ERIE
Community Revitalization Partnership
Team Visit

February 17 and 18, 2005

Team Members:

Tim Dreese, Matrix Design Group, Denver
Michael Hussey, Nolte Associates, Colorado Springs
Mike Tupa, DOLA/CSU, Fort Collins
Michael Warren, CCRA and Design What You Want, Boulder
Barbara Silverman, CCRA, Denver
Thank you, for welcoming the CRP Team so graciously to your wonderful community!

The Department of Local Affairs (DOLA) and CCRA have teamed up for a one-year pilot program to provide one to three day downtown revitalization assistance visits to non-Main Street communities under 20,000 population on a variety of subjects. The CRP goal is to enable towns to “break through” a troublesome issue or question thereby moving forward with their downtown revitalization.

The CRP team’s mission in Erie was to explore options for Briggs Street revitalization/improvements in light of new development and street extension at the south end of Briggs and to focus on the integration of existing Briggs St. business district with new business district at southern end of extended Briggs Street.

Information from Erie:
“Erie is currently undergoing a comprehensive master plan update and development code update. The Town paved Erie’s streets and invested in streetscaping the 500 block of Briggs Street, the principle business block. Many new businesses have opened in newly renovated buildings in the 400, 500 and 600 blocks of Briggs St., and the trend to renovate and open new businesses looks to continue. Additionally, a new development and an extension of Briggs St., is being planned and is in the development process.

Erie wishes to:
- Identify existing property and business owners’ interests and ideas for the existing Briggs St. both in the existing commercial and the existing residential blocks.
- Look at Erie Common’ (Community Development Group) plans for the Briggs St. extension and look for synergies between the two areas.
- Identify ideas to connect the two areas in a logical fashion that complements both the new and the old parts of Briggs and strengthens the overall economic base of Briggs St. as Erie’s central business district.
- Make sure the ideas generated from this charrette are integrated into the Comprehensive Plan and Unified Development code as necessary to ensure the designs and plans are able to be accomplished.
- Set goals and priorities for the town, property owners, business owners, and community organizations (Chamber of Commerce, Downtown Erie Business Association, etc...) to accomplish our vision for Briggs St.
In looking at the issues and opportunities the team developed five (5) categories they feel are of prime importance and within which all of the identified issues fall.

Land Use – Mike Tupa  
Transportation – Mike Hussey  
Architecture and Urban Design – Mike Warren  
Economic Development – Barbara Silverman  
Downtown Advocacy – Barbara Silverman
LAND USE

ISSUES:
- Retail versus Business versus Residential in Old Town and Residential “Between” Towns
  - What types of usages are appropriate in each area
  - What are the pros and cons of mixing uses
  - What are the effects on traffic, parking, and adjacent uses.
  - Are there areas where certain uses should be concentrated
- Location of Post Office, City Hall, Library, and other civic buildings.

RECOMMENDATIONS:
- Break down the linearity (the strong north – south line) to include east and west connections thereby creating a district. Wells Street is an example of this.
- Create two mixed-use areas. Mixed Use means exactly what it says, a mix of uses. The uses must be carefully thought through so as not to be detrimental to the residential flavor of Briggs Street Neighborhood or the commercial character of Historic Downtown.:
  - Mixed-Use Commercial (MU-C) in Historic Downtown to retain a more commercial storefront character. Examples of uses: florist, book store, coffee shops, wine store, cards, dry cleaning. Minimal setbacks. Street frontages important.
  - Mixed-Use Residential (MU-R) in Briggs Street Neighborhood. Retain the residential character. As buildings are sold other uses can be allowed if they don’t conflict with the residential character. Examples of uses: residential, professional services, small restaurants (4 tables). Require setbacks from walk.
  - allows for long-range market opportunities and room to grow;
  - promotes specific “character” without forcing relocation;
  - promotes economic feasibility for development through higher density within the core commercial areas;
  - ensures architectural compatibility.
- Encourage redevelopment and infill within core 4 blocks of downtown area
- Use performance-based (or form-based) zoning. Design guidelines would need to be developed for both areas.
- Focus on infill of undeveloped parcels to strengthen character of each area.
- Look for “activity generators” in mixed-use commercial area to bring people into core downtown.
- Wrap commercial around east and west corners off Briggs.
• Insist on “Main Street” character at new gateway.
• Locate library in historic downtown, possibly in Coal Creek Park to strengthen the area as the cultural heart of Erie.
• Look for off-street parking opportunities in the historic downtown area.
• Look for opportunities to create “pocket parks” in historic downtown.
TRANSPORTATION

