

TOWN OF PLATTEVILLE

Economic Development Strategic Plan

2020 – 2025





LETTER FROM THE TOWN BOARD

The Town of Platteville is pleased to present the 2020-2025 Economic Development Strategic Plan to our community. This five-year Strategic Plan builds upon past Plans and commitments with future economic prosperity as the cornerstone of all we commit to our community. As we continue to grow, we look to you, our community, as to how you envision a Town that serves your needs. The process for this Plan was unlike any other. We focused on an extensive listening period — gathering feedback in a multitude of ways.

As a living document, this plan is intended to be flexible, adjusting and changing over the years as necessary to meet business and community needs. We want to continue to hear about how we can improve our existing services, and what we should consider for the future. Please reach out to us with any questions or feedback. Last, but certainly not least, we want to thank you for your time and dedication in making this Plan possible. From attending meetings to filling out surveys, your contributions were extremely valuable and made this Plan stronger.

PLATTEVILLE BOARD OF TRUSTEES

- › Mayor - Adrienne Sandoval: asandoval@plattevillegov.org
- › Mayor Pro Tem - Larry Clark: lclark@plattevillegov.org
- › Troy Blum: tblum@plattevillegov.org
- › Spencer Bradnan: sbradnan@plattevillegov.org
- › Harold Leggett: hleggett@plattevillegov.org
- › Hope Morris : hmorris@plattevillegov.org
- › Nick Ralston: nralston@plattevillegov.org

TOWN MANAGER

- › Troy Renken: trenken@plattevillegov.org

ATTEND ONE OF OUR REGULAR MEETINGS

- › 7 p.m.
- › 1st and 3rd Tuesday of each month
- › Town Hall, 400 Grand Avenue
Platteville, CO 80651

HISTORY

Named for the nearby South Platte River, the Old West town of Platteville was surveyed and the plat filed on July 17, 1871, in Weld County. Platteville's origins are traced back to Fort Vasquez, an important 1830's fur trading post. With the Union Pacific Railroad running through, Platteville was described as a "hustling little frontier town". Platteville's first general store was established in the late 1870's and contained the store, post office, and a small hotel.

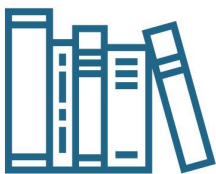
Platteville took over St. Vrain Post Office in 1875, as the Platteville Post Office. In 1879, the town's population was just 50 people. The first successful crop in the area was potatoes, and a coal mine began operation in 1887. Some of the other early businesses included an icehouse, a cheese factory, and a brick factory. By 1910 Platteville boasted four general stores, two banks, two bakeries, two barber shops, two butcher shops, two blacksmith shops, two weekly newspapers, two hotels, one drug store, one cobbler shop, and one clothing and dry goods store.

The town served people from all the surrounding valleys: St. Vrain, Big and Little Thompson, and ranchers on the eastern Great Plains. The Methodist Church was the first to be built in 1871, soon followed by St. Nicholas Catholic Church.



The Platte River’s fertile valley has long been known for its livestock and poultry, with over 200 farms now located in the surrounding area. Weld County is ranked 8th in the nation for agricultural counties, and Platteville is proud of that heritage. With the Union Pacific Railroad, Highway 85 and Highway 66 on the edges of Town, Platteville is uniquely situated for agricultural, commercial and light industrial business.

With abundant open space, nearby amenities such as Fort Vasquez, family parks, great schools, a wonderful museum and a local library, Platteville is well known for small town living, where neighbors know neighbors and people are the foundation of the lifestyle. A short drive from Denver International Airport, the shopping and nightlife of Denver, and the famed ski slopes of the Rocky Mountains, Platteville is a great place to build a business and raise a family. With opportunities to volunteer and be a part of the many service organizations in Town, Platteville offers a welcoming atmosphere and high quality of life.



LIBRARY



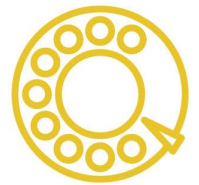
MUSEUM



SCHOOLS



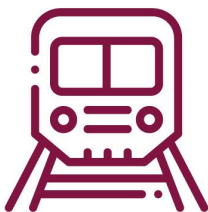
ENERGY
PRODUCTION



SERVICE
CLUBS



PARKS



RAILROAD



AGRICULTURE



FAMILY FARMS
AND RANCHES



CHURCHES

With the help of expanding industries, a thriving culture, and surging development, Weld County is welcoming business, talent, and entrepreneurship from around the globe. Explore what the Platteville possibilities are!

With a population of 3,000, Platteville is at heart a small town where relationships are valued and families have returned to raise their children for generations. Our historic Main Street has local unique businesses that are family owned and operated, while other businesses in town are nationally known companies.

The population is projected to grow over the next five years, bringing in more opportunities and possibilities. Platteville supports opportunities that reflect our heritage in agriculture and industry, and we are prepared to handle business needs. Platteville considers each business, commercial, and industrial opportunity on an individual basis.

With a median home value of \$186,598 and a wide range of home buying opportunities, the Town is prepared to grow as the economy of northern Colorado grows, attracting people who love the small town lifestyle, family friendly community activities, and great schools. The University of Northern Colorado is a 15 minute drive, Colorado State University is a 30 minute drive, and AIMS Community College and Front Range Community College have expansive technical and continuing education programs that appeal to a wide range of students.

