

# envision 2040 MONTROSE COMPREHENSIVE PLAN

## **Downtown Workshop Summary**

*October 9, 2019*

The City of Montrose hosted a Downtown Workshop on October 9, 2019 at the Knights of Pythias Building at 33 S. Cascade. This workshop was part of the planning process for the *Envision 2040 Montrose Comprehensive Plan*. Judy Ann Files, City Council person, welcomed the participants and introduced the meeting facilitator, Noelle Hagan. The meeting began with an open house and refreshments. Interpretation services were also available. The community gathering included 45 participants plus City Council and staff. The goal of the workshop was to review the Comprehensive Plan process and provide information on existing conditions and growth trends. Attendees participated in a keypad polling exercise to provide feedback on issues related to the downtown. William Bell, City Manager, and Chelsea Rosty, Director of Business and Tourism were also guest speakers.

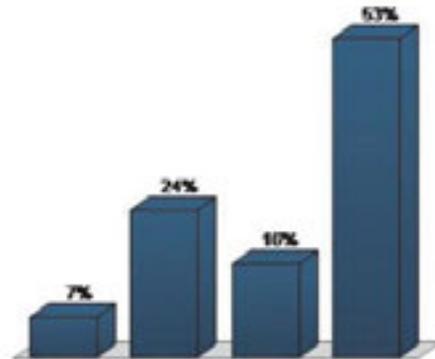
After the presentations, participants were divided into seven groups. Each group was provided with the same map of Downtown Montrose and a set of three sticky notes in different colors. Participants provided input on the maps with comments on their sticky notes corresponding to strengths (blue), potential changes (yellow) and opportunities (orange) related to the topic of the night. Stars were put on those sticky notes where a majority of the group agreed with that particular issue. After the small group exercise, a spokesperson from each group presented one strength, one change and one opportunity to the large group.



## Keypad Polling Summary

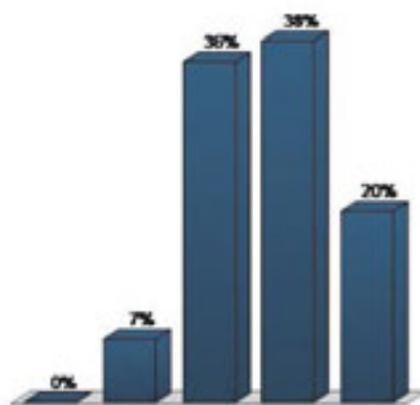
### 1. How long have you lived in the Montrose Area?

Answers	Responses	
	Percent	Count
Less than 1 year	6.67%	3
1 to 5 years	24.44%	11
6 to 10 years	15.56%	7
11 years or more	53.33%	24
<b>Totals</b>	<b>100%</b>	<b>45</b>



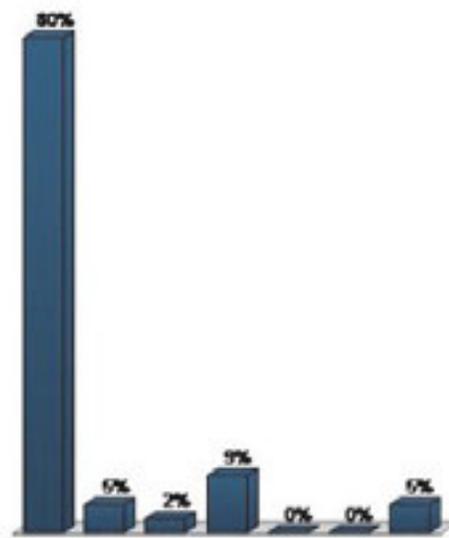
### 2. What is your age?

Answers	Responses	
	Percent	Count
Under 18	0%	0
19-29 years	6.67%	3
30-44 years	35.56%	16
45-65 years	37.78%	17
Over 65 years	20%	9
<b>Totals</b>	<b>100%</b>	<b>45</b>



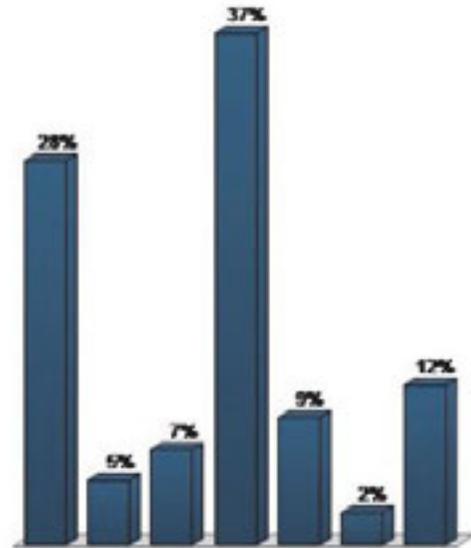
### 3. What race or ethnicity do you identify yourself with?