ISSUES:
- Linkages north to south and east to west
- Access into lots via curb cuts or alley access
- Wayfinding
  - Signage on the interstate to historic downtown Erie
  - Directional signs – how to get to downtown
  - Arrival sign – arch
- Parking
- Shuttle between Historic Downtown Erie and Erie Commons

RECOMMENDATIONS:
- Recommend strengthening linkages from downtown to Coal Creek Park and Linear Park. Major north-south street would continue to be Briggs Street with the connection to the Erie Commons at Leon Wurl Parkway. Briggs Street would provide pedestrian, bicycle and vehicular access.
- Major east-west streets would be Cheesman and Wells which would provide pedestrian, bicycle and vehicular access and tie the linear park, Briggs and Coal Creek together.
- Parking doesn’t appear to be an issue at this time. Look for opportunities. Vacant lots. There is a great deal of empty space behind buildings on the west side of Briggs. These are good opportunity areas for employee and customer parking. Use of these areas would entail looking at the rear entries of businesses.
- Logo signage on I-25. This is regulated by CDOT. It would be beneficial to create a local historic district because the designation of this on I-25 signage will create additional interest and attract heritage travelers.
- TODS – (Tourist Oriented Directional Signage) on 287. This signage program is also regulated by CDOT.
- “Trailblazer Signs” or directional signage can be used to direct motorists to downtown after leaving the main roadways (I-25 or Hwy 287).
- Local wayfinding signage is part of the urban design. Should include major civic facilities such as the Town Hall, Post Office, etc. Could also include a downtown map that actually shows the locations of individual businesses.
- Regarding access to Briggs Street, we recommend that the Town of Erie maintain alley access rather than curb cuts onto Briggs. As traffic increases on Briggs, curb cuts will become less desirable.
- During promotions and special events (and when historic downtown develops more critical mass) consider developing some sort of shuttle between historic downtown and Erie Commons.
A one-of-a-kind shuttle could be developed between the south end of Briggs Street at Perry (or into Erie Commons) and Coal Creek Park by using the existing rail line. Funding available for this type of project from TEA-21. Yes, it is a challenge working with the railroad but NOT impossible.

Looking towards the future and commuter rail – build a combination library/depot at the east end of Wells. This concept could incorporate additional parking for the downtown. The commuter rail could connect Erie to I-25 to the east, and Boulder to the west.

Make sure that the Leon A. Wurl Parkway Bridge is designed so that the Coal Creek Trail can pass under the Parkway.

Signage on Leon A. Wurl Parkway should include “Erie Commons” signs at the east and west entry points to the Commons, and “Historic Erie Downtown” at the Briggs/Leon Wurl Parkway intersection.
ARCHITECTURE AND URBAN DESIGN

ISSUES:
- 15% landscaping versus 0% setback in historic downtown
- What are the design elements of a traditional downtown
  - Identification
  - Pedestrian scale
  - Style – town definition
- Are there historic preservation opportunities
- The intersection of Briggs and Leon Wurl
- Identity of “between area” which we are calling Briggs Street Neighborhood. Is it an either/or situation – either residential or commercial?
- How can the Briggs Street Neighborhood look regardless of its use?
- Protection of awesome viewsheds and open space opportunities.

RECOMMENDATIONS - OVERVIEW
- Visioning process for the physical treatment of the Briggs Street corridor from Leon Wurl intersection to north end of historic downtown.
  - Emphasize design and appreciation of unique styles as well as appreciation of styles built during different eras.
    - Possible historic districts
      - Coal mine workers houses
      - Historic downtown
- We have divided the corridor into four key areas with our major focus being areas 3 and 4.
  1. Leon Wurl-Briggs Street intersection – This intersection become the major gateway leading through the Briggs Street Neighborhood to Historic Downtown. The treatment of buildings and signage here is critical.
  2. South end of Briggs Street crossing railroad tracks
  3. Briggs Street Neighborhood
    - 15-20% required landscaping
    - Setbacks
  4. Historic Downtown
    - 0% landscaping
    - 0 setback
    - Signage
RECOMMENDATIONS – ARCHITECTURE:

- Physical treatment of the Briggs Street corridor from Leon Wurl intersection to north end of historic downtown
  - Briggs-Wells Intersection
    - Downtown Arch
    - Emphasize the intensity of downtown
    - Link between library, post office and school
  - Infill projects – Historic Downtown.
    - Filling the voids – Mixed-Use commercial
    - Filling vacant space
  - Emphasize downtown main street components:
    - Awnings and blade signs
    - Large windows/display design in windows
    - Seating, planting. Lighting
    - Scale – car, bikes, pedestrians
  - Infill projects – Briggs Street Neighborhood – Mixed-use residential
  - Existing buildings – Historic Downtown – new windows, new signage

- Streetscape features along Briggs from Erie Commons north through the Historic Downtown to provide connectivity including:
  - Streetlights and pedestrian lights
  - Directional signage
- Streetscape features along Cheesman and Wells between Coal Creek and the linear park to provide connectivity with Briggs to expand Historic Downtown commercial area.
- Design Guidelines
ECONOMIC DEVELOPMENT

ISSUES:
 Marketing and branding
 Need for market analysis
 How to identify market niches
 What is the critical mass?
 Presence of EEDC
 Increasing property taxes in Briggs Street Neighborhood.

RECOMMENDATIONS:
  o Determines what is “leaking” out of Erie
  o Determines what is possible to “recapture” and what isn’t.
  o Demographics of shoppers
  o Business and residents desires and current shopping habits
  o Realistic businesses to attract to downtown
  o Identification of possible market niches for downtown
  o Understanding who your markets are guides types of promotions, marketing and branding of downtown.
 Investigate creation of an urban renewal area from Cheesman south to include Erie Commons (if possible) and Coal Creek west to linear park.
 Create incentives for development and redevelopment.
 Investigate idea of freezing property taxes in Briggs Street neighborhood at current rates, allowing for inflation, to be “unfrozen” when property is sold or redeveloped.
 Recommend the Town of Erie adopt a “Downtown First” policy requiring the Town to look at downtown first before moving/relocating civic offices to new locations. Moving public employees out of downtown (current number of town employees is 95.5) can have a devastating effect. Consider public facilities as downtown anchors, and employees are customers or restaurants/other.
HISTORIC DOWNTOWN ADVOCACY

ISSUES
- Downtown Erie Business Association
- Erie Economic Development Council

RECOMMENDATIONS:
- Important to have a group(s) advocating for interests of Historic Downtown. DEBA and EEDC can both serve as advocates.
  - Focus on strengthening local business group - DEBA
    - Define role/mission of DEBA
    - Formalize the DEBA
    - Create 501(c)3 so can apply for and receive grants
    - Advocate for downtown interests
    - Guide marketing and promoting of downtown businesses
    - Provide ongoing regular communication between downtown businesses and Town
    - Work closely with Town and EEDC
- EEDC
  - Define role/mission of EEDC
  - Visit Greeley Downtown Development Authority/Main Street Program and Arvada Economic Development Association to talk about business retention and expansion and recruitment programs.
  - See Economic Development section regarding Market Analysis
- Business Improvement District (BID)
  - Creation of a BID at some point in the future – this could be an evolution of the DEBA
RESOURCES
(Information, Technical assistance, Funding)

American Institute of Architects (AIA), publications, architects, etc.
American Society of Landscape Architects (ASLA), *Landscape Architecture* magazine
Colorado Brownfields Association – Environmental assessments and grants
Colorado Community Revitalization Association (CCRA), technical assistance, Colorado Main Street program
Colorado Historical Society (historic surveys, preservation, tax credits, etc.)
Colorado Preservation Inc. (advocacy, state preservation awards, etc.)
Department of Local Affairs (technical assistance, Energy Impacts Assistance grants, Community Development Block grants, etc.)
*Downtown Idea Exchange/Downtown Promotion Reporter* publications
Great Outdoors Colorado (GOCO) Trust Fund (parks, trails, recreation, open space grants)
US Department of Housing & Urban Development (Housing development, HUD Economic Development Initiative grants, etc.)
Historic Georgetown, Historic Boulder, Historic Denver, Inc. (organizational development for advocacy, building restoration projects)
International Downtown Association (IDA)
League of Historic American Theaters (successful preservation, adaptive re-use projects, national conferences & workshops)
Main Street 101 Training (Salida, CO April 6-8, 2005)
Market Analysis (many good private consultants).
*Downtown Market Analysis Toolbox* (a Do-It-Yourself tool) [www.uwex.edu/ces/cced/dma](http://www.uwex.edu/ces/cced/dma)
National Main Street Center (National Town Meeting on Main Street-Baltimore; publications on Organization, Design, Promotions, & Economic Restructuring)
National Trust for Historic Preservation (small grants, *Preservation* magazine)
State Historical Fund (grants for surveys and historic preservation)
TEA-21 Enhancements (grants for trails, transportation corridors, adaptive re-use of bridges, rail corridors, etc.)
*Traditional Building* magazine
Urban Land Institute (ULI)
COMMUNITY REVITALIZATION PARTNERSHIP WORKSHOP
Sponsored by the Colorado Community Revitalization Association, the Colorado Department of Local Affairs and
the Town of Erie
Thursday, February 17 and Friday, February 18, 2005
Erie Town Hall Boardroom

