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TOWN OF MORRISON

planning survey

Prepared by Students of the
College of Environmental Design
University of Colorado at Denver

HEATH

4

August 1980



UNIVERSITY
OF COLORADO
AT DENVER

2 day

COLLEGE OF ENVIRONMENTAL DESIGN
1100 Fourteenth Street
Denver, Colorado 80202
(303) 629-2755

August 12, 1980

Mayor Rolf Paul and
Board of Trustees
Town of Morrison
P. O. Box 95
Morrison, Colorado 80465

Dear Mayor Paul and Board Members;

It is with pleasure that we transmit to you the studies of the Town of Morrison undertaken by the students of the College of Environmental Design as part of their class work during the Summer Term, 1980. This is done with the hope that you and the citizens of your community will find this material informative and helpful in shaping your direction for the future.

May I emphasize that, while this project was undertaken primarily for the purpose of an educational learning experience for the students, at all times the importance of practical application was foremost in the minds of those involved. Although we are not members of your community, we sought to learn about your people, your problems, and your future potential in a way that would reflect a sense of personal interest. This is illustrated through the development of the community survey, and our appreciation is expressed to all of those in Morrison who aided us by cooperating, especially those distributing and collecting the forms.

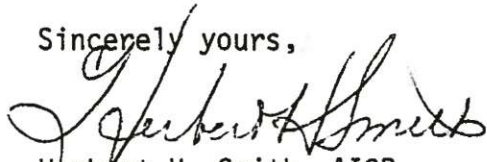
It should be noted, also, that the work done was considered to be only a beginning - a laying of a foundation - toward more detailed studies to be undertaken later. The three objectives of this preliminary investigation were to examine the outside regional forces that would play an influential role in determining Morrison's potential, the present physical characteristics and service facilities within the community itself, and a profile of the residents as well as their sense of the Town's needs and their desires. We believe you will find that this report addresses those matters and will provide a base for future action.

There can be no question that Morrison is facing a critical period as the pressures for change increase - and that, they certainly will. Its destiny and its future will be determined within a relatively short span of time

by the decisions you and others involved will make within the next several months. Good planning and urban design, supported by effectuating policy decisions, can result in that destiny being that of a unique, interesting town that is still a nice place to live. Inaction or lack of coordinated effort can only mean that that future has been left to chance and to others who may not have the spirit of Morrison and the interest of its people as their prime motivation.

We wish you the best in your endeavors, and express our thanks to the officials and citizens for their assistance and cooperation as well as this opportunity to work with all of you.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Herbert H. Smith".

Herbert H. Smith, AICP
Director, Graduate Programs of
Planning/Community Development

HHS/sh

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SECTION I

LOCAL AND REGIONAL DEVELOPMENT

INTRODUCTION

This report focuses on local and regional economic and developmental forces and pressures which presently affect the Town of Morrison, and those that will have an affect on the Town in the near future. Our object has been to elucidate internal and external trends which must be fully understood and carefully evaluated as Morrison enters into the process of planning for its future. After initial study of the very unique problems facing the Town of Morrison, three areas of concentration were chosen as essential components of the information base necessary for the preparation of a well rounded plan. We have studied regional plans for development in areas surrounding Morrison; changes which will take place in transportation patterns in and around Morrison; and the Town's economic base both in terms of its present health and its developmental capability.

The following individuals contributed to the preparation of this report:

- | | |
|--------------------------------|---|
| Jim Swanson
Christa Vragel | - The Impact of Urbanization on the
Town of Morrison |
| Tony Fort
Anna Gasbarro | - Transportation Analysis |
| Scott Greenberg
Paul Wojick | - Present Economic Base and Its Potential |

THE IMPACT OF URBANIZATION ON THE TOWN OF MORRISON

This section of the report for the Town of Morrison is devoted to analyzing the regional forces now at work that impact Morrison, and those that can be expected in the near future.

The southwest quadrant of the Denver Metropolitan Area is experiencing unprecedented growth. In some instances urban development has reached the foothills, and complete urbanization of areas east of the Foothills can be expected in the not to distant future.

Development in the foothills has maintained a low density profile up to this time, and there does not appear to be any events or pressures that are discernible now that will change the character of this development.

The Town of Morrison is in a unique posture as it is located at the demarkation line between the foothills and the plains. As such it is apparent that areas west of Morrison will follow the pattern of low density development, while areas to the east will be developed with densities commensurate with urban development. Exhibit A is a Land Use Plan for Jefferson County, which gives some indication of the proposed development patterns in the area surrounding Morrison.¹ Exhibit B is an Urban Service Area map prepared by the Denver Regional Council of Governments, also showing graphically that the areas east of Morrison will be developed with urban patterns and the areas west of Morrison being allowed to develop with low density as utility service, topography, etc. will allow.

Exhibit C is a Regional Development Plan Map compiled by the Denver Regional Council of Governments. This map designates the Town of Morrison as a "Mountain Development Area". Accordingly, the Denver Regional

¹ Relevant maps may be found immediately following this section of the report.

Council of Governments has formulated the following statement:

"Most current development is directed toward year-round homes for people who work in the Metropolitan area. These policies direct new development to designated development areas where services can be provided to support development without exceeding the environment's capacity to sustain that development." Four major points to be considered in such development are:

1. New development in the Mountains should be directed to Mountain Development areas where public water and sewer is present or can be supplied.
2. The location and extent of development in the Mountain areas should be based on its environmental capacity.
3. Rural public service standards should be maintained in the Mountain areas, while not allowing the extension of Regional Systems or the provision of Regional services.
4. The subsidation of Mountain area development by the remaining portions of the Region should be reduced."

If these development policies are maintained, the areas west of Morrison will continue their low density profile.

There are several planning jurisdictions which have had, and will continue to have, major affects on the development of land in the vicinity of Morrison.

1. Jefferson County presently has jurisdiction over all of the land surrounding the incorporated limits of the Town of Morrison. Included with this report as Exhibit G is a composite zoning map showing the various zoning designations applied to the land in the Morrison vicinity.
2. The City of Lakewood has currently annexed land in the area northeast of the Town of Morrison, and has plans to annex additional land once the location of Colorado Highway C-470

has been finally determined. It is probable that annexations by Lakewood will come up to the easterly boundary of the right-of-way of Colorado C-470.

3. The Town of Morrison has jurisdiction over its own incorporated areas.
4. Jefferson County Open Space has made several acquisitions of park and recreation land in this area, and proposes to make additional acquisitions in the future.

These various jurisdictions for planning, zoning, etc. indicate that the use of the land surrounding Morrison is being administered by existing agencies, and that Morrison's only control on the future development of these areas is through possible annexation or through intergovernment agreements with the other planning and zoning jurisdictions.

Topographic features in the vicinity of Morrison have a great bearing on what has happened concerning development in this area in the past, and will also continue to play a major part in possible future developments. The steepness of the terrain along the hogback located immediately east of Morrison, and in Bear Creek Canyon located west of Morrison virtually deny customary development. The foothills area west of Morrison are only available for low density development because of prevailing topography.

There are many present land uses in the Morrison vicinity which have substantial bearing on what can happen concerning new developments in this area in the future. Exhibit D is a current aerial photograph which has been marked to designate some of these land uses.

1. Jefferson County Open Space has acquired a large tract of land immediately south of Interstate 70, which includes a part of the hogback. This area is shown outlined in green.
2. Red Rocks Park comprises a substantial tract of land immediately north of Morrison. This is also shown outlined in green.
3. Mt. Falcon Park located immediately southwest of Morrison is also shown outlined in green.
4. Jefferson County Open Space is considering the future acquisition of the hogback area immediately southeast of Morrison known as Mt. Glennon. This area is shown outlined with a broken green line.
5. Jefferson County Open Space is considering the future acquisition of the area surrounding the Soda Lakes. This area is shown outlined in a broken green line.
6. The Bear Creek Dam lake and recreation area takes up a substantial amount of land immediately east of Morrison. This area is also shown outlined in green.

One can see that, in general, the only areas available for future development which could have substantial impact on Morrison are the areas located immediately south of Morrison along County Highway 8, and the areas located northeast of Morrison.

There are several existing commercial-industrial land uses which do provide some impact on Morrison. Located southwest along County Highway 8 is the Cooley Gravel Mine. This use produces substantial heavy truck traffic in the area. Located immediately northeast of Morrison along Rooney

Road is the Bandamere Race Track. This facility is used primarily on weekends, but is becoming a well known facility for sanctioned drag races.

Present zoning designations of land surrounding Morrison controlled under the jurisdiction of Jefferson County, indicate that the majority of land is zoned either Agriculture 1 (A 1) or Agriculture 2 (A 2). These zoning designations provide for low density development. In the event the City of Lakewood annexes additional land in the area northeast of Morrison, there will be substantial changes in land use appurtenant to the annexation. Also of substantial concern is the possible change in zoning of the lands that will be served by the intersection of Colorado C-470 and Morrison Road. Due to the fact that this interchange will be immediately east of Morrison, development along the interchange will have substantial impact on the town.

Potential future development in the areas surrounding Morrison will, for simplicity, be broken down into the four surrounding quadrants for purposes of clarification. At present there is no degree of certainty as to what will happen in some of these areas, but they do provide areas of concern for the Town of Morrison.

1. Northeast Quadrant

There is a large tract of undeveloped, but developable land located east of the hogback and north of Morrison Road. This land is presently under the jurisdiction of Jefferson County. The present jurisdiction of the City of Lakewood is designated as the area north of the broken red line shown on Exhibit D, and is also defined on Exhibit G. There are several large ownerships assembled in this area, and these ownerships are currently trying to determine where

they can find the necessary sewer and water to facilitate the development of their land. As mentioned earlier, the City of Lakewood is currently proposing to annex the land east of the right-of-way of C-470, once this is determined, south to Morrison Road. Lakewood planners currently state that it is their intention to have this area be developed in a low density profile, due to existing topography, soils and utility problems. Of particular importance is the proposal by the City of Lakewood to develop an area of several hundred acres located on Morrison Road immediately north of the Bear Creek Dam into an "activity area." This activity area will encompass commercial, office and recreational uses, and will probably usurp the general retail business market in this geographical area.

2. Southeast Quadrant

The principal development in the southeast quadrant will be recreational, made up of the Bear Creek Dam recreational area and the Soda Lakes area. Attached as Exhibit E is a schematic use plan prepared by the U. S. Army Corp of Engineers. If Jefferson County Open Space is successful in the acquisition of the land surrounding Soda Lakes, this whole southeast quadrant will be devoted to recreational uses.

3. Southwest Quadrant

The area south of Morrison along County Highway 8, presently has some scattered low density residential and other assorted uses of industrial and commercial. The topography of the land along this roadway will allow development if adequate water and sewer

services can be provided. At this time there is no known source of utilities to serve this area. Of some importance to Morrison is the development of the foothills area to the west including Conifer and Evergreen. Continued development in these areas will certainly provide additional traffic that will have to be dealt with by Morrison. Attached as Exhibit F are present and future population projections compiled by the Denver Regional Council of Governments. Of particular importance and underlined, are the population projections for the community of Evergreen and the general area designated the Jefferson County Mountain. These projections show that the general mountain development will continue at a rather predictable pace, but that the population of the community of Evergreen is expected to more than double by the year 2000.

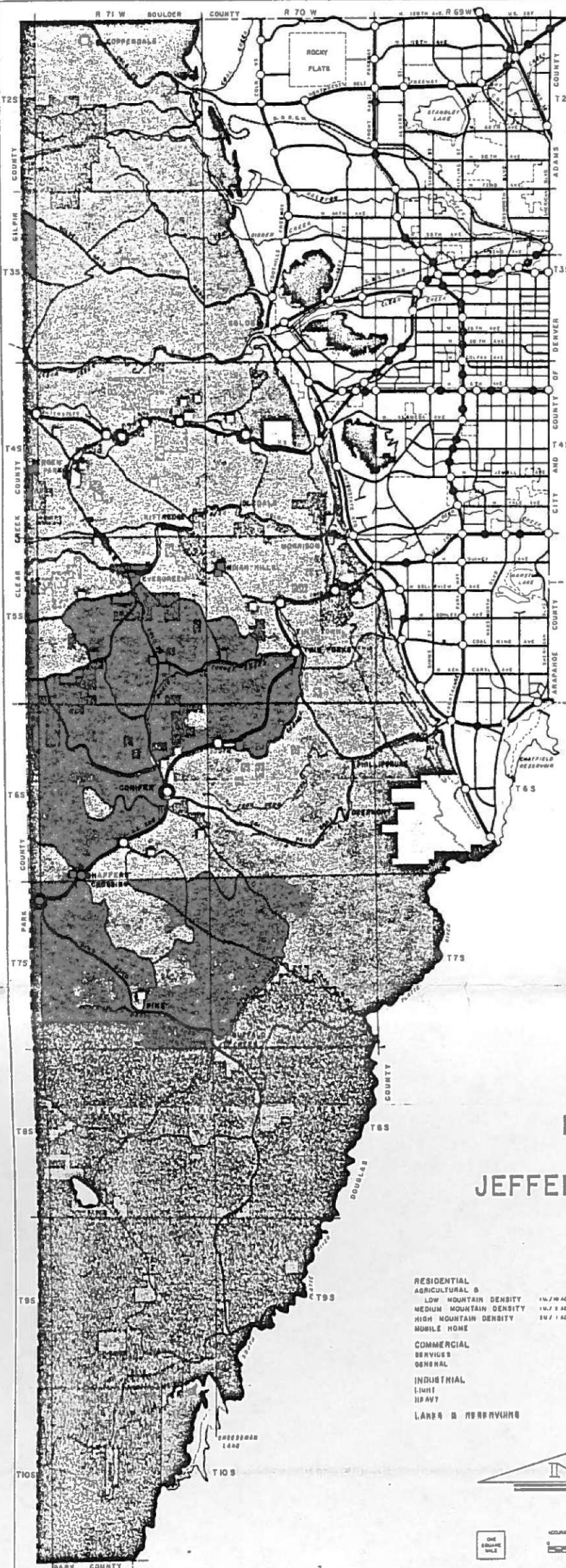
4. Northwest Quadrant

Due to the present parks and open space ownerships, together with prevailing topographical elements, there is little probability that any meaningful development can take place in the area immediately northwest of Morrison.

The material gathered and analyzed indicates that the area south of Morrison, and the area northeast of Morrison provide development potential which could have substantial impact on the town. In particular the area northeast could develop in a typical urban pattern, which would provide substantial density of residential and commercial development immediately east of the political boundaries of Morrison.

INDEX OF EXHIBITS

- Exhibit A - Future Land Use, Mountain Area
Jefferson County Board of Commissioners
- Exhibit B - Urban Service Areas - Denver Regional
Council of Governments
- Exhibit C - Regional Development Plan Map - Denver
Regional Council of Governments
- Exhibit D - Aerial Photograph
- Exhibit E - Land Use Plan - Bear Creek Lake - U.S. Army
Corp of Engineers
- Exhibit F - Regional Subarea Population Allocation by
Service Area - Denver Regional Council of
Governments
- Exhibit G - Zoning Map - Jefferson County



FUTURE LAND USE MOUNTAIN AREA JEFFERSON COUNTY, COLORADO 2000

LEGEND

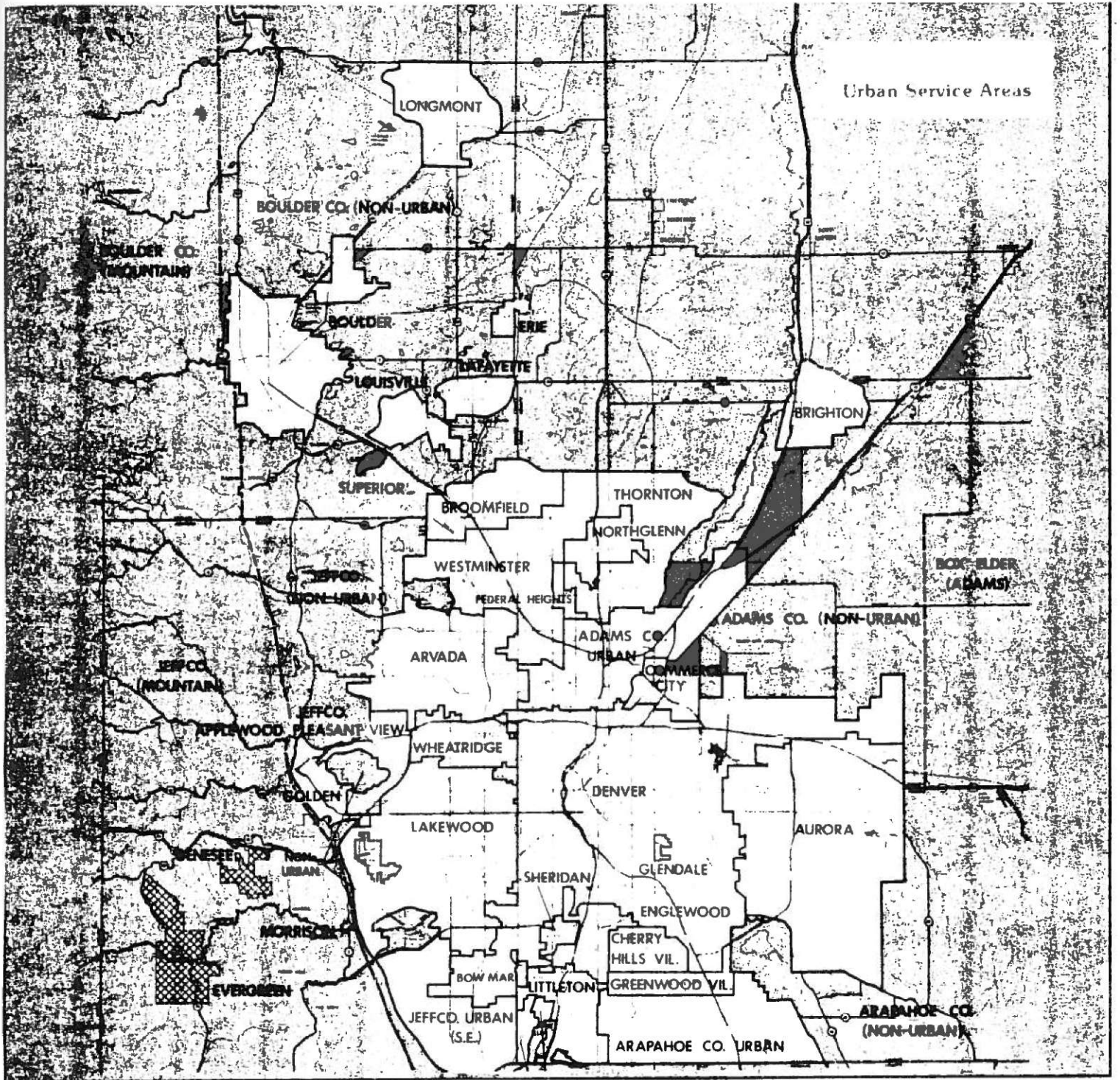
	ACRES	PERCENT		ACRES	PERCENT
RESIDENTIAL			PARKS & RECREATION		
AGRICULTURAL &			FOOTHILLS & HOGBACK		
LOW MOUNTAIN DENSITY	116,710 ACRES	49.38%	PUBLIC & SEMI-PUBLIC		
MEDIUM MOUNTAIN DENSITY	116,710 ACRES	49.38%	ELEMENTARY SCHOOL	1000	0.34%
HIGH MOUNTAIN DENSITY	58,700	24.38%	JUNIOR HIGH SCHOOL		
MOBILE HOME	8	0.00%	SENIOR HIGH SCHOOL		
COMMERCIAL			THOROUGHFARES		
SERVICES	170	0.04%	FREEWAY		
GENERAL	170	0.04%	MAJOR ARTERIAL		
INDUSTRIAL			CUL-DE-SAC STREET		
LIGHT	1000	0.37%	DRIVEWAYS		
HEAVY	1000	0.37%	UNPAVED ASPHALT		
LANDS & TERRAINING	1	0.00%			
			TOTAL	165,500	100.00%

