

Table II shows the historical population growth for Pierce according to U.S. Census figures.

TABLE II

HISTORICAL POPULATION GROWTH

1920	327
1930	281
1940	343
1950	372
1960	424
1970	452
1973 (estimate) ¹	521
1975 (estimate) ²	900
1976 Socio-Demographic Survey Results	979

¹Source: Population Estimates and Projections; U. S. Department of Commerce; Social and Economic Statistics Administration; Bureau of the Census; April 1975.

²Source: Estimate taken from Pierce Survey.

Additional population information was obtained from the Pierce Socio-Demographic Survey.

Age group population figures for 1976 are provided in Table III below:

TABLE III
AGE GROUP POPULATION
Pierce Socio-Demographic Survey

<u>Age</u>	<u>Number</u>	<u>Per Cent</u>
0 - 5	122	14.9
6 - 10	82	10.0
11 - 15	93	11.3
16 - 20	72	8.9
21 - 30	163	20.0
31 - 40	90	11.0
41 - 50	69	8.4
51 - 64	71	8.6
65 - Over	56	6.9

Table III indicates that roughly 532 people or 65 per cent of Pierce's total 1976 population is 30 years of age or younger. This finding tends to explain the high percentage of young school children living in Pierce. Table IV is also taken from the Pierce survey which was conducted in 1976.

TABLE IV
 POPULATION ATTENDING SCHOOL
 Pierce Socio-Demographic Survey, 1976

<u>Level</u>	<u>Number</u>	<u>Per Cent</u>
Elementary (1-6)	106	44.5
Junior High (7-9)	59	24.7
Senior High (10-12)	58	24.4
College (or Trade School)	<u>15</u>	<u>6.4</u>
Total	238	100.0

As noted in Table IV the number and percent of elementary school children is substantially greater than any other level of education.

Other related population information which helps to characterize the Town of Pierce includes the fact that approximately 80 percent of the total town population is Caucasian while roughly 20 percent are of Spanish Surname. Income characteristics for the town indicate that close to 30 percent of those working earn between 0-\$7,499, 38 percent between \$7,500-\$12,499, 28 percent between \$12,500-\$19,999, and 4 percent earn \$20,000 and over.

GOALS AND OBJECTIVES

In order that Pierce's resources are most effectively used to enhance the town environment, there is a critical need to determine the general direction the town wants to go. This is best accomplished through the process of developing "goals and objectives." Goals are simply something to be sought. A goal is general and typically does not outline any specific method of achievement. An objective, however, is capable of both attainment and measurement. Goals and objectives are necessary and critical components of the Pierce Plan. The Pierce Goals represent the general desires and wishes of the Pierce townspeople on several social, economic, and physical development issues. Listed below are the Pierce goals:

PIERCE GOALS

I. LAND USE

- * To encourage wise and efficient utilization and conservation of land resources by ensuring compatibility with acceptable existing uses, efficiency in providing public services and utilities, and feasibility and safety in site determination.
- A. Residential
- * To encourage the maintenance of sound and viable residential neighborhoods within designated growth centers which will provide an adequate supply of quality housing in all price ranges throughout the Town of Pierce so that individuals of all income levels may have a choice of housing types and living environments.

B. Commercial

- * To encourage businesses to locate within areas designated for such use by the Pierce Land Use Plan, in order provide Town residents with a reasonable choice of goods and services.
- * To encourage effective use and redevelopment of old commercial centers.
- * To provide functional, safe, and innovative design and display for commercial areas.

C. Industrial

- * To minimize industrial blight, and encourage a variety of industry in order to provide a quality industrial base within the Town.

D. Transportation

- * To provide a balanced transportation system which will serve the Town's travel demands with maximum efficiency, comfort, safety, economy and flexibility.
- * To provide a diversified transportation system in order to move people and goods.

E. Water and Sewer

- * To eliminate water pollution and provide adequate water service to the Pierce area.
- * To encourage wise and efficient use of the Town's water resources, and to maintain and improve surface and underground water quality.

F. Open Space

- * To achieve a balanced distribution of open space throughout the Town which meets both active and passive leisure time needs, and which will provide buffer for urban uses.
- * To provide for the conservation and effective use of natural resources and landscape qualities.

G. Recreation

- * To insure a full range of recreational facilities and programs for the Town residents
- * To develop an integrated system of parks and open space areas that fulfills the recreation and aesthetic need of the Town's residents.

H. Community Facilities and Services

- * To provide adequate, efficient and economical public facilities and services residents of the Town.

