

Strasburg 2050

Strasburg Subarea Plan



ADOPTED
XX/XX/2026



Plan Approval

XX/XX/2026

Resolution Numbers
TO COME

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In Loving Memory of Ed Kennedy

Devoted Community Member, Farmer, Family Man, and Friend

We remember and honor Ed Kennedy—a man who believed in the future of Strasburg, whose hands shaped the land he loved, and whose heart guided every effort to make our corner of the world a better place. His unexpected passing left a hole in our hearts and in our process. We miss his voice, his humor, his quiet leadership. Rest in peace, Ed. You are deeply missed, and you will never be forgotten.

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Introduction

PLAN PURPOSE

The purpose of the Strasburg Subarea Plan is to evaluate the existing conditions of the community of Strasburg, build upon its assets and opportunities, and address its challenges over the next 25 years. This Plan seeks to honor and maintain the small-town character and heritage of the area while reasonably planning for its growth. In the state of Colorado, counties have the authority to plan for and regulate the use of land (Colorado Revised Statutes 30-28-108).

The Strasburg Subarea Plan is a component of the Advancing Adams Comprehensive Plan and the Arapahoe County Comprehensive Plan. The Strasburg Subarea Plan is an advisory document and should not be confused with zoning and subdivision regulations of both Adams and Arapahoe County which implement the goals, policies, and strategies contained within this Strasburg Subarea Plan. Through its vision statement, and recommended goals, policies, and strategies, the plan provides a framework for the future growth and development of the community over the next 25 years.

It is understood that certain factors or assumptions that influenced the development of this Plan may change over time. Economic changes, market forces, demographic shifts, new development trends, and other unforeseen factors may require that the Plan be amended from time to time.

Both Adams County and Arapahoe County have established amendment procedures in their respective Land Development Code regulations.



PREVIOUS PLANNING EFFORTS

Strasburg Plan (2002)

The original Strasburg Plan was written in 2002 and focused on regulating growth, limiting sprawl, and designing a new activity center that would bring jobs and services to residents. This Plan anticipated that the population of Strasburg would grow to 10,000–12,000 residents by 2020; in 2020, the population was just 4,376. The 2002 Plan included seven vision statements and goals and policies related to housing, development, facilities and services, open space and environment, and transportation. Staff inventoried each of these goals and policies and have carried these recommendations forward as appropriate.

Since the 2002 Strasburg Plan, several other planning documents, detailed below, have made recommendations regarding the future of Strasburg.

Advancing Adams — Adams County Comprehensive Plan (2022)

Policies to Align the Strasburg Subarea Plan with the Comprehensive Plan:

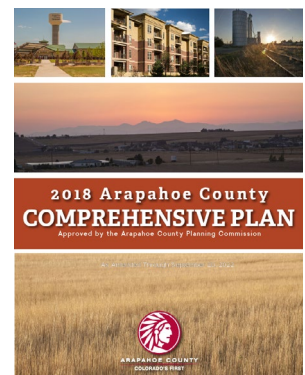
1. Evaluate existing population and households and encourage appropriate measures to attract and sustain services and employment opportunities while maintaining the small town and agricultural character.
2. Evaluate and promote connections to enhance walking and biking, especially when connecting to open space and trails.
3. Consider designating an urban growth boundary to limit sprawl to reinforce the 20-minute community in Strasburg.
4. Evaluate uses and opportunities to reinforce a vibrant 'Main Street' character where appropriate.



Arapahoe County Comprehensive Plan (2018)

Policy GM 1.1: Direct Growth to the Urban Area – Appropriate locations for urban development are the Urban Area and the Rural Town Center Planning Areas of the unincorporated communities of Strasburg and Byers.

Policy GM 1.6: Direct Growth to the Rural Town Center Planning Areas – A limited amount of land around the Rural Town Centers of Strasburg and Byers is designated for future growth. It is intended that development in these areas will have a compact land use pattern to maintain the small-town character of the communities. Development will be evaluated for consistency with the Transportation Plan and the Sub-area Plans adopted for Strasburg and Byers, with particular consideration given to the ability of the County and special districts to provide services.



Policy PFS 10.1: Work with the Library District to Identify Unmet Library Needs in the County — Encourage the provision of branch libraries in Eastern Arapahoe County.

Strategy RA PSF 1.1(e): Collaborate with Service Providers to Improve Internet Service to the Rural Area.

Policy EH 2.3: Encourage Employment and Commercial Development in the Rural Town Centers.

Policy EH 5.2: Support Efforts to Promote Tourism in Arapahoe County.

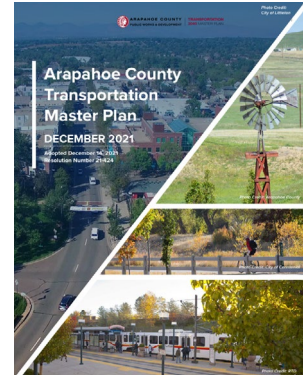
Adams County Transportation Master Plan (TMP) (2022)

1. The TMP Map shows Wagner Street, Monroe Street, Spruce Street, Colorado Street, and East 18th Avenue as priority corridors for on-street bicycle facilities. It also shows the core of downtown Strasburg as a high priority for missing sidewalks.
2. Figure 6.2. Conceptual diagram shows integration of a fixed route shuttle proposed to connect rural towns (including Strasburg) to the western portion of the County. In order to provide access to the shuttle for those that live outside of the core rural community, a paratransit or on-demand door-to-door service could connect people in the very low-density rural parts of the County to the shuttle stops in Watkins, Bennett, or Strasburg.
3. The following are listed as priority projects in Appendix D:
 - a. Bicycle Facilities in Strasburg
 - i. **Monroe Street:** 1 mile, low priority (tier 3), on-street facility, planning cost estimate: \$122,000
 - ii. **Wagner Street:** 1 mile, low priority (tier 3), on-street facility, planning cost estimate: \$102,000
 - iii. **Spruce Street (and Colorado Avenue and East 18th Avenue):** < 1 mile, tier 3 (low priority), on-street facility, planning cost estimate: \$85,000
 - b. Roadway Projects near Strasburg:
 - i. **New two-lane roadway: Strasburg Road** from 48th Avenue to 144th Avenue, 12 miles, planning cost estimate: \$78.4 million
 - ii. **New two-lane roadway: Strasburg Road** from 36th Avenue to 48th Avenue, 6 miles, planning cost estimate: \$38.5 million
 - iii. **New two-lane roadway: Wolf Creek Road** from 26th Avenue to 48th Avenue, 2 miles, planning cost estimate: \$12.2 million
 - iv. **New two-lane roadway: Yulle Road** from Interstate 70 to 56th Avenue, 4.38 miles, planning cost estimate: \$28.6 million
 - v. **New two-lane roadway: Piggott Road** from 48th Avenue to 56th Avenue, 1 mile, planning cost estimate: \$6.5 million



Arapahoe County 2040 Transportation Master Plan (2021)

- Short-term Goals:
 - In coordination with the Comanche Crossing development, improve the Interstate 70/Wagner Street interchange including vehicle, bicycle, and pedestrian connections between the interchange and Strasburg Road.
 - Make intersection and safety improvements at the intersection of Highway 36 (East Colfax Avenue) and Headlight Road.
- Long-term Goals:
 - Add Interstate 70 overpasses or interchanges at Yulle Road, Piggot Road, Headlight Road, or Strasburg Road.
 - Improve bicycle and pedestrian connections throughout the planning area in coordination with future development.
 - Establish a carpool lot near the Interstate 70/Wagner Street interchange.



Adams County Parks and Open Space Master Plan (2022)

Policy 1.2.d: Comanche Creek Greenway: Conserve open space along the corridor.

Policy 1.2.h: Wolf Creek Greenway: Conserve open space along the corridor.

Policy PR 3.8a: Work with the Strasburg Parks and Recreation District to ensure park, trail and open space access opportunities within a 10-minute walk of all urban and suburban residential areas.

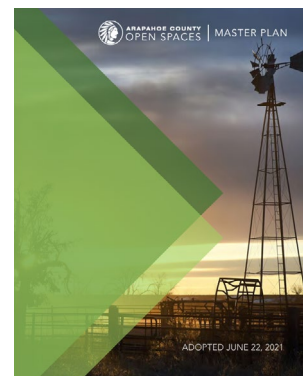
Policy 1.2.rr Highway 36: Create a connection along Colfax Avenue and Highway 36, linking Bennett and Kiowa Creek to Strasburg and Comanche Creek. This connection is also recommended in the Transportation Master Plan.



ADVANCING ADAMS
PARKS, OPEN SPACE & TRAILS

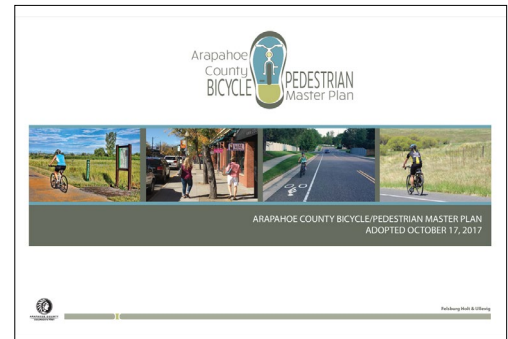
Arapahoe County Open Spaces Master Plan (2021)

- Extend existing and create new trails to complete a comprehensive Arapahoe County network.
- Create a network of trails to connect rural communities to Bijou Basin, Mule Gulch, and Richmil Ranch open spaces.
- Prioritize the maintenance, conservation, and restoration of riparian corridors throughout the County.
- Conserve the riparian corridors of Box Elder Creek, Kiowa Creek, Wolf Creek, and West Bijou Creek.
- Preserve wildlife habitat corridors.
- Support agricultural practices and heritage, conserving agricultural lands, grasslands, and Heritage Areas.



Arapahoe County Bicycle and Pedestrian Master Plan (2017)

- Arapahoe County's bicycle and pedestrian network will be a comprehensive system of on-street and trail facilities that safely connects neighborhoods and destinations and encourages walking and bicycling for travel and recreation.
- The following Strasburg area improvements were identified (cost estimates provided in the Transportation Master Plan):
 - A bike lane along Wagner Street from Colfax Avenue to Interstate 70, 0.4 miles, \$40,000 cost estimate.
 - A shared roadway along N. Arrowhead Street from Interstate 70 south to East 6th Avenue, connecting with Wagner Street, 0.6 miles, \$20,000 estimated cost.
 - A shared roadway along East Wolf Creek Drive and Tomahawk Street from East 6th Avenue to Arrowhead Street, 1.9 miles, \$60,000 estimated cost.
 - A shoulder bikeway along South Strasburg Road from East 6th Avenue and connecting to Wagner Street, 0.9 miles, \$990,000.
 - A future trailhead to the Wolf Creek drainage south of Interstate 70 in the vicinity of East 6th Avenue and County Road 149, \$600,000. Timing is subject to further project-level evaluation and obtaining easements from owners of property within the Wolf Creek drainage basin.
 - A shoulder bikeway along County Road 2 from Strasburg Road to Highway 36 north of Byers, 6.4 miles, \$7.04 million.



Strasburg Parks and Recreation Strategic Plan (2014)

The Strasburg Parks and Recreation District created this Strategic Plan in 2014 to provide guidance in anticipation of growing and shifting demographics in Strasburg. As part of this process, site master plans were developed for the Strasburg Recreation Center and three outdoor parks: Community Park/North Ballfield Complex, North 40 Acre Property, and South 40 Acre Property. A complete Trails Master Plan was also developed as part of this Plan. The Visioning Plan is shown in Figure 1.

Of these projects, the Community Park/North Ballfield Complex has made significant progress while the three other identified projects have not yet broken ground. These three projects are still a priority for the Strasburg Parks and Recreation District.

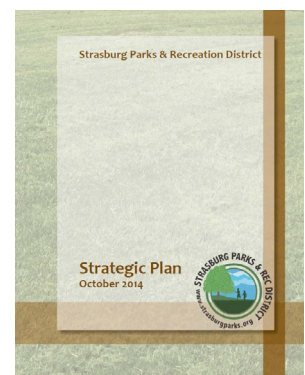
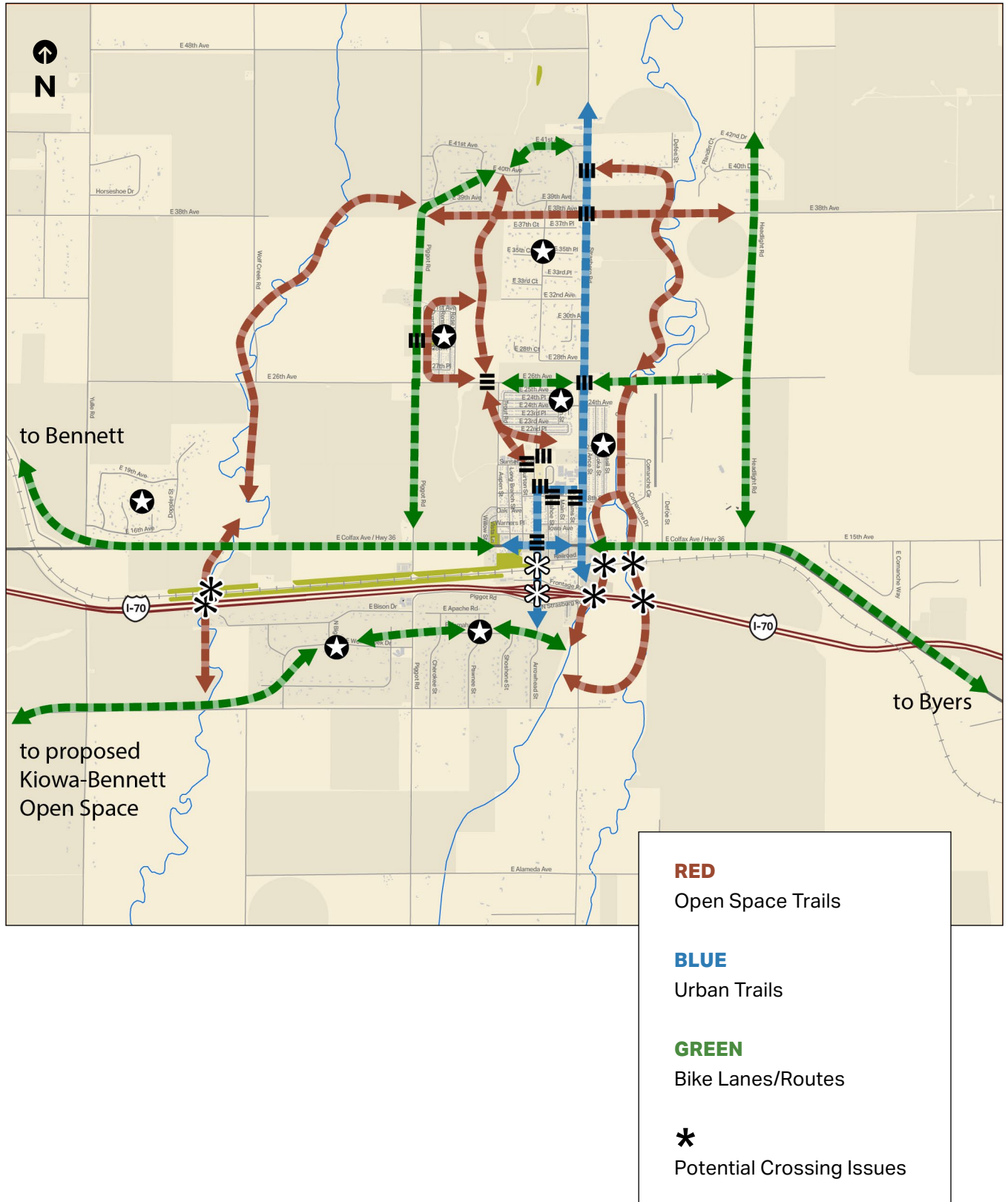


Figure 1. Strasburg Parks and Recreation Visioning Plan





PLAN PROCESS

The original Strasburg Plan was written in 2002, and the 2022 Advancing Adams Comprehensive Plan identified the Strasburg Plan as a priority for updating. Staff began gathering existing conditions in Summer 2024 and formally began the planning process for this Plan.

Summer 2024

- The Project Team was formed and existing conditions research began.
- The Steering Committee and Technical Advisory Committees were formed.
- The Project Team held the project kickoff at the 2024 Hometown Days and spoke with many community members.

Fall — Winter 2024

- The Community Survey was open to the public from August 7, 2024 to September 30, 2024.
- The Business Owner Survey was available to the public from August 7, 2024 to January 14, 2025.
- The Project Team hosted two Open Houses with the community on November 20, 2024 and December 2, 2024 at TBK Bank in Strasburg.

Spring 2025

- The Project Team crafted recommendations with the advisement of the Steering Committee, Technical Advisory Committee, and community survey results.

Summer — Fall 2025

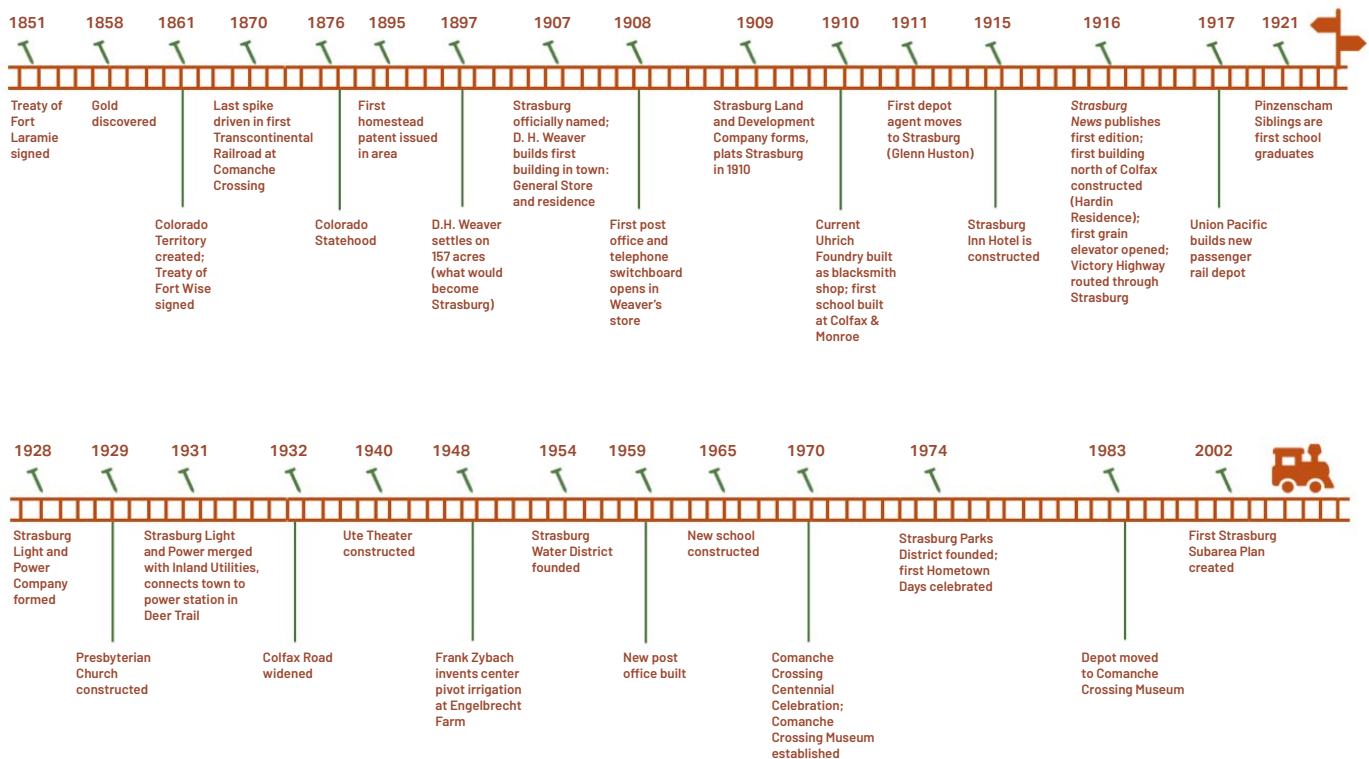
- The Project Team shared the first draft of the Strasburg Plan with the community on the project website.
- The Project Team hosted a Community Open House on August 19, 2025 at TBK Bank in Strasburg.
- The Project Team met with community members at two different coffee shops on September 9, 2025 and September 10, 2025 to discuss the draft of the Plan.

Spring 2026

- Plan Adoption

HISTORY OF STRASBURG

On August 15, 1870, the last spike was driven in the Kansas Pacific Railway at Comanche Crossing making it the first permanent coast to coast railroad link across the United States. In 1907, D.H. Weaver built a general store establishing the community of Strasburg. A timeline of events that relate to Strasburg's history is included below, while a more complete history of the community can be found in Appendix B of this Plan. Also included later in this Plan is an historical map of Strasburg that relates annotated stories of a collection of buildings (see Cultural & Historical Resources).

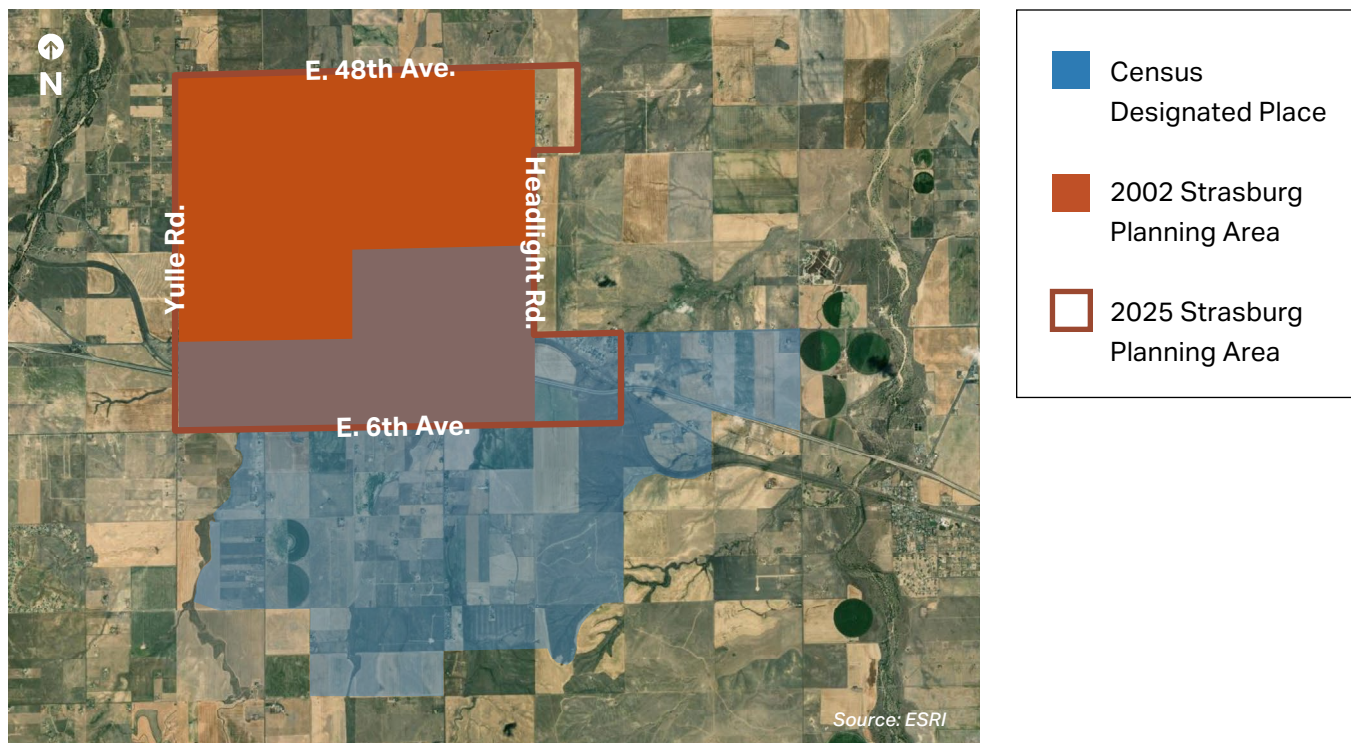


PLANNING AREA

Strasburg is an unincorporated community which exists within two counties; to the north of East Colfax Avenue is Adams County, and to the south of East Colfax Avenue is Arapahoe County. As there is no adopted political boundary for the community of Strasburg, the project team identified a Planning Area for the 2025 Strasburg Subarea Plan. While there is a Census Designated Place for the community of Strasburg, the Project Team agreed that this boundary did not properly reflect the entire town center of Strasburg when considering recent and anticipated developments like Wolf Creek Run. Building upon the 2002 Planning Area boundary, the project team adjusted the boundary slightly by incorporating two residential neighborhoods: one at the southwestern corner of East 15th Avenue and County Road 165 and one at the northeast corner of Headlight Road and 38th Avenue. **Generally, the boundaries for the Planning Area of the 2025 Strasburg Plan are East 48th Avenue to the north, Headlight Road to the east, East 6th Avenue to the south, and Yulle Road to the west.**

Please note that the Planning Area for this Plan is slightly different than the Market Influence Area used for the Neighborhood Economic Development Strategy (NEDS) in order to reflect the market influences of neighboring communities.

Figure 2. Strasburg Planning Area Map

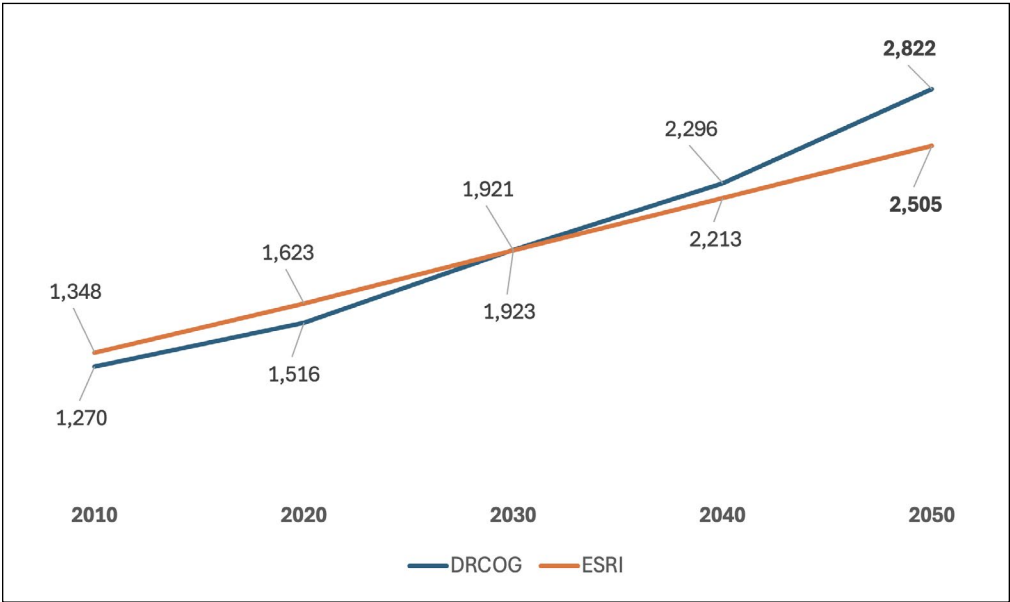


DEMOGRAPHICS & GROWTH PROJECTIONS

ESRI Community Analyst was used to gather general demographics for the Strasburg Planning Area (see Figures 7 through 13). Two different data sources were used to determine growth projections for the Strasburg Planning Area over the next 25 years. The Denver Regional Council of Governments (**DRCOG**), our regional planning agency, creates small area forecasts every 5 years for the Denver Metro Area. These forecasts use the boundaries of Traffic Analysis Zones, which are used by DRCOG to measure future transportation network capacity. For this forecast, two Traffic Analysis Zones were combined to closest mirror the Strasburg Planning Area (see Figure 6). DRCOG uses their UrbanSim Model to make these forecasts, which simulates household and employment location choices with real estate market dynamics and within natural and regulatory constraints.

The second data source was gathered from the Environmental Systems Research Institute (**ESRI**) Community Analyst. In the Community Analyst program, Staff drew a boundary to directly reflect the Strasburg Planning Area. Using American Community Survey (ACS) data from the U.S. Census, ESRI provided the total number of housing units within the Planning Area for 2010 and 2024. Staff used a linear regression forecast to predict future housing units between 2025 and 2050.

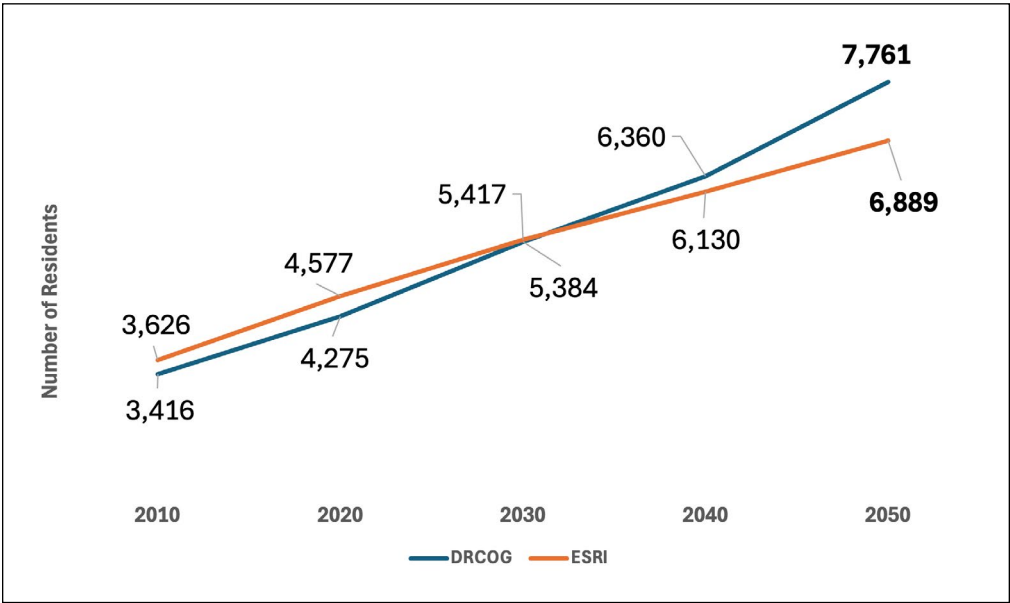
Figure 3. Number of Households in Planning Area, 2010–2050



Source: Data provided by Esri (2024,2029), DRCOG

DEMOGRAPHICS & GROWTH PROJECTIONS, CONTINUED

Figure 4. Total Population, 2010–2050



Source: Data provided by Esri (2024,2029), DRCOG

The source of these two different data sets explains the difference in data points; the ESRI data provides a more exact picture of existing data in the Planning Area, while the DRCOG uses a more sophisticated forecasting model to provide a more precise prediction of housing units in an area that is very close to the Planning Area, even though it includes some surrounding areas.

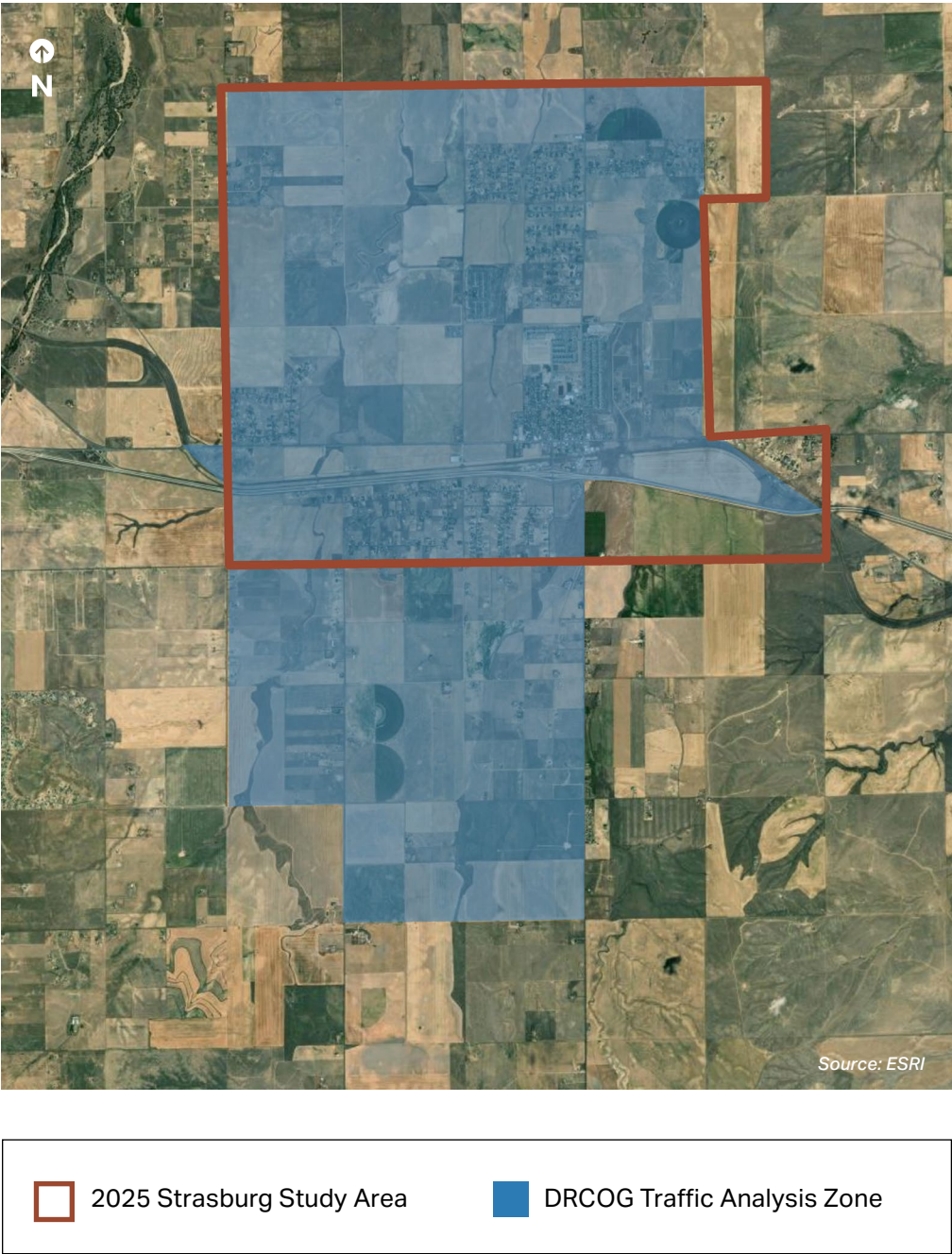
Figure 5. Population Change Over Time

Year	ESRI Population	DRCOG Population	Percent Change
2010	3,626	3,416	—
2020	4,577	4,275	25.1% – 26.2%
2030	5,417	5,384	18.4% – 25.9%
2040	6,130	6,360	13.1% – 18.13%
2050	6,889	7,761	12.4% – 22%

In conclusion, the Strasburg Planning Area will likely be home to between 2,505 and 2,855 households by 2050. The average household size for 2024 is 2.82 people, and the projected average household size for 2050 is 2.75 people. Using these assumptions, the population of Strasburg in 2050 will likely be between 6,889 and 7,761 people. The population of the Strasburg Planning Area in 2024 was 4,703.

