



**COMPREHENSIVE  
PLAN-ADVISORY  
COMMITTEE MEETING  
October 7, 2019  
CITY OF MONTROSE**



**Current Vision & Guiding Principles  
Workshop Summaries  
Revision of Current Vision & Guiding  
Principles**

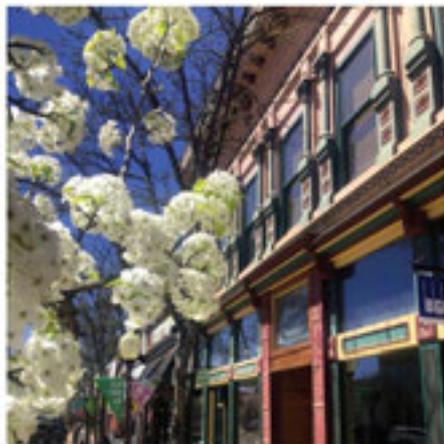
# Today's Agenda

- 1. Downtown Workshop Update**
- 2. Existing Conditions Report Update**
- 3. October Meeting Goals**
  - a. Review workshop meeting summaries**
  - b. Review online outreach summaries**
  - c. Review Vision Statement & Guiding Principles**
  - d. Update/Revise Vision Statement & Guiding Principles**



WHAT WILL MONTROSE LOOK LIKE IN

# 2040?



We need your input in planning  
the future of the Downtown  
Business District!

Spanish interpretation provided



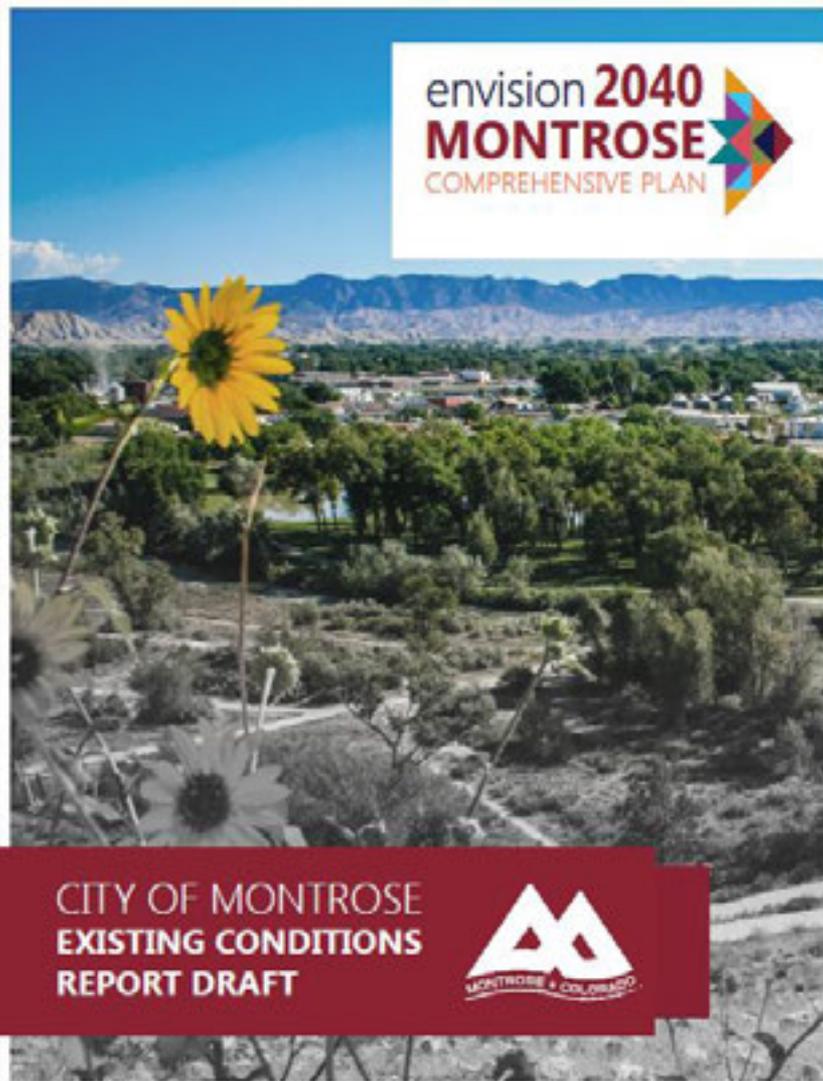
## JOIN US!

