units? (2 months)	Stage 2b: Who Builds them? (3 months) (During this process we should be engaging around Park-space and Community Center)	Stage 3: What do they Look Like? (5 months)
MindMixer	When: throughout entirety of this stage			
	Purpose: To engage people in ongoing conversations, polls, and surveys concerning site selection. Provides an online platform for people to “talk-it out,” as opposed to using facebook or twitter for this means. Additionally, by allowing users to earn points and prizes, we can engage various local businesses early on.	Purpose: To engage people in ongoing conversations, polls, and surveys concerning how many units to build on the selected site. Provides an online platform for people to “talk-it out,” as opposed to using facebook or twitter for this means. Additionally, by allowing users to earn points and prizes, we can keep various local businesses engaged.	Purpose: To engage people in ongoing conversations, polls, and surveys concerning park-space and desired amenities/services for the proposed community center. Provides an online platform for people to “talk-it out,” as opposed to using facebook or twitter for this means. Additionally, by allowing users to earn points and prizes, we can keep various	Purpose: To engage people in ongoing conversations, polls, and surveys concerning the design of the new development. Provides an online platform for people to “talk-it out,” as opposed to using facebook or twitter for this means. Additionally, by allowing users to earn points and prizes, we can keep various local businesses engaged.
CrowdGauge	When: One time over entire project--leave platform open for users for about 2 weeks at the beginning of the first month (September). The rest of the project will be spent managing the large amount of data this platform will provide.	When: not used during this stage	When: not used during this stage	When: not used during this stage
	Purpose: To engage people in an online game-like process that educates users on how different actions and design choices impact their priorities. At the same time it gives planners a huge source of feedback/data we can analyze to better understand and work with these priorities while determining where to build, how many units to build, and what they will look like. This should happen at the beginning of the project so that people are educated early on about the subject, thus, leading to more productive conversations in the later parts of the project.	N/A	N/A	N/A
Hands-On Technology				
In Heavily Trafficked Public Places	When: throughout entirety of stage with different things featured weekly	When: throughout entirety of stage with different things featured weekly	When: throughout entirety of stage with different things featured weekly	When: throughout entirety of stage with different things featured weekly
	Purpose: These will be used to engage citizens in a more casual manner because they simply participate in passing as opposed to doing it with a specific intention in mind. The iPads could be used for multiple purposes, such as allowing people to engage in interactive games where they play around with organizing units on the various sites (similar to the more hands-on puzzle-piece game we propose for the workshops), surveys, to feature the “Story of the Week” form the Digital-Storytelling platform, and, simply, to advertise the various sources (phone numbers, emails, and websites) where people can receive different types of information.	Purpose: These will be used to engage citizens in a more casual manner because they simply participate in passing as opposed to doing it with a specific intention in mind. The iPads could be used for multiple purposes, such as allowing people to engage in interactive games where they play around with fitting different numbers of units in the site (similar to the more hands-on puzzle-piece game we propose for the workshops), surveys, to feature the “Story of the Week” form the Digital-Storytelling platform, and, simply, to advertise the various sources (phone numbers, emails, and websites) where people can receive different types of information.	Purpose: These will be used to engage citizens in a more casual manner because they simply participate in passing as opposed to doing it with a specific intention in mind. The iPads could be used for multiple purposes, such as allowing people to engage in interactive games where they propose community-center amenities and locations/amenities for new park space, surveys, to feature the “Story of the Week” form the Digital-Storytelling platform, and, simply, to advertise the various sources (phone numbers, emails, and websites) where people can receive different types of information.	Purpose: These will be used to engage citizens in a more casual manner because they simply participate in passing as opposed to doing it with a specific intention in mind. The iPads could be used for multiple purposes, such as allowing people to engage in interactive games where they design their own home (similar to the more hands-on priced design-puzzle-piece game we propose for the workshops), surveys, to feature the “Story of the Week” form the Digital-Storytelling platform, and, simply, to advertise the various sources (phone numbers, emails, and websites) where people can receive different types of information.
