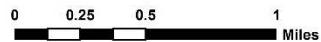
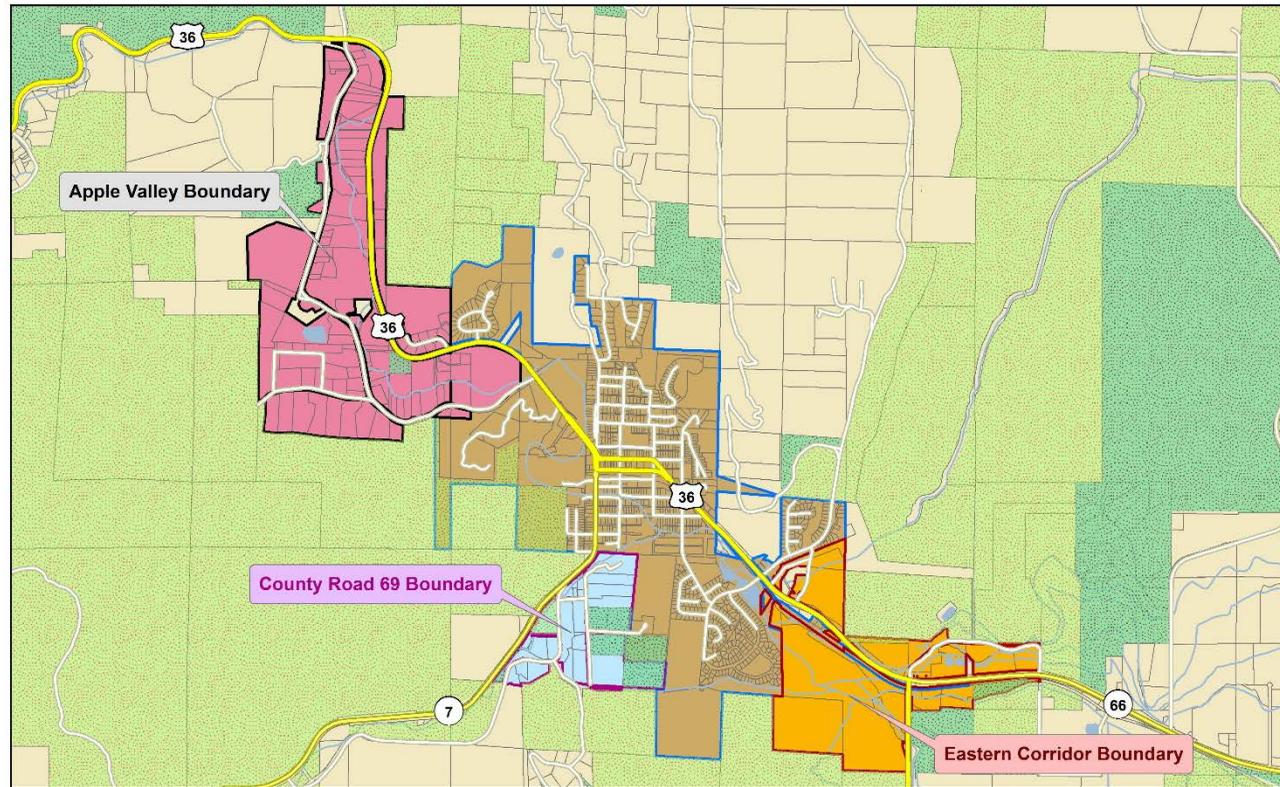


Eastern Corridor Planning Area – Workshop

17 March 2016



- Lyons Municipal Boundary
- Open Space
- Easements
- Boulder Parcels

Date: Thursday, March 17, 2016



PRIMARY PLANNING AREA MASTER PLAN



Master Plan Team

Ricker|Cunningham

Anne Ricker, Principal and Owner

Principal Client Contact

Bill Cunningham, Principal and Owner

Technical Project Manager

Cory Buckman, GIS Specialist

Mapping and Technical Analysis

Community Plans

Market Analyses and Strategies

Impact Analyses

Development Economics

Redevelopment Plans

Economic Development Programs

Ongoing Guidance

Kimley Horn

Troy Russ, AICP

Community Planning

Mark Bowers, PLA, ASLA, AICP, LEED AP

Community Planning and Landscape Architecture

Ted Ritschard, P.E.

Transportation Engineering

Community Plans

Master Development Plans

Urban Design

Landscape Architecture

Transportation Planning

Engineering



PRIMARY PLANNING AREA MASTER PLAN



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Project Planning Partners

Property Owners Within and Adjacent to the Primary Planning Area

Lyons Residents and Outlying Stakeholders

Town of Lyons Staff

Lyons Boards and Commissions

Board of Trustees

Housing Recovery Task Force

Planning and Community Development Commission

Sustainable Futures Commission

Utilities and Engineering Board

Economic Development Commission

Parks, Recreation and Culture Board

Others, as needed

Lyons Area Chamber of Commerce

St. Vrain Creek Coalition

Boulder County Land Use Department

City of Longmont Redevelopment & Revitalization Division

State of Colorado Department of Local Affairs



PRIMARY PLANNING AREA MASTER PLAN



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Past Studies, Reports and Plans

Lyons Recovery Action Plan

Lyons 2010 Comprehensive Plan

Lyons Municipal Code

Lyons Environmental Sustainability Action Plan

Lyons Area Urban Renewal Plan

Sustainable River Corridor Action Plan

St. Vrain Creek Watershed Master Plan

Lyons Drainage Master Plan

Active Studies and Plans:

Lyons Primary Planning Area Master Plan

Sanitary Sewer Expansion Feasibility Engineering Study



PRIMARY PLANNING AREA MASTER PLAN



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Project Purpose

Plan for future development and redevelopment in three small planning areas (potential annexation areas) within the Lyons Primary Planning Area including -- Eastern Corridor and Gateway, County Road 69 Area, and Apple Valley. The final concept framework and land use plans, along with supporting policy and regulatory recommendations will be used to update the 2010 Town of Lyons Comprehensive Plan and the Town's Intergovernmental Agreement with Boulder County.

Note: Funding for this project was provided by a State of Colorado Heritage Communities Fund Grant (CHPG).



PRIMARY PLANNING AREA MASTER PLAN



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Schedule & Location of Community Engagement Meetings

Eastern Corridor and Gateway Meetings

Location: Rogers Hall (next to the Old Stone Church)

408 High Street, Lyons, CO

Thursday, March 17

Thursday, April 14

Thursday, April 28

County Road 69 Area Meetings

Location: Lyons Fire Protection District

251 Broadway, Lyons, CO

Tuesday, May 17

Tuesday, June 7

Tuesday, June 28

Apple Valley Meetings

Location: River Church

18668 No. Saint Vrain Drive, Lyons, CO

Tuesday, July 19

Tuesday, August 16

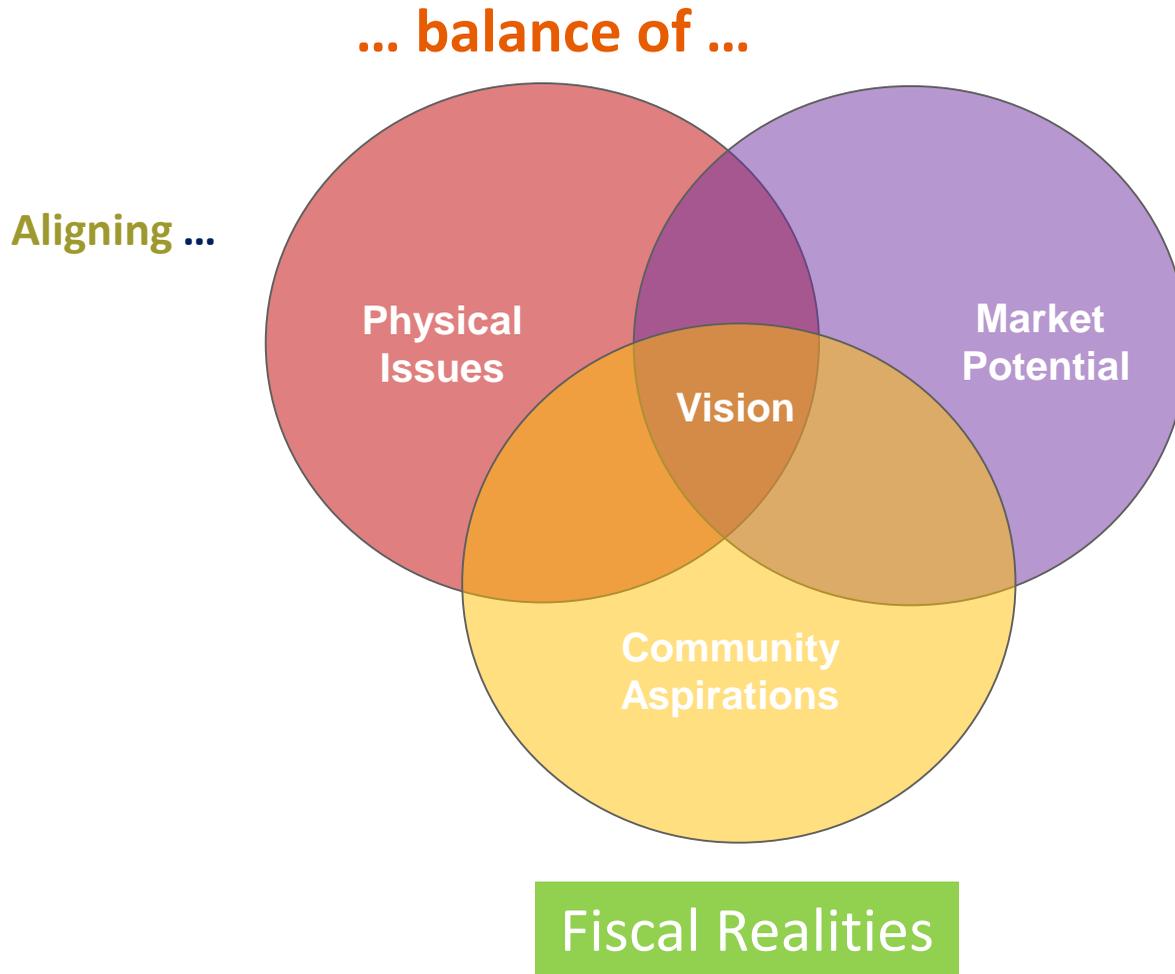
Tuesday, September 6



PRIMARY PLANNING AREA MASTER PLAN



The Vision



- **Physical** Issues
- **Market** Potential
- **Community** Aspirations
- **Fiscal** Realities

- builds Upon **Existing Assets**
- capitalizes on **Market Opportunities**
- establishes “**Addresses**” or Districts
- considers **Fiscal Consequences**
- responds to **Multiple Concerns**
- builds the Business Case **Economic Development Strategy**
- fosters **Informed Decision-Making**

Market Context

- Provides a reality “check” for the planning process
- Ensures that land use decisions are grounded in market and economic reality
- Offers an independent, third-party, “story to tell” to public and private development / investment partners



PRIMARY PLANNING AREA MASTER PLAN



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Top Down/Bottom Up Approach

Top Down Considerations

- Demand for certain land uses
- Demographic and psychographic conditions which support certain product types
- Untapped market niches (product voids)
- Competitive projects (proposed, planned and under construction)

Bottom Up Considerations

- Physical capacity of the community / individual parcels to accommodate market-supported product types – fewer physical constraints
- Vision and desire for certain uses and product types
- Size of parcels, parcel ownership (public and private), owner investment objectives
- Zoning (and other regulations) and presence of easements



PRIMARY PLANNING AREA MASTER PLAN

Demographic Summary (Top Down)

- The Town of Lyons compares favorably to Boulder County in population and household growth.
- The Town has a lower share of non-family and renter-occupied households and a slightly older population.
- The Town compares favorably to the County in terms of income and education level, but shows less ethnicity.