**THURSDAY, FEBRUARY 17TH 2005**

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30am – 8:30am</td>
<td>Kickoff Breakfast &amp; Opening Meeting – Public invited to meet CCRA Team and share suggestions. Coffee, Juice and Danish served.</td>
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<tr>
<td>8:30am – 10:00am</td>
<td>Walking Tour of Briggs Street</td>
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<tr>
<td>10:00am – 10:30am</td>
<td>Break</td>
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<tr>
<td>10:30am – 11:30am</td>
<td>Interview Group #1: Participants interviewed by CCRA Team. No more than 10 people.</td>
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<tr>
<td>11:30am – 12:30pm</td>
<td>Working Lunch w/ Interview Group #2: Participants not included in Interview Group #1 are interviewed by CCRA Team. No more than 10 people.</td>
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<tr>
<td>1:00pm – 2:00pm</td>
<td>Interview Group #3: Participating Town Staff and Trustees interviewed by CCRA Team.</td>
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<tr>
<td>2:00pm – 5:00pm</td>
<td>CCRA Team Working Time. Closed to the public and staff. *</td>
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<tr>
<td>5:00pm – 6:30pm</td>
<td>Dinner at Downtown Erie restaurant. CCRA Team invites those unable to attend earlier sessions to join them for discussion during dinner.</td>
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<tr>
<td>6:30pm -</td>
<td>Comprehensive Master Plan Advisory Committee Mtg./Boardroom</td>
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**FRIDAY, FEBRUARY 18TH, 2005**

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00am – Noon</td>
<td>CCRA Team Working Time – Closed to the public and staff. *</td>
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<tr>
<td>Noon to 1:00pm</td>
<td>Lunch at Downtown Erie restaurant. CCRA Team invites public to join them for discussion during lunch.</td>
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<tr>
<td>1:00pm – 2:00pm</td>
<td>IF NEEDED------Interview Group #4: Participants not included in Interview Group #1, #2 or #3 are interviewed by CCRA Team. No more than 10 people.</td>
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<tr>
<td>2:00pm – 3:00pm</td>
<td>CCRA Team Working Time – Closed to the public and staff. *</td>
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<tr>
<td>3:00pm – 4:00pm</td>
<td>CCRA Team – dry run of final presentation to staff.</td>
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<td>TBA</td>
<td>FINAL PRESENTATION TO PUBLIC</td>
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* Staff available to CCRA Team if needed.
Erie CRP Team Bio’s

Tim Dreese, Matrix Design Group, has over 30 years of experience in large-scale master planning, urban planning, community planning and site planning for both private and public sectors throughout the United States. While his primary emphasis is in planning and redevelopment; he also has experience in recreation and resort planning, site feasibility studies, corridor evaluations, and visual resource inventories and analysis. He has participated as a land planner or project manager on several significant downtown, residential, and mixed-use development throughout the United States, providing a wide range of land planning, implementation strategies, public facilitation, site planning and design services. He is currently working on downtown revitalization and mixed-use projects in Longmont and Louisville, Colorado, and in Anniston, Alabama. Contact: 303-572-0200.

