

PLANNING KICK-OFF WEEK

Summary



INTRODUCTION

As part of the community outreach process for Elevate Eagle, the Eagle Comprehensive Plan and Development Code Update, the Town of Eagle, in collaboration with planning consultants from Logan Simpson, held a Planning Kick-Off week in October of 2018, giving interested members of the community an opportunity to ask questions, express what they love about Eagle, and share their big ideas for Eagle's future. This planning week consisted of a public Community Kick-Off Social, two small group interviews, and several individual interviews were held. Approximately 100 people were able to participate in the plan's kick-off week.

The purpose of the Planning Kick-Off Week was to not only inform the public about the Comprehensive Plan and Development Code update, but to:

- Stimulate community-wide interest in the project;
- Solicit candid feedback from those who know the community best;
- Identify initial themes, opportunities, local values, and future goals for the Town; and
- Generate initial visioning ideas that will help inform the basis for the 2020 Plan and Code update.

HOW WILL THIS INFORMATION BE USED?

The information provided from the Planning Kick-Off Week will set the foundation for ongoing research and analysis and help make the most efficient use of project resources by revealing the most pressing issues in which to direct future efforts. The project combination of input from public engagement efforts and the research/ analysis within the existing conditions snapshots will shed light on the most pertinent issues and opportunities to address within the Eagle Town Comprehensive Plan and Development Code Update process, Elevate Eagle.

OUTREACH COMPLETED TO-DATE & ONGOING OPPORTUNITIES

Elevate Eagle will offer multiple opportunities for the public to contribute further on key issues during the public review of all major products before the completion in 2020. Below is a timeline showing each phase of the process, there will be at least one opportunity in each phase for public contribution. Stay tuned on more ways to get involved by regularly checking the project website ElevateEagle.com for event summaries, online surveys, upcoming events, and more!



THANK YOU FOR YOUR PARTICIPATION!

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Land Use Code Group Meetings
October 8th and 9th

Comprehensive Plan Group Meetings
October 8th and 9th

Community Kick-Off Social
October 10th

Individual Stakeholder Interviews
October 8th

Group Stakeholder Interviews
October 9th and 10th



PLANNING KICK-OFF SOCIAL

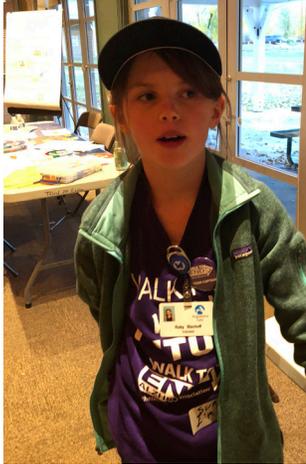
As part of the community outreach process for Elevate Eagle, the Eagle Comprehensive Plan and Development Code Update, a Community Kick-Off Social was held in October of 2018. Approximately 60 people were able to attend the social.

The purpose of the social was to kick off the two-year process by giving interested members of the community an opportunity to ask questions, express what they love about Eagle, and share their big ideas for Eagle's future.

At the Social, there were several ways for interested community members to give input. There were poster boards to write things they

love about life in Eagle, places they love in Eagle, and ways they think Eagle could become a stronger community, a children's activity, a prize wheel, and opportunities to write specific comments on values and issues in their town.

This input is invaluable to the Comprehensive Plan and Development Code update process. The following is a summary of the input received at the Community Kick-Off Social.



WHAT WE NEED TO IMPROVE

Below is a word cloud showing what should be improved in Eagle according to comments gathered from the Community Kick-Off Social. Some of the most common responses center around the need for a more vibrant downtown with more commercial and gathering spaces.

Many people also mentioned the need for better public transportation and a strong desire for more primary job opportunities. Alongside these desires, the need for better mail service was a popular topic.



