

Public Meeting Unleashed

Analysis Report
May 2019



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01: Background & Context

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Community Profile

Incorporated in 1912, Orchard City joined together the three unincorporated communities of Eckert, Cory, and Austin. While the three communities are Orchard City, there is still strong community ties to each individual community which is further solidified with each community having its own Post Office and zip code. Residents of each community place a very high value on their respective identities. Because of the strong tie to each of these three areas, it is important to continue to recognize each as distinct parts of the greater Orchard City.



The town lies on the south sloping plateau that extends from the lower slopes of the Grand Mesa south to the bluffs above the Gunnison River. This relatively flat elevated bench is bounded on the west by the Tongue Creek and the east by Harts Basin and Dry Creek.

The value of residential real estate in the community has brought change to local development patterns. The disparity between financial return from agricultural activities versus that of residential development has put pressure on farmers, ranchers, and orchard operators to sell or otherwise develop their property for residential purposes.

Today, Orchard City is faced with development pressures from both inside and outside the community. The Town has been involved with discussions about central sewage treatment, zoning concepts, a local sales tax, capital improvements, and other community development related topics. The Town continues to retain its values of small government, no zoning, no local sales tax or property taxes, no central sewage treatment, a quality central water system, and operation of a road network. It is anticipated that growth pressures will continue and Orchard City will be faced with ongoing consideration of these topics, and others, into the future.

Three examples of how the lack of Town ordinance's is negatively impacting the health of residents and the value of real property have been provided by Town staff:

Example #1:

In 2014, a property-turned-rental on Highway 65 became a haven for transients. In a short time, the property fell into severe disrepair and became overran with trash, debris & campers that people were trying to live in. In 2016, 2017 and 2018, the Town contacted the residents and sent letters to the owners. Assistance from the Delta County Health Department was requested by the Town. After multiple citizen complaints to the Delta County Health Department which resulted in a citation letter in 2018, the owners finally began some clean-up in the summer-fall of 2018.

Context

Town records show that since at least 2003 the Town has had a variety of issues presented that involved nuisances. The topic was always tabled and a span of time would go by before it would be talked about again only to be tabled again.

Since September of 2011, there have been a number of complaints – mostly via anonymous telephone calls – on everything from animals to noise to vermin to trash & rubbish to smoke. Additionally, a few letters to the editor have even been published in the Delta County Independent. When asked the Town's position and action taken on these complaints, the Town has no option other than to respond with the facts - the Town has no ordinance addressing this concern so there is nothing that can be done. Even if the Town did have an ordinance, addressing nuisances to ensure the health, safety, and welfare of the community, there is a lack of resources available to enforce the regulations. Town Staff regularly recommends town residents call the County Health Department to see if the complaint is covered in their regulations.

Throughout this time, the closure of the coal mines led to a large number of homes being abandoned. Although most of these properties have since been sold, there are a few that have become uninhabitable and now contribute to the overall run-down look in the Town, as well.

On May 17, 2018, the 2018 Brownfields Redevelopment Resources for Your Community Workshop was held here at Town Hall. It was learned that there may be viable options in cleaning up some of these properties scattered about the Town. About the same time, citizen outcry began pressing for the Town to become proactive instead of reactive in dealing with nuisances. It is clear that brownfields and nuisances should have some sort of standard to keep them from infringing upon public health, safety & welfare or nearby property values. This defines a need for an enforcement officer, which in turn requires funding.

It appears there is community and political interest in addressing these issues once and for all. Therefore, the Town has begun a community engagement effort to gain feedback, input, and guidance on how to address these concerns while upholding the values which make Orchard City a pleasant place to live.

Report Intent

It is the intent of this report to set forth the results of the survey responses and make some very basic interpretations and analysis in an effort to assist elected and appointed officials of the Town of Orchard City in taking next steps and actions.

It should be clearly understood that the objectives of this report and the survey that it presents, are:

1. Complete the first step in identifying and finding common ground for the residents of Orchard City associated with land uses, development, and nuisance;
2. To open a dialogue with the community; and
3. Find creative ways to engage community members who may not be receptive or able to attend traditional public meetings; and
4. Not declare conclusions based on any information received or presented.

In short, the survey and this resulting report are the starting point. The Town may choose its next action using information presented in this report, knowledge and understanding of the community, and goals and policies of the Town Board of Trustees.



Example of hazardous structures.

Example #2:

In the summer of 2014, a mobile home burned in Austin. Many people contacted the Town about cleaning it up. The Building Official at that time explored options available to the Town and reported that nothing could be done except by the owners. For about two years the Town was engaged in multiple conversations and efforts with the owners to provide recommendation for helping them obtain assistance. The owners maintain they have no resources available to them and the burned remains are there today.

A neighbor next to the property above also allowed their property to fall into disrepair and began collecting piles of trash. Over time this property has visually co-mingled with the burned-out property named above. It is this property that the Delta County Health Department cited in a 2018 notice. A public hearing was conducted in March of 2019 at the Delta County Commissioners' office; action has been tabled pending further discovery regarding ownership and a meeting rescheduled for April 2019.

Example #3:

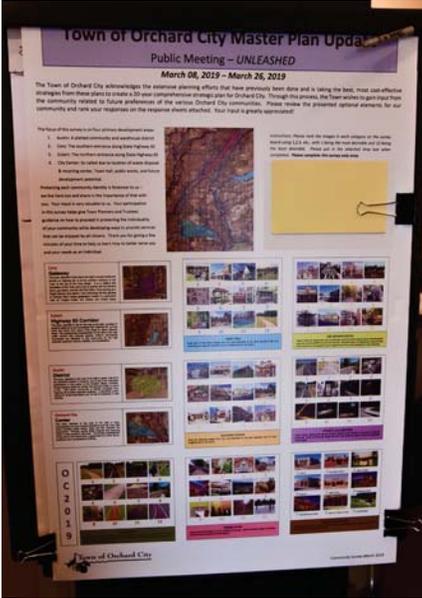
In October of 2017, a mobile home burned in Cory. In December, the owner of record notified the Town of the status of a brother who was injured in the fire and stated they would be rebuilding a new home on the site. To date, the burned remains are still there. Numerous contacts were made by the Mayor, Town Administrator, Building Official and others to the Delta County Health Department for assistance in cleaning the property up. A group of people attended the Board of Trustee meetings to voice their complaints of transients, squatters, and flying debris along with the fear of airborne asbestos. Some of these same people then took their concerns to the Delta County Health Department who then issued a citation letter. A public hearing was conducted in March of 2019 at the Delta County Commissioners' office; action has been tabled due to owners' involvement in an auto accident and a meeting in April 2019 has been rescheduled.



02: Approach & Methodology

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Why Public Meeting Unleashed?



Public Meeting Unleashed Board.

Since a graphic heavy approach to community engagement has not been used in Orchard City in the past, the town wanted to try something a little different and go to where the people go - where they attend, visit, shop, or patron on a semi-regular basis. Furthermore, images draw people in and it gives them a visual seed of what could be rather than simple text questions about an image they may connect to such as skyscrapers and concrete, shopping centers, and four-lane roads that residents can see in other towns.

Approach

The Public Meeting Unleashed boards were placed in six locations within various locations throughout town from Friday March 8th through Tuesday, March 26th. Town Staff placed and picked up the materials as well as the responses in the boxes provided at each location.

In the Austin neighborhood they were located at the Surface Creek Church and the Hungry Lion Garden Center. In Cory, board's were located at the General Store and Town Hall and in Eckert they were placed at the US Post Office and the Apple Barrel Shell Station.

