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**PLANNING COMMISSION WORKSHOP AGENDA  
CITY HALL, 250 NORTH 5<sup>TH</sup> STREET  
COMMUNITY DEVELOPMENT CONFERENCE ROOM**

**THURSDAY, OCTOBER 3, 2019 @ 12:00 PM**

**Call to Order - 12:00 PM**

1. Downtown Development Authority Plan of Development "Vibrant Together" Presentation
2. Review of Forthcoming Agenda Items
3. Code Text Amendments Review and Discussion
4. Discussion Regarding a Consent Agenda

**Other Business**

**Adjournment**



## Grand Junction Planning Commission

### Workshop Session

Item #1.

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**Meeting Date:** October 3, 2019

**Presented By:** Brandon Stam, DDA Executive Director, Lance Gloss, Associate Planner

**Department:** Community Development

**Submitted By:**

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### Information

**SUBJECT:**

Downtown Development Authority Plan of Development "Vibrant Together" Presentation

**RECOMMENDATION:**

**EXECUTIVE SUMMARY:**

The Plan of Development (POD) for the DDA was originally adopted in 1981 and needs to be updated to address evolving conditions in the Downtown. The POD is the product of public outreach, stakeholder discussions, design workshops, and the cooperation of agencies, consultants, and the City of Grand Junction. The POD identifies means of improving the Downtown area, particularly the area within the boundary of the Downtown Partnership, which is comprised of the Downtown Development Authority and the Downtown Grand Junction Business Improvement District. The Plan identifies three core aims for improving downtown: Connectivity; Place-making; and Infill Development. The plan identifies strategies to achievement of these aims, and includes actions, policies, and programs comprising each strategy.

The Board of the Downtown Partnership reviewed the POD at its September 26, 2019 meeting and unanimously (in a 7-0 vote) recommended its approval. C.R.S. 31-25-807(4)(b) requires review and recommendation by the Planning Commission and adoption by the City Council. Brandon Stam, Downtown Development Partnership Executive Director will present the Final Draft of the POD.

## **BACKGROUND OR DETAILED INFORMATION:**

### **III. BACKGROUND AND DETAILED INFORMATION**

The purpose of the Grand Junction DDA is to “plan and propose public facilities and other improvements to public and private property of all kinds which will aid and improve the downtown development area with the goal of preventing and remediating slum and blight within the DDA boundaries.” Further, in cooperation with the planning board and the planning department of the municipality, the DDA is enabled to develop long-range plans designed to carry out the purposes of the authority (as stated in C.R.S. 31-25-801) and to promote the economic growth of the district and may take such steps as may be necessary to persuade property owners and business proprietors to implement such plans to the fullest extent possible.

As identified in Section V of the existing 1981 Plan of Development, the purpose of the Plan of Development is to establish a mechanism whereby the Authority and City can implement projects and programs that aid in halting the economic and physical decline of the Plan of Development area and Commercial Renovation Districts, and assist in the revitalization of and reinvestment in the downtown generally.

Many of the projects and programs identified in the 1981 have been initiated and completed. Significant changes have also occurred the physical, cultural, and economic landscape of the Downtown. These conditions merit a reconsideration of priorities and the development of a new plan for the future of Downtown. Thus, the proposed 2019 Plan of Development identifies three purposes for the updated plan: To provide a unified vision for downtown; To identify projects that advance the vision; and To bring local leaders together in pursuit of that vision.

The POD is designed and intended to function as the guiding document for the Downtown Partnership.

The POD was produced over a period of over a year, including a six-month period of community engagement from February 2018 to September 2019. Online and social media surveys, focus group meetings, stakeholder meetings, a Community Open House, and other outreach methods were employed to solicit input. Included in this effort was the work of a member Community Action Team of approximately 60 members that met regularly to review progress and to provide guidance and input on the process, deliverables and draft plan. Overall, approximately 25,000 people were reached online and over 500 community members were engaged in person. Direct links between the public outreach data collected and the aims and strategies in the Plan are evident throughout the Plan document.

The proposed POD is structured around three high-level aims for improving downtown: connectivity; place-making; and infill development. “Connectivity” as used in the POD

means the safe and comfortable movement of people, bikes, and cars along and among streets. Among proposals for improving connectivity in the POD, those highlighted include: converting 4th and 5th Streets into two-way streets; improving bicycle and pedestrian infrastructure with an emphasis on access to the river; developing a promenade on 2nd Street; and initiating studies and projects to improve wayfinding.

“Place-making” as used in the POD means the impression of Downtown as a distinguishable environment, including the experiences, events, and interactions that are definitive of that area. Some proposals for encouraging place-making in the downtown include: efforts to activate Colorado Avenue between 4th and 7th Streets; new events and event spaces downtown; the activation of alleys through the arts and alley-facing storefronts; low-cost design interventions to reduce socially unacceptable behaviors in Whitman Park; greater efficiency of parking areas; and adaptive reuse of existing structures.

“Infill development” as used in the POD means redevelopment, new development, and adaptive reuse of existing structures within the downtown, with an emphasis on the connections between Main Street, the largely industrial Rail District, and the presently redeveloping riverfront. Some high-priority proposals for encouraging infill development in the downtown include: to support existing businesses and attract new ones; to develop a grant program to promote small scale local reinvestment in downtown; to adjust codes and policies presently limiting development, such as parking requirements; to leverage the financial tools of the Downtown Partnership; and for the DDA to become involved in a catalytic development project(s).

The Board of the Downtown Partnership met on September 26, 2019 to review the new Plan of Development. Seven board members voted to approve the Vibrant Together plan, and none dissented, thus the Resolution to approve the POD passed unanimously.

#### **IV. NOTIFICATION REQUIREMENTS**

As required by C.R.S. 31-25-807(4)(c), prior to its approval of a Plan of Development, notice was provided that a public hearing on this plan of development in the form of one publication in the Grand Junction Daily Sentinel, the newspaper having general circulation in the municipality. The notice described the time, date, place, and purpose of the hearing, generally identified the plan of development area covered by the plan, and outlined the general scope of the projects under consideration.

#### **V. ANALYSIS**

Pursuant to C.R.S. 31-25-807(4)(b), prior to its approval of a Plan of Development, the

governing body shall submit such plan to the planning board of the municipality, if any, for review and recommendations. This planning board is recognized as the City's Planning Commission. Further, the planning board shall submit its written recommendations with respect to the proposed plan of development to the governing body within thirty days after receipt of the plan for review.

In accordance with C.R.S. 31-25-802(5.5) the governing body of the DDA is the City Council. As provided in the C.R.S., the governing body shall hold a public hearing on a plan of development or substantial modification of an approved plan of development. Following such a hearing, the governing body may approve a plan of development if it finds that there is a need to take corrective measures in order to halt or prevent deterioration of property values or structures within the plan of development area or to halt or prevent the growth of blighted areas therein, or any combination thereof, and if it further finds that the plan will afford maximum opportunity, consistent with the sound need and plans of the municipality as a whole, for the development or redevelopment of the plan of development area by the authority and by private enterprise.

Conditions in the Downtown have changed significantly since the 1981 POD was implemented 38 years ago. Whereas the 1981 POD emphasized the reversal of trends toward blight and included redevelopment goals of a relatively limited scope, the proposed 2019 POD focuses on perpetuating positive momentum in the Downtown area through projects meant to catalyze investment and participation in the area.

## **VI. STAFF RECOMMENDATION AND FINDINGS OF FACT**

Staff has reviewed both the proposed POD and the existing POD. The proposed POD is consistent with the City's overall vision, as included in the Comprehensive Plan, the Greater Downtown Plan, and sections of the Zoning and Development Code specifically related to Downtown. Staff finds that the proposed POD also enters into a higher level of detail than these documents, which is appropriate to enable focused and efficient actions for Downtown development by the authority and by private enterprise.

Staff also finds the plan will afford maximum opportunity, consistent with the needs and plans of the municipality as a whole, for the development or redevelopment of the Downtown Development Authority's area.

Staff therefore recommends approval of this proposal to repeal and replace the Downtown Development Authority's Plan of Development with the "Vibrant Together" plan with the following findings of fact:

1. The plan complies with C.R.S. 31-25-802 in that there is a need to take corrective measures in order to halt or prevent deterioration of property values or structures within the plan of development area or to halt or prevent the growth of blighted areas therein, or any combination thereof, and

2. Further finds that the plan will afford maximum opportunity, consistent with the sound need and plans of the municipality as a whole, for the development or redevelopment of the plan of development area by the authority and by private enterprise.

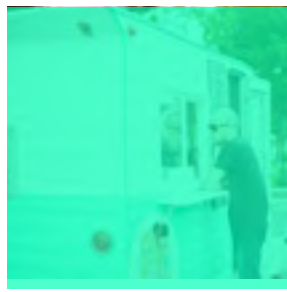
**SUGGESTED MOTION:**

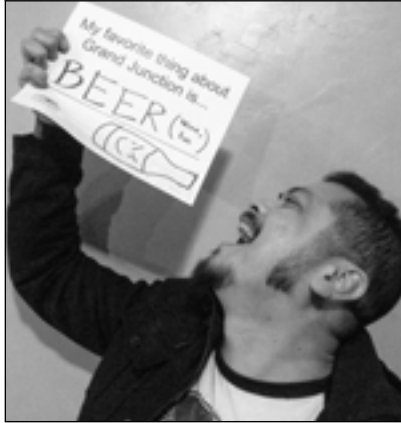
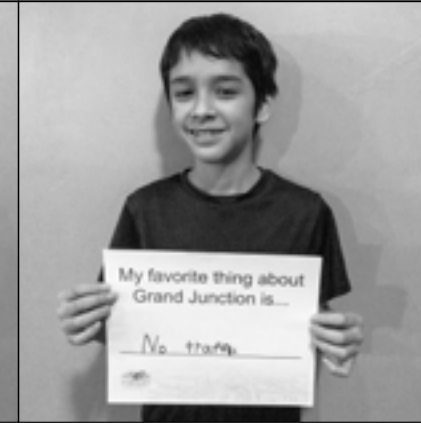
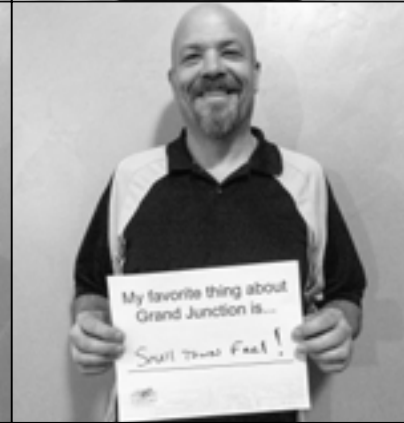
**VII. RECOMMENDED MOTION**

Madam Chairman, on the Plan of Development for the Grand Junction CPA-2019-496, I move that the Planning Commission forward a recommendation of approval of the proposal to repeal the 1981 Plan of Development and replace the Grand Junction Downtown Development Authority's Plan of Development with the "Vibrant Together" plan with the findings of fact as listed in the staff report.