5 Most commonly used words when asked “What would make Eagle a stronger community?”

1. Downtown vibrancy
2. Mail service
3. Business (support)
4. Development
5. Commercial (encourage)

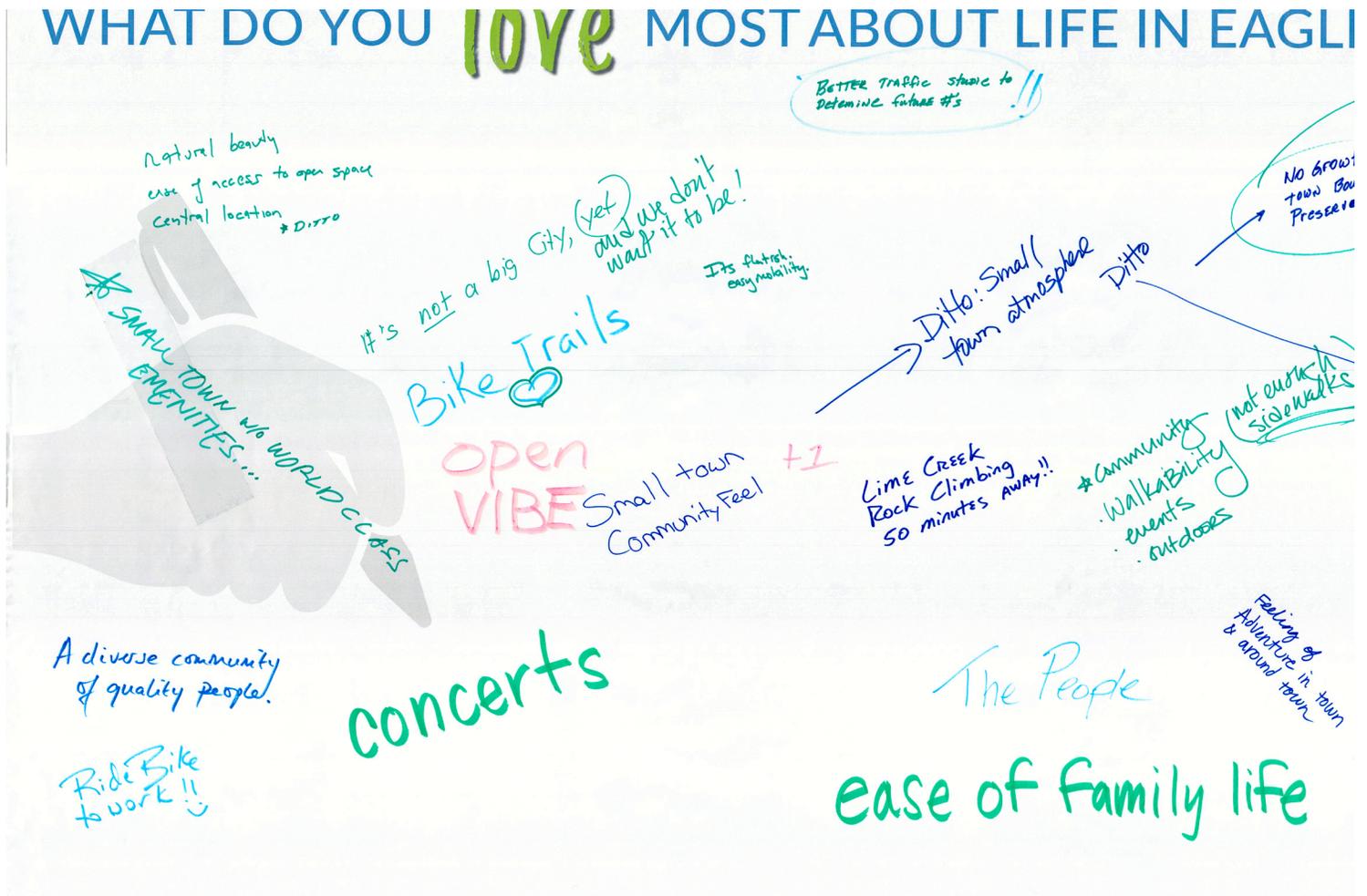
COMMENT CARDS

- Please consider a fire break around the Town between open space. On the fire break would be great to build a fire access road for fire fighting equipment.
- I'm really scared about traffic - You can widen Highway 6 going towards the highway, but they still have to go into the roundabouts.
- Commercial encouraged in downtown, limiting it 2 blocks into existing housing. Traffic has the ability to change the quality of life in Eagle and the area.
- Fix excessive development fees.
- Fix parking - too much required.
- Fix process for development review.
- Fix park and open space requirements - too high. We need to study and develop a community standard for parks and open space.
- More art! More grants for all sorts of projects!
- Maintain existing parks, trails, streets.
- Combined mapping showing previous planning efforts shown by the town.
- Larger maps.
- More sidewalks and bicycle connectivity in areas outside Eagle Ranch (which is awesome!) love trails!
- Would love to see a motorized trailhead around the Hockett Gulch / US6 west area.

**Transcriptions were made to the best of our ability with an effort to keep comments as they were written*

WHAT YOU LOVE VERBATIM COMMENTS

- Natural beauty (+1)
- Ease of access to open space
- Central location
- Small town w/o world class amenities
- A diverse community of quality people
- Ride bike to work
- Concerts
- It's not a big city (yet)
- ^and we don't want it to be!
- Bike trails
- Open vibe
- Small town community feel (+4)
- It's flatish, easy mobility
- Small town atmosphere
- Lime creek rock climbing 50 min away!
- The people
- Easy of family life
- Community
- Walkability
- Events
- Outdoors
- Not enough sidewalks
- Feeling of adventure in and around town
- Year round community, not a resort town! (+2)
- Its people!
- No growth outside of town boundaries, preserve open space!
- Mountains
- Community events
- The undeveloped areas (+2)
- We need to pursue



balance between recreation (on the rapid increase) with our wildlife!

