

FRASER FORWARD

COMPREHENSIVE PLAN



Guiding Growth Through Nature's Rhythm

Adopted February 18, 2026



Dear Residents, Stakeholders, and Visitors of Fraser,

It is with great pride and optimism that I present *Fraser Forward: The Town of Fraser Comprehensive Plan*. This document represents more than a statutory requirement or a planning exercise - it is a reflection of who we are as a community and a shared commitment to steward Fraser thoughtfully through the next twenty years.

Fraser has always been shaped by its environment, its people, and its sense of purpose. From our early roots as a railroad and timber town to our evolution into a vibrant and year-round mountain destination community, Fraser has remained resilient, creative, and deeply connected to place. Today, as growth and change accelerate throughout the Fraser Valley, we find ourselves at a pivotal moment - one that calls for intentional choices grounded in our values and guided by a clear, community-driven vision.

Fraser Forward is the result of an eighteen-month collaborative process involving residents, business owners, local organizations, regional partners, Town staff, the Planning Commission, the Downtown Development Authority Board, and the Board of Trustees. Through surveys, workshops, open houses, pop-up events, and countless conversations, the community articulated what matters most: preserving our small-town character, protecting the natural environment, supporting a year-round and diverse population, and ensuring that Fraser remains a place where people of all ages can live, work, and thrive.

This plan builds upon the many strengths and accomplishments that already define Fraser. In recent years, Fraser has experienced strategic growth and reinvestment that are strengthening our community's vitality and long-term sustainability. Major developments such as Rendezvous and Grand Park, as well as in Downtown Fraser, have attracted new residents and businesses, contributing to a higher year-round population, increased visitation, and meaningful sales tax growth that supports essential services and community priorities. These developments complement significant public investments in community assets, including the Fraser River Trail, which enhances connectivity and outdoor recreation for residents and visitors alike; the Grand Park Recreation Center, a hub for health, wellness, and community programming; and the recently opened Middle Park Health Fraser Medical Center, which ensures critical health care access close to home. Together, these projects reflect a shared commitment to balanced growth that honors Fraser's small-town character while expanding opportunities for quality of life, economic resilience, and year-round vibrancy.

Our community is supported by institutions and organizations that consistently demonstrate excellence, dedication, and service. Fraser Valley Elementary School, part of the East Grand School District, fosters learning, inclusion, and opportunity for our youngest residents. In 2024, the elementary school was recognized with two of the most prestigious awards granted by the Colorado Department of Education: the Governor's Distinguished Improvement Award and the John Irwin School of Excellence Award. This coincided with the opening of a new arts and sciences wing at the elementary school ahead of the 2024-2025 school year.

The Fraser Valley Library, operated by the Grand County Library District, serves as a trusted and welcoming hub for education, connection, and lifelong learning, adapting to the evolving needs of residents across generations. In 2023, the library district was recognized with the President's Community Award by the Colorado Association of Libraries for its Senior Lunch & Learn program in partnership with Grand County Public Health and the Mountain Family Center.

Equally important are the civic and volunteer organizations that embody Fraser's spirit of generosity and engagement. These include the Fraser Valley Lions Club and the Grand Foundation which, through decades of service and millions of dollars invested in our community, have strengthened bonds and provided meaningful support to residents in need - quietly but consistently improving quality of life.

Fraser Valley Arts has long played a vital role in shaping Fraser's creative identity, championing visual and performing arts, education, and the prestigious Fraser Mountain Mural Festival and Fire & Ice Festival. Building on this legacy, the organization is advancing plans for The Fraser Center

for Creative Arts, a transformative new facility anticipated to break ground in Downtown Fraser and envisioned as a year-round home for performances, exhibitions, education, and community gatherings. Designed to serve as a cultural anchor and economic catalyst, the Center will activate Downtown Fraser and reinforce revitalization efforts.

Our regional partnerships also play a vital role in Fraser's success. Winter Park Resort, a world-class destination and a major economic driver which was recognized as the most family-friendly ski resort in North America for the 2023-2024 season, contributes to the vitality of the Fraser Valley while reinforcing our shared identity as a year-round recreation community. The close relationship between Fraser, Winter Park, Granby, and Grand County underscores the importance of collaboration in addressing shared challenges such as housing affordability, transportation, infrastructure, and workforce sustainability.

Fraser Forward provides a roadmap for navigating these challenges while building on our assets. Organized around the rhythms of the four seasons - Spring, Summer, Fall, and Winter - the plan reflects how residents experience Fraser throughout the year and how different priorities come into focus over time. From a renewed vision for Downtown Fraser and expanded housing opportunities, to enhanced parks, trails, and public spaces; from sustainability and land stewardship to resilient infrastructure, transportation, and intergovernmental coordination - this plan integrates policy, investment, and implementation into a cohesive framework.

At its core, *Fraser Forward* is grounded in six community values: economic resiliency and workforce development; affordable and diverse housing options; Fraser's unique spirit and character; safe roads and access for all; strong public services and community resources; and the protection of natural spaces and wild places. These values are not abstract ideals - they are directly tied to goals, strategies, and actions that will guide day-to-day decision-making and long-term investments. The accompanying *Fraser in Action* implementation framework ensures accountability by identifying priorities, timelines, partners, and resources needed to move from vision to results.

These values are already being translated into action through projects such as St. Louis Landing. Phase 1 of St. Louis Landing will deliver 129 deed-restricted affordable apartments with completion anticipated in summer 2027, providing much-needed housing for local workers and families. Future phases are envisioned to expand affordable ownership opportunities, reinforcing the Town's commitment to long-term housing stability, economic inclusion, and a diverse, year-round community. St. Louis Landing exemplifies how *Fraser Forward* aligns policy with tangible outcomes - ensuring that those who contribute to the community can also afford to call it home.

This plan is intended to be a living document - one that evolves as Fraser evolves. It will inform future updates to the Land Development Code, guide capital improvement planning, and serve as a touchstone for community conversations in the years ahead. Most importantly, it provides a shared foundation for aligning public and private efforts toward a common future.

I want to extend my sincere gratitude to everyone who contributed to this process. Your voices, insights, and care for this community are evident throughout every page of this plan. *Fraser Forward* belongs to all of us, and its success will be measured not only by policies adopted or projects completed, but by our continued willingness to work together with creativity, respect, and intention.

Together, we will ensure that Fraser remains a distinctive mountain town - rooted in its history, responsive to change, and thriving in every season.

With appreciation and confidence in our shared future,

Brian Cerkvenik
Mayor, Town of Fraser

ACKNOWLEDGEMENTS

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FRASER COMMUNITY

A special thanks to community members who participated in the planning process in 2024 and 2025.



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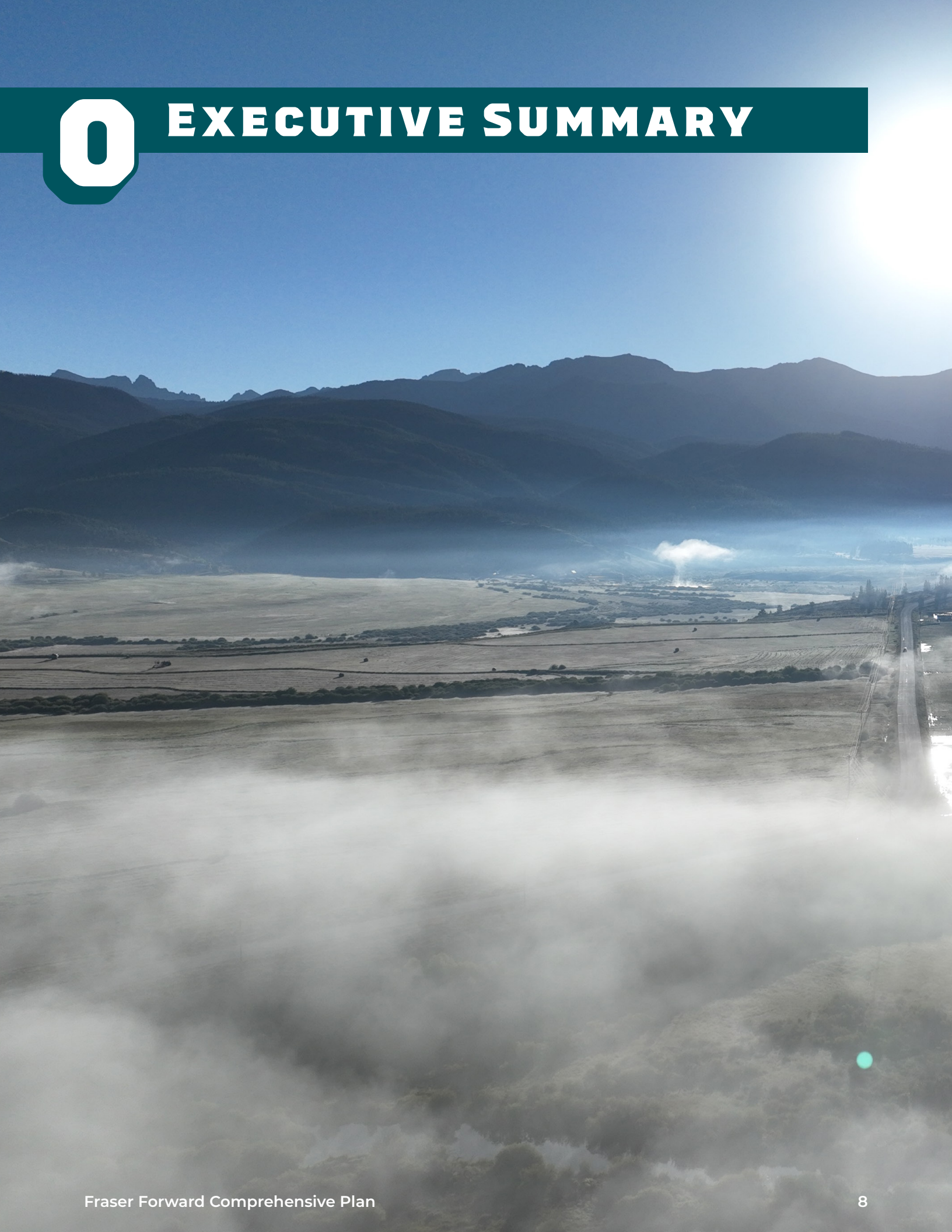
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EXECUTIVE SUMMARY





EXECUTIVE SUMMARY

A PLAN FOR FRASER'S FUTURE

Fraser Forward: Comprehensive Plan sets a clear direction for how the Town of Fraser will grow, evolve, and sustain its unique mountain character over the next twenty years. It builds on Fraser's strong sense of community, environmental stewardship, and creative energy to ensure that future development reflects local values, enhances livability, and strengthens the town's identity as the "Center of Adventure" in the Fraser Valley.

The plan provides a roadmap for decisions about land use, housing, transportation, parks and open space, and economic development. It integrates community priorities, aligns with regional initiatives, and establishes an implementation framework to guide investments and policy updates over time.

Community-Driven Vision

The plan is grounded in an extensive public engagement process that reached residents, business owners, and organizations through workshops, surveys, focus groups, and events. Community input consistently emphasized a desire to preserve Fraser's small-town character, maintain access to the outdoors, and support a diverse, year-round community.

From this foundation, the community vision emerged:

Fraser is a vibrant, connected mountain town that celebrates creativity, protects its natural environment, and offers opportunities for people of all ages to live, work, and play.

This vision is expressed through several core community values found on the following page.



Affordable & Diverse Housing Options:

A community where all can find safe, comfortable housing within their means.



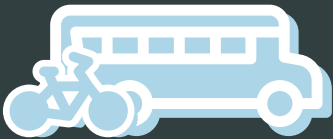
Economic Resiliency and Workforce Development:

Activity year-round with employment opportunities that align with community members.



Fraser's Unique Spirit and Character:

Building on the Town's artistic culture and entrepreneurial spirit.



Safe Roads and Access for All:

Supporting trails, mobility options, and healthy lifestyles.



Public Services and Community Resources:

Providing amenities that are critical to feel supported in our community.



Natural Spaces and Wild Places:

Stewarding the Fraser River, surrounding forests, and open spaces.

FRASER TODAY

Fraser is at a pivotal point in its evolution. Once a quiet mountain community, it has become an increasingly popular place to live and visit. The town's population, economy, and tourism activity are growing, bringing both opportunities and challenges.

Key trends shaping Fraser today include:

- ▶ Rapid growth and housing pressure driven by seasonal tourism, regional job centers, and second-home ownership.
- ▶ Limited workforce housing, affecting affordability and local employment stability.
- ▶ Environmental constraints such as National Forests, St. Louis Creek and Fraser River, and other natural resource conservation.
- ▶ A vibrant creative culture that fuels community identity and local events like Fraser Mountain Mural Festival.
- ▶ Strong regional connections with Winter Park, Granby, and the greater Grand County economy.

Understanding these dynamics allows Fraser to shape growth intentionally—leveraging opportunity while protecting the community's character and natural assets.

Plan Framework

Fraser Forward organizes goals, policies, and actions under a cohesive framework that reflects how residents experience the town day-to-day. Each chapter builds on the community vision with targeted objectives and implementation strategies. Organizing the planning topics into the four seasons reflects the identity of Fraser as a year-round community shaped by seasonal change. Each season highlights a different rhythm of life – spring brings new opportunities, summer drives energy and activity, autumn gathers the harvest and reflects, and winter strengthens foundations and prepares for the year ahead.



Spring: Growth & New Beginnings

Spring represents opportunity and renewal. This chapter focuses on a Downtown vision, housing, and economic vitality—key drivers of Fraser’s long-term prosperity. The plan envisions a thriving Downtown core with a mix of uses, creative placemaking, and attainable housing that supports residents and local businesses alike.



Summer: Vibrancy & Connection

Fraser’s summers are full of energy, activity, and connection. This theme centers on enhancing parks, recreation, open space, and trails while strengthening community gathering places. The plan envisions a connected system of green spaces and active transportation routes that encourage outdoor living and celebrate Fraser’s mountain lifestyle.



Fall: Stewardship & Resilience

As the seasons change, Fraser’s focus turns to sustainability. This chapter addresses land use and sustainability, guiding how and where the town grows. Policies emphasize compact, efficient development, protection of natural resources, climate readiness, and continued commitment to dark skies and water conservation.



Winter: Foundations & Support

Fraser’s winter identity represents endurance and strength. This section focuses on intergovernmental coordination especially services, infrastructure, transportation, and mobility— all the systems that keep the town functioning year-round. Goals include improving multimodal transportation, investing in resilient utilities and public facilities, and coordinating regionally to manage growth and shared services.

Together, these four themes form an integrated vision of Fraser as a complete, connected, and sustainable mountain town.

IMPLEMENTATION: FRASER IN ACTION

The final section, Fraser in Action, translates vision into results. It identifies clear strategies, timelines, and partnerships to move the plan forward. Implementation tools include:

- ▶ Action matrix outlining short-, mid-, and long-term priorities as well as estimated investment cost and potential partners.
- ▶ Integration with capital improvement planning and annual budgeting.
- ▶ Coordination among town departments and regional partners.
- ▶ Performance monitoring and updates to track progress over time.

Fraser Forward is intended as a living document—one that evolves with the community and remains relevant as new opportunities and challenges emerge.

Moving Forward Together

Fraser Forward reflects the collective aspirations of a community proud of its past and excited for its future. It captures Fraser's enduring spirit of creativity, stewardship, and connection while charting a course for sustainable, inclusive growth.

By implementing this plan, Fraser commits to shaping its future with intention—to remain a distinctive mountain town that values both people and place, and continues to thrive in every season.



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INTRODUCTION



PLAN PURPOSE

WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan's primary purpose is to provide guidance to Town leadership to make thoughtful, coordinated decisions over time. It guides decisions about laws, budgets, public services, infrastructure, and major projects to ensure that they are in support of the community's vision for the future. The community vision is crafted throughout this process to understand the values, needs, and priorities of residents. In order to achieve the community vision, this plan provides various goals, strategies, and actions for Town staff, elected officials, and the Fraser community to implement. The final component of the plan is the future land use map, which translates the community's vision into on-the-ground solutions.



A Guiding Document



Community Vision for the Future



Goals, Strategies, & Actions



Future Land Use Map

PLAN PROCESS

Fraser's Comprehensive Plan was created through a collaborative process led by Town Staff and consultants from Cushing Terrell. Guided by the Planning Commission, Board of Trustees, and informed by the community and local partners, the Comprehensive Plan was crafted over eighteen months in 2024 and 2025. Extensive engagement was conducted with Fraser residents around their vision for Fraser's future. The process followed four phases of plan development, which included:



PLAN USE

HOW SHOULD THIS DOCUMENT BE USED?

This Plan is designed to be Fraser's compass for the future. The strategies it contains will guide key decisions on everything from transportation and new development to the protection of stable neighborhoods. It will shape investments in parks and trails, support choices that enhance climate resilience, and inform important community conversations for years to come. It is a tool for alignment, to help ensure that community ideas, partner initiatives, and private development are all working toward the Town's goals. While it provides the foundational direction for future zoning changes and capital projects, this document does not directly change the Land Development Code or assign funding. Rather, it is a living blueprint that serves as a basis to measure decisions against – and ensures that all future changes are moving **Fraser Forward**.



PLANS REFERENCED

WHERE WE LOOKED

A good comprehensive plan aligns with and incorporates other local or regional plans. This ensures that the Town and other organizations are moving in the same direction and highlights opportunities for collaboration and partnership. As a part of the comprehensive plan update, the following plans were reviewed and incorporated into the **Fraser Forward** and **Fraser in Action** chapters where relevant.



- ▶ 2004 Fraser Valley Retail Market Analysis
- ▶ 2007 Fraser-Winter Park Joint Working Group Final Report
- ▶ 2010 Fraser Comprehensive Plan
- ▶ 2014 Fraser Winter Park Community Trails Plan
- ▶ 2015 Fraser Water Firming Study
- ▶ 2016 Fraser Housing Needs and Development Study
- ▶ 2016 Fraser Sustainability Plan
- ▶ 2017 Downtown Strategic Plan
- ▶ 2017 Out of Town Report Service Agreement
- ▶ 2018 Fraser River Corridor Master Plan
- ▶ 2019 Headwaters Trails Alliance Strategic Trails Plan
- ▶ 2019 Regional Workforce Housing Report
- ▶ 2020 Town of Fraser Water Supply Report
- ▶ 2020 Downtown Fraser
- ▶ 2021 Economic Impacts of Outdoor Recreation
- ▶ 2021 The Mountain Migration Report
- ▶ 2022 Fraser River Valley Housing Needs Assessment Update
- ▶ 2022 Wastewater Collection System Master Plan
- ▶ 2023 10-Year Water Capital Improvements Plan
- ▶ 2023 Workforce Housing Report
- ▶ 2023 Water Efficiency Plan

PLANNING AREA

STATE STATUTE

Municipalities in Colorado are required to create and adopt a comprehensive plan for physical development. This plan must also address areas outside the municipality's boundaries.

Although the comprehensive plan itself is an advisory document, it provides the vision that is enforced by other regulatory tools, like the Town's Land Development Code. It is vital to include land within the Three-Mile Area in this plan to ensure that future growth is consistent with the character and vision of Fraser. The Land Use section of this plan, including the Future Land Use Map, provides further detail on this approach.



Source: Town of Fraser

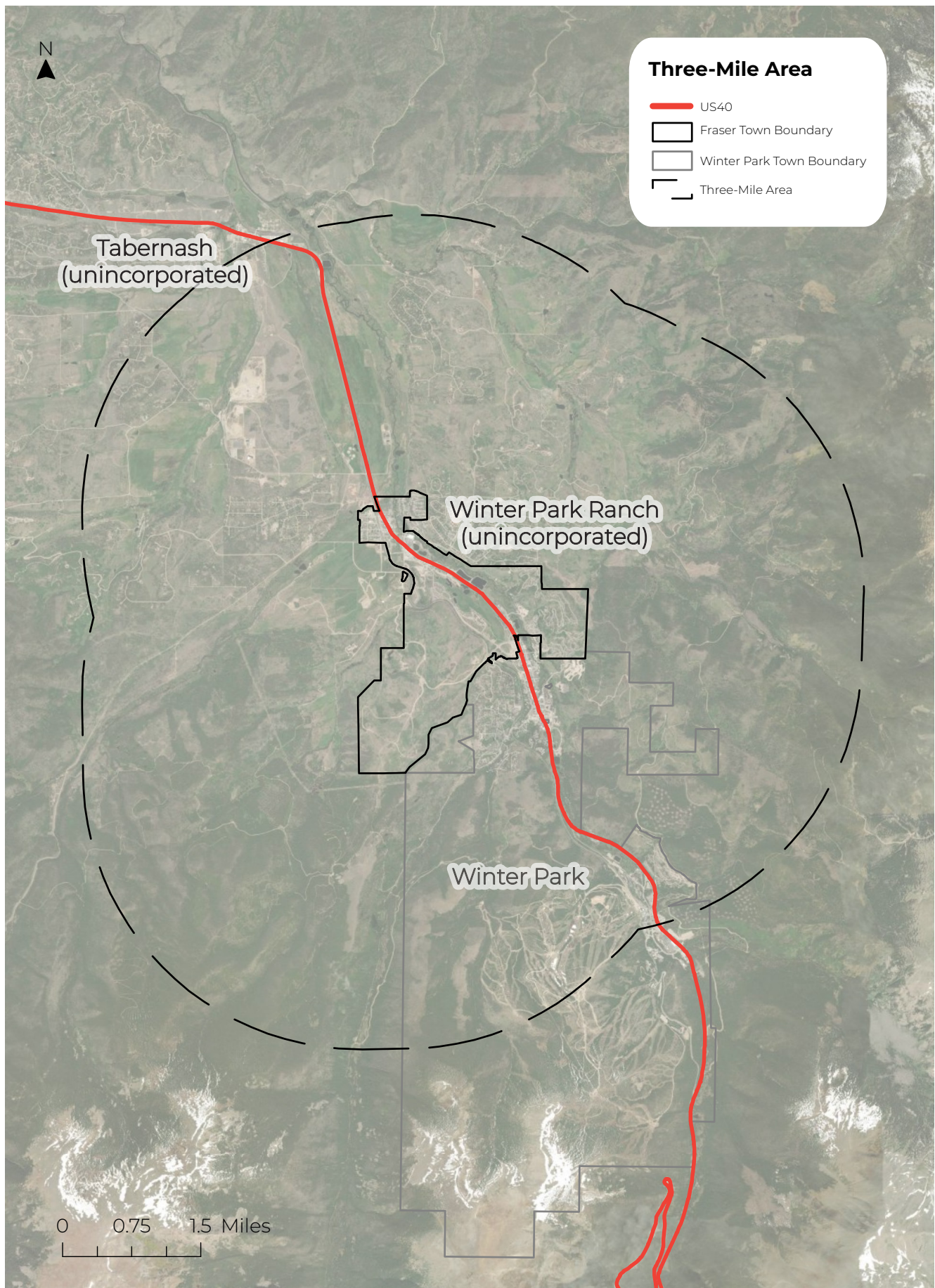
THREE-MILE AREA LEGALITY

The Colorado Municipal Annexation Act of 1965, C.R.S. 31-12-105(e), charges the Planning Commission with creating a plan that addresses areas outside municipal boundaries to improve decision making relative to annexations and guide overall growth and development. In 1987, the state legislature also made changes to annexation law limiting municipal annexations to no more than three miles beyond the current municipal boundary in any given year.

As a result, this document covers land use beyond the current Town of Fraser; it also includes the Three-Mile Area surrounding the town. This entire region is referred to as the planning area and is detailed on the accompanying Three-Mile Area Map. (Figure 1)

Not all properties within the Planning Area have been assigned a future land use designation, as there are lands held by public agencies like Denver Water and the Forest Service, and others lie within the Winter Park Planning Area. Some privately-owned properties are not designated to prevent leapfrog development in unincorporated areas

Figure 1: Town of Fraser Plan Area and Three-Mile Area Map



Source: Town of Fraser GIS

2 FRASER TODAY





FRASER YESTERDAY

HISTORY AND DEVELOPMENT

Fraser's history and context is vital to understanding where we are today and what is possible in the future. In 1905, George Eastom acquired the townsite land and recorded a plat of the town, which would not be formally incorporated as Fraser until 1953. Eastom came to the area to set up a lumber operation called the Middle Park Lumber Company, in conjunction with the development of the Moffat Line Railroad. Early residents included ranchers, loggers, railroad workers, and even some who sought the area's cold, dry climate as a respite from tuberculosis, including Dr. Susan Anderson, known as Doc Susie, who practiced medicine in the town for 50 years. In 1944, 200 German prisoners of war arrived in the area to work at

the Kopper's logging and lumbering operation manufacturing railroad ties and telephone poles. The prisoners worked diligently in the lumber camp as loggers, skidders, horse-shoers, and carpenters. In the years following their time in the region many former German POWs returned to visit the area and fondly reminisce about their time here. Manufacturers have recognized the opportunity to conduct product research and development, along with field applications in the challenging environment as motor vehicle anti-freeze, batteries, and snow tires were presented to residents for testing for many years following World War II. Later, Fraser became known as the "Western White House" when President Eisenhower spent many summer months fly fishing the local waters while in office.



Source: <https://www.angelfire.com/co/chuckgraves/Fraser.html>

The development of the ski industry in nearby Winter Park continues to draw many people to the area, both visitors and residents. The resort is owned by the City of Denver but operated by Alterra Mountain Company under a 50-year lease which originated in 2002. The recreation and tourism industry, along with remote workers and the second home market, will continue to play an important role in the local economy. The influx of second home owners and tourists greatly increase the peak demands on services within the Fraser Valley. While Fraser did not experience the boom in second homes like the Town of Winter Park during the 1960s, 1970s, and 1980s, more recent trends and development patterns have come to Fraser and will continue to play a major role in the community. In addition to recreation based employment, people have located within the Fraser Valley for a recreation-oriented lifestyle as people continue to move to the area while maintaining Front Range or even national employment through telecommuting.

The local climate is extreme. Located very near the Continental Divide at an elevation of over 8,550 feet, the Town of Fraser has been called the “Icebox of the Nation.” It’s not unusual to see drastic temperature variations of 40 degrees within a day. According to climate-data.org, the average high in January is 22.9 and the average low is 2 degrees, but frequently drops to single and double digit below zero temperatures. The climate that provides the local ski area with an annual av-

erage of over 362 inches of snow also provides for a rich and diverse wildlife habitat. Recognizing this, the 23,000-acre Fraser Experimental Forest (FEF) was established in 1937 as a representative site for conducting studies in the alpine/subalpine environment of the central Rockies. Most early research was oriented towards timber or water production resulting from forest management. In 1976, the FEF was designated a Biosphere Reserve by the United Nations Educational, Scientific and Cultural Organization.

Future generations will benefit from the establishment of the James Peak Protection Area. This wilderness area supplements other areas around the Fraser Valley and within the Arapaho National Forest including the Indian Peaks Wilderness Area, the Vasquez Wilderness Area, the Byers Peak Wilderness Area, and Rocky Mountain National Park. Visitors have come to the area to enjoy the scenic beauty since the late 1800s. Grand County consists of approximately 73% public lands. These public lands are managed by several different entities: U.S. and State Forest Services, National Park Service, the Bureau of Land Management and the State Land Board.

FRASER TODAY

WHERE WE ARE NOW

The Town of Fraser (Town) is a unique mountain community renowned for its snow-capped peaks, abundant recreational opportunities, access to public lands, and relaxing open space. At the same time, Fraser is not immune to the broader forces of change that affect mountain towns across the region - like shifting economic conditions, population growth, housing costs, evolving visitor patterns, and increasing demands on infrastructure and natural resources. While these dynamics are often viewed as challenges, they also present opportunities to work towards solutions for current and future residents.

LAND USE

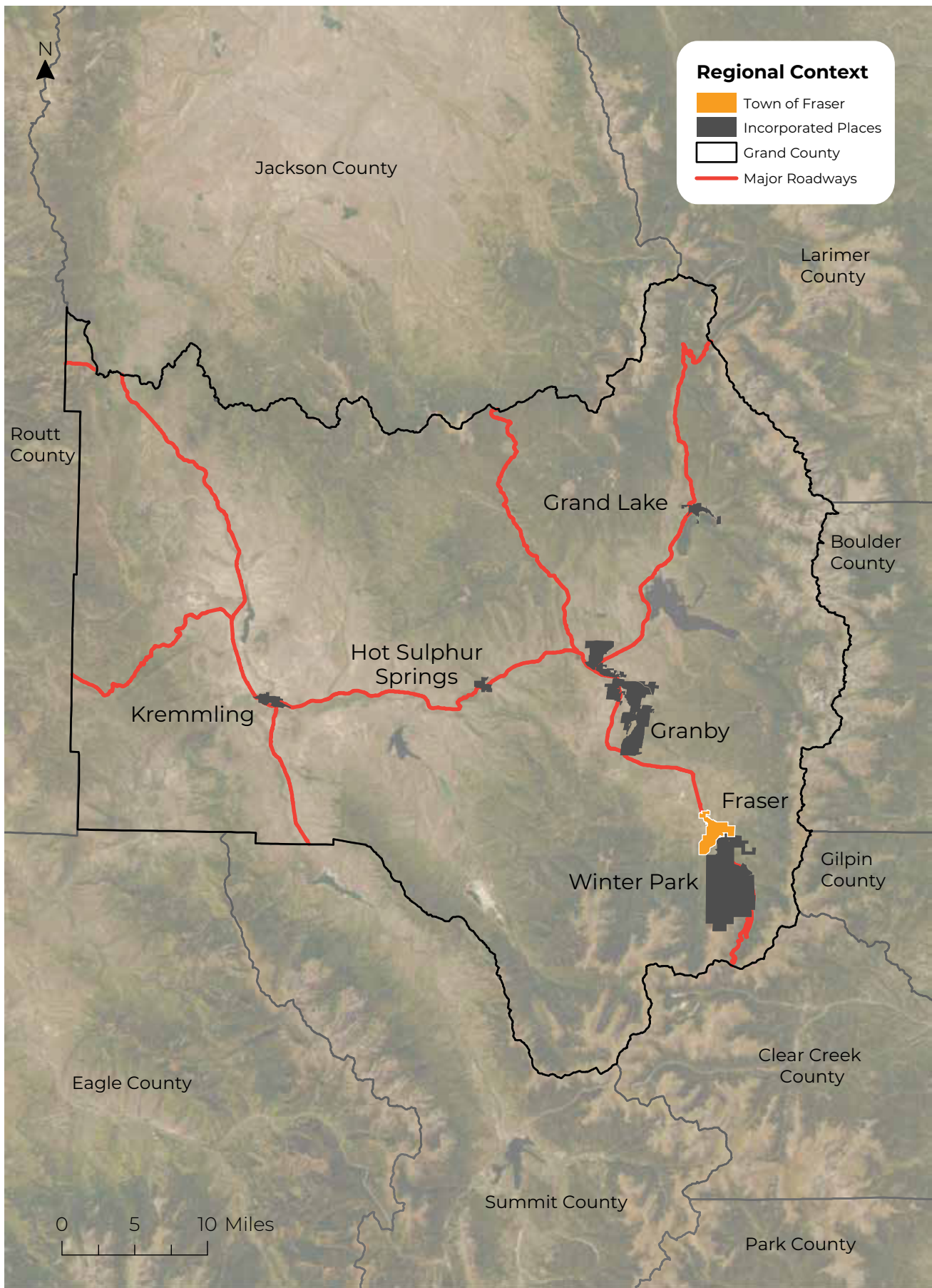
Nearly two thirds (65.5%) of the land area in the Town is undeveloped.

The majority of land within the municipal limits of Fraser is covered by two Planned Development (PD) areas – Rendezvous and Grand Park. While Rendezvous is primarily built out, Grand Park remains mostly undeveloped and is expected to include single-family, multi-family residential, and mixed use commercial development. The completion of these developments has the potential to significantly increase the Town's population. Looking inward, Downtown Fraser also has opportunity for infill development with over a quarter (28.8%) of property currently undeveloped. Many of these unbuilt properties are zoned under the Business or Riverwalk District (regulations that support a walkable, mixed-use Downtown). (Figure 4)



Source: Town of Fraser

Figure 2: Town of Fraser Regional Context Map



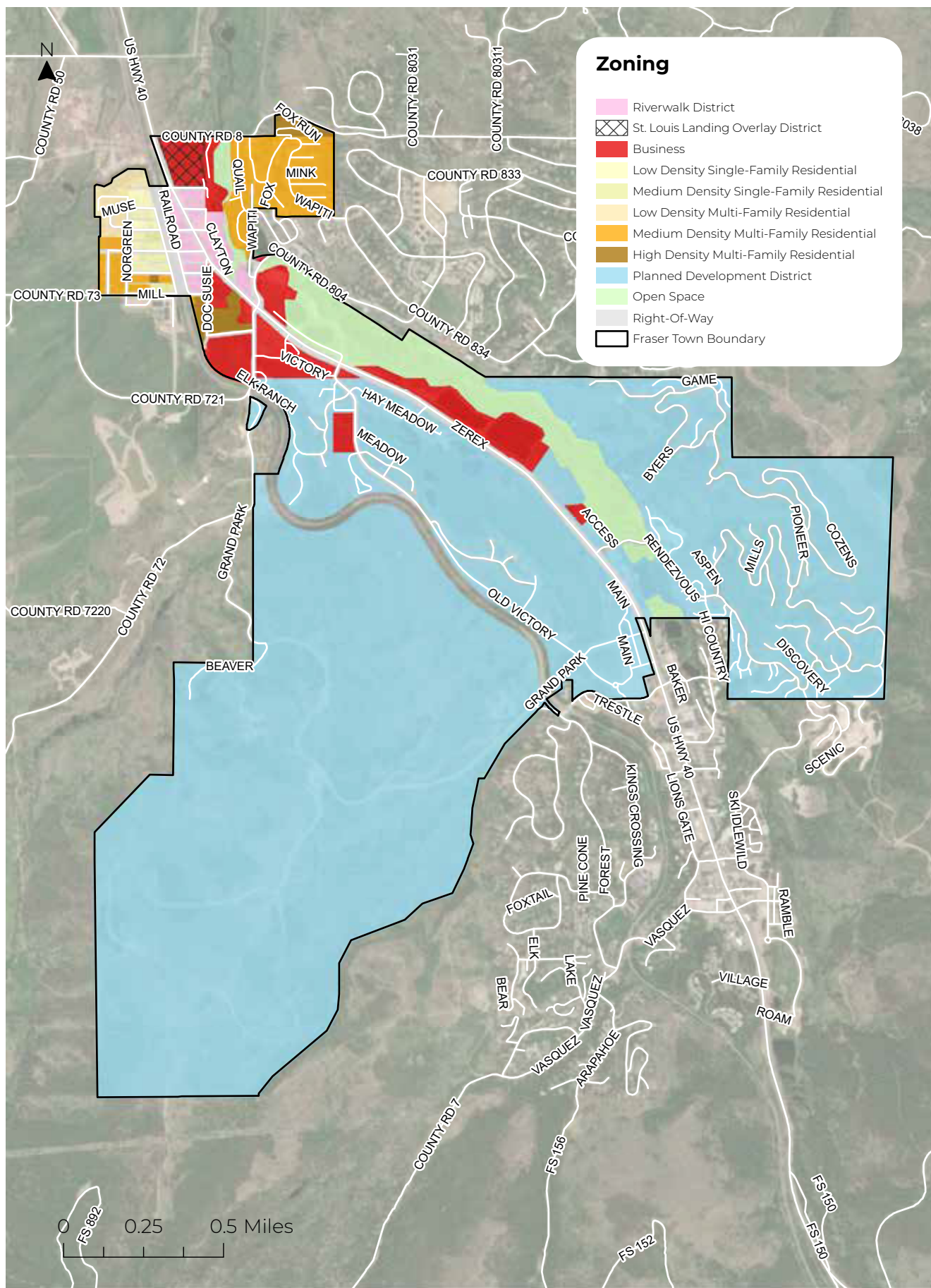
Source: Grand County GIS

Existing Land Use

- Commercial
- Forest / Agriculture
- Mixed-Use
- Mobile Home Residential
- Multi-Family Residential
- Parks / Open Space
- Public
- ROW
- Single-Family Residential
- Unbuilt / Undeveloped
- Fraser Town Boundary

Fraser Forward Comprehensive Plan

Figure 4: Town of Fraser Zoning Map



Source: Town of Fraser GIS

+14.1 %

Fraser 10-year
growth rate
(2010-2020)

Winter Park

1,033

Fraser

1,400

Paonia

1,447

Kremmling

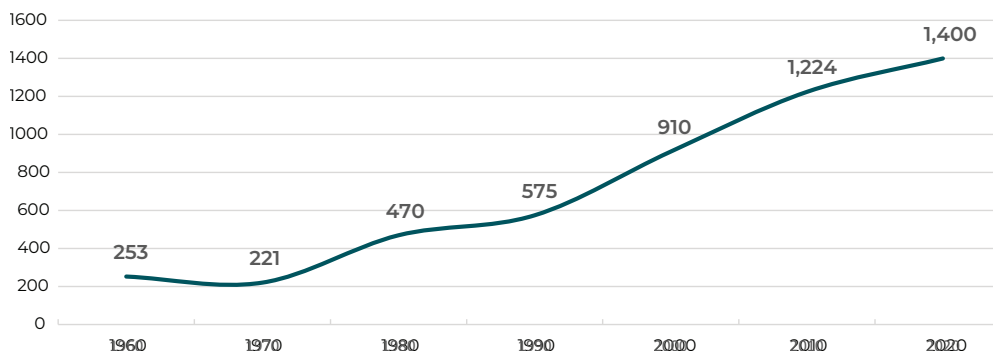
1,509

Source: US Census Decennial Survey

POPULATION

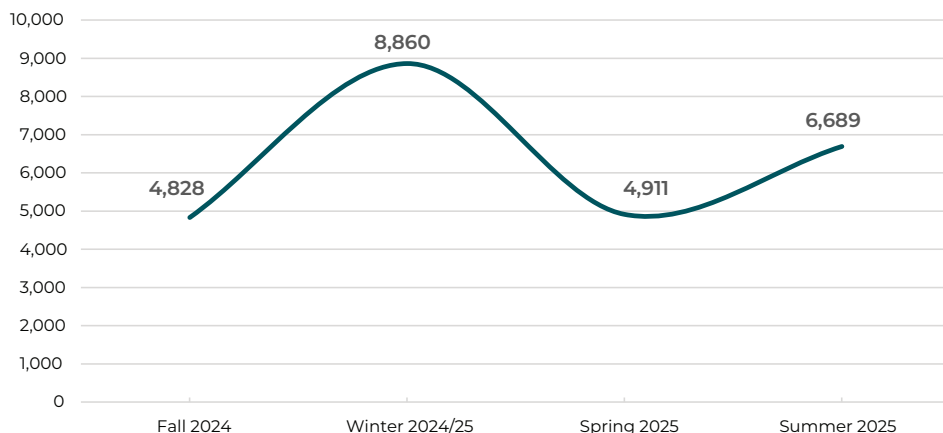
Since 1970, Fraser has seen slow and consistent growth, adding 100-350 people every decade. In 2020, Fraser officially reached 1,400 full-time residents (Figure 5). This compares with other mountain town communities like Paonia (1,447), Kremmling (1,509), and neighboring Winter Park (1,033). The area's population fluctuates throughout the year, peaking during the winter and summer (to a lesser extent) tourist seasons due to seasonal workers, second homeowners, and visitors (Figure 6). This seasonal increase in population results in a greater strain on the Town's resources and infrastructure, in addition to causing greater traffic volumes/vehicular congestion and contributing to higher housing costs.

