



MONTROSE DART WORKPLAN

2021 - 2025

ANNUAL 2021-2022 WORKPLAN



12 X 12 – This initiative encompasses the desire for Montrose Downtown to become a destination for all seasons. Expanding residential development opportunities while focusing on things that can attract visitors 12 months a year are key to downtown vitality. This strategy can also serve as a foundation to expand street activity beyond the 8 AM-5 PM and stretch the active time to 12 hours per day.

OBJECTIVE	ACTION	SUCCESS =	PRIORITY	STATUS & NOTES
DESIGN				
Improve Multi Modal Connectivity	<ul style="list-style-type: none"> a. Identify areas to improve active transportation through connection of trails, bike lanes, and public spaces. b. Promote inclusion of funding for these projects during annual budget session. c. Apply for/Implement CDOT grant to help fund improvements. d. Support initiatives and promote projects to community members by identifying talking points regarding how quality of life and multi-modal options impacts economic development. 	Improved connectivity throughout town (esp. from the river towards the east).	High – FY21/22	<p>Consider transit improvements that support connect downtown and area destinations.</p> <p>Improvements could include shuttles and other private transit options.</p>
Redesign/Reconstruction of Centennial Plaza.	<ul style="list-style-type: none"> a. Monitor City progress to identify opportunities for DART to support when assistance is needed. 		High – FY21/22	Note: This project is one of the highest priorities. Currently, due to the project's cycle, DART is in support mode, with minimal action needed at this time.
ECONOMIC VITALITY				
Façade Improvement Grant	<ul style="list-style-type: none"> a. Coordinate with State MS-Open For Business Façade Grant. Complete initial call for participation and facilitate application. b. Explore how City of Montrose Façade Match Grant program can be promoted more effectively. c. Consider a "Design Assistance Program" to allow architectural assistance to visualize potential improvements. d. Develop promotional brochures that show successful projects citywide. e. Use social media to promote the program and documented success. 	Façade Improvement Grant is utilized and # of businesses &/or buildings utilizing program increases.	High – FY21/22	Note: The upcoming state grant program in Fall of 2021 could take significant focus to ensure that the grant is effectively utilized. This will likely be a key focus for the next 18-months.
Review incentives offered for downtown housing.	<ul style="list-style-type: none"> a. Discuss & evaluate how incentives for asbestos and fire suppression will be offered into the future & promote use of the program. b. Explore how Urban Renewal might play a role in offering incentives for mixed-use projects. 	<p>Information added to incentive explanation materials.</p> <p>Additional housing projects launched.</p>	High – FY21/22	
ORGANIZATION				
Support Businesses in their endeavors to do business promotion events.	<ul style="list-style-type: none"> a. Reach out to businesses to identify needs and develop a strategy to assist businesses in promoting events. b. Support creation of a business event calendar that houses all activities. 	<p>Strategy Completed.</p> <p>Calendar Initiated.</p>	High – FY21/22	Note: this is a high priority for supporting events, not running/conducting events.
PROMOTIONS				
Live music in the pocket park and additional events downtown.	<ul style="list-style-type: none"> a. Identify events and create an event calendar. b. Create a promotional strategy identifying how DART will help advertise events. 	Program details completed and event(s) held.	High – FY21/22	
Community Block Parties	<ul style="list-style-type: none"> a. Complete a guide describing the resources available to support community block parties. b. Define DART's role in supporting these events. 	Program details completed and event(s) held.	High – FY21/22	



Bullseye History – This initiative seeks to focus more clarity on the value that historic preservation offers the downtown district in terms of economic benefits. Montrose’s initiative seeks to inform the community about the importance of preservation while highlighting the value of the history.

