

# SDPR - Action Plan Recommendations Summary Abstract

Town Trustee & Planning Commission Work Session - February 16th - 10:00 AM

## Executive Summary

The Saguache Downtown Revitalization Partnership (SDRP) Planning Committee has concluded six months of effort to provide the Saguache Town Trustees a draft Action Plan aimed at reestablishing Saguache as a vibrant and healthy community to live, visit, and work.

The overarching theme that has surfaced at the core of SDRP planning efforts has been the unanimous need to focus on creating an attractive and welcoming community here in Saguache; a community that provides residents and visitors alike with opportunities for employment, recreation, sight-seeing, shopping, and relaxation. The vision revolves around presenting a community that shows pride in its past, present, and future. You will find goals, objectives, and dozens of action items in the following Action Plan Recommendations all aimed at this overall theme.

Three key pillars for the success are identified in the Plan. The first pillar, the restoration and renovation of historic 4th Street, is most directly related to the overarching theme. The second is the establishment of the Town of Saguache as a Certified Local Government (CLG). The third is the rebirth of the Saguache Chamber of Commerce. The SDRP Planning Committee strongly believes that these three pillars provide the basis for the overall public/private partnership necessary to achieve success.

There was a strong belief resonating through the majority of participants of the SDRP Planning committee, that the restoration of 4th Street would have the greatest impact in the shortest amount of time. Fourth Street is blessed with a number of historical assets and inherent charm. The Committee believes that a rapid revitalization of 4th Street would serve as a magnet for visitors and new business. Completing this effort as the first phase of Downtown Revitalization would provide a strong and sustainable platform for expanding and implementing the many other objectives identified in the plan and would set the standard for things to come.

Establishing Saguache as a Certified Local Government opens the doors to a significant amount of federal funding for the preservation and restoration of historic properties within the community. It would provide a means to sustain much of the work accomplished after the 4th Street renovation is completed. Restoration of our town's historic assets has been identified time and again as the key to reinvigorating the town and bringing back the ambience and charm that was so inherent in the heart and soul of Saguache. Establishing Saguache as a CLG is a great enabler to getting this done. In order to accomplish this, the Town Trustees would need to establish new ordinances according to the federal guidelines provided by the State Historic Preservation Office and the National Park Service. The use of CLG status combined with other known grant funding vehicles will provide a long term and sustainable funding source for rejuvenation and maintenance of the many historic assets within Saguache.

Recognizing that private business and entrepreneurship is vital to economic growth, the SDRP Planning Committee is seeking to reinvigorate the former Saguache Chamber of Commerce. This will in effect create a community of business leaders and entrepreneurs to lead the private investment and growth in the community. An active Chamber, inclusive of all the key businesses in town, is essential to create a collective business consciousness that can work together for the greater good of all business growth and direction in Town. A unified Chamber will provide a single voice to the Town citizens and leaders on the concerns, vision, and resources that can be brought to bear collectively in order to promote economic development. A Chamber that is tightly coupled to the town leadership and its strategic economic development direction will create a level of community and energy that will form a critical bond and cooperation in civic opportunity and growth.

The SDRP Planning Committee recognizes that the success of the Saguache Downtown Revitalization rests on the shoulders of many. This includes the town leaders represented by the Town Trustees, the town businesses, volunteer support, and the citizens themselves. As representatives of the community and thus the enablers to progressive changes in the town of Saguache, the support of the Town Trustees will be instrumental to the success of these future efforts. Through the collective efforts of many the following details are offered as ideas and suggestions for achieving a future with opportunity and pride for the town. The public/private partnership described in the following pages is only the beginning. The SDRP Planning Committee is seeking the support and commitment from the Town Trustees to enable needed ordinances, provide additional resources when possible, provide leadership in the promotion and direction of this plan, and join hands with the business community to create a new and vibrant town that will rise from the ashes of old to shine again as the proud county seat of Saguache.

## Economic Vitality & Tourism

**Sub-Committee MEMBERS:**

Teri Rill  
 Maria Archuleta  
 Tino Archuleta  
 Laura Archuleta (Planning Commission)

Caroline W. Irwin (Secretary)(Grant Writer)  
 Sharon Ray  
 Gretchen Haller  
 Barry Van Sant  
 Tina Serra

**Mission Statement:**

Develop a vibrant town economy that creates job opportunities suited to the local labor pool and expands and diversifies the tax base; accomplished through supporting small business development, expansion and retention and attracting new business investments that meet the desired town economic, social and environmental goals and objectives.