Answers	Responses	
	Percent	Count
White or Caucasian	79.55%	35
American Indian or Alaska Native	4.55%	2
Black or African American	2.27%	1
Latino/Hispanic	9.09%	4
Multiracial	0%	0
Asian / Pacific Islander	0%	0
Other	4.55%	2
<b>Totals</b>	<b>100%</b>	<b>44</b>



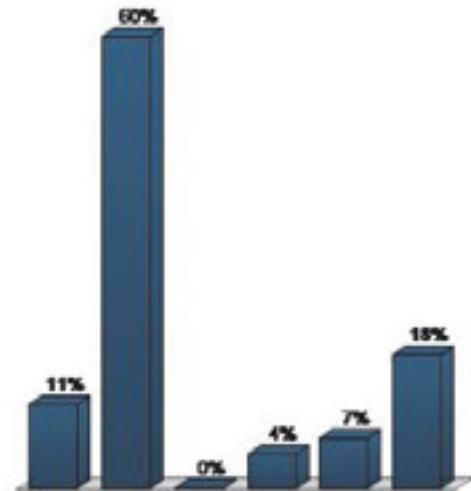
**4. What is the downtown's greatest asset?**

Answers	Responses	
	Percent	Count
Shopping	27.91%	12
Parks & Plazas	4.65%	2
Nightlife	6.98%	3
Restaurants	37.21%	16
Connection to river	9.3%	4
Parking	2.33%	1
Events	11.63%	5
<b>Totals</b>	<b>100%</b>	<b>43</b>



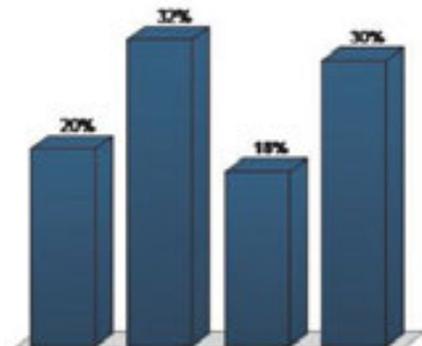
**5. What is the top safety issue in downtown?**

Answers	Responses	
	Percent	Count
Condition/location of public parking lots	11.11%	5
Street crossings	60%	27
Parking lots	0%	0
Lighting	4.44%	2
Alley lighting	6.67%	3
Lack of activity at night	17.78%	8
<b>Totals</b>	<b>100%</b>	<b>45</b>



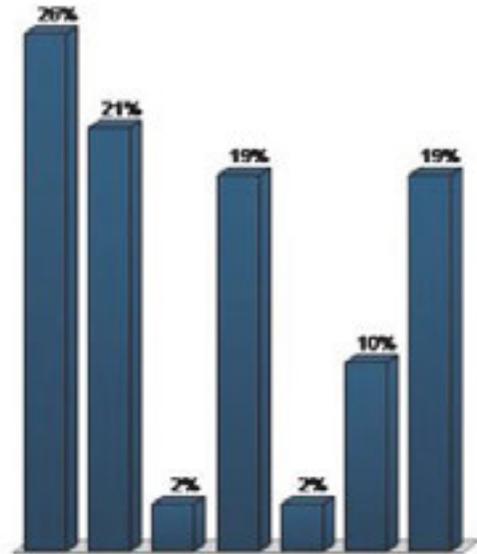
**6. How should the City help property owners to improve our downtown?**

Answers	Responses	
	Percent	Count
Facade improvements	20.45%	9
Building renovations	31.82%	14
Housing	18.18%	8
Marketing	29.55%	13
<b>Totals</b>	<b>100%</b>	<b>44</b>



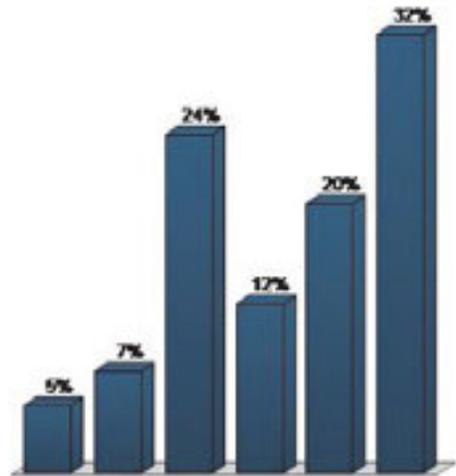
**7. What is the top priority for physical improvement of downtown?**