OBJECTIVE	ACTION	SUCCESS =	PRIORITY	STATUS & NOTES
DESIGN				
Block 93	<ul style="list-style-type: none"> a. Identify quick win projects – murals, activation event, etc in 2021 to demonstrate the vision. b. Complete construction design and cost estimates. c. Identify construction phases 	Demonstration event held. Plans completed. Phasing strategy established.	High – FY21/22	Construction plans to be budgeted for in FY22.
Support for more mural projects + Public Art	<ul style="list-style-type: none"> a. Create a mural grant program. b. Get business support for murals and public art. c. Promote artists as a part of the mural program. d. Re-establish PAX (Public Art Experience) program. 	Mural program launched.	High – FY21/22	
ECONOMIC VITALITY				
Reduce the overall rate of vacant buildings downtown.	<ul style="list-style-type: none"> a. Explore funding opportunities & tools, tailoring them to fill gaps. b. Explore feasibility of using Urban Renewal for project-specific incentives. 	Additional tools identified. Catalyst projects launched.	High – FY21/22	
ORGANIZATION				
No Actions This Year				
PROMOTIONS				
Showcase successful revitalization/ rehabilitation projects.	<ul style="list-style-type: none"> a. Create materials that highlight before and after photos and provide resource information. 	Increased community and business awareness regarding successful rehabilitation projects.	High – FY21/22	



Development On-Target – This initiative seeks to tailor the programs and assistance that DART offers in the Downtown and place a community-wide spin to them. While state funding sources and grants are available to deploy the Main Street Approach downtown, these programs can help businesses city-wide. This strategy serves as the foundation to identify what opportunities make sense to offer more broadly while working to scale programs to this broader geographic rollout.

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
DESIGN				
Beautification & Gateway Improvements with Integrated Art (PAX)	a. Complete initial brainstorming regarding beautification, art, murals at entry points into Montrose. b. Identify key locations, designs, and recommendations for improvements. c. Use DOLA funding to help with procuring professional services for the development of a Gateway Improvement program. d. Identify funding for implementation.	Beautification projects completed.	High – FY21/22	
ECONOMIC VITALITY				
Monthly Business Network Meetings	a. Restart meetings that allow businesses to learn from each other and support each other with technical assistance.	Meetings relaunched.	High – FY21/22	Types of businesses to target include restaurants, theaters, hotels, and retailers.
Citywide Amenity Database	a. Work with businesses to update their menus, hours, promotions on OBT.	OBT database is up to date.	High – FY21/22	
ORGANIZATION				
Apply for Graduate Status w/ Colorado Main Street Program	a. Review criteria, address deficiencies, apply for advanced status.	Application approved.	High – FY21/22	
PROMOTIONS				
Define and promote resources/ assistance to businesses that DART offers or is aware of.	a. Host a networking event to help link programs and businesses. b. Produce a summary of key resources/ assistance to distribute to businesses.	Resource guide/ summary developed	High – FY 21/22	
Block Parties + Event Promotion	a. Develop a community calendar that includes activities and events. b. Promote events by enhancing social media output and utilizing newsletters and other media outlets.	Increased attendance at events.	High – FY 21/22	Citywide notification
Event Cross Advertising Opportunities	a. Meet with other organizations to coordinate events and develop a comprehensive event advertising strategy.	Strategy developed.	High – FY 21/22	

2021-2025 WORKPLAN



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Redesign/Reconstruction of Centennial Plaza.	<ul style="list-style-type: none"> a. Monitor City progress to identify opportunities for DART to support when assistance is needed. 		High – FY21/22	Note: This project is one of the highest priorities. Currently, due to the project's cycle, DART is in support mode, with minimal action needed at this time.
Identify alleys in the downtown to use as pedestrian corridors.	<ul style="list-style-type: none"> a. Identify key alleys and create list of alley improvements desired. b. Develop an RFP to complete construction designs for the alley improvements. 	<p>Priority improvement list completed</p> <p>RFP drafted and issued.</p>	Medium – FY23/24	
Complete Streets	<ul style="list-style-type: none"> a. Conduct Streetscape assessment in preparation for full plan. 	Assessment completed.	Medium – FY23/24	This is supported by the Comp Plan.
Evaluate current directional signs for enhanced guidance to parking.	<ul style="list-style-type: none"> a. Conduct inventory of the existing sign system. b. Develop strategic recommendations on additions. 	<p>Inventory completed.</p> <p>Strategic additions completed.</p>	Medium – FY23/24	