Door-to-Door	When: 2 or more times per month (at least 4 times during this stage) during individual/small group meetings	When: 2 or more times per month (at least 4 times during this stage) during individual/small group meetings	When: 2 or more times per month (at least 6 times during this stage) during individual/small group meetings	When: 2 or more times per month (at least 10 times during this stage) during individual/small group meetings
	Purpose: iPads can also be used in correlation with a trusted town-representative to go door-to-door or to small group meetings to engage with more specific stakeholders. They can be used in these cases to present visualizations showing units placed on different sites, view-shed impact drawings to take down information brought up at these meetings, as well as for some of the more interactive strategies mentioned above.	Purpose: iPads can also be used in correlation with a trusted town-representative to go door-to-door or to small group meetings to engage with more specific stakeholders. They can be used in these cases to present visualizations showing how different numbers of units look on the selected site, view-shed impact drawings, to take down information brought up at these meetings as well as for some of the more interactive strategies mentioned above.	Purpose: iPads can also be used in correlation with a trusted town-representative to go door-to-door or to small group meetings to engage with more specific stakeholders. They can be used in these cases to present visualizations showing potential new parkspace locations and how they compare in square footage to the lost parkspace, to take down information brought up at these meetings, as well as for some of the more interactive strategies mentioned above.	Purpose: iPads can also be used in correlation with a trusted town-representative to go door-to-door or to small group meetings to engage with more specific stakeholders. They can be used in these cases to present visualizations of different types of units, to take down information brought up at these meetings, as well as for some of the more interactive strategies mentioned above.
Digital Storytelling	When: throughout the entirety of this stage with weekly featured stories and Storytelling activities (story circles, student/senior partnerships, podcasts)	When: throughout the entirety of this stage with weekly featured stories and Storytelling activities (story circles, student/senior partnerships, podcasts)	When: throughout the entirety of this stage with weekly featured stories and Storytelling activities (story circles, student/senior partnerships, podcasts)	When: throughout the entirety of this stage with weekly featured stories and Storytelling activities (story circles, student/senior partnerships, podcasts)
	Purpose: This tool will engage people on a more emotional level and allow for planners to understand the values and priorities of who we are building for. Additionally, various activities associated with this online platform will have different purposes that all relate to bringing community members closer together and ensuring that each and every story is heard and felt by all residents of Lyons. Through story-circles, podcasts, and “Stories of the week” people will begin to put faces with the displaced, while student/senior partnerships will allow for elders to educate children on the history of Lyons and inspire them to support the rehousing project. While this platform should be open for the entire development of the project, the data obtained from it will be of most use in the final (design) stage.	Purpose: This tool will engage people on a more emotional level and allow for planners to understand the values and priorities of who we are building for. Additionally, various activities associated with this online platform will have different purposes that all relate to bringing community members closer together and ensuring that each and every story is heard and felt by all residents of Lyons. Through story-circles, podcasts, and “Stories of the week” people will begin to put faces with the displaced, while student/senior partnerships will allow for elders to educate children on the history of Lyons and inspire them to support the rehousing project. While this platform should be open for the entire development of the project, the data obtained from it will be of most use in the final (design) stage.	Purpose: This tool will engage people on a more emotional level and allow for planners to understand the values and priorities of who we are building for. Additionally, various activities associated with this online platform will have different purposes that all relate to bringing community members closer together and ensuring that each and every story is heard and felt by all residents of Lyons. Through story-circles, podcasts, and “Stories of the week” people will begin to put faces with the displaced, while student/senior partnerships will allow for elders to educate children on the history of Lyons and inspire them to support the rehousing project. While this platform should be open for the entire development of the project, the data obtained from it will be of most use in the final (design) stage.	Purpose: This tool will engage people on a more emotional level and allow for planners to understand the values and priorities of who we are building for. Additionally, various activities associated with this online platform will have different purposes that all relate to bringing community members closer together and ensuring that each and every story is heard and felt by all residents of Lyons. Through story-circles, podcasts, and “Stories of the week” people will begin to put faces with the displaced, while student/senior partnerships will allow for elders to educate children on the history of Lyons and inspire them to support the rehousing project. During this final design stage is when the data collected from this platform will be of most use. By the beginning of this stage, someone should be well on their way organizing and analyzing this data so that it can be incorporated effectively into the design stage.
