

South Broadway

Area-Wide Plan & Revitalization Strategies

CORTEZ, COLORADO



MARCH 2025

ACKNOWLEDGMENTS

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Appreciation is extended to residents, business owners, community organizations and representatives from the local development, investment and real-estate community. This plan was shaped with their input and direction—we appreciate the investment of their time throughout the planning process.

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EXECUTIVE SUMMARY

Executive Summary

Project Overview

In 2024, the City of Cortez completed this Area Wide Plan (AWP) to help define the community's vision for the South Broadway Focus Area. The project focused on improving corridor safety and aesthetics, identifying new community-serving uses, and putting brownfields and other underutilized properties to productive use. The AWP process included a review of existing conditions and demographics, community engagement activities, conceptual reuse planning for key properties, and an action plan for implementation.

Study Area

The project study area – called a 'Focus Area' - encompasses an approximately one-mile segment of Broadway/ State Highway 491, between W 3rd St/Canyon Dr to the north to Chapman Rd to the south. The Focus Area includes primarily commercial properties with a boundary reaching 125 to 800 feet east and west of the main roadway.

Project Funding

This project was funded by brownfield assessment grant BF-98T22501 from the U.S. Environmental Protection Agency (EPA). The grant allows recipients to use portions of the funds for Area Wide Plan initiatives to address brownfields and establish strategies to improve the area through redevelopment, adaptive reuse, site cleanup, and capital investments.

A brownfield is defined by the EPA as “a property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.” It is important to note that a property does not have to be contaminated to be considered a brownfield – uncertainty as to the site’s condition can discourage use or reuse and classify it as a brownfield for this reason.

Project Process, Vision, and Priorities

The AWP process included a City staff listening session and a Project Working Group (PWG) to collaborate with local stakeholders and identify community vision and priorities. The PWG was composed of local residents, business, and property owners, as well as developer and real estate professionals.

The community's vision describes South Broadway as ***“a hub of retail, commercial, and entertainment activities that offers service and goods to local and regional residents as well as tourists.”*** The PWG identified community priorities, including improving corridor safety and aesthetics, creating a gateway to the community and connecting the corridor to adjacent neighborhoods, supporting local and existing businesses, and providing more community gathering spaces and family-friendly activities.



1. The Tomahawk Motel - a well-known icon in the City of Cortez

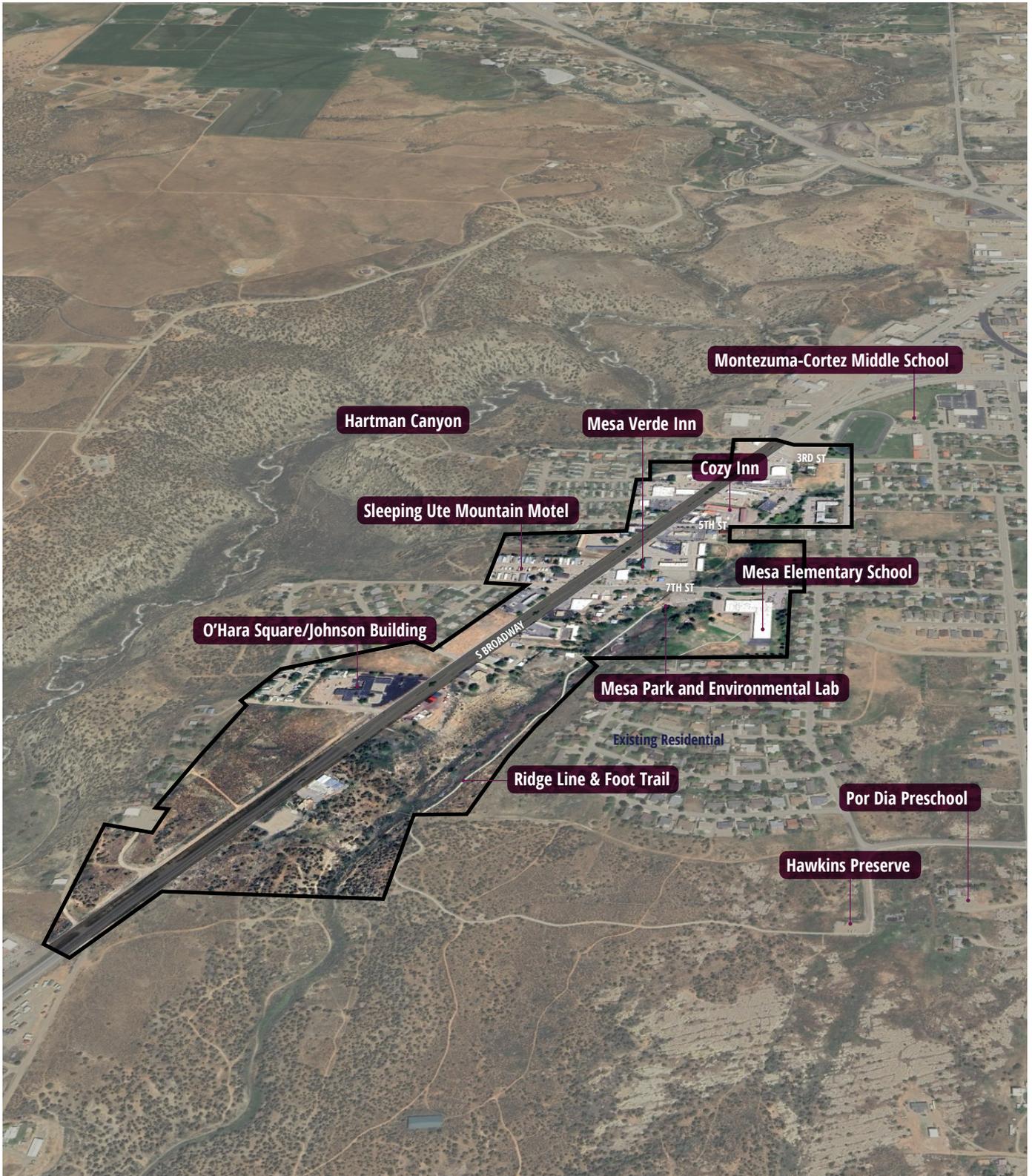


FIGURE ES.1: FOCUS AREA MAP

Source: Google Earth

Executive Summary

Revitalization Strategies and Urban Framework Plan

This AWP document includes an analysis of existing conditions, an inventory of confirmed and potential brownfield sites, and input regarding the community's vision and local priorities. These objective and subjective elements are forged together into an Urban Framework Plan (UFP) illustrating on-the-ground recommendations. These physical recommendations are brought together with additional policy and programmatic recommendations into a series of Revitalization Strategies.



Strategy 1: Revitalize Properties

This strategy focuses on identifying catalytic and priority properties for infill and redevelopment, as well as determining potential land uses for each property based on zoning, adjacent uses, and community needs. Strategic Actions include:

- Catalyst Site Designation
- Urban Infill
- Adaptive Reuse
- Zoning Refinements
- Environmental Site Assessment and Remediation

Strategy 2: Promote Multimodal Transportation

This strategy focuses on making South Broadway a safe place for all modes of transportation, with an emphasis on enhanced pedestrian and cyclist safety and connectivity. Strategic Actions include:

- Intersection Signalization
- Pedestrian and Cyclist Infrastructure
- Trail Extensions
- Residential Access
- Multimodal Policies
- Speed Control and CDOT Coordination

Strategy 3: Create a Sense of Community

This strategy identifies enhancements that will make South Broadway an attractive, human-scaled area that feels like its own neighborhood and a true part of the City of Cortez. Strategic Actions include:

- Public Plaza/Parks
- Streetscape and Gateways
- Experiential Business Opportunities
- Aesthetic Enhancements

Strategy 4: Market and Brand the Corridor

This strategy seeks to create a specific identity for South Broadway and to market it as a unique stand-alone district within the larger Cortez community. Strategic Actions include:

- Community Events and Traditions
- Business Association
- Branding and Promotion
- Identity and Wayfinding Signage Program
- Interim Uses / Temporary Installations

Next Steps

The AWP includes an Action Matrix that identifies time frame, lead party, and resources necessary for each of the actions identified within the four strategies. Near-term, 'low-hanging fruit' activities focus on policy updates and actions that require primarily staff time and effort. Longer-term efforts focus on studies, design, and engineering projects, and physical improvements that will require the City to set aside or identify outside funding. The City could use this matrix to plan their next steps and begin looking into funding opportunities.

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CHAPTER 1

Introduction and Project Overview

Section 1.1:

Project Introduction and Objectives

In early 2024, the City of Cortez embarked on an Area Wide Plan (AWP) to define the community's vision and create an action plan for economic development and vitality along the South Broadway Corridor. The corridor is populated by primarily auto-oriented businesses, including fast food dining, auto parts stores, car sales, car repair, and other similar businesses. Several motel-style lodgings also call the corridor home. A significant number of properties are vacant or underutilized. Community input solicited during the AWP process showed a strong desire to attract (and retain) a larger array of commercial and entertainment destinations, enhance the corridor's safety and appearance, and create more active destinations for both residents and visitors alike. This AWP project aims to define a pathway to improve South Broadway, attract new community-serving uses, and guide future actions and investments.

The primary AWP project objectives include identification of the following:

- Current conditions including potential brownfield properties
- Redevelopment opportunities
- Revitalization strategies for vacant/underutilized/brownfield sites
- Priority public investments

Local Context

Cortez is a rural community of approximately 8,800 residents (2020 United States Census) located in the southwest corner of the state of Colorado. Cortez is the county seat of Montezuma County and functions as a gateway to the Four Corners region where Colorado, Arizona, Utah, and New Mexico meet. The region is renowned for Mesa Verde National Park and the iconic cliff dwellings of the Ancestral Puebloans, as well as the iconic desert, mesa, and mountain landscapes that surround the City. Cortez functions as both a commercial and healthcare hub for the county's smaller surrounding communities, with tourism and government also being significant local employers. Agriculture and a strong arts community both have a significant presence in the area, with local heritage orchards and a variety of visual artists working and showing in the community. Cortez is part of the Montezuma Cortez School District with elementary, middle, and high schools in Cortez proper; the City has its own police department and fire protection district, public library, post office, and municipal airport with both charter and commercial service.

Project Funding

This project was funded by a United States Environmental Protection Agency (EPA) Brownfield Planning Grant awarded to the Colorado Department of Public Health and Environment (CDPHE) in 2020. Cortez is one of four communities expressly named in the grant and given priority for brownfield planning and assessment activities, which include but are not limited to area wide planning, site reuse plans, environmental site assessments, and regulated building material surveys. A separate market study, summarized in a separate document, was also carried out with the same grant funding.

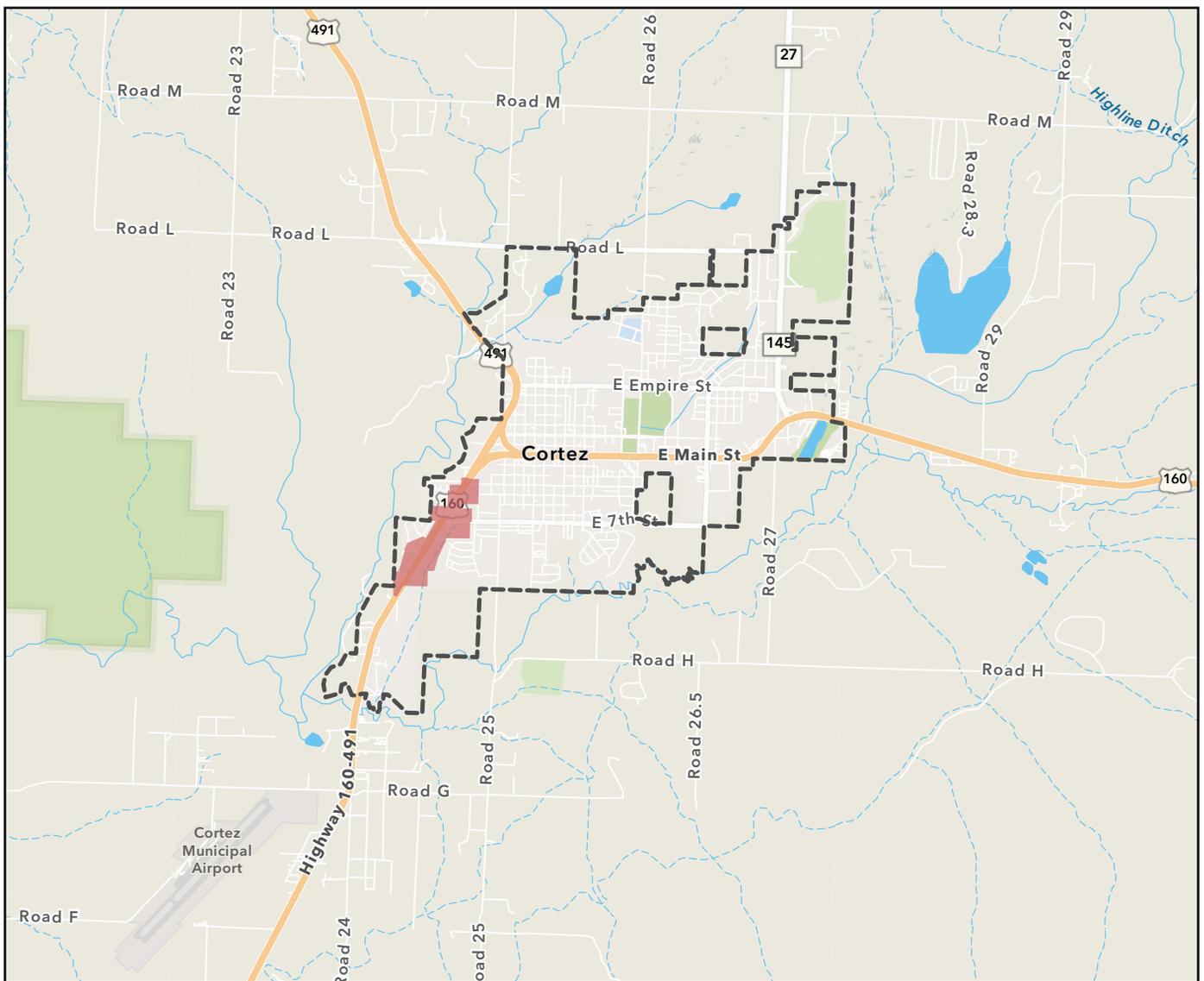
Brownfields Inventory

Brownfields are an important consideration for South Broadway, whether planning for revitalization generally or specifically looking at returning vacant and underutilized properties to productive use. The EPA defines a brownfield as "...real property, the expansion, redevelopment or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant." This is a broad definition, meaning that many developed or previously used properties could be classified as a brownfield. As part of grant activities, a brownfields inventory was conducted and identified likely and possible brownfield parcels within the AWP Focus Area. This inventory was provided to the City as a separate document.

Section 1.2:

Focus Area

The City worked with its planning consultant, Stantec Consulting Services Inc (Stantec) to define the project boundaries, referred to as the “Focus Area”. These boundaries encompass an approximately one-mile segment of South Broadway (State Highway 491) from W 3rd St/Canyon Dr in the north to Chapman Rd in the south. The Focus Area includes primarily commercial properties with a varied boundary to the east and west of the main roadway; varying from 125 to 800 feet. Figure 1.1 depicts the AWP Focus Area, and a more detailed description of land use, zoning, mobility and other context-related elements can be found in Chapter 2 of this report.



Legend

-  Cortez City Limits
-  Focus Area

FIGURE 1.1: REGIONAL CONTEXT MAP

Source: ArcGIS 2024

Section 1.3:

Community Planning Assets

When planning for district revitalization (and specifically brownfield reuse) it's important to acknowledge and build upon existing community assets so that the resulting recommendations are rooted in the place, local values, and contextual uniqueness.

Emerging Businesses and Entrepreneurs

Cortez as a City has a number of entrepreneurs and small businesses. These businesses – many located on nearby Main Street - include locally-owned eating/drinking establishments, repair services, and specialty shopping. It is not the goal of this AWP to compete with - but rather to complement - existing local businesses, providing a larger number and greater variety of opportunities for local business to identify properties that best suit their needs. Clustering attractions on these two adjacent and connected corridors fortifies the already existing energy and strength of the area.



Developer Interest

Developers have expressed interest in a number of properties within the Focus Area, most notably the Mesa Verde Inn and the Johnson Building. Successful adaptive reuse of these properties could promote additional interest in reuse and redevelopment along the corridor.



Existing South Broadway businesses: 1. Tomahawk Motel.; 2. Handy Mart South.; 3. Jiffy Lube (Image source: Google Earth); 4. Johnson Building; 5. Mesa Verde Inn. (Image source: Google Earth)

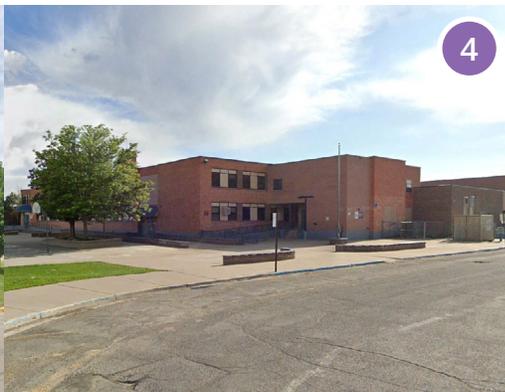
Vacant and Underutilized Properties

The Focus Area has a wide variety of vacant or underutilized sites that create opportunities for redevelopment projects that could provide jobs, commercial services, and housing. The variety of sites and locations provide opportunities for both large- and small-scale urban infill projects.



Public Schools and Open Space

Mesa Elementary School, Montezuma Cortez Middle School and Hawkins Preserve Open Space are within or adjacent to the eastern side of the Focus Area. These institutions are major attractors and could benefit South Broadway businesses as individuals combine trips to fulfill everyday errands as well as educational and recreational trips.



1. Existing vacant lot present along South Broadway. (Image source: Google Earth); 2. Existing underutilized Mesa Inn parking lot. (Image Source: Google Earth); 3. Existing Mesa Elementary School. (Image Source: Google Earth); Existing Montezuma-Cortez Middle School. (Image Source: Google Earth); Existing Hawkins Preserve. (Image Source: The City of Cortez)

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CHAPTER 2

Community Conditions



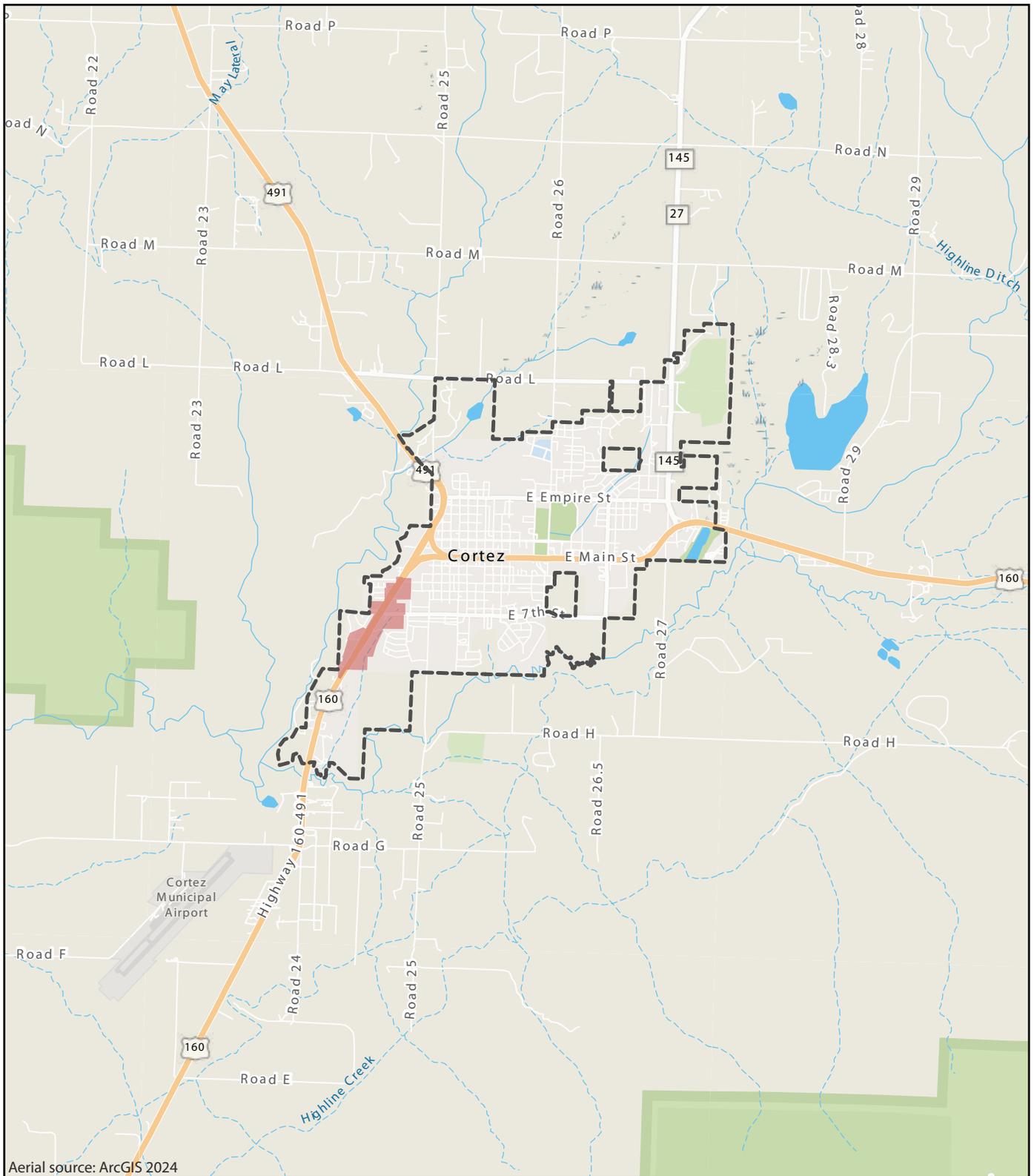
Section 2.1:

Community Context

When planning for the City of Cortez, it is important to understand and respond to the community context, the area's character, existing infrastructure, and the City's zoning standards. This chapter provides an overview of the current policy/regulatory framework for the City of Cortez. More detailed information including specific metrics and standards can be found in Appendix A.

Focus Area Description and Overview

The AWP Focus Area is situated along the South Broadway corridor (Colorado State Highway (SH) 491) in Cortez, Colorado, a key route into the City. This corridor stretches southeast into unincorporated Montezuma County, acting as a major freight artery for the western slope of Colorado and extends south towards Cortez Municipal Airport. To the north, the Focus Area connects to Main Street, providing access to the heart of Cortez and its surrounding areas of lower-density businesses and residential neighborhoods. Broadway itself continues as SH 491 into Dolores County and points north. Refer to Figure 2.1 for the regional context of the City of Cortez, and Figure 2.2 for the community context of the Focus Area.



Legend

-  Cortez City Limits
-  Focus Area

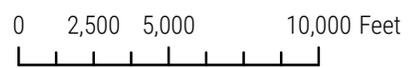


FIGURE 2.1: REGIONAL CONTEXT MAP

Source: ArcGIS 2024

Section 2.1: Community Context

Current Uses

The Focus Area is characterized by an automobile-focused design, with surface parking lots in front of buildings and structures set back from the sidewalks. A significant feature when considering development within the Focus Area is that the corridor has several underutilized and/or underperforming properties; many sites possess the potential for urban infill on vacant portions of the land, others have tenants but are not fully occupied, and several parcels remain undeveloped. It should also be noted that a significant number of buildings within the Focus Area show signs of deferred maintenance and there is a need to improve property appearance and functionality to attract new residents, services, and other community-serving uses.

The Focus Area supports a variety of uses, including small-scale commercial, public services, mixed-use, light manufacturing, and recreational amenities. Residential neighborhoods are primarily located to the east and west but not directly within the Focus Area, offering a potential customer base for both existing and future businesses. In addition, the area is bordered to the east by important community amenities such as Mesa Park, the Hawkins Preserve, and the Ridge Line & Foot Trail. These amenities present an opportunity to enhance and support future infill development along the Focus Area, offering a valuable connection to the natural environment and recreational opportunities. As Cortez continues to grow, it will be crucial to guide the development of South Broadway in a way that complements and preserves the character of the surrounding residential neighborhoods. Thoughtful planning will ensure that new infill projects align with the community's values and needs, balancing growth with the preservation of existing neighborhood qualities.

Physical Conditions

The Focus Area is part of a compact street grid centered around South Broadway. South Broadway has continuous sidewalks north of 7th Street, but intermittent sidewalk coverage to the south. While pedestrian crosswalks are provided at major street intersections, most of these intersections are not signalized, creating a potentially hazardous and uncomfortable environment for pedestrians. There are currently no bike facilities along South Broadway, and street trees and other pedestrian-scale amenities are largely absent. South Broadway does feature a raised, planted center median. Side streets intersecting the South Broadway corridor are spaced 775-900 feet apart, further limiting the area's walkability and connectivity.

Notable institutions within the Focus Area – but not directly on South Broadway - include Mesa Elementary School, Mesa Park, and the Hawkins Preserve, which collectively provide educational, recreational, and environmental benefits to the community. Just outside the Focus Area, along Main Street, a major connecting roadway, there are several additional key institutions that further emphasize the area's significance. These include Montezuma-Cortez Middle School, as well as various county and City offices such as the County Assessor, County Clerk, County Treasurer, Social Services, District Attorney's Office, Child Protective Services, County Administration, and the Montezuma Heritage Museum.