2015 Indicator (unless otherwise noted)	Town of Lyons	Boulder County
2010 Population	2,033	294,567
2015 Population	2,168	309,226
2015 Households	925	125,583
Annual Household Growth Rate (Projected through 2025)	1.8%	2.0%
Average Household Size	2.4	2.39
Percent Non-Family Households	35%	42%
Percent One- and Two-Person Households	63%	62%
Percent Renters	28%	37%
Percent Age 65+	8%	10%
Percent Age 0-17	24%	22%
Median Age	40.4	35.8
Percent With Bachelors Degree	56%	58%
Median Household Income	\$74,375	\$67,403
Percent With Income Below \$25,000	14%	9%
Percent With Income Over \$100,000	39%	46%
Percent Hispanic	6%	12%
Percent Black/African-American	1%	1%
Percent Asian American	1%	4%

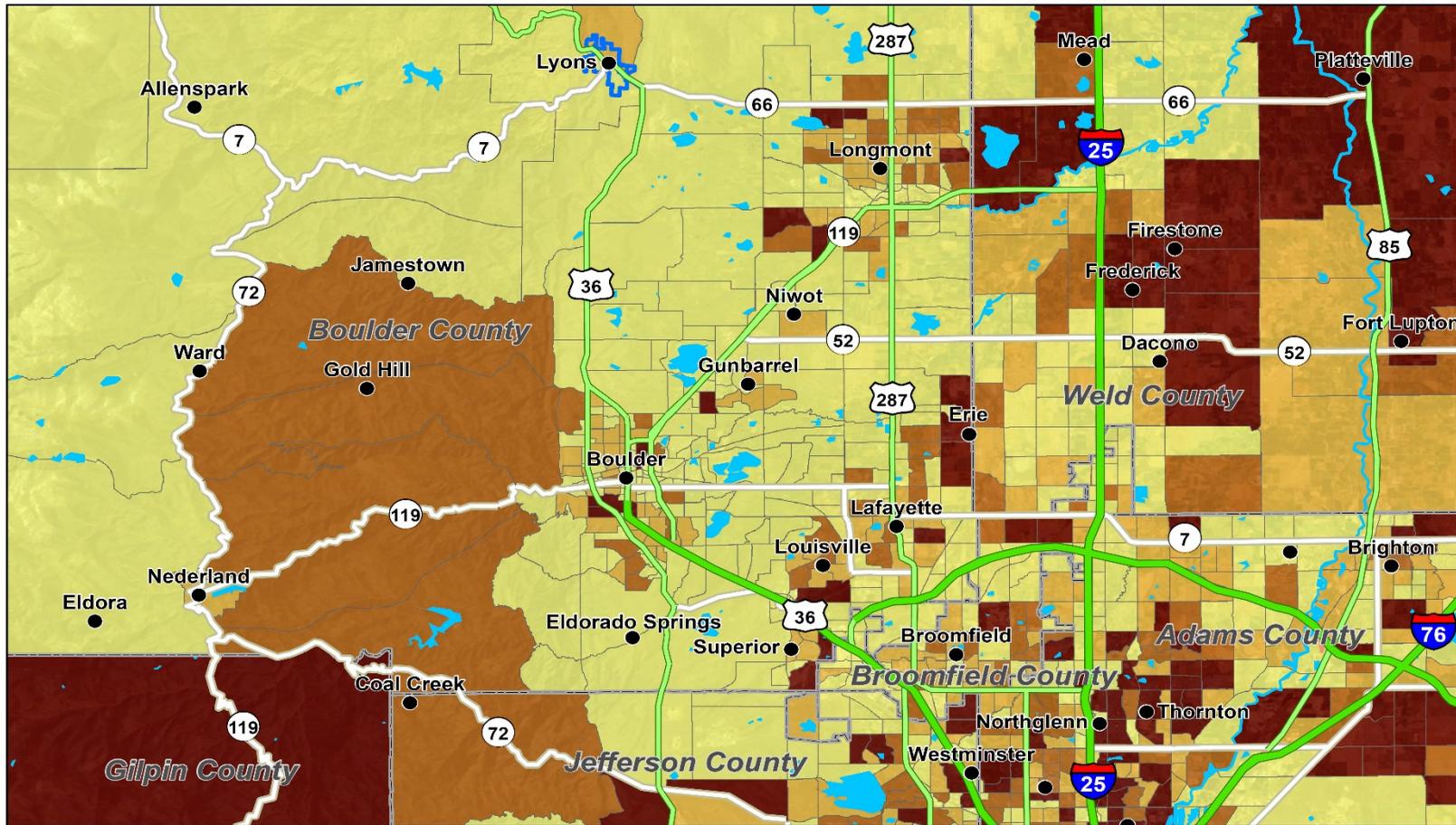
Source: U.S. Census; DRCOG; ESRI, Inc.; and Ricker|Cunningham.