ECONOMIC VITALITY				
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Review incentives offered for downtown housing.	<ul style="list-style-type: none"> a. Discuss & evaluate how incentives for asbestos and fire suppression will be offered into the future & promote use of the program. b. Explore how Urban Renewal might play a role in offering incentives for mixed-use projects. 	Information added to incentive explanation materials.	High – FY21/22	

		Additional housing projects launched by private developers.		
Support catalyst project(s) that add residential units downtown.	<p>a. Create promotional materials explaining how residential adds to vitality goals. Focus on developers and general public.</p> <p>b. Develop case studies for successful projects that have been completed, including progress video footage.</p> <p>c. Schedule a public tour of project to 1) Cultivate Public Support, and 2) Introduce developers to building owners.</p>	<p>Brochure, Video, etc. created and distributed.</p> <p>Case study completed upon project completion. Updated with specific financial benefits after 12 months.</p> <p>Tour of existing (new) units created and potential development opportunities executed.</p>	Medium – FY23/24	

ORGANIZATION				
Support Businesses in their endeavors to do business promotion events.	<p>a. Reach out to businesses to identify needs and develop a strategy to assist businesses in promoting events.</p> <p>b. Support creation of a business event calendar that houses all activities.</p>	<p>Strategy Completed.</p> <p>Calendar Initiated.</p>	High – FY21/22	Note: this is a high priority for supporting events, not running/conducting events.
Building inventory, use mix assessment.	<p>a. Update current business and building inventory</p> <p>b. Note potential use opportunities and gaps.</p>	<p>a. Existing inventory reviewed, and needs assessed.</p> <p>b. Plan for updating identified.</p> <p>c. Update completed.</p>	Medium – FY23/24	
Expand community knowledge about availability and benefits of downtown housing options.	<p>a. Produce an educational flyer or brochure.</p> <p>b. Host a panel discussion regarding downtown housing.</p>	Informational strategies completed.	Medium – FY23/24	

PROMOTIONS				
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Community Block Parties	<p>a. Complete a guide describing the resources available to support community block parties.</p> <p>b. Define DART's role in supporting these events.</p>	Program details completed and event(s) held.	High – FY21/22	
Diversify programming, promotions, and event, including the location of events.	<p>a. Create an event policy to attract people and guide funding decisions.</p> <p>b. Develop innovative events in various locations throughout town that connect people with businesses.</p>	Policy guide completed.	Longer – F25+	



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Support for more mural projects + Public Art	a. Create a mural grant program. b. Get business support for murals and public art. c. Promote artists as a part of the mural program. d. Re-establish PAX (Public Art Experience) program.	Mural program launched.	High – FY21/22	
Update/ upgrade historic signage downtown (History Colorado).	a. Inventory historic signs and identify signs needing updates. b. Work with History Colorado to develop a Signage Plan that includes phasing and funding.	Historic signs updated.	Medium – FY23/24	
ECONOMIC VITALITY				
Reduce the overall rate of vacant buildings downtown.	a. Explore funding opportunities & tools, tailoring them to fill gaps. b. Explore feasibility of using Urban Renewal for project-specific incentives.	Additional tools identified. Catalyst projects launched.	High – FY21/22	
Adaptive Reuse/ Rehabilitation Projects.	a. Identify key properties and projects with future vision plans. b. Prioritize projects and formalize high-priority projects into key initiatives.	Projects identified and launched.	Longer – F25+	
ORGANIZATION				
Business Inventory	a. Identify and map businesses. b. Notes potential business opportunities and gaps.	Inventory completed.	Medium	
PROMOTIONS				
Showcase successful revitalization/ rehabilitation projects.	a. Create materials that highlight before and after photos and provide resource information.	Increased community and business awareness regarding successful rehabilitation projects.	High – FY21/22	
Coordinate with downtown historic museum to provide tours and promote tours.	a. Meet with the museum to coordinate tours and develop agreement for how DART should promote the tours.	Tours launched and promotion plan developed.	Medium – FY23/24	
Highlight historic buildings downtown.	a. Create a Digital Brochure highlighting historic register buildings. b. Launch an annual tour of historic buildings in the district.	Tour brochure completed.	Longer – F25+	