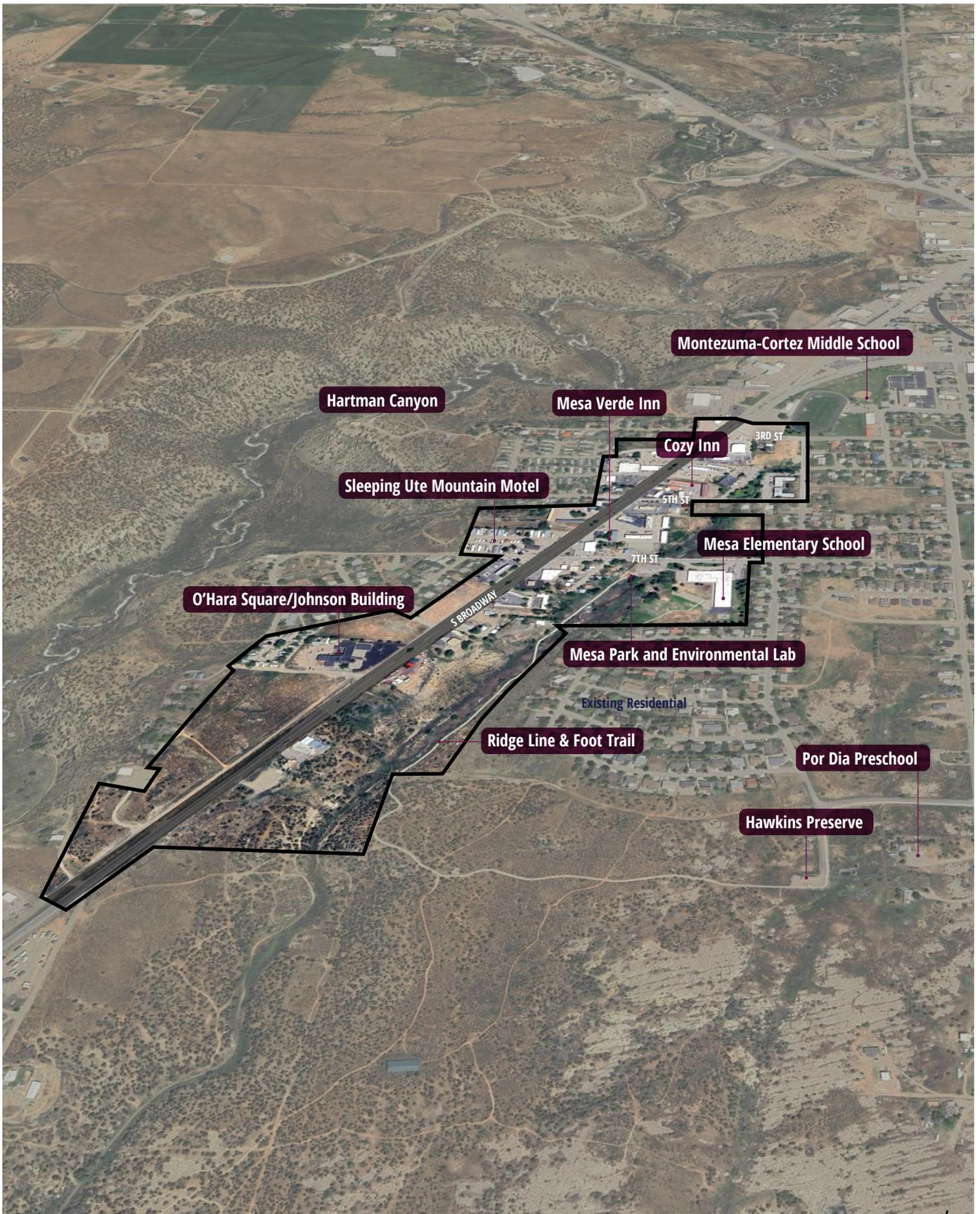


FIGURE 2.2: COMMUNITY CONTEXT MAP

Source: Google Earth

Section 2.2:

City Plans and Zoning Designations

Understanding adopted long-range plans and zoning standards that affect future development, adaptive reuse projects, and land use in and around the Focus Area is an important part of the area-wide planning process. This information can be used (i) to carry forward adopted City-wide policies, (ii) identify regulatory challenges and potential remedies, and (iii) to ensure the resulting recommendations coincide with the City's policy and regulatory framework. The following section identifies past and current planning efforts as well as zoning regulations applicable to the AWP Focus Area.

City of Cortez Comprehensive Land Use Plan

The AWP project is subject to the Comprehensive Plan's Land Use Chapter in terms of its core values, goals, objectives, and policies. The Comprehensive Plan's Land Use Chapter directs land usage and development within the City, covering aspects like development types, conservation, and compatibility. The Comprehensive Plan works alongside the Cortez Municipal Code and presents several goals and objectives that guide future development in the City of Cortez, as outlined in Table 2.A.

The Comprehensive Plan focuses on preserving Cortez's small-town atmosphere while fostering growth, emphasizing core values such as innovation in public service, pride in history and diversity, community opportunity, affordability, effective leadership, the creation of livable neighborhoods, and a vibrant downtown.

Table 2.A: Comprehensive Land Use Plan Applicable Goals and Strategies Summary

Goals	Ongoing Objective:
Goal 5.1: To preserve Cortez's small-town rural character and high quality of life conditions so that rural character and quality of life are maintained as community values.	To preserve Cortez's small-town rural character and high quality of life conditions so that rural character and quality of life are maintained as community values.
Goal 5.3: Protect and enhance the visual aesthetics of the community, including mountain views and visual corridors.	Preserve visual corridors that are available throughout the City. To preserve existing mountain views and promote attractive development/ redevelopment along transportation corridors.
Goal 5.4: Expand infill and rehabilitation opportunities within the City limits.	To facilitate opportunities for infill development within the City. Facilitate opportunities for rehabilitation of properties within the City.

Section 2.2: City Plans and Zoning Designations

Cortez Municipal Code Chapter 3: Zone District and Use Regulations

Properties within the AWP Focus Area are zoned as General Commercial District (C), Residential Single-Family District (R-1), and Residential Multi-Family District (R-2), as shown in Figure 2.3. Each zoning type within the Focus Area is described below, as written in the City of Cortez Municipal Code.

General Commercial District (C)

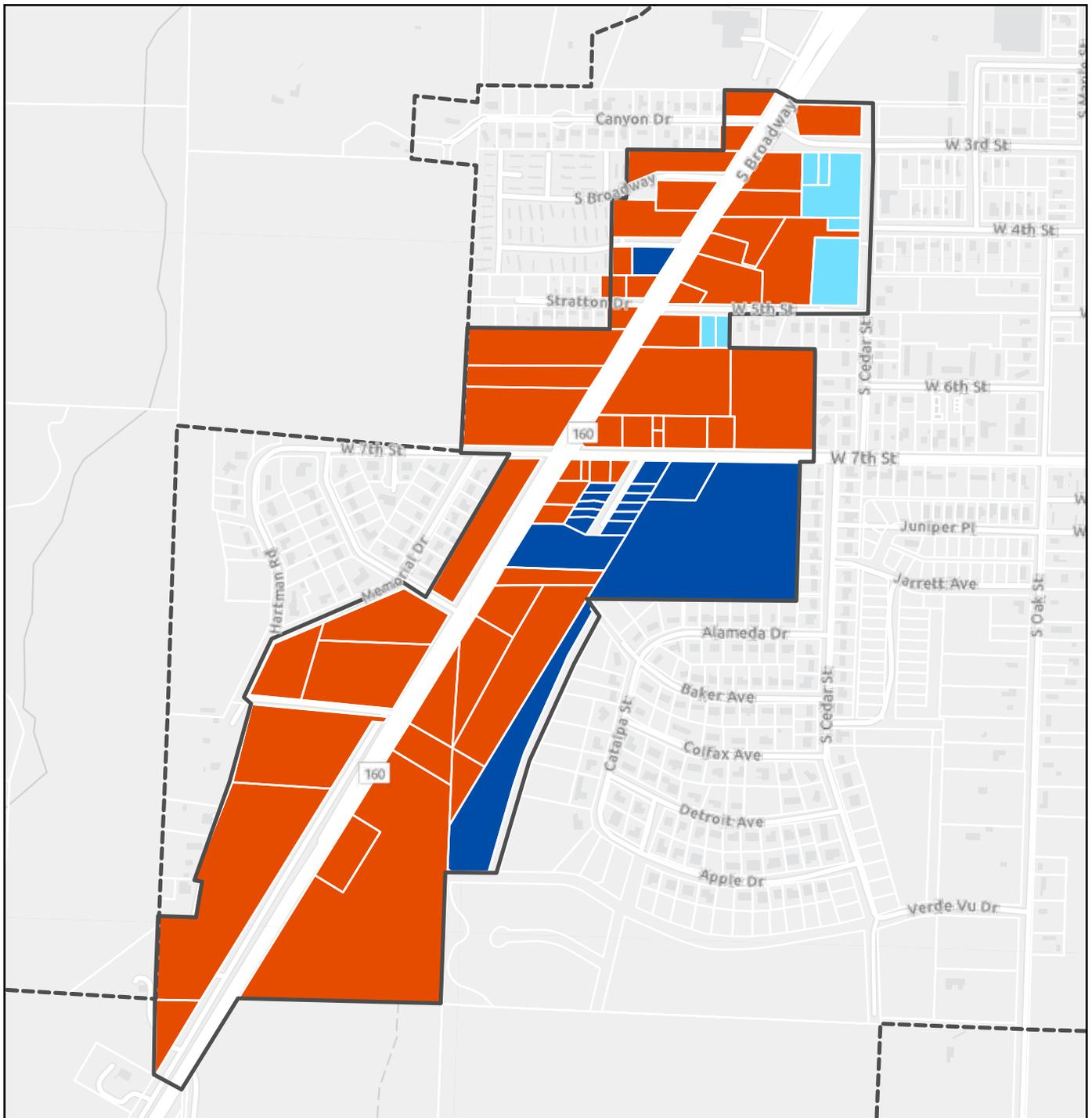
The General Commercial District (C) accommodates a wide variety of commercial activities, making the core areas of Cortez into attractive and energetic places to live, work, and shop. The (C) District separates pedestrian oriented development from automobile dependent activities and enhances economic development in the City.

Residential Single-family District (R-1)

The Residential Single-family District (R-1) is intended for a moderate density of detached and limited attached single-family uses on individual lots.

Residential Multi-family District (R-2)

The Residential Multi-family District (R-2) is intended for a mix of single-family detached dwellings, single-family attached dwellings, and multi-family dwellings.



Legend

- Cortez City Limits
- Focus Area
- Parcels

Zoning

- General Commercial District (C)
- Residential Single-Family (R-1)
- Residential Multi-Family (R-2)

0 300 600 1,200 Feet



FIGURE 2.3: ZONING MAP

Source: City of Cortez

Section 2.2: City Plans and Zoning Designations

Development and Land Use Standards

Allowed Land Uses

The General Commercial District (C) zoning dominates the Focus Area, specifically along South Broadway, 7th Street, and 5th Street. Typical permitted land uses within this zone include civic uses, medical establishments, transportation-specific infrastructure, retail stores, personal services, offices, recreational and entertainment facilities, and auto-related services. Residential units are allowed only as secondary uses in non-residential structures; stand-alone residential (single family homes or town-homes, apartments, and condominium buildings) is not allowed.

Residential Single-Family District (R-1) zoning covers a small portion of the Focus Area, primarily located away from the South Broadway frontage. This zoning applies to several parcels within the area, including a few along South Broadway and a larger section at the western end of 7th Street. This zoning district allows for single family dwellings, home-based care facilities and services, and essential services.

Residential Multi-Family District (R-2) zoning is also limited to a small section of the Focus Area, situated away from the direct frontage along South Broadway. This zoning allows for uses similar to R-1 zoning, and also permits multi-family development. For detailed information on the permitted uses within each zoning district, please refer to Appendix A.

Lot, Density, Height, Setback

In the Focus Area, zoning District C requires a minimum lot size of 3,000 square feet for nonresidential uses and 4,000 square feet for single-family detached homes. Zoning District R-1 requires at least 6,000 square feet, while R-2 needs 4,000 square feet for single-family detached dwellings. Front setbacks range from 10 feet in District C to 15-20 feet in Districts R-1 and R-2. Side and rear setbacks are up to 7 feet in residential areas and 10 feet for standalone residential uses in District C. Building heights are capped at 50 feet in District C and range from 35 to 45 feet in Districts R-1 and R-2. Minimum lot widths are 50 feet in R-1 and R-2 Districts. For detailed information on the development standards each zoning district, please refer to Appendix A.

Parking Requirements

Parking requirements vary based on building type and its intended use, typically measured through the floor area ratio. Off-site parking spaces, such as those located on an adjacent lot with common ownership to the principal use, can be counted towards meeting the minimum parking requirements. Temporary uses have no specific requirements. For detailed information on parking standards within Cortez, please refer to Appendix A.

Section 2.3:

Transportation Systems

The AWP Focus Area benefits from an established urban street grid with a clear street hierarchy including highway, arterials, collectors, and local roadways. Although the existing transportation network does not form a comprehensive system, particularly within the Focus Area, it includes mobility elements that support pedestrians, cyclists, and motor vehicles.

Primary Streets and Roadways in the Focus Area

The streets within the Focus Area exhibit a range of infrastructure conditions. South Broadway is a four-lane highway that lacks consistent sidewalks; it does not provide on-street parking, bike lanes, or street trees. Other roadways within the Focus Area face issues such as sidewalk gaps, discontinuous curb sections, and missing trees. In many cases, infill and redevelopment projects must provide frontage improvements to adjacent streets during construction. This requirement adds cost and feasibility challenges to new projects. The underimproved streets diminish the character of the Focus Area.

Trails

The Cortez area features several trail paved trails. Within the Focus Area and offering the most potential for active transportation, the Mesa View Trail runs roughly parallel to the Broadway corridor on the east side, from Hawkins Preserve to Mesa Elementary School.

Transit

Bus – On Demand (MoCo Public Transportation)

There is on-demand bus service through the Montezuma County Public Transportation system (MoCo). This is a door-to-door, call-response transportation service designed to meet the needs of county residents. The service operates without a fixed route, meaning it only picks up and drops off passengers based on individual requests. Users must schedule their rides in advance and pay a fee per trip, which increases for destinations outside the Cortez area.

Bus – Regional Bus Service (Bustang Outrider)

In addition to the local on-demand service, the Colorado Department of Transportation (CDOT) operates the Bustang Outrider service, which connects Cortez to broader regional destinations. The “Outrider: Durango – Grand Junction” route stops in Cortez at 95 S. Sligo Street, located just over 1.5 miles east of the AWP Focus Area. This route links Cortez to Mancos, Durango, and Bayfield to the east, as well as Grand Junction to the north. Bustang provides a fixed-route service, enabling connections between southwestern Colorado communities.

For detailed information on transit within Cortez, please refer to Appendix A.

Section 2.4:

Drainage and Utilities

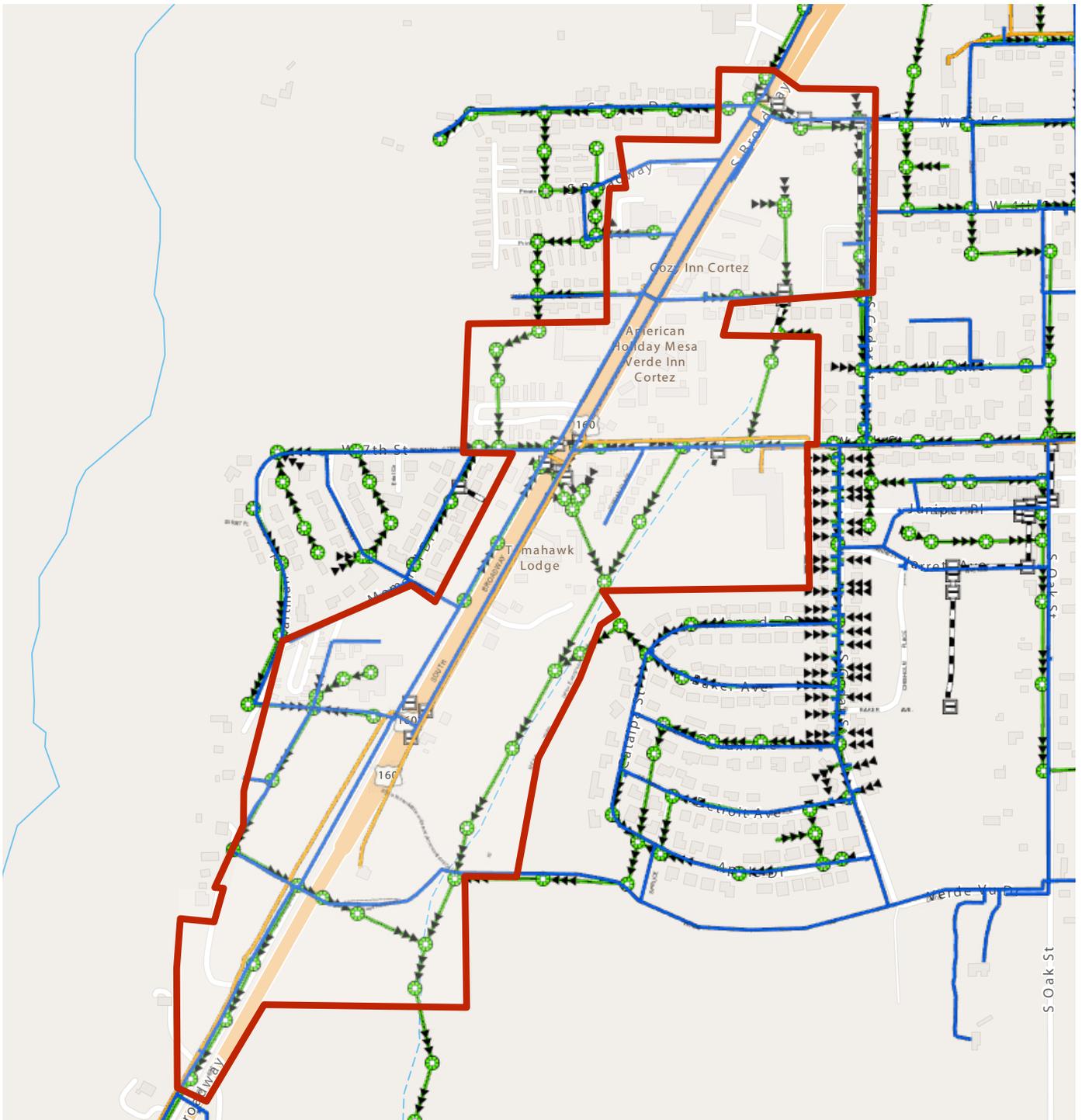
Potable Water

The City of Cortez Public Works is responsible for providing potable water to residents, which is sourced from the McPhee Reservoir. The City conducts regular testing for contaminants and most recent test results fell within the acceptable limits for safe drinking water.

Sanitary Sewer

The sanitary sewer system in Cortez is managed by the Cortez Sanitation District, an independent utility separate from the City of Cortez. This system is designed to collect and treat wastewater from residential, commercial, and industrial sources within the district's boundaries.

Figure 2.4 shows utility infrastructure within the Focus Area.



Legend

- Focus Area
- Waterlines
- Fiber Optic Lines (City only)
- Storm Drains
- Storm Pipes
- + Sewer Manhole
- Sewer Lines

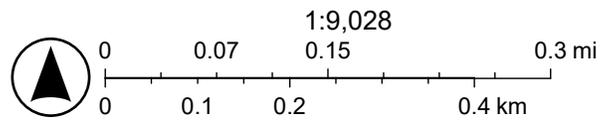


FIGURE 2.4: UTILITIES MAP

Source: ArcGIS Online; City of Cortez Public Works

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CHAPTER 3

Community Conversations and Local Priorities

Section 3.1:

Community Engagement Overview

The South Broadway Corridor AWP included collaborating with local and regional stakeholders, business representatives, residents, and City staff. The goal was to create a revitalization strategy that responds to resident need, integrates individual and group aspirations for the study area, and remains true to local values. The following elements were included in the project’s community outreach approach:

Project Working Group (PWG)

The City of Cortez convened a 15-person AWP steering committee to lead discussions around community vision, needs, challenges, and opportunities for the South Broadway Area. The PWG included many residents from or adjacent to the Focus Area. Multiple business owners—both those with businesses inside and outside of the Focus Area—were part of the PWG, all of whom were also residents of the City of Cortez. Representatives from the City Council, Planning, and Zoning Commission, business development organizations such as the Cortez Retail Enhancement Association and Region 9, leaders from local schools, regional entities, and real estate experts were also included in the group’s membership. The PWG met three times over the course of five months and served as the primary body to identify local needs, challenges, and opportunities related to South Broadway. The PWG identified desired revitalization actions, programs, and community assets that would improve the Focus Area’s vitality and quality of life. The PWG also provided feedback and guidance on potential planning ideas for the Focus Area to ensure the resulting strategies aligned with local values and preferences.

Stakeholder Interviews

The project team also conducted small group and one-on-one interviews with a number of local stakeholders. Interviews provided additional insight into potential concerns of small business owners, potential developers and long-time residents. As with members of the PWG, people tended to ‘wear multiple hats’ and spoke of the nuanced needs of preserving local character while also making a living.

Community Survey

At the beginning of the project, an on-line survey gathered local input on South Broadway’s assets, challenges, and opportunities, as well as the types of uses/amenities that the community would like to see in the study area. The survey asked for similar/precedent projects the community likes, ideas on identity and branding, and top priorities overall. The survey was available online via the Survey Monkey platform and in paper format from City Hall.

Section 3.2:

Community Survey Feedback

In April 2024, the project hosted an on-line community survey to obtain resident and stakeholder feedback on a variety of revitalization and public need-related topics. Paper copies were also available for completion at City Hall. The 14-question survey was promoted through the City's website, word of mouth, social media announcements, fliers, and personal invitations. Just over 1000 responses were received. Highlights are noted below, and the full survey report is included in Appendix C.

Respondent Affiliation

Over 95% of survey respondents identified themselves as residents of Montezuma County. Of that group, the majority identified as local to the City of Cortez specifically. Nearly 40% identified as Cortez residents, 20% as property owners in the City of Cortez, and 7.2% as either Cortez business owners or members of a Cortez community organization, such as a nonprofit. Approximately 4% of respondents identified as something "other" than a resident of Montezuma County.

Visitation and Activities

Most participants indicated they visit the Focus Area weekly or monthly, at 31% and 28% respectively. Another 18% visit daily. Most common reasons to visit were food and retail, and commuting.

Perceptions

The vast majority felt that cleanliness and maintenance of South Broadway needed improvement, and a full 81% of people felt that it was unsafe for pedestrians and cyclists.

Land Use Priorities

The most desired businesses on South Broadway are activity venues, food and beverage, athletic and recreational venues, and artist/maker spaces. Conversely, the uses people least want to see along the corridor are light manufacturing and residential.

Multimodal and Placemaking Priorities

The most desired non-motorized connections were sidewalks and bicycle/pedestrian connections. Streetscape and parks/playgrounds were the highest scoring potential amenities.

Priority Improvements

Based on the responses, most participants seem to support a multifaceted approach to South Broadway improvements. This includes safety improvements for all modes, enhancing existing buildings, new businesses, developing vacant lots for new community-serving, and enhancing overall corridor appearance through things like streetscape, new public gathering spaces, and graffiti cleanup. A collaborative public and private effort to improve South Broadway could focus on a combination of improving the public rights-of-way, publicly funded capital projects, and helping the private sector improve buildings/properties to entice new tenants and businesses.

Section 3.3:

Community Priorities

Based on input from the public survey, City staff, individual interviews and the Project Working Group, the study established eight priorities for the South Broadway AWP. By centering the AWP's physical and programmatic recommendations on these priorities, the plan aims to address specific area-wide issues and challenges as they relate to revitalization and neighborhood vitality. Each identified priority is outlined below. Chapter 5 will delve into how these priorities will be supported through revitalization strategies, and the Chapter 6 Action Plan will specify the individuals responsible for implementing each key action.



Priority 1: Clean Up the Corridor

South Broadway will be a safe, well-maintained part of the community. Sidewalks and infrastructure will be in good repair, seasonal needs such as sand and street sweeping will be addressed quickly, and any graffiti or broken element will be promptly removed.



Priority 2: Improve Multimodal Safety

South Broadway will provide safe connections for all modes within the corridor and to the larger community. Crosswalks and signalized intersections will be strategically placed at appropriate intervals so that pedestrians and cyclists can avoid long segments of out-of-direction travel.



Priority 3: Create a Gateway to the Community

South Broadway will act as the southwestern gateway to Cortez and will set the tone for an attractive, people-focused community. The corridor may feature physical gateway markers and businesses that highlight the community's cultural and artistic assets.



Priority 4: Connect the Corridor to the Community

South Broadway will provide multiple points of safe, easy-to-use multimodal connections to adjacent community destinations and residential neighborhoods, including Main Street and Hawkins Preserve. Mode-specific wayfinding signage will complement physical mobility infrastructure.

Priority 5: Beautify the Corridor

South Broadway will be an attractive district with well-maintained buildings, landscaping, and streetscape elements. The corridor will have a distinctive streetscape design and diverse human-scaled building styles.



Priority 6: Support Local and Existing Businesses

South Broadway will grow as a thriving and unique community destination with a broad range of amenities and business services. The corridor will complement – rather than compete with – existing businesses along Main Street, becoming a second downtown district that broadens the range of goods, services, dining and activities available in Cortez.



Priority 7: Create Family-Friendly Things to Do

South Broadway will become a year-round destination for family-friendly activities appropriate for evening, weekend, and after-school hours. The revitalized corridor will appeal to both local residents seeking recurring entertainment and tourists looking to extend their visits beyond the typically visiting hours of Mesa Verde, Canyon of the Ancients, and other similar local attractions.



Priority 8: Create Public Gathering Spaces

South Broadway will provide new neighborhood-scale gathering places that can host annual events, community traditions, and civic activity for residents and tourists alike. The community will host a wide range of activities that cater to individual interests and age groups. These events will benefit both South Broadway businesses and adjacent neighborhoods.



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CHAPTER 4

Revitalization Strategies

Section 4.1:

Community Vision

The project team engaged community stakeholders to define their vision for the South Broadway Focus Area which will serve as a foundation for future revitalization efforts, investment, and planning policy from today and well into the future. The community's vision describes South Broadway as ***“a hub of retail, commercial, and entertainment activities that offers service and goods to local and regional residents as well as tourists.”*** This vision serves as a guiding principle as new opportunities emerge, helping assess whether they align with and advance the community's aspirations.

Section 4.2:

Key Elements of Revitalization

For Cortez to realize its vision, South Broadway revitalization will focus on a series of actions and policies aimed at addressing three key elements, as listed below. These activities will occur corridor-wide and involve properties that, in many cases, are known or suspected brownfields, creating opportunities to put these properties back into productive use.