PRIMARY PLANNING AREA MASTER PLAN



2025 POPULATION



0 1.25 2.5 5 Miles

Lyons Municipal Boundary

2025 Total Population by TAZ District
SOURCE: DRCOG

1,000 and Less	2,001 - 3,000
1,001 - 2,000	3,001 and Greater

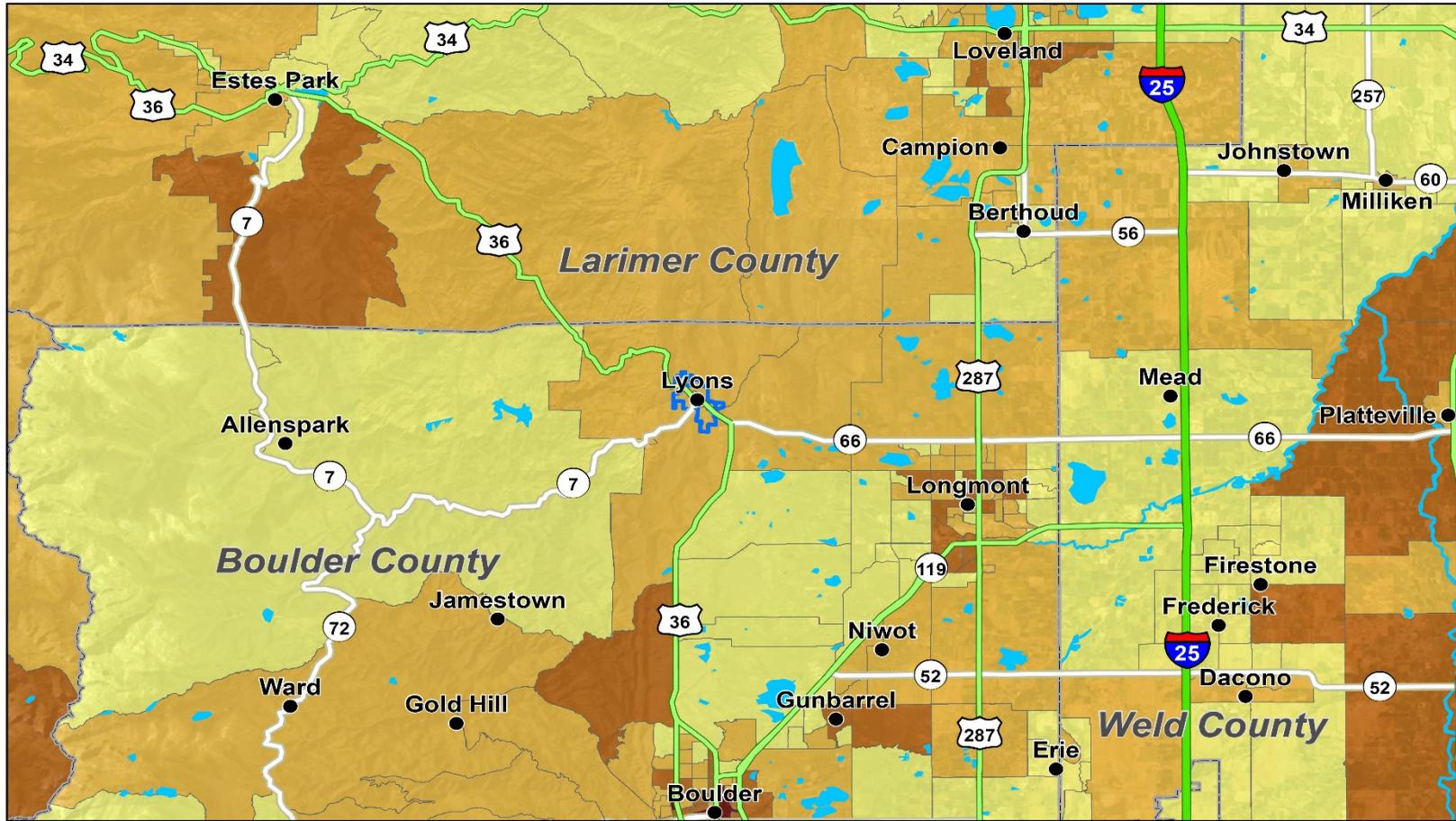
Date: Wednesday, March 16, 2016



PRIMARY PLANNING AREA MASTER PLAN



1980 BABY BOOMERS



Date: Wednesday, March 16, 2016

0 1.25 2.5 5 Miles

Lyons Municipal Boundary

1980 Population by Census Block Group
 SOURCE: U.S. Census, Geolytics, Ricker | Cunningham

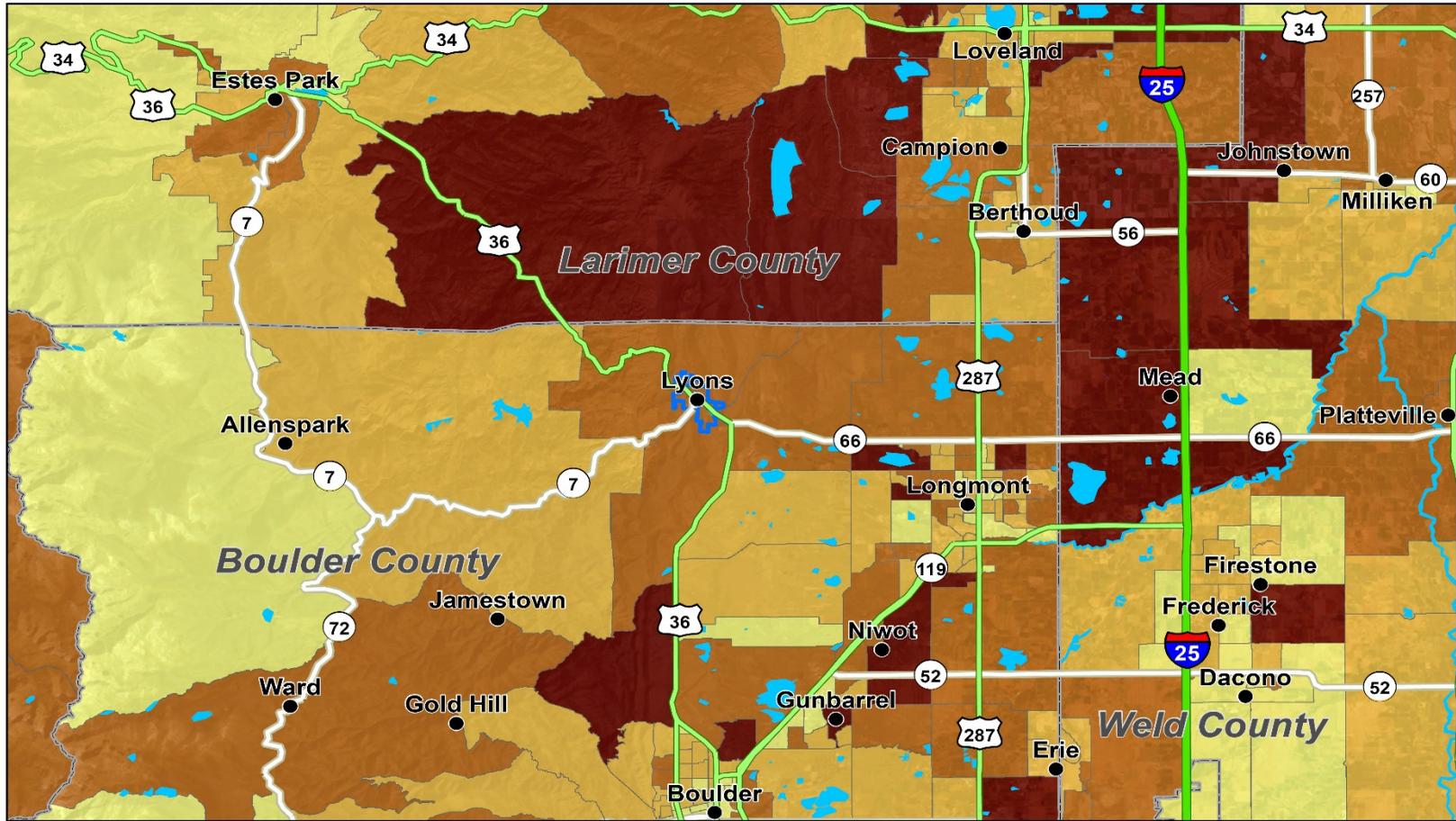
	250 and Less		501 - 750
	251 - 500		751 and Greater



PRIMARY PLANNING AREA MASTER PLAN



2010 BABY BOOMERS



0 1.25 2.5 5 Miles

Lyons Municipal Boundary

2010 Population by Census Block Group
 SOURCE: U.S. Census, Geolytics, Ricker | Cunningham

250 and Less	501 - 750
251 - 500	751 and Greater

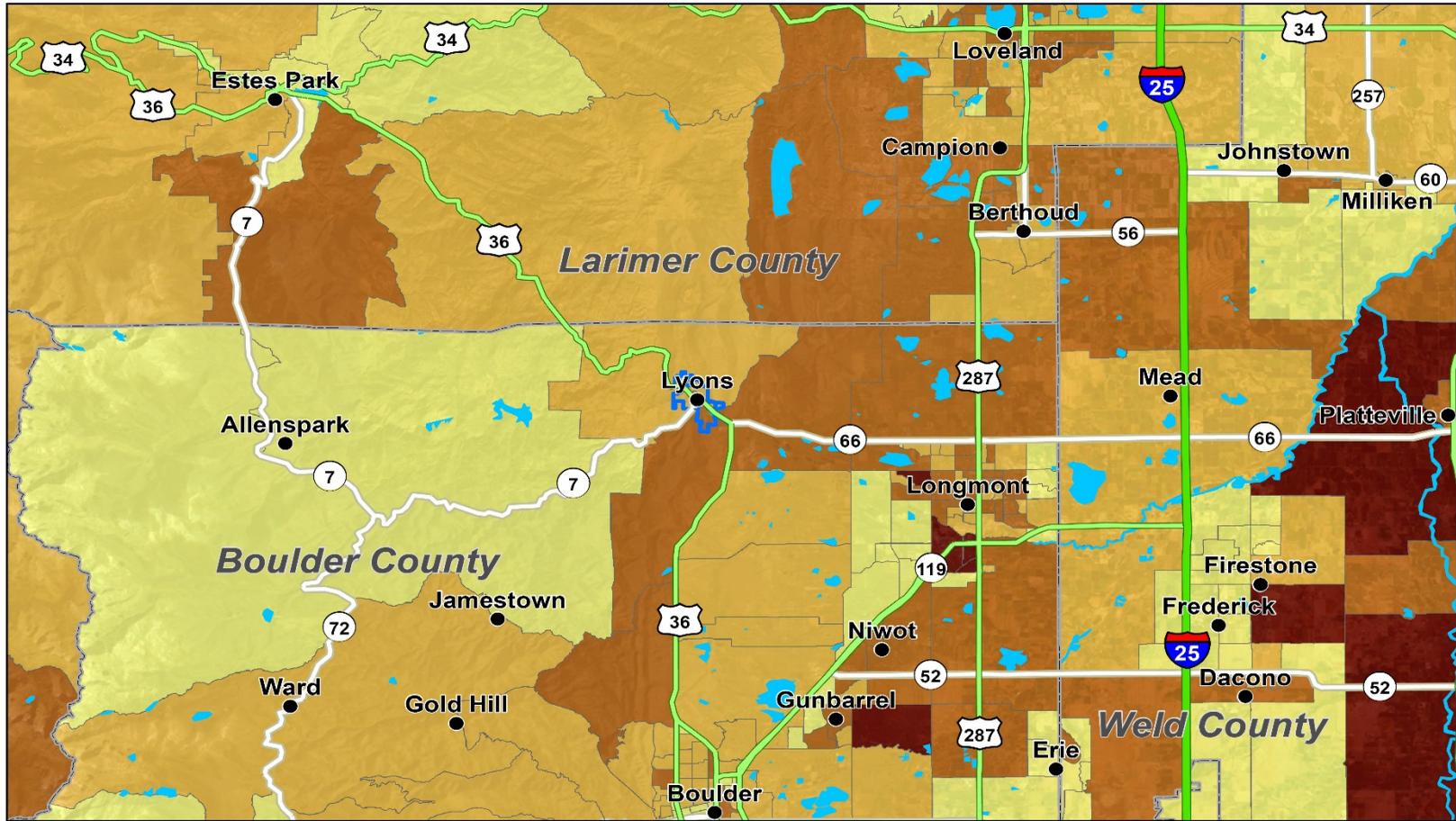
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PRIMARY PLANNING AREA MASTER PLAN



1980 GENERATION X



Date: Wednesday, March 16, 2016



Lyons Municipal Boundary

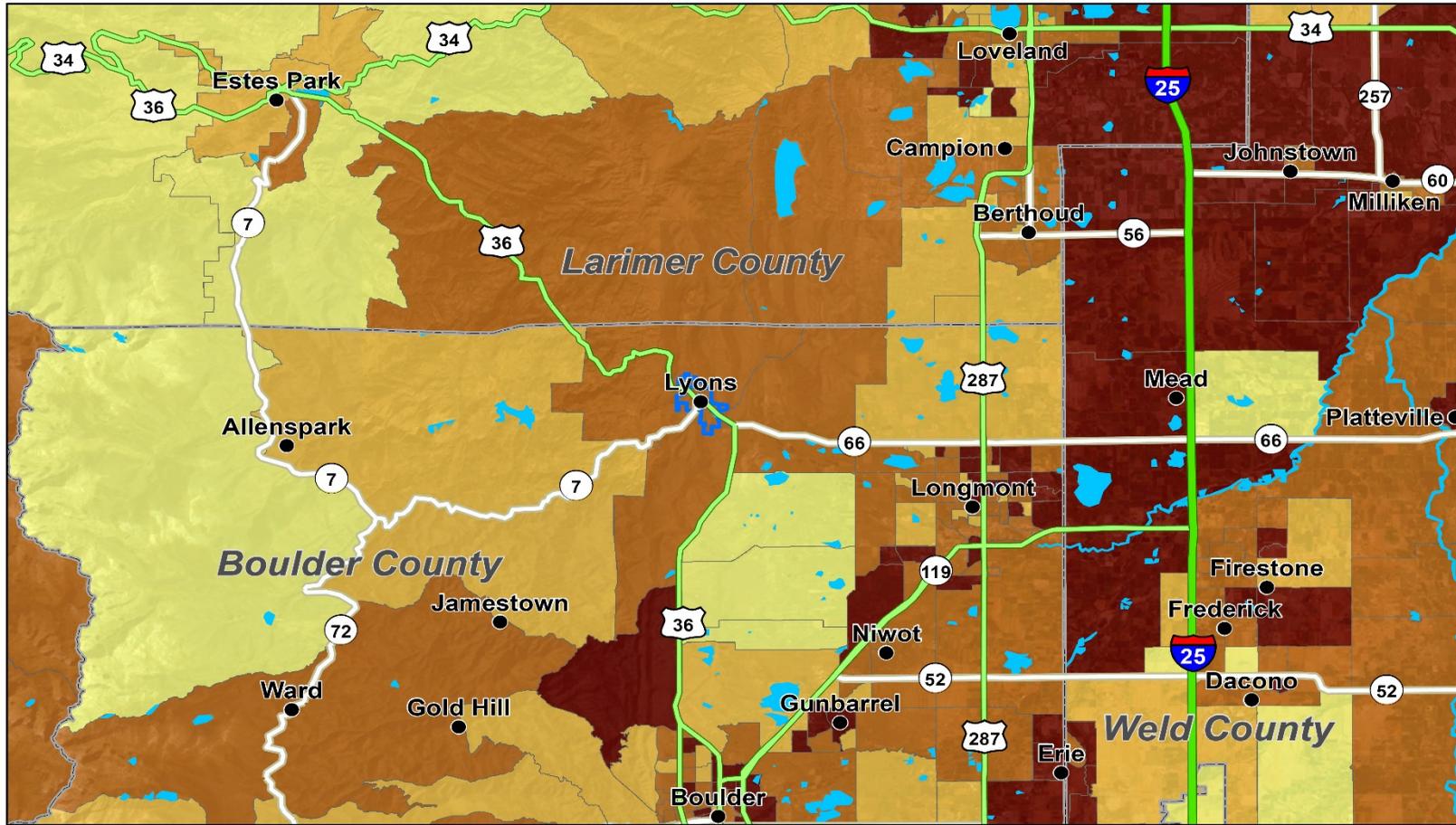
1980 Population by Census Block Group
 SOURCE: U.S. Census, Geolytics, Ricker | Cunningham



