



2025  
**COMPREHENSIVE  
PLAN**  
LAMAR, COLORADO



We are in the heart of America with two major U.S. Highways intersecting in downtown Lamar connecting Mexico to Canada and the East Coast to the West Coast.

**We are in the middle of everywhere!**



A special thank you to the residents and stakeholders of Lamar for making this plan a huge success!



Kirk Crespín, Mayor  
City of Lamar  
102 East Parmenter Street  
Lamar, Colorado 81052

May 27, 2025

Dear Community Member,

I am pleased to provide you with an introduction to the City of Lamar’s 2025 Crossroads HORIZON Comprehensive Plan and its many components.

We ARE at a crossroads between our rich history and what lies ahead, but that horizon is limitless. The planning process has provided additional opportunities to engage our community, staff, City Council, and other stakeholders; ask for their ideas; and synthesize our collective ideas into an achievable plan with major themes, strategies, goals, and action steps.

I am particularly grateful to our Pathfinders Steering Committee, Navigators Youth Committee, and Lamar’s Planning & Zoning Commission. These groups had additional responsibilities and oversight in connecting the plan to the community it serves.

As Lamar’s current mayor and a nearly lifelong community member, I know how important this plan and its implementation are in building a strong and healthy community five to ten years from now. Staff and elected officials’ faces and names may change, but we are confident that our plan sets an achievable path for growth.

We are grateful to the Colorado Department of Local Affairs for an Energy and Mineral Impact Assistance Program grant that co-funded the development of the plan and to Ayres Associates for its hands-on, personal approach, which assisted City staff in achieving the best outcome possible – a well-constructed and data-driven roadmap for our future.

Yours in Service,




Kirk Crespín, Mayor  
City of Lamar  
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Office of the Mayor



City of Lamar, Colorado


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# ACKNOWLEDGMENTS

*Celebrating the people who made this plan possible:*

## City Council

Kirk Crespín, Mayor  
Manuel Tamez, Mayor Pro Tem / Ward I  
Brent Bates, Ward I  
Joe Gonzales, Ward III  
Gerry Jenkins, Ward II  
Shalah Mata, Ward III  
David Zavala, Ward I

## Community Partners

Colorado Department of Local Affairs  
Colorado Department of Transportation  
KLMR Radio Station  
Lamar Chamber of Commerce  
Lamar Community College  
Lamar Light and Power  
Lamar School District  
Main Street Shoppe (James Cline and Kelly Dewey)  
Prowers County Commissioners and Staff  
Prowers Economic Prosperity

## City Staff

Robert Evans, City Administrator\*  
Linda Williams, City Clerk\*  
Kristin Schwartz, City Treasurer\*  
Jeremy Burkhart, Lamar Fire & Ambulance Chief\*  
Anne-Marie Crampton, Community Development Director\*  
Al Fear, Lamar Police Department Chief  
Sue Lathrop, Lamar Public Library Director  
Anthony LaTour, Parks, Recreation & Cemeteries Director\*  
Pat Mason, Public Works Director\*  
Thomas Sanchez, Information Technology Director  
Stephanie Strube, Chief Building Official\*

\*denotes staff that provided time and resources to our plan.

## Planning and Zoning Commission (PZC)

Tim Courkamp, Chair  
Warren Camp  
Rod Dunn  
Eric George  
Wayne Reinert  
Joe Gonzales  
David Zavala (Council Liaison)

## Pathfinder (Steering) Committee

Susan Crites  
Michael Duffy  
Joshua Emick  
Rinda Emick  
Michelle Hiigel  
Connie Jacobsen  
Luis Martinez  
Cheryl Sanchez  
Judith Turpin  
Warren Camp (PZC Liason)

## Navigator (Youth) Committee

Student Government Sponsor: Mrs. Kayla Sailors

### 2023-2024 School Year

Laura Adeyelu	Maverick Medina
Karina Arzola-Proano	Tatum Milenski
Edith Arzola-Proano	Alyssa Postma
Cortney Bellomy	Zack Rankin
Delorin Bellomy	Emily Recio
Vanessa Chairez	Taya Schmidt
Israel Chavez	Austin Thacker
Riley Chavira	Grace Valdez
Keiton Chavira	Zoe Willis
Payson Coen	Nickolas Ybarra
Joel Davis	
Drew Durst	
Will Durst	
Lisette Frias	
Armaan Gill	
Mireya Gomez	
Aspen Hawkins	
Cole Krug	
Addy Krug	
Hallie Mackey	

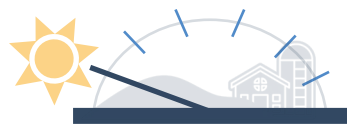
### 2024-2025 School Year

Laura Adeyelu	Emily Recio
Lucas Andrade	Piper Reitz
Payson Coen	Alexa Ridder
Joel Davis	Aracely Rodriguez
Romeo Figueroa	Alessia Salcedo
Zoia Flores	Aracely Saldana (SO)
Lisette Frias	Aracely Saldana (JB)
Damian Gomez	Braxen Shelton
Mireya Gomez	Mae Shelton
JaeLi Jaime	Grace Valdez
Sage Ketels	Zoe Willis
Addy Krug	
Rasaira Lopez	
Whitney Mackey	
Priya Mayjoy	
Tynleigh Medina	
Tatum Milenski	
Alyssa Postma	

## Consultant Team

 Ayres Associates

 HeidiTown Consulting



# THE CROSSROADS: PLAN INTRODUCTION

## Laying the Foundation For Our Future

Over 20 years ago, our community came together to create a vision for our future, captured in the 2004 Comprehensive Plan. Fast forward to today, Lamar remains familiar yet has experienced dramatic changes shaped by economic rises and falls, droughts, and the Covid-19 pandemic. We are a resilient community, constantly adapting, with more change on the horizon. Rooted in our agricultural and railroad history, Lamar has long been a crossroads in southeast rural Colorado, with highways and railways linking us to distant places. Now, we stand at another crossroads – one that calls us to reflect on our past, recognize where we are today, and chart the path forward.

This plan is our shared guide to the future, built on the vision, goals, and strategies designed to help Lamar thrive. Whether you are a longtime resident, business owner, or newcomer, this plan is for you – to inform decisions, inspire action, and keep Lamar looking ahead.

## WHAT IS THE COMPREHENSIVE PLAN?

The Lamar Comprehensive Plan is our community’s roadmap for long-term growth, development, and resource investment. It outlines how we envision Lamar evolving over time, focusing on key areas like housing, economic development, parks, recreation, and tourism, transportation, and community resiliency. As required under Colorado Revised Statutes, our plan guides decisions and investments within the City and the three-mile planning area, ensuring that our growth aligns with the values and aspirations we share as a community.

This plan was a community-led effort, built from our shared input and ideas to reflect our community’s values and aspirations. The Future Land Use Map provides a clear vision for where and how we see Lamar growing. By setting shared goals and priorities, we are preparing for the future while honoring what matters most to us today.

## WHO IS THE COMPREHENSIVE PLAN FOR?



### ELECTED AND APPOINTED LEADERS AND STAFF

This plan provides us with a framework for decision-making, ensuring our actions reflect the vision we have for our community.



### COMMUNITY MEMBERS

It’s our plan, capturing our shared values and vision, and guiding how we participate in shaping Lamar’s future.



### BUSINESSES, DEVELOPERS, AND PROPERTY OWNERS

It helps us guide responsible development and investments in our community, ensuring that growth aligns with our collective priorities and long-term goals.



### COMMUNITY ORGANIZATIONS

The plan emphasizes the importance of collaboration, creating opportunities for us to work together to achieve shared community objectives.



### STATE AND REGIONAL PARTNERS

It connects our local goals with state and regional priorities, fostering coordination and shared responsibility for Lamar’s growth.

## HOW TO USE THE COMPREHENSIVE PLAN



### ELECTED AND APPOINTED LEADERS AND STAFF

Use this plan as a guide to align investments, allocate resources, and ensure projects reflect the community's shared vision.



### COMMUNITY MEMBERS

We can stay informed about new initiatives, growth, and development, get involved in the decision-making process, and hold the City accountable for ensuring the future aligns with our values.



### BUSINESSES, DEVELOPERS, AND PROPERTY OWNERS

Align your investments with our goals and engage with the City to ensure that new pursuits benefit our community as a whole.



### COMMUNITY ORGANIZATIONS

This plan gives us the tools to collaborate with local non-profits and groups on projects and initiatives that address our shared challenges and support our local priorities.



### STATE AND REGIONAL PARTNERS

This plan is intended to connect our local goals with state and regional strategies, fostering cooperation for Lamar's sustainable growth.

## PAST AND CURRENT PLANNING INSIGHTS

This plan builds upon the foundation laid by past planning efforts, which have helped guide our community's vision and goals over the years. By reflecting on past successes and challenges, we have learned valuable lessons that shape our approach today, ensuring we are better prepared for the future. Additional studies and plans, both conducted as part of this effort and independently, have informed key decisions related to policy, regulations, and investments by the City and its partners. These insights help address specific community needs and priorities such as housing, economic development, and regional cooperation. They have shaped our understanding of where we are today and the challenges we face moving forward.

By connecting the dots between past efforts and our future aspirations, we ensure a thoughtful and unified approach to Lamar's growth. You will hear us emphasize throughout this plan that it is a living document, meant to be used and updated regularly, with the implementation matrix evaluated at least every five years.

2000S

2003 PROWERS COUNTY MASTER PLAN (INCLUDING 2025 UPDATE)

2004 LAMAR COMPREHENSIVE PLAN

2010S

2015 LAMAR COMPREHENSIVE PLAN

2016 PROWERS ECONOMIC PROSPERITY PLAN

2020S

2022 WATER/WASTEWATER MASTER PLAN

2024 AIRPORT MASTER PLAN

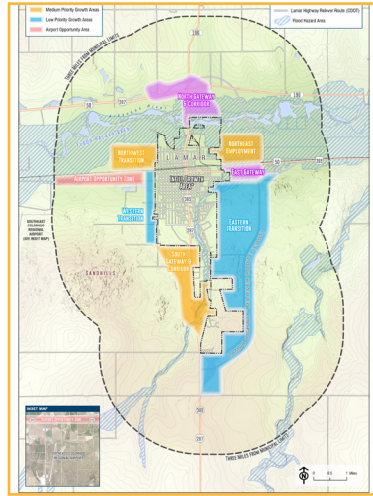
2020-2025 LAMAR COMMUNITY COLLEGE STRATEGIC PLAN

2025 LAMAR COMPREHENSIVE PLAN

### ONGOING EFFORTS

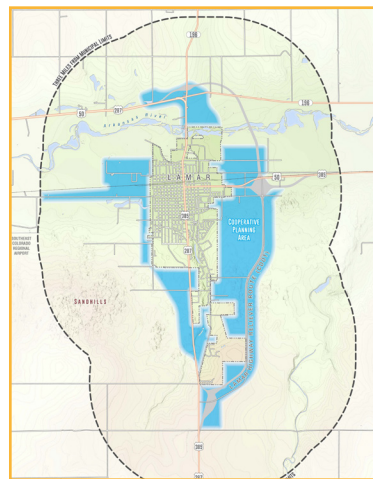
- Lamar's Multiyear Brownfield Project – Prairie Crossroads
- Main Street Lamar's Strategic Plan
- Lamar Redevelopment Authority – Urban Renewal efforts
- Southeast Colorado Enterprise Development, Inc. (SECED) - services and efforts
- Colorado Department of Transportation – regional initiatives and planning efforts

The following list includes supplemental studies and plans developed for additional context and to inform specific sections of this plan.



**2025 THREE-MILE PLAN**

Guides growth by informing the Comprehensive Plan and future planning activities in the area surrounding the City in partnership with the County.



**2025 Intergovernmental Agreement (IGA) for Cooperative Planning between the City and County**



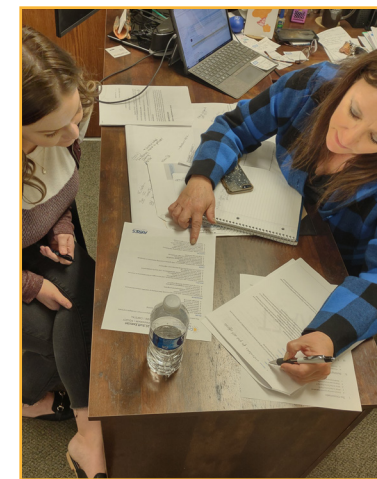
**2025 LAMAR HOUSING ASSESSMENT AND ACTION PLAN**

Provides us with an understanding of our housing demand, future needs, and housing strategies.



**2025 LAMAR ECONOMIC DEVELOPMENT ANALYSIS**

Presents us with a snapshot of our current economic drivers and growth opportunities.



**2025 ZONING AND SUBDIVISION ASSESSMENT**

Recommends updates to our current regulations to align with the vision and goals of this Plan.



**2026 PARKS AND RECREATION PLAN**

Dives deeper into our current and future facilities and operations to provide ongoing services and support to our community in alignment with this Plan's goals.



## GUIDING THE JOURNEY: THE PLANNING PROCESS

### How We Charted Our Course Together

A strong plan begins with the people it serves. The journey to shape this Plan was built on conversations, ideas, and shared aspirations gathered from the community. Through festivals, workshops, meetings, and casual coffee shop drop-ins, we listened. Over the course of this process, thousands of voices helped guide the way, ensuring that our Plan reflects the values and vision of Lamar. This chapter tells the story of how this Plan came to life and the collective effort behind it.

## THE PLANNING PROCESS

Creating a vision for our future required an open, inclusive, and thoughtful approach. Throughout this process, we engaged with community members in a variety of ways, from one-on-one conversations at local events to structured workshops with stakeholders and youth. These insights shaped the plan and ensured it reflects our shared priorities.

To guide the planning effort, we established two dedicated committees: the Pathfinder Committee (a group of dedicated residents and stakeholders) and the Navigator Committee (our youth advisory group). These groups played a critical role in shaping discussions, reviewing community input, and refining key ideas.



The Pathfinder Committee: A diverse group of local leaders, business owners, and residents who provided guidance and technical review throughout the planning process.



A dedicated group of young leaders who brought fresh perspectives and ensured that the voices of Lamar's younger generations were heard.





**PULSE OF THE COMMUNITY:  
VISION AND VALUES**

- Oktoberfest 2023
- Navigator Committee kickoff
- Stakeholder meetings
- Council presentation



**REVIEW AND REFINE**

- Lamar Days 2024
- Review themes and strategies
- Refine Framework map



**IMPLEMENTATION BUILD-OUT**

- Committee review and guidance
- Staff action steps workshop



**FINAL REVIEW**

- Committee review and check-in
- Joint Council and Commission presentation
- Final development

**2023**

**MULTI-DAY DEEP DIVE**

- Committee workshops
- Stakeholder meetings
- Community open house
- Parent teacher conferences
- Community-wide survey



**FINALIZE THEMES AND GROWTH**

- Oktoberfest 2024
- Community check-in



**2025**

**PROJECT MILESTONES**

Our journey began earlier than anticipated in 2023, taking advantage of our community's annual Oktoberfest celebration to kick things off. In 2024, the team rolled up their sleeves and got to work. The process moved through multiple phases, each building on the last to reinforce discussions, gather feedback, and chart a course forward. The graphic above highlights major milestones and community involvement that helped bring this plan to life.

### COMMUNITY ENGAGEMENT EFFORTS

We made it a priority to meet people where they are; at local festivals, schools, coffee shops, community meetings. Our approach was designed to be accessible, ensuring that everyone had the opportunity to share their thoughts. All materials were developed in English and Spanish, with translation support available during events. In total, we connected in approximately 2,680 individual interactions throughout this process.



**12** COMMUNITY EVENTS



**3** RADIO INTERVIEWS



**5** STAKEHOLDER MEETINGS



**394** ONE-ON-ONE CONVERSATIONS



**4** City COUNCIL MEETINGS

OVER **2,680** INDIVIDUAL INTERACTIONS

**6** PATHFINDER (STEERING) COMMITTEE MEETINGS

**5** NAVIGATORS (YOUTH) COMMITTEE WORKSHOPS

**4** PLANNING AND ZONING COMMISSION MEETINGS



## KEY TAKEAWAYS FROM COMMUNITY OUTREACH

From the thousands of interactions and conversations throughout this process, four key themes emerged as major areas of focus that reflect the aspirations and priorities of Lamar's residents. These themes serve as the foundation of the plan, building from our plan elements, while guiding the strategies and actions outlined in Chapter VI.



**GROWTH DONE RIGHT**  
thoughtful development, infrastructure, place



**THE INTERSECTION OF OPPORTUNITY**  
housing, jobs, economic vitality and diversity, revitalization



**A GATEWAY TO ADVENTURE**  
recreation, tourism, outdoor access

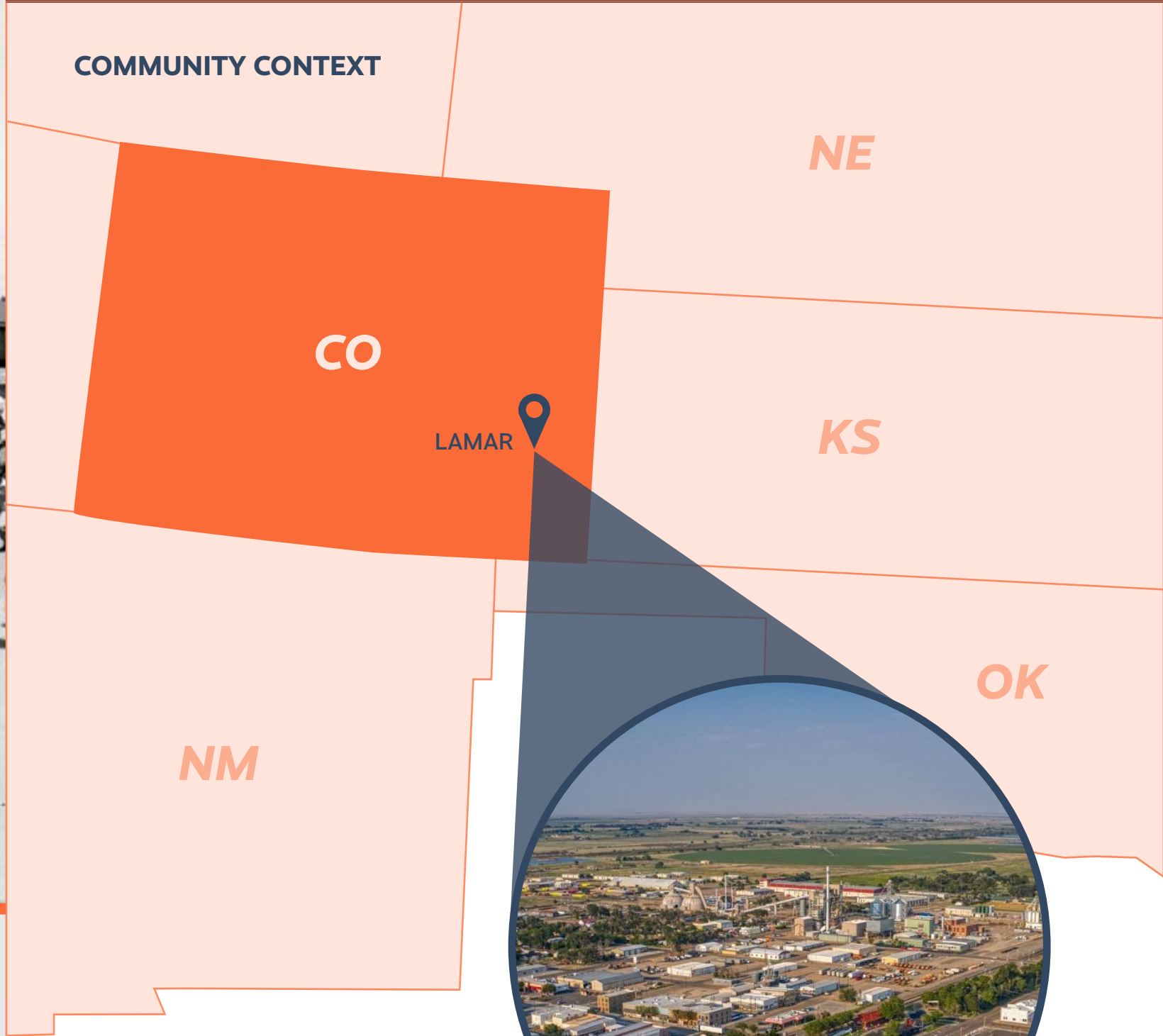


**COMMUNITY CONTINUUM**  
collaboration, leadership, well-being, resiliency





COMMUNITY CONTEXT



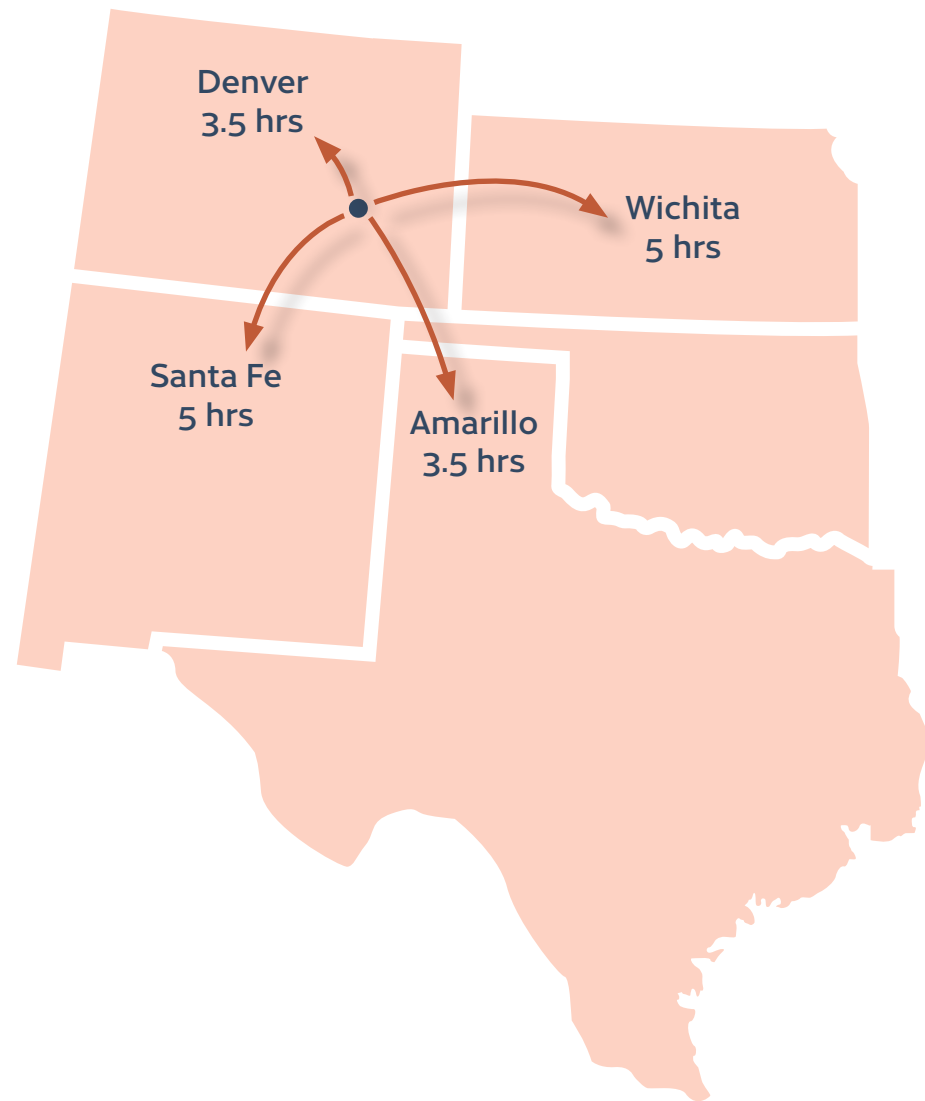
# ||| A SNAPSHOT IN TIME: WHO WE ARE TODAY

*Understanding our Past, Present, and Future Potential*

To understand where we're going, it's important to reflect on where we've been. Lamar's rich history and strategic location within southeastern Colorado have shaped the vibrant community we know today. This chapter takes a closer look at our unique context, historical roots, the forces that have influenced growth, and the evolving demographics that tell the story of our community. Through this lens, we can better shape a vision for Lamar's future and chart a course toward continued growth and prosperity.

Located in southeastern Colorado, Lamar is home to a population of just over 7,700 residents, each contributing to our unique charm and a strong sense of belonging. As the county seat of Prowers County, Lamar serves as the regional center for agriculture, education, healthcare, and commerce.