- Live music
- Bonfire block party
- Summer concert series
- Septemberfest
- Historic Brush Creek Saloon
- The family friendly activities
- Super family friendly but parents have fun too! (+3)
- Walking trails (+1)

- Trails
- Walk and bikeability
- Walkability
- Trails
- Concerts
- Access to public land
- The mountains
- The trails
- Outdoor activities
- Access to public trails
- Low key vibe
- Mountains
- Trails

- People
- Small town feel
- The town vibe
- Access to trails
- Paved bike trails throughout entire town
- Family Friendly
- Only town "off" the highway
- Better traffic studies to determine future #'s! (+1)

FILE? ... IT'S PEOPLE!

Growth outside of town boundaries. Reserve open space.

Mountains

Community events

The family friendly activities!

★ Super family friendly!
But Parents have fun too! (+1)

Walking Trails +1
Trails walk + Bike-ability

The Undeveloped Areas!

* Ditto Fo Sur

We need to pursue balance between recreation (on the rapid increase) with our wildlife!

Year round community Not a resort town!

Live music (Bonfire block party, summer concert series & Septemberfest)

The mountains! trails! outdoor activities!

Walkability
Trails
Concerts

Access to public trails and the low-key vibe!

HISTORIC BRUSH CREEK SALOON

Access to trails.

Paved bike trails throughout town.

Family Friendly

Only town "off" the highway

Mountains
Trails
People
Small town feel
Town Vibe

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WHAT PLACES DO YOU LOVE VERBATIM COMMENTS

- Mountains
- Yeti's Cooler
- Old downtown broadway (+3)
- Trails
- My own front porch (+2)
- Eagle ranch restaurants and shops
- Bonfire Brewing (+5)
- Y.O.B (Yoga Off Broadway)
- The local businesses, not corporate chains
- Eagle Ranch golf course
- Town and wood parks
- WECMRD Pool and Ice
- 7 Hermits
- Soon to be... Eagle climbing and fitness
- Road to sylvan lake!
- Save our land for future
- Endorphin
- Boneyard trail
- Yetis
- Grind
- My house
- Hardscrabble Ranch and conservation easement
- Walking trails
- Town Park
- The Library
- Color Coffee
- Sitting along Eagle River
- Anywhere the environment meets the town
- Hiking trails, Baileys Loop
- Bike trails
- Town Park
- Sylvan Lake



- Pipeline > Wolverton
- Bonfire
- T.O.E open space!
- Color Coffee
- Riddle to Hockett to mayers to pipeline, low connection
- The trails (+2)
- The playgrounds (big and pocket) (+2)
- Mountain bike trails
- River
- Sylvan Lake
- Brush Creek
- Bike paths through eagle ranch
- Chambers Park
- Town Park
- Showdown town
- Old town
- Broadway (needs more shopping and dining)
- My house
- Businesses
- Bonfire
- Color Coffee
- Yeti's
- 7 Hermits
- Grand Ave

... ANYWHERE THE ENVIRONMENT MEETS THE TOWN.... MORE PLEASE



MY HOUSE.

EAGLE RIVER

HIKING TRAILS - BAILEYS LOOP!

Bike trails:
Town Park
Sylvan Lake

Businesses:
- Bonfire
- Color Coffee
- Yeti's
- 7 hermits
- grand Ave.

Old Town
- love Broadway
- need more eating & shopping

My HOUSE!

Wing on Trails

- Pipeline → Wolverton
- bonfire

T.O.E. Open Space

Brush Creek, Spats a big bike path through Eagle Ranch

Chambers Park
Town Park, Showdown Town

✓ Mtn Biker trails
✓ River
Sylvan Lake

the trails
the playgrounds (Big + pocket)