PRIMARY PLANNING AREA MASTER PLAN



2010 GENERATION X



0 1.25 2.5 5 Miles

Lyons Municipal Boundary

2010 Population by Census Block Group
 SOURCE: U.S. Census, Geolytics, Ricker | Cunningham

	100 and Less		251 - 500
	101 - 250		501 and Greater

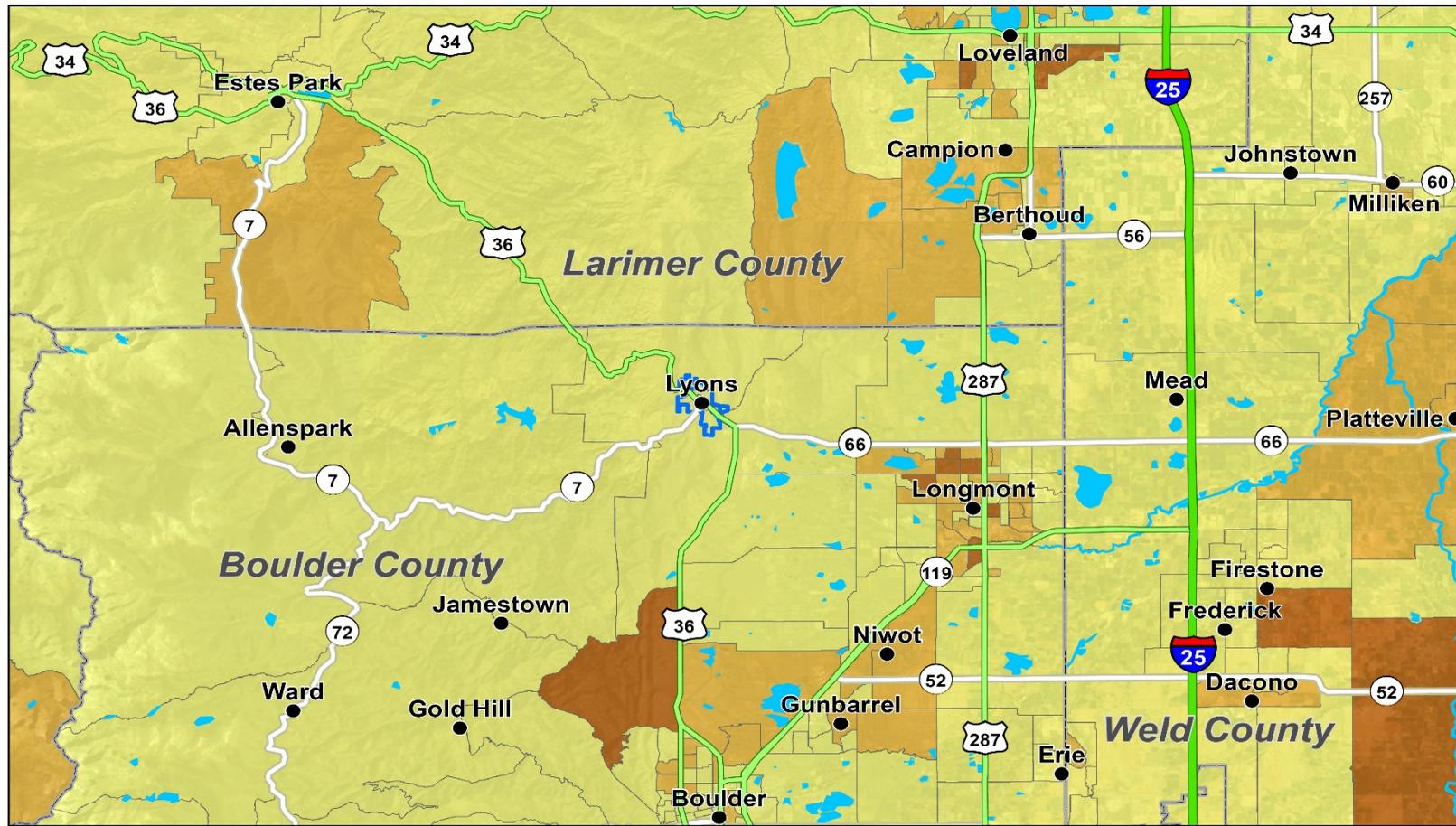
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PRIMARY PLANNING AREA MASTER PLAN



1990 GENERATION Y



Date: Wednesday, March 16, 2016



Lyons Municipal Boundary

1990 Population by Census Block Group
 SOURCE: U.S. Census, Geolytics, Ricker | Cunningham

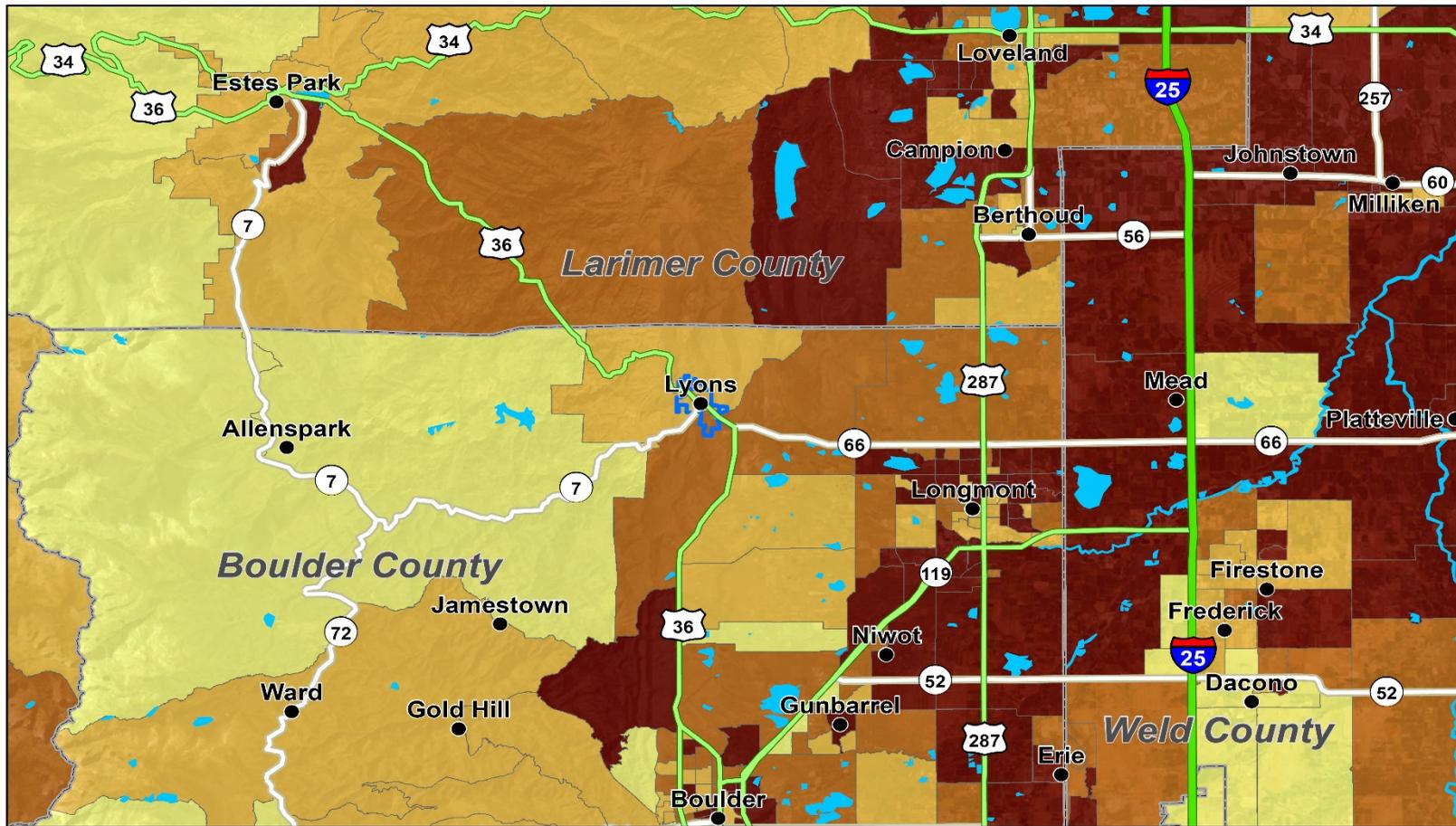
- 100 and Less
- 101 - 200
- 201 - 300
- 301 and Greater



PRIMARY PLANNING AREA MASTER PLAN



2010 GENERATION Y



0 1.25 2.5 5 Miles

Lyons Municipal Boundary

2010 Population by Census Block Group
 SOURCE: U.S. Census, Geolytics, Ricker | Cunningham

100 and Less	201 - 300
101 - 200	301 and Greater

N
 Date: Wednesday, March 16, 2016



PRIMARY PLANNING AREA MASTER PLAN



Psychographic Summary (Top Down)

Psychographics is a term used to describe the characteristics of people and neighborhoods which, instead of being purely demographic, speak more to attitudes, interests, opinions and lifestyles. Tapestry (ESRI) is a leading system for characterizing neighborhoods into one of 67 distinct market segments.

Commercial retail developers are interested in understanding a community's psychographic profile, as this is an indication of its resident's propensity to spend across select retail categories. Residential developers are also interested in understanding this profile as it tends to suggest preferences for certain housing product types.

Boulder County, and the Town of Lyons in particular, are dominated by upper class psychographic segments, indicating high incomes and high disposable retail spending.

Tapestry Segment	2015 Households	% of Total Households	U.S. Index=100*
Urban Chic	22,671	18.1%	1,369
Emerald City	9,120	7.3%	515
Dorms to Diplomas	8,583	6.8%	1,342
Professional Pride	7,738	6.2%	386
Enterprising Professionals	6,415	5.1%	369
Metro Renters	6,063	4.8%	324
In Style	5,984	4.8%	212
Boomburbs	5,936	4.7%	313
Savvy Suburbanites	4,815	3.8%	129
Old and Newcomers	4,673	3.7%	160
Total Above Segments	81,998	65.3%	--
Total Trade Area	125,583	100.0%	--

* Indicates concentration of this segment relative to U.S. average. A segment index of 200 would mean that this group contains 2 times the concentration of households compared to the average U.S. neighborhood.

Source: ESRI and Ricker | Cunningham.



PRIMARY PLANNING AREA MASTER PLAN

Psychographic Summary (Top Down)

Tapestry data can be organized into Urbanization Groups. Urbanization Groups indicate the type of living environment that different people are drawn to, based on geographic and physical features such as population density, size of city, location in or outside a metropolitan area, and whether it is part of the economic and social center of a metropolitan area.

As shown, over 52% of Boulder County households fall into the Suburban Periphery Urbanization Group. Still, approximately 13% of total households prefer more urban living environments.

Urbanization Group	2015 Households	% of Total Households	U.S. Index=100*
Suburban Periphery	65,822	52.4%	168
Metro Cities	39,392	31.4%	181
Principal Urban Center	8,286	6.6%	83
Urban Periphery	7,561	6.0%	36
Semirural	2,772	2.2%	29
Total Above Groups	123,833	98.6%	--
Total Trade Area	125,583	100.0%	--

* Indicates concentration of this segment relative to U.S. average. A segment index of 200 would mean that this group contains 2 times the concentration of households compared to the average U.S. neighborhood.

