

Ohio Avenue Community Placemaking

OEDIT Rural Technical Assistance Program (RTAP)

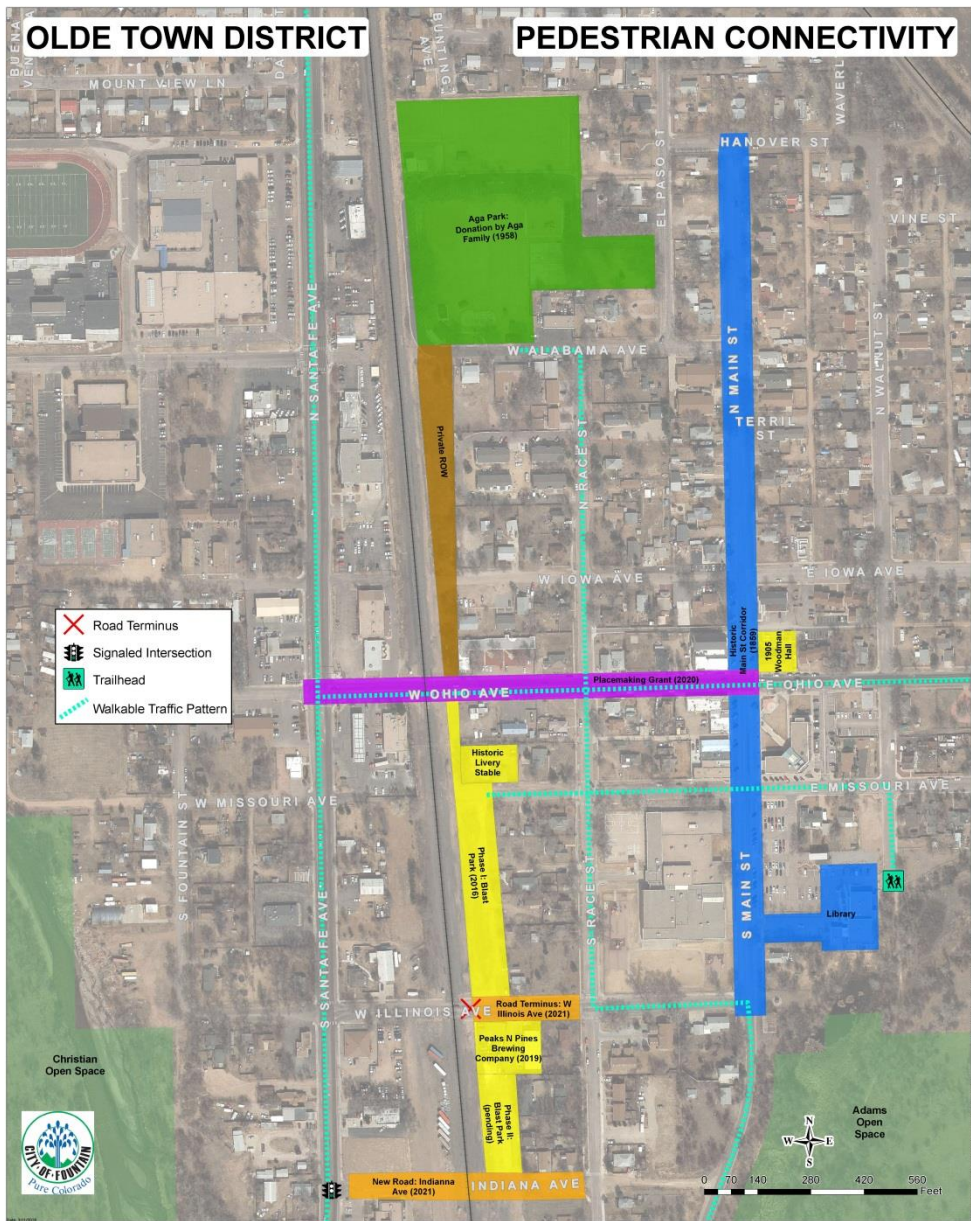
City of Fountain, Economic Development / Urban Renewal
Community Builders, Glenwood Springs



