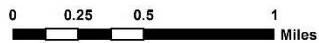
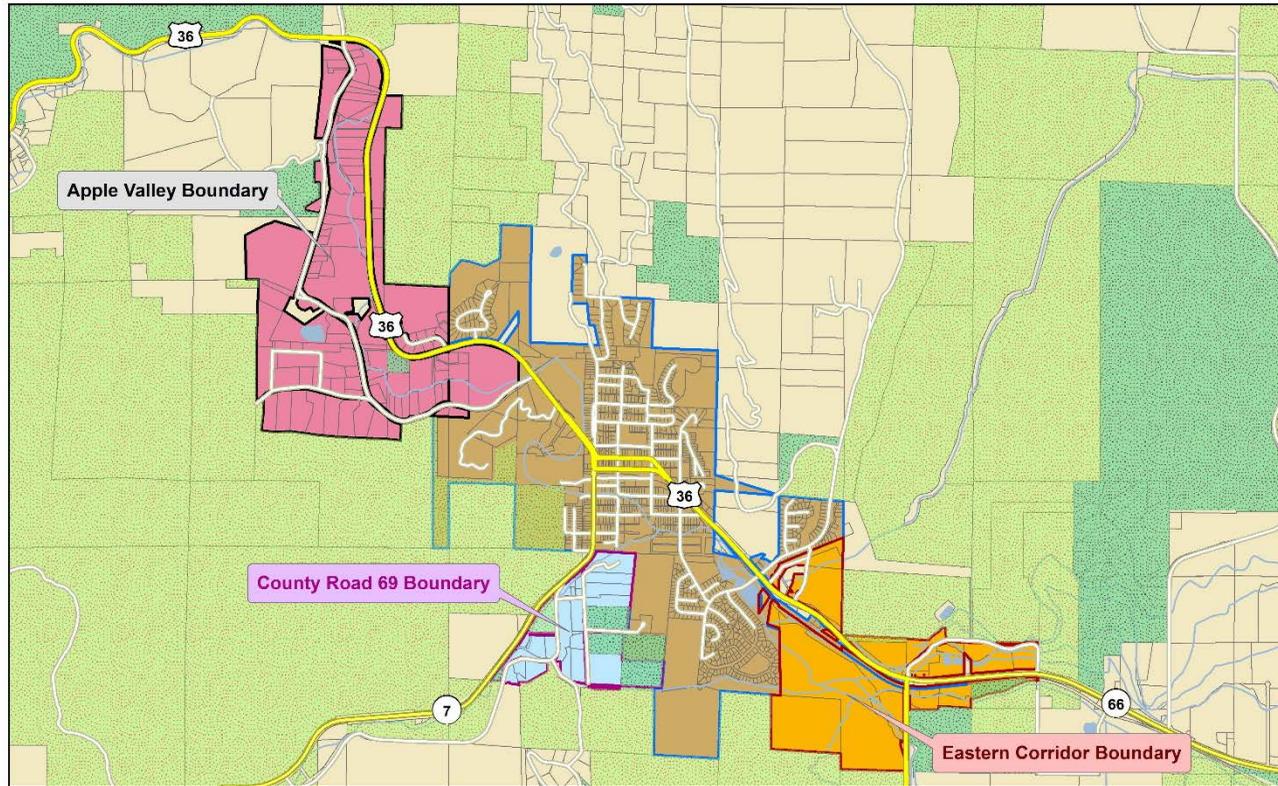


Apple Valley Planning Area – Workshop #1

19 July 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



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



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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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

Project Purpose

The **purpose of this effort**, preparation of the 2016 Lyons Primary Planning Area ("LPPA", "Lyons PPA", and "Study Area") Master Plan is to **understand conditions that will influence investment**, as well as to **identify and illustrate the type and location of desired improvements** (public and private), within its boundaries.

The Lyons PPA is made up of numerous parcels located along the fringe of the current town boundaries, within Boulder County. Three "small subareas" located within the LPPA are the **subject of this work**. They include the **Eastern Corridor, Western Corridor** (referred to as **South St. Vrain Area**) and **Apple Valley**. The original boundaries of the PPA were established by an Intergovernmental Agreement (IGA) between the Town of Lyons and Boulder County in 2002, that was subsequently amended three times, the latest being in 2012.

