



DOLORES
Community Revitalization Partnership
Team Visit

March 17-18, 2005

Three parts to this report:

Dolores Report 1
Signage, Streets, ER 2
Design 3

Team Members:

Jeff Reinhart, AICP, Cortez
Jon Schler, UC-D, Grand Junction
Barbara Silverman, CCRA, Denver
Michael Warren, CCRA and Design What You Want, Boulder

Thank you, for welcoming the CRP Team so graciously to your wonderful community!

The Department of Local Affairs (DOLA) and CCRA have teamed up for a one-year pilot program to provide one to three day downtown revitalization assistance visits to non-Main Street communities under 20,000 population on a variety of subjects. The CRP goal is to enable towns to “break through” a troublesome issue or question thereby moving forward with their downtown revitalization.

The CRP team’s mission in Dolores was to conduct a two-day visit to include: a downtown assessment, focusing on Central Avenue and Railroad Street, itemizing the major strengths and opportunities to be taken into consideration when creating an overall revitalization plan; create an outline of a work plan for development and revitalization; and generate design ideas for better use of town-owned property and park area.

The reasons people choose to live in Dolores:

Quaint

Quality of Life

Small Town

Friendly

Schools

Library

Natural beauty

Recreational Opportunities

Easy access to desert and mountains

Climate

Authentic

It is home

I know my neighbors and business people and they know me.

Great love of your community – however, not displaying it. Community pride is evidenced through visual clues.

WHO ARE WE? WHO IS DOLORES? DOLORES IS HOME TO THE GALLOPING GOOSE!!!!

There are two answers to this question.

1. We are a railroad town, founded as a railroad town, our heritage is a railroad town, many of our buildings are historic railroad buildings. We are home to the Galloping Goose!
2. Who can we be? We have huge opportunities AND ALL THE ELEMENTS ARE IN PLACE. We can grow to be a railroad town with many amenities:
 - a. Hunting
 - b. Fishing
 - c. Backpacking
 - d. Mountain biking
 - e. Hiking
 - f. Boating
 - g. Artists
 - h. Antique stores
 - i. Craft stores
 - j. Railroad memorabilia
 - k. Native American heritage

OPPORTUNITIES ARE EVERYWHERE!

There are many wonderful opportunities, however, each represents a great deal of work and time:

Marina

Trails

Galloping Goose – extending rails

Crafts – Antiques – Artists

Flanders Park

McPhee Reservoir

Dolores River

USFS

San Juan Skyway Historic and Scenic Byway

Anazasi Heritage Center

Lone Mesa State Park

We learned that there are several groups in town interested in pursuing some of these projects but efforts are often uncoordinated and oriented to brainstorming rather than actual implementation. We suggest that there be a large community meeting of all the groups to discuss the projects that people are interested in pursuing, set priorities, ask each group to identify their projects that they intend to pursue, set a time for a future meeting to discuss progress. Being held accountable makes things happen.

If you choose to follow the Main Street Four Point Approach and develop committees in the four areas:

Promotion, Design, Economic Restructuring, Organization, who will oversee this effort?

Planning and Zoning Commission

Galloping Goose Historical Society

Anazasi Heritage Center

Town Board

Chamber of Commerce

CATEGORIZATION OF ISSUES & RECOMMENDATIONS

In looking at the issues and opportunities the team developed several TOP PRIORITIES:

IMAGE AND CLEANLINESS (Included here)

SIGNAGE (Included in a separate document entitled "Signage, Streets. ER 2")

STREETS AND SIDEWALKS (Included in a separate document entitled "Signage, Streets, ER 2")

ECONOMIC RESTRUCTURING (Included in a separate document entitled "Signage, Streets, ER 2")

HISTORIC PRESERVATION AND DESIGN SECTION (Included in a separate document entitled "Design 3").

Photos of the sketches are included, however, they did not reproduce well. Since you have the originals you can use them in concert with the notations included on the copies.

ORDINANCES AND COST SHARE IDEAS (Included here)

TOWN HALL AND FLANDERS PARK (included here)

MISCELLANEOUS (Included here)

IMAGE AND CLEANLINESS

The appearance of the town to passersby tells a story of community pride. We heard you love your community but it needs to show in a visual way.

There is a lot of dirt everywhere.

Maintenance is a low priority

No street sweeper

Snow removal on the south side of Railroad Avenue is an issue for businesses on the south side.

The dust probably results in air quality issues.

Sidewalks are in horrible condition if they exist at all. This is evident on Central and Railroad Avenues and on the side streets around the downtown area.

Central Avenue is not paved.

Side streets are not paved.

ADA requirements: when you put in curb and gutter are you required to put in sidewalks also?

Buy or rent a street sweeper to use regularly – more than 2 times per year. Use it every other month at least.

Hold a town-wide spring clean up day –

- Free dump

- Town trucks to haul rubbish

- Sweep and clean streets

- Paint donated for repainting - example Fruita used DUI folks to repaint signs, etc.