Figure 5: Town of Fraser Population Change 1960-2020



Source: US Census 2020 Decennial Survey

Figure 6: Town of Fraser Average Daily Population of Seasonal Residents, Second Homeowners, and Tourists



Source: Placer.ai, 2024-2025

Fraser is starting to lose its families, children, and seniors.

In the past, Fraser might have been known as a place for hardened outdoor enthusiasts. Over time it has expanded to include families, children, and seniors. However, challenges in childcare, housing types, and healthcare may be contributing to a loss in these demographic groups. Family households, school aged children, and the 65+ community have all seen declining rates since 2010. Efforts are being made to ensure these populations can remain in Fraser through the creation of deed-restricted housing, such as the St. Louis Landing development that is currently under construction. The first phase will include 129 deed-restricted multifamily residential units ranging from 30% to 120% of Area Median Income (AMI), as well as an early childcare facility and commercial space.

Fraser is seeing an increase in young adults, single households, and demographic diversity.

Young adults (25-34) are now the largest age group in Fraser while the share of residents living alone has also grown. Residents' race, ethnicity, language, and other demographics have also changed – underscoring the importance of community engagement to understand the needs of diverse community members.



**Due to Fraser's small population, higher margins of error in presented data are possible.*

5.1%  **3.6%**

Residents 65 years or older

35.8%  **19.5%**

Households with one or more people under 18 years old

31.7%  **22.5%**

The 19-24 years age group

13.2%  **21.1%**

25-34 year old age group

30.6%  **42.1%**

Householders living alone

Hispanic or Latino Ethnicity **+8.9%**

Nonwhite Residents **+24.4%**

People who speak Spanish at home **11.3%**

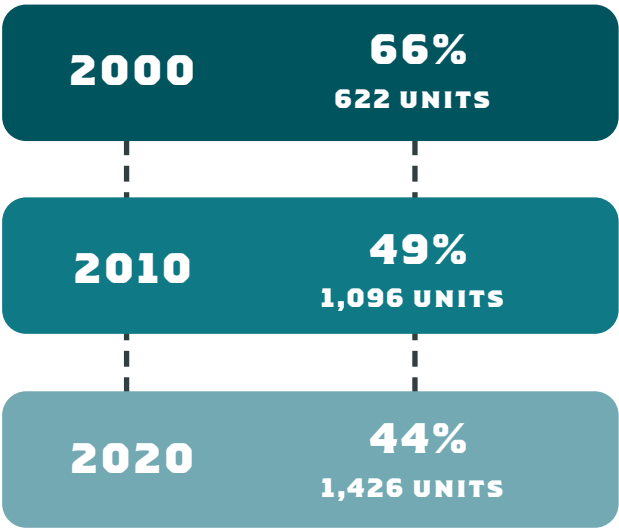
Source: US Census ACS 5-year estimates (2010-2022)

AFFORDABILITY

Increasing interest in vacation homes in Fraser has exacerbated affordability problems for year-round residents.

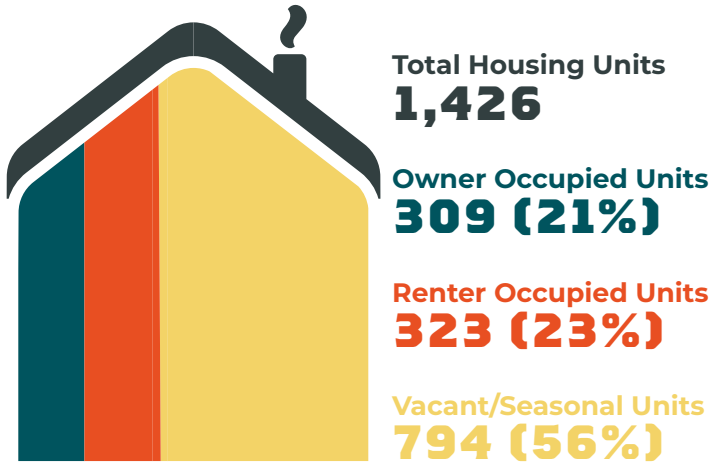
The percentage of homes occupied year-round has been dropping since 2000, despite the total number of homes in Fraser increasing over that time. Additionally, the share of households that are cost-burdened (spending more than 30% of their income on housing costs) remains the highest amongst neighboring areas (43%).

Homes in Fraser Occupied Year-round



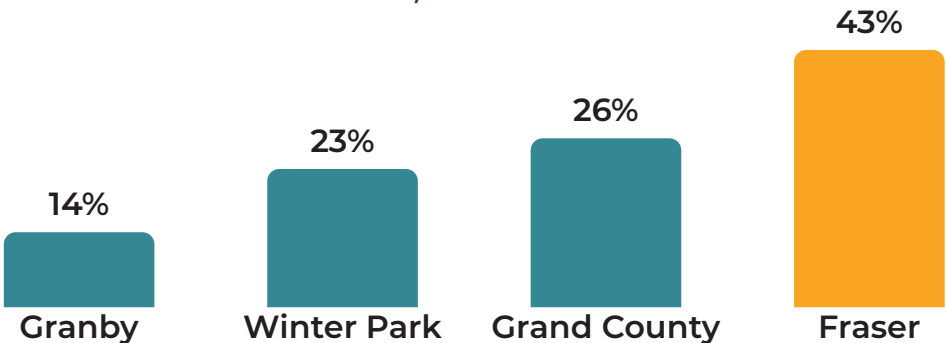
Source: US Census Bureau 2000, 2010, and 2020 Decennial Surveys

Housing Unit Occupancy Status, 2020



Source: US Census Bureau 2020 Decennial Survey

Share of Cost Burdened Households, 2020



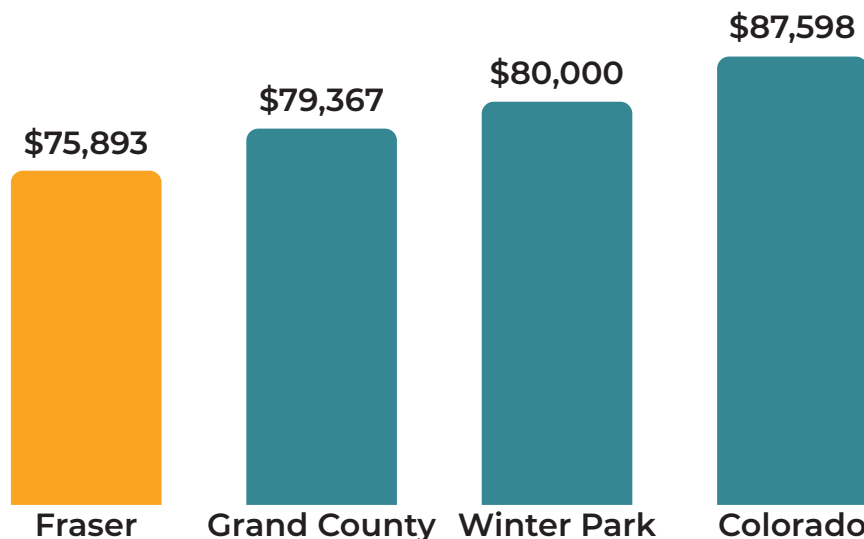
Source: Grand County Housing Needs Assessment; HUD 2016-2020 CHAS Data

LOCAL ECONOMY

The Town’s biggest industries depend on lower-wage workers who are vulnerable to displacement as housing costs rise.

This is largely due to the high concentration of jobs in the arts, entertainment, and recreation sector, which support the local tourism and ski economy. Supporting these workers will require ensuring that they are able to afford to live in the area. Fraser has made progress in addressing this critical need by partnering with the Town of Granby, Town of Winter Park, and Grand County to create the Fraser River Valley Housing Partnership, a multi-jurisdictional housing authority. In November 2022, the authority passed a 2-mil property tax levy to generate approximately \$1.2 million each year to address workforce housing in the region.

Median Household Income, 2020



Fraser Valley (within three miles of Fraser) top employment sectors:

Arts, Entertainment, and Recreation 50%

Accommodation and Food Services 18%

Real Estate and Rental Leasing 7%

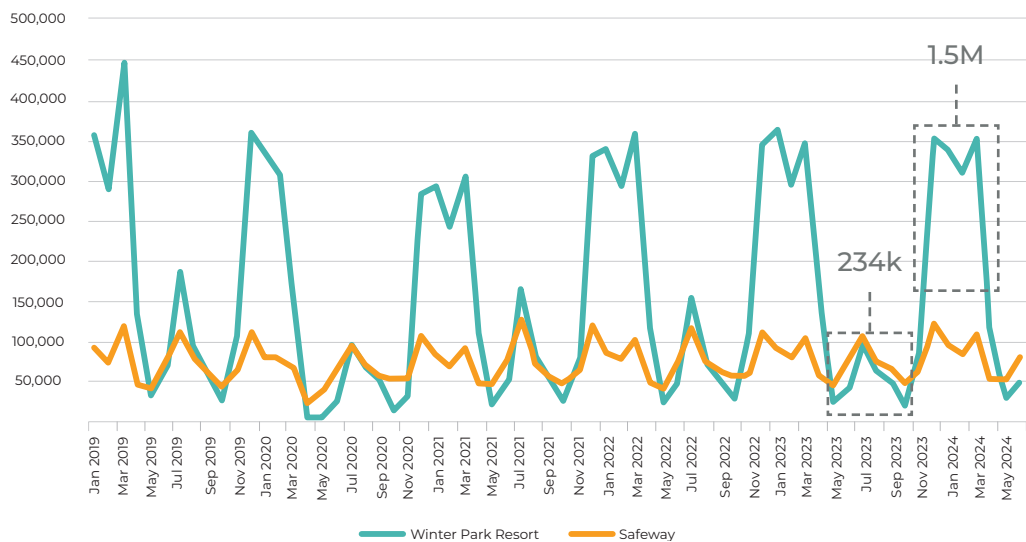
Retail Trade 7%

Sources: US Census LEHD OntheMap, US Census ACS 5-year estimates

Fraser’s commercial activity reflects both its role as a winter sports destination and a local service hub for everyday needs such as groceries, healthcare, and gas.

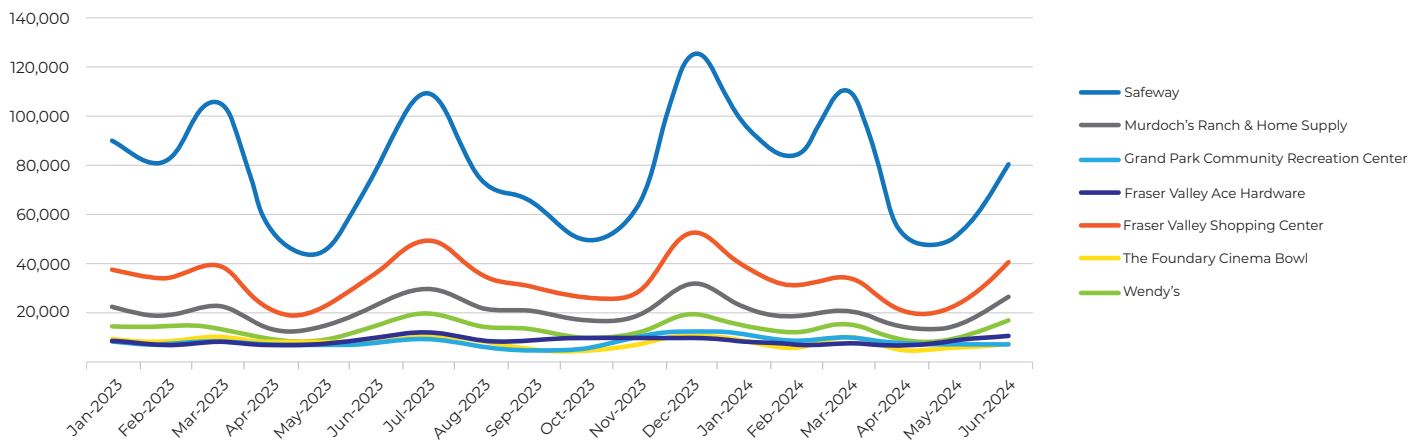
Nearby Winter Park Resort experiences strong seasonal swings, with over 1.5 million visits in peak winter (Dec-Mar) compared to under 234,000 in summer (Jul-Oct) this past year (Figure 7). In contrast, everyday destinations like Safeway and the Fraser Valley Shopping Center maintain steadier activity all year long, especially in the summer (Figure 8). With Safeway drawing from over 40 miles and 5,000 zip codes — Fraser functions as both a community anchor and visitor gateway regardless of time of year. Importantly, few Winter Park Resort guests travel directly to or from home, presenting Fraser with opportunities to capture more dining, entertainment, and retail spending by expanding nighttime attractions and amenities during the winter.

Figure 7: Monthly Visits to the Winter Park Resort and Safeway, 2019-2024



Source: Placer.ai

Figure 8: Town of Fraser Monthly Visits to Key Locations



Source: Placer.ai, 2023-2024

INFRASTRUCTURE

The Town's Public Works department maintains and operates most streets and roads in addition to stormwater systems, parks, trails, open spaces, streetscapes, and public gardens.

The Town has its own Water Division which operates ground water wells and the distribution and collection systems through its own enterprise fund. The Upper Fraser Valley Wastewater Treatment Plant, which is staffed and operated by the Town of Fraser, collects and treats sewage from the Town of Fraser, Grand County Water and Sanitation District #1, and the Winter Park Ranch Water and Sanitation District. In 2022, the Town adopted a 10-year Capital Improvement Plan specifically targeted at improving its water system infrastructure, and a water & wastewater rate study completed in early 2024. Additionally, the Town has identified the need for a new Public Works Facility as the current facility is limited in its ability to expand.

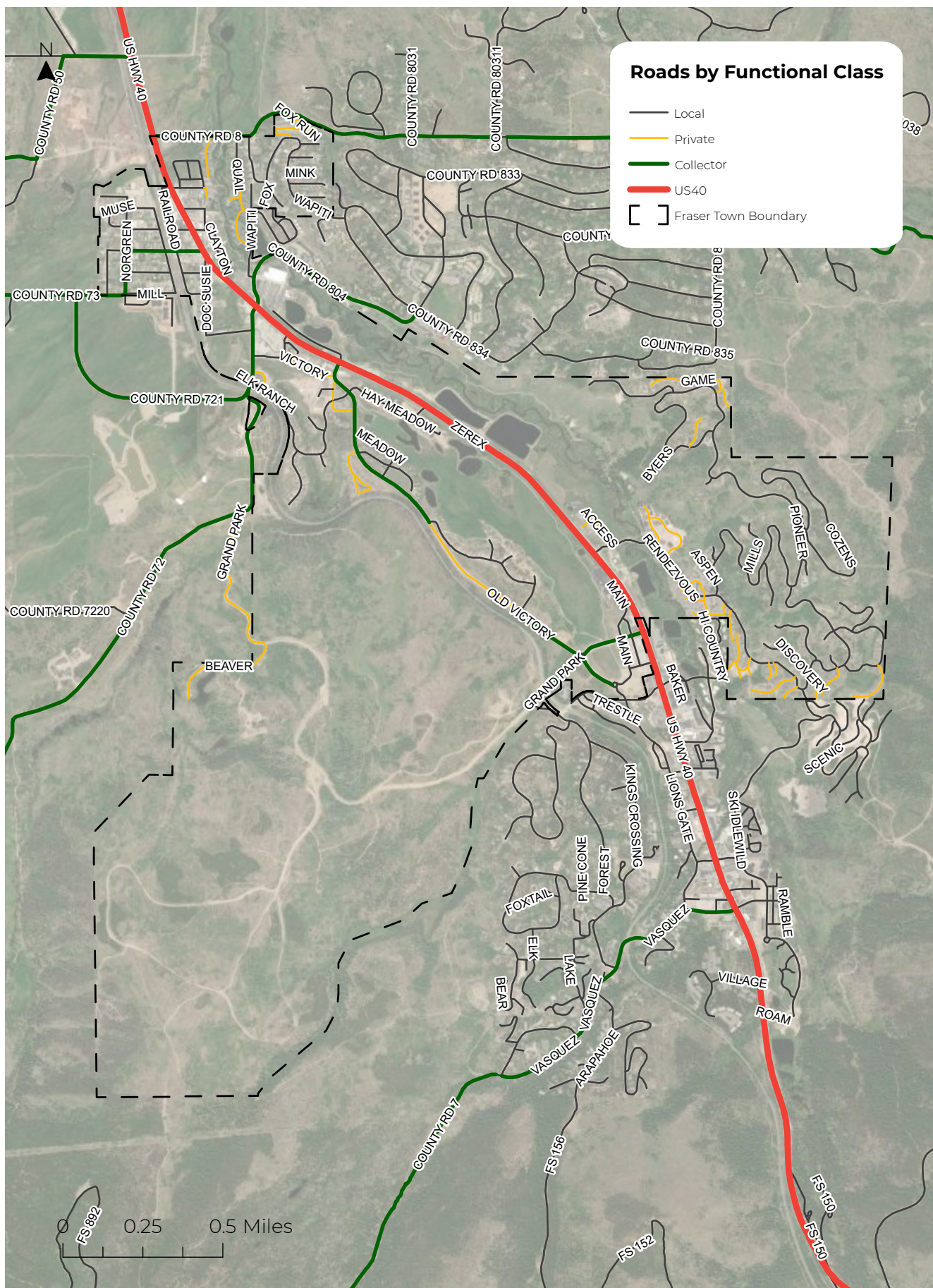
TRANSPORTATION

The reliance on US 40 as the town's primary mobility corridor complicates both local and regional travel, making Fraser vulnerable to traffic congestion, disruptions, and safety concerns.

A feasibility study to widen US 40 through Fraser was completed in 2020, and engineering design of these improvements is underway through a CDOT funded process. Grand County has also identified a bypass route for US 40, known as the Fraser Valley Parkway, for which planning is underway.

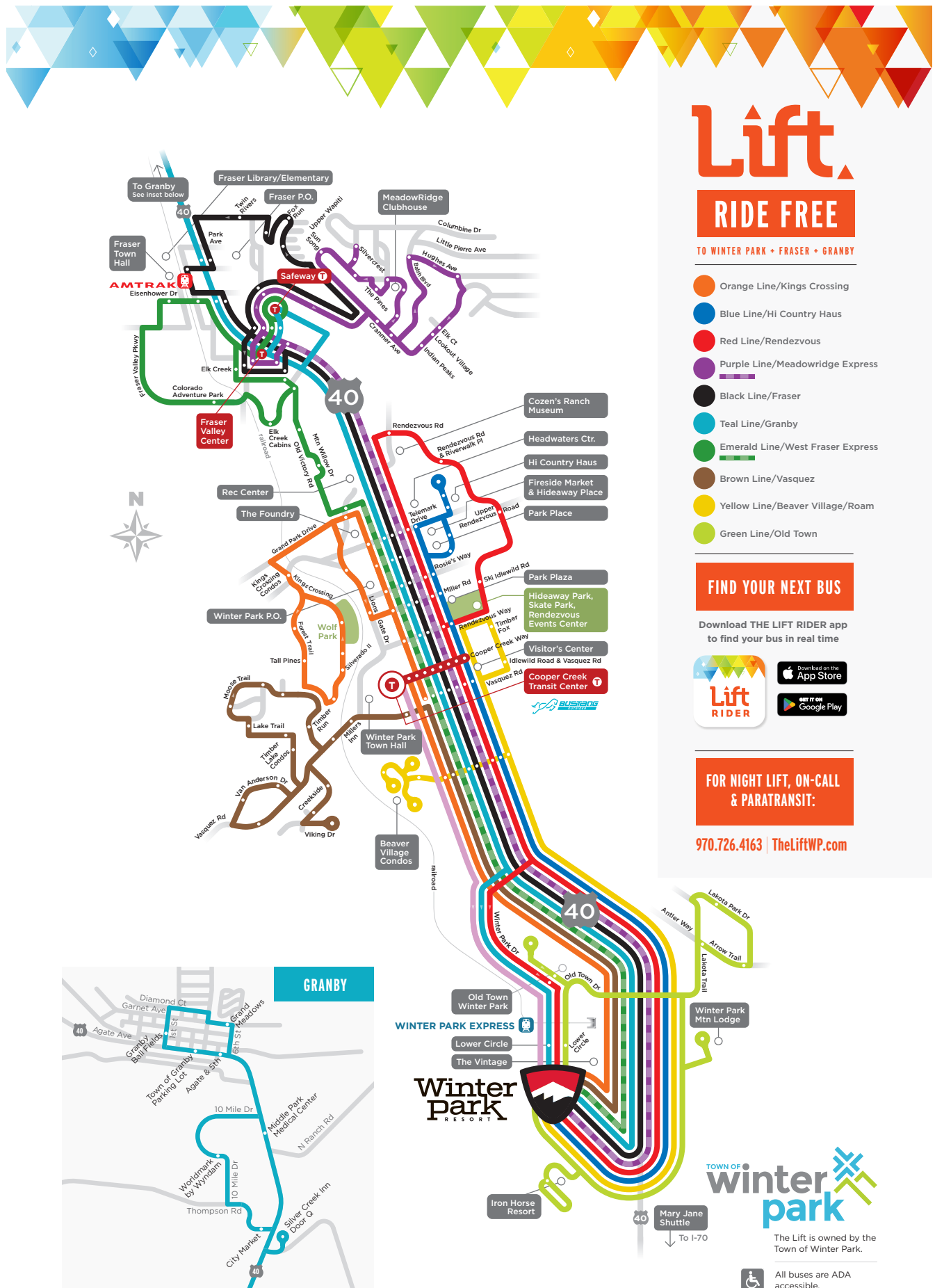
While several other transportation options exist, US 40 continues to be a barrier, and gaps in multi-modal infrastructure make utilizing transit, biking, and walking difficult or unsafe. Fraser has an extensive trail network, a rail station with commuter rail and future mountain rail service, regional Bustang service, and is served by six local bus lines operated by the Town of Winter Park. However, sidewalks and crosswalks are limited throughout town. This lack of first- and last-mile connection can discourage non-vehicular travel once you are in Fraser. (Figure 9)

Figure 9: Town of Fraser Road Network Map



Source: Town of Fraser GIS

Figure 10: Winter Park Transportation Network Map, 2024



Source: Winter Park

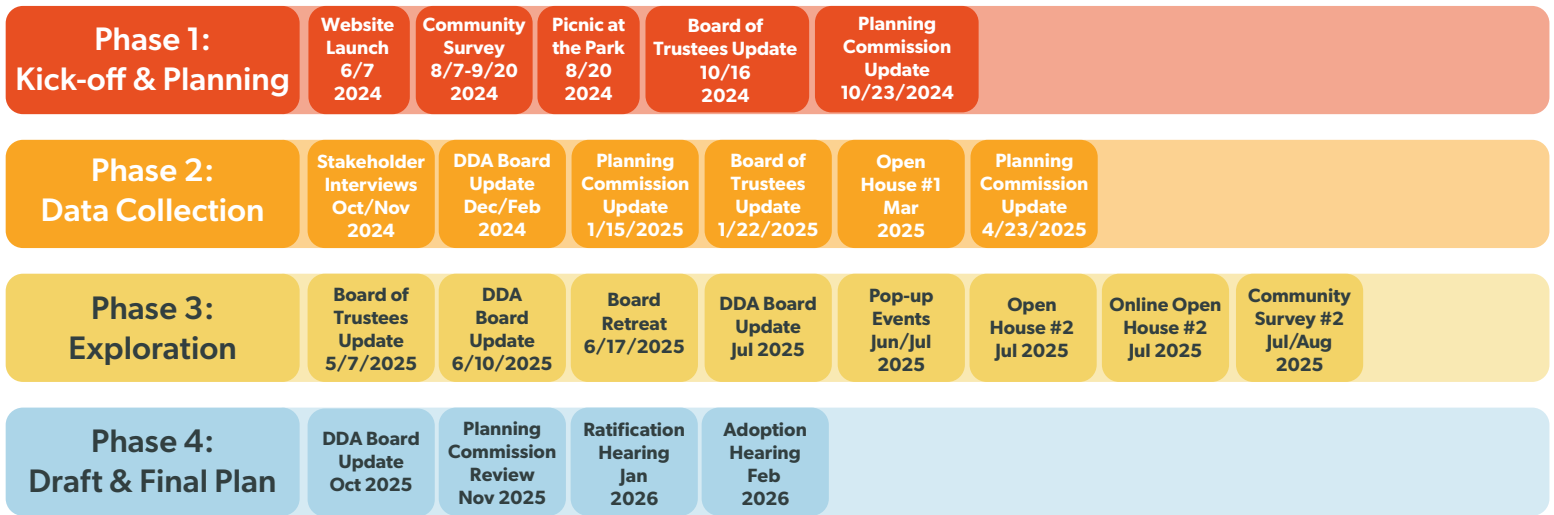
3 COMMUNITY VOICES





ENGAGEMENT PROCESS

Figure 11: Engagement Process Timeline



WEBSITE & SURVEY

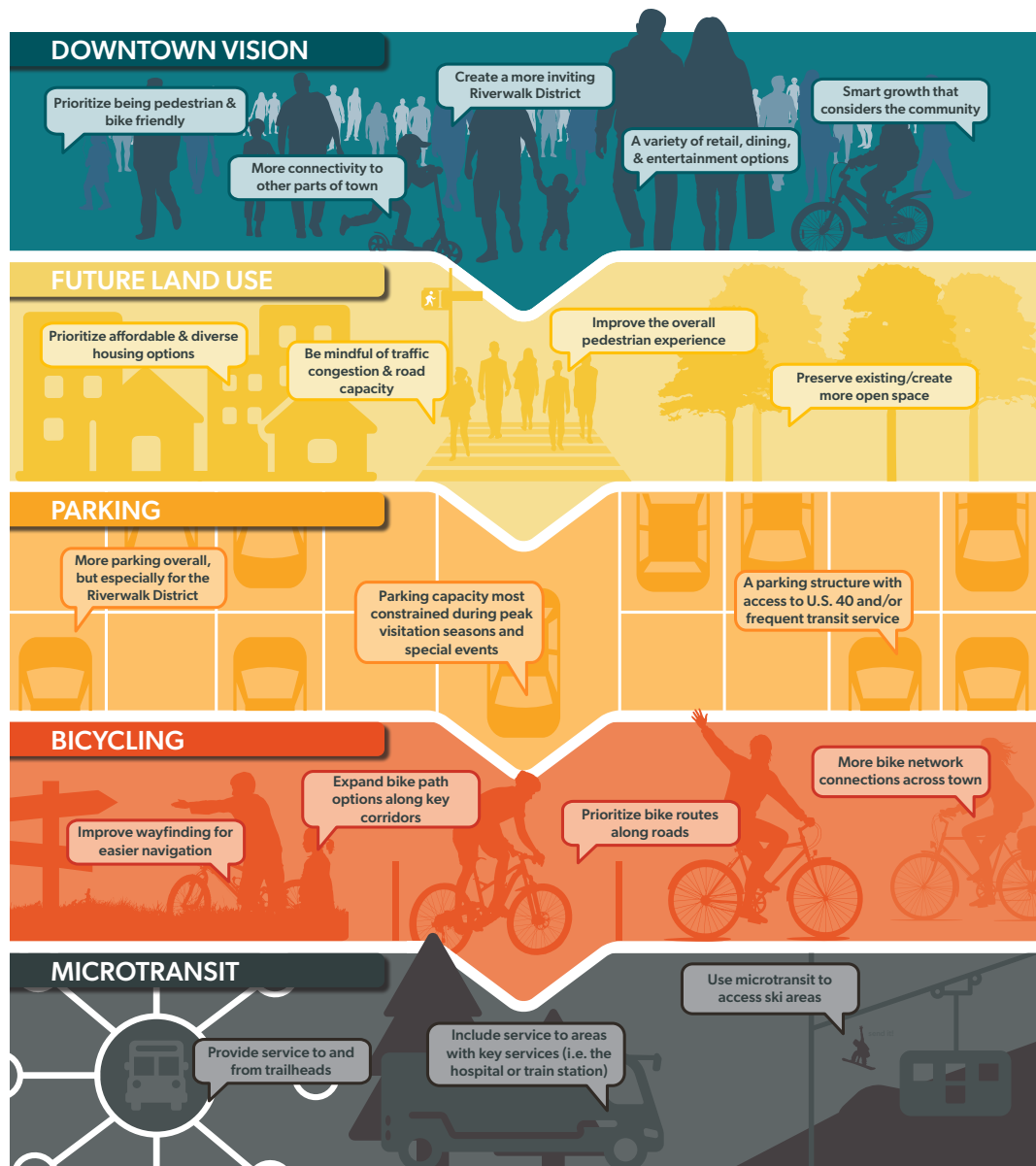
This comprehensive plan update began with a project website launch to serve as a landing page for residents or anyone interested in the project to be able to find information quickly and subscribe to updates. The site was regularly updated with the most current information and at times, opportunities to engage online. A survey was distributed to gauge residents' sentiments and priorities, which was advertised through a variety of digital and in-person outreach efforts, starting with a pop-up at the well-attended summer concert series in Fraser, Picnic in the Park. The survey received 180 responses and the results provided the foundation for future engagement and the community values. Full survey results can be found in the appendix (**page 169**). This initial phase was rounded out by reporting the survey results and existing conditions highlights to the Planning Commission and the Board of Trustees.



DATA COLLECTION

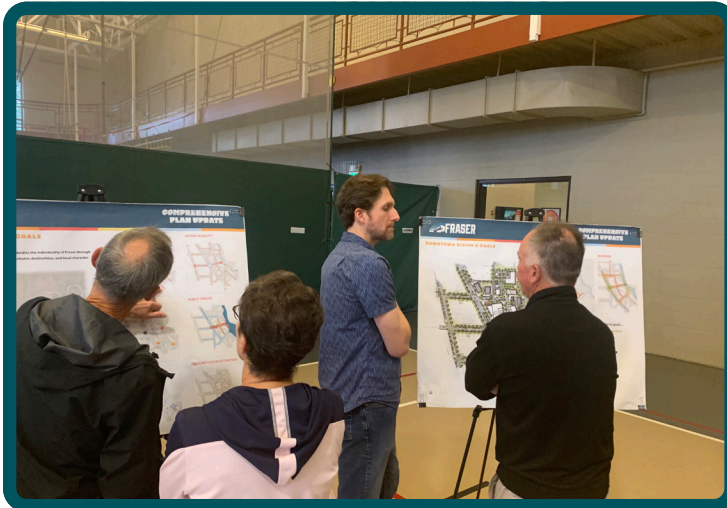
Nine stakeholder interviews were conducted virtually as a part of phase 2 to gain local knowledge from professionals and local organization leaders. Seven of them were grouped by planning topic areas such as mobility, sustainability/resiliency, arts/history/culture, Downtown development/housing, community services, community needs/quality, and parks/recreation/open space. The remaining two were with stakeholders/developers of the Rendezvous and Grand Park neighborhoods. This was followed by another update with the Planning Commission and Board of Trustees to gain preliminary feedback on the Future Land Use Map and the Downtown Vision. With direction from local leadership, open house #1 was conducted at the Grand Park Recreation Center in March 2025. An estimated 60 people were in attendance while 5 people left feedback online through a digital open house survey. Planning Commission, Board of Trustees, and the Downtown Development Authority meetings after open house #1 closed out the data collection phase.

OPEN HOUSE #1 FINDINGS



EXPLORATION

Based on the feedback and refinement of ideas from previous engagement opportunities, a draft of policy recommendations and implementation strategies were developed and shared at a second open house event. Digital and in-person outreach was done to promote the event, including passing out postcards at the Picnic in the Park event in July 2025. Open house #2 was conducted at Grand Park Recreation Center, and this time an estimated 50 people were in attendance while 13 people left feedback online.



I love this vision for Downtown that makes Fraser a destination rather than a drive through. Great idea to focus on the river



I support the over-arching theme of maintaining the mountain community “vibe” with emphasis on small business, the Riverwalk District, recreation, and open space



DRAFT & FINAL PLAN

In November 2025, an initial draft of the Fraser Forward Comprehensive Plan was published on the project website along with a survey for the public to provide feedback on the plan document. The draft plan was then reviewed by the Planning Commission on November 12, 2025, and the community was able to provide comments via the online survey through December 19, 2025.

On January 28, 2026, the Fraser Planning Commission held a noticed public hearing to consider adoption of the Comprehensive Plan. The Planning Commission approved PC Resolution 2026-01-02, which approved and certified the adoption of the Fraser Forward Comprehensive Plan, subject to final approval by the Board of Trustees. A workshop to review and discuss the plan was held with the Board of Trustees on February 4, 2026. During the Board of Trustees meeting on February 18, 2026, the Board passed Ordinance 532, approving and adopting the Fraser Forward Comprehensive Plan.

COMMUNITY VALUES

HOW DO WE CONTINUE TO MOVE FRASER FORWARD?

This Comprehensive Plan isn't just a document; it's a guidebook to decisive, sustained action that ensures the community's evolution and prosperity. Moving Fraser forward means actively transitioning from conceptual discussions to tangible outcomes that enhance residents' quality of life, strengthen the local economy, and preserve the town's unique character. This sustained progress requires ongoing collaboration between local government, residents, businesses, and community organizations to leverage resources, overcome challenges, and consistently push for innovation and improvement across all sectors. This plan provides the definitive roadmap for maintaining this forward momentum for years to come.

HOW WILL THESE VALUES BE USED THROUGHOUT THE PLAN?

The six foundational community values are the operational backbone of this comprehensive plan, ensuring that the community's core beliefs drive its future. To ensure these values are not merely aspirational statements, they have been integrated into the plan's functional structure. Throughout the document, each value is directly tied to a corresponding set of specific, measurable goals, practical strategies, and concrete actions that will be undertaken by the Town and its partners. This alignment shows that every step Fraser takes, from allocating resources to making policy decisions, is directly rooted in and supportive of the community's priorities.

This framework creates a transparent and accountable system for implementation. By assigning specific values to these functional elements, a direct, traceable link between daily work and the long-term vision is established. This means that the successful completion of any strategy or action is intrinsically designed to advance a desired community value, effectively linking the day-to-day decisions and operations of the town to the broad, shared vision for Fraser. This structure ensures that the plan remains relevant, focused, and truly community-driven throughout its life cycle.



Affordable & Diverse Housing Options

This was one of the most prevalent and pressing issues found in the survey as well as in several focus group meetings. Sentiments included concerns about being priced out of Fraser, housing dependent on work status, and the effects of short-term rentals on the supply of housing. Key words or phrases throughout the process included affordability, attainability, costs, property tax, and second homes.