Great appreciation is given to each of these locations for allowing the town to use their space for this important engagement.

By placing the engagement boards throughout town for an extended period of time, the two main goals of the town were to: 1) solicit feedback on general land use questions the town is facing, and 2) educate residents of this and the larger efforts the town is embarking on related to land use, public facilities and services, and leisure activities for residents and visitors.

Survey Setup

A survey was designed to meet the specific objectives of the Town. Those objectives were:

- 1) gain feedback on a variety of issues facing the Town which have been discussed or identified over the past two years and identified within the 2016 update to the Town of Orchard City Community Master Plan,
- 2) engage a wide range of residents by going to where they visit in their daily routines, and
- 3) educate community residents of the issues the Town Board and Planning Commission anticipate addressing over the coming months and years.

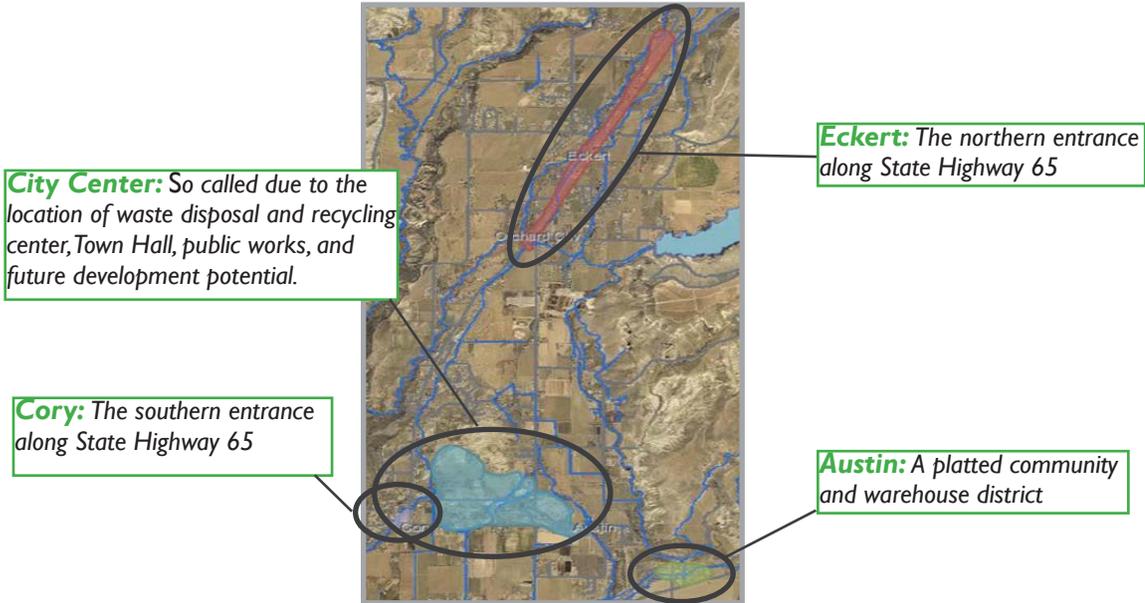
To reach these objectives, seven categories (*Land Use, Job Opportunities, Building Design, Streets and Lighting, Walkability, Things to Do, Places to Go*) were identified and each of the categories had 12 (with the exception of one category which only had nine) images related to that category. Each respondent was asked to rank each



Austin District

image from 1 to 12 (or 9), with 1 being their most desirable and 12 being their least desirable.

Furthermore, the focus of the survey was on four primary development areas throughout the Town:



Quality of Data:

As with any subjective preference surveys, some responses had to be interpreted. To make this report as useful as possible, the following interpretations and assumptions were made with respect to the responses received:

1. Some respondents only put one “x” under one image for each category. In these circumstances, the “x” was identified as a “1” indicating the highest priority and no other rankings were provided for that category.
2. Some respondents didn’t rank any or all of the images within a particular category. In these circumstances, only the ranks identified were recorded and no other rankings were recorded for that category.
3. To account for the circumstances where respondents didn’t rank all of any given category, a sum of the rankings were calculated and divided by the number of respondents to calculate the average response. Therefore, if a respondent didn’t rank a given image, that “No Rank” did not positively or negatively impact the average ranking.
4. Some respondents ranked multiple images with the same number (for example, some responses included one “1” and “12” for the remainder of the images). In these circumstances, the score given was calculated to try to best capture the sentiment of the responder. Because of the small sample size and the intent of the survey to gather input and offer guidance, it is our opinion that these responses do not negatively influence or invalidate the survey data gathered.
5. Because the number of responses is a significantly small percentage of the Town’s population, the actual responses should not be relied upon independently of additional input and feedback from the community. However, the survey data received appears to be adequate to assist the Town in future tasks.



03: Findings & Analysis

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General Responses

Number of Respondants: 36

Approximately 1.16% of Orchard City Population

Of the 36 responses received:

- 21 (58%) identified themselves as **Property Owners**
- 3 (8%) identified themselves as **Tenants**
- 4 (11%) identified themselves as **Other**
- 1 of the Other's identified themselves as a **Visitor**.

While the response rates were not ideal given the population, responses were only one reason for utilizing the Public Meeting Unleashed tool. A key element of this effort is educating the general population and residents, and to begin a community dialogue. In addition to those who were able to take the time to respond to the survey and provide input, many others are now aware of the efforts the town is embarking on associated with land use, preferences, and public facilities and services. Based on discussions between town staff and community members, this objective has been met. It is believed that this increased community awareness and understanding will result in additional feedback during future phases of this planning effort.

Survey Topic		Image Number											
		1	2	3	4	5	6	7	8	9	10	11	12
I. Land Use	Respondents	24	20	21	27	20	21	20	20	23	19	20	24
	Avg Rank	6.17	8.45	6.57	4.30	7.65	5.57	7.45	5.95	6.39	7.68	6.95	4.75
II. Job Opportunities	Respondents	23	20	21	20	24	21	20	19	18	20	21	
	Avg Rank	6.61	7.55	8.29	6.70	4.88	5.29	6.35	7.05	7.61	6.61	6.80	6.19
III. Building Design	Respondents	20	21	21	18	21	22	18	17	22	17	21	18
	Avg Rank	6.15	5.00	3.67	7.00	6.48	6.23	7.67	6.82	7.00	8.00	6.52	8.83
IV. Streets and Lighting	Respondents	19	22	24	21	18	20	17	17	17	20	18	19
	Avg Rank	3.37	3.68	4.75	5.57	5.67	6.30	7.35	8.29	9.06	8.40	6.00	7.47
V. Walkability	Respondents	20	23	18	23	20	19	17	19	21	21	20	21
	Avg Rank	4.90	4.22	7.83	5.52	8.00	7.26	7.35	6.95	6.48	6.38	6.70	6.14
VI. Things to Do	Respondents	18	18	20	18	17	17	19	24	19	21	20	22
	Avg Rank	8.17	7.61	7.55	7.94	8.41	6.06	3.47	5.29	6.00	6.29	5.55	5.36
VII. Other Places to Go	Respondents	19	21	19	19	16	19	22	20	22			
	Avg Rank	5.11	5.57	5.79	5.84	6.00	5.47	5.86	5.85	4.86			

Table A. Summary of Responses

Table A is a summary of all the responses received for each image within each category. The table presents the total number of respondents ("Respondents") and the average ranking of all responses received ("Avg. Rank"). The "Avg. Rank" is the average ranking of all survey responses received which indicated a rank for that particular image/description.

Table B presents the average of respondents and rankings of each category.

