



dining

lifestyle

living

play



linking community, lifestyle, & business



THE vision

IMAGINE... a modern, world-class community, continuing to transform from a small city to a progressive metropolitan center, successfully channeling “growth” into positive “community development.” Centered along the Mason Corridor, multiple modes of travel conveniently link vibrant activity centers within Fort Collins and the North Front Range region.



WHAT IS THE mason corridor?

The Mason Corridor is a five-mile, north-south byway extending from Cherry Street to just south of Harmony Road. The corridor is centered along the railroad tracks, located a few hundred feet west of College Avenue (US 287).

The Mason Corridor includes a new bicycle and pedestrian trail and will feature the MAX, or Mason Express, Fort Collins' first planned Bus Rapid Transit

system. The MAX is similar to light rail but uses environmentally-friendly, modern buses. The MAX service will operate faster than auto travel along College Avenue as well as provide high-frequency service every ten minutes. The new MAX stations will incorporate high-quality amenities including pre-pay fare machines and real-time bus arrival information.

THE plan

The Mason Corridor Plan is much more than a transportation initiative, it is about building on our existing investments. This plan is a framework for future economic development along the corridor. The Mason Corridor Plan is the foundation to encourage community partnerships, private investment, active living, and attractive, urban lifestyles.

THE facts

- 1 Vehicle friendly.** The Mason Corridor will continue to allow auto traffic on Mason and McClelland streets just as it does today. Converting Mason and Howes streets downtown back to two-way traffic will make it easier to drive the corridor.
- 2 Economic stimulation.** Mason enhances opportunities for existing property owners, businesses, and developers.
- 3 Everyone shares the benefits** of a better transit system. 60% of jobs in Fort Collins are located within one mile of the Mason Corridor, along with many neighborhoods and commercial shopping centers.
- 4 Easy access.** Park-and-Rides, east/west transit routes, bicycle and pedestrian trailheads will provide people with easy access to the Mason Corridor.
- 5 Shared commitment.** By pursuing many different funding sources for the Mason Corridor, including grants and public and private options, the costs will be spread over many different sources. No one group will bear the project's full cost.
- 6 Cost-effective technology.** BRT is the most cost-effective technology for the Mason Corridor, based on Fort Collins' current population and ridership estimates.

creating COMMUNITY CENTERS

Envision the Mason Corridor station areas, including entertainment, housing, workplaces, retail, dining and parks. This type of development around station areas is often called Transit Oriented Development or TOD. TODs foster attractive and sustainable communities that appeal to a variety of lifestyles.

The underlying theme to creating successful and thriving TODs is – **people**. The arrangement of the buildings, the well-designed architecture, and the inclusion of amenities and art combine to create an inviting community center designed for the people who live, work, shop, play, and bring life to our community.



THE corridor