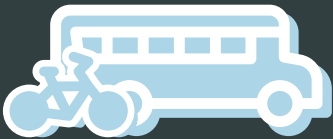
Economic Resiliency and Workforce Development

This was identified as an opportunity in the survey and the topic of discussion at the open houses and local leadership updates. Sentiments included a desire for more food/drink options in town, supporting small businesses, and attracting and retaining workers. Key words or phrases throughout the process include retail, jobs, tourism, and economic development.



Fraser's Unique Spirit and Character

In the survey, community character was identified as a major opportunity, the reason most cited for the desire to live/work/play in Fraser, and should be a key consideration in the development of Downtown. Sentiments included appreciation for the small size and feel of town, the active yet laid-back lifestyle, and the down-to-earth people in an out of this world place. Key words include creative, friendly, fun, and quality of life.



Safe Roads and Access for All

According to survey respondents, the most important transportation issues were safe road crossings and a better environment for walking and biking. Specifically, US 40 was identified as the largest barrier to moving in and around Fraser. Sentiments included an openness to using micro transit options to access the Fraser Rail Station and trailheads. There was also a desire for enhanced transit services and improved pedestrian infrastructure. Key words include safety, sidewalks, connectivity, and trails.



Public Services and Community Resources

Town services and resources were highlighted as an opportunity in the survey and in focus group meetings. Sentiments include a need for affordable childcare and senior services, more local health care options, and a wider range of mental and behavioral health services. Key words include families, funding, and collaboration.



Natural Spaces and Wild Places

In the survey, preservation of natural resources was identified as the most important topic to focus on, while enhancing the Fraser River Trail and green spaces was identified as the most important focus of Downtown. Sentiments include protecting open space and wildlife habitats, specifically Cozen's Meadow and the Fraser River, while maintaining and expanding outdoor recreational opportunities. Key words include conservation, mountains, beauty, and trails.

4 FRASER FORWARD



PLAN ORGANIZATION

Organizing the planning topics into the four seasons reflects the identity of Fraser as a year-round community shaped by seasonal change. Each season highlights a different rhythm of life – spring brings new opportunities, summer drives energy and activity, autumn gathers the harvest and reflects, and winter strengthens foundations and prepares for the year ahead. This framework makes the plan more relatable, aligning technical planning topics with the natural cycles residents and visitors experience throughout the year. Using the seasons also underscores Fraser’s unique character and helps communicate planning priorities in a way that feels both memorable and true to place.

Each planning topic then has a vision, goals, strategies, and actions.

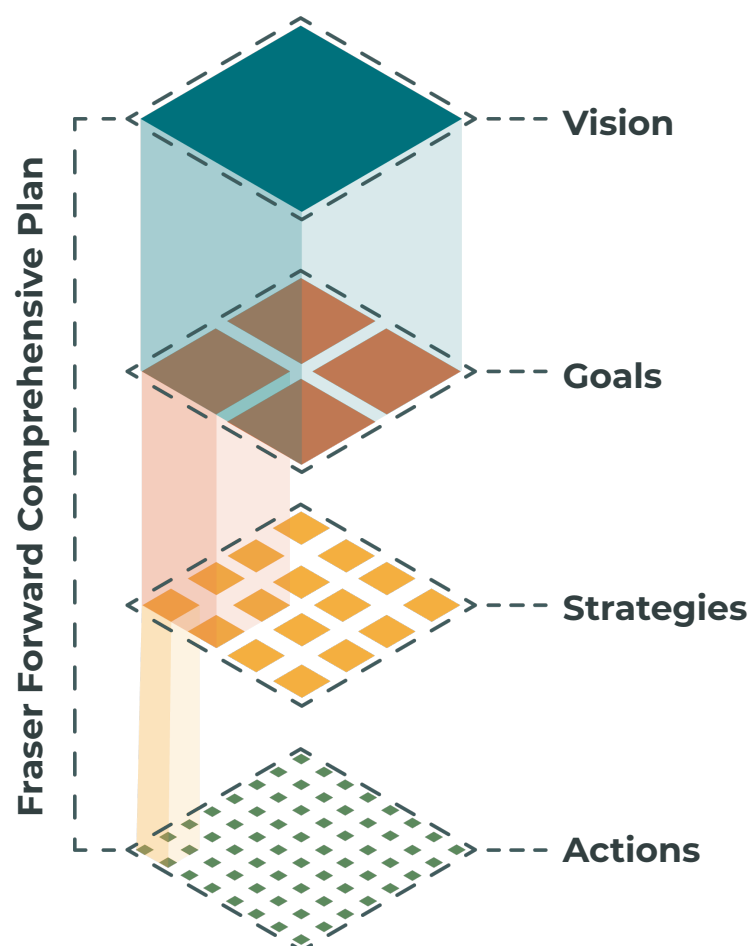
Vision: A high level, prophetic statement that envisions what a future might look like where all or most of our goals are accomplished. It serves as both inspiration and direction, providing a unifying guide for decision-making at the local level.

Goals: Statements that are broad but achievable. They speak to different aspects of a planning topic but if achieved, come together to accomplish the vision.

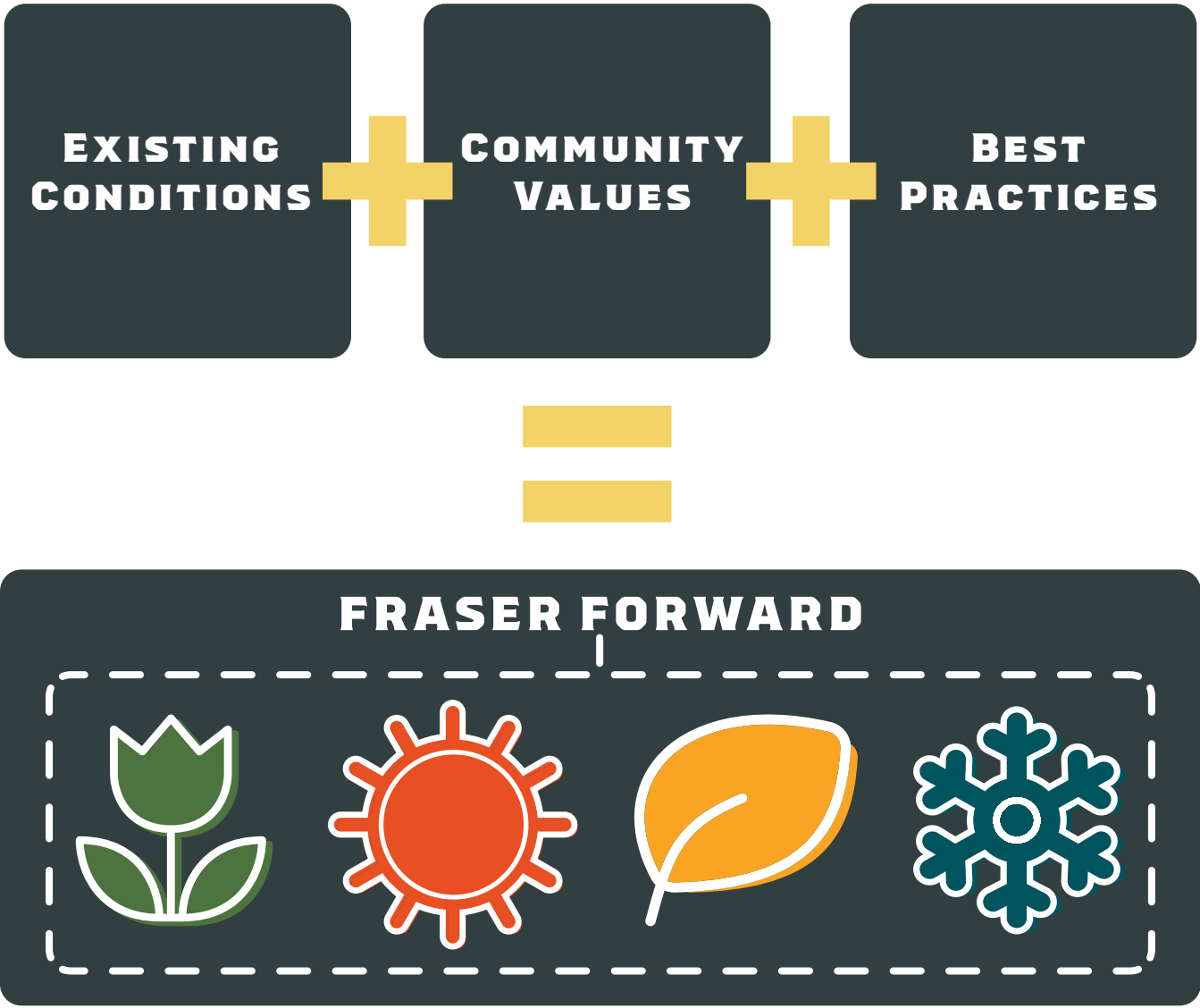
Strategies: Provide a policy, program, or approach that an entity can work towards in the greater pursuit of achieving the corresponding goal. They bridge the gap between broad aspiration and specific steps.

Actions: Specific tasks, projects, or initiatives that can be undertaken to implement the higher-level strategies, goals, and vision. They also have a priority level, timeframe, estimated cost range, and partners associated with them found in the Fraser in Action Chapter to provide a clear road-map for how each planning topic will be advanced.

Figure 12: Plan Organization & Hierarchy



Fraser Forward is shaped by three primary inputs: existing conditions, community values, and best practices. Existing conditions (Fraser Today) provide a clear understanding of the opportunities and challenges facing the community. They offer an inventory of current assets and a realistic framework for identifying the greatest needs and determining what can be reasonably accomplished. Community values (Community Voices) reflect the priorities and aspirations voiced by residents, businesses, and stakeholders during the engagement process, ensuring the plan stays rooted in what matters most to the people it serves. Goals are directly tied to Community Values and are visually denoted by icons throughout this chapter. Lastly, best practices use proven ideas and successful strategies from other communities and the planning field, providing tested approaches that can be adapted to fit Fraser’s unique needs.



SPRING



Growth & New Beginnings

Downtown Vision
Housing
Economic Vitality



Just as the spring season in Fraser is defined by peak energy, vibrant activity, and flourishing landscapes, the spring chapter of this Plan embodies a vision for a period of dynamic growth and new beginnings. This section addresses the core elements that will drive the Town's evolution and transformation.

The topics of Downtown Fraser, Economic Vitality, and Housing each in their own way represent the most significant areas of change and expansion. Creating a thriving, vibrant Downtown is a chance to build a central hub of culture and community life that reflects Fraser's future. Expanding housing options is the foundation for future growth, welcoming new residents and families who will bring fresh energy to the community, as well as giving long-term residents a place to set down roots and grow. Finally, fostering economic vitality is the engine that will power this growth, bringing new opportunities and prosperity. Together, these elements capture a shared vision for a Fraser in full bloom.



DOWNTOWN VISION

Vision

Create a vibrant and inviting Downtown that embodies the individuality of Fraser through thriving businesses, lively community spaces, walkable destinations, and local character.

DOWNTOWN FRASER

Evolving over time and forever the centerpiece of Fraser, Downtown embodies the Town's individuality and identity. Fraser's unique character, natural features, and seasonal opportunities converge in Downtown, where many of these possibilities come to life. The benefits of a thriving Downtown radiate throughout the Town. At the heart of this vision is Clayton Court, located between Highway 40 and the Fraser River.

"Downtown Fraser is a vibrant and creative community that embraces its unique character and funky spirit and is committed to fostering a Downtown that celebrates individuality. It is a place where community and commerce thrive. It is a hub where culture and community are preserved and celebrated and local businesses are supported. Downtown Fraser seeks to enhance the overall quality of life for its residents and contribute to the Town's long-term social, environmental and fiscal sustainability."

-Fraser Downtown Development Authority

To better engage the community and stakeholders, a conceptual Vision Plan was developed to explore what is possible and imagine what Downtown could become. The Vision Plan is long-term—likely spanning 20+ years—and, as the name suggests, is aspirational. It aims to break down barriers, whether perceived or actual, to achieve the essence of what the community desires.

These goals are interdependent, and when achieved together, their benefits are amplified.

As illustrated in the legend of the following graphic (**page 58**), the Vision Plan incorporates design elements that support the realization of these goals. Key components include:

- 1.** Strengthening the physical and visual connection between Highway 40 and the Fraser River through integrated public gathering spaces.
- 2.** Minimizing off-street surface parking in the Downtown core by incorporating tuck-under, on-street, structured, and district parking strategies to reduce visual impact.
- 3.** Activating street-level building fronts with local retail and upper-level residential or commercial uses.
- 4.** Improving connectivity through new pedestrian and vehicular pathways and linkages.
- 5.** Leveraging the Fraser River and Fraser River Trail to enrich the Downtown experience.
- 6.** Expanding and enhancing signage, public art, and wayfinding elements.

ACTIVE MOBILITY



VEHICULAR CIRCULATION



PUBLIC SPACES



ENTRY MONUMENTS



GROUND FLOOR ACTIVATION



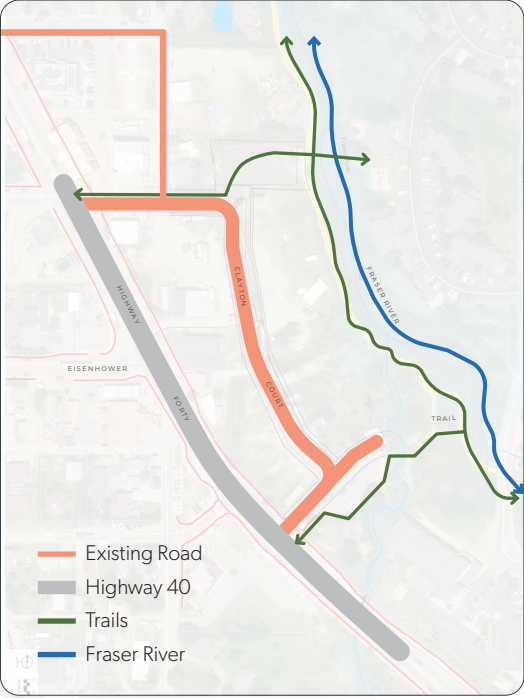
PARKING



DOWNTOWN VISION PLAN



EXISTING FRAMEWORK



PROPOSED FRAMEWORK



Connecting vision to goals...

DTV 1 DTV 2 DTV 3 DTV 4

- A Trail Overlook
- B Existing Bridge
- C Terraced Gathering Area & Overlook
- D Planned Art Center
- E Planned Signal & Streetscape Improvements
- F Grade Transition
- G Programmed Plaza
- H Play/Gathering Zone
- I Potential Roadway Connection to Meadow Ridge
- J Potential Wapiti Realignment
- K Potential Roadway Connection at Sun River Drive
- L Existing Roadway Bridge
- M Potential Byers Relocation
- N Streetscape Improvements
- O Shared Train/Downtown Parking
- P Transit Stop
- Q Headwaters Trail Alliance Building
- R Distillery Barrel Storage Building
- S Potential Shared Parking Opportunity
- T Festival Street
- U Future Fraser Mobility Hub



DOWNTOWN VISION GOAL 1

Create an environment where walking, biking, and rolling feels fun, easy, and accessible.

DTV 1.1

Improve signage and wayfinding for easier navigation.

- ▶ Create artistic monuments in and around Downtown through the commissioning of local or regional artists that create natural wayfinding elements.
- ▶ Use the Winter Park & Fraser Wayfinding Plan to identify signage and wayfinding deficiencies and fill these gaps.
- ▶ Adopt and implement the Winter Park & Fraser Signage and Wayfinding Master Plan.

DTV 1.2

Improve pedestrian and vehicular safety.

- ▶ Emphasize the importance of pedestrian and vehicular safety in discussions with CDOT on potential Highway 40 modifications.
- ▶ Integrate safety best practices in the design of future roads and pathways.
- ▶ Incorporate principals of Crime Prevention through Environmental Design (CPTED) in the design of public spaces.
- ▶ Add sidewalks to existing and proposed roadways and ensure all spaces meet The Americans with Disabilities Act (ADA).
- ▶ Inventory current deficiencies and projected replacement timeframes for pedestrian and vehicular infrastructure and add to Town Budget/Capital Improvement Plan.
- ▶ Widen the Fraser River Trail within Downtown to separate cyclists from pedestrians where possible.
- ▶ In high speed or high traffic areas, consider grade separated crossings between active and passive modes of transportation.



DTV 1.3

Expand and improve mobility options.

- ▶ Establish a public-private partnership to establish a shared-use parking lot or garage in Downtown Fraser.
- ▶ Work with the railroad to create additional parking on the east side of the tracks that could be used by Downtown visitors.
- ▶ Improve roadways and/or stripe additional parallel parking on the roads west of Highway 40.
- ▶ Install public EV charging stations.
- ▶ Conduct a parking analysis and/or Parking Master Plan.
- ▶ Continue to explore the feasibility of connecting a road to Safeway and Sun River Drive, as shown on the Vision Plan.
- ▶ Work with The Lift to maintain and improve bus service to Downtown.
- ▶ Consider micro-transit options to compliment bus routes and services from the LIFT.
- ▶ Create an affordable and seasonal on-demand (e)bike share system.
- ▶ Establish the Town-owned property at 360 Railroad Avenue as the Fraser Mobility Hub.

DTV 1.4

Allocate and design space that is friendly to walk, bike, and roll.

- ▶ Consider updating the Riverwalk District standards, street standards, and other applicable portions of the Town code to secure a minimum of 12' for sidewalks when buildings face roadways to allow the inclusion of street trees and more comfortably create space for site furnishings such as benches, bike racks, pedestrian lighting, and litter receptacles.
- ▶ Design streets using best practices that are naturally safe for cyclists. Provide striping and signage to improve visibility to clearly delineate cyclist space.
- ▶ Pursue development of a trail along Elk Creek, from the Fraser River to CR 72 and potentially beyond, with a grade separated underpass under US 40 to connect Clayton Court and the Fraser River Trail to the Fraser Valley Center.



DOWNTOWN VISION GOAL 2

Build a lively and sustainable business environment that supports small, local shops and businesses, reflecting the town's unique and fun spirit.

DTV 2.1

Promote business diversity, local businesses, and entrepreneurs that provide goods and services appealing to both locals and visitors.

- ▶ Provide economic incentives to desired businesses via financial incentives.
- ▶ Provide incubator space for desired businesses to become established and grow.
- ▶ Create marketing collateral to attract businesses.
- ▶ Invest in public infrastructure that creates value for prospective investors.

DTV 2.2

Increase foot-traffic and visitation.

- ▶ Enhance marketing and advertising campaigns through various media outlets.

DTV 2.3

Provide inclusive housing that prioritizes the workforce.

- ▶ Continue to assess and evaluate the effectiveness of zoning incentives for developments that voluntarily provide affordable housing and adjust the requirements/criteria on affordable unit ratios and AMI's, as needed.
- ▶ Continue to explore new ways to integrate affordable and market-rate housing for local employees.
- ▶ Work with the Fraser River Valley Housing Partnership on additional affordable residential projects.

DTV 2.4

Create a full-day Fraser experience.

- ▶ Encourage traditional lodging types beyond short-term rentals (STR) to diversify housing options.
- ▶ Encourage non-competing local businesses to partner with each other to promote the local economy.
- ▶ Encourage future development to facilitate a full-day visitor experience to make it an easier choice for weekend and time-constrained visitors.



DOWNTOWN VISION GOAL 3

Make the Fraser River and Fraser River Trail the heart of Downtown, shaping the area's identity and offering a vibrant, scenic space for residents and visitors to enjoy.

DTV 3.1

Enhance Fraser River Trail amenities and gathering spaces near Downtown.

- ▶ Acquire areas within the Downtown intended for parks and open space to ensure the Downtown Vision is realized as desired.
- ▶ Incorporate the Downtown Vision Plan as part of the design review process in which developers must abide by.
- ▶ Upon securing public areas, develop detailed public space designs that work with adjacent development parcels and enhance future development.

DTV 3.2

Encourage active uses and programming along the Fraser River while respecting ecologically sensitive areas.

- ▶ Evaluate ecological conditions and functions and provide best-practice solutions. Explore options that improve the current user experience.
- ▶ Evaluate construction constraints such as wetlands and challenging geotechnical conditions.
- ▶ Continue to evaluate Riverwalk District zoning as projects are built and, as needed, make any changes that might affect active ground floor uses along the River.
- ▶ Create events and programs along the Fraser River that bring people into the Downtown.

DTV 3.3

Improve non-motorized access and visibility from Highway 40 and Clayton Court to the River.

- ▶ Integrate new wayfinding signage and monuments that lead individuals to the Fraser River.
- ▶ Create stronger physical connections between these points through wider sidewalks, plazas, lawns, and other communal spaces.
- ▶ Create a memorable landmark/trailhead at the junction of the Fraser River Trail and Downtown.



DOWNTOWN VISION GOAL 4

Enhance Downtown to be the go-to destination, buzzing with excitement and events every month of the year, where there's always something fun for everyone.

DTV 4.1

Enhance event and programming efforts.

- ▶ Coordinate with local municipalities and Winter Park Resort to ensure that valley-wide events and programming are complementary and don't result in efforts taking attendance away from each other.
- ▶ Enhance four-season programming and event planning to promote visitation during typical shoulder seasons.
- ▶ Continue to support and enhance the Town's signature multi-day events such as Fraser Mountain Mural Festival and Fraser Fire & Ice.

DTV 4.2

Ensure high-quality architectural and public realm design that is memorable and unique.

- ▶ Work with the local community during the planning of public realm spaces to create community ownership.
- ▶ Hire local artists to create memorable elements that are unique to Fraser.
- ▶ Allocate budget to maintain a clean and enjoyable public realm. Work with the Downtown Development Authority (DDA) and business owners to discuss current challenges and opportunities.
- ▶ Work with the property owners of the Safeway shopping center and Fraser Valley Center (Murdoch's) to encourage redevelopment / retrofitting of these suburban style commercial developments to a more urban form that integrates with the rest of Downtown Fraser.

HOUSING

Vision

Encourage the building and maintenance of great places to call home, whether year-round or seasonally.

A great community starts with great places to call home. The availability, affordability, and quality of homes shape not only where people live, but also how they connect to jobs, schools, parks, and services. A strong housing framework supports a diverse population, provides stability for families, and helps attract and retain a skilled workforce. Whether year-round or seasonal, housing in our community should reflect the character, needs, and aspirations of the people who live here.

This plan encourages both the creation of new housing and the maintenance of existing neighborhoods, with a focus on quality, affordability, and long-term livability. By supporting diverse housing options, we strengthen community identity, provide stability for residents, and build resilience for the future.



HOUSING GOAL 1

Promote a variety of housing options to meet the needs of both renters and homebuyers, offering something for everyone in the community.

H 1.1

Create incentives and streamlined processes for developing a range of housing types, including missing middle housing options like small-lot single-family (cottage courts), townhomes, duplexes, and small-scale multifamily.

- ▶ Evaluate the Town's current residential unit thresholds for minor and major site plan applications.
- ▶ Consider allowing small-scale multifamily (4 units or less) to only require administrative approval.

H 1.2

Support housing solutions that serve diverse household compositions, income levels, and life stages.

- ▶ Identify potential developers to complete public-private partnerships.

H 1.3

Modify zoning and land use codes to allow greater housing variety and density in appropriate areas.

- ▶ Consider changes to reduce minimum open space, reduce required setbacks, and increase maximum building height in residential zone districts.
- ▶ Consider inclusionary zoning models and practices that would incentivize and/ or require construction of low/ middle income units as part of housing developments.

H 1.4

Establish programs to help maintain and preserve existing affordable housing stock.

- ▶ Collaborate with the Fraser River Valley Housing Partnership to offer a deed restriction program for existing residential units and tailor the incentives it provides to be attractive to local homeowners and homebuyers.



HOUSING GOAL 2

Encourage mixed-use housing development in areas where it can make the neighborhood more walkable, contribute to its character, and boost local business.

H 2.1

Identify priority areas where mixed-use development should be concentrated, particularly near Downtown and transit corridors.

- ▶ Consider changes to the allowed uses within commercial and mixed-use zone districts so that permitted development is not comprised of only residential uses.

H 2.2

Create design guidelines that ensure mixed-use developments contribute positively to neighborhood character and walkability.

H 2.3

Review and update regulatory/zoning incentives such as density bonuses and parking reductions for mixed-use projects that incorporate housing into targeted areas.

H 2.4

Support the adaptive reuse of existing buildings for mixed-use development.

- ▶ Implement expedited permitting and review processes for adaptive reuse projects that are mixed-use.
- ▶ Consider fee reductions/waivers for adaptive reuse projects that are mixed-use.



HOUSING GOAL 3

Build and strengthen partnerships with state, regional/county, and philanthropic organizations that can help Fraser increase affordable and attainable housing to better meet the needs of local workers.

H 3.1

Actively participate in regional housing coalitions and initiatives, such as the Fraser River Valley Housing Partnership, to leverage shared resources and expertise.

H 3.2

Pursue grants, tax credits, and other external funding sources for housing development and assistance programs.

- ▶ Work with DOLA and other agencies to identify proper funding sources.

H 3.3

Collaborate with major employers and business organizations to develop employer-assisted housing programs.

H 3.4

Partner with nonprofit housing developers to increase capacity for affordable housing development that is subsidized and/or protected.



HOUSING GOAL 4

Seek a balance of housing options for year-round residents, seasonal workforce, non-resident owners, and short-term visitors – recognizing the importance of each for the local economy and quality of life.

H 4.1

Create dedicated seasonal workforce housing solutions through partnerships and targeted development.

H 4.2

Establish monitoring systems to track housing inventory across different occupancy types to help inform policies to expand workforce-appropriate housing.

H 4.3

Implement policies that encourage non-resident homeowners to make properties available for long-term rental when not in use.

- Explore case studies for temporary subsidies or incentives to unlock existing housing stock for long-term rentals.

ECONOMIC VITALITY

Vision

A vibrant mountain town filled with shopping, dining, and entertainment options fueled by happy visitors and residents.

A vibrant economy is essential to the life of a mountain town. Shopping, dining, and entertainment create destinations that serve both residents and visitors, while generating the energy and activity that define a thriving community. By supporting local businesses, attracting new investment, and celebrating the area's unique character, the economy fuels prosperity and Fraser's high quality of life.

This plan seeks to strengthen the community as a place where businesses can grow, workers can thrive, and visitors feel welcomed. A diverse mix of experiences ensures that the local economy remains resilient, sustainable, and enjoyable for all.



ECONOMIC VITALITY GOAL 1

Build and nurture a thriving, memorable mountain Downtown.

EV 1.1

Enhance the physical environment of Downtown.

- ▶ Complete streetscape improvements including sidewalk widening, street furniture, and wayfinding signage along main Downtown corridors.
- ▶ Continue to support and consider expanding the existing business enhancement grant program to assist property owners with building upgrades that enhance Downtown character.

EV 1.2

Support existing Downtown businesses while attracting complementary new businesses.

- ▶ Work with the DDA and Chamber to identify market gaps and actively recruit businesses that fill those gaps.
- ▶ Streamline permitting and approval processes for Downtown business expansions and tenant improvements.

EV 1.3

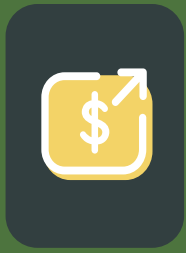
Enhance Downtown's market position and visibility.

- ▶ Create a Downtown marketing and branding strategy that highlights Fraser's unique character and offerings.
- ▶ Support DDA social media and promotional efforts that showcase Downtown events and businesses.

EV 1.4

Activate Downtown through events and programming.

- ▶ Develop and maintain a coordinated annual calendar of Downtown events and activities that drive foot traffic year-round.
- ▶ Support pop-up activations and temporary uses that bring energy to Downtown during shoulder seasons.



ECONOMIC VITALITY GOAL 2

Bolster counter-seasonal business to help balance workforce needs and revenue generation across the year.

EV 2.1

Identify and promote off-season tourism opportunities.

- ▶ Develop and promote signature off-season events that draw visitors and support local businesses.

EV 2.2

Support businesses in developing shoulder season products and services.

- ▶ Connect businesses with technical assistance resources for developing new off-season products or services.

EV 2.3

Incentivize year-round business activity and employment.

- ▶ Identify brownfield funding opportunities and other supports to incentivize a manufacturing use at the former pole yard property.
- ▶ Explore creation of a year-round employment incentive program (e.g., tax rebates, fee waivers) for businesses maintaining staff during shoulder seasons.
- ▶ Consider property tax incentives or other financial tools for businesses that provide year-round goods/services critical to community needs.



ECONOMIC VITALITY GOAL 3

Encourage growth in small businesses that help diversify the local economy and fit with Fraser's mountain setting.

EV 3.1

Provide business support services and resources.

- ▶ Maintain and promote online resources that connect entrepreneurs to capital access programs, grants, and lending opportunities.
- ▶ Sponsor or co-sponsor quarterly networking events for local entrepreneurs and small business owners.

EV 3.2

Expand availability of flexible, affordable business space.

- ▶ Support adaptive reuse of existing buildings for pop-up retail, artist studios, or flexible commercial space.
- ▶ Consider zoning amendments to allow live-work units and home-based business options in appropriate locations.

EV 3.3

Attract businesses that complement Fraser's character and fill service gaps.

- ▶ Target recruitment efforts toward businesses that complement the mountain lifestyle and fill gaps in local services.
- ▶ Maintain inventory of available commercial spaces and actively market them to desired business types.

EV 3.4

Support remote workers and home-based businesses.

- ▶ Continue infrastructure improvements including broadband expansion.
- ▶ Create or support co-working space development that provides professional workspace and networking opportunities.



ECONOMIC VITALITY GOAL 4

Make Fraser a place where people can both live and work affordably.

EV 4.1

Support regional workforce development initiatives.

- ▶ Share information about local employment opportunities and employer needs with regional workforce development partners.

EV 4.2

Support the creation of year-round, higher wage jobs.

- ▶ Track and report on job quality metrics including wage levels, benefits, and year-round vs. seasonal employment.

EV 4.3

Help to integrate work and living options.

- ▶ Support mixed-use development that allows residents to live near employment centers and reduce commuting costs.

EV 4.4

Integrate economic development with housing and childcare.

- ▶ Survey local employers about employee housing and childcare needs to inform policy decisions.

ECONOMIC VITALITY GOAL 5

Encourage businesses to collaborate in emerging shopping areas to create a dynamic environment where everyone benefits.

EV 5.1

Support business association and merchant groups.

- ▶ Encourage formation of merchant associations in emerging commercial areas.

EV 5.2

Foster a collaborative approach to marketing and programming.

- ▶ Facilitate regular meetings between Downtown and highway-oriented business groups to coordinate marketing and events.





SUMMER



Vibrancy & Connection

Community
Parks, Recreation, Open Space, & Trails



Summer in Fraser is all about connecting with community and the great outdoors. This chapter of the plan focuses on the elements that will enhance that connection, fostering a lively, active, and deeply integrated community.

The topics of Community and Parks, Recreation, Open Space, and Trails are representative of the very heart of Fraser's outdoor culture. Parks and trails are not just amenities; they are the places where people gather, where friendships are forged, and where the community's energy truly shines. By focusing on these elements the plan aims to create a more accessible and vibrant environment, ensuring that residents and visitors alike have endless opportunities to connect with one another and with the stunning natural landscapes that define Fraser. This chapter is a blueprint for celebrating and strengthening the connections that make Fraser such a special place to live, work, and play.



COMMUNITY

Vision

A funky and authentic town that celebrates its local history, outdoor recreation, welcoming community, and mountain town character.

Community is more than a collection of buildings or streets. It is the spirit that brings people together and makes a place feel like home. Here, that spirit is defined by a funky and authentic character that reflects both the town's history and its mountain setting. Local traditions, adventurous attitudes, and a welcoming culture give the community its unique sense of place and draw people who value both connection and individuality.

Looking ahead, the community will continue to grow and change, but Fraser's character should remain the foundation. This plan encourages the creation of inclusive gathering spaces, the preservation of cultural and historic assets, and the support of events and activities that strengthen the local identity that is so beloved. By nurturing these qualities, the town can remain a welcoming, vibrant place where residents and visitors alike feel a strong sense of belonging.



COMMUNITY GOAL 1

Preserve Fraser's one-of-a-kind charm, mountain town vibe, and strong sense of community.

C 1.1

Encourage community leadership and participation in Town government.

- ▶ Establish a Citizen's Academy to educate and inform Fraser Valley residents on the role of their local government and its operations.

C 1.2

Establish community gateways, wayfinding, and signage that showcase Fraser's unique identity and educate residents and visitors about the Town and its history.

- ▶ Use the Winter Park & Fraser Wayfinding Plan to identify priority areas for gateways, signage, and informational kiosks.

C 1.3

Support development, spaces, and programming that enhance quality of life for everyone.

- ▶ Support the Fraser Bike Park with programming and events.
- ▶ Pursue/support the addition of new parks and park facilities.

C 1.4

Encourage second homeowners to become active members of the community.

- ▶ Develop programs and spaces that bring together longtime locals and new residents.



COMMUNITY GOAL 2

Ensure development enhances the visual character of the area, blending modern design with the unique charm and natural beauty of the community to create a cohesive and vibrant built environment.

C 2.1

Incorporate elements of Fraser's history and traditions into architectural design, streetscapes, and public spaces.

C 2.2

Promote and protect architectural integrity.

- ▶ Partner with the Grand County Historical Association, the Grand County Historic Preservation Board, and other entities to develop a local register of historic structures.
- ▶ In partnership with the Fraser Downtown Development Authority (FDDA), provide incentives for preservation or adaptive reuse of historic structures.
- ▶ Provide signage at historic landmarks to educate on building history and significance.
- ▶ Establish a walking tour of Fraser guidebook.

C 2.3

Support oversight to ensure new development is compatible with existing character.

- ▶ Establish design guidelines for new development.
- ▶ Incorporate public spaces that reflect the character of Fraser and create community in new development.
- ▶ Preserve walkable, small-town streetscapes that activate frontages and provide gathering spaces.
- ▶ Integrate the built environment with Fraser's natural surroundings to enhance the mountain character and outdoor lifestyle.
- ▶ Establish and maintain view corridors of Byers Peak, the Continental Divide, and Winter Park Resort.



COMMUNITY GOAL 3

Celebrate arts and culture as a vital force in shaping the town's identity, fostering inclusivity, and creating spaces that connect and inspire people.

C 3.1

Support local arts and culture to leverage Fraser as an artist community.

- ▶ Partner with local artists and other creatives to develop public art, murals, and other installations that reflect Fraser's history and culture.
- ▶ Maintain and increase funding for Art in Public Places in the Town's annual budget.
- ▶ Encourage the collaboration and support of the Public Arts Committee, the Fraser Downtown Development Authority, and other entities to fund the arts.

C 3.2

Leverage the future Fraser Valley Arts Center as a place for communication and collaboration amongst different art groups in the community.

C 3.3

Host or support events, festivals, pop-ups, and other activities that bring the community together and showcase music, crafts, and traditions.

- ▶ Explore supporting events such as the Winter Park Film Festival and/or providing supplemental activities.

PARKS, RECREATION, OPEN SPACE, & TRAILS

Vision

Fraser's parks, recreation, open spaces and trails enrich the community by providing fun places to explore, stay active, and enjoy a healthy environment.

Fraser's parks, recreation opportunities, open spaces, and trails are central to the community's quality of life. They provide places to play, gather, and explore - while also protecting the natural beauty that defines the town's mountain character. These resources encourage active lifestyles, support public health, and offer fun, accessible ways for people of all ages and abilities to connect with the outdoors.

Looking forward, this plan seeks to build on this strong foundation by expanding trail connections, improving park facilities, and ensuring that recreation opportunities remain accessible. By investing in both natural areas and recreational amenities, Fraser can continue to offer a healthy environment and a variety of experiences that strengthen its reputation as an outdoor recreation hub.



PARKS, RECREATION, OPEN SPACE, & TRAILS GOAL 1

Protect and enhance Fraser's open spaces ensuring they remain beautiful, accessible, and enjoyable for all.

PROST 1.1

Protect and enhance the Cozens Ranch Open Space.

- ▶ Implement the recommendations from the 2018 Fraser River Corridor Master Plan to enhance both conservation and recreation in the Cozens Ranch Open Space.
- ▶ Work with Colorado Open Lands to place a conservation easement over a majority of the land within the Cozens Ranch Open Space.

PROST 1.2

Develop properties in a manner that preserves the natural features of a site and provides new or connects to existing public open space.

PROST 1.3

Promote responsible open space use through signage, education, and stewardship.

- ▶ Update current and install new interpretive signage that showcases ecological features and Leave No Trace principles.
- ▶ Create volunteer opportunities for clean-up days, native plant restoration, or wildlife monitoring in Fraser's open space.



PARKS, RECREATION, OPEN SPACE, & TRAILS GOAL 2

Maintain and enhance a rich and varied public trail network, creating more opportunities for outdoor adventure and connecting the community to nature and nearby public lands.

PROST 2.1

Improve trailheads with amenities that support access and comfort.

- ▶ Upgrade trailheads with essentials like restrooms, bike racks, trash and recycling bins, shade, seating, and expanded parking.
- ▶ Prioritize improvements at high-use trailheads and those serving multiple user groups.