Visual Preference Survey	When: not used during this stage	When: not used during this stage	When: not used during this stage	When: Once at beginning of this stage (leave platform open for use for a month or so starting in April, then begin analyzing data)

	N/A	N/A	N/A	Purpose: This tool will be useful for engaging the community in the design of the project by using an online platform such as OpenPlans that allows users to do visual pairwise comparisons using Google Street View. Users click through side by side pictures and choose their preference, giving planners an idea of what kind of design aspects residents prefer for housing types, features, and street design. These surveys could be incorporated in public meetings/ workshops to keep the community aware of how their own design choices compare to those of their neighbors. This could also be used in conjunction with a photography contest (see below).
Photography Contest	When: not used during this stage	When: not used during this stage	When: not used during this stage	When: Once at beginning of this stage (during period when Visual Preference Survey platform is open)
	N/A	N/A	N/A	This could be used in conjunction with Visual Preference Surveys. Any member of the community could submit a
Workshops	When: Once (per stage)	When: Once (per stage)	When: Once (per stage)	When: Once (per stage)
	Purpose: This strategy provides a more hands-on, intimate way to educate and collect similar data to that collected through Crowdgaugue. However, it engages people who would rather work alongside other residents and with people to answer questions for them as opposed to alone at home. In this stage we would use a puzzle type game where users would attempt to fit units onto various sites, thus, educating them on how much space is needed for housing and allowing them to take some ownership over the design process as well as providing planners with feedback about which options are most preferred by the residents.	Purpose: This strategy provides a more hands-on, intimate way to educate and collect similar data to that collected through Crowdgaugue. However, it engages people who would rather work alongside other residents and with people to answer questions for them as opposed to alone at home. In this stage we would use a puzzle type game where users would attempt to fit different numbers of units onto the selected site, thus, educating them on how much space is needed for housing and allowing them to take some ownership over the design process as well as providing planners with feedback about which options are most preferred by the residents.	Purpose: This strategy provides a more hands-on, intimate way to educate and collect similar data to that collected through Crowdgaugue. However, it engages people who would rather work alongside other residents and with people to answer questions for them as opposed to alone at home. In this stage we would use some type of game to engage attendees in the process of locating areas for new parkspace and determining which amenities are most desired in both parkspace and a new community center. This will allow for planners to gather feedback about which options are most preferred by the residents.	Purpose: This strategy provides a more hands-on, intimate way to educate and collect similar data to that collected through Crowdgaugue. However, it engages people who would rather work alongside other residents and with people to answer questions for them as opposed to alone at home. In this stage we would use a game where users would be given the option of a few housing types and a number of design features all with price-tags attached to them and be asked to design a house in their given price range. This game will educate players on how much specific housing features actually cost and on what kind of things you sometimes have to give up to make something else happen, thus helping them to better understand their own priorities and reiterate that “you can’t have everything.” Additionally it will allow them to take some ownership over the design process as well as providing planners with feedback about which housing types and amenities are most preferred by the residents.
Newsletter	When: Once per month (twice during this stage)	When: Once per month (twice during this stage)	When: Once per month (3 times during this stage)	When: Once per month (5 times during this stage)
	Purpose: This would be used to give a continuous update on the development process to everyone involved in and effected by the project, to remind them of the different platforms that we are using for engagement, and for things like the “Story of the Month” and other relevant articles.	Purpose: This would be used to give a continuous update on the development process to everyone involved in and effected by the project, to remind them of the different platforms that we are using for engagement, and for things like the “Story of the Month” and other relevant articles.	Purpose: This would be used to give a continuous update on the development process to everyone involved in and effected by the project, to remind them of the different platforms that we are using for engagement, and for things like the “Story of the Month” and other relevant articles.	Purpose: This would be used to give a continuous update on the development process to everyone involved in and effected by the project, to remind them of the different platforms that we are using for engagement, and for things like the “Story of the Month” and other relevant articles.
Direct Communication	When: everyday	When: everyday	When: everyday	When: everyday
	Purpose: Because there has to be a way for important stakeholders to get in touch with those involved in the planning project whenever they have questions or concerns, we will need to have a direct phone-line with someone there to answer it for set amount of hours everyday. Additionally we need to provide an email address and have someone answering emails at an appropriate rate.	Purpose: Because there has to be a way for important stakeholders to get in touch with those involved in the planning project whenever they have questions or concerns, we will need to have a direct phone-line with someone there to answer it for set amount of hours everyday. Additionally we need to provide an email address and have someone answering emails at an appropriate rate.	Purpose: Because there has to be a way for important stakeholders to get in touch with those involved in the planning project whenever they have questions or concerns, we will need to have a direct phone-line with someone there to answer it for set amount of hours everyday. Additionally we need to provide an email address and have someone answering emails at an appropriate rate.	Purpose: Because there has to be a way for important stakeholders to get in touch with those involved in the planning project whenever they have questions or concerns, we will need to have a direct phone-line with someone there to answer it for set amount of hours everyday. Additionally we need to provide an email address and have someone answering emails at an appropriate rate.