Goals & Objectives	Responsibility & Follow Through:	Priority:	Time Frame:	Requested Town Action
<p><b>Goal # 1- To promote a positive and unique town identity that positions Saguache as a tourist and business-friendly community with an excellent quality of life.</b></p> <p><u>Objective #1:</u> Re-establish the Saguache Chamber of Commerce.</p>	<p>Work has already begun to bring those interested together for a meeting on Feb. 2nd at 12:00 PM at DFK in Saguache.</p> <p>ScSEED &amp; Saguache Business Owners</p>	<p><b>1</b></p>	<p>Jan. 2009 begin planning process - start this effort moving forward with action steps continuing to be developed as needs arise and the Chamber gets established. Outcomes 6 -9 months</p>	<p>None other than to sanction idea.</p>
<p><b>Goal # 2- Improve existing and establish new facilities to enhance the lives of citizens living in Saguache and attract tourists to the community.</b></p> <p><u>Objective #1:</u> Create a Saguache town "plaza" and visitors center.</p> <p><u>Objective #2:</u> Enhance and expand the entertainment, recreation and town festival events using a seasonal focus and year-round approach; establish Saguache as an event destination community and preferred rest-stop for travelers.</p>	<p>This will be a part of the "visioning" committee responsibilities. This concept will be incorporated into this planning and visioning process.</p> <p>Partnership with new Chamber.</p> <p>Chamber &amp; <b>Town of Saguache &amp; "Visioning Committee"</b></p> <p>Chamber &amp; Other Community Organizations and Town Recreation Board</p>	<p><b>2</b></p>	<p>Start in Feb. 2009 - Town appoints representatives for "visioning committee" start planning process. May involve acquisition of property (by Town) in the future (1 -2 years). Specific outcomes will be dependent on the what the visioning committee develops as a vision for the community.</p> <p>Start March 2009 - Open discuss with Recreation Board &amp; new Chamber on ways to collaborate and market current programming.</p>	<p>Establish a visioning committee. Other action will depend on outcomes of the visioning committee. Outcomes implemented 1 -2 years. Funding requests 6 months.</p>
<p><b>Goal # 3- Attract businesses to 4<sup>th</sup> Street, the Saguache Business Loop and the greater Saguache area.</b></p> <p><u>Objective #1:</u> Create a business incubator and support system for new and existing businesses.</p>	<p>ScSEED &amp; SBDC, SCBA and other organizations who wish to partner on establishing programming in Saguache. ScSEED has already taken the lead on this initiative with the third Thursday of each month SBDC sessions.</p>	<p><b>4</b></p>	<p>Jan 2009 - Beginning with SBDC programs and expanding. ScSEED is also working on a potential building purchase to house a business incubator.</p>	<p>None other than to sanction idea.</p>

## Historic & Cultural Preservation

**Sub-Committee MEMBERS:**

Carla Quintana (Town Trustee)  
 John Sladek (Secretary)  
 Kate Vasha (Grant Writer)  
 Judy Page  
 Trish Gilbert

Jonas Landes (CPI)  
 Laura Archuleta (Ad Hoc) (Planning Commission)  
 Caroline W. Irwin (Ad Hoc)  
 Don Geddes (Ad Hoc)  
 Jan Duncan

**Mission Statement:**

Capacity building, awareness and fundraising for authentic, genuine historic preservation efforts.

Goals & Objectives:	Responsibility & Follow Through:	Priority:	Time Frame:	Requested Town Action
<p><b>Goal # 1 - Establish programs that will provide long term support for Saguache's Historic Preservation efforts.</b></p> <p><b>Objective #1:</b> Obtain Certified Local Government (CLG) status for the Town of Saguache</p>	<p>Kate Vasha has volunteered to work with Town of Saguache officials to move the CLG process forward. First steps involve the appointment of a Historic Preservation Commission (HPC).</p>	<p><b>1</b></p>	<p>Feb.. 2009 begin planning process by appointing Historic Preservation Commission (HPC) members. Entire process will take approximately 1 year to complete. This includes the HPC crafting a Historic Preservation Ordinance for Town official approval.</p>	<p>Sanction idea. Appoint a Commission.</p>
<p><b>Goal # 2- To rehabilitate strategic historic property(s) that provides a model for neighboring businesses.</b></p> <p><b>Objective #1:</b> Create a model and mechanism to provide support to historic buildings throughout the Saguache community. Find a pilot project to start with in January 2009.</p>	<p>CPI &amp; ScSEED &amp; HPC - These three organizations will begin to develop a mechanism for providing support to historic sites on 4th Street. He HP Ordinance will likely establish some of the guiding principals for this effort.</p>	<p><b>2</b></p>	<p>March 2009 - Planning process begins (after CPI nomination announcement). CPI provides intern to inventory historic sites on 4th Street. This is an on-going effort which will be offered to all property owners who would like to participate.</p>	<p>None other than to sanction idea.</p>
<p><b>Goal # 3- To designate the 4th St. Commercial District as a Historic District in Saguache.</b></p> <p><b>Objective #1:</b> Obtain national/state historic register status for the 4<sup>th</sup> Street Commercial District</p>	<p>CPI &amp; ScSEED &amp; HPC - These organizations will develop a process for applying for this status.</p>	<p><b>3</b></p>	<p>Jan. 2009 - Planning process begins. Inventory of sites must take place before any funding or status will be granted. Approximately a 2 year process.</p>	<p>None other than to sanction idea.</p>
<p><b>Goal # 4- To establish an archive and repository for historical information and data for the Town of Saguache.</b></p> <p><b>Objective #1:</b> Create a designated site at the Saguache Public Library to collect historical information about people, places and things in Saguache and provide public access year-round.</p>	<p>Library Staff &amp; Friends of the Saguache Library have volunteered to take on this piece of the project. They have already applied for State funding to help establish this repository.</p>	<p><b>4</b></p>	<p>Jan. 2009 - Planning process begins and funding is sought.</p>	<p>None other than to sanction idea.</p>