PROST 2.2

Enhance trail wayfinding and navigation across the network.

- ▶ Work with regional partners and organizations to install consistent, clear signage with trail names, distances, and safety information across regional trails based on the Winter Park & Fraser Wayfinding Plan.

PROST 2.3

Improve pedestrian and bicycle connections.

- ▶ Prioritize trail linkages that create a cohesive network, allowing one to travel conveniently without a car.
- ▶ Identify gaps, new connections, and trail extensions to improve recreation and non-motorized transportation options.

PROST 2.4

Plan and construct new trails with consideration for environmental sensitivity and land use compatibility.

PROST 2.5

Continue to provide high-quality parks and outdoor facilities and support their expansion and improvement.

- ▶ Support the completion and ongoing maintenance of the Fraser Bike Park.



PARKS, RECREATION, OPEN SPACE, & TRAILS GOAL 3

Provide more opportunities for indoor recreation, offering the community a variety of activities to stay active, social, and engaged, no matter the weather.

PROST 3.1

In partnership with the Fraser Valley Metropolitan Recreation District, explore opportunities for a fieldhouse/multi-purpose use facility for additional indoor recreation opportunities.

PROST 3.2

Support the Grand Park Community Recreation Center.

PROST 3.3

Expand indoor programming within existing buildings.

- ▶ Use schools or other public spaces for programs like fitness classes, youth activities, or community gatherings.



PARKS, RECREATION, OPEN SPACE, & TRAILS GOAL 4

Promote inclusive and barrier-free access to all public spaces, making sure everyone in Fraser feels welcome and engaged, and benefits from community resources.

PROST 4.1

Find opportunities to expand and protect public lands.

- ▶ Secure easements or access agreements where necessary and work to prevent the loss or privatization of established access routes.

PROST 4.2

Identify and remove barriers to using public spaces.

- ▶ Offer scholarships, reduced fees, or free programs to ensure cost isn't a barrier to accessing recreation opportunities.
- ▶ Provide transportation options to parks, recreation facilities, libraries, and other public spaces.
- ▶ Incorporate universal design elements and ADA compliance.

PROST 4.3

Promote public events and resources to all community members.

- ▶ Use multiple communication channels to advertise Town sponsored events and recreational opportunities.
- ▶ Partner with community organizations to reach underrepresented groups.
- ▶ Provide signage and communications in multiple languages as appropriate.

PROST 4.4

Maintain funding sources to support growth and improvements.

- ▶ Where feasible, look to expand parks and recreation facilities by utilizing land dedicated through land dedication requirements.
- ▶ Utilize fees-in-lieu of park land dedication to fund capital improvements and expansions to existing parks.



FALL



Stewardship & Resilience

Land Use Sustainability



Fall in Fraser is a time of both bounty and preparation, a natural cue for focusing on long-term stewardship and community resilience. Unlike the forward-looking growth of spring, this chapter centers on the foundational elements that will preserve and protect Fraser for the future.

The topics of Land Use and Sustainability and Natural Resources are brought together here to address the careful management of the town's assets. Thoughtful land use is the framework that guides how Fraser grows, ensuring it preserves its unique character and open spaces. Sustainability and the protection of Fraser's natural resources are not just policy choices; they are commitments to the health of the environment, the economy, and the community. This chapter provides a clear strategy for responsible governance, ensuring Fraser remains vibrant and capable of adapting to future challenges. It is the town's blueprint for maintaining the delicate balance between progress and preservation.





LAND USE GOAL 1

Promote a balanced mix of land uses that supports current and future residents and the Town's ability to provide services, while also ensuring we preserve green spaces, enhance outdoor recreation amenities, and protect natural resources.

LU 1.1

Encourage mixed-use development that integrates housing, stores, businesses, and services in key areas, like Downtown and near transit.

LU 1.2

Support small-scale neighborhood serving retail and services within or near residential areas.

- Encourage future development and annexations to integrate small-scale retail.



LAND USE GOAL 2

Plan development where infrastructure and services already exist to reduce the impact and cost of new development.

LU 2.1

Encourage the development of empty lots and renovation of existing buildings in areas supported by existing infrastructure.

- ▶ Prioritize the use of underused or empty parcels within existing town boundaries.
- ▶ Direct growth to locations with available sewer, water, transportation, and emergency services.

LU 2.2

Promote compact, walkable, transit-supported development patterns that preserve open space.

LU 2.3

Discourage sprawl and leapfrog development patterns that strain town services and inefficiently consume land.



LAND USE GOAL 3

Ensure new development is beneficial to the fiscal sustainability of the Town of Fraser.

LU 3.1

Implement and regularly update development impact fees at least every 3 years to ensure new development contributes its fair share toward infrastructure, green space, and public services.

- ▶ Conduct a study to determine the feasibility of implementing impact fees for transportation, affordable/workforce housing, and other essential services.
- ▶ Ensure that plant investment fees for water and sewer are regularly updated to align with the cost of capital expansions.
- ▶ Reevaluate the Town's current land dedication and fee-in-lieu requirements for parks and schools.
- ▶ Coordinate and collaborate with the East Grand Fire Protection District on periodic reassessments of their impact fees for new development.
- ▶ Review and adjust fee structures periodically to reflect actual service costs.

LU 3.2

Require off-site improvements, when necessary, as a condition of approval for development projects to mitigate community impacts.

- ▶ Strengthen and clarify existing regulations for off-site improvements (such as transportation/roadway improvements, drainage and snow storage/melting facilities, parks/trails/open space, etc.) and right-of-way dedication for new development projects.

LU 3.3

Develop and adopt a standard annexation agreement that guides future annexations and their development.

- ▶ Explore provisions that require new annexations to contribute to the cost of infrastructure, public services, and amenities, and/or provide affordable housing, open space, and commercial land uses.
- ▶ Codify the proposed annexation policy and template agreement outlining expectations for infrastructure contributions, conveyance of water rights, service provisions, and community benefits.

LU 3.4

Promote commercial and mixed-use development in appropriate areas for sales tax generation.

- ▶ Encourage development that expands retail, lodging, and service sectors to increase sales and lodging tax revenues.
- ▶ Target high-visibility or high-traffic locations for commercial and mixed-use areas.
- ▶ Inclusion of light industrial/manufacturing land uses to diversify the region's job and tax base.



LAND USE GOAL 4

Align development codes, policies, and processes with the vision and goals of the Comprehensive Plan.

LU 4.1

Follow the Future Land Use Map for strategic future annexations and rezoning requests.

- Review and periodically update the Future Land Use Map and 3-mile

LU 4.2

Update the land development code to support the vision and goals in this document.

SUSTAINABILITY & NATURAL RESOURCES

Vision

Fraser treasures its natural resources and is dedicated to preserving and improving them, ensuring they are accessible for future generations to enjoy.

Fraser is committed to sustainability as a core part of its identity. The town prioritizes protecting natural resources, reducing environmental impacts, and promoting practices that support long-term community resilience. From energy and water use to land management and waste reduction, sustainable strategies help ensure that Fraser's forests, waterways, wildlife, and open spaces remain healthy, vibrant, and accessible for years to come.

This plan emphasizes integrating sustainability into every aspect of community planning. By fostering environmentally responsible growth, protecting natural assets, and encouraging eco-friendly lifestyles, Fraser can continue to thrive as a resilient mountain town that balances human needs with the needs of the earth.



SUSTAINABILITY & NATURAL RESOURCES GOAL 1

Foster and support initiatives that preserve and enhance Fraser's natural beauty, ensuring its unique landscapes remain vibrant for years to come.

SNR 1.1

Protect wildlife habitat through restoring and preserving wildlife corridors.

- ▶ Designate and preserve corridors that facilitate wildlife movement, reducing habitat fragmentation through the adoption of conservation zoning regulations that limit development in critical habitats or provide restorative measures.
- ▶ Collaborate with CDOT and CPW to implement wildlife crossings of US 40 where feasible.

SNR 1.2

Enhance riparian corridors through buffer zones, native vegetation restoration, and erosion control measures.

- ▶ Implement the Fraser River Corridor Maintenance Plan and explore expansion in the future.
- ▶ Maintain and expand the Town's current regulations regarding buffer zones / setbacks along waterways to limit erosion, restore riparian integrity, filter pollutants, and provide wildlife habitat.
- ▶ Prioritize the replanting of native flora along waterways to improve ecological health and resilience.

SNR 1.3

Protect, restore, and enhance wetlands by implementing control measures.

- ▶ Conduct comprehensive mapping of existing wetlands to identify priority wetlands and inform planning decisions.
- ▶ Enforce development restrictions to protect existing wetlands and employ mitigation banking to compensate for previous or future impacts.

SNR 1.4

Protect watersheds through a comprehensive watershed management plan.

- ▶ Develop and implement plans that address land use, water quality, and conservation within the watershed and implement best practices to reduce runoff and prevent pollution in waterways.



SNR 1.5

Conserve water through community outreach that removes barriers to implement best practices.

- ▶ In partnership with local municipalities and water & sanitation districts, promote water savings programs including audits, retrofits, and the use of water efficient landscaping practices through public education and demonstration gardens.
- ▶ Implement the recommendations from the 2023 Water Efficiency Plan and monitor/evaluate their effectiveness.
- ▶ Update the Town's landscaping regulations for new development to require vegetation that does not require irrigation once it is established.

SNR 1.6

Restore and protect the tree canopy through programs, ordinances, and community events.

- ▶ Expand the role of the Town's streetscape and public gardens management staff to plant new and maintain existing trees in public spaces to enhance canopy cover.
- ▶ Enact ordinances that protect mature trees when development occurs, including a tree replacement equivalency schedule for any impacted mature trees
- ▶ Organize events that encourage community participation in tree planting and care (Plant a Tree Day).

SNR 1.7

Manage noxious weeds through integrated weed management, monitoring, and awareness.

- ▶ Adopt a combination of mechanical, chemical, and biological control methods to manage invasive species, educate the community on identifying and reporting, and conduct routine surveys to detect and address noxious weed infestations promptly.



SNR 1.8

Manage stormwater through maintenance, ordinances, and sustainable infrastructure.

- ▶ Utilize the existing conditions survey of stormwater infrastructure and form a holistic, regional/neighborhood based approach to update inefficient stormwater infrastructure.
- ▶ Adopt supplemental regulations to the Grand County Storm Drainage Design and Criteria Manual to encourage and incentivize new developments to incorporate rain gardens, bioswales, permeable pavements and other green infrastructure to manage stormwater naturally.
- ▶ Explore partnerships with the school district, library district, and other entities to educate the community on stormwater management with hands-on demonstrations along St. Louis Creek.

SNR 1.9

Strive to achieve Dark Sky Community Designation by 2035 - reducing light pollution through ordinances and education.

- ▶ Strengthen existing exterior lighting ordinances to minimize skyglow and light trespass and/or require the use of shielded fixtures that direct light downward.
- ▶ Inform residents and businesses about the benefits of reducing light pollution.
- ▶ Partner with HOA's to update and enforce neighborhood lighting regulations.
- ▶ Explore implementing a grant program to support local compliance.



SUSTAINABILITY & NATURAL RESOURCES GOAL 2

Embrace sustainable development practices that create harmony between growth with the natural environment, ensuring a thriving community while protecting the beauty and resources of Fraser.

SNR 2.1

Encourage energy efficiency for all homes and businesses in Fraser.

- ▶ Support and partner with Sustainable Grand and other nonprofit community groups that provide education and outreach with regards to energy efficiency.
- ▶ Update local building codes to align with the latest International Energy Conservation Code (IECC) standards.
- ▶ Provide subsidized energy audits for homes and small businesses, and additional support/subsidies for weatherization, insulation, and HVAC upgrades.

SNR 2.2

Support green building design by offering density bonuses, expedited permits, or reduced fees for projects that meet LEED or other high-performance building standards.

SNR 2.3

Lead by example by retrofitting town-owned facilities with high-efficiency appliances and fixtures and utilizing native plantings and drought-tolerant species across town facilities.

- ▶ Conduct a greenhouse gas emissions inventory to determine progress/impact of the recommendations from the 2016 Sustainability Plan.
- ▶ Create a new Sustainability Plan and implement its recommendations.

SNR 2.4

Ensure development oriented in a way that mitigates the risk of natural and human-made disaster.

- ▶ Create defensible space programs and vegetation management, especially near the Wildland-Urban Interface (WUI).
- ▶ Adopt codes and regulations that align with the Colorado Wildfire Resiliency Code.
- ▶ Ensure new development is outside of the 100-year floodplain and wetland designations.



SUSTAINABILITY & NATURAL RESOURCES GOAL 3

Promote efforts to improve air quality helping to create a cleaner, healthier environment for residents.

SNR 3.1

Measure, track, and set targets for greenhouse gas reduction.

SNR 3.2

Advance renewable energy.

- ▶ Advocate for Mountain Parks Electric to increase the share of its electric power that comes from renewable energy sources such as solar and wind.
- ▶ Promote community solar programs.

SNR 3.3

Reduce solid waste.

- ▶ Promote the pay-as-you-throw trash and recycling services available at the Town's facility, The Drop.
- ▶ Create programs and incentives to increase usage of The Drop by both residents and visitors.
- ▶ Explore, and implement where feasible, expansion of recycling services and what is collected, as well as composting services for organics.
- ▶ Adopt policies in line with the implementation of the Colorado Producer Responsibility Program and Minimum Recyclables List and require licensed haulers or contracted services to provide recycling.

SNR 3.4

Further vehicle electrification and support development of EV charging infrastructure.

- ▶ Convert transit and Town fleet vehicles to electric or hybrid models.
- ▶ Adopt the permitting processes and standards from the EV Charging Model Land Use Code promulgated by the Colorado Energy Office to reduce barriers to EV charging development.



SUSTAINABILITY & NATURAL RESOURCES GOAL 4

Inspire and support healthy, sustainable lifestyles that nourish both people and the planet.

SNR 4.1

Reduce vehicle miles traveled.

- ▶ Implement a car share program.
- ▶ Explore a parking demand strategy to reduce idling and increased driving.

SNR 4.2

Encourage multi-modal transportation by designing roads for all users—pedestrians, cyclists, transit riders, and drivers—with safe sidewalks, crosswalks, and bike lanes.

- ▶ Collaborate with neighboring communities and regional agencies to expand public transit routes and schedules for the Lift and other public transit options.
- ▶ Audit the bicycle connectivity network and incorporate into strategic development.
- ▶ Explore, and implement if feasible, micro-transit or bike-share programs to complement Lift services.

WINTER



Foundations & Support

Town Services & Infrastructure
Transportation & Mobility
Intergovernmental Coordination



Winter in Fraser calls for a strong foundation and a network of support, which mirrors this chapter's focus on the essential systems and partnerships that sustain the town. Unlike the visible growth of spring and summer, or the long-term stewardship of fall, this section is dedicated to the robust infrastructure and foundational relationships that ensure daily life runs smoothly.

Town Services/Infrastructure, Transportation/Mobility, and Intergovernmental Cooperation highlight the critical backbone of the community. Reliable town services and infrastructure provide the support systems residents depend on, from utilities to public safety. Efficient transportation and mobility infrastructure ensures the town remains accessible and functional, connecting people and places, no matter the weather. Finally, strong intergovernmental cooperation strengthens Fraser's capacity by building a network of support with neighboring entities, ensuring the region can collaboratively meet its needs. This chapter outlines the strategic investments and partnerships required to maintain the fundamental support systems that allow Fraser to thrive year-round.



TOWN SERVICES & INFRASTRUCTURE

Vision

Fraser's services and infrastructure provide residents with safe, reliable, and effective amenities.

Fraser will maintain and enhance its town services and infrastructure to support a safe, efficient, and thriving community. Roads, utilities, public facilities, and emergency services will be reliable, resilient, and designed to meet both current and future needs. Strategic investments will ensure services are accessible, efficient, and adaptable, preparing the town for any changing conditions.

This chapter examines existing systems, identifies gaps, and outlines strategies to guide improvements over time. By focusing on sustainability, innovation, and long-term planning, Fraser can strengthen its foundation, support economic vitality, and sustain the quality-of-life residents value.



TOWN SERVICES & INFRASTRUCTURE GOAL 1

Provide essential services for residents of all ages, backgrounds, and abilities.

TSI 1.1

Improve access to affordable childcare and early childhood education.

- ▶ Enhance partnerships with local providers, schools, and nonprofits to expand childcare options and increase childcare capacity.
- ▶ Secure funding/revenue opportunities to provide licensing and support operations for childcare providers.
- ▶ Explore incentives for businesses or housing developments that include on-site childcare.
- ▶ Work at the county level with Grand Beginnings, the county, neighboring municipalities, local businesses and foundations to address the need for sustainable early childhood education funding.

TSI 1.2

Expand educational and community services.

- ▶ Support increased senior services such as transportation, meal delivery, social programming, and in-home care support for older residents.
- ▶ Support local libraries to expand programming and resources.
- ▶ Support the formation of a 6-12 grade school facility in Fraser.

TSI 1.3

Expand access to multilingual, culturally inclusive, and digitally accessible communications.

- ▶ Provide translation and interpretation services for public information, especially around emergency services.
- ▶ Offer Town materials and service information in multiple languages and a digitally accessible format.



TSI 1.4

Ensure facilities meet American Disabilities Act (ADA) standards and are universally accessible.

- ▶ Ensure that public buildings, sidewalks, trails, and other amenities meet accessibility standards and guidelines and retrofit/upgrade these facilities if needed.
- ▶ Ensure existing businesses and commercial properties make upgrades that meet accessibility standards and guidelines and require new developments to comply during the development review process.

TSI 1.5

Strengthen community outreach and services to further support residents.

- ▶ Partner with non-profits and agencies to connect residents with available resources and services.
- ▶ Endeavor to meet the needs of all residents through culturally inclusive and multilingual programming.

TSI 1.6

Support emergency preparedness and resilience efforts in the case of natural or human-made disasters.

- ▶ Equip the community with the tools, knowledge, and resources needed to prepare for, respond to, and recover from disasters.
- ▶ Identify and make places of refuge available during severe snow or weather events, particularly during closures of Berthoud Pass.



TOWN SERVICES & INFRASTRUCTURE GOAL 2

Expand health services to support the growing needs and quality care of Fraser's residents.

TSI 2.1

Increase healthcare options and services.

- ▶ Support the new Middle Park Health Hospital campus and facilitate the development of additional healthcare related services.
- ▶ Recruit health providers in Fraser to serve local needs.

TSI 2.2

Expand mental and behavioral health services.

- ▶ Create partnerships with current mental healthcare providers and facilities.
- ▶ Collaborate with county and nonprofit mental health providers to increase access.

TSI 2.3

Integrate health promotion into Town programs.

- ▶ Use parks and recreation programming and community events to encourage physical activity, healthy lifestyles, and preventative care.
- ▶ Expand community event offerings to include a wider range of activities that appeal to all residents, including those seeking non-alcohol centered experiences, and enhance access to additional support resources.



TOWN SERVICES & INFRASTRUCTURE GOAL 3

Maintain and enhance Fraser's physical infrastructure to ensure it's ready to support the community's growth and needs.

TSI 3.1

Ensure long-term water supply and high-quality drinking water.

- ▶ Plan for future water use through conservation programs, infrastructure upgrades, and watershed protection.
- ▶ Continue to monitor and maintain water treatment facilities to meet quality standards.
- ▶ Incorporate rain gardens, bioswales, permeable pavements and other green infrastructure into public streets to manage stormwater naturally and protect the Fraser River and its tributaries.
- ▶ Locate snow storage and melting facilities away from the Fraser River.

TSI 3.2

Invest in sewer and wastewater systems upgrades.

- ▶ Upgrade aging sewer infrastructure and expand capacity in areas targeted for growth.

TSI 3.3

Support the expansion or consolidation of Town services.

- ▶ Support the expansion or relocation of the post office within Town boundaries.
- ▶ Expand recycling and compost services and facilities.
- ▶ Explore the creation of a separate parks division or department.

TSI 3.4

Review and update the Capital Improvement Plan (CIP) based on infrastructure condition, development trends, available funding, and reaching 50% completion on previous CIP.

TRANSPORTATION & MOBILITY

Vision

A joyful and connected mountain town where walking, biking, and transit make it easy to get around and explore.

Fraser envisions a transportation system that is safe, connected, and accessible for all. Roads, trails, transit, and pedestrian networks connect neighborhoods, support local businesses, and promote sustainable, multimodal travel. Strategic planning and targeted investments will ensure the transportation system meets current needs while anticipating changing travel patterns.

This chapter establishes a framework for the future of Fraser's transportation system. By planning strategically and prioritizing multimodal options, Fraser can accommodate future growth, reduce congestion, enhance safety, and encourage sustainable travel choices. The framework also emphasizes resilience and adaptability, ensuring the transportation system can respond to changing needs, emerging technologies, and evolving community priorities.



TRANSPORTATION & MOBILITY GOAL 1

Build safe, inspiring walking and biking connections—whether strolling Downtown or heading out on a scenic trail—that invite people to explore year-round.

TM 1.1

Improve pedestrian, ADA accessibility, and bicycle connectivity, comfort, and safety.

- ▶ Identify gaps in the pedestrian and bicycle networks.
- ▶ Improve key bicycle and pedestrian crossings.
- ▶ Improve regional trail connections through Fraser.
- ▶ Evaluate and improve ADA accessibility on all existing pedestrian facilities within the Town, and ensure ADA compliance for all new facilities.
- ▶ Conduct a study for pedestrian connections from the Fraser Valley Elementary School, across the railroad and US 40, to St. Louis Landing and other neighborhoods and amenities east of US 40.
- ▶ Address drainage and snow removal issues to improve pedestrian friendly sidewalks throughout the winter and spring months.

TM 1.2

Develop new standard/typical roadway sections that allocate space for non-motorized users.



TRANSPORTATION & MOBILITY GOAL 2

Plan for a flexible and seamless transit experience that includes local solutions like micro-transit and a rail station area that welcomes travelers into Fraser's vibrant Downtown.

TM 2.1

Support increased passenger rail traffic to Fraser.

- ▶ Develop a Rail Station Area Plan for the Fraser Rail Station.
- ▶ Work with rail service providers to ensure consistent service.
- ▶ Plan for the future Fraser Mobility Hub to connect rail passengers to bus, bicycle, and other transportation services.

TM 2.2

Improve transit connectivity for areas not served by fixed-route transit.

- ▶ Evaluate feasibility of implementing micro-transit service.



TRANSPORTATION & MOBILITY GOAL 3

Support a well-connected road network that improves traffic flow, reduces congestion, and ensures the safe, efficient movement of people and vehicles throughout Fraser.

TM 3.1

Maintain and adapt Fraser's road network to support year-round access, safety, and the town's unique mountain context.

- ▶ Maintain and enhance roadway conditions through targeted reinvestment.
- ▶ Coordinate with CDOT on the US 40 capacity project to reflect local needs.
- ▶ Coordinate with Grand County on the completion of the Fraser Valley Parkway (FVP) from CR 73 (St. Louis Creek Road) to CR 50 (Church Park Road).
- ▶ Identify a north-south connection east of US 40 from CR 8 to Safeway (Edna Tucker Way-Sun River Dr-Clayton Ct).



TRANSPORTATION & MOBILITY GOAL 4

Provide thoughtful and easy-to-find parking that is balanced with the Town's commitment to walkability and placemaking.

TM 4.1

Balance parking supply and management with walkability and placemaking.

- ▶ Explore time restrictions for on-street parking near highly visited destinations and implement if needed.
- ▶ Add signage in key locations as consistent with the Winter Park & Fraser Wayfinding Plan throughout Town to clarify parking, destinations, and transportation options.
- ▶ Coordinate with CDOT Mountain Passenger Rail improvements and Clayton Court development to identify a location for a shared parking facility.
- ▶ Evaluate the feasibility of a parking monitoring program.
- ▶ Evaluate a fee-in-lieu and shared parking models.

INTERGOVERNMENTAL COORDINATION

Vision

The town of Fraser communicates and coordinates with other jurisdictions, agencies, and nonprofits to collaboratively address regional planning issues.

Effective collaboration with neighboring jurisdictions, regional agencies, and state and federal partners is essential for Fraser's long-term growth. Intergovernmental coordination ensures that services are implemented efficiently, reducing duplication, leveraging resources, and addressing shared challenges.

This chapter establishes a framework for proactive communication, partnership, and alignment with other governmental entities. By fostering strong relationships and coordinated planning, Fraser can advance regional priorities, respond to emerging challenges, and achieve outcomes that benefit residents, businesses, and the broader community. Through strategic coordination, the town strengthens its ability to deliver services, manage growth, and enhance its role as a collaborative and forward-looking member of the region.



INTERGOVERNMENTAL COORDINATION GOAL 1

Develop a framework for ongoing regional collaboration to foster strong partnerships and drive impactful solutions across communities and regions.

IGC 1.1

Create and formalize intergovernmental agreements for shared services and infrastructure .

- Inventory and monitor active IGAs between Fraser and other entities.



INTERGOVERNMENTAL COORDINATION GOAL 2

Encourage coordination and collaboration around land use in the Fraser Valley.

IGC 2.1

Work with Winter Park, Grand County, and other partners to identify shared growth areas, environmental resources, and land use goals that cross jurisdictions.

- Establish a procedure for notifying and consulting nearby towns and the County on significant development proposals, annexations, or rezonings near shared boundaries.



INTERGOVERNMENTAL COORDINATION GOAL 3

Coordinate regional transit plans and projects to efficiently move people throughout the Valley.

IGC 3.1

Foster relationships with CDOT, Grand County, and Union Pacific to be involved with regional transportation master planning efforts.

IGC 3.2

Work with Winter Park, Winter Park Resort, Granby, and Grand County to support operation and expansion of The Lift transit service.

- Secure additional, sustainable joint funding for transit infrastructure and operations.
- Explore the formation of a Regional Transportation Authority (RTA).



INTERGOVERNMENTAL COORDINATION GOAL 4

Create forward-thinking, regional housing plans that address the needs of the entire Valley.

IGC 4.1

Work with Fraser Valley Housing Partnership, Winter Park, and Grand County to create a Valley-wide strategy for workforce, seasonal, and affordable housing.

IGC 4.2

Explore shared tools and incentives for housing development.



INTERGOVERNMENTAL COORDINATION GOAL 5

Work with Grand County and Winter Park to understand capacity and plan for services and infrastructure upgrades.

IGC 5.1

Work with government entities and special districts in the Fraser River Valley to further long-range planning goals and align Capital Improvement Plans across jurisdictions.

- ▶ Continue to explore a location for a shared composting site with Grand County and Winter Park.
- ▶ In partnership with Grand County, continue to advocate for a quiet zone and pedestrian amenities at the CR 5 railroad crossing.

IGC 5.2

Provide leadership and participation in efforts to address local challenges through regional cooperation.

IGC 5.3

Collaborate with the Grand County Library District to enhance library programming to engage a greater number of residents.

IGC 5.4

Further explore opportunities to share municipal services with Winter Park for advanced efficiency and coordination.

- ▶ Identify shared projects with adjacent water & sanitation districts.



INTERGOVERNMENTAL COORDINATION GOAL 6

Coordinate efforts around parks, recreation, open space, and trails to create a cohesive regional network.

IGC 6.1

Coordinate regional recreation and collaborate with the Fraser Valley Metropolitan Recreation District (FVMRD), Headwaters Trail Alliance (HTA), Colorado Open Lands (COL), and the Town of Winter Park.

IGC 6.2

Collaborate on joint use facilities and programming.

- ▶ Inventory and assess recreation district-wide.
- ▶ Identify land for acquisition across jurisdictions.
- ▶ Share facilities, funding, and programming to expand access.

IGC 6.3

Encourage regional strategic planning and initiatives regarding Fraser River Regional trail linkages.



INTERGOVERNMENTAL COORDINATION GOAL 7

Protect residents, visitors, and property from human or natural made disasters.

IGC 7.1

Coordinate with regional agencies and adjacent communities on hazard mitigation and preparedness.

- ▶ Continue to participate in regular updates to the Grand County Multi-Hazard Mitigation Plan, Emergency Operations Plans, and Community Wildfire Protection Plan.

5 FRASER IN ACTION





IMPLEMENTATION

The implementation matrix on the following pages serves as a tool to track and manage progress. Each action has a priority level, timeframe, estimated cost range, and Town partners for notification, collaboration, and potential funding opportunities. Each action's realization is in the greater mission of accomplishing the strategy and ultimately the goal identified above each action in the matrix.

IMPLEMENTATION MATRIX KEY

PRIORITY LEVEL

- 1: Critical
- 2: Vital
- 3: Desirable

COST

- NM: non-monetary
- \$: \$0-\$25k
- \$\$: \$25k-\$75k
- \$\$\$: \$75k+

TIMEFRAME

- Ongoing (ON): as needed
- Short term (ST): 0-3 years
- Medium term (MT): 3-5 years
- Long term (LT): 5+ years



PARTNERS

AM	Amtrak
CDOT	Colorado Department of Transportation
CHFA	Colorado Housing and Finance Authority
COEDIT	Colorado Office of Economic Development and International Trade
COL	Colorado Open Lands
CPW	Colorado Parks and Wildlife
CWCB	Colorado Water Conservation Board
D	The Drop
DCI	Downtown Colorado Inc.
DOLA	Colorado Department of Local Affairs
EGFPD	East Grand Fire Protection District
EGSD	East Grand School District
FDDA	Fraser Downtown Development Authority
FEMA	Federal Emergency Management Agency
FRVHP	Fraser River Valley Housing Partnership
FVA	Fraser Valley Arts
FVMRD	Fraser Valley Metropolitan Recreation District
FWPC	Fraser-Winter Park Chamber
FWPPD	Fraser-Winter Park Police Department
GB	Grand Beginings
GC	Grand County
GC1	Grand County Water and Sanitation #1
GCED	Grand County Economic Development
GCHPB	Grand County Historic Preservation Board
GCHS	Grand County Historical Society
GCLD	Grand County Library District
GCRHN	Grand County Rural Health Network
GF	The Grand Foundation
GKLC	Grand Kids Learning Center
GY	Town of Granby
HTA	Headwater Trails Alliance
LT	The Lift Transit
MFC	Mountain Family Center
MPE	Mountain Parks Electric
MPH	Middle Park Health
PAC	Public Arts Committee
SG	Sustainable Grand
UCWET	Upper Colorado Watershed Environment Team
UPRR	Union Pacific Railroad
USACE	US Army Corps of Engineers
USFS	US Forest Service
WP	Town of Winter Park
WPRWS	Winter Park Ranch Water and Sanitation

Figure 13: Downtown Vision Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
DTV 1: Create an environment where walking, biking, and rolling feels fun, easy, and accessible.					
DTV 1.1 Improve signage and wayfinding for easier navigation.					DTV 2.2, DTV3.3, EV1.1, C1.2, PROST2.2, TM4.1, IGC6.1
Create artistic monuments in and around Downtown through the commissioning of local or regional artists that create natural wayfinding elements.	3	ON	\$\$	FDDA, FWPC, FVA, PAC	
Use the Winter Park & Fraser Wayfinding Plan to identify signage and wayfinding deficiencies and fill these gaps.	2	ON	\$\$	WP, HTA, FVMRD	
Adopt and implement the Winter Park and Fraser Signage & Wayfinding Master Plan.	2	LT	\$\$\$	WP, HTA, FVMRD, FDDA, DOLA	
DTV 1.2 Improve pedestrian and vehicular safety.					DTV1.4, DTV 2.2, DTV 3.1, DTV 4.2, PROST2.2, TSI3.4, TM1.1, TM1.2, TM3.1
Emphasize the importance of pedestrian and vehicular safety in discussions with CDOT on potential Highway 40 modifications.	1	ON	\$	CDOT, GC	
Integrate safety best practices in the design of future roads and pathways.	1	ON	\$	CDOT, GC, HTA	
Incorporate principals of Crime Prevention through Environmental Design (CPTED) in the design of public spaces.	1	ON	\$		
Add sidewalks to existing and proposed roadways and ensure all spaces meet The Americans with Disabilities Act (ADA).	2	ON	\$\$\$	DOLA, FDDA	
Inventory current deficiencies and projected replacement timeframes for pedestrian and vehicular infrastructure and add to Town Budget/Capital Improvement Plan.	2	ON	\$\$	FDDA	
Widen the Fraser River Trail within Downtown to separate cyclists from pedestrians where possible.	2	LT	\$\$\$	CDOT, HTA, DOLA, FDDA, FEMA, FVMRD	

Figure 14: Downtown Vision Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
In high speed or high traffic areas, consider grade separated crossings between active and passive modes of transportation.	2	LT	\$\$\$	CDOT, GC	
DTV 1.3 Expand and improve mobility options.					DTV2.2, Transportation & Mobility Section (TM), SNR3.4, SNR4.1, SNR4.2, IGC3.1
Establish a public-private partnership to establish a shared-use parking lot or garage in Downtown Fraser.	3	LT	\$\$\$	FDDA	
Work with the railroad to create additional parking on the east side of the tracks that could be used by Downtown visitors.	2	MT	\$\$	AM, UPRR	
Improve roadways and/or stripe additional parallel parking on the roads west of Highway 40.	2	LT	\$\$\$		
Install public EV charging stations.	3	LT	\$\$\$	SG, FDDA	
Conduct a parking analysis and/or Parking Master Plan.	2	ST	\$\$\$	DOLA, FDDA	
Continue to explore the feasibility of connecting a road to Safeway and Sun River Drive, as shown on the Vision Plan.	2	ST	\$		
Work with The Lift to improve bus service to Downtown.	2	ON	\$	LF, WP	
Consider micro-transit options to compliment bus routes and services from the LIFT.	2	MT	\$\$\$	LF, WP, FWPC	
Create an affordable and seasonal on-demand (e)bike share system.	3	LT	\$\$\$	SG, FDDA, HTA, FVMRD	
Establish the Town-owned property at 360 Railroad Avenue as the Fraser Mobility Hub.	1	ST	\$\$\$	CDOT, WP, AM	
DTV 1.4 Allocate and design space that is friendly to walk, bike, and roll.					DTV1.2, DTV 2.2, DTV3.3, DTV4.2, EV1.1, PROST2.3, PROST2.4, PROST4.2, LU4.2, SNR1.6, SNR4.2, TSI1.4, TM1.1, TM1.2

Figure 15: Downtown Vision Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Consider updating the Riverwalk District standards, street standards, and other applicable portions of the Town code to secure 12' sidewalks where possible to create space for street trees or site furnishings such as benches, bike racks, pedestrian lighting, and litter receptacles.	1	MT	\$		
Design streets using best practices that are naturally safe for cyclists. Provide striping and signage to improve visibility to clearly delineate cyclist space.	1	ON	\$		HTA
Pursue development of a trail along Elk Creek, from the Fraser River to CR 72 and potentially beyond, with a grade separated underpass under US 40 to connect Clayton Court and the Fraser River Trail to the Fraser Valley Center.	3	LT	\$\$\$		CDOT, DOLA, HTA, FVMRD
DTV 2: Build a lively and sustainable business environment that supports small, local shops and businesses, reflecting the town's unique and fun spirit.					
DTV 2.1 Promote business diversity, local businesses, and entrepreneurs that provide goods and services appealing to both locals and visitors.					DTV2.2, DTV2.4, DTV4.2, H3.3, Economic Vitality Section (EV), LU1.1, TSI1.1, TM2.1, IGC1.1
Provide economic incentives to desired businesses via financial incentives.	2	MT	\$\$\$		FDDA, COEDIT, DOLA, FWPC
Provide incubator space for desired businesses to become established and grow.	2	MT	\$\$\$		FDDA, COEDIT, DOLA, FWPC
Create marketing collateral to attract businesses.	3	MT	\$\$\$		FDDA, COEDIT, DOLA, FWPC
Invest in public infrastructure that creates value for prospective investors.	2	LT	\$\$\$		FDDA, DOLA
DTV 2.2 Increase foot-traffic and visitation.					Downtown Vision Section (DTV), EV1.3, EV2.1, C1.2, TM4.1

Figure 16: Downtown Vision Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Enhance marketing and advertising campaigns through various media outlets.	2	ON	\$\$	FDDA, FWPC	
DTV 2.3 Provide inclusive housing that prioritizes the workforce.					DTV2.2, EV4.1, Housing Section (H), IGC4.1, IGC4.2
Continue to assess and evaluate the effectiveness of zoning incentives for developments that voluntarily provide affordable housing and adjust the requirements/criteria on affordable unit ratios and AMI's, as needed.	2	ON	\$	FRVHP	
Continue to explore new ways to integrate affordable and market-rate housing for local employees.	2	ON	\$	CHFA, FWPC, FRVHP	
Work with the Fraser River Valley Housing Partnership on additional affordable residential projects.	2	ON	\$	FRVHP	
DTV 2.4 Create a full-day Fraser visitor experience.					DTV2.1, DTV2.2, DTV4.1, DTV4.2, H4.3
Encourage traditional lodging types beyond short-term rentals (STR) to diversify lodging options.	2	ON	\$	FDDA, FWPC	
Encourage non-competing local businesses to partner with each other to promote the local economy.	2	ON	\$	FDDA, FWPC	
Encourage future development to facilitate a full-day visitor experience to make it an easier choice for weekend and time-constrained visitors.	3	ON	\$	FDDA, FWPC	
DTV 3: Make the Fraser River and Fraser River Trail the heart of Downtown, shaping the area's identity and offering a vibrant, scenic space for residents and visitors to enjoy.					
DTV 3.1 Enhance Fraser River Trail amenities and gathering spaces near Downtown.					DTV1.2, DTV2.2, DTV3.3, DTV4.2, PROST2.1, PROST4.4, TSI1.4, IGC6.1
Acquire areas within the Downtown intended for parks and open space to ensure the Downtown Vision is realized as desired.	1	ST	\$\$\$	FDDA, FWPC	

Figure 17: Downtown Vision Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Incorporate the Downtown Vision Plan as part of the design review process in which developers must abide by.	1	ST	\$	FDDA	
Upon securing public areas, develop detailed public space designs that work with adjacent development parcels and enhance future development.	3	LT	\$\$\$	FDDA, FVMRD	
DTV 3.2 Encourage active uses and programming along the Fraser River while respecting ecologically sensitive areas.					DTV2.2, DTV4.1, EV1.4, EV5.2, C1.3, C3.3, SNR1.3, TS12.3
Evaluate ecological conditions and functions and provide best-practice solutions. Explore options that improve the current user experience.	2	LT	\$\$\$	USACE, CPW, FEMA	
Evaluate construction constraints such as wetlands and challenging geotechnical conditions.	2	ON	\$\$	USACE, CPW, FEMA	
Continue to evaluate Riverwalk District zoning as projects are built, and as needed, make any changes that might affect active ground floor uses along the River.	2	ON	\$		
Create events and programs along the Fraser River that bring people into the Downtown.	1	LT	\$\$\$	FDDA, DCI, FWPC	
DTV 3.3 Improve non-motorized access and visibility from Highway 40 and Clayton Court to the River.					DTV 1.4, DTV2.2, DTV 3.1, C1.2, PROST2.1, PROST 2.2, PROST2.3
Integrate new wayfinding signage and monuments that lead individuals to the Fraser River.	2	MT	\$\$	FDDA	
Create stronger physical connections between these points through wider sidewalks, plazas, lawns, and other communal spaces.	2	LT	\$\$\$	FDDA	
Create a memorable landmark/trailhead at the junction of the Fraser River Trail and Downtown.	3	LT	\$\$\$	HTA, FDDA, FVMRD	
DTV 4: Enhance Downtown to be the go-to destination, buzzing with excitement and events every month of the year, where there's always something fun for everyone.					