Answers	Responses	
	Percent	Count
Wider sidewalks on Main St.	26.19%	11
Street crossings	21.43%	9
Extend angle parking area	2.38%	1
Parking lots	19.05%	8
Lighting	2.38%	1
Flowers/planters/beautification	9.52%	4
Main/Townsend intersection	19.05%	8
<b>Totals</b>	<b>100%</b>	<b>42</b>



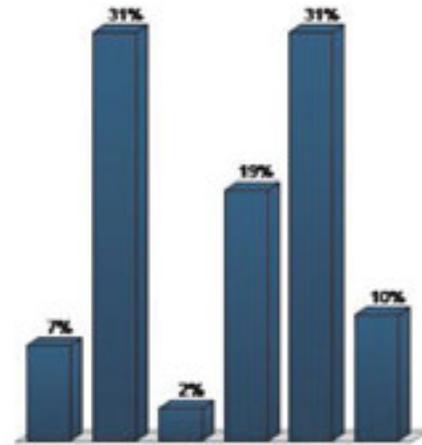
**8. What would be a dream project for downtown?**

Answers	Responses	
	Percent	Count
Roundabout at Main & Townsend	4.88%	2
Cover Main St with overhead lighting displays	7.32%	3
Green space – park plaza	24.39%	10
Hotel	12.2%	5
Conference – convention center	19.51%	8
Pedestrian – bikeway connection to Uncompahgre River	31.71%	13
<b>Totals</b>	<b>100%</b>	<b>41</b>



**9. What would you recommend to make downtown more vibrant?**

Answers	Responses	
	Percent	Count
Boutique shopping	7.14%	3
Nightlife/ more entertainment options	30.95%	13
More parking	2.38%	1
More parking	2.38%	1
Restaurant clusters	19.05%	8
Arts & culture	30.95%	13
Longer shopping hours	9.52%	4
<b>Totals</b>	<b>100%</b>	<b>42</b>



**Small Group Summary**

The following lists summarize the strengths, changes and opportunities identified in the small groups. Please note that the comments listed are not necessarily verbatim from the small groups, but when appropriate were synthesized with trends identified. Those items marked with an \* indicate identification by more than one small group. An online interactive map is also available on the Comprehensive Plan website for the public to provide additional input; and verbatim comments from the small groups were entered into that site as well.

In the category of strengths, participants appreciated the many efforts that have already been made in downtown including historic preservation, off-street parking, and the area’s general appearance. Many changes and opportunities were identified with projects ranging from small to very large. Key categories were pedestrian safety, adding amenities such as a conference center and green space, and continuing the improvements on West Main.

Additionally, groups were invited to come up with a “big idea” on which everyone in their group agreed. Two of these were presented:

#1: Develop a park/green space/gathering place on the north side of West Main off Grand Ave. Include affordable housing, restaurants and business/retail space. Tie this area into the trail system and Riverbottom Park.

#2: Reconfigure Main Street to reduce traffic and improve bike and pedestrian safety. Remove diagonal parking, perhaps eliminate parking altogether in certain areas. Extend the sidewalks to promote safety and socializing. Have a dedicated bike lane on Main Street. It was noted that the removal of parking may necessitate additional off-street parking infrastructure such as a parking garage.

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*.

### **Strengths**

- Events & activities
  - Acoustic Tuesdays
  - Community events and the people who organize them
- Retail and restaurant-related
  - Outdoor seating at the Vine on Main & Cascade
  - \*Mix of historic preservation & modern, independent businesses
  - Unique, independent restaurants
- Amenities
  - \*CMU & Library
  - Events Center
  - Doggie bags
  - Rec Center
  - River projects
  - Downtown supermarket supports growth
- Other
  - Flashing signs “what speed are you driving?”
  - \*Off street parking, lots of parking lots
  - General appearance: charm, trees, cleanliness
  - Wayfinding signs
  - REDO district
  - Attraction of industry in downtown area
  - Downtown improvements done to date
  - Pedestrian crossings
  - Elevate fiber is great and needs to be advertised to potential businesses

### **Changes**

- Appearance/Visual Attractiveness
  - Clean up weeds along railroad tracks
  - Improve area around Rascal’s
  - Improve West Main area
  - Restore the historic façade on the Wells Fargo building
  - Address visually run-down buildings
  - Remove the railroad tracks in downtown area
  - Preserve historical sites
- Pedestrian and bike safety
  - Safer crosswalk at Grand Ave. & W. Main
  - Pedestrian crossing on Main at 4<sup>th</sup> & 9<sup>th</sup> Streets
  - Sidewalks to access the river trail
  - Change lights from North 2<sup>nd</sup> to North 4<sup>th</sup> for pedestrian crossing
  - Change walk signs & install lights on Cascade & Main
  - Safer pedestrian crosswalks in general