	Respondents	Avg. Ranking
Land Use	21.6	6.5
Job Opportunities	20.4	6.7
Building Design	19.7	6.6
Streets and Lighting	19.3	6.3
Walkability	20.2	6.5
Things to Do	19.4	6.5
Places to Go	19.7	5.6

Table A. Average by Category

I. Land Use

Summary Narrative:

Respondents were asked to rank desired and undesired land uses consistent with the character of the neighborhood in the future. The responses appear to be evenly distributed and there are no obvious desirable or undesirable land uses from this effort.

Key Takeaways:

This was the most highly responded to category. This could be for two reasons: 1) it's the first category on the board so responders may respond to this one and then slowly decline in their response rates or 2) land use is very important to the community. It is plausible to assume that the second impacted the response rates more than the first.

The responses are pretty clear: open lands & vistas, agricultural and rural land uses, and larger lots are most desirable. Meanwhile, there is a strong desire to not provide shopping centers and retail stores within the Town.



Basis for Consensus:

There seems to be an opportunity for consensus around agricultural uses and limited commercial uses. Where necessary, commercial retail and shopping uses should be either within mixed use areas (Austin District or City Center) or allowed as home-based businesses within single family residential homes.

Community Comments:

"We have a variety of uses, somewhat intermixed, and the important thing is that people respect each other and don't get pushy."

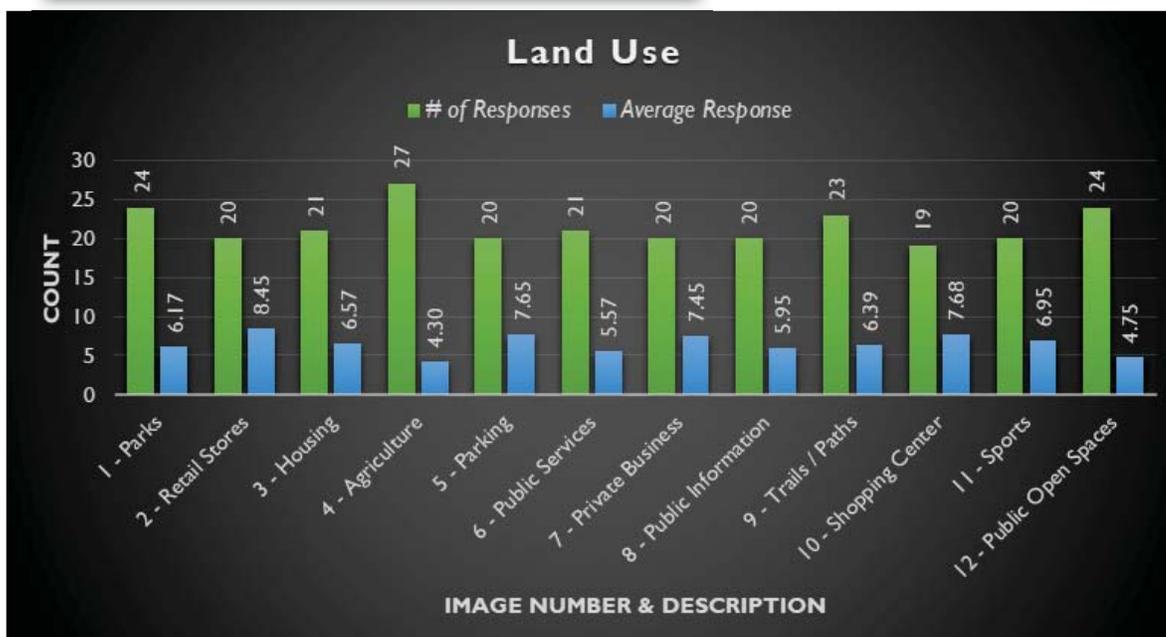
"I would like to see a dog park - fence in an unused part of the town park - install gates & dog poo bags. Many of my friends have mentioned this to me."

By the Numbers:

Top 3 Rankings		
#1	Agriculture (4)	4.30
#2	Public Open Space (12)	4.75
#3	Public Services (6)	5.57

Bottom 3 Rankings		
#10	Parking (5)	7.65
#11	Shopping Center (10)	7.68
#12	Retail Stores (2)	8.45

Percent of Survey Takers Responding to this Category	
Max Responses	
27	75%
Minimum Responses	
19	53%



By the Numbers:

II. Job Opportunities

Summary Narrative:

Respondents were asked to rank the types of employment opportunities to be encouraged in various neighborhoods. The results indicate that food service industry jobs are highly desired.



Top 3 Rankings		
#1	Food Service (5)	4.88
#2	Convenience Store (6)	5.29
#3	City/Government (12)	6.19

Key Takeaways:

Results indicate that medical industries are undesirable jobs. This could be due to the high number of retirees living in the community who are not looking for full time employment but who may be looking for parttime employment to supplement their retirement income.

Bottom 3 Rankings		
#10	Corporate/Professional (2)	7.55
#11	Information Center (9)	7.61
#12	Medical Industry (3)	8.29

Additional exploration should be taken to understand why the bottom three employment opportunities were ranked as such. These are generally upward trending and needed employment. Does this indicate that the market is saturated or does it mean that the images were misunderstood?

Basis for Consensus:

Stand alone restaurants - both as a land use and job opportunity - appear to be highly desirable to being to build community consensus on.



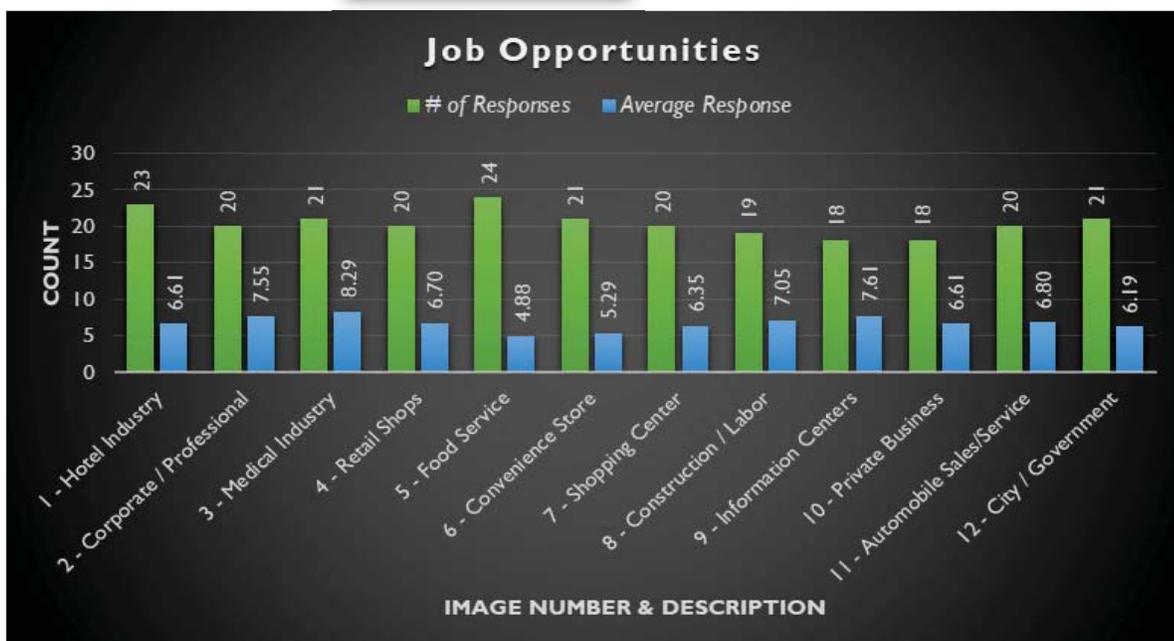
Percent of Survey Takers Responding to this Category	
Max Responses	
24	67%
Minimum Responses	
18	50%

Community Comments:

Agriculture is also a job opportunity!