Figure 18: Downtown Vision Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
DTV 4.1 Enhance event and programming efforts.					DTV2.2, DTV2.4, DTV 3.2, EV1.3, EV1.4, EV2.1, EV5.2, C3.3, PROST4.3, TSI2.3
Coordinate with local municipalities and Winter Park Resort to ensure that valley-wide events and programming are complementary and don't result in efforts taking attendance away from each other.	3	ON	\$	WP, GC	
Enhance four-season programming and event planning to promote visitation during typical shoulder seasons.	3	ON	\$\$\$	FDDA, FWPC	
Continue to support and enhance the Town's signature multi-day events such as Fraser Mountain Mural Festival and Fraser Fire & Ice.	3	ON	\$	FDDA, FWPC, FVA	
DTV 4.2 Ensure high-quality architectural and public realm design that is memorable and unique.					DTV1.2, DTV1.4, DTV 2.1, DTV2.2, DTV2.4, DTV3.1, EV5.1, H2.2, C2.1, C2.3, C3.1, PROST4.2, TM3.1
Work with the local community during the planning of public realm spaces to create community ownership.	2	LT	\$		
Hire local artists to create memorable elements that are unique to Fraser.	3	LT	\$\$	FDDA, FWPC, FVA	
Allocate budget to maintain a clean and enjoyable public realm. Work with the Downtown Development Authority (DDA) and business owners to discuss current challenges and opportunities.	2	ON	\$\$\$	FDDA, FWPC, FVA	

Figure 19: Downtown Vision Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Work with the property owners of the Safeway shopping center and Fraser Valley Center (Murdoch's) to encourage redevelopment / retrofitting of these suburban style commercial developments to a more urban form that integrates with the rest of Downtown Fraser.	2	ON	\$\$\$	FWPC, FDDA	

Figure 20: Housing Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
H 1: Promote a variety of housing options to meet the needs of both renters and homebuyers, offering something for everyone in the community.					
H 1.1 Create incentives and streamlined processes for developing a range of housing types, including missing middle housing options like small-lot single-family (cottage courts), townhomes, duplexes, and small-scale multifamily.					DTV 2.3, H1.2, H1.4, H2.3, H4.3, C2.2, SNR2.2, IGC4.2
Evaluate the Town's current residential unit thresholds for minor and major site plan applications.	2	ON	NM	FRVHP	
Consider allowing small-scale multifamily (4 units or less) to only require administrative approval.	2	ON	NM	FRVHP	
H 1.2 Support housing solutions that serve diverse household compositions, income levels, and life stages.					DTV 2.3, H1.1, H4.2
Identify potential developers to complete public-private partnerships.	3	ON	NM	FRVHP	
H 1.3 Modify zoning and land use codes to allow greater housing variety and density in appropriate areas.					DTV 2.3, H2.3, EV3.2, LU4.2
Consider changes to reduce minimum open space, reduce required setbacks, and increase maximum building height in residential zone districts.	2	ON	NM	FRVHP	
Consider inclusionary zoning models and practices that would incentivize and/ or require construction of low/ middle income units as part of housing developments.	3	ON	NM	FRVHP	
H 1.4 Establish programs to help maintain and preserve existing affordable housing stock.					DTV 2.3, H1.1, H4.3, LU2.1
Collaborate with the Fraser River Valley Housing Partnership to offer a deed restriction program for existing residential units and tailor the incentives it provides to be attractive to local homeowners and homebuyers.	3	ON	NM	FRVHP, CHFA, DOLA	

Figure 21: Housing Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
H 2: Encourage mixed-use housing development in areas where it can make the neighborhood more walkable, contribute to its character, and boost local business.					
H 2.1 Identify priority areas where mixed-use development should be concentrated, particularly near Downtown and transit corridors.					DTV 2.3, EV4.3, H2.3, LU1.1, LU3.4
Consider changes to the allowed uses within commercial and mixed-use zone districts so that permitted development is not comprised of only residential uses.	1	ST	NM	FRVHP	
H 2.2 Create design guidelines that ensure mixed-use developments contribute positively to neighborhood character and walkability.					DTV 2.3, DTV4.2, EV1.1, C2.1, C2.3, LU2.2
H 2.3 Review and update regulatory/zoning incentives such as density bonuses and parking reductions for mixed-use projects that incorporate housing into targeted areas.					DTV 2.3, H 1.1 , H1.3, H2.1, LU1.1, TM4.1, IGC4.2
H 2.4 Support the adaptive reuse of existing buildings for mixed-use development.					DTV 2.3, EV3.2, EV4.3, C2.2, LU2.1
Implement expedited permitting and review processes for adaptive reuse projects that are mixed-use.	2	ST	NM	GCHS, FRVHP, CHFA	
Consider fee reductions/waivers for adaptive reuse projects that are mixed-use.	2	ST	NM	GCHS, FRVHP, CHFA	
H 3: Build and strengthen partnerships with state, regional/county, and philanthropic organizations that can help Fraser increase affordable and attainable housing to better meet the needs of local workers.					
H 3.1 Actively participate in regional housing coalitions and initiatives, such as the Fraser River Valley Housing Partnership, to leverage shared resources and expertise.					DTV 2.3, IGC2.1, IGC4.1, IGC5.2
H 3.2 Pursue grants, tax credits, and other external funding sources for housing development and assistance programs.					DTV 2.3, EV1.1
Work with DOLA and other agencies to identify proper funding sources.	2	ON	NM	DOLA, FRVHP, CHFA	
H 3.3 Collaborate with major employers and business organizations to develop employer-assisted housing programs.					DTV2.1, DTV 2.3, EV4.1, EV4.4
H 3.4 Partner with nonprofit housing developers to increase capacity for affordable housing development that is subsidized and/or protected.					DTV 2.3

Figure 22: Housing Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
H 4: Seek a balance of housing options for year-round residents, seasonal workforce, non-resident owners, and short-term visitors – recognizing the importance of each for the local economy and quality of life.					
H 4.1 Create dedicated seasonal workforce housing solutions through partnerships and targeted development.					DTV 2.3, EV4.1, IGC4.1
H 4.2 Establish monitoring systems to track housing inventory across different occupancy types to help inform policies to expand workforce-appropriate housing.					DTV 2.3, H1.2
H 4.3 Implement policies that encourage non-resident homeowners to make properties available for long-term rental when not in use.					DTV 2.3, DTV2.4, H1.1, H1.4
Explore case studies for temporary subsidies or incentives to unlock existing housing stock for long-term rentals.	3	ON	NM	FRVHP, CHFA	

Figure 23: Economic Vitality Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
EV 1: Build and nurture a thriving, memorable mountain Downtown.					
EV 1.1 Enhance the physical environment of Downtown.					DTV1.1, DTV 1.4, DTV2.1, H2.2, H3.2, C1.2, C2.3, LU3.2
Complete streetscape improvements including sidewalk widening, street furniture, and wayfinding signage along main Downtown corridors.	2	LT	\$\$\$	FDDA, FWPC	
Continue to support and consider expanding the existing business enhancement grant program to assist property owners with building upgrades that enhance Downtown character.	3	MT	\$\$\$	FDDA, FWPC	
EV 1.2 Support existing Downtown businesses while attracting complementary new businesses.					DTV2.1, EV3.2, EV3.3, LU2.1, TSI1.4
Work with the DDA and Chamber to identify market gaps and actively recruit businesses that fill those gaps.	2	ON	NM	FDDA, FWPC	
Streamline permitting and approval processes for Downtown business expansions and tenant improvements.	1	ST	NM	WP	
EV 1.3 Enhance Downtown's market position and visibility.					DTV2.1, DTV2.2, DTV4.1, EV1.2, EV5.2, C3.3,
Create a Downtown marketing and branding strategy that highlights Fraser's unique character and offerings.	3	MT	\$\$\$	FDDA, FWPC	
Support DDA social media and promotional efforts that showcase Downtown events and businesses.	3	ON	NM	FDDA, FWPC	
EV 1.4 Activate Downtown through events and programming.					DTV2.1, DTV 3.2, DTV4.1, EV2.1, EV2.2, EV2.3, EV5.2, C1.3, C1.4, C3.3, PROST3.3, TSI1.5, TSI2.3

Figure 24: Economic Vitality Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Develop and maintain a coordinated annual calendar of Downtown events and activities that drive foot traffic year-round.	3	ST	\$	FDDA, FWPC	
Support pop-up activations and temporary uses that bring energy to Downtown during shoulder seasons.	2	ON	NM	FDDA, FWPC	
EV 2: Bolster counter-seasonal business to help balance workforce needs and revenue generation across the year.					
EV 2.1 Identify and promote off-season tourism opportunities.					DTV2.1, DTV2.2, DTV4.1, EV1.4, EV2.2
Develop and promote signature off-season events that draw visitors and support local businesses.	2	MT	\$\$	FDDA, FWPC	
EV 2.2 Support businesses in developing shoulder season products and services.					DTV2.1, EV1.4, EV2.1, EV3.1
Connect businesses with technical assistance resources for developing new off-season products or services.	2	LT	\$	FDDA, FWPC	
EV 2.3 Incentivize year-round business activity and employment.					DTV2.1, EV1.4, EV2.1, EV4.2, LU1.2, TSI2.1
Identify brownfield funding opportunities and other supports to incentivize a manufacturing use at the former pole yard property.	2	MT	NM	DOLA, GCED, FWPC, COEDIT	
Explore creation of a year-round employment incentive program (e.g., tax rebates, fee waivers) for businesses maintaining staff during shoulder seasons.	1	ST	\$\$\$	GCED, FDDA, FWPC, COEDIT	
Consider property tax incentives or other financial tools for businesses that provide year-round goods/services critical to community needs.	2	LT	\$\$		
EV 3: Encourage growth in small businesses that help diversify the local economy and fit with Fraser's mountain setting.					

Figure 25: Economic Vitality Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
EV 3.1 Provide business support services and resources.					DTV2.1, EV2.2, EV5.1, LU2.1, LU1.2, SNR2.1, TSI1.1
Maintain and promote online resources that connect entrepreneurs to capital access programs, grants, and lending opportunities.	3	ST	\$	GCED, FDDA, FWPC	
Sponsor or co-sponsor quarterly networking events for local entrepreneurs and small business owners.	3	ST	\$	GCED, FDDA, FWPC	
EV 3.2 Expand availability of flexible, affordable business space.					DTV2.1, EV1.2, EV3.4, H1.3, H2.4, C3.1, LU2.1
Support adaptive reuse of existing buildings for pop-up retail, artist studios, or flexible commercial space.	3	LT	NM	FDDA	
Consider zoning amendments to allow live-work units and home-based business options in appropriate locations.	2	ST	NM		
EV 3.3 Attract businesses that complement Fraser's character and fill service gaps.					DTV2.1, EV1.2, LU1.2, TSI1.2, TSI2.1
Target recruitment efforts toward businesses that complement the mountain lifestyle and fill gaps in local services.	1	ON	\$\$	FDDA, FWPC, GCED	
Maintain inventory of available commercial spaces and actively market them to desired business types.	1	ON	NM	FDDA, FWPC	
EV 3.4 Support remote workers and home-based businesses.					DTV2.1, EV3.2, LU2.1, TSI1.4
Continue infrastructure improvements including broadband expansion.	2	ON	\$\$\$		
Create or support co-working space development that provides professional workspace and networking opportunities.	3	ON	\$	FDDA, FWPC	
EV 4: Make Fraser a place where people can both live and work affordably.					

Figure 26: Economic Vitality Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
EV 4.1 Support regional workforce development initiatives.					DTV2.1, DTV2.3, H3.3, H4.1, IGC4.1, IGC5.2
Share information about local employment opportunities and employer needs with regional workforce development partners.	3	ON	NM	FDDA, FWPC, GCED, COEDIT	
EV 4.2 Support the creation of year-round, higher wage jobs.					DTV2.1, EV2.3
Track and report on job quality metrics including wage levels, benefits, and year-round vs. seasonal employment.	2	LT	\$	FDDA, FWPC	
EV 4.3 Help to integrate work and living options.					DTV2.1, H2.1, H2.4, LU1.1, LU2.4, LU3.4
Support mixed-use development that allows residents to live near employment centers and reduce commuting costs.	2	ON	NM		
EV 4.4 Integrate economic development with housing and childcare.					DTV2.1, H3.3, TS11.1
Survey local employers about employee housing and childcare needs to inform policy decisions.	2	MT	\$\$	FDDA, FWPC	
EV 5: Encourage businesses to collaborate in emerging shopping areas to create a dynamic environment where everyone benefits.					
EV 5.1 Support business association and merchant groups.					DTV2.1, DTV4.2, EV3.1, EV5.2
Encourage formation of merchant associations in emerging commercial areas.	2	ON	NM	FWPC	
EV 5.2 Foster collaborative approach to marketing and programming.					DTV2.1, DTV 3.2, DTV 4.1, EV1.3, EV1.4, EV5.1, C3.3
Facilitate regular meetings between Downtown and highway-oriented business groups to coordinate marketing and events.	2	ON	NM	FDDA, FWPC	

Figure 27: Community Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
C 1: Preserve Fraser's one-of-a-kind charm, mountain town vibe, and strong sense of community.					
C 1.1 Encourage community leadership and participation in Town government.					C1.4, PROST4.3, TSI1.5, TSI1.6
Establish a Citizen's Academy to educate and inform Fraser Valley residents on the role of their local government and its operations.	3	ON	NM		
C 1.2 Establish community gateways, wayfinding, and signage that showcase Fraser's unique identity and educate residents and visitors about the Town and its history.					DTV1.1, DTV2.2, DTV3.3, EV1.1, C2.1, C2.2, C3.1, PROST2.2, TM4.1
Use the Winter Park & Fraser Wayfinding Plan to identify priority areas for gateways, signage, and informational kiosks.	2	MT	\$\$\$	FDDA, FWPC, WP	
C 1.3 Support development, spaces, and programming that enhance quality of life for everyone.					DTV 3.2, EV1.4, LU3.3, TSI1.4, IGC5.3
Support the Fraser Bike Park with programming and events.	2	ON	\$	FVMRD	
Pursue/support the addition of new parks and park facilities.	3	ON	\$\$\$	FVMRD	
C 1.4 Encourage second homeowners to become active members of the community.					EV1.4, C1.1
Develop programs and spaces that bring together longtime locals and new residents.	3	ON	NM	FVMRD, GCLD, FVA, PAC	
C 2: Ensure development enhances the visual character of the area, blending modern design with the unique charm and natural beauty of the community to create a cohesive and vibrant built environment.					
C 2.1 Incorporate elements of Fraser's history and traditions into architectural design, streetscapes, and public spaces.					DTV4.2, H2.2, C1.2
C 2.2 Promote and protect architectural integrity.					H1.1, H2.4, C1.2, SNR2.2
Partner with the Grand County Historical Association, the Grand County Historic Preservation Board, and other entities to develop a local register of historic structures.	2	MT	\$	GCHS, GCHPB	

Figure 28: Community Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
In partnership with the Fraser Downtown Development Authority (FDDA), provide incentives for preservation or adaptive reuse of historic structures.	2	ST	\$\$	FDDA	
Provide signage at historic landmarks to educate on building history and significance.	3	ON	\$\$	GCHS, GCHPB	
Establish a walking tour of Fraser guidebook.	2	MT	\$\$	GCHS, GCHPB, FDDA	
C 2.3 Support oversight to ensure new development is compatible with existing character.					DTV4.2, EV1.1, H2.2, LU2.2, PROST1.2, PROST2.4, PROST2.4, TM3.1
Establish design guidelines for new development.	1	LT	\$\$\$		
Incorporate public spaces that reflect the character of Fraser and create community in new development.	1	ON	NM	FDDA, PAC	
Preserve walkable, small-town streetscapes that activate frontages and provide gathering spaces.	1	ON	NM	FDDA	
Integrate the built environment with Fraser's natural surroundings to enhance the mountain character and outdoor lifestyle.	1	ON	NM	HTA	
Establish and maintain view corridors of Byers Peak, the Continental Divide, and Winter Park Resort.	3	LT	NM		
C 3: Celebrate arts and culture as a vital force in shaping the town's identity, fostering inclusivity, and creating spaces that connect and inspire people.					
C 3.1 Support local arts and culture to leverage Fraser as an artist community.					DTV4.2, EV3.2, C1.2, C3.2
Partner with local artists and other creatives to develop public art, murals, and other installations that reflect Fraser's history and culture.	2	ON	\$\$	FDDA, FVA, FWPC, PAC	

Figure 29: Community Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Maintain and increase funding for Art in Public Places in the Town's annual budget.	3	ON	\$\$\$	PAC	
Encourage the collaboration and support of the Public Arts Committee, the Fraser Downtown Development Authority, and other entities to fund the arts.	3	ST	\$	FDDA, PAC	
C 3.2 Leverage the future Fraser Valley Arts Center as a place for communication and collaboration amongst different art groups in the community.					C3.1
C 3.3 Host or support events, festivals, pop-ups, and other activities that bring the community together and showcase music, crafts, and traditions.					DTV3.2, DTV4.1, EV1.3, EV1.4, EV2.1, EV5.2, PROST4.3, TSI2.3
Explore supporting events such as the Winter Park Film Festival and/or providing supplemental activities.	2	ST	\$\$\$	WP, FDDA, FWPC	

Figure 30: Parks, Recreation, Open Space, & Trails Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
PROST 1: Protect and enhance Fraser's open spaces ensuring they remain beautiful, accessible, and enjoyable for all.					
PROST 1.1 Protect and enhance the Cozens Ranch Open Space.					PROST1.3, PROST4.1, SNR1.1, SNR1.4, TSI3.1
Implement the recommendations from the 2018 Fraser River Corridor Master Plan to enhance both conservation and recreation in the Cozens Ranch Open Space.	2	ON	\$\$\$	COL, CPW, HTA	
Work with Colorado Open Lands to place a conservation easement over a majority of the land within the Cozens Ranch Open Space.	2	ON	\$	COL, CPW	
PROST 1.2 Develop properties in a manner that preserves the natural features of a site and provides new or connects to existing public open space.					C2.3, PROST2.3, LU2.2, SNR1.2, SNR1.8, TSI3.1
PROST 1.3 Promote responsible open space use through signage, education, and stewardship.					PROST1.1, LU2.2, LU3.3, SNR1.1, SNR1.2, IGC6.3
Update current and install new interpretive signage that showcases ecological features and Leave No Trace principles.	2	LT	\$	HTA, USFS	
Create volunteer opportunities for clean-up days, native plant restoration, or wildlife monitoring in Fraser's open space.	2	MT	NM	HTA	
PROST 2: Maintain and enhance a rich and varied public trail network, creating more opportunities for outdoor adventure and connecting the community to nature and nearby public lands.					
PROST 2.1 Improve trailheads with amenities that support access and comfort.					DTV3.1, DTV3.3, SNR3.3, SNR4.2, TSI1.4, TM1.1, TM4.1, IGC6.1
Upgrade trailheads with essentials like restrooms, bike racks, trash and recycling bins, shade, seating, and expanded parking.	2	LT	\$\$\$	HTA, CPW, USFS, GC	
Prioritize improvements at high-use trailheads and those serving multiple user groups.	1	ST	\$\$\$	HTA, CPW, USFS, GC	
PROST 2.2 Enhance trail wayfinding and navigation across the network.					DTV1.1, DTV1.2, DTV3.3, C1.2, TM1.1, IGC5.2, IGC6.1

Figure 31: Parks, Recreation, Open Space, & Trails Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Work with regional partners and organizations to install consistent, clear signage with trail names, distances, and safety information across regional trails based on the Winter Park & Fraser Wayfinding Plan.	2	LT	\$\$\$	HTA, CPW, USFS, GC	
PROST 2.3 Improve pedestrian and bicycle connections.					DTV1.4, DTV3.3, PROST1.2, PROST2.4, SNR4.2, TM1.1, IGC6.1
Prioritize trail linkages that create a cohesive network, allowing one to travel conveniently without a car.	1	ST	\$\$\$	HTA, CPW, USFS, GC	
Identify gaps, new connections, and trail extensions to improve recreation and non-motorized transportation options.	2	MT	\$\$	HTA, CPW, USFS, GC	
PROST 2.4 Plan and construct new trails with consideration for environmental sensitivity and land use compatibility.					DTV1.4, C2.3, PROST2.3, TM1.1, IGC6.1, IGC6.3
PROST 2.5 Continue to provide high-quality parks and outdoor facilities and support their expansion and improvement.					
Support the completion and ongoing maintenance of the Fraser Bike Park.	1	ST	\$		
PROST 3: Provide more opportunities for indoor recreation, offering the community a variety of activities to stay active, social, and engaged, no matter the weather.					
PROST 3.1 In partnership with the Fraser Valley Metropolitan Recreation District, explore opportunities for a fieldhouse/multi-purpose use facility for additional indoor recreation opportunities.					PROST3.1, PROST3.2, PROST3.3, PROST4.4, IGC6.1, IGC6.2
PROST 3.2 Support the Grand Park Community Recreation Center.					PROST3.1, PROST4.2, PROST4.3, TSI2.3, IGC6.1, IGC6.2
PROST 3.3 Expand indoor programming within existing buildings.					EV1.4, PROST3.1, IGC5.3
Use schools or other public spaces for programs like fitness classes, youth activities, or community gatherings.	2	ST	NM	EGSD	
PROST 4: Promote inclusive and barrier-free access to all public spaces, making sure everyone in Fraser feels welcome and engaged, and benefits from community resources.					

Figure 32: Parks, Recreation, Open Space, & Trails Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
PROST 4.1 Find opportunities to expand and protect public lands.					PROST1.1, SNR1.1, SNR1.4, IGC1.1
Secure easements or access agreements where necessary and work to prevent the loss or privatization of established access routes.	1	MT	NM	USFS, CDOT, GC	
PROST 4.2 Identify and remove barriers to using public spaces.					DTV1.4, DTV4.2, PROST3.2, TSI1.3, TSI1.4, TM1.2
Offer scholarships, reduced fees, or free programs to ensure cost isn't a barrier to accessing recreation opportunities.	2	ST	\$\$	CPW, HTA, FVMRD	
Provide transportation options to parks, recreation facilities, libraries, and other public spaces.	2	MT	\$\$\$	CPW, HTA	
Incorporate universal design elements and ADA compliance.	2	ON	\$\$\$	CDOT, CPW, USFS, HTA	
PROST 4.3 Promote public events and resources to all community members.					DTV4.1, EV5.2, C1.1, C3.3, PROST3.2, SNR1.6, TSI1.3, TSI2.3
Use multiple communication channels to advertise Town sponsored events and recreational opportunities.	3	ON	NM	HTA, FVMRD	
Partner with community organizations to reach underrepresented groups.	3	ON	NM	HTA, FVMRD, MFC	
Provide signage and communications in multiple languages as appropriate.	2	ON	\$	HTA, FVMRD	
PROST 4.4 Maintain funding sources to support growth and improvements.					DTV3.1, PROST3.1, LU3.1, LU3.2, TSI3.3, TSI3.4, IGC5.1, IGC6.2
Where feasible, look to expand parks and recreation facilities by utilizing land dedicated through land dedication requirements.	3	ON	\$	FVMRD	
Utilize fees-in-lieu of park land dedication to fund capital improvements and expansions to existing parks.	3	ON	\$	FVMRD	

Figure 33: Land Use Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
LU 1: Promote a balanced mix of land uses that supports current and future residents and the Town's ability to provide services, while also ensuring we preserve green spaces, enhance outdoor recreation amenities, and protect natural resources.					
LU 1.1 Encourage mixed-use development that integrates housing, stores, businesses, and services in key areas, like Downtown and near transit.					DTV2.1, EV4.3, H2.1, H2.3, LU3.4, TSI2.1
LU 1.2 Support small-scale neighborhood serving retail and services within or near residential areas.					EV2.3, EV3.1, EV3.3, LU2.3, LU2.4, LU3.3, LU3.4, LU4.1, TSI1.5
Encourage future development and annexations to integrate small-scale retail.	1	ST	NM		
LU 2: Plan development where infrastructure and services already exist to reduce the impact and cost of new development.					
LU 2.1 Encourage the development of empty lots and renovation of existing buildings in areas supported by existing infrastructure.					EV1.2, EV3.1, EV3.2, H1.4, H2.4, LU2, TSI1.4, TSI3.1, TSI3.2, TM1.1
Prioritize the use of underused or empty parcels within existing town boundaries.	1	ST	NM		
Direct growth to locations with available sewer, water, transportation, and emergency services.	1	ST	NM		
LU 2.2 Promote compact, walkable, transit-supported development patterns that preserve open space.					H2.2, C2.3, PROST1.2, PROST1.3, LU2, SNR1.1
LU 2.3 Discourage sprawl and leapfrog development patterns that strain town services and inefficiently consume land.					LU1.2, LU2
LU 3: Ensure new development is beneficial to the fiscal sustainability of the Town of Fraser.					
LU 3.1 Implement and regularly update development impact fees at least every 3 years to ensure new development contributes its fair share toward infrastructure, green space, and public services.					PROST4.4, LU3.2, H1.3, TSI1.6, TSI3.1, TSI3.2, TSI3.3, TM4.1, IGC5.1, IGC6.2, IGC7.1
Conduct a study to determine the feasibility of implementing impact fees for transportation, affordable/workforce housing, and other essential services.	1	ST	NM		FRVHP, GC, WP, FWPPD

Figure 34: Land Use Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Ensure that plant investment fees for water and sewer are regularly updated to align with the cost of capital expansions.	1	ST	NM	WPRWS	
Reevaluate the Town's current land dedication and fee-in-lieu requirements for parks and schools.	1	ST	NM	EGSD	
Coordinate and collaborate with the East Grand Fire Protection District on periodic reassessments of their impact fees for new development.	1	ON	NM	EGFPD	
Review and adjust fee structures periodically to reflect actual service costs.	1	ON	NM		
LU 3.2 Require off-site improvements, when necessary, as a condition of approval for development projects to mitigate community impacts.					EV1.1, PROST4.4, LU3.1, SNR2.4, TM4.1, IGC5.1
Strengthen and clarify existing regulations for off-site improvements (such as transportation/roadway improvements, drainage and snow storage/melting facilities, parks/trails/open space, etc.) and right-of-way dedication for new development projects.	1	ST	NM		
LU 3.3 Develop and adopt a standard annexation agreement that guides future annexations and their development.					C1.3, PROST1.3, LU1.2, LU3, LU4.1, TSI3.3, IGC1.1, IGC2.1
Include provisions that require new annexations to contribute to the cost of or dedicate land for infrastructure, public services, and amenities; and/or provide affordable housing, open space, and commercial land uses.	1	ST	NM		
Codify the proposed annexation policy and template agreement outlining expectations for infrastructure contributions, conveyance of water rights, service provisions, and community benefits.	1	ST	NM		
LU 3.4 Promote commercial and mixed-use developments in appropriate areas for sales tax generation.					EV4.3, H2.1, LU1.2

Figure 35: Land Use Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Encourage development that expands retail, lodging, and service sectors to increase sales and lodging tax revenues.	1	ST	NM		
Target high-visibility or high-traffic locations for commercial and mixed-use areas.	1	ON	NM		
Inclusion of light industrial/manufacturing land uses to diversify the region's job and tax base.	3	ON	NM		GCED, FWPC
LU 4: Align development codes, policies, and processes with the vision and goals of the Comprehensive Plan.					
LU 4.1 Follow the Future Land Use Map for strategic future annexations and rezoning requests.					LU1.2, LU3.3, SNR1.2, IGC2.1, IGC5.1, IGC6.3
Review and periodically update the Future Land Use Map and 3-mile plan.	2	ON	NM		GC, WP
LU 4.2 Update the land development code to support the vision and goals in this document.					DTV1.4, H1.3, SNR1.1, SNR1.6, SNR1.8, SNR1.9, SNR2.4

Figure 36: Sustainability & Natural Resources Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
SNR 1: Foster and support initiatives that preserve and enhance Fraser's natural beauty, ensuring its unique landscapes remain vibrant for years to come.					
SNR 1.1 Protect wildlife habitat through restoring and preserving wildlife corridors.					PROST1.1, PROST1.3, PROST4.1, LU2.2, LU4.3, SNR1, IGC3.1
Designate and preserve corridors that facilitate wildlife movement, reducing habitat fragmentation through the adoption of conservation zoning regulations that limit development in critical habitats or provide restorative measures.	2	ON	NM	CPW, COL	
Collaborate with CDOT and CPW to implement wildlife crossings of US 40 where feasible.	3	LT	\$\$\$	CDOT, CPW	
SNR 1.2 Enhance riparian corridors through buffer zones, native vegetation restoration, and erosion control measures.					PROST1.2, PROST1.3, LU4.1, SNR1
Implement the Fraser River Corridor Maintenance Plan and explore expansion in the future.	2	ON	\$\$	CPW	
Maintain and expand the Town's current regulations regarding buffer zones / setbacks along waterways to limit erosion, restore riparian integrity, filter pollutants, and provide wildlife habitat.	1	ON	NM	USACE, CWCB, UCWET	
Prioritize the replanting of native flora along waterways to improve ecological health and resilience.	2	ON	\$\$	CWCB, UCWET	
SNR 1.3 Protect, restore, and enhance wetlands by implementing control measures.					DTV3.2, SNR1, SNR2.4
Conduct comprehensive mapping of existing wetlands to identify priority wetlands and inform planning decisions.	2	MT	\$\$	USACE, CWCB	
Enforce development restrictions to protect existing wetlands and employ mitigation banking to compensate for previous or future impacts.	1	ON	NM	USACE, CWCB, CPW	

Figure 37: Sustainability & Natural Resources Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
SNR 1.4 Protect watersheds through a comprehensive watershed management plan.					PROST1.1, PROST 4.1, SNR1, TSI3.1
Develop and implement plans that address land use, water quality, and conservation within the watershed and implement best practices to reduce runoff and prevent pollution in waterways.	2	ON	NM	CWCB	
SNR 1.5 Conserve water through community outreach that removes barriers to implement best practices.					SNR1, SNR2.3, TSI1.5, TSI3.1, IGC5.4
In partnership with local municipalities and water & sanitation districts, promote water savings programs including audits, retrofits, and the use of water efficient landscaping practices through public education and demonstration gardens.	3	MT	\$\$	GC1, WPRWS	
Implement the recommendations from the 2023 Water Efficiency Plan and monitor/evaluate their effectiveness.	2	ON	\$		
Update the Town's landscaping regulations for new development to require vegetation that does not require irrigation once it is established.	2	ST	NM		
SNR 1.6 Restore and protect the tree canopy through programs, ordinances, and community events.					DTV1.4, PROST 4.3, LU4.2, SNR1
Expand the role of the Town's streetscape and public gardens management staff to plant new and maintain existing trees in public spaces to enhance canopy cover.	2	MT	\$\$\$		
Enact ordinances that protect mature trees when development occurs.	1	ST	NM		
Organize events that encourage community participation in tree planting and care (Plant a Tree Day).	3	ST	\$		

Figure 38: Sustainability & Natural Resources Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
SNR 1.7 Manage noxious weeds through integrated weed management, monitoring, and awareness.					SNR1, SNR2.4
Adopt a combination of mechanical, chemical, and biological control methods to manage invasive species, educate the community on identifying and reporting, and conduct routine surveys to detect and address noxious weed infestations promptly.	3	LT	\$\$\$		
SNR 1.8 Manage stormwater through maintenance, ordinances, and sustainable infrastructure.					PROST1.2, LU4.2, SNR1, SNR2.2, TSI3.1, TM1.1, IGC5.2
Survey existing conditions and form a holistic, regional/ neighborhood based approach to update inefficient stormwater infrastructure.	3	MT	\$\$		
Adopt supplemental regulations to the Grand County Storm Drainage Design and Criteria Manual to encourage and incentivize new developments to incorporate rain gardens, bioswales, permeable pavements and other green infrastructure to manage stormwater naturally.	2	ST	\$\$		
Explore partnerships with the school district, library district, and other entities to educate the community on stormwater management with hands-on demonstrations along St. Louis Creek.	1	ST	\$	EGSD, GCLC, UCWET, GCWIN, LBD	
SNR 1.9 Strive to achieve Dark Sky Community Designation by 2035 - reducing light pollution through ordinances and education.					LU4.2, SNR1, SNR2.3
Strengthen existing exterior lighting ordinances to minimize skyglow and light trespass and/ or require the use of shielded fixtures that direct light downward.	2	ST	NM		
Inform residents and businesses about the benefits of reducing light pollution.	3	ON	\$	FDDA, FWPC, SG	

Figure 39: Sustainability & Natural Resources Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Partner with HOA's to update and enforce neighborhood lighting regulations.	2	ON	NM		
Explore implementing a grant program to support local compliance.	3	MT	\$\$\$		
SNR 2: Embrace sustainable development practices that create harmony between growth with the natural environment, ensuring a thriving community while protecting the beauty and resources of Fraser.					
SNR 2.1 Encourage energy efficiency for all homes and businesses in Fraser.					EV3.1, SNR3.2, TSI1.5
Support and partner with Sustainable Grand and other nonprofit community groups that provide education and outreach with regards to energy efficiency.	3	ON	\$	SG	
Update local building codes to align with the latest International Energy Conservation Code (IECC) standards.	2	ON	NM	SG	
Provide subsidized energy audits for homes and small businesses, and additional support/subsidies for weatherization, insulation, and HVAC upgrades.	2	LT	\$\$\$	SG	
SNR 2.2 Support green building design by offering density bonuses, expedited permits, or reduced fees for projects that meet LEED or other high-performance building standards.					H1.1, C2.2, SNR1.8, SNR3.1
SNR 2.3 Lead by example by retrofitting town-owned facilities with high-efficiency appliances and fixtures and utilizing native plantings and drought-tolerant species across town facilities.					SNR1.5, SNR1.9, SNR3.1, TSI1.4
Conduct a greenhouse gas emissions inventory to determine progress/impact of the recommendations from the 2016 Sustainability Plan.	2	MT	\$\$\$	SG	
Create a new Sustainability Plan and implement its recommendations.	2	LT	\$\$\$	SG, CWCB, D, MPE	
SNR 2.4 Ensure development is oriented in a way that mitigates the risk of natural and human-made disaster.					LU3.2, LU4.2, SNR1.3, SNR1.7, TSI1.6, IGC7.1