Founded in 1886, Lamar quickly grew into a key trade and transportation hub thanks to its location along the Arkansas River and its connection to major trade routes like the Santa Fe Trail and the railroad. This rich history has made the City a vital stop for traders, settlers, and travelers over the years. While Lamar's economic identity began with agriculture, it has evolved over time to include manufacturing and emerging sectors such as renewable energy, with wind power in the area and anticipated solar in the near future. The expansion of roads and highways in the early to mid-1900s, including U.S. Highway 50 and 287, connected Lamar to larger cities and small towns, including the north-south Ports to Plains transportation corridor running through Lamar.



Today, Lamar embraces its historical legacy and exciting potential. With a semi-arid climate and a landscape dotted with parks, lakes, and outdoor recreational opportunities, Lamar's natural beauty and strategic location make it a vibrant community for residents and a regional destination. Its connectivity and welcoming environment continue to attract new residents and opportunities.

## HISTORICAL TIMELINE

Our community's history is defined by significant events that have shaped Lamar into the vibrant City it is today. The timeline below highlights key milestones that have influenced our growth and identity, from our beginnings as a key trade hub to the challenges and successes we've faced over the years. As we look back at these pivotal moments, the timeline serves as a reminder of how our past continues to guide and inspire us in shaping Lamar's future.

### 19TH CENTURY

#### Pre-Establishment

The area now known as Lamar was home to Native American tribes, drawn to the region by abundant wildlife and trade opportunities.

#### 1821

The opening of the Northern Route of Santa Fe Trail created an essential trade route between Missouri and New Mexico, making Lamar a significant stop for travelers and traders.

#### 1886

Lamar was officially founded as a railroad town, quickly becoming a key transportation hub for goods and travelers.

#### Late 1800s

Homesteaders and generations of farmers and ranchers settled in the area, helping Lamar evolve into a thriving community.



## 20TH CENTURY

**Early 1900s** Lamar solidified its identity as an agricultural center, focusing on both crops and livestock production.

**1920s** A catastrophic flood devastated Lamar, destroying buildings, bridges, and farmland, causing hundreds of deaths and over \$25 million in damages across the region.

**1930s** The Great Depression and Dust Bowl caused severe crop failures and economic hardship, which led to more than 2,400 people leaving the area between 1930 and 1940.

**1950s** The construction of U.S. Highway 50 began, improving transportation connections to larger cities and facilitating trade and travel through Lamar.

**1960s** U.S. Highway 287 expansion further enhanced regional connectivity, linking Lamar to smaller towns and the Colorado-Kansas border.

**1965** A major flood devastated the community and region resulting in six deaths, and 150 injuries with 23 requiring hospitalizations. Nine dwellings were destroyed, while 122 sustained major damage and around 1,317 damaged at some level. Fifteen mobile home trailers were destroyed and 117 damaged. Approximately 72 small businesses were destroyed with nearly 2,000 families impacted across the county.

**1981** Neoplan USA opened its manufacturing plant in Lamar, contributing to the City's industrial growth and bringing associated businesses.

**1990s** Due to intermittent, significant flooding over its history, Lamar made improvements in flood control systems and infrastructure, including levee enhancements and better stormwater management.



## 21TH CENTURY

**2000s** New infrastructure projects including water distribution system and transmission lines, wastewater lift station, and expanded parks and recreation spaces continued to enhance Lamar's accessibility and quality of life.

**2005** Local voters approved an initiative to create a Prowers County lodging tax tourism panel to promote events that would increase tourism in Prowers County.

**2006** Neoplan USA closed its Lamar location, signaling a shift in the local economy as the City sought new opportunities for revitalization.

**2007** Prowers Memorial Center began the first of several phases to expand and modernize its healthcare facilities to keep up with regional healthcare needs and attract a broader population of patients from surrounding areas.

**2009** The Lamar Redevelopment Authority was authorized by the Lamar City Council and created the City's urban renewal district.

**2010** Lamar's Main Street district was formed in 2010 to assist with revitalization of the City's Main Street. The City began positioning itself as a regional hub for healthcare, education, and services, attracting new businesses and residents.

**2013** Lamar prioritizes street repaving and rehabilitation with annual budget allocations. To date, the City has improved 13 miles of poor streets and increased the level of good streets from 8 miles to 32 miles.

**2014/15** Lamar's efforts to attract renewable energy companies, including wind energy development projects, began to gain traction, leading to a growing sector in the community.

**2017** Lamar faced a significant tornado warning that led to community-wide emergency preparedness efforts and infrastructure.

**Present** Lamar remains a vibrant community on the High Plains, where agriculture and a strong connection to the land continue to define its identity.

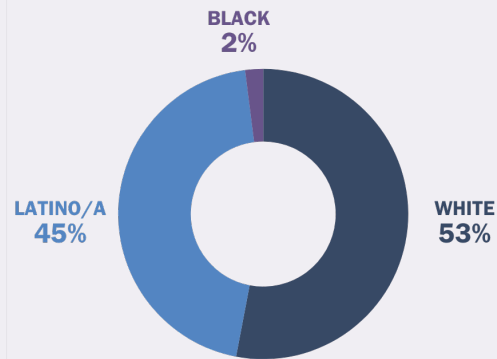
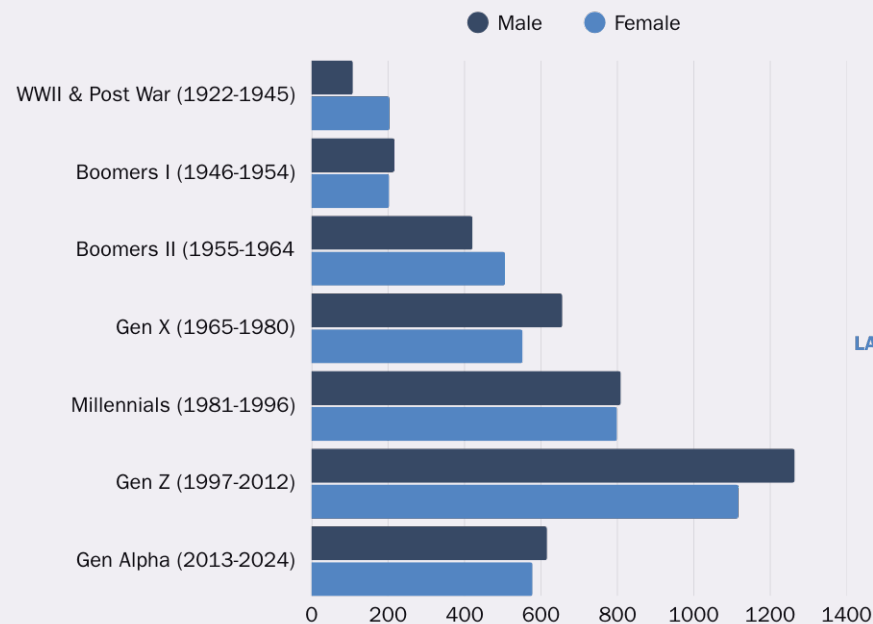
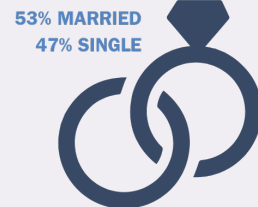
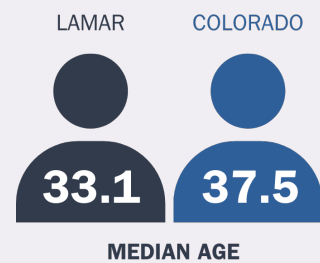
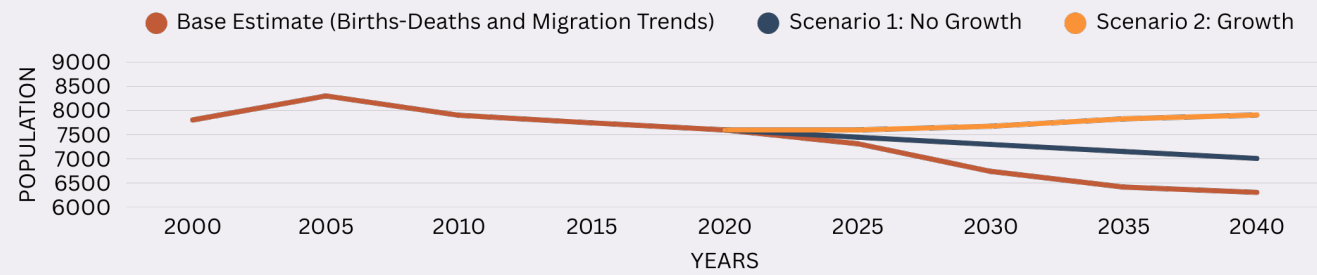


## COMMUNITY DEMOGRAPHIC SNAPSHOT

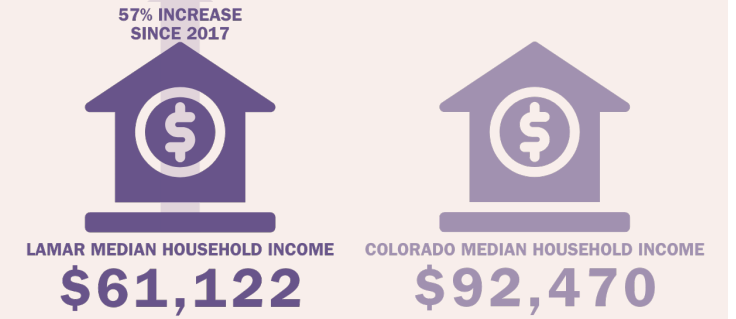
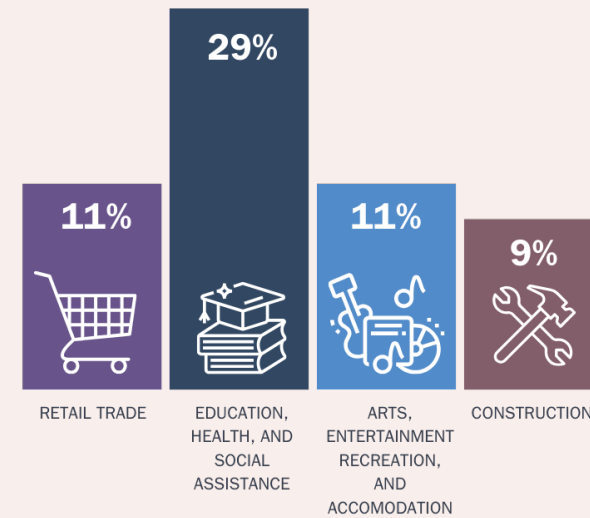
Our demographics reflect a dynamic mix of ages, backgrounds, and life experiences. Strategies for future growth and retention are critically important to address our stagnant and slightly declining population. We are a proud and diverse community, with a strong representation of Latino/a residents and a workforce rooted in agriculture, education, health care, and service sectors. Educational attainment is steadily rising, while housing affordability remains a key issue. These indicators provide essential context as we plan for the future.

### DEMOGRAPHICS

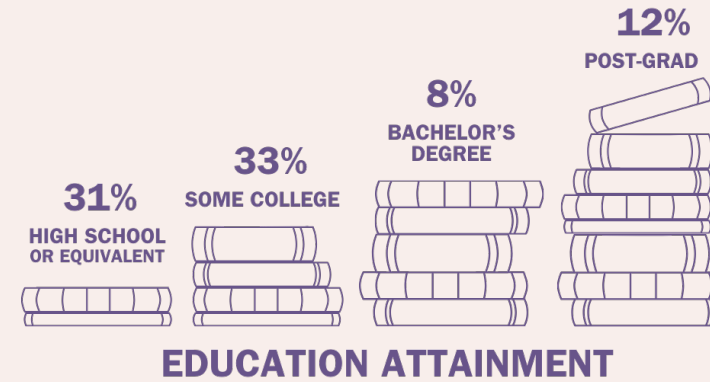
#### POPULATION PROJECTION



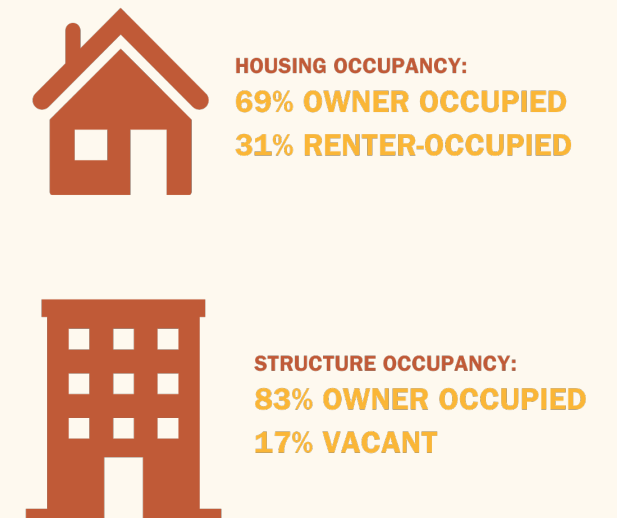
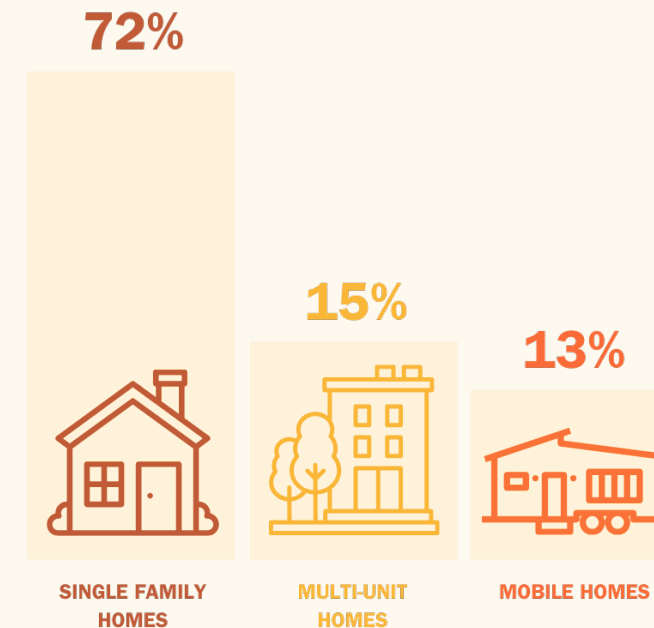
### ECONOMICS



#### TOP INDUSTRIES



### HOUSING





## IV. BUILDING BLOCKS: THE FRAMEWORK OF OUR COMMUNITY

### *Foundations for Growth, Resiliency, and Opportunity*

Our community is built on a foundation of strength found in our people, our history, and our strategic location. In this chapter, we explore the key elements that shape Lamar. The homes we live in, the businesses that drive our economy, the infrastructure that connects us, and the parks and recreational spaces that support our well-being. We also explore the utilities that support our daily lives, tourism opportunities that bring visitors to our doorstep, and the facilities that serve our community. Resiliency and sustainability are central to how we prepare for the future. These building blocks are more than just physical infrastructure, they are what enable us to thrive. By understanding these elements, we set the stage for growth and new opportunities, ensuring that Lamar remains a place where we can live, work, and explore together. In this chapter, we explore the key elements that shape Lamar, with a focus on ensuring growth, resilience, and long-term sustainability.



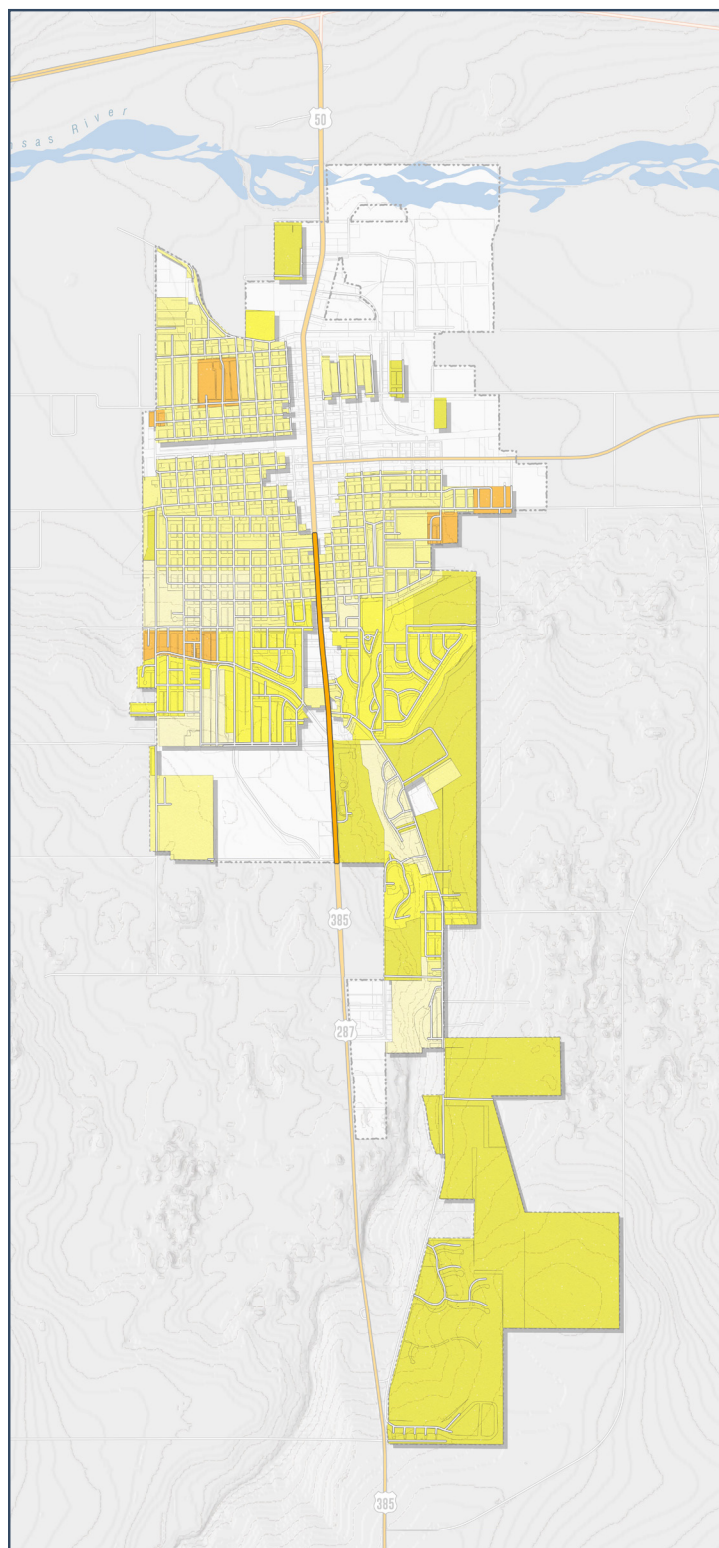
## HOUSING

As a community, we've worked to balance the need for diverse housing options with the goals of revitalization and growth. Like many communities across Colorado and beyond, we've struggled to provide a range of housing options that support our workforce and attract new residents.

Our community has identified a critical need for improved housing availability and revitalization of older properties, ensuring quality housing access to all. Revitalization efforts can make the most of vacant properties, upgrade infrastructure, and beautify our neighborhoods. These efforts not only improve our community's appearance but also contribute to long-term stability. As we continue to invest in housing and neighborhood improvements, we are laying the foundation for future growth. For more detailed information on our housing needs, check out the Lamar Housing Needs Assessment.

### WHY IS IT IMPORTANT?

We believe every resident, regardless of their income, should have access to safe, affordable, and quality housing. Addressing our housing needs helps us attract new residents and families, while supporting the people who already live and work here, ensuring long-term economic stability. By improving housing quality through better infrastructure and community-driven initiatives, we can enhance community pride and encourage sustainable growth. Taking action now ensures future generations have access to housing that meets their needs. Housing solutions are community solutions. Together, we can create a more vibrant and livable Lamar for everyone.



### HOW DOES IT RELATE TO OUR STRATEGIES?

#### Attainable Housing

*Expanding housing choices serves a diverse population and ensures affordability.*

- Aging housing stock: Over 63% of our nearly 3,500 homes were built before 1979, presenting a challenge to balance overall affordability and the need to make upgrades and repairs.
- Housing size mismatch: Around 70% of homes have three or more bedrooms, making it harder to attract younger residents and for residents to age in place.

*Maintaining a balanced housing market is key to long-term stability.*

- Upside-down housing market: The City has been plagued for decades by an upside-down market where home values were substantially lower than new homes could be built for, leading to more custom homes being constructed. Increasing demand to live in the community over the last decade has caused home values to increase substantially, leaving more first-time buyers with median incomes unable to purchase homes. For example, you could buy a great home for around \$150,000 in all but the custom, large lot neighborhoods. Now you can buy that same house for more than double.
- Affordability gap: Home values have risen 70% since 2017, while median household incomes have increased by only 53%, creating an affordability gap.
- Market imbalances: A 10% rental vacancy rate compared to 1.5% owner-occupied vacancy suggests an undersupply of move-in-ready homes. Many vacant units may also be uninhabitable or below modern living standards, further limiting safe and affordable housing options.



**Revitalization and Reinvestment**

*Vacant properties present opportunities for reinvestment and growth.*

- Older home rehabilitation: Restoring existing homes and areas of our community attracts investment, improves property values, and strengthens neighborhoods.
- Expanding housing options: With limited new housing supply, revitalizing older properties creates more opportunities for homebuyers and supports the local workforce.
- *Infill development allows us to make the most of existing land and infrastructure.*
- Maximizing available land and resources: Infill projects can provide diverse housing options without requiring outward expansion. Strategic infill ensures efficient land use while meeting community housing demands.

**Community Pride**

*Neighborhood beautification strengthens community identity and encourages engagement.*

- Home improvement initiatives: Supporting community-driven efforts can refresh aging housing, enhance safety, and improve curb appeal.
- Stronger neighborhoods: Well-maintained homes and public spaces increase community pride, attract new homeowners, and foster a sense of belonging.



“ Encourage pride in homeownership by improving existing homes and neighborhoods. ”



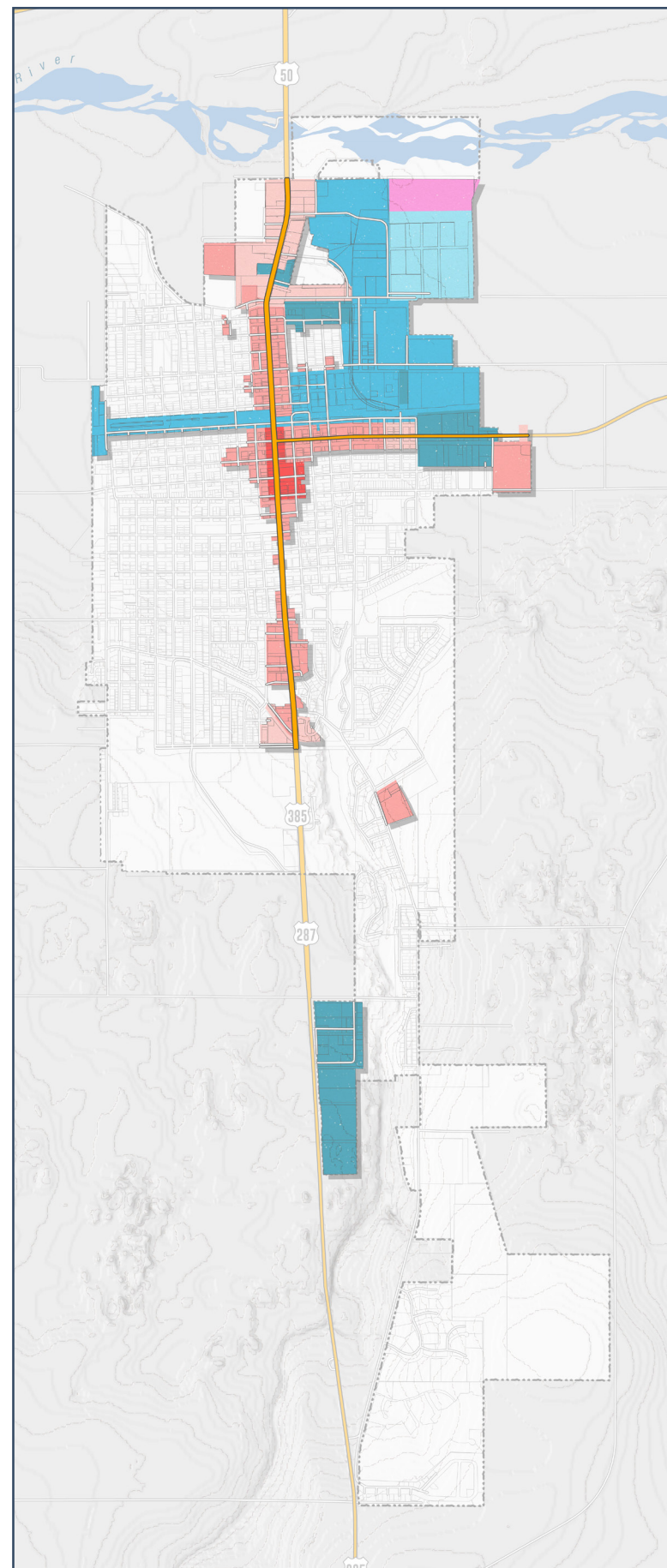
## ECONOMIC DEVELOPMENT

Our community has a rich economic history rooted in its role as a transportation hub, driving growth in agriculture, retail, and services. Over the years, we've worked to diversify the local economy by supporting small businesses, encouraging entrepreneurship, and investing in workforce development, all while capitalizing on our strategic location in the state and region. Tourism also plays a crucial role, with local community events like the High Plains Snow Goose Festival, Lamar Days, and Oktoberfest drawing visitors who support our small businesses.