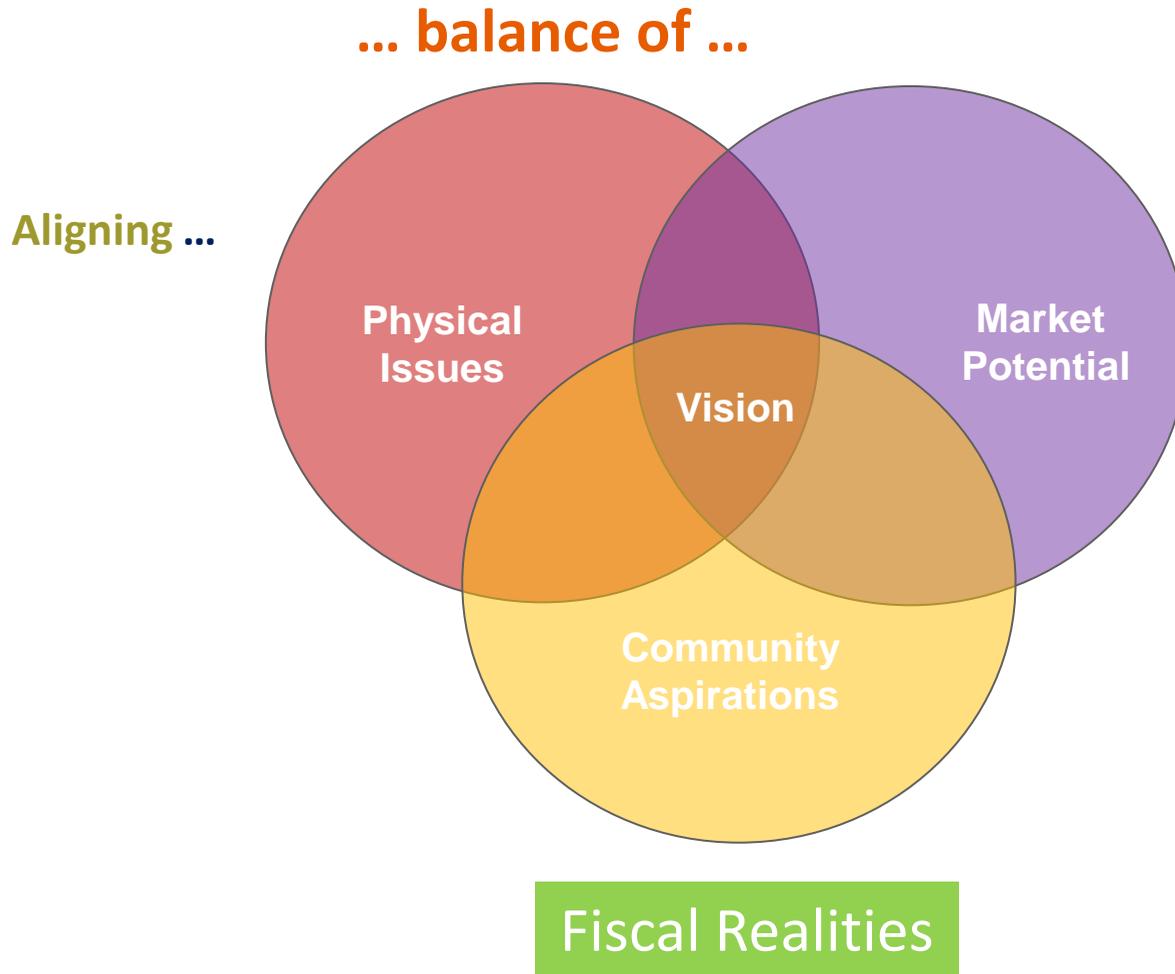


PRIMARY PLANNING AREA MASTER PLAN



Kimley»Horn

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**

Forces Which Inform Land Use Program

Top Down (Market and Policy) Considerations

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

Bottom Up (Physical and Regulatory) Considerations

- **Physical capacity of the community / individual parcels to accommodate uses and product types**
- **Size of parcels, parcel ownership (public and private), owner investment objectives**
- **Zoning (and other regulations) and presence of easements**

External (Financial and Organizational) Considerations

- Availability of financial resources for development
- Development economic feasibility (revenues versus expenses)
- Fiscal impact of desired land use program
- Capacity and experience of regional developers and builders



PRIMARY PLANNING AREA MASTER PLAN



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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

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.

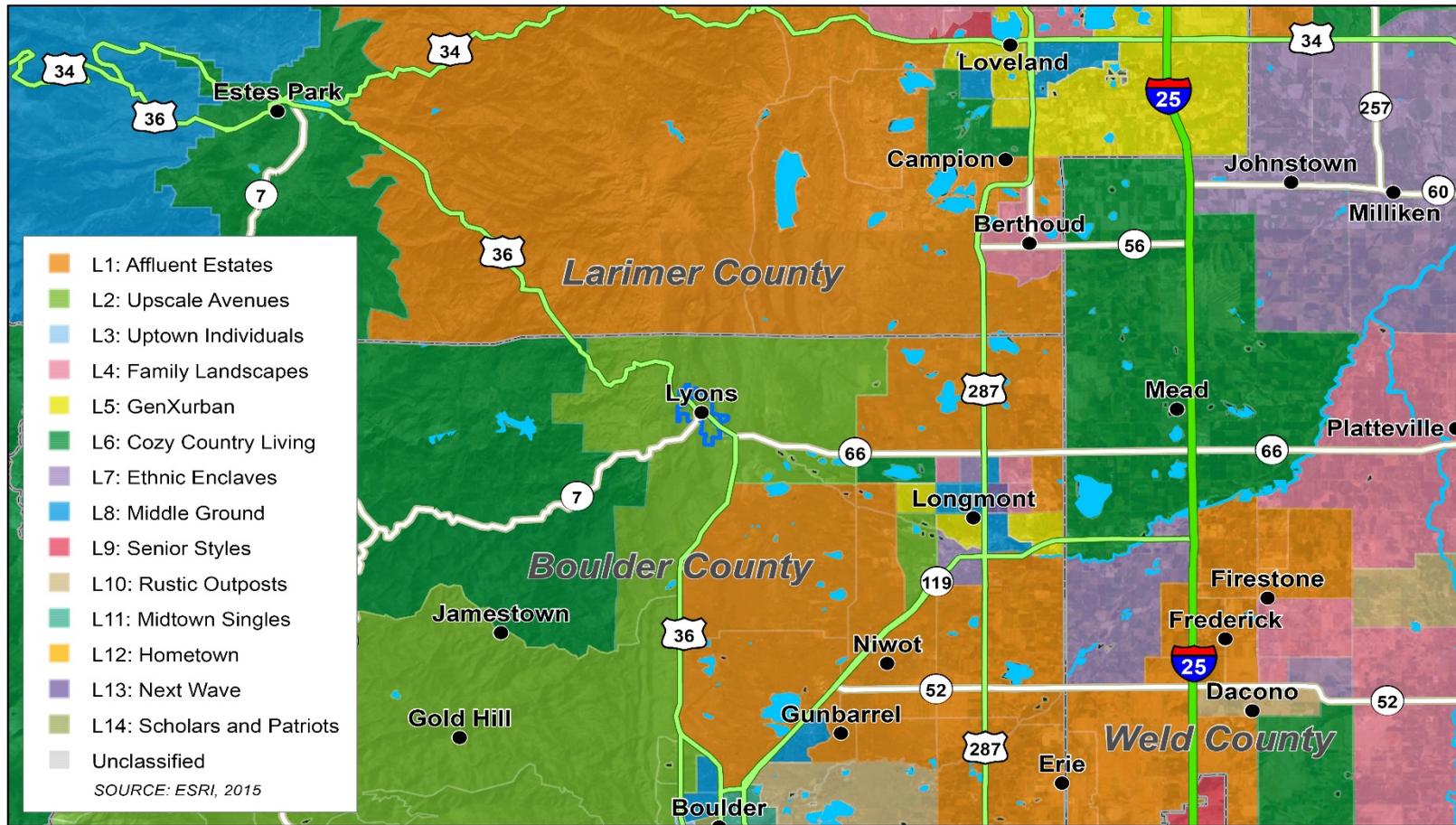
As shown, over 52% of Boulder County households fall into the Suburban Periphery Urbanization Group. Still, approximately 13% of total households prefer more urban living environments.

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.