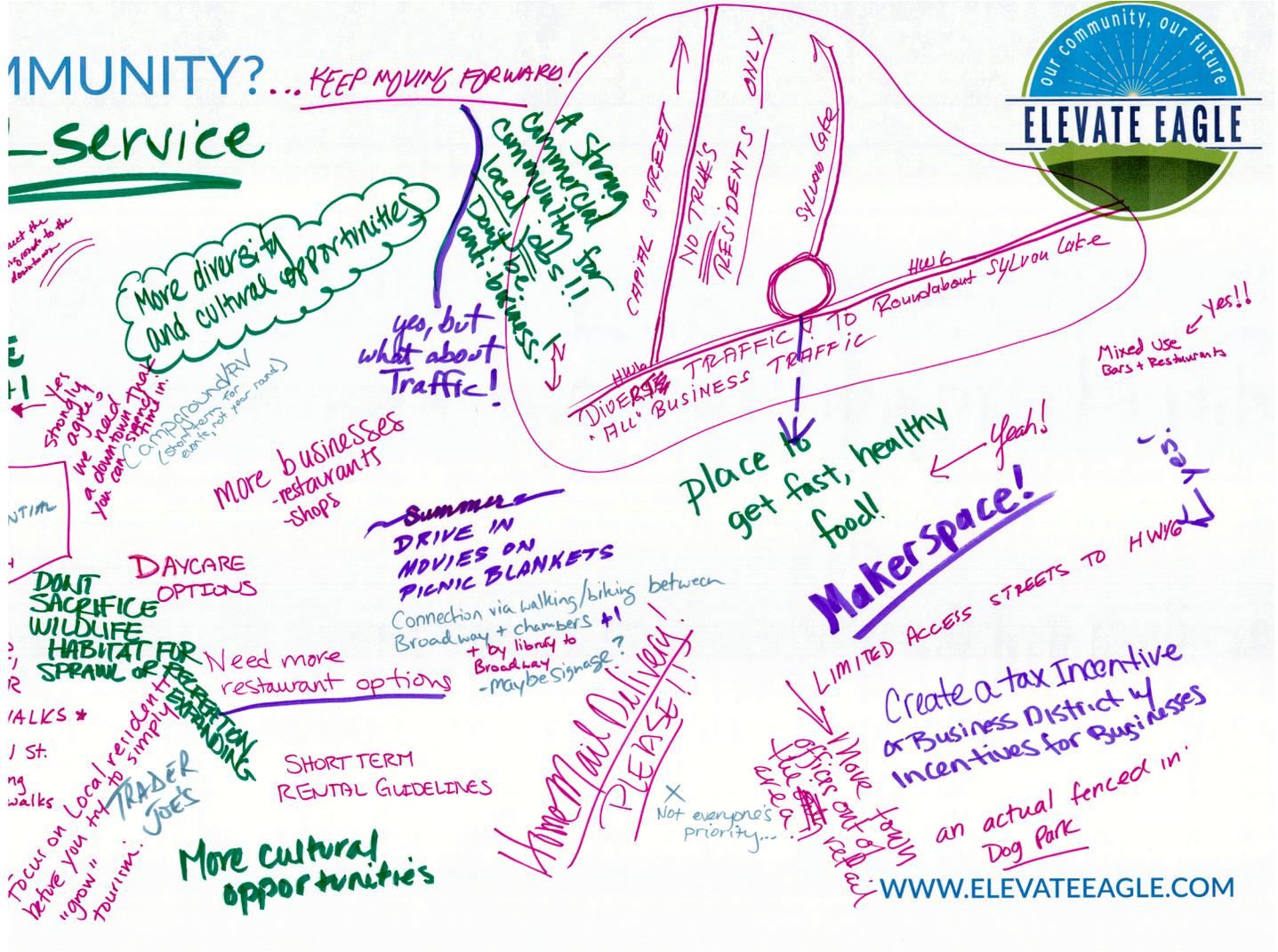
Color Coffee +1