- Wash buildings with help of fire department

- Wash windows

- Light windows of stores.

- Replace broken fixtures.

- Trim trees

ORDINANCES AND COST SHARE IDEAS

Ordinances:

- Fix them

- Hire a consultant who specializes in rewriting ordinances

- Know your ordinances

- Issues: amount of first floor commercial space that can be used as residential

 - Empty buildings

 - Sidewalks in poor repair or nonexistent

 - Development code

Cost share idea from Cortez for public improvements. The city pays 50% and acts as contractor. The property owner pays 50%. Cortez uses this cost share in older neighborhoods including residential areas.

Require wider sidewalks (4-5 feet).

Cortez also has a ¼% sales tax set aside for street improvements.

Vendor's fees in Cortez are captured for the Retail Enhancement program which markets all of Cortez. They have recently used some of these funds to go through a branding process for Cortez: "Genuine to the Core."

TOWN HALL

ISSUES:

Location of Town Hall in Flanders Park

Current building has more space than is needed by town staff

Question of whether to move town hall to a new location, or remodel it

Appearance of building needs improvement

Blocks view of Central Avenue

Takes up a lot of the park.

RECOMMENDATIONS:

Over the next year discuss the issue of moving Town Hall away. Do not consider relocating it to an area that might be better used for retail. The team's feeling is that Town Hall should stay where it is. Jon Schler's group is looking at redesign of Town Hall and we recommend that that process be allowed to go forward. You may find that with small modifications Town Hall can be made to function very well in its present location. After taking photos from several directions, it became apparent that even with the removal of Town Hall, the buildings on the north side of the park would not be very much more visible because of the large trees.

FLANDERS PARK

ISSUES:

Limited use of the park

Appearance

Town Hall in the park

Train/Depot and Museum – limited hours

Gravel area south of Town Hall and Depot –

Used for Farmers' Market

RECOMMENDATIONS:

Do not under estimate the value of the present facilities that are in the park. It is functioning as a community gathering place and those uses can be expanded.

Plan now for having to replace the large trees in the park when they are no longer healthy (may be many years but planting trees now can make the lose of the large trees less of a trauma for citizens).

MISCELLANEOUS

People afraid of volunteering for fear it will take too much of their time. Don't even come to meetings for fear they will be asked to do something.

Aesthetics of sewage treatment plant as you enter town. ADD TREES (NON DECIDUOUS) AROUND FENCING TO SOFTEN THE VIEW.

USFS buildings soon will be for sale. Great opportunity for artist live-work space.

Large number of home-based businesses. Gather information about them as they are potential businesses for the downtown area. Downtowns often serve as incubators to grow businesses.

Promotional Wheel at craft store. Encourage other businesses to do this also. Great way to cross promote.

Welcome Native American population.

RESOURCES

(Information, Technical assistance, Funding)

American Institute of Architects (AIA), publications, architects, etc.
American Society of Landscape Architects (ASLA), *Landscape Architecture* magazine)
Colorado Brownfields Association – Environmental assessments and grants
Colorado Community Revitalization Association (CCRA), technical assistance, Colorado Main Street program
Colorado Historical Society (historic surveys, preservation, tax credits, etc.)
Colorado Preservation Inc. (advocacy, state preservation awards, etc.)
Department of Local Affairs (technical assistance, Energy Impacts Assistance grants, Community Development Block grants, etc.)
Downtown Idea Exchange/Downtown Promotion Reporter publications
Great Outdoors Colorado (GOCO) Trust Fund (parks, trails, recreation, open space grants)
US Department of Housing & Urban Development (Housing development, HUD Economic Development Initiative grants, etc.)
Historic Georgetown, Historic Boulder, Historic Denver, Inc. (organizational development for advocacy, building restoration projects)
International Downtown Association (IDA)
League of Historic American Theaters (successful preservation, adaptive re-use projects, national conferences & workshops)
Main Street 101 Training (Salida, CO April 6-8, 2005)
Market Analysis (many good private consultants).
Downtown Market Analysis Toolbox (a Do-It-Yourself tool) www.uwex.edu/ces/cced/dma
National Main Street Center (National Town Meeting on Main Street-Baltimore; publications on Organization, Design, Promotions, & Economic Restructuring)
National Trust for Historic Preservation (small grants, *Preservation* magazine)
State Historical Fund (grants for surveys and historic preservation)
TEA-21 Enhancements (grants for trails, transportation corridors, adaptive re-use of bridges, rail corridors, etc.)
Traditional Building magazine
Urban Land Institute (ULI)

COMMUNITY REVITALIZATION PARTNERSHIP WORKSHOP
Sponsored by the Colorado Community Revitalization Association,
the Colorado Department of Local Affairs and
the Town of Dolores

Wednesday afternoon, March 16, 2005

Thursday, March 17 and Friday, March 18, 2005

WEDNESDAY, March 16, 2005

Time to be announced. Walking tour of Downtown Dolores. Interview with Board of Trustees Members available and staff.