Today, we're focused on enhancing job training, education, and workforce development to attract and retain residents, especially young professionals. Collaboration between public and private sectors is essential to fostering long-term economic growth and shared prosperity for all members of our community.

### WHY IS IT IMPORTANT?

Lamar's foundation as a transportation hub is central to understanding our economic history and our efforts to diversify and grow sustainably. Strengthening local businesses, improving workforce development, and promoting tourism are key to achieving sustainable growth, attracting new residents, and creating opportunities for everyone. Housing affordability issues have a direct correlation in attracting and retaining talent for local businesses. By building on our past, we're positioning Lamar for long-term economic resilience and vitality. To ensure this vision becomes a reality, it's important for every resident and business to get involved and support local initiatives that will drive our economic success.



### HOW DOES IT RELATE TO OUR STRATEGIES?

#### Economic Vitality and Diversity

*Support local businesses and entrepreneurship through local programs and partnerships.*

- Our economy is built on diverse sectors like agriculture, education, healthcare, and retail, which provide a strong base for local business growth.
- Supporting higher-income earners in industries like transportation and construction can drive local investment, expand small businesses, and boost entrepreneurial activities.

*Capitalize on Lamar's regional position as a transportation hub with strong air, rail, and highway connections.*

- Lamar's location along the multi-state Ports to Plains transportation corridor, combined with the presence of the Southeast Colorado Regional Airport and Burlington Northern Sante Fe (BNSF) railway with Amtrak services, presents unique opportunities for growth and economic activity.
- Improving infrastructure focused on transportation, warehousing, and manufacturing can strengthen our local economy and capitalize on these regional connections.

*Support tourism-related businesses that leverage our rich history, strategic location, and access to natural amenities, parks, and open spaces.*

- Enhancing and supporting tourism infrastructure such as lodging, entertainment, and agri-tourism can attract more visitors and create local jobs. The transportation corridor provides a logical opportunity to attract travelers to Lamar's unique offerings.



**Workforce Development**

*Enhance job training and education initiatives in collaboration with regional partners, schools, and major employers.*

- Partnership programs and initiatives with local institutions like Lamar Community College to expand trade programs can equip young adults and second career professionals with the skills needed for the community's growing industries.
- Maintain and promote recurring meetings and workshops with local businesses and partner agencies to identify and address local workforce shortages and build a strong talent pool.

Continuing efforts on regional strategies for housing, workforce development, and business attraction can create a stronger, more competitive local economy.

**Collaboration and Partnerships**

*Promote public-private partnerships to expand business opportunities and cultivate economic growth.*

- Evaluate opportunities for local programs through community partners and regional partner agencies to support existing and attract new major employers and supporting industries.
- Encourage cross-sector collaboration to address workforce needs, expand local career pathways, and spur economic opportunities, building from our existing agriculture, manufacturing, and healthcare industries.
- Enhance educational opportunities and community engagement through partnerships with local institutions to build on our strengths in agriculture and transportation while supporting broader educational and workforce goals for the future.

*Regional collaboration initiatives allow us to combine resources, secure funding, and develop solutions for workforce shortages and economic challenges.*

- Working with entities in sectors like transportation, agriculture, and manufacturing strengthens our economy and builds resilience.
- Collaborating with economic development organizations and state agencies can help secure grants, infrastructure improvements, and workforce training programs that benefit the entire region.



**We have many resources and open buildings that can flourish. We need to use that to our advantage.**

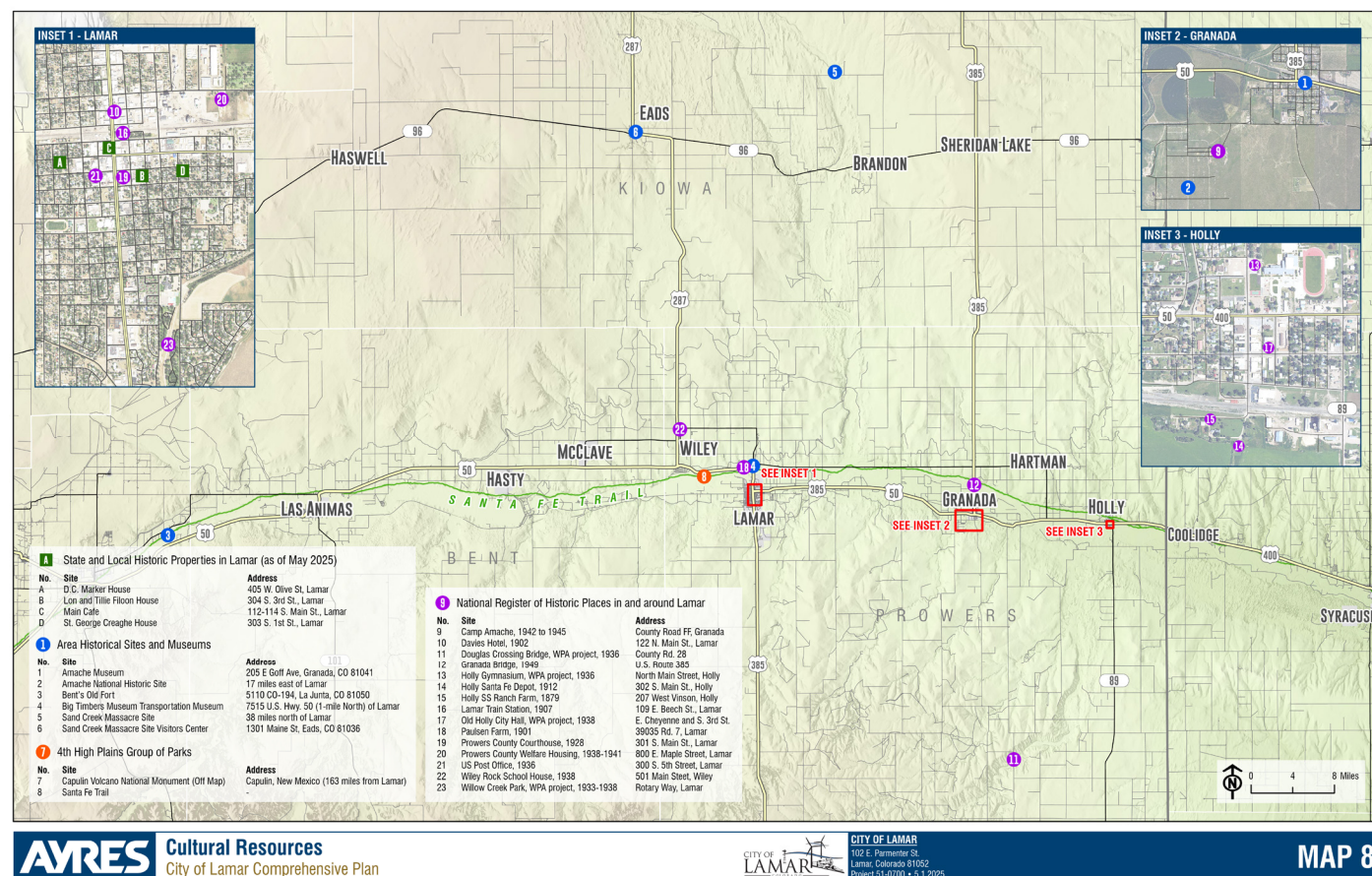


## TOURISM

Our community's unique attractions, historical significance, and natural beauty provide an excellent foundation for developing Lamar as a key destination for both regional and niche tourism. By enhancing and promoting these assets, we can attract more visitors, create economic opportunities, and improve the quality of life for our residents.

### WHY IS IT IMPORTANT?

Tourism is an underdeveloped economic driver and an opportunity to showcase Lamar's unique history, cultural richness, and natural landscapes. By fostering tourism, we promote local businesses, create jobs, and increase awareness of our community's value to both residents and visitors. Strong, unified tourism efforts will not only boost the local economy but also enhance the pride residents feel in their community and its heritage.



### HOW DOES IT RELATE TO OUR STRATEGIES?

#### Cultural and Heritage Tourism

We leverage Lamar's unique historical sites, events, and cultural assets to attract tourists and enhance the visitor experience.

- Promote Lamar's proximity to significant national parks, including Amache National Historic Site, Sand Creek Massacre National Historic Site, and Bent's Old Fort National Historic Site, drawing visitors to explore the history of the American West.
- Strengthen partnerships with organizations such as the Colorado Tourism Office and Canyons & Plains to increase regional tourism and create marketing campaigns targeting history and cultural enthusiasts.
- Enhance the visitor experience by developing new interpretive programs, guided tours, and community-driven cultural experiences that highlight Lamar's role in the Santa Fe Trail and the region's broader history.

#### Outdoor and Recreational Tourism

We take advantage of Lamar's parks, open spaces, and natural beauty to provide a variety of outdoor experiences.

- Promote Lamar's parks and recreational areas, including Willow Creek Park and North Gateway Park, as key destinations for outdoor enthusiasts, offering activities such as birdwatching, hiking, and fishing.
- Expand the promotion of local events like the High Plains Snow Goose Festival which attracts both regional and out-of-state visitors for nature tourism and wildlife watching. Alternately, promotion of sporting events such as the Two Shot Goose Hunt bring hunters from across the country.
- Improve access to Lamar's natural resources through the development of new trails, better signage, and coordinated efforts to improve visitor amenities.



### Community and Event-Based Tourism

*We expand year-round events and cultural programs that engage both residents and visitors.*

- Promote annual events such as Oktoberfest and Cinco de Mayo to enhance the cultural vibrancy of Lamar and attract tourists for unique, local celebrations.
- Work to create new community-driven events that not only serve as tourism attractions but also foster local pride and involvement. This includes opportunities for new festivals, food and craft fairs, and outdoor concerts.
- Explore public-private partnerships to help organize and fund events, ensuring long-term sustainability and economic impact.
- Evaluate opportunities to develop a local resident volunteer program to provide education and local tours during events.

### Economic Growth Through Tourism

*We work to ensure that tourism serves as a strong contributor to Lamar's economic development.*

- Develop targeted tourism packages for niche markets, such as historical tours, birdwatching trips, and family-friendly getaways, combining local attractions, hotels, and restaurants to create a cohesive visitor experience.
- Enhance marketing and outreach efforts to regional, state, and national audiences, including better utilization of digital platforms and travel guides.
- Explore the feasibility of establishing a Tourism Ambassadors Program to train local residents on how to provide information to visitors, ensuring positive experiences and increased tourist satisfaction.
- Develop an online presence through social media campaigns and other platforms to broaden outreach and engagement.
- Work with the Prowers County Lodging Tax Panel to expand advertising Prowers County and Lamar as a destination, manage The Great High Prairie website, and provide partial marketing funds to groups promoting heads-in-beds events. Efforts should be proactive and structured to a broad range of audiences.



**Let's celebrate and embrace our community and residents' diversity... showcasing local traditions, music, art, food, and crafts.**

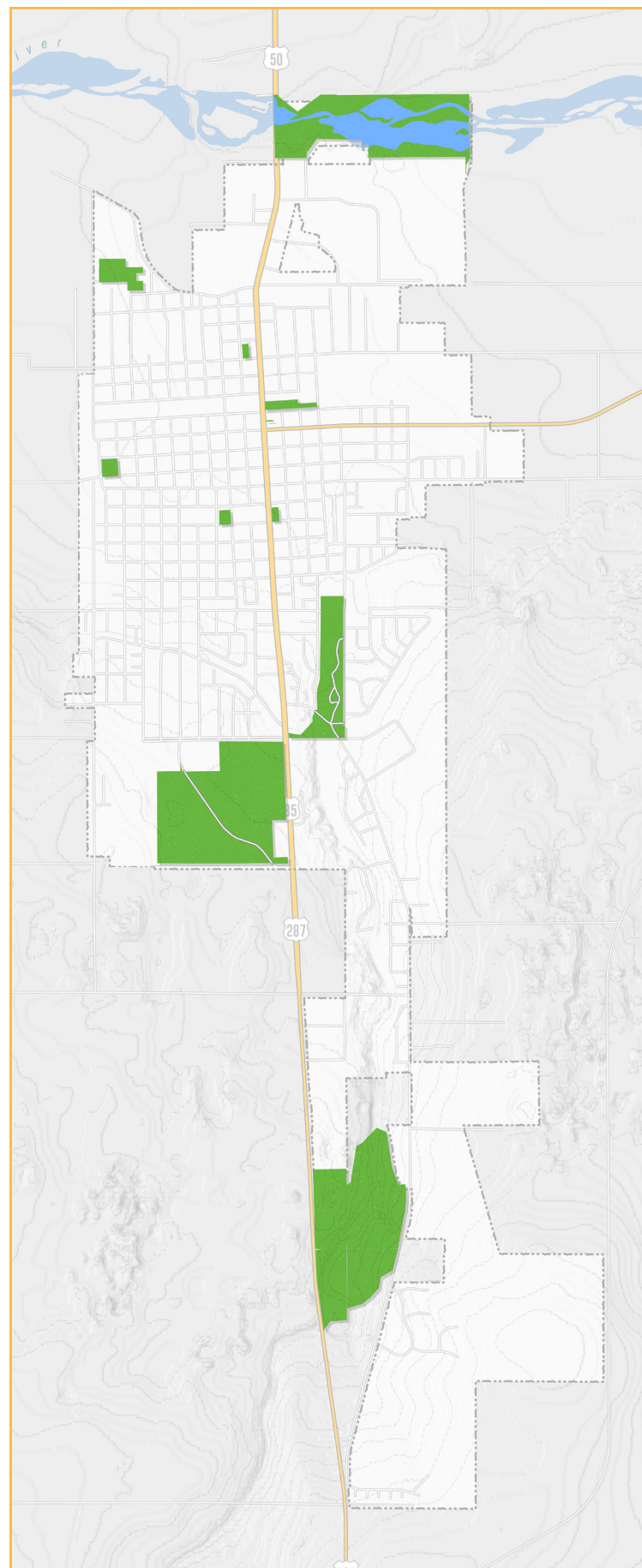


## PARKS AND RECREATION

Our parks, open spaces, and recreation facilities provide us with places to play, relax, and connect. They offer a variety of activities, from sports and community events to quiet moments in nature that enrich our quality of life. By maintaining and enhancing these spaces, we nurture a healthier, more vibrant Lamar that supports both our residents and visitors.

### WHY IS IT IMPORTANT?

We believe that quality parks and recreational facilities enhance our quality of life and support a healthier, more connected community. They provide long-term benefits such as increased property values, improved public health, and a stronger sense of community. By investing in these spaces, we create safe, accessible areas that reflect our community's character and history. These improvements not only strengthen local bonds but also make Lamar an attractive destination for families and visitors alike.



### HOW DOES IT RELATE TO OUR STRATEGIES?

#### Outdoor Recreation

*We maximize our parks and open spaces to promote active lifestyles and foster community connections.*

- Responsibly manage our approximately 200 acres of parks and public lands such as Willow Creek Park, Escondido Park, and North Gateway Park, which offer playgrounds, picnic areas, walking trails, sports fields, and open spaces.
- Explore opportunities to upgrade equipment, improve accessibility, and enhance safety through connected trails, sidewalks, better lighting, and design, while actively seeking community feedback to ensure these outdoor spaces meet the needs of all residents. This can build on the 2025 efforts to develop a new archery range adjacent to North Gateway Park.
- Complete an update to the Parks and Recreation Master Plan to identify community needs and strategies for implementation.
- Continue building on our existing outdoor assets, exploring new adventure programs, fostering community-driven outdoor experiences that draw residents and visitors to year-round activities.

*Expand education and community connections through our trail systems.*

- Promote and expand the 6.2-mile Lamar Loop Trail, connecting parks and neighborhoods, while actively exploring new trail and pathway development that links neighborhoods, community facilities, and recreational areas.



**Community Recreation and Events Programs**

*We expand year-round indoor and outdoor programs that strengthen our community bonds and promote well-being.*

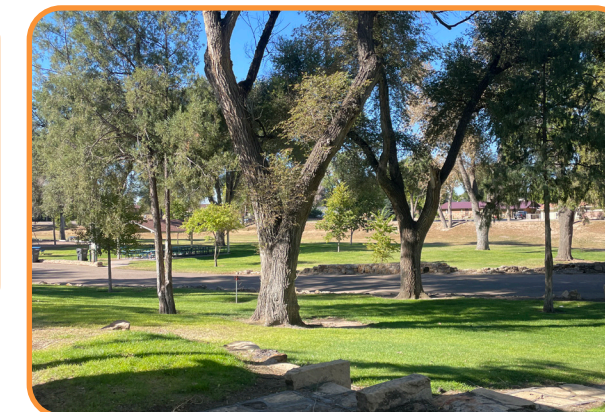
- Preserve and expand diverse programs through our Community Building, ensuring both seasonal and year-round offerings that encourage social engagement, promote physical and mental health, and remain inclusive for all demographics.
- Support our active community through investments in existing facilities such as Spreading Antlers Golf Course, the Lamar Sports Complex, and the Lamar Swimming Pool.
- Evaluate public-private partnerships and other opportunities to expand recreational activities and amenities that meet the evolving needs of our residents.

*We work to broaden the reach and impact of our community events to boost tourism and local participation.*

- Identify opportunities and partnerships to preserve and expand current events such as rodeos, Lamar Days, Oktoberfest and other ag-related festivals, outdoor concerns, and recreational tournaments that draw visitors and foster local pride.
- Create additional opportunities for connection and celebration that drive economic growth and enhance community engagement.



“ **Recreation is important... our community will take advantage of opportunities when they are presented.** ”

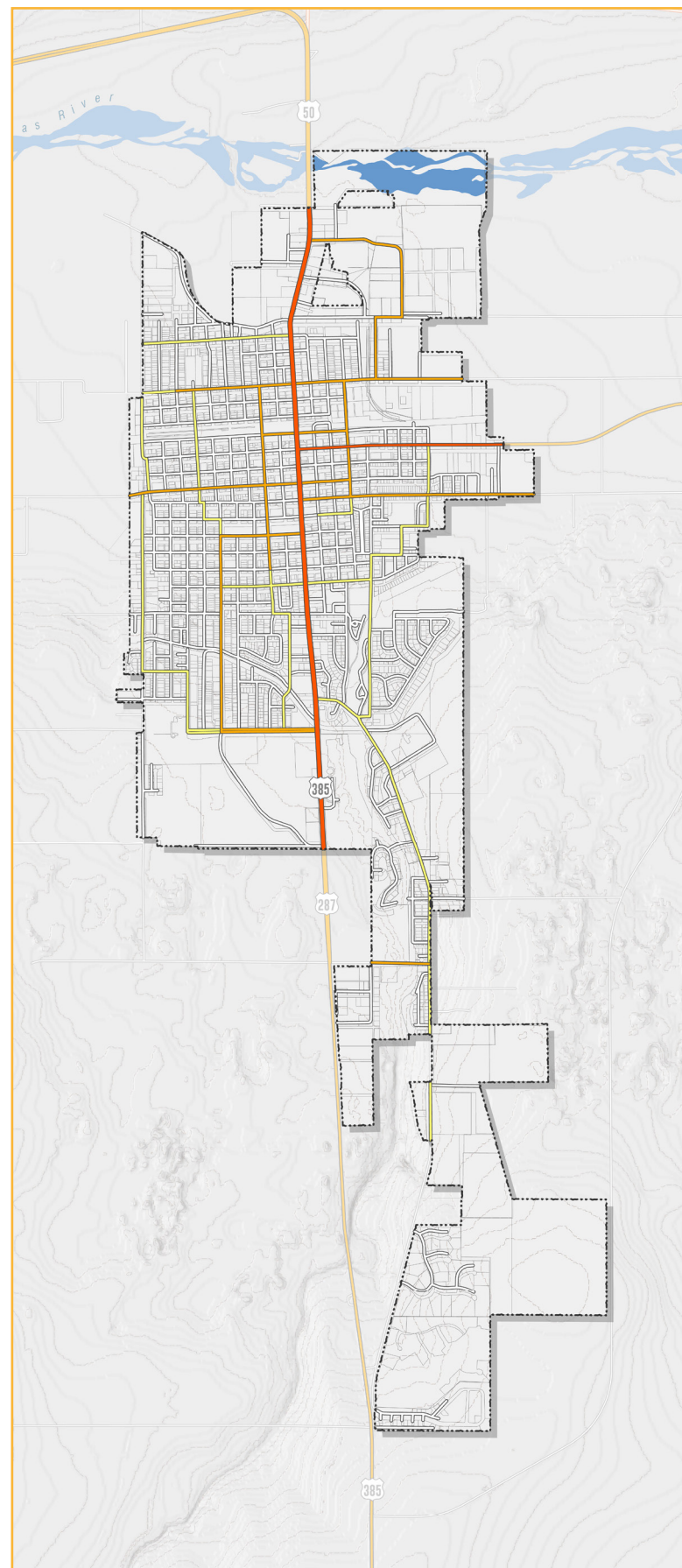


## TRANSPORTATION

Transportation is foundational to public safety, community connectivity, and economic growth. A well-planned and efficient transportation network ensures safe, reliable access to jobs, services, and recreational opportunities. It also creates a sustainable and adaptable future for Lamar. By prioritizing infrastructure, multimodal options, and collaborative planning, we are fostering a more vibrant, accessible, and connected community.

### WHY IS IT IMPORTANT?

Transportation systems are an important component to our daily lives, enabling efficient movement within Lamar and beyond. Investing in resilient infrastructure and diverse transportation options enhances safety, reduces environmental impact, and supports economic vitality. As a transportation hub intersecting three major U.S. highways, along with an active rail and air network, Lamar is uniquely positioned to capitalize on these assets. Strategic enhancements to our transportation infrastructure can attract businesses, support tourism, and increase local employment opportunities.