Michael Hussey is the manager of planning and landscape architecture for the Colorado Springs office of Nolte Associates, Inc. Michael has over 30 years of experience in a wide variety of urban design, landscape, planning, environmental engineering, and architectural projects. He has worked on urban development and renewal, and downtown streetscape improvement projects in Billings, Montana (downtown), Colorado Springs (Downtown BID), Avon (Town Center), Broomfield (US287), Fountain (US85), and Manitou Springs (US Bus 24/Manitou Avenue). Project responsibilities have included grant opportunity identification and application, master planning, urban and site design, and construction observation and management. Michael is also the co-author of “Grow Native,” one of the earliest Colorado xeriscape landscape guides, and has worked on a number of award winning projects – including the Colorado Springs Downtown Business Improvement District. Contact: 719-268-8528.

Barbara Silverman is the executive director of Colorado Community Revitalization Association (CCRA). Established in 1982, CCRA is a nonprofit, membership organization dedicated to building better communities through cultural and historic preservation; economic vitality; sustainability; quality; and respect for community identity. CCRA works with downtown development authorities, urban renewal authorities, business improvement districts and other downtown organizations throughout the state and administers the Colorado Main Street program. Barbara has over 25 years experience in the nonprofit and public sectors creating and directing a wide variety of programs including downtown revitalization and Main Street programs, economic and community development, housing, and land conservation. Barbara worked with the Trust for Public Land in New York and Minnesota, and started TPL’s 12-state regional office in Minneapolis. In addition to Colorado, she has worked with state Main Street programs in Minnesota and New Mexico. Contact: 303-282-0625.

Mike Tupa, is a landscape architect with over 30 years experience in the design and construction of a wide range of private and public works projects. He has a BS and Masters in Landscape Architecture. Within his experience is work for CDOT as their Chief Landscape Architect during the Vail Pass-Glenwood Canyon years and as a private design consultant on highway projects including I-25 through Colorado Springs and C-470 in SW Denver. As a private consultant Mike provided project design and coordination services for a wide range of clients including Denver Metro Waste Water, D&RGW Railroad, Beaver Creek Resort, and a range of private developers across the Front Range.

In recent years Mike has shifted his skills to serve a community planning and design service through the University of Colorado and more recently through Colorado State University. Currently, Mike is NE Colorado's coordinator for the CSU-DOLA Rural Technical...
Assistance Program. This CSU outreach program provides design and planning assistance to small towns in eastern Colorado under a grant from DOLA. Projects range from design of parks, museums, town halls, libraries, senior centers, and trails master plans. The program also assists in the survey of community issues. Over the past 4-5 years Mike has helped the Main Street program in Colorado and is an active supporter of enabling our historic downtowns. **Contact: 970-491-5699.**

**Michael Warren** is the contract staff Architect for the CCRA. His Master of Architecture degree, in Historic Preservation sent him to Denmark to write his thesis: *New Architecture in an Old City: Eight Case Studies of Copenhagen Denmark*. Michael has worked in Dallas designing small scale retail projects in the outlying towns. In Toronto, Michael was in charge of commercial infill projects in the downtown core of the city. Also in Ontario, Michael established guidelines and implemented architectural restorations for 12 historic Masonic Lodge buildings in the outlying towns. Denver has afforded Michael experience in developing a series of historic buildings in Lodo for adaptive reuse restaurant facilities. Many small towns in Colorado, including Nederland and Gold Hill have historic properties that Michael has worked on, as adaptive reuse museums. The City of Aurora Community Development Office has used Michael’s services for over thirty projects in developing schematic excitement designs for existing property owners to upgrade and develop curb appeal for their buildings. Michael’s latest project, The Carriage House Homeless Community Center in Boulder is the restoration and adaptive reuse of an 1870’s carriage house into a full time facility for the homeless, a civic minded project that will benefit many. Michael brings to CCRA his special knowledge in both building technology and hand sketching to communicate ideas and details easily and effectively. **Contact: 303-444-5432.**
Logo Program

- Signs are 48” Wide and 36” High

Tourist Oriented Directional Signs (TODS) Program

The size of the plaques shall be 72 inches wide, and 18 inches high and shall be located only in CDOT right of way on rural conventional highways at intersections of conventional roads.
In the 1930's, school buses like the one behind these children, were kept in a garage behind Lincoln School. Gus Nies collection.

The Union Pacific introduced motor cars in 1909, allowing passengers to travel comfortably between Denver, Brighton, Erie and Boulder. It was discontinued in 1925. Dudley Packard collection.