Adaptive Reuse describes activities that retain and enhance existing buildings for new tenants or business expansion. Depending on the building, adaptive reuse can be less expensive than new construction and offer significant environmental benefits by reducing inputs to the waste stream. Adaptive reuse could include facade enhancements to improve their appearance, interior improvements to modernize the space, and even expansion to provide a larger footprint. Many older buildings may require abatement activities to address hazardous materials such as asbestos and lead-based paint.

Adaptive reuse projects may benefit from a supportive regulatory framework that allows more flexibility in updating properties and recruiting new tenants; examples include variances in allowable uses and required parking. Financial incentives – such as low interest loans, grants and tax credits - may also be required to offset tenant improvements, building modernization, and potential abatement requirements and make adaptive reuse more feasible.

Infill Projects are activities that construct new buildings on vacant or underdeveloped properties. It also can mean the demolition of existing structures which are antiquated or have reached the end of their life cycle to make way for construction of new buildings. While new construction is usually more expensive than repurposing existing buildings, infill projects can provide additional capacity for commercial services and housing, close gaps in the urban fabric, and meet specific tenant needs.

Like adaptive reuse, infill projects also need to overcome financial challenges, including the need for rent to cover construction costs but also remain affordable and competitive. Since the Focus Area is an already-developed area, most of the infrastructure is in place and does not need to be built as part of the project, which is advantageous for project financing.

Enhanced Public Spaces describes enhancements to public streets, sidewalks, parks, and other City-owned facilities used by the general public. Safe and attractive streetscapes and open space can convey a strong 'open for business' message that attracts both businesses and customers, creating a critical mass and vibrancy that leads to revitalization.



1. For example, this former hardware store in Golden, Colorado was redeveloped into a Performing Arts Center in 2023. (Image source: Stantec)

Section 4.3:

Revitalization Strategies

The AWP identifies four strategies to guide South Broadway revitalization. These strategies are built on the information contained in the preceding chapters of this document: community context, assets, priorities, and vision. These strategies provide an integrated, comprehensive approach to addressing immediate needs setting a course for future enhancement and evolution. Each strategy encompasses both physical enhancements as well as the policy and programmatic support needed to make those enhancements a reality.



Strategy 1: Revitalize Properties

This strategy focuses on identifying catalytic and priority properties for infill and redevelopment, along with the potential land uses that may be appropriate on each property based on zoning, adjacent use, and community needs.



Strategy 2: Promote Multimodal Transportation

This strategy seeks to make South Broadway a safe and accessible corridor for all modes of transportation, prioritizing pedestrian and cyclist safety while enhancing connectivity to schools, parks, and trails throughout the city.



Strategy 3: Create a Sense of Community

This strategy identifies enhancements that will make South Broadway an attractive, human-scaled area that feels like its own neighborhood and a true part of the City of Cortez.



Strategy 4: Market and Brand the Corridor

This strategy works to elevate South Broadway's identity to highlight its unique assets and promote it as a premier place to live, work, and explore through branding and targeted marketing.

Section 4.4:

Urban Framework Plan

Community revitalization is heavily dependent on creating an attractive, desirable, and functional physical environment where the various urban elements work holistically while allowing for creativity and a capitalization on existing assets. To grow the South Broadway Corridor, the City and its stakeholder partners could focus on implementing an array of community enhancement projects and adopting supportive planning policy that will result in a distinctive mixed-use destination for both residents and visitors alike.

The Urban Framework Plan (UFP) and the associated strategies identify near- and long- term recommendations aimed at improving aesthetics, function, and investment opportunities in the area.



FIGURE 4.1: URBAN FRAMEWORK PLAN COMPONENTS

Section 4.4: Urban Framework Plan

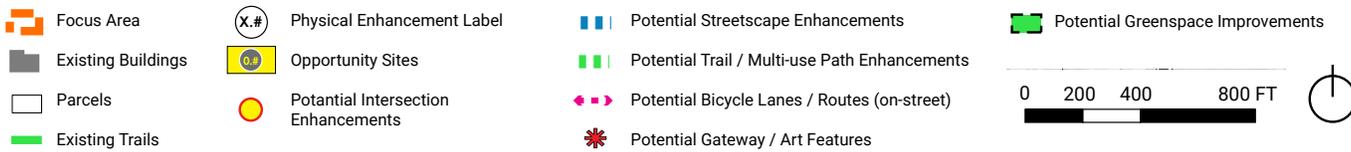
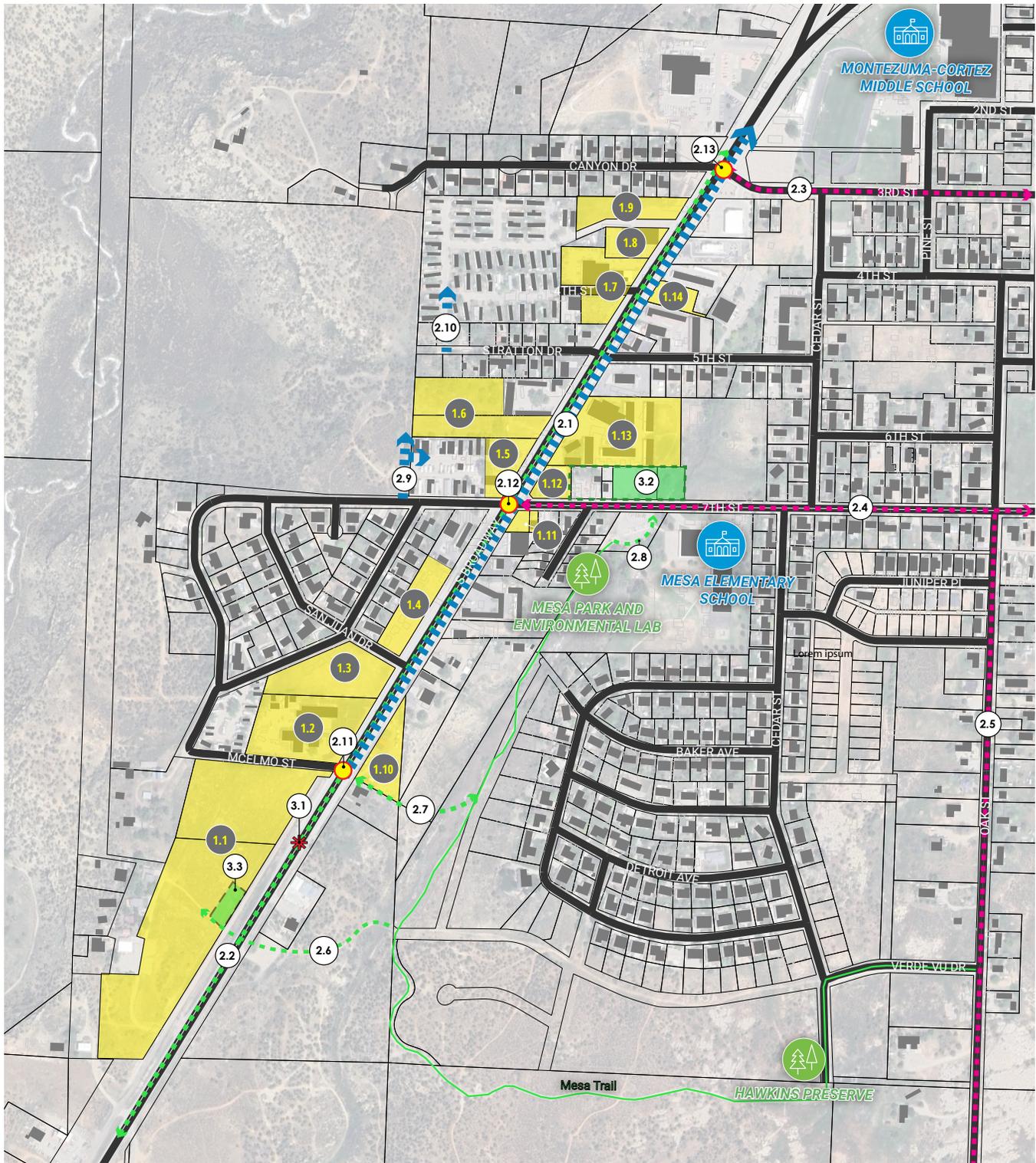


FIGURE 4.2: SOUTH BROADWAY FOCUS AREA URBAN FRAMEWORK PLAN
 Aerial Source: ArcGIS Online

UFP Key

The matrix below outlines the physical and geographically specific elements depicted in the UFP. These improvements, along with supporting policies and programs, are discussed in more detail in this chapter. The identified sites propose revitalization strategies while acknowledging that property owners have the right to choose whether or not to develop their property, in accordance with city and state regulations.

Table 4.A UFP Key	
UFP Label	Element
1.1	Opportunity Site: Develop hotel or large-footprint use.
1.2	Opportunity Site: Adaptively re-use the Johnson building for vertically mixed use retail/office/residential.
1.3	Opportunity Site: Flex site, develop commercial or retail depending on shape and design.
1.4	Opportunity Site: Develop a public facing artist/agricultural space with integrated retail (Small scale maker or artist spaces, and small retail/showroom space).
1.5	Opportunity Site: Activity node corner; strategic redevelopment/infill as properties become available.
1.6	Opportunity Site: Develop an experiential-based use with rear patio/views.
1.7	Opportunity Site: Adaptive re-use for experiential or maker space.
1.8	Opportunity Site: Adaptive re-use for experiential or maker space.
1.9	Opportunity Site: Flex site, develop commercial or retail depending on shape and design.
1.10	Opportunity Site: Redevelop with gateway use - act as gateway with Johnson Redevelopment (UFP 1.2).
1.11	Opportunity Site: SE corner of 7th / Broadway - attract a public-facing, neighborhood gateway use.
1.12	Opportunity Site: Attract a public-facing, experiential use to the northeast corner of 7th/Broadway - potential to spill onto new public plaza.
1.13	Mesa Verde Inn: Adaptively re-use for apartment-style housing.
1.14	Opportunity Site: Redevelop old Sonic drive-thru.
2.1	South Broadway Roadway Improvements.
2.2	Create a 25' behind-the-curb bike lane/amenity zone/sidewalk along South Broadway. (Example: Brighton Blvd, Denver)
2.3	Create an enhanced bike connection on 3rd St to primary N-S greenway on Chestnut.
2.4	Create an enhanced greenway / bike-pedestrian priority to Main St along 7th & Chestnut cross-section.
2.5	Implement a trail loop, connecting the existing Ridge Line & Foot Trail along 7th Street (UFP 2.4), and Oak.
2.6	Develop Pedestrian bridge, connecting proposed Gateway History Park (UFP 3.3) and Hotel Development Sites (UFP 1.1) to existing Ridge Line & Foot Trail.
2.7	Create multi-use path connection from Ridge Line & Foot Trail to McElmo intersection.
2.8	Extend Ridge Line & Foot Trail to 7th St.
2.9	Create alternate access to mobile home community off 7th St (west of homes) as an offset extension of Memorial Dr.
2.10	Create alternate access to Sikis Village from Stratton Drive.
2.11	Introduce signal and 4-way crosswalk at McElmo St (CDOT).
2.12	Add southern crosswalk at 7th St (CDOT).
2.13	Introduce signal and 4-way crosswalk at Canyon Drive / 3rd Street Transition & South Broadway (CDOT).
3.1	Create S Broadway Streetscape and Community Gateway.
3.2	Create 7th Street Plaza and Park.
3.3	Create Gateway History Park.

Section 4.5:

Strategy 1 - Revitalize Properties



Active storefronts, a variety of uses, well-designed buildings and a human-oriented scale are keys to South Broadway revitalization. The corridor has a large number of vacant and underdeveloped properties that could be redeveloped with new uses that better align with the community's vision. In addition, much of the corridor currently features low-scale, suburban-style projects where buildings are setback from the public right-of-way, a layout which create breaks in the urban fabric. As these properties redevelop, revitalization could emphasize a more interesting, pedestrian-oriented type of development by bringing new buildings closer to the street and locating parking to the rear of properties.

This first revitalization strategy identifies potential uses for these 'opportunity parcels' based on existing zoning, adjacent uses, and community vision; these suggested uses are not a complete list and recognize that different opportunities may arise as the corridor evolves and specific proposals are submitted to the City. Some projects are already underway and in early planning stages, while other projects represent future potential, if or when existing uses turn over or owners decide to take a new direction with their properties.

Strategic Actions

Catalyst Site Designation

Designate catalyst sites in and around the South Broadway AWP Focus Area that could be prioritized for new uses that align with community vision and shift Broadway from its current auto-oriented character to a more diverse, human-scaled feel. Identify the desired land uses and development form for each site. Partner with property owners and real estate professionals to recruit potential developers or tenants to those sites.

Urban Infill

Support infill projects on underutilized portions of properties such as oversized surface parking lots, vacant areas along street frontages, and vacant properties. Create and initiate a developer recruitment program to promote infill projects. Create incentive programs such as low interest loans, grants, and regulatory flexibility to make infill projects feasible.

Adaptive Reuse

Support and prioritize adaptive reuse of South Broadway's existing buildings to activate vacant/underutilized storefronts. Support structural, plumbing, electrical, accessibility, and telecommunication upgrades to existing structures to improve safety, functionality, and marketability of said buildings. Create incentive programs such as revolving funds or low-interest loans to make reuse projects feasible.

Zoning Refinements

Explore potential zoning map and text amendments to promote and support corridor revitalization. Reconsider and clarify permitted and conditional uses.

Environmental Site Assessment and Remediation

Provide financial assistance via grant and loan funding for environmental studies and, potentially, cleanup/abatement activities that address site contaminants, pollutants, and/or hazardous building materials.

Section 4.5: Strategy 1- Revitalize Properties

Catalyst Site Designation

Through the AWP process, the project team identified 14 Catalyst Sites that could be prioritized for near-term redevelopment/infill or adaptive reuse projects. These sites are at ideal locations and are large enough to support meaningful projects that would fit into the South Broadway context. Most of these parcels are also highly-visible and their redevelopment is an important part of establishing a new, community-based and human-scaled character along the corridor. The City can target its developer recruitment and economic development efforts to these sites.

The Catalyst Sites are depicted on the UFP and are either vacant or underutilized and possess capacity for additional development or enhanced tenant spaces. Refer to Chapter 3 and Appendix B for more detail on the Brownfield Methodology and Inventory and how it defines underutilized parcels.

The underlying zoning will influence the development, including project design and land uses. It is important to highlight that the current corridor zoning only allows residential use as a secondary use. While some code updates were in progress at the time this AWP was written, no changes to this restriction are being considered. The UFP designates these sites in yellow.

Gateway Parcels (UFP 1.1)

These two parcels are the largest pieces of undeveloped land along the corridor. The optimal use would be a hotel, custom-built experiential business as described in Strategy 3, or other large-footprint use that would add something that does not already exist in the corridor but that cannot fit onto any of the smaller parcels. It is also notable that these parcels have excellent western views which could be a benefit to development.

Johnson Building (UFP 1.2)

This former hospital holds a place in Cortez history and occupies a very visible gateway location to the corridor and the City. The existing building is an excellent candidate for adaptive reuse and could be used for a mix of uses such as retail, office, and upper-floor residential.



1, 2. The Johnson Building - a former hospital building and well-known icon in the City of Cortez.

Johnson Bookend (UFP 1.10)

This smaller parcel is not a catalyst parcel in its own right, but could ideally be timed for redevelopment at the same time as the Johnson Building. The two parcels face each other across Broadway and at the southern end of existing corridor development; together, they can create 'bookends' that announce entry into and set the tone for the corridor and the City. The triangular shape of this parcel may make it challenging to use, and aggregating it with the adjacent parcel to the north – either through acquisition or joint development - could enhance develop-ability. Desirable use would be commercial or retail.

Experiential Business (UFP 1.6)

Due to low visibility from Broadway, these two parcels would be developed as a destination that takes advantage of western views. They offer a mid-corridor opportunity for experiential businesses such as a patio dining experience with outdoor activities. It should be noted that grades could be challenging on this site.



1. Example of how a hotel on the Gateway Parcels could be designed to capitalize on location and views (Image source: Adobe Stock); 2, 3. Examples of Experiential Businesses that could be indoor or outdoor. (Image source: Adobe Stock)

Section 4.5: Strategy 1- Revitalize Properties

Urban Infill Sites

Consumers seek out authentic business districts that have a distinctive architectural style and critical mass of commercial activities in close proximity to each other. Infill development presents an opportunity to increase the density of South Broadway destinations, and to add variety to the existing mix of businesses.

Flex Sites (UFP 1.3, 1.9)

These vacant parcels provide opportunity for new construction; uses may be limited by shape and could include commercial/retail in line with community vision for the corridor.

Maker / Storefront (UFP 1.4)

This vacant parcel is challenged by a shallow depth that would be difficult for a use with higher parking requirements. The long street frontage makes it very visible and a potential character-setter for the corridor. Potential use could include small-scale maker or artist spaces; this kind of use could offer a small retail/showroom space to promote the products of business in the new development. Examples of these kind of uses include furniture making, specialty foods, glassblowing, and brewing or distilling.



Examples of maker / storefront space could include: 1. a community woodworking shop; some types of uses could be open to professional and community use - or even classes - at different times; 2. small-scale production of artisan goods; 3. a commercial kitchen available for retail food production or delivery-only restaurant food preparation. (Image source: Adobe Stock)

Old Sonic Restaurant (UFP 1.14)

Brownfield parcel; redevelop as commercial/retail in line with community vision for the corridor.

Commercial Intensification (UFP 1.5, 1.11 + 1.12)

Due to the existing traffic signal and 7th St enhancements recommended in this AWP, there is an opportunity for the intersection of Broadway and 7th St to act as a South Broadway activity node. The buildings and businesses on this corner could be redeveloped to better reflect the community-focused vision for the corridor. Redevelopment of the southeast properties could also provide community-oriented commercial/retail uses in buildings set closer to the roadway, with parking in the rear. The northeast corner is occupied by a fairly newly built business and is not available for redevelopment at this time; if it is redeveloped in the future, parking could be moved to the rear of the lot to provide a more prominent façade. The northwestern corner is a small car lot and could be used for a non auto-focused use if/when it redevelops in the future; it is important that a future use be compatible with the residential uses in the adjacent mobile home park.



1. Old Sonic Restaurant Site. (Image source: Google Earth); **Four corners of the South Broadway / 7th St intersection, which have potential to be an important node:** 2. northwest corner; 3. northeast corner; 4. southeast corner; 5. southwest corner. (All images: Google Earth)

Section 4.5: Strategy 1- Revitalize Properties

Adaptive Reuse

South Broadway has a limited number of buildings with adaptive reuse potential. Typical targets are historic buildings and storefronts, or larger often warehouse type buildings that offer flexibility for indoor remodeling. A small number of potential sites are either underway (Mesa Verde Inn) or opportunistic as current businesses change.

Mesa Verde Inn (UFP 1.13)

This former motor-style motel is currently undergoing major renovation with plans for conversion into apartment-style housing. The property could act as a model for other similar motels along the corridor, if those properties consider redevelopment in the future.



333 S Broadway (UFP 1.7)

These two parcels are currently occupied by TruWest Auto Center; the southern parcel is surface parking while the northern parcel has sales and service. The existing structure could offer potential for adaptive reuse, such as maker space, indoor entertainment or similar uses looking for a 'blank slate' in a warehouse type building. A new building on the car lot would begin to create a more active corridor and move away from auto-centric focus. These parcels are not currently available and would be an opportunistic redevelopment in the future.

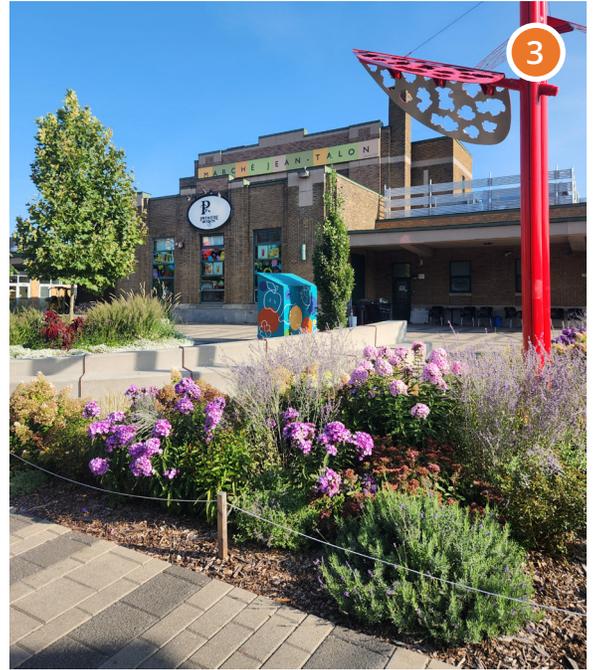


325 S Broadway (UFP 1.8)

This property, currently occupied by NAPA Auto Parts, is similar to the neighboring property described above, in that it has a larger building that could be a candidate for adaptive reuse. It is also an opportunistic parcel that is not currently available. Potential uses could include maker space, indoor entertainment, or commercial/retail aligning with the corridor vision.



1. Existing Mesa Verde Inn site. (Image source: Google Earth); 2. Existing TruWest Auto Center site. (Image source: Google Earth); 3. Existing NAPA Auto Parts site. (Image source: Google Earth)



1, 2. Examples of adaptive reuse as a restaurant and as retail; 3, 4. Many buildings on South Broadway are set back considerably from the roadway; if these buildings are reused, planting and screening can mitigate the visual impacts of the distance and of street-fronting parking that remains. (All images: Stantec)

Section 4.5: Strategy 1- Revitalize Properties

Zoning Refinements

The community desires a future South Broadway with more diverse land uses and a high-quality, community-focused character; zoning refinements are key to realizing this objective. Zoning refinements can support successful property use and redevelopment in the near-term as well as ensuring that future projects are designed to support a dynamic corridor.

Rezone and Overlay Options

As discussed in Section 2.2, all of the South Broadway-abutting properties within the Focus Area are zoned C (General Commercial District). Acknowledging that South Broadway is just one area of the City with this designation, the City may not wish to make changes to the zone itself but may instead choose to consider rezoning all or part of the Focus Area to a more restrictive district such as CBD (Central Business District), or creating an Overlay Zone with additional requirements or restrictions for the Focus Area.

The City could conduct a zoning district audit and identify whether potential rezones or an overlay would be feasible for the community. If changes are advisable, the City could also initiate property rezones or draft a formal overlay.

Supportive Land Uses

The C zone allows for a range of uses which are conducive to corridor revitalization. However, additional clarity may be useful on several uses considered during this AWP process.

- **Auto-centric Uses:** The City could evaluate the zone code status of auto-centric uses and evaluate whether, in light of community vision established as part of this AWP process, they could be moved from permitted (P) to conditional (C) uses so that the City has more control on location and site design, or from conditional to not allowed, with current uses being grandfathered. Examples include truck and trailer parking lots (P), storage or hauling company (C), truck freight terminal (C), auto repair (P), car wash (C), Trailer or Manufactured home sales or rental (P).
- **Artisan Trades:** The City could add clarity and allowances for artisan trades, artist studios, light fabrication, and small-batch food/beverage processing as permitted uses subject to compatibility criteria. These examples fit imperfectly into some uses already listed explicitly in the code, but more clarity would be helpful to promote this type of small-scale showcasing of Cortez entrepreneurs. Food processing, lithography, wood manufacturing, and light manufacturing are all listed explicitly as permitted (lithography) or conditional uses.
- **Temporary / Interim Uses:** The City could add clarity and allowances for an array of temporary or interim uses that individuals may choose to operate in the South Broadway corridor until a permanent use/development is established on those properties. Examples include food truck courts, event spaces, and pop-up markets. Currently, the zoning standards are unclear whether these interim activities are allowed in the C zone.

Environmental Site Assessment and Remediation

Given their past land uses, building ages, and urban context, most of the catalyst sites are likely or potential brownfields. Brownfield sites have the possibility of containing hazardous substances, pollutants, and/or building materials that threaten human health and the environment. Property redevelopment/reuse may necessitate Environmental Site Assessments (ESAs) and/or Regulated Building Materials (RBM) Surveys to identify potential environmental liabilities that may exist and associate cleanup/abatement requirements. See Chapter 3 for more detail on these studies and outcomes.

Environmental Site Assessments

ESA's are particularly important when building demolition and soil disturbance are required. These studies can be costly to property owners and potential investors and are often a prerequisite for land sales and lending/financing practices. The City could establish programs that provide financial and technical assistance for environmental studies; opportunities might include grant funding from the State of Colorado (Colorado Department of Public Health and Environment, CDPHE) and the United States Environmental Protection Agency (EPA).

Incentives

Several of the properties in and around the Focus Area will require substantial investment to improve site conditions, enhance buildings for new tenants, and to address years of deferred maintenance. Given Cortez's size and location, small investors may be challenged to obtain funds or financing to complete the site improvements needed to put these properties back into productive use. There is opportunity for the City to provide incentives to make projects cost feasible. Incentives may include, but are not limited to, low-interest loans, grants, and other financial support for façade and site enhancements.

Section 4.5:

Strategy 2 - Promote Multimodal Transportation



As a designated state highway under CDOT jurisdiction, South Broadway is an important regional link for the movement of people and goods. Even as the community looks to evolve adjacent land uses into a complete neighborhood, Broadway will continue to serve as a critical piece of state infrastructure. Transportation improvements will not look to reduce this role but to add functionality for other modes, so that Broadway becomes a safe connection for people who walk, roll, pedal and drive.

The second revitalization strategy focuses on enhancing the safety of existing signalized intersections, improving sidewalks, and filling in gaps to create a complete pedestrian and cyclist network, and introducing new trail segments and bike facilities so that Broadway is better connected to adjacent neighborhoods.

Strategic Actions

Intersection Signalization

Enhance existing and pursue new signalized intersections in order to promote pedestrian and cyclist safety. Establish crosswalks at each leg of an intersection and ensure crossing opportunities at regular, pedestrian-focused intervals.

Pedestrian and Cyclist Infrastructure

Create a complete network of sidewalks and dedicated bicycle facilities along Broadway. Enhance facilities on adjacent and crossing roadways to offer lower-stress alternatives to Broadway.