Town Meetings	When: Once per month (twice during this stage)	When: Once per month (twice during this stage)	When: Once per month (3 times during this stage)	When: Once per month (5 times during this stage)
	Purpose: These meetings will be open to anybody who wants to come and will provide a place to discuss the process, introduce important project representatives, funders, and involved businesses, and allow for anybody to ask questions and express concerns.	Purpose: These meetings will be open to anybody who wants to come and will provide a place to discuss the process, introduce important project representatives, funders, and involved businesses, and allow for anybody to ask questions and express concerns.	Purpose: These meetings will be open to anybody who wants to come and will provide a place to discuss the process, introduce important project representatives, funders, and involved businesses, and allow for anybody to ask questions and express concerns.	Purpose: These meetings will be open to anybody who wants to come and will provide a place to discuss the process, introduce important project representatives, funders, and involved businesses, and allow for anybody to ask questions and express concerns.
Small Group Meetings	When: 2 or more times per month (at least 4 times during this stage)-varies according to stakeholders’ needs and schedules	When: 2 or more times per month (at least 4 times during this stage)-varies according to stakeholders’ needs and schedules	When: 2 or more times per month (at least 6 times during this stage)-varies according to stakeholders’ needs and schedules	When: 2 or more times per month (at least 10 times during this stage)-varies according to stakeholders’ needs and schedules
	Purpose: These meetings will be places where more specific stakeholders can discuss concerns and ask questions in-person in a more intimate setting with other stakeholders in similar situations and a town-representative who they grow to know and trust over the course of the project. See “Specific Stakeholder Key” for those who fall into this category and will need to be met with during this stage.	Purpose: These meetings will be places where more specific stakeholders can discuss concerns and ask questions in-person in a more intimate setting with other stakeholders in similar situations and a town-representative who they grow to know and trust over the course of the project. See “Specific Stakeholder Key” for those who fall into this category and will need to be met with during this stage.	Purpose: These meetings will be places where more specific stakeholders can discuss concerns and ask questions in-person in a more intimate setting with other stakeholders in similar situations and a town-representative who they grow to know and trust over the course of the project. See “Specific Stakeholder Key” for those who fall into this category and will need to be met with during this stage.	Purpose: These meetings will be places where more specific stakeholders can discuss concerns and ask questions in-person in a more intimate setting with other stakeholders in similar situations and a town-representative who they grow to know and trust over the course of the project. See “Specific Stakeholder Key” for those who fall into this category and will need to be met with during this stage.
Textizen	When: whenever necessary	When: whenever necessary	When: whenever necessary	When: whenever necessary
	Purpose: This is an easy way to remind people of events such as town-meetings and workshops as well as to send out short surveys (i.e. site selection).	Purpose: This is an easy way to remind people of events such as town-meetings and workshops as well as to send out short surveys (i.e. how many units?).	Purpose: This is an easy way to remind people of events such as town-meetings and workshops as well as to send out short surveys (i.e. desired park and community-center amenities).	Purpose: This is an easy way to remind people of events such as town-meetings and workshops as well as to send out short surveys (i.e. housing-type preference).
Facebook/Twitter	When: everyday	When: everyday	When: everyday	When: everyday
	Purpose: These platforms should be used on a very regular basis to distribute simple reminders and information such as meeting dates/times, links and short information about other platforms, etc. Mostly just to keep people reminded about the project and up-to-date on information through databases that they already check on a regular basis. (For more in-depth explanation on how to use these platforms effectively, see “Social Media Strategies” document.)	Purpose: These platforms should be used on a very regular basis to distribute simple reminders and information such as meeting dates/times, links and short information about other platforms, etc. Mostly just to keep people reminded about the project and up-to-date on information through databases that they already check on a regular basis. (For more in-depth explanation on how to use these platforms effectively, see “Social Media Strategies” document.)	Purpose: These platforms should be used on a very regular basis to distribute simple reminders and information such as meeting dates/times, links and short information about other platforms, etc. Mostly just to keep people reminded about the project and up-to-date on information through databases that they already check on a regular basis. (For more in-depth explanation on how to use these platforms effectively, see “Social Media Strategies” document.)	Purpose: These platforms should be used on a very regular basis to distribute simple reminders and information such as meeting dates/times, links and short information about other platforms, etc. Mostly just to keep people reminded about the project and up-to-date on information through databases that they already check on a regular basis. (For more in-depth explanation on how to use these platforms effectively, see “Social Media Strategies” document.)