	c. Organize events and popups to coincide with the tour and highlight how the buildings can be utilized if vacant.	Annual event planned and executed.		
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Multi-modal Improvements & Pedestrian Safety Citywide	a. Coordinate with Town and partners to share concerns about traffic safety, potential crossing enhancements, signage, and pedestrian connectivity. b. Identify options for safety enhancements, to include quick fixes. c. Conduct a funding discussion with the Town to determine budget and other funding opportunities. d. Prioritize safety enhancements and break priorities into individual projects/ phases with assigned funding source.	Priority list completed. Improvements constructed.	Medium – FY23/24	

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Citywide Amenity Database	a. Work with businesses to update their menus, hours, promotions on OBT.	OBT database is up to date.	High – FY21/22	
Local Airport Shuttle that is timed with flights + Promotion of Shuttle.	a. Support Office of Business and Tourism in exploring feasibility of an airport shuttle program.	Feasibility study completed.	Medium – FY23/24	
Assist businesses with getting online.	a. Identify programs or training DART could offer businesses to expand online presence.	Assistance launched.	Medium – FY23/24	
Extend the reach of Montrose Bucks and offer program more frequently.	a. Work with the City to monitor short-term opportunities to use one-time recovery funds. b. Explore how the program could be extended and expanded from original.	Program formalized.	Longer – F25+	Note: Item includes monitoring of short-term opportunities and longer-term consideration of how to expand.

ORGANIZATION				
Apply for Graduate Status w/ Colorado Main Street Program	a. Review criteria, address deficiencies, apply for advanced status.	Application approved.	High – FY21/22	
Continue support of resources to assist businesses and	a. Support events such as Business After Hours for networking & education.	Businesses supported. Consider deploying a survey annually to gather	Medium – FY23/24	

entrepreneurs throughout the community.	<p>b. Act as a liaison between business & government to facilitate communication and issue resolution.</p> <p>c. Develop a business ambassador program that would assist with identifying business needs, provide trainings, discuss best practices, and link businesses with other resources.</p>	feedback on the assistance DART is providing.		
Build volunteer base to support events and activities.	a. Support creation of volunteer database.	Database available.	Longer – F25+	

PROMOTIONS				
Define and promote resources/ assistance to businesses that DART offers or is aware of.	<p>a. Host a networking event to help link programs and businesses.</p> <p>b. Produce a summary of key resources/ assistance to distribute to businesses.</p>	Resource guide/ summary developed	High – FY 21/22	
Block Parties + Event Promotion	<p>a. Develop a community calendar that includes activities and events.</p> <p>b. Promote events by enhancing social media output and utilizing newsletters and other media outlets.</p>	Increased attendance at events.	High – FY 21/22	Citywide notification
Event Cross Advertising Opportunities	a. Meet with other organizations to coordinate events and develop a comprehensive event advertising strategy.	Strategy developed.	High – FY 21/22	
Promote and encourage cooperation among community groups and partners.	<p>a. Explore opportunities to cultivate cross-promotion activities with partner organizations.</p> <p>b. Host a roundtable with partners such as Black Canyon and Museum of the Mountain West to help support and promote community events.</p> <p>c. Identify resources that could be shared and leveraged between organizations.</p>	Work with park partners to support promotion of events	Medium – FY 23/24	<p>Black Canyon Star Gazing and moonlight Hikes.</p> <p>Identify opportunities with the Museum of the Mountain West.</p>
Robust Business Promotion	a. Work with OBT to strategically promote special events such as ribbon cuttings, grand openings, and community events.	Business experience increase in customer traffic during events.	Medium – FY 23/24	



Matt Ashby, AICP CUD | Urban Planner
Logan Graves, AICP | Planner

214 W. Lincolnway, Suite 22 | Cheyenne, WY 82001
Ayres Associates Inc | www.AyresAssociates.com
Ingenuity, Integrity, and Intelligence.