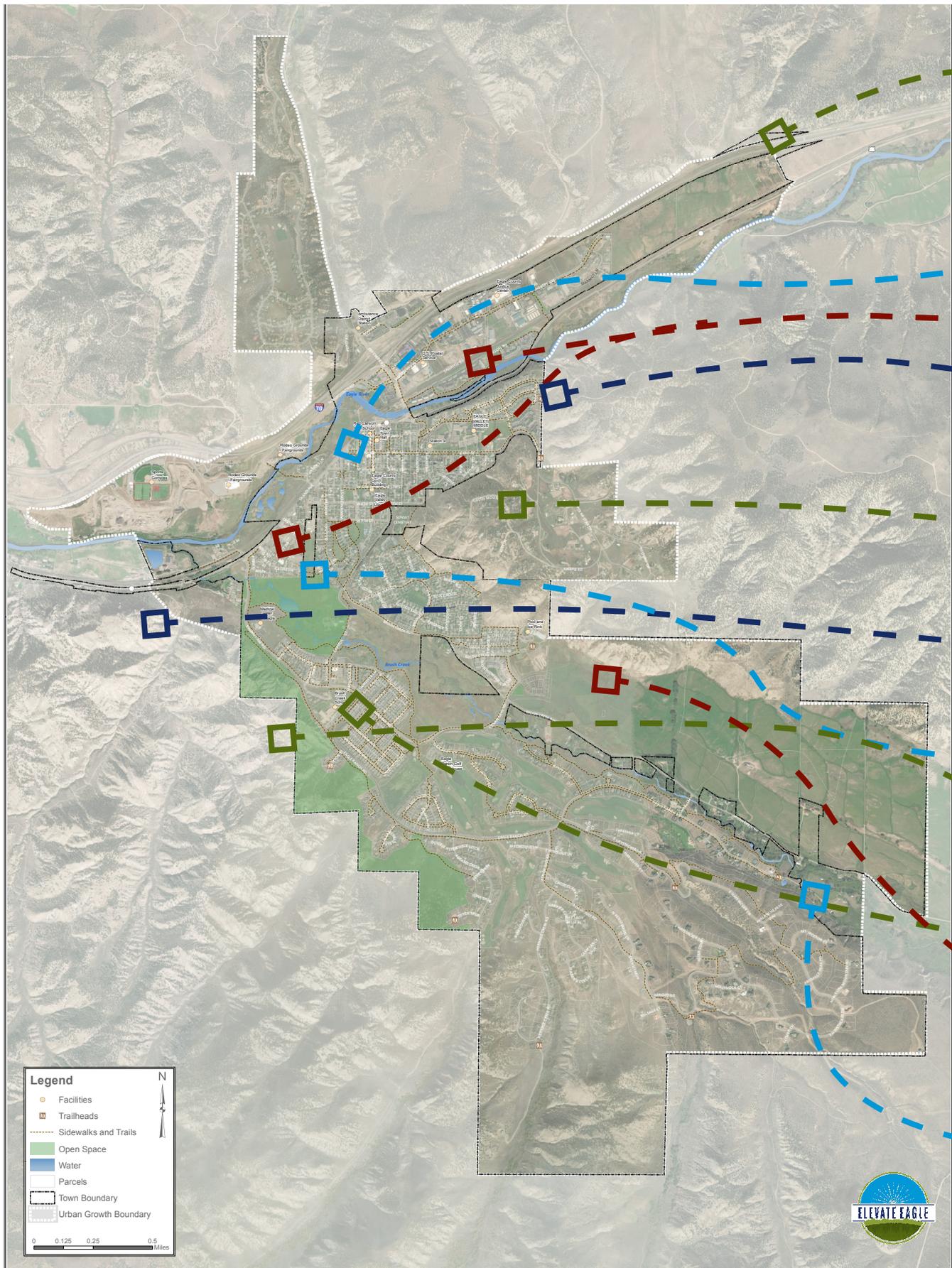
Riddle → Hockett
Mayers
→ Pipeline
Love connection