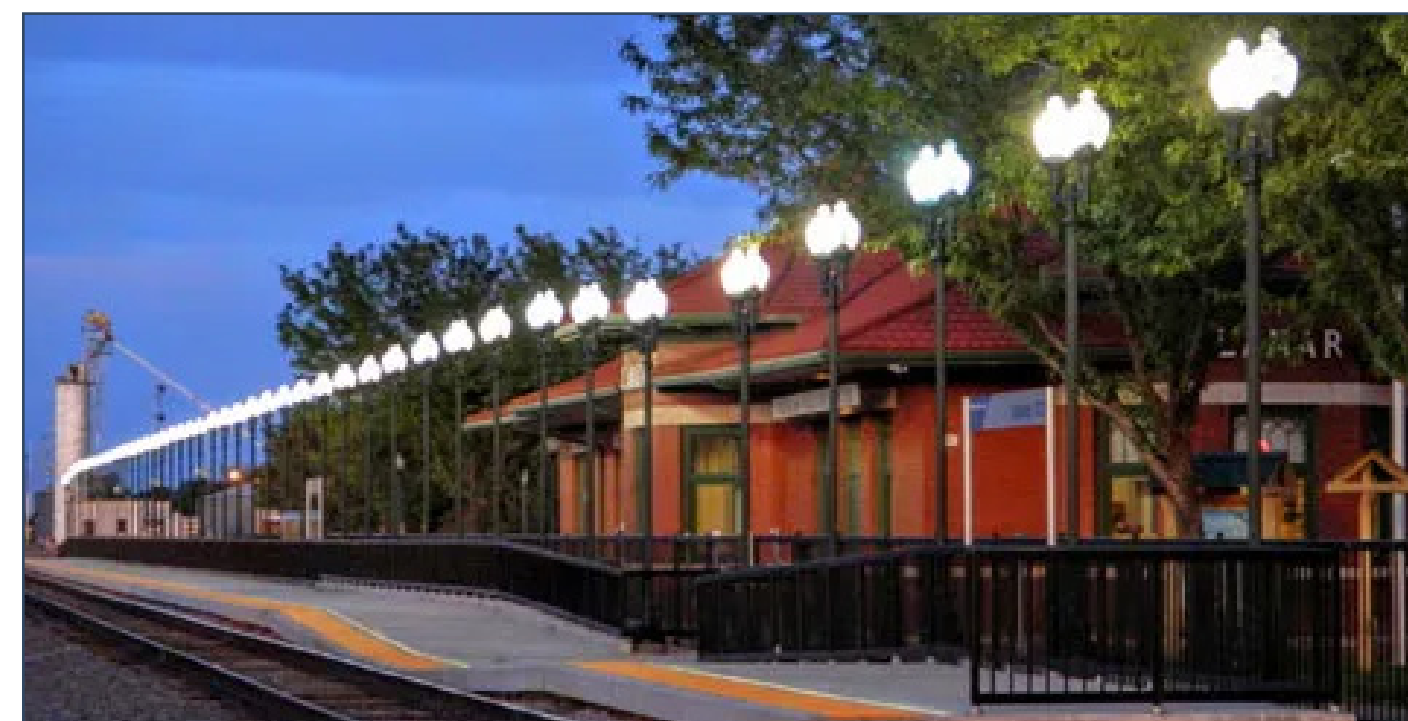


### HOW DOES IT RELATE TO OUR STRATEGIES?

#### Transportation and Connectivity

*We are committed to enhancing Lamar's transportation network to prioritize safety, accessibility, and efficiency for all users.*

- **Highways.** Serving as the crossroads of U.S. Highways 50, 385, and 287, Lamar plays a crucial role in regional connectivity. These highways not only support travel but also offer significant economic opportunities. To preserve their role as gateways, we aim to uphold high design standards for development and redevelopment along these routes, ensuring they remain safe, well-maintained, and welcoming for all.
- **Local Roads and Pedestrian Circulation.** Designed as a functional grid, our street network facilitates uniform growth, emergency access, and pedestrian movement. We are dedicated to keeping streets well-lit, accessible, and maintained to ensure a safer environment. Programs like Safe Streets and Safe Routes to Schools provide funding for pedestrian infrastructure improvements. By strengthening our pedestrian circulation plan, we can increase access to additional funding and prioritize equitable infrastructure improvements.
- **Transit Options.** Prowers County offers a local shuttle service for seniors and residents to access essential services. We aim to improve visibility and awareness of this service to increase participation and long-term use of the service. Additionally, SECED began SETran, a fixed route service between communities in SECED's six-county region. The Colorado Department of Transportation's Bustang Outrider service also connects Lamar to Pueblo and Colorado Springs, while Greyhound service offers direct access to Denver. These services, along with our rail and air networks, provide valuable regional connectivity for residents and visitors.



**Economic Vitality and Diversity**

*Leveraging Lamar’s status as a transportation hub enhances our potential for economic growth and diversification.*

- Amtrak Train Service. The Southwest Chief Amtrak line provides daily service to major cities, yet the station lacks essential amenities such as restrooms or shelter. We will explore opportunities for public-private partnerships to improve station facilities and integrate amenities at the Welcome Center to enhance the traveler experience.
- Airport Service. The Southeast Colorado Regional Airport (SCRA) plays a key role in transport, supporting both package distribution and medical aviation. The airport’s popularity as a refueling hub and host for events like acrobatic competitions and aircraft club fly-ins underscores its significance. We envision expanding amenities at the airport to support both residents and visitors and further boost Lamar’s economic vitality. Constructing additional hangars to support aviation and distribution-related businesses could provide a boost to the airport and regional economy.

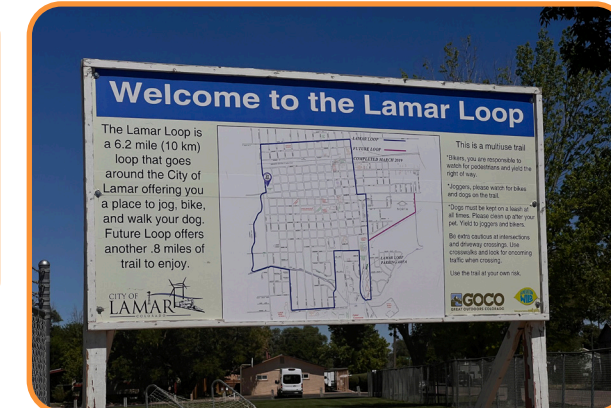
**Tourism Promotion**

*Encourage tourism through accessibility.*

- Our robust transportation network can help us showcase Lamar’s natural beauty, recreational offerings, and cultural attractions. Improved connectivity, from highways to transit and air travel, encourages visitors to experience what our community has to offer while providing residents with increased access to resources, services, and local events.
- Improving our transportation network strengthens tourism by connecting visitors with our region’s unique attractions.



“**Making Lamar a more walkable city that connects our parks, schools, commercial areas, and neighborhoods will attract families.**”



## PUBLIC FACILITIES & UTILITIES

Our community's public facilities – such as the Library, City Hall, Fire and Police Departments, and local schools – are vital to our quality of life. Alongside these, public and private utilities like water, electricCity, natural gas, communications, wastewater, and stormwater support our community's health, safety, and economic activity. As we grow, we are focused on improving these resources to strengthen community resilience, economic vitality, and disaster preparedness.

Collaboration with partners like Prowers County, Lamar Light and Power, and other agencies will help us meet high service standards to support our growing, resilient community.

### WHY IS IT IMPORTANT?

Reliable public facilities and utilities are essential to our community's health and well-being. Keeping these services strong enhances current residents' lives and helps us attract new people and businesses. Securing funding sources like grants for facility updates and utility expansions is crucial in making these upgrades sustainable.

- We are working to upgrade to a mechanical wastewater treatment system for efficient, reliable, and environmentally sound waste management. The long-term growth of our community is an important consideration for designing and constructing this facility and future support services.
- In the future, our community will be positioned to reassess our electricCity needs and service options. As a member of the Arkansas River Power Authority, we currently rely on purchased energy for most of our energy demands. As technologies evolve and our current obligations are fulfilled, we should consider alternative options such as additional wind and new solar facilities.
- Expanding high-speed internet across our community is also a priority, as it enhances economic development and education. With dependable high-speed internet, we're better able to attract new businesses and residents to Lamar.



### HOW DOES IT RELATE TO OUR STRATEGIES?

#### Infrastructure Prioritization for Utility Enhancement

- **Planning for Growth:** We will assess and coordinate utility infrastructure planning with sustainable goals, using the Future Land Use Map and Three-Mile Plan as guides to ensure that Lamar's expansion is both efficient and environmentally responsible.
- **Evaluating CapaCity:** We'll assess the capaCity of our utility systems through both public and private initiatives. This evaluation will guide us in identifying areas for improvement or expansion, helping us prioritize enhancements to ensure reliable access to services for residents, both now and in the future.
- **Upgrading Wastewater Treatment:** Our transition to a mechanical wastewater treatment system will enhance the efficiency and sustainability of wastewater processing. This upgrade is crucial for ensuring consistency, regulatory compliance, and the long-term environmental health of our community.

#### Economic Vitality & Workforce Development

- **Expanding High-Speed Internet:** Access to reliable, high-speed internet is essential for Lamar's economic development and workforce retention. We will prioritize expansion to support business growth, enhance remote work opportunities, and create a modern infrastructure that drives future innovation.
- **Energy Sources & Sustainability:** Our local power comes from Lamar Light and Power, serving over 5,700 meters within a 167-square-mile area. We benefit from renewable energy sources, including the Lamar Wind Energy Project and hydroelectric power from the Western Area Power Administration, which supply approximately 22-23% of our energy needs. As our current energy obligations conclude, we will explore new alternative energy sources, including wind and solar options, to continue advancing sustainability and energy independence.

#### Community Resiliency & Preparedness - Risk Mitigation

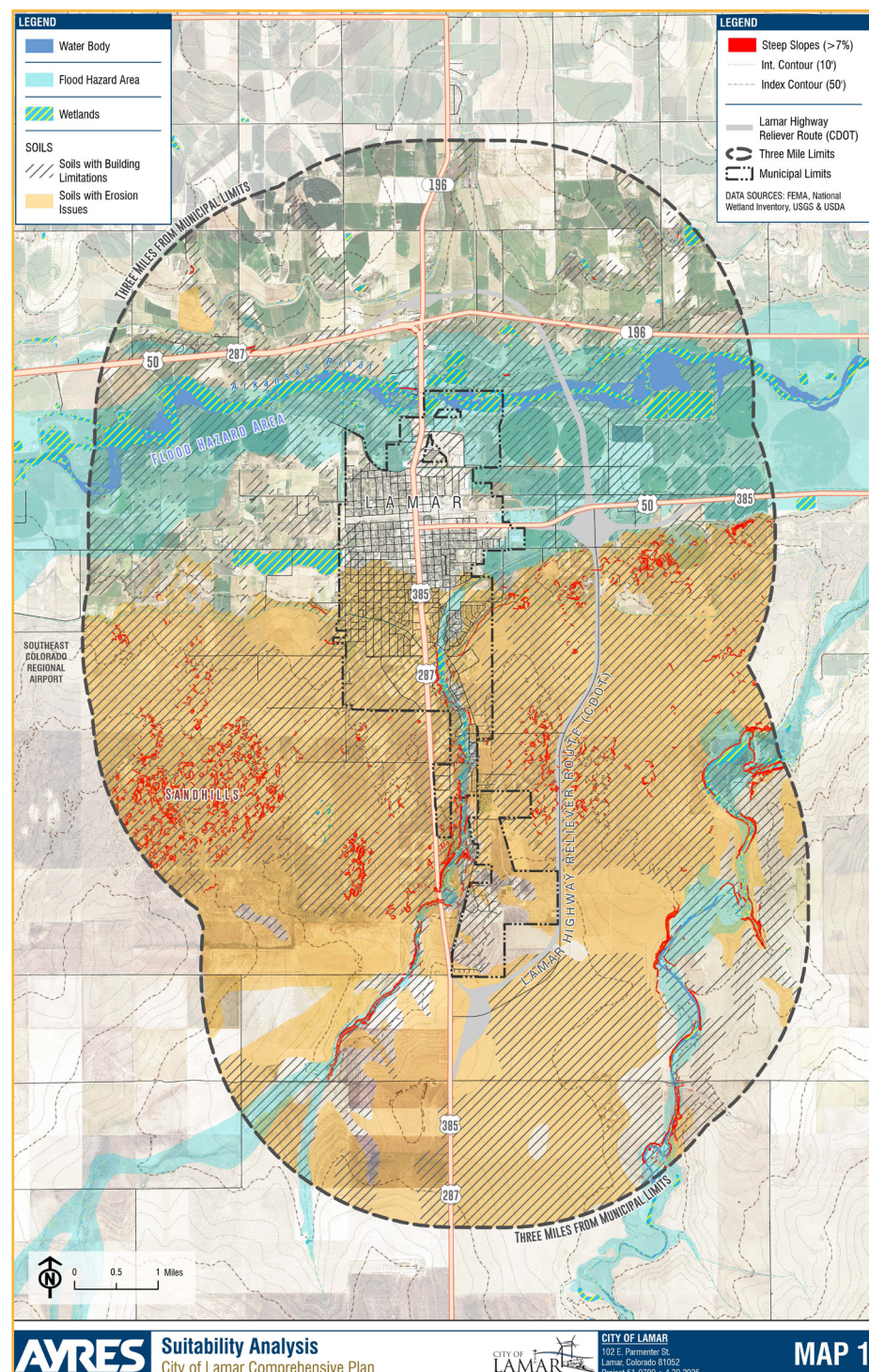
- **Disaster Preparedness:** We aim to strengthen community readiness through education and preparedness programs, equipping residents with the knowledge and resources necessary to effectively respond to natural disasters and emergencies.
- **Collaborative Partnerships:** Effective collaboration with partners and service providers, such as Prowers County, Lamar Light and Power, and the Colorado Department of Transportation, is key to meeting our community's utility needs. These partnerships ensure coordinated efforts to address infrastructure and service demands, supporting both community resilience and economic growth.

## RESILIENCY & SUSTAINABILITY

Lamar’s future depends on our ability to adapt to social, environmental, and economic challenges. Strengthening our infrastructure, protecting natural resources, and adopting sustainable practices today will ensure stability and opportunity for future generations. By investing in responsible growth, securing our water supply, preparing for hazards, and diversifying our economy, we can build a more resilient community that thrives in the face of change.

### WHY IS IT IMPORTANT?

Resilient infrastructure and sustainable practices are essential to Lamar’s future prosperity. By adapting to environmental, economic, and social changes such as climate and economic shifts, we can ensure that Lamar remains a vibrant, sustainable community that thrives for generations to come.



## HOW DOES IT RELATE TO OUR STRATEGIES?

### Growth and Development

- Community-oriented and responsible development patterns can help us balance growth and long-term sustainability of our resources.
- Thoughtful Land Use Planning: Promotes development that enhances resource efficiency and fiscal sustainability while reducing risk.
- Infill Projects and Clustered Development: Minimize sprawl, preserve open spaces, and maximize efficient land and resource use.
- Updating Regulations and Policies for Mixed-Use Developments: Integrates residential, commercial, and recreational spaces, helping create vibrant, walkable neighborhoods that enhance economic and environmental resilience.

### Sustainable Water Use

- Promoting water conservation and programs through funding pursuits and local policies can support long-term stability.
- Water Availability Challenges: Lamar’s agricultural heritage remains central to our economy and identity, but drought and water scarcity present ongoing challenges. Prolonged dry spells and the sale of water rights to metropolitan areas limit local water availability. We will explore collaborative water management efforts with regional partners to ensure a stable and sustainable water supply for all sectors of our community.
- Water-Saving Strategies: We will explore and support water conservation techniques to provide long-term water access and sustainability for our residents and businesses.
- Encouraging Waterwise Landscaping and Irrigation Alternatives: Will help protect our local water supply and enhance drought resilience.



**Ensure Safe and Reliable Drinking Water for All Residents**

- Municipal water resources may face challenges in providing safe drinking water due to environmental and capacity limitations. The Arkansas Valley Conduit (AVC) project is a significant water infrastructure initiative to deliver clean, reliable water to Lamar and other rural communities that have relied on wells and other local water sources that may become contaminated or inadequate in the future.

**Preparation for Hazards**

- Partner on Education Resources and Community Preparedness Efforts: Lamar faces several natural hazards, including drought, flooding, severe storms, extreme temperatures, and grassland fires. Addressing these risks requires a multi-faceted approach with community engagement, infrastructure improvements, and ongoing education. Collaboration with local government, residents, agricultural stakeholders, Prowers County Office of Emergency Management, and the Lamar Fire Department will be essential for preparing for and recovering from adverse events.
- Strengthening Cybersecurity Measures: As technology and digital infrastructure become central to daily operations, protecting our community from cyber threats is critically important. By implementing proactive cybersecurity measures, we aim to safeguard essential services, protect local businesses, and ensure continuity during disruptions.

**A Diversified Economy and Building Local Leaders**

- Rethink and Expand Our Perceptions of Agriculture and Tourism: We understand the need to diversify our economy beyond traditional agriculture and tourism. Given our strategic location and opportunities in our region, Lamar’s local economy has many paths forward. Agrotourism, outdoor sports and recreation, new-age farming, energy, nearby cultural resources, and small-scale local businesses have been identified by our community as current and future opportunities. Expanding these sectors will create sustainable jobs and contribute to a more robust, diverse economy.
- Building Future Leaders: We are committed to nurturing the next generation of community-minded leaders who will carry forward our values and vision. By fostering leadership development and mentorship opportunities, we help emerging leaders build the skills and confidence they need to make a lasting impact. These efforts ensure that Lamar’s community-driven spirit and shared goals continue to grow stronger for future generations.



“  
**Let’s prioritize sustainable energy and water conservation efforts... if there is something we have a lot of, it’s sun and wind.**  
 ”





# V. THE HORIZON: FUTURE LAND USE PLAN

## Shaping our City's Physical Future

In this chapter, we introduce the Future Land Use Map and categories, which will guide and shape our community's growth and development in line with our vision. Unlike zoning regulations and maps, which set precise rules for land use, densities, and architectural guidelines at the parcel level, the Future Land Use Map gives us more flexibility. It allows us to support our vision for growth while allowing for case-by-case interpretation, particularly where different categories transition. In the following pages, we'll describe these future land use categories in general terms, like neighborhood and employment, to differentiate them from zoning classifications.

### LAND USE VS. ZONING

Understanding the difference between land use and zoning is key to navigating the Future Land Use Map and its connection to our community's development.

- **Land Use:** Land use defines the general function of an area such as residential, commercial, employment, or open space, without prescribing exact regulations. It offers us flexibility in development, allowing for a broader interpretation of how a property may evolve within its designated category. This flexibility helps us align development with our community's vision and long-term goals.
- **Zoning:** Zoning involves specific, enforceable regulations that apply to individual parcels of land. These regulations govern detailed aspects of development, such as specific uses, density, building height, setbacks, and more. Zoning laws are legally binding and ensure orderly development while preventing conflicting land uses.

### HOW TO USE THE MAP AND CONNECTION TO THE PLAN'S THEMES AND GOALS

The Future Land Use Map is a guiding tool for shaping the growth and development in our community. Unlike zoning maps that enforce specific regulations, the Future Land Use Map is a tool that allows broader, flexible planning, supporting our shared vision for the future.

We can use the map to identify general areas where different types of development should occur, such as residential, commercial, or employment uses. This helps us align our development patterns with our community's goals for growth, sustainability, and connectivity. As we interpret the map, it's important to consider how the proposed land use categories connect to our overarching themes and goals. For example, areas designated for employment opportunities are linked to our goals for economic vitality, while residential areas support our goals for growth and community sustainability. Similarly, mixed-use areas foster walkability and vibrant neighborhoods. By understanding these connections, we can ensure that future development reflects the priorities and values outlined in this plan.



AGRICULTURAL & RURAL



AIRPORT OPPORTUNITY ZONE



COMMERCIAL MIXED-USE



DOWNTOWN CORE



EMPLOYMENT



MIXED-USE TRANSITION



NEIGHBORHOOD (TRADITIONAL)

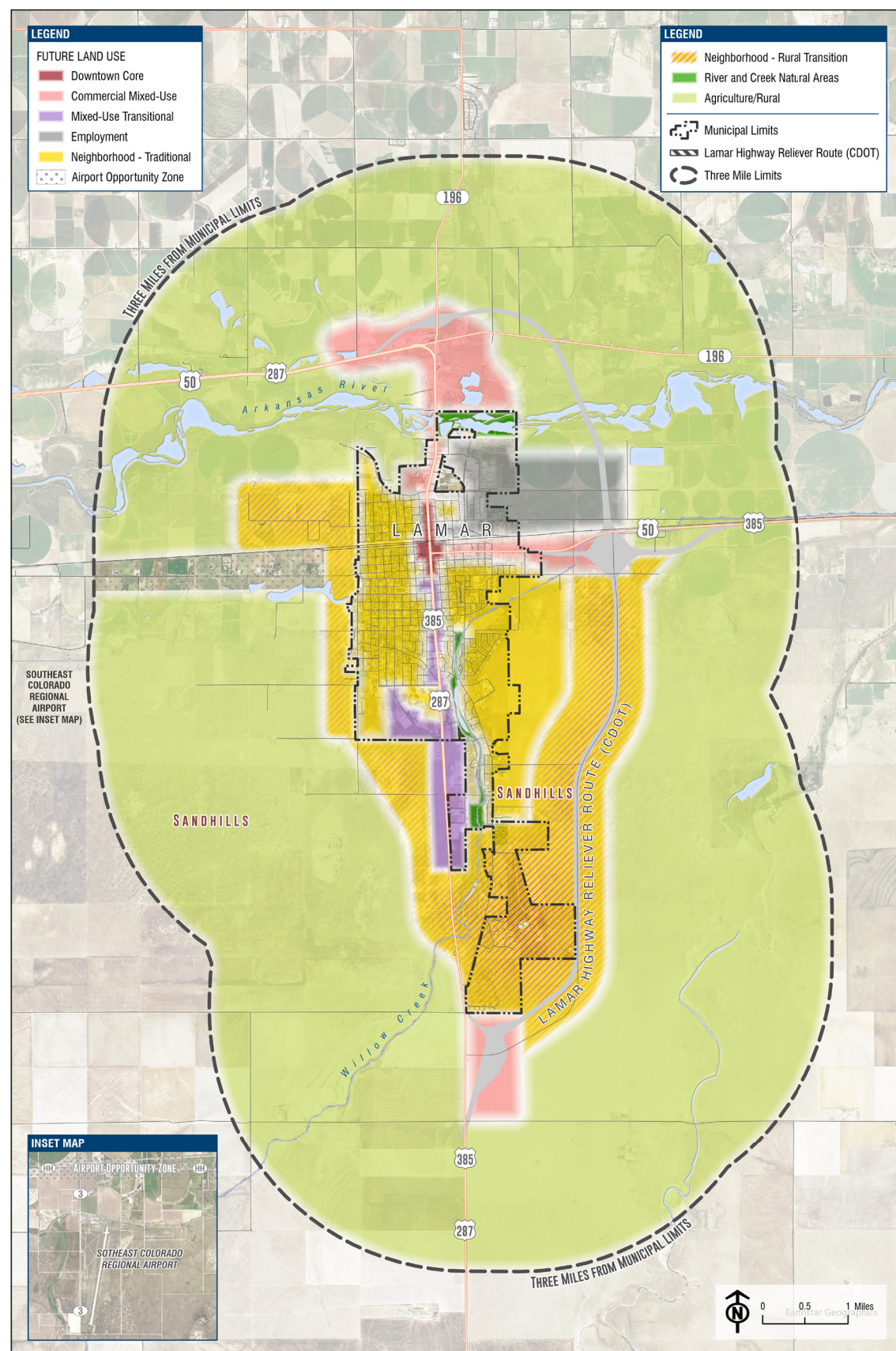


NEIGHBORHOOD (RURAL TRANSITION)



RIVERS & CREEK NATURAL AREAS

## FUTURE LAND USE MAP



## AGRICULTURAL & RURAL

Our region offers a unique blend of natural beauty, agricultural richness, and a strong sense of community. Known for our picturesque landscapes and open spaces, the area is ideal for outdoor enthusiasts, with opportunities for hiking, fishing, and wildlife viewing. Agriculture plays a vital role in our economy, providing fresh local produce and supporting related industries.

The Agricultural/Rural future land use category includes active agricultural lands, natural areas, and open spaces in the outer reaches of Lamar’s three-mile planning area. These areas generally have limited access to urban services, such as paved roads and sanitary sewer. The rural landscape supports agricultural production, ranching, and recreation, while allowing for low-density residential development that maintains the open character of the land. Agricultural and mineral development operations are expected to continue here, and small-scale commercial uses may be permitted at major intersections where they support the rural economy without disrupting the character of the area.

### Recommended Uses

- Primary: Dispersed or clustered single-family residences (on large lots); agricultural uses; larger accessory structures such as barns and other outbuildings.
- Secondary: Farming; ranching; mineral and energy development; supporting agricultural-related businesses; open space and recreation; schools; places of assembly; some small-scale commercial or employment uses may be allowed where appropriate.

### Density and Intensity

- Low to moderate density residential development, with larger lot sizes typically ranging from one to five acres or more, depending on the area.
- Areas may also accommodate clustered residential development to preserve open space and rural character.
- Development should have limited intensity, maintaining a rural atmosphere with larger, more spread-out properties.

### Character and Design Considerations

- Development Pattern: Development should focus on preserving the rural character, with larger parcels of land and flexible residential layouts. Clustered developments may be used to conserve open space and reduce environmental impacts.
- Infrastructure: These areas have limited infrastructure, with access primarily provided through unpaved or lightly paved roads. Infrastructure such as roads, water, and sewer services should be developed in accordance with rural standards.
- Building Design: Structures should be designed to blend with the agricultural landscape, utilizing natural materials and architectural styles that complement the rural surroundings.
- Open Space & Recreation: Opportunities for outdoor recreation should be incorporated into development, including trails, parks, and open space areas.
- Environmental Preservation: Development should consider floodplains, wetlands, and wildlife habitats to ensure the protection of natural resources.



## AIRPORT OPPORTUNITY ZONE

Our West Oak Street corridor extends west from the municipal boundaries to the Southeast Colorado Regional Airport, a growing hub for package distribution, medical aviation, and hobbyists. The airport serves as a recognized regional asset, particularly as a cost-effective refueling stop compared to other airports in the region. While the airport itself is outside our community's three-mile area of influence and is not physically connected by City land, it remains City-owned and economically tied to Lamar. Prowers Economic Prosperity has identified the airport as an opportunity for business expansion, and strengthening connections to it can strengthen our community's role as a logistical hub. The Airport Opportunity Zone is envisioned as a gateway for commercial and employment uses that leverage the airport's unique economic potential.



