In a small town such as Nederland, CO it isn't uncommon that one person may own a lot of the commercial property. Property owners with huge stakes in a small town highlight the importance of clear processes and incentives that help the private owner understand and comply with the community vision. What incentives are there to help a town wary of density and in need of sustainable building when a developer with big plans owns 20% of the downtown?

As the Nederland Downtown Development Authority (NDDA) works to enhance business opportunities in the downtown area, it wants to keep preservation and restoration of the environment at the heart of the organization’s development philosophy.

**CHALLENGE STATEMENT //**

In a small town such as Nederland, CO it isn’t uncommon that one person may own a lot of the commercial property. Property owners with huge stakes in a small town highlight the importance of clear processes and incentives that help the private owner understand and comply with the community vision. What incentives are there to help a town wary of density and in need of sustainable building when a developer with big plans owns 20% of the downtown?

As the Nederland Downtown Development Authority (NDDA) works to enhance business opportunities in the downtown area, it wants to keep preservation and restoration of the environment at the heart of the organization’s development philosophy.

**EXECUTIVE SUMMARY //**

Approximately 16 miles away from Boulder in the mountains, the town of Nederland (1,505) has a unique and authentic characteristic to the community. The developer owns about 20% of the downtown area and plans on developing the property to include retail, apartments, underground parking, restaurants, and the like. However, the community disagrees with the final concept of the development and feels it does not fit in with their vision and current ambiance of the town. While different proposals have been made after taking into account local concerns, the two parties could not come to a consensus. During the challenge studio, our group came to the conclusion that a new task force should be formed with the intention of clarifying the community’s vision and design guidelines, come up with a concrete timeline of development, and to use newly discovered resources to come to a final decision.

**TEAM MEMBERS //**

Katrina Harms, Nederland Downtown Development Authority / Cynthia Bakke, Nederland Downtown Development Authority / Bruce Butler, Town of Silverthorne / John Coleman, OZ Architects / Elena Scott, Norris Design / Cynthia Nieb, History Colorado, State Historical Fund / Diane Crawford, Nederland Community Member / Jennifer Kvarik, Colorado Center for Community Development / Andrew Curtis, DCI Anthropologist
BACKGROUND INFORMATION //

Population: 5,000/1,505* (Nederland Proper)*

Stakeholders:
- NDDA
- Local Businesses
- Town
- Community

Assets:
- Uniqueness
- Proximity to Boulder
- Accessible RTD Service
- Near Ski Resort

Obstacles:
- Anti-development milieu
- Nebulous community vision

FINDINGS + IDEAS //

These resultant ideas about solutions for incentivizing the right development in Nederland came about through a round table discussion between community members, private, and public figures. This exercise was primarily to generate new ideas and sketch out the beginnings of innovative solutions and as such are on a conceptual level.

1. New Resources + Previously Undiscovered Assets
   - Department of Local Affairs (DOLA)
   - Downtown Colorado, Inc. (DCI)
   - UC Denver University Technical Assistance (UTA)
   - Norris Design
   - AmeriCorps VISTA Program

2. Suggestions from Participants
   - Officially embed vision statement into municipal code
   - Incorporate vision into redevelopment approval process
   - Cultivate positive developer-municipal relations
   - Enhanced Sales Tax Incentive Program
   - Change and adapt regulations

NEXT STEPS //

Concrete Steps:
- Set a task team for the implementation of specific design and historic guidelines
- Set a timeline for the development of concerned property downtown
- Utilize services discussed at Challenge Studio such as the UTA service

Desired Outcomes
- To produce a concrete vision and understanding of the identity of the community
- To mediate and to come to a consensus between both parties

Roles + Responsibilities
- Facilitator between Nederland Downtown Development Authority and the developer