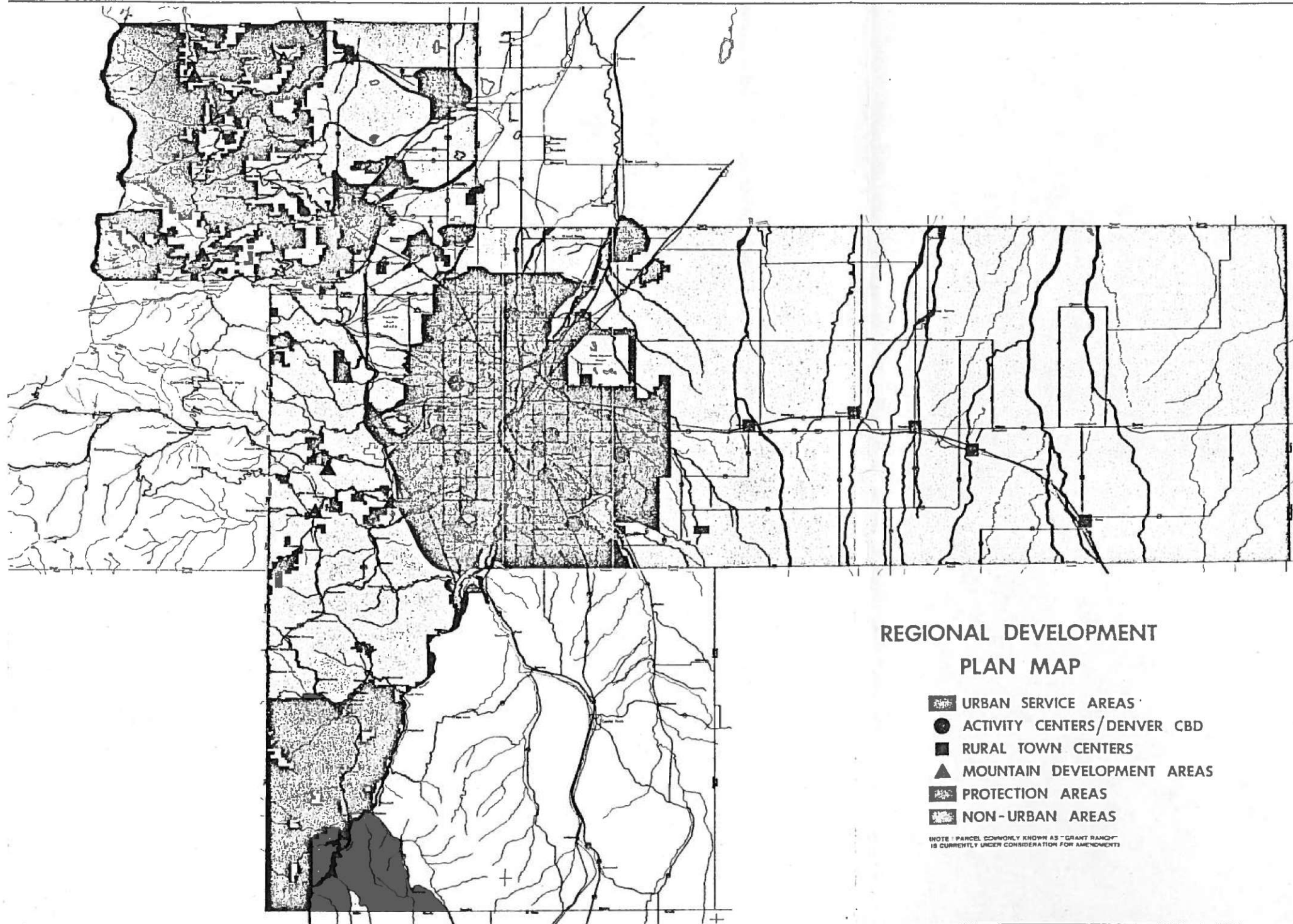


prepared by
JEFFERSON COUNTY PLANNING DEPARTMENT







approved by
JEFFERSON COUNTY PLANNING COMMISSION

JEFFERSON COUNTY BOARD OF COMMISSIONERS
OCT. 18, 1971

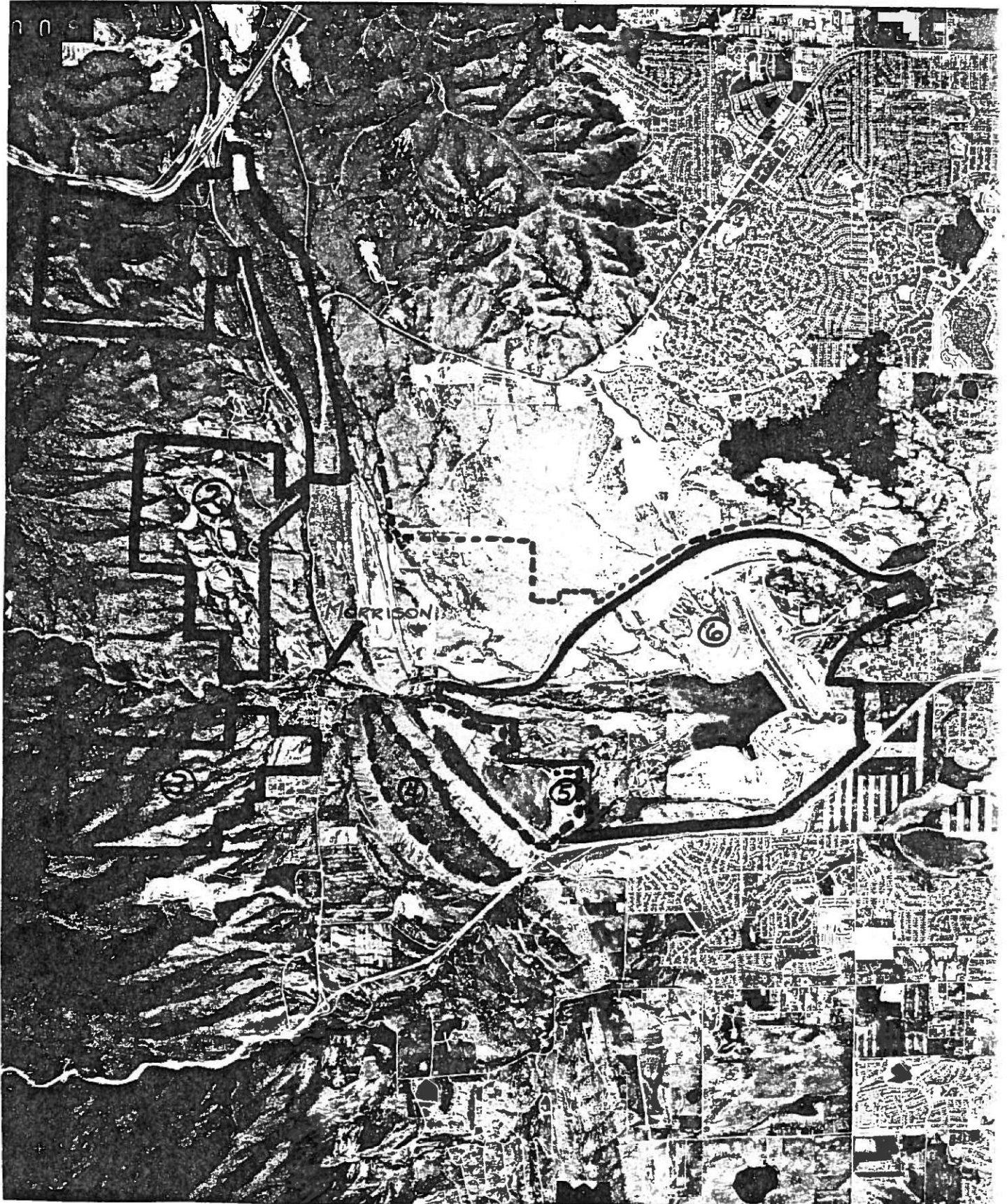


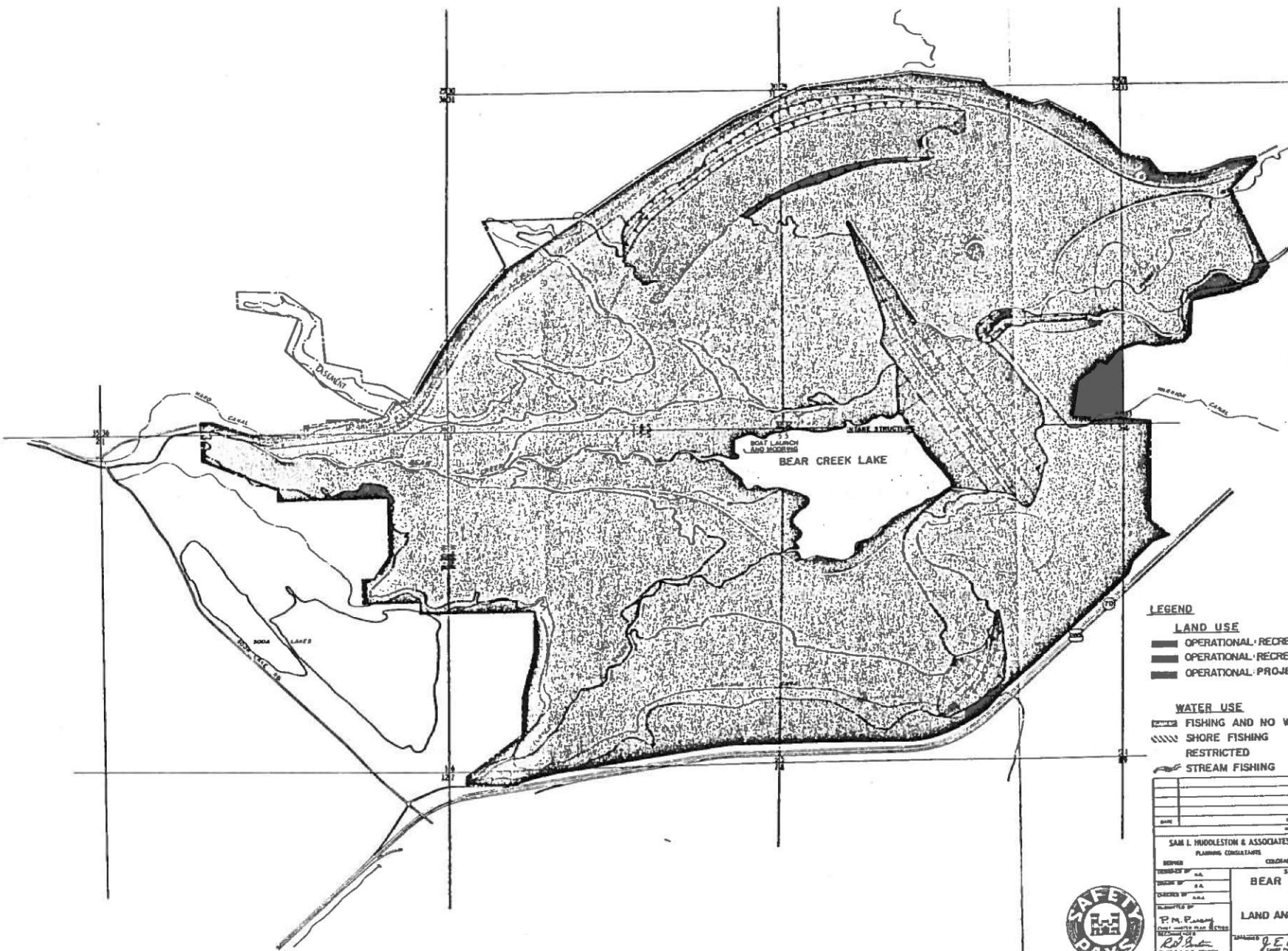


REGIONAL DEVELOPMENT PLAN MAP

-  URBAN SERVICE AREAS
-  ACTIVITY CENTERS/DENVER CBD
-  RURAL TOWN CENTERS
-  MOUNTAIN DEVELOPMENT AREAS
-  PROTECTION AREAS
-  NON-URBAN AREAS

NOTE: PARCEL COMMONLY KNOWN AS "GRANT RANCH"
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




LEGEND

LAND USE

-  OPERATIONAL - RECREATIONAL - INTENSIVE USE
-  OPERATIONAL - RECREATIONAL - LOW DENSITY USE
-  OPERATIONAL - PROJECT OPERATIONS

WATER USE

-  FISHING AND NO WAKE BOATING
-  SHORE FISHING
-  RESTRICTED
-  STREAM FISHING



DATE		NO.	APP'D
DESCRIPTION		DATE	APP'D
DRAWN BY		DATE	APP'D
CHECKED BY		DATE	APP'D
DESIGNED BY		DATE	APP'D
CALCULATED BY		DATE	APP'D
REVISIONS		DATE	APP'D
PROJECT NO.		DATE	APP'D
DRAWING NO.		DATE	APP'D

SAM L. HUDDLESTON & ASSOCIATES PLANNING CONSULTANTS COLORADO		U.S. ARMY ENGINEER DISTRICT, OMAHA CORPS OF ENGINEERS OMAHA, NEBRASKA	
SOUTH PLATTE RIVER BASIN BEAR CREEK LAKE, COLORADO MASTER PLAN LAND AND WATER ALLOCATION PLAN			
DESIGNED BY P. M. P. [Signature]	CHECKED BY [Signature]	DATE JAN 1976	DRAWING NUMBER

THIS PLAN ACCOMPANIES CONTRACT NO. MODIFICATION NO.

Exhibit F

REGIONAL SUBAREA POPULATION ALLOCATION BY SERVICE AREA - 1979-2000

Service Area	Current	Short Term			Long Term
	1979 ³	1980	1985	1990	2000
Mountain¹	36,200	38,100	42,400	46,300	53,800
Allenspark	600	700	900	1,000	1,200
Boulder Co. Mtn.	6,200	6,800	7,500	8,200	8,200
Evergreen	6,800	7,000	9,500	12,000	16,800
Jefferson Co. Mt.	21,500	22,000	22,500	23,000	25,300
Morrison	200	300	600	700	800
Nederland	900	1,100	1,400	1,400	1,500
Plains²	6,700	7,000	8,200	9,600	11,400
Bennett	700	800	1,100	1,700	2,000
Box Elder (Ad)	1,200	1,200	1,200	1,200	1,200
Box Elder (Ar)	500	500	500	500	600
Byers	1,000	1,000	1,300	1,600	1,800
Deer Trail	700	700	700	700	700
East Plains (Ad)	600	600	600	600	600
East Plains (Ar)	500	500	700	900	900
Strasburg	1,200	1,400	1,800	2,000	3,000
Watkins	300	300	300	400	600
Valley	1,573,800	1,619,900	1,797,100	1,964,600	2,284,800
Adams Co. (Uninc) ⁴	9,000	9,100	10,800	12,500	17,000
Adams Co. (Urban)	51,500	53,000	56,800	60,900	70,000
Arapahoe Co. (Uninc) ⁴	3,300	3,500	6,600	11,000	19,800
Arapahoe Co. (Urban)	54,800	58,800	65,500	69,200	77,300
Arvada	85,300	86,700	95,300	102,400	118,100
Aurora	151,900	160,000	194,000	213,000	264,000
Boulder City	90,900	93,000	101,800	112,300	132,800
Boulder Co. (E Uninc) ⁴	21,000	21,100	21,500	22,100	24,500
Bow Mar	1,100	1,100	1,100	1,100	1,100
Brighton	12,000	13,000	16,500	20,000	25,000
Broomfield	23,200	24,800	30,500	35,900	48,000
Cherry Hills Village	5,500	5,600	6,000	6,400	7,100
Columbine Valley	900	900	900	900	900
Commerce City	16,000	16,500	18,000	19,800	20,000
Denver	527,800	528,200	552,200	574,400	626,700
Edgewater	4,700	4,800	5,200	5,600	5,900
Englewood	33,000	36,500	40,000	42,000	45,900
Erie ⁵	*	*	200	300	500
Federal Heights	7,100	7,400	8,900	10,400	12,200
Glendale	3,200	3,500	4,500	8,700	8,700
Golden	14,900	15,200	18,500	21,000	26,500
Greenwood Village	5,400	5,800	8,000	10,600	14,900
Jefferson Co. (A-P) ⁶	8,900	9,000	10,900	12,700	15,200
Jefferson Co. (SE)	44,300	45,800	61,500	74,500	94,500
Jefferson Co. (Uninc) ⁴	2,000	2,100	4,600	7,200	12,000
Lafayette	6,900	7,500	10,000	11,900	14,000
Lakeside	*	*	*	*	*
Lakewood	134,400	142,000	152,300	171,700	205,500
Littleton	34,100	34,700	39,200	44,100	46,700
Longmont	45,200	48,000	53,800	62,300	75,400
Louisville	5,400	5,600	9,000	11,500	13,600
Lyons	1,200	1,300	1,600	2,000	2,500
Mountain View	700	800	800	800	800
Northglenn	33,000	33,300	36,700	38,100	38,900
Sheridan	5,600	6,000	6,900	7,700	11,400
Superior	300	300	500	700	1,000
Thornton	37,000	40,000	43,600	47,600	59,500
Westminster	54,300	57,000	63,400	70,300	82,900
Wheat Ridge	38,000	38,000	39,500	41,000	44,000
Total	1,616,700	1,665,000	1,847,700	2,020,500	2,350,000

¹Mountain Development Areas and county portions of non-urban areas.

²Rural Town Centers and county portion of non-urban areas.

³All estimates and allocations are for January 1 of the year shown.

* Less than 50 persons.

⁴Non-urban portion of county.

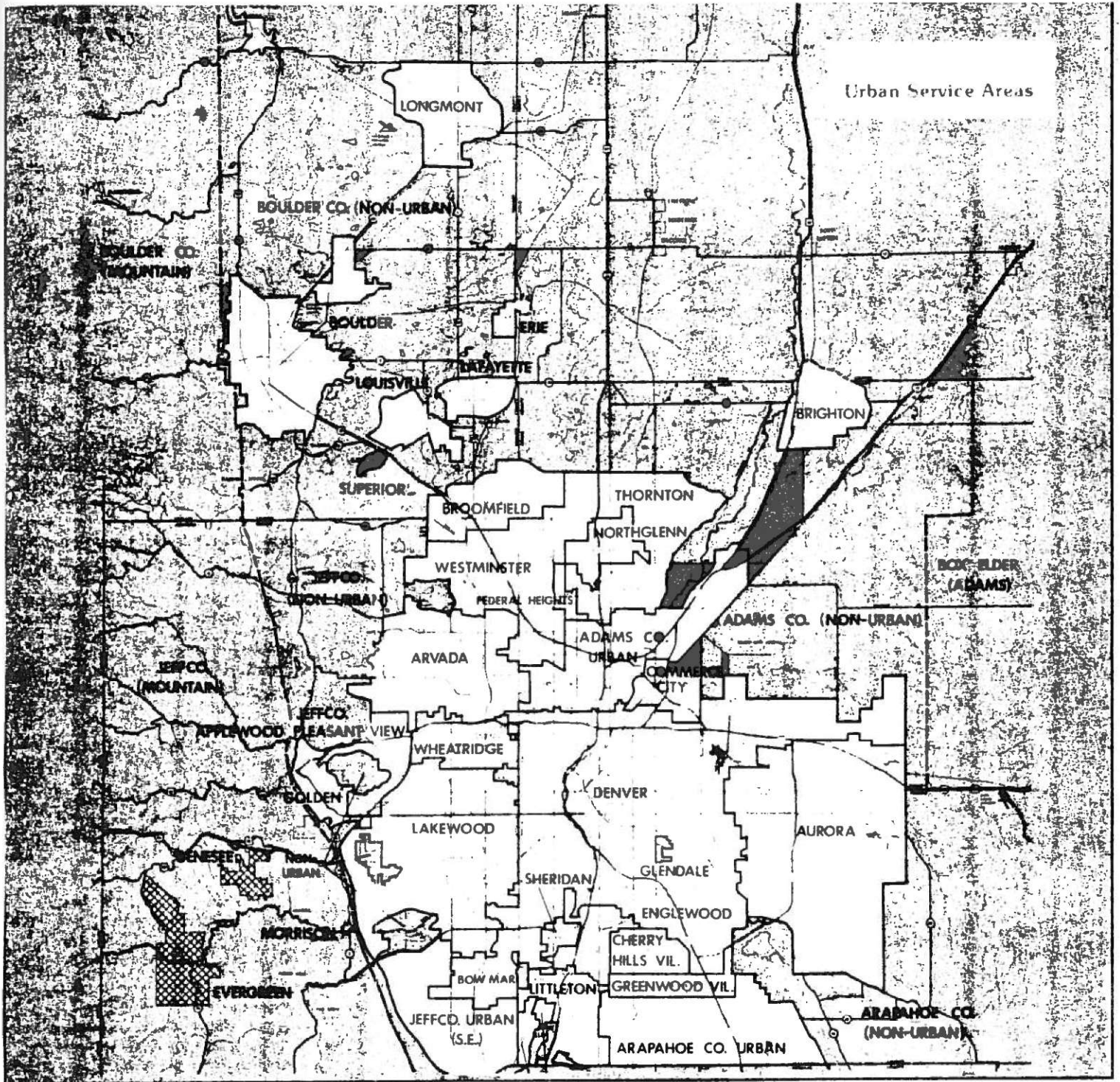
⁵Allocation for part in Boulder County only; total service area forecasts are: 1979 - 1,300, 1980 - 1,800, 1985 - 1,900, 1990 - 2,000, and 2000 - 2,200.

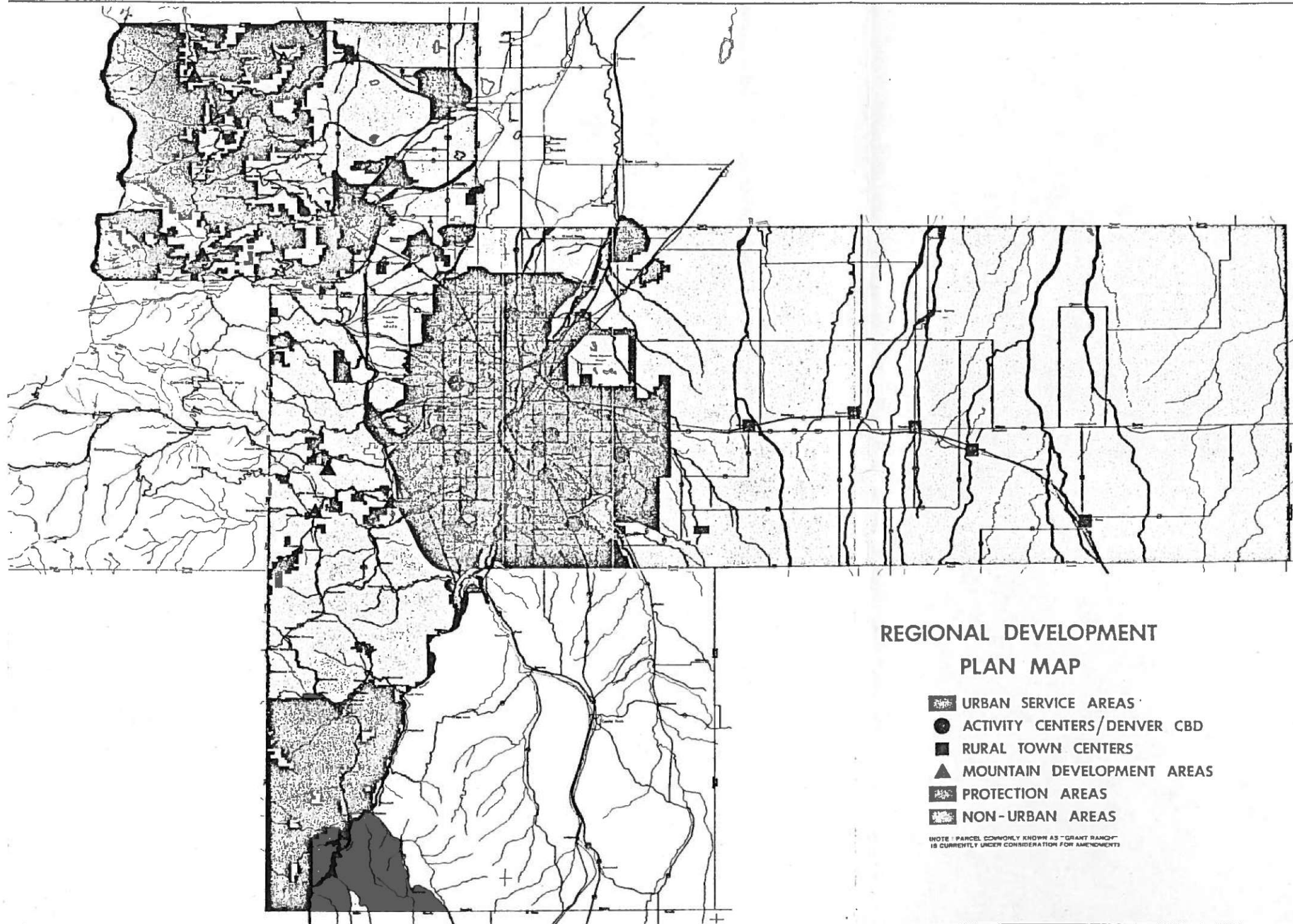
⁶A-P - Applewood-Pleasantview.

Note: All estimates, projections, and allocations are resident population, a population equivalent of industrial and commercial use and demand is sometimes used for water and sewer planning.







Sources: 1970 - U.S. Census
1979 - Current service area estimate by DRCOG

1980 - Near term service area projection by DRCOG
1985 - 1990-2000 - Regional allocations by DRCOG

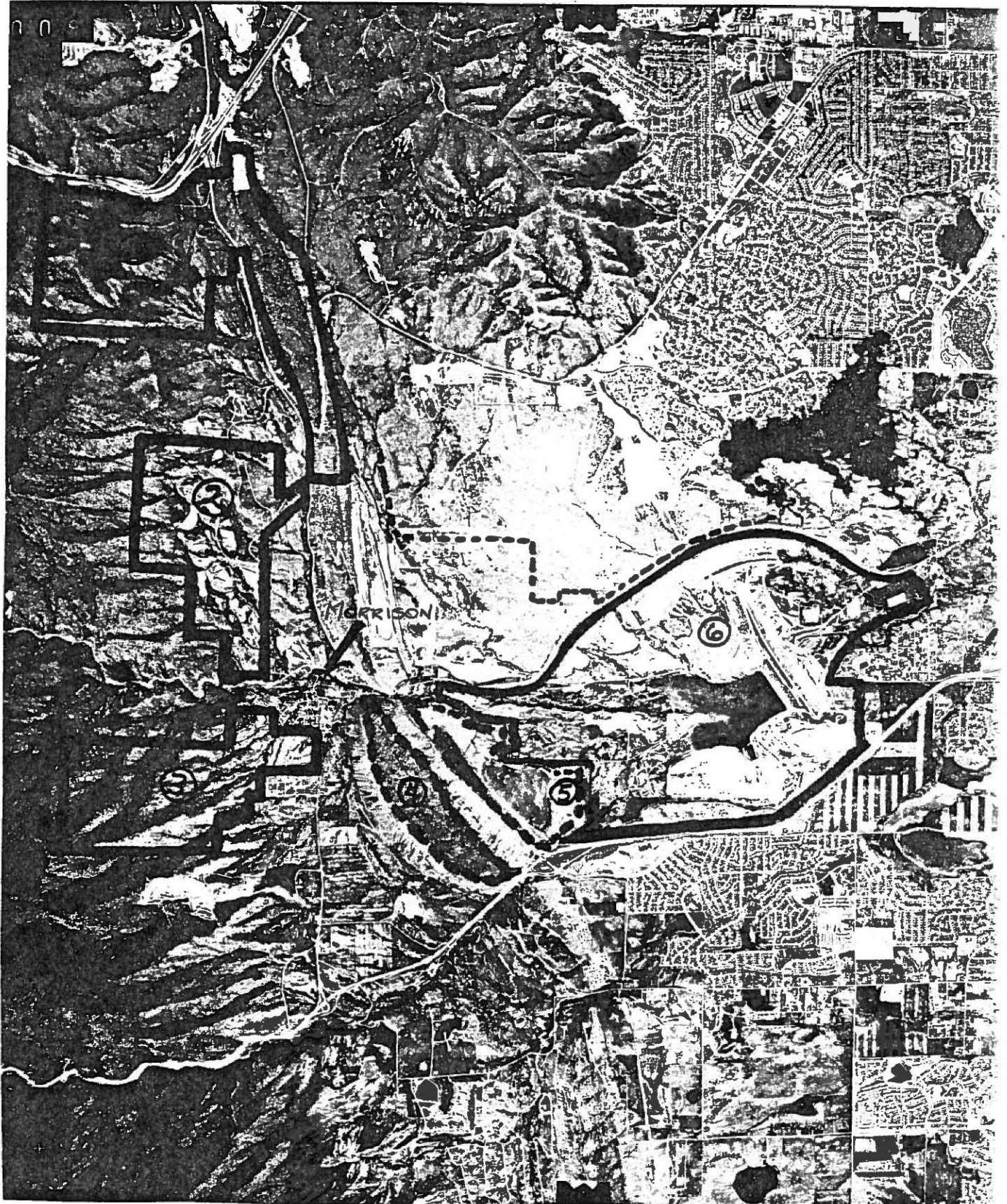


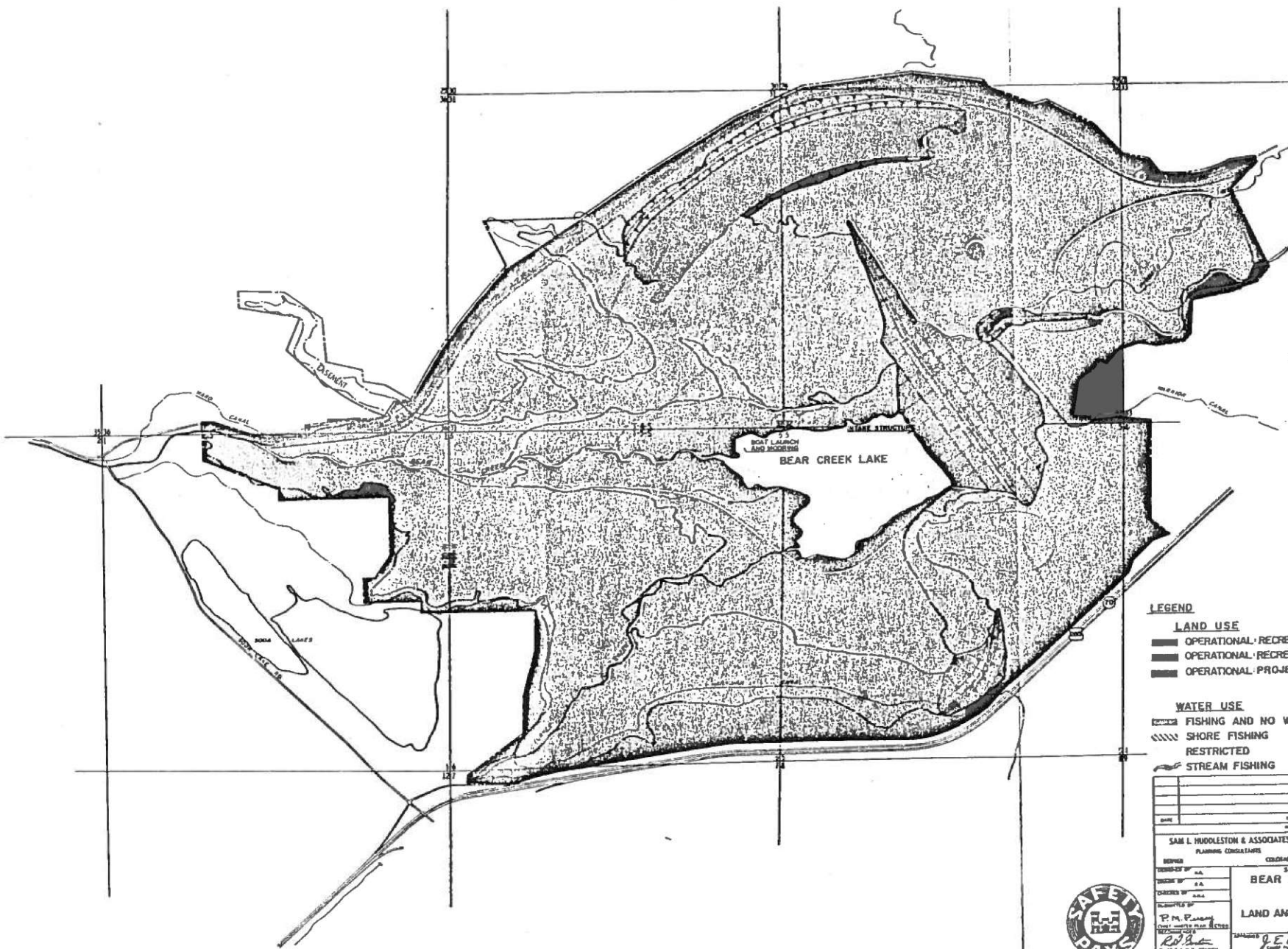


REGIONAL DEVELOPMENT PLAN MAP

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NOTE: PARCEL COMMONLY KNOWN AS "GRANT RANCH"
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- FISHING AND NO WAKE BOATING
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- RESTRICTED
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DATE	ISSUED	DATE	APPROVED
SAM L. HUDDLESTON & ASSOCIATES PLANNING CONSULTANTS COLORADO		U.S. ARMY ENGINEER DISTRICT, OMAHA CORPS OF ENGINEERS OMAHA, NEBRASKA	
SOUTH PLATTE RIVER BASIN BEAR CREEK LAKE, COLORADO MASTER PLAN LAND AND WATER ALLOCATION PLAN			
DESIGNED BY	P. M. P. [Signature]	DATE	JAN 1976
CHECKED BY	[Signature]	SCALE AND DIMENSIONS	SHEET NO.
APPROVED BY	[Signature]	DATE	

TWO PLAN ASSIGNMENT CONTRACT NO. MODIFICATION NO.