### Recommended Uses

- Primary: Rural residential; agricultural uses; commercial; retail; employment such as warehouses, manufacturing, and fabrication; outdoor storage; recycling and material storage.
- Secondary: Supporting and complementary uses such as parks and recreation; community centers; places of assembly; hotels, motels, and restaurants; offices; and research and development.

### Density and Intensity

- Medium-density residential development may be appropriate, with areas accommodating a mix of housing types and densities.
- Commercial and industrial uses will generally have medium to high intensity, focusing on service-oriented businesses and logistics.
- Areas should be planned to minimize conflicts between residential, commercial, and industrial uses.

### Character and Design Considerations

- Development Pattern: The area should maintain a balance between rural and industrial uses, incorporating buffer zones between residential and industrial areas to reduce conflicts.
- Infrastructure: The area has limited infrastructure, and development should focus on improving roadways to accommodate the expected growth, including access routes to the airport.
- Building Design: Industrial and commercial buildings should be designed with functionality in mind, focusing on accessibility, efficiency, and compatibility with surrounding uses.
- Landscaping & Buffering: Considerations for landscaping and buffering should be made to ensure a visual transition between the airport and surrounding areas.
- Transportation Access: The area's transportation infrastructure should support heavy vehicle traffic associated with industrial uses, ensuring safe access to and from the airport.
- Environmental Considerations: As a developing area, environmental impacts should be considered, especially in terms of air quality, noise, and wildlife management near the airport.



## COMMERCIAL MIXED-USE

Lamar benefits from its prime location at the junction of three U.S. highways (US 50, 385, and 287), positioned along East Olive Street and Main Street. These highway commercial areas provide convenient access to goods and services for both travelers and residents, making them ideal locations for service businesses like restaurants, gas stations, and retail shops. This accessibility draws foot traffic, boosts sales, and strengthens our local economy. Serving as gateways to Lamar, the Commercial Mixed-Use areas increase visibility and attract visitors while supporting job creation and economic development.

We can expect thoughtfully planned highway commercial zones to also enhance safety and improve traffic flow. The Commercial Mixed-Use areas primarily feature retail and personal service establishments, with office spaces interspersed. Hotels, motels, larger chain restaurants, and highway-oriented auto and truck services cater to both local and regional needs. While we encourage a range of compatible uses, we will limit industrial activities to maintain a balance that supports the area's commercial appeal. In these areas, commercial businesses will cater to the traveling public, featuring larger signs, parking lots at the front, and attractive landscape and design on any façade visible from a local street or highway, creating an inviting gateway into Lamar.



### Recommended Uses

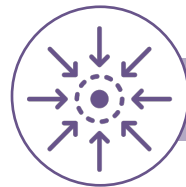
- Primary: Commercial; retail; service uses.
- Secondary: Parks and recreation; community centers; places of assembly; multifamily residential when integrated with a commercial development.

### Density and Intensity

- Medium to high-intensity commercial development with an emphasis on accessibility, traffic flow, and visibility.
- Typically involves low- to mid-rise buildings with parking primarily at the front, allowing for high pedestrian and vehicular traffic.

### Character and Design Considerations

- Development Pattern: Focus on commercial development that serves both local and regional traffic, with easy access for vehicles and pedestrians.
- Building Orientation: Parking lots should generally be located at the front of buildings, with design features that improve the streetscape and create an inviting gateway into Lamar.
- Infrastructure: Provide safe and efficient access to major highways, including ensuring adequate ingress/egress points and well-planned roadways.
- Signage: Large, highway-visible signage is encouraged for businesses, while maintaining a cohesive and aesthetically pleasing design.
- Landscaping: Incorporate attractive landscaping along streets and at building entrances to enhance the visual appeal of the area.
- Traffic Considerations: Traffic calming measures and designated pedestrian crossings may be necessary to improve safety and flow along busy highway corridors.



## DOWNTOWN CORE

This area represents the historic heart of Lamar, rich in character and heritage from the old Lamar Theatre to the Train Depot that gave our City its name. It serves as the central hub for financial, governmental, and retail activities, featuring restaurants, shops, service establishments, and specialty stores.

Designed to foster pedestrian movement and vibrancy, the Downtown Core offers a higher level of urban density and activity than other parts of Lamar, with gathering places like the Shore Arts Center Park and the Enchanted Forest. We might consider reduced street widths here to allow for tree-lined streets and protected pedestrian paths, while balancing through highway traffic.



Residences in this area are often located on upper floors. We encourage businesses and community events to locate in the Downtown Core over other areas, as downtown businesses benefit from revitalization funding opportunities, collaboration with other local enterprises, and the promotion of a strong community spirit and shared success.

### Recommended Uses

- Primary: Financial; government; retail; service; entertainment; higher-density multi-family residential.
- Secondary: Plazas; courtyards; shared public parking; medium-to-low density multi-family residential.

### Density and Intensity

- High urban density: Multi-story buildings with a mix of commercial, retail, and residential uses.
- Higher density residential: Encourages mixed-use development with residential units above or behind retail spaces, ensuring the preservation of a vibrant downtown atmosphere.
- Commercial and retail focus: Higher-intensity commercial activities, including retail stores, restaurants, and service businesses, designed to attract foot traffic and promote local commerce.

### Character and Design Considerations

- Development Pattern: Mixed-use development is encouraged, with active ground-floor commercial spaces and residential or office uses above.
- Streetscape & Public Space: Narrower streets, tree-lined sidewalks, and pedestrian-focused design with public plazas and courtyards to enhance walkability and community interaction.
- Building Design: Buildings should be designed with a historic and pedestrian-friendly character, preserving the downtown heritage while incorporating modern amenities.
- Parking & Mobility: Shared public parking areas should be strategically placed to ensure access to downtown businesses while minimizing surface parking lots. The use of off-street parking should be prioritized over on-street parking where possible.
- Transportation: Pedestrian and bicycle access should be prioritized, with bike lanes and pedestrian pathways nearby and adjacent. Traffic-calming measures should be incorporated to slow vehicular traffic and create a safer environment for pedestrians.
- Environmental Considerations: The area should promote sustainability by encouraging green infrastructure such as energy-efficient building designs and adaptive reuse of existing buildings.



## EMPLOYMENT

Lamar is home to several employment centers. Employment areas are dedicated to industrial, manufacturing, and employment uses like office parks, warehousing, logistic centers, shops, supply yards, and select commercial services. Industries include fiberglass manufacturing, oil field equipment manufacturing, and aggregate mining and batching. These employers not only attract new people to our City but also support residents who want to stay.

Uses in these areas vary in intensity and impacts on surrounding uses, which are mitigated through the development review process. Commercial services and other support services are encouraged to meet the needs of workers and commuters.



### Recommended Uses

- Primary: Industrial; warehouses; manufacturing and fabrication; outdoor storage; recycling and storage of materials; trades and supply yards; energy/infrastructure production and related uses.
- Secondary: Supporting retail uses and services (such as hotels, motels, restaurants); offices; research and development.

### Density and Intensity

- Intensity Range: Medium to high intensity, based on the scale of the industry, with larger manufacturing and warehousing facilities likely dominating the landscape.
- Residential Density: Typically, not applicable in these areas, as the focus is on industrial and commercial uses. However, mixed-use buildings may be allowed in certain circumstances.
- Development Pattern: Large-scale industrial operations with significant floor space for manufacturing or warehousing. These uses require ample setbacks to accommodate truck movement and provide adequate space for operational efficiency.

### Character and Design Considerations

- Development Pattern: Industrial development should be separated from residential areas to avoid potential conflicts, while ensuring accessibility for employees and the efficient movement of goods.
- Building Design: Industrial buildings should be functional, with a focus on practicality, durability, and safety. Some buildings may be designed to include office spaces or other administrative functions within the same site.
- Transportation & Access: Roads and access points should be designed to accommodate large trucks and heavy equipment, with consideration for truck routes and proximity to major highways. Sidewalks and pathways should be included to promote pedestrian circulation and safety.
- Landscaping & Buffers: Landscaping should be used to buffer industrial uses from nearby residential or mixed-use areas, while not interfering with transportation access.
- Environmental Considerations: Mitigation measures for any environmental impacts, including noise, air quality, and water runoff, should be incorporated into the development process. Floodplain and wildlife habitat areas should be protected.



## MIXED-USE TRANSITION

Located along Main Street but outside the downtown core, our Mixed-Use Transitional area offers a blend of low-intensity commercial, service, office, and residential uses. Uses generally front along main streets with parking and storage uses set back.

The area is also home to civic uses such as Lamar Community College, Lamar Middle School, City Hall, and the Library, providing a range of activities to serve nearby neighborhoods and the community. Along the corridors, we support medical offices, hotels/motels, small- to mid-sized restaurants, and other hospitality businesses, as well as auto and truck services focused on local and regional traffic.



### Recommended Uses

- Primary: Commercial retail; restaurants; multifamily residential; educational; government and support services; hotels and motels.
- Secondary: Supporting and complementary uses include parks and recreation; community centers; places of assembly; mix of residential.

### Density and Intensity

- Density Range: Moderate to low density, primarily characterized by small to medium-sized buildings that can accommodate a mix of uses on a single lot, with a focus on walkability and accessibility.
- Residential Density: Multifamily residential densities range from 8 to 20 units per acre, depending on the location and surrounding context. Higher densities may be considered closer to the downtown core or major intersections.
- Development Pattern: A mix of one- to three-story buildings with commercial uses on the ground floor and residential or office space above. Parking is generally located behind buildings or on side streets to reduce visual impact along main corridors.

### Character and Design Considerations

- Building Design: Commercial and residential structures should blend with the surrounding area, ensuring a scale that is compatible with both residential and commercial uses.
- Street Frontage: Encourage a strong street presence with buildings oriented to the street and parking set back or behind. Retail and commercial spaces should have active ground-floor uses that engage pedestrians.
- Pedestrian Connectivity: Sidewalks, crosswalks, and pedestrian-friendly designs should be incorporated to create a safe and walkable environment.
- Landscaping: Landscaping should be used to soften the transition between commercial and residential uses and along parking lots. Buffer areas between high-traffic streets and residential areas should be designed to reduce noise and improve visual appeal.
- Transportation & Access: Prioritize connectivity to public transportation, pedestrian routes, and major roadways to ensure that the area is easily accessible by various modes of transportation.
- Environmental Considerations: Incorporate energy-efficient building practices, and water-conserving landscaping to reduce the environmental footprint of new development and promote long-term sustainability.



## NEIGHBORHOOD - TRADITIONAL

This area is the largest land use category in Lamar. It encompasses existing neighborhoods throughout our City and future neighborhood areas eligible to connect to City utilities. While this area mainly consists of single-family detached homes, we encourage a mix of housing types including duplexes, townhomes, and multifamily residential developments. These residential areas should feature easily accessible parks, schools, and gathering places. We envision higher-density dwellings along major roadways and near commercial and employment centers to serve as transitions between varying intensities of land uses.



### Recommended Uses

- Primary: Mix of residential densities; places of assembly; schools; parks; community centers.
- Secondary: Supporting small-scale commercial; retail; service uses.

### Density and Intensity

- Density Range: Primarily low to moderate-density residential development with a focus on single-family detached homes, though higher densities may be appropriate along major roadways or near commercial centers.
- Residential Density: Densities can range from 4 to 12 units per acre depending on the proximity to major streets, employment centers, or public transit routes.
- Development Pattern: Predominantly suburban, characterized by curvilinear streets, front yards, and garages typically located at the rear or side of houses. Higher-density developments may be appropriate along major corridors or near nodes of mixed-use activity.

### Character and Design Considerations

- Building Design: Residential buildings should complement the overall character of the neighborhood, with thoughtful integration of new development into the existing urban fabric. Single-family homes should maintain a consistent scale and appearance with a variety of architectural styles.
- Street Frontage: Encourage street-facing facades that integrate front yards or porches to promote walkability. Setbacks should align with existing development patterns to maintain a consistent streetscape.
- Public Spaces: Parks, schools, and community gathering spaces should be central to neighborhood design, with easy pedestrian access and connection to surrounding areas.
- Pedestrian Connectivity: Design streets and sidewalks to be pedestrian-friendly, ensuring safe and comfortable movement within the neighborhood and to nearby amenities.
- Landscaping: Landscaping should reflect the natural environment while providing buffer areas between different residential densities. Street trees and open green spaces should be prioritized.
- Environmental Considerations: Encourage energy-efficient building practices. Designs should emphasize passive solar orientation and natural ventilation to reduce energy consumption.



## NEIGHBORHOOD - RURAL TRANSITION

This land use category gradually transitions from more intensive urban neighborhoods to agricultural lands, natural areas, and open spaces. Estates will be larger and may include accessory small business activity. We recognize that these areas may have limited access to public services such as paved roads, sidewalks, or sanitary sewer. This rural transition area supports agricultural activities and ranchette-style residential developments. We encourage small-scale commercial or retail at major intersections.



### Recommended Uses

- Primary: Low-density single-family residences; clustered development; agricultural uses; larger accessory structures such as barns and other outbuildings.
- Secondary: Farming, ranching, other agriculturally related uses; open space and recreation; schools; places of assembly; some commercial and employment uses.

### Density and Intensity

- Density Range: Primarily low-density residential development with larger lot sizes that allow for agricultural uses or larger accessory structures. Densities may range from 1 to 4 units per acre.
- Residential Density: The majority of residential development in this area will be low-density single-family residences on larger lots, but clustered developments may allow for higher densities in specific locations.
- Development Pattern: Typically characterized by large lot sizes with rural-style development. Development should be sensitive to the surrounding agricultural and natural environments.

### Character and Design Considerations

- Building Design: Residential buildings should blend with the rural character of the area, with a focus on natural materials and low-impact designs. Accessory structures should be carefully integrated into the landscape to avoid visual clutter.
- Street Frontage: Streets in this area may be narrower with less emphasis on sidewalks, but driveways and entrances should be well-designed to provide a welcoming, functional space for residential and agricultural uses.
- Public Spaces: Open spaces, parks, and recreational areas should be incorporated to support the rural lifestyle and offer recreational opportunities.
- Pedestrian Connectivity: While pedestrian routes may be limited due to the rural nature of the area, connections to neighboring developments or public spaces should be considered.
- Landscaping: Landscaping should reflect the rural character, with native plants and minimal turf. Larger setbacks may be used to preserve agricultural or natural areas and protect privacy.
- Environmental Considerations: Encourage designs that minimize disruption to farming and ranching activities, incorporating buffers between residential and agricultural areas to maintain the viability of surrounding agricultural uses.



## RIVERS AND CREEK NATURAL AREAS

Riparian areas along the Arkansas River and Willow Creek limit urban development. These spots are prone to occasional flooding and have significant ecological value, serving as areas for both active and passive recreation, conservation, and wildlife habitats. We encourage the establishment of conservation areas to help reduce flood damage.

North Gateway Park and the Willow Creek corridor provide substantial opportunities for riparian habitat protection, recreation, and pathways that connect to the community. These areas can feature landscaped corridors with trails, sidewalks, and wildlife habitats. Parks and recreational areas are the most developed and frequently used types of land in this category. They may include playing fields, courts, picnic areas, playgrounds, trailheads and trail corridors, golf courses, gathering and event spaces, and related facilities.



### Recommended Uses

- Primary: Conservation; wildlife habitats; parks and recreation.

### Density and Intensity

- Density Range: Low density, primarily focused on maintaining the natural environment, with development concentrated around recreation and public access areas.
- Residential Density: Residential development is generally discouraged.
- Development Pattern: Emphasizes low-impact development that maintains natural habitats, with trails, picnic areas, and event spaces integrated into the landscape while minimizing impervious surfaces.

### Character and Design Considerations

- Building Design: Buildings in this area, such as shelters or visitor centers, should be designed with natural materials to blend into the landscape and minimize disruption to the ecosystem.
- Public Spaces: Public spaces should be designed to protect wildlife habitats while offering opportunities for passive and active recreation. Trails and amenities should encourage access while maintaining ecological balance.
- Pedestrian Connectivity: Trails, sidewalks, and nature paths should be incorporated to enhance community access to these natural areas, promoting recreational use while ensuring protection of the environment.
- Landscaping: Landscaping should feature native plants and water-conserving species, enhancing biodiversity and reducing the environmental footprint of any developments.
- Transportation & Access: Limited vehicular access should be provided for visitors, with a focus on pedestrian and bicycle connectivity to preserve the natural environment.
- Environmental Considerations: Encourage flood-resilient designs and landscaping that can absorb water and reduce flood damage in these ecologically sensitive areas. Preserve and enhance wildlife habitats by maintaining native vegetation, minimizing noise pollution, and limiting development that could disrupt natural ecosystems.



## VI. FOUNDATIONS FOR PROGRESS: STRATEGIES AND IMPLEMENTATION

### Turning Vision Into Action

In this chapter, we outline the strategies and specific goals necessary to transform our vision into tangible progress. These strategies are designed to guide thoughtful growth, with an emphasis on sustainability, collaboration, and ensuring our heritage values are upheld. Success will not just be defined by goals, but by the ways we track progress. An Implementation Matrix is provided to help prioritize actions and stay on course. This matrix will guide how we measure success through specific milestones, timelines, and responsible parties.

Additionally, funding is an essential part of implementation. We will discuss potential funding sources and strategies to make sure resources are allocated efficiently. By aligning these priorities with Lamar's broader goals, this chapter provides a framework for continued community prosperity.

### INTRODUCTION TO OUR THEMES, STRATEGIES, AND GOALS

The foundation of this plan is structured around four key themes that capture the vision for Lamar's future:



#### GROWTH DONE RIGHT



#### THE INTERSECTION OF OPPORTUNITY



#### A GATEWAY TO ADVENTURE



#### COMMUNITY CONTINUUM

Each of these themes represents a pillar that supports our development. Under each theme, strategies are outlined to guide specific areas of action, with corresponding goals that define success. These goals are the measurable outcomes we aim to achieve, and each one is designed to be practical, measurable, and attainable.

To ensure progress is tracked effectively, these goals are part of the Implementation Action Plan found in the appendices, where we'll detail actions, responsible entities, timelines, and funding considerations. Success is about more than completing a project, it's about the long-term benefits they bring to our residents.



## GROWTH DONE RIGHT

Imagine our community growing with intention, where development respects our agricultural roots and shapes a vibrant future. Picture streets alive with activity, businesses thriving, and a community united by shared goals. Let's pursue investments and growth that honor our heritage while nurturing our aspirations.



## NEXT STEPS

A detailed matrix of action items supporting the goals in this section is available in Appendix A. It provides specific steps, responsible parties, and potential timeframes to guide implementation of the Growth Done Right vision.

## STRATEGIES AND GOALS

### 1. Thoughtful Development

Promote community-oriented development that aligns regulations with the future land use plan. Prioritize infill development and meaningful growth that preserves Lamar's unique character and the regional context.

Goal A1. Promote sustainable and responsible development patterns that protect environmental resources and align with the community's character, existing land uses, infrastructure, and long-term vision.

Goal A2. Revise policies and regulations to facilitate efficient and affordable development.

### 2. Connected Transportation and Mobility Systems

Enhance Lamar's transportation network by continuing to improve streets, support multimodal options, and increase connectivity to ensure safe and efficient movement for all users.

Goal A3. Improve roadway safety, accessibility, and efficiency to support all transportation network users.

Goal A4. Support a mix of multimodal transportation options to foster a vibrant and walkable community.

Goal A5. Promote transportation planning and infrastructure collaboration between the City, County, and CDOT.

### 2. Reliable Utility Infrastructure

Upgrade and expand utility infrastructure to meet the current and future needs of the community, ensuring sustainability and reliability of essential services.

Goal A6. Assess and plan for utility infrastructure needs in alignment with the Future Land Use Map and Three-Mile Plan to support future development.

Goal A7. Evaluate current public and private utility sources and distribution systems for expansion or upgrades to adequately serve all quadrants of the community now and into the future.

### 3. Placemaking

Create engaging and inclusive public spaces that foster community interaction and a sense of belonging.

Goal A8. Promote community identity by revitalizing public spaces and integrating community landmarks into everyday interactions, fostering a shared sense of place.

### 4. Agricultural Heritage Preservation

Safeguard and promote our area's agricultural resources including farmland, pastures, and water resources. Preserve historic and cultural resources that have shaped our community into what it is today.

Goal A9. Increase community engagement and appreciation of agricultural heritage through educational initiatives and events that showcase local agricultural practices and history.

Goal A10. Explore policies and programs that ensure the long-term sustainability of prime farmland and agricultural resources.



## THE INTERSECTION OF OPPORTUNITY

Our community is a place where everyone has a path forward, guided by our commitment to inclusivity and opportunity. Imagine a vibrant economy, a skilled workforce, and housing opportunities that support a strong sense of community. Where reinvestment and revitalization breathe new life into our community. Let's build pathways that empower residents and community partners from all backgrounds to achieve their full potential and contribute to our shared prosperity.



## NEXT STEPS

A detailed matrix of action items supporting the goals in this section is available in Appendix A. It provides specific steps, responsible parties, and potential timeframes to guide implementation of the Intersection of Opportunity vision.

## STRATEGIES AND GOALS

1. Stronger Local Economy  
Foster economic growth by providing resources and support for businesses and entrepreneurs. Encourage job creation and capitalize on Lamar's position as a transportation hub while promoting agritourism and agricultural innovation.
  - Goal B1. Cultivate a thriving and diverse economy by encouraging entrepreneurship and innovation across various industries.
  - Goal B2. Strengthen and diversify Lamar's economy by leveraging its transportation logistical assets and positioning the City as a leader in agritourism and agricultural innovation.
2. Workforce Development  
Enhance job training programs and educational opportunities to equip community members with the necessary skills for success. Focus on workforce retention and development to meet the needs of local employers.
  - Goal B3. Enhance workforce development opportunities by focusing on job training programs and lifelong learning initiatives.
  - Goal B4. Support the expansion of small businesses to create sustainable job opportunities and strengthen the local economy.
3. Neighborhood Revitalization and Reinvestment  
Explore partnerships and funding to establish programs aimed at revitalizing blighted neighborhoods and facilitating infill redevelopment. Promote business-ready developments and the cleanup of dilapidated commercial and industrial areas to improve existing neighborhoods.
  - Goal B5. Foster partnerships between the City, community organizations, and private entities to implement revitalization programs and infrastructure improvements to enhance the overall quality of life and aesthetics in the community.
  - Goal B6. Encourage private property owners to address blighted and neglected properties through cleanup, beautification, and redevelopment initiatives that support neighborhood and community pride.
4. Housing Diversity  
Increase access to a diverse range of housing options to ensure housing security for residents across all income levels. Support housing affordability while enhancing income opportunities and ensuring long-term market stability.
  - Goal B7. Promote the development of a variety of housing solutions to meet the needs of all residents, while addressing market gaps from low-income to professional housing.
  - Goal B8. Assess and update local programs, policies, and regulations to encourage housing infill, downtown mixed-use residential developments, and encourage diverse, inclusive neighborhoods.



## A GATEWAY TO ADVENTURE

Our community is a vibrant hub for outdoor enthusiasts and nature lovers, where exploration and discovery are at the heart of everyday life. A diverse range of recreational opportunities exist for all ages and abilities. Picture scenic trails, tranquil and vibrant parks, and endless opportunities for adventure. Let's embrace our role as a destination for adventure and leisure in southeast Colorado.



## NEXT STEPS

A detailed matrix of action items supporting the goals in this section is available in Appendix A. It provides specific steps, responsible parties, and potential timeframes to guide implementation of the Intersection of Opportunity vision.

## STRATEGIES AND GOALS

### 1. Outdoor Recreation for All

Expand outdoor recreation opportunities to promote a healthy and active lifestyle for all residents and visitors.

- Goal C1. Evaluate and create accessible facilities that promote active lifestyles, offering diverse opportunities for residents and visitors of all ages and abilities.
- Goal C2. Assess and improve pedestrian connectivity between parks, schools, and community facilities to enhance accessibility and integrate recreational spaces across the community.
- Goal C3. Partner on efforts to increase the variety of outdoor amenities, including dog parks and family-friendly recreational areas, to serve diverse needs.

### 2. Year-Round Indoor Recreation

Enhance indoor recreation facilities and programs offering diverse activities for all ages, promoting healthy lifestyles and community well-being year-round, regardless of weather conditions.

- Goal C4. Evaluate and partner in developing year-round indoor recreation opportunities by upgrading public and private facilities to provide inclusive and engaging activities, supporting diverse interests and community well-being.
- Goal C5. Ensure indoor facilities and programs are accessible and inclusive to foster health, wellness, and social connections for all community members.