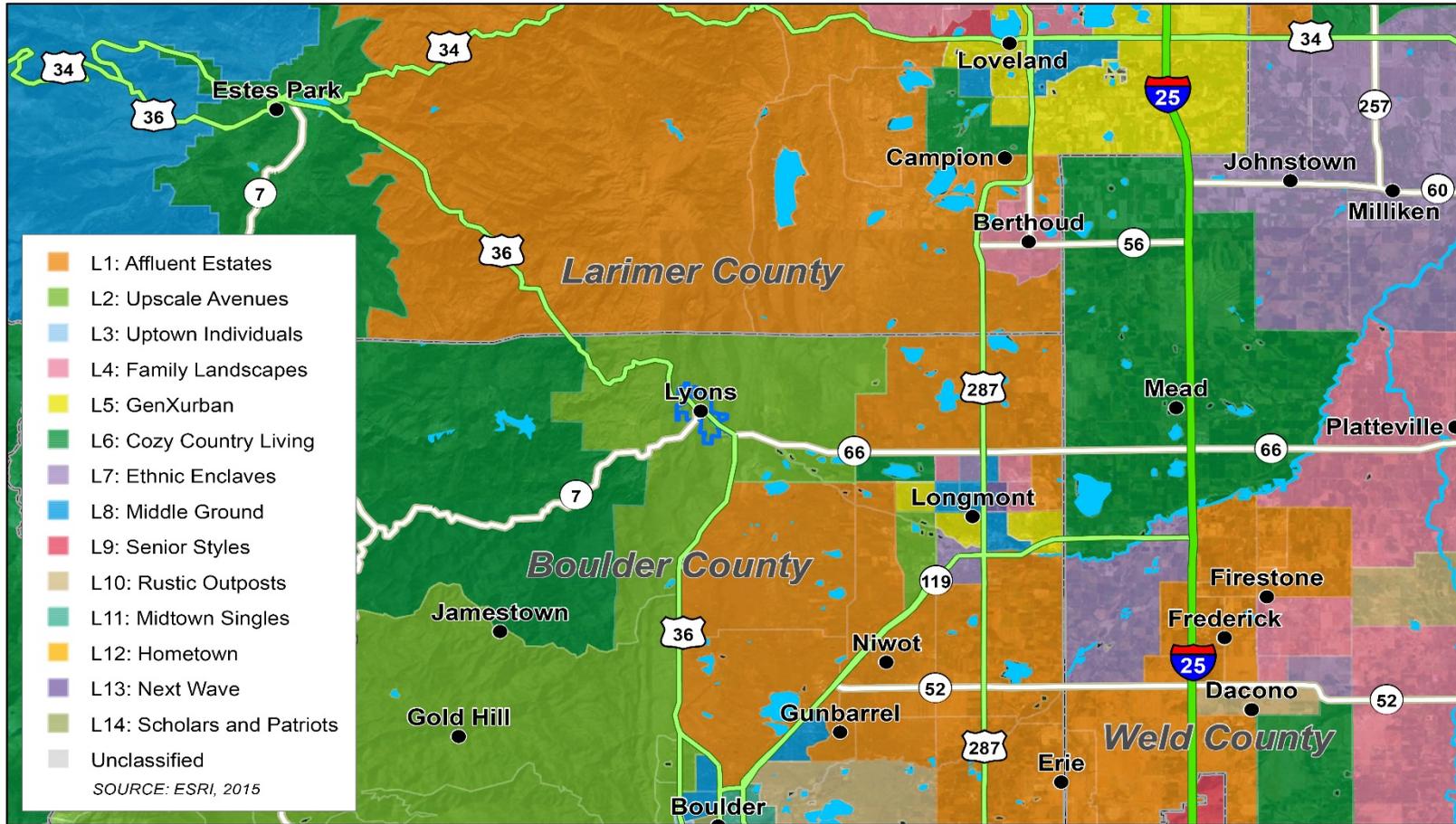
Source: ESRI and Ricker | Cunningham.



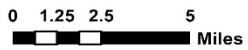
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TAPESTRY GROUPS



Date: Wednesday, March 16, 2016



Lyons Municipal Boundary



PRIMARY PLANNING AREA MASTER PLAN



Economic/Physical Conditions

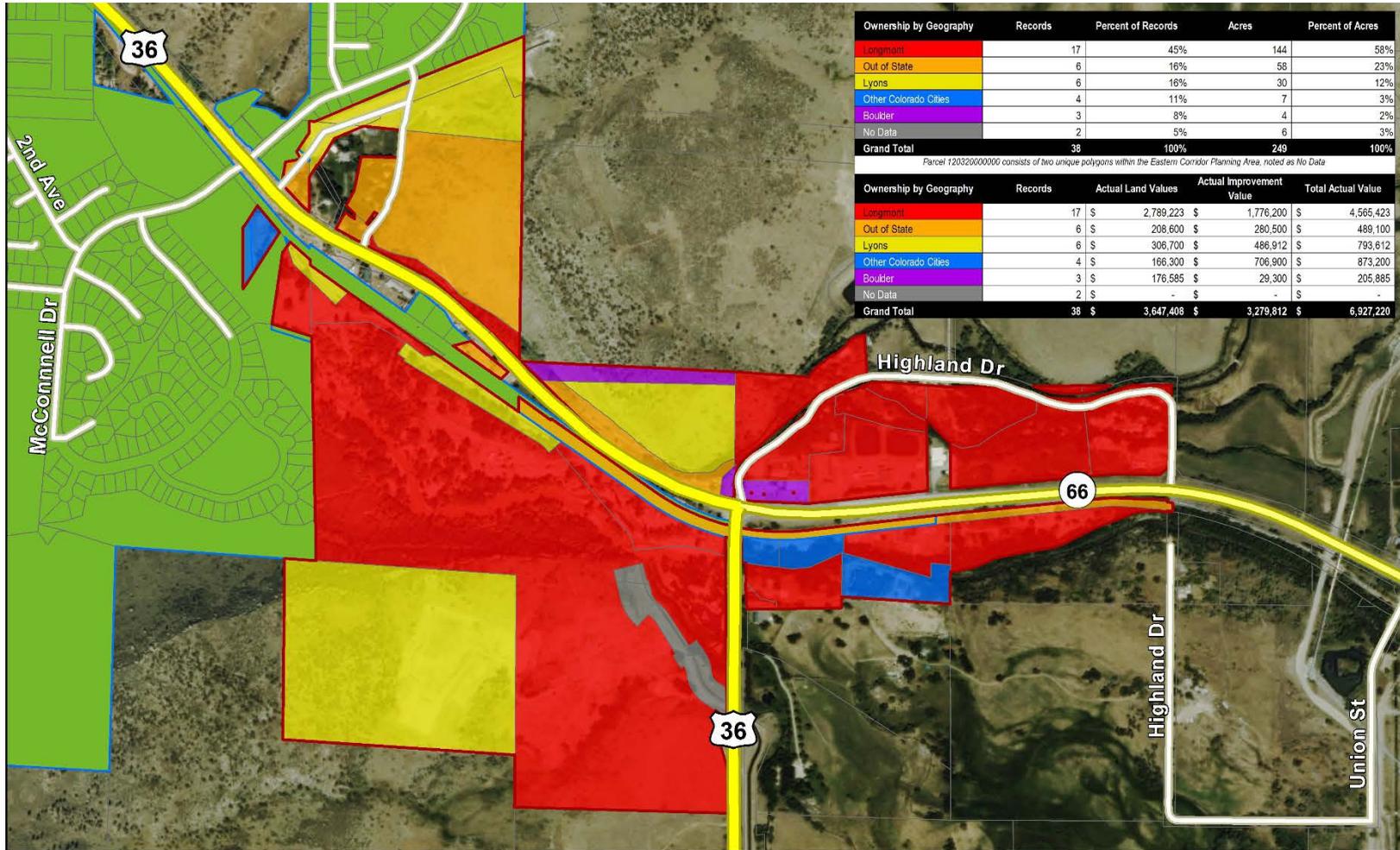


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Ownership



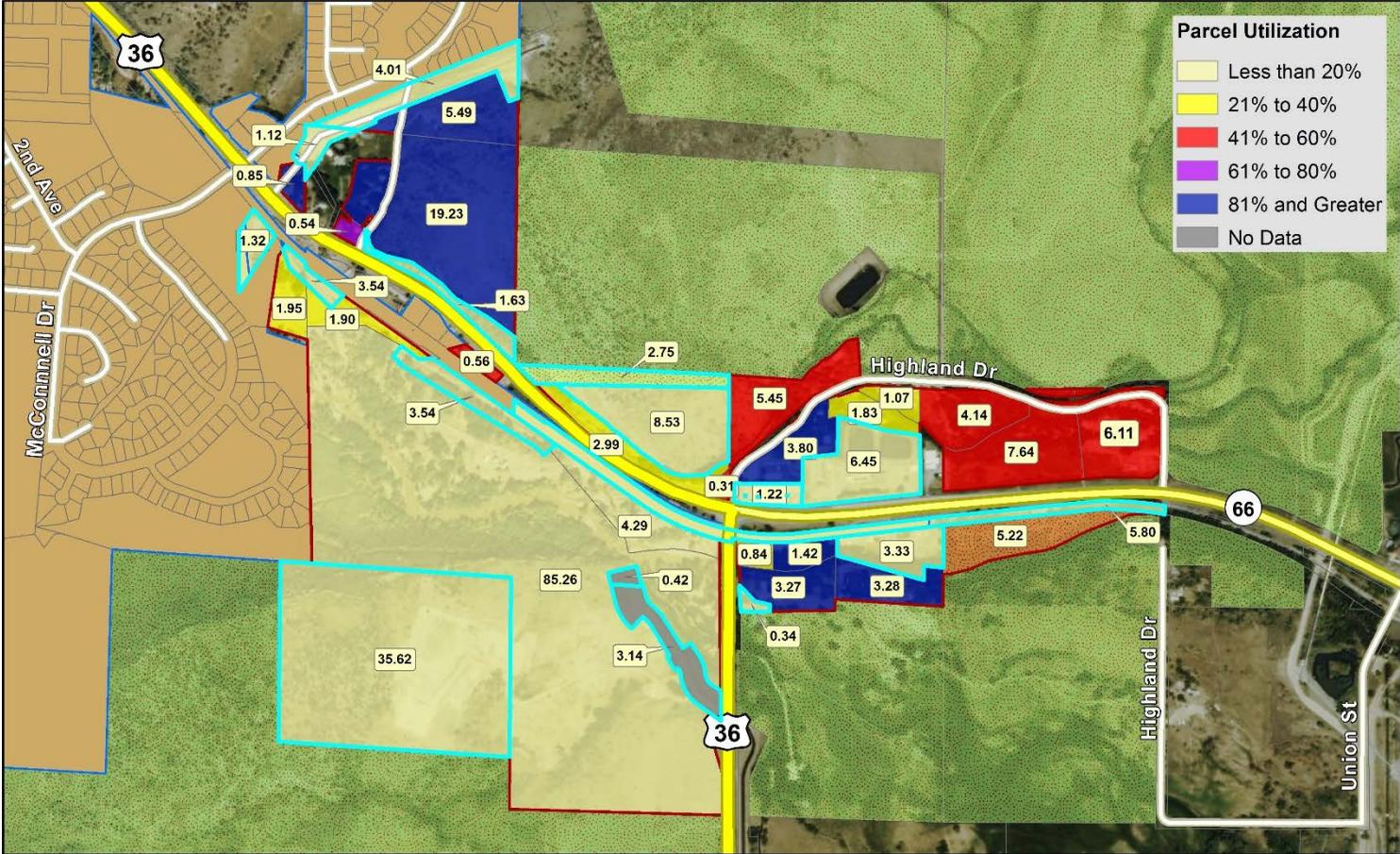

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Property Utilization



- Lyons Municipal Boundary
- Vacant (No Building Improvement Value)
- Boulder Parcels
- Eastern Corridor Boundary
- Open Space