Exhibit F

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Evergreen	6,800	7,000	9,500	12,000	16,800
Jefferson Co. Mt.	21,500	22,000	22,500	23,000	25,300
Morrison	200	300	600	700	800
Nederland	900	1,100	1,400	1,400	1,500
Plains²	6,700	7,000	8,200	9,600	11,400
Bennett	700	800	1,100	1,700	2,000
Box Elder (Ad)	1,200	1,200	1,200	1,200	1,200
Box Elder (Ar)	500	500	500	500	600
Byers	1,000	1,000	1,300	1,600	1,800
Deer Trail	700	700	700	700	700
East Plains (Ad)	600	600	600	600	600
East Plains (Ar)	500	500	700	900	900
Strasburg	1,200	1,400	1,800	2,000	3,000
Watkins	300	300	300	400	600
Valley	1,573,800	1,619,900	1,797,100	1,964,600	2,284,800
Adams Co. (Uninc) ⁴	9,000	9,100	10,800	12,500	17,000
Adams Co. (Urban)	51,500	53,000	56,800	60,900	70,000
Arapahoe Co. (Uninc) ⁴	3,300	3,500	6,600	11,000	19,800
Arapahoe Co. (Urban)	54,800	58,800	65,500	69,200	77,300
Arvada	85,300	86,700	95,300	102,400	118,100
Aurora	151,900	160,000	194,000	213,000	264,000
Boulder City	90,900	93,000	101,800	112,300	132,800
Boulder Co. (E Uninc) ⁴	21,000	21,100	21,500	22,100	24,500
Bow Mar	1,100	1,100	1,100	1,100	1,100
Brighton	12,000	13,000	16,500	20,000	25,000
Broomfield	23,200	24,800	30,500	35,900	48,000
Cherry Hills Village	5,500	5,600	6,000	6,400	7,100
Columbine Valley	900	900	900	900	900
Commerce City	16,000	16,500	18,000	19,800	20,000
Denver	527,800	528,200	552,200	574,400	626,700
Edgewater	4,700	4,800	5,200	5,600	5,900
Englewood	33,000	36,500	40,000	42,000	45,900
Erie ⁵	*	*	200	300	500
Federal Heights	7,100	7,400	8,900	10,400	12,200
Glendale	3,200	3,500	4,500	8,700	8,700
Golden	14,900	15,200	18,500	21,000	26,500
Greenwood Village	5,400	5,800	8,000	10,600	14,900
Jefferson Co. (A-P) ⁶	8,900	9,000	10,900	12,700	15,200
Jefferson Co. (SE)	44,300	45,800	61,500	74,500	94,500
Jefferson Co. (Uninc) ⁴	2,000	2,100	4,600	7,200	12,000
Lafayette	6,900	7,500	10,000	11,900	14,000
Lakeside	*	*	*	*	*
Lakewood	134,400	142,000	152,300	171,700	205,500
Littleton	34,100	34,700	39,200	44,100	46,700
Longmont	45,200	48,000	53,800	62,300	75,400
Louisville	5,400	5,600	9,000	11,500	13,600
Lyons	1,200	1,300	1,600	2,000	2,500
Mountain View	700	800	800	800	800
Northglenn	33,000	33,300	36,700	38,100	38,900
Sheridan	5,600	6,000	6,900	7,700	11,400
Superior	300	300	500	700	1,000
Thornton	37,000	40,000	43,600	47,600	59,500
Westminster	54,300	57,000	63,400	70,300	82,900
Wheat Ridge	38,000	38,000	39,500	41,000	44,000
Total	1,616,700	1,665,000	1,847,700	2,020,500	2,350,000

¹Mountain Development Areas and county portions of non-urban areas.

²Rural Town Centers and county portion of non-urban areas.

³All estimates and allocations are for January 1 of the year shown.

* Less than 50 persons.

⁴Non-urban portion of county.

⁵Allocation for part in Boulder County only; total service area forecasts are: 1979 - 1,300, 1980 - 1,800, 1985 - 1,900, 1990 - 2,000, and 2000 - 2,200.

⁶A-P - Applewood-Pleasantview.

Note: All estimates, projections, and allocations are resident population, a population equivalent of industrial and commercial use and demand is sometimes used for water and sewer planning.

Sources: 1970 - U.S. Census
1979 - Current service area estimate by DRCOG

1980 - Near term service area projection by DRCOG
1985 - 1990-2000 - Regional allocations by DRCOG

TRANSPORTATION ANALYSIS

The purpose of this report is the study of the major traffic systems within Morrison, Colorado and its immediate vicinity. An in-depth analysis of present traffic systems has been prepared by the Denver Regional Council of Governments¹. Moreover, a detailed study of the future effect of C-470 is available in an environmental impact statement².

"Two major factors will largely determine future traffic demands within the Town of Morrison--policies of the Town relating to growth, and decisions by the State to alter or increase the pattern of highway-interstate roadways in the Morrison vicinity." This is a direct quote from the Morrison Master Plan prepared in 1975.³ The situation today remains largely the same. Traffic demands dealt with effectively today will allow the town to function smoothly regardless of the growth policies adopted.

The Denver Regional Council of Governments' 1978 study of Morrison's traffic system reiterated in detail the problems of traffic congestion with the town. For example, Stone Street, which has a width of approximately 15 feet, supports an ADT (Average Daily Traffic) volume of 8,754 (Traffic System Improvements--Figure 4). The problem here is not only the condition and width of Stone Street, but the two intersections at either end of Stone Street. The reader should refer to pages three and four of the 1978 traffic report for a detailed analysis of the hazards of this area. The 1975 Master Plan and 1978 traffic study offer two options

¹ Traffic System Improvements in Morrison, Colorado, Denver Regional Council of Governments, 1978.

² Final Environmental Impact Statement, Colorado Department of Highways, June, 1980

³ Morrison Master Plan of 1975.

for dealing with the traffic through Stone Street. The former recommends eliminating vehicular traffic entirely on Stone Street and creating a pedestrian mall. The latter recommends widening the street, eliminating parallel parking, and installing a traffic signal at the intersection of Stone Street and State Highway 8. Regardless of which option is chosen, the whole problem of traffic congestion in the Mount Vernon Avenue, State Highway 8 and Stone Street triangle needs to be dealt with on a first-hand priority basis. A third possible solution offered by the authors of this report is to convert Mount Vernon Avenue to a one-way northbound road along with the installation of a traffic light at the intersection of State Highway 8 and Stone Street. Stone Street could be converted to a one-way southbound road. The one-way Mount Vernon Avenue will facilitate movement out of town of summer traffic bound for Red Rocks Theatre or Park. The traffic light will regulate and facilitate safer movement through town¹.

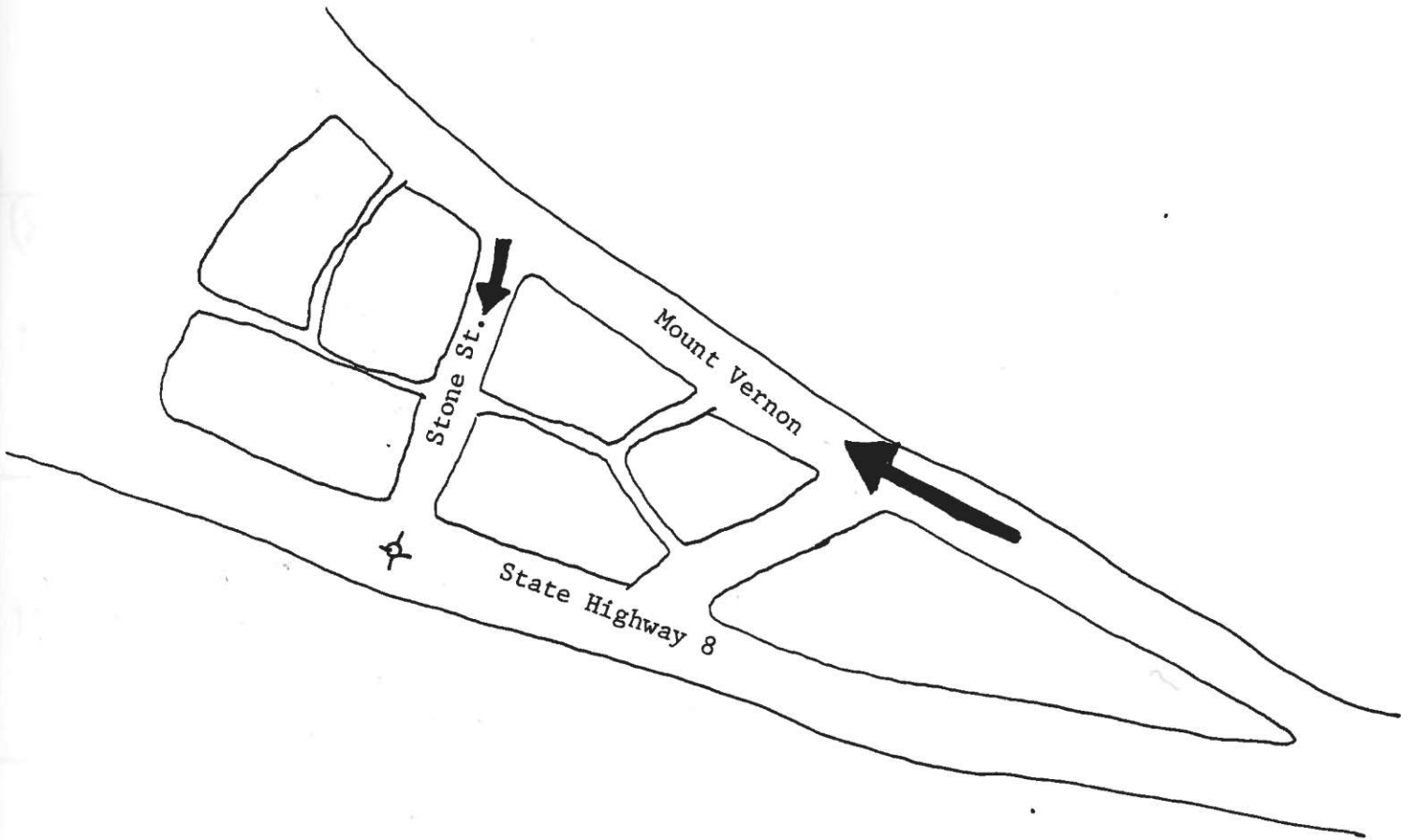
Both the Environmental Impact Statement (1980) and the Traffic System Improvements Study (1978) state that the installation of C-470 will diminish the volume of traffic passing through Morrison. However, neither study makes any mention of summer weekend traffic through Morrison interchange enroute to Red Rocks. Northbound traffic on C-470 will exit at the Morrison interchange to get to Red Rocks. This will further aggravate the hazards and congestion in the Stone Street triangle mentioned above.

It is our opinion that the C-470 interchange will have a major impact on existing traffic patterns within and around Morrison. (The

¹ Relevant drawings may be found immediately following this section of this report.

reader is encouraged to consult the Environmental Impact Study for future ADT projections.) Whether the impacts of the C-470 interchange will be detrimental or beneficial to Morrison's historical integrity depends largely upon the town's acting to improve its present road conditions, traffic patterns, and parking facilities. To the extent that the Morrison Historical District's economic survival depends on tourism, sufficient parking facilities must be provided within the district. There are now only 300 parking spaces available in the Town of Morrison. Some of the parking areas located behind buildings are not visible from the roads. The 300 parking spaces are insufficient for the amount of tourist traffic that is headed for the town, especially on weekends.

Much specific data has been purposely omitted from this report due to its availability in the sources mentioned above. The authors of this report have found an abundance of relevant and pertinent data which the Town of Morrison should act upon, preferably before C-470 is completed. Action, therefore, is the first and most important recommendation of this report. Such action should be aimed at (1) alleviating the traffic problem in the Stone Street-Mount Vernon Avenue and State Highway 8 triangle, and (2) providing adequate parking in the Morrison Historical District.



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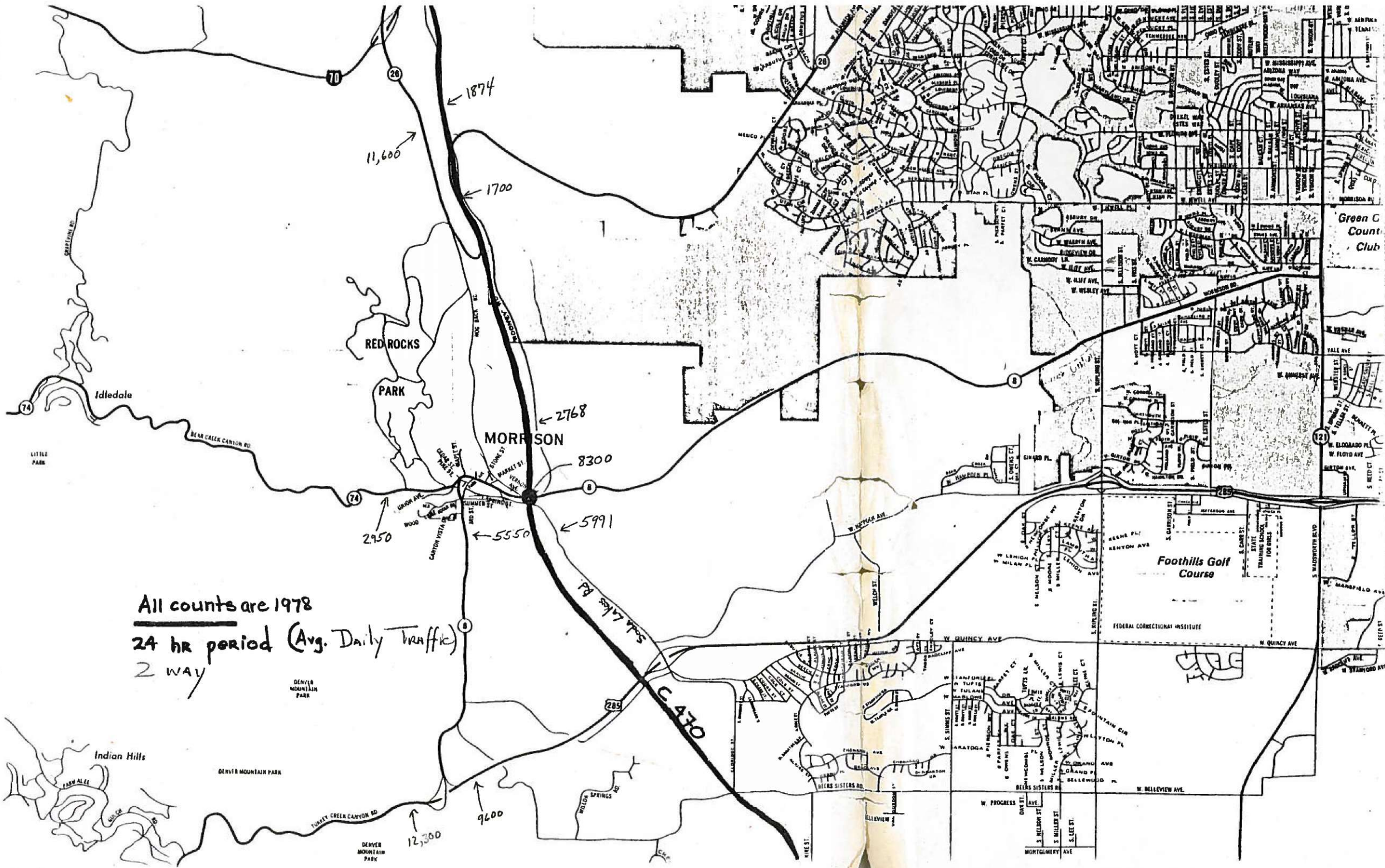
17

18

19

20

21



All counts are 1978
24 hr period (Avg. Daily Traffic)
 2 way

THE PRESENT ECONOMIC BASE AND ITS POTENTIAL

The purpose of this report is the analysis of Morrison's present economic base in terms of the needs and hopes for the business sector as expressed by city officials, downtown business people, and community residents. The primary concerns of this report are the health of the existing business community, its true economic potential, and ability of the town to finance necessary capital improvements focusing primarily on the sales tax as a source of additional revenue, and recommendations which will assist the community in the development of a program aimed at improving the profitability of the business sector.

In pursuit of these objectives, information was obtained by conducting a merchants survey, reviewing information provided by the town, interviewing local public officials, and speaking with representatives of various institutions and organizations involved in downtown revitalization programs.

The community's goals for the business sector as expressed by local officials is quite simple. It is unlikely that the services now required of the town and those which may be required in the future can be supported by the town's property tax and assessments for water and sewer treatment. The sales tax, which is a function of the success of the business sector, must become an increasingly important source of necessary revenues if the town is to remain an independent entity.

The goal of the business sector is also quite simply stated. The majority of the business people in the town are doing quite well by their own estimation; but they also believe almost without exception that they can and would like to be doing substantially more business. Thus the goal

of the business community is more and better business, or greater profitability.

With at least a general feeling for the goals held for the business community, an attempt to analyse the business sector's ability to attain these goals was undertaken.

In 1979, the two percent sales tax in Morrison brought in a total of \$30,675.00, a figure which translated to taxable sales in the Town of Morrison of over \$1,500,000.00. Should the town's people and shop owners be satisfied? In order to answer this question, sales figures for Morrison must be compared with national standards.

The standards used in this study were prepared by the Urban Land Institute in 1978 and published in a study called "A Study of Receipts and Expenses in Shopping Center Operations." Morrison's shopping district fits across two categories. The first category, as defined by the Urban Land Institute, is a "U. S. Neighborhood Shopping Center," which should provide daily living needs. Stores included in this category were medium to larger restaurants, bars, craft shops, groceries, the stove shop, the gallery, and the auto repair shop. The second category is a "Specialty or Theme Shopping Center." "By definition, each speciality or theme center is different." Therefore, they defy categorization. Despite the classification problems, the Urban Land Institute suggests that a speciality center will perform about fifteen percent below sales in a U. S. Community Shopping Center. Because of the limiting factors here described, and the imperfect information which we were forced to rely upon, modest estimates were used to determine a recommended sales volume for Morrison's existing business community. A complete list of stores and recommended figures are contained

in Exhibit D following this text. An abbreviated list follows:

<u>Type</u>	<u>Square Footage</u>	<u>Recommended Contribution</u>
Antiques	9,400	\$ 658,000
Gifts	800	64,000
Restaurants	9,000	569,000
Bars	5,000	220,000
Other	12,500	<u>479,550</u>

Approximately 1.9 million

Indeed, after using quite modest estimates for the performance per square foot, the 1.9 million dollar minimum for gross sales indicates that Morrison's businesses are operating at approximately twenty-five percent below average. While this analysis is not conclusive, these numbers indicate that the shop owners have not been as successful as possible in bringing in business.

According to the Urban Land Institute, "Capital costs have a strong impact on the expected receipts for a center." Mall developers and merchants are fast becoming aware of this fact. Capital improvements to Morrison's business district would most likely assist in generating greater total receipts. A pertinent question for Morrison to consider in view of this statement is: to what extent can Morrison accommodate capital improvements in their budget?

With the help of the "Fiscal Capacity Evaluation System" developed by the Colorado Department of Local Affairs, we attempted to answer this question. Following is a brief description of the model, its use, and its limitations.

The model analyses revenue sources to determine the potential for growth, based on past performance, and the growth of the population. The

total operating expenditures are projected, assuming Morrison's choice for a level of common services. The difference between the total capacity of revenue sources and the projected level of services is defined as the capital capacity (which is essentially a representation of the ability of Morrison to finance capital equipment and facilities). In this test, sales tax and population figures were varied while the model estimated the expenditures and revenues in future years. The actual data used are given in Exhibit A, which follows this text.

The essence of this test is the estimation of the maximum debt which the Town of Morrison can bear, controlling for different rates of sales tax. Five different scenarios were devised and run through the computer.

<u>Scenario</u>	<u>Population Growth</u>	<u>Sales Tax</u>
1	Low	2%
2	Low	3%
3	Low	Rising
4	High	2%
5	High	3%

Low population growth was determined by allowing Morrison to grow by fifty people over six years, allocating the growth on a logarithmic basis. High population growth was determined by allowing Morrison to grow to a population of seven hundred over six years.

The town's present capital capacity is approximately \$28,000.00 per year. It is instructive to note that by raising the sales tax one percent, the debt capacity rises to \$41,000.00, which would allow maximum indebtedness to increase by \$120,000.00. This may be a useful piece of information for Morrison's policy makers. For example, if a beautification project in the business district has a cost of \$120,000.00, the town could

increase the sales tax by one percent to cover the cost of this project. The \$120,000.00 figure is based on a twenty year note at an eight percent rate of interest. (See Exhibit C for other estimates of maximum indebtedness). It is also worthwhile to note that if the Town of Morrison were to encourage growth, allowing a total population of seven hundred by 1985, the capital capacity for the town would rise to \$31,000.00 with a maximum indebtedness of \$304,000.00. (For more information on the model used to make these projections, please contact the Colorado Department of Local Affairs, Division of Commerce and Development).

Almost all of the commercial activity in town is concentrated in a very small geographic area. The majority of businesses are located on Bear Creek Avenue between Park Avenue and the eastern town limits. Other businesses are located in the Morrison Plaza and on Stone Street. Through conversations with business people from both of these locations it became apparent that they think of each other as separate and somehow competitive shopping areas. Though the general atmosphere in the two locations is somewhat different, their close proximity should promote a cooperative rather than a competitive relationship. This same attitude seems to affect the relationship between individual business people. Other businesses in town are more often than not regarded as competitive rather than complimentary. Overcoming this problem is extremely important if progress toward the goal of greater profitability for the entire business sector is to be achieved. The possibility of overcoming this problem is clearly exemplified by the consensus among the business community regarding its problems and the type of activity which must be undertaken if these

problems are to be dealt with effectively. Problems most often cited were lack of parking and lack of adequate foot traffic downtown. Suggestions for improving business activity in the town included landscaping, building rehabilitation, providing additional parking facilities, standardization of signage, aggressive advertising and promotion campaigns, and attracting more business into town. Every one of these is an excellent suggestion, and can be achieved if a more cooperative atmosphere is developed among the town's business people.

While time available and the unusual nature of Morrison's market area precluded the preparation of a comprehensive market analysis, it is possible based on available information and the observations of those preparing this report, to reach some important conclusions regarding this market.

Morrison's size and location place important constraints on the market available to a business located or considering location in the town. These constraints virtually preclude the possibility of the desirability of attracting a major retailer into the area. The town cannot possibly support such a business itself, and it is highly unlikely that a sufficient number of people in the metro area will travel to Morrison to purchase goods which can be obtained in a more convenient location.

A market does appear to exist, however, for the type of specialty store units which are not usually found in modern shopping centers. This observation is clearly supported by the present business mix in town.

The constraints which Morrison's size and location place on its potential market would indicate that efforts to attract additional business into town should be directed toward stores which specialize in goods and services which are somewhat unusual, and provide a high level

of personal service. While stores of this nature are virtually unlimited, examples of these that may fit traditional demand patterns in this area are as follows: Equestrian shops; Country Apparell shops; Antique and Fine Gift shops (currently well represented in town); Backpacking, Climbing and Hiking shops; Restaurants with a particularly unique atmosphere or menu; Sculpture and Art Work; Pottery; Leather Working; Silver-smithing; Weaving; Yarn and Embroidery; etc. A local center devoted at least in part to a display of the Arts might prove to be particularly successful. Taos, New Mexico is an extremely good example of a very small, somewhat isolated community which thrives on the trade generated by its many art galleries. The display and sale of any form of art or craft, particularly those which allow the observation of the artist or artison at work in their creation, would be an attraction to tourists and metro residents alike.

If the Town of Morrison is to realize the closely interrelated goals set forth by its residents, a concerted effort to develop the full potential of the existing business community and to attract complimentary business into the area must be undertaken. Such an effort is commonly called a commercial or business revitalization program.

The revitalization process presents different challenges and problems in every location in which it is undertaken. The needs and desires of business people and community residents will vary with each project undertaken. However, in spite of the fact that they may well be quite different in form and scope, there are some general components which are essential to any successful commercial revitalization plan.

The first of these components is the community group. The

community group represents the interests and concerns of the residents whose homes surround the commercial district. The input which this group provides will help ensure that the process remains sensitive to the needs of those who do not have a business in the area, but who have a vested interest in the revitalization process because of its effects on their living environment. Moreover, the community group can prove to be invaluable in generating communitywide support for the project. This support is extremely important not only because its lack can severely impede the program's progress, but because the community's support and enthusiasm for the project leads to areawise exposure through personal contact, and the generation of a healthy public image for the program.

The second essential component of the program is the Merchants Association. The controversy which presently surrounds the Chamber of Commerce leads us to recommend the establishment of a new organization which can work positively and constructively toward achieving the goals and objectives set forth in the revitalization plan. A business or merchants association, created as a non-profit corporation under IRS code 501(c)(3) provisions, should oversee all future development. (The business community may eventually find it to their benefit to incorporate as a local development corporation which would enable them to take advantage of the Small Business Administration's 502 and 7a guaranteed loan programs.) The most basic objective of this corporation should be the provision of nonpartisan leadership, direction, support, and the commitment necessary to focus the community's attention and resources in a coordinated effort by both private business and local government to revitalize the business sector.

What can a Merchants Association accomplish? Most importantly, the association can generate more and better business for every business in the district. Thus, the goal of the corporation is improving business in downtown Morrison.

The first step toward achieving this goal is the generation of greater sales volume through the instigation of a common advertising and promotional campaign. People will be drawn to the area itself rather than a specific shop, and therefore tend to browse, explore, and purchase items in more than one shop.

A Merchants Association can also mean greater stability for existing businesses. Together, business people can work toward greater profitability for individual businesses as well as minimizing the chances of individual failure by examining mistakes, and sharing helpful business techniques.

Finally, the establishment of the association can create the sense of cohesiveness, good will, and cooperation within the business district which will in turn affect everyone in the community, and everyone who patronizes the town's businesses. This image will help generate the good public relations which are vitally important to the business community.

The basic functions of the association are as follows:

1. Organization of the town's merchants.
2. Advertising and promotional efforts. Here the object is the promotion of the town to potential customers. The initial thrust of these efforts should be directed at the establishment of the town as a place of being--the place to shop for specialty

items--in the metro Denver resident's mind. You want areawide residents to know that the town exists, and that it has something of value to offer. Joint advertisements calls attention to a place where the customer can spend time enjoying the town's unique atmosphere while at the same time obtaining goods which they cannot find at their local or regional shopping center.

3. Providing technical assistance to individual merchants. The Merchants Association can become a forum where business people assemble for the purpose of exchanging helpful ideas and experiences. As such, the Association becomes a clearinghouse for useful business techniques developed by Association members.
4. Business development activities. This means helping individual businesses expand, helping business better adapt to the surrounding market, and attracting new business into town. Attracting good businesses will generate increasing amounts of foot traffic in town and corresponding increases in sales volume for all stores in the district.

Many of those who have been involved in commercial revitalization projects believe that the third essential component is a project manager. The limited resources available to the Town of Morrison makes the possibility of hiring a full time project manager quite remote. Thus the Merchants Association, most likely through its executive officers, may have to perform the functions here assigned to the project manager. With a project of this nature, it is fundamentally important that there be an individual available to keep things moving. People's interest and desire to participate wanes quickly, and there must be someone available to keep everyone busy and

excited about the project. The project manager must be there to do the upfront work and research, to bring people together, to develop programs, and to make certain that plans are implemented.