### 2. Tourism that Builds Community

Showcase Lamar's unique natural beauty, cultural attractions, and recreational opportunities to attract visitors and residents. Encourage residents to engage with their community's offerings while attracting tourists to boost the local economy, creating shared pride and participation in Lamar's growth.

- Goal C6. Promote Lamar's attractions through marketing and outreach efforts that engage residents and tourists.
- Goal C7. Create events and experiences that invite residents to engage with local attractions, fostering pride in Lamar's unique cultural and recreational offerings.
- Goal C8. Support local businesses and industries tied to tourism, ensuring economic benefits are shared across the community.

### 3. Adventure Programming

Promote dynamic outdoor adventure programs, events, and experiences that engage residents and visitors, promoting exploration, active lifestyles, and community pride.

- Goal C9. Support adventure programs and events that highlight Lamar's unique outdoor offerings, drawing both local participants and visitors to enjoy year-round activities.
- Goal C10. Promote partnerships with local businesses and organizations to offer exciting, community-driven outdoor adventure experiences.

### 4. Recreation and Events for Everyone

Evaluate and expand community recreation and event programming to meet diverse needs by leveraging existing resources and pursuing new funding opportunities. Ensure that programs and events serve all ages and abilities, fostering partnerships with local organizations and businesses to enhance community well-being and engagement.

- Goal C11. Seek diverse community recreation and event programming to meet the needs of all ages and abilities, strengthening local engagement and well-being.
- Goal C12. Develop partnerships with local organizations and businesses to offer community events that foster social connections and promote health and wellness.
- Goal C13. Pursue funding to support the growth and sustainability of recreation and event programming.
- Goal C14. Assess and support accessible and inclusive community programs, providing opportunities for both residents and visitors.



## COMMUNITY CONTINUUM

Our story is one of connection, a legacy that spans generations, cultures, and experiences. As we pass the torch from one generation to the next, we honor our past, embrace our present, and build a future rooted in unity, diversity, and shared purpose. Together, we are resilient and prepared to face whatever comes our way.



## NEXT STEPS

A detailed matrix of action items supporting the goals in this section is available in Appendix A. It provides specific steps, responsible parties, and potential timeframes to guide implementation of the Community Continuum vision.

## STRATEGIES AND GOALS

### 1. Visionary Leadership

Foster leadership development and mentorship opportunities to empower emerging leaders, ensuring the continuity of community values, vision, and aspirations across generations.

- Goal D1. Identify and promote leadership training and mentorship programs to cultivate skills for future community leaders.
- Goal D2. Increase public awareness and participation in local governance and decision-making processes.

### 2. Cultural Preservation

Preserve and celebrate Lamar's diverse cultural heritage through storytelling, community events, and initiatives that connect the past with the present.

- Goal D3. Encourage educational programs and events that highlight Lamar's historical significance and traditions.
- Goal D4. Support the preservation and restoration of historic sites and landmarks central to the town's identity.
- Goal D5. Promote cultural events that showcase and celebrate Lamar's diverse community history.

### 3. Community Pride

Strengthen community pride through community-led initiatives, beautification projects, and collaborative efforts, cultivating a shared sense of belonging and ownership in the ongoing growth and success of Lamar.

- Goal D6. Support programs to empower local residents and neighborhood groups to take an active role in neighborhood beautification and safety efforts.
- Goal D7. Encourage regular events that bring residents of all backgrounds together to celebrate Lamar's culture and achievements.

### 4. Community Resilience and Preparedness – Risk Mitigation

Enhance community resilience by educating residents on natural disaster risks and preparedness strategies. Partner with neighboring communities, emergency responders, and government agencies to strengthen coordination and build shared strategies for emergency preparedness and disaster response.

- Goal D8. Develop a disaster preparedness plan that engages all residents.
- Goal D9. Strengthen emergency preparedness through coordinated response efforts with neighboring communities and agencies, enhancing reliance and collective action.
- Goal D10. Explore community workshops to educate on disaster risk awareness and personal preparedness strategies.

### 5. Collaboration and Partnerships

Build strong partnerships with private industry, residents, non-profits, and government agencies to enhance coordination and implement the community's vision. Focus on elevating community well-being, leveraging resources, and driving collective efforts to achieve community goals.

- Goal D11. Support a public-private partnership policy to drive economic and social development initiatives.
- Goal D12. Facilitate collaborative efforts between public and private sectors to address key community challenges, leveraging diverse resources and expertise.
- Goal D13. Expand engagement with regional partners to enhance resource-sharing.

## FUNDING SOURCES OVERVIEW

This section serves as a high-level guide to outline potential funding categories to support the implementation of the Comprehensive Plan. While specific funding sources will vary depending on the strategy and available opportunities, the following general categories should be considered.

1. Grants: Various state, federal, and foundation-based grant programs provide financial support for specific projects related to economic development, housing, transportation, environmental sustainability, and more. Examples include the following.

- Transportation Alternatives Program (TAP): Provides funding for transportation-related projects that enhance the safety, mobility, and quality of life for communities.
- Community Development Block Grant (CDBG): Offers funding for community development projects, including affordable housing, public infrastructure, and economic development.
- Environmental Protection Agency (EPA) Grants: Supports projects that improve environmental conditions, including water and waste management systems, and climate resilience.
- State Housing Trust Funds: State-level funding that supports affordable housing development, renovation, and preservation projects.

2. Partnerships: Collaboration with local governments, non-profit organizations, businesses, and other stakeholders provide opportunities for joint funding and resource sharing. Examples include the following.

- Public-Private Partnerships (PPP): Collaborations between local governments and private sector entities to share the cost and responsibility of infrastructure projects, such as park developments or affordable housing.
- Nonprofit Organizations: Many nonprofit groups have access to specialized grants and funding that can be leveraged to support community initiatives (e.g., housing development, community services).

3. Local Budget: Allocation of local government funds or public resources that can be directed toward the initiatives outlined in the plan. This includes tax revenue, bonds, and other budgetary tools. Examples include the following.

- General Fund: The main operating fund that can be used to finance projects such as improvements in public parks, transportation infrastructure, or community services.
- Tax Increment Financing (TIF): A financing method used to fund infrastructure or redevelopment projects in targeted areas by using the future tax revenue generated by the project itself.

4. Private Investment: Attracting private sector investments can help fund projects that benefit both the community and private entities. This could include investments from developers, businesses, or individuals in exchange for incentives or returns. Examples include the following.

- Private Developers: Investment from developers in building mixed-use developments, affordable housing, or retail spaces that align with the goals of the plan.
- Business Sponsorships: Local businesses could contribute funding or resources for public spaces, recreation programs, or events that align with their corporate social responsibility goals.

5. Other Sources: Exploring alternative or non-traditional funding sources such as crowdsourcing, donations, or special districts can help diversify the funding pool. Examples include the following.

- Enterprise Zone: Due to our location within an enhanced Colorado Enterprise Zone, the city could apply to become a certified Enterprise Zone project to raise funds for targeted community or economic development projects. Donors receive an additional 25% Colorado tax credit for cash contributions.
- Crowd Funding: Engaging the community in fundraising efforts through platforms such as Kickstarter or GoFundMe to support small-scale initiatives like park improvements or cultural events.
- Special Tax Districts: Creation of additional tax districts (such as a Business Improvement District) where local businesses or property owners contribute to funding specific projects or services in a defined area.



# APPENDIX

*Supporting Documents*

## IMPLEMENTATION ACTION PLAN

The Implementation Action Plan provides a step-by-step guide for bringing the strategies and goals of this Plan to life. It serves as a working tool for City staff, partners, and stakeholders to ensure accountability, monitor progress, and align resources with community priorities. The action tables are organized by the Plan's themes, strategies and goals, offering a practical roadmap to move from vision to results.

Each action item includes the following components to guide implementation.

1. **Timeframe:** identifies when the action should begin or be completed, categorized as short-term (0 to 2 years), medium-term (3 to 5 years), and long-term (more than 5 years).
2. **Lead Agency or Department:** specifies the primary group responsible for carrying out the action.
3. **Potential Partners:** highlights key organizations, agencies, or stakeholders who can support implementation.
4. **Status:** Provides space to track progress, making it easier to update and revisit as needed.
5. **Performance Indicator:** Outlines how progress will be measured, helping staff and the community understand what success looks like and where efforts are still needed.

By following this Plan, we can move intentionally and collaboratively toward our shared goals, ensuring our community's vision is not only stated, but realized.

## IMPLEMENTATION HOW-TO WORKBOOK

A separate Implementation Workbook will serve public officials and staff as a companion to this Plan. Expanding on the action tables, the Workbook outlines detailed how-to steps for implementation and functions as a living document, regularly updated to reflect evolving priorities, resources, and responsibilities. This working tool will guide annual work plans, support coordination across departments and community partners, and help ensure steady progress toward our shared vision and goals.



## GROWTH DONE RIGHT

Strategy 1: Thoughtful Development					
Promote community-oriented development that aligns regulations with the future land use plan. Prioritize infill development and meaningful growth that preserves Lamar's unique character and the regional context.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal A1:</b> Promote sustainable and responsible development patterns that protect environmental resources and align with the community's character, existing land uses, infrastructure, and long-term vision.					
Update zoning and subdivision regulations to reflect the Future Land Use Map, modernize content, and align with long-term infrastructure plans.	Medium-term	Planning	Public Works, Developers, Local Businesses, PEP, Consultant	Not started	Adoption of updated regulations
Identify priority areas for infill development and revitalization of underutilized properties. Develop incentive strategies (such as fee waivers, land banking, density allowances, etc.) for development community.	Short-term	Planning, City Administration	Developers, Property Owners, PEP	Not started	Priority areas identified and mapped, incentive strategy, and momentum on infill developments
<b>Goal A2:</b> Revise policies and regulations to facilitate efficient and affordable development.					
Conduct a regulatory audit to identify barriers to affordable and efficient development. This could be completed as part of the regulation update process under Goal A1.	Short-term	Planning	Developers, PEP, Housing Authority	Not started	Completion of audit and policy report
Review policy considerations and best practices from around the state for what is most applicable in Lamar.	Medium-term	Planning, City Administration	PEP, Developers, DOLA	Not started	Evaluation of policy considerations for housing, economic development, and efficient land use practices

Strategy 2: Infrastructure Prioritization for Transportation and Connectivity					
Enhance Lamar's transportation network by continuing to improve streets, support multimodal options, and increase connectivity to ensure safe and efficient movement for all users.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal A3:</b> Improve roadway safety, accessibility, and efficiency to support all transportation network users.					
Complete a multimodal safety assessment to identify key intersections needing improvements.	Short-term	Public Works, Parks and Recreation	Planning, CDOT, Police	In progress	Completed assessment
Incorporate the findings of assessment into the City's Capital Improvement Plan (CIP) and seek funding opportunities to implement improvements.	Long-term	Public Works	Parks and Recreation, Planning, CDOT	Not started	Safety improvements captured in CIP, funding allocated, and improvements underway
<b>Goal A4:</b> Support a mix of multimodal transportation options to foster a vibrant and walkable community.					
Develop a citywide bike and pedestrian plan to improve walkability and active transportation. May be completed in phases with the first part associated with the Parks and Recreation Master Plan.	Medium-term	Parks and Recreation	Public Works, Planning, Community Groups, CDOT	Not started	Plan completion and adoption
Implement bike and pedestrian improvements such as striping, separated pathways, signage, and safe roadway crossing devices.	Long-term	Parks and Recreation, Public Works	Planning, Community Groups, CDOT	Not started	Established funding and implementation milestones identified
<b>Goal A5:</b> Promote transportation planning and infrastructure collaboration between the city, County, and CDOT.					
Establish regular coordination meetings with CDOT and Prowers County to align future projects.	Short-term (ongoing)	City Administration	CDOT, County Administration, Planning, Public Works	In progress	Established meeting frequency and project alignment outcomes

Strategy 3: Infrastructure Prioritization for Utility Enhancement					
Upgrade and expand utility infrastructure to meet the current and future needs of the community, ensuring sustainability and reliability of essential services.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal A6:</b> Assess and plan for utility infrastructure needs in alignment with the Future Land Use Map and Three-Mile Plan to support future development.					
Map utility capacity across all planning areas to identify gaps relative to planned growth.	Medium-term	Public Works, Utility Providers	Planning	Not started	Completion of utility infrastructure GIS layer
<b>Goal A7:</b> Evaluate current public and private utility sources and distribution systems for expansion or upgrades to adequately serve all quadrants of the community now and into the future.					
Conduct an infrastructure condition assessment and create a long-range Capital Improvement Plan (CIP) associated with the assessment.	Medium-term (ongoing)	Public Works, Utility Providers	Planning	In progress	Completion of assessment and integration into CIP

Strategy 4: Placemaking					
Create engaging and inclusive public spaces that foster community interaction and a sense of belonging.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal A8:</b> Promote community identity by revitalizing public spaces and integrating community landmarks into everyday interactions, fostering a shared sense of place.					
Identify and prioritize public plazas, parks, and gathering spaces for upgrades.	Short-term	Parks and Recreation	Community Groups, Planning	In progress	Complete evaluation and prioritization of spaces and integration into CIP
Complete upgrades in order of prioritization and funding availability of public plazas, parks, and gathering spaces.	Medium-term	Parks and Recreation	Community Groups, Public Works, Local Businesses and Property Owners	Not started	Established funding and completion of upgrades

Strategy 5: Agricultural Heritage Preservation					
Safeguard and promote our area's agricultural resources including farmland, pastures, and water resources. Preserve historic and cultural resources that have shaped our community into what it is today.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal A9:</b> Increase community engagement and appreciation of agricultural heritage through educational initiatives and events that showcase local agricultural practices and history.					
Host annual educational events and tours in partnership with local agricultural producers and schools.	Short-term	Tourism, PEP	Schools, Fairgrounds, Local Businesses and Property Owners, Parks and Recreation	Not started	Host event and evaluate attendance and feedback for refinement of annual and recurring programs
<b>Goal A10:</b> Explore policies and programs that ensure the long-term sustainability of prime farmland and agricultural resources.					
Research and propose a farmland conservation easement program or zoning overlay.	Long-term	Planning, City Administration, County Administration	Property Owners, Land Trusts, PEP	Not started	Evaluation and viability of preservation tool, adoption of a program or resource

## THE INTERSECTION OF OPPORTUNITIES

<b>Strategy 1: Economic Vitality and Diversity</b> Foster economic growth by providing resources and support for businesses and entrepreneurs. Encourage job creation and capitalize on Lamar's position as a transportation hub while promoting agritourism and agricultural innovation.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal B1:</b> Cultivate a thriving and diverse economy by encouraging entrepreneurship and innovation across various industries.					
Host an annual entrepreneurship fair and create a startup resource guide.	Short-term	PEP, Lamar Community College	City of Lamar, Chamber of Commerce, Local Businesses	Not started	Creation of resources, hosted event with evaluation and adjustments for future occurrences
Evaluate the feasibility and ongoing management of popup retail pods and food trucks in defined infill locations of underutilized properties.	Medium-term	PEP, Lamar Community College, City of Lamar	Chamber of Commerce, Local Businesses	Not started	Assessment of what the program could look like and possible locations
Launch a small business incubator program or partnership to support early-stage entrepreneurs.	Medium-term	PEP, Lamar Community College	City of Lamar, Chamber of Commerce, Local Businesses	Not started	Number of businesses served by the program and resources provided
<b>Goal B2:</b> Strengthen and diversify Lamar's economy by leveraging its transportation logistical assets and positioning the city as a leader in agritourism and agricultural innovation.					
Develop a targeted marketing campaign to promote Lamar as a logistics hub and agritourism destination.	Medium-term	PEP, Tourism, Chamber of Commerce	City of Lamar, Marketing Specialists, Local Ag Producers and Businesses	Not started	Campaign launch, web and resource traffic, and inquiries
Create an inventory of available industrial and adjacent agricultural properties and distribute to regional site selectors and industry representatives.	Medium-term	PEP, Chamber of Commerce	City of Lamar, Property Owners, Realtors/ Brokers	Not started	Inventory published and outreach completed
Evaluate opportunities at the airport in alignment with the Economic Study that includes new hangars, expanded facilities, and connections to the town core.	Long-term	PEP	City of Lamar, Prowers County, Chamber of Commerce, Lamar Community College	Not started	An established airport strategic plan to guide investment and economic opportunities

<b>Strategy 2: Workforce Development</b> Enhance job training programs and educational opportunities to equip community members with the necessary skills for success. Focus on workforce retention and development to meet the needs of local employers.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal B3:</b> Enhance workforce development opportunities by focusing on job training programs and lifelong learning initiatives.					
Partner employers and schools to develop internship and pre-apprenticeship programs aligned with high-need industries.	Short-term	PEP, Workforce Center, Lamar Community College, Lamar Schools	City of Lamar, Chamber of Commerce, Local Businesses	Not started	Number of student placements and businesses supported, new programs identified and expanded
Apply for workforce development grants to fund technical training and adult education programs.	Medium-term	PEP, City of Lamar	Chamber of Commerce, Lamar Community College	Not started	Grants awarded and programs launched
<b>Goal B4:</b> Support the expansion of small businesses to create sustainable job opportunities and strengthen the local economy.					
Launch a small business grant or facade improvement program in downtown and neighborhood commercial nodes. Explore state Main Street funds and other resources.	Short-term	PEP, City of Lamar, Lamar Partnership (Main Street)	Chamber of Commerce, Local Businesses	Not started	Program and funding source established, number of businesses receiving grants
Offer business planning and financial literacy workshops tailored to microenterprises and home-based businesses.	Short-term	PEP, Chamber of Commerce, Lamar Community College	City of Lamar, Business Owners, Lamar Schools	Not started	Number of workshops held, attendance ratios, evaluation for ongoing workshops

<b>Strategy 3: Neighborhood Revitalization and Reinvestment</b> Explore partnerships and funding to establish programs aimed at revitalizing blighted neighborhoods and facilitating infill redevelopment. Promote business-ready developments and the cleanup of dilapidated commercial and industrial areas to improve existing neighborhoods.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal B5:</b> Foster partnerships between the city, community organizations, and private entities to implement revitalization programs and infrastructure improvements to enhance the overall quality of life and aesthetics in the community.					
Conduct a neighborhood infrastructure needs assessment and create a phased Capital Improvement Plan (CIP).	Short-term	Public Works	Planning, Civic and Community Organizations	Not started	Assessment completed and plan adopted
Identify and prioritize public-private revitalization projects in key commercial corridors.	Medium-term	Planning, Public Works	Local Property and Business Owners, PEP, Developers, Civic Organizations	Not started	Identified project areas, strategy plan, and number of projects implemented
Support the efforts and provide resources to the Lamar Partnership (Main Street organization) to capitalize on the Department of Local Affairs' Main Street program for funding opportunities and targeted revitalization efforts in downtown Lamar.	Short-term	City of Lamar	Lamar Partnership, Downtown Business Owners, Civic Organizations, DOLA	In progress	Continued support and guidance for the local Main Street program
<b>Goal B6:</b> Encourage private property owners to address blighted and neglected properties through cleanup, beautification, and redevelopment initiatives that support neighborhood and community pride.					
Develop a vacant property registry and enforcement strategy for nuisance abatement and redevelopment.	Short-term	Planning, Code Enforcement, Police	Legal Counsel	In progress	Registry established and compliance rate tracked
Offer a matching fund program for beautification projects led by neighborhood associations or block groups. Consider business sponsors and alternative funding sources.	Medium-term	Planning, City Administration	PEP, Local Businesses, Lamar Community College, Civic Organizations	Not started	Program established with funding and sponsor organizations, number of projects funded and completed
Promote the current EPA brownfield efforts and opportunities for property owners through the public-private partnership with the city. See the 2025 Lamar Economic Snapshot Report.	Short-term	City of Lamar	EPA, Property Owners, Prowers County, PEP, Chamber of Commerce, Lamar Community College	In progress	Available educational materials for local property owners and inclusion in the current or future brownfield efforts

<b>Strategy 4: Housing Diversification</b> Increase access to a diverse range of housing options to ensure housing security for residents across all income levels. Support housing affordability while enhancing income opportunities and ensuring long-term market stability.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal B7:</b> Promote the development of a variety of housing solutions to meet the needs of all residents, while addressing market gaps from low-income to professional housing.					
Prepare a housing assessment to guide strategies for new housing developments across all income levels.	Short-term	Planning	Housing Authority, Consultant, Developers, Property Owners	Near completion	Study completed and shared with the community
Evaluate and update city policies to promote a mix of housing types on underutilized properties and within neighborhood areas consistent with the Future Land Use Plan. Consider incentive programs and partnerships for a mix of housing solutions.	Medium-term	Planning	Developers, Housing Authority, Lamar Community College, Lamar Schools	Not started	Updated policies that promote the goals of this Plan and the housing assessment, partnership programs
<b>Goal B8:</b> Assess and update local programs, policies, and regulations to encourage housing infill, downtown mixed-use residential developments, and encourage diverse, inclusive neighborhoods.					
Identify infill sites and promote development through marketing and pre-approved site plans or "shovel-ready" templates. Could be done in partnership with Lamar Community Colleges' Building Trades Program and similar efforts.	Short-term	Planning, Lamar Community College, Housing Authority	Property Owners, Developers, Lamar Schools	Not started	Program evaluated and established, sites identified, number of active and complete projects
Review and amend zoning regulations to better allow mixed-use residential downtown and a mix of housing types in existing neighborhood consistent with the Future Land Use Plan.	Medium-term	Planning	Consultant, Developers, Community Groups	Not started	Updated regulations

## A GATEWAY TO ADVENTURE

Strategy 1: Outdoor Recreation					
Expand outdoor recreation opportunities to promote a healthy and active lifestyle for all residents and visitors.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal C1:</b> Evaluate and create accessible facilities that promote active lifestyles, offering diverse opportunities for residents and visitors of all ages and abilities.					
Conduct a community-wide inventory of existing outdoor recreation facilities and assess accessibility and overall condition.	Short-term	Parks and Recreation	Consultants, Civic Groups and Outdoor Enthusiasts, Lamar Schools	In progress	Completion of review and study
Design and implement improvements to ensure ADA accessibility and enhance usability across all city parks and open spaces.	Medium-term	Parks and Recreation	Public Works, Contractors, Civic Groups and Outdoor Enthusiasts	Not started	Funding secured and number of parks improved for accessibility and functionality for all users
<b>Goal C2:</b> Assess and improve pedestrian connectivity between parks, schools, and community facilities to enhance accessibility and integrate recreational spaces across the community.					
Develop a connectivity plan linking parks, schools, and community destinations with sidewalks or pathways, bike lanes, and safe crossings.	Short-term	Parks and Recreation, Public Works	Planning, CDOT, Lamar Schools	In progress	Completion and adoption of connectivity plan
Incorporate identified pedestrian and bike improvements into the city's Capital Improvement Plan (CIP), including phasing and cost estimates.	Medium-term	Parks and Recreation, Public Works	Planning	Not started	Inclusion of projects in updated CIP with funding identified
<b>Goal C3:</b> Partner on efforts to increase the variety of outdoor amenities, including family-friendly recreational areas, to serve diverse needs.					
Conduct a community survey or outreach campaign to identify demand for specific outdoor amenities. Evaluate staffing capacity and needs.	Short-term	Parks and Recreation	Community Groups, Lamar Schools	In progress	Completed survey and findings that are actively being integrated into planning efforts, staff capacity analysis
Work with local groups to plan and develop new outdoor amenities.	Short-term	Parks and Recreation	Developers, Community Groups, Donors and Civic Groups, Lamar Schools	In progress	Number of new amenities planned for within the city's CIP and constructed
Identify underutilized public spaces that could be converted into new or enhanced outdoor recreation amenities.	Medium-term	Parks and Recreation	Planning, City Administration, Lamar Partnership, Lamar Schools	Not started	Number of sites evaluated and prioritized
Develop a funding and implementation plan (including cost estimates and potential grants) for prioritized outdoor amenity projects.	Medium-term	Parks and Recreation	Grants Support, Community Groups, Lamar Schools	Not started	Funding program and plan initiated