**Attachments**

1. Vibrant Together-Proposed 2019 Plan of Development-DDA
2. Map of DDA Boundary
3. 1981 Plan of Development-DDA







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# ACKNOWLEDGMENTS

## Downtown Development Authority Staff

Brandon Stam  
Caitlyn Love  
Rykel Menor  
Vonda Bauer

## Downtown Development Authority Board

Doug Simons Jr.  
Duncan Rowley  
Josh Niernberg  
Dan Meyer  
Libby Olson  
Maria Rainsdon  
Tom LaCroix  
Anna Stout  
Vance Wagner  
Jason Farrington (Past Board Member)  
Phyllis Norris (Past City Council Representative)  
Aaron Young (Past Board Member)

## City of Grand Junction Staff

Greg Caton  
Tamra Allen  
Kris Ashbeck  
Trent Prall  
Traci Wieland  
Kathy Portner

## Community Action Team

Kathy Portner  
Josh Castenada  
Seth Anderson  
Megan Alfaro  
Bruce Benge  
Ben and Elise Hall  
Sarah Dishong  
Avery J Santos  
Brian Oliver  
Kris Meil  
Paul Knaysi  
David Foster  
Jerry Otero  
Libby Olson  
Dustin Anzures  
Bobby Noyes  
Kevin Reimer  
PJ McGovern  
Kevin Bray  
Ray Rickard  
Dustin Anzures  
Bruce Milyard  
Silas Coleman  
Peyton Gonzales

Mark Swain  
Robin Brown  
Duncan Rowley  
Vonbda Bauer  
Elizabeth Fogarty  
Kahy Portner  
Derek Wagner  
Jared Meier  
Todd Hollenbeck  
Tamra Allen  
Jon Maraschin  
Shana Wade  
Maria Rainsdon  
Robert Fisher  
Brett Boyer  
Matt Koch  
Phyllis Norris  
Bill Wade  
Christian Reece  
Peter Booth  
Beverly  
Karen Bland  
John Mok- Lumme  
Sharon Bouse- Ferry  
Katie Rydlizky  
Troy Sides  
Bill Wade  
Jesse Redmond  
Greg Moore  
Sara McCarthy  
Mark McCain  
Sarah Merideth  
Robbie Breaux  
Devon Balet  
Sarah Johnson  
Colin St. Clair  
Karen Sinclair

## Community Builders

Clark Anderson  
Jillian Sutherland  
Alison Bourquin  
Bud Tymczycyn  
Danielle Campbell  
Taylor Kidd  
Sierra Jeter

## Project Consultants

Alex Joyce, Cascadia Partners  
Alex Steinberger, Cascadia Partners  
Neil Heller, Cascadia Partners  
Jim Leggitt, Jim Leggitt Design  
Peter Swift, Swift Engineering



## **ABOUT COMMUNITY BUILDERS**

Community Builders (CB) is a non-profit dedicated to helping local leaders create strong and prosperous communities in the American West. CB provides information, analysis, assistance and trainings to support the many people and organizations working to build better places by aligning their community values to planning and economic goals.

The goal of the Community Builders Assistance Program is to provide communities with the tools and resources to spark meaningful on-the-ground progress, while building local capacity and creating success stories that inspire and transform places.

## **ABOUT THIS REPORT**

This report is the product of a collaborative effort between the Downtown Development Authority of Grand Junction, The City of Grand Junction, Community Builders, The Community Action Team, Cascadia Partners, Jim Leggitt Studios, Swift Engineering. Special thanks to the stakeholders and the community members who provided feedback throughout the project.

## **PROJECT FUNDERS**

Special thanks to the LOR Foundation, the Gates Family Foundation and the Downtown Development Authority for providing the funding necessary to make the Vibrant Together: A Downtown Initiative possible.

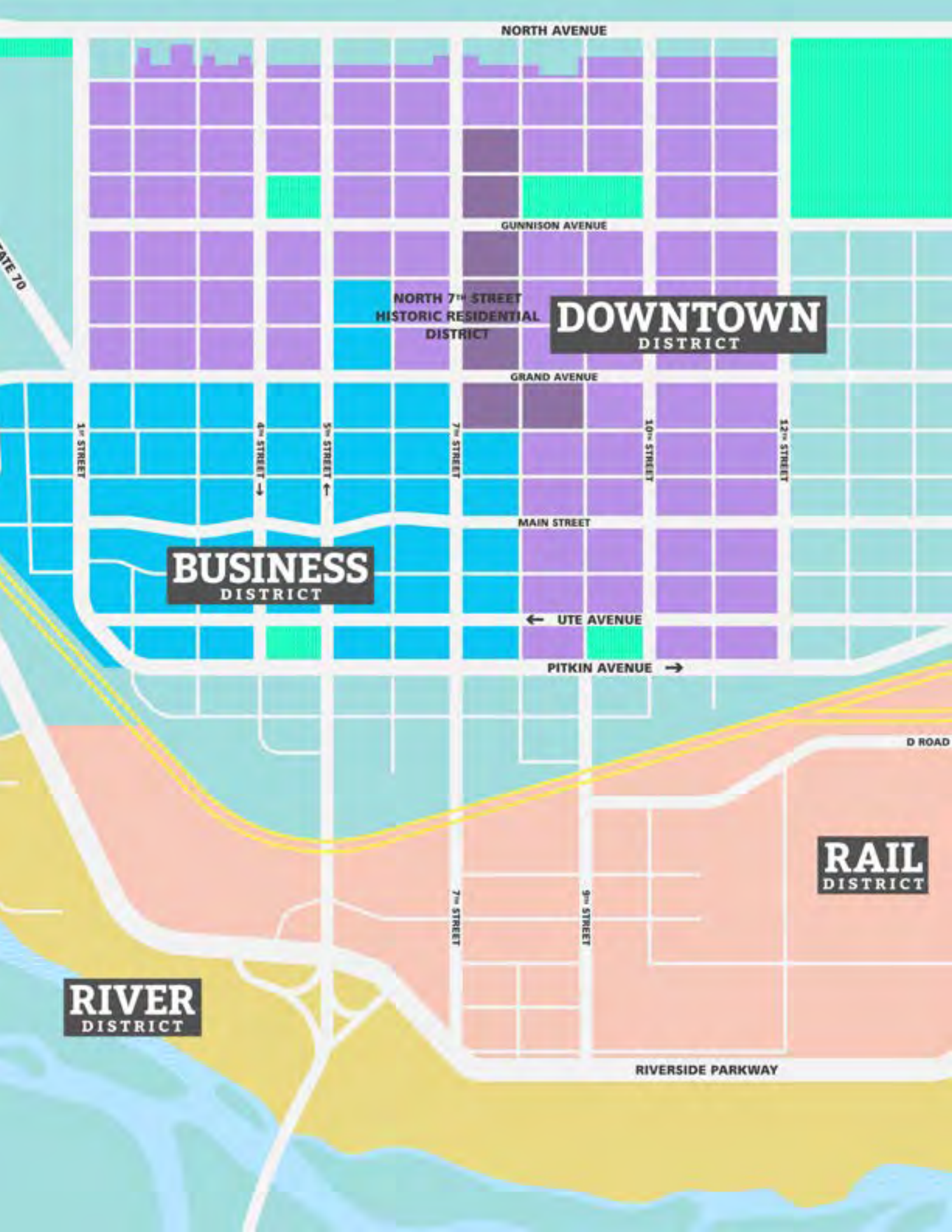
# WHY A PLAN OF DEVELOPMENT?

Throughout the course of its 38-year history the DDA has been involved in a diverse array of activities with the goal of sustaining Downtown Grand Junction's role as a hub for economic activity and vibrancy that benefits the entire valley. Many of the projects over this time have involved collaboration as it takes a pooling of resources and knowledge to make progress. Some of the noteworthy projects include the development of Downtown hotels, Avalon Theatre renovation, the Mainstreet uplift and development of the riverfront.

While the DDA has had many successes one of the major hurdles the organization has had is the lack of a current road map that addresses the challenges of today while also looking at potential challenges in the future. The 1981 Plan of Development provided many great concepts and ideas for the DDA to pursue, many of which have been completed and some that are still being worked toward. The updated plan builds upon the past success and challenges of the past while identifying what the current trends, issues and solutions are. Having a current Plan of Development will provide Downtown with a vision for the future along with strategies for achieving the goals and outcomes identified in the Plan.

- **Brandon Stam**

Downtown Development Partnership Executive Director



NORTH AVENUE

GUNNISON AVENUE

NORTH 7<sup>TH</sup> STREET  
HISTORIC RESIDENTIAL  
DISTRICT

**DOWNTOWN**  
DISTRICT

GRAND AVENUE

MAIN STREET

← UTE AVENUE

PITKIN AVENUE →

D ROAD

**RAIL**  
DISTRICT

**RIVER**  
DISTRICT

RIVERSIDE PARKWAY

1<sup>ST</sup> STREET

4<sup>TH</sup> STREET →

5<sup>TH</sup> STREET ←

7<sup>TH</sup> STREET

10<sup>TH</sup> STREET

12<sup>TH</sup> STREET

7<sup>TH</sup> STREET

9<sup>TH</sup> STREET

STATE 70

“ I love the potential of Downtown GJ. I get excited about what this place can be. ”



“ Vibrancy is characteristically Downtown Grand Junction. It has a unique character. ”



“ I tell all of out of town folks- Downtown GJ is the best downtown in the state! ”



“ I live downtown. It means everything to me and my husband. ”



“ The downtown is one of the main reasons I moved here. It's so alive and thriving. ”



“ Going downtown is my hobby... not joking. ”



# PLAN SUMMARY

## GOALS & STRATEGIES

Goal setting provides an opportunity for people to work together and build consensus. These goals serve several key purposes. First, they provide direction for advancing the community’s vision of building a thriving downtown for everyone. They should act as a tool for guiding future decisions, like determining if a new project or policy is in line with the vision. They are also useful for monitoring progress, to build upon successful efforts, or to identify unmet goals and gaps to address. From the input gathered and building upon priorities set by the Downtown Partnership and the City, five goals were identified for the Vibrant Together Project that will be the benchmark for future revitalization efforts.