DEMOGRAPHICS & GROWTH PROJECTIONS, CONTINUED

Figure 6. DRCOG Traffic Analysis Zones



DEMOGRAPHICS & GROWTH PROJECTIONS, CONTINUED

Figure 7. Annual Household Income — 2024

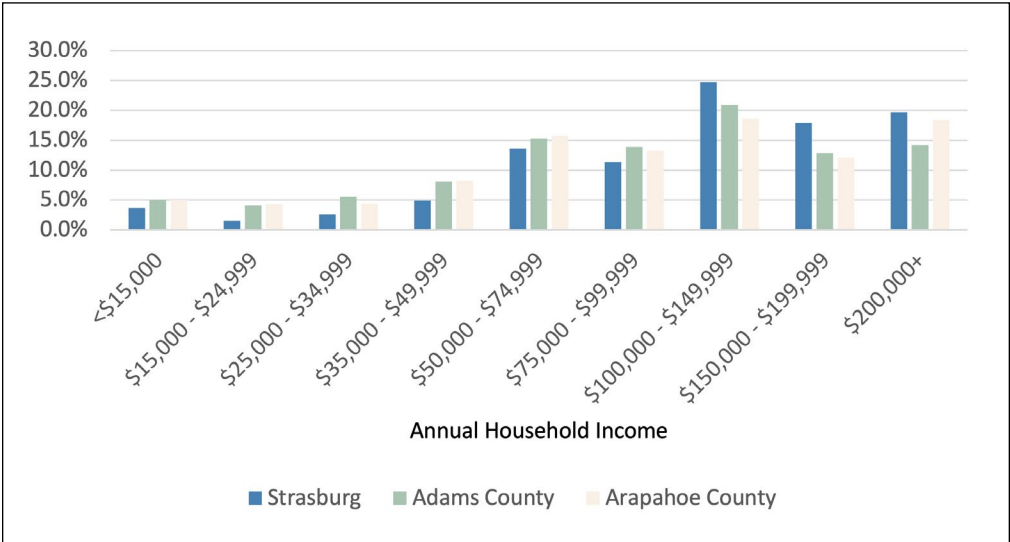
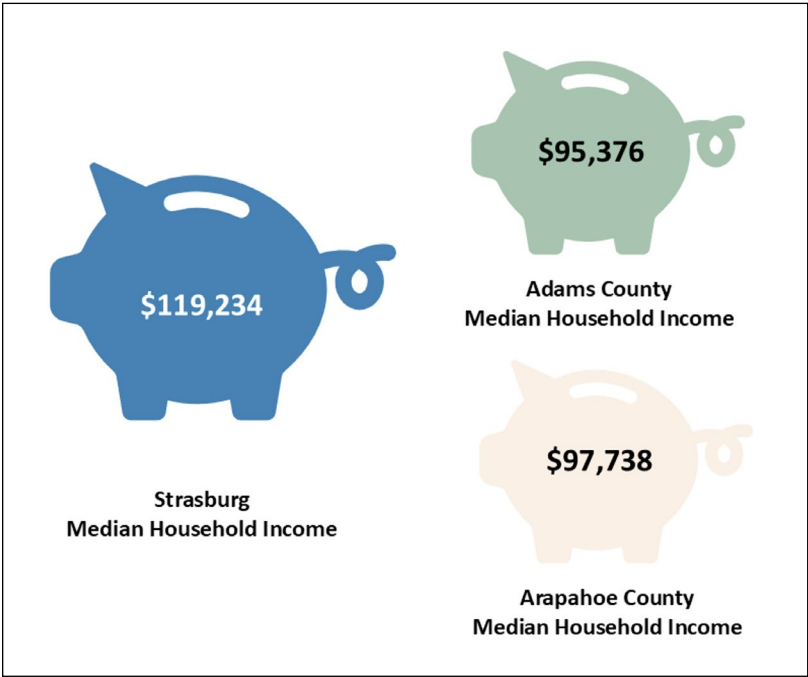


Figure 8. Median Household Income



DEMOGRAPHICS & GROWTH PROJECTIONS, CONTINUED

Figure 9. Educational Attainment (over age 25) — 2024

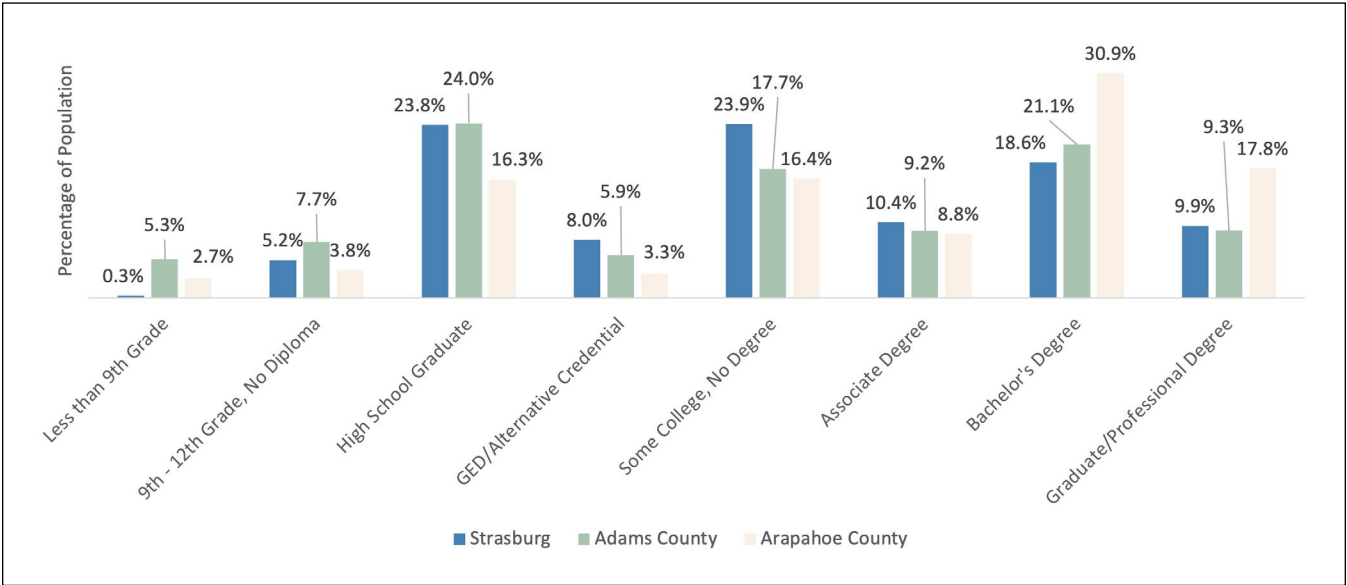
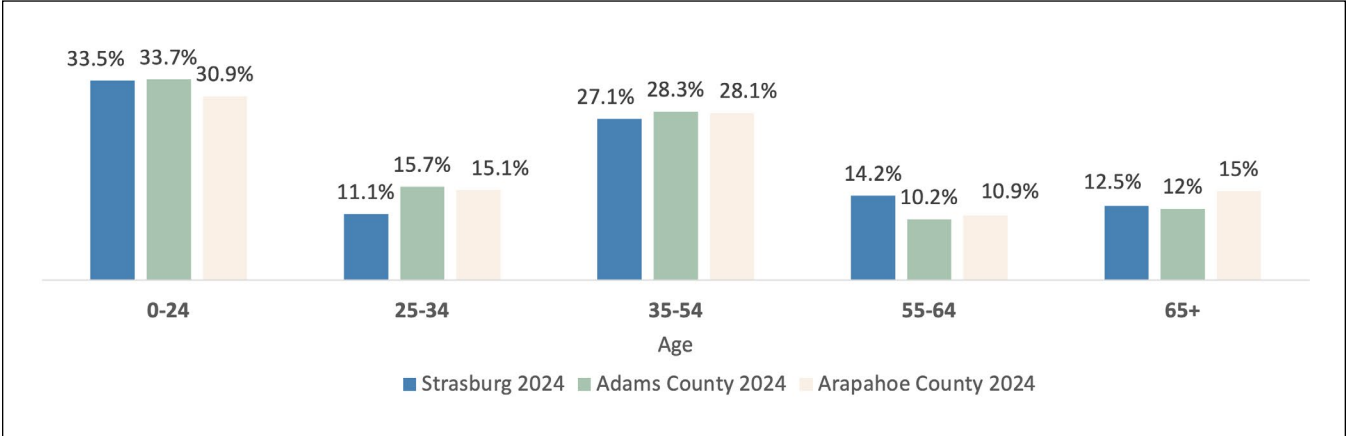


Figure 10. Median Age Over Time

	2010	2020	2024	2029
Strasburg	38.0	37.9	38.6	39.6
Adams County	32.4	34.4	35.4	36.7
Arapahoe County	35.7	36.6	37.6	39.0

Figure 11. Population Age — 2024



DEMOGRAPHICS & GROWTH PROJECTIONS, CONTINUED

Figure 12. Race/Ethnicity — 2024

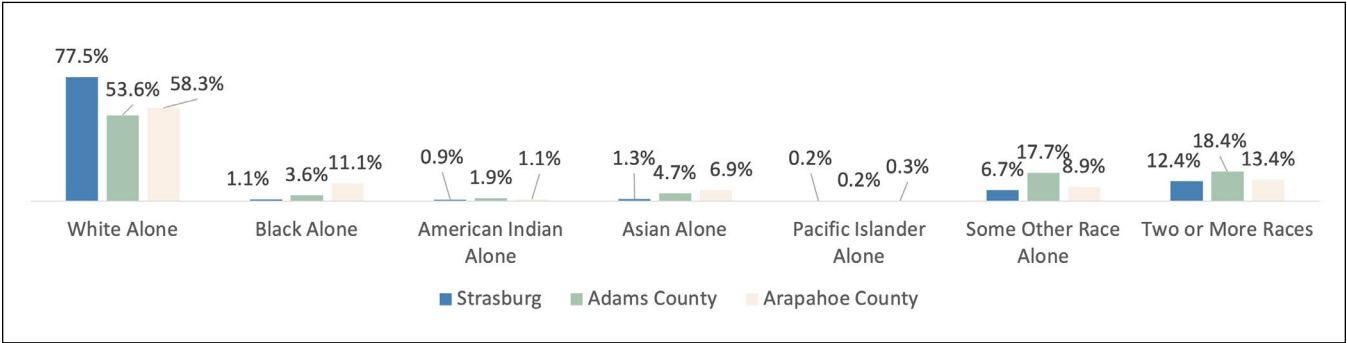


Figure 13. Percent of Population With Hispanic Origin

Strasburg	20.1%
Adams County	43.6%
Arapahoe County	22.1%



Strasburg 2050 — Strasburg Subarea Plan

VISION STATEMENT

Strasburg is a thriving small-town community that cherishes its main-street charm and agricultural heritage, while prioritizing the well-being of its residents. By fostering a vibrant local economy with small businesses, enhancing safe transportation options, and preserving the cherished community spaces, we aim to create a welcoming environment that supports families while maintaining its unique character and ensuring thoughtful growth.





GUIDING PRINCIPLES

- Enhance and maintain the charming small-town character and sense of place.
- Promote a friendly and safe sense of community.
- Steward development intentionally to ensure any growth enhances rather than diminishes existing amenities and services, while protecting our natural resources.
- Support and promote local businesses that reflect the community's values, providing residents with diverse shopping and service options within the community.
- Prioritize the maintenance and improvement of roads and develop safe mobility options to connect community members.
- Foster strong community ties through cherished spaces, events, and historical preservation, honoring our shared heritage and the stories that connect us.
- Actively involve residents in decision-making processes to ensure that all voices are heard.

SECTION 1. LAND USE AND HOUSING



Existing Conditions

LAND USE

Public Opinion

Staff engaged the Strasburg community through a community survey and two community open houses to understand the community’s feelings and hopes regarding future land uses in the community.

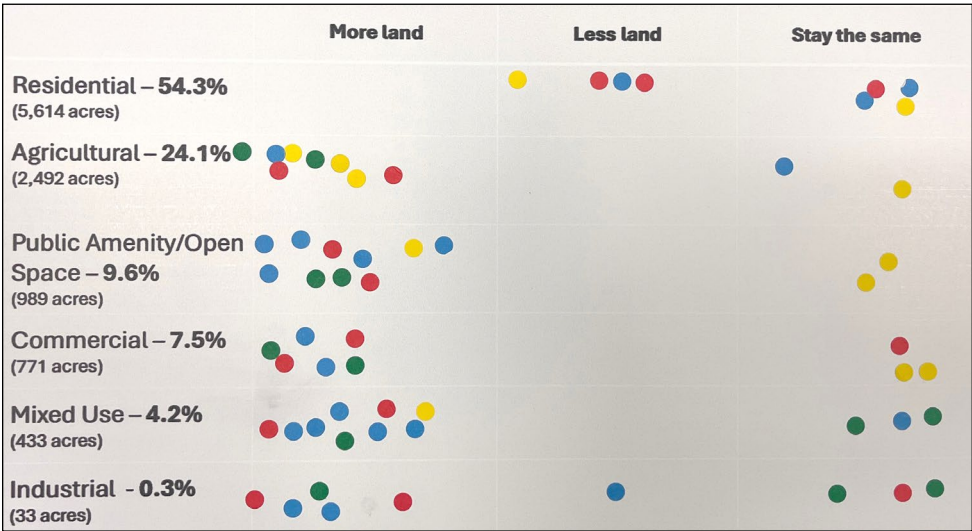
Community Survey

Figure 1-1. Land Use Desirability Results from Community Survey

Most Desired Land Uses Along East Colfax Avenue	Least Desired Land Uses Along East Colfax Avenue
Restaurants (56%)	Industrial (4%)
Grocery Store (53%)	Residential (6%)
Retail Stores (45%)	Hotels (12%)
Medical Facilities (44%)	Offices (13%)

Community Open Houses

Figure 1-2. Open House Land Allocation Responses



At the Open House events, Staff presented the existing future land use map to community members and asked whether they would like to designate more, less, or the same amount of land for each category. Generally, those who responded wanted to see **more land devoted to agriculture, public amenity/open space, commercial, mixed use, and industrial uses**. They wanted to see the **same amount of land or less dedicated to residential uses**.

HOUSING

Figure 1-3. Housing Ownership – 2024

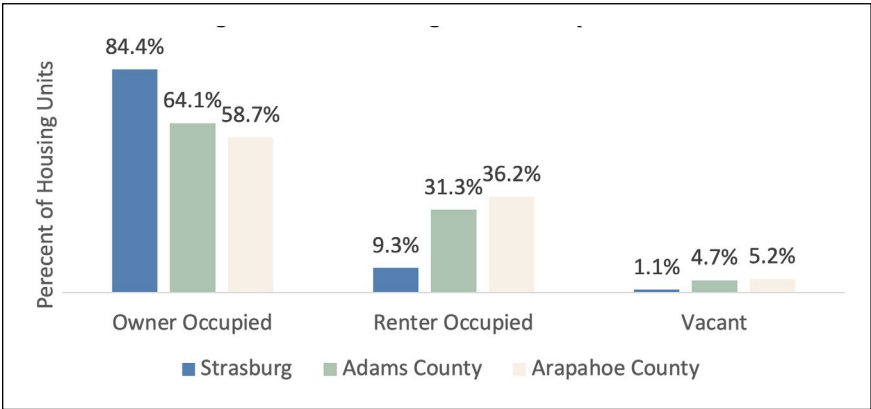


Figure 1-4. Proportion of Income Towards Mortgage



Figure 1-5. Housing Inventory – 2024

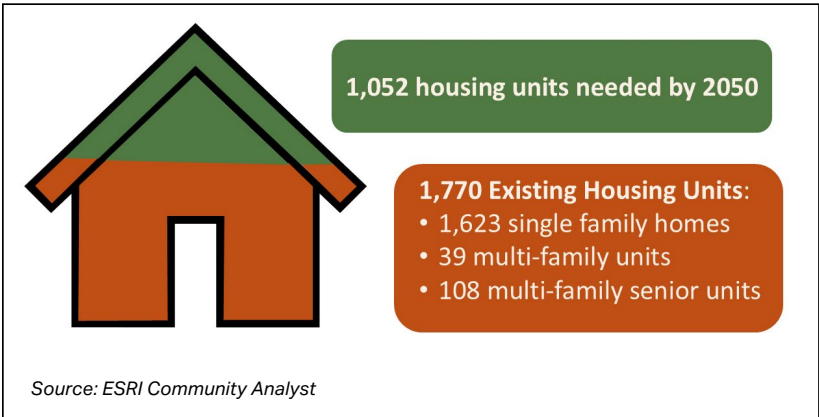


Figure 1-6. Median Home Value – 2024

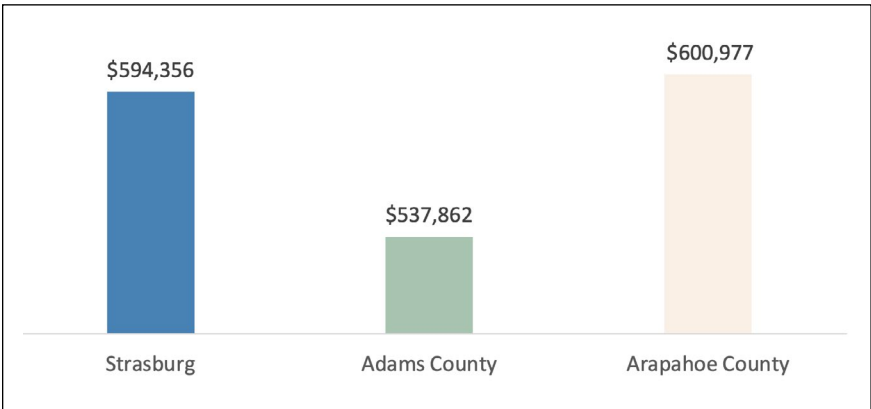
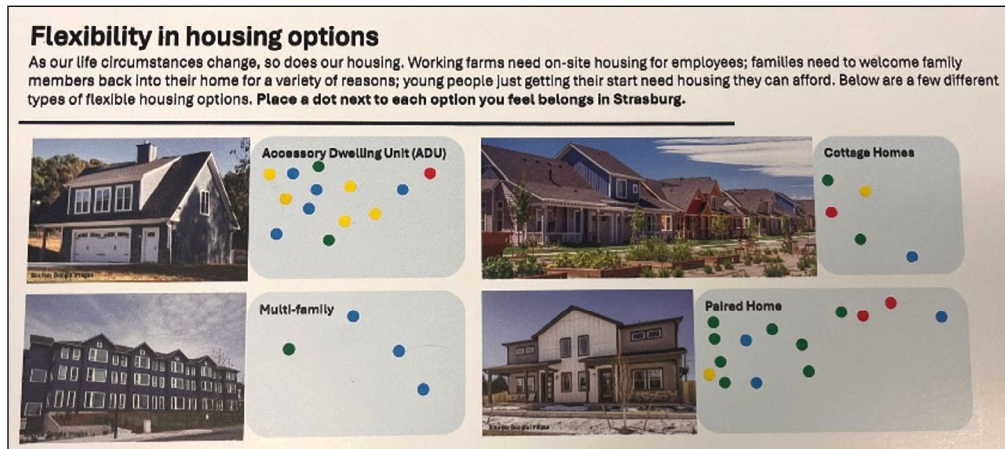


Figure 1-7. Open House Responses to Housing Type Preferences



Public Opinion

Community Survey

For those who responded to the Community Survey, expanding housing does not seem to be a priority.

- **75%** of respondents feel that the existing housing options are in **good condition**.
- **56%** of respondents feel that housing options are **affordable**.
- **71%** of respondents feel that there is **enough housing** in Strasburg.

Community Open Houses

At the open house events, Staff asked community members two questions about the future of housing in Strasburg. First, Staff asked about their preference for different housing options in Strasburg. As shown in Figure 1-7, most respondents favored paired homes and accessory dwelling units but did not seem to support the addition of multi-family structures or cottage home developments. In general, it seems that community members would be most favorable of housing options that still resemble single-family homes.

Next, Staff asked community members to show us the type of housing they currently live in and what type of housing they would prefer for their next home. There was some confusion on how to interact with the graph provided; most respondents placed their dots to show that they currently live in a single-family home without regard to their next home of choice. While it isn't clear from this exercise what respondents desire for their next home, Staff learned that most community members who attended the open houses currently live in detached single-family homes.

When reviewing the housing data and community feedback, the two inform each other. The data shows that Strasburg is an established, wealthy community, with nearly 85% of residents owning their homes and a median home value that is 10.5% higher than the Adams County average median home value. Compared to Adams County as a whole, more residents are over the age of 55 and less residents are between the ages of 25-34 (see Figure 11 – Population Age 2024). As the population ages, it is important to provide opportunities for young people to purchase their first homes and to provide opportunities for seniors to age in place in Strasburg; a vibrant community includes one with members of all ages and income levels. While the public sentiment seems to suggest that expanding housing is not a priority, this is likely because those who need housing are not yet living in Strasburg. In 2024, the average home value for an owner-occupied unit was \$621,521³; this is not an attainable purchase for most first-time home buyers or for those on fixed incomes. In conclusion, more housing options for first-time home buyers and older residents looking to age in place are needed within the Planning Area.



³ESRI Community Analyst.

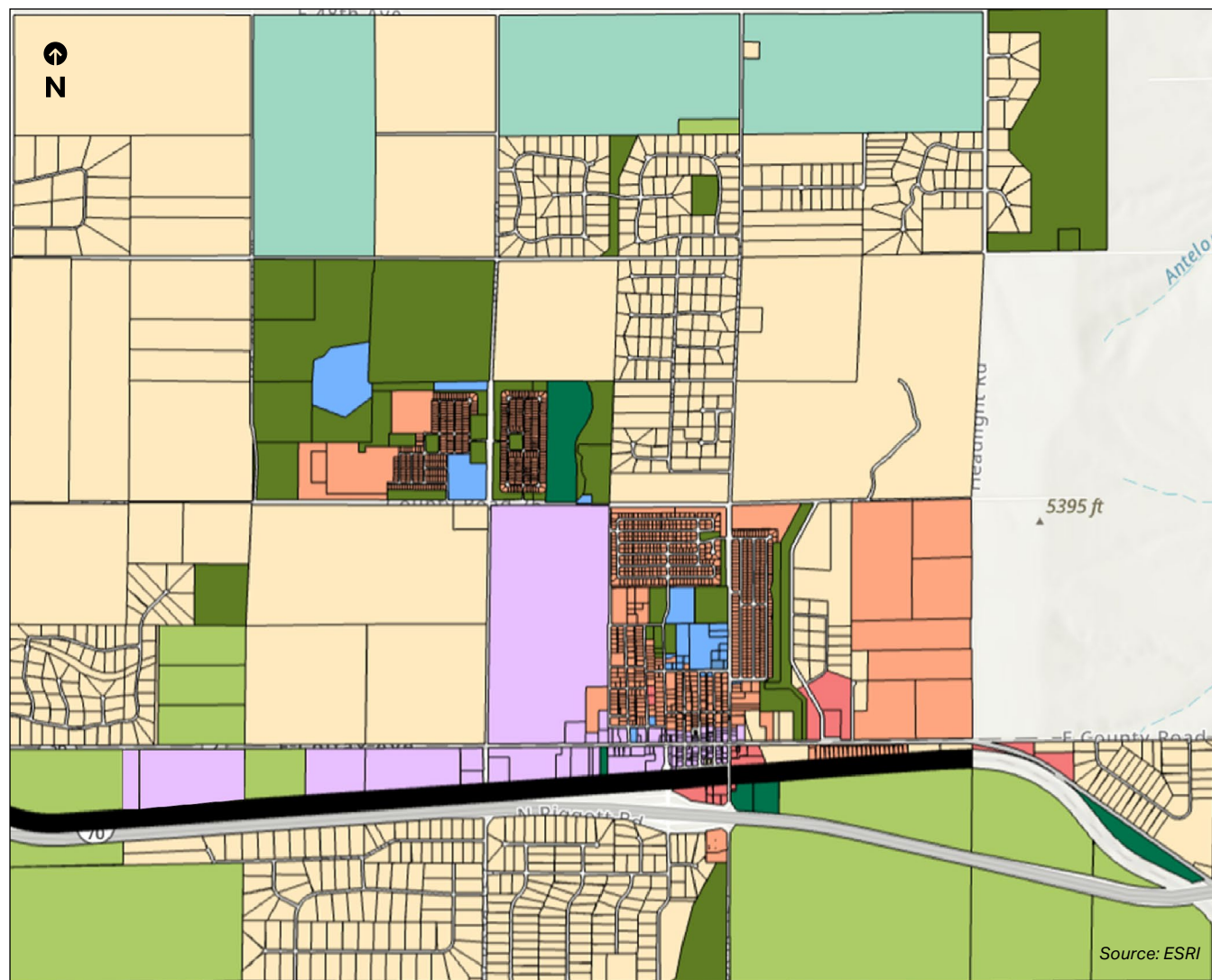


Future Land Use Map

STRASBURG FUTURE LAND USE MAP

The Future Land Use (FLU) Map represents a fundamental element of the Strasburg Subarea Plan. It establishes desired growth areas, land use, and development patterns articulated in the goals, policies, and strategies sections of this Plan. The Future Land Use Map should not be confused with a Zoning Map. While a Zoning Map details the zoning of each property and provides legal entitlement to development, a Future Land Use Map provides future land use designations that serve as a guiding policy during future development decisions. These future land use designations are relevant when a property is redeveloped and do not affect the zoning entitlement a property owner has according to their existing zone district.

Figure 1-8. Strasburg Future Land Use Map

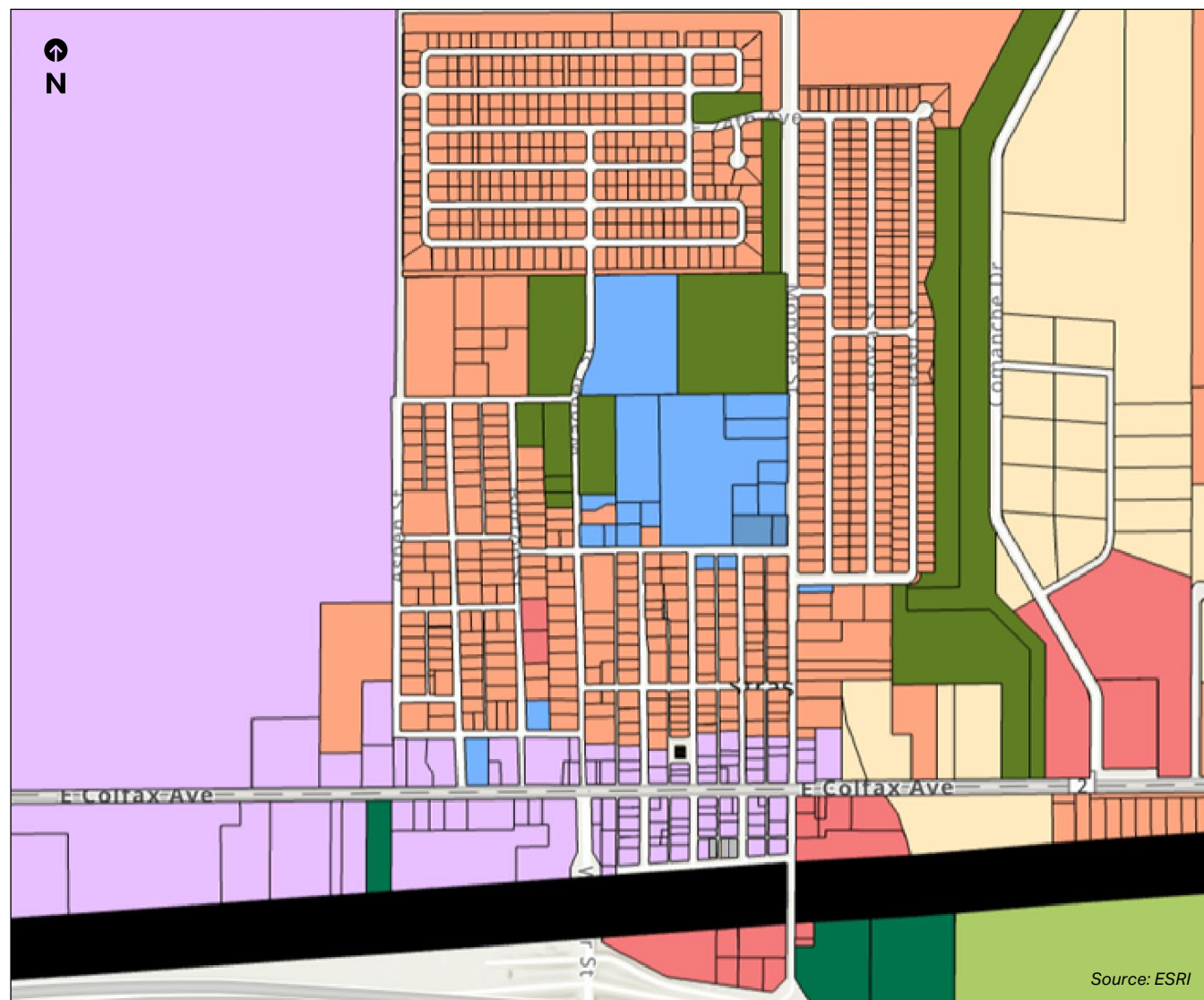


Legend

- Agriculture Large Scale*, Agriculture – 35 acres^
- Agriculture Small Scale*, Agriculture – 19 acres^
- Commercial
- Industrial
- Mixed Use
- Parks Open Space*, Open Space and Parks^
- Recreation Commercial
- Institutional*
- Public*; Public, Institutional, and Utility^
- Residential High*
- Residential Medium*, Residential^
- Residential Low*, Estate Residential^

*Adams County only ^Arapahoe County only

Figure 1-9. Future Land Use Map – Downtown



Legend

- Agriculture Large Scale*, Agriculture – 35 acres^
- Agriculture Small Scale*, Agriculture – 19 acres^
- Commercial
- Industrial
- Mixed Use
- Parks Open Space*, Open Space and Parks^
- Recreation Commercial
- Institutional*
- Public*; Public, Institutional, and Utility^
- Residential High*
- Residential Medium*, Residential^
- Residential Low*, Estate Residential^

*Adams County only ^Arapahoe County only

STRASBURG 2050 FUTURE LAND USE CATEGORIES

Figure 1-10. Adams County Future Land Use Categories

Land Use Category	Typical Zone Districts and Densities	Definition
Agriculture Large Scale	2002 Designation: Agricultural Typical Zone Districts: A-3 Less than 1 dwelling unit/acre	This land use category features large-lot agriculture and may have corporate agricultural operations on the property, primarily occurring on the eastern portion of Adams County. Farming or ranching should be considered the primary use of the property and supplementary housing considered secondary.
Agriculture Small Scale	2002 Designation: Agricultural Typical Zone Districts: A-1, A-2 Less than 1 dwelling unit/acre	This land use category is included for smaller agricultural operations that balance housing and agricultural production on the site. Examples can be found in the Welby and Splendid Valley District Plan areas. This category is not intended for properties where residential is the only use.
Commercial	Typical Zone Districts: C-0, C-1, C-2, C-3, C-4, C-5	The commercial land use category is intended for a broad range of commercial areas including smaller scale and neighborhood commercial that could include corner stores and/or small commercial strips and larger commercial centers.
Strasburg Mixed Use	2002 Designation: Activity Center Typical Zone Districts: C-0, C-1, C-2, MU No more than 14 dwelling units/acre	The mixed-use land use category includes commercial, office, multifamily residential, and institutional. Mixed-use is expected to develop into horizontal mixed-use for a district or corridor mixing of uses, or single-property development of mixed use in vertical development. A commercial component must be present in any mixed use development on a single-property.
Parks and Open Space	Applicable in all zone districts	This land use category includes a variety of parks and open space typologies including regional parks, community parks and neighborhood parks.
Institutional	2002 Designation: Public Applicable in all zone districts	The institutional land use category is reserved for education facilities, government facilities, hospitals, public buildings, fire stations, etc. Institutional land uses can be found in almost any zone district depending on the nature of the use and services it provides.
Public	Applicable in all zone districts	This land use category is intended for public infrastructure such as utilities, utility corridors, water and waste-water treatment sites, railroad corridors, etc. where the infrastructure is not expected to change. Schools or institutional residential uses would not be allowed in this category.
Residential High	2002 Designation: Urban Residential Typical Zone Districts: R-3, R-4 14 – 35+ dwelling units/acre	This land use category is reserved for the highest residential density in Adams County. Multifamily residential buildings are most appropriate for this category. An example of the types of multifamily residential buildings includes apartments, multiplex and townhouses.
Residential Medium	2002 Designation: Urban Residential Typical Zone Districts: R-1-C, R-2, R-3 6-20 dwelling units per acre	The Residential Medium land use category functions as a transitional category between higher and lower density. Although some single-family housing may be located in this district, it is primarily reserved for lower density multifamily housing such as fourplexes, cottage courts, and small townhome complexes.
Strasburg Residential Low	2002 Designation: Residential Estate Typical Zone Districts: A-1, R-E Up to 1 dwelling unit/acre	This land use category consists primarily of single-family housing on lots that are one acre or greater in size.

Figure 1-11. Arapahoe County Future Land Use Categories

Land Use Category	Corresponding Zoning Designations ¹	Definition
Agriculture – 35 acres	A-E, Agricultural Estate A-1, Agriculture One	Primary uses include farming, ranching, and other agriculturally related uses on parcels of 35 acres or more. Secondary uses can include single family dwellings, schools, places of worship, as well as agritainment and agri-tourism.
Agriculture – 19 acres	A-1, Agriculture One	Primary uses include agricultural production on parcels of 19 acres up to 35 acres in size. Secondary uses can include single family dwellings, schools, places of worship as well as agritainment and agri-tourism.
Commercial	SBC-O, Strasburg Overlay District B-1, Administrative and Professional Offices B-3, Neighborhood and Community Business B-4, Specialty Commercial B-5, Regional Commercial	Accommodates a wide range of commercial uses including retail, office, accommodation, and restaurant. Secondary uses can include residential, medical facilities, schools, and places of worship.
Estate Residential	RR-A, Rural Residential A RR-B, Rural Residential B RR-C, Rural Residential C	Primary uses are detached single-family dwellings on lots of more than one acre. Secondary uses can include schools and places of worship.
Residential	SBC-O, Strasburg Overlay District R-1-A, R-1-B, R-1-C, R-1-D, R-2-A, R-2-B, R-M, R-MF	Primary uses are attached and detached single-family dwellings on lots of one acre or less. Examples of attached dwellings include duplex, townhouse, triples, and small scale multiplex. Secondary uses can include medical facilities, schools, and places of worship.
Industrial	SBC-O, Strasburg Overlay District I-1, Light Industrial I-2, Heavy Industrial	Accommodates a range of light manufacturing uses including research, manufacturing, fabrication, processing and assembly of products, warehousing, and indoor storage. Secondary uses can include outdoor storage of equipment and material when it is associated with a principal industrial use.
Mixed Use	See footnote 2.	Accommodates a wide range of residential and commercial uses vertically within a building on a single parcel or horizontally on several parcels throughout an area or district. Secondary uses can include medical facilities, schools, and places of worship. Density is limited to 14 dwelling units per acre.
Open Space and Parks	See footnote 2.	Uses include active and passive public, quasi-public and private parks, trails, reservoirs, wildlife corridors, conservation areas, and major landscape buffers. This use also includes country clubs, golf courses, rodeo facilities, and ball fields.
Public, Institutional, and Utility	See footnote 2.	Uses include public, quasi-public, institutional, and utility facilities such as schools, libraries, utility substations, water and wastewater operations, places of worship, medical facilities, and cemeteries.
Recreation Commercial	See footnote 2.	Uses include a wide range of indoor and outdoor recreational activities and supporting uses such as tourist railroad, recreation centers, riding stables, recreation vehicle parks, and campgrounds. Secondary uses can include single family, attached and detached; medical facilities; schools; and places of worship.
Railroad	Not applicable.	Uses include railroad operations as well as commercial and industrial activities located on railroad-owned property such as grain elevators and scales.

1. Zoning classifications in this table provide a general indication of the zoning districts that most closely correspond to the Subarea Plan land use designations. Refer to the Arapahoe County Land Development Code for a complete list of uses allowed in each zoning district, as well as dimensional requirements, design standards, and other requirements that may be applicable to specific uses.
2. Uses can be accommodated in several zoning categories as well as planned unit developments. Refer to Section 3-2 of the Arapahoe County Land Development Code.

Exhibit 1-12. 2025 Future Land Use Distribution

Future Land Use Designation		2024 % of Planning Area	2026 % of Planning Area
	Agricultural	31.8%	21.8%
	Agriculture Large Scale*, Agriculture – 35 acres^	11.1%	8.9%
	Agriculture Small Scale*, Agriculture - 19 acres^	16.1%	12.9%
	Tier 2^	4.6%	0.0%
	Commercial	0.9%	0.6%
	Industrial	0.3%	0.01%
	Mixed Use	4.0%	4.2%
	Parks and Open Space	8.3%	9.9%
	Parks Open Space*	7.9%	9.5%
	Open Space and Parks^	0.4%	0.4%
	Recreation Commercial	0%	0.3%
	Public Services	0.5%	1.0%
	Institutional*	0.1%	0.5%
	Public*; Public, Institutional, and Utility^	0.3%	0.5%
	Residential	54.3%	62.4%
	Residential High*	0.1%	0.1%
	Residential Medium*, Residential^	7.8%	10.1%
	Residential Low*, Estate Residential^	46.4%	52.3%

Rationale for Changes to the Future Land Use Map

- Most changes were made to reflect existing land use conditions. For example, Wolf Creek Run was changed from Residential Low to Residential Medium to better reflect the housing density that exists currently. Many existing parks were changed to Parks and Open Space to reflect that land use.
- A new category, Recreation Commercial, was created to showcase the potential for heritage tourism and active recreation in Strasburg with sites such as the Comanche Crossing Museum and the proposed site for a community recreation center.
- Mixed Use was expanded along East Colfax Avenue to encourage the kind of development that is desired along this corridor — living spaces above commercial uses, pedestrian-friendly building forms, and a mix of uses to encourage a vibrant economy. This land use was capped at 14 dwelling units per acre to respect the more rural context of Strasburg.
- Overall, the goal is to concentrate residential and commercial growth to the bounds of the Planning Area.

Land Use and Housing Goals

LAND USE AND HOUSING (LUH) GOAL 1:

Encourage the development of a community in which people live within 20 minutes of all their needs to live a healthy, fulfilling life.

LUH Policy 1.1: Promote residential growth that prevents sprawl, provides a menu of housing options, and respects the community's character.

LUH Strategy 1.1.1: Update the Adams County and Arapahoe County cluster development standards.

LUH Strategy 1.1.2: Promote a mix of housing types as shown in the Future Land Use Map, Figure 1-8.

LUH Strategy 1.1.3: Promote existing home rehabilitation, rental, and home ownership programs.

LUH Strategy 1.1.4: Encourage the development of entry-level home ownership and rental opportunities near the town center, particularly in Mixed Use areas.

LUH Strategy 1.1.5: Advocate for the development of senior housing near the town center, particularly in Mixed Use areas.

LUH Strategy 1.1.6: Encourage partnerships between the Strasburg School District and affordable housing developers to provide housing for school employees.

LUH Strategy 1.1.7: Work closely with the developer of the 200 acres northeast of Piggot Road and East Colfax Avenue (see Figure 1-13) to develop a mixed-use development that reflects Strasburg's character and is an asset to the community. Residential density should not exceed 14 du/acre, the drainage way in the center of the property should be maintained as open space, and commercial uses should be oriented towards East Colfax Avenue to contribute to a vibrant main street.

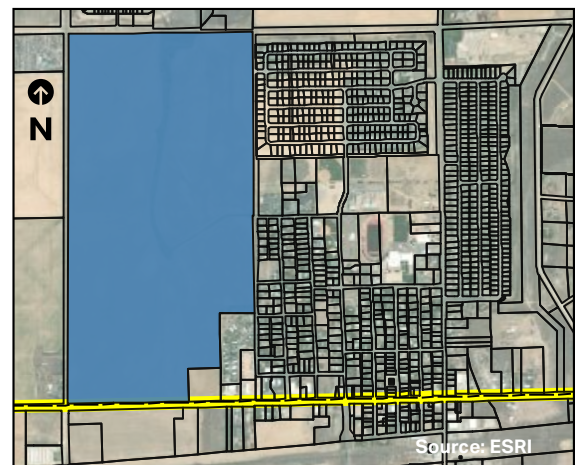
LUH Strategy 1.1.8: Limit residential and commercial development to the boundaries of the Planning Area established by this Plan (see Figure 2).