3,003
POPULATION



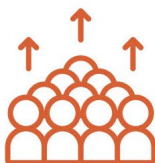
3.1%

LABOR FORCE GROWTH
RATE IN WELD COUNTY



22%

POPULATION
GROWTH IN
WELD COUNTY



\$186,598




THE MEDIAN HOME VALUE

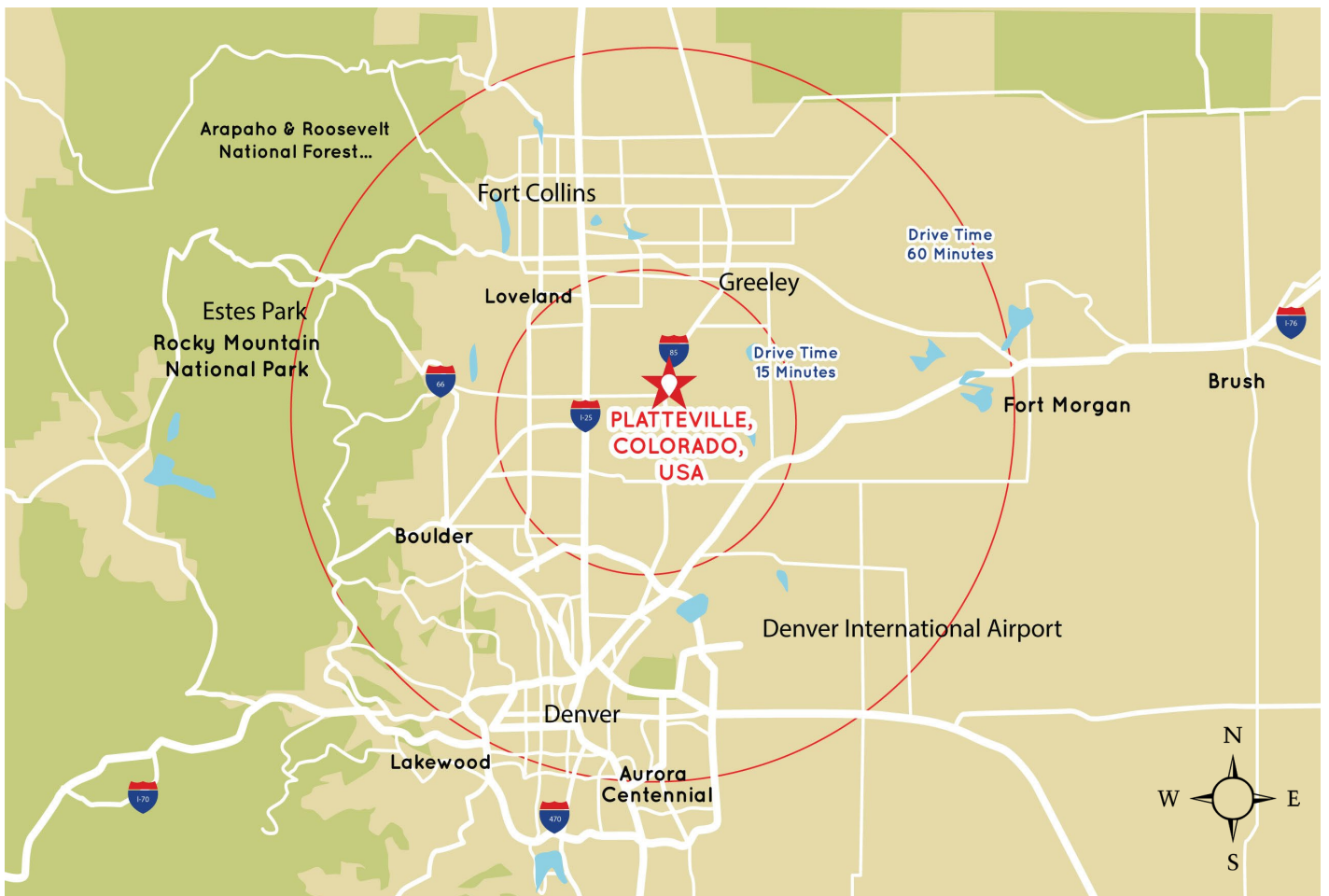


Source : State Demographer's Office

GEOGRAPHIC LOCATION

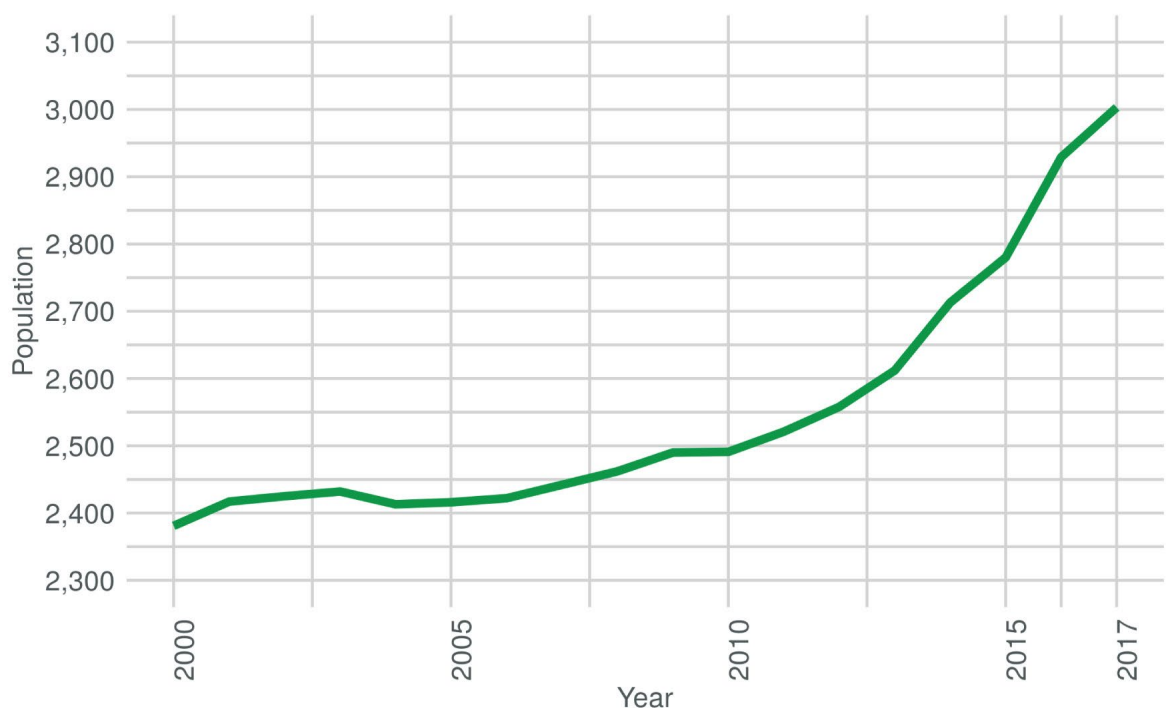
Within 40 minutes of Denver International Airport, less than an hour from downtown Denver and the heart of the Rocky Mountains in Estes Park, Platteville is centrally located for shipping, shopping and skiing. We offer access to your consumer base, quick connections to major shipping and areas of commerce, and we are well positioned to access the rest of the country (and world) within a single day's truck haul. With opportunities to partner with Union Pacific Railroad, the possibilities in Platteville are endless.

CONNECTIVITY BY	
 AIR	Less than an hour from Denver International Airport and also served by multiple regional airports.
 HIGHWAY	Immediately adjacent to Highway 85 and 66, within 30 minutes of I-70 and I-25, and quick access to I-76.
 RAIL	Union Pacific and BNSF rail lines and rail served sites are available.