### IDENTITY

Downtown is recognized as the hub of regional culture for the western slope.



### DOWNTOWN DEVELOPMENT

Downtown offers a diversity of quality housing choices for all price points to bring more people to live, work and play downtown.



### VIBRANCY

Downtown is the “The heart of it all” as a 18 hour/7 days a week center of activity for all ages and income levels.



### SAFETY AND COMFORT

Downtown is safe and comfortable environment that is welcoming to all.



### CONNECTIVITY

Downtown is connected to local destinations and outdoor amenities through safe pathways for bikes and pedestrians.



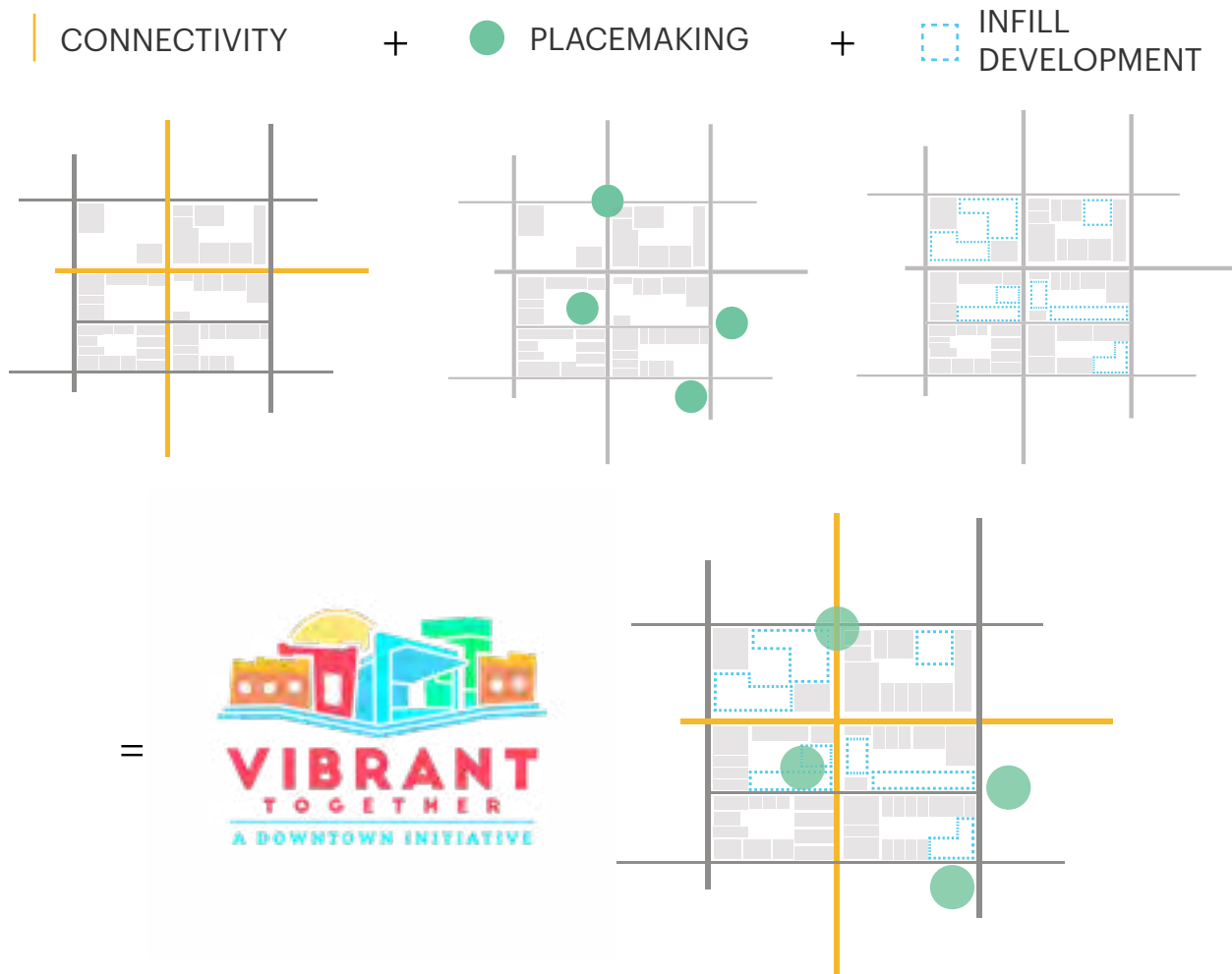
## THE BIG IDEAS

The biggest of the big ideas that emerged from the process is to bring more people downtown by creating more vibe and connecting this vibe to the River. This Plan will identify different strategies for achieving this through;

**CONNECTIVITY** Looking at the relationships and connections between key destinations in the downtown. (Chapter 3)

**PLACEMAKING** Enhancing the vibe in strategic locations. (Chapter 4)

**DEVELOPMENT** Identifying specific opportunities for infill development to activate opportunity sites along key corridors. (Chapter 5)



# PRIORITIES

## CONNECTIVITY

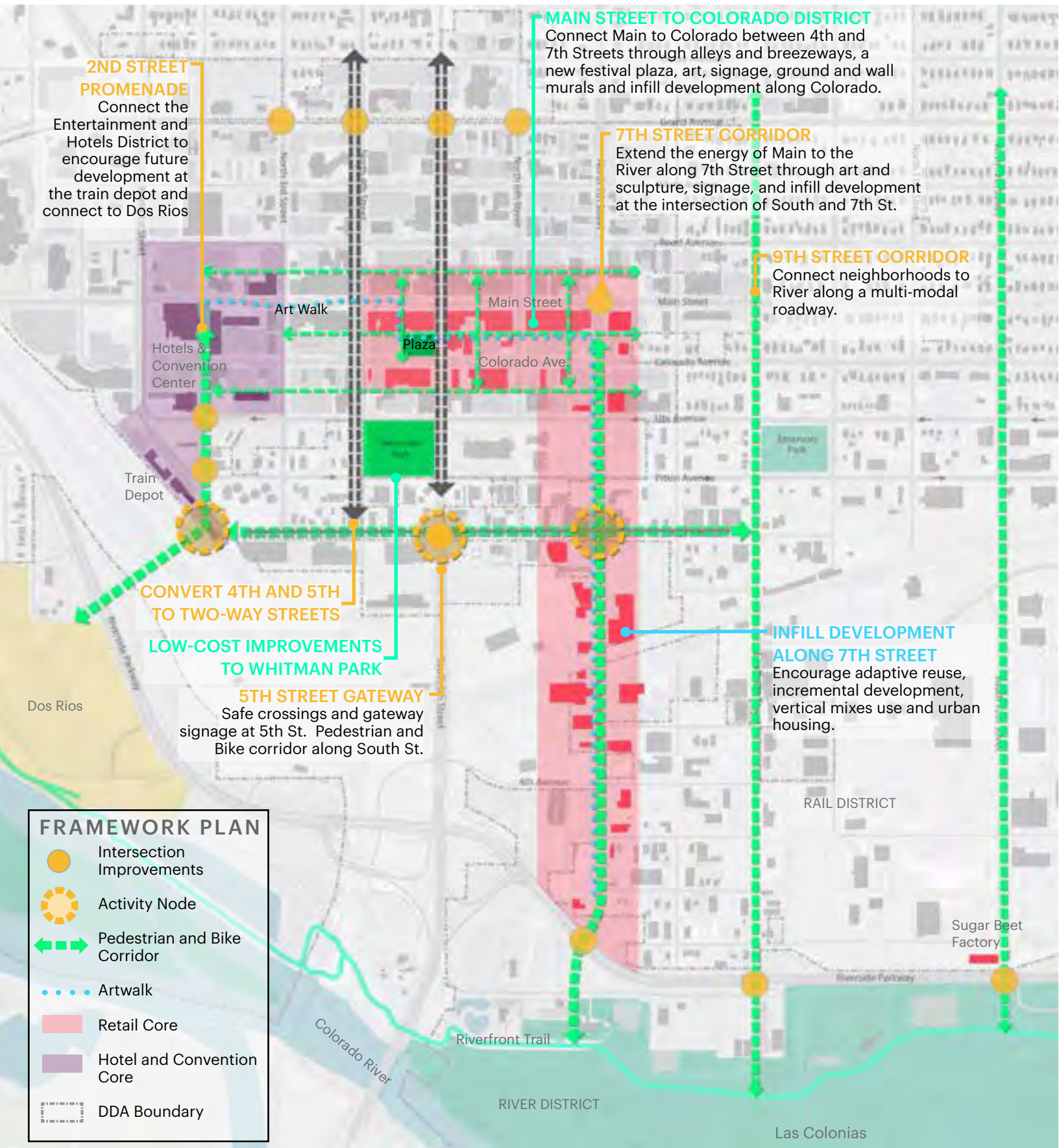
- C1: Convert 4th and 5th to Two-way Streets
- C2: Prioritize pedestrian and bike improvements to improve mobility throughout downtown and to the river.
- C3: Create a 2nd Street Promenade connecting the Train Depot to Two Rivers Plaza.
- C4: Initiate a Gateway and Wayfinding Study to improve ease of navigation for pedestrians, bike and vehicles in downtown.

## PLACEMAKING

- P1: Extend the vibrancy from Main to Colorado between 4th and 7th.
- P2: Encourage more community gathering and event space in downtown.
- P3: Activate alleys and breezeways.
- P4: Low-cost design strategies for Whitman Park.
- P5: Develop a program(s) to better utilize parking.
- P6: Adaptive Reuse of Buildings and Spaces to active the street frontage

## INFILL DEVELOPMENT

- D1: Support existing businesses in the downtown through programs and Attract more business diversity to downtown.
- D2: Develop (a) Grant Program(s) to incentivize small scale local reinvestment in the downtown
- D3: Adjustments to codes and policy that are barriers to development.
- D4: Leverage the DDA financial tools to incentivize development
- D5: DDA to lead a strategic catalytic development project



**2ND STREET PROMENADE**

Connect the Entertainment and Hotels District to encourage future development at the train depot and connect to Dos Rios

**MAIN STREET TO COLORADO DISTRICT**

Connect Main to Colorado between 4th and 7th Streets through alleys and breezeways, a new festival plaza, art, signage, ground and wall murals and infill development along Colorado.

**7TH STREET CORRIDOR**

Extend the energy of Main to the River along 7th Street through art and sculpture, signage, and infill development at the intersection of South and 7th St.

**9TH STREET CORRIDOR**

Connect neighborhoods to River along a multi-modal roadway.