Minor Home Repair Program

The Minor Home Repair Program, administered by Adams County, provides grant assistance to income-eligible homeowners in Adams County for necessary home repairs. Priority is given to repairs that establish a decent, safe, and sanitary home, such as roof replacements and electrical repairs.

Figure 1-13. Future Mixed-Use Development Parcel



LUH Policy 1.2: Promote the development of a robust local economy and vibrant downtown.

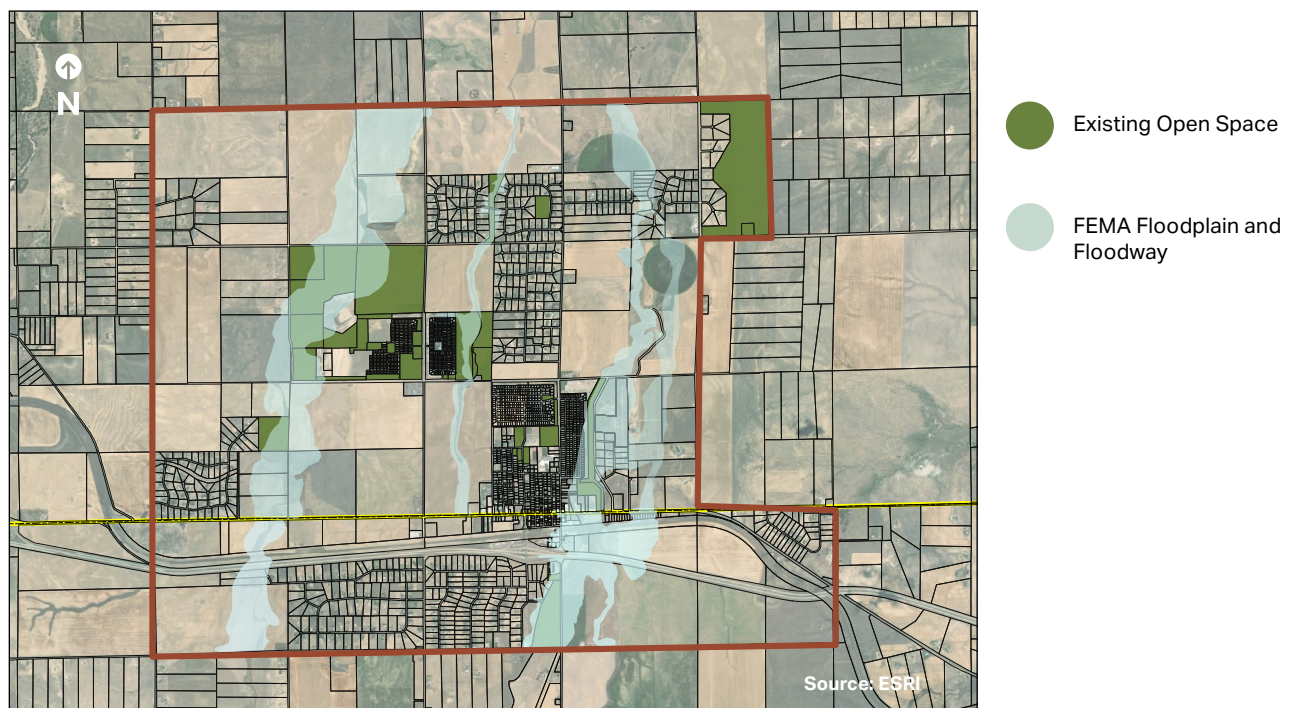
LUH Strategy 1.2.1: Encourage the development of a community recreation center, including the passage of a bond to support the Strasburg Parks and Recreation District's increased operational costs.

Strategy 1.2.2: Amend the Arapahoe County Land Development Code and Adams County Development Standards to ensure coordination with the Strasburg Future Land Use Map by clarifying the purpose of the Strasburg Overlay Zoning District and the allowed land uses therein.

LUH Policy 1.3: Improve access to open space and preserve the natural beauty of the community for all to enjoy.

LUH Strategy 1.3.1: For any new residential subdivision that falls within the floodplain boundaries as shown in Figure 1-14, the property affected by the floodplain should be put into a tract for the purpose of open space. These open space tracts should be surrounded by a public access easement allowing the open space to be available to the general public. To the maximum extent possible, these tracts should connect to neighboring open spaces by a system of trails. The Comanche Creek watershed (the easternmost corridor in Figure 1-14) should not be developed as a publicly accessible open space but should be prioritized as wildlife habitat and preservation as advised by Colorado Parks and Wildlife.

Figure 1-14. Proposed Open Space Map



LUH GOAL 2:

Make Strasburg an identifiable place that reflects the community's character and values.

LUH Policy 2.1: Explore opportunities for Strasburg community members to have a more direct voice in decision making for their community at the County level.

LUH Strategy 2.1.1: Ensure that opportunities to serve on local boards and commissions are advertised in Strasburg.

LUH Strategy 2.1.2: Identify opportunities for Strasburg residents to connect directly to County Commissioners.

LUH Strategy 2.1.3: Connect the Adams County SPARC Team and Neighborhood Community Fund to community leaders in Strasburg.

LUH Strategy 2.1.4: Regularly monitor the development fee dispersal process to ensure that the Strasburg School District and Strasburg Parks and Recreation District are aware of available funds.

LUH Policy 2.2: Create a defined Downtown Strasburg.

LUH Strategy 2.2.1: Develop wayfinding signage and public art programs to identify a downtown area bounded by East 26th Avenue, Strasburg Road, East Railroad Avenue, and Piggot Road as shown in Figure 1-15. (See also TM Strategies 2.1.1 and 3.1.2, ED Strategy 1.1.4, and ED Policy 4.1).

Figure 1-15. Downtown Strasburg Boundaries



Adams County SPARC Team & the Neighborhood Community Fund

The Adams County Office of Strategic Partnerships and Resilient Communities (SPARC) is a part of the County Manager's Office focused on long-term resilience and advocacy for the community. This office offers a bridge between community partners and Adams County government resources. One of their programs is the Neighborhood Community Fund, which offers grants to community members for up to \$3,000 to support neighborhood projects. Applications are reviewed monthly.

SECTION 2. EAST COLFAX AVENUE DESIGN



Existing Conditions

COMMUNITY SURVEY RESULTS

83% of respondents to the Community Survey were current residents of Strasburg, and 58% owned property in Strasburg. Over half (56%) of survey respondents said that they shopped in Strasburg, and 38% utilized recreation facilities located in town.

When asked about Strasburg's greatest assets, 78% identified rural character with 64% choosing sense of community. Consequently, 77% of respondents identified preserving the small-town character as the most pressing issue for Strasburg. Respondents were able to select more than one option for each question.

When asked to rank the transportation priorities for Strasburg, 80% of survey takers indicated that one of their top priorities was to make the streets look nicer. This demonstrates that the visual appearance of roads and corridors in Strasburg is a top priority for the residents. 72% of respondents chose 'reduce traffic,' with 78% identifying improving bicycling and walking and improving safety. Respondents were able to select more than one option for each question.

Most respondents would like to see more small businesses along East Colfax Avenue that reflect the small-town, agricultural character of Strasburg. Most respondents are already frequenting businesses along East Colfax Avenue but shared that services and retail are lacking currently. Adding to this reflection, most respondents are skeptical of new businesses



in Strasburg, but the survey also identified existing businesses and historical gathering spaces as some of the area's most valuable places. In conclusion, the community seems to value small businesses and gathering spaces and would be supportive of new businesses that reflect the community's needs and values.

ROAD CONDITIONS AND SIDEWALK AUDIT

A sidewalk and roads audit was conducted on the East Colfax Avenue Corridor in April 2025 that analyzed the status of East Colfax Avenue, the adjacent sidewalks, stormwater infrastructure, and Americans with Disabilities Act (ADA) accessibility. As shown in Figure 2-1, the speed limit is 35 miles per hour for most of the corridor and transitions to 45 miles per hour near Piggot Rd. When sidewalks were present on both sides of the road, they were found between Adams Street and Wagner Street. An additional short segment of sidewalk is located on the north side of East Colfax Avenue from Wagner Street to just past the former Patio Café (56441 E Colfax Ave., Strasburg, CO 80136). The sidewalks are currently between 2.5 and 10 feet wide on most segments. There are missing sidewalk segments from Adams Street to Comanche Drive on both the north and south sides of the corridor. Sidewalks are also absent from just west of the former Patio Café on the north side of East Colfax Avenue, and on the south side of East Colfax Avenue from Wagner Street onward. There are several obstructions located in the sidewalk, including utility poles, signs, and planters. Accessibility ramps have been installed at most road intersections where the sidewalks interface the street.

There are significant stretches of East Colfax Avenue with no stormwater infrastructure on the north or south side of the corridor. There is no known subsurface stormwater infrastructure or above ground ditch systems for moving standing water away from the downtown area. Standing water can be readily observed on the gravel shoulders leading into and out of the downtown area. The intersection of East Colfax Avenue and Monroe Street shows signs of washout on the north and south sides of the corridor.

SIDEWALK WIDTHS

Burton St. to Wagner St.:

- Average width (north side): 4.5 feet

Wagner St. to Arapahoe St.:

- Average width (north side): 4 feet
- Average width (south side): 3 feet

Arapahoe St. to Main St.:

- Average width (north side): 4.6 feet
- Average width (south side): 4.2 feet

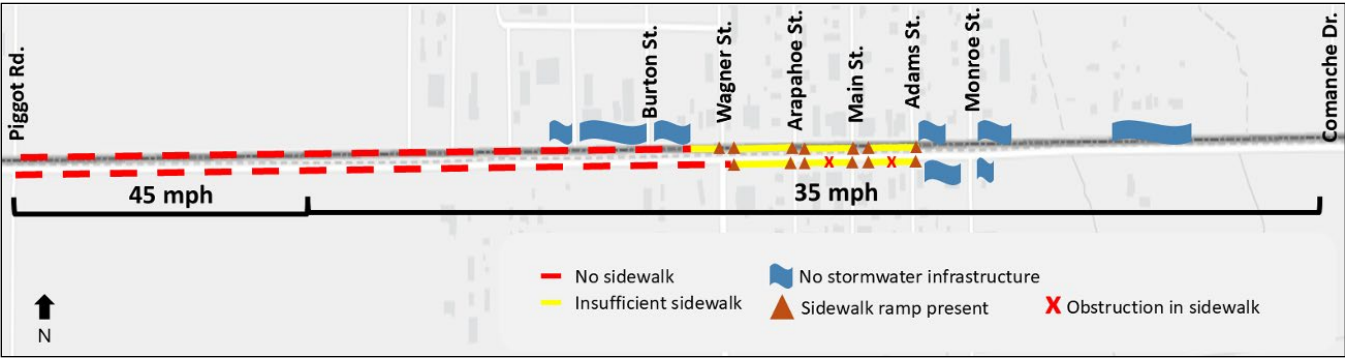
Main St. to Adams St.:

- Average width (north side): 5.6 feet
- Average width (south side): 5.5 feet

Widest Section: 10.5 feet

Narrowest Section: 2.5 feet

Figure 2-1. East Colfax Avenue Sidewalk Audit



Many business owners have taken steps to beautify the right-of-way outside of their shop, such as planters and decorative lighting.



If sidewalks are present, there are often obstacles, such as rock beds and utility poles.



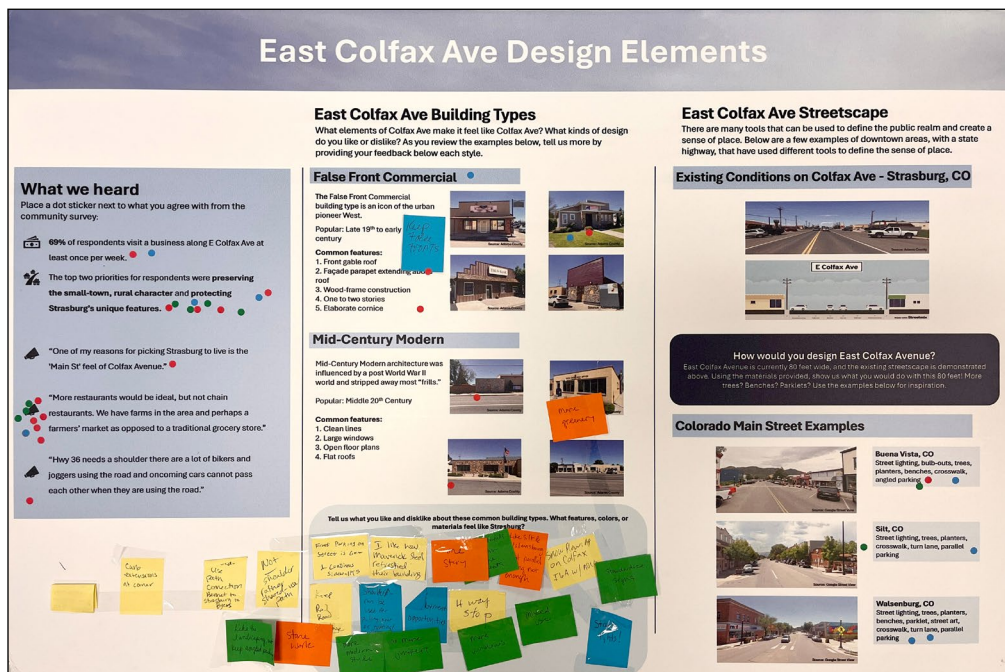
Parts of the road and sidewalk are in poor condition, and a lack of stormwater infrastructure has resulted in standing water and road debris.



COMMUNITY OPEN HOUSE

At the Community Open House events, participants were asked to describe their preferred building types along East Colfax Avenue. Overall, participants preferred the traditional western architecture of the false front façade buildings located along the corridor, and the single-story buildings that are associated with this style. Preference was indicated for higher quality building materials like stone and metal (many mentioned the new Maverick Steel building, 1497 Main Street) and improved overall building appearance and character through larger ground-floor windows. Participants also indicated a preference for standardized and improved signage throughout the corridor.

Figure 2-2. East Colfax Avenue Open House Board





East Colfax Avenue Design Goals

EAST COLFAX AVENUE DESIGN (ECAD) GOAL 1:

Create a cohesive sense of place in the corridor while improving the corridor's visual appearance.

ECAD Policy 1.1: Encourage architecture and design that enhances the appearance of the corridor and preserves the small-town feel and identity of Strasburg.

ECAD Strategy 1.1.1: Develop a design overlay that will guide future development to be compatible with the community vision for the corridor. The following standards should be considered:

- **Build to the street.** New buildings should be built close to the sidewalk at an established build-to line. Existing buildings that are set further back are encouraged to establish outdoor spaces such as plazas, courtyards, patios, gardens, and seating areas between the building and build-to line.
- **Improve landscaping.** Develop enhanced landscaping standards that apply to commercial development fronting East Colfax Avenue.
- **Enhance building appearance and orientation.** False front western façade preferred. Provide operable entryways oriented towards and accessible from the street. Use higher quality building materials like stone and metal and provide large street-level windows to improve transparency on the ground level.
- **Standardize signage.** Ensure unobtrusive and orderly signage that avoids a garish and visually cluttered appearance along the corridor.

ECAD Strategy 1.1.2: When feasible, remove cobra head and other outdated, unsightly lighting and replace with dark sky-compliant streetlights that complement and enhance the surrounding architecture and small-town feel.



Downtown Longmont, CO

Source: Downtown Longmont



Downtown Rifle, CO

Source: Uncover Colorado

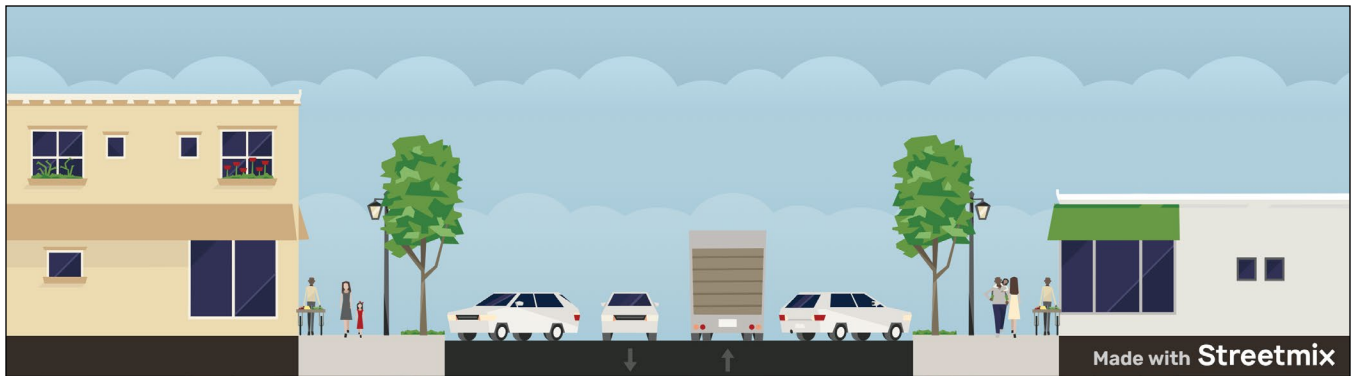


Figure 2-3. East Colfax Avenue Conceptual Street Cross Section

Figure 2-3 demonstrates a concept plan for the future of East Colfax Avenue. The existing right-of-way is 78 feet wide. A future redesign of East Colfax Avenue could include 13 to 16 feet dedicated to pedestrian-focused public spaces on each side of the street, 14 feet dedicated to angled on-street parking on each side, and between nine and 11 feet each for two drive lanes. As further detailed in the Transportation and Mobility section of this Plan, a more detailed design would occur with community input when the project progresses.

ECAD Policy 1.2: Transform public spaces within the corridor into vibrant, welcoming places that foster community connection and enhance social interaction.

ECAD Strategy 1.2.1: Identify and inventory appropriate locations for public art projects throughout the corridor along with funding opportunities for installation.

ECAD Strategy 1.2.2.: When the East Colfax Avenue right-of-way is redeveloped, design should consider the cross sections found in Figure 2-3 and 2-4, including on-street parking, stormwater infrastructure, landscaping, and the preservation of an ADA-compliant unobstructed walkway. Businesses along East Colfax Avenue should consider the guidance found in Figure 2-4



Figure 2-4. East Colfax Avenue Conceptual Sidewalk Cross Section



Zone A: Frontage Zone

The area adjacent to the building can be used for planters, sandwich boards, seating, and dining amenities such as tables, chairs, umbrellas and heating elements.

The width of Zone A can vary from 2-5 feet, and is limited by the minimum width requirement for Zone B.

Zone B: Pedestrian Zone

A linear path intended to comfortably accommodate the movement of pedestrians. It should allow the unimpeded passage of two wheelchairs from opposite directions.

Zone B should be maintained as a pedestrian clear zone a minimum of 5 feet with 6 feet preferable.

Zone C: Furnishing Zone

The area adjacent to the street edge accommodates public amenities such as benches, street trees, street lights, bike racks, and other street furniture.

Zone C may be as little as 3 feet, but could be as wide as 6 feet where appropriate.

Zone D: Curb Zone

The typical width of the curb zone is 6 inches. Additional width beyond 6" should be calculated as part of the Furnishing Zone.

The curb zone should be free from furniture, sign posts, etc.



SECTION 3. TRANSPORTATION AND MOBILITY



Existing Conditions

COMMUNITY SURVEY RESULTS

Common to most rural communities, most Strasburg residents drive vehicles to reach their daily destinations; 99% of respondents indicated that they drive every day (see Figure 3-1). However, a smaller proportion, only 88%, actually prefer driving as their main mode of transportation. This suggests that while driving is the primary method for getting around, many residents may not find it to be the most desirable option.

On the other hand, 37% of respondents currently walk or roll through Strasburg, and a larger portion, 60%, expressed a preference for walking or rolling (see Figure 3-1). This indicates a clear interest in alternative modes of transportation, though it seems that the current infrastructure does not fully support this preference.

Figure 3-1. Preferred Mode of Transportation Survey Response

Mode of transportation around Strasburg	% who travel this way	% who want to travel this way
Driving	99%	88%
Walk/Roll	37%	60%

Figure 3-2 highlights the frequency of responses for what survey respondents identify as their top transportation priorities. The highest priority is to maintain what currently exists; second is to improve safety; and the third highest priority is to improve the aesthetics of streets. While these are not mutually exclusive, these priorities can help guide the goals and policies developed through this Plan.

Figure 3-2. Top Transportation Priority Survey Response

Frequency of Responses for Top Priorities	#1 Priority	#2 Priority	#3 Priority
Maintain What We Have	81	23	8
Improve Safety	23	34	29
Reduce Traffic	8	15	22
Make Our Streets Look Nicer	23	31	35
Improve Bicycling and Walking	24	30	26
Move Freight	0	2	3

Regardless of mode, drivers, people who walk or roll, and people who ride a scooter or bicycle face challenges with their journey. Figures 3-3, 3-4, and 3-5 show the frequency of responses when asked about challenges by mode in the community survey. Of those who responded, roughly 16% of people who drive think traffic is very fast, while 20% believe there is too much traffic. For those who provided open-ended responses, dangerous parking conditions along East Colfax Avenue and suggestions for spot-improvements throughout Strasburg were among the top concerns. 164 people responded to a question asking about walking, rolling, bicycle, and scooter challenges in Strasburg; however, not all respondents felt that these questions were applicable. 123 people raised concerns for walking and rolling. Of those respondents, 83% cited lacking infrastructure as being a challenge for walking and rolling. For bicycling and scootering, only 73 people raised bicycling and scootering concerns. Nearly 50% of those people cited lacking or non-existent infrastructure in Strasburg as a major challenge.

Figure 3-3. Top Driving Challenges Survey Response

Challenges for driving (165 people responded)	Number of responses
There are no issues.	64
Traffic is very fast.	27
There is too much traffic.	33
Other	41

Figure 3-4. Top Challenges to Walking/Rolling Survey Response

Challenges for Walking/Rolling	Number of responses
There are locations with non-existent/insufficient sidewalks.	102
This does not apply to me.	41
There are locations with non-existent/insufficient crossings.	14
I feel unsafe and/or uncomfortable walking or rolling along streets.	4
Other	2

Figure 3-5. Top Challenges to Bicycling/Scooter Survey Response

Challenge for bicycling/scooter	Number of responses
I feel unsafe and/or uncomfortable riding a bicycle or scooting in Strasburg.	26
There are locations with non-existent/insufficient infrastructure for bicycling or scooting.	36
It is challenging to cross a road on a bicycle or scooter.	8
This does not apply to me.	91
Other	1

Overall, the findings emphasize the importance of improving both driving and alternative transportation options, with a particular focus on maintaining roads, enhancing safety, and making the streets more visually appealing.



OPEN HOUSE

At the Open House events, community members shared valuable insights into their travel habits and the reasons they visit nearby towns. The most common reasons for these trips include accessing the grocery store, enjoying fast food options, visiting the dentist, utilizing the local library, attending the theater, and obtaining other goods and services. Figure 3-6 demonstrates the comments provided at the Open House events regarding out-of-town travel habits.

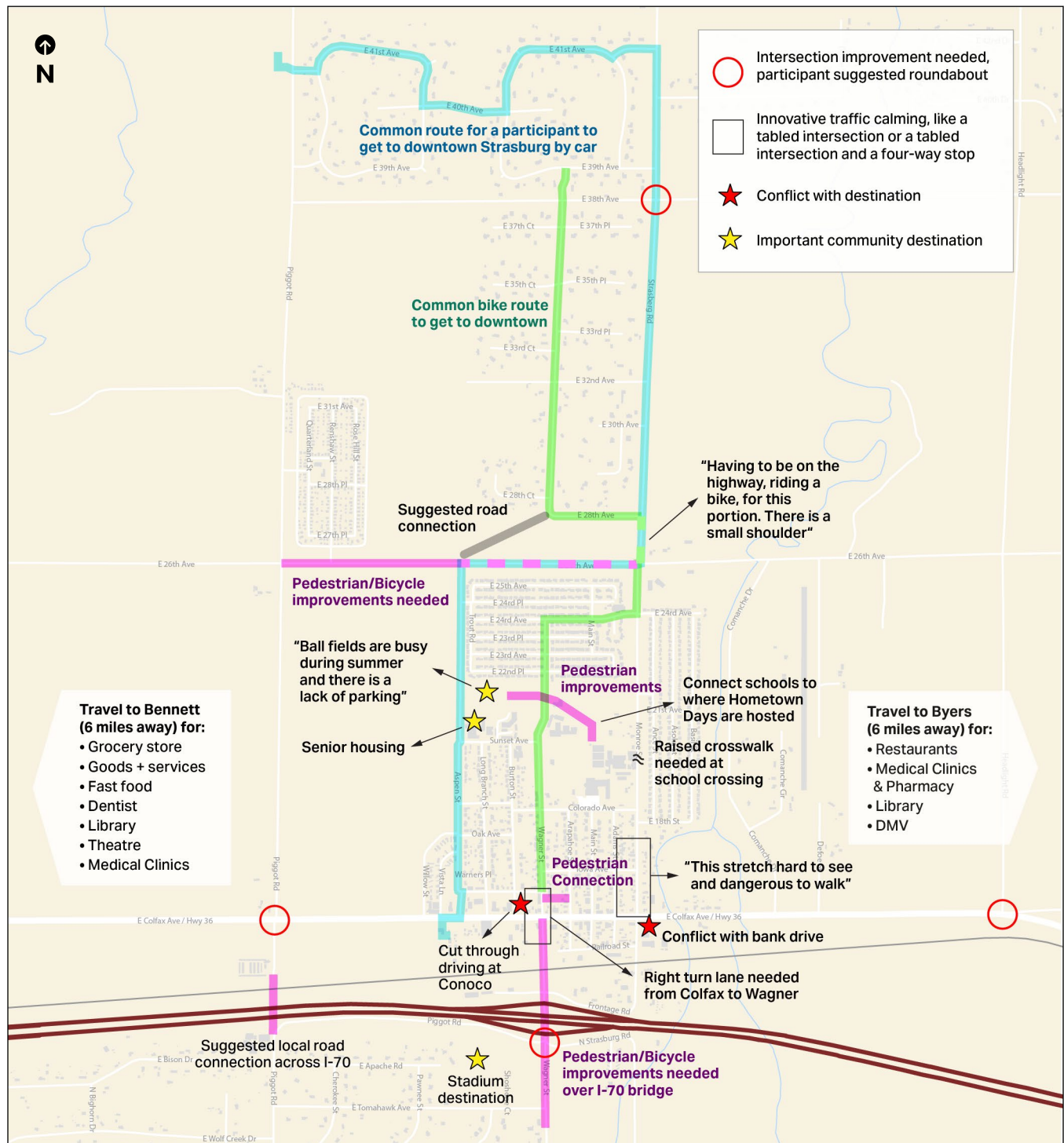
Participants provided suggestions on intersection improvements, traffic calming suggestions, destinations in town that negatively impact traffic flow, important community destinations, new roadway connections, suggested bicycle/pedestrian improvements, and common routes that drivers and people riding bicycles take across town.

Many residents expressed that they frequently travel to Bennett for a variety of essential services and amenities. On the other hand, several residents mentioned traveling to Byers to take advantage of its dining options, medical clinics, and pharmacy. Additionally, Byers is a destination for those needing library services and visiting the Department of Motor Vehicles. These responses highlight the different needs of the community and underscore the importance of connectivity between towns to ensure residents can access the services they rely on.

At the core of downtown Strasburg are the schools. Both at the Open House events and confirmed during a sidewalk audit in April 2025, it was expressed that there are no existing sidewalks to easily walk from the school locations to nearby Strasburg Community Park. At the Open House events, attendees drew a desire path between these locations as well; currently, fencing precludes students from walking more directly from their schools to the park.

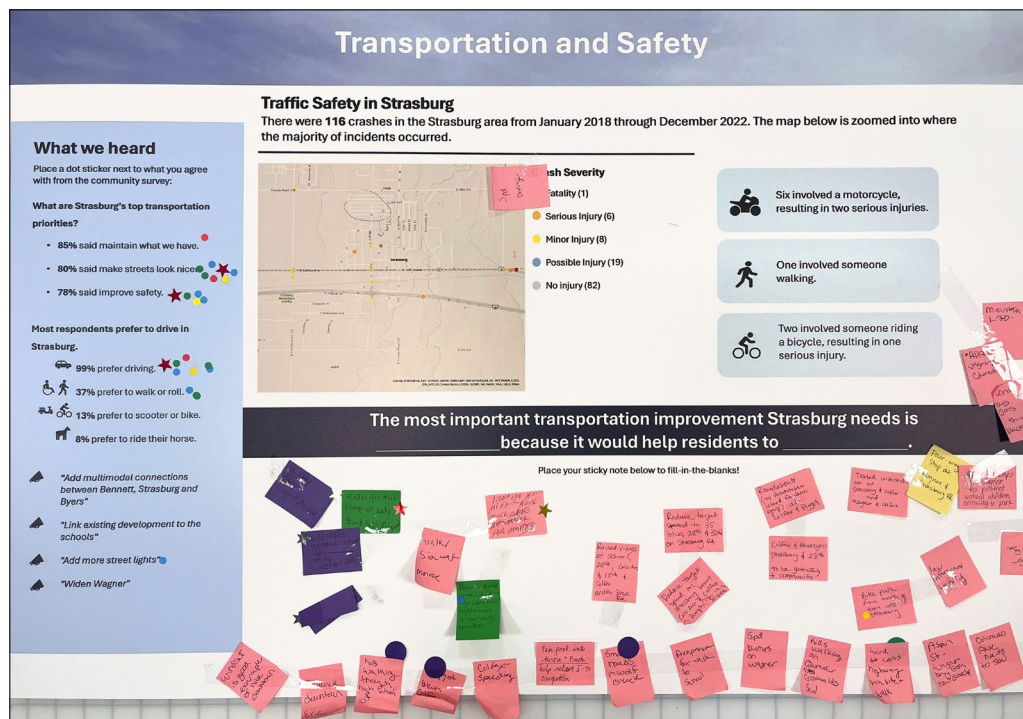


Figure 3-6. Travel Habits from Open House Exercise



Participants at the Open House events were also invited to respond to the following board (Figure 3-7) to provide their thoughts on what the most important transportation improvement is in Strasburg.

Figure 3-7. Most Important Transportation Improvement Exercise at Open House



Some of the key themes identified in Post-Its on this board (Figure 3-7) were to:

- Reduce speeds and enforce speed management.
- Provide sidewalks and cross walks near the schools and surrounding neighborhoods.
- Improve crossing Interstate 70 for all modes.
- Consider treatments like roundabouts with mountable curbs, tabled intersections, raised crossings, in addition to additional four-way stops.
- Redesign Lady Bird Hill (exit 306 on I-70).
- Add bike paths from the north of Strasburg into the downtown area.
- Follow downtown examples like Federick, CO; Firestone, CO; and Erie, CO as precedents for the town center.

The project team also shared crash data during the open house, seen in Figure 3-7. The crash data was based on DRCOG's Crash Dashboard. Between 2018 and 2022, there were 116 crashes in the Strasburg area. Two involved someone riding a bicycle, resulting in one serious injury. One involved someone walking. Six involved a motorcycle, resulting in two serious injuries. Apart from I-70, East Colfax Avenue is the most common corridor for crashes.

Between the Open House and Community Survey, there is interest in Strasburg for innovative intersection improvements, like tabled intersections, raised crosswalks, and roundabouts with mountable aprons.

Transportation and Mobility Goals

TRANSPORTATION AND MOBILITY (TM) GOAL 1:

Ensure children and adolescents who walk or bicycle to school can do so safely.

TM Policy 1.1: Prioritize safety measures near schools, along primary walking and bicycling routes to schools, and where children and adolescents frequent.

TM Strategy 1.1.1: Encourage applications to the Adams County's Neighborhood Traffic Calming program for roadways nearest to Strasburg schools. This will help identify and support opportunities for calming techniques like speed bumps, curb extensions, and lane width reductions.

TM Strategy 1.1.2: When repaving or re-painting, evaluate the need for new or additional marked crosswalks related to safe routes to school.

TM Strategy 1.1.3: Build sidewalks and curb ramps, and improve drainage as sidewalks are designed and built.

TM Strategy 1.1.4: Study intersection improvements at Wagner Road and East Colfax Avenue to improve traffic safety.

TM Strategy 1.1.5: Provide safe crossings and pedestrian facilities along 26th Street to better connect the Wolf Creek Development to the Strasburg schools.

TM Strategy 1.1.6: As development occurs within the identified Downtown Strasburg area, ensure new connections have pedestrian facilities to encourage active travel to and from Strasburg schools.

TM Policy 1.2: Explore the feasibility of implementing Safe Routes to School programming.

TM Strategy 1.2.1: Work with Strasburg Parks and Recreation District and Strasburg School District to identify key needs, capacity, and grant funding opportunities for Safe Routes to School programs, like walking school buses.



Safe Routes to School funding can support creative community solutions to improving safety for students, like this Walking School Bus in Jefferson City, MO.

Source: walkbiketoschool.org

TRANSPORTATION AND MOBILITY GOAL 2:

Strasburg community members can conveniently and safely access their daily destinations, regardless of mode, within the community and to neighboring communities.

TM Policy 2.1: Work towards ensuring community members can safely get to and from external destinations using their desired mode.

TM Strategy 2.1.1: Advocate for transportation demand management planning along I-70 between Strasburg, Bennett, and Byers, and as part of state regulations.

TM Strategy 2.1.2: Work with partners to explore future transit connections to increase transportation choices to and from the Denver-metro area.

TM Policy 2.2: Consider trails and multimodal facilities to be an important component of the transportation network.

TM Strategy 2.2.1: Identify potential trail connections between Bennett, Strasburg, and Byers.

TM Strategy 2.2.2: Collaborate with CDOT Statewide Bridge and Tunnel enterprise to determine potential bridge project eligibility and potential funding when the bridge over I-70 is deemed ready for placement. Ensure multimodal facilities are included to ensure safe travel for those traveling by bicycle or walking.



TRANSPORTATION AND MOBILITY GOAL 3:

Create a strong community identity and prioritize safety for all when designing intersection and corridor improvements identified as major challenges in the Planning Area.

TM Policy 3.1: Identify opportunities for placemaking, wayfinding, and public art early in the transportation project design process.

TM Strategy 3.1.1: Create guidelines for placemaking and wayfinding in Strasburg that resonate with the community.

TM Strategy 3.1.2: Identify placemaking, wayfinding, and public art opportunities early in the transportation project design process and ensure these elements are built into the scope of work and budget for prioritized locations.

WAYFINDING & PLACEMAKING

Wayfinding is a system of **signs, colors, and other design elements** that helps people navigate a space.

Placemaking is simply **creating public spaces** where people want to live, work, and play. When done together, wayfinding and placemaking can help to create a unified sense of place — public spaces that *feel* uniquely Strasburg.



Limon, CO

Source: Small Biz Survival



Arvada, CO

Source: Visit Arvada

TM Policy 3.2: Create a safe and accessible network for all users, including pedestrians, cyclists, and motorists, by considering safety countermeasures in intersection and corridor improvements.

TM Strategy 3.2.1: Study intersection improvements at key intersections to both improve traffic flow and safety and to act as gateways of Strasburg. Suggested key intersections include those that define downtown Strasburg: East Colfax Avenue and Strasburg Road, East 26th Avenue and Strasburg Road, East 26th Avenue and Piggot Road, and Piggot Road and East Colfax Avenue.

TM Strategy 3.2.2: Ensure the roadway characteristics, like curb, gutter, and sidewalk, transition from rural to downtown core when approaching Strasburg along East Colfax Avenue.

TM Strategy 3.2.3: Provide on-street angled parking wherever the right-of-way allows on both sides of East Colfax Avenue throughout the defined corridor.

TM Strategy 3.2.4: Install sidewalks along East Colfax Avenue in conjunction with East Colfax Avenue improvements. When possible, new sidewalk segments along East Colfax Avenue should be a minimum of five feet, but ideally eight feet wide, to provide space for unobstructed walking. Ensure Americans with Disabilities Act (ADA) compliance.



Examples of Safety Countermeasures in Intersections



Roundabout, Fairfax County, VA



Tabled Intersection, Miami, FL



Curb Extensions and Cross Walk, Grafton, OH



Raised Crosswalk, Alexandria, VA

SECTION 4. ECONOMIC DEVELOPMENT



Existing Conditions

EXECUTIVE SUMMARY — NEIGHBORHOOD ECONOMIC DEVELOPMENT STRATEGY (NEDS)

Strasburg is experiencing rapid growth but lacks the infrastructure, jobs, and amenities to match. Over 90% of residents leave Strasburg daily for work, and an estimated \$93.8 million in retail demand leaves the community each year. Without targeted action, Strasburg risks becoming increasingly dependent on external services and employment. The Neighborhood Economic Development Strategy (NEDS) offers a clear roadmap to build local economic self-sufficiency, attract investment, support small businesses, and enhance the quality of life all while preserving Strasburg’s small-town character. It outlines specific, locally driven strategies all aligned with the broader Strasburg Subarea Plan.

KEY ECONOMIC INSIGHTS

- **Business Survey Feedback:** Infrastructure upgrades, foot traffic, and coordinated marketing are top priorities.
- **Workforce Misalignment:** Only 7.4% of residents work locally; 92.6% commute daily to places of work outside of Strasburg. (The average commute is 32.5 miles compared to the Adams County average of 17.9 miles.)
- **Extremely Limited Commercial Real Estate Availability:** Commercial vacancy rates are nearly zero, with virtually no new construction in the past ten years. While some interior finish work has occurred, there have been no significant new commercial buildings developed during this period.
- **Strong Consumer Base:** Median household income (\$119,234) exceeds county and state averages.
- **Retail Leakage:** \$93.8M in unmet annual retail demand across all sectors. \$40.1M in key sectors (grocery, dining, general retail).⁴



⁴Source: Data provided by ESRI-Data Axle (2024, ESRI (2024,2029), ESRI-U.S. BLS (2024), ESRI-MRI-Simmons (2024), ESRI 2024 Consumer Spending; Consumer Expenditure Summary Report DemographicsNow. Gale.