Figure 40: Sustainability & Natural Resources Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Create defensible space programs and vegetation management, especially near the Wildland-Urban Interface (WUI).	2	ST	\$\$	CPW, USFS, EGFPD, WP, GC	
Adopt codes and regulations that align with the Colorado Wildfire Resiliency Code.	1	ST	NM	EGFPD, WP, GC	
Ensure new development is outside of the 100-year floodplain and wetland designations.	1	ON	NM	USACE	
SNR 3: Promote efforts to improve air quality helping to create a cleaner, healthier environment for residents.					
SNR 3.1 Measure, track, and set targets for greenhouse gas reduction.					SNR2.2, SNR2.3, IGC2.1
SNR 3.2 Advance renewable energy.					SNR2.1, SNR3.4
Advocate for Mountain Parks Electric to increase the share of its electric power that comes from renewable energy sources such as solar and wind.	3	ON	NM	MPE, SG	
Promote community solar programs.	3	ON	\$\$	MPE, SG	
SNR 3.3 Reduce solid waste.					PROST2.1, TSI3.2, TSI3.3
Promote the pay-as-you-throw trash and recycling services available at the Town’s facility, The Drop.	2	ON	NM	D	
Create programs and incentives to increase usage of The Drop by both residents and visitors.	2	ST	\$\$	D	
Explore, and implement where feasible, expansion of recycling services and what is collected, as well as composting services for organics.	3	MT	\$\$	D	
Adopt policies in line with the implementation of the Colorado Producer Responsibility Program and Minimum Recyclables List and require licensed haulers or contracted services to provide recycling.	2	MT	NM	D	

Figure 41: Sustainability & Natural Resources Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
SNR 3.4 Further vehicle electrification and support development of EV charging infrastructure.					DTV1.3, SNR3.2, SNR4.1
Convert transit and Town fleet vehicles to electric or hybrid models.	3	LT	\$\$\$	SG, LF, WP, MPE	
Adopt the permitting processes and standards from the EV Charging Model Land Use Code promulgated by the Colorado Energy Office to reduce barriers to EV charging development.	2	ST	NM	SG, MPE	
SNR 4: Inspire and support healthy, sustainable lifestyles that nourish both people and the planet.					
SNR 4.1 Reduce vehicle miles traveled.					DTV1.3, SNR3.4, SNR4.2, TM4.1
Implement a car share program.	2	LT	\$\$\$	CDOT, LF, WP	
Explore a parking demand strategy to reduce idling and increased driving.	3	MT	\$\$	CDOT, WP	
SNR 4.2 Encourage multi-modal transportation by designing roads for all users—pedestrians, cyclists, transit riders, and drivers—with safe sidewalks, crosswalks, and bike lanes.					DTV1.3, DTV1.4, SNR4.1, TM2.2, PROST2.1, PROST2.3, LU2.4, TM1.2, TM2.2, IGC5.2
Collaborate with neighboring communities and regional agencies to expand public transit routes and schedules for the Lift and other public transit options.	1	ST	\$\$\$	LF, WP	
Audit the bicycle connectivity network and incorporate into strategic development.	2	MT	\$\$	HTA	
Explore, and implement if feasible, micro-transit or bike-share programs to complement Lift services.	2	MT	\$\$\$	LF, WP, GC	

Figure 42: Town Services & Infrastructure Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
TSI 1: Provide essential services for residents of all ages, backgrounds, and abilities.					
TSI 1.1 Improve access to affordable childcare and early childhood education.					DTV2.1, EV3.1, EV4.4
Enhance partnerships with local providers, schools, and nonprofits to expand childcare options and increase childcare capacity.	1	ON	NM	EGSD, GKLC, GF, GB	
Secure funding/revenue opportunities to provide licensing and support operations for childcare providers.	1	ST	NM	GF	
Explore incentives for businesses or housing developments that include on-site childcare.	1	ST	NM		
Work at the county level with Grand Beginnings, the county, neighboring municipalities, local businesses and foundations to address the need for sustainable early childhood education funding.	1	LT	NM	GF, GB, GKLC, WP, GY, FWPC	
TSI 1.2 Expand educational and community services.					EV3.3, TSI1.5, TSI2.1, TM2.2, IGC3.2, IGC5.3
Support increased senior services such as transportation, meal delivery, social programming, and in-home care support for older residents.	2	ST	\$\$\$	GCCA	
Support local libraries to expand programming and resources.	2	MT	\$\$	GCLD	
Support the formation of a 6-12 grade school facility in Fraser.	1	LT	\$\$\$	EGSD	
TSI 1.3 Expand access to multilingual, culturally inclusive, and digitally accessible communications.					PROST4.2, PROST4.3, TSI1.5, TSI1.6, TSI3.3, IGC6.2, IGC7.1
Provide translation and interpretation services for public information, especially around emergency services.	1	MT	\$\$\$		

Figure 43: Town Services & Infrastructure Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Offer Town materials and service information in multiple languages and a digitally accessible format.	2	MT	\$\$		
TSI 1.4 Ensure facilities meet American Disabilities Act (ADA) standards and are universally accessible.					DTV 1.4, DTV 3.1, EV1.2, C1.3, PROST2.1, PROST4.2, LU2.1, SNR2.3, TM1.1
Ensure that public buildings, sidewalks, trails, and other amenities meet accessibility standards and guidelines and retrofit/upgrade these facilities if needed.	2	LT	\$\$\$		
Ensure existing businesses and commercial properties make upgrades that meet accessibility standards and guidelines and require new developments to comply during the development review process.	2	MT	NM	FDDA, FWPC	
TSI 1.5 Strengthen community outreach and services to further support residents.					EV1.4, C1.1, LU1.2, SNR1.5, SNR2.1, TSI1.2, TSI1.3, IGC5.3
Partner with non-profits and agencies to connect residents with available resources and services.	3	ON	NM	GCRHN, MPH, GKLC, GB, GCLD, MFC	
Endeavor to meet the needs of all residents through culturally inclusive and multilingual programming.	3	ON	\$		
TSI 1.6 Support emergency preparedness and resilience efforts in the case of natural or human-made disasters.					C1.1, LU3.1, SNR2.4, TSI1.3, IGC7.1
Equip the community with the tools, knowledge, and resources needed to prepare for, respond to, and recover from disasters.	2	ON	\$\$	GC, EGFPD, FWPPD	
Identify and make places of refuge available during severe snow or weather events, particularly during closures of Berthoud Pass.	3	LT	\$\$\$	FVMRD, FWPPD, EGFPD, EGSD	

Figure 44: Town Services & Infrastructure Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
TSI 2: Expand health services to support the growing needs and quality care of Fraser’s residents.					
TSI 2.1 Increase healthcare options and services.					EV2.3, EV3.3, LU1.1, TSI1.2, TSI2.2, TSI2.3, IGC5.2
Support the new Middle Park Health Hospital campus and facilitate the development of additional healthcare related services.	3	ON	\$\$\$	MPH, GCRHN	
Recruit health providers in Fraser to serve local needs.	2	ON	NM	GCRHN	
TSI 2.2 Expand mental and behavioral health services.					TSI2.1, IGC5.2
Create partnerships with current mental healthcare providers and facilities.	3	ON	NM	MPH, GCRHN, MFC	
Collaborate with county and nonprofit mental health providers to increase access.	3	ON	NM	GC, MPH, GCRHN	
TSI 2.3 Integrate health promotion into Town programs.					DTV 3.2, DTV4.1, EV1.4, C3.3, PROST3.2, PROST4.3, TSI2.1
Use parks & recreation programming and community events to encourage physical activity, healthy lifestyles, and preventative care.	3	ON	NM		
Expand community event offerings to include a wider range of activities that appeal to all residents, including those seeking non-alcohol centered experiences, and enhance access to additional support resources.	2	ST	\$\$		
TSI 3: Maintain and enhance Fraser’s physical infrastructure to ensure it’s ready to support the community’s growth and needs.					
TSI 3.1 Ensure long-term water supply and high-quality drinking water.					PROST1.1, PROST1.2, LU2.1, LU3.1, SNR 1.4, SNR1.5, SNR1.8, IGC5.4

Figure 45: Town Services & Infrastructure Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Plan for future water use through conservation programs, infrastructure upgrades, and watershed protection.	2	LT	\$\$\$		CWCB
Continue to monitor and maintain water treatment facilities to meet quality standards.	2	ON	\$\$\$		CWCB
Incorporate rain gardens, bioswales, permeable pavements and other green infrastructure into public streets to manage stormwater naturally and protect the Fraser River and its tributaries.	2	ON	\$\$\$		
Locate snow storage and melting facilities away from the Fraser River.	2	ON	\$		
TSI 3.2 Invest in sewer and wastewater systems upgrades.					SNR3.3, LU2.1, LU3.1, IGC5.4
Upgrade aging sewer infrastructure and expand capacity in areas targeted for growth.	2	LT	\$\$\$		GC1, WPRWSD
TSI 3.3 Support the expansion or consolidation of Town services.					PROST4.4, LU3.1, LU3.3, SNR3.3, TSI1.3, IGC1.1, IGC3.2, IGC5.4
Support the expansion or relocation of the post office within Town boundaries.	2	LT	\$\$\$		
Expand recycling and compost services and facilities.	3	ON	\$\$\$		
Explore the creation of a separate parks division or department.	2	LT	\$		
TSI 3.4 Review and update the Capital Improvement Plan (CIP) based on infrastructure condition, development trends, available funding, and reaching 50% completion on previous CIP.					DTV1.2, PROST4.4, IGC5.1

Figure 46: Transportation & Mobility Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
TM 1: Build safe, inspiring walking and biking connections—whether strolling Downtown or heading out on a scenic trail—that invite people to explore year-round.					
TM 1.1 Improve pedestrian, ADA accessibility, and bicycle connectivity, comfort, and safety.					DTV1.2, DTV1.3, DTV1.4, PROST2.1, PROST2.2, PROST2.3, PROST2.4, LU2.1, SNR1.8, SNR4.2, TSI1.4, TM3.1, IGC6.1, IGC6.3
Identify gaps in the pedestrian and bicycle networks.	2	ST	\$	HTA	
Improve key bicycle and pedestrian crossings.	2	LT	\$\$\$	CDOT	
Improve regional trail connections through Fraser.	2	ON	\$\$\$	HTA	
Evaluate and improve ADA accessibility on all existing pedestrian facilities within the Town, and ensure ADA compliance for all new facilities.	1	ON	\$\$\$		
Conduct a study for pedestrian connections from the Fraser Valley Elementary School, across the railroad and US 40, to St. Louis Landing and other neighborhoods and amenities east of US 40.	2	LT	\$\$\$	AM, CDOT	
Address drainage and snow removal issues to improve pedestrian friendly sidewalks throughout the winter and spring months.	1	LT	\$	CDOT, FDDA	
TM 1.2 Develop new standard/typical roadway sections that allocate space for non-motorized users.					DTV1.2, DTV1.3, DTV1.4, DTV3.3, PROST4.2, SNR4.2
TM 2: Plan for a flexible and seamless transit experience that includes local solutions like micro-transit and a rail station area that welcomes travelers into Fraser’s vibrant Downtown.					
TM 2.1 Support increased passenger rail traffic to Fraser.					DTV1.3, DTV2.1, TM4.1, IGC3.1, IGC3.2
Develop a Rail Station Area Plan for the Fraser Rail Station.	1	ST	\$\$\$	AM, CDOT	
Work with rail service providers to ensure consistent service.	2	ON	NM	AM, CDOT	

Figure 47: Transportation & Mobility Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Plan for the future Fraser Mobility Hub to connect rail passengers to bus, bicycle, and other transportation services.	2	MT	NM	AM, CDOT	
TM 2.2 Improve transit connectivity for areas not served by fixed-route transit.					DTV1.3, SNR4.2, TSI1.2, IGC3.2
Evaluate the feasibility of implementing a micro-transit service.	2	MT	\$\$\$	LF, WP, GC	
TM 3: Support a well-connected road network that improves traffic flow, reduces congestion, and ensures the safe, efficient movement of people and vehicles throughout Fraser.					
TM 3.1 Maintain and adapt Fraser's road network to support year-round access, safety, and the town's unique mountain context.					DTV1.2, DTV1.3, DTV4.2, C2.3, TM1.1, TM4.1, IGC3.1
Maintain and enhance roadway conditions through targeted reinvestment.	1	ON	\$\$\$		
Coordinate with CDOT on the US 40 capacity project to reflect local needs.	2	ON	NM	CDOT	
Coordinate with Grand County on the completion of the Fraser Valley Parkway (FVP) from CR 73 (St. Louis Creek Road) to CR 522.	2	ON	NM	GC	
Identify a north-south connection east of US 40 from CR 8 to Safeway (Edna Tucker Way-Sun River Dr-Clayton Ct).	2	ON	NM	FDDA	
TM 4: Provide thoughtful and easy-to-find parking that is balanced with the Town's commitment to walkability and placemaking.					
TM 4.1: Balance parking supply and management with walkability and placemaking.					DTV1.1, DTV1.3, DTV2.2, H2.3, C1.2, PROST2.1, LU3.1, LU3.2, SNR4.1, TM2.1, TM3.1, IGC2.1, IGC3.1
Explore time restrictions for on-street parking near highly visited destinations and implement if needed.	3	ON	NM		

Figure 48: Transportation & Mobility Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Add signage in key locations as consistent with the Winter Park & Fraser Wayfinding Plan throughout Town to clarify parking, destinations, and transportation options.	3	MT	\$\$\$		
Coordinate with CDOT Mountain Passenger Rail improvements and Clayton Court development to identify a location for a shared parking facility.	1	LT	NM	CDOT, AM	
Evaluate the feasibility of a parking monitoring program.	2	MT	\$\$	FDDA	
Evaluate a fee-in-lieu and shared parking models.	1	ST	\$\$	FDDA	

Figure 49: Intergovernmental Coordination Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
IGC 1: Develop a framework for ongoing regional collaboration to foster strong partnerships and drive impactful solutions across communities and regions.					
IGC 1.1 Create and formalize intergovernmental agreements for shared services and infrastructure.					DTV2.1, PROST4.1, LU3.3, TSI3.3, IGC2.1, IGC3.2, IGC5.1, IGC5.4
Inventory and monitor active IGAs between Fraser and other entities.	3	ON	\$		
IGC 2: Encourage coordination and collaboration around land use in the Fraser Valley.					
IGC 2.1 Work with Winter Park, Grand County, and other partners to identify shared growth areas, environmental resources, and land use goals that cross jurisdictions.					H3.1, LU3.3, LU4.1, SNR3.1, TM4.1, IGC1.1, IGC4.2, IGC5.1, IGC5.4
Establish a procedure for notifying and consulting nearby towns and the County on significant development proposals, annexations, or rezonings near shared boundaries.	2	MT	\$		GC, WP
IGC 3: Coordinate regional transit plans and projects to efficiently move people throughout the Valley.					
IGC 3.1 Foster relationships with CDOT, Grand County, and Union Pacific to be involved with regional transportation master planning efforts.					DTV1.3, SNR1.1, TM2.1, TM3.1, TM4.1, IGC3.2, IGC5.1
IGC 3.2 Work with Winter Park, Winter Park Resort, Granby, and Grand County to support operation and expansion of The Lift transit service.					TSI1.2, TSI3.3, TM2.1, TM2.2, IGC1.1, IGC3.1, IGC5.2
Secure additional, sustainable joint funding for transit infrastructure and operations.	2	ON	NM		WP, GY, GC
Explore the formation of a Regional Transportation Authority (RTA).	3	LT	\$\$\$		WP, GY, GC
IGC 4: Create forward-thinking, regional housing plans that address the needs of the entire Valley.					
IGC 4.1 Work with Fraser Valley Housing Partnership, Winter Park, and Grand County to create a Valley-wide strategy for workforce, seasonal, and affordable housing.					DTV2.3, EV4.1, H3.1, H4.1
IGC 4.2 Explore shared tools and incentives for housing development.					DTV2.3, H1.1, H2.3, IGC2.1
IGC 5: Work with Grand County and Winter Park to understand capacity and plan for services and infrastructure upgrades.					

Figure 50: Intergovernmental Coordination Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
IGC 5.1 Work with government entities and special districts in the Fraser River Valley to further long-range planning goals and align Capital Improvement Plans across jurisdictions.					PROST4.4, LU3.1, LU3.2, LU4.1, TSI2.2, TSI3.4, IGC1.1, IGC2.1, IGC5.4, IGC6.2
Continue to explore a location for a shared composting site with Grand County and Winter Park.	3	ON	\$	GC, WP, D	
In partnership with Grand County, continue to advocate for a quiet zone and pedestrian amenities at the CR 5 railroad crossing.	2	MT	\$	GC	
IGC 5.2 Provide leadership and participation in efforts to address local challenges through regional cooperation.					H3.1, EV4.1, PROST2.2, SNR1.8, SNR4.2, TSI2.1, IGC3.2, IGC6.1, IGC6.3, IGC7.1
IGC 5.3 Collaborate with the Grand County Library District to enhance library programming to engage a greater number of residents.					C1.3, PROST3.3, TSI1.2, TSI1.5, IGC6.2
IGC 5.4 Further explore opportunities to share municipal services with Winter Park for advanced efficiency and coordination.					SNR1.5, TSI3.1, TSI3.3, IGC1.1, IGC2.1, IGC5.1, IGC6.2
Identify shared projects with adjacent water & sanitation districts.	2	ON	\$\$\$	WPRWSD, GC1	
IGC 6: Coordinate efforts around parks, recreation, open space, and trails to create a cohesive regional network.					
IGC 6.1 Coordinate regional recreation and collaborate with the Fraser Valley Metropolitan Recreation District (FVMRD), Headwaters Trail Alliance (HTA), Colorado Open Lands (COL), and the Town of Winter Park.					DTV1.1, DTV3.1, PROST2, PROST3.1, PROST3.2, TM1.1, IGC5.2, IGC6.2
IGC 6.2 Collaborate on joint use facilities and programming.					PROST3.1, PROST3.2, PROST4.4, LU3.1, TSI1.3, IGC5.1, IGC5.3, IGC5.4, IGC6.1
Inventory and assess recreation district-wide.	3	LT	\$\$\$	FVMRD, WP	
Identify land for acquisition across jurisdictions.	3	LT	\$	FVMRD, WP	

Figure 51: Intergovernmental Coordination Implementation Matrix

Goal/Strategy/Action	Priority	Timeframe	Cost	Partners	Other Applicable Policy
Share facilities, funding, and programming to expand access.	2	ON	\$	FVMRD, WP	
IGC 6.3 Encourage regional strategic planning and initiatives regarding Fraser River Regional trail linkages.					PROST1.3, PROST2.4, LU4.1, TM1.1, IGC5.2
IGC 7: Protect residents, visitors, and property from human or natural made disasters.					
IGC 7.1 Coordinate with regional agencies and adjacent communities on hazard mitigation and preparedness.					LU3.1, SNR2.4, TSI1.3, TSI1.6, IGC5.2
Continue to participate in regular updates to the Grand County Multi-Hazard Mitigation Plan, Emergency Operations Plans, and Community Wildfire Protection Plan.	1	ON	NM	GC, FEMA, USFS, CWPP, GFWP, GY, FWPPD, EGFPD, USACE	

FUTURE LAND USE

WHAT IS FUTURE LAND USE?

Future land use is a common tool used in comprehensive planning to guide land use decisions and inform changes to development regulations. A description of each future land use designation can be found on pages **163-166**, along with the intent, an example in Fraser (or elsewhere) where this designation already exists, and how much land area the designation represents within the Town and the larger 3-mile area. The colors of each designation correspond to the Future Land Use Map (FLUM) in **Figure 52**. While the purpose of future land use can vary from municipality to municipality, in Fraser it is used in the following ways.



Ties the type of activity and intensity of different land uses to geographic areas in Fraser & the 3-mile area.



Forms the basis for decision making when it comes to zoning changes and development.



Guides development towards areas with infrastructure and planned improvements.



Protects open and natural spaces.

Future land use ties the type of activity and intensity of different land uses to geographic areas in Fraser & the 3-mile area.

Future land use's primary role is to categorize land uses based on activity level, impacts, and character. By integrating all the planning elements outlined in the Fraser Forward chapter, the framework translates community priorities and policy recommendations into the physical environment. Within Fraser, designations highlight current conditions and guide how areas should evolve, while in the 3-mile area they identify the types of activities best suited for future and planned expansion.

It forms the basis for decision making when it comes to zoning changes and development.

Although it is not zoning, it is a key component that guides future code updates and rezonings. Future land use is intentionally broad so that multiple zoning districts can fit into one future land use designation. This provides some general direction for the type of developments and where they can occur, but provides flexibility for context-sensitive design.

Future land use guides development towards areas with infrastructure and planned improvements.

By categorizing and regulating the density and activities of areas, the town can ensure that it is growing in a financially sustainable manner. Encouraging development in places already served by infrastructure such as roads, water, and sewer reduces the cost of extending and maintaining infrastructure.

It's used to protect open and natural spaces.

By encouraging infill development and designating environmentally sensitive areas, future land use guides development to appropriate areas and can even prohibit development of open and natural spaces. By guiding development in areas already served by infrastructure it makes the town more vibrant and keeps the natural areas – natural.

PLANNED NATURAL AREA (PNA) BOUNDARY

The PNA Boundary is the 2.6 acres of wetland habitat that is protected in the St. Louis Landing (formerly Victoria Village) development. The PNA was originally established in 2012 with deed restrictions as part of wetland mitigation for wetland fill on site under the United States Army Corps of Engineers (USACE). The Town worked with Grand Environmental Services (GES) to receive USACE approval to modify the PNA boundary to facilitate a bridge crossing of the St. Louis Creek for the proposed road that will run through the development. Displaying the PNA Boundary on the future land use map helps ensure it is conserved as intended and properly managed for years to come.

FRASER VALLEY PARKWAY

The existing and planned Fraser Valley Parkway is displayed to give greater context to future land use decisions that are made on adjacent properties. The Fraser Valley Parkway expansion is currently in the planning stages with Grand County and CDOT, with the Town of Fraser being a major stakeholder in the process.

PLANNED DEVELOPMENT (PD) ZONING

Almost all of Fraser's more recent development has occurred within the Grand Park and Rendezvous neighborhoods and has been guided by the framework of their Planned Development (PD) zoning. PDs generally are established to allow for more flexibility than standard zoning districts in exchange for more detailed and thoughtful design, and they are often established in conjunction with securing additional public benefits negotiated through the annexation process. Due to both of these development areas having established standards and amendment processes, this Comprehensive Plan focuses on areas of investment and possible future strategic growth while strengthening and celebrating the transformational nature of these PD neighborhoods in terms of the new housing choices, recreation opportunities, and services and attractions for residents and visitors alike that they have created. The Future Land Use Map reflects the latest approvals and entitlements for the Grand Park and Rendezvous Planned Developments.

Areas depicted with the Planned Development designation on the Future Land Use Map are those which have not received final land use approval at the time of adoption of this Comprehensive Plan. Approvals of proposed land uses in areas zoned PD will be governed by all applicable regulations, including but not limited to the approved Planned Development District Plans (PDDP), for the duration of the vested rights term. Any future amendments to these areas are subject to review and approval by the Town in conjunction with the planned development amendment procedures and their respective annexation agreements.

FUTURE ANNEXATION

Land may be considered for annexation into the Town of Fraser, if the annexation would comply with state annexation statutes and the policies of this Comprehensive Plan. It is the responsibility of the applicant or annexation petitioner to demonstrate how the proposed annexation would comply with all of the pertinent policies and show why annexation would be a benefit to the Town of Fraser.

If a property is annexed, zoning will be established according to the Future Land Use Map contained in this Comprehensive Plan and through an evaluation of the rezoning criteria contained in the Fraser Land Development Code. The annexed land will need to meet the development standards of the Fraser Land Development Code.

All proposed annexations shall be accompanied by an annexation agreement which contains the specific obligations of development. The agreement shall be executed upon approval of the annexation application by the Fraser Board of Trustees. The obligations contained in the annexation agreement should provide a clear community benefit to the Town of Fraser and serve the best long-term needs and interests of the Town. These obligations should relate to the goals, strategies, and actions contained in this Comprehensive Plan.

The following items listed are identified community needs (higher priority) and interests (lower priority) that could be achieved through an annexation proposal. This is not an exhaustive list but rather intended to facilitate discussion with parties interested in annexation into the Town of Fraser.

COMMUNITY NEEDS

- ▶ Conveyance of water rights to the Town
- ▶ Dedication of land for future 6th - 12th grade public school(s) to serve the Fraser Valley
- ▶ Dedication of approximately 15 acres of land, west of the existing Upper Fraser Valley Wastewater Treatment Plant, to facilitate future capacity improvements
- ▶ Assurance that the annexed area is served by proper postal services, either through expansion/ renovation of the existing post office building or construction of a new post office
- ▶ Dedication of land for a public works satellite facility
- ▶ Inclusionary zoning / affordable housing incorporated into the development of the annexed area
- ▶ Extension of the Fraser River Trail and permanent preservation of open space / riparian areas

COMMUNITY INTERESTS

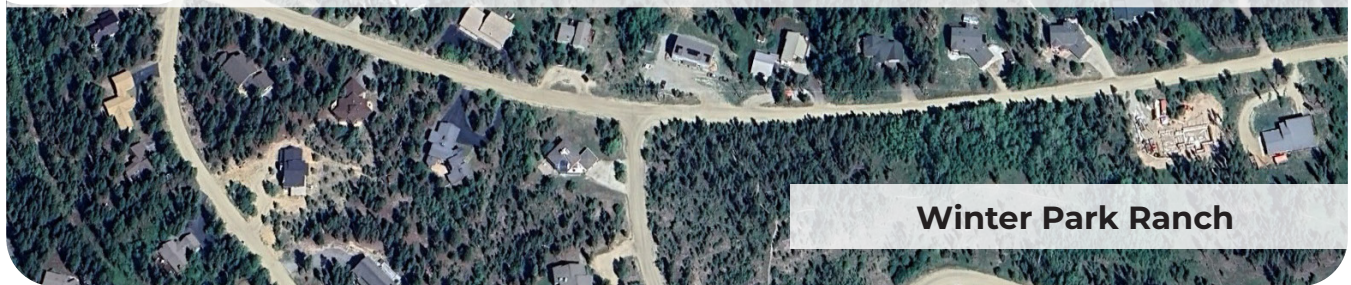
- ▶ Dedication of land for post-secondary education, such as a community college or trade school campus
- ▶ Dedication of land to the Fraser Valley Metropolitan Recreation District for additional facilities
- ▶ Dedication of land for a future public purpose
- ▶ Inclusion of light industrial / manufacturing uses within the annexation area to diversify the region's job and tax base
- ▶ Creation of a geothermal utility district within the annexation area

FUTURE LAND USE DESIGNATIONS

RESIDENTIAL

Town: 25.2% 3-mile area: 34.2%

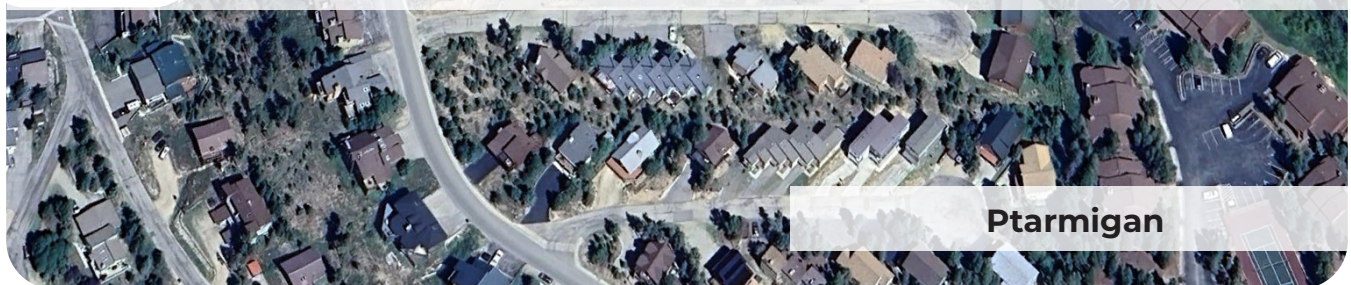
Low Density Residential



Preserve and enhance Fraser's mountain-town character and natural surroundings by providing areas primarily for single-family homes on larger lots.

Town: 18.3% 3-mile area: 4.4%

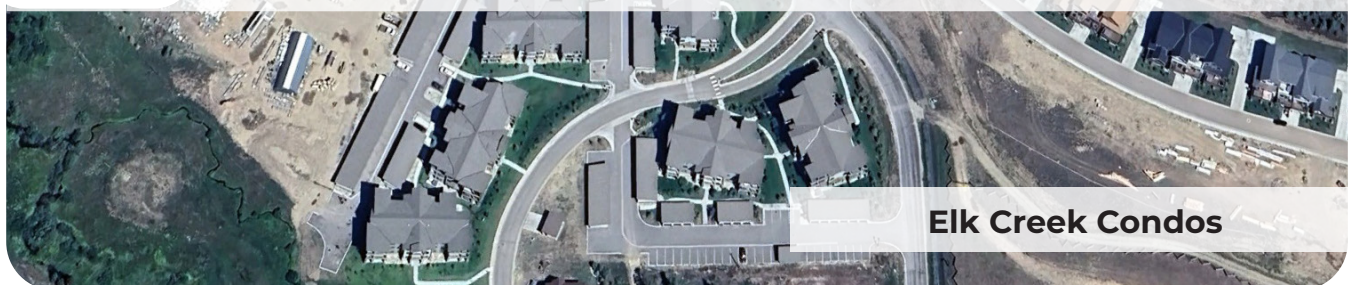
Medium Density Residential



Provide for a diverse range of housing options, including single-family homes on smaller lots, duplexes, townhomes, and appropriately scaled multi-family dwellings, that contribute to a vibrant and accessible community.

Town: 4.7% 3-mile area: 4.4%

High Density Residential



Strategically accommodate a variety of higher-density housing types, including apartments and condominiums, in areas that are well-served by existing infrastructure, public transportation, and within convenient walking or cycling distance of commercial centers, employment opportunities, and community amenities.

FUTURE LAND USE DESIGNATIONS

COMMERCIAL/MIXED USE

Town: 1.2% 3-mile area: 0.3%



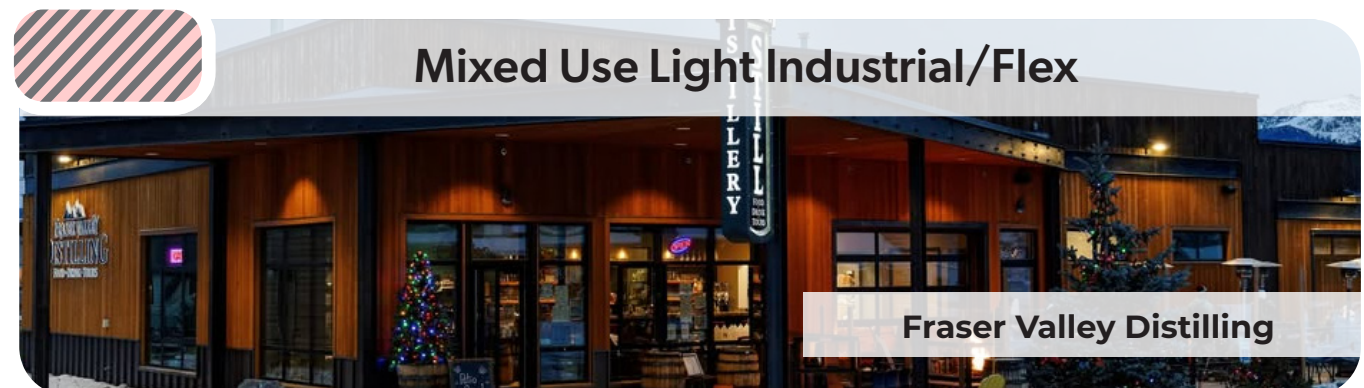
Provide dedicated areas for a range of retail, service, office, and light commercial establishments necessary to serve the daily needs of Fraser residents and visitors.

Town: 7.0% 3-mile area: 2.6%



Foster vibrant, walkable, and economically diverse activity centers within Fraser. Encourages the integration of complementary commercial, retail, office, service, and residential uses.

Town: 0% 3-mile area: 2.3%



Create flexible areas that support a range of light industrial, manufacturing, warehousing, research and development, and compatible commercial uses that require larger spaces or specific operational characteristics.

FUTURE LAND USE DESIGNATIONS

NATURAL/RECREATION/PUBLIC

Town: 0% 3-mile area: 18.2%

Forest/Agriculture



Preserve and protect large tracts of Fraser's natural and rural landscapes, including forests, agricultural lands, open meadows, and sensitive ecological areas.

Town: 38.1% 3-mile area: 16.2%

Parks/Open Space



Provide accessible recreational opportunities for all residents and visitors, preserve scenic vistas, and enhance the overall health and well-being of the community.

Town: 3.4% 3-mile area: 3.6%

Conservation Easement



Ensure the long-term stewardship of critical environmental resources, wildlife habitat, riparian corridors, agricultural viability, and public access.

FUTURE LAND USE DESIGNATIONS

Town: 1.7% 3-mile area: 1.1%



Ensure the efficient and effective provision of necessary public services, support civic functions, and promote community well-being.

Town: 0.5% 3-mile area: 13.7%



Foster strategic and coordinated development within designated areas of Fraser through active partnerships.

OVERLAYS



Safeguard water quality, protect critical riparian and aquatic ecosystems, manage stormwater, mitigate flood risks, and provide for passive recreational opportunities where appropriate.



Applies area specific standards or conditions to allow for flexibility in land use and design.