Keep us small and tax free.

I feel like an easy way to increase revenue would be allowing the retail marijuana industry into Orchard City.



III. Building Design

Summary Narrative:

A key element of identifying a neighborhood's character and built environment is building design. This includes items such as roof pitch, breaking up large walls and facades, building materials and orientation on the property. For this survey, the respondents were asked to rank various architectural design that fits in with the character and culture of Orchard City.

Key Takeaways:

With an average ranking of over one point lower than the #2 response, log homes on larger lots appears to be the preferred building design. The next desired design characteristics were consistent with traditional Southwestern, adobe design. Similarly, the least desired uses relate to more modern and commercial oriented designs.



Basis for Consensus:

Identifying what a building should look like is more important than identifying what can be done on a piece of land or within a building. This seems to be consistent with the current development pattern of Orchard City where originally anticipated land uses morph into something different such as a home based automotive repair shop in a subdivision.

Community Comments:

"Let people build what they think will work for them."

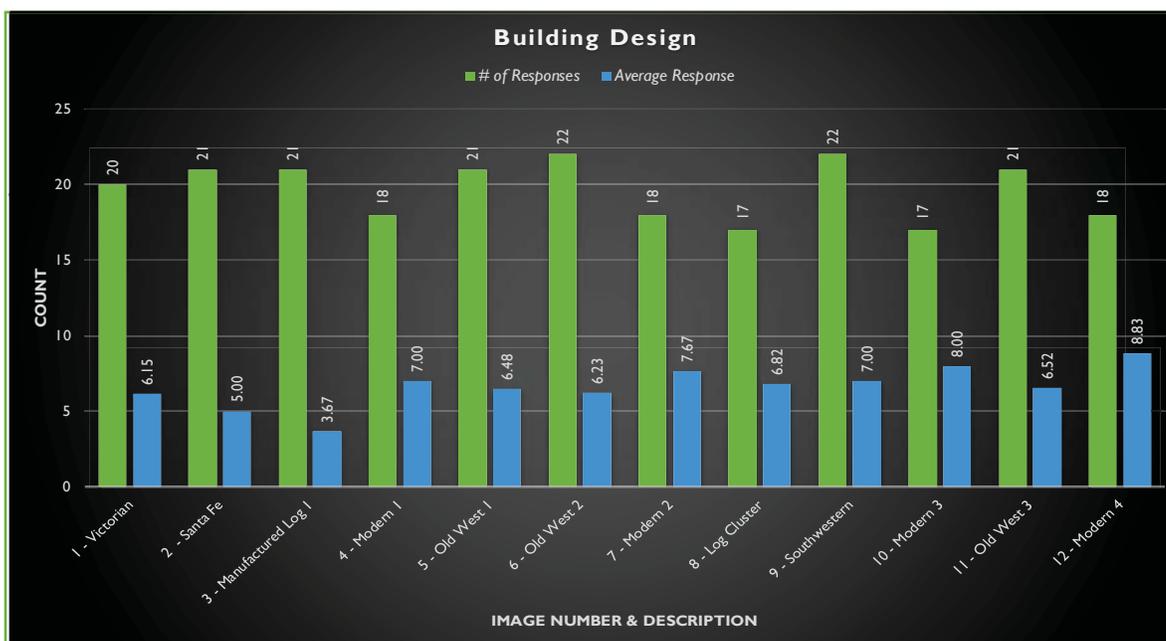
"This is the USA. Don't tell us what to DO!!!
Do not put us in a box town."

By the Numbers:

Top 3 Rankings		
#1	Manufactured Log 1 (3)	3.67
#2	Santa Fe (2)	5.00
#3	Victorian (1)	6.15

Bottom 3 Rankings		
#10	Modern 2 (7)	7.67
#11	Modern 3 (10)	8.00
#12	Modern 4 (12)	8.83

Percent of Survey Takers Responding to this Category	
Max Responses	
22	61%
Minimum Responses	
17	47%



IV. Streets & Lighting

By the Numbers:

Summary Narrative:

Streets and Lighting were combined in one category because they are inherently linked within the public rights-of-way that criss-cross the community. However, for purposes of identifying priorities, the images that were more related to Lighting were separated from those focused on Streets. Each were ranked in the side bar.

Key Takeaways:

Whether an extended soft shoulder or not, rural roadway cross-sections (no curb, gutter, or sidewalk) ranked as highly desired. Related to lighting, it can be interpreted from the responses that safety should be the focus of the lighting used throughout the Town. Next, the dark sky lighting is more desirable than the decorative, and less efficient, globe lighting. When looking at the Street and Lighting images together, the results indicate that lighting should not be the priority of infrastructure to be installed within the public right-of way. The focus of rights-of-way should be vehicles and secondary means of transportation such as pedestrians and bicyclists.



Basis for Consensus:

Functional, cost effective, and efficient use of the public rights-of-way appears to be the element that can be the avenue to consensus related to the streets. Focus efforts and funding on creating a safe environment that highlights the rural character of the community.

Community Comments:

"These will always be revenue limited."

"Safety on the Highway 65 corridor - striped bike path/walkways, crosswalks, etc..."

"Speed limit in Eckert 45MPH should be changed to 35MPH."

Top 3 Rankings (Streets)		
#1	Wide Shoulders (1)	3.37
#2	Narrow Shoulders (2)	3.68
#3	Bicycle Lane w/ SW (3)	4.75

Bottom 3 Rankings (Streets)		
#5	Walking Lanes (5)	5.67
#6	Signage (6)	6.30
#7	Sidewalks (12)	7.47

Top 3 Rankings (Lights)		
#1	Intersections (11)	6.00
#2	Dark Sky (7)	7.35
#3	Decorative (8)	8.29

Bottom 3 Rankings (Lights)		
#4	Sidewalks (10)	8.40
#5	Roadways (9)	9.06

Percent of Survey Takers Responding to this Category	
Max Responses	
24	67%
Minimum Responses	
17	47%



V. Walkability

Summary Narrative:

Residents should be able to get to desired destinations not only by car, but also by foot or bike. Respondants were asked to rank images based on most to least comfortable means of getting around without using a car. Again, the top ranking responses have a strong rural feel.

Key Takeaways:

The clear desires are striped walking lanes upon roadways and natural meandering gravel or dirt paths - both of which have strong rural connotations. An element of walkability is that even if there are capital investments into trails and paths, there has to be something to walk to in order for a community to functionally be walkable. Increased walkability goes hand in hand with allowed land uses and activity centers where there are things to do and places to go.



Basis for Consensus:

Similar to the discussion under the Streets and Lighting category, any ability to combine facilities to increase cost efficiency and effective use of land while also increasing connections throughout the community appear to have the most ability to bring people together.

Community Comments:

"I live here because I like a semi-rural environment and can still get around pretty well."

"Those who want recreational trails, etc can go to the Mesa. All these nice pictures on your board are very expensive to build and maintain."