Trail Extensions

Utilize existing trail facilities as complementary, alternate routes to and from South Broadway, and to expand connections to Broadway. Prioritize connections at signalized intersections.

Residential Access

Provide alternate vehicular access to residential neighborhoods with primary access off Broadway. Prioritize full-movement access and signalized intersections.

Multimodal Policies

Update zoning standards to promote a more human-scaled corridor and over time reduce the auto-oriented nature of the corridor. Promote policies that enhance safety and long-term sustainability.

Speed Control and CDOT Coordination

Pursue local and regional coordination to enforce existing speed limits. Maintain open communication to update roadway design as policies and best practices change.

Section 4.5: Strategy 2 - Promote Multimodal Transportation

Intersection Signalization

Given the width and posted speed of South Broadway, safe crossing opportunities at regular intervals are critical to creating a more balanced, multimodal corridor. Currently, the one-mile Focus Area offers just one signalized intersection at 7th street, and four unsignalized full-movement intersections at 3rd St/ Canyon Dr, 5th St/Stratton Dr, San Juan Dr, and McElmo St. In addition, several roadways provide right-in/ right-out only access onto Broadway, including 4th St (from the east and the west, forming a residential loop with two access points on the west), and an unnamed residential loop with two access points on the west side of Broadway just north of 7th St.

Broadway & McElmo Intersection (UFP 2.11)

Both McElmo and 4th St present compelling opportunities for future signalization. At McElmo, the Johnson Building has recently been sold and the new owner has expressed interest in reusing or redeveloping the property. Redevelopment would present an outstanding opportunity for a true gateway project that marks the entrance to and sets the tone for South Broadway and the City as a whole. The large parcel abutting the south side of McElmo presents a similar gateway opportunity, and offers one of the corridor's few large-parcel development opportunities. Signalization of this intersection would create added benefit for these two catalytic properties, as well as an opportunity to create an east-west trail spur connecting South Broadway to the Ridge Line & Foot Trail.

This intersection is approximately a ¼-mile, a ~5-minute walk, south from the existing signal at 7th St, and would begin to break the corridor into reasonably walkable segments. This intersection is the highest priority for new signalization due to its ability to favorably impact adjacent redevelopment opportunities.

Broadway & 7th St Intersection (UFP 2.12)

This signalized intersection offers marked crosswalks on the east, west, and north legs but lacks a crosswalk on the south side. It is notable the Mesa Elementary is on the south side of 7th St, a quarter mile to the east of Broadway. To prioritize pedestrians, promote Safe Route to School principles and minimize out-of-direction travel, this intersection could be reconfigured to include the missing fourth crosswalk.



1. All of South Broadway's signalized intersections (existing and future) could prioritize pedestrian movement by having crosswalks on all four sides. (Image source: Adobe Stock)

Broadway & 3rd Street Intersection (UFP 2.13)

This intersection already offers full-movement; addition of a signal would enhance safety for students of the adjacent Montezuma Cortez Middle School and support the proposed 3rd St bikeway designation also recommended under this Strategy. Particularly if the corridor is successful in attracting experiential businesses as suggested in Strategy 3, demand for pedestrian and bike crossing at this intersection could become more pronounced.

It should be noted that while the Main St/ Broadway criss-cross north of this intersection is partially signalized for traffic crossing opposing lanes, outer lanes are not signalized and no crosswalks are present.

This intersection is approximately a 1/3-mile, a ~7-minute walk, from the existing signal at 7th St, and along with the McElmo would break the corridor into even segments.

Section 4.5: Strategy 2 - Promote Multimodal Transportation

Pedestrian and Cyclist Infrastructure

Sidewalk conditions vary along the length of the South Broadway corridor. When present, sidewalks in all cases directly abut the curb and are generally 5- to 6-feet in width, although narrower segments do exist. Given the speed of adjacent traffic, this width and condition offers low levels of both pedestrian safety and comfort. There are also long stretches on both sides of the street where sidewalks are completely absent, as well as a significant number of excessively wide property access points that increase potential for pedestrian-motorist conflict. There are no bicycle facilities at all on the corridor, giving bicyclists a choice between riding on the shoulder with no protection from adjacent 40+ mph traffic, or riding on the sidewalk.

The City could collaborate with CDOT, who holds jurisdiction on the Broadway right-of-way, to provide enhanced pedestrian and bicycle facilities that are both safe and psychologically comfortable. Creating such facilities along a segment as long as the Focus Area, the City could capitalize on opportunities to provide parallel, alternate bicycle and pedestrian facilities that can serve in both the near term, while new infrastructure is constructed along Broadway, and the long-term so that pedestrians and cyclists have a choices on how they travel.

Broadway Pedestrian/Cycle Enhancements (UFP 2.1, 2.2)

Recognizing the scale of investment to provide full sidewalk/bike facility connections along the length of the Focus Area, the AWP recommends an asymmetrical approach, with an expanded section of dedicated sidewalk and cycle track on one side of the roadway and a widened shared sidewalk/mixed use path on the other side. The City could identify a side to focus efforts on first; requiring sidewalk/connectivity of new development and redevelopment projects may influence which side is prioritized.

While Broadway is generally centered within its right-of-way - making equal back-of-curb space available on both sides of the roadway - existing buildings generally exhibit a larger setback on the west side of the roadway. For this reason, it's recommended that the wider back-of-curb section be introduced on the west side and a multiuse path on the east side.

The existing South Broadway cross-section and two variations of a new section are shown in Figures 4.3, 4.4, and 4.5 In both new sections, the curb-to-curb width and lanes/median do not change. Broadway enhancements could also include streetscape elements aimed at improving the aesthetics of the corridor; pedestrian scale lighting, banners and seasonal displays, street trees, and perennial planning are among the additional elements that can bring a softer, more attractive look to the corridor.



1. Existing South Broadway Corridor. (Image source: Google Earth)

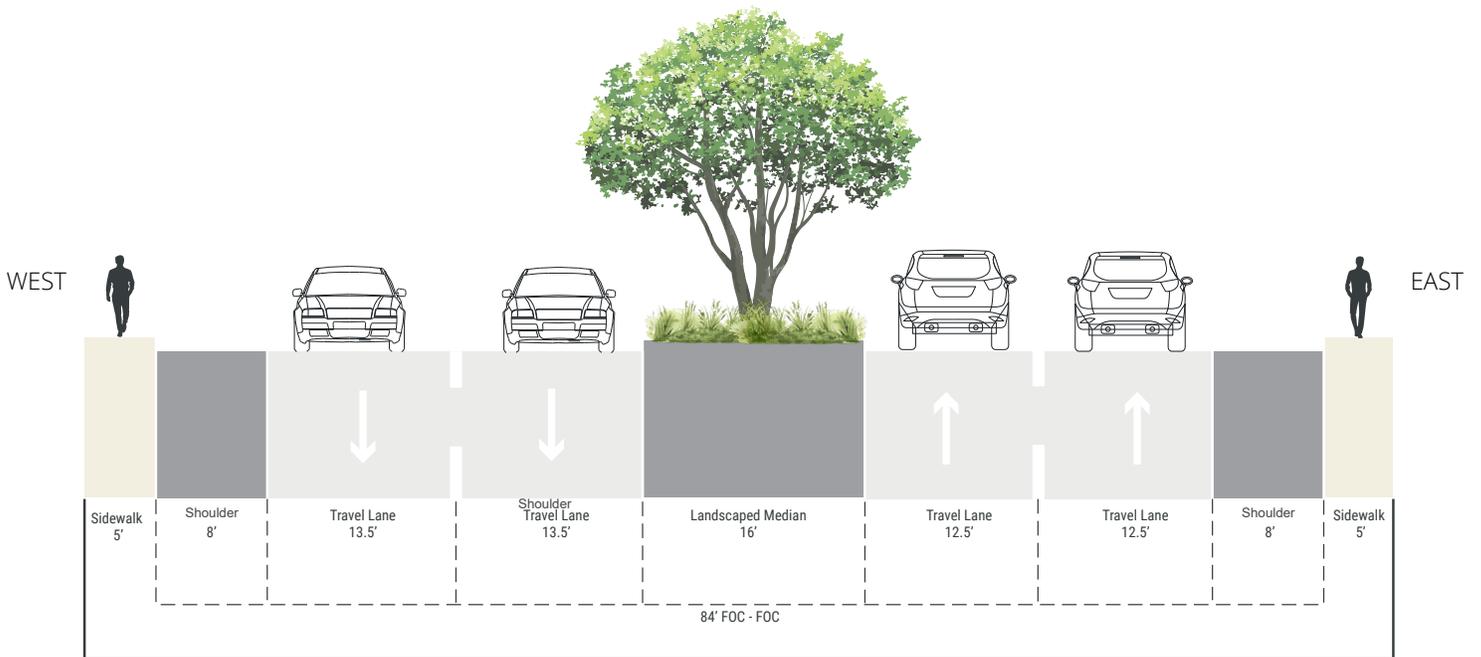


FIGURE 4.3: EXISTING SOUTH BROADWAY CROSS-SECTION

Section 4.5: Strategy 2 - Promote Multimodal Transportation

Broadway Pedestrian/Cycle Enhancements (UFP 2.1, 2.2) (continued)

Alternative 1 – On the west side, this option shows a 6-foot single-direction bike lane behind and attached to the curb, with a planted amenity zone and a 6-foot wide sidewalk. On the east side, a 10’ multiuse path (a sidewalk) would serve both cyclists and pedestrians. All dimensions are minimums. This option would require significant upgrades to both sides of the roadway.

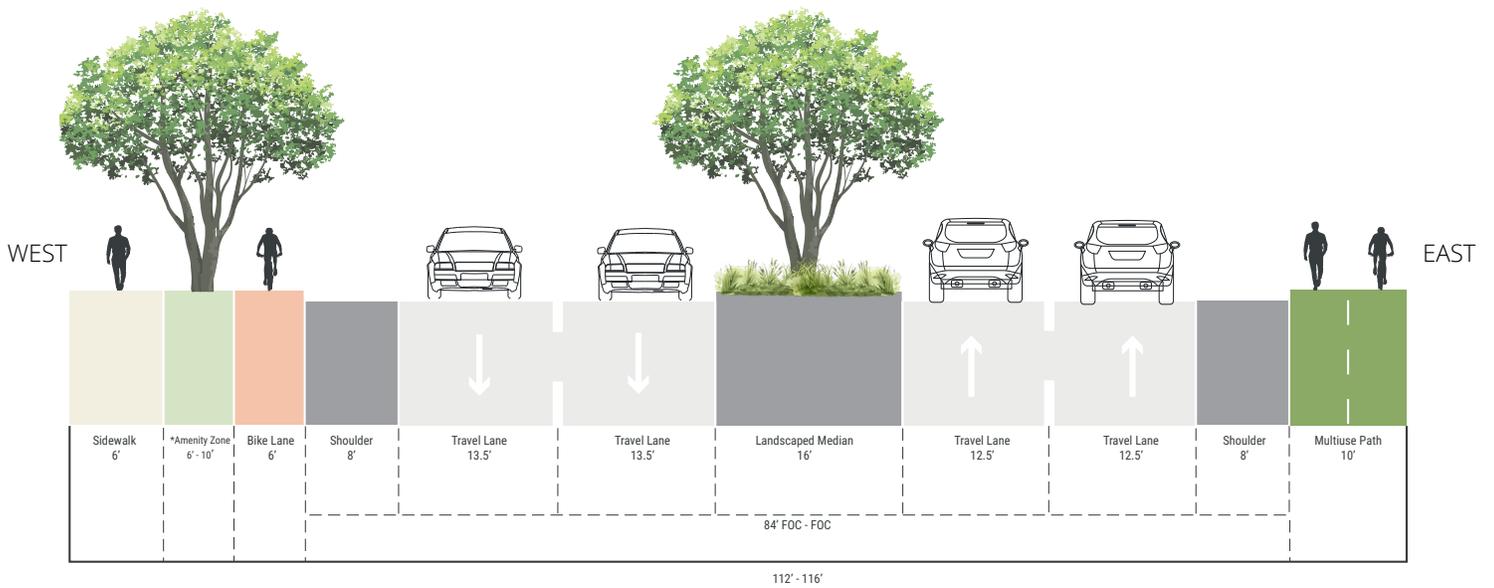


FIGURE 4.4: ALTERNATIVE 1 - SOUTH BROADWAY CROSS-SECTION, with uni-directional cycle facilities on both sides

Alternative 2 – This option places both directions of cyclists on the west side of the roadway, with the same 6-foot amenity zone and 6' sidewalk shown in Alternative 1. Since the curbs do not move, this option would require more space on the west side of the road than the other option. On the east side, the sidewalk is expanded to 8-feet to provide more separation and comfort from traffic. This option focuses reconstruction on the west side of the roadway; although not optimal, near-term construction on the east side of the roadway could focus on installing sidewalks where none exists (at the recommended new width) while existing narrower sidewalks are upgraded as properties redevelop.

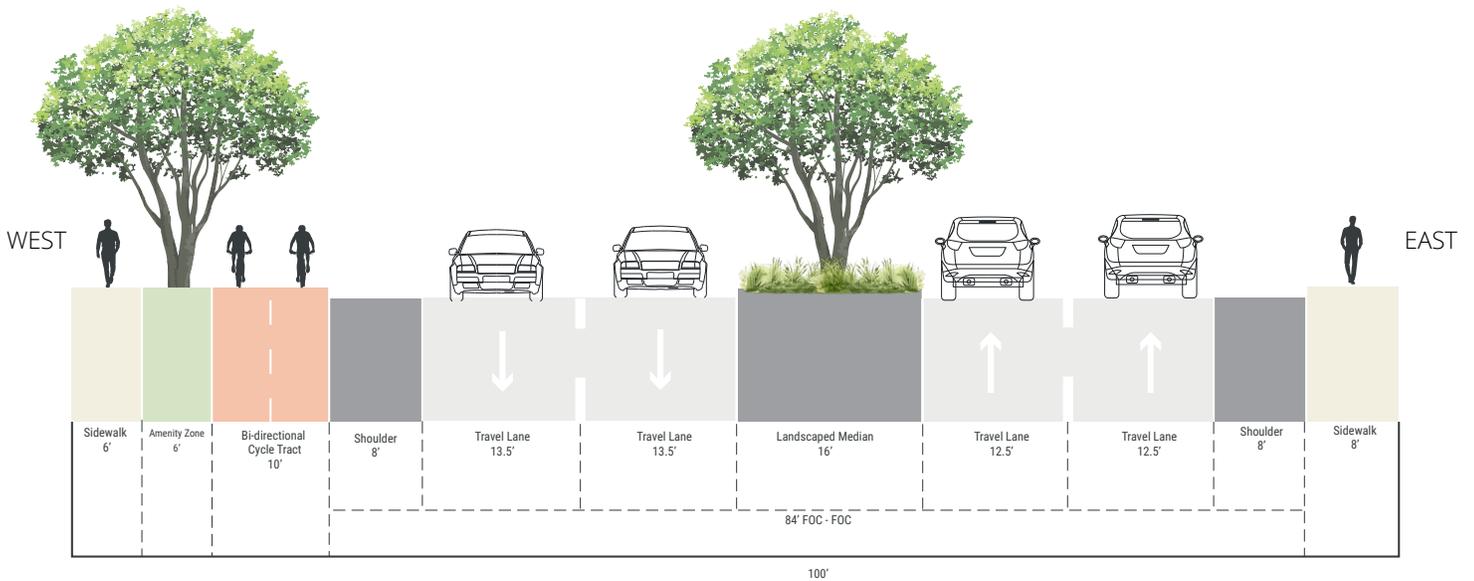


FIGURE 4.5: ALTERNATIVE 2 - SOUTH BROADWAY CROSS-SECTION, with bi-directional cycle facility on west side

W 7th Street Cycleway (UFP 2.4)

Providing continuous connection between the existing 7th St intersection on Broadway to the Montezuma-Cortez high school two miles east, this roadway presents an excellent opportunity for an enhanced pedestrian and bicycle facility that could connect southern neighborhoods to the revitalized South Broadway corridor. Active transportation improvements would also serve Mesa Elementary and align with the City's current Safe Routes to School efforts, and combine with enhancements on Chestnut St to provide an alternate, local connection between Broadway and Main St.

The existing 7th St cross-section and two variations of a new section are shown in Figures 4.6, 4.7, and 4.8. It should be noted that the 7th St right-of-way is significantly wider than the existing distance between sidewalks. Recognizing the political sensitivity of using right-of-way that adjacent residents may perceive as their front yards, both new sections retain the overall back-of-sidewalk to back-of-sidewalk measurements; these sections narrow the existing travel lanes and remove on-street parking to make room for a dedicated bicycle facility. If the City has an appetite to utilize more of its right-of-way, widened sidewalks would provide added pedestrian comfort. In both new sections, the curb-to-curb width and lanes/median do not change.

7th Street enhancements could also include new sidewalk, at a minimum, on the south side of the roadway between Broadway and the Mesa Elementary drop-off circle. Sidewalks are completely absent in this section and have opportunity to be prioritized given the proximity of the elementary school and its location on the south side of the roadway. Addressing sidewalk gaps could also be undertaken along the entire length of 7th St, with priority to the south side.



1. Existing 7th Street. (Image source: Google Earth)

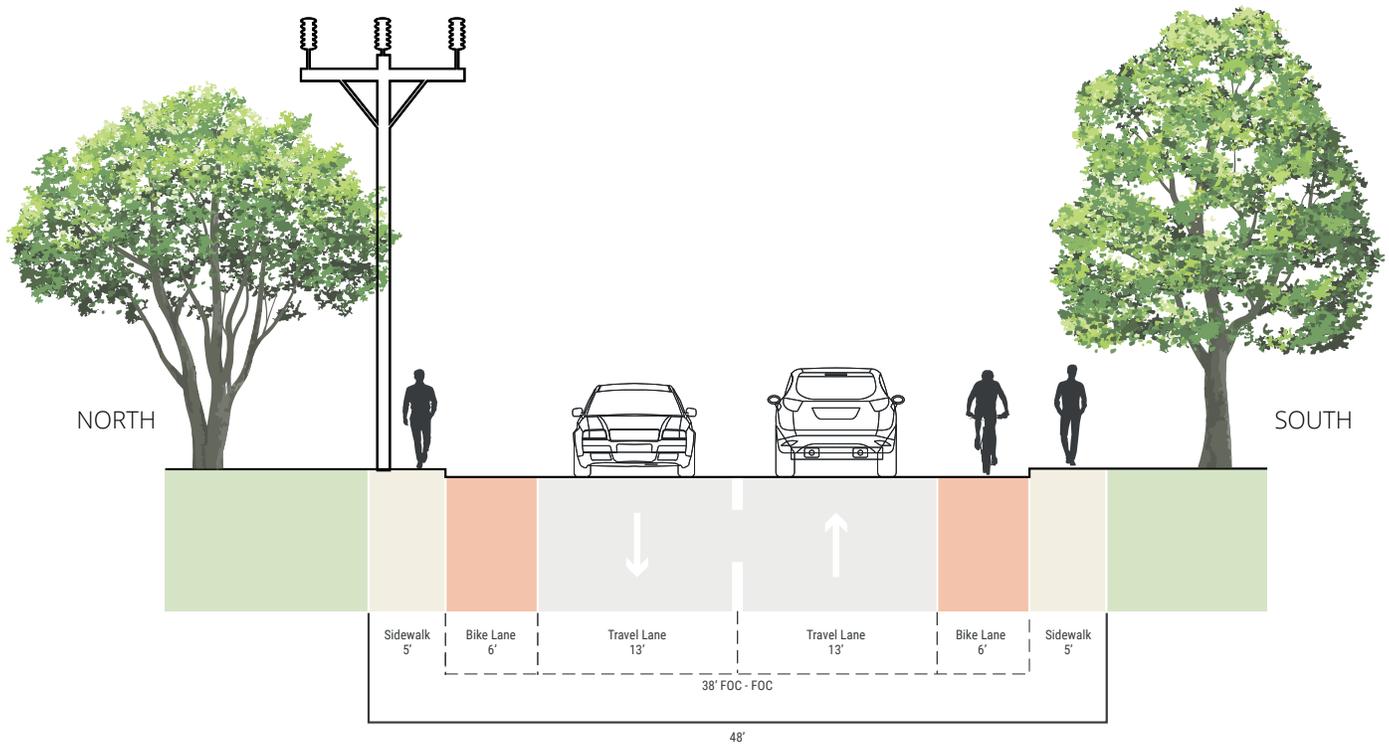


FIGURE 4.6: EXISTING 7TH STREET / CHESTNUT STREET CROSS-SECTION

W 7th Street Cycleway (UFP 2.4)

Alternative 1 – This option features a raised, bi-directional cycle track on the south side of the street. Raising the cycle track provides an additional measure of safety and discourages illegal use of the lane for standing or parking. The south side is used due to the greater lengths of existing sidewalk on this side of the street. Existing utility poles on the north side do reduce usable sidewalk width to less than minimums prescribed by the Americans with Disabilities Act Accessibility Guidelines (ADA or ADAAG) in some locations; these deficiencies could be addressed on a spot-by-spot basis as well, and curving the sidewalk behind the poles has already been done in some locations on 7th St.

It is important to note that the development of this cycle track would need to align with a larger, city-wide goal explicitly identified by the Council to create a comprehensive trails network. This initiative aims to improve overall connectivity and provide safer, more accessible routes for cyclists and pedestrians alike. The establishment of this network will require continued planning and development to ensure the trails are well-integrated into the city’s infrastructure.

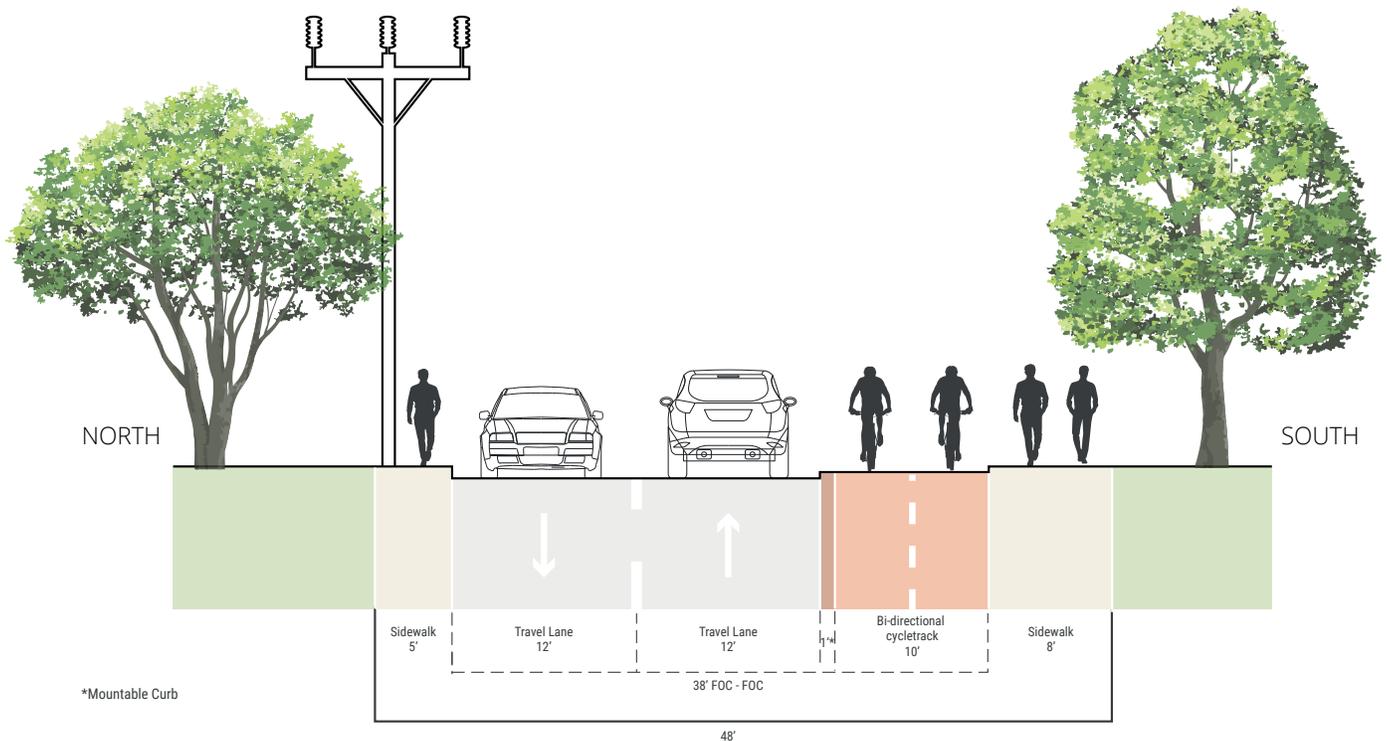
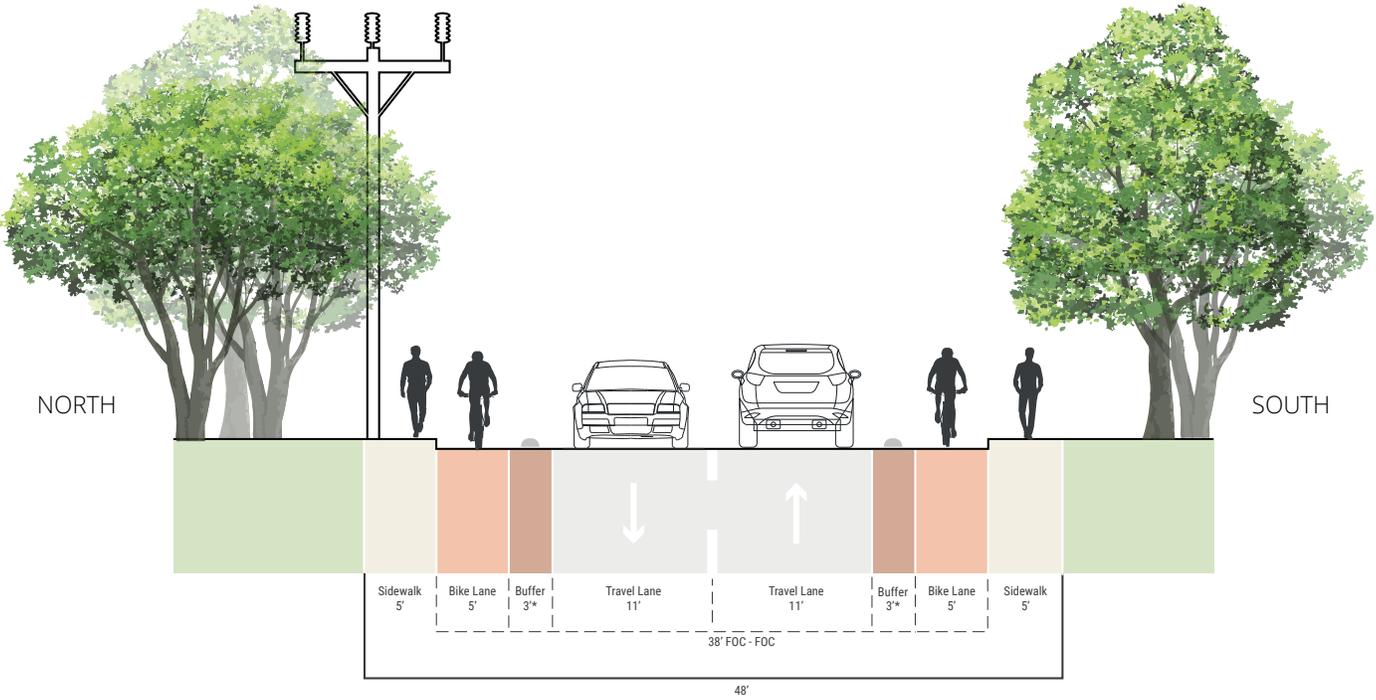


FIGURE 4.7: ALTERNATIVE 1 - 7TH STREET CROSS-SECTION, with bi-directional cycle facility on south side

Alternative 2 – This option features single-direction, buffered bike lanes on both sides of the roadway. The buffer increases cyclist comfort and safety, and discourages illegal standing or parking. As in the first option, utility pole incursions into the north sidewalk could also be addressed.