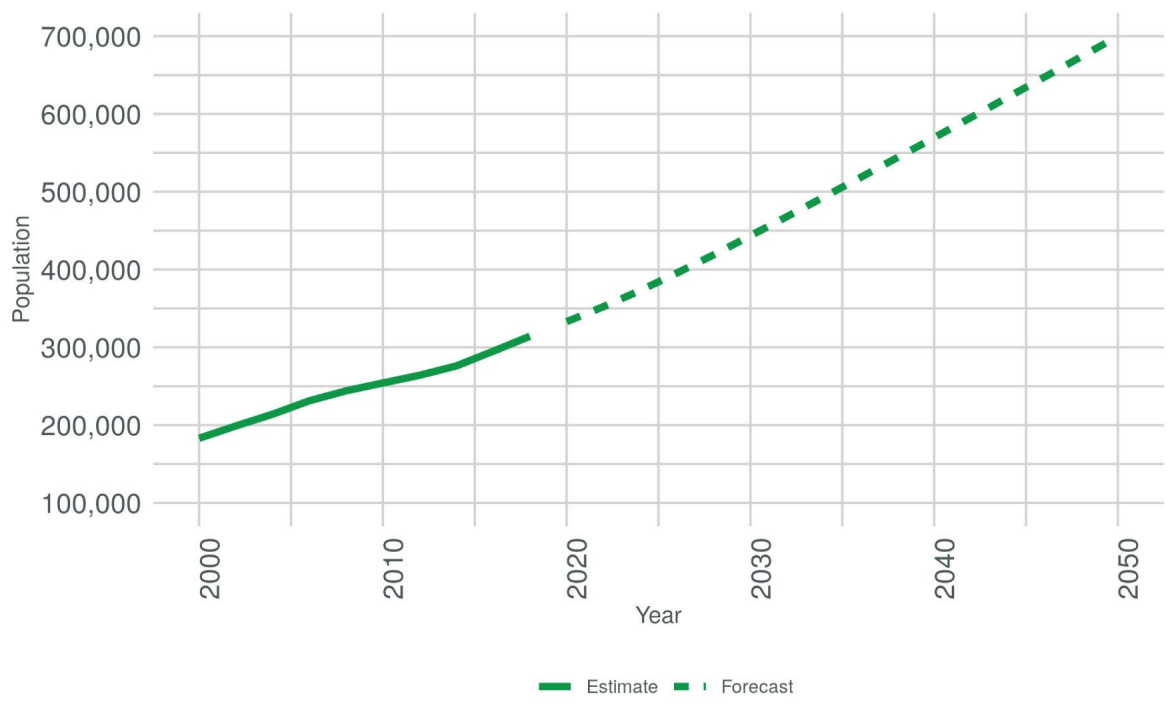
POPULATION

Platteville **Population, 2000 to 2017**



Source: State Demography Office, Print Date: 12/16/2019

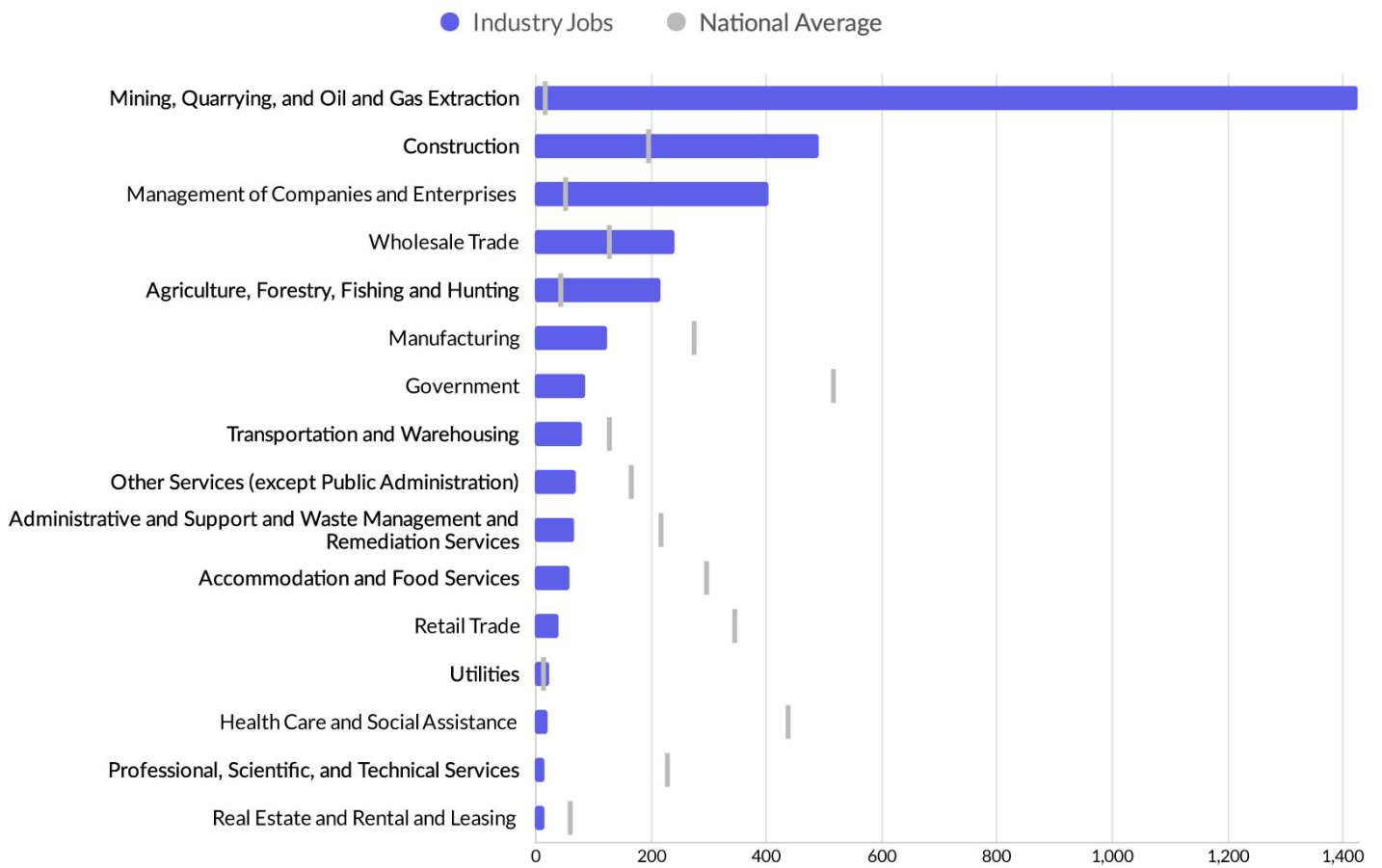
Weld County **Population Forecast, 2000 to 2050**