STRATEGIC PRIORITIES

These strategic priorities represent broad focus areas that guide implementation of the community's economic vision. Each serves as a high-level summary of more specific goals, actions, and policy recommendations detailed in the work plan.

1. Downtown Revitalization

Establish a financially sustainable Downtown Business Association (DBA) to serve as a strong advocate for downtown interests, including efforts in beautification, placemaking, business coordination, and community events. The DBA will champion streetscape and façade improvements, promote design guidelines, and support public art initiatives to strengthen downtown's identity. Additionally, assist developing a tourism strategy that leverages Strasburg's heritage and unique assets to attract visitors. Ensure regional collaboration by actively engaging stakeholders from Arapahoe and Adams counties.

2. Business Attraction & Growth

Focus on attracting grocery, healthcare, dining, and service businesses to fill retail gaps. Encourage mixed-use redevelopment on key parcels through incentives and tax increment financing. Pursue targeted funding opportunities such as CDOT Main Street and Community Resiliency grants to support infrastructure and business growth. Additionally, advocate for inclusion of Strasburg area in the Colorado Enterprise Zone program during the state's decennial redesignation process, which would provide state tax credits to support retail services and local investment.

3. Expanded Support Services

Strengthen partnerships with the East Colorado Small Business Development Center (SBDC), Regional Economic Advancement Partnership (REAP), I-70 Chambers of Commerce, and local schools and colleges to provide business training, entrepreneurial resources, and workforce development aligned with community needs. Support agricultural entrepreneurs by connecting them with specialized networks, specific programs, events, and resources tailored to agriculture (including farm business development programs and technical assistance from CSU Extension).

4. Infrastructure Investment

Leverage local, state, and federal grants to upgrade sidewalks, broadband, parking, lighting, water systems, and green infrastructure. Coordinate closely with county and state agencies to maximize benefits for businesses and residents.

The community of Strasburg has growth, talent, and momentum. The NEDS ensures those assets are focused on lasting, locally-rooted prosperity. With the right investment and coordination, Strasburg can grow on its own terms, building a more resilient, connected, and opportunity-rich community.

Figure 4-1. Geographic Areas of Analysis

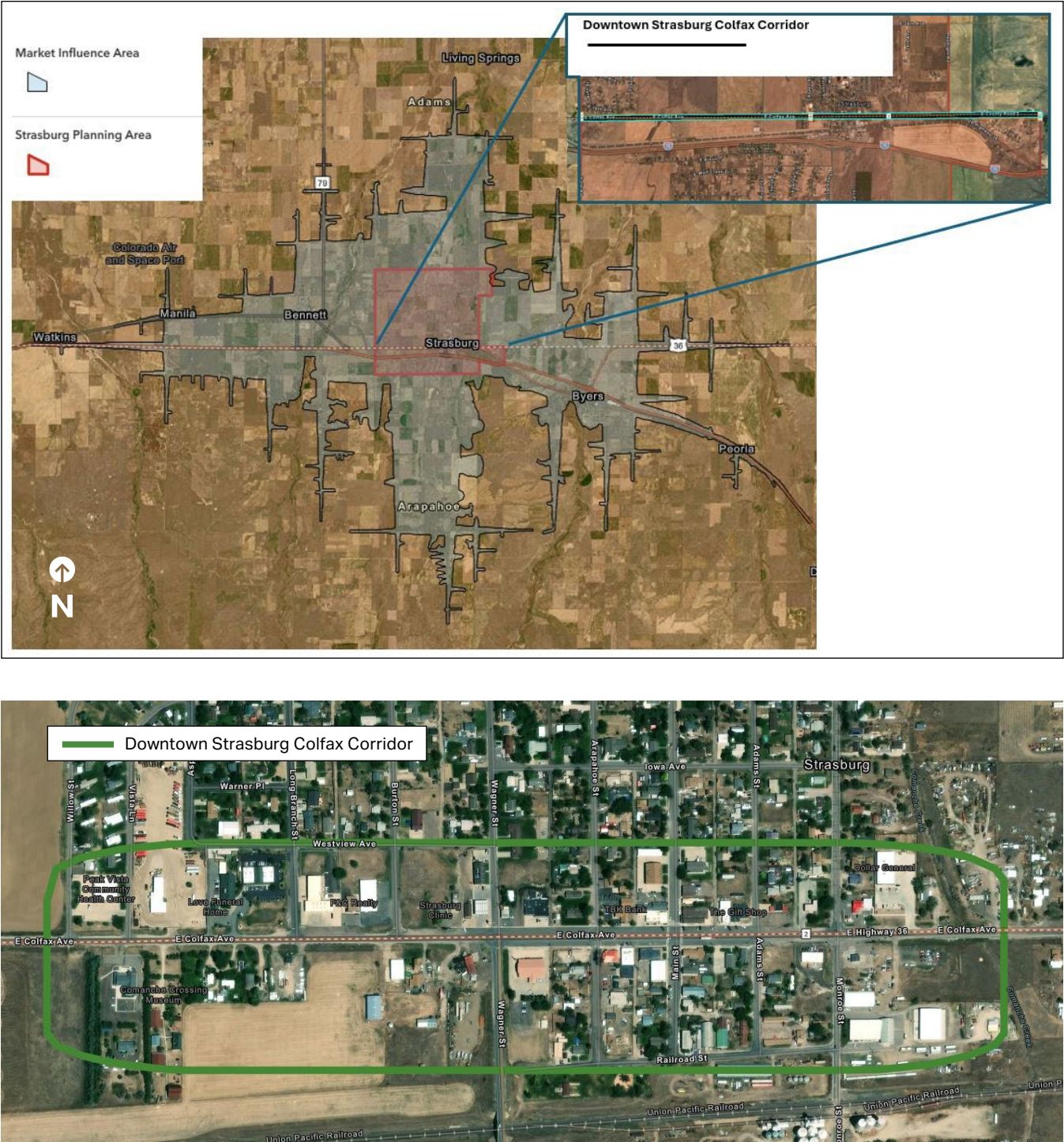


Figure 4-2. Infographic of Existing Conditions



Source: Data provided by Esri-Data Axle (2024, Esri (2024,2029), Esri-U.S. BLS (2024), Esri-MRI-Simmons (2024)

Figure 4-3. Community Comparison: Key Demographic, Economic, and Infrastructure Metrics (2024)

Category	Metric	Strasburg (Planning Area)	Adams County	Colorado
Population & Growth	Population (2024)	4,703	542,636	6,009,761
	Population CAGR* (2024–2029)	3.80%	0.70%	0.81%
Households & Income	Median Household Income	\$119,234	\$95,376	\$94,820
	Per Capita Income	\$51,576	\$42,846	\$51,923
	% Owner-Occupied Housing	84%	64%	58%
	Median Home Value	\$594,356	\$537,862	\$582,777
Labor Force & Jobs	Unemployment Rate	2.50%	2.50%	2.80%
	% Residents Working Locally	7.40%	27.20%	N/A
Business & Retail	Businesses per 1,000 Residents	25.5	27.8	39.7
	Commercial Vacancy Rate (%)	<1%	10.00%	8.60%
	Retail Leakage (\$M/year)	\$93.8M	\$2100M	N/A
	Spending Potential Index**	129	108	115
	Average Disposable Income	\$106,670	\$90,608	\$93,736
Education	% w/ Bachelor's Degree or Higher	28.50%	30.40%	47.40%
	% w/ Graduate/Professional Degree	9.90%	9.30%	17.20%
Infrastructure	Broadband Access Rate (% of households)	95.20%	93.10%	94.10%

*Compound Annual Growth Rate (CAGR) shows how fast something—like population, jobs, or income—has grown each year on average over a period of time, assuming it increased at a steady rate every year.

**SPI (Spending Potential Index — metric that compares the average amount spent locally on a specific product or service to the national average. An index of 100 represents the national average, while an index above 100 indicates higher spending in that area relative to the national average.

Source: Data provided by ESRI-Data Axle (2024, Esri (2024,2029), ESRI-U.S. BLS (2024), ESRI-MRI-Simmons (2024); Consumer Expenditure Summary Report DemographicsNow. Gale.

KEY TAKEAWAYS FROM COMMUNITY ENGAGEMENT AND SWOT

- **Strategic location near Denver and I-70** positions the area for growth in logistics, commuting, and regional services, offering a competitive edge for economic diversification.
- **The community's agricultural roots, small-town character, and strong sense of pride** are core assets that can be leveraged through tourism, events, and placemaking to reinforce local identity and attract visitors.
- **High household incomes indicate strong local spending power**, yet limited retail, dining, and entertainment options result in significant economic leakage to nearby communities.
- **Gaps in healthcare services and a lack of diverse housing options** make it difficult to attract and retain families, seniors, and essential workforce segments.
- **There is clear potential to improve youth and family amenities, expand commercial offerings, and guide growth through strategic planning** that preserves open space and rural character.
- **Critical issues such as limited water supply, school capacity, and rising housing costs** must be proactively addressed to support sustainable development and long-term livability.

SUMMARY CONCLUSION

Strasburg stands at a pivotal moment: strong incomes, high homeownership, and rapid population growth create a uniquely favorable environment to build a self-sufficient local economy. By closing the \$93.8 million retail gap, aligning workforce skills with emerging local jobs, and leveraging targeted grants and partnerships, the community can capture more of its wealth—and ensure growth that preserves its small-town character. Next steps include supporting the formation of a Downtown Business Association, launching a façade improvement program, and enhancing access to grants and business support services. Together, these actions will guide a clear path to a more vibrant, resilient Strasburg. See Appendix C – Strasburg NEDS for additional information.



Economic Development Goals

ECONOMIC DEVELOPMENT (ED) GOAL 1:

Support the Formal Creation of a Downtown Business Association (DBA).

ED Policy 1.1: Facilitate the formation of a Downtown Business Association (DBA) to serve as a unified voice for the downtown business community. Collaborate with local businesses to create a financially sustainable organizational structure that can lead economic growth and revitalization efforts.

ED Strategy 1.1.1: Provide technical support and guidance on organizational structures.

ED Strategy 1.1.2: Assist with initial meeting coordination and outreach. Identify the business community champions and other community leaders.

ED Strategy 1.1.3: Promote the benefits of a DBA membership to encourage participation.

ED Strategy 1.1.4: Develop a unique Strasburg brand and incorporate the design into a creative and standardized wayfinding program.

Benefits:

- **Placemaking:** Enable businesses to coordinate beautification efforts, including planters, banners, parking striping, and other streetscape enhancements.
- **Community Events:** Organize and sponsor events such as farmers' markets, festivals, and seasonal celebrations to drive foot traffic, awareness, and build community.
- **Tourism:** Create a tourism strategy that highlights the heritage and culture of the community (locomotive museum, agritourism, etc.).
 - Research the Colorado Office of Economic Development and International Trade (OEDIT) Tourism Marketing Grant to financially support this activity.
- **Grant Eligibility:** Gain access to local, state, and federal funding sources available specifically for business districts.
- **County Representation:** Explore adding representatives from Arapahoe and Adams counties to serve on the DBA Board, ensuring regional collaboration.
- **General Fund Annual Grant:** Explore the possibility of a matching local government grant to sustain the DBA's operational expenses and community programming efforts to bridge the gap until a sustainable funding structure is established.

ECONOMIC DEVELOPMENT (ED) GOAL 2: **Explore Grant Funding and Incentive Options** **for Downtown Strasburg.**

ED Policy 2.1: Pursue available grant funding and incentives to stimulate economic development and support local businesses.

ED Strategy 2.1.1: Explore the eligibility requirements and preferred project lists for grants to fund infrastructure improvements and placemaking projects.

ED Strategy 2.1.2: Collaborate with Adams County SPARC Team to apply for grants from the Neighborhood Community Fund.

ED Strategy 2.1.3: Explore the option of establishing a new Small Business Façade Improvement and Expansion Grant to encourage property owners to enhance building exteriors and storefronts. Consider extending a façade improvement program to the south side of East Colfax Avenue in partnership with Arapahoe County.

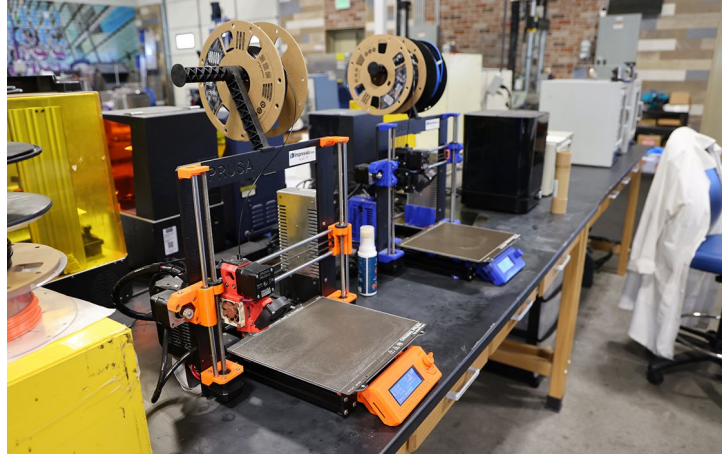
ED Strategy 2.1.4: Research and explore the possibility of a Remote Work Grant to attract remote workers to the community, increasing the customer base with expendable money.

ED Strategy 2.1.5: Continue working towards the inclusion of Downtown Strasburg and surrounding areas in the Enterprise Zone Boundary Redesignation for both Arapahoe and Adams County sides and create a targeted marketing campaign to encourage business investments within the zone.

ED Strategy 2.1.6: Inform and engage with stakeholders in the Study Area to develop and adopt a County Revitalization Plan (CRP).

Benefits:

- A County Revitalization Authority (CRA) is a quasi-governmental agency that implements a CRP upon adopting by the governing body. The purpose is to facilitate targeted investment in underutilized or deteriorating areas by leveraging tools such as tax increment financing (TIF) and private financing. This approach can support projects that promote economic growth, enhance infrastructure, improve social conditions, and advance public health and safety.



ECONOMIC DEVELOPMENT (ED) GOAL 3:

Expand and Promote Economic Development Partner Services.

ED Policy 3.1: Enhance access to entrepreneurial support, small business resources, and workforce development programs by promoting partnerships with existing service providers.

ED Strategy 3.1.1: Partner with the East Colorado Small Business Development Center (SBDC) to offer workshops, counseling, and business planning resources.

ED Strategy 3.1.2: Promote resources from the Farmers Business Network to support local agricultural businesses and entrepreneurs.

ED Strategy 3.1.3: Engage with the Strasburg 31J School District and nearby Community Colleges such as Morgan Community College and Arapahoe Community College to provide workforce training and career pathway programs.

ED Strategy 3.1.4: Collaborate with the I-70 Chamber of Commerce and I-70 Regional Economic Advancement Partnership (REAP) to support regional business growth and advocacy.

ED Strategy 3.1.5: Develop a Joint Economic Development Service Coordination initiative with Arapahoe County to align regional support efforts and services.

ECONOMIC DEVELOPMENT (ED) GOAL 4:

Improve the Downtown Built Environment.

ED Policy 4.1: Enhance the physical environment of Downtown Strasburg to create a welcoming and vibrant commercial district.

ED Strategy 4.1.1: Establish a Downtown Strasburg Design Overlay to guide development and ensure aesthetic consistency in signage, architecture, and public spaces (see ECAD Policy 1.1).

ED Strategy 4.1.2: Coordinate with CDOT on planned infrastructure improvements to maximize the benefit for local businesses and visitors.

ED Strategy 4.1.3: Implement placemaking projects such as decorative street lighting, sidewalk enhancements, and green infrastructure to improve the pedestrian experience (see ECAD Policy 1.1).

ED Strategy 4.1.4: Work with Adams County Parks & Recreation Department and Strasburg Parks and Recreation District to install murals and other public art in the Strasburg Downtown Corridor.

ED Strategy 4.1.5: Encourage private investment through the creation of matching grant programs to support façade improvements and other exterior enhancements.

SECTION 5. CULTURAL AND HISTORICAL RESOURCES

Existing Conditions

A few notable buildings remain from Strasburg's early years. One of its more significant structures is the old passenger depot, which stood at the foot of Main Street on the south side of Railroad Avenue. Completed in early 1917 by Union Pacific, the depot, which presumably was needed to replace an older, smaller station, was a grand building befitting the growing, prospering community. At the time, it was arguably Strasburg's finest building, featuring a tall, hipped roof with flared eaves and decorative braces. In 1983, to save the building from demolition, the community moved the structure to its current location at the Comanche Crossing Museum (56060 East Colfax Avenue) where it has been restored and houses artifacts and railroad memorabilia. A collection of stories from other buildings in the community is included on the following page.



Passenger Depot, Built 1917



Strasburg Inn, Built 1915



Did you know?

The center-pivot irrigation system was invented in Strasburg by Frank Zybach in 1948 at Engelbrecht Farm.

ANNOTATED HISTORICAL MAP OF STRASBURG

The buildings identified on the following pages reflect a collection of some of the properties that Arapahoe and Adams Counties have identified as culturally significant places in Strasburg. This collection is not exhaustive and both counties considered a number of other structures that are still around today that play an integral part in linking past to present. These properties have been the site of the origins of Strasburg, buildings that have been adapted over time to meet different moments in time, and are home to some of Strasburg's most famous businesses.



Significant Buildings

Photo sources: Comanche Crossing Historical Society, Google Images, Adams County, Arapahoe County, Colorado Cultural Resource Survey, Department of the Interior

Source:
Comanche Crossing
Historical Society





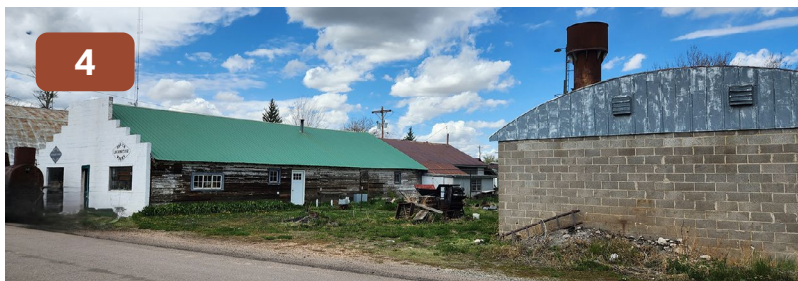
Weaver's General Store

On Main Street, the oldest surviving building is Weaver's General Store. Constructed in 1907 and located on the northwest corner of Railroad and Main (1407 Main Street), the building has undergone significant alterations over the years. Likely in the 1940s, when it was converted to a private residence, its original storefront was removed. In 1979, the storefront was reconstructed, and the ground floor windows were enlarged. Sometime after 1985, the false front once again was removed. Currently, the building is used as multifamily housing.



Strasburg Inn

Directly east of Weaver's store, on the northeast corner of Railroad and Main, was the Strasburg Inn (1406 Main Street). Constructed in 1915, the building, which was conveniently positioned just north of the new passenger depot to serve disembarking train passengers, was a tall, two-story square structure with a full wrap-around ground floor porch. Although it has been altered through the years, most notably the enclosure of the wrap-around porch, the building was still operated as a hotel until a few years ago. The building originally opened with a grocery on the first floor.



Uhricht Locomotive

On Railroad Avenue, the buildings on the site of Uhricht's Locomotive are particularly notable. Located at 56769 and 56789 Railroad Avenue, the nationally-known business specializes in designing, building, and fabricating standard, narrow, and scale model trains and parts in addition to components for farm and oil and gas equipment. Constructed in 1917 as a livery stable, the Uhricht shop is housed in a single story, long rectangular building with a gable roof and a stepped, concrete block false front while the adjacent foundry was constructed in 1910 as a blacksmith shop. At other times, these buildings housed a grocery as well as a John Deere dealership, with Virgil Uhricht changing the use in the 1960s.



Grain Elevator & Silos

Some of the most prominent structures in Strasburg are its grain elevators at roughly 1834 Monroe Street. These structures have served farmers in the surrounding area and serve as living reflections of ongoing agrarian heritage and tradition.



One of Strasburg's Oldest Homes

Also on Railroad Avenue, located just east of Uhrich's Locomotive buildings is a two-story residence that may be one of Strasburg's oldest surviving and most in-tact dwellings. Located at 56859 East Railroad Avenue and constructed circa 1910, this dwelling, which may originally have been designed for two families, appears in an early 1900s-era photograph of Strasburg. It features a side gable roof, wooden clapboard siding, and an exterior staircase. Today, this home appears much as it did in the early 1900s, including its outside stairs to the second floor.



Strasburg Presbyterian Church

The Presbyterian Church of Strasburg (56635 Iowa Street) was organized in a tent on the Daniel Mitchell farm in June 1916. Before this building was constructed in 1929, services were held in Wolf Creek and Strasburg schools. The church is entered through a corner bay with a Gothic arched doorway, with the building having seen multiple additions to its original form, including a classroom, chapel, and steeple.



Smokeshow Meat & Strasburg Gift Shop

This site (56761 Colfax Avenue) formerly held the Strasburg Feed Store and before the building was constructed, it was previously the Tea Pot Café. That original building was initially a town hall and saw miscellaneous temporary uses before the building was moved north. The site of the Gift Shop had at one point operated as a small car dealership, reflecting national development trends in the 1930s and 1940s.



TBK Bank

This building at 56641 Colfax Avenue was originally a Standard Oil station and was built in 1936. It was modified over time and looking at the community meeting room reflects its former use as a garage. Additionally, it incorporates a false front design along Colfax to reflect traditional development.



Original Engelbrecht Farm Property

Strasburg also holds a place in agricultural history as the area where center-pivot irrigation was invented (2024 Strasburg Road). This method involves sprinklered irrigation where equipment rotates around a pivot, creating circular patterns in a field that can be recognized easily from aerial views. Frank Zybach invented this process in 1948 at Engelbrecht Farm (directly north of the town's school campus), with Zybach building the original system from a selection of parts from various machines owned by Ernest Engelbrecht. This method would transform agriculture in the Great Plains in part due to its more efficient use of water on larger pieces of land, something that has only become more relevant over time. Comanche Crossing Museum hosts a barn filled with agricultural history from the area that visitors can see to get an idea of what farming was like along the Plains. As Cliff Smith, Curator of the Comanche Crossing Historical Society, has passed along through previous voices, "The railroad changed America, but center pivot irrigation changed the world!"

Cultural and Historical Resources Goals

CULTURAL AND HISTORICAL RESOURCES (CHR) GOAL 1:
Work collaboratively with the community to advance the economic, cultural, agricultural, and environmental qualities of the community by preserving, enhancing, and promoting Strasburg's significant places.

CHR Policy 1.1: Assist in the identification of buildings and places that have historical or cultural significance and support their preservation and interpretation.

CHR Strategy 1.1.1: Seek funding to conduct surveys that identify, document, and evaluate cultural and historical resources within the community, and provide for their restoration and preservation.

CHR Strategy 1.1.2: Encourage and support property owners to nominate historically, architecturally, or culturally significant buildings and places to the State or National Register of Historic Places.

CHR Strategy 1.1.3: Encourage developers to preserve significant and designated cultural and historical resources by incorporating them into development plans.

CHR Strategy 1.1.4: Share stories of Strasburg's history through:

- Publishing historical and cultural survey results on the Adams and Arapahoe counties websites.
- Supporting the I-70 Scout in its efforts to publish historical information about Strasburg and the communities that it serves.
- Promoting local heritage tourism.
- Encouraging local efforts to gather oral histories and, in particular, to seek out untold stories.
- Celebrating Strasburg's history by supporting Hometown Days.
- Supporting the Comanche Crossing Museum in its efforts to build awareness of the history of Strasburg and the surrounding area.



Implementation Matrix

The following implementation matrix details how each of the strategies created in this Plan will be implemented over the next 25 years. Both Adams and Arapahoe Counties are committed to reviewing this matrix regularly to ensure that the goals of this Plan are realized. Many of these strategies will involve collaboration with both local and regional partners. For example, the Transportation and Mobility policies and strategies identified in the implementation matrix could be used to aid Adams County and Arapahoe County Staff to support implementation through regional transportation planning efforts. For instance, Adams County and Arapahoe Staff can advocate for Strasburg's needs in CDOT's 10-Year Strategy Plan and Denver Regional Council of Government's 2050 Regional Transportation Plan.



LAND USE AND HOUSING					
Policy	Strategy	Responsibility (Departments, partners, etc.)	Timing (ongoing, short term — 0–5 years, long term — 6+ years)	Capital Expenditure (Y, N)	Potential Funding Sources
LUH Policy 1.1: Promote residential growth that prevents sprawl, provides a menu of housing options, and respects the community's character.	Strategy 1.1.1: Update the Adams County and Arapahoe County cluster development standards.	Adams County Community and Economic Development (CED), Arapahoe County Public Works and Development (PWD)	Short-term (0–5 years)	N	N/A
	Strategy 1.1.2: Promote a mix of housing types as shown in the Future Land Use Map, Figure 1-8.	Adams County CED, Arapahoe County PWD	Ongoing	N	N/A
	Strategy 1.1.3: Promote existing home rehabilitation, rental, and home ownership programs.	Adams County CED, Arapahoe County PWD, Arapahoe County Community Resources Department	Ongoing	N	N/A
	Strategy 1.1.4: Encourage the development of entry-level home ownership and rental opportunities near the town center, particularly in Mixed Use areas.	Adams County CED, Arapahoe County PWD, Arapahoe County Community Resources Department	Ongoing	N	N/A
	Strategy 1.1.5: Advocate for the development of senior housing near the town center, particularly in Mixed Use areas.	Adams County CED, Arapahoe County PWD, Arapahoe County Community Resources Department	Ongoing	N	N/A
	Strategy 1.1.6: Encourage partnerships between the Strasburg School District and affordable housing developers to provide housing for school employees.	Adams County CED, Arapahoe County PWD, Strasburg School District 31J, private developers	Ongoing	N	N/A
	Strategy 1.1.7: Work closely with the developer of the 200 acres northeast of Piggot Rd & East Colfax Avenue (see Figure 1-13) to develop a mixed-use development that reflects Strasburg's character and is an asset to the community. Residential density should not exceed 14 du/acre, the drainage way in the center of the property should be maintained as open space, and commercial uses should be oriented towards East Colfax Avenue to contribute to a vibrant main street.	Adams County CED, Land Owner	Long-term (6+ years)	N	N/A
	Strategy 1.1.8: Limit residential and commercial development to the bounds of the Planning Area established by this Plan (see Figure 2).	Adams County CED, Arapahoe County PWD	Ongoing	N	N/A

LAND USE AND HOUSING					
Policy	Strategy	Responsibility (Departments, partners, etc.)	Timing (ongoing, short term — 0–5 years, long term — 6+ years)	Capital Expenditure (Y, N)	Potential Funding Sources
LUH Policy 1.2: Promote the development of a robust local economy and vibrant downtown.	Strategy 1.2.1: Encourage the development of a community recreation center, including the passage of a bond to support the Strasburg Parks and Recreation District's increased operational costs.	Strasburg Parks and Recreation District	Long-term (6+ years)	Y	Bond Measure
	Strategy 1.2.2: Amend the Arapahoe County Land Development Code and Adams County Development Standards to ensure coordination with the Strasburg Future Land Use Map by clarifying the purpose of the Strasburg Overlay Zoning District and the allowed land uses therein.	Adams County CED, Arapahoe County PWD	Short-term (0–5 years)	N	N/A
LUH Policy 1.3: Improve access to open space and preserve the natural beauty of the community for all to enjoy.	Strategy 1.3.1: For any new residential subdivision that falls within the floodplain boundaries as shown in Figure 1-14, the property affected by the floodplain should be put into a tract for the purpose of open space. These open space tracts should be surrounded by a public access easement allowing the open space to be available to the general public. To the maximum extent possible, these tracts should connect to neighboring open spaces by a system of trails.	Adams County CED, Arapahoe County PWD	Ongoing	N	N/A
LUH Policy 2.1: Explore opportunities for Strasburg community members to have a more direct voice in decision making for their community at the County level.	Strategy 2.1.1: Ensure that opportunities to serve on local boards and commissions are advertised in Strasburg.	Arapahoe County PWD, Arapahoe County Commissioners' Office, Adams County CED, Strategic Partnerships and Resilient Communities (SPARC) Team	Ongoing	N	N/A
	Strategy 2.1.2: Identify opportunities for Strasburg residents to connect directly to County Commissioners.	Arapahoe County PWD, Arapahoe County Commissioners' Office, Adams County CED, Adams County SPARC Team	Ongoing	N	N/A
	Strategy 2.1.3: Connect the Adams County SPARC Team and Neighborhood Community Fund to community leaders in Strasburg.	Adams County SPARC Team	Ongoing	N	N/A
	Strategy 2.1.4: Regularly monitor the development fee dispersal process to ensure that the Strasburg School District and Strasburg Parks and Recreation District are aware of available funds.	Adams County CED, Arapahoe County PWD	Ongoing	N	N/A
	Strategy 2.2.1: Develop wayfinding sign and public art programs to identify a downtown area bounded by East 26th Avenue, Strasburg Road, East Railroad Avenue, and Piggot Road as shown in Figure 1-15. (See also TM Strategies 2.1.1 and 3.1.2, ED Strategy 1.1.4, and ED Policy 4.1).	Arapahoe County PWD, Adams County CED, Adams County Public Works, Adams County Parks, Open Space, and Cultural Arts (POSCA), Strasburg Arts Council	Short-term (0–5 years)	Y	Federal, state, and local grants

EAST COLFAX AVENUE DESIGN					
Policy	Strategy	Responsibility (Departments, partners, etc.)	Timing (ongoing, short term — 0–5 years, long term — 6+ years)	Capital Expenditure (Y, N)	Potential Funding Sources
ECAD Policy 1.1: Encourage architecture and design that enhances the appearance of the corridor and preserves the small-town feel and identity of Strasburg.	Strategy 1.1.1: Develop a design overlay that will guide future development to be compatible with the Community vision for the corridor. The following standards should be considered: Build to the street. New buildings should be built close to the sidewalk at an established build-to line. Existing buildings that are set further back are encouraged to establish outdoor spaces such as plazas, courtyards, patios, gardens, and seating areas between the building and build-to line. Improve landscaping. Develop enhanced landscaping standards that apply to commercial development fronting East Colfax Avenue. Enhance building appearance and orientation. False front western façade preferred. Provide operable entryways oriented towards and accessible from the street. Use higher quality building materials like stone and metal and provide large street level windows to improve transparency on the ground level. Standardize signage. Ensure unobtrusive and orderly signage that avoids a garish and visually cluttered appearance along the corridor.	Adams County CED, Arapahoe County PWD	Short-term (0–5 years)	N	N/A
	Strategy 1.1.2: When feasible, remove cobra head and other outdated, unsightly lighting and replace with dark sky-compliant streetlights that complement and enhance the surrounding architecture and small-town feel.	Adams County Public Works, Adams County CED, CDOT, CORE Electric Cooperative, Arapahoe County PWD	Ongoing	Y	CRA
ECAD Policy 1.2: Transform public spaces within the corridor into vibrant, welcoming places that foster community connection and enhance social interaction.	Strategy 1.2.1: Identify and inventory appropriate locations for public art projects throughout the corridor along with funding opportunities for installation.	Adams County POSCA, Adams County CED, Arapahoe County PWD, Strasburg Arts Council, Strasburg Parks and Recreation District	Short-term (0–5 years)	N	N/A
	Strategy 1.2.2: When the East Colfax Avenue right-of-way is redeveloped, design should consider the cross sections found in Figure 2-3 and 2-4, including on-street parking, stormwater infrastructure, landscaping, and the preservation of an ADA-compliant unobstructed walkway. Businesses along East Colfax Avenue should consider the guidance found in Figure 2-4 when placing seating, signing, etc. on the adjacent sidewalk.	Adams County CED, Arapahoe County PWD, CDOT, Strasburg business community	Long-term (6+ years)	Y	Federal and state grants

TRANSPORTATION AND MOBILITY					
Policy	Strategy	Responsibility (Departments, partners, etc.)	Timing (ongoing, short term — 0–5 years, long term — 6+ years)	Capital Expenditure (Y, N)	Potential Funding Sources
TM Policy 1.1: Prioritize safety measures near schools, along primary walking and bicycling routes to schools, and where children and adolescents frequent.	TM Strategy 1.1.1: Encourage applications to the County's Neighborhood Traffic Calming program for roadways nearest to Strasburg schools. This will help identify and support opportunities for calming techniques like speed bumps, curb extensions, and lane width reductions.	Adams County Public Works	Ongoing	Y	Traffic calming — Streets Program for 2025, Traffic Operations for 2026
	TM Strategy 1.1.2: When repaving or re-painting, evaluate the need for new or additional marked crosswalks related to safe routes to school.	Adams County Public Works, Arapahoe County PWD, CDOT	Long-term (6+ years)	Y	Repaving program
	TM Strategy 1.1.3: Build sidewalks and curb ramps, and improve drainage as sidewalks are designed and built.	Adams County Public Works, Adams County CED	Long-term (6+ years)	Y	Tax Increment Financing (TIF)
	TM Strategy 1.1.4: Study intersection improvements at Wagner Road and East Colfax Avenue to improve traffic safety.	*CDOT, Adams County Public Works, Arapahoe County PWD	Long-term (6+ years)	Y	Potential grant funding, CRA, CDOT
	TM Strategy 1.1.5: Provide safe crossings and pedestrian facilities along 26th Street to better connect the Wolf Creek Development to the Strasburg schools.	Developer	Long-term (6+ years)	Y	Concurrent with development
	TM Strategy 1.1.6: As development occurs within the identified Downtown Strasburg area, ensure new connections have pedestrian facilities to encourage active travel to and from Strasburg schools.	Developer, Adams County CED, Arapahoe County PWD	Long-term (6+ years)	Y	Concurrent with development
TM Policy 1.2: Explore the feasibility of implementing Safe Routes to School programming.	TM Strategy 1.2.1: Work with Strasburg Parks and Recreation District and Strasburg School District to identify key needs, capacity, and grant funding opportunities for Safe Routes to School programs, like walking school buses.	Strasburg Parks and Recreation District, Arapahoe County, Adams County, Strasburg School District	Long-term (6+ years)	N	Potential grant funding, such as Safe Routes to School

TRANSPORTATION AND MOBILITY					
Policy	Strategy	Responsibility (Departments, partners, etc.)	Timing (ongoing, short term — 0–5 years, long term — 6+ years)	Capital Expenditure (Y, N)	Potential Funding Sources
TM Policy 2.1: Work towards ensuring community members can safely get to and from external destinations using their desired mode.	TM Strategy 2.1.1: Advocate for transportation demand management planning along I-70 between Strasburg, Bennett and Byers, and as part of state regulations.	Arapahoe County PWD, CDOT	Long-term (6+ years)	N	TBD
	TM Strategy 2.1.2: Work with partners to explore future transit connections to increase transportation choices to and from the Denver-metro area.	Arapahoe County PWD Public Works, Adams County Public Works, CDOT, I-70 Chamber, I-70 Regional Economic Advancement Partnership (REAP)	Long-term (6+ years)	N	TBD
TM Policy 2.2: Consider trails and multimodal facilities to be an important component of the transportation network.	TM Strategy 2.2.1: Identify and construct potential trail connections between Bennett, Strasburg and Byers.	Arapahoe County Open Spaces, Arapahoe County PWD, Adams County POSCA, Strasburg Parks and Recreation, others like Byers Parks and Recreation District, Town of Bennett	Long-term (6+ years)	Y	Potential grant funding, such as Adams County Open Space, Arapahoe County Open Spaces, Federal and state Grants
	TM Strategy 2.2.2: Collaborate with CDOT Statewide Bridge and Tunnel enterprise to determine potential bridge project eligibility and potential funding, when the bridge over I-70 is deemed ready for placement. Ensure multimodal facilities are included to ensure safe travel for those traveling by bicycle or walking.	CDOT	Long-term (6+ years)	Y	CDOT
TM Policy 3.1: Identify opportunities for placemaking, wayfinding, and public art early in the transportation project design process.	TM Strategy 3.1.1: Create guidelines for placemaking and wayfinding in Strasburg that resonate with the community.	Arapahoe County PWD, Adams County POSCA, CDOT, Strasburg Arts Council, Adams County Public Works	Long-term (6+ years)	N	TBD
	TM Strategy 3.1.2: Identify placemaking, wayfinding and public art opportunities early in the transportation project design process and ensure these elements are built into scope of work and budget for prioritized locations.	Arapahoe County PWD, Adams County POSCA, Adams County Public Works, CDOT, Strasburg Arts Council	Ongoing	Y	Adams County percentage for the arts funding

TRANSPORTATION AND MOBILITY					
Policy	Strategy	Responsibility (Departments, partners, etc.)	Timing (ongoing, short term — 0–5 years, long term — 6+ years)	Capital Expenditure (Y, N)	Potential Funding Sources
TM Policy 3.2: Create a safe and accessible network for all users, including pedestrians, cyclists, and motorists, by considering safety countermeasures in intersection and corridor improvements.	TM Strategy 3.2.1: Study intersection improvements at key intersections to both improve traffic flow and safety and to act as a gateways of Strasburg. Suggested key intersections include those that define downtown Strasburg: East Colfax Avenue and Strasburg Road, East 26th Avenue and Strasburg Road, East 26th Avenue and Piggot Road, and Piggot Road and East Colfax Avenue.	Arapahoe County PWD, Adams County Public Works and Community and Economic Development, *CDOT	Long-term (6+ years)	Y	Potential grant funding, such as the Transportation Improvement Program, or the Highway Safety Improvement Program
	TM Strategy 3.2.2: Ensure the roadway characteristics, like curb, gutter and sidewalk, transition from rural to downtown core when approaching Strasburg along East Colfax Avenue.	*CDOT, Adams County Public Works, Arapahoe County PWD	Long-term (6+ years)	Y	CDOT, Developers, CRA funds, potential grants
	TM Strategy 3.2.3: Provide on-street angled parking wherever the ROW allows on both sides of East Colfax Avenue throughout the defined corridor.	*CDOT, Adams County Public Works, Arapahoe County PWD	Long-term (6+ years)	Y	NA
	TM Strategy 3.2.4: Install sidewalks along East Colfax Avenue in conjunction with East Colfax Avenue improvements. When possible, new sidewalk segments along East Colfax Avenue should be a minimum of 5 feet, but ideally 8 feet wide, to provide space for unobstructed walking. Ensure Americans with Disabilities Act (ADA) compliance.	*CDOT, Adams County Public Works, Arapahoe County PWD	Long-term (6+ years)	Y	Potential grant funding, such as the Transportation Improvement Program, or the Highway Safety Improvement Program, Developer
* The asterisk indicates that CDOT owns and maintains East Colfax Avenue sidewalk and roadway. While they are the facility owner, it's anticipated that future improvements along East Colfax Avenue and/or it's intersections will involve collaboration between CDOT and local jurisdictions.					