TAPESTRY GROUPS



0 1.25 2.5 5 Miles

Lyons Municipal Boundary

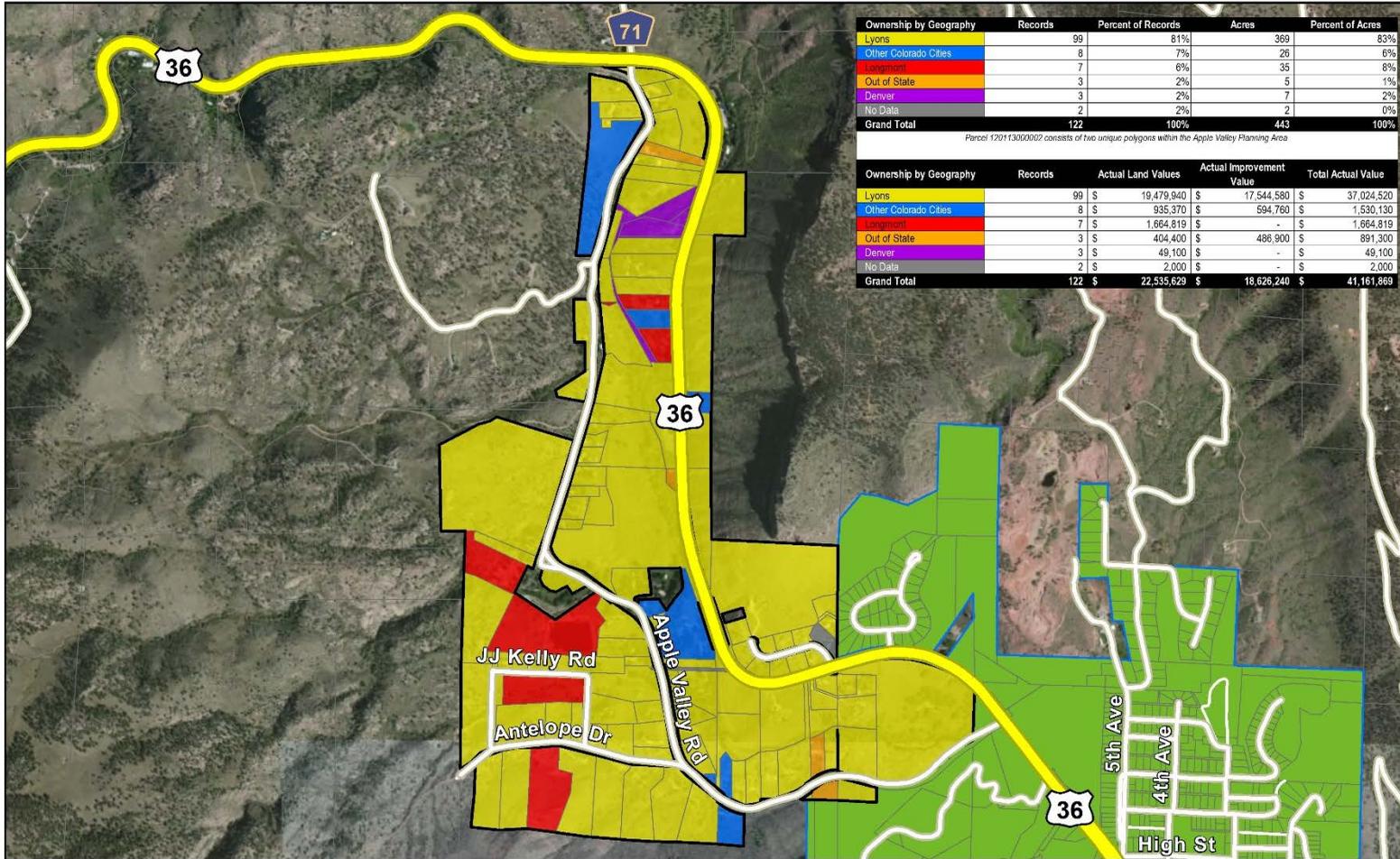
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PRIMARY PLANNING AREA MASTER PLAN



Ownership



Date: Thursday, March 31, 2016
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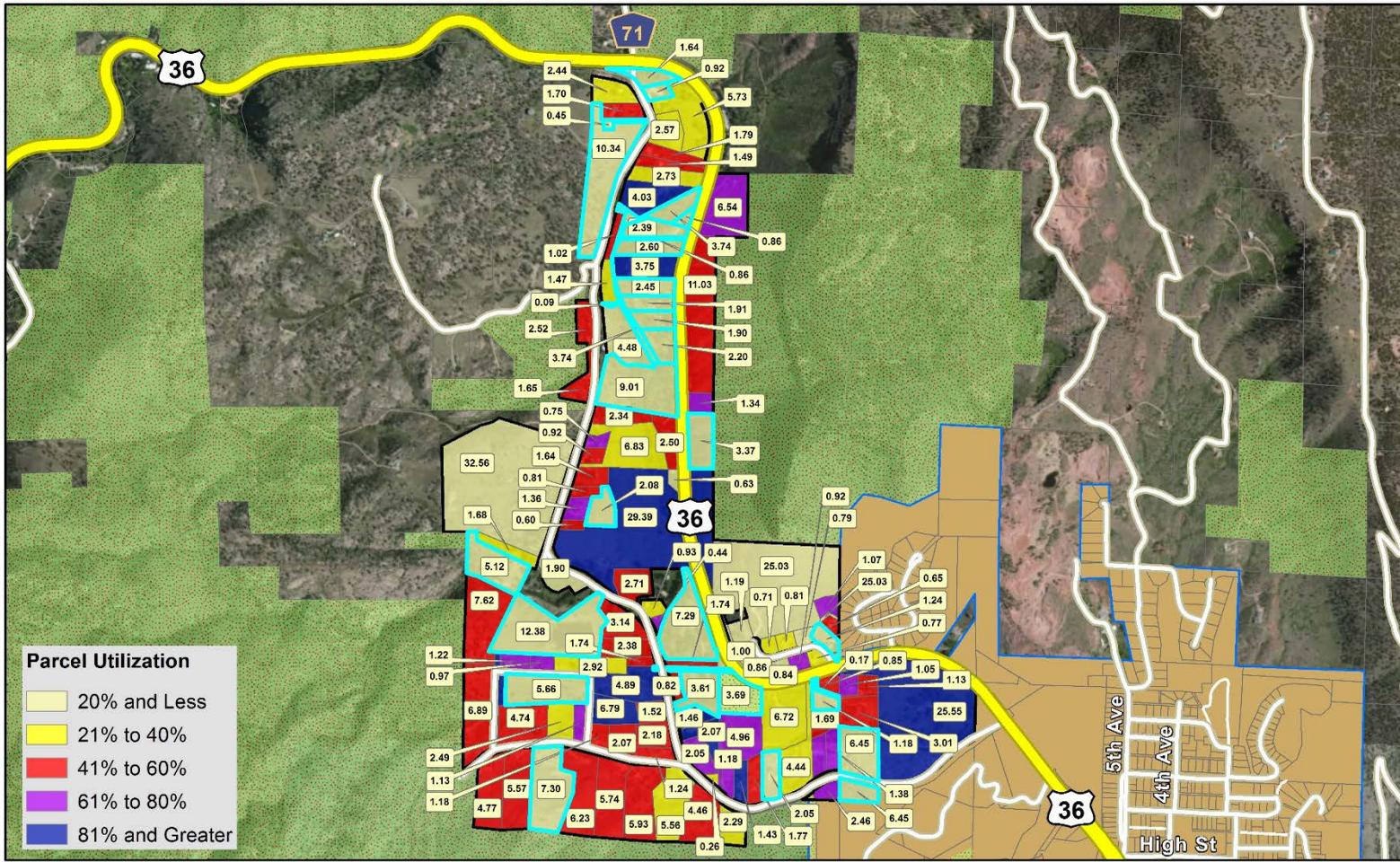
■ Lyons Municipal Boundary
 Apple Valley Boundary
 Boulder Parcels



PRIMARY PLANNING AREA MASTER PLAN



Property Utilization



Parcel Utilization

- 20% and Less
- 21% to 40%
- 41% to 60%
- 61% to 80%
- 81% and Greater

0 0.25 0.5 Miles

Lyons Municipal Boundary Vacant (No Building Improvement Value) Boulder Parcels
 Apple Valley Boundary Open Space