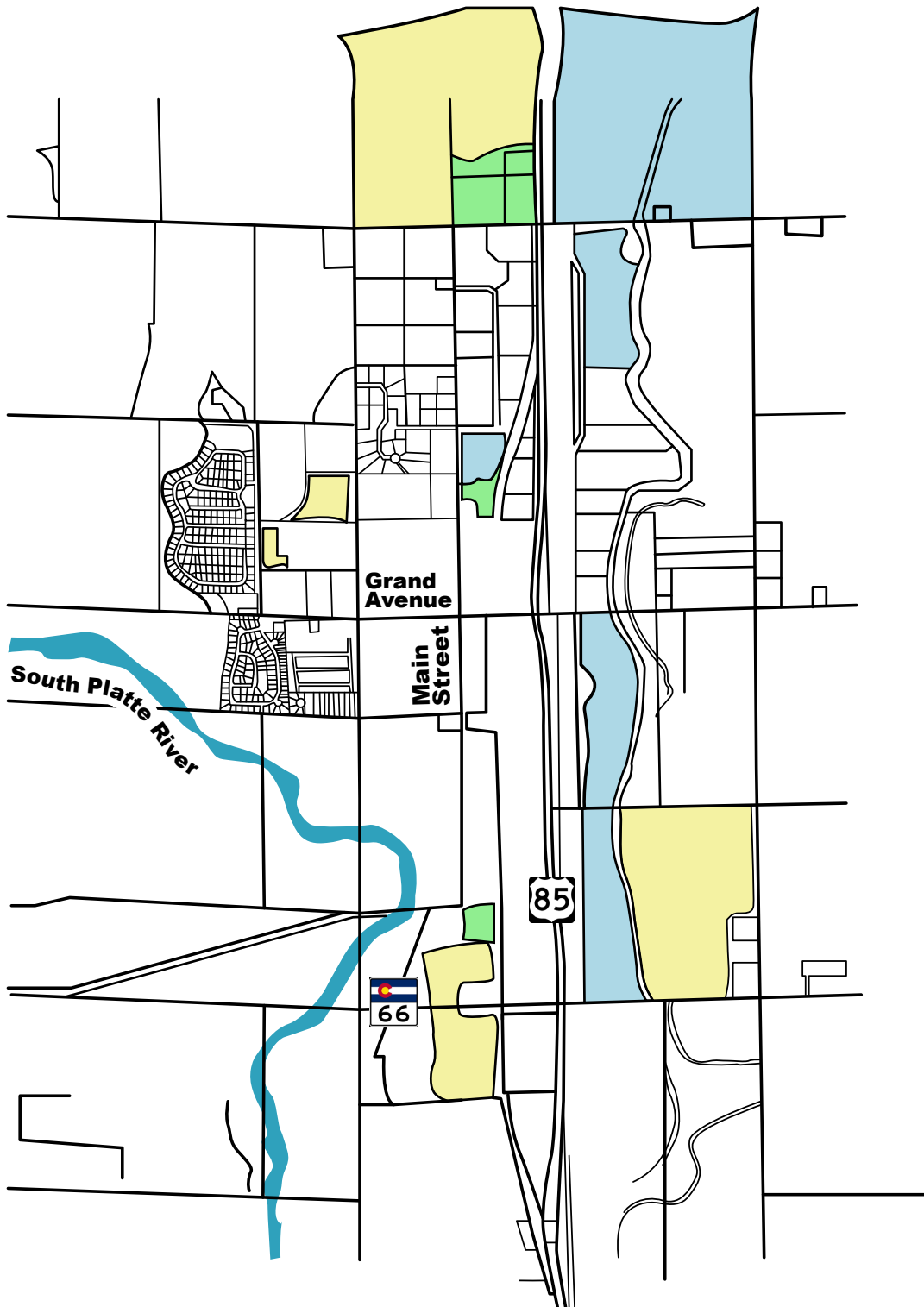
Source: State Demography Office, Print Date: 12/16/2019



