



COMMUNITY OUTREACH

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Community outreach and public participation are the cornerstones of the Comprehensive Plan process. This chapter provides a summary of the issues and topics discussed throughout the course of the public outreach process, which shaped the vision, goals, and objectives that guide the Comprehensive Plan.

NOTE ON SUMMARY CONTENT

The following is a summary of the thoughts, comments, and opinions received from the public during the course of the workshop. Some comments were shared in public forum while others were recorded privately. It is important to note that the items identified in this summary are not recommendations, but rather feedback and comments received from those who participated in the various public outreach activities.

OUTREACH ACTIVITIES

Elected Officials Workshop

To kick off the outreach component of the Comprehensive Plan, several members of the Frederick Board of Trustees, the Mayor of Frederick, and members of various town commissions convened at Town Hall on the evening of May 4, 2015. The Elected Officials Workshop provided an opportunity for town officials to share their concerns and discuss the challenges facing the Frederick community.

The Workshop was also used to discuss potential projects and actions that the Town could take on to improve the Town and build upon the many existing assets. Using large maps of the Town, participants drew and identified specific projects and areas for improvement throughout Frederick.

Community Workshop

On the evening of May 4, 2015, 20 members of the Frederick community gathered at Town Hall to provide input for the Comprehensive Plan. The Community Workshop provided an opportunity for residents, businesses, and stakeholders to discuss the challenges facing the community as well as propose projects and actions that would improve the Town.

Project Website & Social Media

A project website for the Comprehensive Plan was launched in April 2015. The website provided information about the Plan and the process, project updates, links to download material, as well as links to the resident questionnaire, business questionnaire, and the interactive sMap mapping tool.

Online Resident Questionnaire

The project website included a link to an online resident questionnaire that asks community members about life in Frederick. This included the condition of housing, education, transportation, and public facilities and services; what residents would and would not like to see in Frederick in the future; and what the Town's greatest strengths and challenges are. At the conclusion of the outreach process, 65 residents had completed the questionnaire.

Online Business Questionnaire

Business owners also had the opportunity to complete an online questionnaire. Eleven surveys had been completed at the conclusion of the public outreach process.

sMap

sMap is an online mapping tool that residents used to create their own custom maps of Frederick and share their priority issues, concerns, and suggested improvements, which are then geographically tagged to specific locations. The sMap application was launched in conjunction with the Project Website in April 2015, and remained open and available throughout the planning process.

SUMMARY OF ISSUES

During the two outreach events described previously, participants were asked to identify the current issues and opportunities facing the Town of Frederick. The individual responses were then shared with the group to form a collective list of issues. After participants shared their individual issues and concerns lists, they were asked to rank the highest priority issues. These could be items on their personal list or issues presented by other community members. This exercise provided a gauge to understand priority issues to be addressed in the Comprehensive Plan. The most prevalent and discussed issues are summarized below.

Water Supply

Participants identified the cost of water as a key issue affecting Frederick. It was noted that water costs have risen steadily and they continue to increase, including “tap fees”, making new housing and commercial development more costly. Coupled with the cost of water is the source of Town Water. There are concerns with regard to where the Town will receive water in the future with some participants noting Frederick’s support of and participation in the Northern Integrated Supply Project (NISP).

Housing Development & Diversity

Housing diversity was identified as the predominant issue during the Community Workshop and the online surveys. This includes a need for both single-family homes and multi-family units that cater to a range of incomes. As one participant noted, the Town needs “book end” housing that is affordable for seniors and young adults and families. To that end, sprawl was also identified as an issue as the Town continues to expand its residential footprint.

Frederick includes a large amount of undeveloped land and participants are concerned about maintaining a high level and quality of design for new development. This is especially important given the rapid pace of growth within the Town. As new areas are developed, participants noted a need for family entertainment venues and more retail options as well as a need to enliven Downtown.

Commercial & Economic Development

The availability of retail options and employment opportunities were cited as significant threats to the quality of life in Frederick. Community members noted they would like to spend their money within Frederick, but with limited dining and shopping options, residents travel to neighboring towns.

Parks, Open Space & Environment

Concerns regarding parks include the general, on-going maintenance of Town parks and ensuring they retain a high level of quality investment. Some participants would like to see the park system expanded and one participant noted the need for parks staff that is educated in horticulture.

Community Facilities & Infrastructure

Participants are concerned with the rate of growth in Frederick and its long-term impact to local infrastructure and Town services. This includes concern over the Town’s ability to maintain its current and aging infrastructure, while keeping service at a priority level. With regard to Town services and community facility providers, several participants cited concerns with the quality of local education and called for greater police presence. Other residents voiced concern with regard to Frederick Power & Light taking over United Power.

VISIONING: PROJECTS & ACTIONS

Participants in both workshops were asked to identify specific projects or actions that could improve the Town. The Community Workshop utilized large “Visioning Maps” of the Town to draw and identify specific projects and areas for improvement throughout Frederick. Participants in the Elected Officials Workshop wrote down and discussed their chosen projects. The following summary includes projects identified by participants on the Visioning Maps and on individual worksheets.