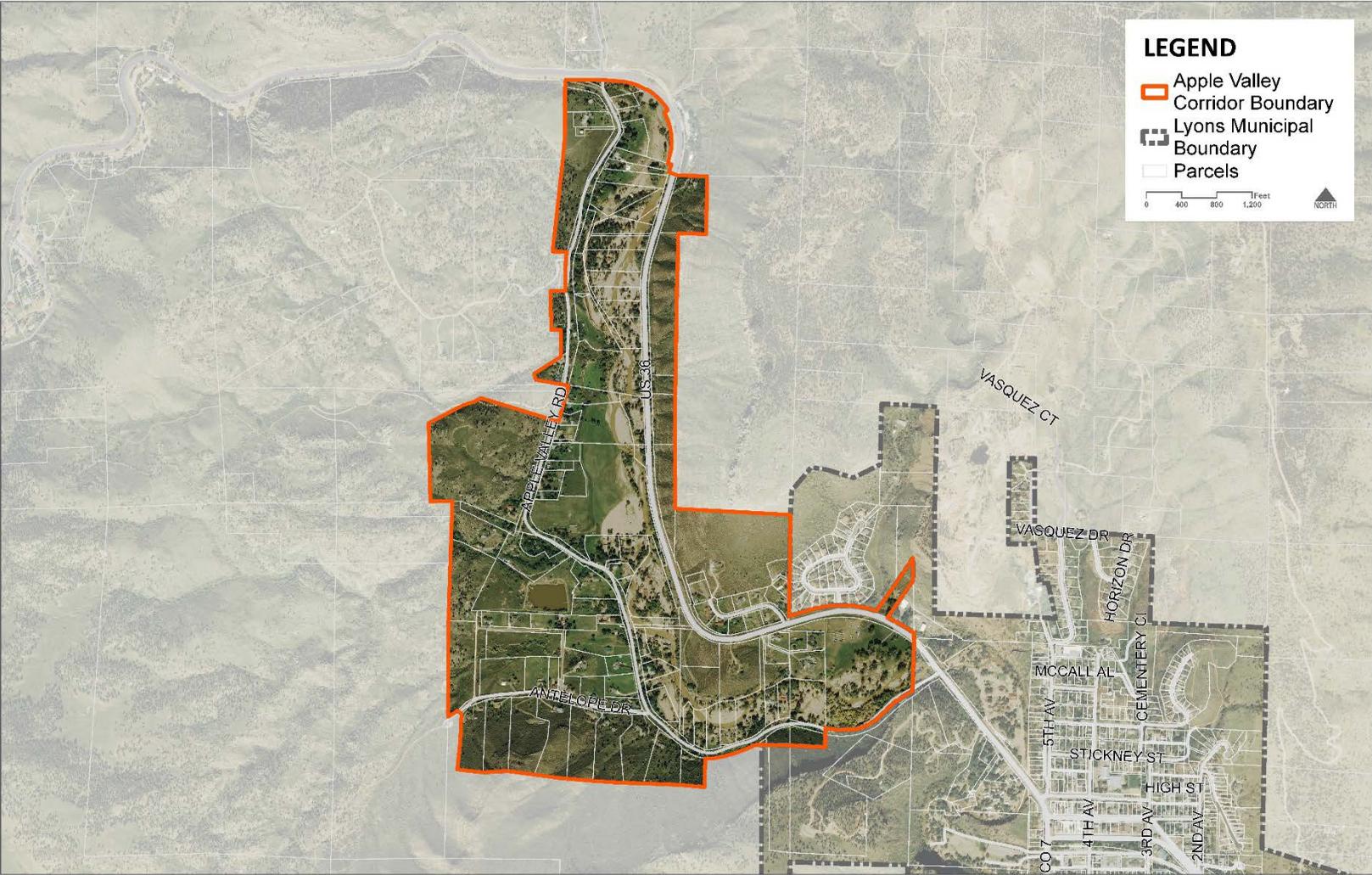
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PRIMARY PLANNING AREA MASTER PLAN