*Buffers proposed as longitudinal wheel stops

FIGURE 4.8: ALTERNATIVE 2 - 7TH STREET CROSS-SECTION, with buffered bike lane on both sides

Section 4.5: Strategy 2 - Promote Multimodal Transportation

W 3rd St and Chestnut St Cycle Facilities (UFP 2.3)

By connecting enhanced pedestrian and cyclist infrastructure on 7th St to similar new facilities on Chestnut St, the City can create an alternate low-stress route for adjacent neighborhoods to connect Broadway and Main St. As a complementary measure, also introducing enhanced facilities on 3rd St between Broadway and Chestnut St expands this system and provides safety and comfort for students and staff choosing to walk or cycle to Montezuma-Cortez Middle School.

A typical cross-section representing both Chestnut St and 3rd St is shown in Figure 4.9. Both roadways utilize a 38-foot curb-to-curb width; as with 7th St, both roadways also have a much wider right-of-way than is used by current facilities: 76-feet for Chestnut and 83' for 3rd. Acknowledging the political difficulties of significantly expanding the use of the existing right-of-way, the alternatives shown in Figures 4.10 and 4.11 use the same approach of removing parking in order to make room for dedicated cycle lanes. It would be preferable that these lanes were buffered to provide additional physical and psychological security as proposed for 7th St, and the right-of-way does provide sufficient room to do so. For easier near-term implementation, the figures shown are limited to existing back-of-curb to back-of-curb dimensions.



1. Existing Chestnut Street. (Image source: Google Earth)

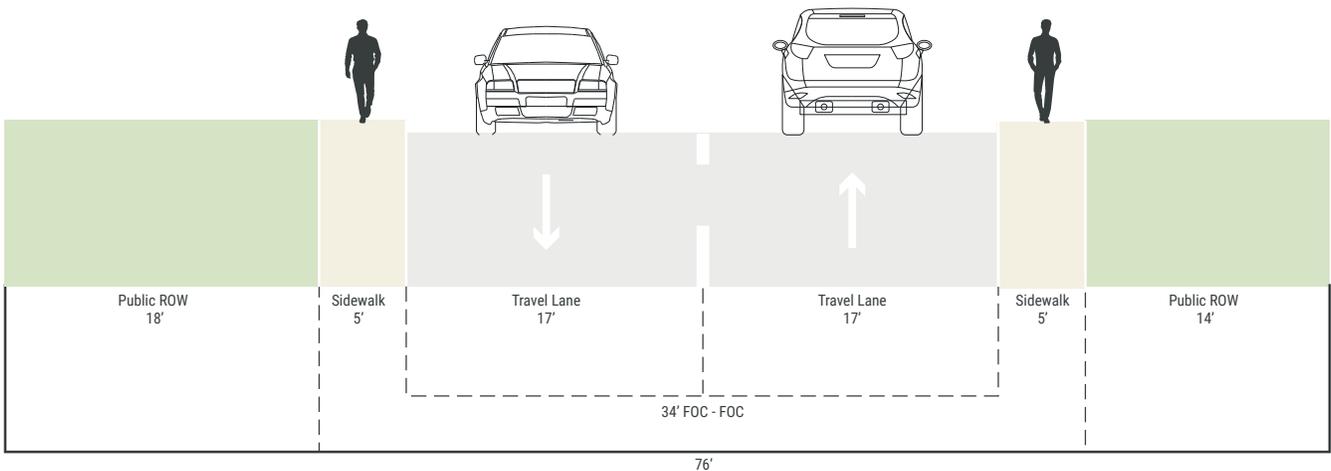
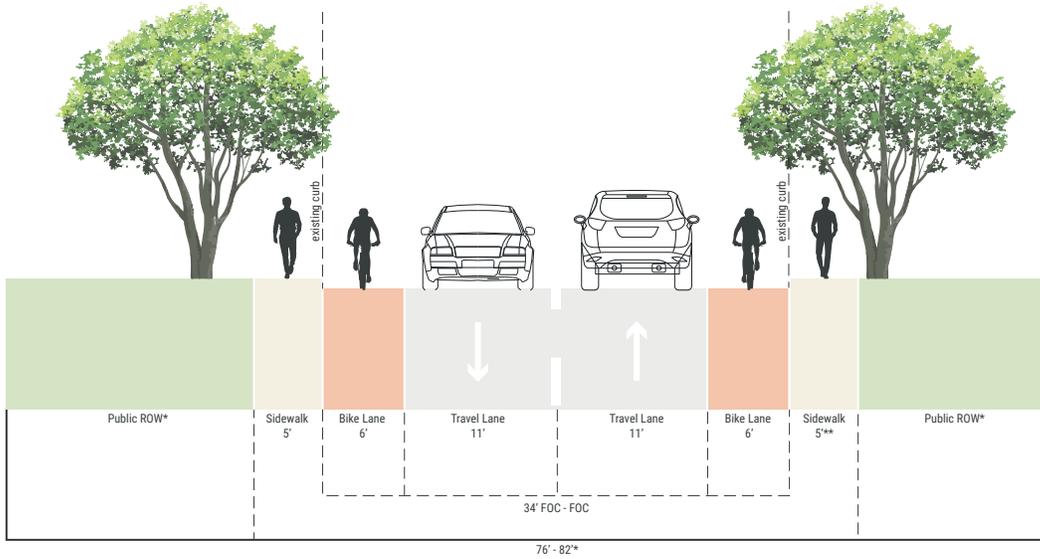


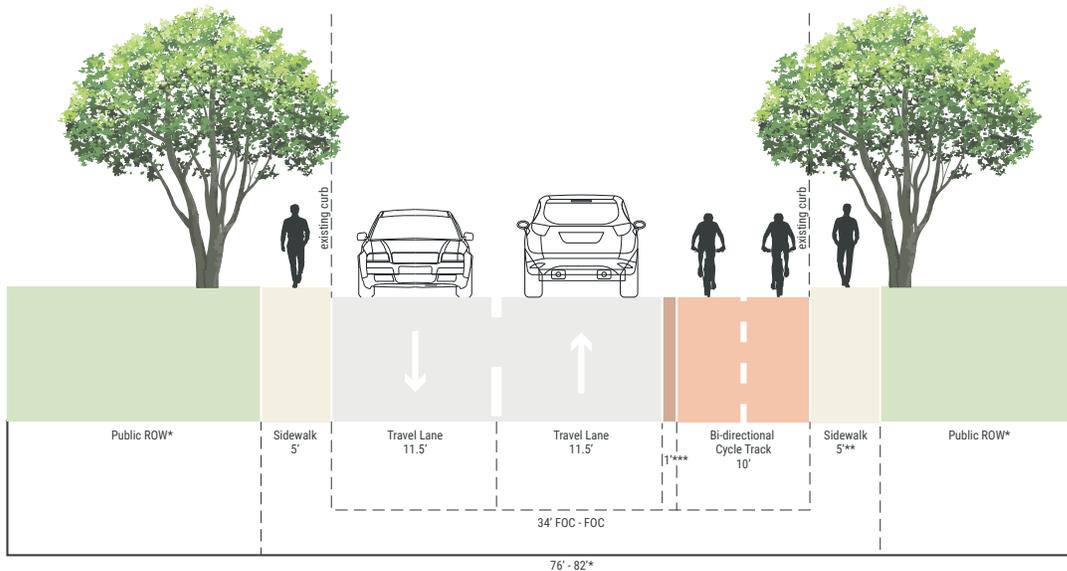
FIGURE 4.9: EXISTING CHESTNUT STREET / 3RD STREET CROSS-SECTION



*The same Face of Curb to Face of Curb applies to both 3rd and 7th Streets. Depending on existing conditions, the public right-of-way (ROW) could range in width from 76 feet to 82 feet.

**For both existing roadway widths, a 5' sidewalk is recommended to stay consistent if present and be proposed if not.

FIGURE 4.10: ALTERNATIVE 1 - CHESTNUT STREET / 3RD STREET CROSS-SECTION, Figure with bike lanes on both sides



*The same Face of Curb to Face of Curb applies to both 3rd and 7th Streets. Depending on existing conditions, the public right-of-way (ROW) could range in width from 76 feet to 82 feet.

**For both existing roadway widths, a 5' sidewalk is recommended to stay consistent if present and be proposed if not.

***buffer

FIGURE 4.11: ALTERNATIVE 2 - CHESTNUT STREET / 3RD STREET CROSS-SECTION, Figure with bi-directional cycle facility on one side

Section 4.5: Strategy 2 - Promote Multimodal Transportation

Trail Extensions

The existing Ridge Line & Foot Trail from Hawkins Preserve offers opportunity for enhanced pedestrian and bicycle connections to the Broadway Corridor. Minimal investment is needed to complete connections, and can provide visible, near-term benefits to circulation.

Ridge Line & Foot Trail Extension and Crossing (UFP 2.8)

The existing Ridge Line & Foot Trail provides a paved off-road connection from Hawkins Preserve to 7th St. The northern end of the trail, however, terminates in the Mesa Elementary School parking lot, with no formal connection to or visibility from the roadway. A small extension of the trail through the parking lot, coupled with a trailhead sign and marked crosswalk that could benefit future residents of the Mesa Verde Inn residential project, could provide significant enhancement to this existing asset. The extension could be as simple as striping and marking a bike path through the existing parking lot, or could be a more formal construction of an additional pathway behind the existing parking lot curb.



1. Example of bike path striping and color, as could be used to extend trail through Mesa Elementary parking lot. (Image source: Stantec)

McElmo Connection (UFP 2.7)

Creating a new paved trail connection between the existing Ridge Line & Foot Trail and the McElmo/Broadway intersection would provide alternate pedestrian and bicycle connection to the southern portion of the corridor. This segment could be added when that intersection is signalized, to discourage unsafe crossing during the present uncontrolled condition.

Hawkins Open Loop Signage & Wayfinding

In addition to the Ridge Line & Foot Trailhead signage recommended above, additional wayfinding signage to Hawkins Preserve and at key connection points to Broadway and Oak St would increase visibility of the trail system.



1. Example of paved trail. (Image source: Stantec); 2. Example of wayfinding signage. (Image source: Adobe Stock); 3. Example of trail and roadway intersection connection; similar marking would be anticipated on the McElmo Connection. (Image source: Stantec)

Section 4.5: Strategy 2 - Promote Multimodal Transportation

Residential Access

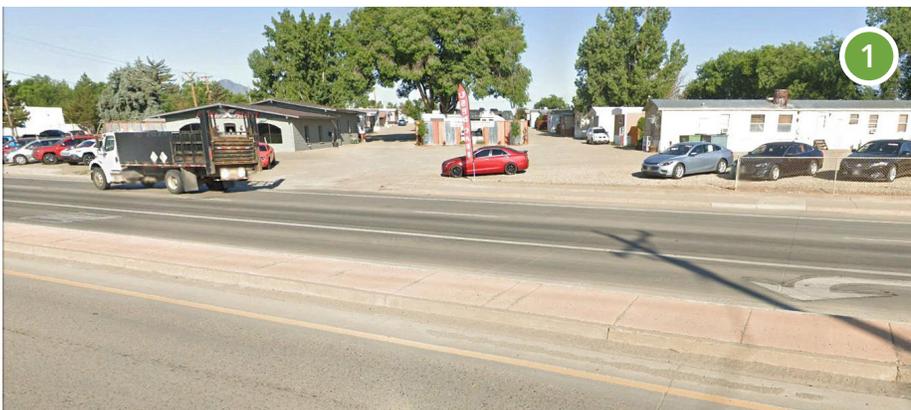
Safety was a top community concern for South Broadway and there is opportunity to enhance access to two mobile home communities. Residents of both communities can enter and exit only from a center-median segment of Broadway, which limits movements to right-in and right-out only; this condition creates a potential issue for both emergency services and resident safety.

Sikis Village Mobile Home Park (UFP 2.10)

This 58-home neighborhood is built on a private loop road with two entrances on Broadway. There is opportunity to create a rear entrance to the neighborhood via existing Stratton St and a new through-connection to the community's private extension of 4th Street. This new access would allow residents and service to enter and exit the neighborhood at the full movement (but unsignalized) intersection of Stratton Dr and South Broadway. This new roadway would require acquisition of a currently undeveloped parcel of private property.

7th Street Mobile Home Park (UFP 2.9)

This neighborhood includes approximately 20 mobile homes and a number of permanently parked recreational vehicles. Like Sikis, residents access their homes from two informally defined entry points on Broadway. Additional access could be provided via construction of a short, new segment of roadway going north from 7th St, at the western boundary of the parcel. This new roadway would allow access from the signalized 7th St intersection, and would require acquisition of a portion of a currently undeveloped parcel of private property.



1. The 7th Street Mobile Home Park's only access is two driveways off South Broadway and through Fuel Autos. Due to the center median, residents can only turn from or onto the southbound portion of the roadway. (Image source: Google Earth)

Section 4.5: Strategy 2 - Promote Multimodal Transportation

Multimodal Policies

South Broadway revitalization will be a long-term effort, and the City can promote incremental change through policies that will take effect as properties redevelop. These policies can address appropriate land uses, site design and even help the City position itself to evolve with changing multimodal best practices.

Curb Cut Consolidation

Driveways represent a significant source of potential conflict between pedestrians, cyclists, and motor vehicles. The majority of parcels abutting Broadway have no side street or alley access, and so must have driveways on Broadway itself. Curb conditions are very varied throughout the Focus Area, however, and many parcels have multiple driveways, over-wide driveways or both. As the corridor redevelops, driveways could be restricted in both width and number, to reduce potential conflict points and enhance pedestrian safety. Property owners will need an Access Management Plan/Study from CDOT for both driveway consolidation and parking location (listed below).



Drive-Thrus

Drive-thrus, often included with fast food restaurants and banks, are a hallmark of auto-oriented uses. City zoning could be adjusted to prohibit new drive-thrus to align land use with the desired pedestrianization of the corridor.



Parking Location

Similar to drive-thrus, front-of-house parking where large parking lots separate the street and adjacent businesses are another hallmark of an auto-oriented corridor. The parking lots are aesthetically unattractive and contribute to a 'wide open' feel to the street that makes pedestrians feel small and unprotected. City zoning could be updated to minimize front setbacks, bringing buildings to the edge of the street and locating parking behind the building, two significant changes that contribute to a more interesting streetscape and a human-scale street.



1. These over-wide and unnecessary double curb cuts at 708 S Broadway illustrate a condition where a single, appropriately sized entry point could reduce vehicular-pedestrian conflict; 2. Although not a preferred architectural style or building size, this structure at 806 S Broadway illustrates a setback that would be desirable to reduce the perceived scale of S Broadway (Image source, 1,2: Google Earth); 3. Example of how a moderate setback can be used for pedestrian-friendly use, like outdoor dining (Image source: Stantec).

Section 4.5: Strategy 2 - Promote Multimodal Transportation

Multimodal Policies *(continued)*

Bike Parking

Future streetscape enhancement projects could include bike parking as part of the behind-the-curb design. In addition, encouraging new development or renovations to include secure, interior bike parking for employees can promote a more bike-friendly environment for staff.



Electric Vehicle Charging Station

Electric vehicles are becoming increasingly common and Colorado's Electric Vehicle Plan (January 2018) shows Cortez on a CNG and EV priority corridor. To respond to these technological and policy changes, there will be a growing demand for reliable charging stations to service both residents and visitors. Since Broadway does not currently include on-street parking (see CDOT coordination recommendations, next paragraph) future streetscape projects could incorporate new electric vehicle charging stations into on-street parking stalls (or at least pre-wired for this new technology) on streets bisecting Broadway, or on Broadway itself if on-street parking is introduced in the future. Redevelopment projects could also consider including EV charging in their off-street parking count, as another potential way to attract patrons to the corridor. Coordination with Empire Electric Association will be required for expansion of the EV charging system.



1. Example of behind the curb bike parking. (Image source: Stantec); 2. Example of bike shelter. (Image source: Adobe Stock); 3. Example of Electric Vehicle Charging Station in parking lot. (Image source: Adobe Stock); Example of Electric Vehicle Charging Station along roadway parking. (Image source: Adobe Stock)

Speed Limit and CDOT Coordination

As a state facility, Broadway is subject to a different set of design and performance standards than other City-controlled roadways. Changes to elements of the curb-to-curb cross-section are under CDOT jurisdiction, and the City has opportunity to maintain an open dialogue with CDOT and monitor for changes in policy that could make community-benefiting changes possible, such as narrowed lane widths, removal of the center medians in favor of on-street parking such as roadway width, design of median. The AWP does not recommend any specific changes to the curb-to-curb cross-section of Broadway itself, but the City has opportunity to maintain an open dialogue with CDOT and remain proactive in exploring opportunities for improvements that could enhance both the functionality and safety of Broadway, while also benefiting the surrounding community. This could include advocating for flexible design standards, integrating more sustainable infrastructure, and pursuing any future policy changes that support a more pedestrian-friendly environment, improved public transit access, or better traffic flow management .

Speed Limit

A reduced speed limit could offer significant effects on public perception of corridor safety and on the severity of crashes. The ongoing safety study, part of the Safe Routes to School initiative, has warranted a speed change to 25 mph from 3rd to Maple Street. Adjacent signage and speed limits will be modified accordingly, with plans for installation in 2025. The City has the opportunity to continue monitoring volume and speed as the corridor redevelops, with the intent of identifying when enough change has taken place to potentially alter current traffic conditions.

Speed Enforcement

Vehicle speed is a factor of both roadway design and enforcement. While speed control through design is preferable, enforcement is a second defense. The City may coordinate with CDOT to identify an enforcement strategy, including which agency or agencies would be involved in enforcement, for Broadway to promote adherence to the posted speed limit.

CDOT Coordination

The City has opportunity to monitor changes to CDOT policy as well as regularly-scheduled maintenance activities to identify potential opportunities for roadway adjustments that could enhance pedestrian and cyclist safety. Narrowed drive lanes could reduce vehicle speeds and if approved could be done as part of a regular paving or re-striping project. More aggressively, removal of the medians and re-allocation of that roadway space for on-street parking could both contribute to slower speeds and promote redevelopment.

Street parking will reduce the need for off-street parking facilities, which are often expensive elements that consume substantial land area and subsequently reduce a property's redevelopment potential.

Motorists have been shown to drive faster when raised medians are present, due to a perceived 'protection' from oncoming traffic; conversely, vehicles tend to drive more slowly when side-of-road 'visual friction' is present, in the form of on-street parking and street trees.

Section 4.5:

Strategy 3 - Create a Sense of Community



Successful cities create a sense of place: a unique identity that residents take ownership and pride in and that visitors find compelling and want to experience. The South Broadway Corridor could offer an array of amenities to serve both groups, including convenient pedestrian and bicycle travel, space for outdoor dining and displays, and gathering places for casual and programmed activities and events.

Strategic Actions

Public Plaza / Parks

Provide multi-purpose community gathering space that the South Broadway neighborhood can reach on foot or via a short bike ride. Design the space to provide informal park space as well as small-scale public events.

Streetscape and Gateways

Enhance major gateways into South Broadway with landscaping, signage, art, and/or monumentation to define the space and welcome visitors to the district. Prioritize the right-of-way at South Broadway/McElmo St, and the segments of 7th and 4th Streets immediately east of the corridor.

Experiential Business Opportunities

Encourage and recruit businesses that provide entertainment and activities, potentially combined with retail or dining. Emphasize family-friendly activities that can provide repeat outings for local residents.

Aesthetic Enhancements

Adopt modest building and site design standards that promote quality architecture and a pedestrian-oriented character. Create a public art program. Create and enforce an ordinance to remove billboards within a certain time frame.

Section 4.5: Strategy 3 - Create a Sense of Community

Public Plaza / Parks

Community input identified a desire for a local gathering place that the community could 'call their own'. While Cortez is blessed with several excellent parks and dedicated recreational facilities – Veterans Park, Centennial Park, Hawkins Preserve, and Parque De Vida among them – the location and nature of these facilities do not provide the small neighborhood scale or proximity to the corridor that is desired.

7th Street Plaza – 7th Street Plaza and Park (UFP 3.2)

Due to the character and traffic volume of Broadway, it is optimal that a new park/plaza be close to but not directly on Broadway. An 'off-Broadway' location would allow residents on both sides of Broadway to enjoy the park, and for merchants to benefit from and participate in small-scale programming in it. There are several parcels on the north side of 7th St, as shown within Figure 4.12 below, and east of Broadway which are good candidate sites for a small park/plaza. A new amenity in this general location would offer significant benefit to future residents of the new residential node planned at the Mesa Verde Inn, and would act as an attractive terminus to the Ridge Line & Foot Trail. Acknowledging that a some of the land in this area is within floodplain, an appropriately designed park could also be a way to use property that would otherwise be difficult to develop. The City should initiate a community visioning exercise to identify programming, location and design of a future park. Design elements could include: community shelter, plaza space, lawn area, native/xeric landscaping, and public art.



A small park or plaza developed in this general area, phased with or after redevelopment of the Mesa Verde Inn, could serve both the South Broadway Corridor and the neighborhood. Location, size, and design of the park would be determined through a community/city process.

FIGURE 4.12: 7TH STREET PARK/PLAZA LOCATION OPTIONS

Section 4.5: Strategy 3 - Create a Sense of Community

Public Plaza / Parks

Gateway History Park (UFP 3.3)

There is an opportunity to utilize a portion of the corridor's catalytic gateway parcels to also set a green, cultural amenity at the City's southern boundary. A self-guided history park could be included as part of redevelopment efforts in this area and could be a public-private collaboration; the park could be privately or publicly owned/constructed, but should be publicly accessible. This park could be phased in tandem with development on the larger Parcel 1.1, to promote greater use and potentially be eligible for full or partial private funding. The project would also require partnership and support from the Ute Mountain Ute Tribe and the Montezuma Heritage Museum, ensuring that the historical and cultural significance of the region is respectfully represented and celebrated within the park's design and programming.



1. **Example of History Park landmark**, presenting both Native American and city heritage. For parks like this, structures and elements are often relocated from other sites, or are recreations of items typical of the era. (Image source: Stantec)

Section 4.5: Strategy 3 - Create a Sense of Community

Streetscape and Gateway

Streetscape enhancements could be a key strategy to achieve a cohesive South Broadway environment that is functional, attractive, and promotes multimodal transportation options. In tandem with the functional cyclist and pedestrian investments recommended in Strategy 1, Broadway and 7th St in particular could also be designated as enhanced streetscape corridors. Streetscape will need a defined maintenance plan, carried out by either the City or an appropriate entity like a Business Improvement District (BID).

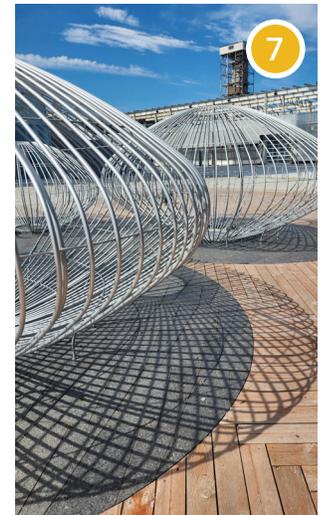
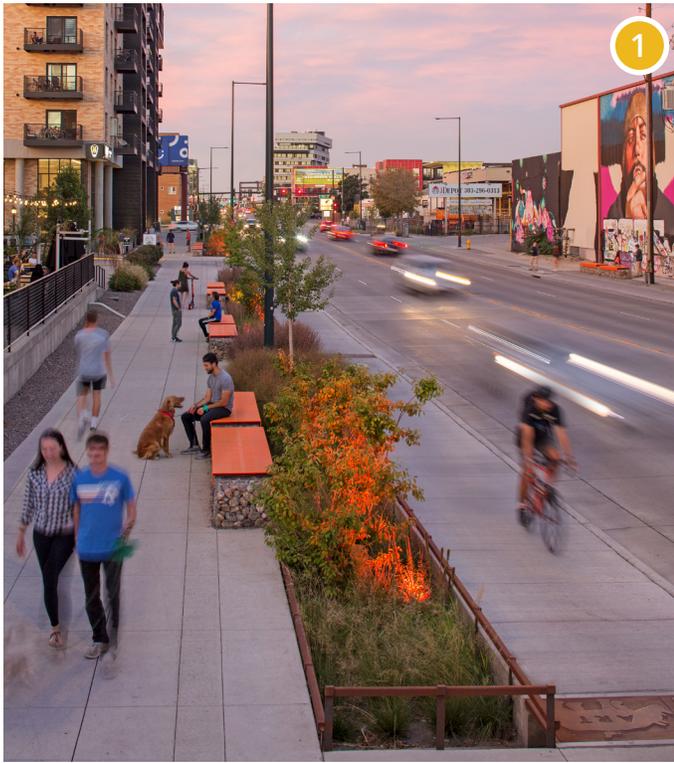
In addition, gateway features can define a geographic area and welcome travelers into the community. Ideally, these gateway features would follow similar design themes and contribute to an overall architectural character found along South Broadway. Gateway features could come in the form of monument signage, oversized art, sculptures, an obelisk, or even salvaged and repurposed agriculture equipment. In many communities throughout Colorado, iconic gateway features serve as important backdrops for tourism promotion and printed materials. Visitors sometimes promote a community by posting images on social media accounts, which could influence even more households to visit Cortez.