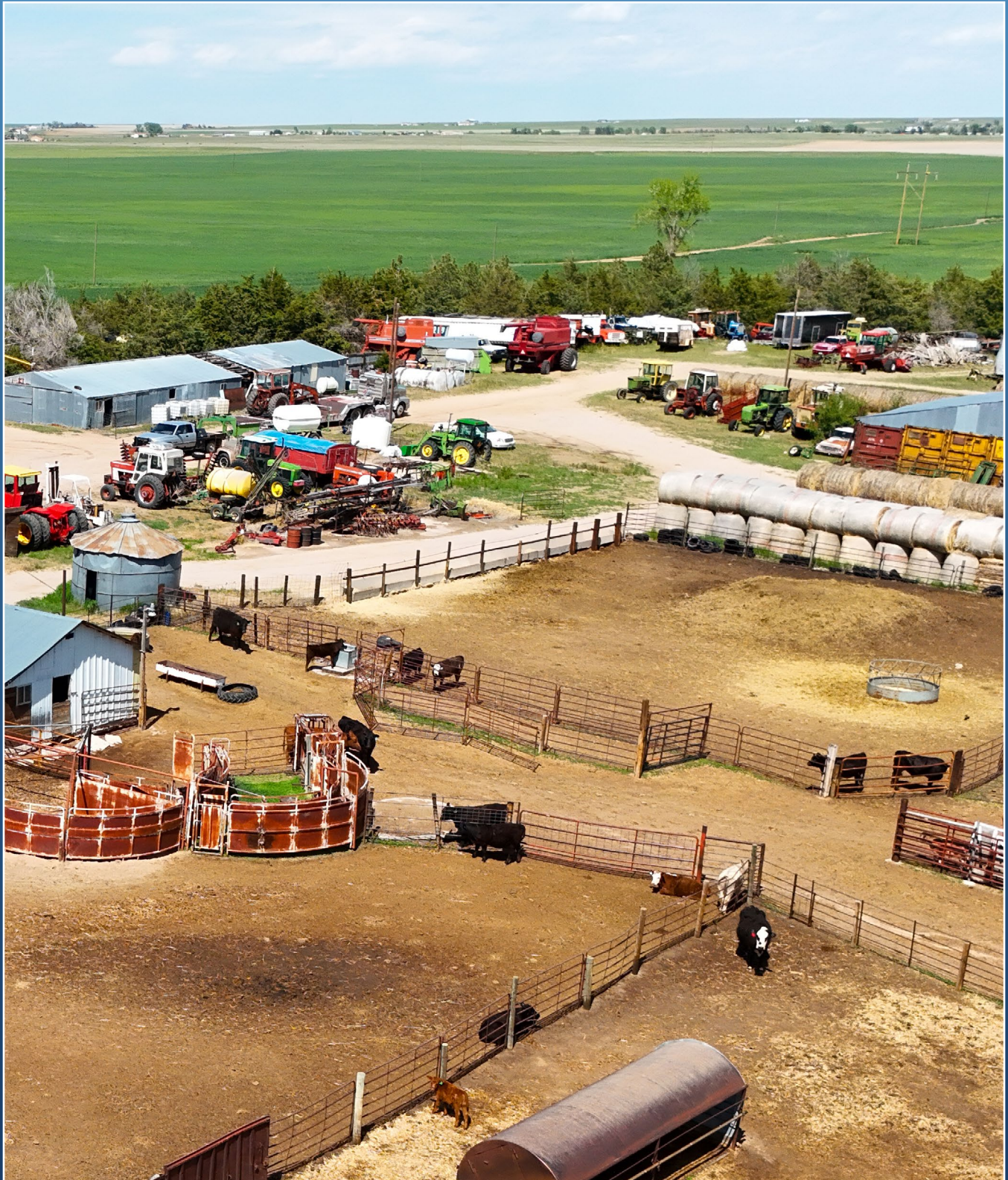
ECONOMIC DEVELOPMENT					
Policy	Strategy	Responsibility (Departments, partners, etc.)	Timing (ongoing, short term — 0–5 years, long term — 6+ years)	Capital Expenditure (Y, N)	Potential Funding Sources
ED Policy 1.1: Facilitate the formation of a Downtown Business Association (DBA) to serve as a unified voice for the downtown business community. Collaborate with local businesses to create a financially sustainable organizational structure that can lead economic growth and revitalization efforts.	ED Strategy 1.1.1: Provide technical support and guidance on organizational structures.	Adams County Economic Development Division, Arapahoe County, I-70 REAP, I-70 Chamber of Commerce, local businesses	Short-term (0–5 years)	Y	N/A
	ED Strategy 1.1.2: Assist with initial meeting coordination and outreach. Identify the business community champions and other community leaders.	Adams County Economic Development Division, Arapahoe County, I-70 REAP, I-70 Chamber of Commerce, local businesses	Short-term (0–5 years)	N	N/A
	ED Strategy 1.1.3: Promote the benefits of a DBA membership to encourage participation.	Adams County Economic Development Division, Arapahoe County, I-70 REAP, I-70 Chamber of Commerce, local businesses	Short-term (0–5 years)	N	N/A
	ED Strategy 1.1.4: Develop a unique Strasburg brand and incorporate the design into a creative and standardized wayfinding program.	Adams County Economic Development Division, Arapahoe County, I-70 REAP, I-70 Chamber of Commerce, local businesses	Short-term (0–5 years)	Y	N/A
ED Policy 2.1: Pursue available grant funding and incentives to stimulate economic development and support local businesses.	ED Strategy 2.1.1: Explore the eligibility requirements and preferred project lists for grants to fund infrastructure improvements and placemaking projects.	Adams County, Arapahoe County, CDOT, I-70 REAP, I-70 Chamber of Commerce	Short-term (0–5 years)	N	N/A
	ED Strategy 2.1.2: Collaborate with Adams County SPARC (Strategic Partnerships and Resilient Communities) Team to apply for grants from the Neighborhood Community Fund.	Adams County Economic Development Division, Adams County SPARC Team, community leaders	Short-term (0–5 years)	N	N/A
	ED Strategy 2.1.3: Explore the option of establishing a new Small Business Façade Improvement and Expansion Grant to encourage property owners to enhance building exteriors and storefronts. Consider extending a façade improvement program to the south side of East Colfax Avenue in partnership with Arapahoe County.	Adams County Economic Development Division, Arapahoe County, I-70 REAP	Short-term (0–5 years)	N	N/A

ECONOMIC DEVELOPMENT					
Policy	Strategy	Responsibility (Departments, partners, etc.)	Timing (ongoing, short term — 0–5 years, long term — 6+ years)	Capital Expenditure (Y, N)	Potential Funding Sources
	ED Strategy 2.1.4: Research and explore the possibility of a Remote Work Grant to attract remote workers to the community, increasing the customer base with expendable money.	Adams County Economic Development Division	Short-term (0–5 years)	N	N/A
	ED Strategy 2.1.5: Continue working towards the inclusion of Downtown Strasburg and surrounding areas in the Enterprise Zone Boundary Redesignation for both Arapahoe and Adams County sides and create a targeted marketing campaign to encourage business investments within the zone.	Adams County Economic Development Division, Arapahoe County, I-70 REAP	Short-term (0–5 years)	N	N/A
	ED Strategy 2.1.6: Inform and engage with stakeholders in the Study Area to develop and adopt a County Revitalization Plan (CRA).	Adams County, Arapahoe County	Short-term (0–5 years)	Y	N/A
ED Policy 3.1: Enhance access to entrepreneurial support, small business resources, and workforce development programs by promoting partnerships with existing service providers.	ED Strategy 3.1.1: Partner with the East Colorado Small Business Development Center (SBDC) to offer workshops, counseling, and business planning resources.	Adams County Economic Development Division, Arapahoe County, Small Business Development Center	Short-term (0–5 years)	N	N/A
	ED Strategy 3.1.2: Promote resources from the Farmers Business Network to support local agricultural businesses and entrepreneurs.	Adams County Economic Development Division, Arapahoe County, I-70 REAP, I-70 Chamber of Commerce	Short-term (0–5 years)	N	N/A
	ED Strategy 3.1.3: Engage with the Strasburg 31J School District and nearby Community Colleges such as Morgan Community College and Arapahoe Community College to provide workforce training and career pathway programs.	Adams County Economic Development Division, Arapahoe County, Arapahoe/Douglas Works, I-70 REAP, I-70 Chamber of Commerce, Strasburg 31J School District, local community colleges	Short-term (0–5 years)	N	N/A
	ED Strategy 3.1.4: Collaborate with the I-70 Chamber of Commerce and I-70 REAP to support regional business growth and advocacy.	Adams County Economic Development Division, Arapahoe County, I-70 REAP, I-70 Chamber of Commerce	Short-term (0–5 years)	N	N/A
	ED Strategy 3.1.5: Develop a Joint Economic Development Service Coordination initiative with Arapahoe County to align regional support efforts and services.	Adams County Economic Development Division, Arapahoe County	Short-term (0–5 years)	N	N/A

ECONOMIC DEVELOPMENT					
Policy	Strategy	Responsibility (Departments, partners, etc.)	Timing (ongoing, short term — 0–5 years, long term — 6+ years)	Capital Expenditure (Y, N)	Potential Funding Sources
ED Policy 4.1: Enhance the physical environment of Downtown Strasburg to create a welcoming and vibrant commercial district.	ED Strategy 4.1.1: Establish a Downtown Strasburg Design Overlay to guide development and ensure aesthetic consistency in signage, architecture, and public spaces (see ECAD Policy 1.1)	Adams County CED, Arapahoe County	Short-term (0–5 years)	N	N/A
	ED Strategy 4.1.2: Coordinate with CDOT on planned infrastructure improvements to maximize the benefit for local businesses and visitors.	Adams County CED, Arapahoe County	Short-term (0–5 years)	N	N/A
	ED Strategy 4.1.3: Implement placemaking projects such as decorative street lighting, sidewalk enhancements, and green infrastructure to improve the pedestrian experience (see ECAD Policy 1.1)	Adams County CED, Arapahoe County	Short-term (0–5 years)	N	N/A
	ED Strategy 4.1.4: Work with Adams County Parks & Recreation Department and Strasburg Parks and Recreation District to install murals and other public art in the Strasburg Downtown Corridor.	Adams County POSCA, Arapahoe County, Adams County Public Works, Strasburg Parks and Recreation District, Strasburg Arts Council	Ongoing	Y	Adams County percentage for the arts funding
	ED Strategy 4.1.5: Encourage private investment through the creation of matching grant programs to support façade improvements and other exterior enhancements.	Adams County Economic Development Division, Arapahoe County, I-70 REAP	Short-term (0–5 years)	N	N/A

CULTURAL AND HISTORICAL RESOURCES					
Policy	Strategy	Responsibility (Departments, partners, etc.)	Timing (ongoing, short term — 0–5 years, long term — 6+ years)	Capital Expenditure (Y, N)	Potential Funding Sources
CHR Policy 1.1: Assist in the identification of buildings and places that have historical or cultural significance and support their preservation and interpretation.	CHR Strategy 1.1.1: Seek funding to conduct surveys that identify, document, and evaluate cultural and historical resources within the community, and to provide for their restoration and preservation.	Adams County CED, Arapahoe County PWD, Strasburg Parks and Recreation District, Comanche Crossing Historical Society (CCHS), History Colorado	Ongoing	Y	State Historic Fund History Colorado, State Historic Preservation Office
	CHR Strategy 1.1.2: Encourage and support property owners to nominate historically, architecturally, or culturally significant buildings and places to the State or National Register of Historic Places.	Adams County CED, Arapahoe County PWD, CCHS	Ongoing	Y	State Historic Fund History Colorado, Office of Archaeology and Historic Preservation
	CHR Strategy 1.1.3: Encourage developers to preserve significant and designated cultural and historical resources by incorporating them into development plans.	Adams County CED, Arapahoe County Public Works and Development	Ongoing	Y	Federal and State Historic Preservation Tax Credits
	CHR Strategy 1.1.4: Share stories of Strasburg's history through: Publishing historical and cultural survey results on the Adams and Arapahoe counties websites. Supporting the I-70 Scout in its efforts to publish historical information about Strasburg and the communities that it serves. Promoting local heritage tourism. Encouraging local efforts to gather oral histories and, in particular, to seek out untold stories. Celebrating Strasburg's history by supporting Hometown Days. Supporting the Comanche Crossing Museum in its efforts to build awareness of the history of Strasburg and the surrounding area.	Adams County CED, Arapahoe County PWD, CCHS, Arapahoe Libraries, School District 31J, I-70 Scout, Arapahoe County Open Spaces, Adams County POSCA	Ongoing	Y	State Historic Fund History Colorado, Office of Archaeology and Historic Preservation, Office of Economic Development & International Trade

Appendices



APPENDIX A. COMMUNITY ENGAGEMENT SUMMARY

Surveys

COMMUNITY SURVEY

The Community Survey was accessible from August 7, 2024 through September 30, 2024 on the project website. The following methods were used to advertise the survey: postcards to every address in the Strasburg zip code, posts on the Adams County social media pages, flyers posted around Strasburg and at the Adams County Government Center, and word of mouth.

262 individuals participated in the Community Survey. Only 20% of respondents chose to provide their demographic information. Of those who chose to share, 68% of respondents were between the ages of 36 and 65; most identified as white (65%); most were female (58%); 62% had completed some form of higher education (associates, bachelors, or higher); most made over \$85k/year (76%); and most are employed full-time (72%).

The purpose of the Community Survey was to better understand the community's thoughts on the existing state of the town and their hopes for the next 20 years. The Community Survey consisted of questions regarding general thoughts on Strasburg, housing, economic development, and mobility. All survey questions and responses can be found at the end of this report.

Here are a few of the main themes expressed in the survey results:



Housing: Building new housing in Strasburg was not a priority for most respondents. Respondents prefer to see large-lot single family development and some feel that affordability could be improved.

- Expanding housing does not seem to be a priority for respondents. It ranked last on the list of top priorities, and only 9% feel that it is a pressing issue for Strasburg.
- 5% of respondents feel that the existing housing options are in good condition; 56% of respondents feel that housing options are affordable; 71% feel that there is enough housing in Strasburg.
- 57% of respondents would like to see single-family homes; 39% are interested in more senior housing.



Land Use: While most respondents seemed to acknowledge that growth is inevitable, there is an underlying anxiety about what growth will mean for the town's rural character and resources. Respondents feel strongly that public infrastructure must stay on pace with private development and that private developers should be providing a net community benefit.

- Most respondents listed Strasburg's rural character (76%) and sense of community (64%) as its greatest asset; 77% feel that preserving the small-town character is the most pressing issue; and keeping the town's rural character and protecting its unique features were listed as the top priorities.
- Increasing recreational opportunities was listed as the 3rd top priority behind keeping Strasburg rural and protecting its features.
- Most respondents listed utilities and response services (fire, water, sewer, stormwater) as a strength.



Economic Development: Most respondents would like to see more small businesses along East Colfax Avenue that reflect the small-town, agricultural character of Strasburg. Most respondents are already frequenting businesses along East Colfax Avenue but shared that services and retail are lacking currently.

- Most respondents feel healthcare services are lacking (81%).
- 69% of respondents visit a business along East Colfax Avenue at least once per week.
- The top 4 desired business types are restaurants (55%), grocery stores (47%), medical facilities (46%), and retail (44%).
- A desire for local businesses (especially those supporting local farms and producers) and a disdain for chain businesses.
- Encouraging residents to spend locally by promoting businesses in Strasburg could help keep more revenue in the community.
- The 4 least desired business types are offices/gas stations — tied (12%), hotels (8%), residential (5%), and industrial (4%).
- 53% of respondents would like to see increased employment opportunities.
- Most respondents listed K-12 schools as a strength K-8 (79%), high school (72%).
- Most respondents feel daycare services are lacking (56%).



Transportation and Safety: Most respondents travel by car in Strasburg and prefer to travel that way. There is a strong desire for maintaining and improving the existing roads and improving safety. For those who would like to travel by walking, rolling, biking, or scootering, a lack of infrastructure is the greatest issue. Those respondents voiced a strong desire to see multi-modal connections to gathering spaces within the town and to the towns of Bennett and Byers along I-70.

- 99% of respondents are driving in Strasburg every day; however, only 88% prefer this mode of transportation.
- 37% of respondents are currently walking or rolling in Strasburg; however, 60% prefer this mode of transportation.
- Only 13% of respondents currently bike or scooter in Strasburg; however, 27% would prefer this mode of transportation.
- Only 8% of respondents (14 people) report using equestrian trails
- The top 3 transportation priorities are maintaining what we have, improving safety, and making streets look nicer. Moving freight is the last priority.
- 55% of respondents feel that traffic is too fast or too crowded, while 40% feel there are no issues with traffic.
- The biggest issues when walking/rolling in Strasburg are insufficient sidewalks (65%) and crossings (51%).
- For those who would like to bike or scooter in Strasburg, insufficient infrastructure was the biggest barrier (36%).
- For those who would like to travel by horse in Strasburg, a lack of trails was the biggest barrier (9%).

BUSINESS OWNER SURVEY

The Business Owner Survey was accessible from August 7, 2024 through January 14, 2025 on the project website. 14 individual business owners participated in the survey. Staff visited business owners in Strasburg to collect surveys in-person. All survey questions and responses can be found at the end of this report.



Outreach Events

2024 HOMETOWN DAYS

During the 2024 Strasburg Hometown Days, staff hosted a booth as part of the vendor fair and asked visitors four different questions. Staff interacted with approximately 60 participants. The questions and responses from participants are listed below:

Figure 3-2. Top Transportation Priority Survey Response

What are Strasburg's biggest strengths?	What are the biggest opportunities you see for your community in the next 20 years?	What are Strasburg's greatest weaknesses?	What are the greatest issues facing Strasburg over the next 20 years?
• Small town feel (5) • Schools (4) • Ag Economy (2) • Parks (2) • Rec Center (2) • Parade (2) • Pig show • Kind People • Proximity to Denver and the Airport	• New businesses (9) • Improve mobility options (3) • Museum (3) • More opportunities for families and kids (tennis courts, water parks, etc.) (2) • Better housing options for new families (2) • Update to the Subarea Plan • More sports • More sheriffs • Urgent Care • Community Events • Truck/RV Stop with Overnight Parking	• Lack of medical services (4) • Growth (2) • Lack of water (2) • Schools (2) • Lack of strategic planning • No sense of place • Lack of retail • Quality of homes • Lack of a movie theater • Weird weather • Some of the people • Pedestrian and bike lanes • Too expensive	• Population Growth (7) • Lack of water (3) • Traffic around school areas (2) • Lack of growth (2) • Lack of large-lot homes (2) • Lack of strategic planning • School overcrowding • Embracing change as a community

FALL 2024 PUBLIC HOUSES

After the Community Survey was complete, Staff hosted two open house events on November 20, 2024 and December 2, 2024 at TBK Bank in Strasburg to share the results of the Community Survey and some of the existing conditions which had been gathered by Staff. Stations were hosted to discuss seven topics: the Plan's Vision Statement and Principles, Transportation and Safety, Housing, Land Use, Economic Development, Cultural Heritage, and the Design of East Colfax Avenue. Each station provided participants with the opportunity to leave comments and feedback on each topic and respond to the results staff had gathered from the Community Survey. Between both open house events, Staff interacted with more than 80 community members. The results of the open houses can be found at the end of this report.

Vision Statement

A vision statement sets the overarching direction for a plan and speaks to the desired future conditions of the community. Using the results of the community survey, Staff and the Community Steering Committee drafted the following vision statements to reflect the vision for Strasburg's next 20 years. Place a dot next to the vision statement that you like the best.

Option 1: Strasburg is a thriving small-town community that cherishes its main-street charm and agricultural heritage, while prioritizing the well-being of its residents. By fostering a vibrant local economy with small businesses, enhancing safe transportation options, and preserving the cherished community spaces, we aim to create a welcoming environment that supports families while maintaining its unique character and ensuring thoughtful growth.

Option 2: Strasburg is a thriving small-town community that celebrates our agricultural heritage, cherishes our community ties, and provides opportunities for the generations to come.

Economic Development

Most Desired Services
What types of businesses would you like to see along E Colfax Avenue and Main Street? Place a dot next to each service you feel is needed in Downtown Strasburg.

- Health/Medical Facilities
- Childcare (daycare, after-school, tutoring, etc.)
- Grocery Store/Farmers Market
- Restaurants/Coffee Shops
- Fitness Providers (yoga studio, gym, CrossFit, etc.)
- Business Incubator/Co-working Space
- Residential Development
- Small Scale Manufacturing (commercial kitchen, jewelry, pottery, etc.)
- Event Spaces (weddings, receptions, special events, etc.)
- Event Spaces (weddings, receptions, special events, etc.)
- Salon/Barbershop
- Service Providers (laundry, hairdresser, electrician, etc.)
- Professional Services (accounting, attorneys, insurance, etc.)
- Arts & Culture (live music, art gallery, theater, etc.)
- Other (please use a sticky note)

Development Opportunities
Is there a great location or cool building that could be developed into a new community asset? Using the map below, place a green dot where you feel non-residential development should be prioritized; place a red dot where you feel existing non-residential development should be left as is.

Landmarks:
 - Courthouse Crossing Museum
 - Legion Hall
 - Strasburg High School
 - Western Hardware
 - Rookery
 - Strasburg House/City Shop

Guiding Principles

Guiding principles provide strategic direction for a plan and should reflect the community's values. Using the results of the community survey, Staff and the Community Steering Committee drafted the following guiding principles to provide direction for this planning process. Place a dot next to each principle that you feel reflects the community's values.

- Enhance and maintain the charming small-town character and sense of place.
- Promote a friendly and safe sense of community.
- Sheward development intentionally to ensure any growth enhances rather than diminishes existing amenities and services, while protecting our natural resources.
- Support local businesses that reflect the community's values, providing residents with diverse shopping and service options within the town.
- Prioritize the maintenance and improvement of roads and develop safe mobility options to connect community members.
- Foster strong community ties through cherished spaces, events, and historical preservation, honoring our shared heritage and the stories that connect us.
- Actively involve residents in decision-making processes to ensure that all voices are heard.

Transportation and Safety

Traffic Safety in Strasburg
There were 116 crashes in the Strasburg area from January 2018 through December 2022. The map below is zoomed into where the majority of incidents occurred.

Crash Severity

- Fatality (1)
- Serious Injury (6)
- Possible Injury (17)
- No Injury (92)

What we heard
Place a dot sticker next to what you agree with from the community survey.

What are Strasburg's top transportation priorities?

- 85% said maintain what we have.
- 88% said make streets look nice.
- 78% said improve safety.

Most respondents prefer to drive in Strasburg:

- 95% prefer driving.
- 37% prefer to walk or not.
- 13% prefer to scooter or bike.
- 8% prefer to ride their horses.

Most respondents prefer to drive in Strasburg:

- "Add multimodal connections between Bennett, Strasburg and Berry."
- "Look at existing development to the south."
- "Add more street lights."
- "Widen Highway."

The most important transportation improvement Strasburg needs is because it would help residents to

Place your sticky note below to fill in the blank!

2025 HOMETOWN DAYS

Staff was present in the Hometown Days parade, distributing information about the Plan and encouraging community members to provide feedback on the project website. Also, Staff hosted a booth in the vendor fair and provided information regarding the Plan.



EAST COLFAX AVENUE COMMUNITY MEETING — FALL 2025

On August 19, 2025, Staff hosted a community meeting to discuss the recommendations of the Plan, specifically the many changes that were recommended for the East Colfax Avenue corridor and any proposed changes to the Future Land Use Map. All properties with proposed changes to the Future Land Use Map were notified by mail and invited to the community meeting. Much of the business community was also represented. Staff presented the key changes at the beginning of the meeting, and then members of the public were able to move about the room to discuss specific recommendations with Staff. Roughly 30 community members attended.

COFFEE WITH PLANNERS — FALL 2025

On the mornings of September 9th and 10th, Staff met with community members at two local coffee shops in Strasburg to discuss the proposed recommendations in a more informal setting. Eight community members attended the first meeting, and no community members attended the second meeting.



Advisory Teams

COMMUNITY STEERING COMMITTEE

A Community Steering Committee was formed in August 2024. Members of the Committee were nominated by community partners in Strasburg. The Committee was composed of 12 members of the Strasburg community and intentionally spanned different backgrounds, ages, and walks of life. This Committee met bi-monthly to provide Staff direction for the Strasburg Plan.

TECHNICAL ADVISORY COMMITTEE

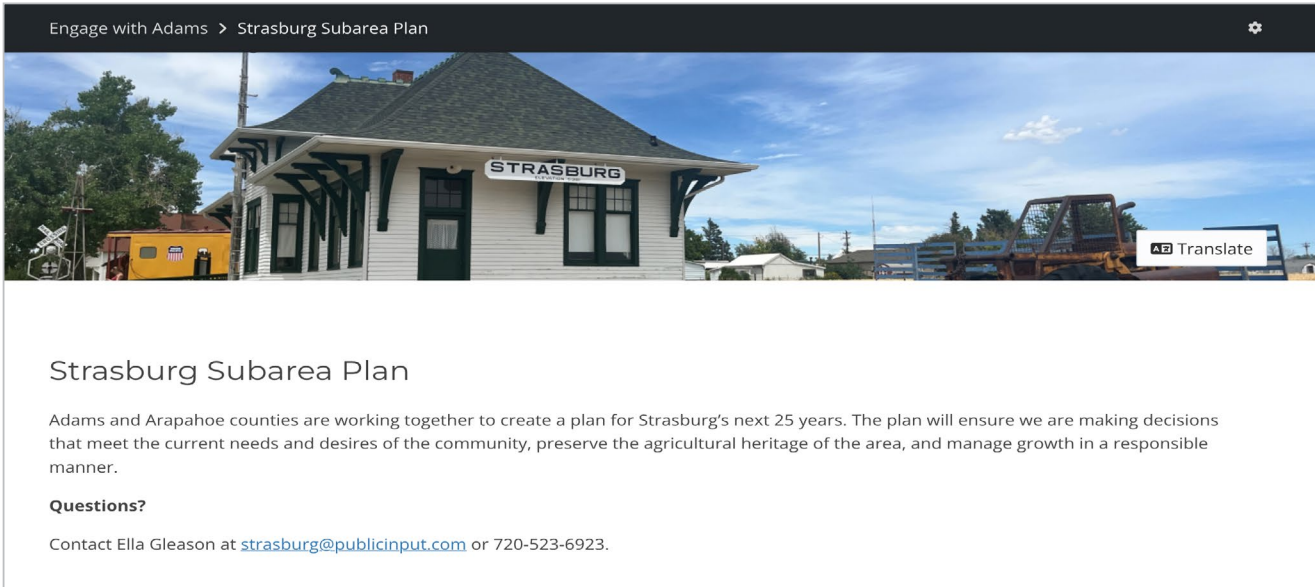
A Technical Advisory Committee was formed in August 2024. Members of the Committee were identified as partners or technical experts in the Strasburg community. This Committee met bi-monthly to provide technical direction to Staff for the Strasburg Plan.

Plan Advertisement

- Project Website

A project website was available for the duration of the project at engageadams.adcogov.org/strasburg. The website had 223 subscribers who received project updates and event invitations associated with the project.

Figure A-2. Strasburg Subarea Plan Project Website



- **Postcards**

In July 2024, at the beginning of this planning effort, all properties within the Strasburg zip code (80136) were mailed a postcard with the website address and associated QR code welcoming the community to participate in the planning effort.

Figure A-3. Project Kickoff Postcard



Figure A-4. Social Media Post

- **Social Media**

Before each event and during the community survey period, Adams County Communications posted to Facebook, Twitter, and Instagram to encourage community members to participate in the Plan.



APPENDIX B. HISTORY OF STRASBURG

Indigenous Presence Pre-Settling of Colorado's Eastern Plains

A collection of tribes interacted with Colorado's Eastern Plains and created homes throughout the region before American western expansion resulted in the establishment of towns, cities, and railroads in this part of the country. The following tribes are some of the original peoples who inhabited this land before settlers in the 19th Century: Cheyenne (Tsistsistas), Arapaho (Hinono'ei), Apache (Nde), Ute (Mouache), Kiowa (Ka'igwu), Comanche (Nǎmǎnǎn), and Sioux (Oceti Sakowin or Lakota). Some of these communities found their way west after facing displacement from settlement of modern Midwestern states. The Northern Arapaho Tribe, with whom Strasburg High School has intentionally partnered, now center their community on the Wind River Reservation in Wyoming.



Representatives from some of these communities, in addition to others from tribes who lived west of settled territories in the expanding United States, met at Fort Laramie, Wyoming in 1851 with representatives of the United States to discuss this western movement of European Americans. For the most part, relations between tribes and settlers following that treaty remained mostly peaceful until growing demand for land stemming from the pursuit of gold in the West pressured Sioux, Cheyenne, and Arapaho into conflict with settlers. Growing economic interests in the area led to the Treaty of Fort Wise in 1861 where Cheyenne and Arapaho leaders were coerced to cede their lands between the Arkansas and North Platte rivers, lands that were previously protected by the Treaty of Fort Laramie. This treaty escalated tensions in the area and precipitated more violent encounters between people moving west and tribes. While about 150 miles away from Strasburg, the Sand Creek Massacre in 1864 embodied that rift between a developing country and existing tribes, seeing 230 Cheyenne and Arapaho women, children, and elders murdered by American soldiers as they camped peacefully.

Beginnings of Town of Strasburg

On August 15th, 1870, the last spike was driven into the first continuous transcontinental railroad at a spot known as Comanche Crossing, and now, Strasburg. The different towns that emerged along this railroad route were roughly six miles apart due to the practice of dispersing water towers at an even distance between railroad stops to service steam-powered locomotives. Surrounding towns in the area saw settlers move in before anyone began building in Strasburg, including the nearby town of Byers. Just southeast of Strasburg, a homestead began along West Bijou Creek (and was originally named "Bijou"), with a railroad station built next to Oliver Wiggins's homestead. Early settlers of this area farmed a variety of produce and grains, and the Kansas Pacific railroad attempted to advertise this part of the plains, eventually leading to the cultivation of livestock that fed on native grasses to produce beef and wool. The joining of the spikes has placed Strasburg into a larger national narrative of railroad towns, western travel, and American development. It has also helped define some of the lore that current residents have incorporated into their own stories, weaving threads to an agrarian past.

This railroad route, with a series of stops through the Eastern Plains on its way to Denver, did not immediately result in the area being settled. In fact, it was not until 1895, 25 years after the completion of the railroad, that Charles Miller was issued the first homestead patent in the area. Two years later, in 1897, D.H. Weaver settled on 157 acres of land that would become the town of Strasburg. Weaver was an active presence in the town, building the first general store and residence at **1407 Main Street** in 1907 and later running a trucking business, selling coal, and brokering grain, popping up wherever he was able to engage with a needed enterprise. His general store was an important gathering place for settlers in the region. Prior to his business, people had to travel to Bennett or Byers to obtain their supplies. In 1908, Weaver's store became the community's new post office with Weaver acting as the postmaster. It also served as a voting location and the second floor regularly hosted social gatherings and dances well into the 1920s.

Personas like Weaver defined the early days of Strasburg, bringing together a pioneering spirit along with a willingness to do anything that might be valuable for neighbors or passers-by to make the place thrive. Strasburg would be home (or second home) to a collection of local characters that influenced its early development. In December 1909, with \$60,000 in capital stock, a Chicago-based

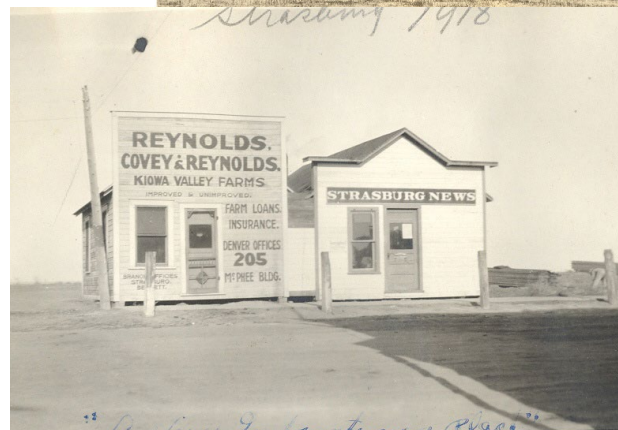


real estate syndicate formed the Strasburg Land and Development Company (*Rocky Mountain News*, Dec 1, 1909). The following spring, it platted the community of Strasburg on about 14 acres of land recently purchased from D.H. Weaver and quickly set about constructing buildings with materials shipped by rail. A.D. Young moved from Loveland to help with early construction. He remained in the community, later becoming deputy sheriff. Young's daughter Vera is presumed the first child born in the growing community. Other early residents included the Kindschey family, which in 1914 opened the first barbershop and a bakery that sold homemade treats in addition to bread shipped from Denver daily by train. By 1916, the Strasburg News published its first edition on the same property that the I-70 Scout publishes from, but in a different building (**1522 Main Street**).

As early as 1902, with the rising popularity and affordability of the personal automobile, enthusiasts began lobbying for the creation of a coast-to-coast motoring highway. The Lincoln Highway, completed in 1915, was the first national road to connect New York and San Francisco. Because it bypassed Colorado entirely, the governor, the Denver Chamber of Commerce, Colorado automobile associations, and others promoted the creation of routes through the state to capitalize on the state's scenic attributes. By 1916, several named highways entered Colorado from all directions, including the Victory Highway, a 3,000 mile-long transcontinental route from New York to San Francisco.

Roughly following today's U.S. 40, the Victory Highway was routed through Strasburg on what is now Colfax Avenue. At this time, the community's principal commercial district began shifting away from Main Street. Businesses geared towards attracting and serving the traveling public, like gas stations, mechanic garages, motor court hotels, curio shops, coffee shops, and restaurants, gradually filled in parcels along Colfax.

Denver first saw an automobile on its streets in 1900 through the introduction of a steam-powered locomotive, as Ford was manufacturing Model T cars on an assembly line for mass consumption by 1924. This shift in travel led to calls for roadways to connect across the country to be able to travel by car more easily.



A series of these paths emerging before 1920 traversed Colorado, winding in different directions and sometimes uniting through select communities. Though they had catchy names to attract motorists, most of them did not offer particularly direct routes. The Midland Trail, the White Way, Pikes Peak Ocean to Ocean, and the Victory Highway represented some of those early roadways before the Airline Highway emerged as a preferred roadway from Adams and Arapahoe County Commissioners in the early 1920s. This route saved between 60-100 miles from Denver to Kansas City compared to the Victory Highway's path. It soon became U.S. Highway 36, while the former Victory Highway would become U.S. Highway 40. This route also connected the neighboring communities of Byers, Bennett, and Watkins to Denver as the western most towns along the route, reflecting today's traffic pattern. As state and federal highway investments evolved, roadways saw more formal paving from the late 1930s through the 1960s, shaping today's auto-centric travel east from Denver.



Truck hits Teapot Cafe, 1940's. Peggy Moore & Leona Erickson proprietors

The shape of the town changed with Colfax's transformation and general movement towards auto-centric travel. Where TBK Bank now stands at **56641 East Colfax Avenue**, a Standard Oil gas and service station once existed, and one can still see how the community meeting room was altered from that original purpose as a garage. On the southeast corner of Main Street and Colfax, now home to Jun's Liquor (**56720 East Colfax Avenue**), a bustling drugstore once existed providing services like medical and dental support. Common to many drug stores at the time, it also included a local soda fountain which has since been preserved and is a featured exhibit at the Comanche Crossing Museum.

Further east on Colfax, a building on the same land as the Teapot Café at **56761 East Colfax Avenue** once served as a town hall space and generally a community meeting space, at times also acting as a temporary school, church, shoe shop, or creamery. That building was eventually moved north, and the Teapot later became the Strasburg Feed Store (now Smokeshow Meats). Where the adjacent gift shop stands, **56763 East Colfax Avenue**, there was once a car dealership, reflecting post-World War II development priorities.

Culturally Significant Places

Most of Strasburg's early development concentrated near the railroad. Main Street, running perpendicular to the rail line, became the community's principal commercial and retail district, and Railroad Avenue, paralleling the tracks was its more industrial district, attracting businesses needing direct, convenient rail access.

In 1916, the Union Pacific Railroad announced the construction of a new depot, replacing a smaller depot with a much grander passenger station befitting the growing, prospering community. Construction plans included a new freight station as well as new stockyards (*Rocky Mountain News*, October 13, 1916). Standing at the foot of Main Street, the new passenger depot was completed in 1917 with three operators working in eight-hour shifts around the clock. At the time, it was arguably Strasburg's finest building, featuring a tall, hipped roof with flared eaves and decorative braces. In 1983, to save the building from demolition, the community moved the structure to its current location at the Comanche Crossing Museum (**56060 East Colfax Avenue**), where it has been restored and houses artifacts and railroad memorabilia.