**CONVERT 4TH AND 5TH TO TWO-WAY STREETS**

**LOW-COST IMPROVEMENTS TO WHITMAN PARK**








**5TH STREET GATEWAY**

Safe crossings and gateway signage at 5th St. Pedestrian and Bike corridor along South St.

**INFILL DEVELOPMENT ALONG 7TH STREET**

Encourage adaptive reuse, incremental development, vertical mixes use and urban housing.

**FRAMEWORK PLAN**

-  Intersection Improvements
-  Activity Node
-  Pedestrian and Bike Corridor
-  Artwalk
-  Retail Core
-  Hotel and Convention Core
-  DDA Boundary

# BACKGROUND

The current DDA Plan of Development is 38 years old, and therefore, is challenged to guide development that is reflective of both the current market or the vision of the community for what the future of greater downtown should be. In this time of growth, the DDA should have a strong governing document that is reflective of the community's wants and needs in downtown and develop strong partnerships for making a positive impact to the downtown. Future growth needs to happen in a way that protects the unique history and celebrate the local assets of the community.



This Plan will identify a vision the downtown that is aligned with the needs of the community.

# 01

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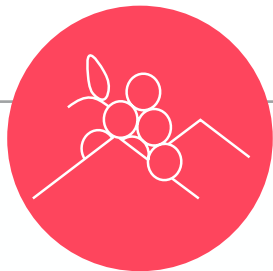
# BACKGROUND INFORMATION

## INTRODUCTION

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WHAT MAKES GRAND  
JUNCTION SPECIAL?

*We asked you!*



**Agriculture &  
Wine Culture**



**Local Bike  
Scene**



**Arts & Creativity**



**Recreation Economy &  
Natural Resources**

*“Downtown Grand Junction creates a sense of home - this is where we bring our friends when they visit - this is where we take them to show off our community.”*

Local residents describe the City of Grand Junction as a welcoming community with a small-town vibe characterized by strong local arts, culture and history. At the heart of it all is the downtown. However, residents also feel there is lot of potential for improvement in downtown. Regional population and economic growth are creating a demand for development. With this growth comes the need for strategic thought about what is best for the community.

The goal of this Plan of Development, called “Vibrant Together: A Downtown Initiative,” (referred in this document as ‘the Plan’ or ‘the POD’) is to communicate our shared values for growth in Downtown Grand Junction. This Plan will be a governing document for the Downtown Partnership (DP) and will identify a clear plan of action for priority projects, strategies, and partnerships in that are aligned with the community’s vision for downtown. To achieve this the Plan will;

- Provide a unified vision for downtown;
- Identify projects that advance the vision;
- Bring local leaders together in pursuit of that vision.

## **WHY DO THIS NOW?**

The primary responsibility of the Downtown Partnership is to support and facilitate economic development efforts to enhance the vitality of the Downtown community through capital investment and construction. While the City Comprehensive Plan, The Greater Downtown Plan and other guiding vision documents and strategic plans identify opportunities and regulate growth in the downtown, this Plan of Development will guide the types of projects and programs for downtown with the goal of sustaining Downtown Grand Junction’s role as the preeminent hub for economic activity and commerce, cultural experiences and as a vibrant place to live and visit.

# ABOUT

## THE DOWNTOWN PARTNERSHIP

The Downtown Partnership (DP) consists of two special districts, the Downtown Development Authority (DDA) and the Business Improvement District (BID) which share the same staff and Board of Directors. Large and small, Downtown Grand Junction is involved in a wide array of activities and projects Downtown, all with the goal of sustaining Downtown Grand Junction's role as the preeminent hub for economic activity and commerce, cultural experiences and as a vibrant place to live and visit.

The Downtown Development Authority was established in 1981 by the City of Grand Junction after receiving approval through a special election of the Downtown property owners and businesses. The DDA was established to halt and prevent deterioration of property values within its district and to assist in the development and redevelopment of its district and to use its power to promote the general welfare of the district by the use of its direct and supplemental powers. The Authority was one of the first such organizations in the State of Colorado and focuses on supporting and facilitating economic development efforts to enhance the viability of Downtown through grants, capital investment and improvements to public amenities.

In late 2005, business and property owners within the boundaries of the BID voted to impose a special assessment which would fund marketing, promotions, public relations, advertising and special events. The BID affects Downtown Grand Junction commercial property owners only and excludes residential properties. The Business Improvement District produces and supports events that attract visitors, enrich life for residents, and drive revenue to local businesses. The BID also develops advertising, marketing, and public relations campaigns that reach regional, statewide and national audiences and help brand Downtown as a regional hub.



The Downtown Development Authority (DDA) focuses on supporting and facilitating economic development efforts to enhance the viability of Downtown through grants, capital investment and improvements to public amenities.



The Downtown Parthnership should have a strong governing document that is reflective of the community's wants and needs. Through the process develop strong partnerships for making a positive impact to the downtown.

## ORGANIZATION

This nine-member board is appointed by the Grand Junction City Council. Eight of the members must be a resident, business lessee, or own real property within the boundaries of the DDA and BID. The City Council shall appoint one member that is exempt from the above qualifications. The four-year terms expire in June.

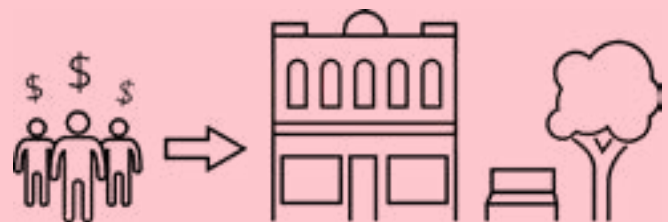
## POWERS AND INITIATIVES

Downtown Grand Junction is involved in potential catalytic projects such as the Las Colonias Business Park and the Las Colonias Amphitheater that are transforming Downtown's River District into a vibrant area that will incorporate recreation, entertainment and job clustering into an area that has historically seen little investment. The Downtown Partnership is also engaged in helping bring two new hotels to downtown as well as much needed renovation to Two Rivers that will allow it to continue to operate as an economic driver for downtown. Potential new downtown housing is also on the way as the DP reached an agreement with a developer for the former R-5 building site to develop townhomes and find an adaptive reuse of the former school building. The most recent project is a public/private partnership with Kaart Group which will add four and six story class A office space to 7th and Main and add roughly 80 new jobs to Downtown.

## POLICY AND DECISION MAKING

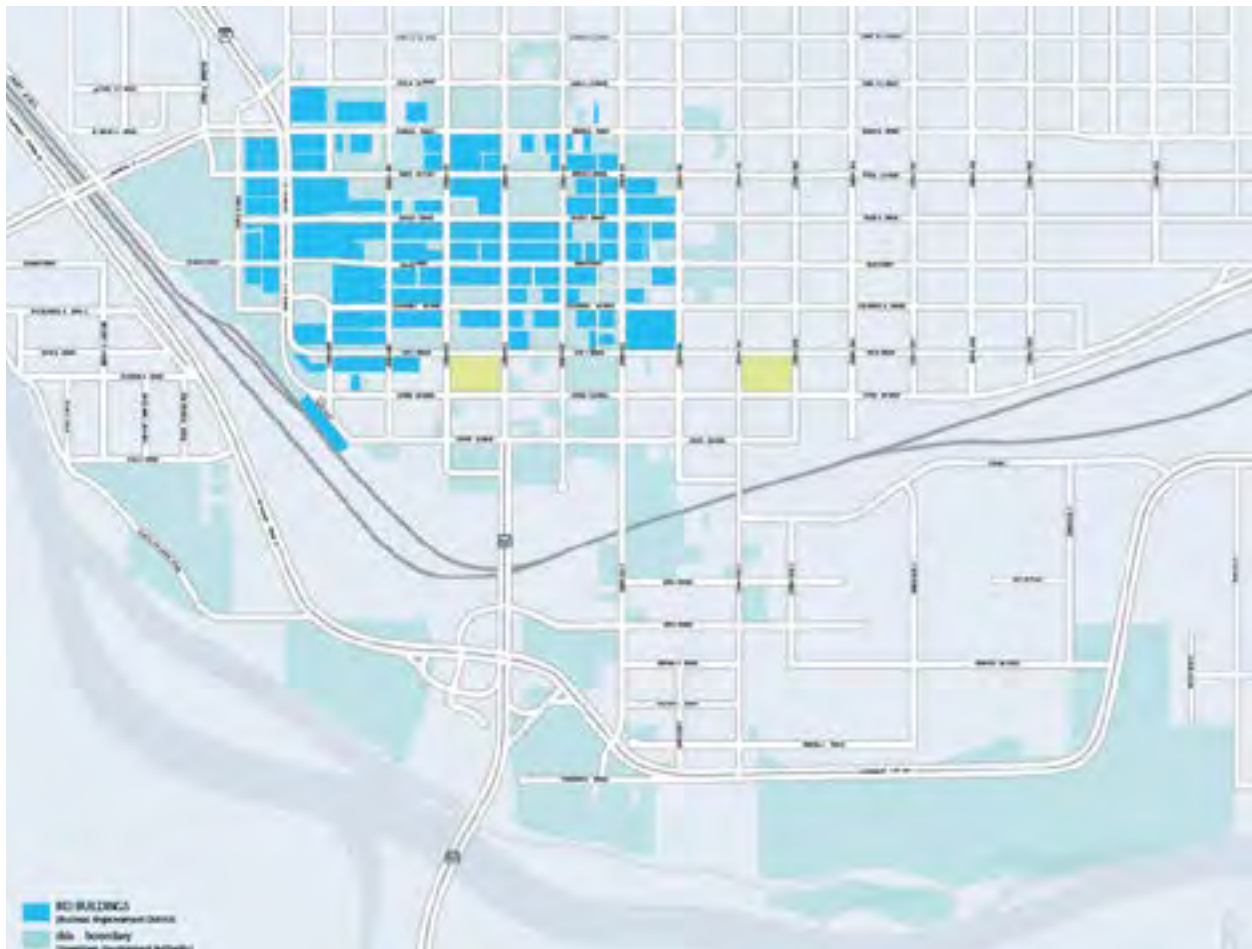
The Plan of Development will be approved by the Downtown Board. Following Board approval, the Planning Commission will review the plan and make a recommendation to City Council for final approval and adoption.

The Business Improvement District (BID) produces and supports events that attract visitors, enrich life for residents, and drive revenue to local businesses. The BID also develops advertising, marketing, and public relations campaigns that reach regional, statewide and national audiences and help brand Downtown as a regional hub.