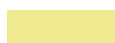
Industry Characteristics

Largest Industries



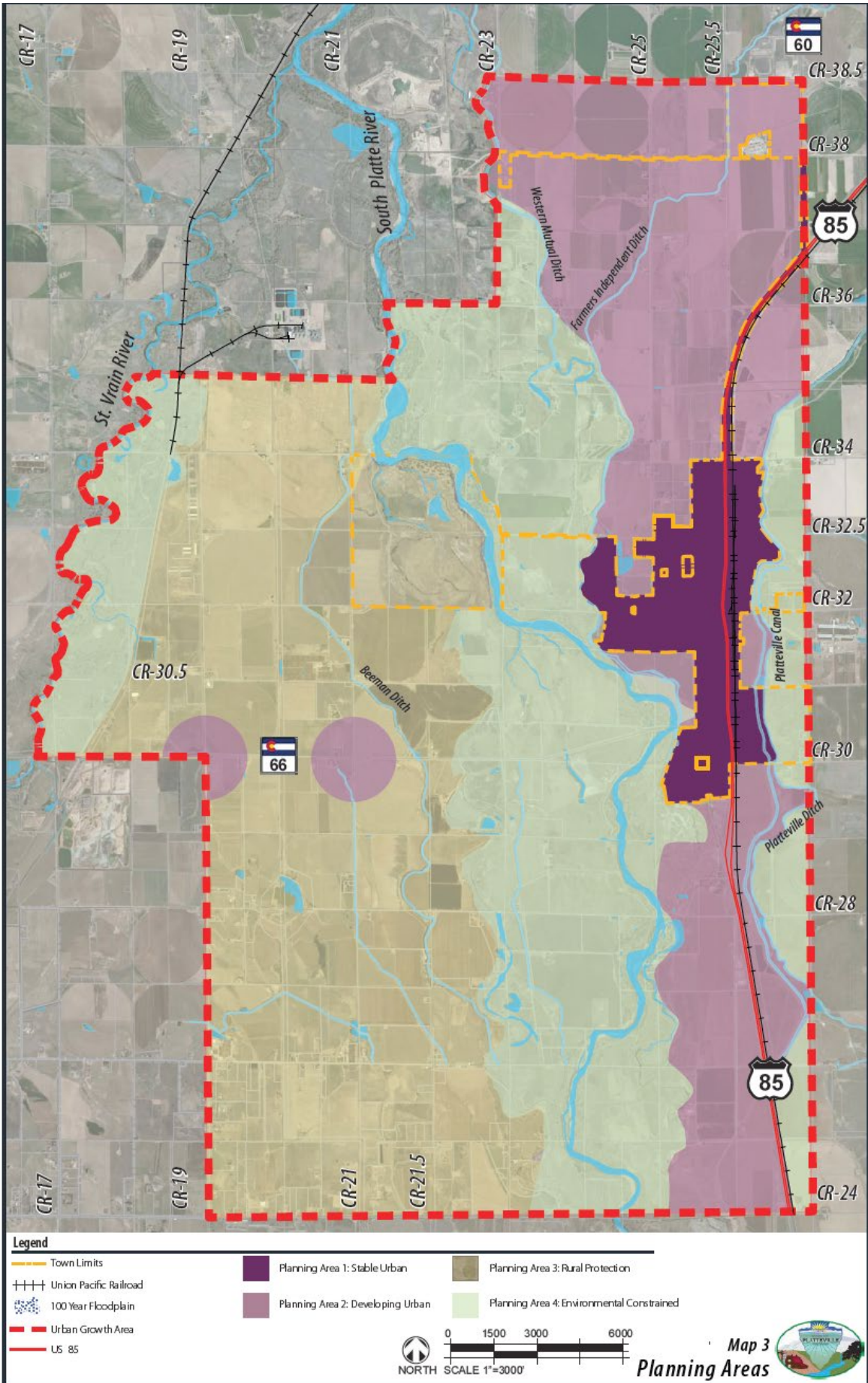
OPPORTUNITIES MAP



-  Industrial /Rail Access
-  Commercial (CC)
-  (R-1, MF or RE)

The Town has identified these areas as opportunities for development. Please contact the Town for more information about location, infrastructure and availability.

PLATTEVILLE GROWTH AREA



PLATTEVILLE TOWN MAP NORTH



Companies

- A. Redl Services
- B. Reliance Energy
- C. Willow Creek
- D. Kasten's
- E. National Oil Well
- F. Oxydental
- G. Schlumberger
- H. TJT