By the Numbers:

Top 3 Rankings		
#1	Roadway Walking Lanes (2)	4.22
#2	Public Open Space Paths (1)	4.90
#3	Public Trails (4)	5.52

Bottom 3 Rankings		
#10	Concrete Walkways (7)	7.35
#11	Plaza 1 (3)	7.83
#12	Crosswalks (5)	8.00

Percent of Survey Takers Responding to this Category	
Max Responses	
23	64%
Minimum Responses	
17	47%



VI. Things to Do

By the Numbers:

Top 3 Rankings		
#1	Hiking (7)	3.47
#2	Farmers' Market (8)	5.29
#3	Family Sports (12)	5.36

Bottom 3 Rankings		
#10	Park w/ Special Features (4)	7.94
#11	Shopping (1)	8.17
#12	Family Fun Center (5)	8.41

Percent of Survey Takers Responding to this Category	
Max Responses	
22	61%
Minimum Responses	
17	47%

Summary Narrative:

There is a long list of things to do in Orchard City from hiking and biking to cross-country skiing, from snowmobiling to dirt bike trails, from soccer tournaments to antique stores. While there is a long list of things to do in Orchard City, the community was asked what things are missing.

Key Takeaways:

The great outdoors was the most highly desirable image with an average of 3.47 ranking. Responses indicated that the next highest priority is a farmers' market / agricultural production followed by outdoor activities focused on the family.



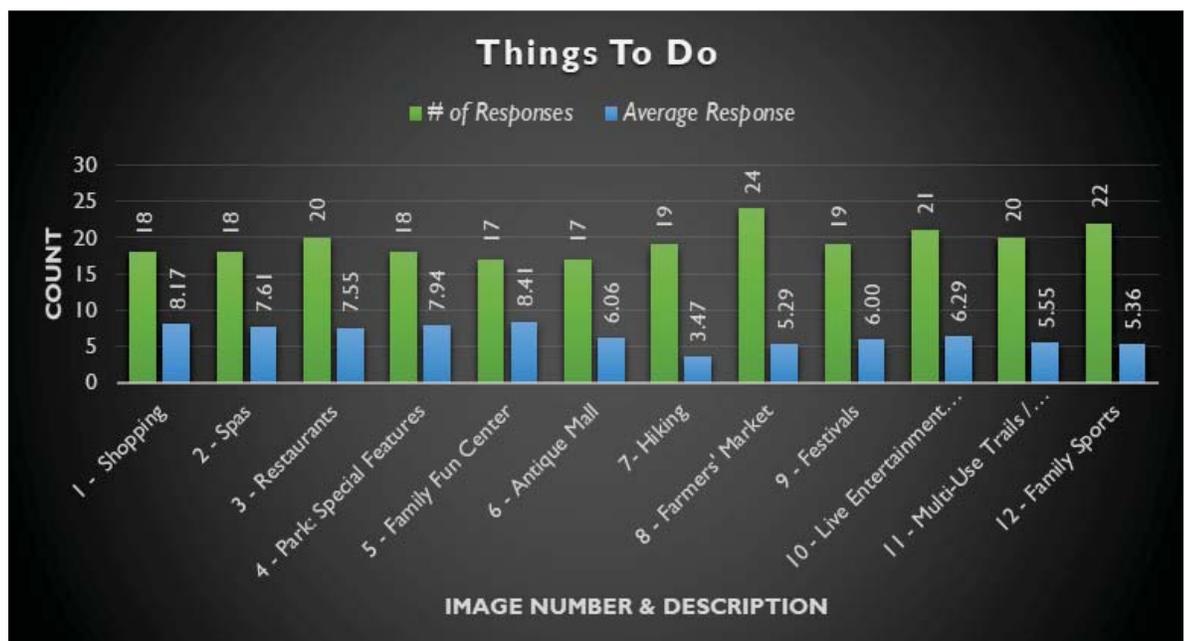
Basis for Consensus:

A potential basis for consensus would be enhancement of outdoor activities and enhancing and building on activities already provided by the Town. However, the responses imply that there is little or no desire to increase the activities offered by the Town because to draw more people would cost more money.

Community Comments:

"If the public really wants it, the private enterprise will provide it"

Our "town" is perfect the way it is. We are surrounded by nature, trails, and places to go and spend time and money."



VII. Places To Go

Summary Narrative:

While there are places to go and things to do in all four focus areas of Orchard City, the survey sought to learn what places residents would like to be able to go within town which aren't available at this time. None of the nine images/places presented on the board are currently provided within town limits.

Key Takeaways:

The place that respondents ranked most desirable to go was an amphitheater. This appears to be a place that once again connects many of the desires seen



throughout the responses - outdoors, small town where you know your neighbor, and walk/hike to the amphitheater. With only 1.14 points separating the #1 and #9 ranking, it is hard to suggest that there is a clear priority. However, the amphitheater not only received the most responses (22 or 61%) while also being the highest rank (4.86) indicating that this is the strongest desire of all images.

Basis for Consensus:

An amphitheater designed as the hub of an outdoor trail network where small community events can be held may be the basis of building consensus throughout the community if it can be done inexpensively or efficiently. Again, it would be recommended to further engage and involve the community through any decision making processes.

By the Numbers:

Top 3 Rankings		
#1	Amphitheater (9)	4.86
#2	Library (1)	5.11
#3	Shopping Center (6)	5.47

Bottom 3 Rankings		
#7	Open-Air Fitness Center (8)	5.85
#8	Hotel/Restaurant/Spa (7)	5.86
#9	Legal Center (5)	6.00

Percent of Survey Takers Responding to this Category	
Max Responses	
22	61%
Minimum Responses	
16	44%

Community Comments:

"All those [places] are available within 10 miles. new local ones would require someone to come up with money to build them, and some expectation of income from them - probably would be more costly than the ones we have."





04: Strategic Next Steps

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What's It All Mean?

Even though the results may not be indicative with the viewpoints of the larger population of Orchard City, some general trends and linkages can be made between the various categories to assist in beginning to understand community sentiment on various items.

When looking at the rankings of all images within all seven categories together there are connections and linkages which can be identified as either desirable or undesirable. Below is a list of some of the linkages which should be further explored through future efforts:

1. **Streets and Lighting** suggest that cross-sections should be rural in design which means no urban infrastructures such as curb, gutter and sidewalks. However, cross-sections should be designed to accommodate a variety of modes of transportation including pedestrians and bicyclists as indicated as desirable through the **Walkability** category. While it was not clearly identified in the images, it may also be advantageous to allow equestrian use on an extended soft shoulder. Efficient use of the public rights-of-way should be encouraged which incorporates various users and activities without requiring additional land dedications or acquisition.
2. There seems to be a connection between **Things To Do** and **Land Uses** where open space, hiking, parks, trails, and enjoyment of the natural beauty of the region are desired and the main amenity of the community with little or no need to bring in other things to do. This is highly resident oriented as these amenities alone will not meet the needs of visitors.
3. Within the **Things to Do** category, the responses indicate the preference, by almost two ranking points, could be hiking. Any opportunity to expand local or regional hiking trails may be seen as an acceptable investment for the community.
4. **Food Service** jobs are desirable, however, **Restaurants** were ranked 8th with a score of 7.55 within the **Things To Do** category. This could be attributed to the high percentage of retirees, however, this should be explored more because if restaurants are not a desired/needed land use, they may not be successful from a financial standpoint causing additional negative impacts such as vacant buildings.

Moving Forward

When all responses are digested, there appears to be a preferred thread linking outdoor activities - specifically hiking - and facilitating that leisure activity. It appears that most respondents are okay driving to adjacent communities for goods and services that aren't provided within Orchard City, commuting to jobs, and not encouraging visitors to stay for a longer period of time by not desiring additional **Things to Do** or **Places to Go**.

This engagement effort has identified some of the items that can be used to start to bring the community together around a consistent vision for what the built environment (buildings, land uses, and roadways) of Orchard City could look like. However, based on the comments provided with the survey, it is plausible that resident sentiment may change if these actions require the implementation of local sales tax, property tax, or other fees to provide such amenities or improvements.