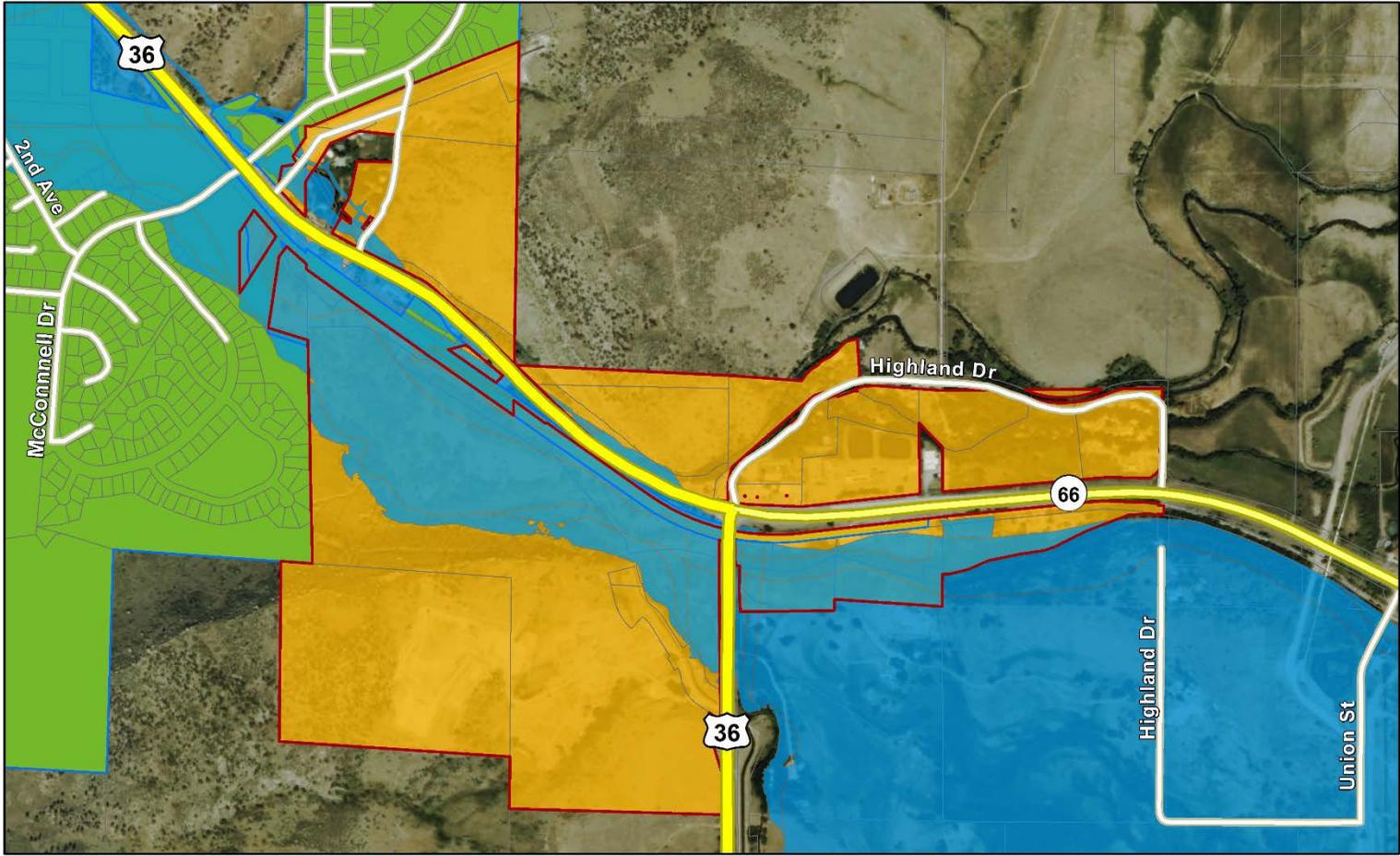
Date: Wednesday, March 16, 2016



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Floodplain



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Date: Monday, March 14, 2016



- Boulder Parcels
- Lyons Municipal Boundary
- Eastern Corridor Boundary
- Eastern Corridor Parcels
- Floodplain

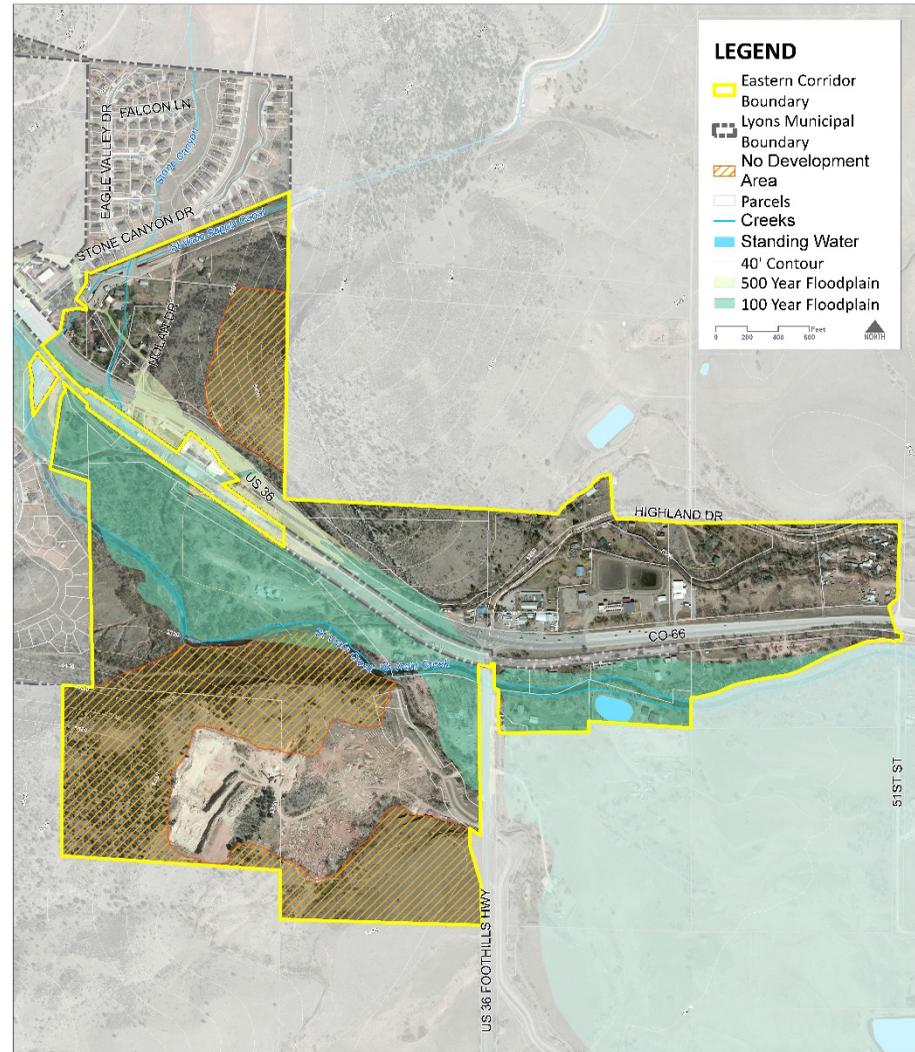


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Existing Aerial

EXISTING AERIAL



PRIMARY PLANNING AREA MASTER PLAN



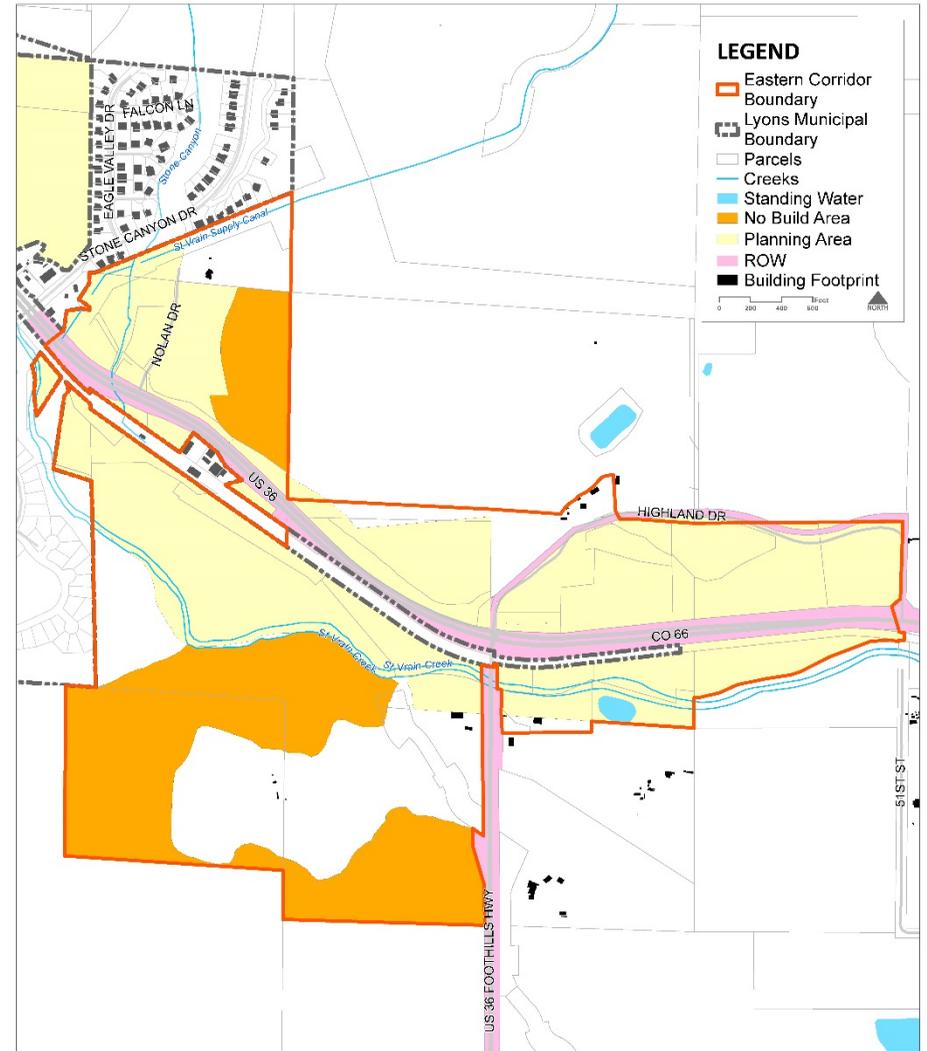
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Existing Land Use