## DDA BOUNDARY

The boundary is important in that these are the properties and general areas in which the DDA has the ability to utilize its powers to assist in project, programs and policy as outlined by this Plan. Throughout this Plan, 'downtown' is used more generally to refer to the area defined by the Greater Downtown Plan, which encompasses the Central Business District, the Rail District and the River District. The DDA boundary includes properties within the DDA District that extends from the Central Business District to the Rail District and River District. The Business Improvement District largely consists of the Central Business District as well as some properties within the River District. It should be noted that properties can voluntarily incorporate into both Districts with DDA/BID and City Council approval.



## PLAN CONSISTENCY

There are a number of existing plans that are of significant influence to Downtown Grand Junction, including the 1981 Plan of Development. It is important to consider how these existing plans will support and work in collaboration with this Plan of Development. Vibrant Together will work in alignment with the City's Plans such as the Great Downtown Plan and provide recommendations from this update should help to inform revisions to the Comprehensive Plan update currently underway with the City. Key considerations and potential impacts are outlined in the Appendix.

## HOW THIS DOCUMENT IS ORGANIZED

### CHAPTER 1: BACKGROUND

The introduction sets the stage for the ideas in the Plan. It provides background context for how history has informed current trends in Grand Junction. It provides information on the history of Downtown Partnership and how this plan is consistent with related, past planning efforts in Grand Junction.

### CHAPTER 2: PROCESS

This chapter explains the planning process that was undertaken to develop the strategies in the Plan. Results from community outreach which engaged over 500 community members in person and over 25,000 people online.

### CHAPTER 3, 4 & 5: BIG IDEAS, STRATEGIES AND ACTIONS

These chapters explore specific strategies to achieve the goals with recommendations for action around three overarching themes; connectivity, placemaking and development. Each strategy describes some of the background of the ideas and why it matters to downtown and outlines key action items.



#### ACTION

Outlines specific actions the DP should take to move ideas forward.



#### POLICY

The DP should coordinate with the City to modify codes and regulations.



#### PROGRAM

A program the DP should develop and/or coordinate with a partner to develop.



#### PROJECT

A specific project or study to work with partners on detailed design and costs.

### CHAPTER 6: IMPLEMENTATION

This section provides a frameworks for how the Downtown Partnership and local partners can build momentum in the downtown on the strategies and specific actions, priorities to guide the actions, projects, policy and programs for the next 3 to 5 years.

# UNDERSTANDING

## GRAND JUNCTION

Grand Junction gets its name from its location at the confluence of the Colorado River (formerly named the Grand River) and the Gunnison River and offers sweeping views of the Grand Mesa, Colorado National Monument and the Book Cliffs. The Grand Junction town site was settled September 26, 1881, although human civilization in the area dates back thousands of years to include the Ute and Fremont tribes, among others. Grand Junction has been shaped by natural geography as well as man-made transportation connections, first by the Denver and Rio Grande Railroads in 1882 and again when the Interstate system reached the City in the 1960's. These connections supported the economic growth of agriculture across the Western Slope, and in later years wholesale goods and energy production. The River has a significant role in shaping Grand Junction and the surrounding landscapes. This powerful river provided water in the desert for the growth of both towns and agriculture. Between the river and the rail, Grand Junction became a regional hub of agricultural and mining industries that transformed the downtown.

In the 1950's, a time when many cities were looking towards pedestrian malls, Downtown Grand Junction embraced the concept of a chicane, which is a serpentine street design with pockets of green space and public art. Grand Junction's Main Street is celebrated as an innovative and successful downtown revitalization strategy, the design of which is part of the unique character and history of the community. The downtown was first recognized nationally in 1962 when Operation Foresight began to reconstruct Main Street into a 'downtown shopping park' with landscape, parking and updated streets for which the city was awarded All America City recognition by Look magazine.





## GRAND JUNCTION

### *TODAY*

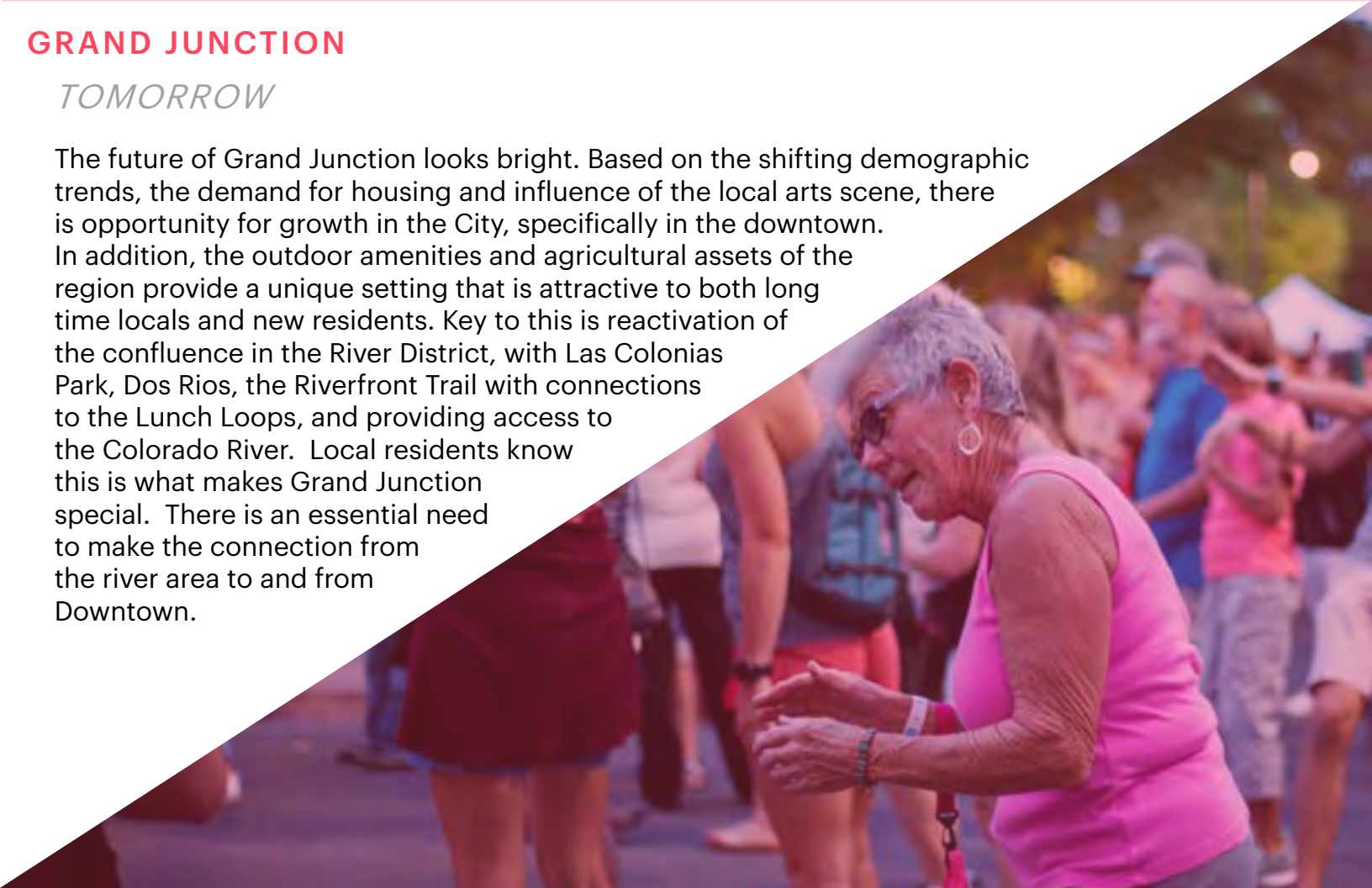
Downtown Grand Junction is now home to dozens of outstanding locally-owned shops, music venues, restaurants, galleries and area services with a large collection of public art, fountains and historic buildings.

Art on the Corner (AOTC) is a year-round outdoor sculpture exhibit which was established in 1984 by local sculptor, Dave Davis and was one of the first of its kind in the country. Art on the Corner, First Friday's, farmers markets and events at the Avalon are noted as some of people's favorite events in the downtown that make Main Street a source of pride for local residents as well as a draw for visitors.

## GRAND JUNCTION

### *TOMORROW*

The future of Grand Junction looks bright. Based on the shifting demographic trends, the demand for housing and influence of the local arts scene, there is opportunity for growth in the City, specifically in the downtown. In addition, the outdoor amenities and agricultural assets of the region provide a unique setting that is attractive to both long time locals and new residents. Key to this is reactivation of the confluence in the River District, with Las Colonias Park, Dos Rios, the Riverfront Trail with connections to the Lunch Loops, and providing access to the Colorado River. Local residents know this is what makes Grand Junction special. There is an essential need to make the connection from the river area to and from Downtown.



Understanding current trends and market shifts in the downtown assists in making informed decisions around planning and policy. While the future is always an unknown, markets can shift and change. A keen understanding is needed for how economic growth has affected development in the downtown and how current shifts in the market can inform future growth for the Plan. An understanding of the markets is included in Appendix B.

## ▶ **DEMOGRAPHICS**

Grand Junction today is the largest City along the I-70 corridor between Denver and Salt Lake City with a City population of 58,000 and a metropolitan area of 146,000 people. As the major population and employment center in the region, the City is home to county and state offices, three major hospitals and Colorado Mesa University. The downtown population represents 25,000 people with approximately 10,000 residences.

Why do you go  
**DOWNTOWN?**



**87%**  
for dining



**61%**  
for shopping



**48%**  
for work

## ▶ **OFFICE MARKET**

As a regional hub, Grand Junction has a strong daytime population with downtown banks, real estate and other professional services as well as being the central location of many City and County offices. In addition, The Grand Junction Business Incubator is locally training and producing young entrepreneurs and emphasizes the creation of local jobs emerging in the downtown. The City has also focused attention on the outdoor recreation industry that is inherent to the region. To attract growth in this sector, the 15-acre business park within the Las Colonias development at the riverfront will offer outdoor recreation companies a new office submarket within the Greater Downtown.

# 78%

of survey respondents go  
downtown

**1X OR MORE PER WEEK**

## ▶ **RETAIL MARKET**

Downtown serves as an important retail node for local and regional residents as well as tourists. Community input shows that 76% of people go to downtown Grand Junction once or more each week. The downtown is supported by a large regional population of people that come to downtown for work (40%), shopping (54%) and/or for dining and drinks (78%). There is a growing market potential for restaurants and bars in the downtown as this area has seen 13% growth over the last 10 years. There is also a momentum in the downtown market driven by the recreation and tourism culture in the area exemplified by the Las Colonias River Development and 15-acre business park.