Most of the early builders focused their attention on Main Street, especially in the area south of Colfax Avenue. In addition to Weaver's general store, early businesses on Main Street included a hardware store, restaurant, drug store, post office and telephone.



West side of Main Street looking north from Railroad Avenue circa 1917. From left Weaver's Store, creamery, Hansel restaurant, Hardy restaurant, real estate office, and school in background.

A hotel (the Strasburg Inn) was prominently located directly north of the passenger depot at the corner of Railroad Avenue and Main Street. Constructed in 1915, about the same time as the new depot, the hotel was a tall, two-story square building with a full wrap-around ground floor porch that originally opened with a grocery store on the first floor (**1406 Main Street**). Although the building has been altered, it retains much of its original character and until recently, it was still operated as a hotel.



Quite possibly Strasburg's oldest surviving, and one of its most in-tact, residences is located at **56859 East Railroad Avenue**. Constructed circa 1910, this is a two-story, duplex residence with a side gable roof, wooden clapboard siding, and a single-story front porch that extends across the front of the home. This building can be seen in early 1900s-era photographs of Strasburg. Slightly reconfigured, the home even retains its outside stairs to the second floor.



Other significant buildings along Railroad Avenue include **56769** and **56789 Railroad Avenue**, which are home to the Uhrich Locomotive Works, a nationally known business specializing in designing, building, and fabricating standard, narrow, and scale model trains and parts in addition to components for farm and oil and gas equipment. Constructed in 1917 as a livery stable, the Uhrich shop is housed in a single story, long rectangular building with a gable roof and a stepped, concrete block false front (**56769 Railroad Avenue**). The adjacent foundry, **56789 Railroad Avenue**, was constructed in 1910 as a blacksmith shop. In about 1912, the building was converted to a grocery, then in later years it was the community's John Deere dealership. By the late 1960s, Virgil Uhrich, returned the building to its original use as a foundry. Prior to this, Uhrich Locomotive had been operating out of the Ute Theater building, 1466 Main Street, since the company's founding in 1948.

Another notable building is located at the southwest corner of Arapahoe Street and Colfax Avenue (**1499 Arapahoe Street**). Currently used as a salon and spa, this building was originally a residence, constructed in 1912 for Kate Bean. This is the second of two homes Ms. Bean constructed, the first located immediately to the north but demolished in the 1930s when Colfax was widened. Although altered, the home at 1499 Arapahoe Street with its hipped roof is representative of the style of residential construction common during Strasburg's early development.

The first school in Strasburg was built in 1910 at the **corner of Colfax and Monroe Streets**, led by Miss Dorothy Little as the first teacher. While this building was later moved out of town, a new school was built in 1917 and the first two people to graduate passed through in 1921: Helen and Margaret Pinzenscham.

The story of many of Strasburg's buildings is the story of adding and shifting original structures. Transformations such as an old lumber yard now acting as a multi-use space, an original residence going through multiple iterations to become what it is today, and banks becoming homes for more modern storefronts bring the past into everyday modern experiences. The Presbyterian Church at the **corner of Arapahoe and Iowa Streets** was constructed in 1929, seeing multiple additions including a classroom, chapel, and steeple over a period of about thirty years. Various rail cars have been found throughout Strasburg, with the most visible at the Comanche Crossing Museum, where visitors can walk through the one parked on the property. While these structures may not be in their original state or location, they piece together tales of the town's first settlers and life on the Plains in the 20th Century.



Other Happenings and Resources

Strasburg also holds a place in agricultural history as the area where center-pivot irrigation was invented. This method involves sprinklered irrigation where equipment rotates around a pivot, creating circular patterns in a field that can be recognized easily from aerial views. Frank Zybach invented this process in 1948 at **Engelbrecht Farm** (directly north of the town's school campus), with Zybach building the original system from a selection of parts from various machines owned by Ernest Engelbrecht. This method would transform agriculture in the Great Plains in part due to its more efficient use of water on larger pieces of land, something that has only become more relevant over time. Comanche Crossing Museum hosts a barn filled with agricultural history from the area that visitors can see to get an idea of what farming was like along the Plains. As Cliff Smith, Curator of the Comanche Crossing Historical Society, has passed along through previous voices, "The railroad changed America, but center pivot irrigation changed the world!"



Hometown Days, an annual weekend long event in Strasburg that celebrates the town's history, takes place the second week of August each year. In 1970, Strasburg held the Comanche Crossing Centennial Celebration, reflecting the 100-year anniversary of the joining of the railroad ties that created the first continuous railroad in the country. There were no large festivals again until 1974, when Hometown Days made its first appearance. As a part of the Colorado Centennial Grant, the state required some sort of festival to accompany support. Hometown Days was originally meant to just last through the state's Centennial celebration (1976), but has become an annual weekend festival since its first event in August, 1974, with just one year missed. Now, the weekend features a large parade along Colfax Avenue and Adams Street, ending at the school campus, originally including 25 entries and today hosting more than 100, with most other events throughout the weekend as free to access. This weekend reflects the largest event each year for the community and brings together local businesses, representatives from local government organizations, and residents past and present to acknowledge the town's roots while elevating the best parts of its modern character. Strasburg Parks and Rec District throws events throughout the year as a central organizing rock of the community in addition

to intermittent events put together by Comanche Crossing Historical Society, generally taking place in the summer. The Regional Economic Advancement Partnership (REAP) also supports local economic activity and events throughout the I-70 corridor east of Denver.

Histories of Strasburg come to life at Comanche Crossing Museum (founded in 1970), a local gem and knowledge keeper of the town that helps tell the stories of real people living and crossing through the Plains. The Strasburg train Depot building, moved from its original location where trains used to stop on their way to and from Denver, is a central feature of that space, kept in great condition, and displaying a collection that brings visitors to an old home and workspace. This centerpiece of the community that reflects the transnational crossroads of Strasburg is surrounded by such spaces as local school buildings as well as a Rock Island Railroad Car (painted in Union Pacific colors) and the Museum contains more than 8,000 individual items that are frequently rearranged. The museum is open from June through August, playing a large part in the town's Hometown Days celebration, centering people who have spent time in the Plains, and tracking how major national forces (for example, World War II) impacted people in this part of the world. The Comanche Crossing Historical Society also provides year-round programming focused on bringing people together to cover specific topics in American history. The Historical Society has engaged in such activities as marking all of the buildings built before 1920 with signs that recognize the longevity of those structures. These actions and continued engagement with the Strasburg community reflect the Historical Society's commitment to keeping residents informed about the town's agrarian and travel-by-train roots that have imparted so much influence onto its form and character.



Sources

Cliff Smith, Curator of the Comanche Crossing Historical Society, provided some of the information, inspiration, and context for this section, sharing some of his knowledge of Strasburg's place in the Plains. Emma Michell's *Our Side of the Mountain* details some of Strasburg's original characters in the 20th Century, painting a picture of the towns east of Denver. The Arapahoe County Planning Staff provided in-depth research of the Eastern Plains and the region as a whole. History Colorado supplied information on specific properties and buildings in Strasburg as well as information about Engelbrecht Farm and its influence on agriculture. All black and white photographs were provided by the Comanche Crossing Historical Society; all color images were taken by Adams County and Arapahoe County staff.

APPENDIX C. STRASBURG NEIGHBORHOOD ECONOMIC DEVELOPMENT STRATEGY (NEDS)

Introduction

This appendix presents the Neighborhood Economic Development Strategy (NEDS), a central component of the Strasburg Subarea Plan. The NEDS translates the Subarea Plan's economic vision and land use priorities into actionable strategies that foster local business growth, job creation, and community vitality. By aligning targeted economic initiatives with the broader goals for land use, infrastructure, and quality of life outlined in the Subarea Plan, the NEDS ensures that Strasburg's growth is both sustainable and locally driven. This chapter provides a roadmap for economic development that complements and advances the objectives set forth in the Strasburg Subarea Plan, ensuring a coordinated approach to building a resilient, prosperous future for Strasburg.

The NEDS for Strasburg is a critical component of the broader Strasburg Subarea Plan. As this unincorporated community in eastern Adams County experiences significant population and housing growth, a more intentional and locally focused economic development approach is required to support its long-term prosperity, self-sufficiency, and quality of life. This NEDS is grounded in robust demographic and market analysis, business and workforce assessments, and community engagement. The plan prioritizes expanding local job opportunities, increasing access to goods and services, and fostering a vibrant business environment—particularly in the Downtown Strasburg Colfax corridor.

Key recommendations include supporting the formal creation of a Downtown Business Association (DBA), pursuing diverse grant funding and incentive programs to support revitalization, and expanding partnerships for small business support and workforce development. Additional strategies focus on enhancing the downtown built environment through coordinated design standards, infrastructure improvements, placemaking, and public art. Together, these efforts aim to create a thriving, attractive, and resilient local economy where businesses can start, grow, and succeed—benefiting residents, entrepreneurs, and the broader community.



- **Reduce Economic Leakage:** Most of Strasburg's retail and service needs are currently met outside the community, with an estimated \$93.8 million in unmet retail demand in the core study area alone. (Annual demand across key sectors grocery, dining, general retail.)
- **Support Local Job Creation:** Only 7.4% of residents both live and work in Strasburg; over 92% commute out for employment. (Average Commute 32.5 mi vs. County Average 17.9 mi.)
- **Strengthen the Tax Base:** Local business development supports sustainable revenues to fund infrastructure, schools, and community services.
- **Improve Quality of Life:** Increasing access to groceries, dining, health care, and recreation close to home builds a more complete and resilient community.

This strategy is grounded in the Strasburg Subarea Plan guiding principles:

- Enhance and maintain the charming small-town character and sense of place.
- Promote a friendly and safe sense of community.
- Steward development intentionally ensures any growth enhances rather than diminishes existing amenities and services, while protecting our natural resources.
- Support and promote local businesses that reflect the community's values, providing residents with diverse shopping and service options within the town.
- Prioritize the maintenance and improvement of roads and develop safe mobility options to connect community members.
- Foster strong community ties through cherished spaces, events, and historical preservation, honoring our shared heritage and the stories that connect us.
- Actively involve residents in decision-making processes to ensure that all voices are heard.

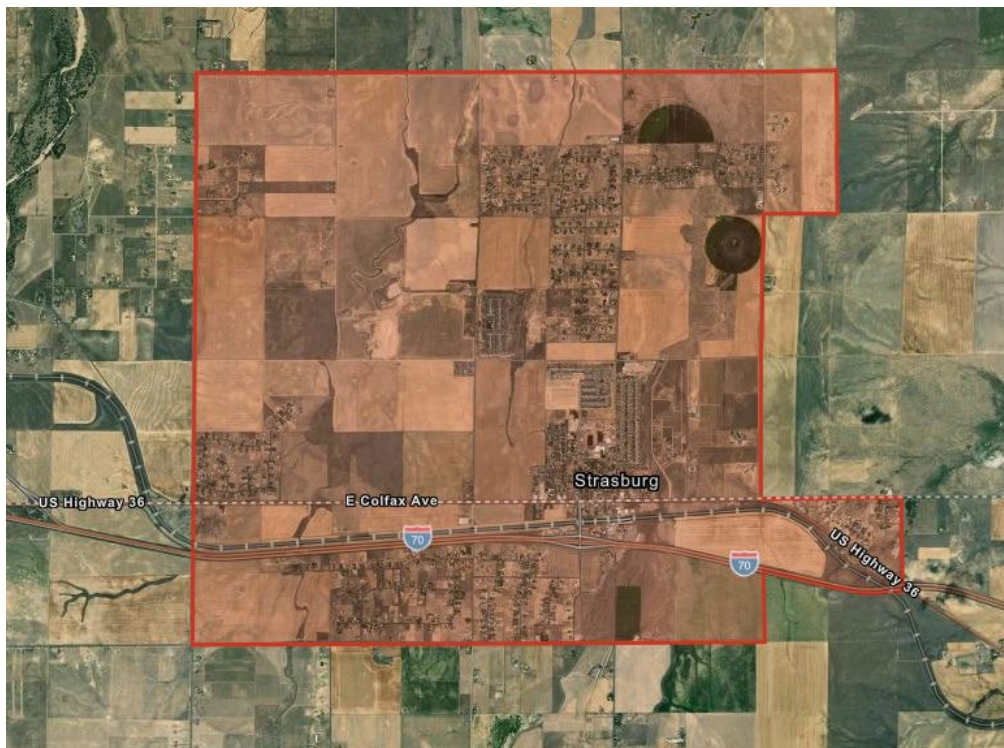


Geographic Areas Used in Analysis

Trade area analysis is a strategic process used by businesses, retailers, property developers, and community planners to study a specific geographic area to understand its market potential, customer behavior, and competitive environment. The trade area must align with the entire business district or community, as boundaries that are too small or too large will distort demographic and spending data. Trade area analysis is a comprehensive, data-driven approach to understanding the geographic and demographic factors that influence business success in an area. Collaboration with the Planning Departments (Adams and Arapahoe), community engagement and business owner surveys, as well as standard community economic development trade area analysis were used to determine the following areas to include and inform NEDS analysis:

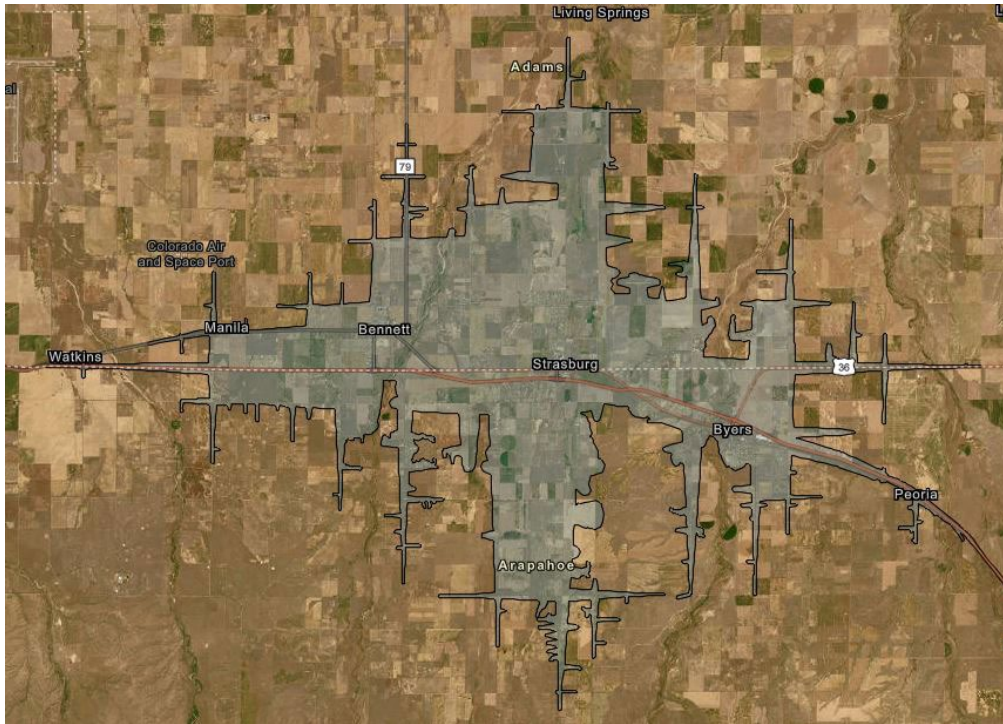
The **Planning Area** is shown in Figure C-1.

Figure C-1. Strasburg Planning Area



A larger **Market Influence Area** (evaluated at a Market Influence Area of 15 minutes from a center point of Strasburg at the intersection of Main Street and Colfax Avenue) is shown in Figure C-2.

Figure C-2. Market Influence Area



Further, a **Downtown Strasburg Colfax Corridor** area was defined for the purpose of evaluating/proposing site development and is shown in Figure C-3.

Figure C-3. Downtown Colfax Corridor (Yulle Rd to CR 165)



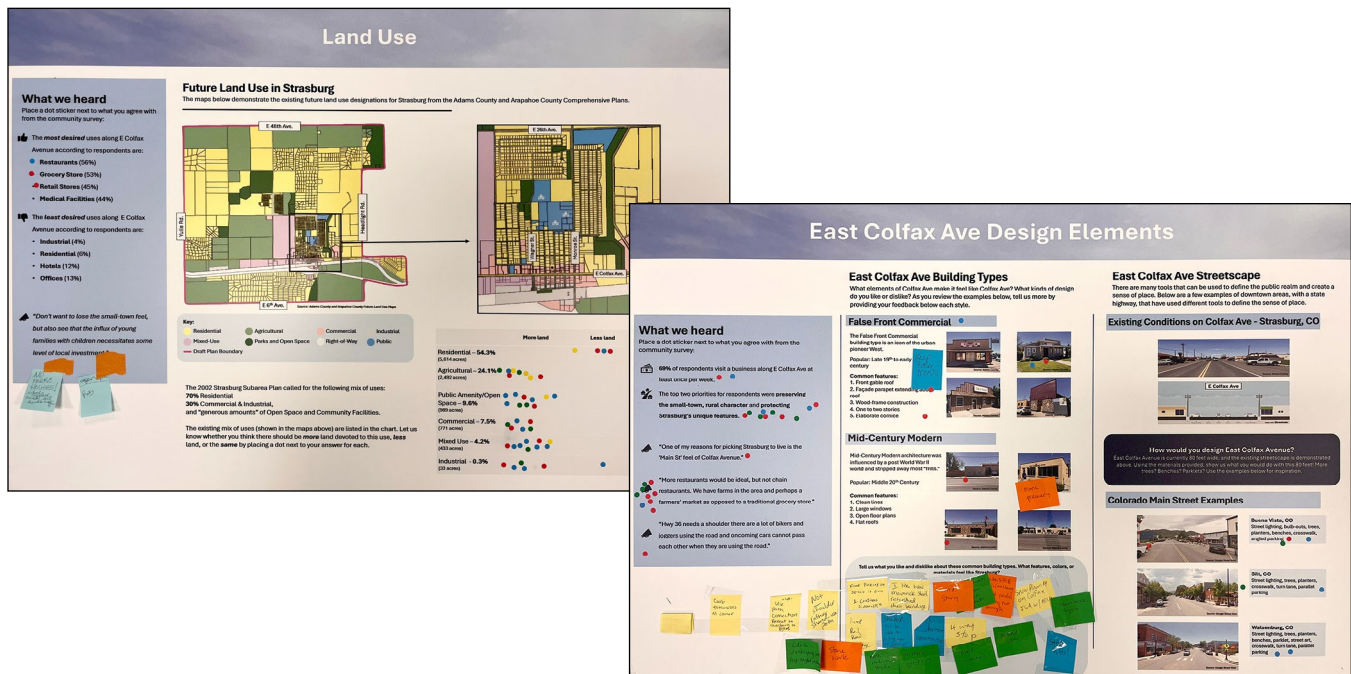
Community Engagement Process

STRASBURG HOMETOWN DAYS — SWOT EXERCISE

To kick off the community engagement process, Adams County staff conducted an interactive SWOT (Strengths, Weaknesses, Opportunities, Threats) exercise during Strasburg Hometown Days. The exercise was facilitated by members of the Planning and Economic Development teams, including Economic Development with support from planning staff and volunteers. The team engaged directly with over 60 community members throughout the day, asking them to write their responses on poster boards and sticky notes organized by the SWOT categories. These insights formed the foundation for the preliminary SWOT analysis included in this report.

OPEN HOUSE EVENTS

Staff hosted two public Open House events on November 20 and December 2, 2024, at TBK Bank in Strasburg to continue engaging the community. These events were designed to share the results of the Community Survey and present the existing conditions compiled by the County's Planning and Economic Development staff. The open houses featured interactive stations focused on seven topic areas: the Plan's Vision Statement and Principles, Transportation and Safety, Housing, Land Use, Economic Development, Cultural Heritage, and the Design of East Colfax Avenue. Each station included large-format boards and comment tools that allowed participants to review findings, respond to prompts, and leave additional input and feedback.

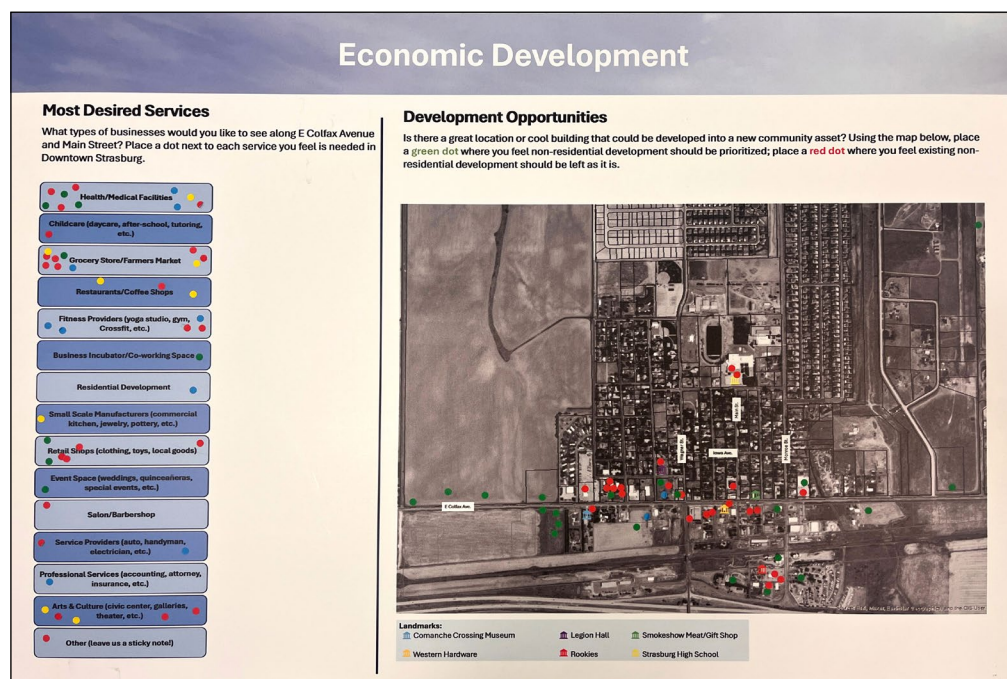


Between the two events, staff interacted with more than 80 residents, business owners, and other stakeholders. County staff from both the Community & Economic Development and Public Works departments were present to answer questions and listen to community input.

Economic Development staffed both open houses to ensure consistency in the facilitation, collection, and interpretation of input across events. The project team asked targeted questions to help identify market gaps and community needs. Attendees were invited to place stickers next to industries and services they felt were most needed in Strasburg. Top responses included healthcare facilities, a grocery store, arts and culture amenities, fitness and wellness establishments, and expanded retail options.

In addition, participants were asked to identify preferred areas for new development or redevelopment. Using a large map of the community, attendees placed green dots on sites they believed were suitable for new development and red dots on sites they felt could benefit from redevelopment. These mapping exercises helped pinpoint community preferences and informed the prioritization of future investment areas. Most identified sites were concentrated along the Colfax/Downtown corridor and near the I-70 interchange.

Figure C-4. Community-Identified Development & Redevelopment Sites



BUSINESS OWNER SURVEY

Business Owner Survey was available to the public from August 7, 2024 to January 14, 2025; accessible through the project website. To maximize participation, staff promoted the survey through a multi-pronged outreach strategy, including postcards mailed, posts on Adams County social media pages and newsletters, flyers in community gathering spaces, and word-of-mouth via local partners, events and door to door outreach. Results: 75 responses and 87 public comments.

The survey included questions on business demographics, current challenges, desired support services, and priorities for infrastructure and beautification. This input, along with feedback from open houses and community events, directly informed the SWOT analysis presented in the next section.

The Strasburg Business Owner Survey reveals a community of small, often long-established businesses that value the town's close-knit feel, low sales taxes, and proximity to Denver but face ongoing challenges such as workforce recruitment, inadequate infrastructure, and limited commercial diversity. While most report stagnant or declining foot traffic, owners are eager for improvements, especially to public infrastructure and East Colfax Avenue's appearance—and show strong interest in forming a business association. There's broad support for design guidelines and creative use of public spaces, with concerns about parking and landscaping emerging as top priorities for enhancing Strasburg's business environment.

Most respondents would like to see more small businesses along Colfax that reflect the small-town, agricultural character of Strasburg. Most respondents are already frequenting businesses along Colfax but shared that services and retail are lacking currently.

- 69% of respondents visit a business along Colfax at least once per week.
- The top 4 desired business types are restaurants (55%), grocery stores (47%), medical facilities (46%), and retail (44%).
- Encouraging residents to spend locally by promoting businesses in Strasburg could help keep more revenue in the community.
- Top Requests:
 - Public infrastructure improvements (roads, sidewalks, etc.) [45%]
 - Beautification of East Colfax Ave corridor [45%]
 - Funding for building improvements [27%]
 - Downtown events to increase foot traffic [18%]
 - Networking opportunities [18%]

SWOT ANALYSIS

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. A SWOT analysis is a structured planning tool that helps identify a community's internal strengths and weaknesses, as well as external opportunities and threats. This approach provides valuable insights for strategic decision-making and future planning.. It is designed to help stakeholders understand current conditions and determine strategies that build on advantages, address shortcomings, capitalize on emerging trends, and guard against potential risks. In this Subarea Plan, the SWOT analysis was developed through a combination of community input, including insights shared during Hometown Days engagement event, stakeholder meetings, and public surveys; data analysis from sources such as the U.S. Census and regional planning agencies; and an existing conditions assessment covering land use, infrastructure, housing, transportation, and economic characteristics. This multifaceted approach ensures that the SWOT reflects both the lived experiences of residents and evidence-based trends shaping the subarea's future.

Key Takeaways from SWOT

- **Strategic location near Denver and I-70** positions the area for growth in logistics, commuting, and regional services, offering a competitive edge for economic diversification.
- **The community's agricultural roots, small-town character, and strong sense of pride** are core assets that can be leveraged through tourism, events, and placemaking to reinforce local identity and attract visitors.
- **High household incomes indicate strong local spending power**, yet limited retail, dining, and entertainment options result in significant economic leakage to nearby communities.
- **Gaps in healthcare services and a lack of diverse housing options** make it difficult to attract and retain families, seniors, and essential workforce segments.
- **There is clear potential to improve youth and family amenities, expand commercial offerings, and guide growth through strategic planning** that preserves open space and rural character.
- **Critical issues such as limited water supply, school capacity, and rising housing costs** must be proactively addressed to support sustainable development and long-term livability.

Figure C-5. SWOT Matrix

	Category	Context / Why It Matters
Strengths	Proximity to Denver and major transportation hubs	Enables access to jobs, logistics networks, and regional markets, making the community attractive to businesses and commuters.
	Strong agricultural economy	Supports local jobs, preserves rural identity, and creates value-added supply chain opportunities.
	Higher median-household income compared to the State and County	Supports expansion of higher-end retail, dining, and services, especially when paired with access to digital and delivery platforms.
	Small-town charm and community pride	A welcoming atmosphere and traditions like parades foster belonging and long-term residency.
	Established recreational and educational amenities	Parks, recreation centers, and reputable schools enhance quality of life.
	Cultural and historic identity	Events and local heritage create unique brands and potential for tourism.
	Efficient street grid and I-70 interchange	Facilitates ease of movement, and access to highways and commercial areas.
Weakness	Lack of strategic planning	Absence of a cohesive vision or updated growth plan impedes coordination and long-term development.
	Limited retail and entertainment options	Results in economic leakage and reduce appeal to younger and incoming residents.
	Inadequate healthcare services	Lack of urgent care or medical facilities negatively impacts livability and workforce recruitment.
	Underdeveloped pedestrian and bicycle infrastructure	Limits last-mile access for workers and students, reducing mobility equity and safety.
	Limited housing diversity	Limited options results in unmet market demand from different market segments for home purchasers such as younger families and individuals for starter homes or transitional housing for elderly.
	Multiple governing entities overseeing infrastructure, transportation, utilities and land use.	Dual-local government ownership slows improvements and complicates decision-making.

	Category	Context / Why It Matters
Opportunities	Expand dining and retail options	Locally owned and national brands can recapture spending and attract regional visitors.
	Develop healthcare facilities (e.g., urgent care)	Addresses critical service gaps and support demographic growth.
	Enhance family and youth amenities	Sports programs, parks, and family-focused retail increase livability and support youth retention and future workforce development.
	Introducing various entertainment options	Encourages evening economy, supports small business growth, and attracts younger professionals.
	Promote tourism and cultural engagement	Events, museum expansion, and historic preservation diversify the economy.
	Invest in mobility improvements	Bike lanes, walking paths, and road safety upgrades support connectivity and wellness.
	Leverage proximity to Denver for economic diversification	Attract remote workers, creative industries, distribution services, and day-trip visitors emphasizing comparatively affordable living options
	Update the Subarea Plan	Provides a framework to manage land use, infrastructure, and growth strategically.
	Promote smart growth with open space preservation	Balances development with maintaining rural charm.



	Category	Context / Why It Matters
Threats	Rapid population growth without infrastructure investment	Could overwhelm schools, roads, utilities, and services.
	Traffic congestion around schools	Poses safety concerns and reduces quality of life.
	Community resistance to development	May delay needed projects and deter private investment.
	Limited water supply	Threatens long-term development potential and sustainability.
	Housing affordability challenges	Rising costs may exclude essential workers and young families, limiting local labor supply.
	Social and political divisions	Can impede consensus building, delay project approvals, and erode investor confidence, undermining the timely implementation of economic initiatives.
	School overcrowding	Strains educational quality and deters families from relocating.



Business Owner Survey Results

The Strasburg Business Owner Survey highlights that local businesses appreciate the small-town atmosphere, strong community ties, and low sales taxes, but face challenges with workforce recruitment, limited amenities, infrastructure, and competition from larger retailers. Most businesses are small and established, with foot traffic stable or declining. Owners prioritize public infrastructure improvements and East Colfax Avenue beautification and show strong interest in a Downtown Business Association to foster collaboration. There is broad support for design guidelines and creative use of public spaces, with parking and landscaping as key concerns. These findings offer a solid basis for targeted economic development strategies in Strasburg.

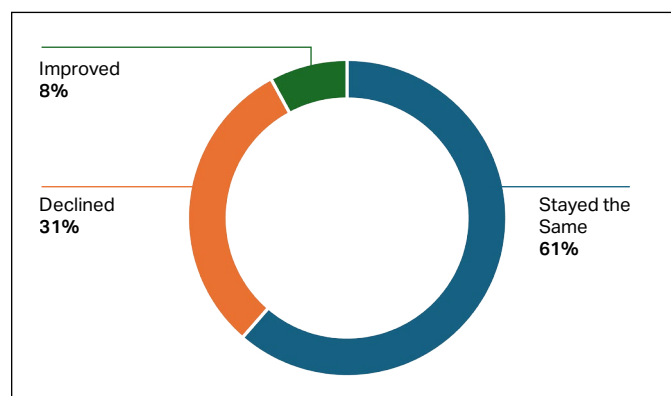
BUSINESS DEMOGRAPHICS

- **Diverse Sectors:** Respondents represent construction, trade/craft, professional services, agriculture, and retail.
- **Longevity:** Many businesses are long-established (some 20-45 years), but new businesses (under 2 years) are also present.
- **Small Scale:** Most businesses have 1-9 employees, with one notable outlier at 115 employees.

BUSINESS CLIMATE & TRENDS

- **Foot Traffic:** 61% report foot traffic has stayed the same, 31% declined, 8% improved—indicating stagnation or contraction in local commerce.
- **Benefits:** Key positives include:
 - Low sales tax
 - Tight-knit, trustworthy community
 - Proximity to Denver
 - Local events and word-of-mouth marketing
 - Strong rental market due to housing shortage

Figure C-6. Business Survey — Foot Traffic Over Past 5 Years



“ not enough other businesses in Strasburg to bring people to area ”

“ Need a Strasburg business organization ”

CHALLENGES

- **Workforce:** Difficulty hiring qualified staff, especially those unwilling to commute from Denver metro.
- **Wages:** Lower local wage expectations hinder competitiveness.
- **Business Ecosystem:** Lack of business organization, limited business diversity, and insufficient restaurants/entertainment options reduce visitor draw.
- **Infrastructure:** Street conditions, drainage, lighting, and parking are recurrent concerns.
- **Competition:** Online retailers like Amazon impact local sales.
- **Perception:** Strasburg is seen as “far away,” deterring potential employees and customers.

PRIORITIES FOR SUPPORT

- **Top Priorities:**
 - Public infrastructure improvements (roads, sidewalks, etc.) [45%]
 - Beautification of East Colfax Ave corridor [45%]
 - Funding for building improvements [27%]
 - Downtown events to increase foot traffic [18%]
 - Networking opportunities [18%]

“ Parking would be a recommendation as some of the streets it is hard to pull out on Colfax to turn left due to the way parking is currently ”

BUSINESS ASSOCIATION/DISTRICT FORMATION

- **Interest Exists:** 50% interested in a business association, 30% in both an association and a business district, indicating openness to collective action.

DESIGN & CORRIDOR USE

- **Design Guidelines:** Strong support for regulating building materials/colors, landscaping, signage, and setbacks to create a cohesive “sense of place.”
- **Colfax Avenue Shoulders:** Ideas include landscaping, parking, food trucks, outdoor displays, sidewalk beautification, and street fairs. Parking remains a critical concern.

Economic and Demographic Overview

This section provides an overview of existing economic and demographic conditions within the Strasburg Planning Area and comparison geographies. Strasburg is undergoing a period of sustained growth that is outpacing both Adams County and the State of Colorado. This section outlines the key demographic, income, workforce, and commuting characteristics that shape the economic environment and inform the strategies, with other considerations, presented in the Strategies and Recommendations of the NEDS.

POPULATION AND HOUSEHOLD GROWTH

Population and household trends are critical indicators of economic growth, influencing business development, housing demand, and infrastructure needs. The data reveals significant growth within the Planning Area and the Market Influence Area, outpacing the growth rates of Adams County and Colorado over the past decade. Long Term projections for (see Demographics & Growth Projections in main document for additional information) indicate continue growth over the next several decades.

Short Term Projected Growth (2024–2029):

- Population expected to increase by 965 people (3.8% CAGR).
- Households expected to increase by 356 units (3.94% CAGR).

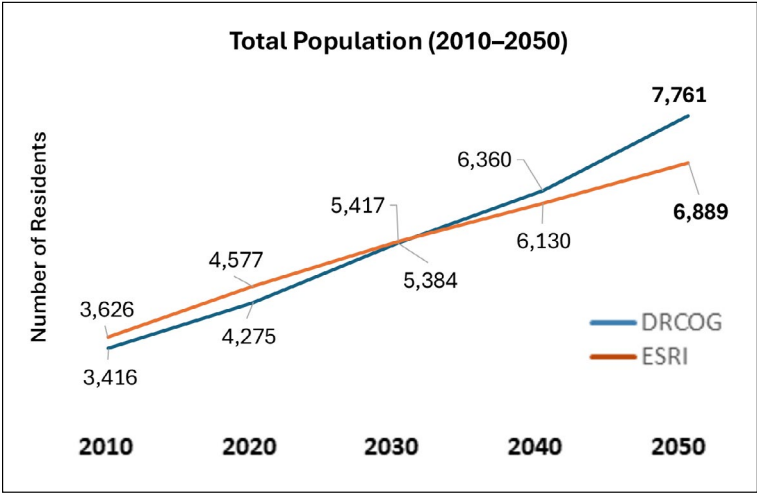
Long Term Projected Growth (2010–2050)

Figure C-7. Population Growth by Area (2010–2024)

Area	2010	2024	Change from 2010		
			Total	Avg Annual Change	CARG %
Planning Area	3,406	4,703	1,297	130	2.4%
Market Influence Area	8,592	12,092	3,500	250	2.47%
Adams County	441,603	542,636	101,033	72,17	1.48%
Colorado	5,029,200	6,009,761	980,561	70,040	1.28%

Source: Data provided by Esri (2024,2029)

Figure C-8. Population Projection (2010–2050)



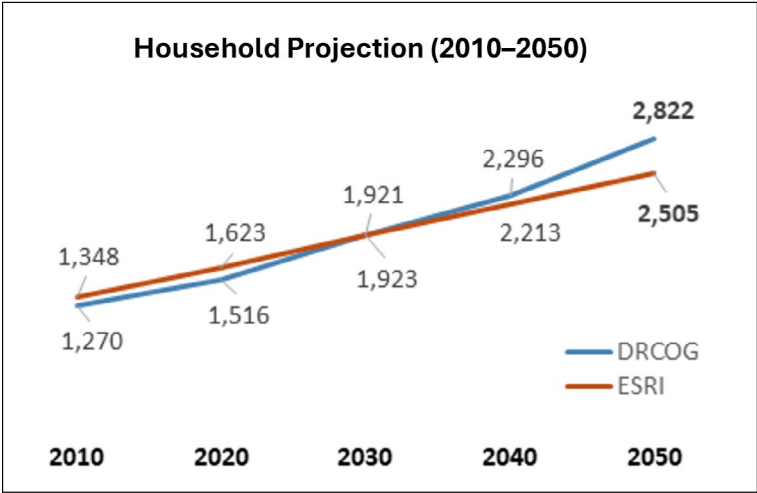
Source: Data provided by Esri (2024,2029), DRCOG

Figure C-9. Household Growth by Area (2010–2024)

Area	2010	2024	Change from 2010		
			Total	Avg Annual Change	CARG %
Planning Area	1,284	1,669	385	39	1.89%
Market Influence Area	3,179	4,251	1,072	77	2.10%
Adams County	153,764	187,615	33,851	2,418	1.43%
Colorado	1,972,870	2,364,843	391,973	27,998	1.30%

Source: Data provided by Esri (2024,2029)

Figure C-10. Population Projection (2010–2050)



Source: Data provided by Esri (2024,2029), DRCOG

Economic Development Implications

Growth in households and population signals increasing demand for local housing, services, infrastructure, and retail options. The population and household growth rates suggest a strong demand for housing development, with an emphasis on single-family homes and mixed-use developments. The increasing population presents a market for new businesses, including grocery stores, restaurants, healthcare facilities, and service providers.