Color Coffee

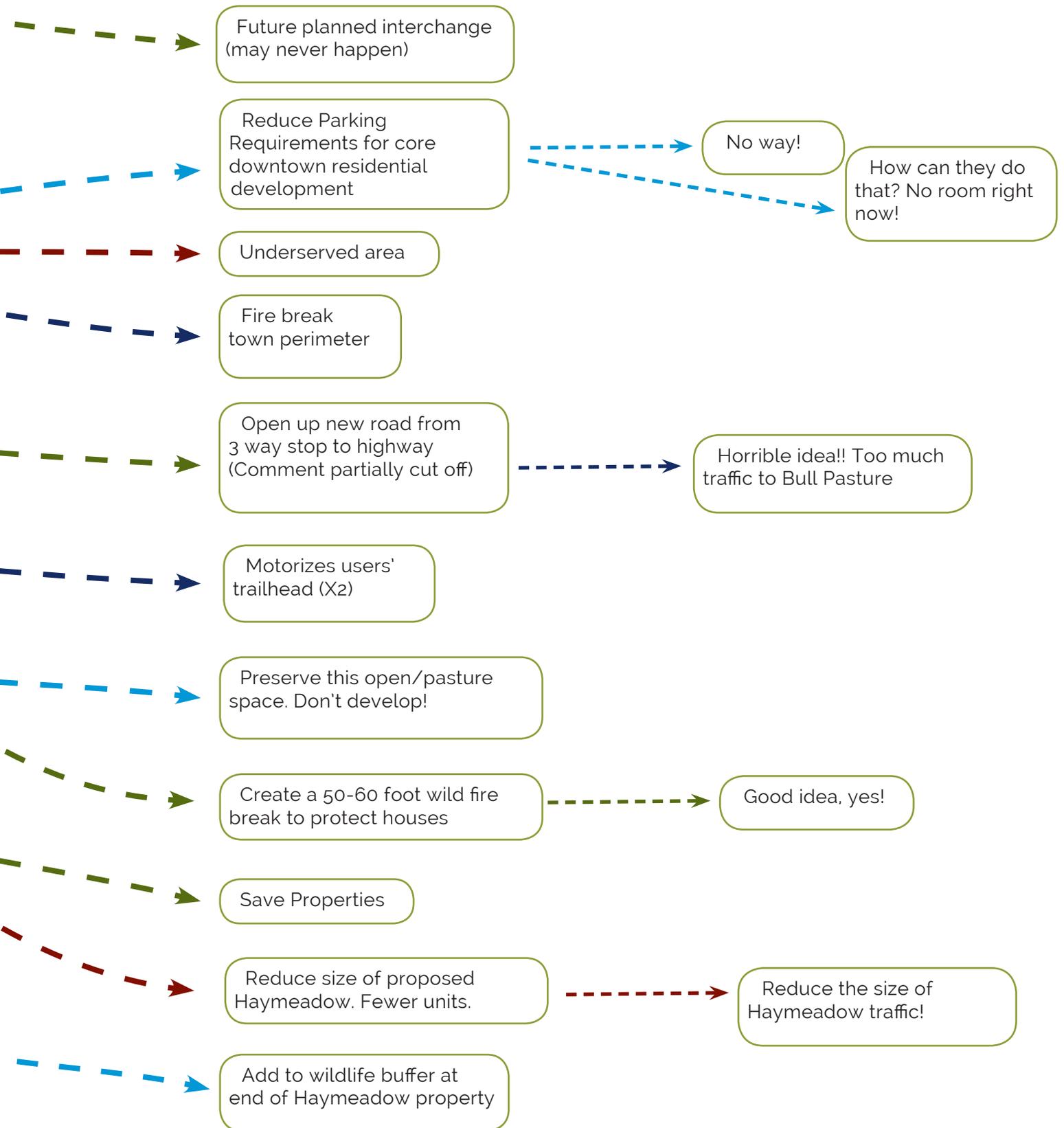
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- Mail drop in eagle ranch
- Mail service
- We need a downtown you can spend time in
- Reduce impact fees to encourage commercial development downtown and ER downtown. Infill residential too
- ^ What about the people who already live in the downtown area? Stay off my lawn!
- Keep moving forward!
- Better, safer crosswalks (flashing crosswalks, capitol street)
- Focus on local residents before you try to simply "grow" tourism
- Trader Joe's
- Don't sacrifice wildlife habitat for sprawl or recreation
- Day care options
- Campgrounds/RV (not year round)
- More diversity and culture
- More cultural opportunities
- Short term rental guidelines
- Need more restaurant options
- Home mail delivery please!
- Connection via walking/ biking between Broadway and chambers (+2)
- Drive in movies
- A strong commercial community for local jobs! Don't be antibusiness
- A place to get healthy food (+1)
- Makerspace!
- Mixed use
- Bars and restaurants
- Limited access streets to HWY 6 (+2)
- Create a tax incentive of business districts with incentives for business
- Actual fenced in dog Park
- Move town offices out of the retail area





OPEN HOUSE COMMENT MAP



**Transcriptions were made to the best of our ability with an effort to keep comments as they were written*

STAKEHOLDER INTERVIEWS

The Town of Eagle, Colorado, in collaboration with planning consultants from Logan Simpson, conducted several individual interviews and a series of small group stakeholder interviews to gather valuable feedback from community stakeholders regarding goals, challenges, opportunities, and values present in the town today.

Along with stakeholder groups, two citizen committees, a Comprehensive Plan Update Committee and the Land Use Code Committee, have been put together. These two committees will act as a sounding board on key issues throughout the process and provide additional methods of outreach to the public.

Stakeholder interviews to-date include representatives from the following groups or backgrounds:

- Residents
- Business Owners
- Community Leaders
- Eagle Ranch Representatives
- Eagle County Sustainable Communities
- Eagle Landing at Brush Creek
- Homeowners Associations
- Planners
- Architects and Engineers
- Local Developers
- Former Elected Officials
- Eagle Historical Society
- Greater Eagle FPD
- Western Eagle County Metropolitan Recreation District (WECMRD)
- Code and Plan Citizen Committees

METHODOLOGY

A running total of forty one stakeholder interviews were held. Of these forty one there were sixteen individual interviews, along with four group interviews, one directed at the Comprehensive Plan, one directed at the Development Code update, and two general stakeholder groups. These interviews took place at Color Coffee, Town Hall and the Brush Creek Pavilion over the course of three days in October of 2018.

Each session began with a round of introductions and a brief presentation with background information about the Code and Plan update process. Stakeholders then engaged in an open dialogue, facilitated in an open and relatively informal conversational approach guided by a set of questions intended to meet the objectives described above.