## Physical Changes

### Sub-Committee MEMBERS:

Joan Wilfong  
 Jeannie Norris  
 Mike Norris  
 Heidi Pacheco  
 Mike Cassidy  
 Lindy McDaniel (Grant Writer)

Rick Barandes  
 Marge Hoglin (Planning Commission)  
 Marty Mitchell  
 Jean Wilcox (Secretary)  
 Kathy Geddes (Ad Hoc)(Planning Commission)  
 Leigh Mills

### Mission Statement:

Design & establish an environment that will attract sustainable growth, business investment, highlight historic preservation, and enhance the quality of 21st century small town life.

Goals & Objectives:	Responsibility & Follow Through:	Priority:	Time Frame:	Requested Town Action
<p><b>Goal # 1- Revitalize the Saguache Business Loop by making physical renovations and improvements to the public streets and streetscapes.</b></p> <p><b>Objective #1:</b> Repair and renovate 4th Street and surrounding streetscape.</p> <p><b>Objective #2:</b> Identify and visually define a Saguache Business Loop (SBL) with such elements as signage, benches, and bike or walking paths.</p> <p><b>Objective #3:</b> Rejuvenate, refurbish and renovate public buildings throughout Saguache.</p>	<p>Partnership between <b>Town of Saguache, Town Planning Commission, ScSEED, Visioning Committee</b> and other professionals (architect, planner, etc.) to craft a vision plan for the 4th Street area.</p>	<p><b>1</b></p>	<p>Start in Feb. 2009 - Town appoints representatives for "visioning committee" start planning process. May involve acquisition of property (by Town) in the future (1-2 years). Specific outcomes will be dependent on the what the visioning committee develops as a vision for the community. All of these objectives will likely take 1 - 5 years to implement.</p>	<p>Establish a visioning committee. Provide inventory assistance to committee to establish common outcomes taking into consideration current conditions. Outcomes implemented 1-2 years. Funding requests 6 months.</p>
<p><b>Goal # 2- To create a visual plan, including architectural renderings, for the revitalization of 4th Street and the Saguache Business Loop.</b></p> <p><b>Objective #1:</b> Establish a "visioning" committee to craft a vision for the physical elements and improvements associated with the revitalization of both 4th Street and the Saguache Business Loop.</p>	<p><b>Town of Saguache &amp; Sub-Committee Volunteers</b> - see information above.</p>	<p><b>2</b></p>	<p>Feb.. 2009 begin planning process by appointing Visioning Committee members. Subcommittee has volunteered to be this committee. This visioning process needs to happen quickly in order to start the fund development portion. Vision crafted in two months - finished with vision by April 2009. Find professionals to draft by June 2009. Start grant writing in April 2009. Implementation possible August 2009 - November 2009.</p>	<p>Establish a visioning committee. Other action will depend on outcomes of the visioning committee.</p>
<p><b>Goal # 3- Create a model and mechanism to incorporate sustainability, energy efficiency, and renewable energy into the revitalization of Saguache.</b></p> <p><b>Objective #1:</b> Provide energy programs that focus on 4th and are expandable to other areas in Saguache.</p>	<p><b>Town of Saguache Planning Commission &amp; Ad Hoc Committee</b></p>	<p><b>3</b></p>	<p>Jan. 2009 - Planning Commission appointed an Ad Hoc committee to look into the possible programs for this type of activity. Ad Hoc committee has met once already and is moving ahead with research.</p>	<p>Planning Comm. will make recommendations to the Trustees once they get sufficient information based on the research performed by the Ad Hoc committee.</p>
<p><b>Goal # 4- Bring technological infrastructure to Saguache that supports continued growth.</b></p> <p><b>Objective #1:</b> Bring Wi-Fi to the entire Town of Saguache.</p>	<p>ScSEED &amp; Volunteers</p>	<p><b>4</b></p>	<p>April 2009 - begin research and discovery phase of investigating the options and examples in other communities. Partner with Center. 1 -3 year process.</p>	<p>None other than to sanction idea.</p>