Overview

- 2019/2020
 - Scope of Work
 - In kind and Talent Resources Funding
 - Program Leadership Team
 - COVID-19
 - CoF GIS, Parks and Rec, Public Engagement
 - Ohio Avenue PM Campaign
 - Summer – Fall 2020
 - Winter 2020 finalized content
- Next Steps... Placemaking 2.1





Pedestrian Connectivity

- School District Routes
- Day Care Centers
- Parks and Rec Amenities
- Public Service Centers
- Centers of Faith
- Bicycle Mobility Routes
- Trailheads
- Small Business Vitality
- Introductions and Arrivals Awareness with Vehicles

NOTE: Community Placemaking
 Main Street/ Ohio Avenue was Primary Intersection Improvement identified within the Campaign (Summer/Fall 2020)



Statistics

- **12 member Leadership Team**

- Paul Aragon, Champion, FURA
- Leslie Louzon-Keller, Co-FURA
- Sharon Thompson, OTSC Founder, City Council
- Diane Jackson, OTSC, Farmers Market
- Tamera Estes, Historic Society, City Council
- Wandaleen Thomas, EDC
- Community Builders (2)
- DOLA/ OEDIT (2)
- City Staff (2)

- **Campaign Timeframe**

- 3 Series of Public Engagement
- 6 Months Campaign Duration
- 190+ Online and Hardcopy public feedback surveys generated infinite public support

- **Campaign Themes**

- Improve the Pedestrian and Bike Experiences
- Activate Underutilized Spaces
- Use the Arts to Tell our History



WHAT WE HEARD FROM YOU...!

The City of Fountain shared an online survey and had posters in the courtyard during the month of September which received over 200 responses. In general, the Fountain Community loves the downtown and the special feeling, the sense of history and architectural character. But comments agree, there is room for improvement to make the area more welcoming through curb appeal, improved walks and supporting more businesses, retail and experience. The following are highlights from the survey responses that helped to guide the ideas developed in the Vision Plan.



Goal 1.
IMPROVE THE OVERALL EXPERIENCE ALONG OHIO STREET CORRIDOR.
Survey respondents would like to see...



54% PAINTED CROSSWALKS
...to increase pedestrian visibility



75% SHADE TREES
...to make more comfortable and aesthetic



80% LIGHTING
...to increase safety



65% ACTIVE SPACES
...to bring more things to do!



Goal 2.
ACTIVATE UNDERUTILIZED SPACES ALONG OHIO STREET AND MAIN STREET.
Survey respondents would like to see...

MORE RESTAURANTS AND BUSINESSES ALONG OHIO ST.



68% WOULD LIKE TO SEE OUTDOOR SEATING



83% WOULD LIKE TO SEE MORE LANDSCAPE AND SEATING



Goal 3.
USE THE ARTS TO TELL OUR STORY- PAST, PRESENT AND FUTURE.
Survey respondents would like to see...