The summarized findings presented in the following pages of this report are organized according to the following topics:

1. Development Code
2. Housing
3. Economics
4. Recreation Tourism
5. Population Retention
6. Transportation Infrastructure

OUTCOME

The stakeholders of Eagle are very passionate about the Town and take pride in the small town feel and outdoor lifestyle that Eagle provides. The close-knit community, unique and eclectic buildings, access to nature, the down to earth residents, and Downtown were also frequently mentioned as aspects that interviewees loved about the Town.

Stakeholders were most concerned about the potential for Eagle to become sprawled into valuable open spaces and cited its issues with the transportation system, the needs for attainable housing, and the goal of retaining families.

The following is a summary of the key points that the project team captured during the stakeholder interviews with members of the Eagle community.

KEY COMMUNITY CONCERNS:

Depicted in the word cloud below are the values that Eagle stakeholders see as an opportunity for change. These words were used frequently when asked “What should change about Eagle?” and “What should this plan accomplish?” The bigger the word is, the more it was used.

Q: WHAT WOULD YOU CHANGE ABOUT EAGLE?



SUMMARIZED FEEDBACK:

ECONOMICS



Background: From 2015 to 2016, the average household annual income dramatically increased from about \$78,000 to almost \$112,000. Along with high wages, Eagle has a lower average wage gap than the national average between male and female employees at only \$4,651. The top three employment opportunities in Eagle are education administration, public administration, and construction/development.

Below are the most common values, goals, and opportunities discussed by stakeholders when asked “What do you love about Eagle?” and “What would you change in Eagle?”.

VALUES

- Main Street & Broadway
- Downtown
- Eagle Ranch
- Amenities

GOALS AND OPPORTUNITIES

- Highway 6 corridor
- Primary Jobs
- Workforce
- Child care industry
- Planning for macroeconomic trends
- Technology infrastructure

KEY TOPICS AND ISSUES

- A top concern of stakeholders was the lack of primary jobs Eagle has to offer.
- A top concern of stakeholders was the lack of affordable childcare in the Town. With over 20% of Eagle’s population being under the age of 10, childcare was a top priority.
- Another place stakeholders see as having untapped potential for commercial and economic development is the Highway 6 corridor, the gateway into their town.
- Stakeholders see downtown Eagle, specifically Broadway, as an area that serves the town well and still has a lot of unrealized potential. Stakeholders would like to see greater vibrancy and a unique character encouraged downtown.
- Stakeholders see Eagle Ranch as a destination space that is leading the whole community towards functional mixed use community spaces.
- Technology infrastructure was frequently mentioned as a population retention tool, specifically to encourage retention of our work from home population.

SUMMARIZED FEEDBACK:

RECREATION & TOURISM



Background: Eagle is home to over 100 miles of trails to hike, bike, and ride. Along with these trails, Eagle is home to five established campgrounds and widely known for their innovative single track sidewalk movement. In addition to these outdoor amenities, Eagle is in the process of renovating Eagle River Park and the surrounding area to create a water sports park.

Below are the most common values, goals, and opportunities discussed by stakeholders when asked “What do you love about Eagle?” and “What would you change in Eagle?”.

VALUES

- Trails
- Proximity to wildlife and open space
- Amount of Public Land
- Mountain biking opportunities
- Climate

GOALS AND OPPORTUNITIES

- Eagle River
- River Park
- Tourist amenities
- Year-round destination

KEY TOPICS AND ISSUES

- Stakeholders like the outdoor amenities Eagle has to offer. There is a wide variety of recreation types and Eagle seems to have the perfect climate year-round to suit various outdoor activities.
- As Eagle develops, stakeholders feel it is important to keep recreation tourism in mind and expand on tourist amenities such as hotels, restaurants, and camping availability.
- One strategy for attracting recreation tourism that many stakeholders felt strongly about was pulling people off I-70 and into the town.
- Many stakeholders mentioned the lack of camping options in Eagle and proposed a number of potential locations along the Eagle River Corridor that could be dedicated for tent and RV camping. These could further provide economic opportunities if owned and managed by the Town.

SUMMARIZED FEEDBACK:

POPULATION RETENTION



Background: The population in Eagle is roughly 6,603 and of those 6,603, about 5.3% is between the ages of 15-25 with only 0.2% from 20-25. This suggests that when children graduate, they are leaving the town. Numbers jump back up in the 35-45 age range (to 17.6%). This is the largest age range in the Town of Eagle.

Below are the most common values, goals, and opportunities discussed by stakeholders when asked “What do you love about Eagle?” and “What would you change in Eagle?”.