Figure 52: Town of Fraser Future Land Use Map

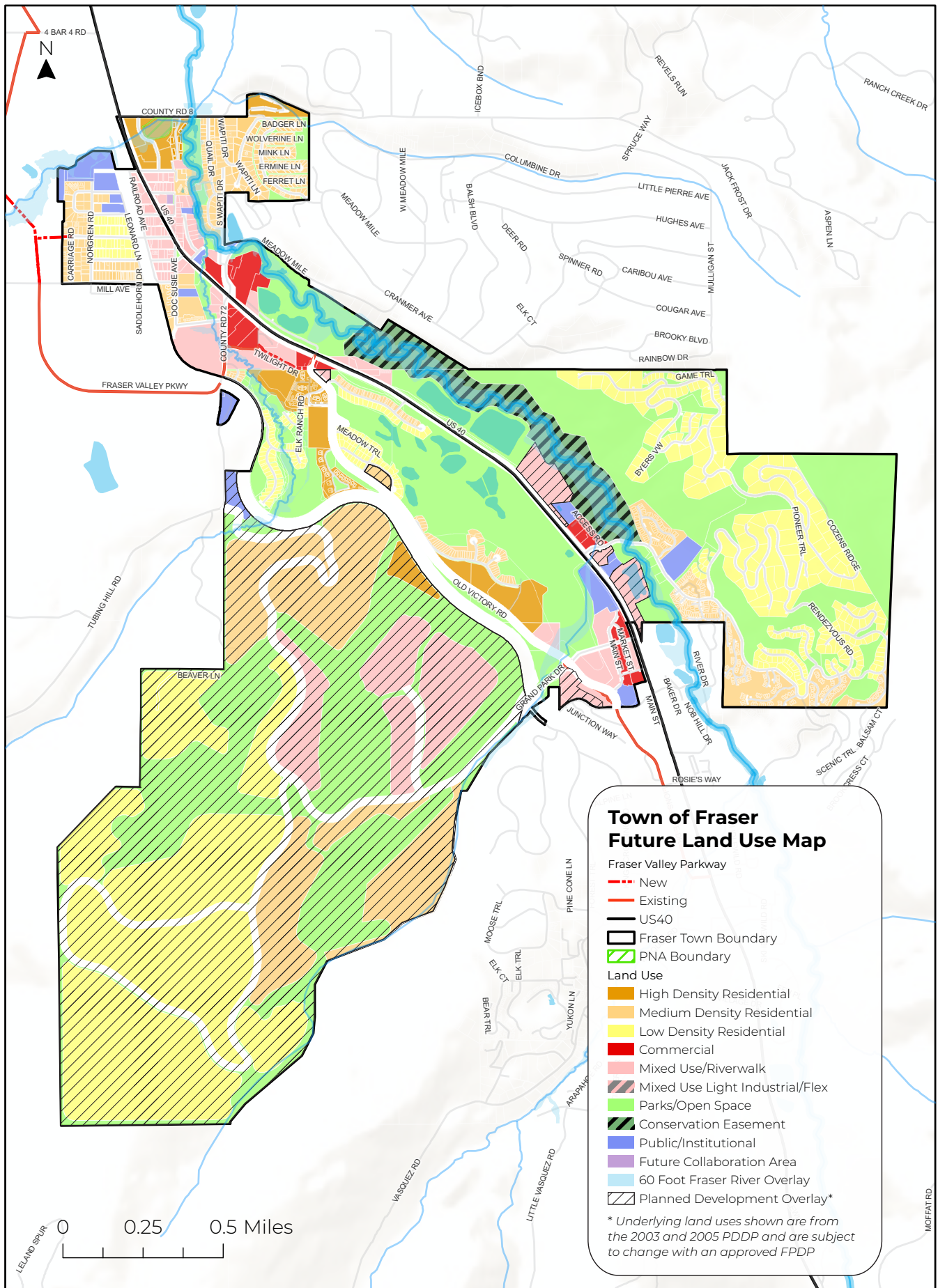
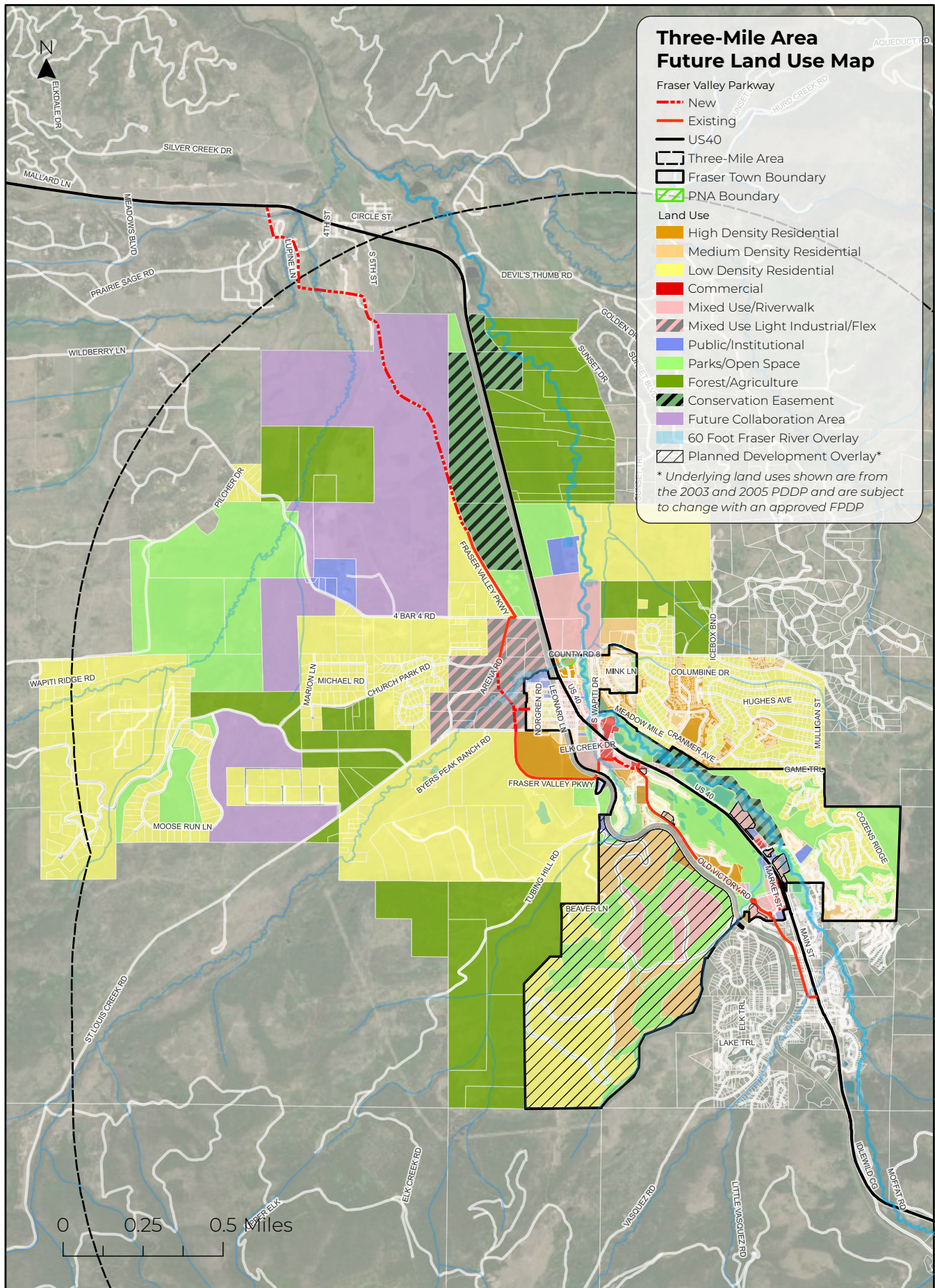


Figure 53: Three-Mile Area Future Land Use Map



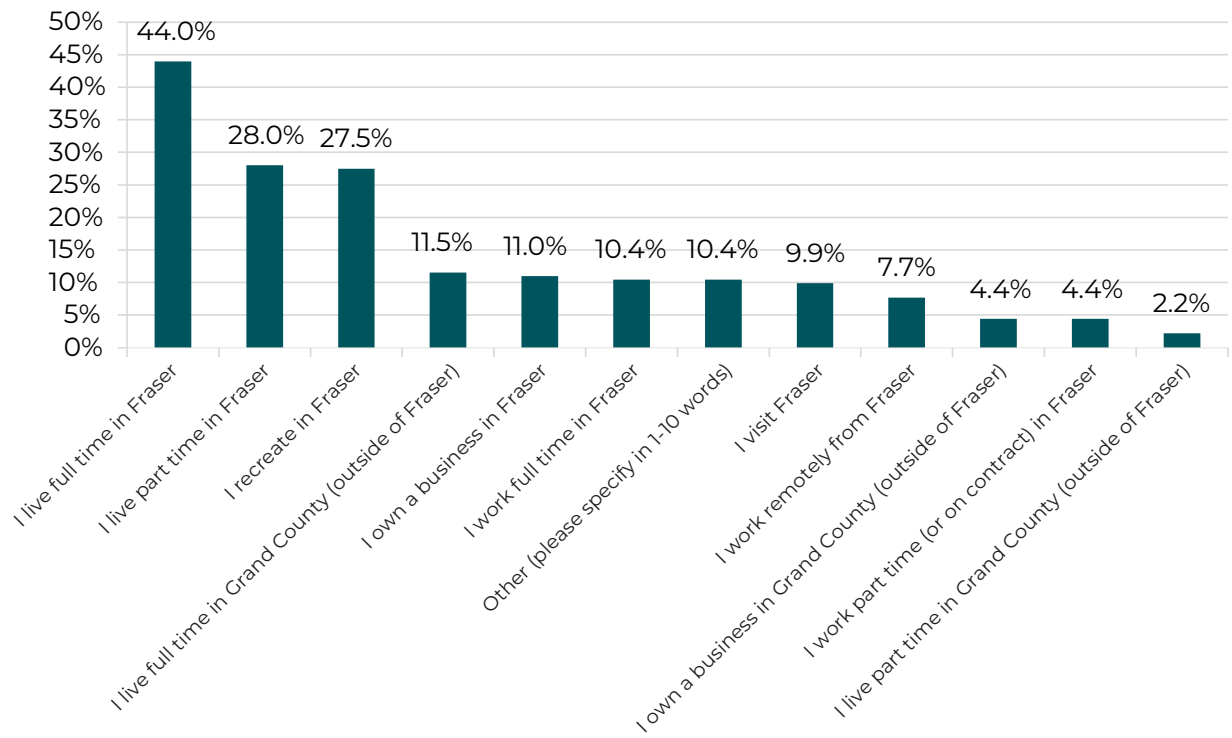
6 APPENDIX



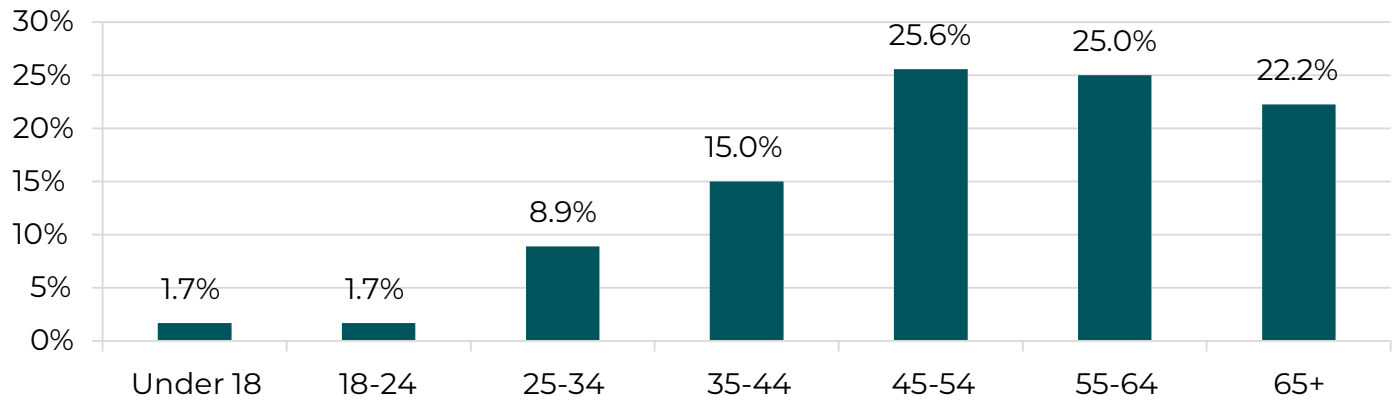


COMMUNITY SURVEY RESULTS

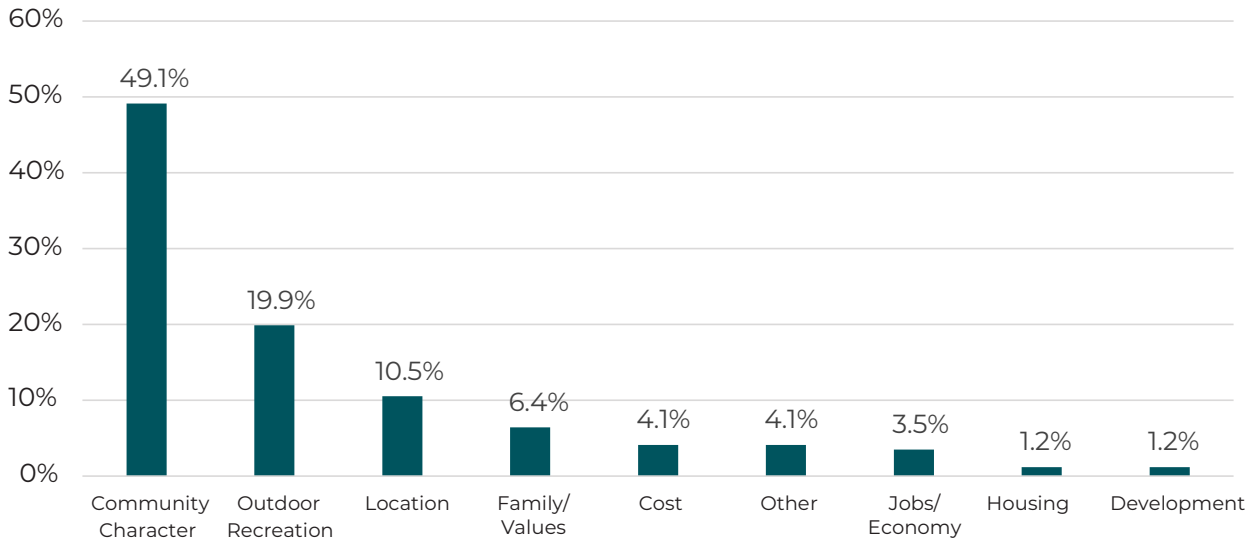
Q1: What is your relationship to the Town of Fraser? Please select all that apply.



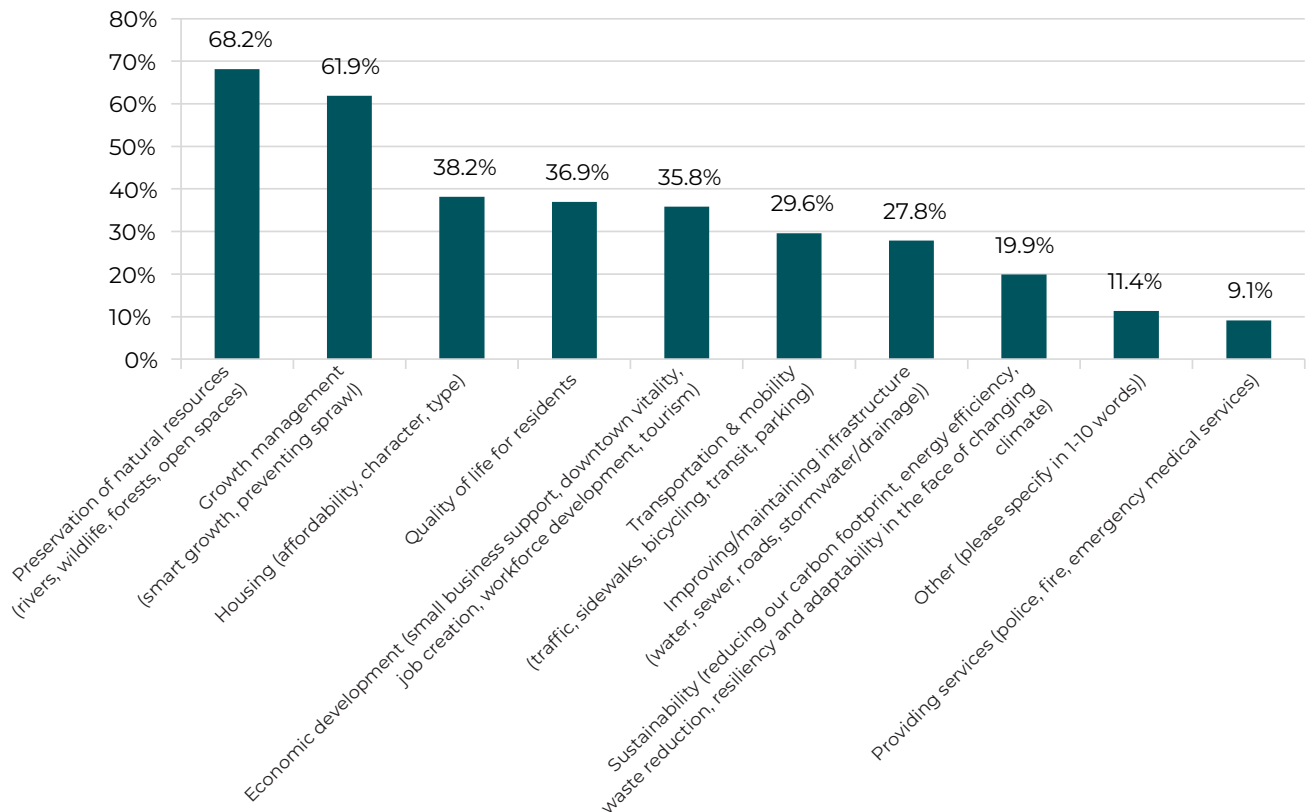
Q2: What is your age?



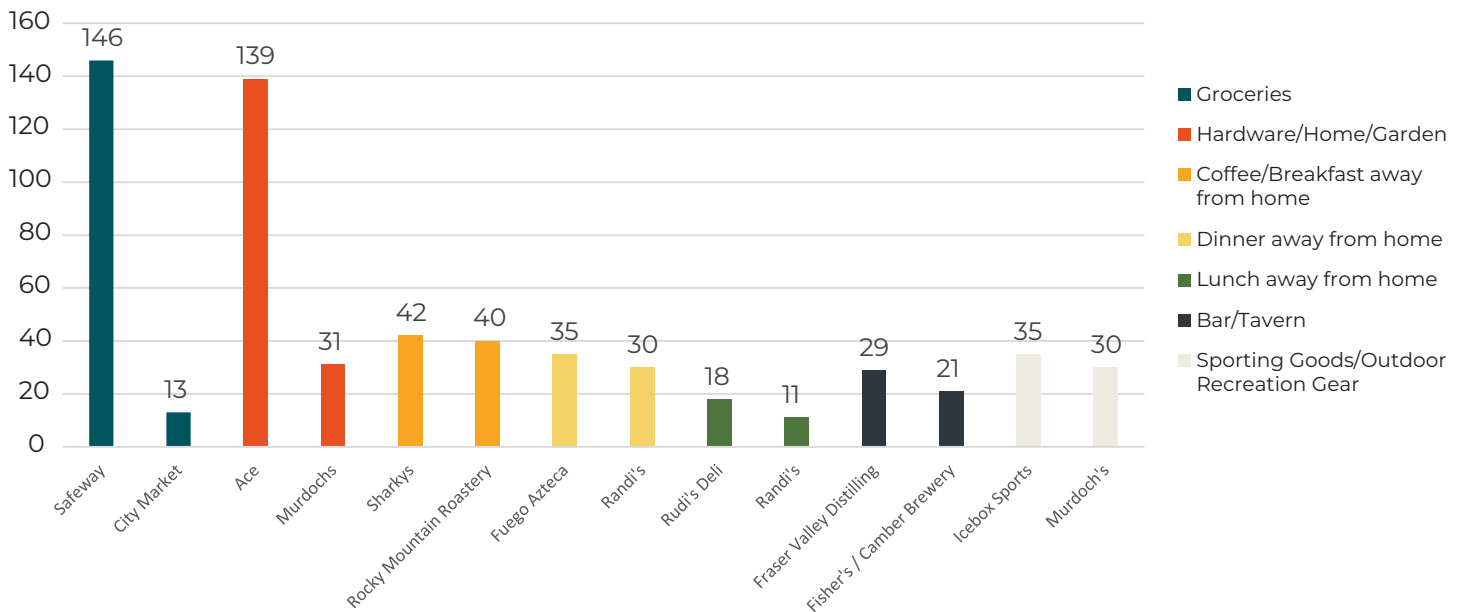
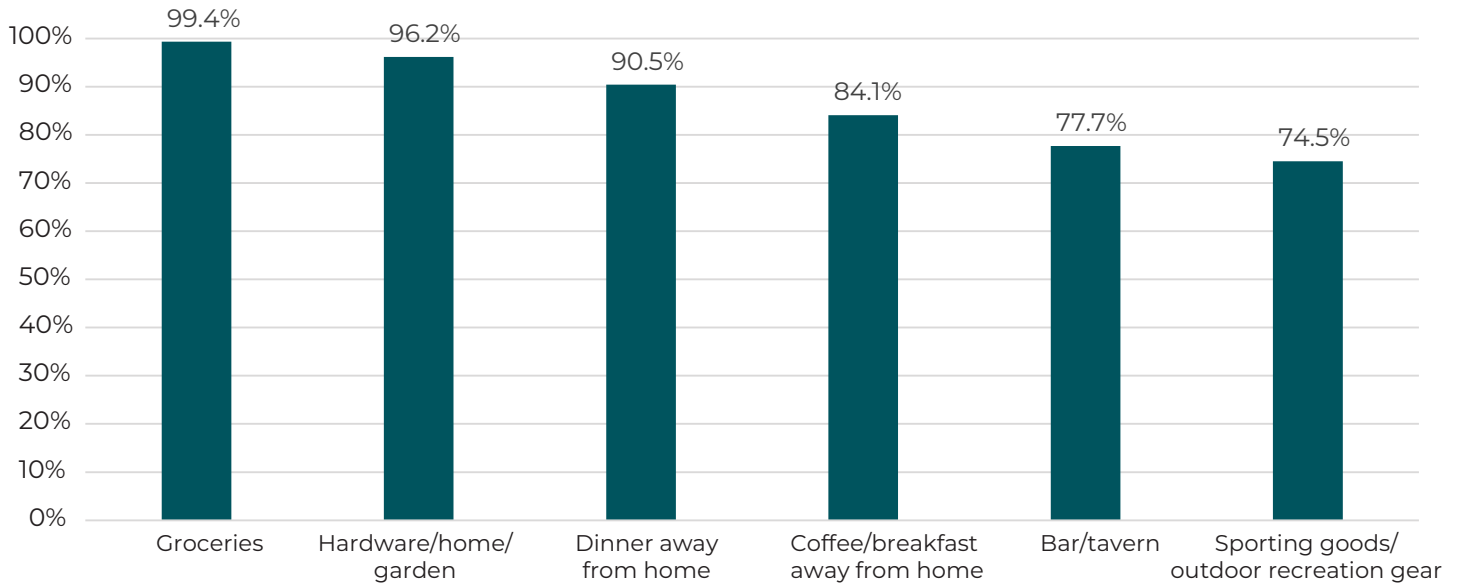
Q3: Why do you choose to live/work/play in Fraser?



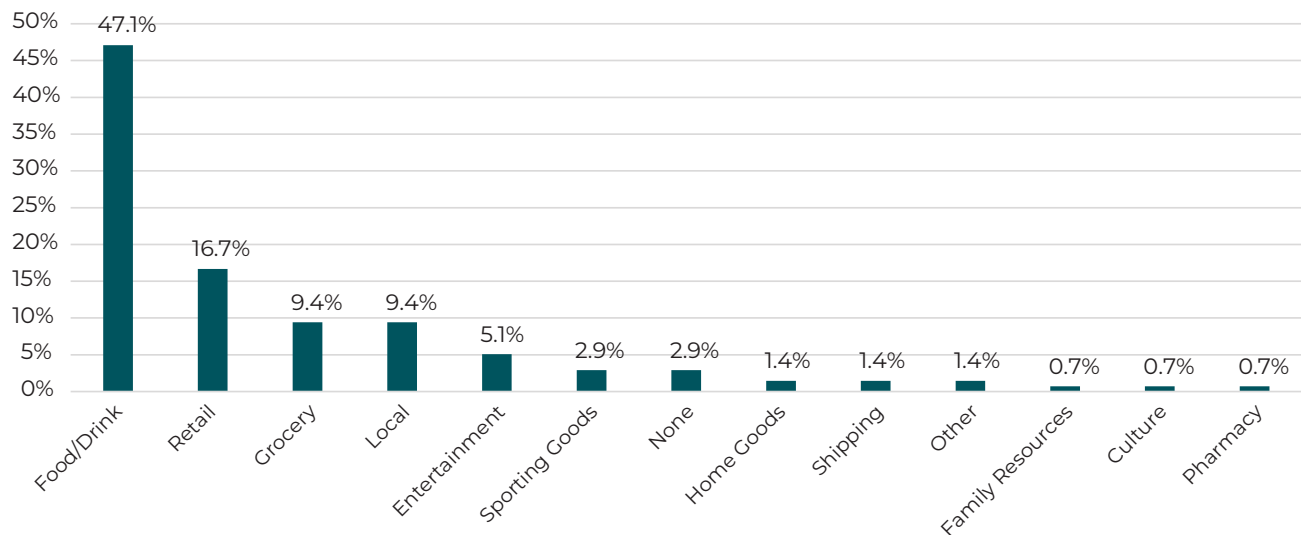
Q4: What are the most important topics that this Comprehensive Plan should focus on?
Please select your top three (3).



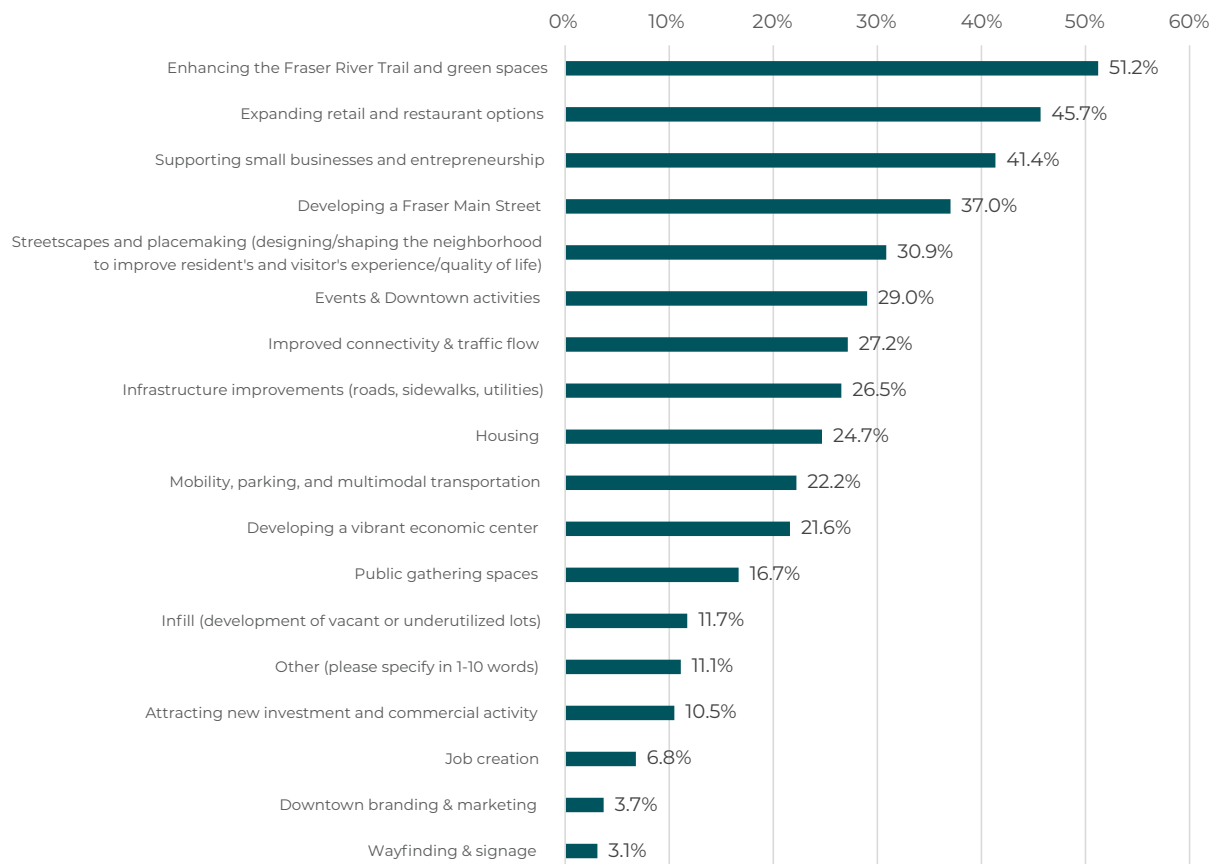
Q5: When in Fraser, what specific establishments do you visit most often for the following spending categories, whether the establishment is located in Fraser or not? You can list more than one establishment in each category (or none), but please list the most frequently visited first.).



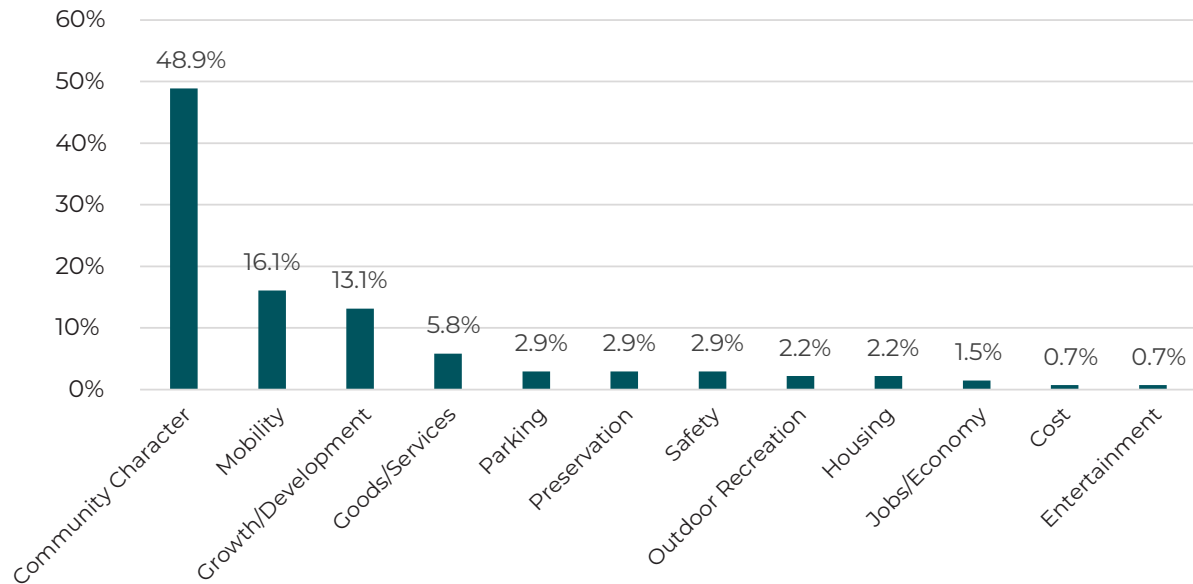
Q6: What type of new store/establishment/restaurant, or experiential retail would you most like to see added in Fraser? Please include the specific brand/chain if you'd like, or you may just focus on the type of establishment.



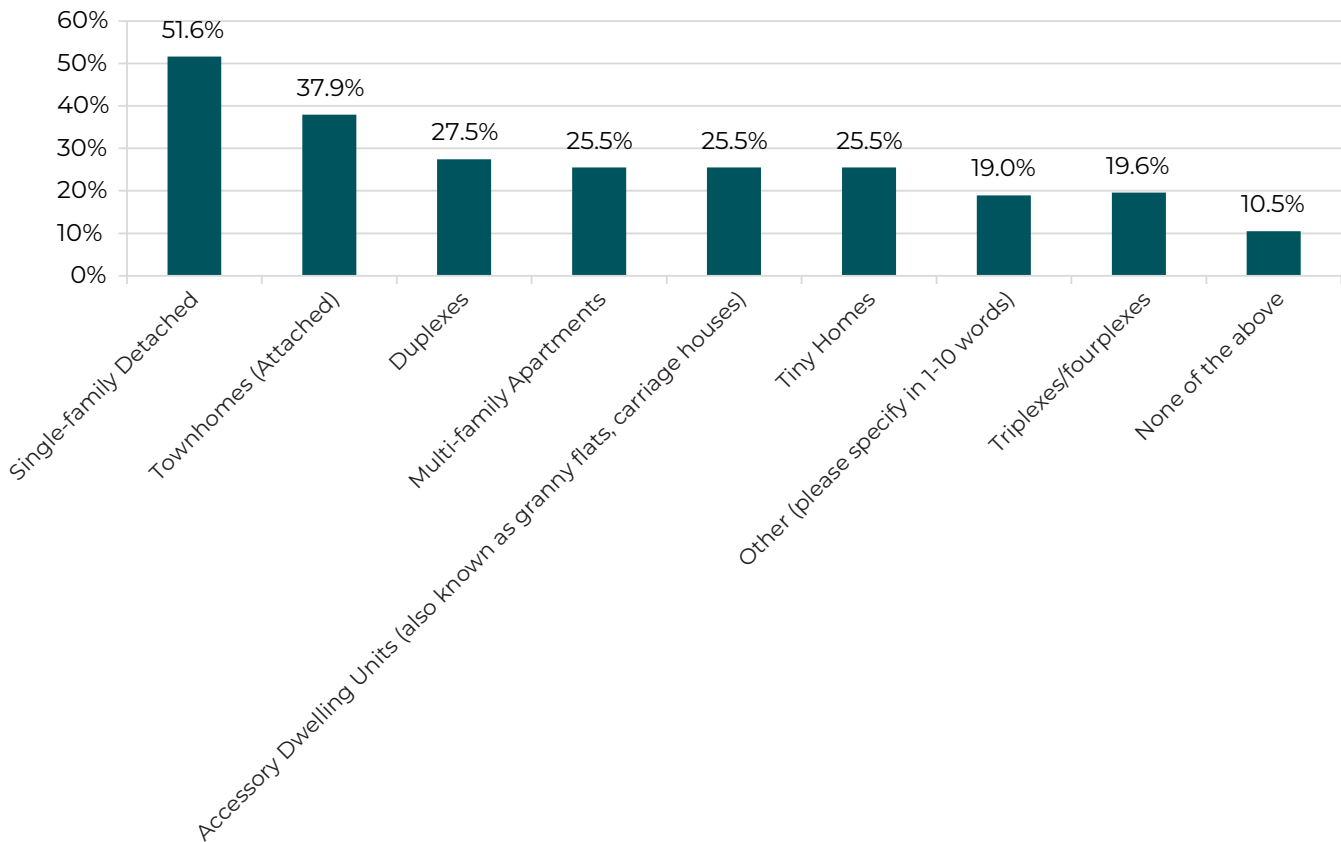
Q7: What areas would you like to see focused on for Downtown development in Fraser? Please select your top four (4).



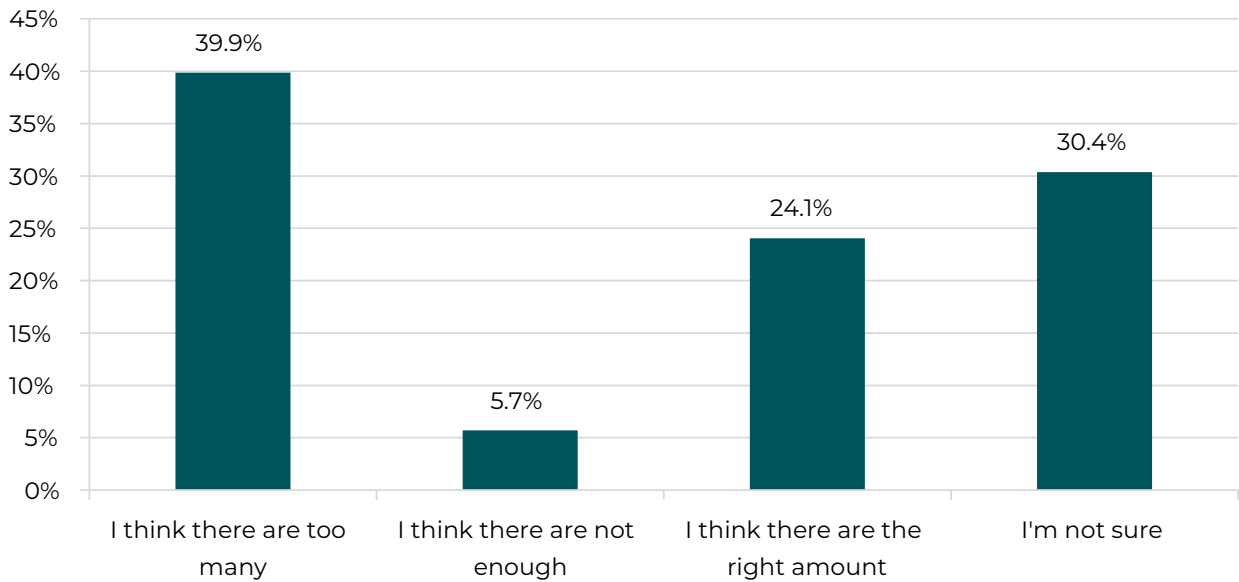
Q8: With a few key words or phrases, what is most important to your vision for Downtown Fraser?



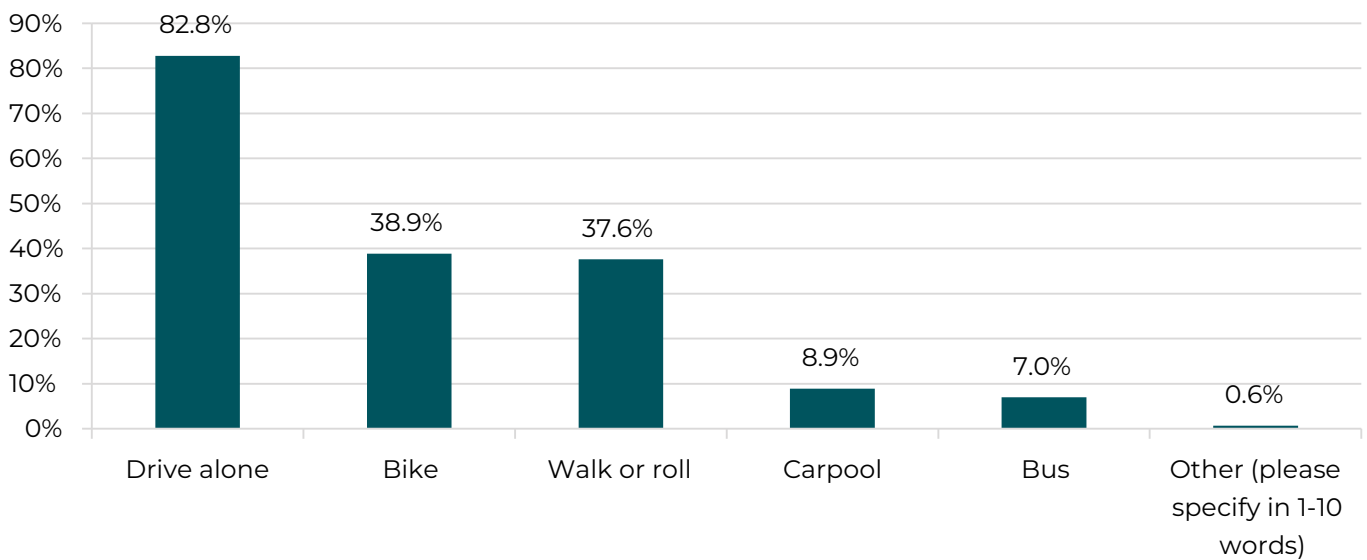
Q9: What type of housing would you like to see more of in Fraser?
Please select all that apply.