## ▶ **HOUSING MARKET**

Demographic research suggests that downtown is attracting a young generation of people starting their careers, and an older generation of retirees 'empty-nesters' who are downsizing. This in addition to a strong residential rental and for sale housing market in downtown, suggests a demand for increased housing and infill development in the downtown.

### **28%**

Residents want more **dining** and **shopping** downtown.

### **12%**

Residents want **longer hours** for businesses.

# PROCESS

The goal of Vibrant Together Project is to work with residents and local organizations to create a vision for a thriving downtown. In addition to providing strategies for the downtown, the process has built support from the community as well as local partnerships for successful implementation.





“Everything that matters most to me in GJ is downtown”

02

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# A COMMUNITY DRIVEN PROCESS

TO CREATE A GREAT  
DOWNTOWN

## DOWNTOWN TODAY

*Where are we?*

Understand the current conditions and trends that influence downtown. This phase will result in a market analysis and understanding of local issues and concerns.

1

## DOWNTOWN TOMORROW

*Where do we want to be?*

Develop downtown goals that align community priorities. This phase will result in goals that provide a framework for action and guide decision making.

2

# 24,456

People Reached on Social Media

# 24

Focus Group Meetings

# 362

**INDIVIDUAL SURVEY RESPONSES**

Comment Boxes & Community Survey

# 7

Community Action Team Meetings

OVER

# 500

Engaged Community Members

The Vibrant Together process followed four distinct phases, looking broadly at the issues, developing community driven goals, and moving towards more specific strategies and actions to achieve these goals. Each phase provided a number of meaningful opportunities to engage in community dialogue to gain more awareness around the challenges in the community and provide feedback on ideas for change. Through the process there has been a perceivable shift in the community conversation around working together towards common objectives and putting ideas into action.

## STRATEGIES

*How will we get there?*

Explore and refine ideas and strategies to advance downtown goals. This phase will result in a series of strategies that focus on achieving community goals.

# 3

## PRIORITIES AND ACTIONS

*Where and how do we start?*

This phase will result in a Plan of Development update that identifies key concepts for downtown, implementation recommendations, and key partnerships for taking action.

# 4

# METHODS

## COMMUNITY ENGAGEMENT

Feedback from local residents and visitors is essential to understanding the community vision for downtown. Vibrant Together aimed at a wide variety of public engagement activities and strategies to reach a broad spectrum of the population and to make providing input easy and fun. A complete summary of the engagement process and activities is provided in the Appendix. Community engagement took place in three phases through the project;

### DOWNTOWN TODAY AND TOMORROW

The first step in community engagement was working with and listening to the community to identify their perspectives on what works and what doesn't downtown. Between September 2018 and February 2019 community feedback was received at pop up events, comment boxes around town, through an online survey and Instagram surveys, focus group meetings, meetings with stakeholders, the Community Action Team and at a series of strategy workshops followed by a Community Open House. Feedback asked a series of questions that looked to better understand;

1. What downtown means to residents and visitors in Grand Junction;
2. How people get around and what challenges they face;
3. What people like to see or do in downtown now and what they would like to see or do in the future.

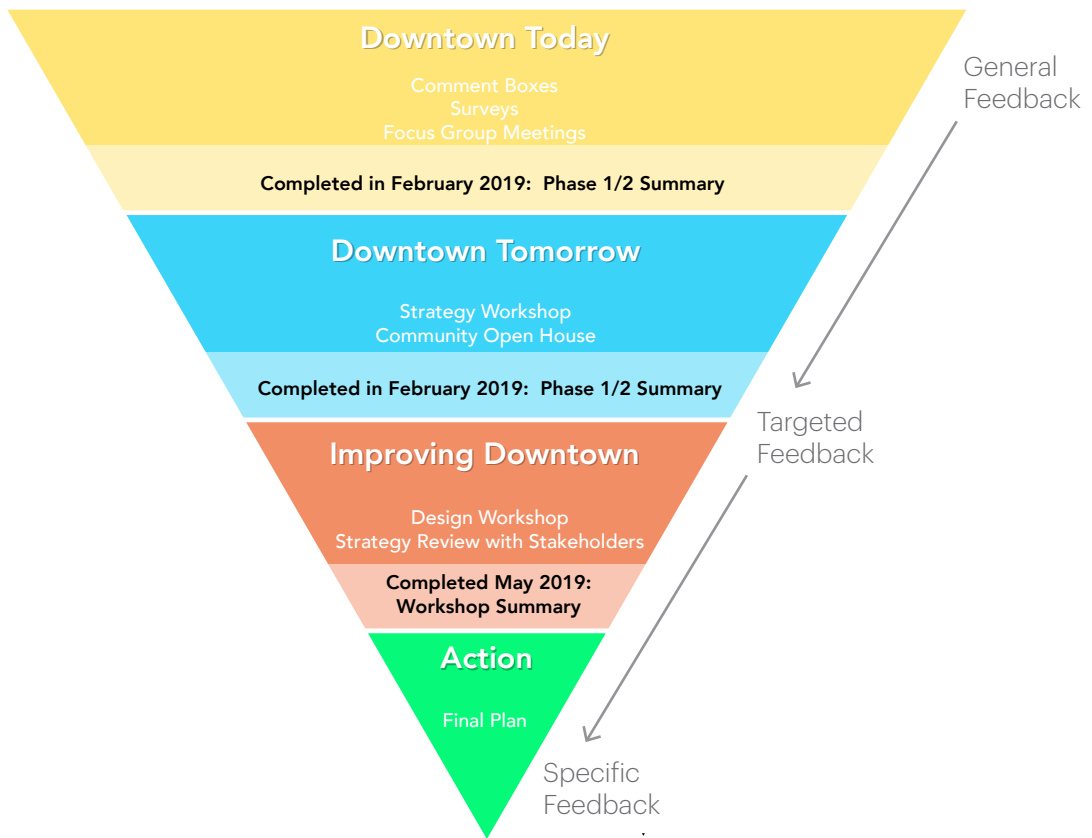
### IDEAS FOR IMPROVING DOWNTOWN

The next step in the process was working with stakeholders and the public to identify specific actions to work towards achieving the goals identified in the first phase. A week-long Design Workshop took place in April 30-May 2 2019. The workshop brought together a team of experts to produce conceptual drawings and renderings while gathering immediate feedback from the DDA, CAT, stakeholders and public. This was a collaborative team-based approach that resulted in developing design concepts and strategies. Following the workshop, we met with property owners and potential project partners for review and input on the ideas and strategies encompassed in this Plan.

## RECOMMENDATIONS FOR ACTION

A number of videos were produced about the big ideas the Plan would highlight that were distributed on social media. An Instagram Live and Facebook Live answered questions from the community about the ideas in the Plan. Community Action Team members provided blogs on their key takeaways from the project that were shared on the website, social media and in the Sentinel. The goal was to share the ideas in this Plan to build an understanding of these strategies and why they matter to the future of downtown.

### COMMUNITY ENGAGEMENT PROCESS DIAGRAM







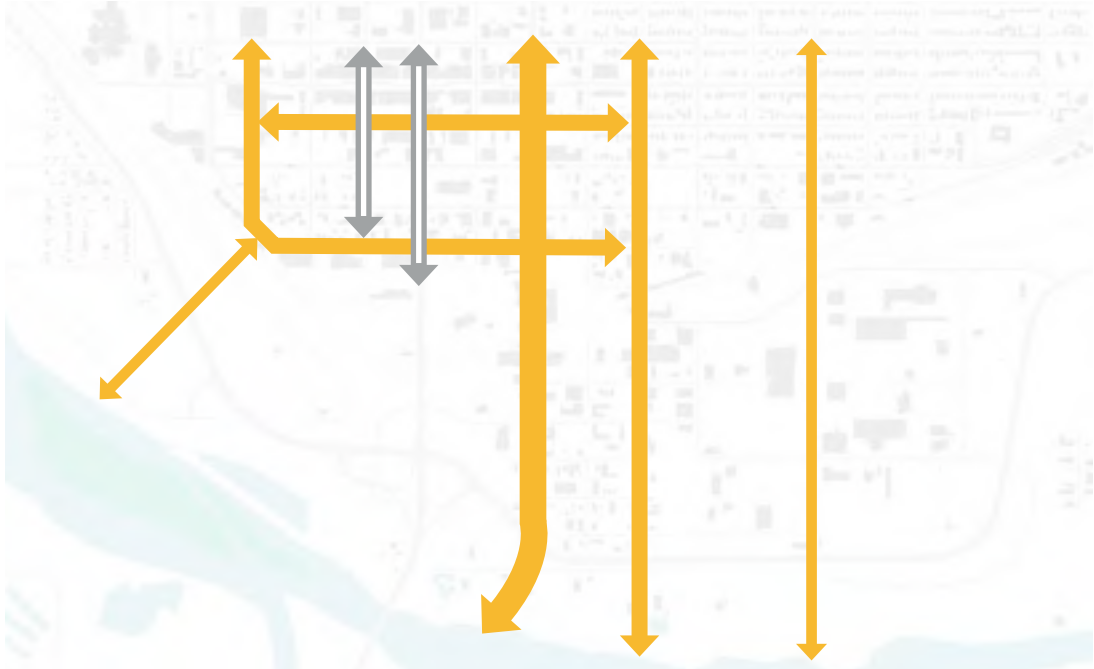
“It’s a beautiful place to hang out. I love the old buildings, trees, and walkable lifestyle.”

03

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# **BIG IDEAS: CONNECTIVITY**

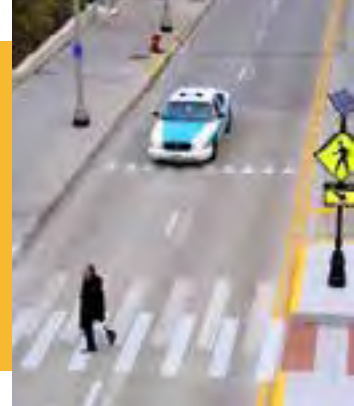
CONNECT KEY  
DESTINATIONS TO  
DOWNTOWN





1

Convert 4th and 5th to Two Way Streets.



Prioritize pedestrian and bike improvements to improve mobility throughout downtown and to the river.

2

3

Create a 2nd Street Promenade connecting the Train Depot to Two Rivers Plaza.



Initiate a Gateway and Wayfinding Study to improve ease of navigation for pedestrians, bike and vehicles in downtown.