engagement strategies staffing table

	Contact Information	Date & Method Contact	Strategy Used	Rate Success (1-5)	Comments/Notes	Next Step
General Residents						
Displaced Confluence Homeowners						
Displaced Mobile Homeowners						
Displaced Renters						
Directly Adjacent Residential Neighbors						
Proximal Neighbors						
The Carroll's B & B						
School District						
Students						
Households with students						
Event Organizers at Bohn Park						
Parks & Open Space Users						
Dog Park Users						
Business Owners						
Funders (National Housing Coalition Funders Guide)						
Market Developer/Property Owner						
Developers						
Elected Officials						
City Management & commissions						
Seniors (GoldenGang)						

engagement strategies table

	Engagement Needs Level Individual Attention Group Meetings Printed & Digital Distribution	Description	Needs/Concerns	Positive Points	Information to Communicate	Communication Strategy	Objective	Reason for selected strategy
General Residents	Distribution	These are individuals who may be generally interested in potential development. Their property will not be directly impacted by development, nor are they displaced. Their concerns may be less specific or centralized around one topic.	Displaced individuals desire to return, loss of small town feel, loss of park space, traffic, Boulderization, views, need to protect the environment	Need to return displaced individuals/friends/neighbors, desire to maintain economic diversity of Lyons	Processes, times for engagement and community input, alternatives, individuals involved	MindMixer, Digital Storytelling (readers), iPads in heavily trafficked areas, Town meetings, Newsletters	To garner as much support as possible from the town and its residents and create an inclusive process.	Mindmixer and Digital Storytelling are easy for residents to use remotely. Lyons has many festivals that draw out residents, so iPads/information booths are a good way to reach the general population without creating defensiveness. Newsletters are a fairly simple way to keep everyone informed and cut down on rumors.
Displaced Confluence Homeowners	Individual, Group & Distribution	Households that were located within the confluence and owned a single family home. These households have the option to participate in the FEMA 402 buyout program, which will provide greater buying power, but may still put them below the current market rate.	Single family homes, housing that reflects what they lost and what they can afford, their yards, proximity to downtown Lyons, access, time it take to rebuild and return	Desire to return	Timeframe, meetings, who are the decision makers, design alternatives, planning and decision making processes.	Housing design workshops, MindMixer, Crowdgauge, Digital Storytelling (readers), newsletters, town meetings, iPads in heavily trafficked areas (or door-to-door to those currently living in town), Small group meetings, direct line of communication	To provide housing for these individuals that they like and to make them feel that they are welcome back in the town of Lyons. Also to involve them as much as possible in the process.	Mindmixer, Crowdgauge, and Digital Storytelling are methods that are easy for residents who don't live in Lyons currently to use remotely. Traditional town meetings provide a space for displaced residents to interact with current residents. These residents should also have a focus group for their specific needs. Housing design workshops allow displaced residents a chance to help design the place they will be living in and increase the odds that they will actually move back.
Displaced Mobile Homeowners	Individual, Group & Distribution	These residents were able to own a home at an affordable rate in a highly desirable riverfront location. They have described their community as close knit. The money that they have received for their mobile homes is inadequate for participating within Lyons's current housing market. The funds received could be their main source for temporary housing and living expenses.	Affordability, similar desires of single family, home ownership, community feeling, time to return to build out, universal design needs	Desire to return	Timeframe, meetings, design alternatives, planning and decision making processes, design process and involvement	Housing design workshops, MindMixer, Crowdgauge, Digital Storytelling (readers), newsletters, town meetings, iPads in heavily trafficked areas (or door-to-door to those currently living in town), Small group meetings, direct line of communication	To provide housing and engage these individuals the housing development process. Previous mobile homeowners need to consider renting as opposed to owning a home and consider incentive to ease the transition (i.e. new amenities)	Mindmixer, Crowdgauge, and Digital Storytelling are methods that are easy for residents who don't live in Lyons currently to use remotely. Traditional town meetings provide a space for displaced residents to interact with current residents. These residents should also have a focus group for their specific needs. Housing design workshops allow displaced residents a chance to help design the place they will be living in and increase the odds that they will actually move back.