EXISTING LAND USE



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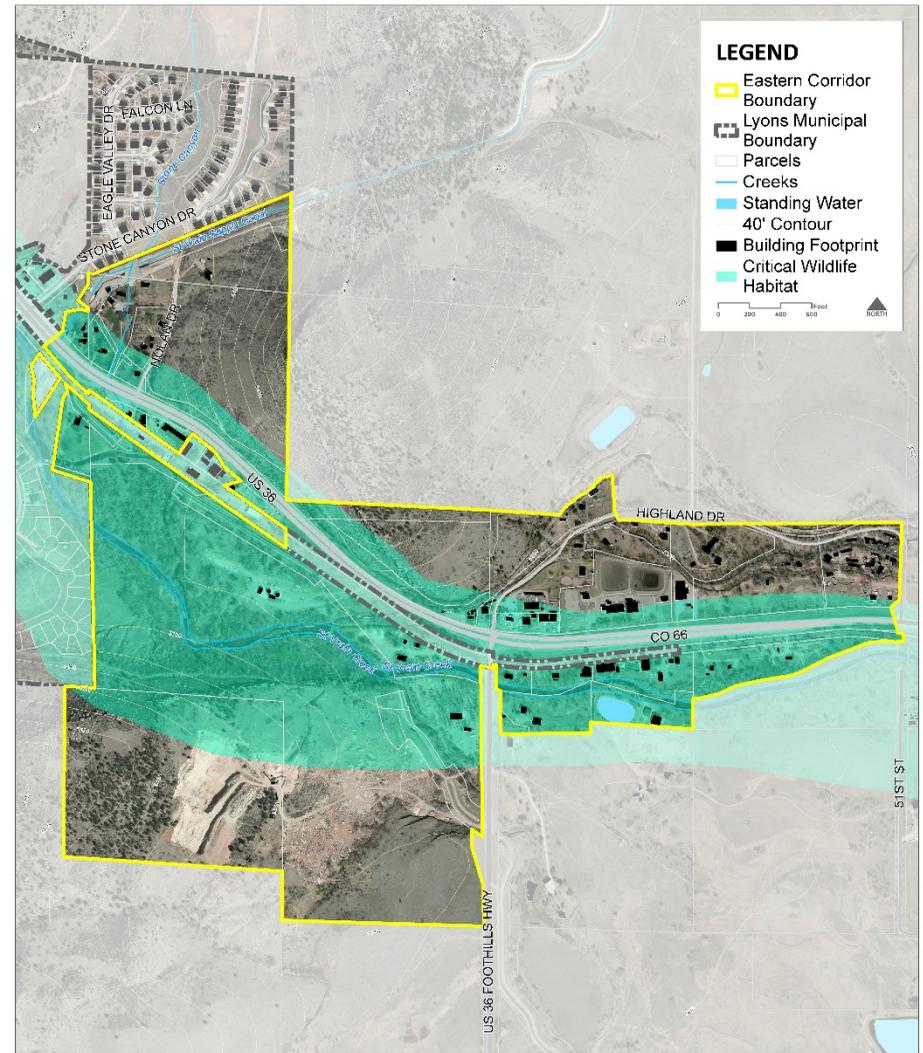
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Wildlife Habitat

CRITICAL WILDLIFE HABITAT



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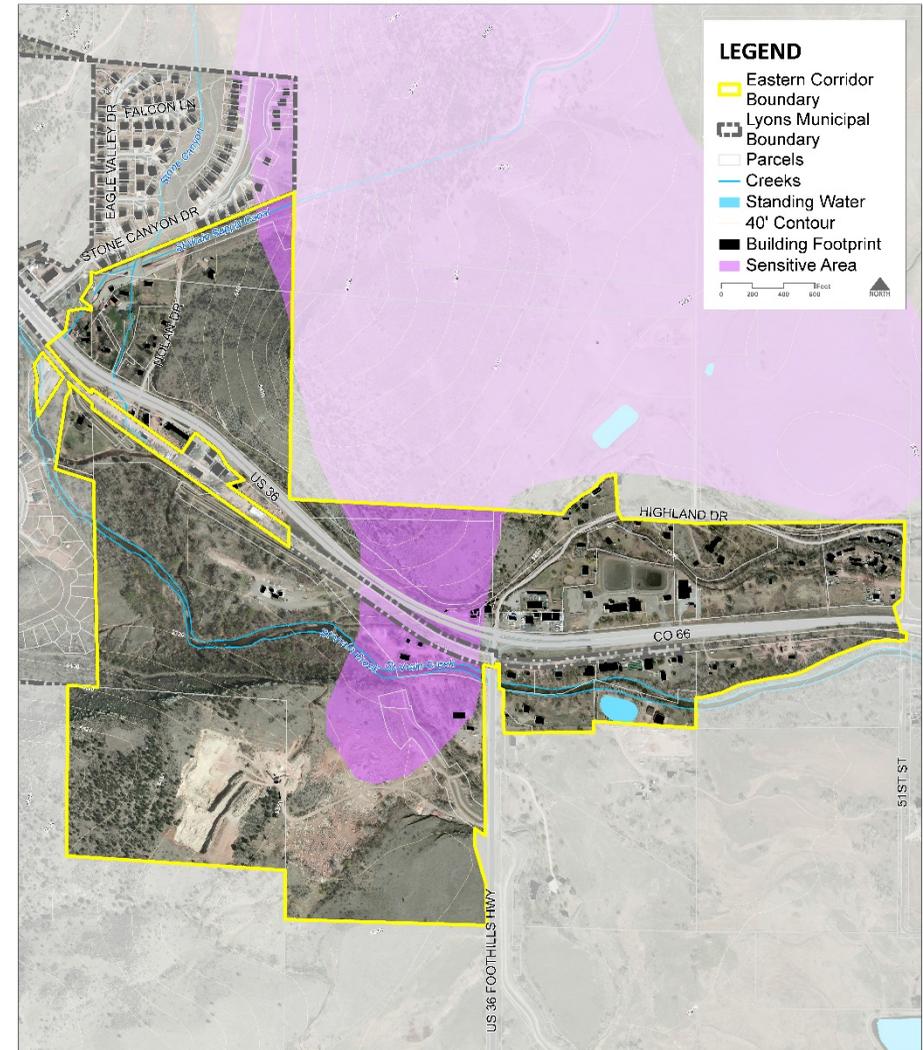


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Archaeologically Sensitive Areas

ARCHAEOLOGICALLY SENSITIVE AREAS



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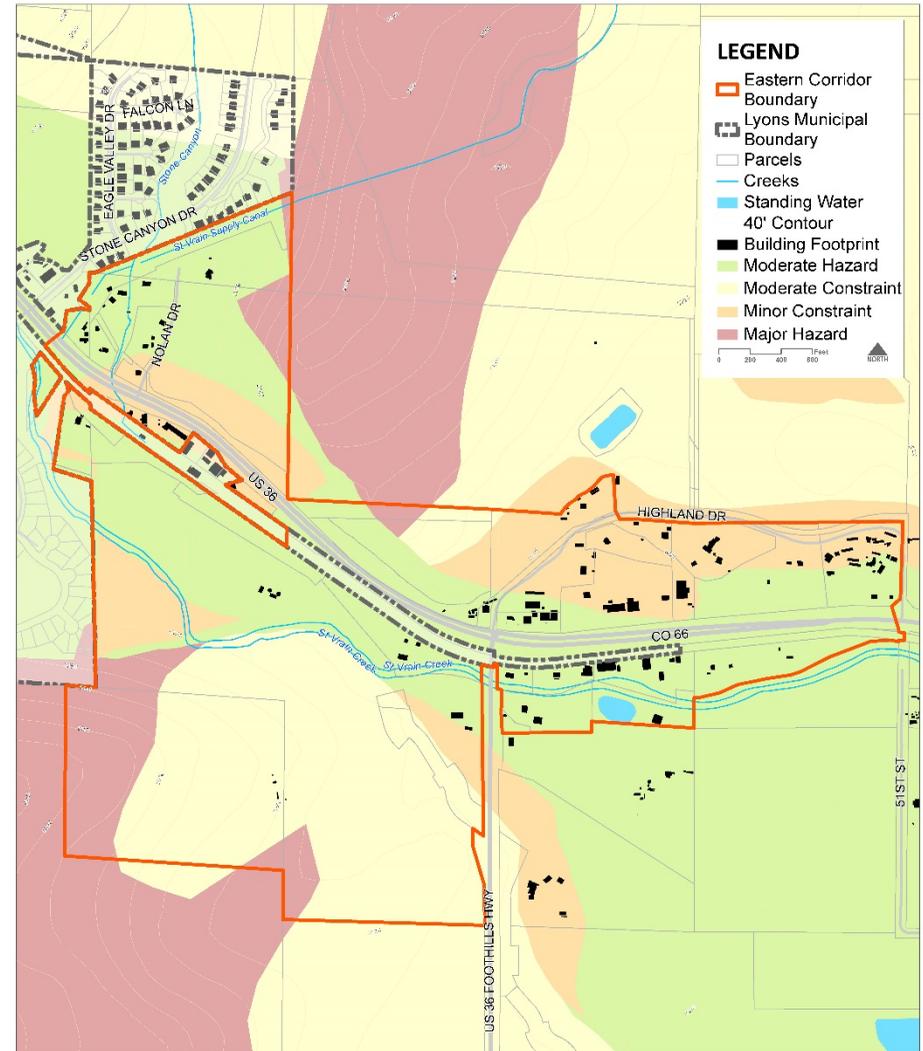
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Geological Hazard Areas

GEOLOGICAL HAZARD AREAS



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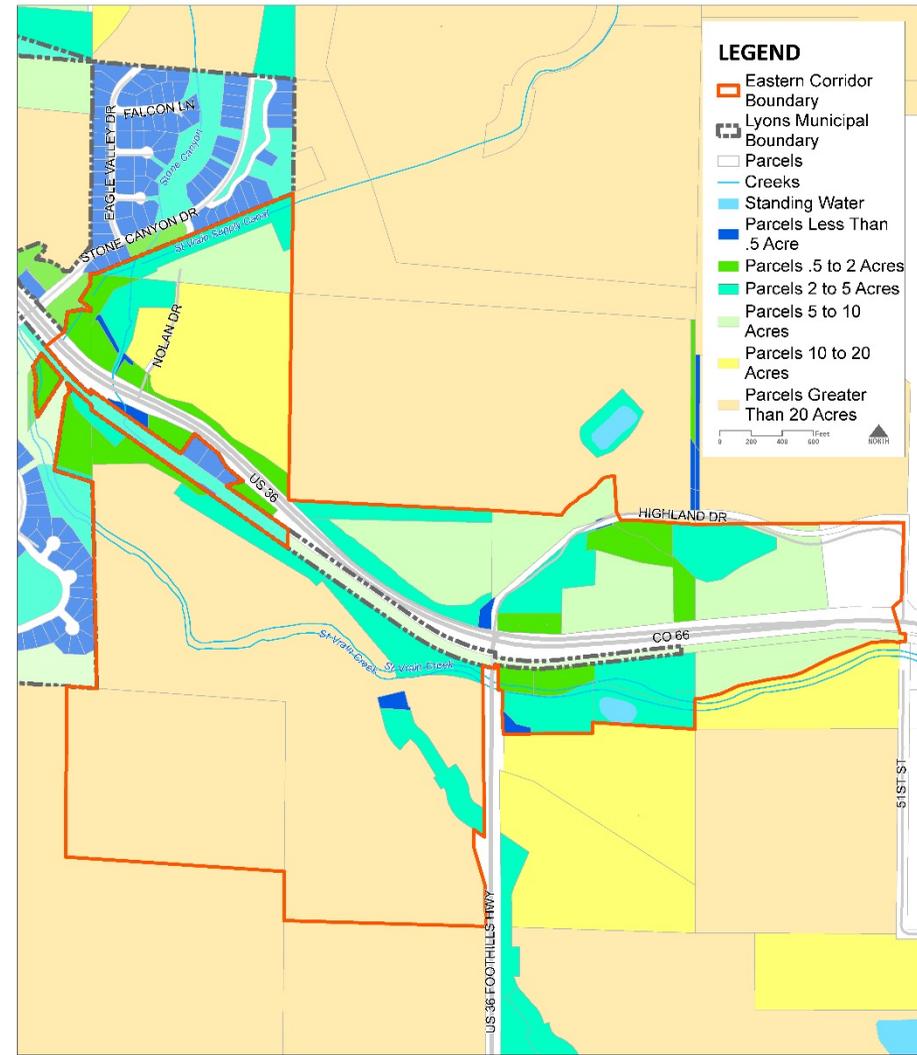
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Parcel Size