4

# C1.

## CONVERT 4TH AND 5TH TO A TWO-WAY STREET:

Converting 4th and 5th to two way streets would promote safer, more comfortable, walking and biking and support more successful businesses along these key corridors. This creates more experiential streets by attracting more foot traffic. More people walking attracts more restaurants with outdoor seating, promotes more drop-in business, and encourages more chances to meet and interact as a community. On the Vibrant Together walking tour, stakeholders noticed 5th Street is significantly noisier and feels less safe with traffic whizzing past. In comparison, walking along 6th Street which has slower traffic, street trees, and nice places to sit feels more comfortable and local residents more often choose to take this route.

Converting 4th and 5th Streets is not a new discussion for the City of Grand Junction. The 1981 Plan of Development addressed this idea and more recently in the Greater Downtown Plan in 2015. Stakeholder meetings with CDOT and the City were generally receptive to the idea of converting to two-way streets. The biggest concerns noted are how this change would be perceived by the community and increased traffic along 5th. Preliminary discussions with traffic engineers suggest that the existing grid would disperse traffic and not provide significant traffic implications to downtown.



Two-way streets are slower, safer, and quieter- which attracts more people to walk and bike along these corridors.



SAFER

STREETS

+

QUIETER

STREETS

+

SLOWER

STREETS

=

**ECONOMIC ———  
— DEVELOPMENT**

## KEY ACTION ITEMS



### ACTION

Increase awareness of the importance and value of two-way streets in downtown among business owners and residents to gather support from the community.



### PROJECT

Engage a transportation engineer to model roadway design and configuration to better understand traffic impacts and costs. Explore a temporary re-striping study to 'test' the project, identify potential problem areas for further study, and gain the trust of the community before a larger infrastructure investment.



### PROJECT

Following a successful launch of a test project, and with support from the local community, the City could work with the Downtown Partnership to identify a series of larger infrastructure related projects for 4th and 5th that would convert them into multi-modal streets with two-way traffic, on-street parking, bike lanes and sidewalks with street trees and furnishings.

# C2.

## **PRIORITIZE PEDESTRIAN AND BIKE IMPROVEMENTS TO IMPROVE MOBILITY THROUGHOUT DOWNTOWN AND TO THE RIVER.**

The Colorado River is an east-west spine of the community. It represents the identity and the history of Grand Junction. A consistent message heard from the community was to promote better walkable-bikable connections from downtown to the River and future development at Las Colonias and Dos Rios.

Street design has an impact on if people choose to walk or bike and how they experience a downtown. Some areas of downtown, such as Main Street, have a very comfortable walking environment. However, off Main, there is a need for safety improvements such as better lighting, improved crosswalks and better-quality sidewalks. Design elements to promote safe walking or biking and encourage more active streets include curb extensions, ramps, street trees, street furnishings art and signage as well as lighting to feel safe. Some of these strategies, such as crosswalks and bump outs, could be applied throughout the downtown- or at key intersections- as a low-cost, high-impact strategy.

People need to move safely from north to south and east to west- and everywhere in between- to create a vibrant downtown. There are opportunities to enhance existing roadway corridors to provide multiples routes to connect to key destinations in downtown and to the river.



## QUICK WINS FOR MOBILITY

### CROSSWALKS

Painted with white stripes or bright colors, these provide increased visibility of legal pedestrian movements to inform vehicles of shared space and inform pedestrians of safe places to cross. Crosswalks could be painted by local artists or community members within the Creative District, tie to local arts and include the history of Grand Junction.



### CURB EXTENSIONS

Curb extensions (often referred to as bulb outs) are a simple strategy in downtown to improve pedestrian safety and increase the aesthetics of a street. Curb extensions increase pedestrian safety by decreasing the crossing distance and increasing visibility by extending the curb and sidewalk into streets where on-street parking exists. These can be built as a test project with paint before installing permanent curbs.



## 7TH STREET

7th should function as a primary connective corridor from Main Street to the Riverfront. It is critical that it be an engaging, walkable and bikeable street. The existing 7th St. corridor has recently updated infrastructure, buildings framing the street, and emerging local businesses. Redevelopment projects along the 7th St. corridor would bring the energy of downtown towards the River and encourage future redevelopment within the Rail District. An 'art trail', with art as a visual beacon, to lead people from the art on Main Street to the river is another strategy to activate the corridor.

## PEDESTRIAN BRIDGES



12th Street connects north to Colorado Mesa University and to Riverside Parkway including the future development at the Sugar Beet Factory.

### ILLUSTRATIVE PERSPECTIVE OF 12TH ST. BRIDGE



The City has discussed vehicular connections over the Railroad tracks to reconnect the grid along 12th Street as a major north-south thoroughfare. A different way to think about increasing connectivity at this location may be to shift the conversation towards a Pedestrian/Bike Bridge which would have less impact to rail operations and have lower infrastructure costs.

Future planning around the Dos Rios Development would benefit from a pedestrian and bike connection to downtown. It is a relatively short distance from the Dos Rios project area to downtown. However, due to high speed roads and rail lines future residents would need to walk over a mile to dine and shop. A pedestrian bridge from Dos Rios to the Train Depot and potential 2nd Street promenade would significantly increase access in this part of downtown.

## 7TH & SOUTH

Main Street is approximately 1 mile from 7th and Riverside Parkway. The 7th and South St. intersection is  $\frac{1}{4}$  mile, commonly understood to be a comfortable 5-minute walk, from Main Street. Activating this node will help to draw people along the 7th Street corridor.

## 9TH STREET

### ILLUSTRATIVE PERSPECTIVE OF 9TH STREET



9th Street is a great connection to the river with a lot of potential to provide a safe, walkable pathway.



Many local residents stated 9th Street is preferred walking route because it is quieter and provides a more direct connection from downtown neighborhoods to the River. This street should be a multi-modal road. Streetscape infrastructure improvements should include curb and gutter, buffered bike lanes, sidewalks and art along the corridor.

## RIVERSIDE PARKWAY

Riverside Parkway is a road designed for vehicles, not pedestrians. As such it is a barrier between potential redevelopment to access to Las Colonias and the River. Efforts should be made to improve pedestrian at-grade crossings at 7th, 9th, 12th and Winters Ave, which are spaced at about  $\frac{1}{4}$  mile. Pedestrian signals, high visibility crosswalks, bump outs, narrowed turn radii, and refuge islands are strategies that could help to increase pedestrian and bike safety.

## SOUTH STREET

Main Street is a great east to west connection but it is a challenging route for bikes. South Street would be an east-west alternative and bike route. It is not highly trafficked, has a wide ROW that could accommodate additional infrastructure, and is a comfortable, treelined street. In addition, Ouray could be modified to accommodate bikes and provide a safe bike connection to the lanes along 10th Street. These connections would offer a safe bike and pedestrian alternatives to higher-speed streets like Grand Avenue and I-70B.

The intersection of 5th and South Street is an important arrival gateway into downtown but is challenged with heavy infrastructure. Cars travel at significant speeds, traffic merges at Ute and Pitkin, and Whitman Park does little to welcome to downtown. A median in the roadway at the 5th and South intersection restricts for east-west movement for vehicles, bikes and pedestrians. Yet this important intersection also provides access to the bus terminal and 7th Street corridor. Discussions with CDOT should identify strategies to slow vehicles and improve multi-modal access at this location. This could include as lane narrowing after the bridge to slow traffic entering downtown. Bump outs, sidewalks, signage and landscape to improvements along the roadway provide visual cues for cars to slow and increases pedestrian comfort and safety. Safe pedestrian and bike access must be provided to the bus terminal for the success of transit in the downtown.

## COORDINATE WITH CDOT

### SIGNAL WARRANT

A warrant is a condition that an intersection must meet to justify a signal installation. A thorough investigation of traffic conditions, accident history, and physical characteristics of the location is necessary to establish warrants for the installation of a traffic signal. The Region Traffic Engineer will conduct the signal warrant study with all the necessary calculations and shall certify that warrants have been met by documenting them in

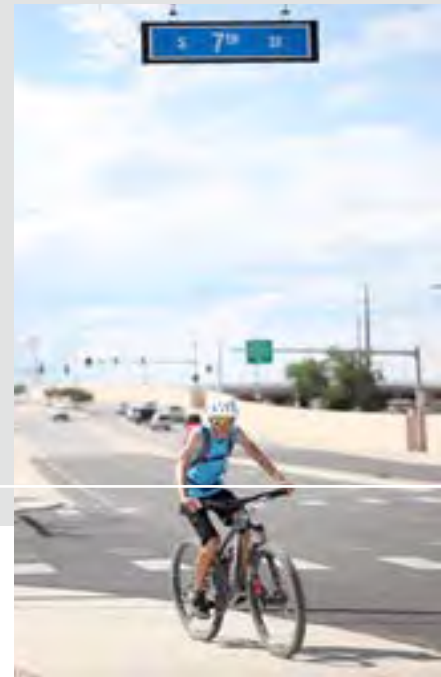


a letter.

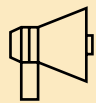
Traffic Control Signals can be justified when warrants are met as indicated in the Manual of Uniform Traffic Control Devices for Streets and Highways (MUTCD), Part IV. The following eight “traffic control signal needs studies”, are warrants for a new signal;



- Warrant 1, Eight-Hour Vehicular Volume
- Warrant 2, Four-Hour Vehicular Volume
- Warrant 3, Peak Hour
- Warrant 4, Pedestrian Volume
- Warrant 5, School Crossing
- Warrant 6, Coordinated Signal System
- Warrant 7, Crash Experience
- Warrant 8, Roadway Network
- Warrant 9, Intersection Near a Grade Crossing



### KEY ACTION ITEMS



#### POLICY

The City should amend the GDP to update the 9th Street sections to be more multimodal.



#### ACTION

The City and the Downtown Partnership should initiate conversations with BNSF to improve pedestrian and bike access over the Rail lines.



#### ACTION

The City and the Downtown Partnership should engage in discussion with CDOT for traffic calming tools and a better pedestrian crossing at 5th and South.



#### PROGRAM

The Downtown Partnership to coordinate a community crosswalk paint program at the intersections along Colorado as a pilot project.



#### PROJECT

The City, with support of the Downtown Partnership, should review intersections along Riverside Parkway, 5th and South, 7th and South, Ute and 2nd, Pitkin and 2nd, and the roundabout at 7th and Main for an improved pedestrian access.



#### PROJECT

The Downtown Partnership should work with City Public Works, Urban Trails Committee and Neighborhood Groups to better understand the types of bike lanes facilities the community wants. Develop a design plan and identify funding to implement bike lanes.

# C3.

## CREATE A 2ND STREET PROMENADE CONNECTING THE TRAIN DEPOT TO TWO RIVERS PLAZA.

Connecting the Train Depot to more active areas of downtown is an important goal. The railroad is a strong part of the history of Grand Junction and influenced how the City grew and prospered. Today, people visiting Grand Junction by train stay at the hotels along Main Street a couple of blocks north. Yet, navigating this area is both uncomfortable and confusing for local residents as well as visitors arriving to Grand Junction by train. The roadways are fast, pedestrian crossings are limited, and the sidewalks are in disrepair.