The next steps in this process may include:

1. Complete a Community Visioning exercise or charette to further define the future vision of the community.
2. Identifying which, if any, amenities or improvements would the community be willing to invest in and what an acceptable cost could be. This could be added to the anticipated survey by asking how much residents would be willing to pay for those amenities.
3. There seems to be general consensus around the desire to decrease the negative impacts of growth. This narrative could be used to build consensus on developing a nuisance ordinance to ensure the health, safety and welfare of the community.
4. Regulating land uses don't appear to be overly desired nor to be a concern of the community.
5. Consider developing design standards to ensure the built environment, including street and building design, to ensure quality design that helps preserve the small town character of the community. Special care should be taken to ensure the standards are written so they prevent negative impacts rather than require certain criteria or elements to be met.
6. An economic analysis of the community desired improvements should be completed to understand methods in which those improvements could be funded. This analysis should also include a carrying capacity analysis identifying the specific industries, uses, or services which the community and region can support. To be economically sustainable, Orchard City should fill a niche that is not addressed within the region's market analysis area.

"You should use whatever money you plan to use for any of these upgrades to fix the water lines of Orchard City and take care of your customers."

"It's hard to look at future growth with last year's drought."

"Orchard City is a water district. Don't forget that. It is agricultural first... We want to be left alone - no more regulations, no more government. Let each individual property owner decide land use. The government that governs least, governs best!... More liberty, less government."

"Don't ruin our community by trying to be like big towns, let us be a small community. If you get funds, use it to take care of your water customers, take care of them by taking care of the utilities you are responsible to provide. Maintain and update water lines, protect the interests of your customers."

"I have lived in O.C. for almost 40 years and I am not sure if the live and let live attitude works anymore because of health and safety reasons... Also concerned about O.C. keeping its drinking water of high quality and how much there will be in the future. Would like to see less growth and development. Would like to see O.C. still more rural, though I do understand that is why people move here and build homes."



**A: Public Meeting
Unleashed Board**

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Town of Orchard City Master Plan Update

Public Meeting – UNLEASHED

March 01, 2019 – March 18, 2019

The Town of Orchard City acknowledges the extensive planning efforts that have previously been done and is taking the best, most cost-effective strategies from these plans to create a 20-year comprehensive strategic plan for Orchard City. Through this process, the Town wishes to gain input from the community related to future preferences of the various Orchard City communities. Please review the presented optional elements for our community and rank your responses on the response sheets attached. Your input is greatly appreciated!

The focus of this survey is on four primary development areas:

1. Austin: A platted community and warehouse district
2. Cory: The southern entrance along State Highway 65
3. Eckert: The northern entrance along State Highway 65
4. City Center: So called due to location of waste disposal & recycling center, Town Hall, public works, and future development potential.

Protecting each community identity is foremost to us – we live here too and share in the importance of that with you. Your input is very valuable to us. Your participation in this survey helps give Town Planners and Trustees guidance on how to proceed in protecting the individuality of your community while developing ways to provide services that can be enjoyed by all citizens. Thank you for giving a few minutes of your time to help us learn how to better serve you and your needs as an individual.



Instructions: Please rank the images in each category on the survey board using 1,2,3, etc., with 1 being the most desirable and 12 being the least desirable. Please put in the attached drop box when completed. Please complete this survey only once.

Place plastic sleeve with blank surveys in it here

Cory Gateway
This area, depicted in the map to the right in purple positioned directly on Highway 65, is at the southern entrance to the Town at the top of the Cory Grade. It is a visitor's first impression of the Town and a hub of activity with the General Store, gas station, and the US Post Office. Once serving as a freight delivery drop station, Cory introduces the first glimpse of Orchard City's unique geographic rurality in a panoramic view of Tongue Creek, the Dobies and Grand Mesa.

Eckert Highway 65 Corridor
This area, depicted in red on the map to the right, consists of property adjacent to and accessible from Highway 65, running north and south from about 2100 Road to about Dalman Road. The predominant characteristic of the area is the high traffic volume with reduced speeds. Walk-in commercial businesses are attracted to this community for the high potential customer volume, visibility, and accessibility.

Austin District
This area, depicted in the map to the right in green, has all of the elements needed to become one of the most enjoyable destinations in this sector of the Western Slope: concerts, theater groups, family fun center, fine arts and crafts, to name a few. The Austin community is directly accessed from Highway 92 at three separate locations. A beautifully quaint setting for small businesses such as bed & breakfast or cafe eateries.

Orchard City Center
This area, depicted in the map to the right in blue, encompasses service-oriented operations such as Town Hall which includes public works, roads and the volunteer fire department. Privately owned waste disposal and recycling center is also located in this area. The primary characteristic of this area is the vacant land, a great area for a hotel, library, boutiques and a professional building.

LAND USES
Rank each of the above images from the most desirable to the least desirable land use reflecting your desired character of each neighborhood in the future.

JOB OPPORTUNITIES
Types of jobs can impact land uses by dictating amount of land needed, level of development required, and accessibility to and from the site. Rank the types of employment opportunities which should be encouraged in each neighborhood from most desirable to least desirable.

BUILDING DESIGN
Rank the following images from the most desirable to the least desirable look for each neighborhood in the future.

STREETS and LIGHTING
Street design, lighting and signage directly relates to the functions and uses of adjacent properties. Rank the following images from the most desirable design to the least desirable street design.

WALKABILITY
Residents should be able to get to desired destinations not only by car, but also by foot or bike. Rank the images above from most comfortable to least comfortable way to get to a destination without using a car.

THINGS TO DO
There needs to be things to do for residents of all ages. Rank the above images of activities from the most desired to the least desired.

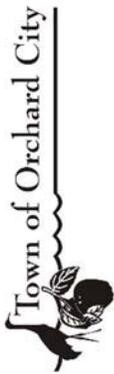
OTHER PLACES TO GO
There needs to be places to go for residents of all ages. Rank the above images of places from the most desired to the least desired.

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B: Response Form

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Community Survey

"Austin - Cory - Eckert"
81410 - 81414 - 81418

Protecting each community identity is foremost to us - we live here too and share in the importance of that with you. *Your input is very valuable to us.* Your participation in this survey helps give Town Planners and Trustees guidance on how to proceed in protecting the individuality of your community while developing ways to provide services that can be enjoyed by all citizens. Thank you for giving a few minutes of your time to help us learn how to better serve you and your needs as an individual.