60% INTERACTIVE ART AND SCULPTURE

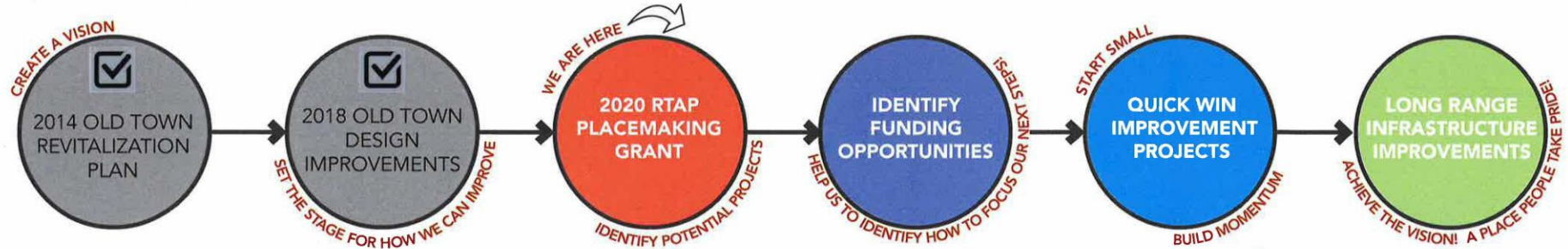


68% HISTORICAL ARTS AND CULTURE

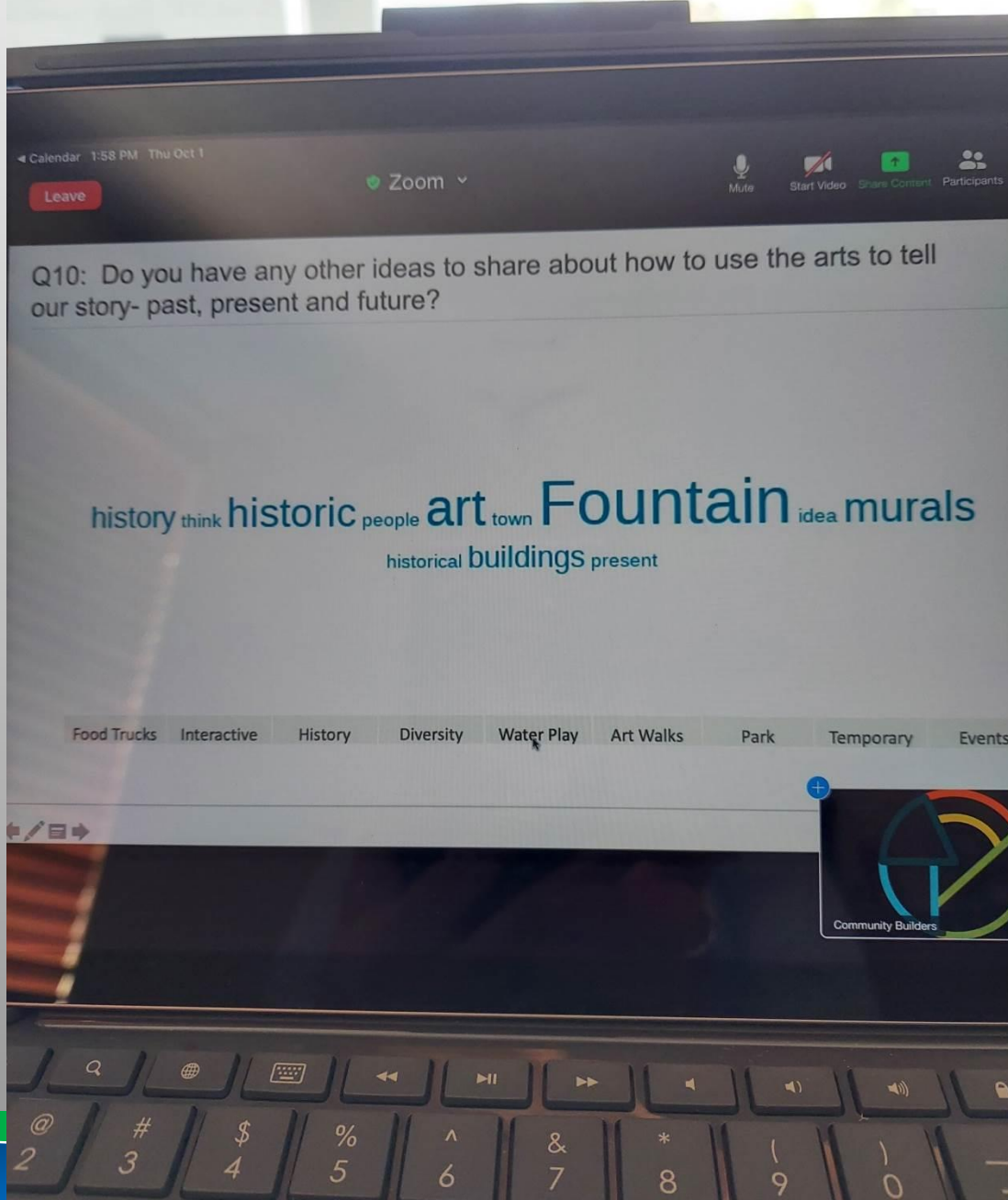


WHAT COMES NEXT...?

The plan below is a long range vision for how the Ohio Corridor could transform over time.