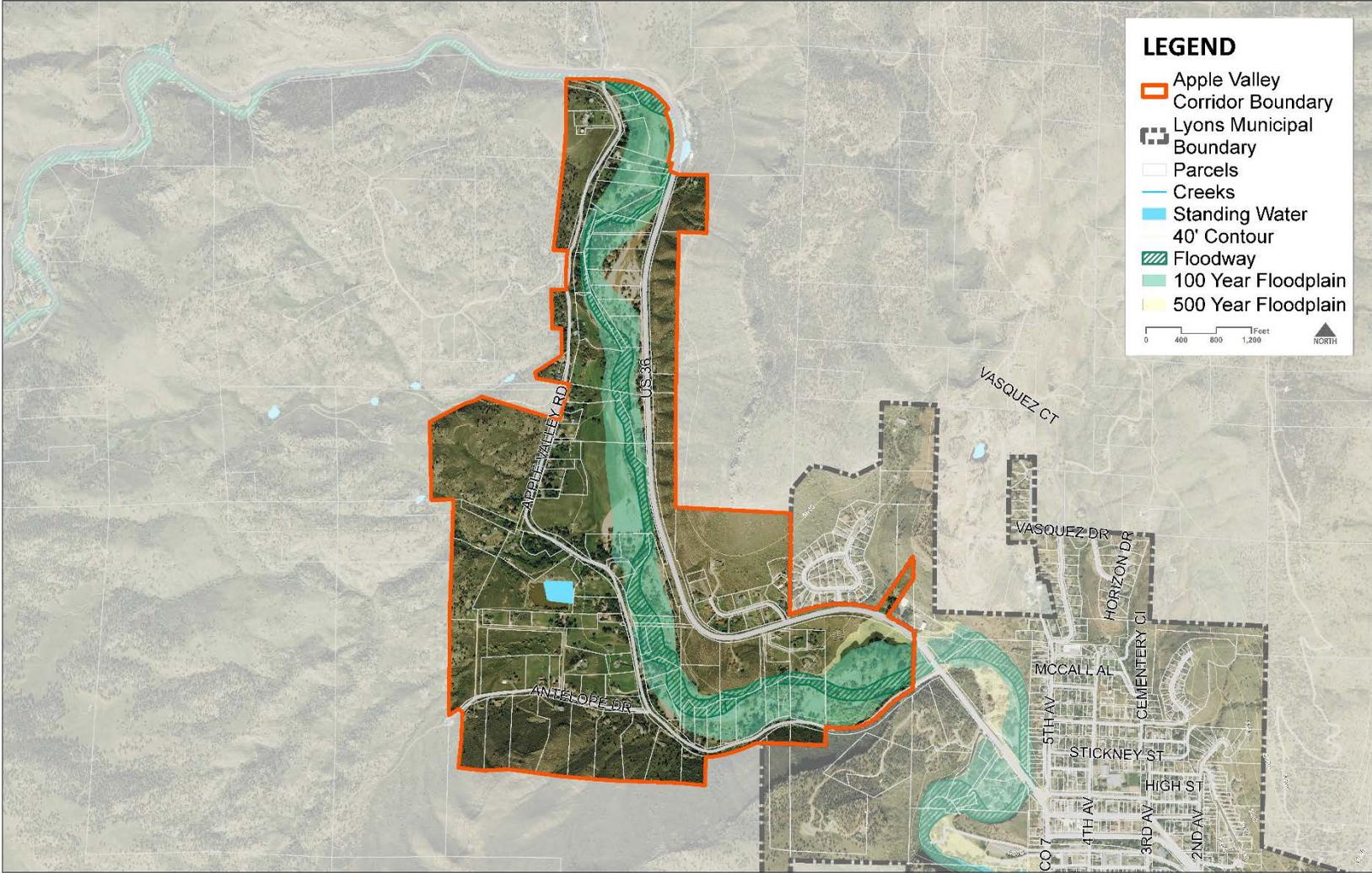
Existing Aerial



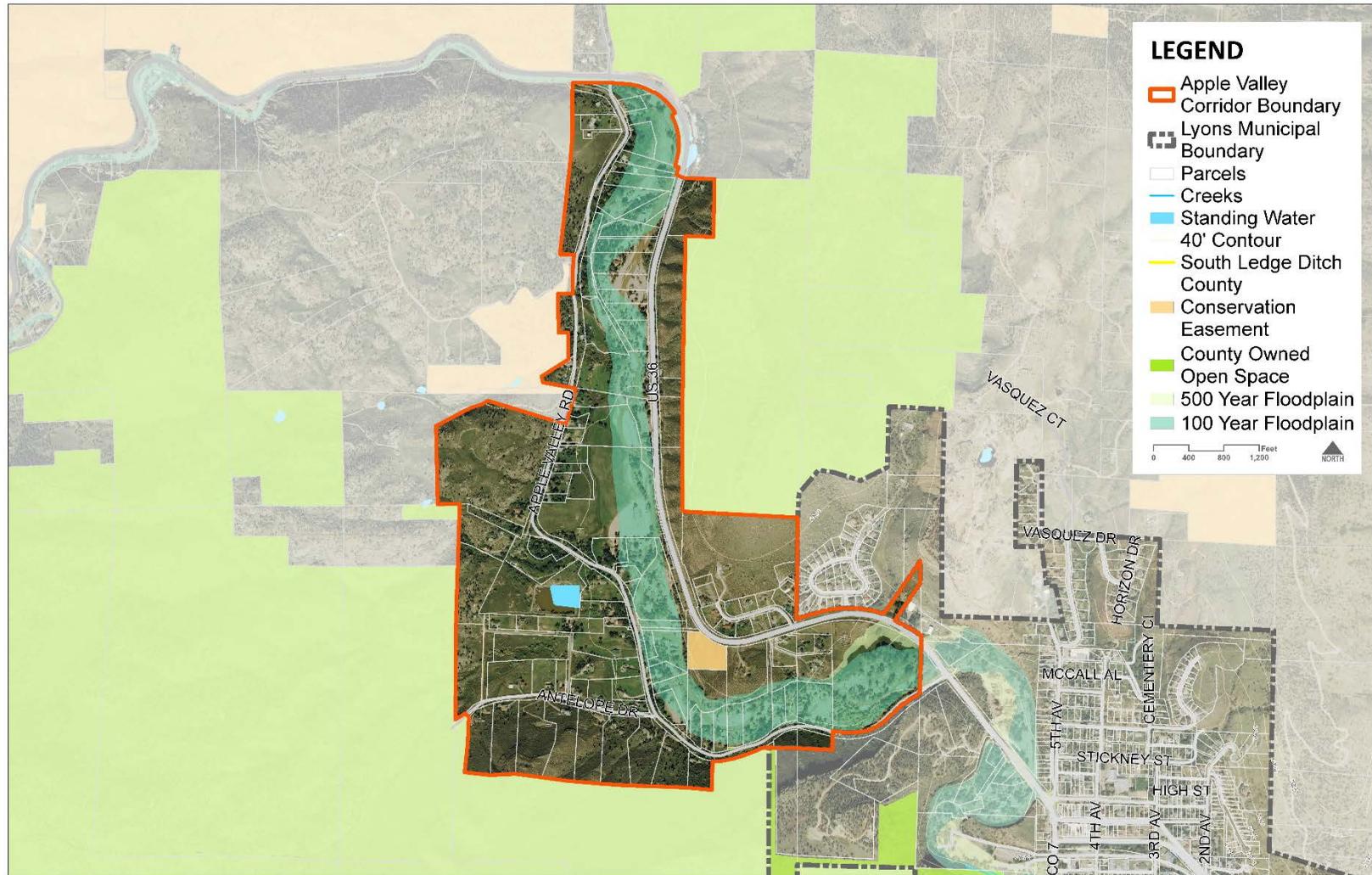
PRIMARY PLANNING AREA MASTER PLAN



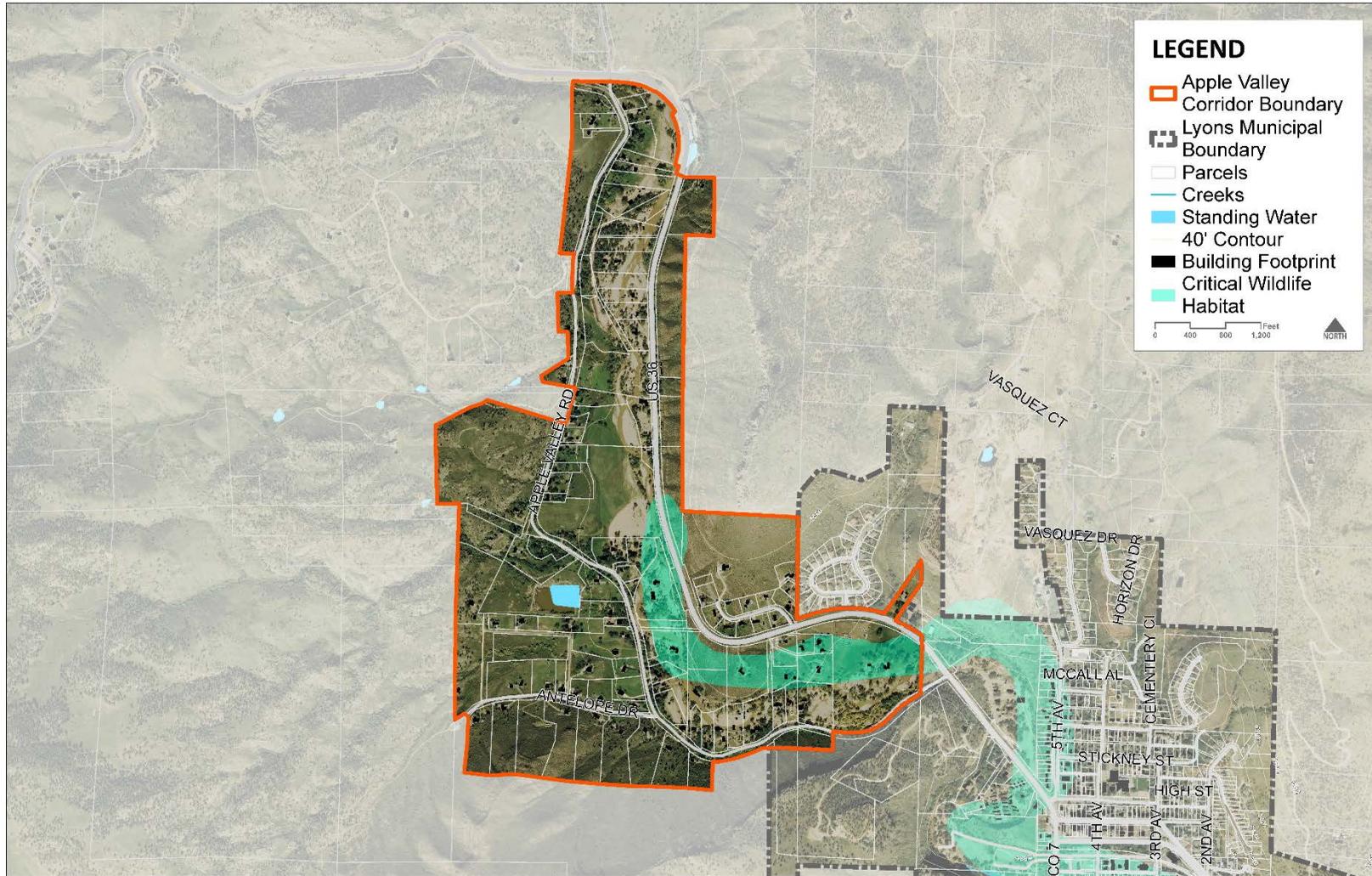
Floodplain



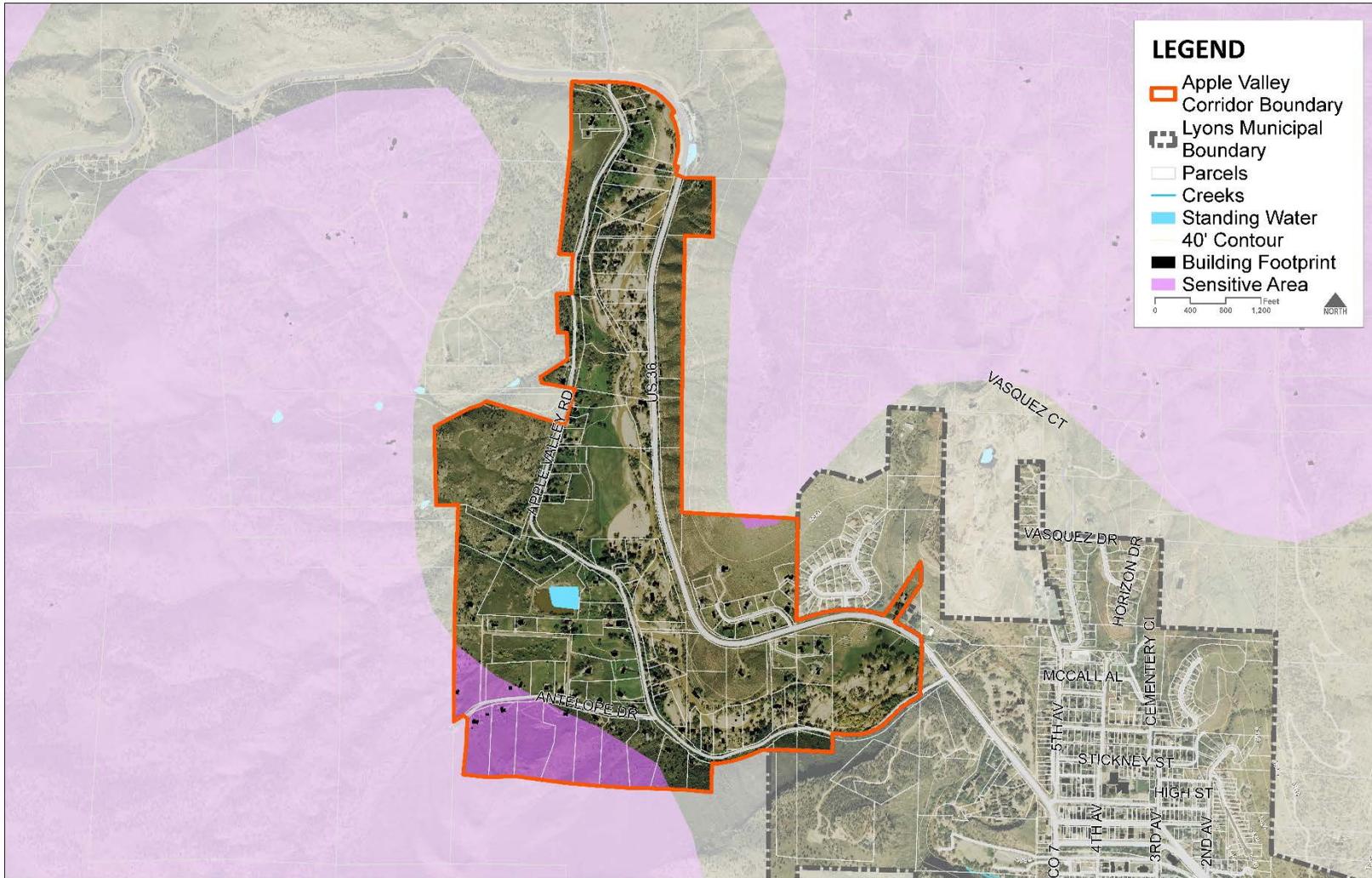