S Broadway Streetscape and Community Gateway

The pedestrian and cyclist enhancements recommended in Strategy 2 could be coupled with aesthetic upgrades. Additions of street trees, pedestrian-scale lighting, decorative planting, branded banners and public art are opportunities that could be included in back-of-curb designs. Upgrades could also include a new community gateway marker calibrated to Broadway's roadway width and travel speed; the existing Cortez gateway located on the east side of the street just south of McElmo is attractive but easy to miss. A more noticeable location would be the center median, but would be subject to CDOT coordination and highway standards. If this location is not possible, a more sizeable gateway monument at the present location could be considered. Vehicle speed is a factor of both roadway design and enforcement. While speed control through design is preferable, enforcement is a second defense. The City may coordinate with CDOT to identify an enforcement strategy, including which agency or agencies would be involved in enforcement, for Broadway to promote adherence to the posted speed limit.

7th and 3rd St Streetscape (UFP 3.5 & 3.6)

3rd and 7th Streets offer an opportunity to extend the energy and urban design enhancements of the South Broadway corridor into adjacent neighborhoods. Smaller in scale than South Broadway enhancements, but still paired with pedestrian/bike upgrades, these streetscape investments would be limited to the non-residential segments of the roadway, from Pine St to Broadway on 3rd, and from Cedar St to Broadway on 7th. Street parking will reduce the need for off-street parking facilities, which are often expensive elements that consume substantial land area and subsequently reduce a property's redevelopment potential.



Examples of streetscape and streetscape elements:
 1. enhanced streetscape on a 4-lane roadway, with separate cycle and pedestrian facilities; 2. Street name signage with neighborhood branding; 3. bike counter, a possible streetscape element; 4. neighborhood branding on light pole; 5. street trees, a critical part of streetscape that provides shade and a buffer from traffic; 6. signage as part of streetscape; 7. large-scale public art that can be viewed at higher speeds. (All images: Stantec)

Section 4.5: Strategy 3 - Create a Sense of Community

Experiential Business Opportunities

Experiential businesses are those that offer an activity, often but not always combined with shopping or dining. Examples include 'Paint and Sip' studios where participants enjoy a glass of wine while taking a painting class, and restaurant-game facilities that combine activities like arcades or pickleball with a full-service restaurant. Both the Project Working Group and the community survey identified a strong desire for more 'things to do,' particularly family-friendly and after-school activities. This type of business represents a niche that is largely absent in Cortez and could cluster on South Broadway without competing with existing Main Street businesses. These additions to South Broadway could also begin to extend the hours of activity on Broadway and bring a more people-focused feel.

The City of Cortez currently lacks a strong branding identity, including for its downtown area. Branding the South Broadway corridor should be part of a broader effort to develop a unified brand for the entire city. This process should involve key local partners, such as the South Broadway District, Cortez Retail Enhancement Association, Cortez Chamber of Commerce, City Parks & Recreation Department, and City Economic Development Department. It's essential that community input and collaboration remain central to branding initiatives, ensuring the development of a cohesive and appealing identity for Cortez as a whole.

Custom Built Experiences

Larger-scale experiences may require custom-built facilities, larger parcels or both. In some cases, these types of activities are good candidates for adaptive reuse of existing buildings that are largely shells, such as old warehouses or abandoned grocery stores. Food halls, laser tag, and indoor rock climbing are all examples of experience-based businesses with the potential for a complementary retail component.

Storefront Experiences

Small scale experiences could be businesses designed for a specific activity, such as a community woodworking studio that provides equipment and materials with the option to take project-specific classes or come and work on your own project. Alternately, storefront experiences could be a regular retail store that offers classes, workshops, and similar events, whether repeating or a variety of one-time selections. A yarn store that offers knitting clubs or courses is an example of repeating classes, while an art supply store offering a catalog of classes might lean more toward rotating, single-time events.



1



2



3



4



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6

Examples of experiential businesses: 1. Some businesses may be more likely to build their facilities, such as a pickleball/restaurant concept; 2, 3, 4. Other options - like indoor go-karts, axe-throwing or laser tag - may be able to repurpose large industrial or warehouse spaces more easily; 5, 6. Still other uses may be able to move into existing retail or storefront type spaces; cooking schools or paint-your-own pottery studios are examples. (Image source: Adobe Stock)

Section 4.5: Strategy 3 - Create a Sense of Community

Aesthetic Enhancements

Architectural and urban design are keys to creating a space that feels good and that people want to occupy. Early public investment can also signal to private capital that the City is serious about revitalization, and help in attracting the type of redevelopment that the community wishes to see.

Design Standards

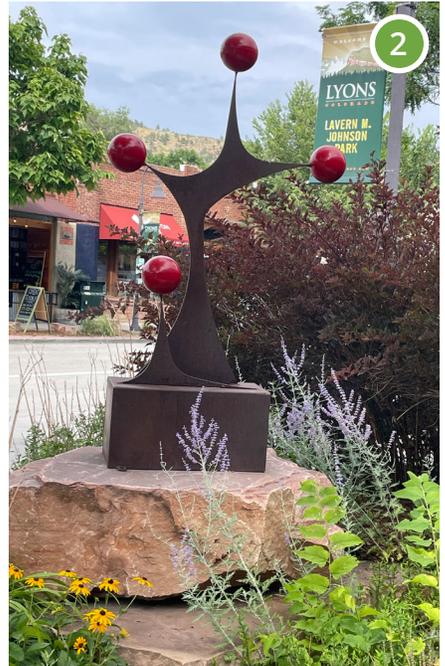
Through the engagement activities, participants expressed a strong desire to create a distinctive South Broadway environment with quality site design and architectural character. There is opportunity for the City to develop a Design Manual (or other equivalent) that provides more detail and graphic representation of required design elements. This manual would allow the City to better communicate its design expectations and promote more predictability relating to future development/adaptive reuse projects. The manual has opportunity to address the following elements: architectural style – including allowable materials, minimum window/glazing coverage, building massing, and site amenities – as well as streetscape elements including sidewalk construction, curbing, paving, and landscaping. Streetscape standards may include or reference improvements proposed in Strategy 2 of this AWP.

Billboards

The billboards on the east side of Broadway, south of McElmo, were specifically called out by survey respondents as an eyesore that detracts from community image. City staff indicated that policies were put in place to remove the signs, but enforcement was lax. The City could renew efforts to remove these billboards. Removal could identify a specific time frame, rather than signage condition; compensation to the billboard owner(s) may need to be considered.

Public Art

Public art offers a valuable tool to add visual interest and local identity to the corridor. Public art may be included as a component of streetscape enhancements, could be introduced as a corridor program such as an annual Mural Painting Festival overseen by a Business Improvement District, or could be installed on private property.



Examples of public art: 1. as part of a utility box; 2. as a sculpture. (All images: Stantec)



1



2



3



4



5

Examples of public art: 1, 2. murals. 2. small-scale, 'do it yourself' public art integrated into landscaping.; 3, 4. large-scale public art meant to be viewed at roadway speeds; these larger types of work would be good candidates for South Broadway, either as permanent or long-term temporary uses. (All images: Stantec)

Section 4.5:

Strategy 4 - Brand and Market the Corridor



Successful districts – whether business, retail, entertainment or a combination of all three - include continuous marketing and promotional activities that entice people to visit and patronize those areas. They also employ strategies to promote the area to prospective businesses and developer entities to entice investment, and pursue opportunities to activate empty lots or buildings with temporary or interim uses until they are repurposed or redeveloped, adding to the destinations and activities a district has to offer. These marketing activities can be undertaken by the District itself, or integrated into a larger Citywide or regional strategy that promotes the entire community and helps patrons and investors zero in on the district, neighborhood or property that matches their needs.

The fourth revitalization strategy focuses on implementing well-coordinated marketing and property activation initiatives from both the City and community stakeholders. These actions will help South Broadway flourish as a successful mixed-use district. Relevant marketing and activation activities include hosting community events and creating or upholding community traditions, the creation of a South Broadway business association or similar entity, South Broadway branding and promotion, creating a wayfinding/signage program, and creating a recruitment plan to attract investment.

Strategic Actions

Community Events and Traditions

Partner with local and regional businesses, organizations, and community groups to host community events and traditions throughout the year along South Broadway. Identify locations, venues, and properties that are most conducive for each event. Create and employ promotional strategies to effectively advertise the events. Coordinate with local businesses so they benefit from the increased customer activities.

Business Association

Support the creation and management of a formal Business Association (or similar organization) for the South Broadway corridor. Create and maintain an active membership comprised of business owners, property owners, residents, economic development entities, community organizations, and governmental partners. Establish funding resources. Support the association in developing annual work plans for strategic initiatives, programs, and events.

Branding and Promotion

Develop a formal brand for the South Broadway corridor including a tag line, logo, and marketing material. Support the development and implementation of a district promotion plan.

Identity and Wayfinding Signage Program

Develop a wayfinding signage program for South Broadway. Develop signage that directs travelers to major destinations, civic uses, parking, and community gathering spaces on and off the corridor. Create an iconic entry signage element at the City boundary south of McElmo St (see Strategy 3 for more about gateways). Develop a maintenance program for the signage features.

Interim Uses / Temporary Installations

Identify potential interim/temporary uses to activate vacant and underutilized buildings and properties until they are redeveloped/reused for permanent tenants. Identify individuals/ community organizations to sponsor each interim use.

Section 4.5: Strategy 4 - Brand and Market the Corridor

Community Events and Traditions

Regularly scheduled, annual events create memorable traditions that help define a South Broadway's character and bring repeated customer activity that benefits area businesses. There is opportunity for both the City and community stakeholders such as a new business association or the existing Chamber of Commerce to hold a variety of annual events along the corridor. These events might be targeting and local community or at visiting tourists – or both – and could be held in new gathering spaces as described in Strategy 3 or as interim uses on parcels that have not yet been redeveloped, as described in the pages that follow.

Annual events could include pop-up markets, small concerts, seasonal festivals, or charity efforts. Volunteer days could be another type of annual activity, and could include trash cleanup, landscape installation or maintenance, and façade painting; due to the highway designation of Broadway and related vehicle speeds, these activities would be limited to properties adjacent to the roadway rather than roadway itself.

The objective of both types of activities – events and volunteer days - is to welcome residents and visitors into the South Broadway corridor for a specific purpose and create additional opportunities for local businesses to market themselves to a critical mass of people.

Over time, South Broadway could have the opportunity to experience increased investment and business activity. It will be important to coordinate community events with South Broadway business owners so they can adjust their operating hours and staff needs to coincide with the influx of potential customers. Events and traditions help build collaboration and togetherness amongst City residents, creating a stronger connection to a place.



Examples of community events: 1. farmers' market (Image source: Adobe Stock); 2. summer concert. (Image source: Stantec)

Business Association

South Broadway is home to a variety of businesses of varying scales and with different target clientele. While the City is tasked with development permitting and long-range planning, and CDOT with street maintenance, community members could be effective stewards of other corridor elements behind the curbs and on private property.

Creation of a formal business association or similar entity composed of South Broadway business and property owners could be tasked with implementing strategic community initiatives and managing small-scale maintenance activities that support commerce and district vitality. Additionally, the association could assist the City and Chamber of Commerce (or the entity(s) charged with the task) with business and developer recruitment activities. The association could also partner with owners of designated catalyst sites, and ensure that recruitment activities are also aligned with regional and state economic initiatives.

The association could have opportunity to focus on business growth and retention by serving as a support network for enterprises located along South Broadway. This new association could be of particular value to entrepreneurs who would benefit from start-up advice generally, as well as insight into the South Broadway area in particular.

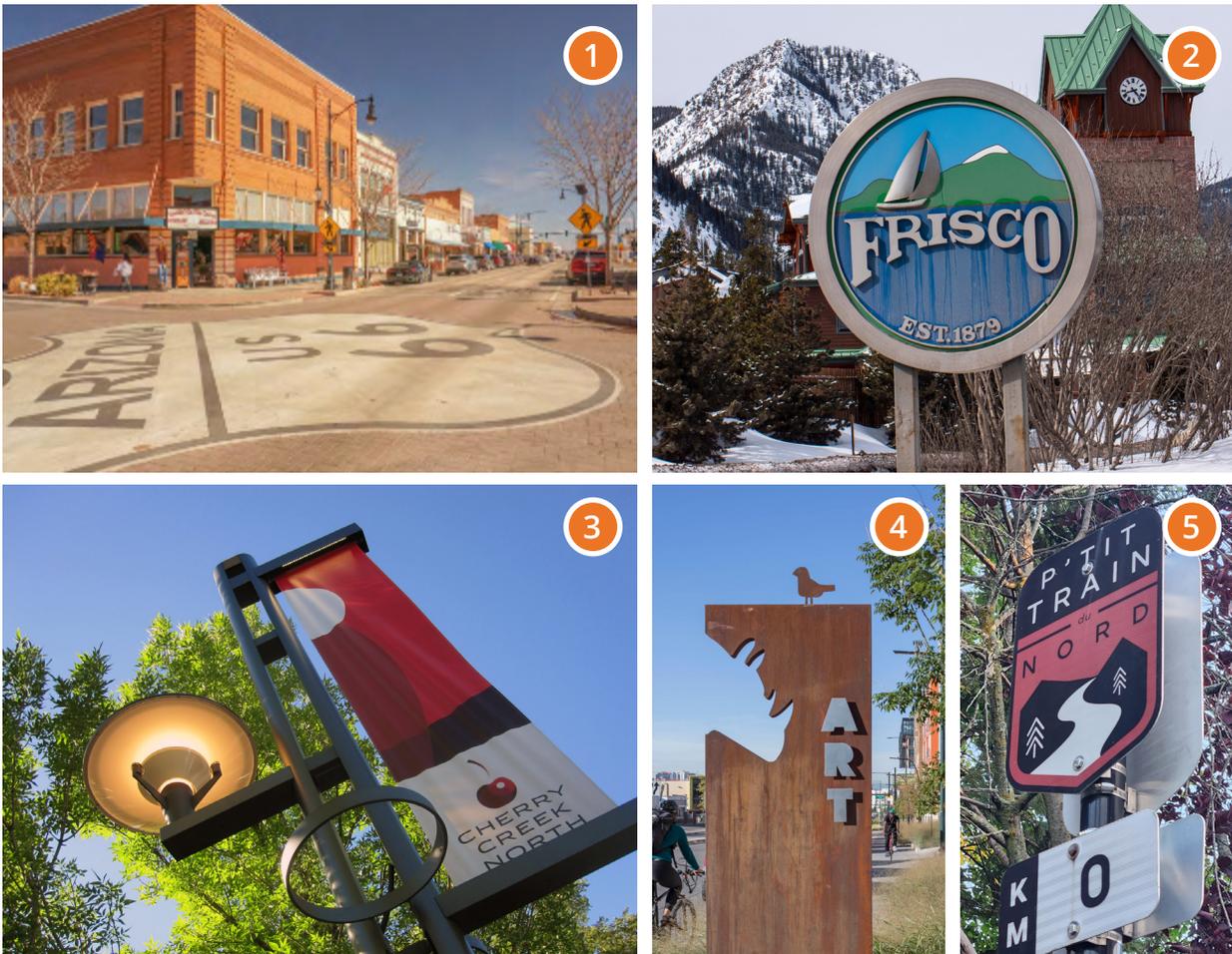
An effective association would create annual work plans outlining the initiatives, events, promotion methods, and priorities for each year. The association would include a formal membership, conduct regular meetings, establish a continual income stream to fund operations/strategic initiatives, and maintain a federal nonprofit status (e.g., 501.C.3 federal tax status). Notably, a South Broadway Business Association would not replace or duplicate the functions of the City; it would unite local merchants and property owners to implement strategic initiatives that benefit the district.

Section 4.5: Strategy 4 - Brand and Market the Corridor

Branding and Promotion

South Broadway could benefit from the creation of a formal district “brand” that builds upon the community’s vision and markets the area to residents, visitors and potential developers. Acknowledging that the community vision for South Broadway is one of transformation – that there is a significant gap between current conditions and desired future character – the brand would be aspirational and represent a way for the community to communicate intent and commitment. There is opportunity for the future business association identified in the preceding recommendation to adopt a formal brand for that is expressed through a logo, area banners, promotional items, and community events.

Branding elements might reference specific elements of Cortez’s unique culture and location, such as local agriculture or the community’s strong arts presence, or build a new brand from scratch. A write-in question on the community survey polled respondents for suggestions regarding a potential South Broadway branding, and most responses clustered around the following themes: recreation, adventure and outdoor activities; history, culture and the Mesa Verde culture; southwest theming; local gateway.



Examples of branding at different scales: 1. region; 2. city; 3, 4. district; 5. trail. (All images: Stantec)

Identity and Wayfinding Signage Program

A comprehensive identity and wayfinding program would help visitors and residents connect to destinations within the South Broadway corridor. It could also connect the corridor to the adjacent neighborhoods and the assets in them, such as the treasured Hawkins Preserve.

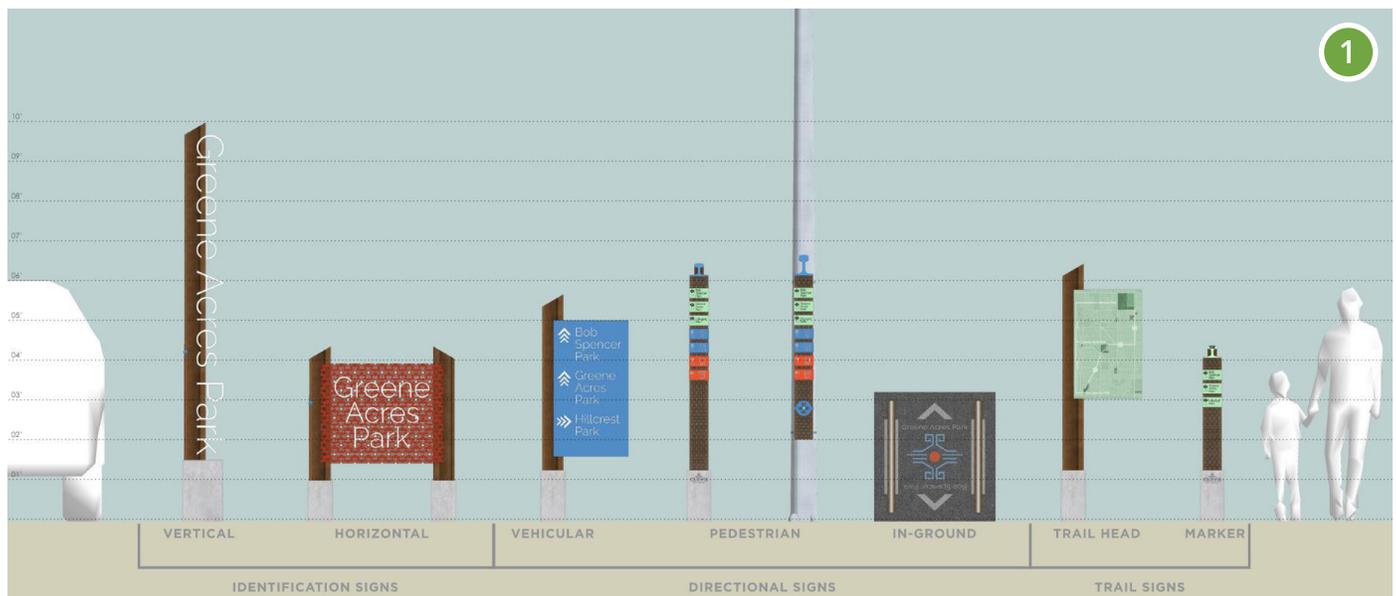
Audience

Signage could include a complete ‘family’ of signs, with size and messaging calibrated to specific modes of travel. Signs for pedestrians and cyclists are typically smaller in scale and font than signage intended for motorists, and will have signs at more frequent intervals in recognition of the slower travel speed of these modes. Signage for motorists moving at highway speed is similarly different in size and placement than signage on local streets. Signage could also endeavor to avoid ‘sign clutter’ – to the greatest degree possible, and pole-mounted signage could share poles.

To clearly communicate access routes to a variety of users, the signage could include English as well as icons/graphic depictions for individuals that cannot read, or those who speak other languages. The community may wish to consider bi-lingual signs that include both English and Spanish.

Content

With a limited amount of messaging space available, attempting to regulate which businesses receive a message on directional signage is very difficult. Instead, signage could focus on directing people to districts and destinations, rather than specific businesses. Signs for connections to Main Street Shopping District, Cortez Middle School, Hawkins Preserve area are all appropriate.



1. **Example of a signage family**, with signs calibrated to location and intended audience; all signs share common color palette, font and branding. (image source: Stantec)

Interim Uses / Temporary Installations

The majority of catalyst and priority properties along the South Broadway Corridor represent opportunities for complete redevelopment; there are few buildings that are good reuse candidates simply in need of remodeling or re-tenanting. As such, interim uses have opportunity to focus on ‘outdoor’ uses, such as those that can add value to the community either visually or for events and programming. Art installations, food trucks, demonstration gardens are all examples of interim uses that could work in this corridor.

Interim uses could be considered a near term strategy and recognize that the corridor as it exists today is auto-oriented and is unlikely to experience significant near-term pedestrianization. Any interim uses focused on aesthetics enhancements, such as art installations, could be focused on a scale that can be appreciated from the distance and speed of motor vehicles traveling through the corridor. Activity-focused interim uses, such as food trucks or events, do not need to be limited by this consideration. Special attention could be paid to ensuring that these uses are not cannibalizing existing programming or uses along nearby Main Street, or other parts of Cortez.



Examples of interim uses: 1. community event, and 2. food truck. (Image Source: Adobe Stock)



CHAPTER 5

Implementation & Action Plan

Section 5.1:

Implementation and Action Plan Matrix

The City of Cortez and its stakeholder partners must have an action plan in place to advance the corridor vision laid out in this Area Wide Plan. The Action Plan Matrix is organized to parallel the Revitalization Strategies and Actions discussed in Chapter 5. These recommendations should be considered flexible and evolving, and the City should be prepared to act on catalytic opportunities as they arise, even if listed here for a later phase or not listed at all. Refer to Table 5.A below for the Implementation and Action Plan Matrix.

