CHALLENGE STATEMENT //
Situated north of Colorado Springs, and west of the Rampart Range, Monument, Colorado is a statutory town with a home-rule charter whose first homesteaders arrived in 1865. Monument takes pride in its historic downtown, however downtown Monument remains overlooked by many travelers and locals alike. The median income of Monument is high ($90,000) compared to that of El Paso County ($57,000), however a proportionally small amount of money is put aside for community development projects, in part because Monument lacks a strong community visions. Just off I-25, Monument finds itself between Denver and Colorado Springs.

EXECUTIVE SUMMARY OF STUDIO WORKSHOP //
The workshop focused on two objectives: uncovering opportunities & shaping immediate low-cost high-impact actions, and understanding the long-term capacity Monument holds. The first day incorporated two Orton Heart and Soul tools to help expand what’s working already, as well as develop a range of small actions that can spur significant positive change. The second day provided an opportunity to distill the discussions of the first day and direct conversations towards the future and a sense of possible development in Monument, Colorado.

TEAM MEMBERS //
Madeline VanDeHoek (Town of Monument), Maggie Williamson (Local Business Owner), and Terri Hayes (Tri-Lakes Chamber), were joined by a team representing the Town of Frisco, CU Boulder Outreach, Colorado Office of Economic Development and International Trade (OEDIT), Progressive Urban Management Associates (PUMA), Walk2Connect, Aurora Urban Renewal Authority, Development Research Partners, the City of Aspen, C+B Design, and the Orton Family Foundation.

BACKGROUND INFORMATION //
Downtown Monument has struggled to bring in visitors, development, and new investment compared to neighborhoods across I-25. However, Monument has a small town feel that is increasingly rare along the I-25 corridor. Both young families and retirees are important demographics for Monument. Unfortunately, the business community can be hesitant to pursue new investment, despite demographic and economic indicators suggesting the viability of new development focused on this intergenerational market.

By producing a few low-cost changes in the areas of walkability, community character, youth presence development, and beautification, Monument can further respond to the wishes of its citizens and build a community vision for the future.
Population: 6,226

Stakeholders + Partners:
- Town of Monument
- Tri-Lakes Chamber of Commerce
- Citizens of Monument
- Public and private sector partners at DCI’s IN THE GAME event

Assets:
- 4th of July event
- Landscape
- Proximity to Population Centers
- ‘Good Bones’ of downtown buildings and sidewalks
- Market Potential Flexibility

Obstacles:
- Walkability
- Visibility
- Fragmentation
- Engagement
- Lack of Youth Presence
- Finding a Movement Catalyst

REOURCES //
Funding opportunities should be sought from the following resources:
- DOLA (rural development & planning)
- OEDIT Blueprint
- Boettcher Foundation
- El Pomar Foundation
- Colorado Creative Industries
- Maker Space Outlets
- National Main Street Foundation
- AARP (senior and assisted living)
- Implementing a Lodging Tax
- GOCO (trails planning)
- Urban Renewal Authorities
- Retail Marijuana
- Area-Wide Brownfield Planning
DESIRED OUTCOMES //

Visibility
A distinguishable characteristic to serve as a milestone (hollowed grain silo, bird house lined entryway, gondola, etc.) will draw highway travelers and passersby into Monument. The art park, open spaces, exciting pop-ups, and food trucks will be a delightful break from the bustling city centers and big-box development.

Walkability
A connected trails system, guided by a master plan, will allow Monument’s downtown business district to flow easily into scenic recreation trails and throughout open spaces. Ensuring safe mobility options around breweries and distilleries will provide incentive to spend an evening on the town. Sidewalk bulb-outs will create downtown pedestrian avenues and crossing spaces that remain safe day or night.

Starting a Movement
Fragmentation both between Monument and its neighbors, as well as between members of the local business community, will have been eliminated through a collective visioning effort on behalf of a representative group of citizens whose buy-in has been earned. A unified voice of direction speaks to the developing collaborative nature of Monument; a vital characteristic to attract new business development.
Creating a Neighborhood

Accomplishing the achievement of a first infill project will signal that the structures of a neighborhood have solidified. A business improvement district will complement the housing suited for the senior population and prospective home-buyers alike. Ample affordable housing availability will ensure Monument remains an attainable destination. Continued outreach with neighboring and distant communities will work to promote Monument’s sense of regional connectivity.

ACTION STEPS //

1. **Conduct a Physical Infrastructure Assessment**: The best start is always to understand what is available to work with. Often resources can be misplaced, mischaracterized, lost, or otherwise effected; it is important to have a clear understanding of the condition of materials on which we can stage our redevelopment. This assessment will be incorporated into the Master Plan.

2. **Re-Evaluate Zoning and Business District Opportunities**: It’s clear the extant business community is hesitant to get ‘on-board’ wholeheartedly with redevelopment; the more reasonable step might be to instead appeal to outside opportunities. By revising land usage and providing ease for interested outside investment opportunities, downtown business may be redeveloped in positive and previously unforeseen ways.

3. **Citizen Engagement**: Eliciting input from the residents of Monument has proven difficult. One possible reason is the lack of conversation topic. Enacting a few low-cost high-impact projects may provide the conversation with the much-needed substance and talking points.