Finally, a successful revitalization project is not possible without the development of a comprehensive plan. The community group, the Merchants Association, and city officials must come together for the development of this plan. It should consist of two parts: a physical design plan and a business development plan.

The preparation of the business development plan must begin with the establishment of specific goals and objectives for the business community. General goals have been expressed by city officials and business people. However these goals must be more clearly defined and quantified. It is our hope that the discussion in this report will be of assistance in determining the type or nature of development, the amount or extent of development desired, and steps which must be undertaken in the attempt to achieve the objectives arrived at as everyone involved thinks imaginatively about the area's potential.

Once developed, the realization of the goals established in the business development plan becomes the responsibility of the Merchants Association. Dealing with the unique problems and expectations facing Morrison's business sector will require the creative application and development of the functions assigned to the Association.

A physical design plan will be the final product of the planning process of which this report is a part. We would strongly encourage as much participation in the development of this plan on the part of town residents as possible.

Physical improvements are often the very heart of a commercial revitalization project. These improvements alter the potential customer's image of the area by altering the appearance and utility of the area. They make it a more desirable and pleasant place to be.

The concensus among the town's business people was that improvements must be made to both public areas and right-of-ways and to the private structures which currently house businesses. Improvements to private structures range from basic paint and cleanup to major renovation. It is extremely important, however, that improvements made to these structures conform to a coordinated plan, so that the entire group of commercial structures creates an attractive environment. Standards concerning color, architectural styles, and other physical details may be adopted as part of the plan. Signs are also an extremely important part of a physical design plan. The sign is for store identification, not advertisement. Thus clear standards for signage, which make them more readable and therefore of greater assistance to customers should be adopted.

Public improvements should complement improvements planned for private structures. These can include street repairs, parking, new traffic patterns, trees, planters, new lighting fixtures, benches, bicycle racks, accessibility for the disabled, and even pedestrian malls. A very important consideration for the Town of Morrison is tying the entire commercial district together with public improvements. Accessibility between the Plaza and Main Street as well as those businesses which are somewhat isolated must be clearly and conveniently provided. Pedestrian circulation must be enhanced through provision of a safe and an attractive pedestrian right-of-way.

If attracting additional business into town becomes one of the goals in the business development plan, the location of these businesses and the affect which their location will have on existing business district must be considered. Referring to the Master Plan prepared in 1975 is helpful in terms of identifying possible sites for additional development. Unfortunately, the fact that the downtown area is in the flood plain precludes any additional development in this area. Space limitations would severely limit the amount of development possible in this area even if it were advisable. These constraints leave two areas where additional development may be considered. The first, as identified in the Master Plan, is at the intersection of Bear Creek Avenue and Summer Street. The second is in the area of the interchange which will be constructed with C-470.

Development around the C-470 interchange is strongly discouraged. This area is separated from the downtown commercial area geographically, and its location gives it a completely different atmosphere or flavor. While architectural standards and themes consistent with those used downtown could be applied to new construction in this area, the differences mentioned above would tend to obscure its identificaiton with, and relationship to, the downtown business district. Thus it is likely that with the parking facilities which could easily be developed in this area and its location directly adjacent to the area's major thoroughfare, it would develop into a place of destination in and of itself, thereby hindering business activity downtown.

Almost every city and town in this country through lack of foresight has jeopardized its downtown commercial district by allowing commercial development along it's fringes. In spite of good intentions and the promise of additional revenue, these commercial areas draw potential business away

from the downtown business district.

Thus the most likely location for additional development would be at the intersection of Bear Creek Avenue and Summer Street. The Master Plan is correct in its statement that "this area could be designed to supplement the existing commercial district, not replacing it." (p. 48). Its close proximity to the business district will allow easy access between the two areas, and common architectural themes will promote the identification of the two areas. Careful planning in the development of this premissis, particularly in terms of the type of shops which are located there, will result in a complementary rather than a competitive relationship with the existing business district.

Exhibit A

MORRISON	ACTUAL FISCAL DATA (DOLLARS IN THOUSANDS)					
	1977		1978		1979	
	ACTUAL	PCT. CAP.	ACTUAL	PCT. CAP.	ACTUAL	PCT. CAP.
POPULATION	450		450		450	
INCOME \$	2970		2970		2970	
A.V. \$	1248	106	1266	100	1305	100
MILL LEVY	13.29	111	12.00	100	12.00	100
TAX.R.S. \$	1435		1485		1881	
SALES RATE	2.00	100	2.00	100	2.00	100
REVENUE						
G.P.T. \$	16.5	117	14.0	92	16.5	105
SALES TAX \$	21.4	100	25.6	100	30.7	100
INTGOUT. \$	14.0	100	14.0	100	11.5	100
SOLID WST \$	0.0		0.0		0.0	
TRANS. \$	-2.4		-4.7		0.0	
OTHER \$	20.5	100	32.1	100	32.3	100
TOTAL \$	70.0	97	81.0	93	91.0	101
OPERATING EXPENDITURES						
GEN.GOUT. \$	24.2		29.2		31.0	
POLICE \$	18.5		18.9		21.5	
FIRE \$	0.0		0.0		0.0	
STREETS \$	6.6		9.0		11.0	
SOLID WST \$	0.0		0.0		0.0	
HEALTH \$	0.0		0.0		0.0	
C & R \$	0.0		0.0		0.0	
WELFARE \$	0.0		0.0		0.0	
MISC. \$	0.5		0.1		0.0	
TOTAL \$	50.0	100	57.2	100	63.4	100
REVENUE FOR CAPITAL						
C.O. \$	3.3		0.5		0.0	
DEBT SERV \$	0.0		0.0		0.0	
SURPLUS \$	16.7		23.3		27.6	
TOTAL \$	20.0	89	23.8	80	27.6	103

Exhibit B

ESTIMATED CAPACITY
DOLLARS IN THOUSANDS

Scenarios for Morrison	Sales Rate	Pop. Average Growth	Cap. Cap.
1. Low Growth -			
No change in sales tax			
1979	2%	0	\$26.8
1980	2%	8	27.5
1981	2%	8	27.9
1982	2%	8	28.4
1983	2%	8	28.7
1984	2%	8	28.7
1985	2%	8	28.5
2, Low Growth -			
Increase to 3% sales tax			
1979	2%	0	26.8
1980	3%	8	43.2
1981	3%	8	45.4
1982	3%	8	48.0
1983	3%	8	50.6
1984	3%	8	53.3
1985	3%	8	55.9
3. Low Growth -			
Increase sales tax			
1979	2%	0	26.8
1980	2%	8	27.5
1981	2.5%	8	36.7
1982	3%	8	48.0
1983	3.5%	8	61.6
1984	3.5%	8	65.5
1985	3.5%	8	69.6
4. Fast Growth -			
No change in sales tax			
1979	2%	0	26.8
1980	2%	0	27.4
1981	2%	24	28.2
1982	2%	37	30.2
1983	2%	43	32.1
1984	2%	46	33.6
1985	2%	50	34.7
5. Fast Growth -			
Increase sales tax to 3%			
1979	0	0	26.8
1980	3%	0	44.2
1981	3%	24	48.3
1982	3%	37	54.3
1983	3%	43	60.9
1984	3%	46	68.1
1985	3%	50	75.9

Exhibit C

MAXIMUM INDEBTEDNESS
20 YEAR LOAN 8% RATE

<u>Scenario</u>	<u>Average Cap. Capacity over last six years</u>	<u>Loan</u>
1	\$28,000.00	\$280,000.00
2	41,000.00	402,544.00
3.	67,000.00	657,815.00
4.	31,000.00	304,367.00
5.	60,000.00	590,000.00

Exhibit D

ANTIQUES

<u>Company Name</u>	<u>Square Feet</u>	<u>Multiplier</u>	<u>Rec. Contributions</u>
Antiques & Trading Post	300	\$ 70.00	\$ 21,000.00
Country Lane Antiques	2,250	70.00	157,500.00
El Mercado	800	70.00	56,000.00
Little Bits of Yesterday	2,250	70.00	157,500.00
Meb's at the Cliff House	600	70.00	42,000.00
Morrison Antiques	600	70.00	42,000.00
Morrison Country Store	1,000	70.00	70,000.00
Trader Rick's	600	70.00	42,000.00
Western Trail Antiques	1,000	70.00	70,000.00
	<u>9,400</u>		<u>\$658,000.00</u>

GIFTS

Calico Cupboard	250	\$ 80.00	\$ 20,000.00
Village Peddler	300	80.00	24,000.00
Strawberry Cottage	<u>250</u>	80.00	<u>20,000.00</u>
	<u>800</u>		<u>\$ 64,000.00</u>

FOOD

Dari Treat	600	\$ 38.00	\$ 22,800.00
Deacons Bench Restaurant	1,000	70.00	70,000.00
Gedo's at the Plaza	400	70.00	28,000.00
Grandma's Country Kitchen	500	60.00	30,000.00
Morrison Inn	<u>5,200</u>	70.00	<u>364,000.00</u>
	<u>7,700</u>		<u>\$514,800.00</u>

BARS

Gene's Holiday Bar	2,000	\$ 44.00	\$ 88,000.00
Sportsman Lounge	1,500	44.00	66,000.00
Tabor Inn	<u>1,500</u>	44.00	<u>66,000.00</u>
	<u>5,000</u>		<u>\$208,000.00</u>

Exhibit D (continued)

<u>Company Name</u>	<u>Square Feet</u>	<u>Multiplier</u>	<u>Rec. Contributions</u>
<u>OTHER</u>			
Country Curl Beauty Bar	300	\$ 47.00	\$ 14,100.00
High Plains Glass & Wood Works	700	30.00	21,000.00
Morrison Grocery	1,250	121.00	151,250.00
Morrison Liquors	800	60.00	48,000.00
Morrison Stove Works	600	37.00	22,200.00
Mountain Stitchery	100	30.00	3,000.00
Ole MacDonalds Farm	3,000	30.00	90,000.00
	3,000	38.00	114,000.00
Shepler Gallery	600	55.00	33,000.00
Stone Street Pottery	750	27.00	20,250.00
Tom's Cabinet & Upholstery	3,000	49.00	147,000.00
Morrison Auto Parts	1,000	40.00	40,000.00
Morrison Transmission & Auto Repair	<u>1,500</u>	40.00	<u>60,000.00</u>
	16,100		\$763,800.00

ESTIMATED FISCAL CAPACITY DATA (Dollars in Thousands)

MORRISON	1977		1978		1979		1980		1981	
	EST.	PCT.	EST.	PCT.	EST.	PCT.	EST.	PCT.	EST.	PCT.
	CAP. BASE		CAP. BASE		CAP. BASE		CAP. BASE		CAP. BASE	
POPULATION	450		450		450		450		466	
INCOME \$	2970	139	2970	126	2970	114	349	12	391	12
A.U. \$	1248	131	1266	128	1305	120	1501	125	1652	125
TAX.R.S. \$	1435	120	1485	113	1881	131	1924	120	2152	120
MILL LEVY	13.29		12.00		12.00		12.00		12.00	
SALES RATE	2.00		2.00		2.00		2.00		2.00	
REVENUE CAPACITY										
G.P.T. \$	16.6	131	15.2	128	15.7	120	18.0	125	19.8	125
SALES TAX \$	21.4	120	25.6	113	30.7	131	31.4	120	35.1	120
INTGOUT. \$	14.0	88	14.0	79	11.5	58	14.5	65	16.5	65
SOLID WST \$	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0
OTHER \$	20.5	205	32.1	306	32.3	293	35.4	300	37.9	300
TOTAL \$	72.5		86.9		90.2		99.2		109.3	
less:										
OPERATING EXPENSES \$	50.0	117	57.2	120	63.4	119	71.7	119	81.4	119
equals:										
CAPITAL CAPACITY \$	22.5		29.7		26.8		27.5		27.9	
less:										
CAPITAL NEEDS \$	3.3		0.5		0.0		0.0		0.0	
equals:										
CAPITAL SURPLUS \$	19.2		29.2		26.8		27.5		27.9	

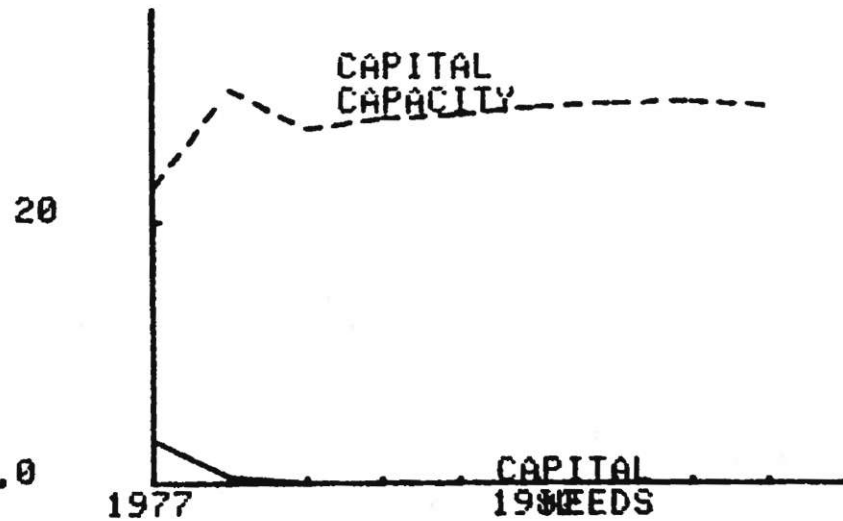
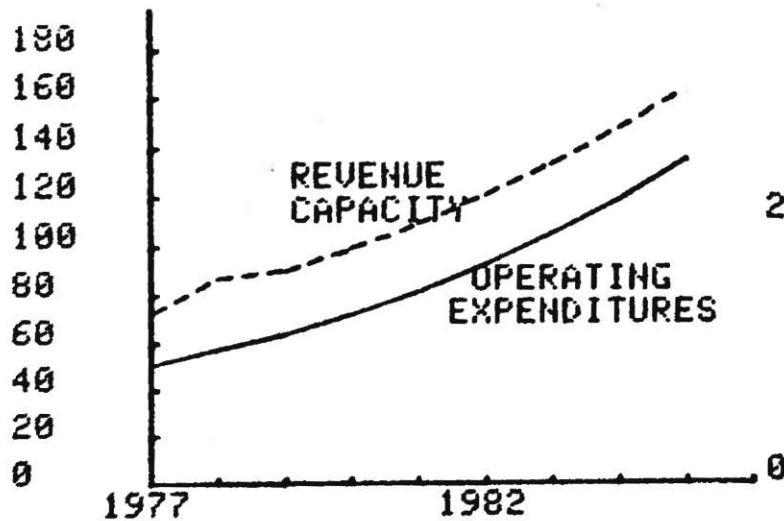
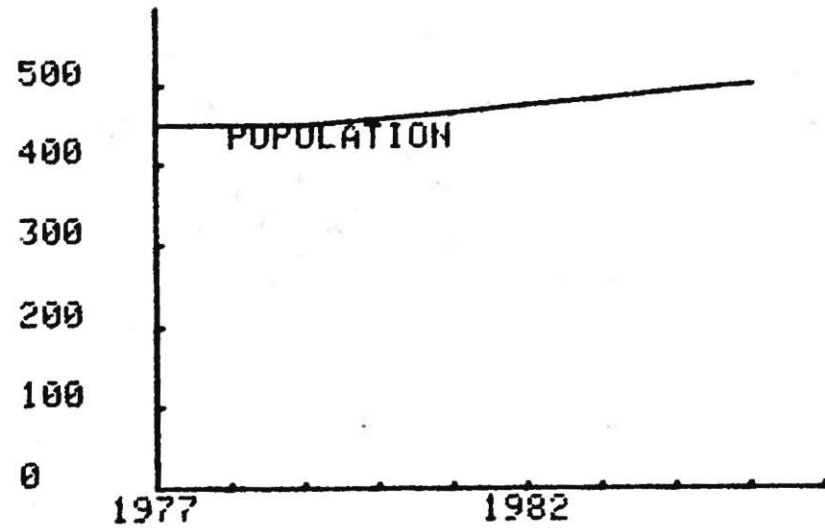
ESTIMATED FISCAL CAPACITY DATA (Dollars in Thousands)

MORRISON	1982 EST. PCT. CAP. BASE	1983 EST. PCT. CAP. BASE	1984 EST. PCT. CAP. BASE	1985 EST. PCT. CAP. BASE
POPULATION	474	483	491	500
INCOME \$	439 12	492 12	551 12	617 12
A.U. \$	1850 125	2073 125	2322 125	2601 125
TAX.R.S. \$	2406 120	2690 120	3008 120	3364 120
MILL LEVY	12.00	12.00	12.00	12.00
SALES RATE	2.00	2.00	2.00	2.00
REVENUE CAPACITY				
G.P.T. \$	22.2 125	24.9 125	27.9 125	31.2 125
SALES TAX \$	39.3 120	43.9 120	49.1 120	54.9 120
INTGOUT. \$	18.7 65	21.3 65	24.3 65	27.7 65
SOLID WST \$	0.0 0	0.0 0	0.0 0	0.0 0
OTHER \$	40.6 300	43.4 300	46.5 300	49.8 300
TOTAL \$	120.8	133.6	147.8	163.6
less:				
OPERATING EXPENSES \$	92.4 119	104.9 119	119.1 119	135.2 119
equals:				
CAPITAL CAPACITY \$	28.4	28.7	28.7	28.4
less:				
CAPITAL NEEDS \$	0.0	0.0	0.0	0.0
equals:				
CAPITAL SURPLUS \$	28.4	28.7	28.7	28.4

7

MORRISON
 FISCAL CAPACITY 1977-1985
 (DOLLARS IN THOUSANDS)
 % OF BASE SELECTIONS

A.U.-	125%
TAX.R.S.-	120%
INTGOUT.-	65%
SOLID WST.-	0%
OP.EXP.-	119%
OTHER REV.-	300%
INCOME PER HOUSEHOLD-	12%



SECTION II

PHYSICAL FEATURES OF THE COMMUNITY

INTRODUCTION

In this section the foundation of community life will be examined: the physical features of the community. These are the very bedrock of the town--providing the amenities essential to the health and welfare of the citizens as well as the basis for developing a sense of pride and community identity.

The section is divided into eight parts, each dealing with a specific aspect of the physical nature of Morrison:

- i. Natural Features - Rick Boland
- ii. Historical Buildings - Anne Bain
- iii. Municipal Buildings - Bill Munyan
- iv. Residential Buildings - John Knappenberger
- v. Commercial Buildings - Ben Fischer
- vi. Recreational Facilities - Masashi Ishizaka
- vii. Water and Sewer Facilities - Kathy Noble
- viii. Transportation - Ken Glann & Steve Risley

NATURAL FEATURES

In order to understand the geological environment of Morrison, one must first realize that during the billions of years of geologic time, the rocks of the earth's crust have been folded, tilted and broken repeatedly as a result of both the gradual and sudden movements of the earth. During the Paleozoic, Mesozoic and Cenozoic Eras of earth history, shallow seas advanced and retreated across North America many times. With each advance and retreat, deposits totaling thousands of feet in thickness were left behind as conglomerates, sandstones, shales and limestones. Periodically, these deposits were subjected

to tremendous forces which created the landscape as we know it.

The Town of Morrison is located just west of the Dakota hogback (Figure 1) marking the western boundary of the high plains and the eastern boundary of the Front Range of the Rocky Mountains. The foothill belt includes a relatively narrow strip that forms a transition zone from the mountainous area of the Front Range to the low rolling surface of the Great Plains. In the Golden area it consists of alternating hogbacks and valleys, lava-capped mesas, and residual hills locally modified by terrace gravel.

As a result of differential erosion of tilted beds of unequal hardness during the late stages of development, sinuous hogback ridges were formed from the more resistant strata, while longitudinal valleys were developed on the softer deposits. The most prominent hogback is that formed by the Dakota sandstone. The Dakota hogback extends from a point south of Golden, through Morrison to the southern border of Jefferson County. Primarily consisting of Dakota sandstone, it divides the area into two geologic regions: the basin to the west of the hogbacks is underlain primarily by pre-Cambrian igneous and metamorphic rocks including granites, schists and gneiss; the region east of the hogback is underlain by continental deposits composed of compact sands, silts, and clays.

The slopes on the hogback are steep, ranging from fifteen percent to eighty percent, and virtually prohibit development in many areas. The land gently slopes upward to the west from the bottoms of Strain Gulch and Mount Vernon Creek until it reaches the foothills. At an approximate elevation of 6,100 feet, the slope becomes very steep and forms a natural boundary for practical development. The valley in which Morrison lies extends to the north along Mount Vernon Creek toward Interstate 70. The valley extends to the south

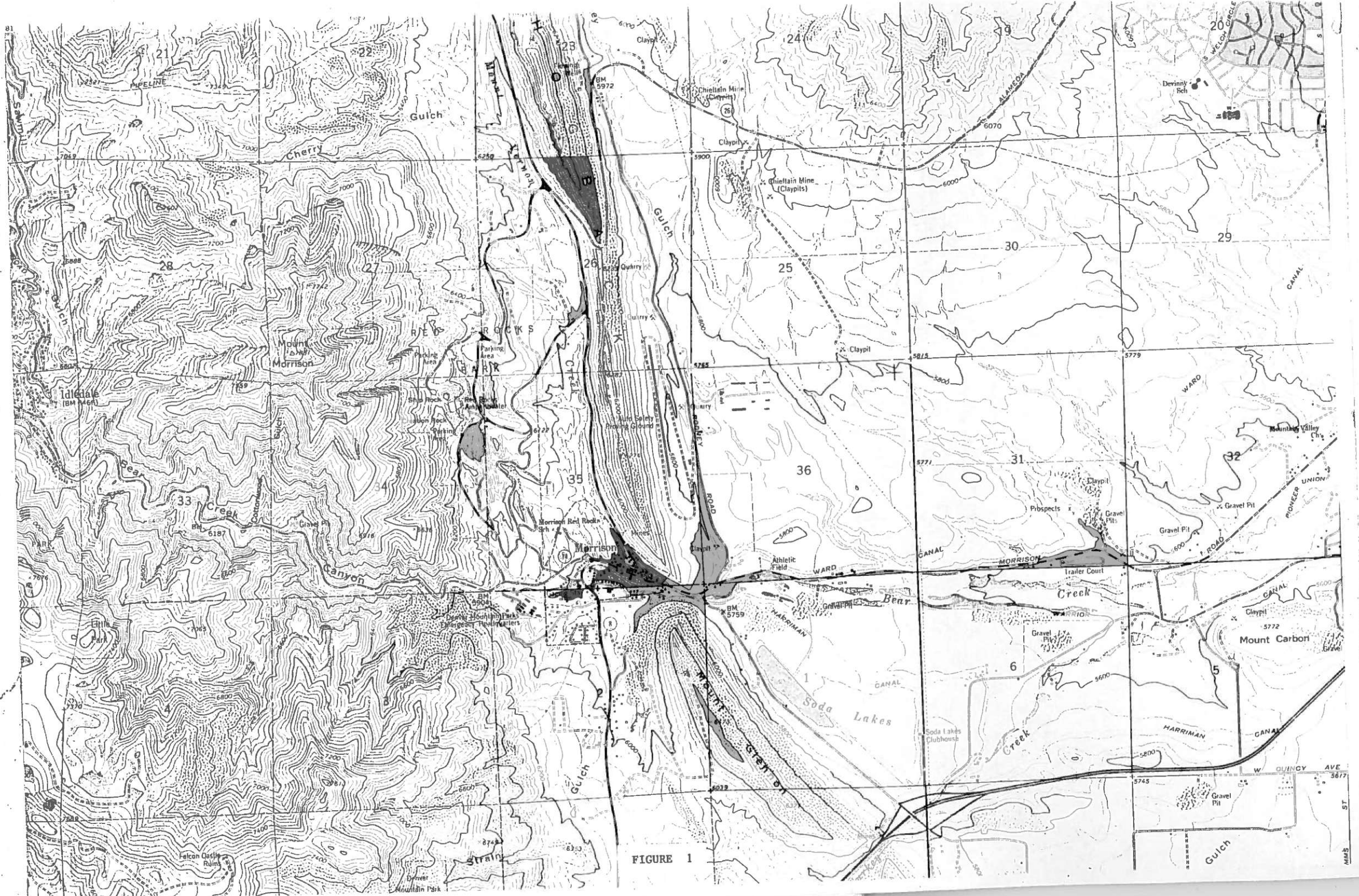


FIGURE 1

along Strain Gulch for approximately one mile to a saddle dividing Bear Creek Basin from Turkey Creek Basin (Figure 1).

Red Rocks Park evidences colorful formations deposited by former seas, rivers and lakes, as they were highly arched and broken. Located at the base of the Front Range just west of the Dakota hogback, the park represents millions of years of erosion of these deposits. During Cenozoic time, these rugged highlands were subjected to erosive activity which eventually reduced them to relatively flat surfaces or plains. All but the roots of these mountains were destroyed. In late Cretaceous time, these flat surfaces were elevated into a broad regional arch upon which the present landscape was etched out by streams, rivers, winds and glaciers. The formations in Red Rocks Park represent a part of the east flank of this arch.

At several elevations, within and outside Red Rocks Park, there are local, flat, boulder covered terraces, or benches representing remnants of former Pleistocene valley floors developed during sporadic downcutting stages of present day Mount Vernon Creek. Just north of Red Rocks Park, Cherry Gulch rockslide forms a prominent bench exhibiting a steep, jointed, rugged east face. Composed of basal sandstones and conglomerates of the Fountain Formation, the slide is estimated to include three million cubic yards of rock debris. It is believed to have been caused by either the undercutting action of an ancient high level stream or perhaps by movement along the Cherry Gulch Fault.

Fossil dinosaur bones have been discovered and quarried from the Morrison Formation in the Dakota hogback near Morrison. Some of the dinosaur fossils recovered indicated dinosaurs reaching some eighty feet in length. In

addition to the bones themselves, gastroliths or gizzard stones can frequently be found. These highly polished stones were essential to dinosaur digestion.

Along with dinosaur fossils, fossil crocodiles and turtles as well as mammoth tusks have been found. A horned dinosaur, evidence of an ancient bison, was located on the slopes of Green Mountain, about two miles east of the hogback. Also, a bird-footed dinosaur, about the size of a kangaroo was located in the Denver Formation at Green Mountain. Near Rooney Gulch and Alameda Parkway, south on Colorado Highway 74, fish fossils have been discovered.

Clay of good quality occurs in the area around Golden and is used by the Coors Porcelain Company. This clay is used in pottery and low temperature ceramic ware. Colorado clay is not pure enough to be used in high temperature ceramics and the present use for it is in the manufacture of common tiles and bricks. Other clay pits are located immediately east of the hogback near Morrison, in the Dakota formation.

Plant communities of the Front Range can be classified according to altitude. In the Morrison area, there are at least four distinct zones. Plains include rolling grassland and level ground up to an altitude of 5,800 feet, but excludes the fringes of trees along watercourses. Piedmont Valleys are the irrigated valleys at the base of the mountains, mostly under cultivation and possessing a varied weedy flora. Mesas are the tablelands or "benches" where the plains meet the foothills. Vegetation is transitional between the plains and the foothills, mostly grassland with a scattering of ponderosa pine and shrubs on the north slope. Montaine includes the 8,000 to 10,000 feet level, with Lodgepole pine, Engelmann and blue spruce, Douglas fir, aspen and some ponderosa pine.