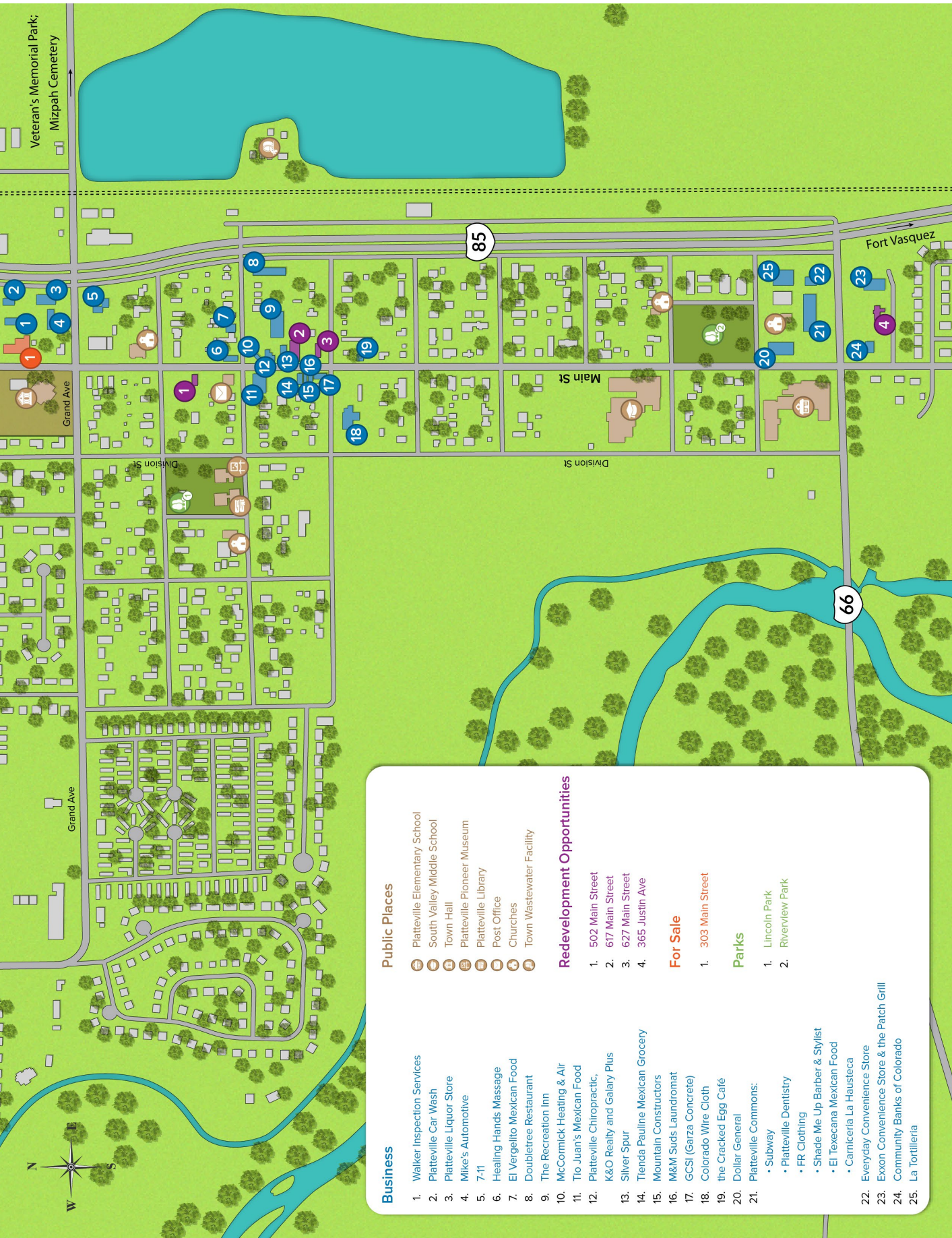
Public Places

- 1. Fire Station
- 2. Community Center
- 3. Senior Center

Parks

1. Riverview Park
2. Ballfields
3. Dog Park

PLATTEVILLE TOWN MAP SOUTH



Business

1. Walker Inspection Services
2. Platteville Car Wash
3. Platteville Liquor Store
4. Mike's Automotive
5. 7-11
6. Healing Hands Massage
7. El Vergelito Mexican Food
8. Doubletree Restaurant
9. The Recreation Inn
10. McCormick Heating & Air
11. Tio Juan's Mexican Food
12. Platteville Chiropractic,
13. Silver Spur
14. Tienda Pauline Mexican Grocery
15. Mountain Constructors
16. M&M Suds Laundromat
17. GCSJ (Garza Concrete)
18. Colorado Wire Cloth
19. the Cracked Egg Café
20. Dollar General
21. Platteville Commons:
 - Subway
 - Platteville Dentistry
 - FR Clothing
 - Shade Me Up Barber & Stylist
 - El Texicana Mexican Food