Open Space



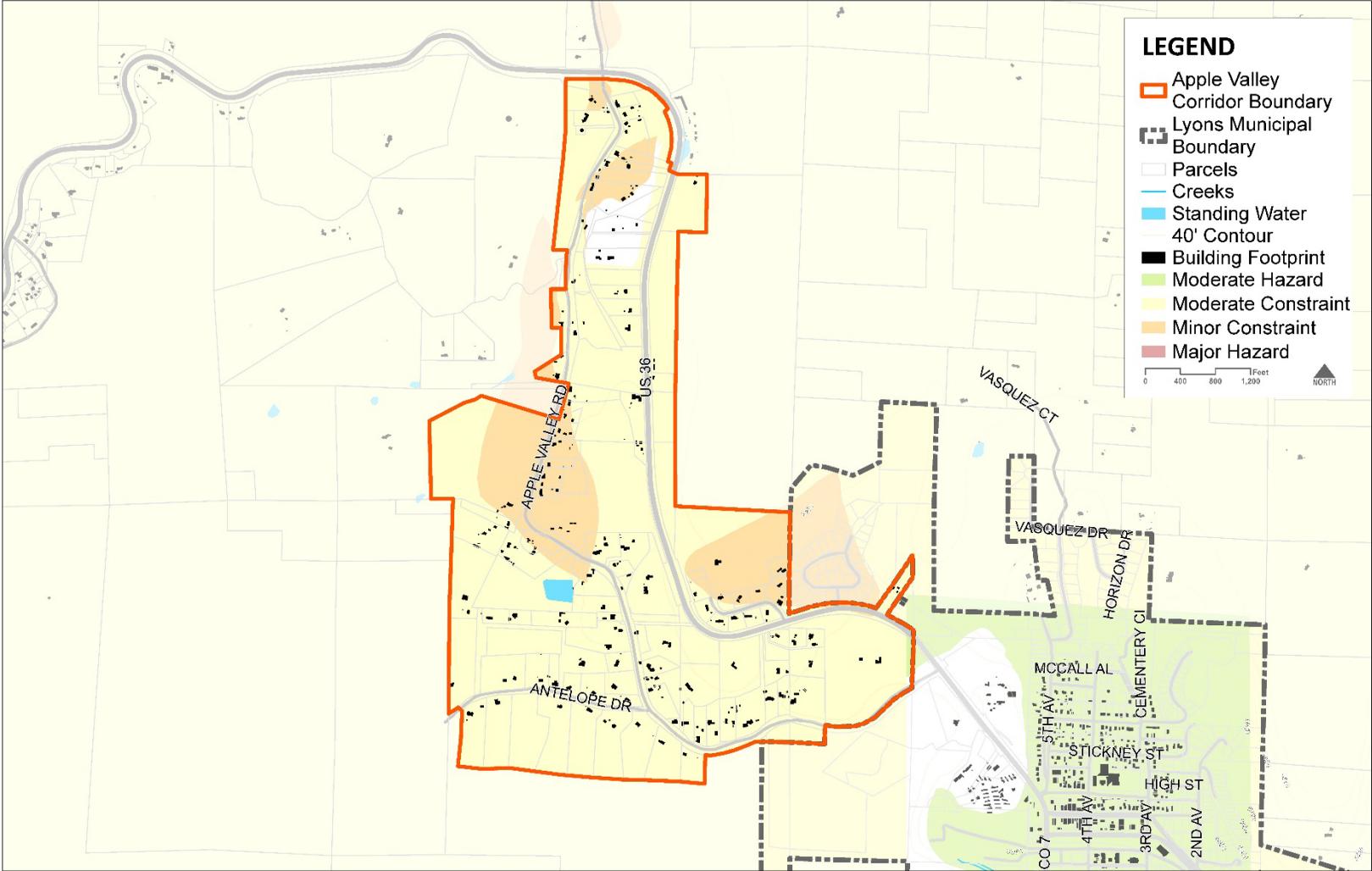
Critical Wildlife Habitat



Archaeologically Sensitive Areas



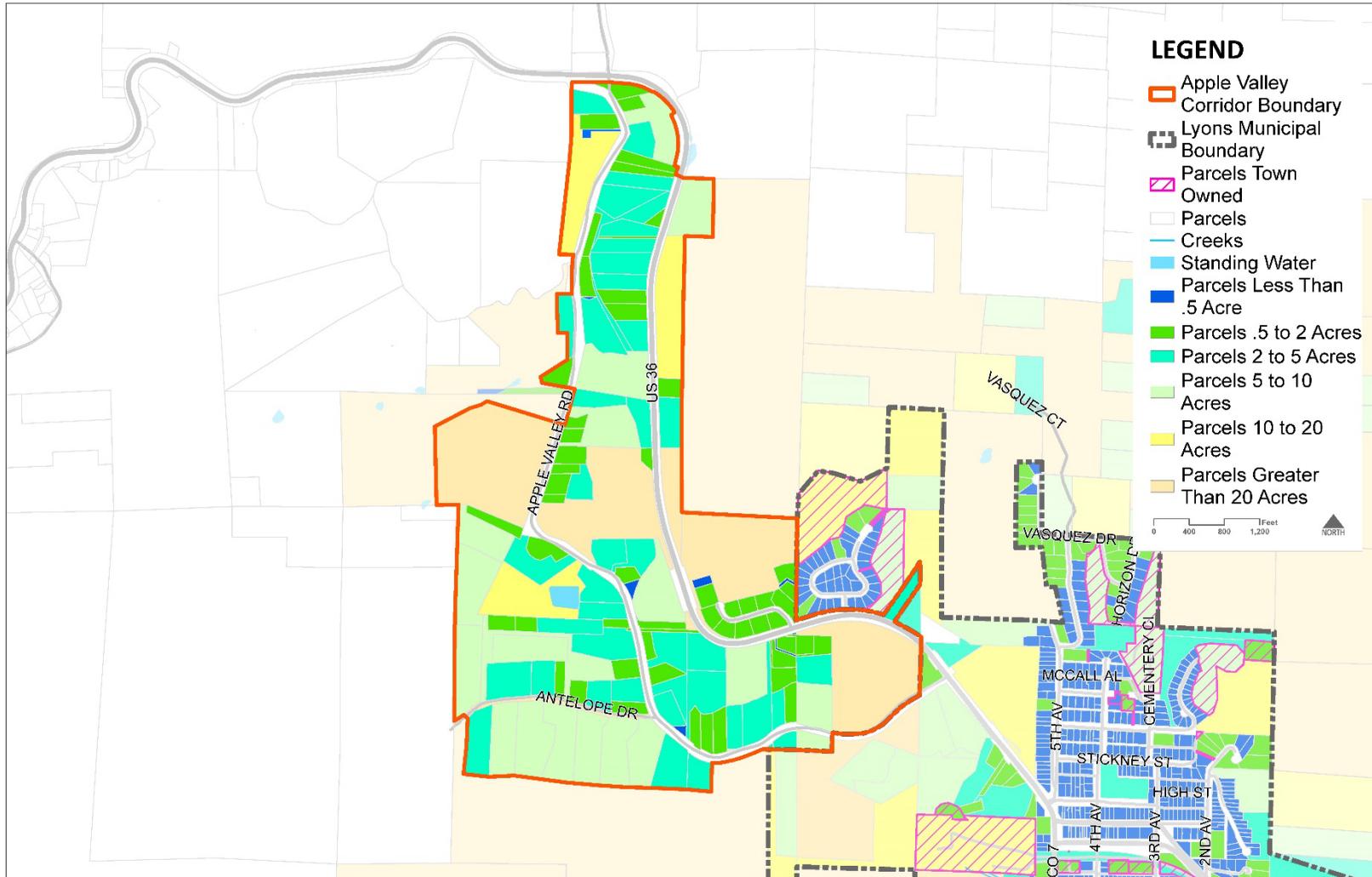
Geological Hazard Areas



