



## **Comprehensive Plan Community Kick-Off Meeting Summary**

*June 11, 2019*

The City of Montrose hosted a Comprehensive Plan Community Kick-Off Meeting on June 11, 2019 at Columbine Middle School. This kick-off event was the first public meeting for the *Envision 2040 Montrose Comprehensive Plan*. The community gathering included 69 participants and approximately 15 staff for a total of 84 attendees. The goal of the meeting was to gather input on community vision and values. The meeting began with an open house and refreshments. Child care was also provided during the meeting.

During the open house, participants were asked to fill out a “What I Love about Montrose” card. A total of 42 cards were returned, some with numerous themes. The number in parentheses indicate the quantity of responses received for each common theme.

### Themes:

- Community, family, people (23)
- Outdoor opportunities and easy access (19)
- Scenery & mountain views (12)
- Rural/small town atmosphere (12)
- Amenities, services & events (12)
- Safe biking routes (5)
- Climate (5)
- Progressive (4)
- Agriculture and local produce (4)
- Area history (3)
- Diversity (3)
- City Council and staff leadership (3)
- Jobs & career opportunities (3)
- Open space (2)
- Downtown; Religious views; Educational and entertainment opportunities; Inclusive community; Affordable; Quality of life; Low crime; Big-city services in small town (1 each)

Judy Ann Files, City Council member and former Mayor, welcomed the participants and introduced the meeting facilitator, Noelle Hagan. The presentation included information on the purpose and process of the Comprehensive Plan, potential elements to be included in the Comprehensive Plan, an estimated timeline, existing conditions and growth trends, and future workshop dates. Following the presentation, attendees participated in the “pennies in a jar” exercise where everyone voted on a variety of values by placing pennies in different jars based on the values that were most important to them. In addition, they could write in “other values” that were not included on the jars. Following is a list of the top values in order of importance based on the top number of votes or pennies received. The top two values tied for first.

1. Stewardship of Natural Resources
2. Prosperity and Opportunity
3. Safety
4. Fiscally Responsible
5. Health
6. Diversity
7. Inclusivity
8. Future Oriented
9. Family Centered

Some of the “other values” received included: improved transportation system (7), renewable energy (4), active and safe transportation and trails (3), quality of life and livability (3), sense of community, authenticity, healthy downtown, civility, intellectual/cultural stimulation, increased jobs, sustainable recreational lifestyles, recreation and connections to other communities, affordable housing, subdivision planning, and common sense (1 each).

After the values exercise, participants worked in small groups to identify things that would like to see changed and created in Montrose. Each group chose their top 3 changes and top 3 things to create and presented those back to the larger group. The following table shows those results along with potential strategies identified by the groups to address to those issues. Highlighted items indicate that the “change” or “create” noted was a “top 3” pick for at least one group. The most common items that participants wanted to *change* included: increase housing options/affordable housing; increase traffic flow around town; reduce crime and more safety presence; higher quality jobs; improve city appearance; make downtown more walkable; and increase transportation options. The most common items that participants wanted to *create* included: economic stability; affordable housing; more robust public transportation; and more renewable energy.

The feedback received at this meeting and future workshops will help guide development of the Comprehensive Plan and future vision, goals, and recommendations for the final *Envision 2040 Montrose Comprehensive Plan*.

City of Montrose Community Kick-Off Meeting  
 June 11, 2019  
 Results from Small Group Discussion

CHANGE: What change would you like to see in Montrose? Highlighted cells indicate that this was a “Top 3” pick for at least one group:

CHANGE	# of Groups Listing	Potential Strategies Identified
Increase housing options, including affordable	6	Include solar panels for affordable energy; create housing downtown; more transitional housing for foster kids aging out of system & those in correctional facilities
Increase early childhood education options	2	
Reduce crime & more safety presence	5	
Higher quality jobs	4	Manufacturing jobs; support business start-ups
Increase traffic flow around town	6	Complete bypasses; improve S. Townsend traffic; time lights
Embrace tourism		Build upon “hub of Western Slope theme”
Improve airport and air service	3	Support expansion of terminal; more direct flights
Attract young professionals & adults	2	What would keep them—jobs, restaurants?
Improve infrastructure	2	
Improve downtown parking	1	
Zoning restrictions	1	
Improve bike/rec trails & facilities	3	
Enforce regulations & codes		
Improve cooperation between city & county	2	Coordination of comp plans & planning efforts
Improve city appearance	4	Clean up junky yards & rental properties; city pick up of unwanted items
Ban plastic bags & straws	1	

Flyover intersection at Chipeta and U.S. 550	1	Note: A drawing of this was provided by group member
Address vacant buildings downtown	2	
Expand CMU	2	Including more interaction between CMU & community
Panhandlers	1	
Make downtown more walkable	4	Pedestrian mall; traffic control features; close Main St
Create dedicated non-motorized lanes (safety)	1	
Increase transportation options	4	Uber; expand public transportation; use canals for bike & pedestrian trails; taxi; expand bus usage; pedestrian crossing on Townsend; add sidewalks, especially north side & Ogden by the bridges
Green recycling option	1	
Reduce drugs & drug use	3	Better drug education/prevention
Improve medical services	1	More specialists; expand access, including to mental health
Improve bike safety & encourage more bike commuting	2	Update bike routes; better signage
More art activity, downtown galleries, downtown art	2	
Expand post-secondary educational opportunities	1	Including education to support manufacturing jobs
Alcohol event permits for outdoor events	1	
Affordable youth activities	1	
Add playgrounds near sports facilities	1	
Facilities & services for the homeless	1	
More Hispanic involvement	1	
Get high school & CMU students more involved in community	1	Surveys and other targeted outreach
Change how property is assessed	1	(Would be a county and/or statewide effort)
Retail leakage	1	
Fluctuating cost of rentals	1	
Speed of getting Elevate	1	
Ease of annexation	1	

CREATE: What would you like to see created in Montrose? Highlighted cells indicate that this was a “Top 3” pick for at least one group:

CREATE	# of Groups Listing	Potential Strategies Identified
Affordable housing	4	Also must be accessible; support for transitional, homeless
Affordable & accessible restaurants & retail	1	Alternatives to online shopping
Bike paths	1	
Downtown vibrancy	2	Promote downtown businesses
CMU Expansion/ 4 Year University	3	More students & opportunities
Better transportation for shipping, trucking	1	
Housing & transportation for San Miguel Co. commuters	1	
Thriving art community	1	
Capitalize on our natural beauty including river corridor	1	Develop Brown Field properties
Economic stability	5	More livable wage jobs; Capitalize on those going to Ouray, Telluride, etc.; Attract more outside investment; attract more mid-sized employers for better wages;
Progressive attitude	1	
Large campgrounds	1	
Build/complete the bypass	1	
Vibrant East & North part of town	2	Beautify this part of town; build playground/sports complex North of airport
More collaborative business environment	1	
Better connections to airport	1	Bike path to airport; APT drop-off
More robust public transportation	3	Taxi; bike rentals; downtown public transportation
Protected downtown area/ pedestrian mall	2	
Diverse housing stock	2	

Early childhood care	1	
Expand access for walkers & bikers	2	
New hotel	1	
Neighborhood commercial areas & hangouts	1	
More street signs	1	
More recycling areas & required recycling education	1	
More renewable energy	3	City to be in accordance with state plan;
Finish bike path behind JCP	1	
Another by-pass	1	
A communication network between schools, local governments, mental health, hospital	1	
Comprehensive elder care	1	
Excitement about solar energy	1	
More conference space/civic center	2	
More comprehensive transportation planning	2	Attention to arterials;
More activities & opportunities for youth	1	
Downtown playground	1	
Walkable, bikeable, livable community	1	
Mixed use development	1	
Small, compact shopping mall	1	
Overpass from NW to East side in high-pedestrian areas	1	
Bring back Main in Motion	1	
Great 4 <sup>th</sup> of July Celebration	1	
	1	