Table 5.A. - Action Plan Matrix				
Strategic Actions	Elements		Phasing	
	UFP #	Name	Near Term (1-5 years)	Long Term (5+ years)
Strategy 1: Revitalize Properties				
Catalyst Site Designation	1.1	Gateway Parcels	X	
	1.2	Johnson Building	X	
	1.10	Johnson Bookend	X	
	1.6	Experiential Business		X
Adaptive Reuse	1.13	Mesa Verde Inn	X	
	1.7	333 S Broadway		X
	1.8	325 S Broadway		X
Urban Infill	1.3, 1.9	Flex Sites	X	X
	1.4	Maker / Storefront	X	
	1.5, 1.11, 1.12	Commercial Intensification		X
	1.14	Old Sonic Restaurant	X	
Zoning Refinements	N/a	Rezone and Overlay Options	X	X
	N/a	Supportive Land Uses	X	X
Environmental Site Assessment and Remediation	N/a	Environmental Assessments	X	
	N/a	Incentives	X	X

Lead Entity and Partners		Resources Required
City - Community and Economic Development Property Owners Council P&Z Commission	Staff Resources Private and Public Funding Professional Design Services	
City - Community and Economic Development Property Owners Chamber of Commerce / BA P&Z Commission	Staff Resources Private and Public Funding Professional Design Services	
City - Community and Economic Development Property Owners Chamber of Commerce / BA P&Z Commission	Staff Resources Private and Public Funding Professional Design Services	
City - Community and Economic Development P&Z Commission, Council Property Owners US Environmental Protection Agency (EPA)	Staff Resources Grant Funding Professional Environmental Services	

Section 5.1: Implementation and Action Plan Matrix

Table 5.A. - Action Plan Matrix				
Strategic Actions	Elements		Phasing	
	UFP #	Name	Near Term (1-5 years)	Long Term (5+ years)
Strategy 2: Promote Multimodal Transportation				
Intersection Signalization	2.1, 2.2	Broadway & 7th St (mark crosswalk)	X	
	2.11	Broadway & McElmo St (signal)	X	
	2.13	Broadway & 3rd St (signal)		X
	2.14	Marked crosswalk to 7th St park		X
Pedestrian and Cyclist Infrastructure	2.1, 2.2	Broadway improvements	X	
	2.4	7th St Cycleway / S Chestnut St Cycleway	X	
	2.3	3rd St Cycleway		X
	2.5	Oak St cycle facilities		X
	2.6	Pedestrian bridge to Heritage Park		X
Trail Extensions	2.8	Ridge Line & Foot Trail Extension and Crossing	X	
	2.7	McElmo Connection	X	
	N/a	Hawkins Open Loop Signage & Wayfinding		X
Residential Access	2.10	Sikis Village Mobile Home Park	X	
	2.9	7th Street Mobile Home Park	X	
Multimodal Policies	N/a	Curb Cut Consolidation	X	X
	N/a	Drive-Thrus	X	X
	N/a	Parking Location	X	X
	N/a	Bike Parking	X	X
	N/a	Electric Vehicle Charging Station	X	
Speed Control and CDOT Coordination	N/a	Speed Limit	X	
	N/a	Speed Enforcement	X	
	N/a	CDOT Coordination		X

Lead Entity and Partners	Resources Required
CDOT City - Public Works	Staff Resources Signal Warrant Analysis Professional Engineering Services
City - Public Works City - Community and Economic Development CDOT	Staff Resources Feasibility Studies Professional Engineering Services Public Funding Grant Funding
City - Public Works, Community & Economic Dev, Parks Cortez Cultural Center Inc (Hawkins Preserve) CDOT Montezuma County; Montezuma-Cortez School District (Mesa Elementary)	Staff Resources Public Funding Professional Engineering Services
City - Public Works, Community & Economic Dev Council Legal P&Z Commission	Staff Resources ROW acquisition Professional Engineering Services
City - Public Works, Community & Economic Dev P&Z Commission Council Property Owners	Staff Resources Grant Funding (EV Charging)
CDOT City Police County Sheriff	Staff Resources Speed Study

Section 5.1: Implementation and Action Plan Matrix

Table 5.A. - Action Plan Matrix

Strategic Actions	Elements		Phasing	
	UFP #	Name	Near Term (1-5 years)	Long Term (5+ years)
Strategy 3: Create a Sense of Community				
Public Plaza / Parks	3.2	7th Street Plaza and Park	X	
	3.3	Gateway History Park		X
Streetscape and Gateways	3.1	Broadway Streetscape	X	X
	3.5, 3.6	7th and 3rd St Streetscape	X	X
Experiential Business	N/a	Custom Built Experiences	X	X
	N/a	Storefront Experiences	X	X
Aesthetic Enhancements	N/a	Design Standards	X	
	N/a	Public Art	X	X
	N/a	Billboards	X	
Strategy 4: Market and Brand the Corridor				
Community Events and Traditions	N/a		X	X
Business Association (BA)	N/a		X	
Branding and Promotion	N/a		X	
Identity and Wayfinding Program	N/a		X	X
Interim Uses / Temporary Installations	N/a		X	

Lead Entity and Partners	Resources Required
City - Public Works, Community & Economic Dev, Parks Legal Montezuma County Historical Society Montezuma Heritage Museum / History Colorado Council, P&Z Commission	Property Acquisition / Easement Professional Design Services Long-term maintenance Public Funding, Grants
City - Public Works, Community & Economic Dev, Parks Property Owners	Staff Resources Professional Design Services; Public Funding; Grants
City - Community & Economic Dev Property Owners Council, P&Z Commission	Staff Resources Private Funding
City - Community and Economic Development, P&Z Commission Community Organizations, Artists Property Owners; Chamber of Commerce / BA	Staff Resources
City - Community and Economic Development, Parks Community Organizations Mesa Verde Country Chamber of Commerce / BA	Staff Resources Local Funding
City Local business owners	Staff Resources Private Volunteers
City - Community and Economic Development Council Mesa Verde Country Chamber of Commerce / BA	Staff Resources Budget Allocation
City - Community and Economic Development Council Mesa Verde Country Chamber of Commerce / BA	Staff Resources Budget Allocation Designer/Fabricator
City - Community and Economic Development Community Organizations Property Owners Chamber of Commerce / BA	Staff Resources

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APPENDIX A

EXISTING POLICY

Section A.1:

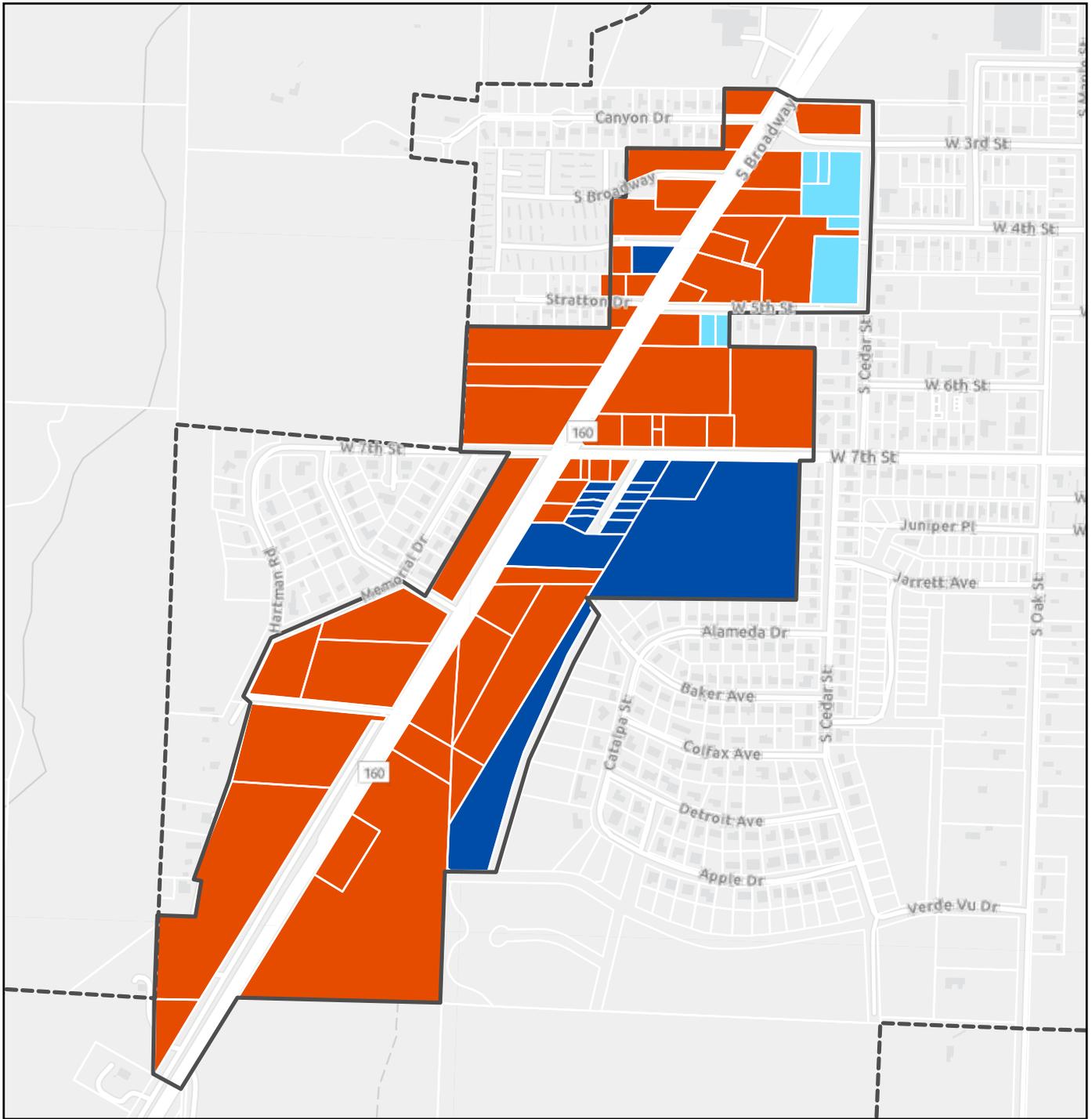
Zoning and Development Standards

Properties within the City limits are subject to the requirements and standards outlined in the City of Cortez Municipal Code Chapter 3 – Zoning District Regulations (the “Code”). The code lists the land uses allowance (whether permitted, allowed under a conditional use permit, or prohibited), and the associated development standards. In summary, zoning standards highlight that the City of Cortez, or more specifically the AWP Focus Area, is primarily located in a commercial zoning district which accommodates a wide variety of commercial activities. The majority of the Focus Area is coined as “General Commercial District” and abuts residential single and multi-family zoning. This zoning allows for a broad range of commercial land uses within the Focus Area and is supportive of creating a vibrant economic environment that benefits both the surrounding community and local businesses. It encourages development that is compatible with surrounding residential areas, promoting accessibility and convenience for residents. The following subsections provide additional detail on the development/land use allowances and limitations in the Focus Area.

A.1.1: Zoning Districts

Properties in the AWP Focus Area fall under three zoning districts: General Commercial District (C), Residential Single-Family District (R-1), and Residential Multi-Family District (R-2). Most of the AWP Focus Area is General Commercial District, with a few parcels to the east and west of South Broadway zoned as either Residential Single-Family District (R-1) or Residential Multi-Family District (R-2). Figure A.1 depicts the City’s zoning map. The following lists the Code’s description of these districts.

- General Commercial District (C): the General Commercial District (C) is established to accommodate a wide variety of commercial activities, to make the City’s core district a more attractive and energetic place to live, work and shop, to separate pedestrian oriented development from automobile dependent activities, and to enhance the economic development of the City.
- Residential Single-family District (R-1): the Residential Single-Family District (R-1) is intended for a moderate density of detached and limited attached single-family uses on individual lots.
- Residential Multi-family District (R-2): the Residential Multi-Family District (R-2) is intended for a mix of single-family detached dwellings, single-family attached dwellings, and multi-family dwellings.



Legend

- Cortez City Limits
- Focus Area
- Parcels

Zoning

- General Commercial District (C)
- Residential Single-Family (R-1)
- Residential Multi-Family (R-2)



FIGURE A.1: ZONING MAP

A.1.2: Development Land Use Standards

Table A.1. summarizes the dimensional standards (e.g., setbacks, height), permitted/conditional uses, and parking requirements for each zone within the Focus Area as found in Section 3.03 and 3.04 of the City of Cortez Land Use Code. The General Commercial District (C), which encompasses most of the Cortez Area Wide Plan core, is designed to support a variety of development. This zone facilitates higher-density mixed-use commercial spaces, enabling small to medium-sized retail establishments like convenience stores, cafes, and specialty shops to thrive. It also accommodates offices, co-working spaces, and service-oriented businesses. Additionally, the zone promotes developments that integrate residential units with commercial spaces on the ground floor, fostering a live-work-play environment.

Table A.1. Development Land Use Standards by District¹

	<i>AWP Focus Area Zone Districts</i>		
	C	R-1	R-2
Minimum lot area (sq. ft.)	4,000 sf for single-family detached dwellings 3,000 sf for nonresidential uses	6,000 sf	4,000 sf for single family detached dwelling unit
Residential density (units/acre)	16 units/acre	-	16 units/acre for all dwellings, except for single family detached ²
Min. front yard setback (ft.)	10'	15" - 20' to garage ³	15" - 20' to garage ³
Min. side yard setback – interior lot (ft.)	-	5'	5' - 10' for multi family dwellings
Min. side yard setback – corner lot (ft.)	-	15'	15'
Min. side yard setback (ft.)	0' - 5' for stand-alone Residential uses	-	
Min. rear yard setback (ft.)	7' - 10' for stand-alone Residential uses	7'	7'
Max. lot coverage (%)	80%	60%	60% for single family detached dwellings 80% for all other uses
Max. height (ft.)	50'	35'	45'
Min. lot width (ft.)	-	50'	50' (per development)

¹Additional standards may apply, per section 5.08 Natural Resource Protections of City of Cortez Land Use Code.

²Where deed restricted, affordable and/or workforce housing units are provided for more than 10% of the total dwelling unit count in the R2 Zone District, the maximum density can be increased by 20%.

³Front setback averaging may be used if the existing front setbacks of adjacent lots on a block face are less than the required front setback of the underlying Zone District. In such cases, the new development may establish a setback that represents the mean (average) setback of all lots on the same side of the street within the same block, excluding lots that are not developed with the same type of use that is proposed on the subject property. Vacant lots shall use the setback dimension required by the Zone District in calculating the average setback. This provision shall not be interpreted as requiring a greater front setback than imposed by the underlying Zone District. Responsibility for demonstrating eligibility for an "average setback" pursuant to this Subsection shall be the sole responsibility of the applicant.

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Land Use Allowances - Table A.2 presents the allowable land uses for each land use/zoning district applicable to the AWP Focus Area. Uses identified with a "P" are permitted within the particular zoning district listed, subject to compliance with any applicable conditions and all other provisions of the Code. Uses identified in a column with a "C" are permitted within the zoning district listed only upon approval of a conditional use permit by the City Council in accordance with the procedures and standards of Section 6.10 of the City of Cortez Land Use Code. Uses identified in a column with a "T" are permitted within the particular zoning district listed only upon approval of a temporary use permit in accordance with the procedures and standards of Section 3.06 of the City of Cortez Land Use code. Uses not identified with a "P," "C" or "T" are not allowed within the district listed unless otherwise expressly permitted in the City of Cortez Land Use Code.

Summary of Key Zones:

The C District covers most of the Cortez AWP core and allows for a variety of land uses. The C district is characterized by a diverse range of permitted and conditional land uses aimed at promoting residential, commercial, and light industrial activities. Key findings indicate that single-family dwellings are permitted under conditional use, alongside accessory dwelling units (ADUs) which are permitted. The zoning also accommodates various retail and personal service establishments, including banks, restaurants, convenience stores, and grocery stores, all of which are allowed as permitted uses.

For community and civic engagement, institutions such as civic space, essential services medical clinics, and schools are categorized as permitted uses, and home-based care being conditional uses. This reflects the district's intent to support community needs while managing residential impact. Transportation-related uses are well-supported, with transit stations and parking lots permitted, facilitating accessibility.

On the commercial front, the district allows for a variety of businesses, including micro-breweries and shopping centers, enhancing the local economy. However, more intensive industrial uses are largely classified as conditional, indicating a need for oversight to mitigate potential impacts. Overall, the C zoning district is designed to foster a vibrant mix of residential, commercial, and community uses, while maintaining a balance that protects the quality of life for residents.

Table A.2. Allowable Land Uses			
Uses identified in a particular district column with a "P" shall be permitted in such district, subject to compliance with any applicable conditions and all other provisions of the Code. / Uses identified in a particular district column with a "C" shall be permitted in such district only upon approval of a conditional use permit by the City Council in accordance with the procedures and standards of Section 6.10 of the City of Cortez Land Use Code, conditional use permits. / Uses identified in a particular district column with a "T" shall be permitted in such district only upon approval of a temporary use permit in accordance with the procedures and standards of Section 6.20 of the Code, temporary use permits. / Uses not identified in a particular district column with a "P," "C" or "T" are not allowed in such district unless otherwise expressly permitted in the Code.			
	AWP Focus Area Zones Adjacent Zone		
Use Type	C	R-1	R-2
Residential Uses			
Dwelling, accessory unit - ADU	P	P	P
Dwelling, cottage cluster			P
Dwelling, duplex			P

Table A.2. Allowable Land Uses

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	AWP Focus Area Zones Adjacent Zone		
Use Type	C	R-1	R-2
Dwelling, single-family attached (up to 6 units)	C		P
Dwelling, single family attached (7 or more units)	C		C
Dwelling, single-family detached	C	P	P
Dwelling, manufactured home			P
Dwelling, micro-home			P
Dwelling, mixed-use	P		
Dwelling, modular home		P	P
Dwelling, multi-family			P
Dwelling, tiny home			P
Manufactured home park			P
Accessory and Temporary Uses			
Accessory structure, permanent	P	P	P
Accessory structure, temporary	T	T	T
Asphalt or concrete batch plant, temporary	T	T	T
Equipment rental/repair/storage/wholesaling, accessory	P		
Farmers’ market	P		
Field office, temporary	T	T	T

Table A.2. Allowable Land Uses

Uses identified in a particular district column with a "P" shall be permitted in such district, subject to compliance with any applicable conditions and all other provisions of the Code. / Uses identified in a particular district column with a "C" shall be permitted in such district only upon approval of a conditional use permit by the City Council in accordance with the procedures and standards of Section 6.10 of the City of Cortez Land Use Code, conditional use permits. / Uses identified in a particular district column with a "T" shall be permitted in such district only upon approval of a temporary use permit in accordance with the procedures and standards of Section 6.20 of the Code, temporary use permits. / Uses not identified in a particular district column with a "P," "C" or "T" are not allowed in such district unless otherwise expressly permitted in the Code.

	AWP Focus Area Zones Adjacent Zone		
Use Type	C	R-1	R-2
Home occupation	P	P	P
Mobile vendor	T	T	T
Outdoor storage, accessory	P		
Radio, television or microwave tower, private (up to thirty feet high)		P	P
Sales trailer, temporary		T	T
Public, Institutional, and Civic Uses			
Child care facility, commercial	P		C
Child care facility, large home based	C	P	P
Child care facility, small home based	C	P	P
Civic space	P		
Club or lodge	P		
Continuing care facility	P		C
Essential services	P	P	P
Group home, large	C		P
Group home, small	C	P	P
Hospital	P		C
Medical clinic	P		C
Municipal facilities	P	C	C
Religious land use	P	C	C

Table A.2. Allowable Land Uses

Uses identified in a particular district column with a “P” shall be permitted in such district, subject to compliance with any applicable conditions and all other provisions of the Code. / Uses identified in a particular district column with a “C” shall be permitted in such district only upon approval of a conditional use permit by the City Council in accordance with the procedures and standards of Section 6.10 of the City of Cortez Land Use Code, conditional use permits. / Uses identified in a particular district column with a “T” shall be permitted in such district only upon approval of a temporary use permit in accordance with the procedures and standards of Section 6.20 of the Code, temporary use permits. / Uses not identified in a particular district column with a “P,” “C” or “T” are not allowed in such district unless otherwise expressly permitted in the Code.

	AWP Focus Area Zones Adjacent Zone		
Use Type	C	R-1	R-2
School (public, private and church)	P	C	C
School, technical	P		
Transportation-Related Uses			
Parking facility	P		
Transit station	P		
Truck freight terminal	C		
Retail Commercial Uses			
Auto, motorcycle, truck, or boat, sales or rental	P		
Bank or savings and loan	P		
Commercial nurseries and greenhouses	P		
Convenience store	P		
Flea markets	P		
Grocery store	P		
Manufactured home sales or rental	P		
Micro-breweries/ micro wineries/micro-distilleries with on-site consumption	P		
Mobile vendor, food court	P		
Neighborhood commercial	P		
Retail, general	P		

Table A.2. Allowable Land Uses

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	AWP Focus Area Zones Adjacent Zone		
Use Type	C	R-1	R-2
Retail service establishments	P		
Shopping center	P		
Personal Service Uses			
Bed and breakfast			C
Boarding or rooming house	P		C
Boat storage and service	P		
Commercial animal kennel	C		
Crematorium	C		
Equipment rental, repair, storage and wholesaling	P		
Hotel or motel	P		
Household appliance service and repair	P		
Laundry, self-service, and commercial	P		
Mortuary or funeral home	P		
Office, business or professional	P		
Personal services	P		
Residential hotel/hostel	P		
Veterinary clinic	C		

Table A.2. Allowable Land Uses

Uses identified in a particular district column with a “P” shall be permitted in such district, subject to compliance with any applicable conditions and all other provisions of the Code. / Uses identified in a particular district column with a “C” shall be permitted in such district only upon approval of a conditional use permit by the City Council in accordance with the procedures and standards of Section 6.10 of the City of Cortez Land Use Code, conditional use permits. / Uses identified in a particular district column with a “T” shall be permitted in such district only upon approval of a temporary use permit in accordance with the procedures and standards of Section 6.20 of the Code, temporary use permits. / Uses not identified in a particular district column with a “P,” “C” or “T” are not allowed in such district unless otherwise expressly permitted in the Code.

AWP Focus Area Zones Adjacent Zone			
Use Type	C	R-1	R-2
Recreational and Entertainment Uses			
Equestrian facility, private			
Fitness clubs or recreation centers, private	P		C
Golf course or driving range			
Recreational vehicle park	C		
Recreational vehicle storage and service	P		
Restaurant or bar	P		
Studio, television or radio	P		
Theater, indoor	P		
Theater, outdoor	C		
Automobile and Related Service Uses			
Auto parts and accessory sales	P		
Auto repair garage	P		
Car wash	C		
Gasoline service station	P		
Industrial Uses			
Adult entertainment uses and establishments			
Building material sales and yard	P		

Table A.2. Allowable Land Uses

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	AWP Focus Area Zones Adjacent Zone		
Use Type	C	R-1	R-2
Commercial wireless antennas and towers	C		C
Electrical substation, high voltage	C		
Food processing	C		
Industrial laundry service	P		
Machinery, heavy - sales and rental	P		
Maintenance and repair service for buildings	P		
Manufacturing, hazardous/objectionable			
Manufacturing, heavy			
Manufacturing, light	P/C		
Manufacturing, prefabricated buildings	C		
Outdoor sales, primary	P		
Outdoor storage, primary	C		
Repair services, heavy equipment	C		
Repair services, limited	P		
Self-storage	C		
Warehouse	C		
Welding or machine shop	P		

Table A.2. Allowable Land Uses

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	AWP Focus Area Zones Adjacent Zone		
Use Type	C	R-1	R-2
Marijuana Uses			
Cultivation in excess of square footage limitation	P		
Medical marijuana center	P		
Patient and caregiver cultivation	P	P	P
Retail marijuana establishment	P		
Urban Agriculture			
Community garden	P	C	P
Home garden	P	P	P
Urban Farm	P		

A.1.3: Parking Standards

Chapter 5 – Site Development Standards (Section 5.02 – Parking and Loading Requirements) establishes parking standards that are applicable to new projects and properties subject to a change of use. Table A.3 summarizes the minimum parking ratio for specific land uses (e.g., minimum parking quantity).

Table A.3. Required Parking Spaces	
Land Use	Parking Requirement For Usable Floor Area
Residential Uses	
Dwelling, accessory unit (ADU)	1 space per dwelling unit (in addition to the requirement of the principal dwelling)
Dwelling, cottage cluster or micro-home	1.5 spaces per dwelling unit
Dwelling, single-family attached, including duplex	1.5 spaces per dwelling unit
Dwelling, multi-family	1.5 spaces per dwelling unit
Dwelling, studios within multi-family units	1 space per dwelling unit
Dwelling, single-family detached	2 spaces per dwelling unit
Dwelling, deed restricted for senior housing	Parking can be reduced to 1 space per unit
Manufactured home within manufactured home park	2 spaces per dwelling unit
Accessory and Temporary Uses	
Accessory retail/service uses	1 space per 300 sq. ft.
Temporary uses	None
All other accessory uses	1 space per 400 sq. ft.
Public, Institutional and Civic Uses	
High schools, colleges, and technical schools	1 space per 4 students at max capacity, faculty, and staff
Elementary, primary, and junior high schools	2 spaces per 20 students at max capacity
Civic space, and club or lodge	1 space per 400 sq. ft. or 1 space per 4 persons at max capacity (whichever is greater), plus 1 space per 2 employees
Group homes and continuing care facilities	1 space per 2 residents plus 1 space for each employee (typical peak staff)
Religious land use	1 space per 4 persons at max capacity
All other public, institutional and civic uses	1 space per 400 sq. ft.
Hospital or medical clinic	1 space per four beds

Table A.3. Required Parking Spaces

Land Use	Parking Requirement For Usable Floor Area
Transportation-Related Uses	
All transportation-related uses	1 space per 400 sq. ft.
Automobile and Related Service Uses	
All automobile and related service uses	1 space per 300 sq. ft.
Retail Uses	
Grocery Store	1 space per 200 sq. ft.
All other retail uses	1 space per 300 sq. ft.
Personal Service Uses	
Lodging facilities, including bed and breakfast, boarding or rooming house, hotel or motel, and residential hotel/hostel	1 space per guest unit, plus 1 space per 2 employees
All other personal service uses	1 space per 300 sq. ft.
Recreational and Entertainment Uses	
Theaters, including indoor and outdoor	1 space per 250 gross sq. ft. or 1 space per 4 persons at max capacity (whichever is greater), plus 1 space per 2 employees
Restaurant or bar	1 space per four seats
All other recreational and entertainment uses	1 space per 300 sq. ft.
Industrial Uses	
Utility facilities (other than offices)	1 space per employee plus 1 space per company vehicle stored on site
Office associated with industrial use	1 space per 2 employees
Warehouse	None
All other industrial uses	1 space per 800 sq. ft.

A.1.4: Landscaping Standards

Chapter 5 – Landscaping, and Screening (Section 5.06 – Trees, Landscaping, and Screening) establishes landscaping standards that are applicable to new projects and properties subject to a change of use. Table A.6 summarizes landscaping standards mentioned in the City of Cortez Land Use Code. The landscape standards in Section 5.06 are designed to enhance the community’s environmental and aesthetic quality by promoting proper landscaping and screening in various development types. These standards apply to new streetscapes, parking lots, and developments in multi-family, commercial, and industrial sectors within the city limits. The guidelines emphasize water conservation, requiring xeriscape principles, native plants, and soil improvements while restricting the use of high-water plants. The standards also prohibit invasive species, and specific plant sizes and tree protections are mandated. Streetscapes require the planting of street trees with proper spacing, and maintenance of all plant material is the responsibility of the property owner. For commercial, multi-family, and industrial developments, landscaping is required along building facades and parking areas, ensuring a minimum percentage of live vegetation. Additionally, screening and buffering are required between incompatible land uses to reduce conflicts, with specific buffer types and vegetation requirements outlined to provide visual barriers and promote aesthetic integration. Table A.6 provides a summary of the landscaping and screening standards specific to what is present within the site for brevity, including specific standards for commercial and multi-family dwelling landscape requirements as well as parking lot landscaping requirements, as outlined in Section 5.06 of the City of Cortez Land Use Code. General landscaping land use code requirements also apply to new developments within the focus area, and can be found in Section 5.06 of the City of Cortez Land Use Code.

Table A.6. Landscaping Requirements		
Requirement	Commercial and Multi-family	Parking Lot
Landscape Design	Max. 30% high-water use plants	Max. 30% high-water use plants One landscape island per 10 parking spaces in a single row and 20 spaces in a double row to meet requirements as outlined in section 5.06.6 of the City of Cortez Land Use Code. Provide a minimum 10 foot wide landscape area at the perimeter of surface parking lots
Trees per Linear Foot	1 tree per 40 feet of front facade	1 tree per 60 feet of perimeter
Shrubs per Linear Foot	1 shrub or ornamental grass per 10 feet of front facade	Shrubs required for 75% of parking lot perimeter

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Section A.2:

Existing Conditions

A.2.1: Streets & Trails

The Focus Area has an established roadway network, forming a compact street grid centering along South Broadway (HWY 491). South Broadway has continuous sidewalks in the segments north of 7th Street; the southern segments have only intermittent sidewalk coverage. Pedestrian crosswalks are provided at major street intersections, whereas most are not signalized creating a potentially dangerous (and uncomfortable) environment for pedestrians. Most of streets in the area are local, and lack roadway markings, sidewalks, or pedestrian/bicycle infrastructure. Additionally, many of these side streets that intersect the South Broadway corridor are spaced 775-900 feet apart which exacerbates the limited walkability in the area. Table A.7 summarizes the existing streets within the AWP Focus Area in terms of classification, and existing conditions, utilizing information collected from Google Earth and the City of Cortez Master Street Plan.