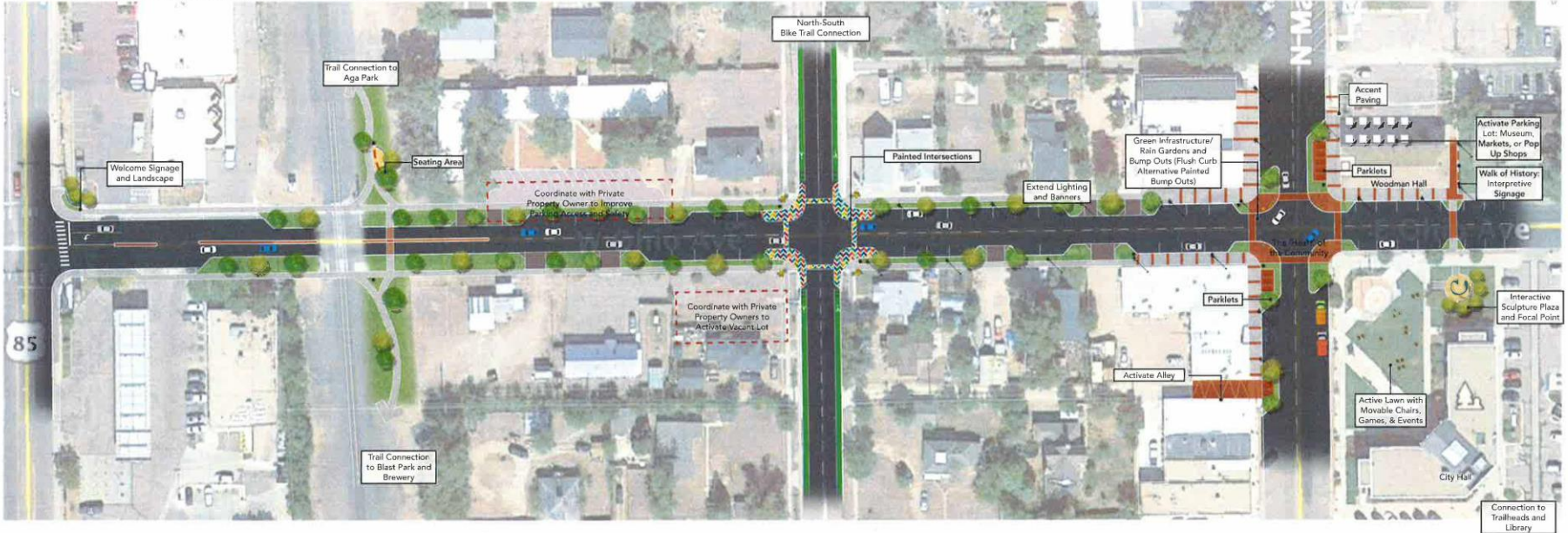


Word Board



OHIO STREET VISION: SHARE WITH US...WHICH IDEAS ARE YOU MOST EXCITED ABOUT?

The plan below is a long range vision for how the Ohio Corridor could transform over time. Help the City of Fountain to focus the next steps by sharing which of these ideas you think would help to Ohio Street become more vibrant and bring more businesses to downtown. Place a dot near the ideas you like!



MAKE OHIO STREET SAFER & MORE COMFORTABLE

REPAIR SIDEWALKS **SHADE TREES** **BUMP OUTS** **RAIN GARDENS**



CREATE AN EXPERIENCE THROUGH WAYFINDING SIGNAGE

SIGNAGE AT HWY 85 **WALKING TOUR** **DIRECTIONAL SIGNAGE** **CELEBRATE HISTORY**



BRING PEOPLE TOGETHER IN THE HEART OF DOWNTOWN

INVITE PEOPLE ON TO THE GREEN **MORE PLACES TO SIT** **SCULPTURE & EVENTS** **MAKE IT EXCITING TO BE DT!**



SHORT TERM QUICK WIN IDEAS

Focus Initial Efforts at the heart of Downtown Fountain.