I. Storm Drainage

- * Flood plains and natural drainage ways in the Pierce planning area will be preserved.

II. HUMAN RESOURCES

- * To support the development of a well planned, healthful, and attractive Town environment in which every citizen has the opportunity to develop to their full potential.

A. Education

- * To develop and maintain a wide range of quality educational facilities and programs which permit individual development to the fullest possible extent.

B. Health

- * To encourage the development of quality, properly located medical facilities and services which care for all ages, income and ethnic groups.

C. General Services

- * To ensure adequate, well distributed and coordinated systems of public safety facilities,

health facilities, educational facilities and cultural facilities which will provide adequate, efficient and economical services to all areas of the Town of Pierce.

III. ECONOMIC DEVELOPMENT AND EMPLOYMENT

- * To promote the development of a sound and diversified Town economy which will provide a stable and diversified employment market throughout the Town of Pierce planning area.

IV. COMPREHENSIVE PLAN REVIEW

- * To review goals and objectives on a continuing basis and make periodic revisions and refinements as appropriate.

As mentioned previously, objectives are capable of attainment and measurement. Objectives should be clear statements of what the town is to achieve. Objectives also lead to policies which outline a definite course of action in order to obtain an objective.

The goals listed above will be discussed, and objectives will be formulated in this Plan. It is felt that careful examination of the Pierce goals will lead to objectives and development policies which can be realized by Pierce.

land use, goals,
and objectives

EXISTING RESIDENTIAL

Because the location and density of housing has a direct influence on the requirements for community facilities, commercial and industrial establishments, transportation, and town resources, housing surveys and information on existing housing conditions are extremely important to the comprehensive planning process. It is also important that the distribution of housing in Pierce satisfy the existing and future needs of the townspeople.

The analysis of existing housing involves an examination of existing housing conditions, characteristics, and total supply. The following housing information examines 1970 Census Housing data.

Table VI shows the number and type of residential structures in the Town of Pierce.

TABLE VI

Housing Type 1970 Census Housing Data		PER CENT HOUSING STOCK
TYPE OF STRUCTURE	NUMBER	
Single Family (1 unit structure)	114	79
Multi-family (2 or more structures)	8	5

TABLE VI

Housing Type 1970 Census Housing Data		PER CENT HOUSING STOCK
TYPE OF STRUCTURE	NUMBER	
Mobile homes or trailers	23	16
TOTAL	145	100

The residential structural conditions for the Town of Pierce for 1975 indicate that the majority of residential units are sound and generally well kept. Table VII shows the results of an exterior windshield survey of structural conditions of residential within Pierce.

TABLE VII

Pierce Structural Conditions 1975 Pierce Survey		PER CENT
CONDITION	NUMBER	
Standard	209	76
Substandard	58	21
Dilapidated	9	3
TOTAL	276	100

The guide to the structural conditions are briefly outlined and defined on the following page:

Standard - A standard structure has adequate roofing, siding, weather protection, a good foundation and an overall well kept appearance.

Substandard - Substandard structures are usually characterized by a roof covering which is inadequate, for example, a structure that is missing shingles, and has improper shingling in relation to the pitch of roof. In addition, a substandard structure may be characterized by a roof or framing that shows sagging or deterioration, inadequate siding, lack of adequate weather proofing or broken or missing windows. Repairs needed for this type of structure are beyond what can be considered as "normal maintenance."

Dilapidated - A dilapidated structure typically has a deteriorated foundation or frame. It should be kept in mind that economic as well as structural feasibility for rehabilitation was considered in categorizing a structure as dilapidated. There are instances where a structure's foundation and frame can be repaired, yet the cost of such extensive repairs is prohibitive and thus the structure is deemed dilapidated. A general rule of thumb in classifying structures as dilapidated is: A structure that requires repairs that would cost over 50% of the total assessed valuation of the house may be classified as dilapidated.

The majority of residential housing within Pierce, as indicated by Table VII, is standard. While less than 25% of the housing in Pierce is classified as either substandard or dilapidated, careful consideration should be given to rehabilitating these structures.

RESIDENTIAL FUTURE LAND USE

Goal

To encourage the maintenance of sound and viable residential neighborhoods within designated growth centers which will provide an adequate supply of quality housing in all price ranges throughout the Town of Pierce so that individuals of all income levels may have a choice of housing types and living environments.