Economic Development

Workshop participants identified a need for more support of local business. Coupled with this is a need to attract new businesses that include retail shops, with a focus on making Downtown a viable commercial area. There is concern that there are few local employment opportunities and those seeking to open businesses in Town are faced with a lack of affordable business spaces and inflexible building codes.

Some participants noted the need to actively market the Town, which would require the Town to have a clearer “brand” identity. There is also concern that as Frederick markets itself for business recruitment, it may lose its mining and agricultural heritage.

Transportation

Much of the Community Workshop discussion centered on transportation-related issues. Central to the discussion included concerns with the lack of bicycle and pedestrian connectivity throughout Town. This includes trail connections within and between neighborhoods as well as key east-west connections that would extend past Colorado Boulevard and I-25.

Participants identified concerns with traffic volume and flow, with specific mention of the need for better stoplight timing on Highway 52 and I-25. The Town's lack of access to public transportation was noted as an issue, as was the need to accommodate more parking Downtown as Frederick grows.

Residential Development

Several participants would like to see construction of multi-family housing units, townhomes, and senior housing. These developments should be located near Frederick High School (directly to the south of the High School and to the west of Colorado Boulevard) and at Frederick Way and Highway 52. Multi-family housing was also deemed appropriate by some participants adjacent to arterial roads. Several participants identified the intersection of Tipple and Colorado (WCR 13) for a mixed-use residential/commercial development.

Commercial Development

For non-residential development, the community members noted they would like to see more retail shops, restaurants, and entertainment venues. Several participants identified the intersection of I-25 and Highway 52 and Colorado Blvd. and Highway 52 as key site for future commercial development. Uses included a regional draw such as a huge water park, hotel, convention center, and restaurant development or potentially an amphitheater that could host concerts and events. Additionally, Highway 52 and WCR 13 were seen as a key site for a grocery store and development-ready pad sites. The length of Highway 52 should be utilized for the construction of mixed-use commercial.

Downtown

Several participants would like increased promotion of Downtown redevelopment. This includes revitalizing Downtown to include entertainment venues and encouraging the development of a business that has a rooftop patio to take advantage of Front Range views.

Local Business Support

Community participants suggested the Town be more proactive to engage and promote local businesses. This includes more activity from the Downtown Business Association to advertise and promote meetings and events to existing and potential business members. Additional proposals involved the inclusion of local, non-farm businesses to host booths and displays at the Frederick Farmers' Market and the hosting of periodic "Art Walks."

Transportation Improvements

Participant-identified transportation projects included extending the downtown grid west and south for better roadway connectivity. Participants would also like a Park and Ride facility constructed at the northeast corner of I-25 and Highway 52 that would be integrated with public transit for better regional mobility.

Trail Projects & Maintenance

Trail connectivity and trail extension projects were identified among several users. These include connecting the Town to the St. Vrain Greenway and building a trail to connect Downtown areas to neighborhoods west of I-25. This could be done via a grade-separated trail crossing across I-25. In addition, one community member cited the need for regular maintenance of local trails and sidewalks, with a special focus on keeping them free of "goat heads," the thorns from *tribulus terrestris*/Puncturevine plant.

Parks

Participants would like to improve the appearance and water quality at Milavec Lake at the Frederick Recreation Area to make it look more organic and natural. In addition, the whole Frederick Recreation Area should be expanded. Other participants would like new softball fields and more programmed park space at existing or new parks that could include sports facilities, a skate park, and more.

Open Space

Participants identified several areas to preserve as open space. These include areas around Boulder Creek and Idaho Creek, as well as maintaining existing open space areas surrounding Milavec Lake as open space.

Industrial Development

With regard to future industrial development, participants did not geographically locate where development should take place; however, several noted that the Town should recruit a large industrial employer. Others agreed citing the need to actively pursue high-quality industries and other primary employers.

Infrastructure Projects

Participants identified lighting improvements on WCR 13 and WCR 18 as a necessary infrastructure project. In addition, it was noted that the Town should construct and operate a Town-owned electric utility and water treatment plant. Finally, the tunnel at WCR 13 and WCR 18 should be updated to improve the poor drainage.

COMMUNITY STRENGTHS & ASSETS

Workshop participants were asked to identify the strengths and assets of Frederick. This exercise provided important insight into what makes Frederick a successful community and helps identify ways to build upon existing opportunities.

Participants identified Frederick's small-town appearance and friendliness as a key strength. It is a place that appeals to families, has an affordable cost of living, and provides great views of the Front Range Mountains. The Town's location provides easy access to I-25 and SH 52, and makes it "easy to commute anywhere," primarily to Boulder and the Denver area. Respondents to the online survey cited Frederick's housing costs, residential neighborhoods, small-town character, safety and security, and location as the top five advantages of living in Town.