*Instructions: Please rank the images in each category on the survey board using 1,2,3, etc., with 1 being the most desirable and 12 being the least desirable. Please put in the attached drop box when completed. **Please complete this survey only once.***

Image:	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
Land Uses	—	—	—	—	—	—	—	—	—	—	—	—
Job Opportunities	—	—	—	—	—	—	—	—	—	—	—	—
Building Design	—	—	—	—	—	—	—	—	—	—	—	—
Streets and Lighting	—	—	—	—	—	—	—	—	—	—	—	—
Walkability	—	—	—	—	—	—	—	—	—	—	—	—
Things To Do	—	—	—	—	—	—	—	—	—	—	—	—
Other Places To Go	—	—	—	—	—	—	—	—	—	—	—	—

THIS FORM WAS COMPLETED BY: (circle one)

Property Owner / Tenant / Other

Optional Name, Contact Information: _____

Please write any additional comments on the back of this form

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C: Response Tables

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00: Respondent Information

Survey #	Property Owner	Tenant	No Response	Other
1			X	
2			X	
3	X			
4			X	
5		X		
6				X
7		X		
8			X	
9				X
10	X			
11	X			
12			X	
13	X			
14	X			
15	X			
16				X
17			X	
18	X			
19	X			
20				X
21	X			
22	X			
23	X			
24	X			
25	X			
26	X			
27	X			
28		X		
29			X	
30	X			
31	X			
32	X			
33			X	
34	X			
35	X			
36	X			
Totals	21 58%	3 8%	8 22%	4 11%

01: Land Uses

Survey #	1 - Parks	2 - Retail Stores	3 - Housing	4 - Agriculture	5 - Parking	6 - Public Services	7 - Private Business	8 - Public Information	9 - Trails / Paths	10 - Shopping Center	11 - Sports	12 - Public Open Spaces
1	2	1	4	3								
2	11	10	5	1	12	4	9	3	8	7	6	2
3	1			4					3		2	5
4				3					2			1
5	4	12	9	11	1	2	3	6	7	8	10	5
6	1	12	9	11	4	10	8	3	7	6	2	5
7	4	12	9	11	8	1	3	7	8	10	2	5
8	9	12	1	3	6	7	11	10	2	4	5	8
9				5		1	3		4			2
10	1											
11	12	4	8	1	9	3	11	6	5	10	7	2
12				1								
13				1								
14	1											
15				1			3					2
16					4	1		2	3			5
17	4	4	4	4	4	4	4	4	4	4	4	4
18	12	12	1	1	12	12	12	12	12	12	12	1
19	12	4	1	8	9	6	3	7	10	2	11	5
20	2	4	7	10	9	12	5	1	5	8	7	6
21	4	12	11	8	9	7	6	1	10	3	2	5
22	4	12	11	9	1	5	10	8	6	7	2	3
23			1									
24	12	4	9	3	1	2	11	10	8	6	7	5
25												
26	10	12	5	1	6	4		2	3	7	8	9
27	12	12	12	1	12	12	12	12	12	12	12	12
28	9	2	1	2	11	6	10	7	3	8	12	4
29												
30												
31	12	12	12	1	12	12	12	12	12	12	12	12
32	4	8	12	9	11	1	2	3	6	10	7	5
33												
34				1								
35	1											
36	4	8	6	2	12	5	11	3	7	10	9	1
Totals # of Responses	148	169	138	116	153	117	149	119	147	146	139	114
Average Response Ranking	6.17	8.45	6.57	4.30	7.65	5.57	7.45	5.95	6.39	7.68	6.95	4.75
% of Participants Responding	67%	56%	58%	75%	56%	58%	56%	56%	64%	53%	56%	67%

02: Job Opportunities

Survey #	1 - Hotel Industry	2 - Corporate / Professional	3 - Medical Industry	4 - Retail Shops	5 - Food Service	6 - Convenience Store	7 - Shopping Center	8 - Construction / Labor	9 - Information Centers	10 - Private Business	11 - Automobile Sales/Service	12 - City / Government
1	1		2	4	3							
2	10	11	12	6	1	9	5	2	4	3	7	8
3		2			3	6	1					
4	3		1		2							
5	2	4	12	5	1	3	6	8	7	9	11	10
6	5	7	8	1	9	6	2	3	4	12	10	11
7	7	5	6	9	12	11	4	3	10	1	8	2
8	2	8	11	6	9	3	4	1	10	7	5	12
9	5	2					1	3				4
10						1						
11	9	5	7	11	6	10	12	1	8	3	4	2
12												
13					1							
14	1											
15					3						1	2
16	1		3	2							5	4
17	5	11	8	8	6	12	5	11	8	6	5	5
18	12	12	12	12	12	1	12	12	12	1	12	1
19	7	12	4	8	5	9	11	10	1	3	6	2
20	1	2	3	4	5	6	7	8	9	10	11	12
21	12	9	11	6	7	2	5	8	4	1	3	10
22	11	6	12	1	2	3	10	11	9	8	7	5
23					1							
24	5	6	11	8	12	4	1	2	9	3	10	7
25												
26	12	11	10	9	4	1	8	7	5	6	3	2
27	12	12	12	12	1	12	12	12	12	12	12	12
28												
29												
30												
31	12	12	12	12	1	2	12	12	12	12	12	12
32	7	12	8	2	4	5	6	9	11	10	3	1
33												
34												
35						1						
36	10	2	9	8	7	4	3	11	2	12	1	6
Totals	152	151	174	134	117	111	127	134	137	119	136	130
# of Responses	23	20	21	20	24	21	20	19	18	18	20	21
Average Response Ranking	6.61	7.55	8.29	6.70	4.88	5.29	6.35	7.05	7.61	6.61	6.80	6.19
% of Participants Responding	64%	56%	58%	56%	67%	58%	56%	53%	50%	50%	56%	58%

03: Building Design

Survey #	1 - Victorian	2 - Santa Fe	3 - Manufactured Log 1	4 - Modern 1	5 - Old West 1	6 - Old West 2	7 - Modern 2	8 - Log Cluster	9 - Southwestern	10 - Modern 3	11 - Old West 3	12 - Modern 4
1					3	2			1			4
2	4	2	1	3	7	5	9	8	3	12	11	10
3				1	3	4					2	
4		2			3						1	
5	3	2	9	12	4	5	6	7	8	10	11	1
6	4	5	6	11	1	8	10	3	12	7	2	9
7	9	2	5	6	4	11	3	1	10	1	8	2
8	4	5	9	11	3	2	12	1	6	7	8	10
9		1			5	2			4		3	
10	1											
11	3	9	1	5	6	2	7	11	12	8	10	4
12												
13							1					
14	1											
15			2						1			
16		1	4			3			5		2	
17	3	5	6	3	5	6	3	3	3	3	3	3
18	12	1	1	12	12	12	12	12	12	12	1	12
19	5	6	3	11	10	4	8	2	9	1	7	12
20	12	8	4	2	1	5	6	9	10	3	7	11
21	3	9	2	5	6	8	7	4	1	10	11	12
22	11	6	8	1	10	12	7	2	3	5	4	9
23	12	3	2						1			
24	3	9	2	12	12	12	12	12	12	12	12	12
25												
26			1									
27	12	12	1	12	12	12	12	12	12	12	12	12
28												
29												
30												
31	12	12	1	12	12	12	12	12	12	12	12	12
32	4	3	5	6	11	2	1	8	9	10	7	12
33												
34												
35						1						
36	5	2	4	1	6	7	10	9	8	11	3	12
Totals	123	105	77	126	136	137	138	116	154	136	137	159
# of Responses	20	21	21	18	21	22	18	17	22	17	21	18
Average Response	6.15	5.00	3.67	7.00	6.48	6.23	7.67	6.82	7.00	8.00	6.52	8.83
Ranking	3	2	1	9	5	4	10	7	9	11	6	12
% of Participants Responding	56%	58%	58%	50%	58%	61%	50%	47%	61%	47%	58%	50%