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Parcel Size



Wetlands Areas



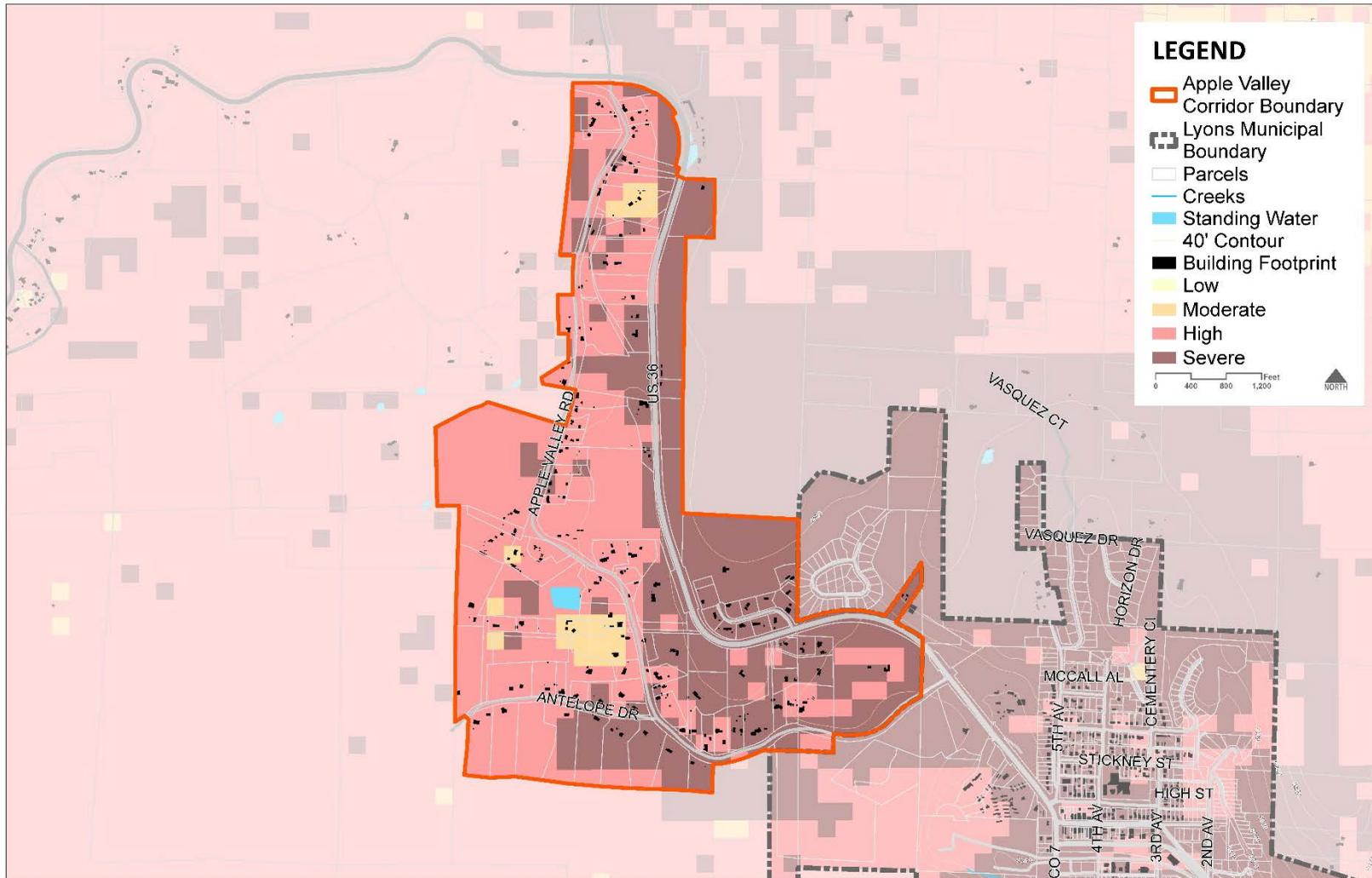
Natural Landmark



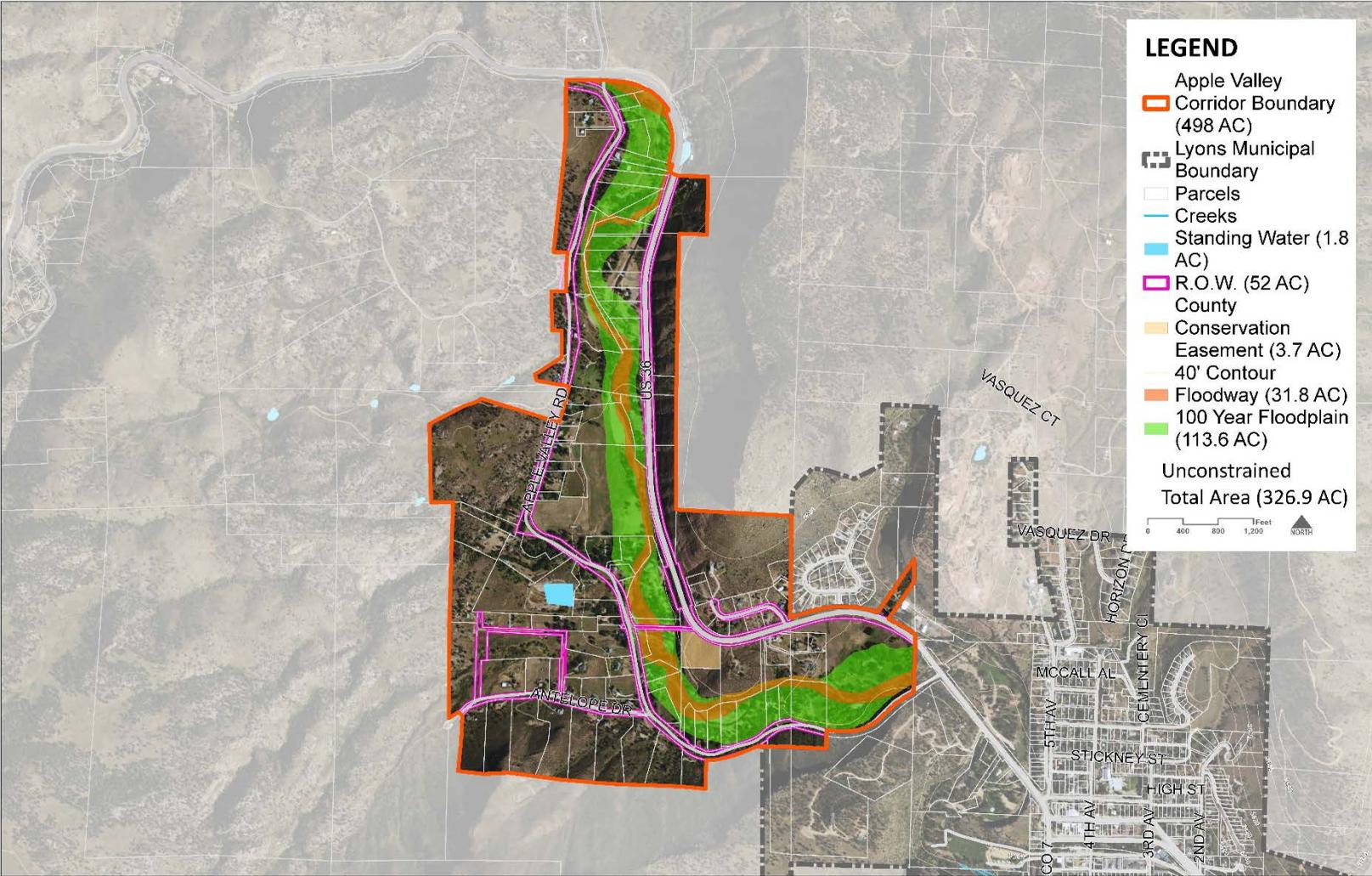
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Wildlife Concern Areas



Developable Area



PRIMARY PLANNING AREA MASTER PLAN



Next Steps

- State of the Town (Fiscal Analysis)
- Work Session No. 2 – Stations
- Study Area's Development Capacity
- Concept Alternatives
- **Community Input**