Strategy 2: Year-Round Indoor Recreation					
Enhance indoor recreation facilities and programs offering diverse activities for all ages, promoting healthy lifestyles and community well-being year-round, regardless of weather conditions.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal C4:</b> Evaluate and partner in developing year-round indoor recreation opportunities by upgrading public and private facilities to provide inclusive and engaging activities, supporting diverse interests and community well-being.					
Conduct an inventory of existing indoor recreation facilities (public and private) to identify capacity, condition, and programming gaps.	Short-term	Parks and Recreation	Lamar Schools, Private Gym Businesses, Lamar Community College	In progress	Inventory completed and publicized
Partner with private or other public facility owners (such as the schools and medical facilities) to offer shared-use agreements or subsidized access for public programming.	Medium-term	Parks and Recreation	Lamar Schools, Private Gym Businesses, Lamar Community College, Prowers Medical Center	Not started	Identified partners, conversations occurring, agreements in place
Explore the feasibility and funding for expansion or renovation of the Lamar Community Building and other facility opportunities.	Medium- to Long-term	Parks and Recreation, City of Lamar	Community Groups, Local Businesses, Lamar Schools, Lamar Community College, Prowers Medical Center	Not started	Completion of feasibility study, funding secured, part of CIP
<b>Goal C5:</b> Ensure indoor facilities and programs are accessible and inclusive to foster health, wellness, and social connections for all community members.					
Develop programming that specifically serves seniors, youth, and residents with disabilities, such as low-impact fitness, indoor walking clubs, or adaptive recreation.	Short-term	Parks and Recreation	Prowers Medical Center	Not started	Programs evaluated and established, participation numbers by age/ability groups to monitor use and community reach
Conduct an ADA audit of indoor public recreation facilities and create a list of priority improvements.	Short-term	Parks and Recreation	Consultant, Prowers Medical Center	Not started	Audit completion and incorporation of improvements into CIP
Implement sliding scale or low-income access passes to increase affordability and participation.	Medium-term	Parks and Recreation	Prowers County Human Services	Not started	Number of passes distributed, usage tracking

<b>Strategy 3: Tourism Promotion</b> Showcase Lamar's unique natural beauty, cultural attractions, and recreational opportunities to attract visitors and residents. Encourage residents to engage with their community's offerings while attracting tourists to boost the local economy, creating shared pride and participation in Lamar's growth.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal C6:</b> Promote Lamar's attractions through marketing and outreach efforts that engage residents and tourists.					
Develop a cohesive tourism brand and marketing campaign that highlights Lamar's natural beauty, cultural assets, and recreational opportunities.	Short-term	PEP, Tourism, Chamber of Commerce	Parks and Recreation, Local Businesses, Lamar Community College	Not started	Brand launch and marketing evaluation
Create a centralized tourism website and social media presence to showcase events, attractions, trails, and itineraries.	Medium-term	City of Lamar Communications	Tourism, Chamber of Commerce, PEP, Parks and Recreation	Not started	Live website with engagement resources, website traffic metrics
Partner with The Great High Prairie team to expand upon and include their online resources on tourism and marketing materials. Integrate with branding and messaging updates.	Short-term	Civic Group, Communications, Tourism	Chamber of Commerce, Library, Lamar Schools, Parks and Recreation	Not started	Including updated resources on the Great High Prairie website, integrating with city communications and tourism teams
<b>Goal C7:</b> Create events and experiences that invite residents to engage with local attractions, fostering pride in Lamar's unique cultural and recreational offerings.					
Develop an annual events calendar featuring new and existing cultural, agricultural, and recreational events.	Short-term	Parks and Recreation	Communications, Local Businesses, Fairgrounds, Civic Groups	Not started	New or updated calendar, event attendance
Offer mini-grants or logistical support for local groups to develop their own community-driven festivals or pop-up events.	Long-term	PEP, Tourism, Chamber of Commerce	City of Lamar, Lamar Community College, Lamar Schools, Civic Groups	Not started	Number of supported events, community feedback
<b>Goal C8:</b> Support local businesses and industries tied to tourism, ensuring economic benefits are shared across the community.					
Facilitate a business roundtable focused on tourism and visitor services to gather feedback and identify shared opportunities.	Short-term	PEP, Tourism, Chamber of Commerce	Local Businesses, Lamar Community College, Community Groups	Not started	Roundtable session established and held, action items developed
Establish a tourism business toolkit to help businesses adapt services for visitors (such as signage, extended hours, visitor-friendly amenities).	Short-term	PEP, Tourism, Chamber of Commerce	City of Lamar, Lamar Community College	Not started	Toolkit creation and distribution, business participation

<b>Strategy 4: Adventure Programming</b> Promote dynamic outdoor adventure programs, events, and experiences that engage residents and visitors, promoting exploration, active lifestyles, and community pride.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal C9:</b> Support adventure programs and events that highlight Lamar's unique outdoor offerings, drawing both local participants and visitors to enjoy year-round activities.					
Partner and promote seasonal outdoor adventure events (such as guided bike rides, activities at North Gateway Park, bird watching, off-roading, and more) to encourage year-round recreation.	Medium-term	Tourism, Local Outdoor Enthusiasts, Parks and Recreation, Communication	Community and Civic Groups, Tourism	Not started	Events established and publicized, evaluation of events held and attendance
Develop an adventure event planning guide to help community groups organize their own recreation-based events.	Medium-term	Tourism, Local Outdoor Enthusiasts	Parks and Recreation, Community and Civic Groups, Communications	Not started	Guide completed, evaluation on usage
<b>Goal C5:</b> Promote partnerships with local businesses and organizations to offer exciting, community-driven outdoor adventure experiences.					
Create a sponsorship program to support outdoor adventure events, offering marketing exposure and civic engagement opportunities for businesses.	Medium-term	PEP, Tourism	Parks and Recreation, Chamber of Commerce, Local Businesses and Outdoor Enthusiasts	Not started	Program established, number of sponsors and sponsored events, evaluation
Partner with schools and youth organizations to promote outdoor education and adventure-based learning programs.	Medium-term	Parks and Recreation	Lamar Schools, Lamar Community College, Community and Civic Groups, Outdoor Enthusiasts	Not started	Number of programs offered, youth participation rates

<b>Strategy 5: Community Recreation and Events Programs</b> Evaluate and expand community recreation and event programming to meet diverse needs by leveraging existing resources and pursuing new funding opportunities. Ensure that programs and events serve all ages and abilities, fostering partnerships with local organizations and businesses to enhance community well-being and engagement.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal C11:</b> Seek diverse community recreation and event programming to meet the needs of all ages and abilities, strengthening local engagement and well-being.					
Conduct a community-wide survey to assess interest in new recreation and event programming (such as arts, fitness, cultural events).	Short-term	Parks and Recreation	Community Groups	In progress	Survey completion and anticipated participation rates
Expand seasonal event offerings to reach different audiences.	Medium-term	Parks and Recreation	Tourism, Chamber of Commerce, Community Groups	Not started	Evaluate new events and attendance
<b>Goal C12:</b> Develop partnerships with local organizations and businesses to offer community events that foster social connections and promote health and wellness.					
Establish a shared calendar platform for community event coordination and promotion.	Medium-term	Communications	Parks and Recreation, Tourism, Chamber of Commerce, Lamar Community College, Lamar Schools, Civic Groups	Not started	Identify solutions, launch calendar platform, evaluate participation and use
Formalize a partnership program that encourages co-hosting and sponsorship of events.	Medium-term	Communications	Parks and Recreation, City of Lamar, Community Groups, Businesses	Not started	Number of formal partnerships agreements and evaluation of programs and events

<b>Goal C13:</b> Pursue funding to support the growth and sustainability of recreation and event programming.					
Identify and apply for at least two new grants or funding sources annually to support community programming.	Medium- to Long-term	City of Lamar	PEP, Lamar Community College, Prowers Medical Center, Community Groups, Businesses	Not started	Number of pursuits compared to those received
Create a donor recognition program for individuals and businesses who contribute to local recreation and event initiatives.	Medium- to Long-term	City of Lamar	PEP, Tourism, Chamber of Commerce	Not started	Total contributions pursued and secured, overall donor engagement evaluation
<b>Goal C14:</b> Assess and support accessible and inclusive community programs, providing opportunities for both residents and visitors.					
Audit existing recreation programs and facilities for ADA compliance and identify areas for improvement.	Short-term	City of Lamar	Parks and Recreation, Public Works	Not started	Audit completion, improvements listed in CIP, funding secured, and construction underway
Develop inclusive programming (such as sensory-friendly, language-accessible, intergenerational activities) that meets diverse community needs.	Medium-term	Parks and Recreation	Prowers Medical Center, Lamar Schools, Lamar Community College, City Administration	Not started	Number of inclusive programs offered and attendance

## COMMUNITY CONTINUUM

Strategy 1: Visionary Leadership					
Foster leadership development and mentorship opportunities to empower emerging leaders, ensuring the continuity of community values, vision, and aspirations across generations.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal D1:</b> Identify and promote leadership training and mentorship programs to cultivate skills for future community leaders.					
Partner with local schools, colleges, and civic organizations to develop and host an annual youth leadership academy.	Short-term	City Administration	Lamar Schools, Lamar Community College, Civic Groups	Not started	Creation of an annual academy, annual participation numbers in the leadership academy
Establish a community mentorship network that matches emerging leaders with experienced community members for skill-building and knowledge-sharing.	Medium-term	PEP, City Administration	Chamber of Commerce, Community Groups	Not started	Creation of program, number of mentor-mentee pairs established
<b>Goal D2:</b> Increase public awareness and participation in local governance and decision-making processes.					
Launch a "Civics in Action" campaign to educate residents on how local government works and how to get involved.	Short-term	City of Lamar	Lamar Schools, Civic Groups, Lamar Community College, PEP, Chamber of Commerce	Not started	Number of events and total attendance
Evaluate the potential of a rotating "Community Representative" seat for youth on advisory boards and to attend Council work sessions	Medium-term	City of Lamar	Lamar Schools, Lamar Community College, Community and Civic Groups	Not started	Implementation of a program, number of new participants and feedback collected

Strategy 2: Cultural Preservation					
Preserve and celebrate Lamar's diverse cultural heritage through storytelling, community events, and initiatives that connect the past with the present.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal D3:</b> Encourage educational programs and events that highlight Lamar's historical significance and traditions.					
Partner with local schools and the historical society to develop a local history curriculum module.	Medium-term	Lamar Schools	Communications, Library, Civic Groups, Lamar Community College, City of Lamar	Not started	Adoption of a local history module at local schools
Launch a community storytelling project capturing oral histories from long-time residents to preserve personal stories and cultural traditions.	Medium-term	Library, Civic Groups	Tourism, Chamber of Commerce, City of Lamar	Not started	Creation of recorded stories and archived information
Partner with and expand the visibility of The Great High Prairie online resources.	Short-term	Civic Group, Communications, Tourism	Chamber of Commerce, Library, Lamar Schools	Not started	Integration between various tourism and heritage websites managed by different groups, focused messaging and information
<b>Goal D4:</b> Support the preservation and restoration of historic sites and landmarks central to the town's identity.					
Complete a Historic Preservation Survey Plan to identify target neighborhoods and corridors to complete a follow-up survey effort. Pursue funding from the State Historic Preservation Office to support this effort.	Medium-term	Planning	Preservation Colorado, Library, Lamar Community College, Lamar Schools, Civic and Community Groups, Consultant	Not started	Completion and adoption of a survey plan to guide a preservation inventory survey
Conduct an inventory of historic buildings and prioritize preservation needs through a Historic Assets Plan.	Medium-term	Planning	Library, Lamar Schools, Lamar Community College, Civic and Community Groups, Consultant	Not started	Completion of phased inventory surveys including both reconnaissance and intensive surveys

Identify and provide resources to property owners to restore and maintain historically significant structures and apply for historical designations where appropriate.	Medium-term	Planning	State Historical Fund, Property Owners, Civic and Community Groups	Not started	Compiling available resources and educating property owners on funding opportunities and importance of local landmark designations where appropriate
<b>Goal D5:</b> Promote cultural events that showcase and celebrate Lamar's diverse community history.					
Continue to support and promote annual events and festivals highlighting Lamar's traditions, food, music, and stories including Oktoberfest, Cinco de Mayo, and historical events at the museum and community facilities.	Short-term	Communications/ Events	Civic and Cultural Groups, Chamber of Commerce, Local Businesses, Lamar Community College, Lamar Schools	Not started	Budget allocations to ongoing and new festivals and events
Offer microgrants or technical support to community members organizing events that celebrate cultural identity and local heritage	Short-term	City of Lamar, Tourism, PEP	Civic Groups, Local Businesses, Lamar Community College	Not started	Creation of microgrant program and awarded recipients

<b>Strategy 3: Community Pride</b> Strengthen community pride through community-led initiatives, beautification projects, and collaborative efforts, cultivating a shared sense of belonging and ownership in the ongoing growth and success of Lamar.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal D6:</b> Support programs to empower residents and neighborhood groups to take an active role in neighborhood beautification and safety efforts.					
Establish a Neighborhood Beautification Program that provides resources and mini-grants for resident-led beautification projects like murals, landscaping, and clean-up days.	Short-term	City of Lamar	Code Enforcement, Planning, Lamar Schools, Lamar Community College, Civic Groups, Local Businesses	Not started	Creation of the program, budget allocation or sponsorship funding, and awarded grants to neighborhood groups
Launch a "Cleaner & Safer Lamar" campaign focused on litter reduction, graffiti removal, and community safety education in targeted neighborhoods.	Medium-term	Police, Public Works, Communications	Civic and Community Groups, Local Businesses, Lamar Schools, Lamar Community College, PEP	Not started	Number of cleanup events held and support from the community
<b>Goal D7:</b> Encourage regular events that bring residents of all backgrounds together to celebrate Lamar's culture and achievements.					
Support neighborhood block parties and community celebrations by simplifying permitting and providing event toolkits to residents.	Short-term	Communications and Events	Police, Fire, Civic and Community Groups, Local Businesses, PEP, Lamar Schools, Lamar Community College	Not started	Number of events held and diversity of participation from different community neighborhoods
Create a rotating "Celebrate Lamar" popup event series hosted in different neighborhoods featuring music, food trucks, family activities, and local storytelling.	Medium-term	Parks and Recreation, Communications	Chamber of Commerce, PEP, Tourism, Lamar Schools, Lamar Community College, Community and Civic Groups	Not started	Event establishment and overall neighborhood reach and turnout

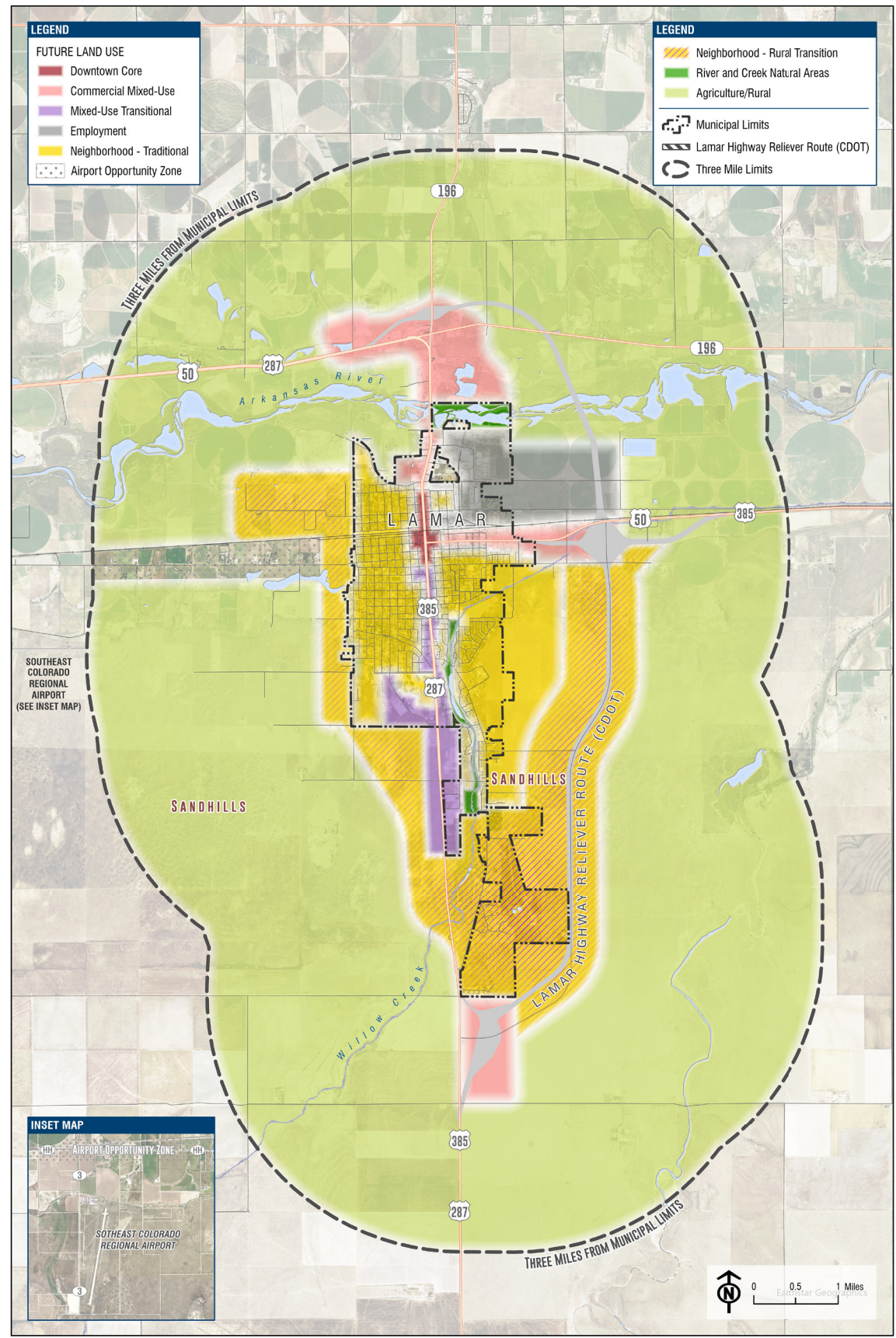
<b>Strategy 4: Community Resilience and Preparedness – Risk Mitigation</b> Enhance community resilience by educating residents on natural disaster risks and preparedness strategies. Partner with neighboring communities, emergency responders, and government agencies to strengthen coordination and build shared strategies for emergency preparedness and disaster response.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal D8:</b> Develop a disaster preparedness plan that engages all residents.					
Maintain a Lamar Community Resilience or Disaster Management Plan that includes emergency protocols, communication strategies, and infrastructure assessments	Short-term	City of Lamar	Prowers County, State of Colorado, FEMA	Ongoing	Maintenance of the plan, shared knowledge between the city's Emergency Management Coordinator and backup staff
Host a public input series to ensure the disaster plan reflects local needs, especially for vulnerable populations such as seniors and individuals with disabilities.	Short-term	City of Lamar	Prowers County, State of Colorado, FEMA	Not started	Establish an outreach strategy and host events to reach all residents
<b>Goal D9:</b> Strengthen emergency preparedness through coordinated response efforts with neighboring communities and agencies, enhancing reliance and collective action.					
Organize a regional emergency preparedness summit with nearby communities, counties, and state agencies to coordinate mutual aid agreements and align response protocols.	Medium-term	City of Lamar	Prowers County, FEMA, CDOT, DOLA, CDPHE, Nearby Communities and Counties, Lamar Schools, Lamar Community College	Not started	Creation of the summit, participation by key stakeholders, and follow up agreements and partnerships
Develop joint training exercises and tabletop scenarios with key stakeholders and community partners.	Ongoing	City of Lamar	Regional First Responders (Police, Fire, Public Works, Ambulance), Prowers Medical Center, Other Healthcare Providers	Not started	Creation of joint training team and successful completion of annual training program

<b>Goal D10:</b> Explore community workshops to educate on disaster risk awareness and personal preparedness strategies.					
Launch a quarterly "Ready Lamar" community workshop series focused on topics like emergency kits, evacuation planning, and weather alerts.	Short-term	City of Lamar	Civic and Community Groups, Lamar Community College, Lamar Schools, Prowers Medical Center, Prowers County	Not started	Established community workshop series, hosted events, evaluation and refinement for ongoing success
Create and distribute multilingual preparedness materials through schools, businesses, and social service providers.	Short-term	Communications	Civic and Community Groups, Local Businesses, Lamar Community College, Lamar Schools, Prowers County	Not started	Creation of materials and distribution to all residents

<b>Strategy 5: Collaboration and Partnerships</b> Build strong partnerships with private industry, residents, non-profits, and government agencies to enhance coordination and implement the community's vision. Focus on elevating community well-being, leveraging resources, and driving collective efforts to achieve community goals.					
Goals and Action Steps	Timeframe	Lead Agency / Department	Potential Partners	Status	Performance Indicator
<b>Goal D11:</b> Support a public-private partnership policy to drive economic and social development initiatives					
Draft and adopt a formal Public-Private Partnership (P3) policy framework that outlines procedures, expectations, and evaluation criteria for community-focused collaborations.	Short-term	City Administration, Legal Counsel	PEP, Planning, Private Sector Representatives	Not started	Adoption of the policy framework by City Council
Create a pilot program to test the P3 framework on a single project—such as a co-funded community facility or streetscape improvement.	Medium-term	City Administration	Identified Private Partners, Developers, Planning, Legal Counsel, PEP	Not started	Completion and evaluation of pilot
<b>Goal D12:</b> Facilitate collaborative efforts between public and private sectors to address key community challenges, leveraging diverse resources and expertise.					
Convene regular roundtable discussions with stakeholders across sectors to identify shared priorities and launch collaborative projects. Think of this as a consortium or focus group for specific areas of interest.	Ongoing	City Administration	Planning, PEP, Civic Groups, Property and Business Owners, Developers, Prowers County	Not started	Established roundtable occurrences and evaluation of the first event for refinement and ongoing success
Develop a centralized online resource hub where organizations can find grant opportunities, partnership models, and technical assistance for joint initiatives.	Medium-term	PEP, Planning	Community Groups, Developers, Property and Business Owners, Developers, Prowers County	Not started	Creation, launch, and use of the hub

<b>Goal D13:</b> Expand engagement with regional partners to enhance resource-sharing.					
Establish formal Intergovernmental Agreements (IGAs) or Memorandums of Understanding (MOUs) with regional agencies to facilitate shared service agreements, staff support, and cross-jurisdictional planning.	Short- to Medium-term	City of Lamar	Regional Agencies, Adjacent Jurisdictions, Prowers County	Not started	Established community workshop series, hosted events, evaluation and refinement for ongoing success
Create and execute an Intergovernmental Agreement (IGA) with Prowers County for the Cooperative Planning Area identified in the Three-Mile Plan.	Short-term	City of Lamar	Prowers County	In progress	Creation and execution of the IGA by both Lamar and Prowers County
Participate in regional planning initiatives and coalitions to ensure Lamar's interests are represented and opportunities for funding and collaboration are maximized.	Ongoing	City of Lamar	Prowers County, SECED, DOLA, CDOT, Other State and Federal Agencies	In progress	Active participation and project involvement