- Make Main & Cascade intersection safer
- \*Protected pedestrian crossing at Main & Townsend: an attractive pedestrian bridge
- \*Improve ADA accessibility in buildings and infrastructure, get grants
- Push buttons for pedestrian crossings
- Improve Nevada/Main intersection for pedestrians
- Sidewalks connecting W. Main & trails
- Economic and business-related
  - Incentives for businesses
  - Affordable housing for average worker (not median income)
  - \*More affordable rents for businesses (rent control?)
  - Improve economic opportunities, then focus on beautification
- Traffic & parking
  - Traffic alternative between Park and Townsend (too congested)
  - Extend Grand
  - Make S. 1<sup>st</sup> and N. 1<sup>st</sup> one-way streets
  - Businesses provide back doors so parking is better utilized
  - Stoplight timing
- Other
  - More historical markers on Townsend and Main
  - More bridges across the river
  - Direct growth away from downtown
  - Extend holiday lighting past Townsend and Park
  - \*Address drugs & homeless issues
  - More green space & parks
  - \*Downtown playground
  - Close Uncompahgre & Main South to 1<sup>st</sup> St.
  - Wider pedestrian sidewalks

## Opportunities

- New or expanded amenities
  - More restaurants on Main Street
  - Magic Circle performance venue-downtown location
  - \*Downtown hotel and conference center
  - \*Extend CMU campus
  - Housing above retail on Main St.
    - High end apartments
  - Town squares or plazas on N 1<sup>st</sup> to S 1<sup>st</sup> from Townsend to Park
  - More “placemaking” destinations within downtown
  - Bright, young, colorful, hip art to bring young people downtown
  - Green space by Historic Museum
  - Rimrocker trailhead in downtown - Montrose to Moab
- Revitalization
  - Further business development on West Main
  - \*Move Recla Metals
  - Develop/improve area around museum

- Railroad district
- Improve all of Selig Ave.
- Do something with Potato Grower's building (music venue?)
- Uniform zoning in W. Main-N. Grand area
- Events & culture
  - Bring back Main in Motion
  - More cultural events at Centennial Plaza
  - More block parties or events to bring people downtown
- Retail & business-related
  - \*More diversity of business on Main Street, including nonprofits
  - Interactive businesses to bring people downtown
  - Coordinate Event Center activities with downtown retail/restaurant activities
- Transportation, traffic & parking
  - \*Grand/Rio Grande Bypass
  - \*Removal of CDOT and Hwy 90 for Main St from Townsend Ave to city limits
  - Scooters to reduce traffic
  - Main Street shuttle
    - After hours shuttle—"Safe Ride"
    - Trolley from motels to W. Main trails
  - Bike parking at City Market
  - More parking
  - Signs directing people to parking lots
  - Airport-Downtown connection
  - Bike path from downtown to river and Connect Trail
- Other
  - Expand downtown to include S. Mesa, S. Park
  - Community decides where to put services for homeless
  - Jump by Uber

## Small Group Maps





**Downtown Improvement Map**

Privately-Owned Opportunity Site	Potential Road Improvements	Potential Intersection Improvement
Privately-Owned Opportunity Site - Completed	Road Improvements - Completed	Intersection Improvement - Completed
Publicly-Owned Opportunity Site	Improved Road Design - Sidewalks & Streetcapping	Gateway & Directional Signage
Publicly-Owned Opportunity Site - Completed	Core Main Street Road Design - Improved sidewalks, utilities, & lighting	Future Road Connection
Existing Public Parking Area Improvements	Sidewalk & Trail Improvements	Downtown Boundary
Potential New Public Parking Area		

0 0.05 0.1 0.15 0.2



- ▲ Privately-Owned Opportunity Site
- ▲ Privately-Owned Opportunity Site - Completed
- Publicly-Owned Opportunity Site
- Publicly-Owned Opportunity Site - Completed
- P Existing Public Parking Area Improvements
- P Potential New Public Parking Area

- Potential Road Improvements
- Road Improvements - Completed
- Improved Road Design - Sidewalks & Streetcapping
- Core Main Street Road Design - improved sidewalks, utilities, & lighting
- Sidewalk & Trail Improvements

- Potential Intersection Improvement
- Intersection Improvement - Completed
- Gateway & Directional Signage
- Future Road Connection
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### Downtown Improvement Map





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**Downtown Improvement Map**



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**Downtown Improvement Map**

0 0.25 0.5 0.75 1.0 Miles



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0 0.25 0.5 0.75 1.0  
Miles