PARCEL SIZE



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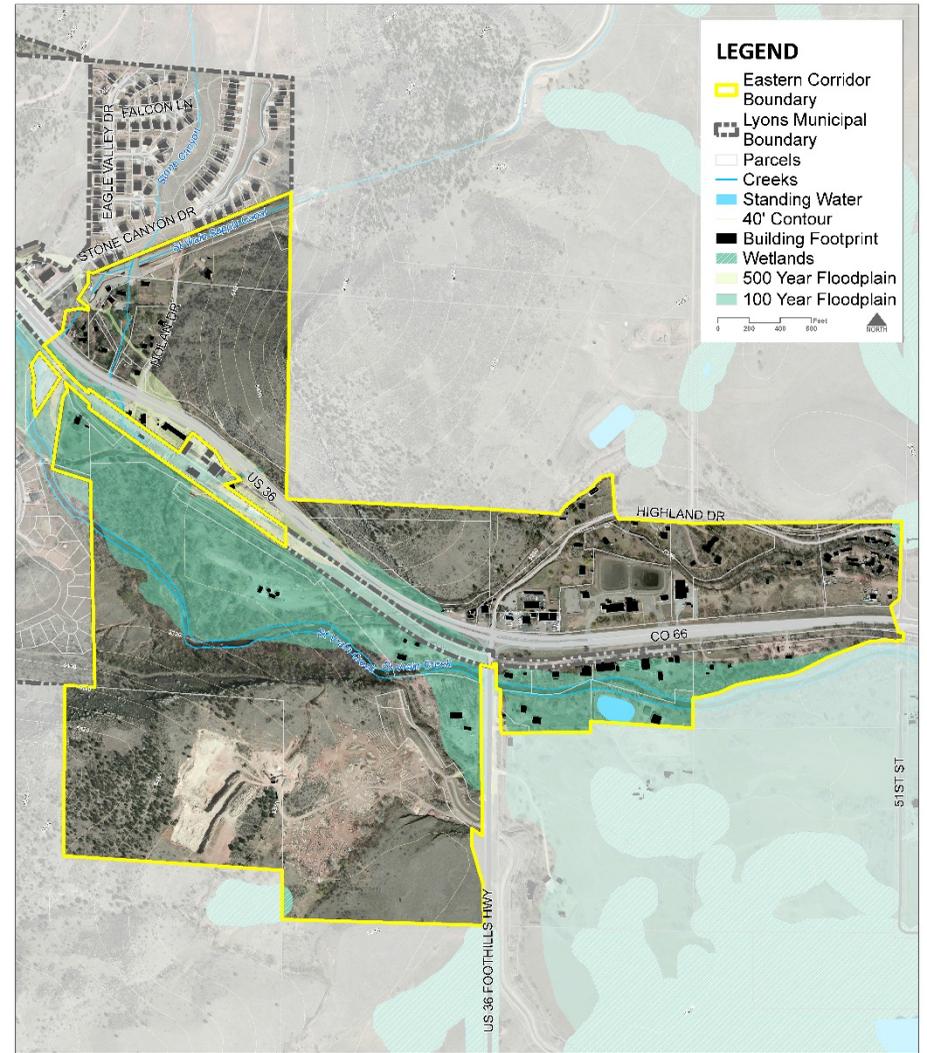
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Wetlands Areas

WETLANDS



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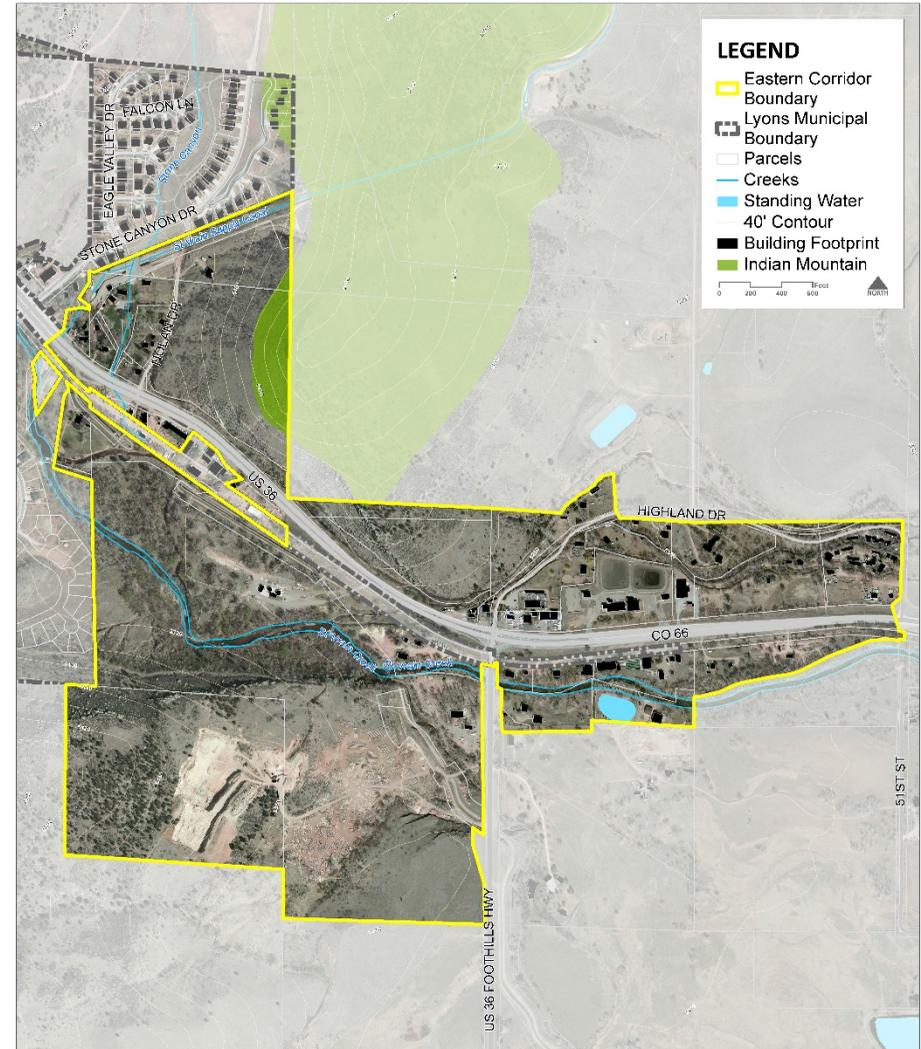
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Kimley Horn

Natural Landmark

NATURAL LANDMARK



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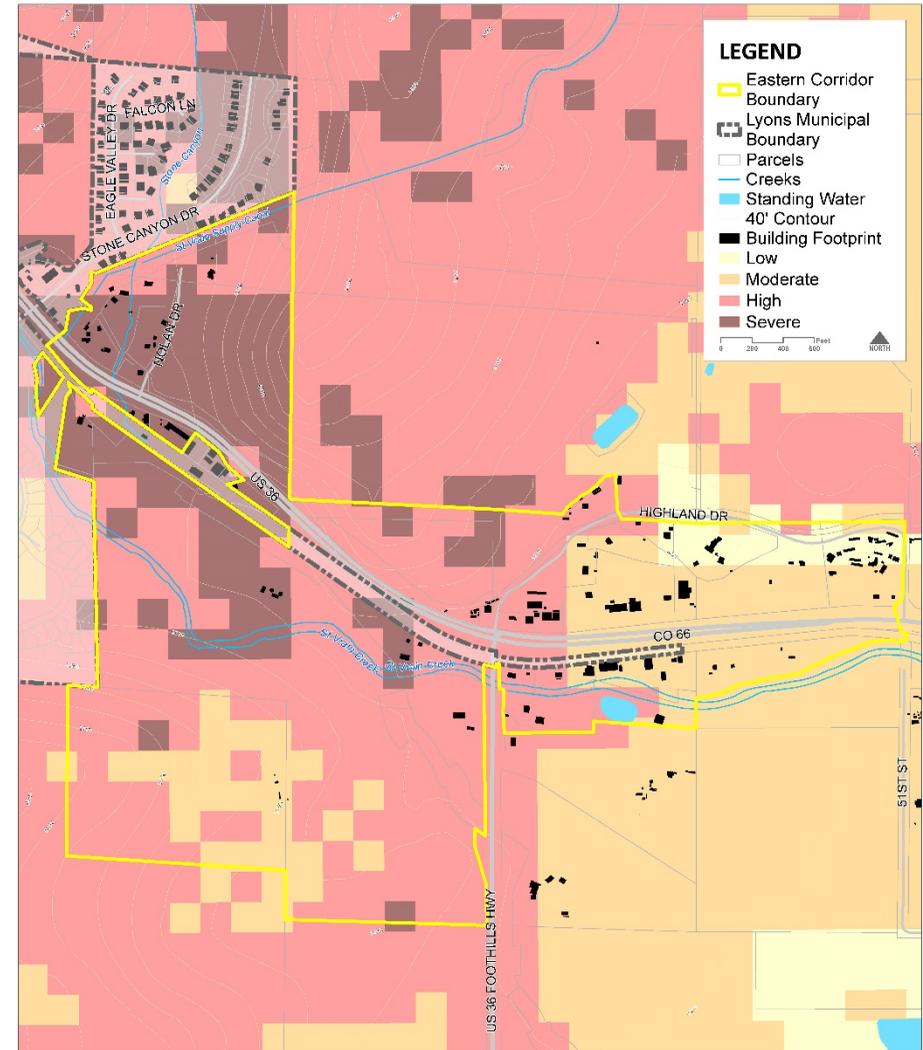
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Wildlife Concern Areas

WILDFIRE AREAS OF CONCERN



PRIMARY PLANNING AREA MASTER PLAN



PRIMARY PLANNING AREA MASTER PLAN



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Next Steps

- Provides a reality “check” for the planning process
- Ensures that land use decisions are grounded in market and economic reality
- Offers an independent, third-party, “story to tell” to public and private development / investment partners



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