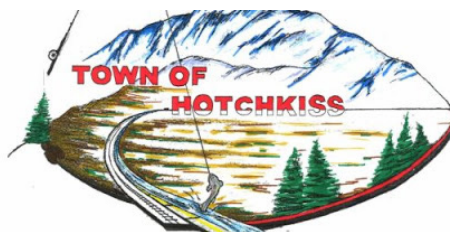

community downtown guiding principles.

Based on community feedback, this document highlights seven guiding principles to help positively shape the future of downtown Hotchkiss.



COMMUNITY

DOWNTOWN GUIDING PRINCIPLES

Our Town of Hotchkiss is a unique and special place that has experienced significant changes over the years. We've had ups and downs in our economy, but the beauty and history of our community has stayed the same. We know that to keep our community a great place to live for generations to come, it's important for us to grow great jobs, right here.

The Town began working with Region 10 and Community Builders in early 2020 to explore opportunities for the reuse of the Public Works building at the corner of Bridge and Oak Streets. The first step in this process was working with the community to understand their perspectives on strengths, opportunities and challenges in the downtown that the reuse of this building could address. Several engagement opportunities were offered to gather input which are described in greater detail on the next page.

From the input gathered, seven guiding principles for downtown were crafted to define what a successful downtown looks like to the community in the future. These principles are important as they provide a framework for action and can be used to guide decision-making for downtown Hotchkiss. Any future proposed downtown improvement project should advance as many of these guiding principles as possible.

guiding principles

Downtown needs to reflect the community and highlight the character of Hotchkiss.

Increase anchor businesses that attract residents and visitors alike.

Agriculture, outdoor recreation and art culture are major drivers in the community and should be expanded and incorporated more in downtown.

Expand the availability and affordability of spaces to new and existing businesses.

Improve downtown by increasing walkability, activating underutilized buildings, providing signage, increasing public gathering spaces, and enabling facade improvements.

Capture through traffic on Bridge Street by creating a welcoming downtown environment that offers services for travellers.

Make downtown Hotchkiss a destination for residents, visitors, and businesses by increasing nightlife activities, dining and drinking establishments, locally made goods, and workforce housing.

THE PROCESS.

The Town, Community Builders and Region 10 worked to develop an authentic and robust public engagement process that provided different viewpoints a chance to find common ground and reach shared principles for downtown projects. The process was designed to be fun and make it easy to participate.

Several engagement opportunities were offered to gather input including:

Online community Survey. The community survey asked residents for feedback on downtown assets, opportunities and challenges and business surveys.

Online Business Survey. A survey for business owners sought to understand the challenges of starting up and running a business in Hotchkiss.

Zoom “Bring Your Own Lunch” Workshops. Two virtual workshops were held. The first gathered feedback on key assets, opportunities and challenges downtown. The second vetted the draft downtown guiding principles with participants and sought to apply them to reuse concepts for the old Public Works Building at Bridge Street and Oak Street.

Poster map activities located in downtown. Maps of downtown were displayed at Town Hall and the Creamery for residents to put dot stickers on their favorite places to understand what people love downtown.

Installations downtown. An interactive display at Ace Hardware invited residents to write with window markers what they would love to see downtown. A chalkboard installation at the old Public Works Building invited residents to draw and write what they wished to see in that building in the future.

Downtown principles survey. Once the principles were drafted, a survey invited feedback from the community on what they liked about them and what was missing.

From the input gathered, the seven guiding principles for downtown were crafted to define what a successful downtown looks like in Hotchkiss. These principles were further vetted through a Zoom Workshop and follow-up survey and received only positive feedback.

ENGAGEMENT SNAPSHOT.



WHAT IS YOUR FAVORITE PLACE DOWNTOWN?

Place a sticker on your favorite place in downtown!

ABOUT THE PROJECT

Our Town of Hotchkiss is a unique and special place that has experienced significant changes over the years. We've had ups and downs in our economy, but the beauty and history of our community has stayed the same. We know that to keep our community a great place to live for generations to come, it's important for us to grow great jobs, right here.

For several years, the Town has been working on ways to increase our economic prosperity, completing the Hotchkiss Prosperity Plan in 2019. One of the key priorities identified in that plan was downtown revitalization. To achieve this, the Town is working with Region 10 and the Department of Local Affairs to move two initiatives forward: (1) develop ideas for how

we can enhance downtown with street and public space improvements and (2) explore ways we can repurpose some of our assets, like the old Town Shop at the corner of Oak Drive and Bridge Street. We need the input of the community to be successful!

Between now and the end of the year, we are going to be developing ideas and strategies for what we should do and how we can do it. Over the next few weeks, we will be gathering input from you and your neighbors. Please share your thoughts and encourage others to do so as well. Check out the Public Works building and Ace Hardware to get your voices heard through more fun downtown activities!



COMMUNITY DOWNTOWN GUIDING PRINCIPLES