THURSDAY, March 17, 2005

9:00 A.M. Opening Meeting – Public invited to meet CCRA Team and share suggestions. Coffee and Danish served. Explanation of what the Team will be doing.

10:00am – 10:15am Break

10:30am – 11:30am – Town Hall - Interview Group #1: Participants interviewed by CCRA Team. No more than 10 people. This could be the **Chamber of Commerce or interested business owners**.

11:30am – 12:30pm Working Come and Go Lunch at **Ponderosa Restaurant** – Anyone interested can attend and give ideas.

1:00pm – 2:00pm Interview Group #2: Participating Town Staff and Trustees interviewed by CCRA Team.

2:15 pm – 3:15pm CCRA Group #3: Interested Business Owners and Individual Citizens

5:00pm – 6:30pm Dinner (location TBA). CCRA Team invites those unable to attend earlier sessions to join them for discussion during dinner.

6:45pm - ??? Town Hall Open to anyone that could not attend earlier sessions.

FRIDAY, March 18TH, 2005

8:00am – Noon CCRA Team Working Time – Closed to the public and staff.

Noon to 1:00pm Lunch (**Ponderosa Restaurant**). CCRA Team invites public to join them for discussion during lunch.

1:00pm – 3:00pm IF NEEDED-----Interview Group #4: Participants not included in Interview Group #1, #2 or #3 are interviewed by CCRA Team.

For more information, to add your name to the list of participants, or to submit your questions and comments in writing, please contact Ronda Lancaster, Town Administrator at 970-882-7720 or ronda@townofdolores.com

The Board of Trustees encourages your participation and thanks you in advance for expressing your ideas.

Dolores CRP Team Bios

Jeff Reinhart has been employed by the City of Cortez for nearly 10 years, and currently serves as the City Planner. He is a graduate of Northern Arizona University with a B.S. in History/Political Science and is currently working on his master's in Public Administration. Jeff's work experience is varied from being a member of a 20-man Hotshot Crew with the Forest Service to an engineering technician for the Bureau of Reclamation. He started work with the City of Cortez as the Zoning Administrator and became the first certified Building Inspector. Jeff became the first Certified Planner for the City receiving his American Institute of Certified Planners (AICP) in 2000. He has worked closely with CCRA on the Main Street designation for Cortez and drafted the design standards and maintenance standards for the Cortez Mainstreet Association. Jeff served on the Design Committee, the Economic Development committee, and the Advisory Board of that Organization. **Contact: 970-565-7320.**

Jon Schler is the western slope director of the Colorado Center for Community Development – University of Colorado at Denver and provides technical and community development assistance to more than 40 western Colorado rural communities. Jon has worked on hundreds of community-based projects in the past 22 years.

He presently serves on Colorado Community Revitalization Association's and Colorado Historical Society's boards of directors, is past president of Colorado Preservation, Inc., and was an advisor for the National Trust for Historic Preservation for a decade. Jon holds a bachelor's degree in environmental design and double master's degrees in urban design and architecture from the University of Colorado. **Contact: 970-248-7312.**

Barbara Silverman is the executive director of Colorado Community Revitalization Association (CCRA). Established in 1982, CCRA is a nonprofit, membership organization dedicated to building better communities through cultural and historic preservation; economic vitality; sustainability; quality; and respect for community identity. CCRA works with downtown development authorities, urban renewal authorities, business improvement districts and other downtown organizations throughout the state and administers the Colorado Main Street program. Barbara has over 25 years experience in the nonprofit and public sectors creating and directing a wide variety of programs including downtown revitalization and Main Street programs, economic and community development, housing, and land conservation. Barbara worked with the Trust for Public Land in New York and Minnesota, and started TPL's 12-state regional office in Minneapolis. In addition to Colorado, she has worked with state Main Street programs in Minnesota and New Mexico. **Contact: 303-282-0625.**

Michael Warren is the contract staff Architect for the CCRA. His Master of Architecture degree, in Historic Preservation sent him to Denmark to write his thesis: New Architecture in an Old City: Eight Case Studies of Copenhagen Denmark. Michael has worked in Dallas designing small scale retail projects in the outlying towns. In Toronto, Michael was in charge of commercial infill projects in the downtown core of the city. Also in Ontario, Michael established guidelines and implemented architectural restorations for 12 historic Masonic Lodge buildings in the outlying towns. Denver has afforded Michael experience in developing a series of historic buildings in Lodo for adaptive reuse restaurant facilities. Many small towns in Colorado, including Nederland and Gold Hill have historic properties that Michael has worked on, as adaptive reuse museums. The City of Aurora Community Development Office has used Michael's services for over thirty projects in developing schematic excitement designs for existing property owners to upgrade and develop curb appeal for their buildings. Michael's latest project, The Carriage House Homeless Community Center in Boulder is the restoration and adaptive reuse of an 1870's carriage house into a full time facility for the homeless, a civic minded project that will benefit many. Michael brings

to CCRA his special knowledge in both building technology and hand sketching to communicate ideas and details easily and effectively.
Contact: 303-444-5432.