 - Carniceria La Hausteca
22. Everyday Convenience Store
23. Exxon Convenience Store & the Patch Grill
24. Community Banks of Colorado
25. La Tortilleria

Public Places

- Platteville Elementary School
- South Valley Middle School
- Town Hall
- Platteville Pioneer Museum
- Platteville Library
- Post Office
- Churches
- Town Wastewater Facility

Redevelopment Opportunities

1. 502 Main Street
2. 617 Main Street
3. 627 Main Street
4. 365 Justin Ave

For Sale

1. 303 Main Street

Parks

1. Lincoln Park
2. Riverview Park

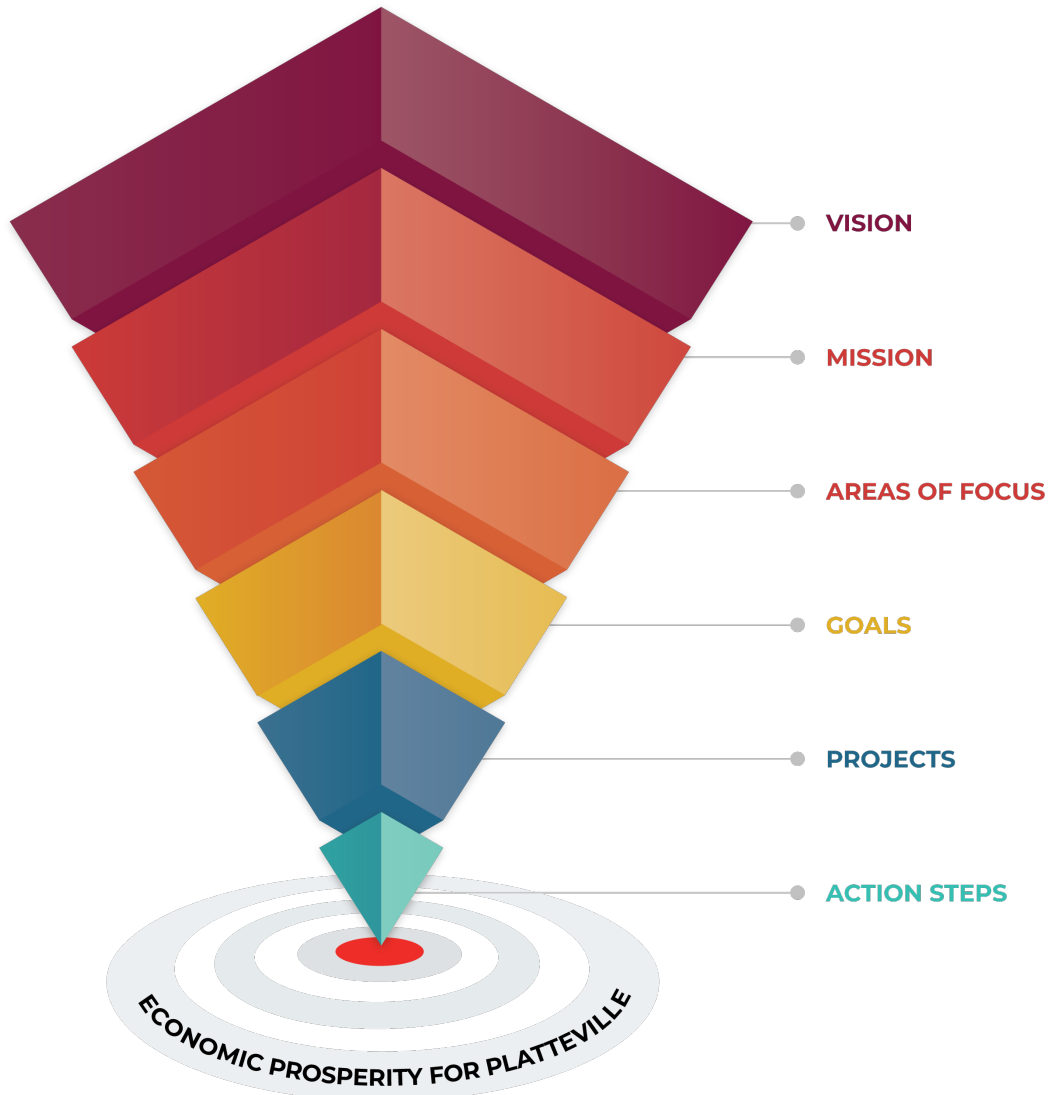
To create this Economic Development Strategic Plan for the future, we remained true to our heritage and our values by asking the community and our businesses for feedback. Throughout this process, we received hundreds of comments that directly informed this plan.