The foothill area near Morrison includes rock pines and narrow-leaved cottonwoods along canyon streams, rock pines commonly extend along a rocky ridges but seldom invade the deep, loose soil at the foot of a slope. Wildflowers make their appearance in March and become prolific in April, June and July depending on summer temperature and rainfall. Some species continue into the early part of September. Included are: Prickly Poppy, Mountain Ball Cactus, Sand Lily, Bull Thistle, Chokecherry, Blue Columbine, Easter Daisy, Indian Paintbrush, and Field Chickweed.

Rain and snow falling in the Rocky Mountains are the source of most of the water supplies, both for the region itself and for the adjacent semi-arid areas. Water from these mountains also feed the Platte River, Turkey Creek and Bear Creek (Figure 1).

Not only do the mountain ranges have colder temperature conditions at higher elevations, but they also act as barriers to block the flow of prevailing winds and the movement of storms. Warm maritime tropical air, flowing northward meets the cold arctic air masses, causing fronts and storms within the mountains. The climate of the Bear Creek Basin is influenced by these factors. The mountain portions of the basin are considered sub-humid, while the plains region and the Morrison area are considered semi-arid. Periods of increased precipitation during the spring result from moist air masses from the Gulf of Mexico. The summer months are influenced by warm dry air from Mexico and the desert southwest, causing periods of extreme warmth and dryness, such as evidenced by the summer of 1980. Cold arctic air masses are responsible for short periods of extreme cold, often experienced in the winter.

Most floods occur during the period from May to September. The largest and most destructive flood occurred in early September 1938. Other large

floods have occurred in July 1896, July 1933, August 1934, August 1946, August 1957, July 1965 and May 1969. These floods can be typified as flash floods, which result from the combination of intense rainfall in a portion of the basin and the steep slopes found in the mountainous areas. The steep slopes concentrate the runoff quickly and produce high velocities which results in most of the destruction. The main portion of Morrison is located in the floodplain and is vulnerable to destruction. The U. S. Corps of Engineers has studied the floodplain in the Morrison area and determined flood elevations and limits of probable flooding.

The overall weather pattern found in Morrison can be seen in the Summary of Climatological Statistics below:

Summary of Climatological Statistics

Normal Daily Mean Temperature (January)	40-50 ⁰ F
Normal Daily Minimum Temperature (January)	10-20 ⁰ F
Mean Annual No. of Days Min. Temperature 30 ⁰ and below	150-210
Normal Daily Temperature (July)	80-90 ⁰ F
Normal Minimum Temperature (July)	50-60 ⁰ F
Mean Annual No. of Days Max. Temperature 90 ⁰ and above	30-60
Mean Date of First 32 ⁰ Temperature in Autumn	9/1 - 10/1
Mean Annual total Precipitation	16-32 in.
Mean Annual Snowfall	60-100 in.
Mean Annual Number of Days with Ice Pellets	1-2
Mean Annual Number of Days with Glaze	2-4
Mean Annual Number of Days with Thunderstorms	40-60
Mean Annual Number of Days with Hail	6-8
Mean Annual Number of Days with Heavy Fog	10-20
Mean Daily Highest Relative Humidity (January)	60-70%
Mean Daily Relative Humidity (January)	50-60%
Mean Daily Highest Relative Humidity (July)	60-70%
Mean Daily Relative Humidity (July)	40-50%
Mean Daily Relative Humidity (Annual)	50-60%
Mean Total Hours of Sunshine (Annual)	3000-3200
Mean Annual Number of Clear Days (Sunrise to Sunset)	120-140

HISTORICAL BUILDINGS

Morrison was founded in October 1872 by Dr. Joseph S. Castro. It was incorporated in 1906 and named after the pioneer homesteader, George Morrison. Morrison's beginning--the first two decades of the twentieth century--had a resort flavor. There were hotels, a railroad from Denver, and an incline railway up Mount Morrison (above Red Rocks Amphitheater). In 1930 the population of Morrison had declined to 187. The town had changed with the coming of the automobile, new building materials (i.e., concrete) and the flood of September 2, 1938. The flood was responsible for loss of lives and property damage, but Morrison's location remains unchanged.

Morrison's orientation has changed from that of a resort town to a tourist area. In its natural setting (and in the commercial area) rests Morrison's historical buildings. The following is a listing of Morrison's historical sites with the better known in the group at the end.

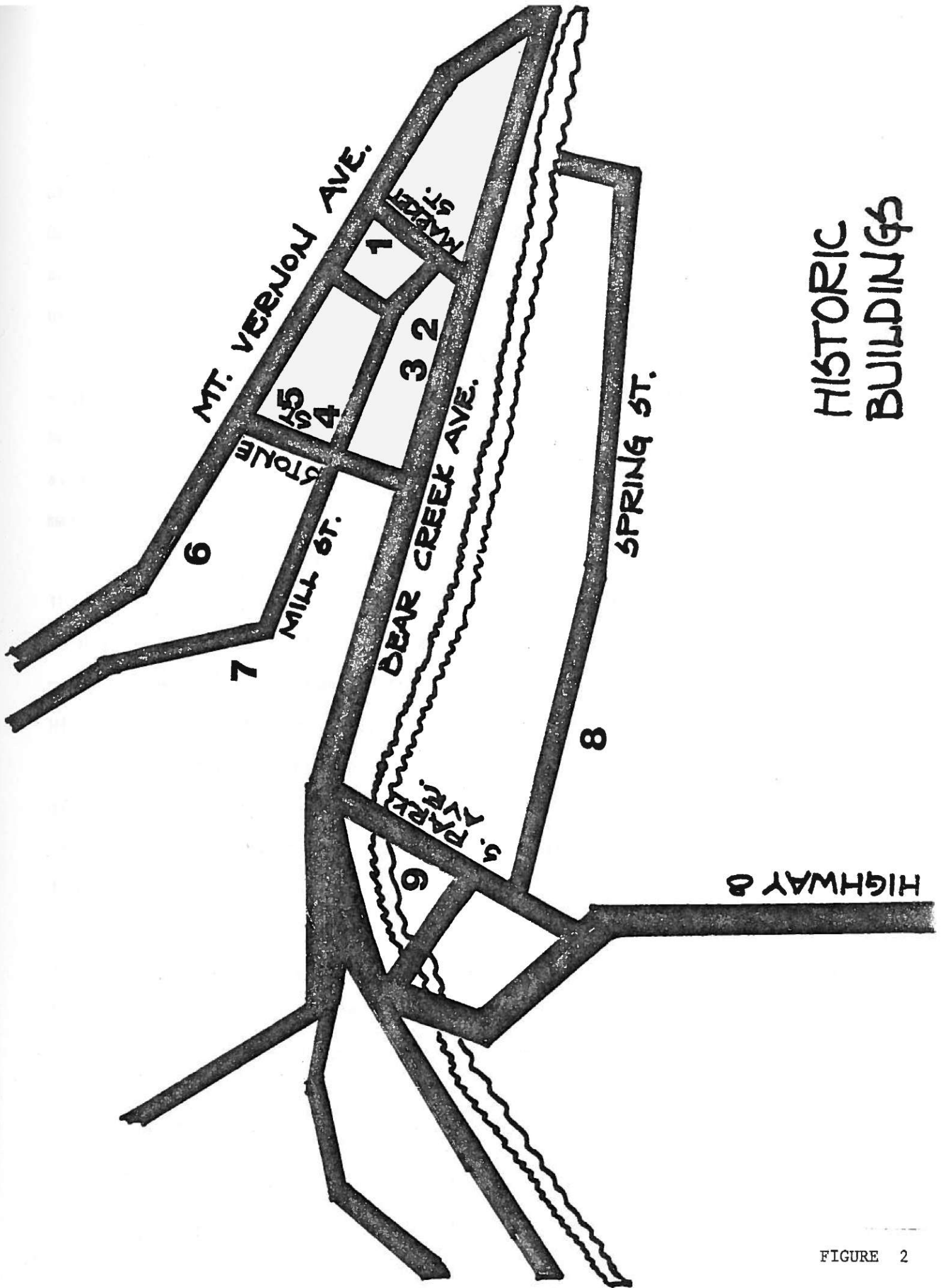
Year Built

1873	Amos House, 120 Bear Creek Avenue
1873	Peinze House, 117 Bear Creek Avenue
1873	Andrew Johnson Home, 118 Market Street
1880	Charley Pike Home, 105 Market
1879	Tom Lewis Home, 205 Bear Creek Avenue
1890	Dean's Grocery Store, 215 Bear Creek Avenue
1879	Melissa Pearson House, 113 Stone Street
1875	Newland House, 116 Stone Street
1880	Durham House, 307 Mt. Vernon Avenue
1890	Ed Fleming House, 311 Mt. Vernon Avenue
1888	Pearl Pearman House, 212 S. Park Avenue
1885	Cockran House, 109 Spring Street
1889	Florence Beckett McLain House, 115 Spring Street
1872	Railroad Crew House, 127 Spring Street
1875	Morrison School House, 226 Spring Street
1875	Grover Denbow House, 307 Spring Street
1872	Baker House, 311 Spring Street
1872	Shrock House, 314 Spring Street
1899	Florence Smith Wilson House, 320 4th Street
1900	John Brisben Walker House, Red Rocks Vista Lane
1875	Jake Schneider Home, 107 Stone Street

1880 Pike & Petty Mercantile Company, 301 Bear Creek Avenue
 1880 Henry F. Wolf's Pool Hall, Tobacco & Barber Shop
 303 & 305 Bear Creek Avenue
 1876 Pete Cristenson's Shop, 397 Bear Creek Avenue
 1899 Site-Schneider's Groceries, Restaurant and Rooms,
 311 Bear Creek Avenue
 1880 William Becket Home, 116 Beckett Lane
 1883 Dode Reedy House, 120 Beckett Lane
 1884 Helen Hanson House, 140 Beckett Lane
 1884 Jail House, 119 Beckett Lane
 1885 Gotchalk Bakery, 503 and 505 Bear Creek
 1870 Abbo's Livery & Carriage House, 107 S. Park Avenue
 1880 Amos' Blacksmith Shop, 104 S. Park Avenue
 1870 Abbo's Dwelling, 119 S. Park Avenue
 1888 Knoll's House, 215 S. Park Avenue
 1877 Tom Morrison Home, Mt. Vernon Creek
 1882 Cresser House, 403 Mt. Vernon Avenue

Better known historical buildings (for location, see figure 2)

1885 1) Pillar of Fire Church, 111 Market Street
 1880 2) Morrison Country Store, 201 Bear Creek Avenue
 1876 3) John Ross Hardware & Lumber Company, 209-11 Bear Creek Avenue
 1878 4) John Ross Home, 106 Stone Street
 1880 5) Town Hall, 110 Stone Street
 1873 6) Cliff House, 122 Mill Street
 1880 7) William Sawyer Home, 109 Mill Street
 1874 8) Swiss Cottage, 132 Spring Street
 1870 9) Stage Coach Building, 101 S. Park Street



HISTORIC BUILDINGS

FIGURE 2

Among these listed, there are a number of other buildings built after our cutoff point of 1900 which are included in Morrison's Historical Guide. (The Guide was researched by Lorene Horton in 1975.) Many of the buildings no longer retain the names as those listed, and many of the uses have changed.

Aid to Morrison's Historical District has been offered by the State Historical Society. The Society enabled Morrison to be listed on the State Register (Morrison is also on the Federal Register) may make state assistance available for the restoration of the Cliff House, and provide for a 50/50 matching grant.

While growth in the Historical District precludes fitting into the 1870, 1880, 1890 time slot, it is suggested that commercial expansion should be discouraged in the Historical Area, but that a new site at the intersection of Bear Creek Avenue and Summer Street be considered as supplemental to the Historic District (Master Plan).

It is also suggested that the Town of Morrison consult with the Town of Telluride as it has been relatively successful with its Historical District through the use of a set of "Historical Design Guidelines". This need not be limited to the Town of Telluride.

These concerns include the area's accessibility and compatibility with other community goals. With parking and transportation in the current state, the Historic District is accessible yet confusing to the newcomer as there is no pattern. (The distinguishing mark is the brass plaque "Historic Site" on the doors of notable buildings.)

Since the buildings in the Historic District apparent to the newcomer are commercial shops, they should strive for the same goals as the rest of the

community: to be efficient, stable, and provide employment for local citizens.

MUNICIPAL BUILDINGS

Municipal buildings located within Morrison are the Town Hall, the old fire station, the U. S. Post Office, Bancroft Fire Department, and Red Rocks Elementary School.

Jefferson County School District standards require that elementary schools should be located on a minimum of ten acres relatively flat ground with enough slope for drainage, within residential neighborhoods, and away from excessive traffic. Red Rocks Elementary School meets these standards with the possible exception of location--north and west of Morrison's residential areas and tied directly to heavily traveled Bear Creek Avenue near the intersection with State Highway 74. Although this intersection was rebuilt in 1979, there is still a pedestrian hazard present. The elementary busing plan requires that all children living within a one mile radius of the school by the nearest route are not to be bused. This plan includes most of the Town of Morrison.

There are no plans for the physical expansion in the near future for any of the Jefferson County School District. In addition to Red Rocks Elementary, Morrison is served by Pieffer Elementary on South Miller Way, Carmody Junior High School on South Kipling Street, and Bear Creek Senior High School, also South Kipling in Lakewood.

Red Rocks Elementary School was constructed in 1954 to serve kindergarten thru ninth grades; since 1965, however, it has been used solely as an elementary school. The school is part of the Jefferson County School District. Presently on a track "C" schedule, the school is in session from August 7 through December 9 and February 12 through May 12. Enrollment at Red Rocks has been falling. With a design capacity of 270 students, the present enrollment is 198.

Although the projected enrollment by 1983 is expected to be 120 students, there are at present no plans to eliminate Red Rocks Elementary from the Jefferson County School System.

Fire protection in Morrison is furnished by Bancroft Fire District which owns the Morrison Station No. 4 on Bear Creek Avenue in the southwest portion of the town. The station houses one fast attach four-wheel drive unit and a pumper. Both units carry 500 gallons of water. Response time to the CBD of Morrison is one minute. If the fire department requires one or more units, the unit from 13300 West Yale will respond within four minutes, the units from 15929 West Bellview will respond within five minutes, and the units from 3301 South Field (Bancroft Headquarters) will respond within six minutes.

Evaluation of fires, alarms, and response time are done each fiscal year to determine what the requirements of the community are for the following year. Presently, there are two firemen at Station No. 4 twenty-four hours a day. This will be increased to three men in 1981.

There are eighteen hydrants located through the town. Six have a pumper nozzle, plus two two and one-half inch hose nozzles. These three are placed mostly as blow-offs and work off two inch lines. New hydrants in residential areas are to be no greater than 600 feet apart.

Hydrant flow tests were run on March 3, 1971, with a direct reading pitometer on the two and one-half inch hose nozzles. Results were as follows:

<u>Location</u>	<u>Static Pressure psi</u>	<u>GPM</u>
Market Street & Bear Creek Ave.	80	120
South end of Bear Creek Lane	60	160
South end of Red Rocks Vista Lane	35	420
West end of Summer Street	48	200

The past fire flows, even when taken at non-peak demand periods, indicate that the distribution system is undersized and can provide only minimal fire protection far below normal standards.

The required fire flow, in accordance with the National Bureau of Fire Underwriters, is illustrated below:

<u>Population</u>	<u>GPM</u>	<u>MGD</u>	<u>Duration</u>	<u>Volume</u>
1,000	1,000	1.44	4	249,000
2,000	1,250	1.80	5	375,000
3,000	1,500	2.16	6	540,000

For adequate fire protection in the future, the Town of Morrison will need to investigate the installation of eight inch water lines throughout the town.

The Town Hall is located on Stone Street in a church building where services are still being held. The Town Board and municipal court hold their meetings there evenings, while day-to-day office activities are carried on in the Town Clerk's office in the old fire house, a concrete building directly behind the Town Hall. The Town Hall is also used for the Morrison Opera Company, the senior resource center, and for the meeting of the Lion's Club. The Town Marshall shares facilities at the Town Clerk's office.

Construction of a new Town Hall should be considered in the future to consolidate the office of the Town Clerk, Marshall, Judge and Court, with facilities for public gatherings, offices and work space for municipal employees and areas for storage of public records. There is presently no public land in the Town of Morrison available for municipal development.

The U. S. Post Office is located on the south side of Bear Creek Avenue at Stone Street in the center of Morrison.

RESIDENTIAL BUILDINGS

The single family dwellings in Morrison are situated mainly north and south of Bear Creek which runs west to east, splitting the town in half. Newer homes are located in the southwest portion of the town, now referred to as the Red Rocks Subdivision. It is important to note that this area sits outside of the principal floodplain area. Older homes are located in the north portion of town and also south along Bear Creek. There are a few homes located in the northwest side of town, which are now mainly older homes. The largest percentage of developed land in Morrison is used exclusively for single family dwellings. There are approximately 127 housing units in the town.

Many of the houses located in the downtown area have not been kept up, and are in fair to poor condition. It is doubtful whether these residences would pass current building codes. On the other hand, the homes in Red Rocks Subdivision are newer and in good condition. These homes represent the major tax base of the community. Single family dwellings have continued to increase in value over the years. The homes all over Morrison are more expensive than those outside the area. One reason is because you get a minimum of a one-half acre lot in Red Rocks Subdivision and 25 feet to 50 feet frontage lots downtown. Certainly the rural setting and easy access to Denver enhances the market.

The area downtown at the corner of Mount Vernon Avenue and Stone Street is no longer residential, but has been turned into a mall shopping center of older style shops. Directly across from Bear Creek, on the south-central side, there are a number of older homes which have been kept up nicely and have retained their value.

Approximately twenty percent of the single family dwellings are rentals. The cost of rent is also very high, with rental openings being almost nonexistent. There are very few houses for sale in Morrison. At present, there is only one which is a four bedroom, 3-car garage home available in Red Rocks Subidvision one a one-half acre lot which lists for \$120,000. Homes in this area range from \$70,000 up to \$200,000. Considering the current market, this is a twenty-five percent to thirty percent increase on the same home outside the area. There are no other homes currently available in Morrison. No new construction of single family dwellings is occurring at this time.

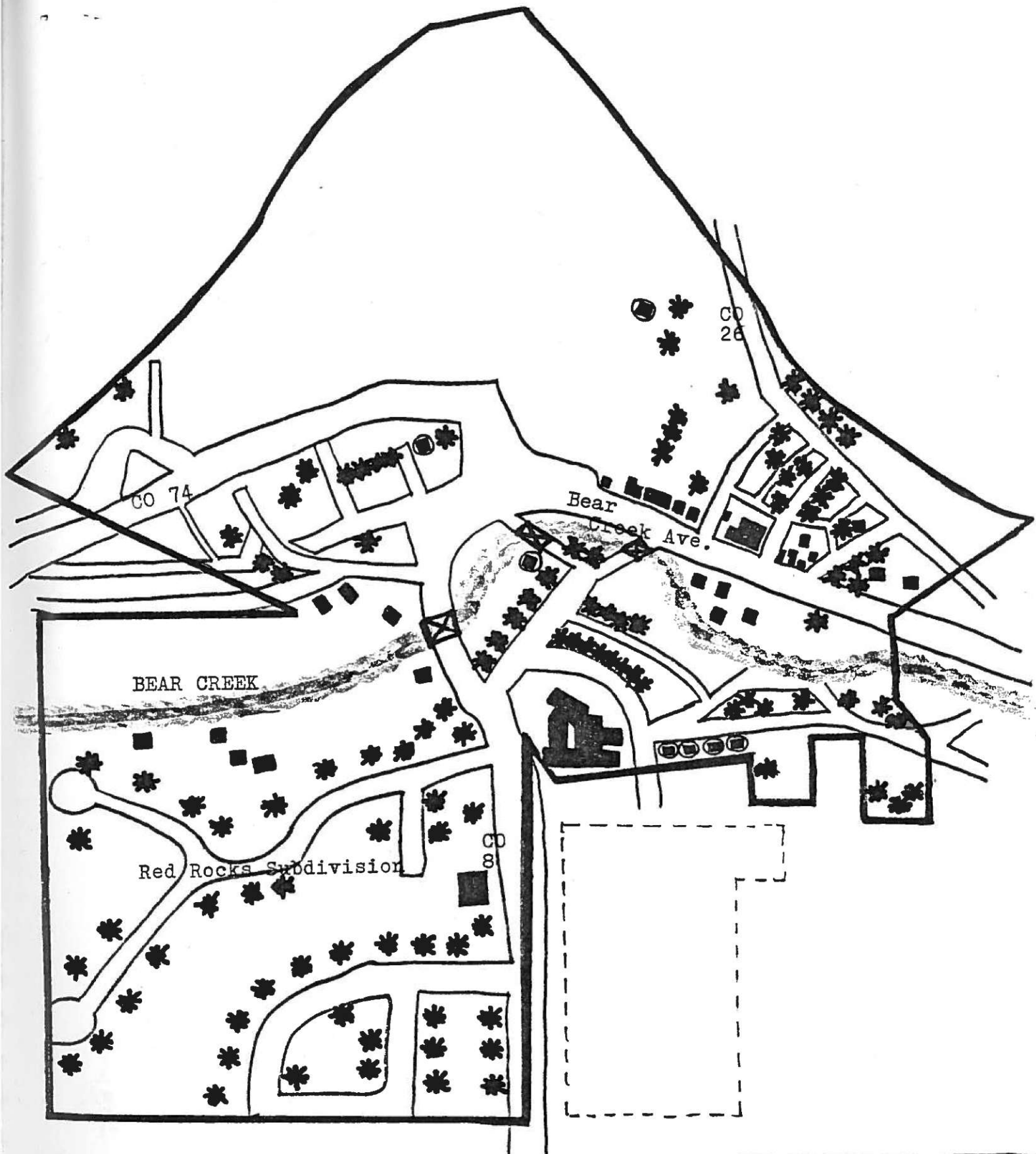
Less than three percent of the residential land use in Morrison is used for multi-family dwellings. There are four areas which are used specifically for multi-family dwellings: three of these areas are north of Bear Creek, and the other is adjacent to the Pine Haven Nursing Home. The Pine Haven is a privately owned, commercial nursing home, with approximately 172 permanent residents. Pine Haven has a 180-bed capacity, and is the largest commercial business in town. Directly east, and behind Pine Haven, are a number of small rental units. These units are quite small and house about eight people.

The area northwest of Bear Creek has apparently been zoned for multi-family homes and there are two apartment type dwellings there. One of these, the Hillcrest, is a reconditioned apartment house with nine separate units. The other, is a fourplex rental building located off Bear Creek Lane. Both of these apartment type dwellings are considered to be the best in town. In addition, there is an apartment house located on the north side of town off

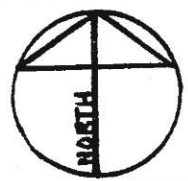
of State Highway 26 which has six units and is in somewhat poor condition. This is an older home which has been converted to a multi-family dwelling. It is again important to emphasize the high cost of renting these multi-family dwellings. There are no condominium type multi-family dwellings in the town. There is an obvious need for more rental properties in town.

Most of the land located within the Town of Morrison is being utilized for either residential or commercial use. The exception to this is obviously the large area which lies north of the town heading up towards Red Rocks Amphitheatre. This land is not readily suitable for construction, and there are no utilities service in this area. Much of what used to be residential dwellings in the downtown area off of Bear Creek Avenue has been converted to small commercial shops causing some problems with the remaining residences in that area: finding accessible parking and the noise associated with heavy traffic. This situation has caused a deterioration of housing structures in the central business district.

The most practical area of growth seems to be southeast of the town (Figure 3). This land is already platted for development, and water and sewage would be easier to install. The water supply and sanitation seem to be crucial factors for residential growth in Morrison. Since the town is already full, it would seem that annexation of the southeast area would be imperative for future growth. Since this land is largely privately owned, it may be very costly and difficult to annex. Should the town acquire this land, however, there would be the additional problem of supplying utilities to this area. The City of Denver does supply water to the Town of Willowbrook, but not to Morrison. A water reservoir could help the area considerably. Currently, water is pumped up hill to a water tower located in Red Rocks Subdivision.



MORRISON






- Single Family Dwellings 
- Multi-Family Dwellings 
- Other Buildings 

FIGURE 3

MT. VERNON CREEK

COMMERCIAL SURVEY
MORRISON, COLO.