Downtown Planning Workshop  
Tuesday, October 8, 2019 | 6-9 pm  
*(Open house & refreshments provided, from 6:00-6:15 pm)*

Knights of Pythias Building | 33 S Cascade

Share your thoughts on the  
future vision for Montrose

[CityofMontrose.org/CompPlan](http://CityofMontrose.org/CompPlan)



**CITY OF MONTROSE  
EXISTING CONDITIONS  
REPORT DRAFT**



# Economy and Opportunity Workshop Summary

August 21, 2019



- 1. 29 Participants**
- 2. Keypad Polling summary of results**
  - **Suitable range of housing options is the City's greatest challenge....48%**
  - **Recreational opportunities are the City's greatest economic asset....50%**
- 3. Summary on strengths, change, and opportunities**
  - a. Strengths**
    - **Airport**
    - **Amphitheater & Water Park**
  - b. Changes**
    - **Downtown improvements - parking**
    - **More lodging**
    - **More manufacturing**
  - c. Opportunities**
    - **Tourism (more inviting downtown)**
    - **Business and Commercial development in other parts of town**

# Spanish Workshop Summary

August 22, 2019

- 1. 32 Participants**
- 2. Keypad Polling results**
  - **Create a bypass to address traffic issues....41%**
  - **Patterns of growth? Outward (like tree rings)....56%**
  - **Free or affordable health screenings to improve health....34%**
- 3. Summary on strengths, change, and opportunities**
  - a. Strengths**
    - **Free public transportation**
    - **Clean and beautiful parks**
  - b. Changes**
    - **Housing - lighting on streets, improve mobile home parks**
    - **Transportation - more frequent transit, create more jobs**
  - c. Opportunities**
    - **More public transportation**
    - **More mental health and rehabilitation facilities**



# Online Stakeholder Survey

June-August  
2019



1. Sent to over 100 people/organizations – 43 participants
2. Most important to quality of life:
  - Small town atmosphere, healthy/local foods, restaurants & shopping, jobs, outdoor opportunities, schools, safety, walk & bike-ability
3. Things you would like to change:
  - Improve CMU and education opportunities, more restaurants & shopping, better traffic flow, more bike paths, affordable housing
4. Biggest issues facing the City over next 10 years:
  - Drugs & crime, mental health problems, keeping/bringing younger generation, planned & managed growth, sprawl, affordable housing, schools, traffic, jobs
5. Opportunities or projects to improve quality of life:
  - Airport expansion, CMU growth, walkable downtown, bike paths/lanes, jobs/wages, affordable housing
6. Make your neighborhood a better place
  - Affordable, neighborhood shopping areas, parks, walkability, bike routes/lanes, shops & restaurants, trees
7. Other comments

# Department Head Interviews

August-  
September 2019



1. Interviewed 10 people
2. What are some of our greatest strengths/assets? What's working?
  - Community, outdoor opportunities, welcome growth and change, leader in the community
3. What are some of the biggest issues facing the City over the next 10 years?
  - Growth, cost of living, public safety, infrastructure
4. What is your vision for Montrose in 20 years? What do we need to do to achieve it?
  - Manage growth, diversity, small town feel, affordable housing, good education system, jobs, safety, address traffic concerns, create a walkable/bikeable community, better economic development
5. Feedback from Workshop summaries.
  - Need more affordable housing, need to look at different options to address traffic and parking concerns, keep the golf course open and provide a variety of activities, quality workforce
6. Other comments or suggestions?

# Interactive Map Summary

June-October  
2019

**Coming Soon...**



# ADVISORY COMMITTEE ROLE

**Your role is to:**

- 1. Promote public involvement**
- 2. Provide input and feedback on the process**
- 3. Listen to the community**
- 4. Communicate ideas**
- 5. Provide active and productive input**

# CURRENT VISION STATEMENT

“Montrose will be a community that **embraces diversity**; one that is sensitive to the **environment, grows smartly and efficiently** and provides economic, social and cultural **opportunities** for all citizens. It will be a City where the **downtown is thriving** and the local **economy is strong and balanced**. There will be extended **parks developed along the Uncompahgre River** and other waterways. It will be a place where the children of Montrose can return after college and find **meaningful careers** and the average person can **afford to buy a home**. It will be a place where the **transportation system is functional** and where **bicycles** can be used **for commuting**. Through these characteristics, Montrose will continue to be a pleasant place to live.”