Table A.7. Street Conditions Summary (AWP Focus Area)						
Street Name	Federal Functional Classification	Existing Conditions				
		(Y = Full Coverage, N = No Coverage, I = Intermittent Coverage)				
		Lanes	Sidewalks	Parking	Bike Lanes	Trees
South Broadway	Highway	4	I	N	N	N
W 3rd Street	Collector	2	Y	Y	N	N
Canyon Drive	Local	2	N	Y	N	Y
W 4th Street	Local	2	N	Y	N	N
Stratton Drive	Local	2	I	Y	N	I
W 5th Street	Local	2	N	Y	N	N
W 7th Street	Arterial	2	I	I	N	I
San Juan Drive	Local	2	I	Y	N	I
McElmo Street	Local	Unpaved – 2 lanes in width	N	N	N	N

A.2.2: Focus Area Recreation

As mapped on the Montezuma County Recreation Map, there are several paved trails around the Cortez area. A few trails are located within or abutting the Focus Area and summarized in Table A.8. below.

Table A.8. Trails Summary (AWP Focus Area)		
Trail Name/Location	Paved or Unpaved	Length (miles)
Mesa View Trail	Paved	0.98
W 7th Street, North	Paved	0.29
W 7th Street, South	Paved	0.31
S Cedar Street, East	Paved	0.05
S Cedar Street, West	Paved	0.2
W 6th St, South	Paved	0.15

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APPENDIX B

COMMUNITY ENGAGEMENT

Section B.1:

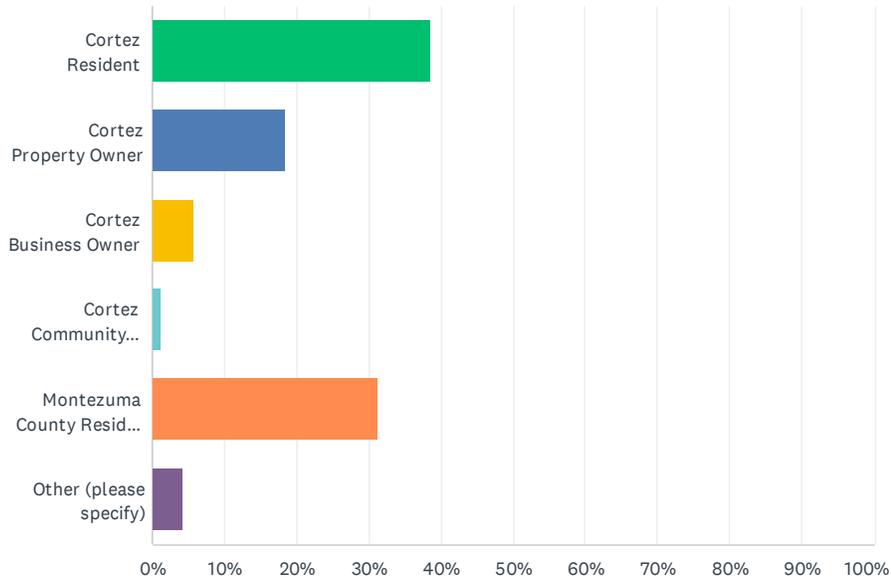
Community Survey

B.1.1. Community Survey Results

A community survey was conducted in April 2024, which aimed to gather input from residents and stakeholders on various revitalization efforts and public needs. To maximize participation, the survey was offered both online and in paper format at City Hall. The 14-question survey was promoted through the City's website, social media channels, flyers, word of mouth, and personal invitations. Over 1,000 responses were received. Extensive write-in responses are not included in this appendix; the results of 10 out of the 14 questions are summarized within the following pages.

Q1 Which of the following best describes your connection to the Cortez community. (select one)

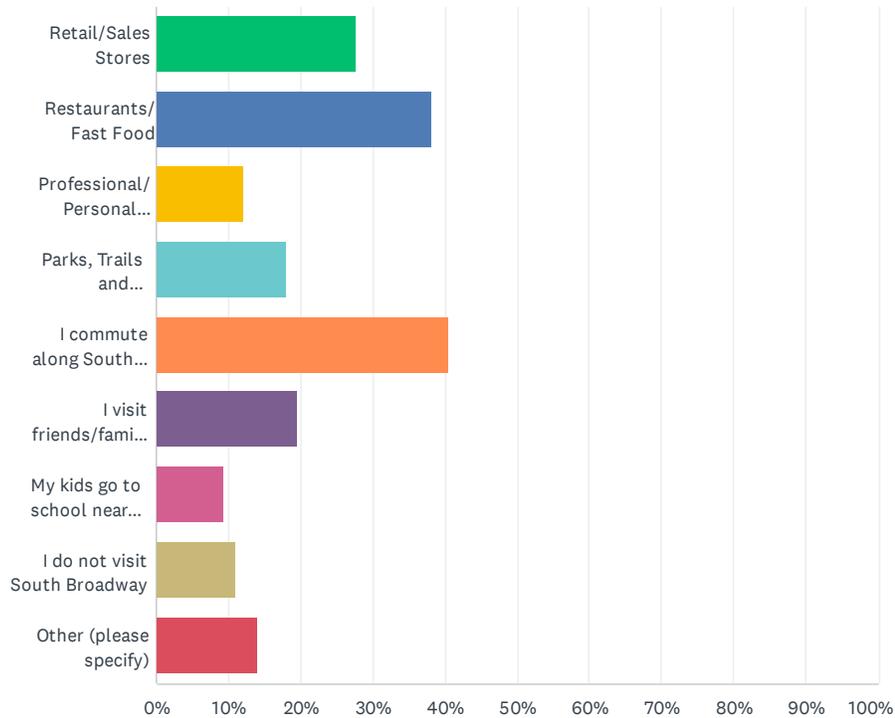
Answered: 973 Skipped: 2



ANSWER CHOICES	RESPONSES	
Cortez Resident	38.64%	376
Cortez Property Owner	18.60%	181
Cortez Business Owner	5.86%	57
Cortez Community Organization (i.e., Not-for-profit)	1.34%	13
Montezuma County Resident (not Cortez)	31.35%	305
Other (please specify)	4.21%	41
TOTAL		973

Q2 What brings you to the South Broadway Corridor? (Select all that apply)

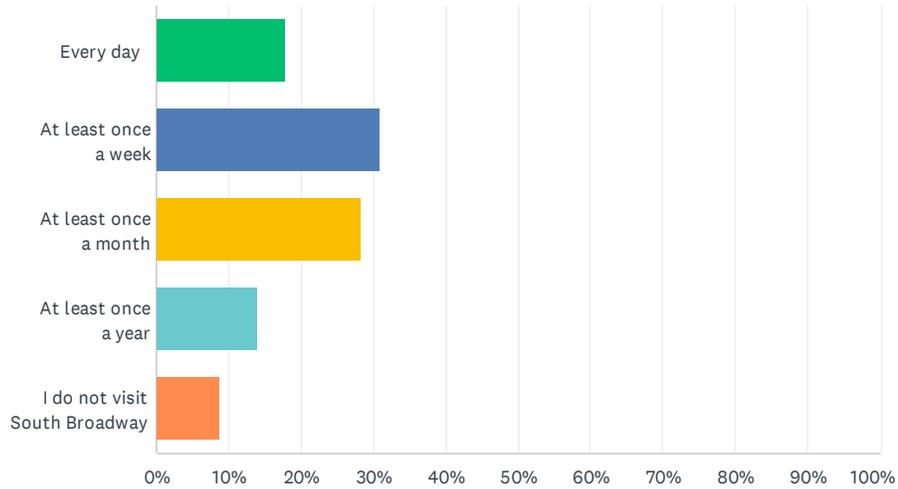
Answered: 926 Skipped: 49



ANSWER CHOICES	RESPONSES	
Retail/Sales Stores	27.75%	257
Restaurants/ Fast Food	38.12%	353
Professional/ Personal Services (dentist, salon etc)	12.20%	113
Parks, Trails and Recreational Amenities	18.03%	167
I commute along South Broadway	40.60%	376
I visit friends/family or live along South Broadway	19.55%	181
My kids go to school near South Broadway (elementary, middle school)	9.40%	87
I do not visit South Broadway	11.12%	103
Other (please specify)	14.04%	130
Total Respondents: 926		

Q3 How many times do you visit/ patronize businesses in the South Broadway area? (select one)

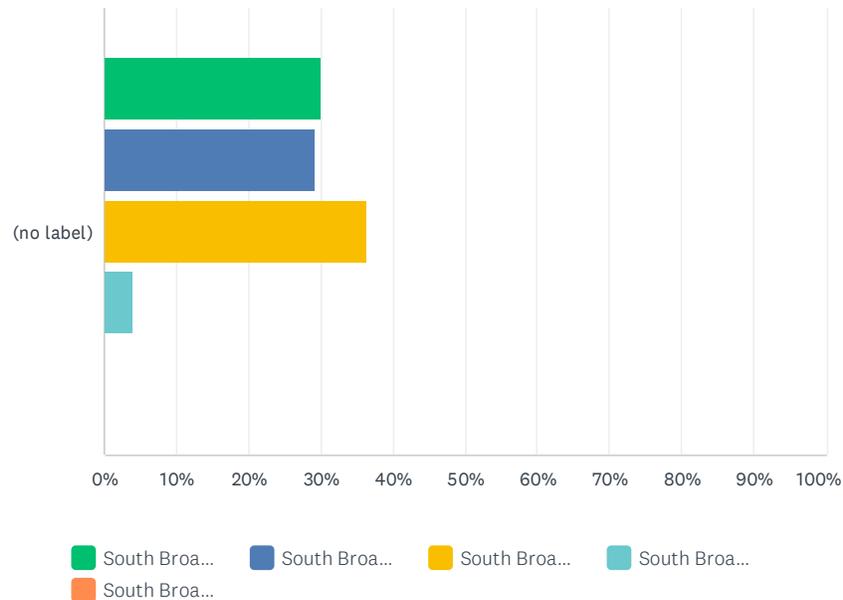
Answered: 922 Skipped: 53



ANSWER CHOICES	RESPONSES	
Every day	18.00%	166
At least once a week	30.91%	285
At least once a month	28.42%	262
At least once a year	13.99%	129
I do not visit South Broadway	8.68%	80
TOTAL		922

Q4 How would you rate the cleanliness and maintenance along South Broadway? (use the slider bar to indicate your perspective)

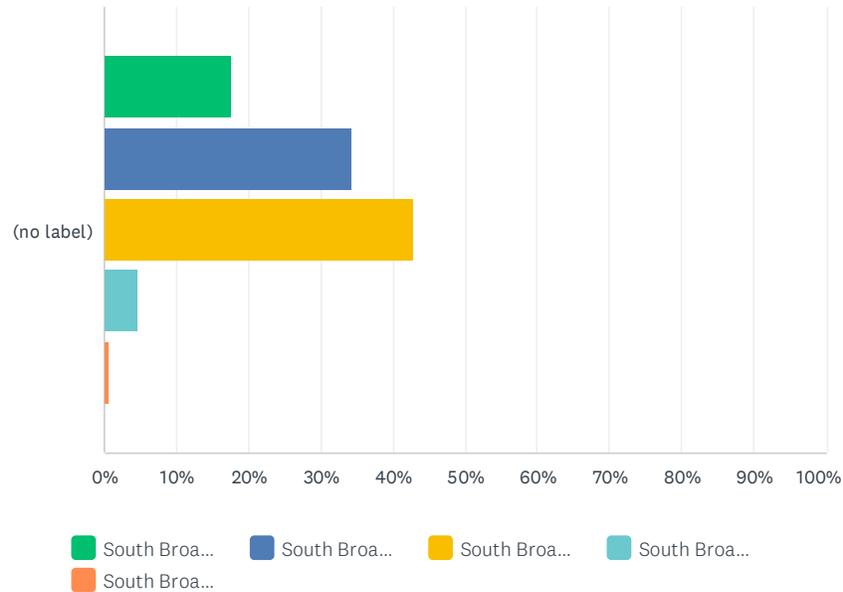
Answered: 881 Skipped: 94



	SOUTH BROADWAY IS RATHER DIRTY/UNMAINTAINED.	SOUTH BROADWAY IS DIRTY/UNMAINTAINED.	SOUTH BROADWAY IS MAINTAINED BUT NEEDS IMPROVEMENT.	SOUTH BROADWAY IS CLEAN AND WELL MAINTAINED.	SOUTH BROADWAY IS EXTREMELY CLEAN AND WELL MAINTAINED.	TOTAL	WEIGHTED AVERAGE
(no label)	30.08% 265	29.28% 258	36.55% 322	4.09% 36	0.00% 0	881	

Q5 What are your perceptions of personal safety along South Broadway? (use the slider bar to indicate your perspective)

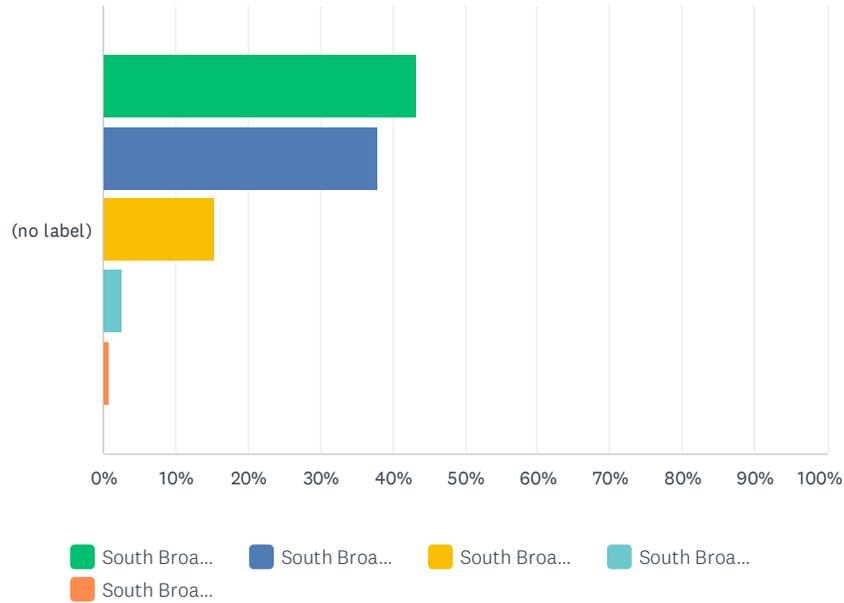
Answered: 878 Skipped: 97



	SOUTH BROADWAY IS VERY UNSAFE.	SOUTH BROADWAY IS UNSAFE.	SOUTH BROADWAY IS RELATIVELY SAFE BUT NEEDS IMPROVEMENT.	SOUTH BROADWAY IS SAFE.	SOUTH BROADWAY IS VERY SAFE.	TOTAL	WEIGHTED AVERAGE
(no label)	17.65% 155	34.28% 301	42.82% 376	4.67% 41	0.57% 5	878	2.36

Q6 What are your perceptions of walking and biking safety along South Broadway? (use the slider bar to indicate your perspective)

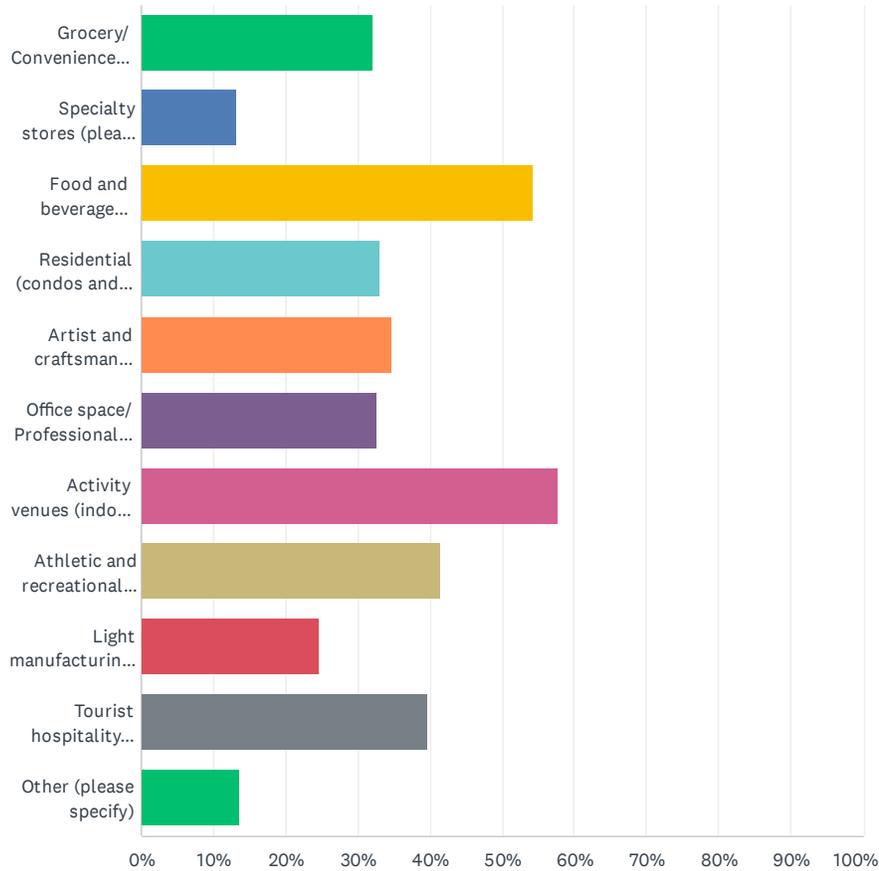
Answered: 879 Skipped: 96



	SOUTH BROADWAY IS VERY UNSAFE TO WALK/BIKE.	SOUTH BROADWAY IS UNSAFE TO WALK/BIKE.	SOUTH BROADWAY IS RELATIVELY SAFE TO WALK/BIKE BUT NEEDS IMPROVEMENT.	SOUTH BROADWAY IS SAFE TO WALK/BIKE.	SOUTH BROADWAY IS VERY SAFE TO WALK/BIKE.	TOTAL	WEIGHTED AVERAGE
(no label)	43.34% 381	38.00% 334	15.36% 135	2.50% 22	0.80% 7	879	1.79

Q7 To fill in space around existing businesses, select the type of land uses you think should go along South Broadway (Select all that apply)

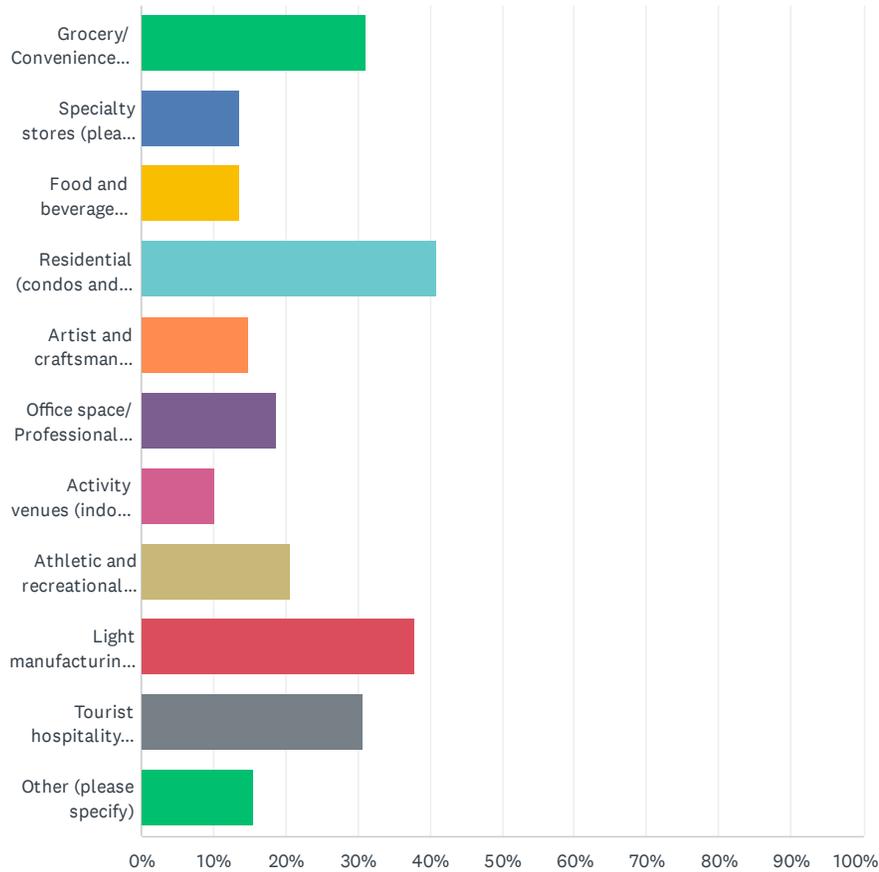
Answered: 838 Skipped: 137



ANSWER CHOICES	RESPONSES
Grocery/ Convenience store/ Daily needs	32.10% 269
Specialty stores (please write in type)	13.25% 111
Food and beverage (restaurants, cafes, bars)	54.42% 456
Residential (condos and apartments)	33.05% 277
Artist and craftsman workspace and studios	34.73% 291
Office space/ Professional services	32.58% 273
Activity venues (indoor golf, arcade, dance studio)	57.76% 484
Athletic and recreational venues (sports fields, arena, stadium, rodeo)	41.53% 348
Light manufacturing (food packaging, furniture construction, van conversion shop)	24.70% 207
Tourist hospitality (hotels, RV parks)	39.62% 332
Other (please specify)	13.72% 115
Total Respondents: 838	

Q8 Select the type of land uses you think should NOT go along South Broadway(Select all that apply)

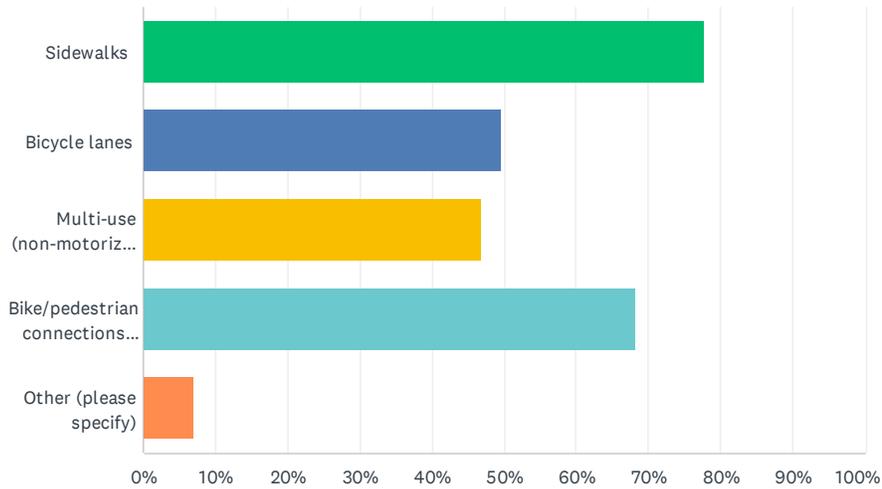
Answered: 680 Skipped: 295



ANSWER CHOICES	RESPONSES	
Grocery/ Convenience store/ Daily needs	31.18%	212
Specialty stores (please write in type)	13.68%	93
Food and beverage (restaurants, cafes, bars)	13.68%	93
Residential (condos and apartments)	41.03%	279
Artist and craftsman workspace and studios	15.00%	102
Office space/ Professional services	18.68%	127
Activity venues (indoor golf, arcade, dance studio)	10.29%	70
Athletic and recreational venues (sports fields, arena, stadium, rodeo)	20.59%	140
Light manufacturing (food packaging, furniture construction, van conversion shop)	37.94%	258
Tourist hospitality (hotels, RV parks)	30.74%	209
Other (please specify)	15.59%	106
Total Respondents: 680		

Q10 What type of non-motorized connectivity should be added/enhanced along or near South Broadway (Select all that apply)

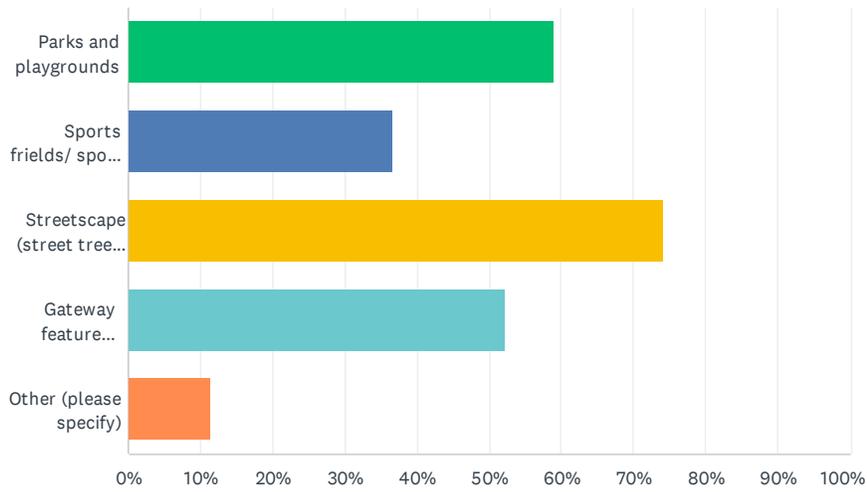
Answered: 790 Skipped: 185



ANSWER CHOICES	RESPONSES	
Sidewalks	77.72%	614
Bicycle lanes	49.75%	393
Multi-use (non-motorized) paths and trails	46.96%	371
Bike/pedestrian connections between destinations (example: Hawkins to softball complex)	68.23%	539
Other (please specify)	7.09%	56
Total Respondents: 790		

Q11 What type of amenities would you like to see added/enhanced along or near South Broadway (Select all that apply)

Answered: 770 Skipped: 205



ANSWER CHOICES	RESPONSES	
Parks and playgrounds	58.96%	454
Sports fields/ sport complex	36.62%	282
Streetscape (street trees, lighting, artwork, banners)	74.29%	572
Gateway feature (monument sign, ornamental planting, artwork)	52.34%	403
Other (please specify)	11.43%	88
Total Respondents: 770		