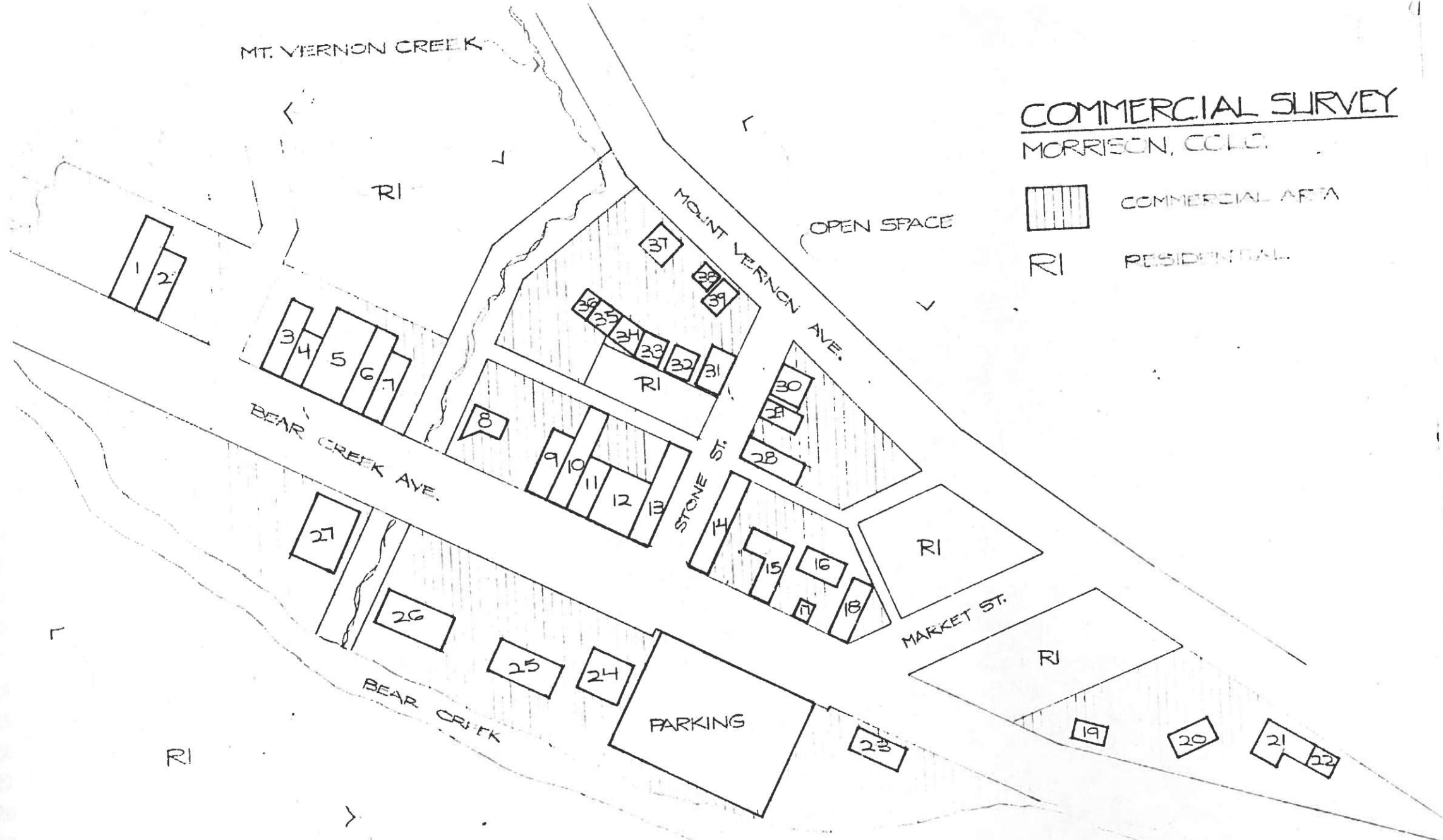


COMMERCIAL AFTA

RI

RESIDENTIAL

OPEN SPACE



SCALE 1"=100'
NOTE: BUILDINGS NOT
TO SCALE

FIGURE 4

BUILDING SURVEY

<u>BUILDING (RE:MAP)</u>	<u>CONSTRUCTION TYPE</u>	<u>EXTERIOR ELEVATION</u>	<u>CURRENT USE</u>
#1	Brick/Stucco	Good	Liquor Store
#2	Brici/Stucco	Good	Antique Shop
#3	Brick/Stucco	Good	Bar/Restaurant
#4	Brick/Stucco	Good	Antique Shop
#5	Brick	Fair	Cabinetry Shop
#6	Brick/Stucco	Good	Bar/Restaurant
#7	Brick/Stucco	Good	Beauty Salon
#8	Brick	Fair	Auto Repair
#9	Brick	Good	Grocery
#10	Brick	Fair	Antique Shop
#11	Stone	Good	Antique Shop
#12	Brick	Good	Antique Shop
#13	Brick	Good	Bar/Restaurant
#14	Stone/Stucco	Fair	Bar/Restaurant
#15	Stone/Frame	Fair	Art Gallery
#16	Frame	Fair	Antique Shop
#17	Brick/Stucco	Good	Crafts Shop
#18	Frame	Good	Antique Shop
#19	Frame	Good	Crafts Shop
#20	Frame	Fair	Restaurant
#21	Brick/Stucco	Good	Plants/Ice Cream
#22	Brick/Stucco	Good	Real Estate
#23	Frame	Good	Antique Shop
#24	Brick	Good	Post Office
#25	Masonry	Fair	Gas Station
#26	Frame	Fair	Drive-In Restaurant
#27	Masonry	Fair	Gas Station/Auto Parts
#28	Frame	Good	Antique Shop
#29	Frame	Good	Opera Company/Town Hall
#30	Frame	Good	Antique Shop

BUILDING SURVEY (continued)

BUILDING (RE:MAP)	CONSTRUCTION TYPE	EXTERIOR ELEVATION	CURRENT USE
#31	Brick/Stucco	Good	Crafts Shop
#32	Brick/Stucco	Good	Stove Works
#33	Brick/Stucco	Good	Restaurant
#34	Stone	Good	Antique Shop
#35	Stone	Good	Antique Shop
#36	Brick/Stucco	Good	Crafts Shop
#37	Brick/Stucco	Good	Crafts Shop
#38	Brick/Stucco	Good	Crafts Shop
#39	Brick/Stucco	Good	Crafts Shop

PARKS AND RECREATIONAL FACILITIES

Providing sufficient parks and recreation facilities is essential to the health and welfare of the community. Parks and open space provide residents with a release from the intense stimuli of urban living, as well as the opportunity to learn from the non human world. Unfortunately, at present, the Town of Morrison has no funds to develop parks and recreational facilities.

Morrison Park, the only park facility, is on the western edge of town abutting Bear Creek. About 2.5 acres in area, it contains several picnic tables and restrooms in poor condition. The area is somewhat overgrown with weeds and appears to enjoy little or no use.

Mount Falcon Park, ninety six acres, has been transferred to Morrison by Jefferson County Open Space. Thirty one thousand six hundred and

forty dollars in open space funds have been allocated to Morrison in order to improve and maintain this property. Restroom facilities and a parking lot have already been installed; some trail work has also been accomplished. It is the hope of Morrison officials that the paths could be extended to pass through the town.

There are seven areas providing open space in the town totaling about sixty acres. Two vacant areas are located north of the town adjacent to Red Rock Elementary School. Two other semi-public open spaces are next to Morrison Park along Bear Creek and along Spring Street. These semi-public open spaces could be developed for playlots or recreational areas. The existing parks and public open spaces are shown in Figure 5.

Standards for recreational space range from a minimum of three acres per 1,000 people to a more desirable figure of ten acres per 1,000 people.

Given the population of Morrison is currently about 500 people, a minimum park area would be 1.5 acres, while a more desirable figure would be five acres. With the present area of 2.5 acres, the area is more than minimum and less than desirable.

It is recommended that two-to-four playlots be provided for children of preschool age. In accordance with the National Recreation Association standards, currently, there are no playlots in the town. There are, at present, about 110 housing units in the town. One playlot will accommodate 30 to 60 families. The recommended size of the playlot ranges from 1,500 square feet to 2,000 square feet, with a clear view of all the dwellings served. If the playlot is more distant than seven blocks or is separated from the residential area by a busy traffic street, the size

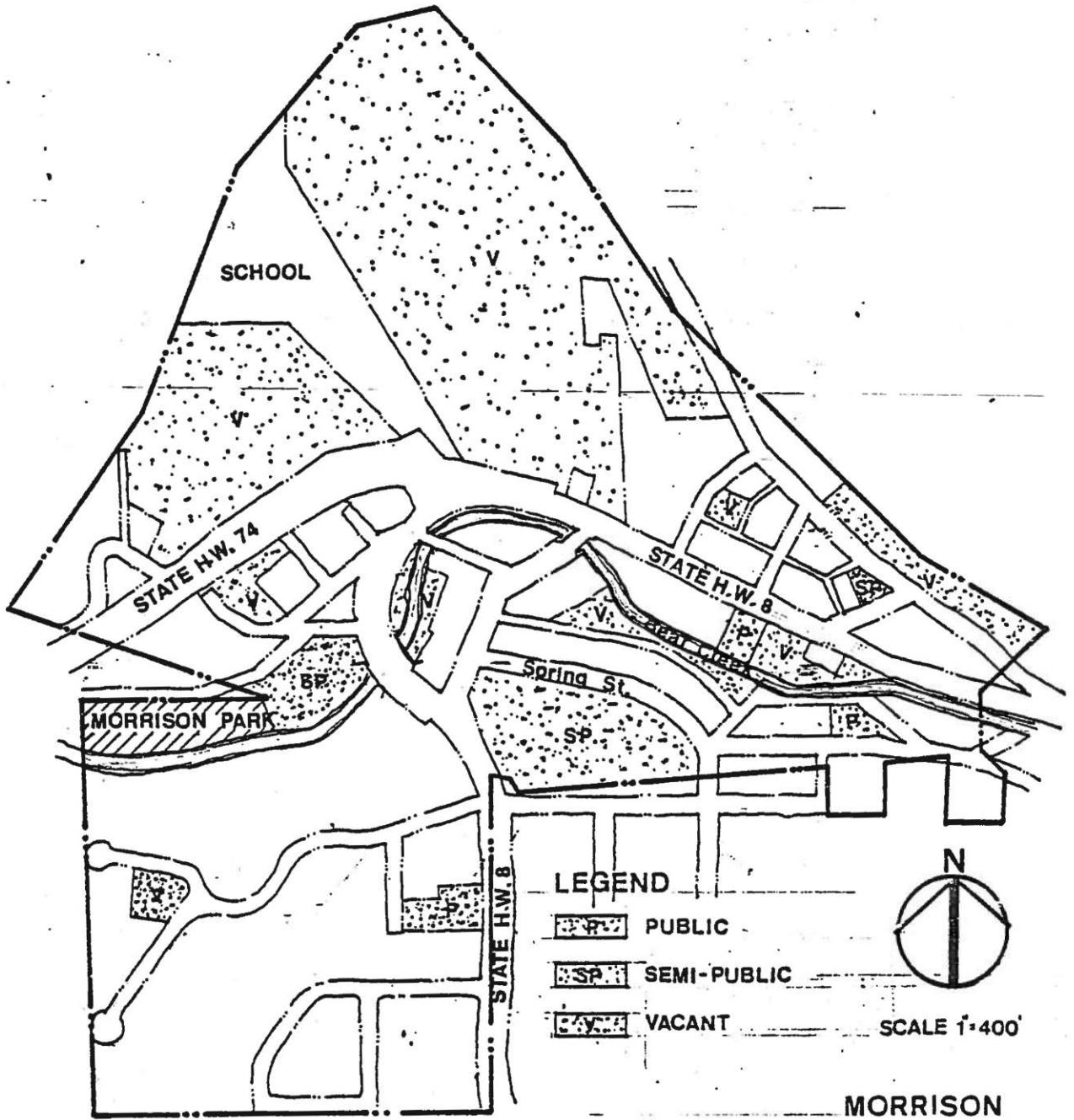


FIGURE 5 PARKS AND RECREATIONAL FACILITIES

should be increased to 2,000 square feet to 4,000 square feet. The playlot should be equipped with such facilities as low swings, slide, sand box, jungle gyms and space for running and circle games.

The Town of Morrison could create and develop picnic and recreation areas along the banks of Bear Creek. They could be quite rustic in construction in keeping with the quaint western atmosphere of the town.

Most of the recreational facilities for the residents of Morrison are from seven to eleven miles away and there is no public transportation in the town. For now, the facilities are adequate, but the future may be bleak considering an uncertain energy situation.

There are no swimming pools or theaters in the town. The nearest pools are found in Green Mountain and Golden. The nearest movie theaters are found in Golden, Evergreen, and the Villa Italia and Westland Shopping Centers in Denver. The nearest live theater is found eleven miles away in Evergreen. The Morrison library was closed by the Jefferson County Library System because of a lack of funds. The nearest library is found seven miles away in Golden. The Jefferson County Library bookmobile stops in Morrison on the first and third Thursday of every month from 2:45 p.m. to 4:00 p.m. Additional recreational facilities are found at Red Rocks Park, about two miles from the town.

The Jefferson County Library officials should be contacted regarding the possibility of reopening the Morrison Library branch. The facility need not be a large library and could serve people in Morrison, Kittridge and Idledale. Furthermore, the towns of Idledale and Kittridge could be included in order to provide a swimming pool, picnic and playground complex, serving all three areas.

WATER AND SEWER FACILITIES

The Morrison area is located in the downstream portion of the Bear Creek Basin, where Bear Creek leaves the mountains. Bear Creek is Morrison's only current source of water supply. Bear Creek is also a source of water supply to Evergreen, Genessee, Denver, Englewood, and others along the stream. The Town of Morrison is served with its own public water system operated by the Town. Raw water from Bear Creek is treated in a 0.5 mgd water treatment plant in operation since 1974. At present, normal use in a typical day is 100,000 gpd, a peak day use is approximately 300,000 gpd.

Bear Creek water quality is adequate for part of the year, but the quality of water is, at times, very poor due to such varying conditions as thunderstorms or snowmelt. The water quality during low flows, however, may be deteriorated since most of the flow will consist of sewage effluent from the Evergreen and Genesses Sewage Treatment Plants. As development upstream increases, the water quality of Bear Creek will continue to deteriorate.

The engineering Master Plan proposes the construction of a raw water storage reservoir containing 22 acre feet that would be the water source during low flow (poor water quality). This reservoir will be located above the town on open space land leased by the town from Mt. Falcon Park. Water storage is also being negotiated for 50 acre feet with the State of Colorado in the Bear Creek Reservoir (Mt. Carbon Dam).

Water treatment consists of a rapid sand filter process using chemical addition, flocculation, sedimentation, filtration, and chlorination. The treated water from the water treatment plant is pumped to the main storage tank located at the southwest end of Red Rocks Vista Drive (110,000 gallon storage). Water is also stored in a 250,000 gallon steel tank located

adjacent to the plant. The physical supply facilities (the settling ponds and raw water transmission lines) are in poor condition and need repair. There is also a weak distribution system, which cannot furnish ample fire protection flows, and has corrosion problems.

The immediate improvements needed are the construction of the water storage reservoir, improvements in existing intake and distribution lines and the installation of water meters. The estimated cost for the improvements is \$700,000. The \$700,000 will be obtained from three sources--\$350,000 will be obtained in a loan from the Colorado Water Conservation Board, \$200,000 in a grant from FHA, and \$150,000 from the sale of bonds. An increase in water rates will aid in the payment of the bonds. Improvements the town cannot economically afford at this time include improved pretreatment facilities, raw water transmission lines and the reconditioning of the water storage tank.

Wastewater treatment facilities are currently located at the eastern edge of Morrison. The Morrison collection system and sewage treatment plant was completed in 1968. The 70,000 gpd secondary treatment plant employs an oxidation ditch-type activated sludge process. Sludge drying beds were constructed in 1973 and an aerobic digester was added in 1978. With the current population at 500, the plant is approaching capacity.

The most significant problem concerning the Morrison Sewage Treatment Plant is its hazardous location adjacent to Bear Creek (Figure 6). Serious damage to the plant would result during a flood and a relocation of the facilities is considered necessary. Wastewater facilities plans have been completed and are currently under review by the State and other regulatory agencies. When federal or state funds become available relocation will occur. The proposed new plant will incorporate phosphorus removal and possibly filtration to insure consistent effluent quality.

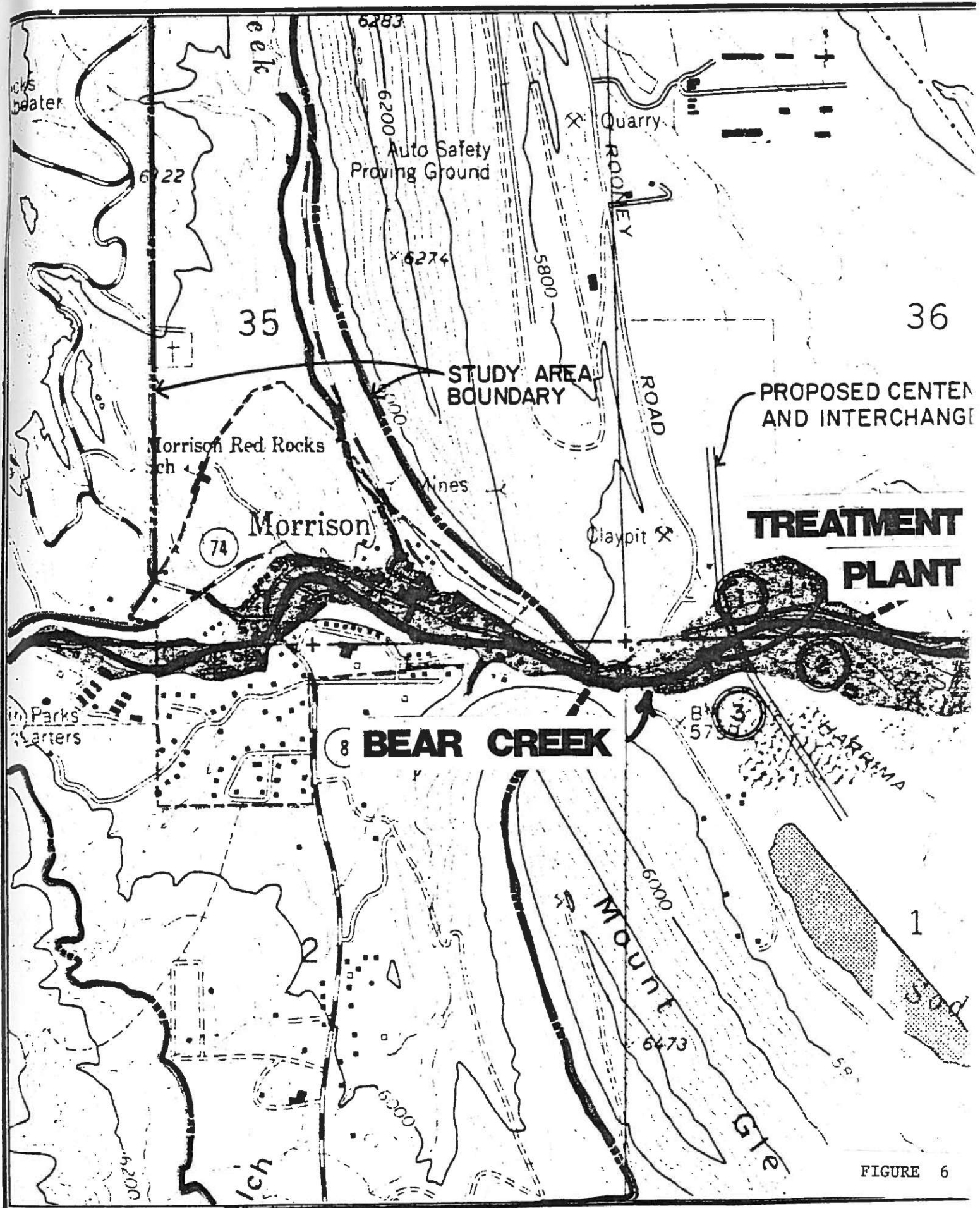
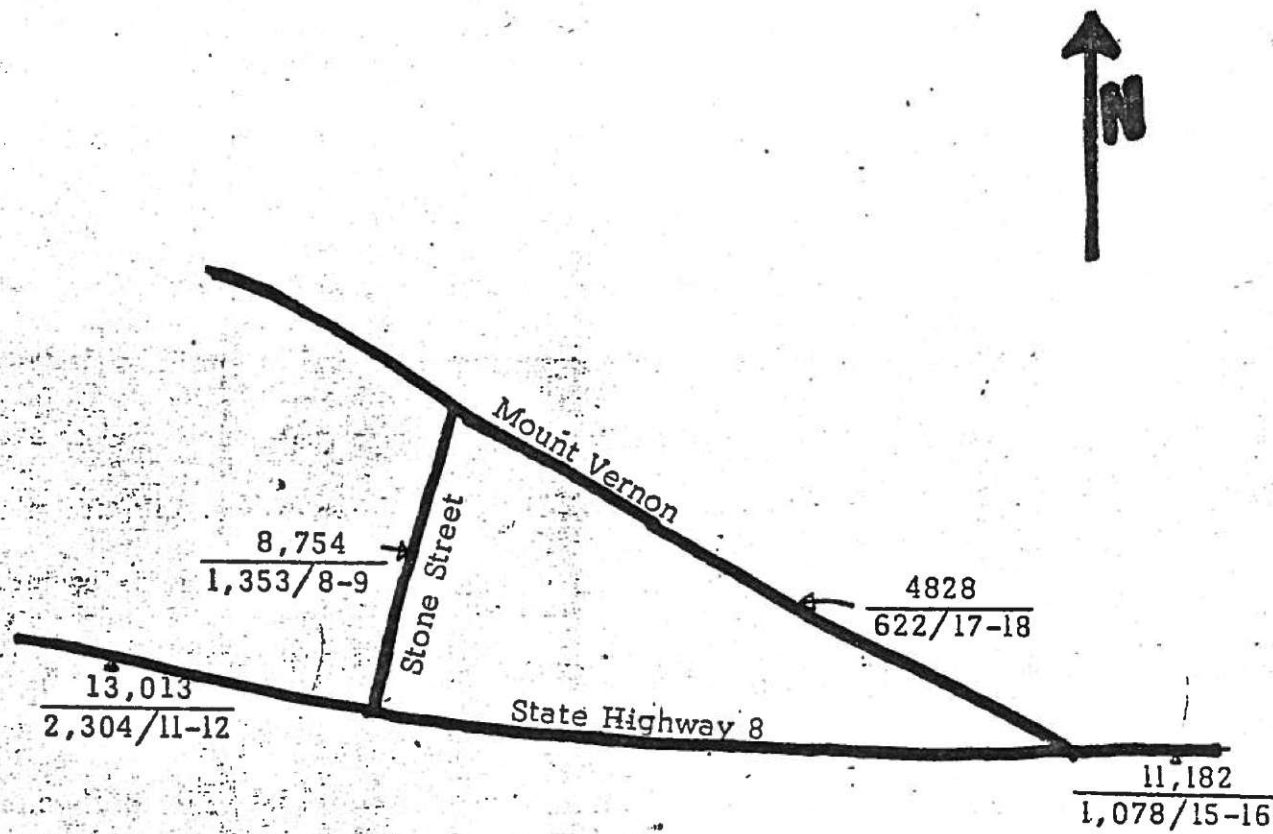


FIGURE 6

Water supply is a primary consideration and constraint on growth in Morrison. During a bad drought year (as occurred in 1954) Morrison would not have enough water rights for the needed supply. At this time, little attention is paid to small diversions upstream in the mountains. However, as the demand for water increases with population growth, it is likely that water administration will become more strict. It is imperative that the town actively pursue the acquisition of more water rights and more water storage on Bear Creek. These restrictions also necessitate a strong assessment of plans for future growth and development. One way of obtaining the expanded facilities required by a new development would be to require the developer to purchase water rights for the town, pay for the new water and sewer lines, and aid in the cost of adequate storage.



ADT
 Peak Hour / Hour of Day

AVERAGE DAILY AND PEAK HOUR TRAFFIC VOLUMES
 November, 1978

TRANSPORTATION

Travel in and around Morrison is predominantly influenced by the attraction of the Denver Metropolitan Area. Main east/west routes of travel from the mountain areas to the metropolitan area are Interstate 70 and Hampden Avenue (U.S. 285). North/south travel between U.S. 285 and I-70 is served by State Highway 8 and Hogback Road. No other continuous north/south arterial facility connects U.S. 285 and I-70 between Morrison and Wadsworth Boulevard, a distance of five miles. Wadsworth, Sheridan and Federal Boulevards provide continuous north/south roadways far to the east of Morrison, and each of these is severely congested and slow moving.

Commuters or travelers whose route uses both I-70 and U.S. 285 find a need to traverse in the north/south direction between I-70 and U.S. 285. Because the facilities east of Morrison are heavily congested and far away, the north/south facility through the town is regularly and heavily used. As a result, a high proportion of the traffic in Morrison is through traffic. In November of 1978 the Jefferson County Transportation Department and the Colorado Department of Highways conducted a study of average daily traffic volumes based upon traffic counts. Of the 37,000 vehicles counted on the roadways through Morrison it was estimated that only fifteen percent of the trips originated in or were destined for Morrison. The traffic flow problem in Morrison is centered at the intersection of Mt. Vernon Avenue, Stone Street and State Highway 6. Traffic counts for both average daily and peak hours on these streets are shown in Figure 7.

The traffic problem in Morrison is simply that too many vehicles are being poured through a small area with streets ill-suited to the purpose.

The Denver Regional Council of Governments conducted a traffic study and said it would cost about \$10,000 for simple channelization and signilization improvements on State Highway 6. The town simply does not have the funds. The actual improvements to State Highway 6 are the responsibility of the State of Colorado. To do the job right would cost less than \$100,000 including drainage and signalization. The state says it would cost \$155,000 for improvements to Stone Street. The state says the improvements in Morrison are not in their top ten list of state improvements which would indicate the improvements are not to be completed in the near or far future.

In the absence of town money and state help, one solution could be to make Stone Street one way to the south and Market Street one way to the north. Market Street has a drainage and slope problem. The street is only thirty feet across but could be extended to forty feet without cutting into off-street parking. Town officials indicated that there is work to be done soon on the water lines along Market Street which would mean the street would be somewhat torn up. This would also mean the street would be regraded which could solve the slope and drainage problems. Another solution could be to make Colorado 8 a one way street west from Stone Street to Mt. Vernon Avenue (Highway 9). Mt. Vernon Avenue could be a one way east to Stone Street. Diagonal parking could be used on Colorado 8 from Stone Street to Mt. Vernon Avenue which could help to solve the parking problem.

The RTD does not go through Morrison. A spokesman at the RTD office said it was impossible to run a bus through Morrison as they are short on buses and do not have adequate maintenance equipment. The Continental Trailways bus stops in Morrison twice a day. The bus going south stops in Morrison at

1:15 p.m. and the one going north stops at 4:00 p.m. The schedule is obviously not helpful to people going to and from work in Denver, Golden or Evergreen. Some residents of Morrison drive to Golden (a distance of seven miles), park their cars and catch the RTD to downtown Denver.

Except for Continental Trailways, Morrison is dependent upon privately owned vehicles. About eight-five to ninety percent of the work force in Morrison have jobs in Denver, Golden or Evergreen. The RTD goes to Evergreen and Golden. If a study could be made in the Morrison area as to how many people would use the RTD, it is believed that the RTD could see a real need in the area for public transportation. The bus could have a route through Evergreen and Morrison and up the Hogback Road.

There are sidewalks on both sides of Stone Street which is the connector street between Highway 9 and Colorado 8 which is the main street in town. The sidewalks are in need of repair. Colorado 8 has a sidewalk along the north side of the street. This sidewalk is also crumbling and in need of repair. The other streets in town have informal pedestrian paths along sides of the streets. There are no formal bicycle paths.

Morrison is in the process of annexing Mount Falcon. The Jefferson County Open Space organization has deeded 96 acres of the recreation area to Morrison. The Open Space people have installed restroom facilities, a parking lot and some pedestrian paths in the recreation area. Over \$31,000 has been allocated to Morrison for maintaining and improving the area. Morrison officials believe that the pathways could be extended into the Town of Morrison where they could become boardwalks. Morrison could get rid of the crumbling sidewalks and the boardwalks could be in keeping with the quaint frontier image Morrison is trying to preserve. Boardwalks are relatively inexpensive to

to install. Redwood or a weather resistant wood could be used. The informal pathways through town appear to be sufficient for the traffic they now receive. Bicycle trails on Highway 8 through town would be possible on the south side of the road. The trails could follow a scenic route along Bear Creek.

SECTION III

Needs, Attitudes, and Demography

INTRODUCTION

The Needs, Attitudes, and Demographic Survey was developed by a team of seven students. Each of the following team members have contributed to this report based on data derived from the survey.

Seth Goldstein, Team Coordinator, Demography
Arturo Berroteran - Local Government
Mike Chreitzberg - Services
Ruth Pelton-Roby - Introduction and Transportation
Bill Jones - Growth
Mike Rodriguez - Historic Preservation
Valri Shoop - Length of Residence and Quality of Life.

Professor Daniel Schler provided assistance in developing the survey format.

Alberta Kalavity, the Town Clerk of Morrison, assisted the team by coordinating the distribution of the survey. Peggy Hahn, a Morrison Trustee, Betty Hunter, Sharon Morgan, Shari Raymond, Lora Phillips, Bonnie Hicks, Lexie Shelper, and Pat Burger all assisted with distribution. We would like to gratefully acknowledge the help of these citizens who generously donated their time and effort.