04: Streets & Lighting

Survey #	1 - Streets: Wide Shoulders	2 - Streets: Narrow Shoulders	3 - Streets: bicycle lanes w/ sw	4 - Streets: Crosswalk	5 - Streets: Walking lane	6 - Streets: Signage	7 - Lighting: dark sky	8 - Lighting Decorative	9 - Lighting: Roadways	10 - Lighting: Sidewalks	11 - Lighting: Intersections	12 - Streets: Sidewalks
1		2	6		1	3				4		5
2	1	2	4	5	3	7	8	6	12	11	10	9
3			1	2					4			3
4		1	3							2		
5	1	3	2	5	4	7	6	8	10	11	9	12
6	3	2	1	5	10	8	6	12	9	11	7	4
7	3	10	12	1	2	5	7	8	9	11	4	6
8	5	2	3	1	12	11	10	7	8	4	9	6
9			4	1		2	5	3				
10			1									
11	2	1	8	7	11	12	3	5	9	10	6	4
12												
13		1										
14	1											
15			2	1						3		4
16	2		1	3		5				4		
17	1	1	1	2	1	1	1	2	2	2	1	2
18	12	12	12	12	1	1	12	12	12	12	12	12
19	3	4	2	5	1	6	8	12	7	11	10	9
20	1	2	9	10	6	3	4	7	8	11	12	5
21	1	2	3	5	6	7	8	12	11	10	4	9
22	1	2	6	3	5	7	8	10	11	12	4	9
23		2		4	2							
24												
25												
26											1	
27	12	12	12	12	12	12	12	12	12	12	1	12
28	1	2	3								4	
29												
30												
31	12	12	12	12	12	12	12	12	12	12	1	12
32	1	3	2	12	10	11	8	7	6	4	5	9
33												
34		1										
35						1						
36	1	2	4	9	3	5	7	6	12	11	8	10
Totals # of Responses	64	81	114	117	102	126	125	141	154	168	108	142
Average Response Ranking	3.37	3.68	4.75	5.57	5.67	6.30	7.35	8.29	9.06	8.40	6.00	7.47
% of Participants Responding	53%	61%	67%	58%	50%	56%	47%	47%	47%	56%	50%	53%

05: Walkability

Survey #	1 - Public Open Space Paths	2 - Road Walking Lanes	3 - Plaza 1	4 - Public Trails	5 - Crosswalks	6 - Sidewalks	7 - Concrete Walkways	8 - Road Bike Lanes & Sidewalks	9 - Plaza 2	10 - Crushed Fines/Dirt Walkways	11 - Asphalt Walkways	12 - Gravel Walkways
1		1				2			3			4
2	2	3	9	1	12	5	6	11	8	4	7	10
3		9	5			1	2	3	6	8	4	7
4										3	2	1
5	4	1	2	12	3	5	8	6	7	10	11	9
6	6	11	12	10	1	3	2	8	9	7	4	5
7	11	4	3	7	8	10	9	12	6	1	2	5
8	1	2	8	12	11	10	9	6	4	3	5	7
9				3	1	4		5	2			
10										1		
11	1	2	8	4	6	11	12	10	7	3	9	5
12												
13												
14												1
15				1				2	5	4		3
16	5	2		4	1						3	
17	5	3	3	3	5	5	3	3	3	3	3	3
18	12	1	12	12	12	12	12	12	12	12	12	12
19	4	1	10	12	11	9	3	2	5	8	7	6
20	12	9	1	2	10	3	4	8	7	12	9	5
21	1	2	11	10	12	6	7	4	3	8	5	9
22	1	2	7	11	12	10	6	4	9	5	8	3
23	2	1		3	12							
24	1	3	10	6								
25												
26		1										
27	12	12	12	1	12	12	12	12	12	12	12	12
28	4	1		5					6	2	3	
29												
30												
31	12	12	12	1	12	12	12	12	12	12	12	12
32	1	11	12	4	6	7	8	3	2	9	10	5
33												
34				1								
35					1							
36	1	3	4	2	12	11	10	9	8	7	6	5
Totals	98	97	141	127	160	138	125	132	136	134	134	129
# of Responses	20	23	18	23	20	19	17	19	21	21	20	21
Average Response Ranking	4.90	4.22	7.83	5.52	8.00	7.26	7.35	6.95	6.48	6.38	6.70	6.14
% of Participants Responding	56%	64%	50%	64%	56%	53%	47%	53%	58%	58%	56%	58%

06: Things To Do

Survey #	1 - Shopping	2 - Spas	3 - Restaurants	4 - Park: Special Features	5 - Family Fun Center	6 - Antique Mall	7 - Hiking	8 - Farmers' Market	9 - Festivals	10 - Live Entertainment /Concerts	11 - Multi-Use Trails / Bridle Paths	12 - Family Sports
1			2	1					3	5		4
2	10	11	8	9	12	5	2	3	7	6	1	4
3			6	4		3		1		5		2
4			1				4	2			3	
5	8	9	7	12	3	1	2	11	10	6	5	4
6	6	8	4	1	10	9	7	11	3	12	5	2
7	11	10	9	7	8	1	2	3	12	6	4	5
8	7	3	11	12	10	4	2	5	9	6	8	1
9	1	5			3			2		4		
10												1
11	7	8	2	12	1	4	9	11	3	1	5	6
12												
13												
14												1
15							1	2				3
16	1	2						4	3		5	
17												
18	12	12	12	12	12	12	1	1	12	12	12	12
19	8	1	11	7	12	4	6	3	2	9	10	5
20	10	3	1	8	4	12	5	11	9	6	4	2
21	8	7	11	12	9	10	3	4	2	1	6	5
22	8	3	11	9	12	1	2	10	4	5	6	7
23			2					1		3		
24	9	11	12	8	7	3	4	6	2	5	1	10
25												
26							1					
27	12	12	12	12	12	12	1	12	12	12	12	12
28								1	2	3	4	5
29												
30												
31	12	12	12	12	12	12	1	12	12	12	12	12
32	7	11	9	2	4	3	12	6	1	2	5	10
33												
34											1	
35								1				
36	10	9	8	3	12	7	1	4	6	11	2	5
Totals # of Responses	147	137	151	143	143	103	66	127	114	132	111	118
Average Response Ranking	8.17	7.61	7.55	7.94	8.41	6.06	3.47	5.29	6.00	6.29	5.55	5.36
% of Participants Responding	50%	50%	56%	50%	47%	47%	53%	67%	53%	58%	56%	61%

07: Places To Go

Survey #	1 - Library	2 - Educational / Meeting Center	3 - Visitor Center	4 - Museum	5 - Legal Center	6 - Shopping Center	7 - Hotel/ Restaurant/ Spa	8 - Open-air Fitness Center	9 - Amphitheater
1	1	6	7	5			2	3	4
2	4	5	6	2	7	3	8	9	1
3		3				5	4	1	2
4		3				2	1		
5	1	9	2	8	5	4	3	7	6
6	9	8	1	7	2	4	6	3	5
7	9	4	2	1	7	6	8	3	5
8	9	8	4	1	3	2	6	7	5
9	2			1		5	3		4
10									1
11	8	1	4	9	7	2	3	7	6
12									
13									
14									
15		1	2	3					4
16	1	2					5	3	4
17									
18	1	12	12	12	12	12	12	12	1
19	8	9	4	2	1	3	7	6	5
20	7	12	4	1	2	3	8	6	5
21	1	2	9	8	4	3	5	7	6
22	1	2	9	8	4	3	7	6	5
23			2				1		
24	2	1	9	8	3	6	7	4	5
25									
26									
27	12	12	12	12	12	12	12	12	12
28									
29									
30									
31	12	12	12	12	12	12	12	12	12
32	2	3	1	4	9	8	5	7	6
33									
34									
35								1	
36	7	2	8	7	6	9	4	1	3
Totals	97	117	110	111	96	104	129	117	107
# of Responses	19	21	19	19	16	19	22	20	22
Average Response	5.11	5.57	5.79	5.84	6.00	5.47	5.86	5.85	4.86
Ranking	2	4	5	6	9	3	8	7	1
% of Participants Responding	53%	58%	53%	53%	44%	53%	61%	56%	61%

Public Meeting Unleashed

Analysis Report

May 2019