Objectives

1. Promote a community effort to encourage the maintenance of standard units and rehabilitation of substandard units.
2. Rehabilitate present areas of blight which have developed in order to provide for improved residential areas.
3. Encourage residential Planned Unit Development (PUD), and other appropriate planning proposals which permit innovative and economical land use and building practices with emphasis on quality design and construction.
4. Aggressively seek the development of a broad range of single-family, and multi-family units for such use by the town as provided for in the Pierce Future Land Use Map.

EXISTING COMMERCIAL

Presently, the existing commercial land uses include a grocery store, cafe, garage, welding shop, dealership for farm machinery, barber shop, beauty parlor, gas station, and a blacksmith shop. Late in 1975 the Town Board approved commercial zoning for approximately 15 acres. This newly commercially zoned area is located west of Highway 85 in the southern section of Pierce. It is felt that this commercial zoning will encourage needed commercial development for the town and will aid in improving the town's tax base.

The following information was obtained from the Pierce Socio-Demographic Survey, and indicates that there is need to develop additional commercial uses within Pierce to better serve its residents.

TABLE VIII

Shopping Locations for Food, Clothing,
Hardware, Appliances and Drugs
For Pierce Residents
1976 Pierce Socio-Demographic Survey

<u>Where do You Shop For Food?</u>	<u>Number</u>	<u>Per Cent</u>
Greeley	150	53.7
Pierce	70	25.0
Eaton	30	10.7
Ault	21	7.6
Fort Collins	<u>8</u>	3.0
Total	279	

TABLE VIII

<u>Where Do You Shop For Clothing?</u>	<u>Number</u>	<u>Per Cent</u>
Greeley	205	90.0
Ault	12	5.2
Fort Collins	7	
Eaton	<u>6</u>	
Total	230	
<u>Hardware</u>		
Greeley	170	78.3
Eaton	25	11.5
Ault	17	7.8
Pierce	<u>5</u>	
Total	217	
<u>Appliances</u>		
Greeley	202	88.5
Fort Collins	13	5.7
Ault	7	
Loveland	2	
Fort Lupton	2	
Other	<u>2</u>	
Total	228	
<u>Drugs</u>		
Greeley	163	70.8
Ault	40	17.3
Eaton	23	10.0
Fort Collins	2	
Other	<u>3</u>	
Total	230	

FUTURE COMMERCIAL LAND USE GOALS

To encourage businesses to locate within areas designated for such use by the Pierce Land Use Plan, and to provide Town residents with a reasonable choice of goods and services.

To encourage effective use and development of old commercial centers.

To provide functional, safe, and innovative design and display for commercial areas.

Objectives

1. Aggressively seek new business to provide Pierce with a more diversified economic base: specifically, general retail stores, cafe and dining facilities, quick-stop stores, and a drug store.
2. Limit future commercial land uses to the designated areas referred to by the Pierce Plan.
3. Promote a program which coordinates efforts to revitalize the Central Business District (CBD). Encourage programs such as the enforcement of building code standards, and the utilization of new rehabilitation techniques to make remodeling more feasible in the Pierce CBD.

EXISTING INDUSTRIAL

Industry typically influences the general character and economic development of a town. Industry is most often a major land use determinant - it is traditionally a major employer, a high level tax-payer, and often a major cause of population growth. The location, size and type of industry must be carefully reviewed and analyzed in terms of the potential and immediate impact of an industrial land use on the community. For this reason, while industry is desirable there must be guidelines and related objectives which regulate industry.

Of Pierce's approximately 405 total acres, there are approximately 11 acres of industry existing in Pierce. This industrial land use category ranges from a small manufacturing company to a meat packing company.

INDUSTRIAL FUTURE LAND USE

Goal

To minimize industrial blight, and encourage a variety of industry in order to provide a quality industrial base within the town.

Objectives

1. Encourage industrial development which is small, light, and non-polluting.
2. Encourage industrial locations which are near other work areas, with sites of adequate size, and which create an aesthetically pleasing environment.

3. Insure that proposed industrial uses will not deplete the capabilities of Pierce to provide such utility services as water, sanitary sewer and storm drainage.
4. Maintain and develop measures, which avoid potential negative effects of industrial uses, such as air and water pollution. Maintain close communication with the State Health Department's Air and Water Pollution Control Commissions in order to determine that air and water pollution will not be produced by the proposed industrial land use.

COMMUNITY FACILITIES AND SERVICES

The future needs of community facilities are in part dependent upon an inventory and an evaluation of existing community facilities and services. Certain community facilities must be provided within the immediate area of each residence, such as, elementary schools and playgrounds. Private institutions do not necessarily have to be located in the immediate residential area. More centralized facilities and services must be provided for reasons of economy or frequency of use, such as the Pierce Town Hall, Pierce Fire Station, and emergency medical services.