On July 15, several members of the team met with the above volunteers and explained the process for administration of the survey. A copy of the survey form and the tabulated responses can be found in Appendix .

The surveys were dropped off and picked up between July 15 and 18. Ninety-three of the 154 surveys distributed were returned. The questionnaire was directed to the head of household or spouse. If more than one answer was given for a question, each answer was tabulated, thereby accounting for the greater number of responses to some questions than the number of surveys returned.

Those who filled out the surveys appear to have done so quite carefully and the comments indicate a high degree of thoughtfulness and concern. We appreciate the effort on the part of the residents who, understanding the importance of citizen participation in planning, took the time to complete and return their survey.

The most blatant contradiction in responses throughout the survey was the demand for more and better services and the almost complete unwillingness to pay for them. Preferences for type of funding, if any, depended on the project. Time constraints dictated that we merely total the responses numerically. A great deal of additional valuable information could be obtained from the surveys by correlating certain items, e.g., length of residence in Morrison with attitude toward growth. At the same time, the answers provided by the respondents brought to mind many additional questions. It is anticipated that these questions will be answered through future survey efforts.

LOCAL GOVERNMENT

The purpose of the questions in this section of the survey was to determine how the residents of Morrison viewed their local government. A wide range of response was received.

When the inhabitants were asked if they felt that they were adequately informed about their local government, fifty-seven percent answered that they did not receive any information; however, forty-three percent said that they were sufficiently informed.

Fifty-three percent indicated that the local government was not responsive to the needs of the community, while forty-seven

percent felt it was.

It is interesting to note in light of the first two questions that thirty-six percent stated that they never attended town meetings, fifty-four percent attended rarely or occasionally. Only ten percent of the respondents indicated that they frequently or always attended the meetings. The reasons given for not attending included such things as not having sufficient time available; having no interest in the meetings; or that the Town Council ignored citizen input. Also it was found that the location of the town meetings was inaccessible to the handicapped.

There seems to be general agreement that Morrison should act in concert with the communities upstream along Bear Creek for regional planning purposes. However, the respondents rated the existing planning and zoning practices as only "fair to poor."

In regard to the generation of additional town revenues to be used for improved services, over sixty percent were in favor of increased sales taxes (derived mainly from tourist trade). Nineteen percent felt the increases should come from industrial development, three percent through increased property taxes. Some residents pointed to the alternative of better money management by the local government.

It should be noted that a number of the residents praised the Mayor and the Town Council for doing a good job with little or no previous government experience.

SERVICES

In comparison to the metropolitan areas surrounding it,

Morrison, quite obviously, is lacking in many of the facilities necessary to make it self sustaining. However, because of their small population and proximity to more developed areas, Morrison's residents are generally satisfied with what they have, or are willing to drive elsewhere to satisfy their needs.

First reactions to the town's existing services immediately downgrade its lack of transportation facilities, parking, traffic control and street maintenance. As in other communities, Morrison is worried about the detrimental effect the automobile is having on its rural character. This is particularly a problem in that the primary source of income to the town comes from tourist trade of motorists passing thru. It is further compounded by a lack of public transportation which forces residents to commute long distances. Therefore, the basic concern is getting people (cars) to and from the town, and what to do with them while they are in Morrison.

Although the quality and supply of water is poor in Morrison, this problem will soon be alleviated by a new facility. Sewers were judged to be satisfactory.

The residents have mixed feelings about crime protection, possibly due to the rowdiness of the town nightlife and its traffic problems. Fire protection is viewed as being quite good. Trash and snow removal are thought to be poor.

The Morrison elementary school system and nearby high school are satisfactory at present enrollment levels. Better library facilities are generally desired. However, residents have mixed

feelings about local recreational facilities and social and cultural activities.

Three-quarters of the Morrison residents would like a pedestrian/bike path thru their town. This would seem justifiable if it could assure open space, connect existing parks, and provide an alternative to the automobile.

There is a mixed reaction to whether medical services are needed, although more residents would like to see them than not. In retrospect, the survey failed to poll the desires for local grocery shopping, day care, a laundry and a town hall. However, write in requests seem to indicate such needs and should be further studied.

Of primary note is that seventy-one percent of the residents of Morrison are unwilling to pay increased taxes for additional or improved town services. In general, they feel that because Morrison's income is tourist-oriented, this should remain the source for town financing. This attitude is fine, but residents must accept the fact that with increased tourist trade comes an inevitable loss of privacy. This stance is also inconsistent with the fact that residents have mixed, but generally negative, feelings about the increasing traffic in their town. Specifically, there is the desire to clean up the nightlife while concentrating more on those activities to support commerce that are in keeping with the mountain living and small town atmosphere unique to Morrison.

TRANSPORTATION

Responses to the questions related to transportation reveal a strong consensus in two areas: (1) traffic congestion is a serious problem and (2) the town should be served by RTD.

When asked to pick the least desirable characteristic of Morrison, the overwhelming choice was traffic congestion. Due to the topography of the area, widening existing roads would be prohibitively expensive. The solution most residents (seventy-four percent) favored was to divert traffic away from the town. Most residents (seventy-one percent) were opposed to closing Stone Street as a means of alleviating congestion. Because residents are unhappy with existing levels of traffic congestion, any development which would increase traffic through town should be discouraged.

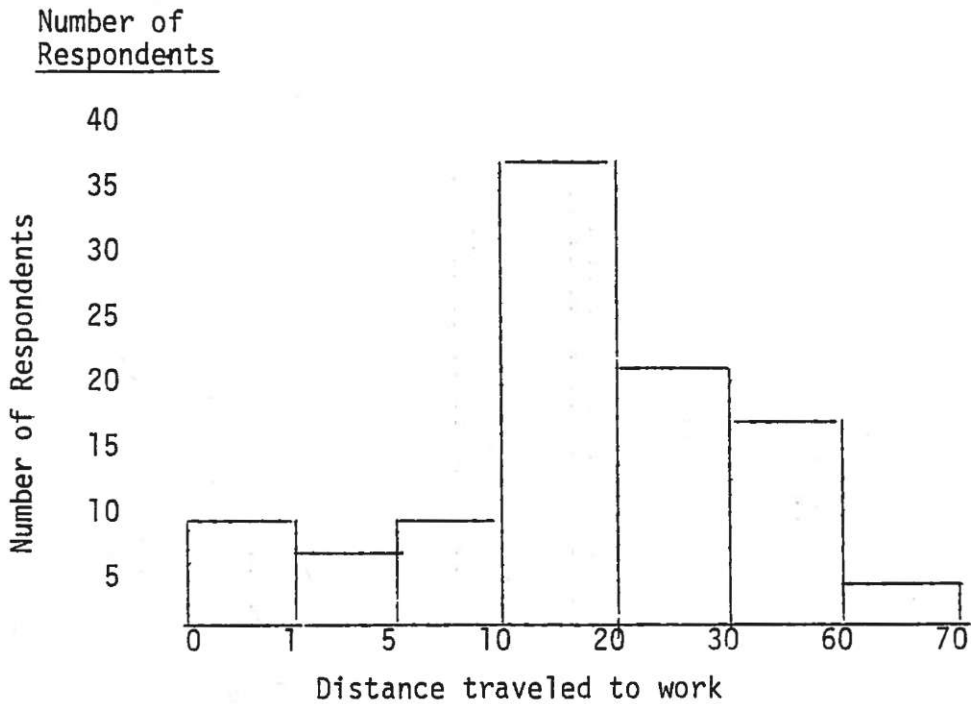
Among the questions regarding transportation, the residents were in greatest agreement on the subject of RTD bus service for the town. Eighty-five percent favored this and several respondents commented in the margin of the survey that Morrison residents are paying the .5 percent sales tax to RTD without receiving the benefits. Sixty-nine percent of the respondents said they would use mass transit to travel to work if it were available. Slightly fewer (sixty-one percent) said they would use mass transit for shopping trips.

Gary Robertson of RTD gave several reasons why Morrison is not currently included in the system.

1. Its isolated location makes it hard to tie the route in with other population centers.

2. A survey completed by RTD three or four years ago showed that residents traveled in all different directions to work, making it difficult to serve them efficiently.
3. The absence of complaints from the residents in recent years seemed to indicate a lack of local interest in RTD service.

Because the price of gasoline has doubled since RTD's survey and due to generally increasing concerns about air pollution, Morrison residents may now be ready to switch to mass transit. The average trip to work is nineteen and one-fourth miles and seventy-one percent of the residents travel between ten and sixty miles to work.



Until it is feasible to extend RTD service to the town, residents should at least be apprised of the existence of two nearby "park and rides", one to the northeast near Alameda and Simms, and the newly opened one at Hampden and Wadsworth.

Perhaps the most interesting responses in this section are those concerning the construction of C-470 and its potential impacts on Morrison. Seventy percent were aware of the plans to build C-470 and sixty-nine percent were in favor of the Morrison interchange on C-470.

Residents were then asked to respond in terms of eight separate impacts the interchange may have. They were most in favor of the interchange if it will result in easier and faster trips to work and shopping; they were most opposed if it results in more traffic in town.

It is curious that when the responses to the eight impacts are totaled, we find that only forty-three percent are in favor and fifty-seven percent opposed, in contrast to the more favorable response to the first statement of the question. This leads to the most significant aspect of this part of the survey, and one which clearly calls for further study: Would Morrison residents still be in favor of the C-470 interchange if they were fully aware of its consequences?

GROWTH

This section of the report will cover some future growth preferences exhibited by the citizens of Morrison. Four questions related to growth expectations were asked on the survey. They covered

CITIZEN PREFERENCES 1980

areas such as: the preferred type of growth (e.g., residential, commercial, or industrial); optimum total town population over the next twenty years; the preferred types of residential growth in terms of housing; and in which geographical direction should Morrison expand.

The citizens of Morrison expressed a desire to increase commercial development within the town (Fig. 1). Fifty-one percent of the respondents to the survey preferred commercial development. The other choices were residential development with thirty-three percent and industrial development with sixteen percent of the responses.

The residents prefer minimal population growth in Morrison. Eighty percent of the respondents to the survey favor population growth not to exceed fifty percent by the year 2000. This would be an increase in total population of 250 persons. Included within the eighty percent for minimal growth is thirty-two percent who favor no growth at all. (Fig. 2)

The citizens of Morrison definitely prefer minimal population growth within the town. However they also expressed a desire to increase commercial development. Fortunately, Morrison is located close to a heavily populated metropolitan area--Denver, Colorado. Therefore, metro Denver may provide the population pool to support increased commercial development. Commercial enterprises encouraged should be able to attract people from Denver to Morrison. In this way, tourists would come into Morrison to shop, spend their money and then leave.

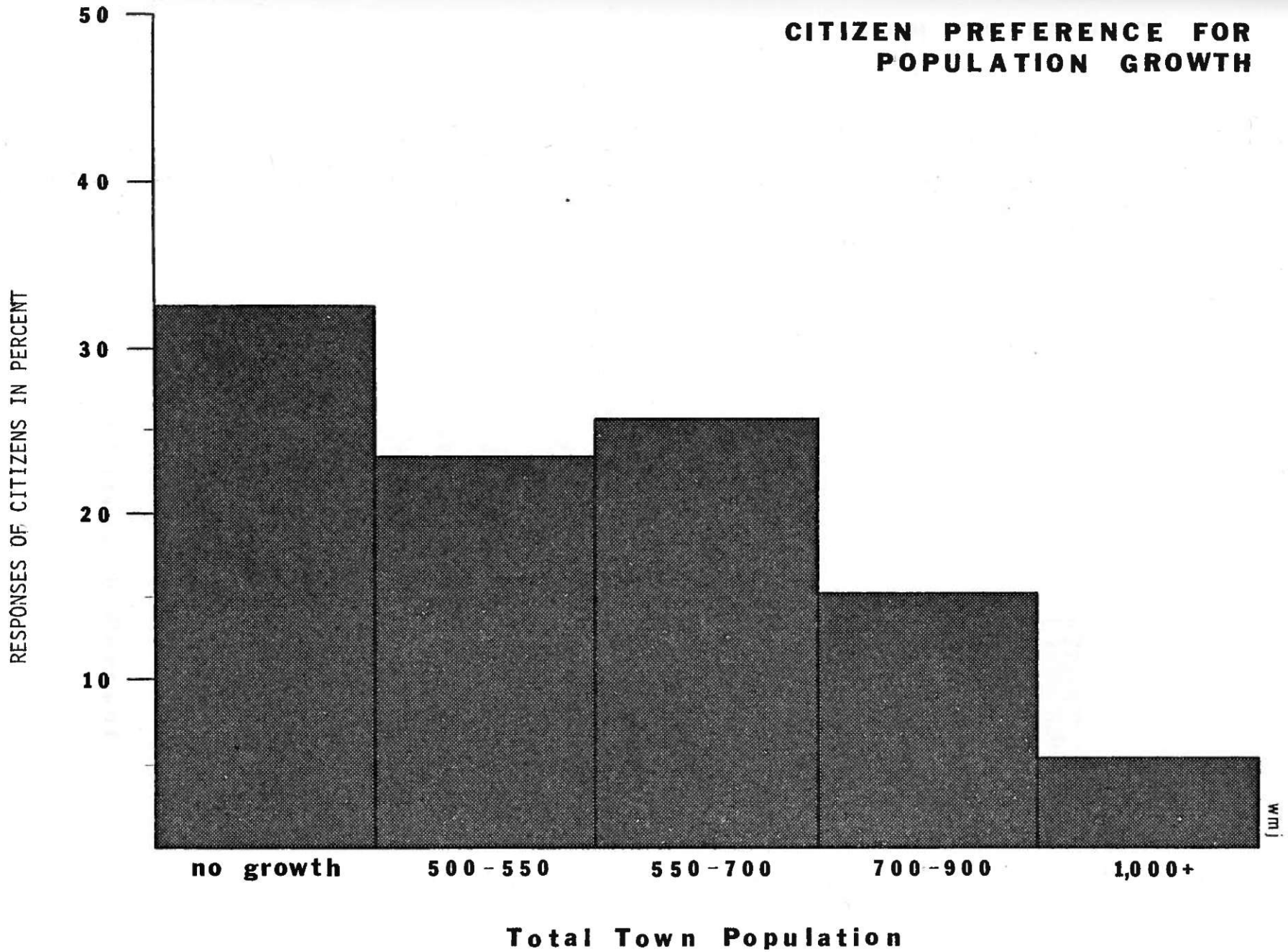


figure 2

CITIZEN PREFERENCE FOR GROWTH TYPE

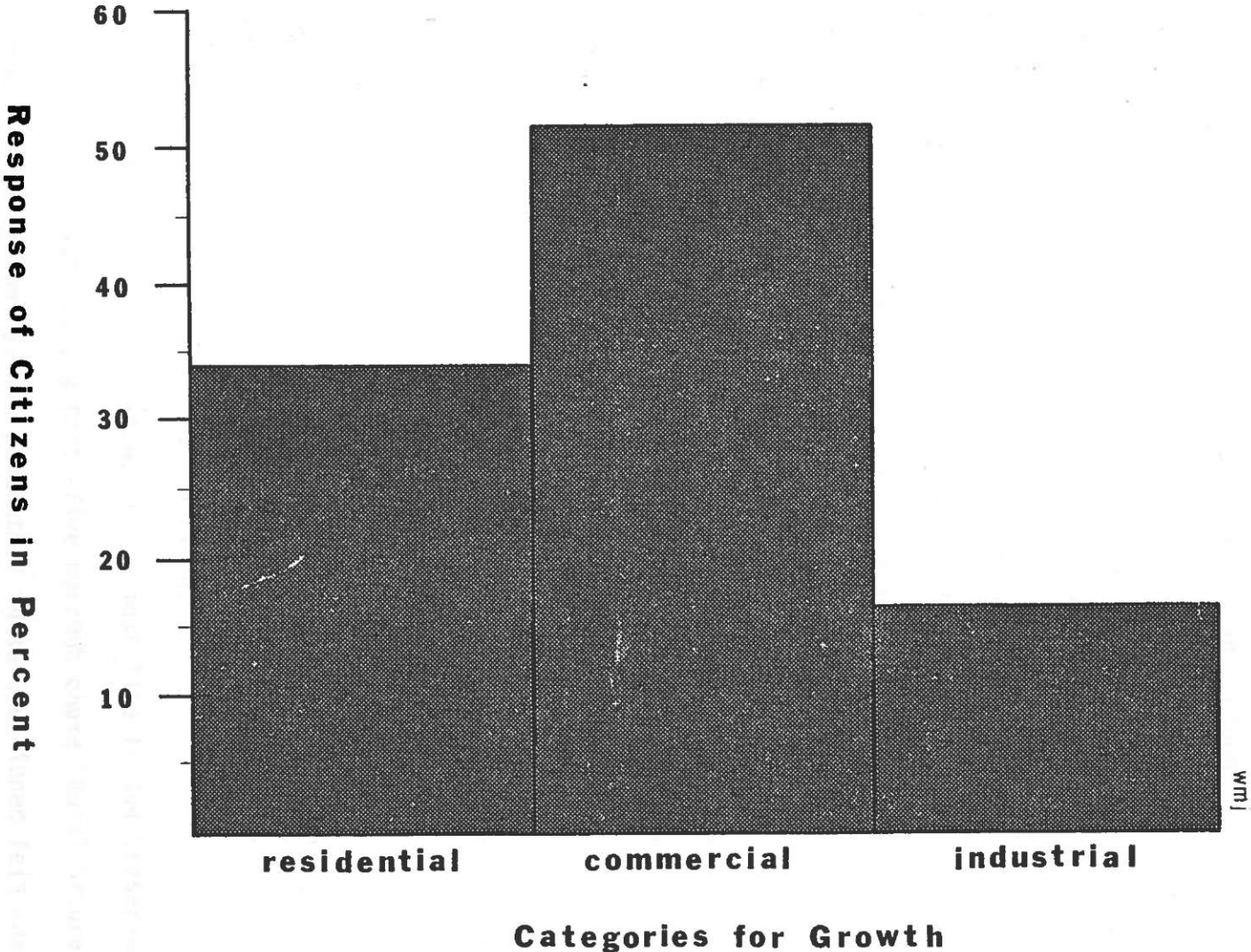


figure 1

The people of Morrison favor residential growth in the form of "homeowner" type housing. Seventy-eight percent of the respondents showed preferences toward single-family homes and condominiums. These units of residence are generally owned by the individual homeowners. This preference may be due to the permanence and the community-oriented attitudes exhibited by homeowners.

The final growth related topic from the survey relates to expansion of the town. It appears the residents of Morrison would prefer to see the town expand to the south and east. Seventy-four percent of the respondents favored these two corridors. Both directions lead to main traffic arteries around the town. Toward the east, C-470 and toward the south lies U.S. 285. One respondent suggested that Morrison should expand upward. This method may indeed be a more efficient utilization of the available land area.

HISTORIC PRESERVATION

This section deals with the questions asked about the historic preservation of Morrison. Although Morrison is a registered Historic District, there hasn't been a comprehensive plan developed to restore and preserve the historic character of the town. One possible start suggested by several people answering the survey is to give back to the town its original name of "Mt. Morrison."

On the question, "What would you most like to see preserved in Morrison?", an astonishing forty-five percent chose "Rural/Natural Environment." Only twenty-five percent of those questioned felt that the Historic District should be the primary preservation concern.

Followed by twenty percent for Morrison's present size and ten percent for the residential community.

An important question asked of the residents was whether the Historic District is an asset. A large majority (eighty-two percent) of those surveyed said yes, while eighteen percent responded negatively. This demonstrates that there is great concern for the town's heritage.

When those surveyed were asked about what the primary role of the Historic District should be in the future, forty-six percent stated that it should be a cultural center, while only twenty-seven percent felt it should be a tourist attraction, and fourteen percent indicated that it should be a commercial center. Also, in the space left for any other suggestions, thirteen percent or ten people wrote in "preservation."

On the degree of rehabilitation, forty percent expressed that the buildings should be restored to their original condition. But when asked how restoration should be paid for, the majority indicated federal or state grants. Any mention of tax money going into the restoration generated a response rate below twenty percent. Taxes were also mentioned in other parts of the survey and many more people preferred paying for services with taxes in those categories than in the Historic District question.

Several conclusions can be drawn from these questions. First of all, since the people of Morrison do not want any more traffic or tourists in the town, they feel that the Historic District should be a cultural center only for their use. They don't want a tourist attraction

like Georgetown or Silver Plume. However, the cultural events presently rated as fair in the community services part of the survey, might be more successful if centered around the Historic District.

Second and probably the most important conclusion is that in order to restore the buildings a large amount of money must be invested. The people have indicated that they would favor federal or state grants to pay for restoration.

Further study should be directed toward developing estimates of the cost of restoration as a supplement to the design phase of this project. If in fact the decision is made to restore the district, intensive and detailed historic research will be required to develop plans for an accurate restoration.

LENGTH OF RESIDENCE AND QUALITY OF LIFE

Morrison appears to attract and hold residents longer than the national average residency. Residency of the respondents ranged from two months to seventy-four years. The median length of residency was eight years, while the mean was fourteen years.

While forty-nine percent were indefinite about how long they plan to stay in Morrison, fifteen percent indicated that they plan to stay for life, two percent for ten to twenty years, seven percent for two to five years, and four percent for less than one year. It might be informative to compare the length of residency with the length of time they plan to remain in Morrison and also to compare the planned length of stay with home ownership.

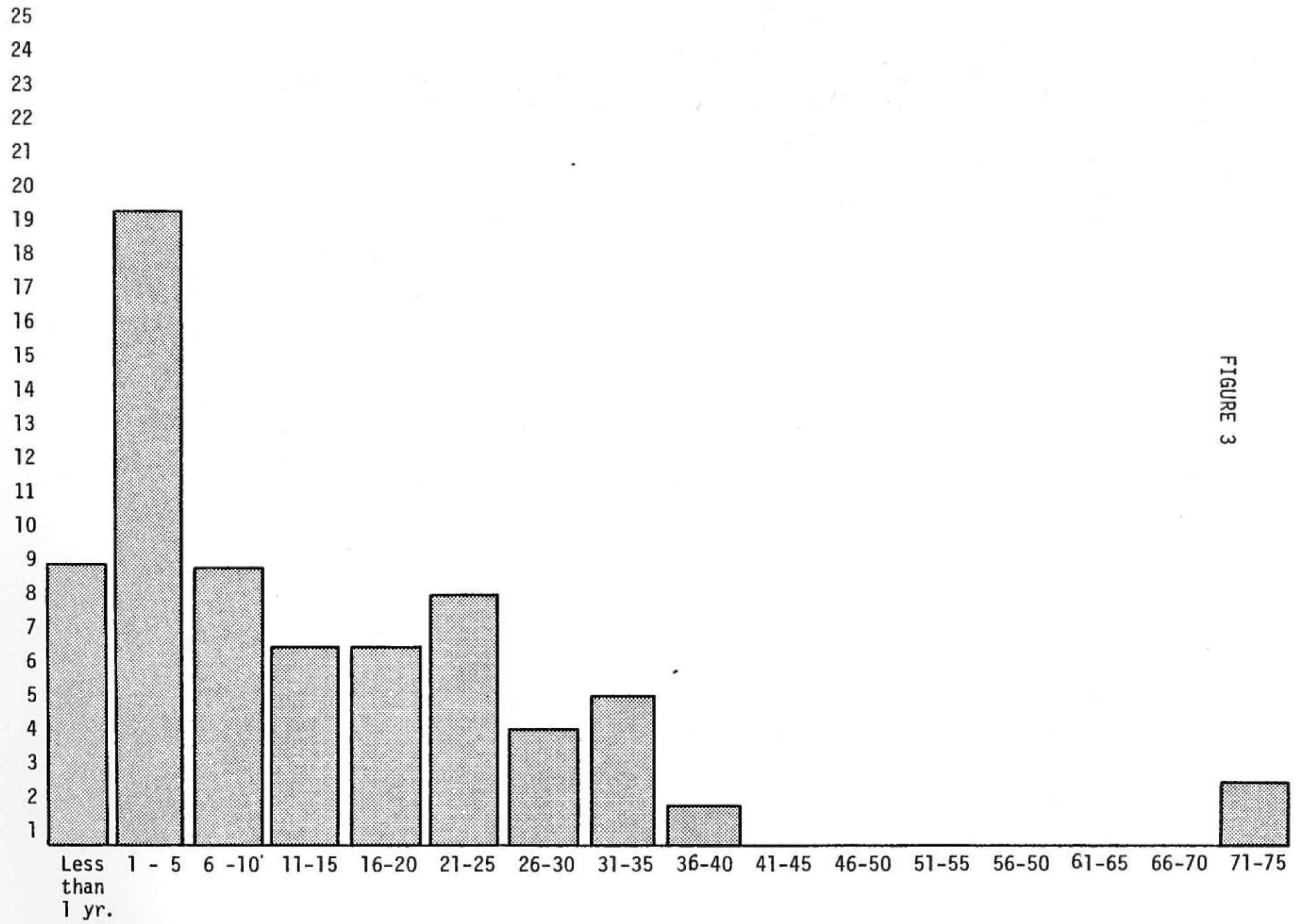


FIGURE 3

Traffic congestion is seen as the least desirable aspect of life in Morrison (forty-eight percent). Related problems, such as traffic noise, were mentioned repeatedly throughout the survey. Twenty-two percent indicated that the lack of shopping facilities was the main drawback to life in Morrison. Forty-nine percent indicated that commercial growth would be desirable. Tourists were stated to be the biggest problem by fourteen percent.

One area to study in the future is the interrelationship between traffic problems and tourists. Twelve percent said that the lack of services in Morrison was the least desirable aspect of the town. Several respondents indicated that a lack of community spirit led to problems within the community.

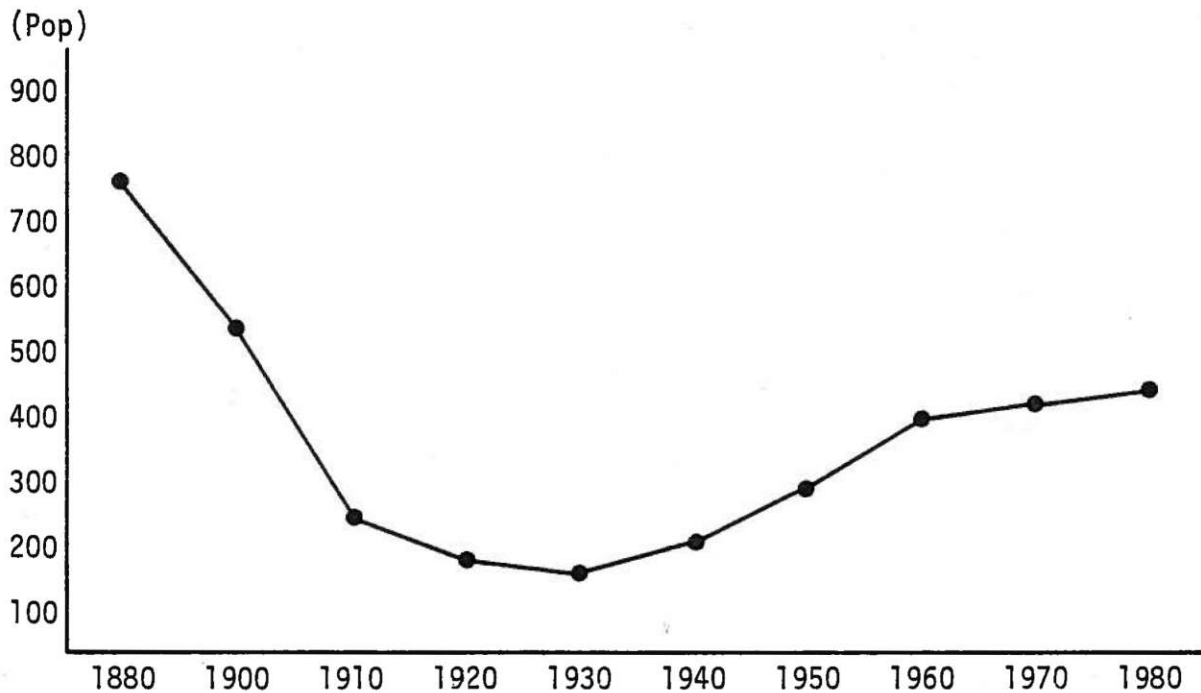
DEMOGRAPHY

A. Population Trends

A look at the population trends in Morrison from 1889, eight years after its founding, to 1980 reveals a cyclical pattern. A decade-to-decade analysis shows that Morrison experienced a peak in population in 1880 (750 persons), and its lowest total population in 1930 (187 persons). The pattern since 1930 has been one of slow but steady increases through 1980 (458 persons).¹

¹ U.S. Bureau of the Census, 20th Decennial Census, April 1, 1980, Preliminary Population and Housing Counts, released 25 June 1980.