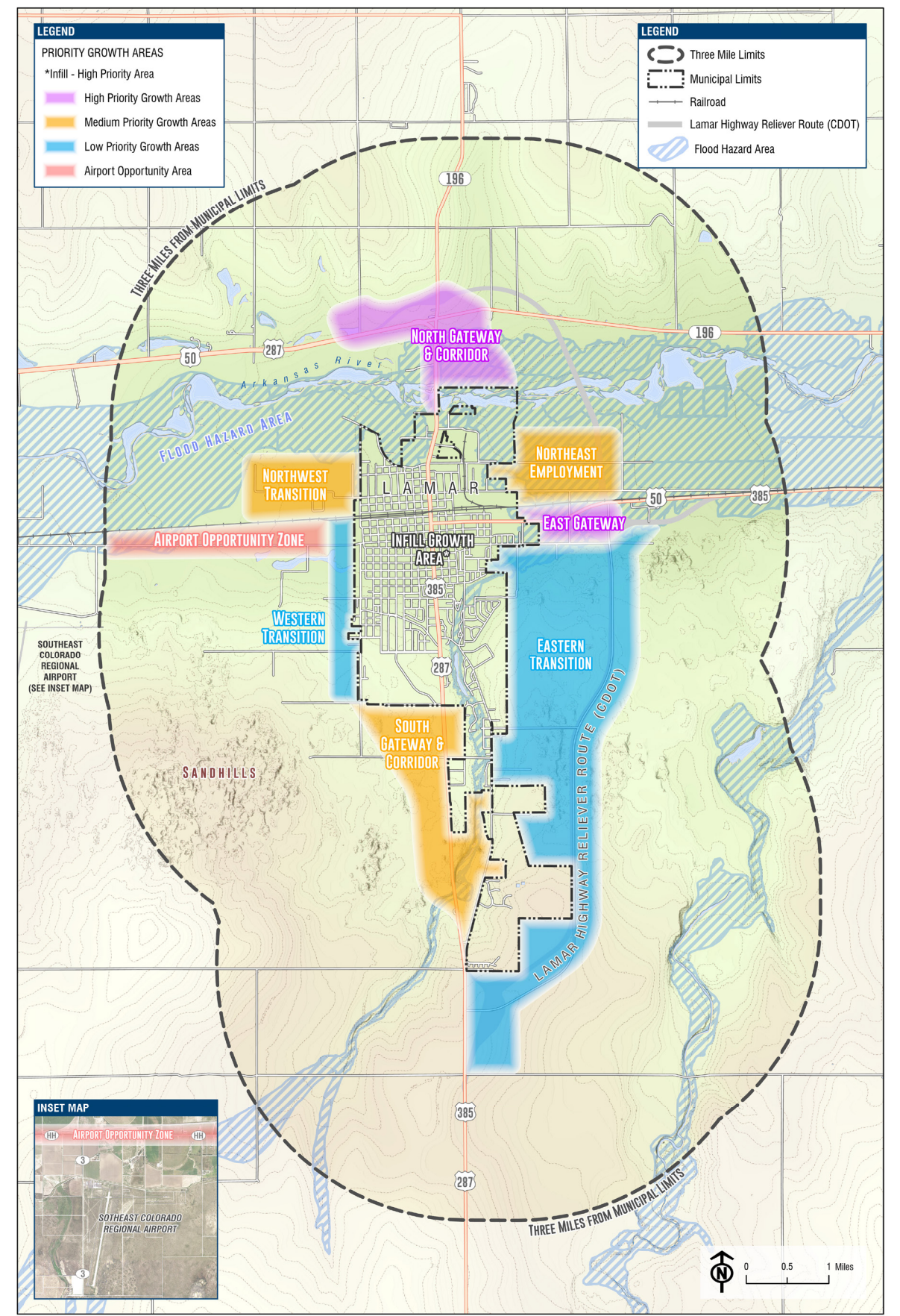
COMMUNITY MAPS



**AYRES** Future Land Use  
City of Lamar Comprehensive Plan

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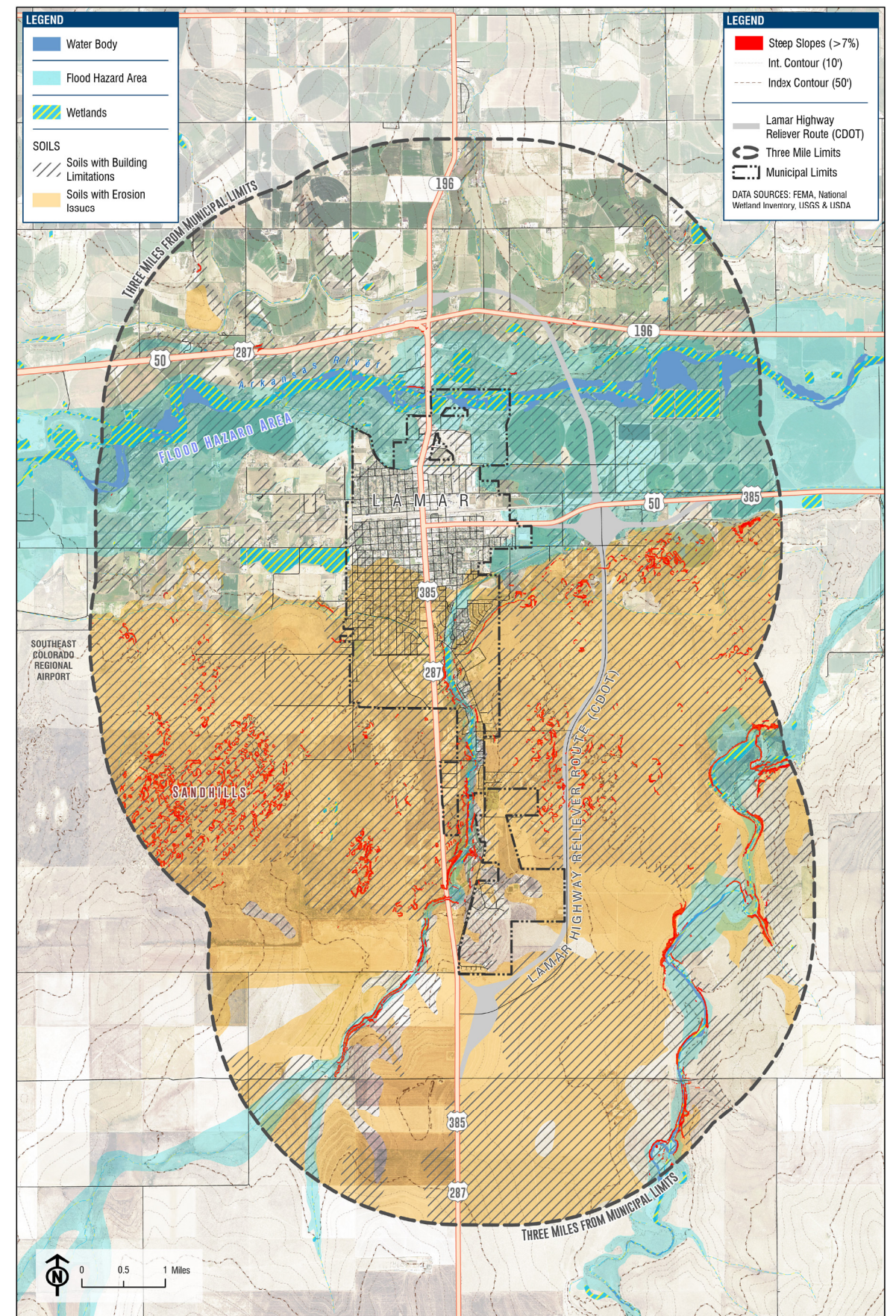
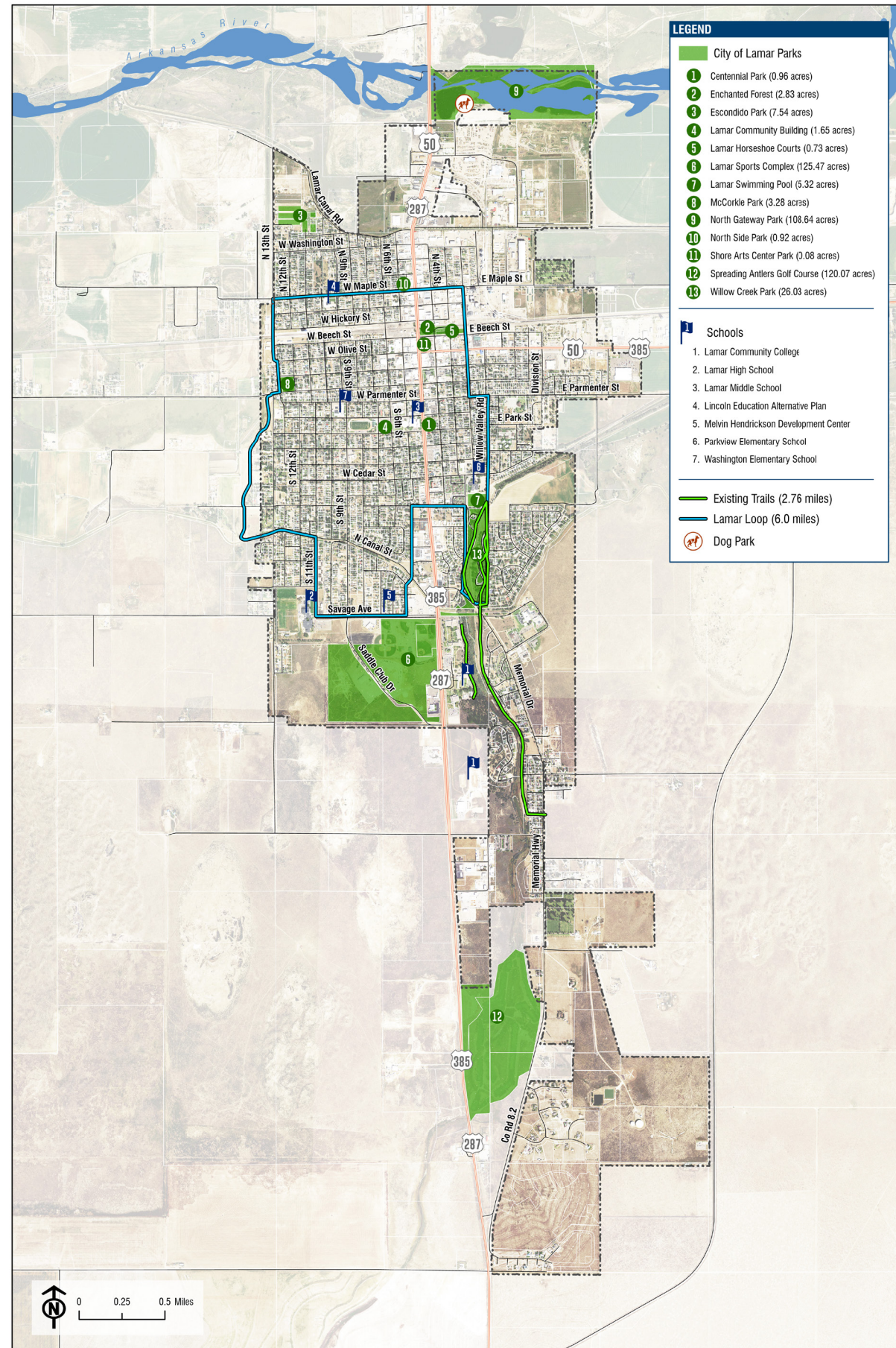
**MAP 4**

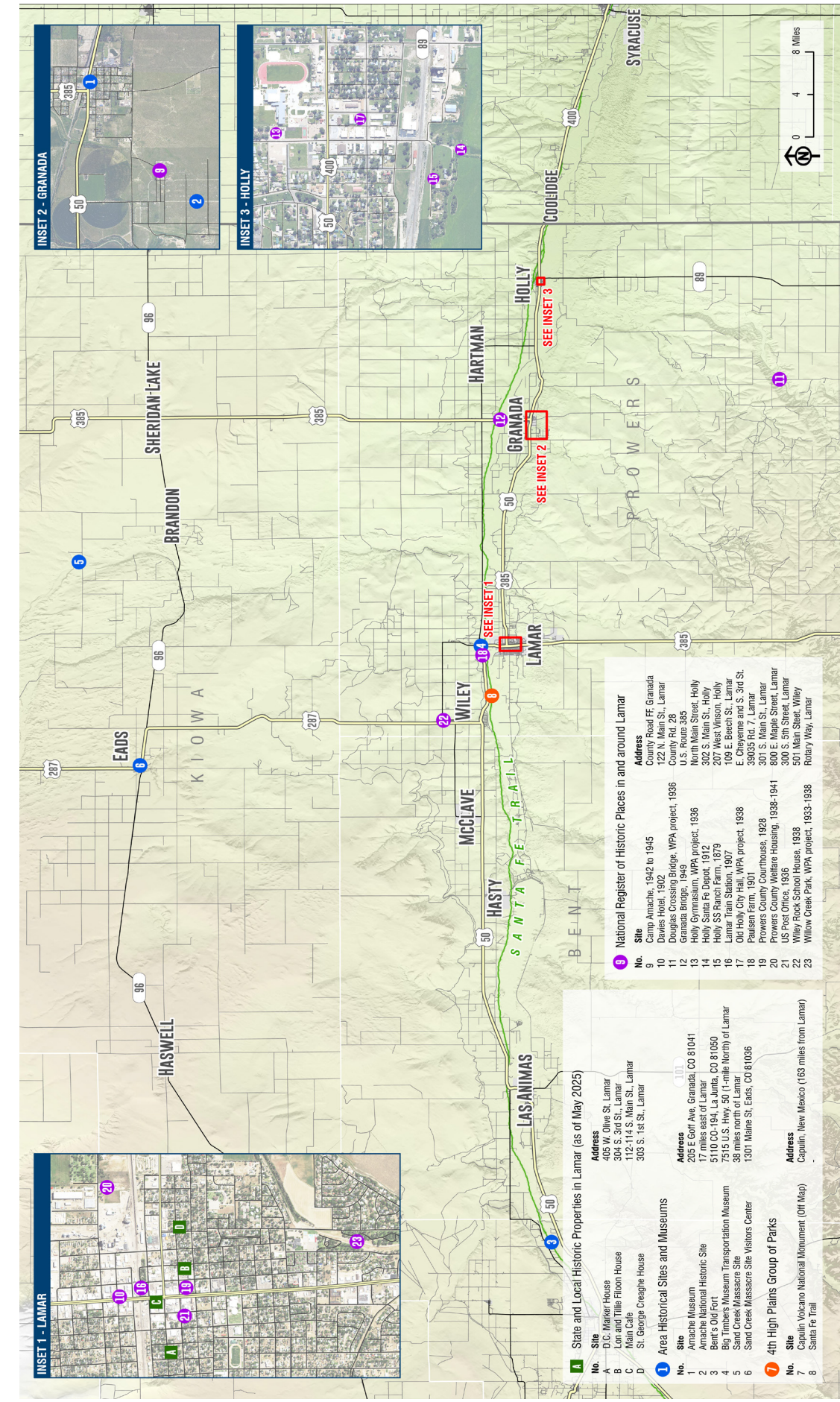
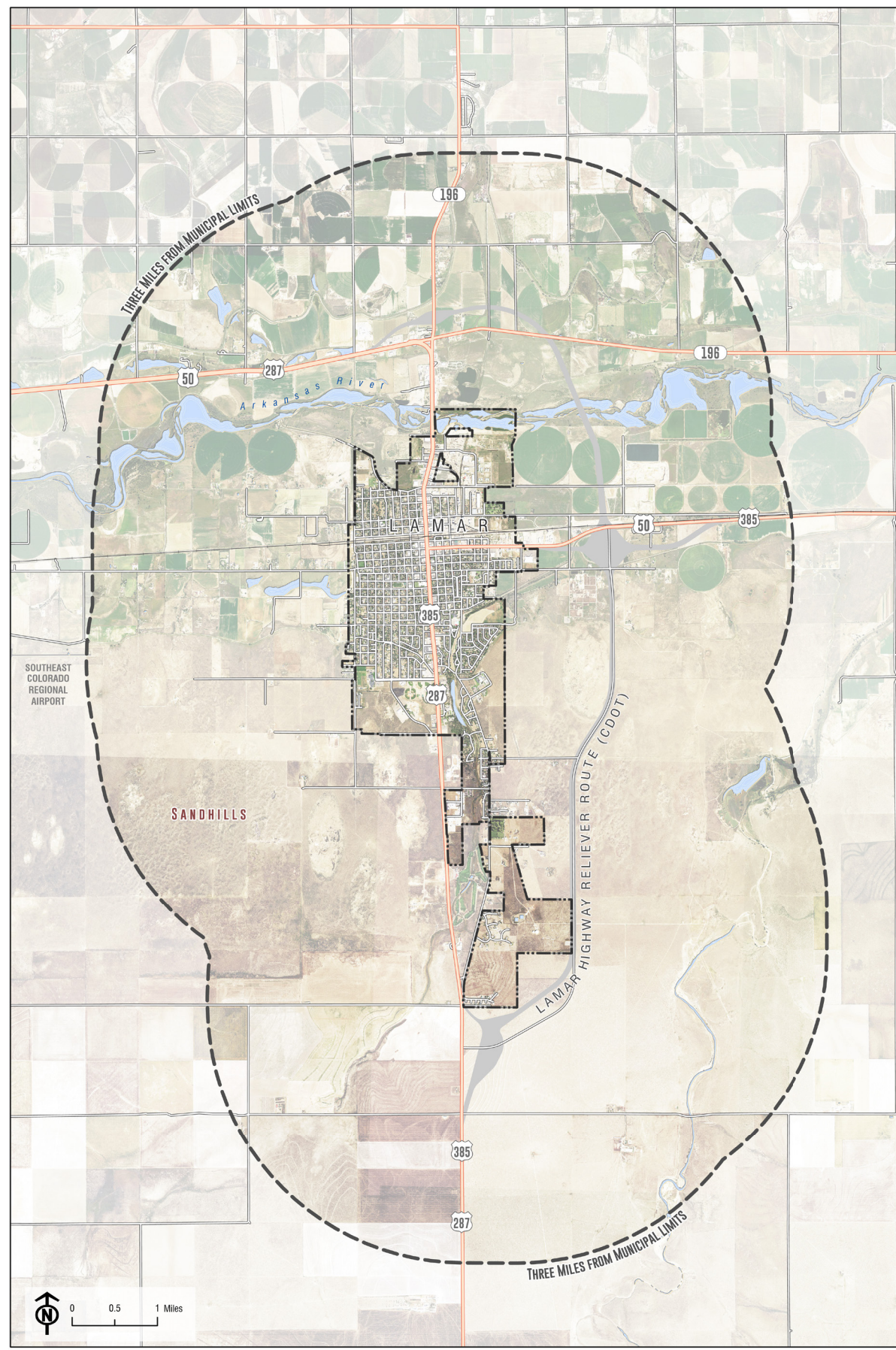


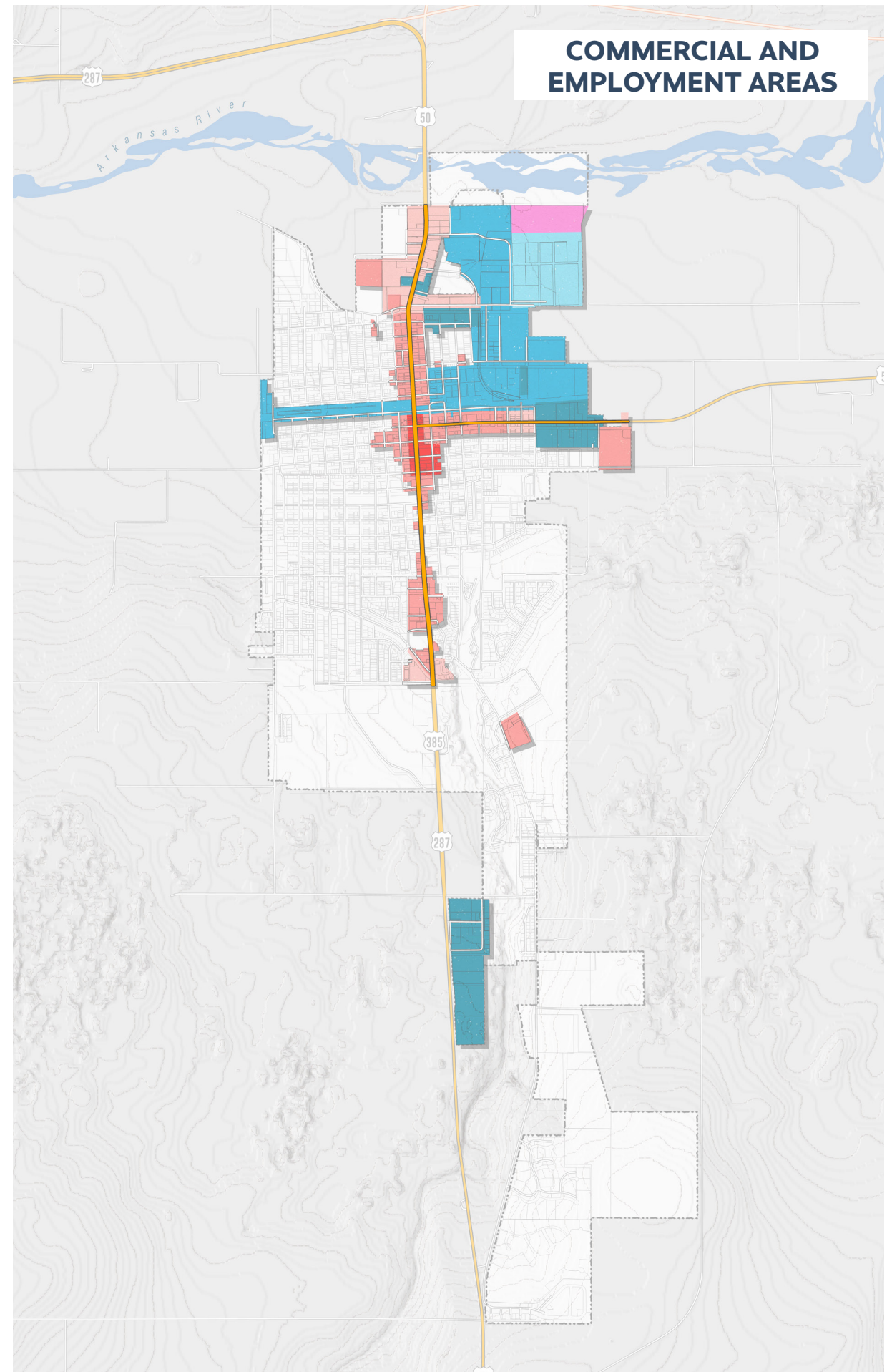
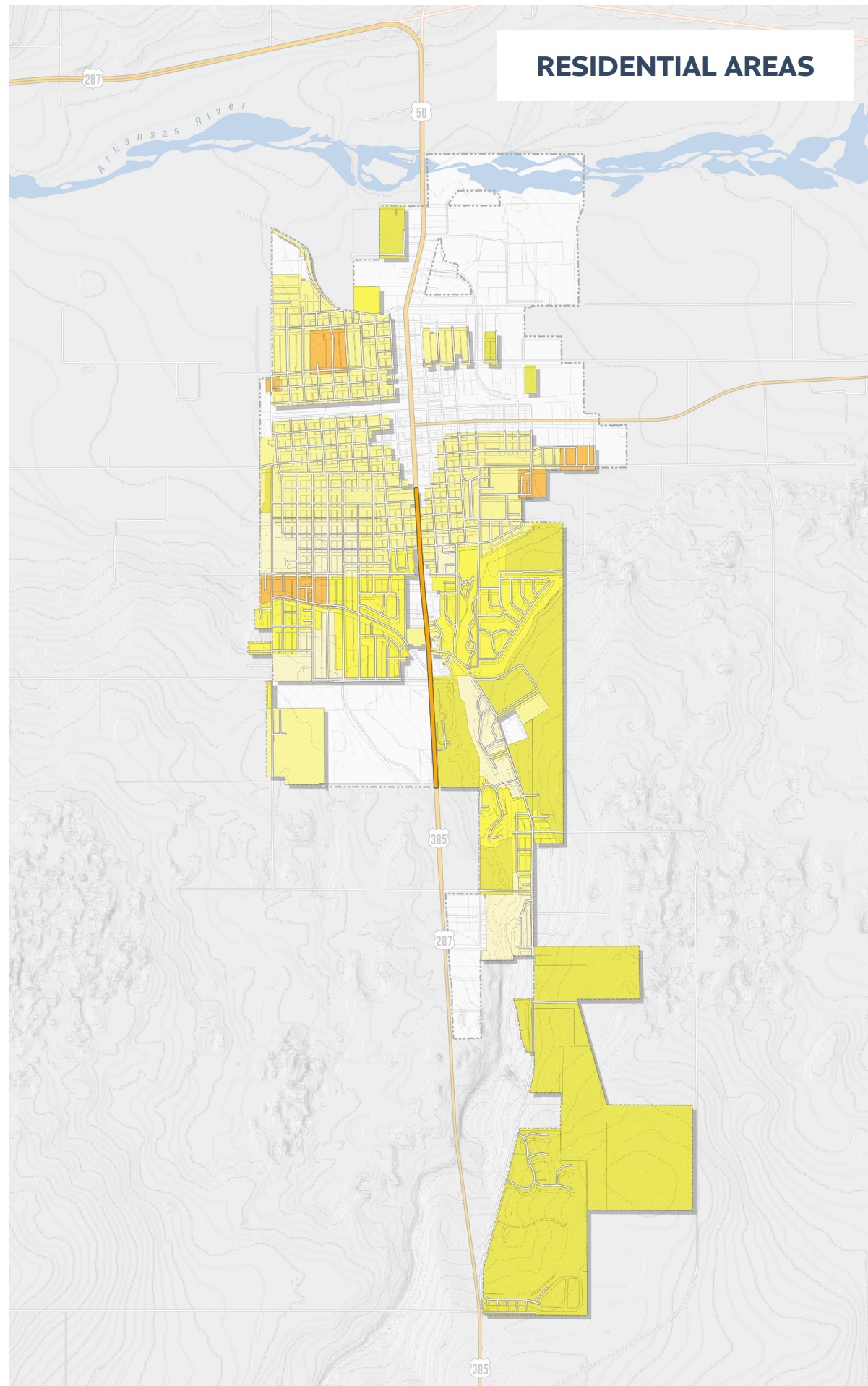
**AYRES** Three-Mile Plan  
City of Lamar Comprehensive Plan

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**MAP 6**







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FOR THE CITY OF LAMAR