The following is a brief description of Pierce facilities and services, some of which have been or will be discussed in the text of the Pierce Plan.

Town Hall: The Pierce Town Hall is located on Main Street. The Town Hall contains 1500 square feet, and was constructed in 1940.

Post Office: The Pierce Post Office was built in 1963. The building contains approximately 750 square feet and is located at the intersection of Main Street and Second Street.

Police: The Town of Pierce has had one full-time policeman since April 1, 1975. The police station is located in the Town Hall. Since January 1, 1976, two full-time police trainees from the

Weld County Human Resource Department have assisted in providing additional police protection.

Fire: Pierce is served by the Ault-Pierce Fire Protection District. There are two fire trucks located in the Pierce Fire Station adjacent to the Town Hall. The fire protection in Pierce is currently provided by an all volunteer force.

Ambulance: Pierce is provided emergency medical assistance through Weld County's Emergency Medical Technician (EMT) program. EMT is also designed to provide small communities and rural areas with ambulance service to the Weld County Hospital located in Greeley. Emergency medical technicians are thoroughly trained, and certified by the Colorado Health Department to provide first aid and para-professional medical aid.

There are approximately 21 Emergency Medical Technicians serving the area north of Ault, extending to the Wyoming border. There is one ambulance located in the Pierce Garage adjacent to the Town Hall which is used to service the area on a 24-hour basis.

Schools: Pierce is within the RE-9 School District which includes Ault, Carr, Pierce, and Nunn. Ault has a high school (9 through 12) and elementary school (K through 3); Pierce Middle School covers grades 5 through 8; and Nunn has a 4th grade class of approximately 47 students.

The Pierce Middle School is located between Third and First Streets directly north of Park Avenue. Current school enrollment for the Pierce Middle School is 352 - approximately 100 of the 352 school children are from the Town of Pierce. The school is composed of three buildings, which provide approximately 19 classrooms, two small gyms, one tennis court, a baseball field, and a football field with an outside track. The school has 18 full-time teachers, one counselor, one media specialist, one library aid, and three Title I teachers.

COMMUNITY FACILITIES AND SERVICES FUTURE LAND USE

Goal

To provide adequate, efficient and economical public facilities and services to residents of the town.

Objectives

1. Support the Ault-Pierce Fire Protection Service and insure that the standards set forth by the National Board of Fire Underwriters are promoted.
2. Encourage ongoing community support of the Pierce Police Department.
3. Assure adequate educational facilities and services for the RE-9 School District. Promote close communication between neighboring communities, so as to insure well planned educational facilities for the RE-9 School District.
4. Encourage the Chamber of Commerce and other private groups to sponsor programs on civic improvement dealing with such subjects as the revitalization of Pierce's CBD, and general upgrading of other shopping areas.
5. Establish a Pierce Youth Action Commission to organize and coordinate youth and teen-oriented programs within the community. Promote similar efforts towards the coordination of possible services and activities for Pierce Senior Citizens.
6. Continue to assure a good working environment and adequate compensation for town personnel.

RECREATION

The purpose of providing and planning for adequate recreational areas within the Town of Pierce is to create and maintain an attractive, stimulating environment within which to live. In addition, parks tend to improve mental and physical health, enhance property values, and tend to prevent delinquency and crime.

Pierce has three park areas:

1. **Public Park:** Pierce's Park is located on Park and Jones Avenues between Second and Third Streets.

The Park is approximately 1.03 acres and is used primarily for passive activities.

The park has several benches for picnicking and is fully landscaped. Because of the close proximity to Highland Middle School, which is one block north, the park serves as an excellent area for students to meet.

2. **Public Baseball Park:** This park is located on Main Street and Cave Avenue between Fifth and Fourth Street. The two acre baseball park is lighted and has an automatic sprinkling system. It is felt that the park serves as a sportsfield and not as a passive picnic area.

3. **Priddy Park:** Priddy Park is located north of Shafer Avenue directly adjacent to the west side of Highway 85. The park was dedicated by the Town in 1975. While the park is less than a half acre in area, it provides for a pleasing vista to townspeople and to travelers on Highway 85. Because of the fact that Pierce was designated a Bicentennial Town, the town citizens have organized a fund raising campaign in order to purchase a flag pole to fly its bicentennial flag in Priddy Park.