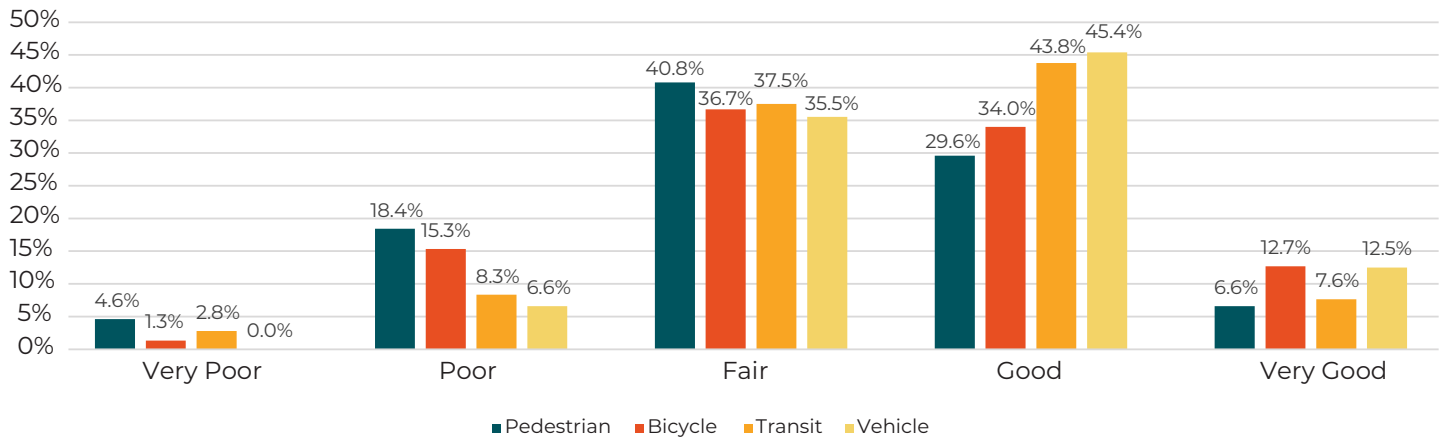
Q10: How do you feel about short-term rentals (Airbnb, VRBO) in Fraser?



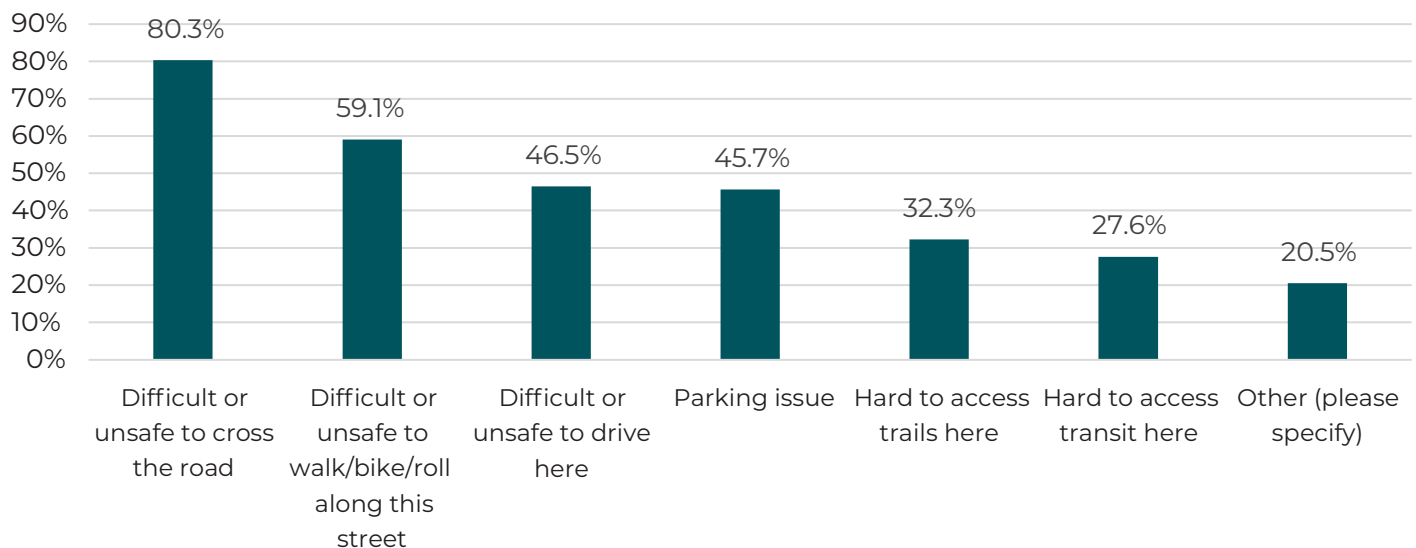
Q11: When in Fraser and making trips of less than 5 miles, how do you usually get around?
Please select your top two.



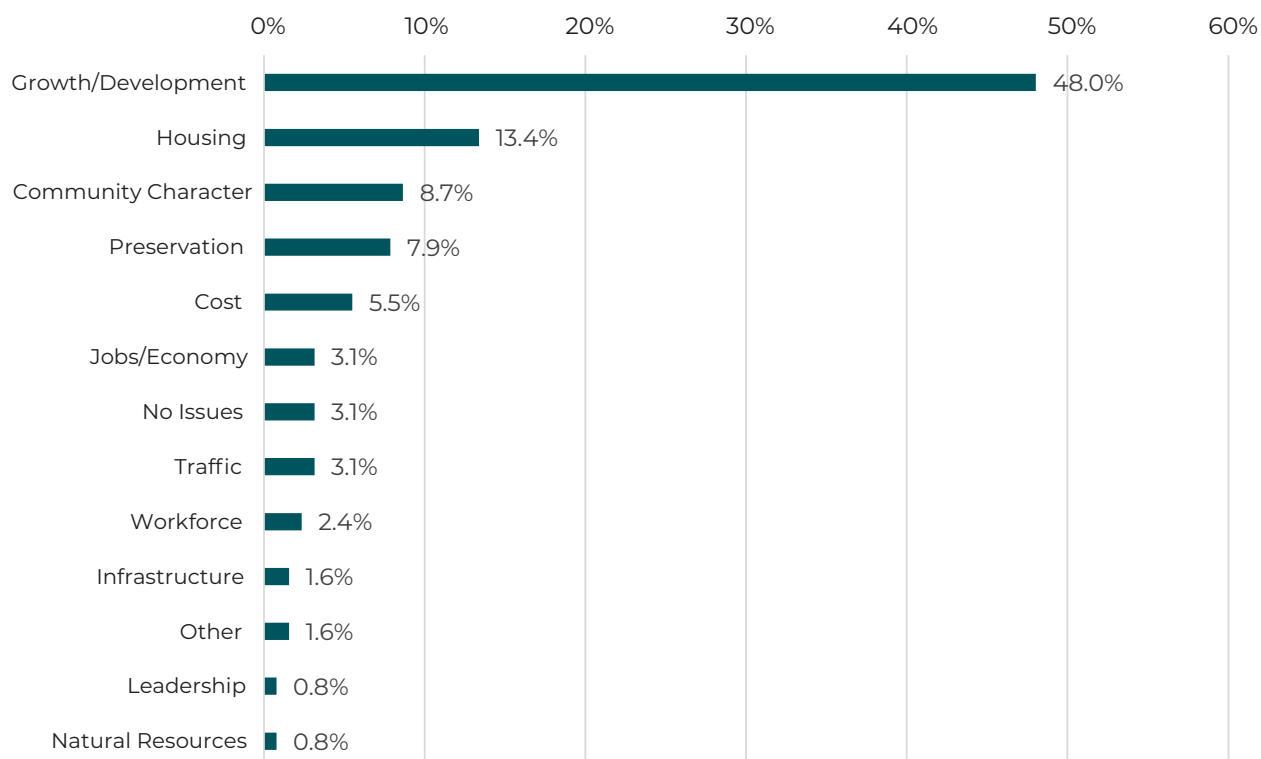
Q12: How would you describe the quality of transportation infrastructure in Fraser?



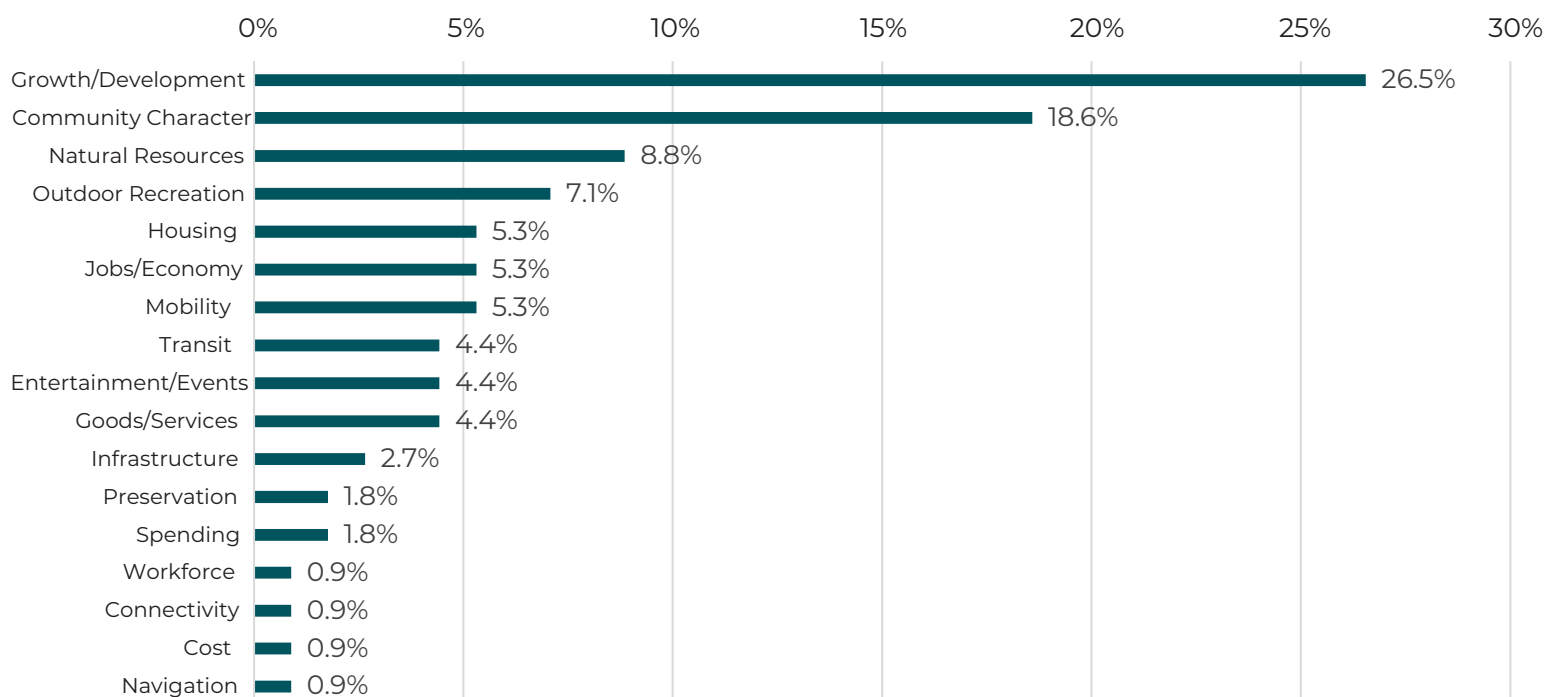
Q13: Where are current transportation issues or challenges in Fraser?



Q14: Do you have any concerns about the future of Fraser?
Please describe in 1-20 words.



Q15: What do you see as opportunities for Fraser?
Please describe in 1-20 words.



POP-UP SURVEY RESULTS

Growth Management	Economic Development	Preservation of Natural Resources	Providing Services	Housing	Sustainability	Transportation and Mobility	Improving/ Maintaining Infrastructure	Other
Oversight of building/ structures to preserve quaint, small town look, considering history!	Natural Grocer in the county!		Post office doesn't have any space left.	Live @ Nordron, Speed limit 20, safety for pets + kids, construction folks are considerate, affordable challenges with housing.		Additional lift frequency, stops (Northend) express, copper creek	What is the big vision?	School House Park!
	Koselig development really great - want more like it.		Daycare + Childcare options	Great to get more affordable housing for staff at restaurants + such. Housing is so expensive.		E-bike docking share	Walkable food/restaurants, retail can cross easily	Hot Air Balloons! (be known for this)
						Quiet zones (train)	Similar condition river, train, main st. Look to Truckee for how they did it.	Competition: Mr.Whiskers of Fraser
						Less folks from Denver on weekend	Integration with the river.	"Highwood" aka Guinness record for "pot shops" but better
						Crosswalk Hwy 40 + Victory - very unsafe for bikers	Shade at Mural Park	The Icebox - be known for this!
						Amtrak service always delayed, Better bike racks at town hall and throughout town, Quiet crossing at Eisenhower, train whistles at 4am are bad.		
						Median was not a good use of money on 40		
						CR 8 + 40 Traffic circle		
						County road 8 + 40 intersection. Safety. Traffic light.		
						Don't build roads on west side of town		
						More Downtown parking		
						Denver to Steamboat bypass		
						Where I live - add I live in grand county! Resident by proximity!		
						Mural Park has no shade. Poles not orange		

FOCUS GROUP FINDINGS

SUSTAINABILITY & RESILIENCY

- ▶ Key focus areas:
 - ▶ Preservation & restoration of natural resources
 - ▶ Alternative energy & energy efficiency
 - ▶ Multimodal transportation

ARTS, HISTORY & CULTURE

- ▶ Key focus areas:
 - ▶ Continue fundraising and momentum behind the Arts Center
 - ▶ Look to DDA revenues for arts fund
 - ▶ Leveraging passenger rail

DOWNTOWN DEVELOPMENT / HOUSING

- ▶ Key focus areas:
 - ▶ Increase workforce housing by 500-700 units by 2027 (in Grand County partnership area)
 - ▶ Support the business community
 - ▶ Attract new industry
 - ▶ Build out vision for Downtown Fraser as a mixed use hub, walkable, with greater interaction with the River
 - ▶ Support the short-term rental market that's critical to the tourism economy

COMMUNITY SERVICES

- ▶ Key focus areas:
 - ▶ Provide health care locally so residents and visitors don't have to travel outside the County
 - ▶ Lack of childcare & services for older adults
 - ▶ Providing more mental and behavioral health services

PARKS / RECREATION / OPEN SPACE

- ▶ Key focus areas:
 - ▶ Maintaining grant funding for HTA
 - ▶ Hwy 40 crossings and trailhead parking
 - ▶ More opportunities for indoor recreation
 - ▶ Micro-transit to connect train station to destinations

MOBILITY

- ▶ Key focus areas:
 - ▶ Last mile connections to train station
 - ▶ Lack of sidewalks in Old Town
 - ▶ Safe crossings of Hwy 40
 - ▶ Need to expand Lift service in Fraser
 - ▶ Managing traffic and decreasing single occupancy vehicle trips on Hwy 40

COMMUNITY NEEDS / QUALITY OF LIFE

- ▶ Key focus areas:
 - ▶ Seeking more funding opportunities to provide licensing for childcare providers
 - ▶ Possible solutions: sales tax, Summit County as case study (\$400k)
 - ▶ Large opportunity for after school outdoor based programs, youth experiences, and nature-based learning opportunities for kids
 - ▶ Library wants to serve more teens and seniors by making improvements to digital resources, groups/clubs, and increased outdoor space
 - ▶ Bus stop/station at library would help improve awareness and accessibility
 - ▶ Continued collaboration and partnership between non-profit entities and the Town in regards to housing, childcare, and services

OPEN HOUSE 1 SURVEY RESULTS (IN-PERSON)

Feedback on Downtown Vision
Headed in right direction. Smart growth not too fully driven by economics
Pedestrian friendly/bike friendly
Architectural review of Riverwalk District
Consider land owners - who pay vs others
Make decks on all buildings in Riverwalk District overlooking river
Connect train visitors
Like connection to Safeway
Should continue vision plan to the Railroad tracks - specifically the colored pavement shown at the intersection of Eisenhower
Left turn from Distillery is challenging - particularly if CDOT adds more lanes in this area
Comment (multiple): Don't see much parking. Response: Pointed out how parking is concealed away from view via tuckunder, on street, potential district/centralized location to give more community space. Feedback: Most appeared to appreciate that.
Getting across 40 is hard right now. (multiple) Concern about pedestrian safety crossing 40 which would likely worse with potential widening of road with CDOT plans.
Koselig is too close to road and more room should be given for walking space
Show north up on the plans (multiple)
Want it to be local rather than tourist central (multiple).
Would good place for folks that don't want to go to Winter Park for retail.
More options for commercial services. Have Ace, Murdochs, but not much else. Don't want a Target (or other big box stores). Fine with going down 70 to go to Costco occasionally.
Attainability is a challenge not just affordability
Think we have enough breweries
Consistency is needed - year round availability
Design should start with pedestrian network and safety
Pedestrian underpass under railroad would be good to improve safety and connectivity
Okay with taller development in the valley but not along the ridge and hillside due to visibility and light reflection. Why just 45' max height?
CDOT Byers alignment makes sense

Feedback on Future Land Use
Family oriented housing
Make St.Louis Landing affordable
Open space and wildlife considerations
Obviously not aware of all the good Clark has done (below)
Keep tabs on Clark
Why? He's done great things for Fraser (above)
Focus on pedestrian walkways, bridge over 40, 2 lane 40 through town
Natural resource preservation
All growth has to consider capacity of US40. It is at its max at times now
Consider pedestrian traffic vs car traffic
Affordable housing
Yes this! -open space/cozens meadow
Tiny home area without huge monthly rental fee (additional comment says "great idea")
Mix of affordable housing products (apartments, condos, townhomes, tiny homes, etc.)
Affordable housing + open space
Byers Peak Ranch should be mixed use
Affordable single family homes. Preservation of land, resources
Space for "homeless" ex: car, van, campers
Allow for wildlife corridors. Increase affordable housing. Require - for all developers
Make railroad crossing. No train whistles
Jones Ranch should be open space
How will it be executed?

Parking	
Where do you have the most trouble parking Downtown today?	
Location	Comment
N Zerex St	Pedestrian Crossing
Meadow Ridge Rd	Ped/Bicycle Markings
US 40	Roundabout

Bicycling		
What kind of bike improvements would make you feel most comfortable?		
Topic	Sticker Count	Comments
Better Wayfinding and Signage	4	Fraser Valley River Trail
Prioritized on-street bike routes	7	
Improved trail network	6	
Improved roadway crossings	8	Safeway Crossing, Trailhead/ Parking Hub

Microtransit
What destinations should be included in a potential microtransit service area?
Microtransit to lift stations
All Fraser-Granby trailheads
Remote parking lot with frequent transit/micro
Train station
Resort
No lift here - need micro (on dot sticker)
Hospital (on dot sticker)

OPEN HOUSE 1 SURVEY RESULTS (ONLINE)

Question 1: Do you have any feedback on the themes we heard from community engagement?

This seems like an accurate portrayal of the people and needs. If new development feels out of place, how does old town residences and business fit into the plan? Will those residents and business owners eventually be displaced or replaced? What steps are being taken to include them in the planning for the future?

"I think the voices of those who live here full time should be elevated. I agree that managed growth is a risk and opportunity. Most of this board seems too high level to provide significant guidance.

Question 2: Do you have any feedback on the draft Downtown Vision Plan?

Parking structure with access off of 40

The Clayton Ave connection from US 40(N Zerex St) to CR 804(Meadow Ridge Rd) is amazing and it would be both a great car and pedestrian connection that is much needed. Also the realignment of S Wapiti Dr looks amazing, SOUTH wapiti Dr should also connect to Wapiti drive for another N/S connection, there's a small ROW/property impact but the connection is needed. It would make the most sense given that the road is named "South" wapiti drive, so connecting it to Wapiti Drive would be the most convenient. The Downtown plan looks great and will provide a great community space, pedestrian space, and a needed place to gather.

I'm concerned that the plan doesn't seem to include the old town area. It creates an us vs them, old vs new feeling, with 40 down the middle furthering that feeling. I'd like to see how the vision meshes with the old. I think it's harmful not to include the future rail plans and incorporate train as a transit option. It would be beneficial to the overall plan to see how things like the train depot, school, and library fit into the plan for flow.

I like the Downtown vision, the connectivity is great and I like the scale of the proposed development. I would prefer a more grid like layout to mirror the old Downtown area and improve the ease of wayfinding/navigation. Any reason for these building footprints at these angles? It appears most of this is in the floodplain, is it feasible?

Question 3: Do you have any thoughts about the Draft Future Land Use Maps?

All the open space planned looks amazing, and is needed. Density is also good to for areas close to town, single family houses wouldn't make sense within the Downtown area, so the higher density planned area look great.

These maps seem correct and logical

I would like to see the road grid improved to support additional growth- 40 is being widened but that will only sustain growth for so long. Improving connectivity with grid style networks off of 40 will support local commerce and residents.

Question 4: Do you have any comments on microtransit and/or parking?

More parking for River Walk District- parking structure

Old victory rd, Fraser valley pkwy, tubing hill rd(CR 72), east and west Eisenhower Dr, North and south Zerex St, and Norgren Rd will be important corridors, ensuring they have proper facilities for pedestrians and bikers will be vital. Encourage only Detached sidewalks, never ever allow an attached sidewalk to be installed within the town of Fraser, they are unsafe and outdated. — also make any new developers like those at grand park install sidewalks and paths on Both sides of the road, not just one, pedestrian facilities in Fraser are getting better but need improvement, even in the new grand park they are extremely lacking and reflective of how neighborhoods were built in the 60s - very car centric. proper pavement markings which is currently a issue(stop bars/crosswalks often not painted, painted turn arrows, etc) having larger paved multi use paths will be important, also always encouraging roundabouts in any new development or for intersection improvements far before signals or stop signs are looked at will benefit all who use the road and create a better environment with safer roads and more efficient traffic patterns. way finding is important too — signage on sidewalks will be great to direct pedestrians to where they want to go, the signs that are currently in Fraser are great! I know these aren't micro transit related issues but they are somewhat related as the road network they use needs to be robust and encourage all modes to use it. People will bike more and walk more if there's proper and safe facilities that are planned out very well. People will use the bus more if there's proper bus stops with lighting shelter, seating, and the most important part which is currently an issue in both Fraser and winter park- a sidewalk to reach the bus stops, many bus stops are literally just in the dirt. Even though it's a smaller town and not a city, it's helpful to be fair to all users and make the stops look cared for, maintained and not an afterthought, and be easy to access without having to walk across muddy grass. The current network is great and it hits important destinations, it may need to expand later in the future but overall the network is great considering it's a smaller town.

The microtransit option might be great, especially if the old town areas aren't part of the future plans to be more walkable.

“Micro transit seems like overkill given our bus system, it is pricey for the cost per trip (via is a great resource for costing this), I don't think it is worth the cost given our transit that exists.

I would love to see improved bike connections that parallel an overall improvement in the roadway grid.”

OPEN HOUSE 2 SURVEY RESULTS (IN-PERSON)

Vision & Goals	
Topic	Comments
Community	Who determines the aesthetics of Fraser's charm and mountain town vibe? How is the aesthetic enforced?
Land Use	Don't cause confusion on maps by inaccurate color coding of land uses No high density housing along River/Meadow north of town. Preserve River Front
Housing	Compost. Encourage recycling and reuse
Economic Development	
Sustainability & Natural Resources	Compost. Encourage recycling and reuse
Town Services & Infrastructure	Child care
Transportation & Mobility	How to take the train to ski and stay in town - how do I get around?
Parks, Recreation, Open Space & Trails	Dog park please
Intergovernmental Coordination	
Downtown Vision	Need shops and restaurants on Riverfront Town events - Monthly - Curb side, "Free day" for stuff, Builds community & brings in shoppers
Have We Missed Anything?	Child care is fundamental to growth Encourage, educate, support stated dark sky implementation. How about a compost area at the daop 2?

Downtown Vision and Goals			
DTV1	DTV2	DTV3	DTV4
Hourly rental bikes (Lime) no scooters! Pedestrian sidewalks	Coffee shops, restaurants with outdoor patios	Outdoor ice skating at Lions Club ponds. Ice castle at pond. Coffee shop, skate rentals, etc.	I do not want loud music and bright lights here ever!
Consider stop lights @ post office & Meadow Ridge with 25 mph through heart of Downtown	UPS store, pharmacy (like CVS), additional hair/nail salons, speciality grocery, "Farm Stop" with local grower/farmer offerings	Fountains, chimes, greenery, fire pits, patio festive lighting, seating - i.e. like Estes Park river walk.	Farmer's market, garden workshops, meet the local firefighters
Stop light on Eisenhower should be moved to end of town. Maybe by post office. We should not curb businesses in especially gas stations	Antique + Art stores	Picnic tables. Playground - fountains, swings, basketball, pickleball, bocce. Mini Golf	Craft Fairs
	important to have local shops	Art Center	Farmers markets
	No loud music from the tubing hill. No bright lights from the tubing hill		Monthly outdoor movies, rollerskating nights & ice skating, ice cream socials, s'mores nights, pickleball tournaments, fun runs, outdoor yoga, kite flying
	*Want class action lawsuit against Clark Development and tubing hill		
	Bakery, pharmacy, UPS		

OPEN HOUSE 2 SURVEY RESULTS (ONLINE)

Question 1: Do you have any feedback on the Community Engagement Themes or Open House #1 Findings?

No more commercial development - except for whatever is already zoned for that. Lower the commercial development height to maintain the mtn views and open vibe of Fraser. Less condo development - prefer townhomes and single family homes. Even in the affordable housing sector - people want homes they can own and they like single family homes. Need to make those affordable homes deed restricted forever so the town isn't having to redo housing again in 50 years.

I support the over arching theme of maintaining the mountain community "vibe" with emphasis on small business, The River walk district, recreation and open space

Like the overall direction

I attended both Open Houses and was disappointed to see so few attended. There were also fewer boards where people could make comments. Regarding the timeline--how many surveys do you want to receive prior to making decisions? Will you publish the results? And comments, too?

The maps are dated and not accurate--really important to update before the survey. For example, the maps are misrepresenting land uses for Grand Park, Rendezvous and Foundry in their mapping which can cause a lot of confusion, misperceptions, misinterpretations and unrealistic expectations in the future. The new maps are a departure from previously approved Fraser maps that characterized Grand Park, Rendezvous and Foundry in one solid color, not defining specific land uses.

The town of Fraser seems to have conflicting goals when protecting our pristine valley's natural resources. We as a town have fought the grand park development tooth and nail spending a million plus dollars of tax money in suits (one being lost, another still being adjudicated) despite being pre-approved to protect cozens meadow. This proposed plan seems to reflect a double standard with the town trying to place high density residential, a business district and a Downtown development authority all overlaid and next to the Fraser River with greatly reduced or no setbacks required. While we are excited to see the mobile homes go, the land should be protected in and around the river and let development occur in the grand park area that has been planned and approved for 20 years.

While the Community Engagement Themes appropriately emphasize public input and environmental stewardship, there appears to be a disconnect between community values and the proposed planning direction. Specifically, the strong public preference for preserving sensitive natural areas—such as the river corridor north of town—does not appear to be adequately reflected in the current draft. Community engagement is only meaningful if it informs the final plan in a transparent and consistent manner.

Your survey received a very low response rate. It strikes me as too low to merit consideration (even though I count myself among the 181 responses).

Question 2: Do you have any thoughts about the Draft Future Land Use Designations and Maps?

more conservation easements to protect the land and habitat for the animals and plants. I've seen the encroachment on the moose breeding and rearing habitat in Grand Park and it makes me sick to see those animals being pushed out. I want to see the town of Fraser buy land to protect it from over development. I like the idea of more connected bike paths for all types of skill level. I've had friends ask for more pickball courts and that the pickballers don't like the Fraser Ice Box pickleball courts.

I did not see building height limits addressed. Maintaining visual open space and view sheds maximizes what is so very special about Fraser, the 360 degree beauty. Also new development can (and has) taken away views from existing developments and that should be considered and avoided.

Like the overall direction. Want to make sure that if the Fraser Valley Parkway comes to fruition, which I support, that there also is a safe bike route.

Making a high density residential zone next to the river goes against all logic and vision.

These maps are very misleading as there are very defined areas of the map (i.e. the northern part of town with high density and b district) that wouldn't change while large swaths of planned development (rendezvous and grand park) show designated open space/park areas (even including it in the riverwalk district? maybe its for mixed use?) that will very likely change. At the open house, the town planner very clearly stated (was in group discussion, another attendee asked specifically about these maps) that these maps reflect the 2005 maps. This was either intentionally said to mislead (lied about it) or was said without knowing the 2005 map (either are quite egregious). This doesn't seem to be the transparent nature the town manager has expressed in multiple interviews that the town is playing by and very misleading to the citizens, me included. The town is very specific in the proposed changes on the northern part of the map while designating open space and parks that are subject to change. Why can't I find anything on the towns site about this survey? Easily found on the consultant's site that was present yesterday. Why were we only informed 5 days before the open house? It didn't seem well attended and doesn't seem very transparent, particularly the 'affordable' SLL project.

The maps misrepresent land uses and will cause confusion with the public because they will think that all areas marked with a specific color key are set in stone. They will also think the areas in green are Parks/Open Space even if they are on private land.

The current draft map inaccurately represents land use designations for Grand Park, Rendezvous, and the Foundry by delineating specific land uses within areas that have historically been illustrated using a unified, consolidated designation. This deviation from previously adopted Fraser land use maps introduces a risk of confusion, misinterpretation, and the formation of unrealistic expectations among both the public and the development community.

There is a major discrepancy between the stated goals of increasing ease of walking and biking, on the one hand, while limiting high-density housing on the other hand. Most of the high-density residential areas are already built. First, as a resident of one of these areas, I would dispute that these are all appropriately categorized. You include multi-story apartment buildings and duplexes within the same land-use category. Those do not seem to me equivalent. Moreover, you can't increase ease of walking and biking relying on residential options that favor single-family residences in medium- or low-density areas. Nothing reduces use of private vehicles like high-density housing, especially if in mixed use buildings. Importantly, the existing high-density housing shown on your maps consists of Grand Park, none of which is mixed-use.

Question 3: Do you have any feedback on the Draft Vision & Goals?
Please specify what vision and goal you have comments on.

All the open space planned looks amazing, and is needed. Density is also good to for areas close to town, single family houses wouldn't make sense within the Downtown area, so the higher density planned area look great.

I don't understand how you will protect the character of Fraser when there is so much development planned, seems like a huge hypocrisy. I'd like to see the Downtown riverwalk development to be small and impactful and focused in that area. Keep everything close together so that it is easy for people to walk around and explore.

There is a need for more restaurants and retail. Perhaps consideration of a store like Walmart should not be dismissed. We need retails for basic household goods and perhaps used furniture or other stores that is not expensive up scale hoity toity. We need a livable community.

Like the overall direction

I agree with the vision, but is it realistic? Based on my experience, the town will have to expand their staff considerably to execute to these goals. Where will the money come from???

The town seems to really push back on other development while they (the developers) have brought a hospital to the valley (one of the goals outlined in TSI), provided massive infrastructure investment to the town in the way of water treatment facility, built the last deed restricted property in the county right outside of Fraser amongst other much needed amenities and not at the taxpayers expensive (such as the proposed SLL). Very confused about what the town of Fraser's stance is on development. We fight it on the one hand while propping it up as the most needed thing on the other.

Regarding land use, it is a travesty to have the north end of town be developed as high density real estate. Public sentiment was clear to preserve the river area. It is also a double standard because Fraser is fighting development in the Grand Park meadow that already has conservation protections but is actively planning dense development on even more sensitive river front property with no protections or open space allocated.

The Draft Vision outlines commendable goals such as responsible land use and environmental sustainability; however, these objectives are undermined by proposed land use designations that contradict them. For instance, planning high-density development along an ecologically sensitive river corridor directly conflicts with the vision of environmental stewardship. Consistency between stated goals and actual implementation is essential to the plan's credibility.
Courts designated for Pickleball. Official courts
Question 4: Do you have any comments on the Draft Downtown Vision & Goals? Please specify what goal you have comments on.
I'm worried about the impact on the Fraser river habitat. And the height of those buildings destroying the mountain views. We might as well be on the front range. Need lots of green spaces here so it doesn't look like a concrete hell. I would suggest a few pocket parks with grass and trees and flowers. And can you make the railroad crossing safer for bicycles and pedestrians? There is a narrowing of the road there and it is an accident waiting to happen.
I think it looks good!
Like the overall direction. Wondering if another traffic light will be needed on Park Ave or the North end of town. And what the long term plan is for the post office.
Unsure why the town doesn't want to leave the development where it has been approved for 2 decades and now double the development by placing a heavy emphasis on the northern part of town and on the pristine shores of the Fraser River. Isn't the corridor to town from the south where we get 20k cars per day coming from that direction during peak season? The only time people come from the north to enter Fraser is on their way out, back to their originating destinations. At least from what can be garnered from Sundays as traffic backs up on the flats. It is important to revitalize the Downtown Fraser area as it's been an eyesore for a long time. It is nice to see the distillery and simple buildings go up although the approved designs don't really match the character well. Wonder what the simple coffee building aesthetic will look like in 40 years?
It seems like the maps are deliberately omitting the high-density plan on the north end of town.
The Draft Downtown Vision outlines commendable goals such as walkability and community vitality; however, these must be pursued alongside a consistent, town-wide application of land use principles. Planning decisions affecting sensitive areas outside the Downtown core—particularly when they appear to favor certain developers—undermine public trust and the integrity of the vision. Consistency in standards is essential to achieving a cohesive and sustainable future for Fraser.
Will there still be a trail linkage from the bridge from Wapiti Meadows to Downtown Fraser? Doesn't appear to be one on the map.
Add designated pickleball courts to the recreation plan.

DTV 1 - I'd love to see dedicated bike paths and interconnected walking paths. I love this vision for Downtown that makes Fraser a destination rather than a drive through. Great idea to focus on the river!

Regarding DTV1, the most valuable addition to Downtown would be to slow through traffic significantly or reposition vehicular traffic away from pedestrians, bicyclists, and commercial establishments.

Regarding DTV2, businesses that support the outdoor activities that are available in the Fraser Valley plus high-quality food and drinking establishments.

Regarding DTV3, the key is to seamlessly connect the river to Downtown such they are not distinct. To do this, commercial establishments should face the river with exterior that make the river visible as well as plentiful outdoor seating. In addition, the town should raise the attractiveness of the river by developing seating and walking/biking trails along the riverfront.

For the Riverwalk District, I would like to see a stronger articulation of a common parking solution that encompasses things like the train station, the Arts Center, and the hospitality and retail areas that are contemplated. As some of these things are nearing reality, the uncertainty (and burden) on these entities makes it harder to plan and make them reality. If there were a clear solution proposed, that would be helpful.

Community Engagement Themes or Open House #1 Findings

it seems these challenges have been created by the town by being so staunchly against adding units that serve local populations for decades while blaming developers who solve this problem by adding to the supply. Increased housing supply will reduce the cost of housing. if the full projects that are already preapproved are realized , housing costs will go down as free markets come into play. no chance country haus can charge 2k for a 1 bedroom if having to compete with newly built units

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Why would we say we want to preserve open space while proposing high density residential and b districts on the shores of the fraser river where open space exists? the hypocrisy is dizzying and already have a plan for massive development up-valley. is fraser becoming like the developers we fought so long to keep at bay? very confusing with this new plan bolstering heavy development on pristine natural resources

Totally agree with the above comments
Future Land Use Map and Designations
Why high density so close to the Fraser River? This goes against the vision and community input.
this looks nothing like the 2005 maps, where did the town planner get this information
It looks like the existing Fraser-Granby trail will be part of the Fraser valley parkway from the ball fields to Tabernash. That isn't conducive to walking or biking away from traffic. not a fan of losing the trail.
Draft and Vision
Where will additional bike/pedestrian lanes or trails be located? The proposed Fraser Valley Parkway route seems workable except for the loss of that portion of the Fraser-Granby trail. Will it be relocated? Maintained as a safe bikeway through that area?
Land Use: Don't put high density housing on the most valuable, pristine riverfront property and not put any open space around it. This section of the river on the north end of town should be preserved or developed in a way that honors and respects the land. LU4: Aligning development codes, policies, and process should mean being consistent with the demands placed on other developments. It's contradictory to plan high density development on the north end of town on the river while fighting development in other areas of Fraser.
interesting perspective...i will be sure to attend the board meeting regarding that project
Yes, the St. Louis Landing project is a joke! There were supposed to be buildings there this summer. The financing is not final, it's no longer affordable, the units will be cheap and developers are dishonest. Fraser deserves better.
How are you planning for wildlife corridors/crossings to improve connectivity in habitat while promoting safety for both drivers and animals?
This all looks fine, but ambitious. Does the town have resources to do all this? I don't think so. Look at the St. Louis Landing debacle. It's an example of what happens when well meaning people don't have the experience to manage a massive project.

Housing: Keep government out of development because you don't know what you're doing. The St. Louis Landing project is the most mismanaged project in the Valley. It should be called Unattainable Affordable Housing because nobody who needs it will be able to afford living there. If more housing development is slated, leave it to the people that have experience.

the TSI slide should be omitted seems to have been solved in every way by current development; massive private investment in municipal water system, private investment in bringing the new middle park health campus to fraser ...surprising the town doesnt want private equity to maintain the towns muni systems as well

Draft Downtown Vision and Goals

The Downtown vision and goals map is pretty, but it completely omits the most offensive part of the plan which is to put high density housing on the river north of town by St. Louis Landing. Why would this critical element of the plan not be represented?

FRASER FORWARD

COMPREHENSIVE PLAN

Adopted February 18, 2026