Placemaking 2.1

	OTSC	EDC	FURA
Blast Park Commemorative Weekend	X		X
Small Business Pop-Ups/Markets *		X	
Urban Trail Network and Sign of Walks	X	X	X
Main Street/Ohio Avenue Improvements and Woodman Hall Revitalization	X		X
#ARTSmonth *		X	
Holiday Season of Lights *	X	X	X

* denotes Space Activation

CITY

Main Street/ Ohio Avenue Intersection Public Safety Improvements Labor Day Parade and Festival	Public Safety, ADA, Mobility	2020-2021 Revitalizing Main Street CDOT grant	AWARDED
Blast to Aga Park PED Corridor	Conceptual ReUse Visioning	2019-22 EPA Brownfields Grant	AWARDED
Activate the Lawn as a “gathering post” with overflow street fests allowances *		2020 COVID	ADAPTIVE USE OF SPACE
Private Property Engagement			
Significant landscape and sustainable beautification			

Builds Upon:

- 2019-2020 Ohio Avenue Placemaking (4)
- 2018-2019 THK Town Design+Aesthetics Guidelines (5)
- 2014 Olde Town Revitalization Plan (12)
- 2012 Wayfinding Signage



Warning: COVID-19 residual headwinds

District Placemaking “Pilot” Ideas

- Beautification
 - Clean and Green
 - Clean Up the Poop
- Space Activations
 - Artifact/Craft Markets
 - Small Business Pop-Ups
 - Markets/ Food Corrals
 - Garden/ Seasonal Fests
- Arts/Culture
 - Music
 - Freeform
 - Paint/Sculpture
 - Theatre
- Urban Trails
 - Walk of History
 - Homes Architecture Tour
 - Trailheads to BIZ connectivity
 - Walkable and Bicycle Route (*Race Street*)



*Welcome...
Community passion folks along with the District Ambassador*



Warning: COVID-19 residual headwinds

Sense of Place Community Placemaking



Farmer's Market 2018



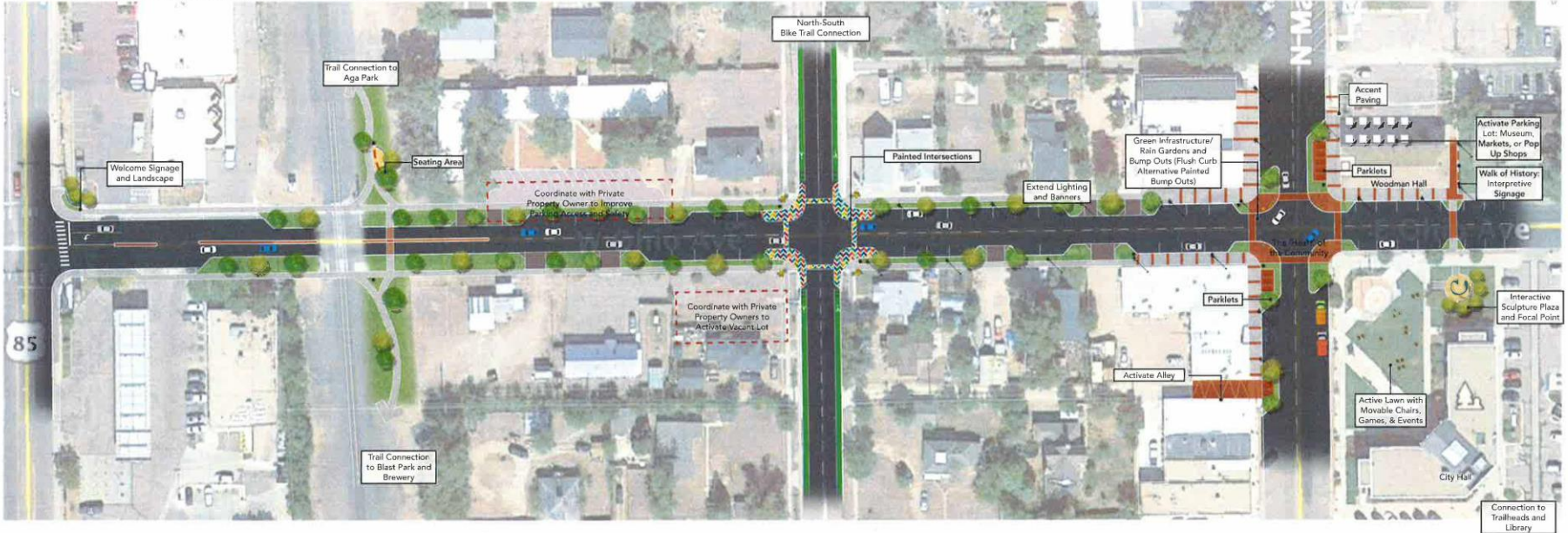
Trunk n Treat 2019

Economic Vitality to Support Small Business Entry



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