AGE AND HOUSEHOLD COMPOSITION

The Planning Area and Market Influence Area have a higher share of youth (under 18) compared to Colorado overall, indicating a strong market for family-oriented services, schools, and childcare facilities. The senior population (65+) is growing, emphasizing the need for healthcare services, senior living options, and age-friendly infrastructure.

- **Median Age:** 38.6 in Strasburg, higher than Adams County (35.4) and closer to Colorado (38).
- **Youth (<18):** 24.7% of population—higher than the state average and slightly higher than Adams County.
- **Seniors (65+):** 14.9%—growing segment with Implications for healthcare and senior services. This segment is higher than Adams County (12.1%) but lower than the State (16.3%)

Figure C-11. Median Age & Age Group Distribution (2024)

Area	Planning Area	Market Influence Area	Adams County	Colorado
Median Age	38.6	37.9	35.4	38
Under 18 (%)	24.7%	24.8%	24.1%	20.8%
18-64 (%)	60.4%	60.3%	63.9%	63.0%
65+ (%)	14.9%	15.0%	12.1%	16.3%

Source: Data provided by Esri (2024,2029)

Economic Development Implications

A family-oriented and aging population increases the need for schools, parks, family services, healthcare, and accessible retail environments. This creates opportunities for businesses and nonprofits serving families, such as pediatric healthcare and tutoring. The youthful population also supports a future workforce, making partnerships between schools, colleges, and employers vital to retain talent and align skills with local industries. Investments in accessible transportation, walkable neighborhoods, and public spaces that accommodate mobility challenges will become increasingly important. Opportunities exist for senior recreation, social clubs, and financial planning services. Retailers and service providers should tailor offerings to both ends of the age spectrum—family essentials, youth entertainment, and senior services.



INCOME AND SPENDING POWER

Income levels and spending potential are critical indicators of economic vitality, shaping investment strategies, retail development, and workforce attraction efforts. The data shows that the Planning Area and Market Influence Area are outperforming both Adams County and Colorado overall in terms of income and spending power. This positions the area favorably for attracting investment, retail, and skilled workforce.

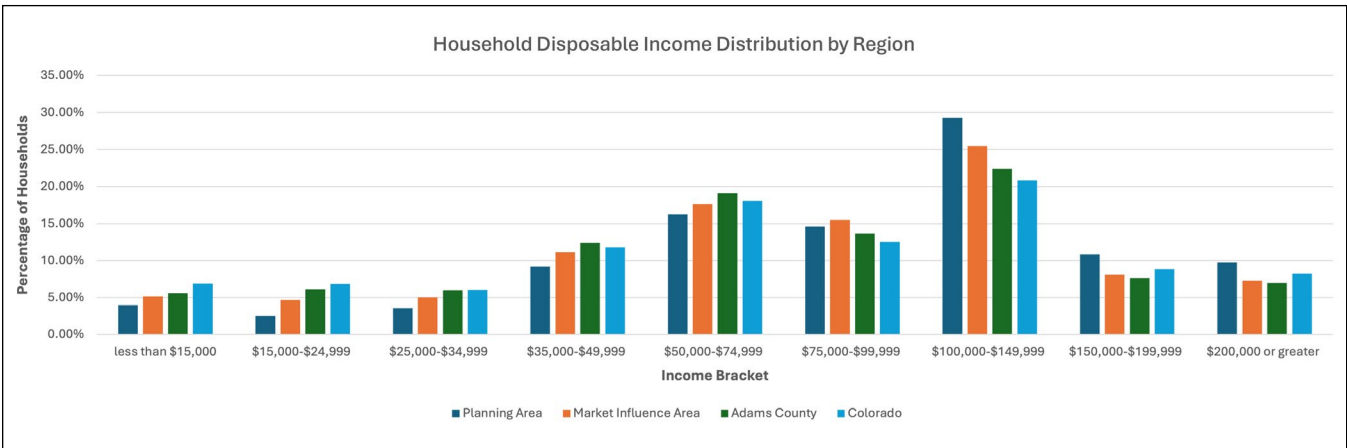
Figure C-12. Income and Wealth Indicators (2024)

Area	Planning Area	Market Influence Area	Adams County	Colorado
2024 Median Household Income	\$119,234	\$104,963	\$95,376	\$94,820
2024 Per Capita Income	\$51,576	\$44,820	\$42,846	\$51,923
2024 Median Disposable Income	\$99,799	\$83,449	\$75,958	\$75,588
2024 Wealth Index*	151	121	105	117

Source: Data provided by Esri (2024,2029), Esri-MRI-Simmons (2024), Esri 2024 Consumer Spending

* The wealth index is designed not to evaluate worth, but rather to capture the standard of living and financial stability of area households. Esri’s wealth index represents a scale of an area’s wealth relative to the national level. An index of 100 represents wealth on par with the national average. Wealth, as defined by Esri is the product of multiple financial indicators including income and net worth that contribute to the financial well-being and sustainability of a household. Wealth is highly correlated to consumer expenditures and purchasing behaviors.

Figure C-13. Disposable Income Distribution by Region



Source: Data provided by Esri (2024,2029), Esri-MRI-Simmons (2024), Esri 2024 Consumer Spending

SPENDING POTENTIAL INDEX (SPI)

Spending Potential Index compares the average potential spending locally within an industry to the average potential spending nationally in that same industry. An index of 100 reflects a U.S. average. For example, a SPI of 120 indicates that average potential spending by local consumers is 20 percent above the national average.

Figure C-14. Consumer Spending Potential Index by Category (2024)

Area	Planning Area	Market Influence Area	Adams County	Colorado
2024 Annual Budget Expenditures	128	111	110	116
2024 Retail Goods	129	113	108	115
2024 Apparel/Services	126	107	113	117
2024 Education	129	111	104	117
2024 Entertainment/Rec	130	114	109	116
2024 Meals at Restaurants/Other	130	110	116	120
2024 Transportation	126	109	110	115

Source: Data provided by Esri-Data Axle (2024, Esri (2024,2029), Esri-MRI-Simmons (2024), Esri 2024 Consumer Spending

Economic Development Implications

Strasburg and its surrounding market area exhibit significantly above-average income levels and spending potential compared to Adams County and Colorado overall, creating a strong foundation for economic growth. This affluence supports robust demand for upscale grocery stores, dining establishments, specialty retail, and entertainment options, making the area highly attractive for new business investment and skilled workforce recruitment. Rising disposable incomes and wealth indices also point to increased capacity for discretionary spending and a growing market for higher-end and diverse housing options. However, as the area continues to prosper, it is important to monitor affordability and income distribution to ensure that economic gains are broadly shared and to mitigate potential risks from rising inequality, which could impact long-term economic sustainability.

Employment and Workforce Review

The employment data for the Market Influence Area and the smaller, fully overlapping Planning Area reveal a diverse and robust economy anchored by strong sectors such as construction, retail trade, transportation, health care, and professional services. The Market Influence Area consistently shows higher employment numbers across all industries and occupations, reflecting its larger size and broader economic reach. Meanwhile, the Planning Area, while smaller, mirrors the sectoral strengths of the broader region but at a reduced scale. This alignment suggests that the Planning Area benefits from the economic vitality of the Market Influence Area but also highlights opportunities for targeted growth and development within its boundaries. The Planning Area’s industry and occupational distribution closely parallels the Market Influence Area, indicating similar economic structures.

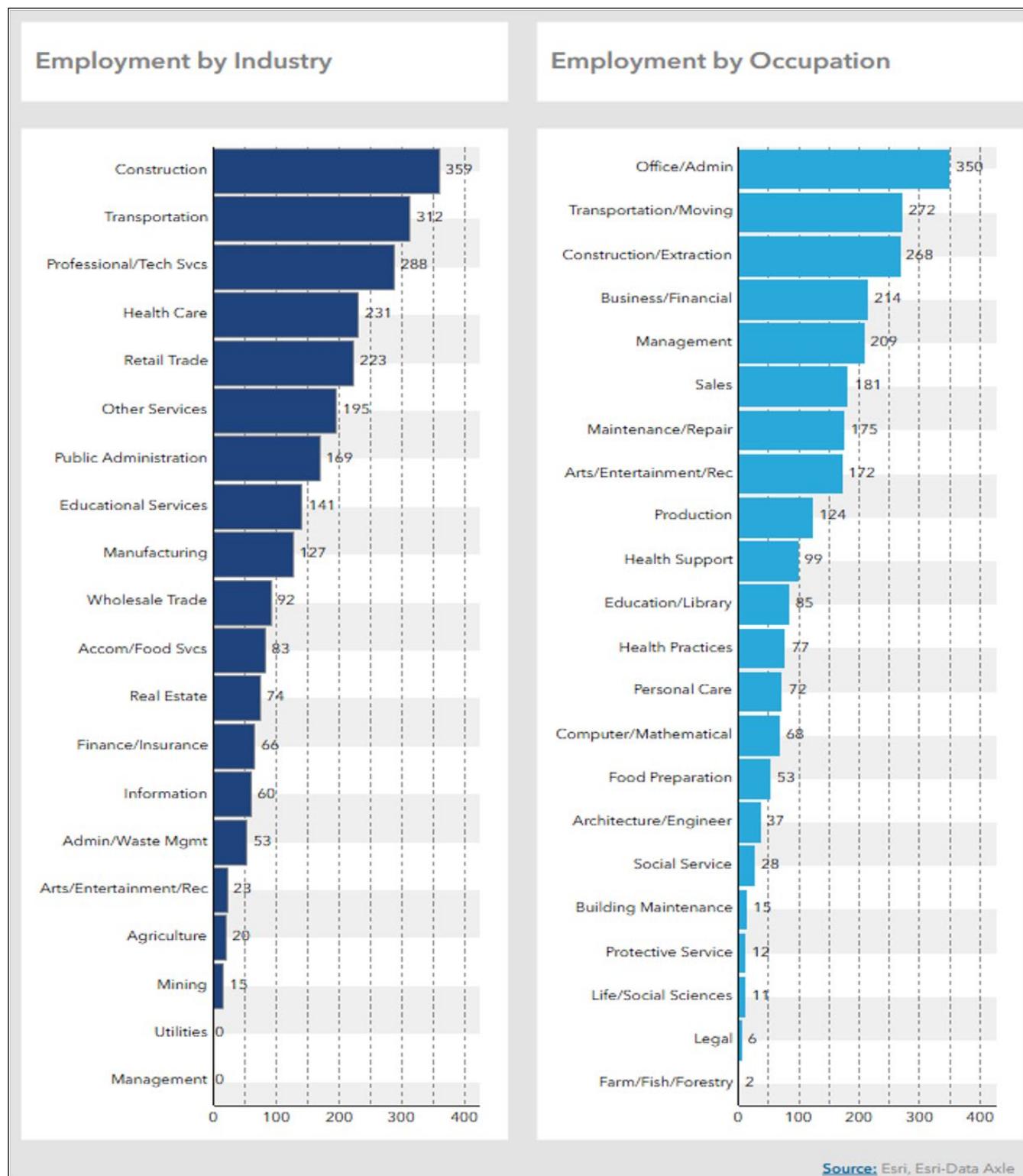
- **Labor Force Participation Rate:** 70.6%; strong working-age engagement.
- **Unemployment Rate:** 2.5%; tight labor market.
- **Workforce Profile Educational Attainment:**
 - 18.6% of residents have a bachelor’s degree or higher
 - 34% have some college or associate’s degree

Figure C-15. Labor Market Profile by Age Group (2024) — Planning Area

Age Group	Employed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	2,530	2.5%	70.6%	68.9%
16-24	318	10.7%	64.8%	57.9%
25-54	1,503	1.3%	84.7%	83.5%
55-64	508	0.4%	81.6%	81.3%
65+	202	1.5%	29.2%	28.8%

Source: Data provided by Esri-Data Axle (2024, Esri (2024,2029), Esri-U.S. BLS (2024)

Figure C-16. Employment by Industry & Occupation — Planning Area



TOP INDUSTRIES BY EMPLOYMENT (LOCATION QUOTIENTS)

- Construction (2.06)
- Transportation/Warehousing (2.41)
- Wholesale Trade (1.80)
- Professional/Scientific/Technical Services (1.37)

TOP OCCUPATIONS BY EMPLOYMENT (LOCATION QUOTIENTS)

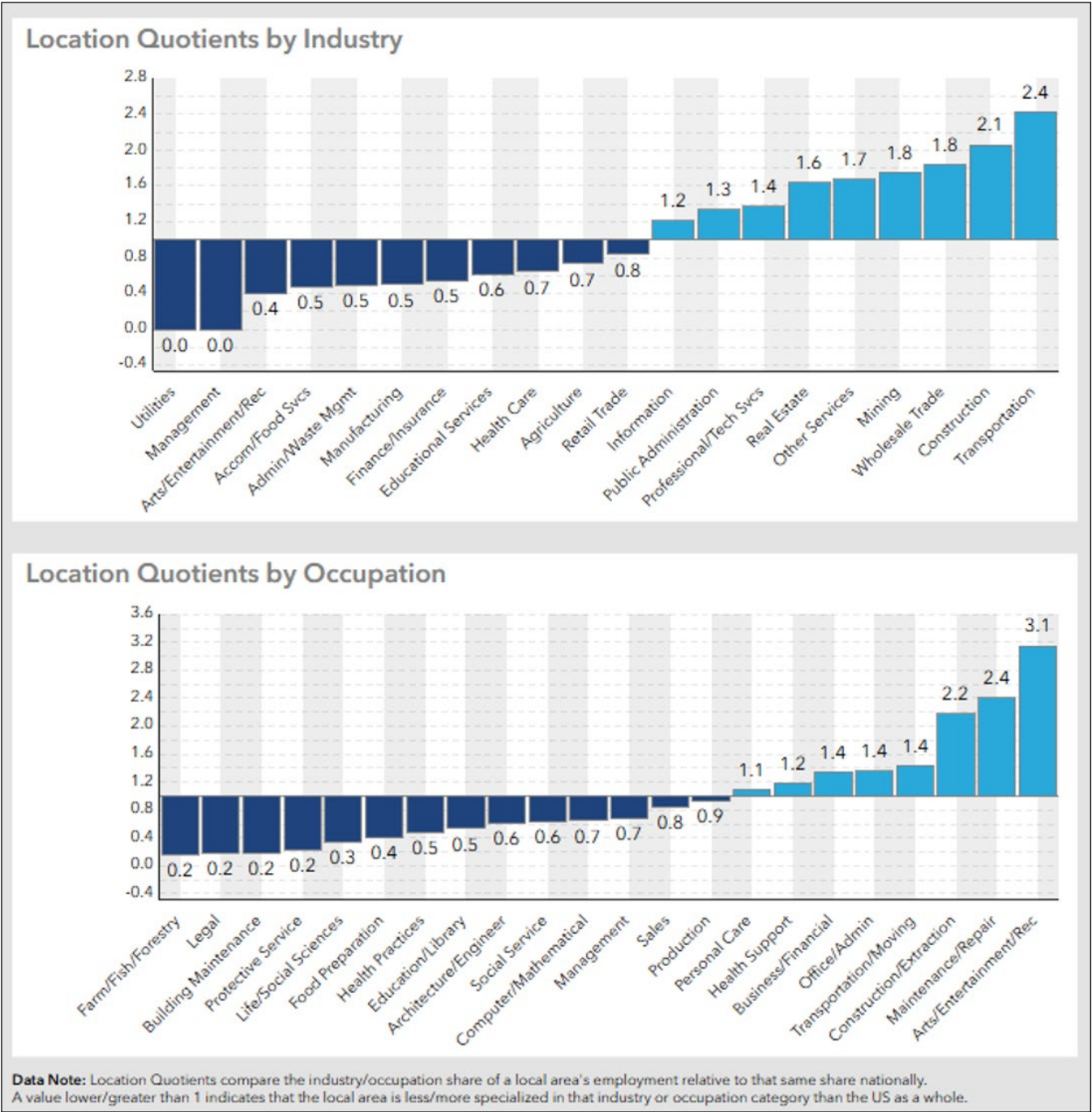
- Construction/Extraction (2.20)
- Transportation/Moving (2.42)
- Installation/Maintenance/Repair (2.42)
- Arts/Entertainment/Rec (3.20)

Both areas share high LQs in construction, transportation, and related occupations, signaling shared economic drivers. The Planning Area's higher LQs in select service and creative sectors suggest emerging niches. The Planning Area, while smaller, mirrors the Market Influence Area's occupational strengths but stands out for its even greater specialization in arts/entertainment and real estate-related roles. Both areas have a workforce profile that is more blue-collar and service-oriented than the nation.

LQ, or Location Quotient, is a statistical measure used in Economic Development to assess the concentration of a particular industry, occupation, or economic activity within a region compared to a larger reference area, typically the nation. A value lower or greater than 1 indicates an area is less or more specialized in that industry or occupation than the US as a whole.



Figure C-17. Industry and Occupation Location Quotients — Planning Area



Source: Data provided by Esri-Data Axle (2024, Esri (2024,2029), Esri-U.S. BLS (2024)

Economic Development Implications

There is a sizable and skilled local workforce that is underutilized by the current job base in the Planning area. There is a foundation for blue-collar and skilled trade industries, but also an opportunity to grow professional services and office-based employment aligned with resident skill levels. The occupational specialization in construction, transportation, installation/maintenance, and arts/entertainment roles, position the planning area as a regional hub for these sectors, enabling high efficiency, productivity, and competitive advantage through focused skill development and economies of scale. However, this concentration could create structural barriers to workforce mobility and limit adaptability to economic shifts.

Commuting Patterns

Understanding commuting flows offers essential insights into the economic structure and employment dynamics of Strasburg and its surrounding Market Influence Area. This section leverages 2022 data from the U.S. Census Bureau’s OnTheMap application, using LEHD Origin-Destination Employment Statistics (LODES). The data provides a comprehensive picture of the labor market by tracking where residents work and where employees live. These patterns highlight critical workforce misalignments and opportunities to create a more balanced and resilient local economy. (Data is the most recent release from 2022 data and may not exactly match other data presented).

Figure C-18. Commuting Balance — Residents vs. Jobs (2022)

Area	Live in Area	Work in Area	Live & Work Locally	Net Job Flow
Planning Area	2,242	679	167	-1,563
Market Influence Area	5,081	1,863	552	-3,218

Source: U.S. Census Bureau, LEHD OnTheMap, 2022. Map generated by Adams County Economic Development, 2025.

- **Out-Commuting Rate:** 92.6% (Planning); 89.1% (Market)
- **In-Commuting Rate:** 75.4% (Planning); 70.4% (Market)
- **Interior Employment Efficiency:** Only 7.4% (Planning) and 10.9% (Market) of residents both live and work in the same area

Figure C-19. Earnings by Commuter Type — Planning Area

Worker Type	< \$1,250/month	\$1,251–\$3,333 /month	> \$3,333/month
Out-Commuters	14.7%	19.3%	65.9%
In-Commuters	18.2%	31.1%	50.8%
Live & Work Locally	33.5%	32.9%	33.5%

Source: U.S. Census Bureau, LEHD OnTheMap, 2022. Map generated by Adams County Economic Development, 2025.

Most local jobs offer lower wages. 66% of out-commuters earn >\$3,333/month, compared to only 34% of internal workers.

Figure C-20. Age of Commuters — Planning Area

Worker Type	Age ≤29	Age 30–54	Age ≥55
Out-Commuters	20.3%	57.0%	22.7%
In-Commuters	23.6%	49.0%	27.3%
Live & Work Locally	29.3%	41.9%	28.7%

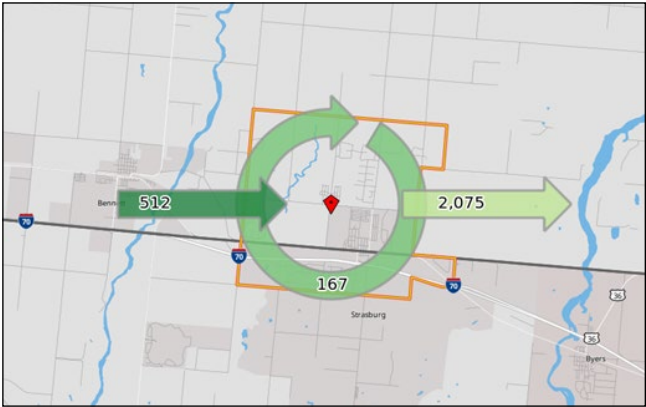
Source: U.S. Census Bureau, LEHD OnTheMap, 2022. Map generated by Adams County Economic Development, 2025.

The local labor force includes a significant number of young workers, but these individuals are still commuting out likely due to limited career opportunities.

Figure C-21. Commuting Flows — Planning Area (2022)

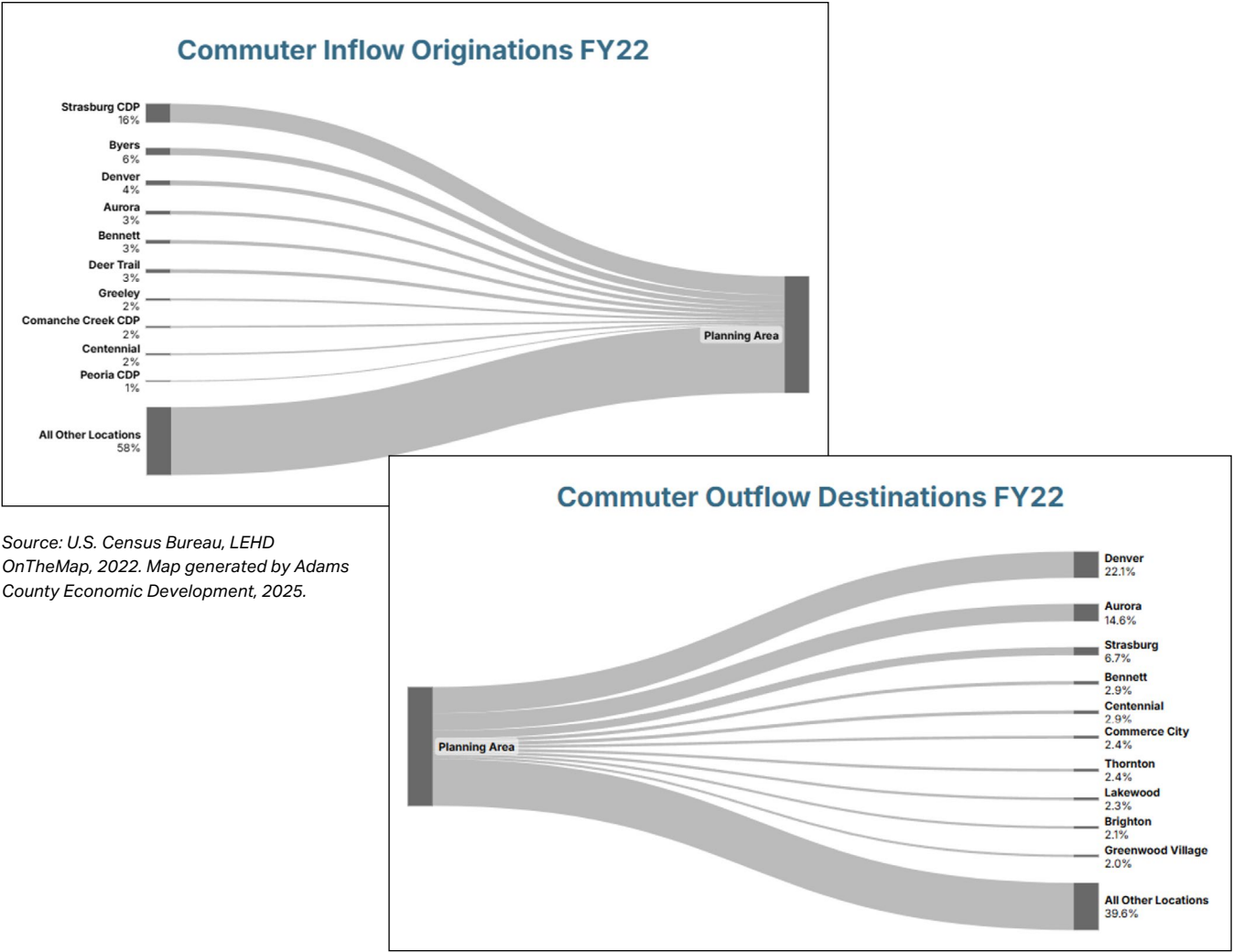


Figure C-21. Commuting Flows — Market Influence Area (2022)



Source: U.S. Census Bureau, LEHD OnTheMap, 2022. Map generated by Adams County Economic Development, 2025.

Figure C-23. Commuter Origins and Destinations — Planning Area



Source: U.S. Census Bureau, LEHD OnTheMap, 2022. Map generated by Adams County Economic Development, 2025.

Economic Development Implications

The Planning Area functions primarily as a bedroom community. With over 92% of working residents commuting elsewhere for employment, this outflow reduces daytime economic activity, limiting potential for local services and retail growth. Increasing local employment opportunities could reduce commute burdens, boost daytime foot traffic for businesses, and enhance quality of life. High out-commuting reflects a lack of local employment opportunities. Improving local job creation could reduce this dependency on external employment, promoting economic stability and reducing the strain on transportation infrastructure. Two-thirds of out-commuters earn over \$3,333/month, yet only one-third of local jobs offer that level of pay. This indicates a need to attract higher-wage employment sectors (e.g., professional services, tech, advanced manufacturing).

The area's economy relies heavily on in-commuters, which suggests that while there are jobs, they may not align with the skillset of the local population. Matching local workforce skills with employment opportunities could help reduce reliance on external labor. The high percentage of in-commuters suggests the need for improved infrastructure to support commuting or for expanding residential development to attract these workers to live locally. The area's workforce is educated, active, and growing but the local economy is not fully leveraging this asset. A mismatch exists between the educational attainment of residents and the skill requirements of available local jobs. A large share of residents aged 29 and younger is leaving town for work. Strategies to improve local job quality could help retain this segment and support long-term population vitality.

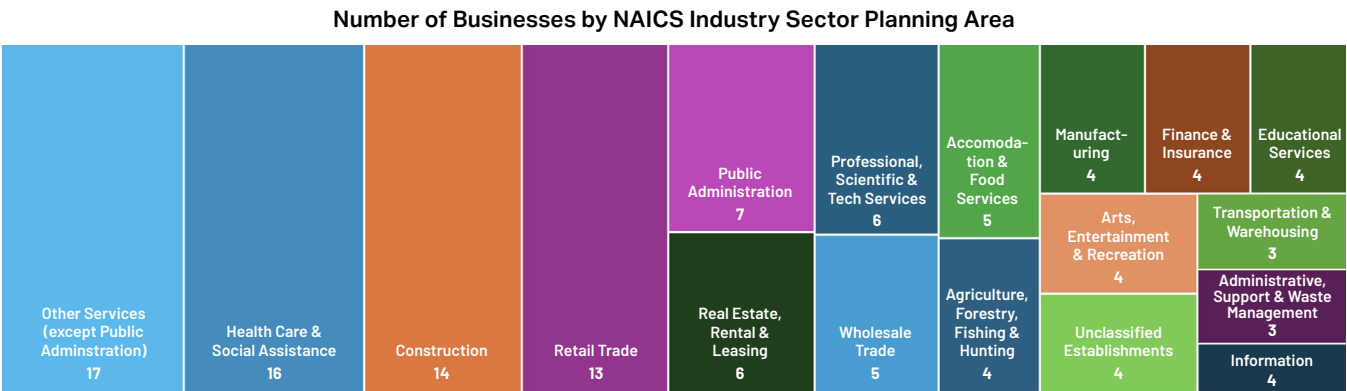
Business Environment and Retail Leakage

The Planning area features a modest but diverse local economy, 16 employees per 100 residents, indicating a relatively low employment density but a solid foundation for future growth. The area demonstrates notable sector diversity, with strong representation in healthcare, construction, retail, and education. The Planning Area reflects the broader Market Influence Area's sector mix but at a smaller scale, with notable gaps in retail, professional services, and logistics. The Market Influence Area includes several sectors either absent or minimal in the Planning Area, such as utilities, information, wholesale trade, and more specialized retail categories (e.g., food & beverage, gasoline stations, sporting goods). These represent potential targets for business attraction in the Planning Area.

PLANNING AREA SUMMARY

- **Total Businesses:** 121,
- **Total Jobs:** 751
- **Employees per 100 Residents:** 16
- **Business Sectors with Notable Presence:**
 - Healthcare (13% of businesses)
 - Construction (11.6%)
 - Retail (10.7%)
 - Education (4 educational institutes employing 156 —20.8% of local employment)

Figure C-24. Businesses by NAICS Sector — Planning Area



Source: Data provided by Esri-Data Axle (2024, Esri (2024,2029), Esri-U.S. BLS (2024)

PLANNING AREA AND MARKET INFLUENCE AREA SECTOR COMPARISON

Retail Trade

- **Planning Area:** 13 businesses
- **Market Influence Area:** 39 businesses
- **Insight:** The Market Influence Area’s retail sector is three times larger, suggesting that residents likely travel outside the Planning Area for shopping, and that there is unmet local demand. Expanding retail in the Planning Area could recapture local spending and serve residents more effectively.

Construction

- **Planning Area:** 14 businesses
- **Market Influence Area:** 24 businesses
- **Insight:** Construction is a strong sector in both areas, but the Market Influence Area supports more specialized construction businesses (e.g., specialty trades, heavy/civil engineering). Supporting specialty contractors in the Planning Area could add depth and resilience to the local construction sector.

Professional Services and Finance

- **Professional, Scientific, & Tech Services:** 6 (Planning) vs. 15 (Market)
- **Finance & Insurance:** 4 (Planning) vs. 18 (Market)
- **Insight:** The Market Influence Area has a much stronger presence in professional and financial services. Attracting more of these businesses to the Planning Area could diversify the economy and provide higher-wage jobs.

Health Care & Social Assistance

- **Planning Area:** 16 businesses
- **Market Influence Area:** 24 businesses
- **Insight:** Healthcare is a relative strength in the Planning Area, representing a higher concentration compared to other sectors. This is a solid foundation for further expansion and investment.

Economic Development Implications

The Planning Area's local economy, while small, is supported by a healthy degree of sector diversity, providing a resilient foundation for economic growth and reducing vulnerability to industry-specific downturns. Despite this diversity, both employment density—currently at 16 jobs per 100 residents—and the range of business types remain limited compared to more robust regional centers, highlighting the need for expanded business activity and workforce development. Healthcare stands out as both a current strength and a future opportunity, as its strong local presence and growing demand make it an ideal focus for targeted investment, facility expansion, and workforce training.

Light industrial and logistics businesses are also well-suited for growth in the area, given the area's available land, competitive costs, and regional transportation access, which together create favorable conditions for business attraction and job creation. Additionally, the education sector employs a significant portion of the workforce, serving as both a community asset and a strategic platform for talent retention and workforce alignment through partnerships with local employers. By focusing on these opportunities, Strasburg can further diversify its economy, increase local employment, and enhance overall community vitality.

RETAIL LEAKAGE & DEMAND GAPS

Retail leakage occurs when residents leave the community to shop elsewhere because their needs are not met locally. In the Planning area, leakage is significant across nearly every major retail category, representing both a challenge and an opportunity for strategic business attraction and site development. The retail demand and supply analysis for the Planning area and a Market Influence Area for provides valuable insights into consumer spending patterns, market gaps, and opportunities for business development. By examining leakage/surplus indicators, Spending Potential Index (SPI) metrics, and Esri Tapestry Segmentation, strategic actions for strengthening the neighborhood economy can be developed.

- **Total Annual Retail Demand:** \$122.4 million
- **Total Local Retail Supply:** \$28.6 million
- **Net Leakage:** \$93.8 million
- **Leakage Index:** 4.27 — indicates the planning area has roughly 4x less supply than demand
- **Market Influence Area Leakage:** \$105.8 million
While this broader area has additional retail activity, demand still exceeds supply by a factor of 1.72.

Economic Development Implications

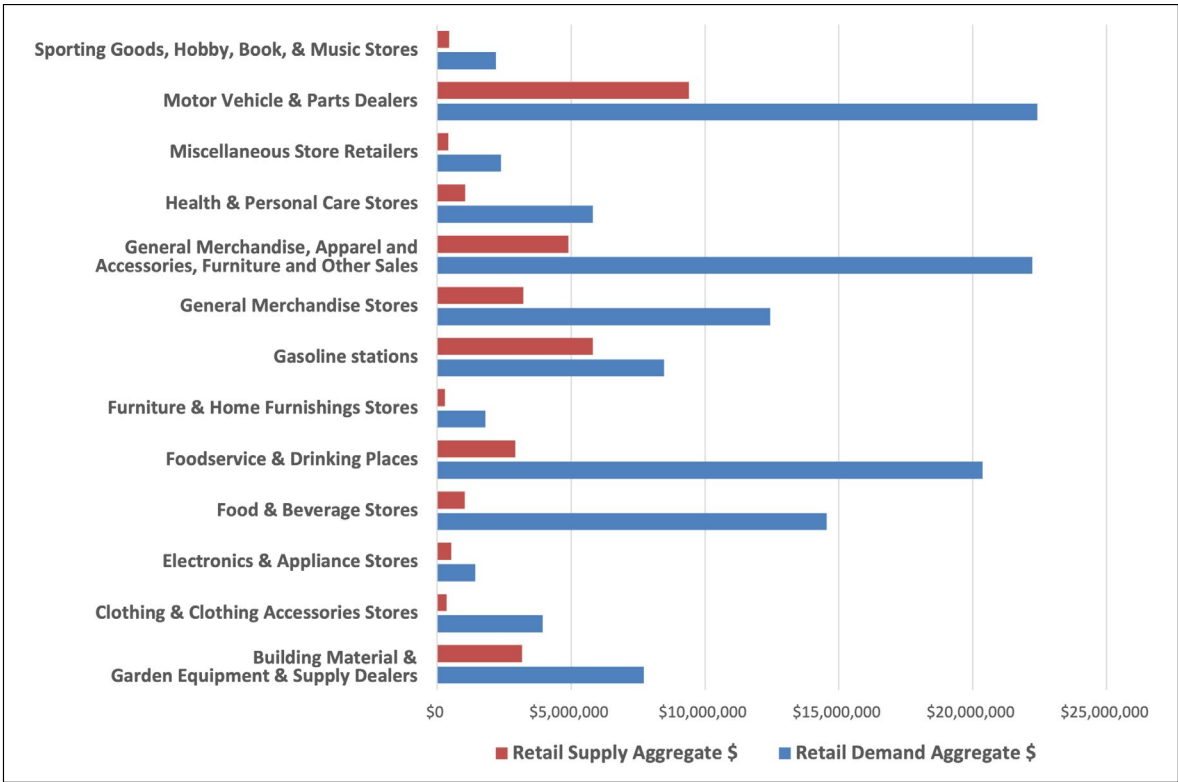
The Planning area retail sector is significantly underbuilt relative to its population size, income levels, and consumer demand. There are notable retail gaps in foodservice, clothing, general merchandise, and home furnishing, creating clear opportunities for targeted business recruitment. While Food & Beverage Stores in the Market Influence Area show a surplus, indicating current demand is met, new grocery stores may not be viable without continued population growth. High retail leakage in general merchandise and apparel suggests potential to attract department stores or large-format retailers to capture spending currently leaving the area.

Figure C-25. Retail Leakage & Business Opportunities — Planning Area

Category	Leakage (Study Area)	Leakage Index	Opportunity
Food & Beverage Stores	\$13.5 million	14.15	Attract small-format or specialty grocers
Foodservice & Drinking Places	\$17.4 million	6.99	Restaurants (quick-service, sit-down, cafes)
General Merchandise Stores	\$9.2 million	3.87	Dollar store, hardware, or department store
Clothing & Accessories	\$3.6 million	11.03	Apparel boutiques, outdoor gear, Western wear
Health & Personal Care	\$4.8 million	5.53	Pharmacy, personal wellness retail
Furniture & Home Furnishings	\$1.5 million	6.17	Local furnishings, home décor, DIY/home improvement

Source: Esri-MRI-Simmons (2024), Esri 2024 Consumer Spending; Consumer Expenditure Summary Report DemographicsNow. Gale.

Figure C-26. Total Retail Demand vs. Supply — Planning Area



Source: Esri-MRI-Simmons (2024), Esri 2024 Consumer Spending; Consumer Expenditure Summary Report DemographicsNow. Gale.

Figure C-27. Spending Potential Index Comparison — Planning vs. Market

Category	Planning Area	Market Influence Area
2024 Annual Budget Expenditures	128	111
2024 Retail Goods	129	113
2024 Apparel/Services	126	107
2024 Education	129	111
2024 Entertainment/Rec	130	114
2024 Meals at Restaurants/Other	130	110
2024 Transportation	126	109

Source: Esri-MRI-Simmons (2024), Esri 2024 Consumer Spending; Consumer Expenditure Summary Report DemographicsNow. Gale. *Indexed to National at 100

Economic Development Implications

Planning Area residents consistently spend ~25–35% more than the national average on major discretionary categories. This makes the community highly attractive to consumer-facing businesses. The planning area exhibits higher SPI values than the broader Market Influence Area, indicating stronger per-capita spending locally. However, the total spending power in the Market Influence Area is greater due to its larger population.