THE PROCESS INCLUDED:

- Community meetings
- Community survey (hard copy and online)
- Social media posts and questions
- White boards throughout the Town for comments and thoughts
- Sticky notes in various locations to fill out and leave
- Steering Committee meetings

With those diverse and unique perspectives we created a collective, community-driven vision that will drive our economic development efforts for the next five years.

Thank you again for all of your contributions to this plan and to the future of our Town.



VISION

We are committed to grow and be innovative, collaborative, and creative with a full appreciation of our location and heritage which includes agriculture and energy production support services.

MISSION

We provide exceptional services in a fiscally responsible manner for our residents, visitors, and business community, while planning for future growth to maintain the unique quality and character that is Pure Platteville.

The Comprehensive Plan for Platteville has seven plan themes that represent the major topics. This Economic Development Strategic Plan focuses specifically on five of those themes, called Areas of Focus.

The five Areas of Focus are summarized as follows:



COMMUNITY CHARACTER

The Community Character Area of Focus is on the quality of Platteville's small-town atmosphere.

› Overall Image and Identity › Downtown Vitality › Historical Preservation



ECONOMIC DEVELOPMENT

The Economic Development Area of Focus addresses Platteville's economic vitality and opportunity.

› Business Attraction › Business Retention › Business Expansion › Housing



ENVIRONMENT

The Environment Area of Focus describes opportunities for collaborative support in Platteville's growth area.

› Agricultural Sustainability › Natural Resources Development



GROWTH MANAGEMENT

The Growth Management Area of Focus provides the planning framework for future growth and development in Platteville's Urban Growth Area.

› Managing Growth › Business Friendly Regulations › Annexation › Land Use



INFRASTRUCTURE AND AMENITIES

The Infrastructure and Amenities Area of Focus reflects the Town's collaborative approach to providing core infrastructures and services.

› Access to Highway 85 › Water and Sewer › Traffic Circulation › Trail Network
› Recreational Opportunities

GOALS AND PROJECTS

For Community Character



Goals

Improve the structure and historical nature of existing buildings by 2022

Enhance the beauty of the downtown and entire Platteville area by 2020

Build on the small town atmosphere in downtown

Projects

Adopt a local designation for historical significance
Research and publish historical information on buildings in Town

Secure grants
Adopt and fund a façade improvement program with matching grants
Adopt and fund a downtown beautification program

Create a gathering place downtown
Add more downtown events such as a Farmer's Market

For Economic Development



Goals

Expand existing Platteville retail businesses 30% by 2025

Create retail opportunities (buildings, space and support) for new businesses by 2022

Projects

Create a recognition program
Create a Shop Local program
Establish a Chamber or Business Association by 2020 to assist with these Goals

Create a marketing brochure by 2020
Market Platteville to specific new businesses
Adopt and fund a Business Expansion, Attraction and Retention Program
Fund and hire a part time Economic Development staff member
Leverage local businesses to assist with funding and resources for these projects

For Environment



Goals

Promote Platteville as a place for agriculture and oil/gas development businesses to thrive

Projects

Utilize community assets and business resources to assist with plans and outreach
Research unique possibilities to leverage existing assets such as rail access, the grain silos and large tracts of agricultural land

GOALS AND PROJECTS

For Growth Management



Goals	Projects
Business forward regulations	<p>Adopt updated regulations that favor the right kind of businesses for Platteville</p> <p>Adopt incentive policy based on attracting and growing specific areas of Town and specific businesses</p>
Increase diversity of housing opportunities in Platteville	Develop relationships with various commercial, retail, and housing developers to determine the right fit for Platteville

For Infrastructure and Amenities



Goals	Projects
Secure additional water resources by 2023	Fund and purchase water rights from new sources
Increased safety for access to Highway 85 and within Town	Increased local control on Main Street
Create more outdoor recreational activities for all residents of Platteville by 2021	<p>Complete trail or other access to the river by 2022</p> <p>Construct a splash park amenity</p> <p>Creative re-use of existing structure for a recreational center</p>



We hope you have enjoyed learning more about the Town of Platteville, Colorado: People. Place. Possibilities! We are proud of our heritage in agriculture and natural resource development, and we welcome businesses of all sizes and types to find a home with us.

FOR MORE INFORMATION ABOUT THE
POSSIBILITIES, PLEASE CONTACT US AT

Troy Renken, Town Manager

✉ trenken@plattevillegov.org

☎ (970) 785-2215

📠 (970) 785-2476

📍 400 Grand Avenue
Platteville, CO 80651

🌐 www.plattevillegov.org