VALUES

- Family friendly community
- Desirable climate and natural setting

GOALS AND OPPORTUNITIES

- Housing
- Job opportunities
- Childcare services
- Activities for young single adults
- Senior housing

KEY TOPICS AND ISSUES

- Stakeholder identified a lack of attainable housing as a key reason young adults leave Eagle.
- Other common reasons stakeholders think young adults leave Eagle is the lack of primary job opportunities, the cost of childcare, the lack of infant childcare availability, and the lack of activities and places for young adults to meet up.
- Stakeholders mentioned that it is hard to live in Eagle if you are single. The creation of more community gathering spaces is crucial to the retention of a younger population.
- Senior retention was brought up frequently by stakeholders. Although Eagle has added senior living facilities in recent years, there is still a huge need for more housing for seniors.

SUMMARIZED FEEDBACK:

TRANSPORTATION



Background: Eagle County provides a public transportation system that runs through the Town of Eagle. There are five bus stops in Eagle, all concentrated in the downtown area. The town doesn't have local public transportation infrastructure. This bus system follows I-70 closely across the valley, never venturing too far into the towns themselves.

Below are the most common values, goals, and opportunities discussed by stakeholders when asked "What do you love about Eagle?" and "What would you change in Eagle?"

VALUES

- Walkable
- Bikeable
- Single-track sidewalks

GOALS AND OPPORTUNITIES

- Bus system expansion
- Parking management
- Public transportation options

KEY TOPICS AND ISSUES

- Eagle stakeholders appreciate the town's walkable and bikeable qualities and value being able to walk or bike to nearly any place in town they want to go.
- One of the most common topics stakeholders brought up in interviews was parking and the bus system.
- Many stakeholders mentioned the bus system, saying that they would like more stops in town, better predictability, and more intra-town services and transit options.
- Another common topic amongst stakeholders was parking in Eagle. Many stakeholders mentioned that parking is adequate in downtown, but there is a perception that there is a problem. Stakeholders discussed that there is an enforcement problem, but that there isn't a quantity problem.

SUMMARIZED FEEDBACK:

HOUSING



Background: The median property value in Eagle in 2016 was \$416,300. Although this is less than the County average property value of \$438,500, it's more than double the National average of \$205,000. Nearly 80% of Eagle residents own their home, compared to the County average of about 70%.

Below are the most common values, goals, and opportunities discussed by stakeholders when asked "What do you love about Eagle?" and "What would you change in Eagle?".

VALUES

- Diverse housing types
- Local community
- Established

GOALS AND OPPORTUNITIES

- Attainability
- Variety

KEY TOPICS AND ISSUES

- Eagle stakeholders value the high quality subdivisions and housing development in their town.
- A common issue stakeholders see affecting their community is the lack of attainable housing projects. Though the town has more affordable options for housing than other nearby towns, costs are still more than double the national average.
- Stakeholders feel that offering a variety of housing options for a wider range of incomes will help attract more young families and professionals.
- The retention of graduates is another issue that many stakeholders brought up when discussing housing. Often, when young adults leave their parents homes, they cannot afford to stay in Eagle due to the lack of affordable options.

SUMMARIZED FEEDBACK:

DEVELOPMENT CODE



Background: The town of Eagle’s development code has not had any substantial updated completed since the mid 1980’s therefore does not contemplate current development trends and objectives. updates to the lighting and signage code sections were prepared by staff recently but never carried through in anticipation of combining them with this project.

Below are the most common values, goals, and opportunities discussed by stakeholders when asked “What works about Eagle’s Development Code?” and “What’s Missing?”.

WHAT ISN'T WORKING?

- Development review process
- Parking ordinances
- Too much ambiguity therefore most applications end up as a PUD or Special Use Permit
- Overall entitlement process is too lengthy with multiple public hearings

WHAT'S MISSING?

- Incentive/Enterprise zones
- Standards customized to specific commercial areas such as Downtown
- Regulation on ADU's
- Mixed-use development regulations
- Regulations to encourage sustainability
- Code enforcement

KEY TOPICS AND ISSUES

- Stakeholders feel that the development code is hard to work with because it is often left up to interpretation of staff.
- A common theme amongst stakeholders was the lengthy development review process. One suggestion that stakeholders brought up was the potential of a development pre-application meeting with staff to talk about “project killing” issues that could affect developers.
- Many stakeholders mentioned the need for better ordinances on parking, open space requirements, and accessory dwelling units.
- Stakeholders agreed that the commercial zones are too broad and need to be broken up into smaller sub areas or overlay zones that could allow for difference in standards and quality of design.
- Most stakeholders were in favor of increasing density and a mix of uses in the Old Town/Downtown area as a way to provide attainable housing options and preserve valuable land surrounding the community for open space.