# EXAMPLES

“Montrose will be a diverse community where citizens enjoy a healthy quality of life with continued responsible growth and economic development.”

“Montrose will be a community that embraces, empowers, and celebrates diversity – among people, their beliefs, their life choices. Montrose will be responsible to the environment – recycle, reuse, and renew all. Montrose will be a good steward of our natural resources, and provide opportunities for its citizens to enjoy all. Montrose will grow smartly, efficiently, and provide economic, social, and cultural opportunities for all. It will be a City with an inclusive downtown, sensitive to its past, yet farsighted for its future. Convenient “centers” will be located throughout the City, to enable citizens to walk to grocery stores, avail themselves of health options, both physical and mental, dine, and recreate. With the development of parks throughout the City, neighborhoods will have safe playgrounds. Montrose will be a place where its children can return after their post-high school education, find meaningful careers, and have housing options they can afford. Montrose will be a place where families can have easy access to outdoor opportunities, amenities, services, and events. It will be a place where the transportation system is functional, through road connectivity, and where bicyclists and walkers can move freely: a place where through-traffic moves efficiently. Montrose will be a place where its citizens are safe.”



# GUIDING PRINCIPLES & GOALS

1. Plan Long-Range, Implement Consistently in the Short-Term.
  - Goal 1. The Comprehensive Plan is a living document that is kept current.
  - Goal 2. Increase intergovernmental cooperation to aid the implementation of the Comprehensive Plan concepts.
2. Strengthen Our Role as a Regional Center and Attract Quality Jobs to Sustain Us.
  - Goal 3. Leverage Montrose's physical assets and expand cultural and entertainment programs – all to bring people to Montrose to live, work and visit.
  - Goal 4. Attract clean manufacturing, industrial distribution and retail business.

# GUIDING PRINCIPLES & GOALS

## 3. Grow Efficiently.

- Goal 5. Manage growth to ensure fiscally responsible extension of infrastructure and minimize future City operation and maintenance costs.

## 4. Develop Convenient “Centers”.

- Goal 6. In appropriate locations, encourage “Centers” that allow higher densities and include retail and commercial facilities that are convenient to surrounding neighborhoods, in order to reduce the need for cross-town traffic and decrease the cost of housing.
- Goal 7. Assure that new development (including Centers and residential areas) is stable, attractive and compatible with existing neighborhoods, business areas, and commercial areas.
- Goal 8. Maintain the Downtown as a thriving, prosperous “Center” – heart of the community.

# GUIDING PRINCIPLES & GOALS

5. Provide a Broad Range of Housing Choice.
  - Goal 9. Provide a diversity of housing types to meet the needs of Montrose's diverse population.
  - Goal 10. Improve and maintain the quality of existing housing stock while preserving affordability.

# GUIDING PRINCIPLES & GOALS

## 6. Protect, and Provide Access to, Important Environmental Resources.

- Goal 11. Preserve the Uncompahgre River corridor within the City.
- Goal 12. Preserve waterways and drainage corridors for their ecological, public safety and recreational benefits.
- Goal 13. Continue to enhance the “gateways” to Montrose to exhibit pride and make a good first impression to visitors.
- Goal 14. Continue to expand the public parks system to serve the needs of Montrose, now and into the future.
- Goal 15. Work with partners to provide parks in a cost-effective manner with a minimum of duplication.
- Goal 16. Complete a City-wide recreational trail system.

# GUIDING PRINCIPLES & GOALS

7. Connect Roads and Be Transit-Friendly.
  - Goal 17. Develop a safe, multi-modal transportation system that efficiently serves current needs and provides for future growth.
8. Provide Public Services and Facilities Necessary for Health, Safety and Welfare.
  - Goal 18. Provide adequate, cost-effective community infrastructure and services to meet the growth needs.
  - Goal 19. Keep our community attractive and safe.
  - Goal 20. Continue to improve educational facilities and services.

# EXAMPLES

**9.** Provide ongoing incentives to competitively attract desirable businesses and affordable housing projects.

**Other Ideas?**

# SMALL GROUP EXERCISE

**What do you think needs changed?**



## **Upcoming Advisory Committee Meetings:**

**October 9<sup>th</sup>: 10 a.m. – noon**

**October 16<sup>th</sup>: Montrose Tour – Meet at City Hall at 3:00**

**October 29<sup>th</sup>: 2:00-4:00**