Figure 4¹



The last two decades have evidenced only small increases in population growth. The decade 1960-1970 experienced a 3.1 percent growth rate (13 persons), while the decade 1970-1980 showed only slightly higher growth in population (19 persons), or. 4.3 percent.

The decline experienced between 1880 and 1930 was brought about by a decline of the primary economic bases, resort business and sandstone quarrying. Since 1930 the town has existed as a small residential community without a strong economic base. Future growth to a very large degree will depend on the growth rate and

¹ Source: U.S. Bureau of the Census, Washington, D. C.

spatial distribution of the population of the Denver Metropolitan area as well as the construction of the proposed C-470 Parkway.

B. Age-Sex Analysis

Because our survey did not produce a one hundred percent sample, it was necessary to use a ratio method to develop an age-sex analysis for Morrison. The following assumptions were used as a basis for this analysis. First, that the 1980 Census preliminary count of population (458 persons), was accurate enough to be used as a control figure. Secondly, that the 377 persons or eighty-two percent of the control population accounted for in the survey was sufficiently large to assume that the percentage mix of both the individual age intervals and of the male-female mix within those age intervals was representative of the total population.

The resulting age-sex breakdown and a comparison to an estimated age-sex mix for Colorado in 1980 follows. The data on this table includes the residents of the Pine Haven Nursing Home, while the population pyramid (Figure 6) excludes the nursing home population.

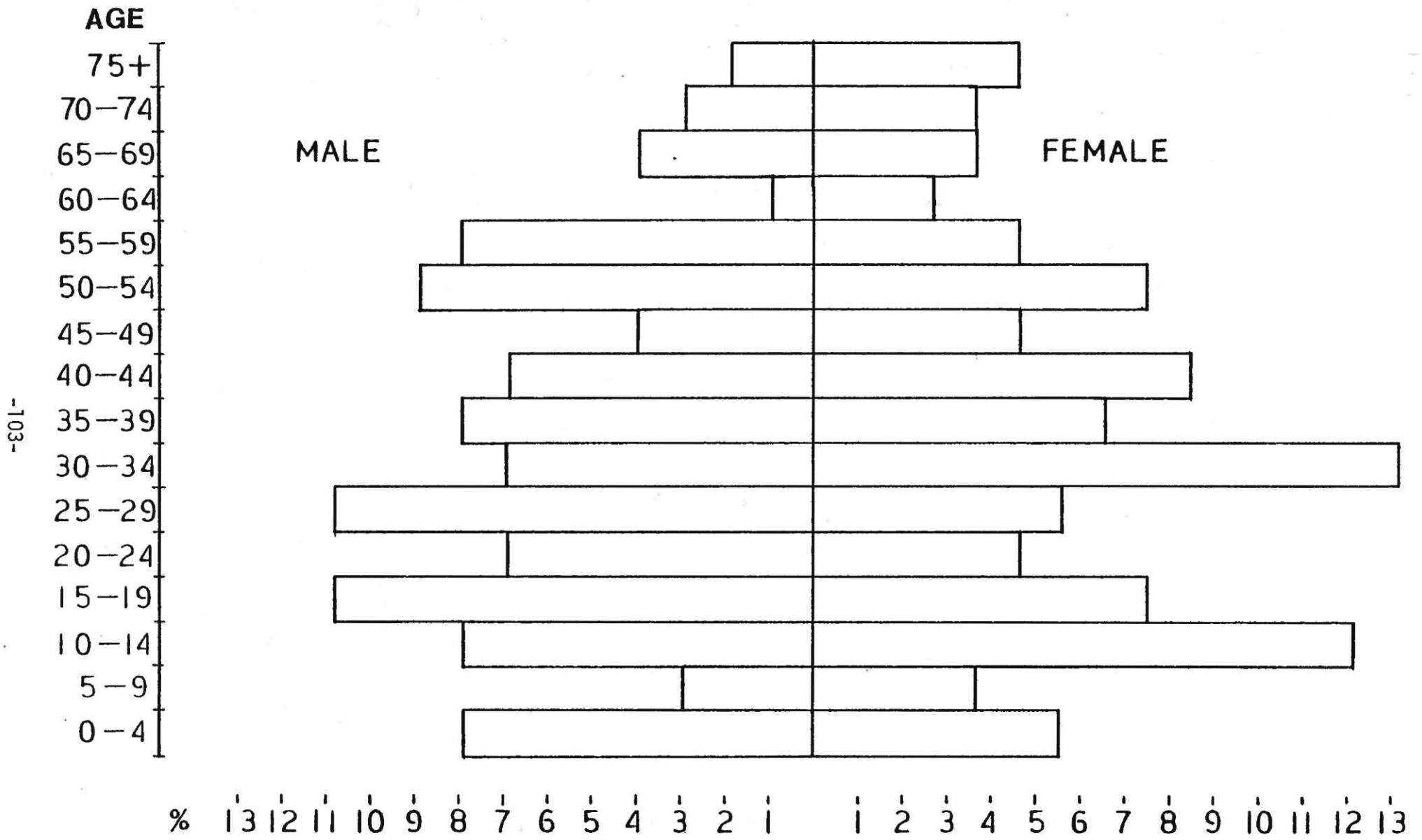
Colorado Division of Planning
Colorado, June, 1980

FIGURE 5

<u>Age Interval</u>	<u>Male</u>	<u>Female</u>	<u>Overall %</u>	<u>Colorado¹</u>
0 - 4	10	7	.037	.077
5 - 9	4	5	.020	.073
10 - 14	10	16	.057	.074
15 - 19	14	10	.052	.091
20 - 24	9	6	.033	.098
25 - 29	14	7	.046	.099
30 - 34	9	19	.061	.092
35 - 39	11	9	.044	.067
40 - 44	9	14	.050	.054
45 - 49	9	7	.035	.050
50 - 54	14	16	.066	.048
55 - 59	19	13	.070	.044
60 - 64	11	9	.044	.037
65 - 69	15	15	.066	.030
70 - 74	15	23	.083	.023
75+	34	75	.237	.036
<u>Total</u>	<u>207</u>	<u>251</u>		

¹ Source: Demographic Section, Colorado Division of Planning, Denver, Colorado; June, 1980.

FIGURE 6



C. Mean Age

Mean age of the overall population is 54.0. For males it is 54.5, as opposed to 57.4 for females. It should be noted that these figures are high when compared to Colorado as a whole due to the fact that the residents of the Pine Haven Nursing Home make up thirty-five percent of the total population. If adjustment is made for this obvious imbalance, the overall mean age of the population is 32.3; 31.6 for males and 33.0 for females. The current estimate of mean age for Colorado is 28.25 overall; 27.25 for males and 29.25 for females.¹

D. Population Per Household

The 1980 census preliminary counts are indicating a population per household of 2.42 persons for Morrison. This is down from an estimated 3.11 in 1975.² A decrease of this type is consistent with national trends though the current Morrison figure of 2.42 is even lower than the current estimate for the entire state in 1980 (2.60 - 2.72).

E. Education and Employment

Again it should be emphasized that a one hundred percent return was not obtained on the survey. However, based on the obtained

¹ Source: Demographic Section, Colorado Division of Planning, Denver, Colorado, June, 1980.

² Based on figures from Morrison Master Plan, Oblinger-Smith Corporation, 1974.

sample of sixty-five percent, the following pattern of educational attainment was determined.

Figure 7

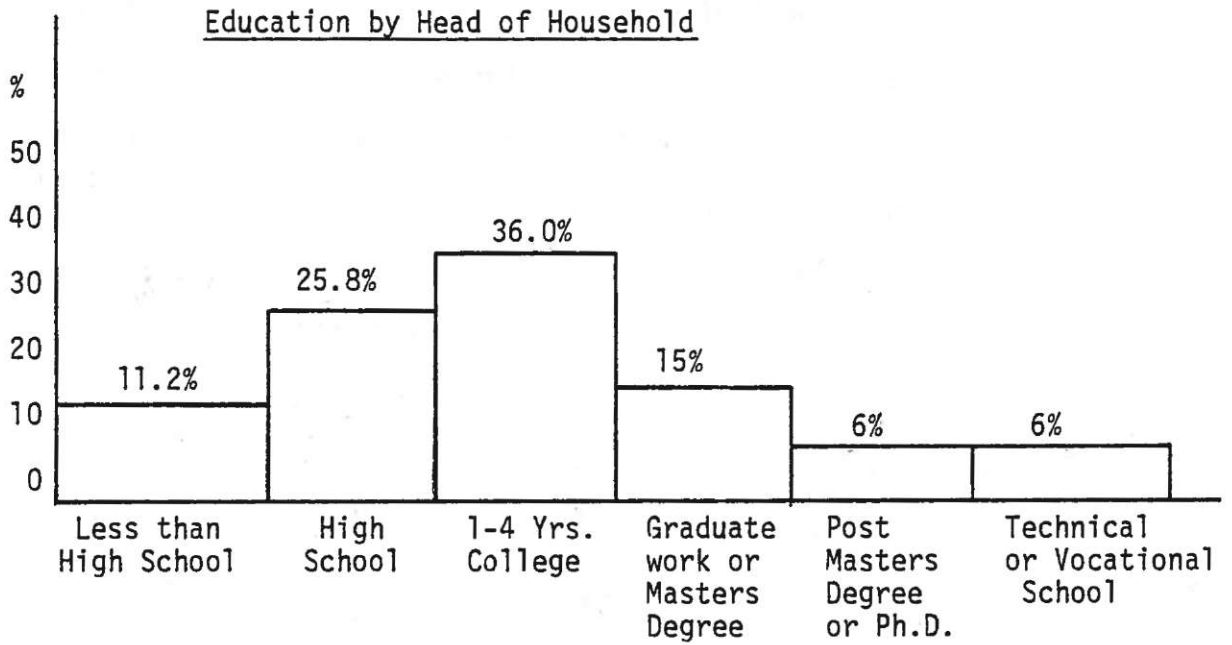
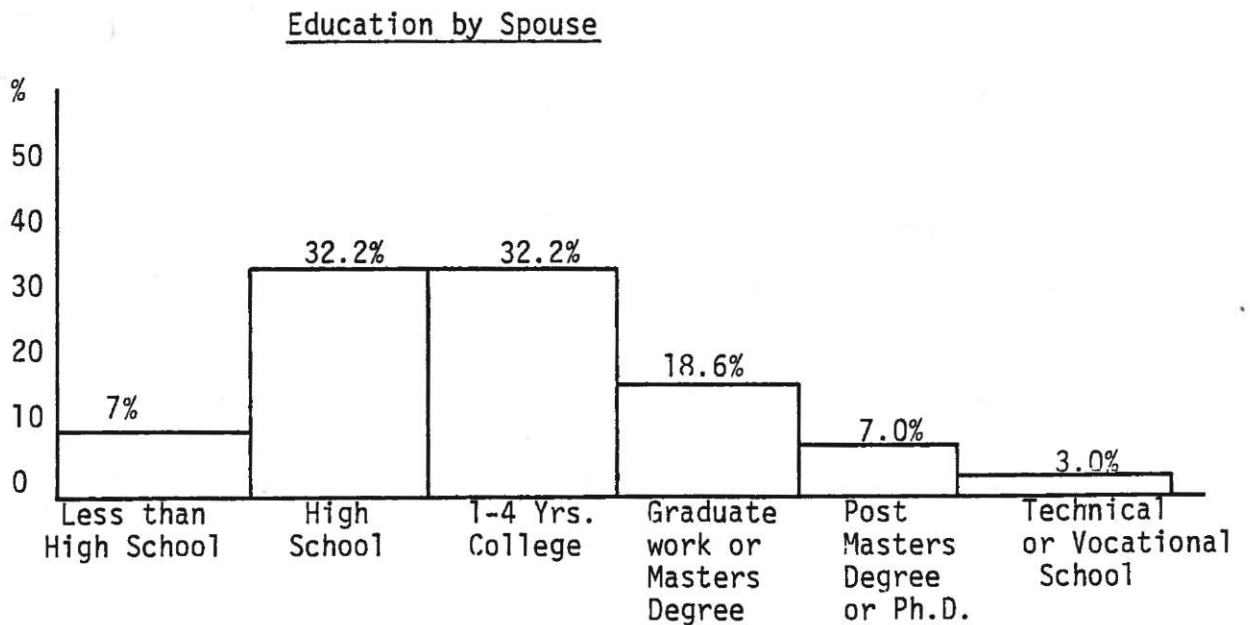


Figure 8

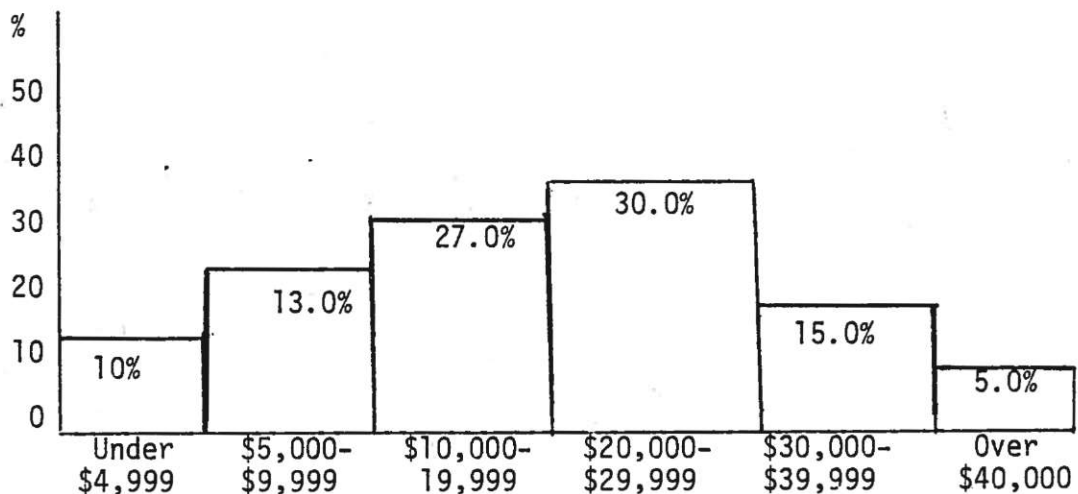


Over fifty-six percent of the people who responded to the education section of the questionnaire had completed one or more years of college education. Sixteen percent had completed one or more years of graduate work, while 10.8 percent had attempted some education beyond the master degree level. This level of educational attainment is reflected in the range of occupations indicated on the survey. Though a wide range of occupations were specified, the emphasis is definitely in the professional and technical fields.

F. Income

The following income pattern was indicated, based upon a fifty-one percent sample. As would be expected, the income pattern is consistent with the pattern of educational attainment.

Figure 9
Income Distribution



An overall per capita income figure was impossible to calculate with the data available. However, other sources show

a significant increase during the period 1969-1977. The July 1, 1969 per capita income¹ for Morrison was \$3,196; by July 1, 1977² this had increased to \$6,594.

G. Housing

The master plan prepared in 1975 for Morrison indicated that there were 106 dwelling units within the town at that time. This resulted in a housing density of .86 units per acre (based on a total town area of approximately 123 acres) and a population density of 3.98 persons per acre. Based upon the 1980 census preliminary counts of population and housing, there are now 143 dwelling units within the town, resulting in an increase in housing density of thirty-five percent. The 1980 housing density is 1.16 units per acre, while at the same time the population density has decreased by 6.5 percent to 3.72 persons per acre.

Additionally, the majority of units are owned rather than rented. Sixty-seven percent of the dwelling units are owned, while only thirty-three percent are rented.

It is suggested that future studies of the demographic characteristics of Morrison be directed toward obtaining a more accurate count of the total population with particular emphasis on the resulting age distribution. This would provide a better understanding of future community needs.

¹ U.S. Bureau of the Census, Washington, D.C., 1970

² U.S. Bureau of the Census, Washington, D.C., 1980.

Morrison Town Survey

Instructions:

1. Please fill this survey out right now.
2. Unless otherwise indicated, give only one answer to each question.
3. Circle the number of the answer that best answers the question.
4. If you choose "Other", please specify what answer would be correct.
5. Please answer all questions.
6. Place your completed survey in the accompanying envelop and seal.
7. Someone will be by to pick up your completed survey tomorrow.
8. If no one will be home tomorrow, please leave the survey where it can be found by the person collecting them.

Thank you

Note: Numbers in parenthesis are the number of responses for each answer.

TABLE 1

1. Why do you live in Morrison?
 1. Small town atmosphere. (41)
 2. Mountain living. (28)
 3. Sense of community. (2)
 4. Born here. (4)
 5. Business. (9)
 6. Other (Specify) _____
2. How long have you lived in Morrison? _____
3. Do you own or rent your home? Own (59), Rent (29)
4. How long do you expect to continue to live in Morrison? _____
5. What would you most like to see preserved in Morrison?
 1. Historic district. (25)
 2. Present size. (20)
 3. Rural/natural environment. (46)
 4. Residential community. (10)
 5. Other (Specify) _____
6. What do you like best about Morrison?
 1. Small town atmosphere. (37)
 2. Quaint, quiet downtown area. (4)
 3. Open land and rural character of the area. (40)
 4. Nearby recreational activities. (7)
 5. Easy commuting to work while living in a rural area. (23)
 6. Other (Specify) _____
7. What do you like least about Morrison?
 1. Traffic congestion. (43)
 2. Tourists. (12)
 3. Lack of local services. (11)
 4. Lack of shopping facilities. (19)
 5. Other (Specify) _____
8. Do you feel that the Morrison Historic District is an asset to the town?
 1. Yes (69) 2. No (15)
9. What is the primary role that you feel the historic district should play in the future development of Morrison?
 1. Tourist attraction. (22)
 2. Cultural center. (36)
 3. Commercial Center (11)
 4. Other (Specify) _____

10. To what degree do you think rehabilitation of the buildings in the historic district should be attempted?
1. Not at all. (11)
 2. General cleaning. (16)
 3. Paint and masonry touch up. (29)
 4. Restoration to original condition (historically accurate, at least in terms of the building exteriors.) (37)
11. Would you favor downtown restoration if paid for by: (Please circle one answer for each item.)
- | | | | | |
|-------------------------------------|------|--------|--------|------|
| 1. Federal or State grant. | (57) | 1. Yes | 2. No. | (24) |
| 2. Increased sales tax in Morrison. | (14) | 1. Yes | 2. No. | (64) |
| 3. Sale of bonds by Morrison. | (24) | 1. Yes | 2. No. | (40) |
| 4. Increased property tax. | (8) | 1. Yes | 2. No. | (66) |
12. Do you feel that more events should be held in Morrison designed to attract people from other communities?
1. Yes(40)2. No. (44)
13. What types of events should be held? _____,
 _____,
14. Do you feel that you are adequately informed about your local government?
1. Yes(37)2. No. (49)
15. Is your local government responsive to the needs of the community?
1. Yes(37)2. No. (42)
16. How often do you attend town meetings?
1. Never. (32)
 2. Rarely. (24)
 3. Occasionally. (23)
 4. Frequently. (4)
 5. Always. (6)
17. Why? _____

18. Should Morrison work with the communities upstream on Bear Creek for regional planning purposes?
1. Yes(71)2. No. (14)

19. How do you think increased town revenues should be generated?
1. Increased property tax. (2)
 2. Increased sales tax. (24)
 3. Bond Issue. (12)
 4. Increased tourist trade. (23)
 5. Industrial development. (14)
20. In which category or categories would you like to see growth take place?
(You may choose more than one.)
1. Residential. (30)
 2. Commercial. (46)
 3. Industrial. (15)
21. Morrison now has approximately 458 residents. How much growth, by the year 2000, do you think would be optimum?
1. No growth. (26)
 2. Total town population of 500-550. (18)
 3. Total town population of 550-700. (20)
 4. Total town population of 700-900. (12)
 5. Total town population of 1000+. (4)
22. In your opinion, new residential growth should be in the form of:
1. Single family homes. (59)
 2. Duplexes. (8)
 3. Condominiums. (18)
 4. Apartment buildings. (13)
23. In which direction do you feel Morrison should expand?
1. North. (10)
 2. South. (44)
 3. East. (27)
 4. West. (4)
 5. Along Bear Creek. (5)
24. Are you aware of the plans for the C-470 Parkway?
1. Yes(64) 2. No. (26)
25. Do you feel that there should be an interchange on C-470 that links directly to Morrison?
1. Yes(61) 2. No. (26)

26. Are you in favor of building the Morrison/C-470 interchange if the result is: (Please circle one answer for each item.)
- | | | |
|---|------------|-------------|
| 1. Easier, faster trips to work and shopping. | 1. Yes(60) | 2. No. (21) |
| 2. Increase in the number of tourists in Morrison. | 1. Yes(43) | 2. No. (38) |
| 3. New businesses at the Junction of C-470 and Morrison Road. | 1. Yes(42) | 2. No. (33) |
| 4. More traffic in Morrison. | 1. Yes(16) | 2. No. (60) |
| 5. Tourists using the facilities at the interchange instead of in town. | 1. Yes(34) | 2. No. (44) |
| 6. Increased residential development. | 1. Yes(30) | 2. No. (48) |
| 7. Increased commercial development. | 1. Yes(34) | 2. No. (45) |
| 8. Increased industrial development. | 1. Yes(21) | 2. No. (59) |
27. If you could get to work by mass transit, would you use it?
1. Yes(61) 2. No. (26)
28. If you could get to shopping facilities by mass transit, would you use it.
1. Yes(52) 2. No. (34)
29. Do you think Morrison should be served by RTD?
1. Yes(72) 2. No. (12)
30. Do you think that traffic congestion should be eased by: (Circle one answer for each item.)
- | | | |
|--------------------------------------|------------|-------------|
| 1. Diverting traffic away from town. | 1. Yes(51) | 2. No. (19) |
| 2. Closing Stone Street to traffic. | 1. Yes(17) | 2. No. (43) |
| 3. Other (Specify) _____ | | |
31. Would you favor construction of a bike/pedestrian path connection Mt. Falcon Park and Red Rocks Park if paid for by outside funding?
1. Yes(61) 2. No. (24)
32. How far does each working member of your household travel to work?
- Person #1. _____
- Person #2. _____
- Person #3. _____
- Person #4. _____
33. Would you be willing to pay increased taxes to fund additional or improved town services?
1. Yes(24) 2. No. (62)

34. How do you feel about the following services in your community? (Indicate by circling appropriate number to the right of each item.)

	Ex.	Good	Fair	Poor	Unavail. but needed	Unavail but not needed
Transportation	1(0)	2 (2)	3 (6)	4 (11)	5 (54)	6 (10)
Elementary schools	1(32)	2 (31)	3 (9)	4 (2)	5 (1)	6 (2)
High School	1(9)	2 (24)	3 (10)	4 (4)	5 (6)	6 (24)
Crime protection	1(5)	2 (28)	3 (26)	4 (22)	5 (4)	6 (1)
Fire protection	1(23)	2 (42)	3 (12)	4 (3)	5 (0)	6 (0)
Street maintenance	1(0)	2 (12)	3 (22)	4 (49)	5 (3)	6 (0)
Snow removal.	1(3)	2 (22)	3 (26)	4 (32)	5 (1)	6 (1)
Trash/garbage removal	1(3)	2 (19)	3 (18)	4 (34)	5 (5)	6 (6)
Recreation and Parks	1(8)	2 (25)	3 (21)	4 (22)	5 (3)	6 (6)
Water Supply	1(4)	2 (20)	3 (31)	4 (33)	5 (0)	6 (0)
Sewer	1(4)	2 (38)	3 (36)	4 (8)	5 (0)	6 (0)
Parking	1 (0)	2 (8)	3 (26)	4 (45)	5 (6)	6 (1)
Cultural activities	1(0)	2 (19)	3 (31)	4 (18)	5 (10)	6 (3)
Library Services	1(1)	2 (2)	3 (15)	4 (29)	5 (26)	6 (7)
Planning	1(0)	2 (8)	3 (30)	4 (35)	5 (3)	6 (2)
Zoning	1(0)	2 (15)	3 (30)	4 (27)	5 (4)	6 (1)
Medical care	1(2)	2 (9)	3 (7)	4 (18)	5 (28)	6 (17)

35. How should increased costs for existing levels of services be paid for?

1. Increased property tax. (12)
2. Increased sales tax. (35)
3. Municipal bonds. (35)

36. Where do you do your everyday (i.e., grocery, etc.) shopping?

1. Green Mountain. (47)
2. Bear Valley. (13)
3. Evergreen. (0)
4. Other (Specify) _____

37. Would you be willing to support a town newsletter?

1. Yes(48) 2. No. (38)

38. Household makeup: Please indicate the sex and age of every person living in your household:

Person	Sex (M or F)	Age
--------	--------------	-----

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

39. Indicate the highest level of education completed by the head of your household. (Circle number.)

1. Less than high school. (10)
2. High school. (23)
3. College - 1, 2, 3, 4 years (Degree _____) (32)
4. Graduate work and/or Masters Degree. (13)
5. Post Masters or Doctoral Degree. (5)
6. Technical or vocational school. (6)

40. Using the same categories as in question #39, please indicate the highest level of education completed by the head of household's spouse. (Circle number.)

1 2 3 4 5 6
(4)(19)(19)(11)(4) (2)

41. Occupation of head of household? _____

42. Occupation of spouse? _____

43. Which of the categories best describes your total family income before taxes for the year 1979: (Circle one number.)

1. Under \$4,999. (7)
2. \$5,000 - \$9,999. (9)
3. \$10,000 - \$19,999. (19)
4. \$20,000 - \$29,999. (21)
5. \$30,000 - \$39,999 (11)
6. Over \$40,000. (4)

44. Additional Comments: (This space is provided for you to elaborate on any subject that you feel necessary.)