Displaced Renters	Individual, Group & Distribution	These residents either lost housing due to the results of the flood or due to rising costs of rent following the flood. They may to the most difficult to engage because locating displaced renters has proven to be more challenging.	Accessibility to town, walkability, affordability, availability, type of building for rental, universal design needs	Desire to return	Timeframe, costs, design alternatives, location of replacement units, funding, price point	Housing design workshops, MindMixer, Crowdgauge, Digital Storytelling (readers), newsletters, town meetings, iPads in heavily trafficked areas (or door-to-door to those currently living in town), Small group meetings, direct line of communication	To provide housing for these individuals that they like and to make them feel that they are welcome back in the town of Lyons. Also to involve them as much as possible in the process.	Mindmixer, Crowdgauge, and Digital Storytelling are methods that are easy for residents who don't live in Lyons currently to use remotely. Traditional town meetings provide a space for displaced residents to interact with current residents. These residents should also have a focus group for their specific needs. Housing design workshops allow displaced residents a chance to help design the place they will be living in and increase the odds that they will actually move back.
Directly Adjacent Residential Neighbors	Individual, Group & Distribution	These neighbors will be the closest to any proposed development. Any new development may impact their viewshed. This residential community value their views and share concerns with potential property value impacts. They are anticipated to be a vocal group united by common issues.	Viewshed, property values, traffic, park land, flood protection	Desire to have displaced individuals return	Design alternatives, public process, agencies involved, public input opportunities	Door-to-door visits with iPads, Design Workshops where they could identify ways in which development could benefit them (amenities, etc.), Direct line of communication, MindMixer, Crowdgauge, Digital Storytelling (readers), Newsletters, Town Meetings, iPads in heavily trafficked areas, Small group meetings	To garner as much support as possible from the town and its residents and create an inclusive process.	The adjacent neighbors will be one of the groups most affected by the development and will need to be worked with as a group and one on one. iPads will help visualize the impacts on their specific property and hopefully help them see that it will not affect their viewshed as much as they think it will. In addition, including them in the design could help them feel that they have a voice in how the development looks and address their safety concerns about adding a street. The rest of the methods, as with the general residents, will help them prioritize values, provide an emotional tool to help them sympathize with the displaced, and keep them informed.
Proximal Neighbors	Group & Distribution	These neighbors are not directly next to the proposed development, rather are separated from development from their current neighbors. Their concerns may be less centralized.	Property values, traffic, parking, park land, safety, general upkeep of neighborhood and park land	Desire to have displaced individuals return	Design alternatives, public process, agencies involved, public input opportunities	MindMixer, Crowdgauge, Digital Storytelling (readers), Newsletters, Town Meetings, iPads in heavily trafficked areas, Small group meetings	To garner as much support as possible from the community surrounding the new development and to make them feel a part of the project. To build support return of their neighbors.	Proximal neighbors will not be as affected by the development, however, they will still see some of the impacts. Small group meetings will address their specific concerns. The rest of the methods, as with the general residents, will help them prioritize their values, provide an emotional tool to help them sympathize with the displaced, and keep them informed.
The Carroll's B & B	Individual, Group & Distribution	The Carroll's B & B thrives off of a rural escape for guests with great views. There is currently low traffic volumes and very little noise or light pollution. They may be a powerful voice in this process.	Viewshed, rural feel of property, loss of revenue from diminished interest from patrons	Desire to have displaced individuals return	Local government and agencies involved, land purchase processes and agreements	Individual meetings, in person visit with iPad and visual of how the development will impact their views.	Convince of public benefit and minimal impacts on their property/business in order to gain support/neutrality and allow the easement. Understand their needs and mitigate problems.	The Carroll's have specific concerns that require special attention. They will need to be worked with personally in order to address all of their concerns and help them visualize the impacts of the development.