Figure C-28. Projected Retail Demand Growth (2024–2029)

Category	Projected Spending Growth Planning Area (\$ M)	Projected Spending Growth Market Influence Area
Food Away from Home	\$3.4	\$7.8
Food At Home	\$6.0	\$14.2
Entertainment & Recreation	\$3.6	\$8.4
Apparel & Services	\$2.0	\$4.6
Household Furnishings	\$1.8	\$4.1
Health	\$0.6	\$1.4

Source: Esri-MRI-Simmons (2024), Esri 2024 Consumer Spending; Consumer Expenditure Summary Report

Retail spending is expected to grow significantly by 2029:

- **Food at Home:** +\$6M (Planning area), +\$14.2M (Market Influence Area)
- **Food Away from Home:** +\$3.4M (Planning area), +\$7.8M (Market Influence Area)
- **Entertainment & Recreation:** +\$3.5M (Planning area), +\$8.4M (Market Influence Area)
- **Apparel & Services:** +\$2M (Planning area), +\$4.6M (Market Influence Area)

Economic Development Implications

Retail demand is expected to grow significantly, particularly in food, recreation, and home-related sectors. As the population grows, new retail outlets will be both viable and needed.

TAPESTRY SEGMENTATION INSIGHTS

Esri Tapestry Segmentation is a database that describes the diverse mix of U.S. neighborhoods by painting a comprehensive picture of who lives where, describing their lifestyle choices, and highlighting how they spend their money and their free time.

- **Middleburg (50.1%)** — Family-oriented, suburban homeowners; shop local when possible; favor value and convenience.
- **Workday Drive (32.4%)** — Dual-income commuters; favor dining, home services, and e-commerce.
- **Green Acres (17.4%)** — Rural, property-owning households; active in-home improvement, gardening, and DIY.

Economic Development Implications

Businesses that emphasize local roots, convenience, and family appeal will be best aligned with consumer expectations. The retail landscape in the Planning Area and Market Influence Area presents significant opportunities for retail expansion in key areas such as general merchandise, clothing, home improvement, and dining. By leveraging targeted business recruitment, infrastructure investments, and workforce development, the community can ensure sustainable economic growth, improved local shopping options, and increased retail sales capture.

The data and analysis highlight a clear disconnect between the Planning Area's strong consumer spending power and the limited local retail options available, resulting in significant retail leakage and missed economic opportunities. This gap is not merely a challenge, it's a signal that the area's growth, affluence, and evolving demographics are outpacing the current retail landscape.

The high Spending Potential across discretionary categories suggests residents are eager and able to support a broader range of retail and dining experiences, yet much of that spending is flowing to neighboring communities. Strategic investment in retail recruitment, particularly in sectors like dining, apparel, home improvement, and general merchandise, could transform this leakage into local economic vitality, creating jobs, enhancing quality of life, and building a more resilient tax base. As the area's population and demand continue to grow, community input should shape partnerships with retailers that align with the community's family-oriented, convenience-driven values and will be essential for sustainable, inclusive economic development.

Commercial Market Conditions

This section analyzes the commercial, retail, and industrial real estate environment in Strasburg, highlighting key indicators of supply and demand, and strategic opportunities for business development and private investment. It includes data-driven insights on market gaps and competitive advantages that inform economic development priorities. The NEDS acknowledges the scarcity of granular real estate data for the specific Planning Area due to its small size and limited number of transactions. To overcome this challenge, it incorporates the Market Influence Area and broader submarket data available from CoStar for analysis and decision-making. This approach allows for a more comprehensive understanding of market trends and economic conditions that influence the Planning area. However, using broader market and submarket data to analyze the real estate conditions risks overlooking the area's unique local dynamics due to limited granularity and potential overgeneralization. Such data may not accurately reflect small-scale market nuances, leading to less precise insights. It is also important to note that this analysis represents a snapshot in time (with data pulled as of Q1– Q2 2025), and market conditions can change rapidly, requiring ongoing updates to maintain accuracy. Overviews of primary property types (Industrial, Office, Retail) are provided below.

OFFICE MARKET

- **Inventory:** ~7,500 sq ft in the Planning area; essentially unchanged for a decade with the same trends in Market Influence Area.
- **Vacancy Rate:** ~0% indicates full occupancy but constrained supply.
- **New Construction:** None; minimal developer activity or speculative investment.
- **Market Trend:** Low turnover, limited growth, and stable rents.

Figure C-29. Office Inventory and Change (2014–2024)

Description	2014	2024	Change	% Change
Planning Area Inventory Sq. Ft.	7,494	7,494	0	0
Market Influence Area Inventory Sq. Ft.	18,947	18,947	0	0

Source: Costar 2025

Economic Development Implications

The local office market is very small and stable, characterized by an estimated 0% vacancy rate but no recent growth in inventory. Limited sales and leasing activity suggests low speculative investment interest, despite moderate rent growth of approximately 2.5%. Given these conditions, economic development efforts should focus on repositioning existing office spaces into flexible-use or co-working hubs to meet evolving workspace demands. Encouraging the inclusion of small-scale professional office space in mixed-use developments can help meet local needs, while also attracting service providers—such as healthcare, insurance, and design firms—seeking more affordable space near the Denver Metro area.

INDUSTRIAL/FLEX MARKET

- **Inventory:** ~34,300 sq ft in the planning area; ~0% vacancy rate.
- **Rent Growth:** Strong—5.3% (5-year average); 6.4% (10-year average).
- **Construction Activity:** \$93.8 million annually in the Planning area.
 - No recent construction or sales activity, creating a need for new development projects.
 - High investor interest (8.4% cap rate) but no transactions, suggesting a need for market promotion and developer engagement.

Figure C-30. Industrial/Flex Inventory and Change (2014–2024)

Description	2014	2024	Change	% Change
Planning Area Inventory Sq. Ft.	34,276	34,276	0	0
Market Influence Area Inventory Sq. Ft.	86,379	86,379	0	0

Source: Costar 2025

Economic Development Implications

There is growing interest in expanding industrial space, particularly to accommodate logistics, light manufacturing, and regional service firms. While market conditions are favorable for new speculative industrial development, the limited availability of land zoned for such uses presents a constraint. To unlock this potential, targeted infrastructure improvements—including roads, utilities, and broadband—are necessary to enhance site readiness and attract investment in industrial development.

RETAIL MARKET

- **Inventory:** 106,000 sq ft in the study area.
- **Vacancy Rate:** ~0% –1.5% across planning and Market Influence Area.
- **Construction:** No current activity but largest growth category in the past decade
- **Leakage (Unmet Demand):** \$93.8 million annually in the Planning area.

Figure C-31. Retail Inventory and Change (2014–2024)

Description	2014	2024	Change	% Change
Inventory Sq. Ft. Planning Area	99,393	108,493	9,100	9.2%
Inventory Sq. Ft. Market Influence Area	459,574	508,727	49,153	10.7%

Source: Costar 2025

Economic Development Implications

There is significant unmet retail demand across multiple categories, presenting a clear opportunity to activate Downtown Strasburg and neighborhood centers through targeted retail infill. Encouraging vertical mixed-use development at high-traffic nodes can help meet this demand while creating walkable, vibrant commercial hubs. These efforts would not only capture local spending currently lost to other communities but also support broader goals of economic diversification and placemaking.

BROADER SUBMARKETS

The combined Outlying Adams and Arapahoe County area remains a small but stable segment of the Denver metro's commercial real estate landscape. Office and industrial inventories are limited, with little new construction and low vacancy rates—office vacancy is well below historical averages, and industrial vacancy in Adams County is currently at 0%. Retail in Outlying Adams County is similarly tight, with a 0% vacancy rate as of Q1 2025, compared to a five-year average of 0.91% and a 10-year average of 1.11%. No new retail space is under construction, and the submarket's retail inventory is approximately 461,000 SF. Both retail and industrial rents in this area have shown steady growth, with retail rent growth averaging 3.6% over five and ten years.

These outlying submarkets contrast with the broader Denver metro, where retail vacancy is 4.2%–4.9% and average rents are rising more rapidly, currently at \$21.65/SF—up over 5% year over year. The limited supply and consistently low vacancies in the outlying areas underscore their stability and resilience, even as the wider Denver market experiences more volatility and a modest uptick in construction and rent growth. This stability is further supported by strong demand for affordable options in suburban submarkets, where limited new supply continues to drive outperformance relative to the metro average

SUBMARKET AREAS

Figure C-32. Outlying Adams Submarket



Source: Costar 2025

Figure C-33. Outlying Arapahoe Submarket



Source: Costar 2025

Future Land Use and Soft Site Analysis

LAND USE OVERVIEW

The Planning Area is predominantly residential (53.5%) and agricultural (32.7%), with commercial (0.9%), industrial (0.3%), and mixed-use (4.0% in Adams County) designations making up a small portion of the total land area.

The majority of land is thus not currently available for traditional commercial or industrial development, which has direct implications for economic development and business attraction.

Future Land Use Designation	2025 % of Planning Area	2026 % of Planning Area
Agricultural	31.8%	21.8%
Agriculture Large Scale*	11.1%	8.9%
Agriculture Small Scale*, Agriculture 19 acre^	16.1%	12.9%
Tier 2^	4.6%	0.0%
Commercial	0.9%	0.6%
Industrial	0.3%	0.01%
Mixed Use	4.0%	4.2%
Mixed Use (Adams County)*	2.8%	2.9%
Low Intensity Mixed Use^	1.1%	1.3%
Parks and Open Space	8.3%	9.9%
Parks Open Space*	7.9%	9.5%
Open Space and Parks^	0.4%	0.4%
Recreation Commercial^	0%	0.3%
Public*	0.5%	1.0%
Institutional*	0.1%	0.5%
Public*	0.3%	0.5%
Residential	54.3%	62.4%
Residential High*	0.1%	0.1%
Residential Medium*, Residential^	7.8%	10.1%
Residential Low*, Estate Residential^	46.4%	52.3%

ECONOMIC DEVELOPMENT SUMMARY: FUTURE LAND USE CHANGES

- **Realignment to Existing Uses:** Many future land use (FLU) changes reflect current on-the-ground conditions
- **New Land Use Category—Recreation Commercial:** A new designation highlights tourism and recreation assets such as the Comanche Crossing Museum and the proposed recreation center. This supports growth in hospitality, culture, and outdoor sectors.
- **Expanded Mixed Use on East Colfax:** Mixed Use is extended along East Colfax Avenue to encourage walkable, vertically integrated development with residential above retail or office. Density is capped at 14 units/acre to preserve Strasburg's rural character.
- **Growth Contained Within Planning Area:** The plan focuses future residential and commercial growth within defined boundaries, ensuring infrastructure efficiency and preserving outlying agricultural land.

COMMERCIAL MARKETS ECONOMIC DEVELOPMENT IMPLICATIONS

- **Limited Commercial-Only Expansion:** The plan retains a narrow footprint for traditional commercial zones, concentrating most new commercial capacity within Mixed Use areas. This may constrain opportunities for larger-scale retail or employment centers.
- **Pressure on Commercial Space:** With residential growth outpacing commercial land supply, there may be increased demand—and rising costs—for business locations.
- **Mixed Use as a Commercial Strategy:** The strategic use of Mixed Use is critical. These areas offer flexibility for small business development and service-sector growth in walkable settings.

REDEVELOPMENT OPPORTUNITIES

- **Infill and Corridor Revitalization:** The East Colfax corridor presents prime redevelopment potential. Strategic infill, adaptive reuse of older properties, and mixed-use redevelopment can help meet growing demand for services and amenities.
- **Leverage Infrastructure-Ready Parcels:** Areas with existing water, sewer, and transportation access should be prioritized for commercial and mixed-use redevelopment to reduce upfront costs for businesses.

BUSINESS ATTRACTION STRATEGIES

- **Tap into Population Growth:** New residential development will expand the customer base. This is attractive to retailers, personal services, healthcare providers, and childcare operators.
- **Promote Recreation and Tourism:** Recreation Commercial zones and enhanced open space provide opportunities to recruit destination-oriented businesses including outfitters, tour operators, museums, lodging, and event services.
- **Highlight Mixed Use Potential:** Marketing available mixed-use parcels, particularly along Colfax, can attract entrepreneurs and developers seeking high-visibility, flexible-use properties.

Economic Development Implications

The updated future land use plan signals a shift toward a more residential and recreation-oriented community, with economic development success increasingly reliant on strategic redevelopment and the effective use of limited commercial and industrial land. Given the constrained inventory, particularly around the Downtown Strasburg Colfax Corridor, revitalizing underutilized sites through infrastructure upgrades, mixed-use zoning, and targeted business attraction will be essential. Focusing investment in this core area can catalyze private development, support local job creation, and diversify the tax base while preserving surrounding residential and agricultural character. Encouraging small-format retail and office tenants and aligning infrastructure improvements with business needs will help maximize the economic potential of key corridors.

Figure C-35. Proposed Future Land Use Map and Downtown Colfax Corridor

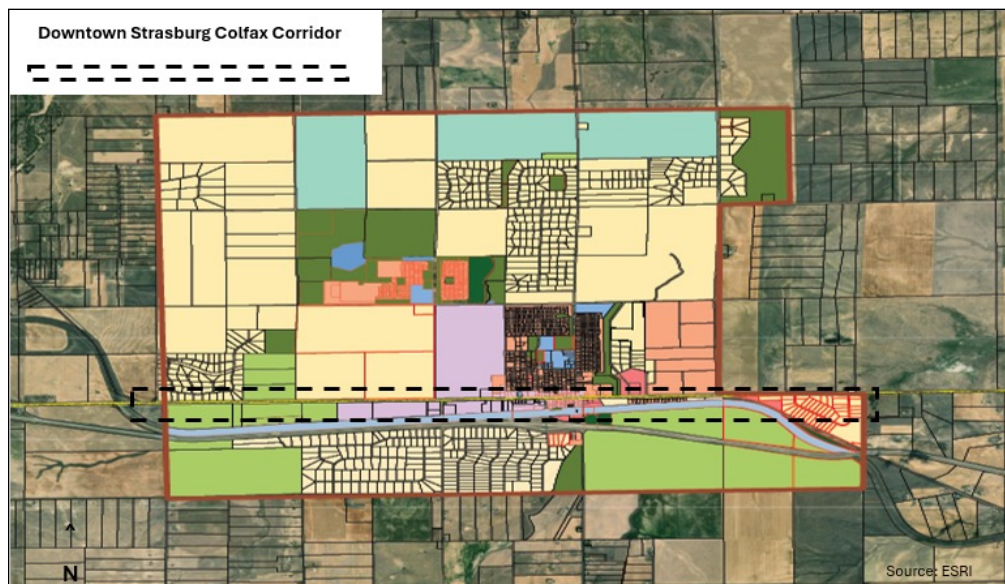


Figure C-36. Downtown Strasburg Boundaries



SOFT SITE ANALYSIS SUMMARY

A soft site analysis is a planning and development tool used to identify parcels of land that are currently developed but considered underutilized and potentially suitable for future redevelopment or intensification. Soft site analyses focus on properties that may be economically or physically inefficient—such as single-story buildings in high-demand areas, parcels dominated by surface parking, or properties with outdated uses relative to surrounding growth. These sites are flagged based on indicators like low floor area ratio (FAR), zoning that allows for more intensive development than what exists, or signs of ownership readiness to sell. Soft site analysis is commonly used to inform long-range planning, support infill and redevelopment strategies, and guide infrastructure investments by identifying where market-driven change is most likely to occur. It is especially useful in projecting future housing or commercial capacity in built-out or growth-constrained areas. This analysis identifies development sites by the following criteria:

Vacant Property

Vacant land along the Downtown Colfax Corridor and within the Downtown Strasburg boundaries with the potential for future development.

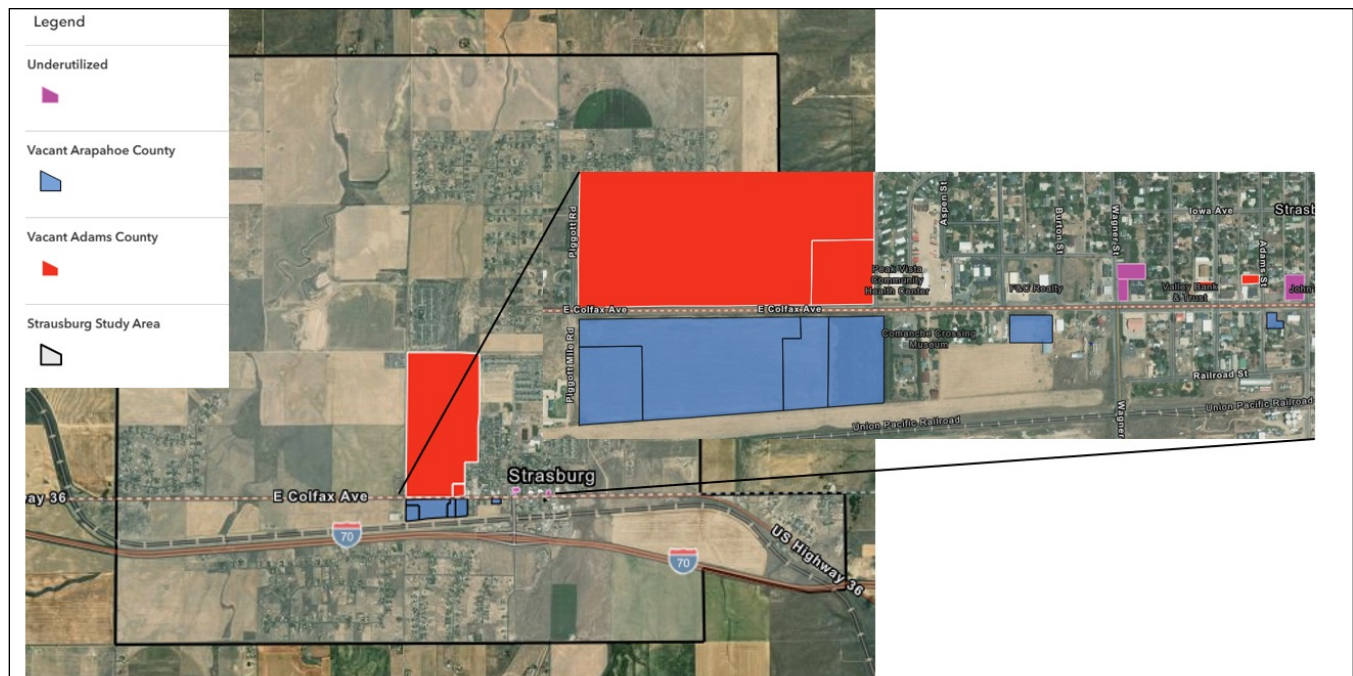
Underutilized Property

Underutilized properties along the Downtown Colfax Corridor and within the Downtown Strasburg boundaries may have redevelopment potential. The county assessor's parcel data was used to identify parcels with the following attributes:

- A Floor Area Ratio (FAR) of 0.1 or less
- A total value (per sq. ft.) less than the Planning Area Commercial Average (\$37)
- A building-to-land-value ratio less than 0.25
- Older structures built before 1970

Parcel was assigned a score of zero or one for each criterion. High potential parcels were determined by a total score above 3 or based on input from County staff and other stakeholders providing additional information on proposed development plans. (Additionally, parcels under 0.2 acres in size (as well as unbuildable parcels such as lakes, open space, etc. and residential commercial were excluded from the analysis). Presented sites are confined to the Downtown Strasburg boundaries (Map 36) to align with align with Subarea plan policies (LUH Policy 2.2)

Figure C-37. Soft Site Analysis Parcels



Economic Development Implications

Using the vacant and other soft parcel data as a starting point, the potential redevelopment sites were further refined based on input from County staff and other stakeholders providing additional information on proposed development plans and subarea plan policies. The sites identified as having potential should be further evaluated with community stakeholders, property owners and developers. Additionally, data must be updated regularly to reflect changes in property status. Current data indicates that high potential sites are not currently available on the market. Next steps to explore opportunities to combine adjacent underutilized parcels to create larger, more developable sites. Coordination with local government staff, property owners, and stakeholders will be necessary to validate findings, evaluate pending development proposals, and identify additional constraints or opportunities. This methodology will help systematically identify and prioritize underutilized parcels for redevelopment, supporting a robust and actionable Neighborhood Economic Development Strategy.

Conclusion

The NEDS provides a data-driven, community-guided roadmap for economic growth and revitalization. Grounded in robust analysis and stakeholder engagement, the NEDS identifies critical challenges—such as economic leakage, workforce out-commuting, and constrained commercial land supply—while also highlighting the community’s strengths: high local spending power, a growing population, strategic location, and a strong sense of place. The strategies outlined in the main report target actionable solutions to these challenges through four key pillars: formalizing business leadership (via a Downtown Business Association), leveraging state and local grants for revitalization, expanding partner-led services and workforce pathways, and improving the physical infrastructure of downtown through design, infrastructure, and placemaking. By aligning investment in people, places, and businesses, this strategy aims to create a vibrant, resilient, and self-sufficient local economy that supports residents and entrepreneurs alike—while preserving Strasburg’s small-town character.

METHODOLOGY

Overview

This section details the methodological approach used to develop the Strasburg Neighborhood Economic Development Strategy (NEDS). It outlines the analytic process, sources of data, timeline of activities, limitations encountered, and the integration of community feedback to ensure a rigorous, transparent, and locally grounded plan.

Analytic Approach

1. Data Collection & Sources

Analyses for the NEDS relied on a combination of quantitative and qualitative sources:

- **Demographic and Economic Data**
 - Esri Community Analyst Demographic reports
 - U.S. Census Bureau (2020 Decennial Census, American Community Survey, LEHD Origin-Destination Employment Statistics)
 - Local and regional planning agency datasets
 - Esri Tapestry Segmentation and Spending Potential Index reports; Gale's DemographicsNow database; DataAxle
 - CoStar commercial real estate market data (Q1–Q2 2025)
- **Business & Labor Market Information**
 - Business owner survey (August 2024–January 2025)
 - Direct outreach to local businesses and stakeholders
 - Esri Community Analyst reports
 - Bureau of Labor Statistics
 - Adams County Workforce and Business Center
- **Land Use & Parcel Data**
 - County assessor's parcel data
 - Local zoning/land use maps and planning documents
- **Community Engagement**
 - Public open houses
 - Stakeholder meetings
 - Hometown Days community event (SWOT exercise)

2. Community Engagement Process

- Multiple methods were used to elicit input, including interactive workshops, mapping exercises, surveys (online and in-person), and comment boards.
- Engagement efforts targeted residents, business owners, property owners, and broader community stakeholders.
- Input from these activities directly informed the SWOT analysis, identification of priorities, and refinement of the strategies throughout the planning process.

Data Limitations

1. Real Estate Data Granularity

- Local real estate market data is limited by the small number of transactions and the Planning Area's size, resulting in a lack of granularity at the neighborhood scale.
- To address this, broader Market Influence Area and submarket data (e.g., from CoStar) were used for reference. However, this can over- or under-represent local trends given differences in context.
- Soft site analysis relied primarily on available parcel data, zoning, and staff/community input, as limited property sales and leasing impeded robust market trend analysis.

2. Survey & Participation Constraints

- While attempts were made to reach a wide spectrum of community members, some groups may be underrepresented.
- Survey responses, though robust for the community size, are subject to self-selection bias.

3. Time Sensitivity

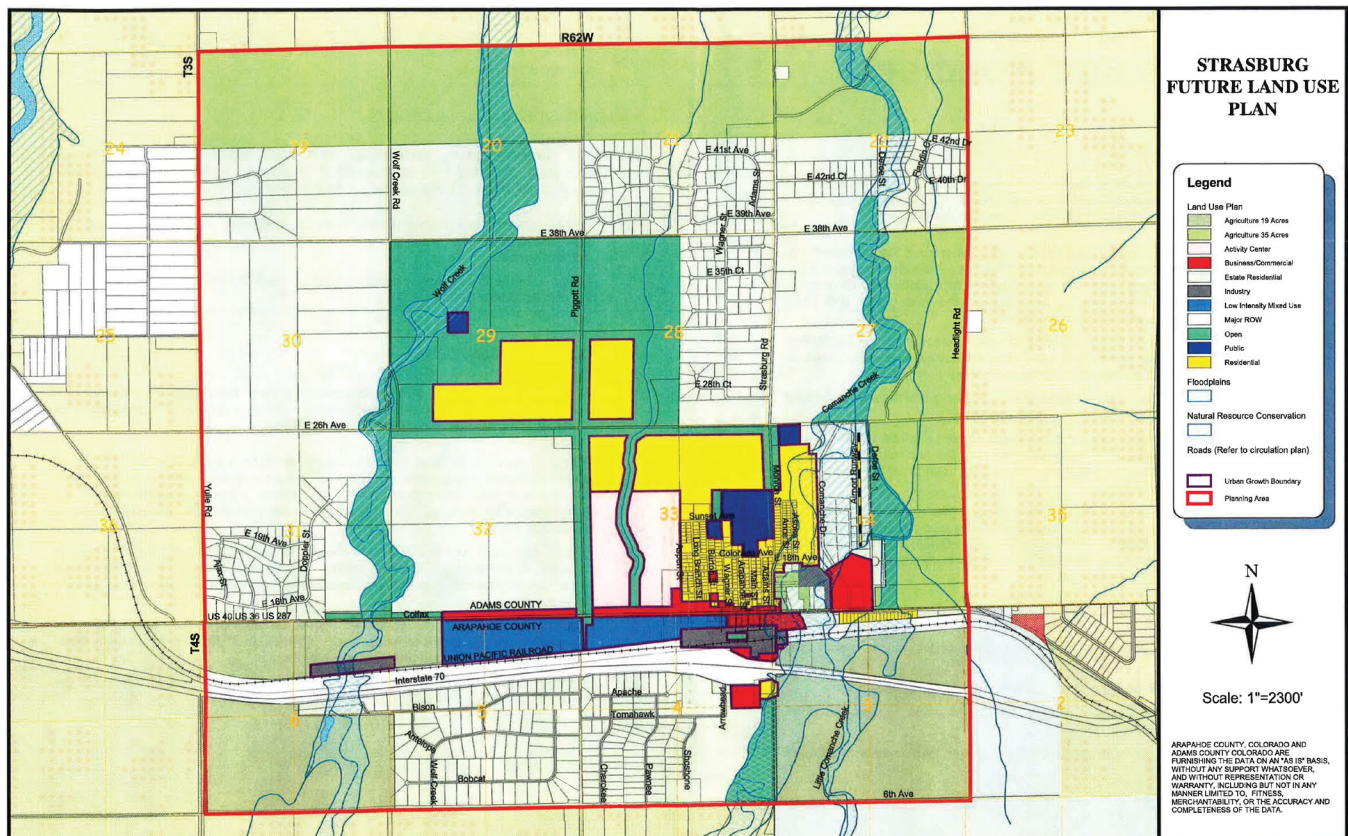
- Quantitative indicators (e.g., population, commuting patterns) reflect the most recent data as of Q1/Q2 2025 but may shift rapidly with growth and market changes. This necessitates ongoing updates for continued plan relevance.
- Integration of Community Feedback
- SWOT Formation: Community-driven SWOT exercises at Hometown Days and public open houses established core strengths, weaknesses, opportunities, and threats, with feedback guiding initial strategy framing.
- Business Owner Survey: Survey data shaped understanding of business needs, infrastructure gaps, workforce priorities, and economic challenges, directly feeding into the recommendations for both physical improvements and programmatic interventions.
- Interactive Mapping: Mapping exercises with green/red dot methodology at open houses pinpointed community consensus on desirable development sites and redevelopment priorities.
- Iterative Drafting: Community and business input was solicited at multiple points, and strategies were refined based on further feedback during drafting, ensuring a plan that authentically reflects local priorities and values.
- Stakeholder Review: Ongoing coordination with county staff, business leaders, and residents provided critical review and validation of findings, ensuring recommendations are feasible and locally endorsed.

APPENDIX D. STRASBURG FUTURE LAND USE MAP: 2002-2025

2002 Future Land Use Map

The map shown here was adopted as the 2002 Future Land Use Map as part of the 2002 Strasburg Subarea Plan. This map anticipated growth through 2020 in the Strasburg area.

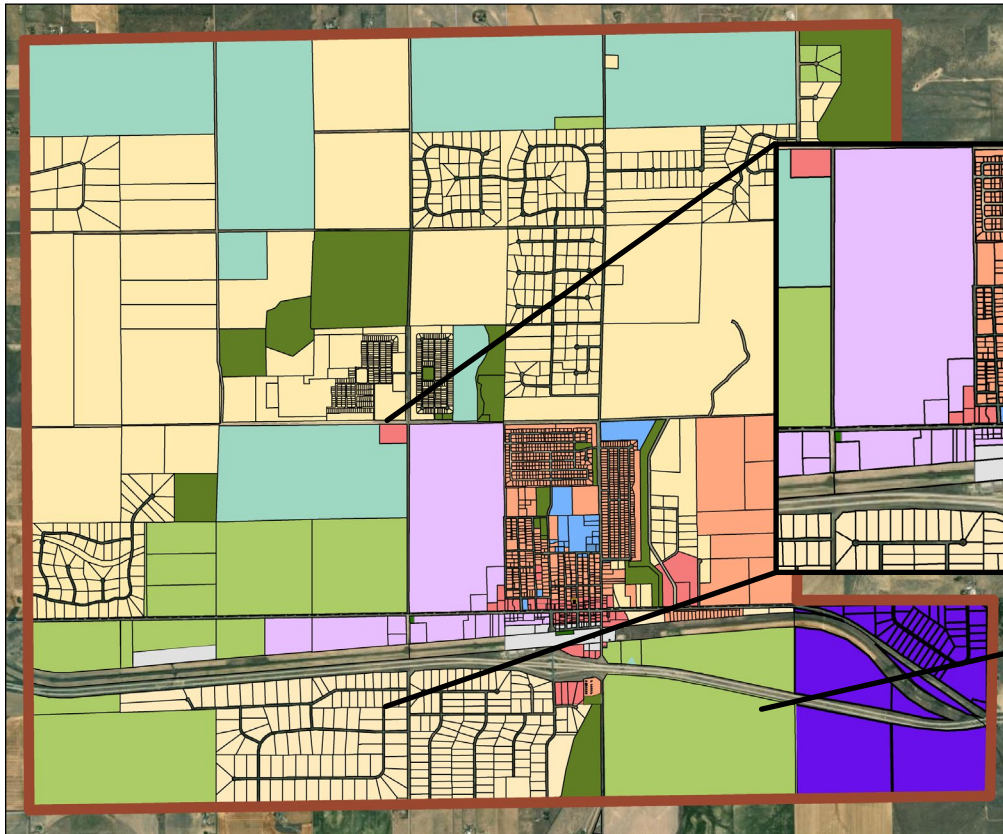
Figure D-1. 2002 Strasburg Future Land Use Map



2024 Future Land Use Map

Between 2002 and the time this planning process began, Adams County and Arapahoe County both updated their Comprehensive Plans; as part of this effort, Adams County updated the future land use map for Strasburg as well. Additionally, comprehensive plan amendments were initiated by a few property owners to change the future land use designation for their properties. For these reasons, the 2024 Future Land Use Map is slightly different than the 2002 Future Land Use Map. The following maps show the future land use map from 2024 before the Strasburg 2050 Subarea Plan was adopted, and the following tables detail the land use categories found on these maps.

Figure D-2. 2024 Strasburg Future Land Use Map



**Figure D-3. 2024
Future Land Use Map
— Downtown**

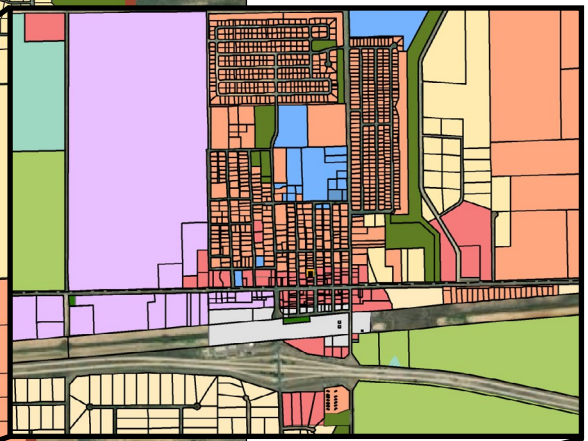


Figure D-4. 2024 Future Land Use Distribution

	Future Land Use Designation	2024 Percentage of Planning Area
	Agricultural	31.8%
	Agriculture Large Scale*	11.1%
	Agriculture Small Scale*, Agriculture 19 acre^	16.1%
	Tier 2^	4.6%
	Commercial	0.9%
	Industrial	0.3%
	Mixed Use	4.0%
	Mixed Use (Adams County)*	2.8%
	Low Intensity Mixed Use^	1.1%
	Parks and Open Space	8.3%
	Public*	0.5%
	Institutional*	0.1%
	Public*	0.4%
	Residential	54.3%
	Residential High*	0.1%
	Residential Medium*, Residential^	7.8%
	Residential Low*, Estate Residential^	46.4%
*Adams County only, ^Arapahoe County only		

Figure D-5. 2024 Arapahoe County Future Land Use Categories

Agriculture-19 Acres	Primary uses include agricultural production on parcels of 19 acres up to 35 acres in size. Secondary uses can include single family dwellings, schools, places of worship as well as agritainment and agri-tourism.
Agriculture-35 Acres	Primary uses include farming, ranching, and other agriculturally related uses on parcels of 35 acres or more. Secondary uses can include single family dwellings, schools, places of worship, as well as agritainment and agri-tourism.
Tier 2	With the exceptions of the Rural Town Centers of Byers and Strasburg and the Town of Deer Trail, Tier 2 is primarily agricultural with a cluster of 19-acre and larger parcels southeast of the Byers Sub-area. Tier 2 is intended to remain rural, with agricultural and related uses and low density residential uses occurring during the timeframe of this plan.
Commercial	Primary uses are retail, office, accommodation, and restaurant. Secondary uses can include residential, medical facilities, schools, and places of worship.
Industrial	Accommodates a range of light manufacturing uses including research, manufacturing, fabrication, processing and assembly of products, warehousing, and indoor storage. Secondary uses can include outdoor storage of equipment and material when it is associated with a principal industrial use.
Mixed Use	Accommodates a wide range of residential and commercial uses including single family, attached and detached; retail; convenience commercial; office; personal services; accommodation; restaurant; and fuel sales. Secondary uses can include medical facilities, schools, and places of worship.
Residential	Primary uses are attached and detached single-family dwellings on lots of one acre or less. Examples of attached dwellings include duplex, townhouse, triples, and small scale multiplex. Secondary uses can include medical facilities, schools, and places of worship.
Estate Residential	Primary uses are detached single-family dwellings on lots of more than one acre. Secondary uses can include schools and places of worship.
Open Space and Parks	Uses include active and passive public, quasi-public and private parks, trails, reservoirs, wildlife corridors, conservation areas, and major landscape buffers. This use also includes country clubs, golf courses, rodeo facilities, and ball fields.
Public, Institutional, and Utility	Uses include public, quasi-public, institutional, and utility facilities such as schools, libraries, utility substations, water and wastewater operations, places of worship, medical facilities, and cemeteries.
Recreation Commercial	Uses include a wide range of indoor and outdoor recreational activities and supporting uses such as tourist railroad, recreation centers, riding stables, recreation vehicle parks, and campgrounds. Secondary uses can include single family, attached and detached; medical facilities; schools; and places of worship.
Railroad	Uses include railroad operations as well as commercial and industrial activities located on railroad-owned property such as grain elevators and scales.

Figure D-6. 2024 Adams County Future Land Use Categories

Agriculture Large Scale	• 2002 Designation: Agricultural • Typical Zone Districts: A-3 • Less than 1 dwelling unit/acre	This land use category features large-lot agriculture and may have corporate agricultural operations on the property, primarily occurring on the eastern portion of Adams County. Farming or ranching should be considered the primary use of the property and supplementary housing considered secondary.
Agriculture Small Scale	• 2002 Designation: Agricultural • Typical Zone Districts: A-1, A-2 • Less than 1 dwelling unit/acre	This land use category is included for smaller agricultural operations that balance housing and agricultural production on the site. Examples can be found in the Welby and Splendid Valley District Plan areas. This category is not intended for properties where residential is the only use.
Commercial	• Typical Zone Districts: C-0, C-1, C-2, C-3, C-4, C-5	The commercial land use category is intended for a broad range of commercial areas including smaller scale and neighborhood commercial that could include corner stores and/or small commercial strips and larger commercial centers.
Mixed Use	• 2002 Designation: Activity Center • Typical Zone Districts: C-0, C-1, C-2, R-3, R-4, MU, TOD	The mixed-use land use category includes commercial, office, multifamily residential, and institutional. Mixed-use is expected to develop into horizontal mixed-use for a district or corridor mixing of uses, or single-property development of mixed use in vertical development.
Parks and Open Space	• Applicable in all zone districts	This land use category includes a variety of parks and open space typologies including regional parks, community parks and neighborhood parks.
Institutional	• 2002 Designation: Public	The institutional land use category is reserved for education facilities, government facilities, hospitals, public buildings, fire stations, etc. Institutional land uses can be found in almost any zone district depending on the nature of the use and services it provides.
Public	• Applicable in all zone districts	This land use category is intended for public infrastructure such as utilities, utility corridors, water and waste-water treatment sites, railroad corridors, etc. where the infrastructure is not expected to change. Schools or institutional residential uses would not be allowed in this category.
Residential High	• 2002 Designation: Urban Residential • Typical Zone Districts: R-3, R-4 • 14–35+ dwelling units/acre	This land use category is reserved for the highest residential density in Adams County. Multifamily residential buildings are most appropriate for this category. An example of the types of multifamily residential buildings includes apartments, multi-plex and townhouses.
Residential Medium	• 2002 Designation: Urban Residential • Typical Zone Districts: R-1-C, R-2, R-3 • 6-20 dwelling units per acre	The Residential Medium land use category functions as a transitional category between higher and lower density. Although some single-family housing may be located in this district, it is primarily reserved for lower density multifamily housing such as fourplexes, cottage courts, and small townhome complexes.
Residential Low	• 2002 Designation: Residential Estate • Typical Zone Districts: A-1 (<2.5 acres), R-E, R-1-C • Up to 6 dwelling units/acre	This land use category is most appropriate for suburban and exurban areas in Adams County as it primarily consists of single-family housing.