The Old Train Depot is under new ownership for potential redevelopment and was noted as many peoples favorite building in downtown. Second street is a direct connection from the Train Depot to Two Rivers Plaza on Main St. This should be a safe, visible corridor inviting visitors and locals from to the heart of Grand Junction. There is some emerging redevelopment along Second Street such as restoration of the old Train Depot, a brewery and wine bar and a new hotel. Investment along 2nd Street would likely spur additional redevelopment in the area.

For this to be a safe and viable route for pedestrians, signalized intersections are critical. Ute Street and Pitkin Street are currently State-owned highways managed and maintained by CDOT. Transportation departments across the country are increasingly recognizing the value of multi-modal streets-street that pedestrians and bicycles, as well as vehicles safely. A key focus in discussions with CDOT should emphasize the importance of moving pedestrian's safely from north to south along the I-70B corridor. This is an obtainable goal and a strong compromise for mitigating the impacts of I-70B on the downtown.



## CONCEPTUAL PLAN OF 2ND STREET AND SOUTH STREET CONNECTIVITY



### 2ND STREET ILLUSTRATIVE PERSPECTIVE



A road diet could allocate 20' of 2nd St. to a pedestrian tree-lined promenade with signage, art, sidewalks, and street furnishings. A pedestrian crossing at South Street, a city-owned and maintained street, would provide safe access from the Train Depot to the 2nd Street promenade.



### KEY ACTION ITEMS



#### PROJECT

The City convened a stakeholder meeting in July 2019 to get feedback about a 2nd Street promenade from nearby businesses and relevant stakeholders. The City hired local landscape architect to help develop design concepts based upon the feedback with the goal of having a completed concept for the 2nd Street Promenade by the end of 2019.



#### POLICY

Downtown Partnership should coordinate with CDOT to obtain a signalized intersection through a warrant study.

# C4.

## INITIATE A GATEWAY AND WAYFINDING STUDY TO IMPROVE EASE OF NAVIGATION FOR PEDESTRIANS, BIKE AND VEHICLES IN DOWNTOWN.

Downtown Grand Junction is bisected by highways, rail lines and vacant areas which creates divisions within downtown and makes it challenging to navigate. To encourage people to walk, shop and explore downtown needs to be safe and easy to get around for both residents and visitors. Wayfinding references how people navigate from place to place. Wayfinding is most successful when it is looked at comprehensively through a family of sign elements along key corridors to strategic destinations. Gateways, directional signs, street banners, pavement markings, public art and map kiosks are ways to direct people in a manner that is simple and understandable.

Signage should be provided at a range of scales to assist drivers, bikes and pedestrians in navigating the downtown district. Signage that designates times or distances to local destination is more motivating for people to walk or bike. A wayfinding study should look at other elements of this Plan such as providing ease of access to public parking, an 'Artline', and activation of the alleys. This is also an opportunity to collaborate with local artists and local businesses for how the brand and identity should connect to local history, the arts and culture of Grand Junction.



### KEY ACTION ITEMS



#### ACTION

The Downtown Partnership should initiate a comprehensive wayfinding and gateway study to provide a strategy for bringing people to and navigating around downtown.

# 51%

of comments would like to see more bike lanes and bike racks.



# 78%

of survey respondents go downtown 1X or more per week

**73%**  
**DRIVE**



**20%**  
**WALK**

**7%**  
**BIKE**



**Streets are an important part of getting people where they need to go- whether it is to a favorite restaurant on Main Street or a show and the Avalon. A great street moves people, bikes and cars safely and comfortably.**

# PLACEMAKING

People are looking for more than just a shopping in downtowns. They are looking for an experience that includes dining, events and interacting with neighbors. Placemaking key to creating a downtown experience. Interesting, interactive spaces create thriving places that people want to live and hangout. Placemaking can be creative in leveraging local arts and culture to highlight a community. It can be transformative in building character and quality of place that sparks reinvestment. It can also be low cost by looking at opportunities for small changes using minimal or reused materials. Anyone can be a placemaker; a business who builds a parklet in front of their store, a developer who adds a plaza with a park and cafe seating in their project, and community of artists that come together to paint a ground mural at an intersection.



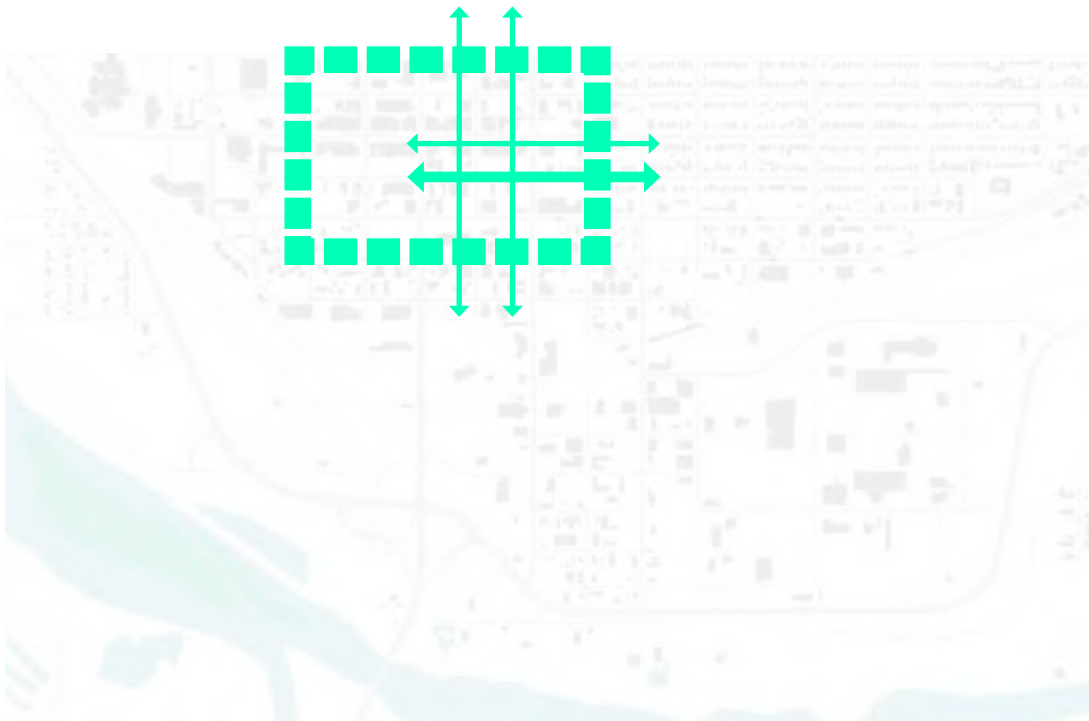
“Downtown GJ is the hip, cool, artsy, exciting part of town.”

# 04

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# BIG IDEAS: PLACEMAKING

ENHANCE THE  
VIBE IN THE  
DOWNTOWN





1

Extend the vibrancy from Main Street to Colorado Avenue between 4th and 7th Streets.



Encourage more community gathering and event space in downtown.

2

3

Activate alleys and breezeways.



Low-cost improvements to improve safety at Whitman Park.

4

5

Develop (a) parking program(s) to better utilize parking.



Adaptive reuse of buildings to activate the street frontage.

6

P1.

## EXTEND THE VIBRANCY FROM MAIN STREET TO COLORADO AVENUE BETWEEN 4TH AND 7TH STREETS.

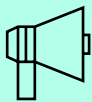
Great downtowns are more than a great Main Street. They are a network of streets, spaces, and buildings that work together. Expanding the energy of Main Street towards the emerging businesses along Colorado will extend the vibe to create more activity downtown. New and different businesses in downtown will capture a more diverse set of shoppers, which will attract new and different people to come downtown, which will in turn attract more businesses. This business diversity is healthy for downtowns to serve a wide range of people, from students to families to active retirees, and contribute to interesting and engaging place to hang out. Encouraging business expansion along Colorado makes sense. Colorado is a great street, with updated infrastructure and strong local businesses to frame to the street on the south side. Extending the momentum to the south of Main Street is a first step towards extending this energy towards the river, and encourages development towards the Rail and River Districts.

### CONCEPT DISTRICT PLAN





**KEY ACTION ITEMS**



**ACTION**

The Downtown Partnership should work with the local businesses to create a brand and marketing strategy for this area which could include the 'Artline', identity of the alleys and breezeways, murals, creative district programs and event programs.

# P2.

## ENCOURAGE MORE COMMUNITY GATHERING SPACES IN DOWNTOWN.

The community expressed interest in more spaces downtown for people of all ages to hang out. Currently, events are a huge success in downtown and do a great job of bringing people downtown - but it is cumbersome to close Main Street. An additional event space or plaza would provide a venue and the infrastructure to increase and/or improve events in the downtown as well as to provide a location for casual public gathering in downtown during off-event times.

An event plaza could be implemented incrementally. The first step would be to keep the parking and block off the space during events. A next step could be incorporating low-cost improvements such as a ground mural, temporary seating and overhead lighting. Finally, if successful based on feedback from businesses and the local community, options could be explored for dedicating a permanent event space with a stage, plaza paving, new safe-restrooms, lighting, electrical, tents spaces, sculptural/interactive art pieces and/or play equipment could be installed. Parking could be incorporated as an off-event use in any option, but could be phased out based on community and business preference.



The City-owned lot between 4th and 5th Street along Colorado would be an ideal, central location for a future event plaza. It is located central to Main Street, fronts to an active alley with strong businesses and is in the proximity of other local businesses that would benefit from increased customers in the area.



**20%** of people would like to see more spaces to **TO HANGOUT DOWNTOWN**

of survey comments would like to see more events including **LIVE MUSIC AND FESTIVALS**

**20%**

### KEY ACTION ITEMS



#### ACTION

Test the concept of a flexible use event space at 5th and Colorado within the existing Downtown Partnership programs/event schedule. Locate farmers markets, chalk art festival, adding a temporary music stage to an existing event and/or as a designated food truck location.



#### ACTION

Utilize the lot at 5th and Colorado for a pilot food truck program, that happens once or twice a month.



#### POLICY

Update the Downtown mobile vending ordinance to incorporate food trucks into Downtown and identify potential pod sites for food trucks Downtown.



#### PROJECT

Based on feedback from the businesses and local community, develop a plan to implement permanent improvements in the plaza.



#### PROGRAM

Develop a pop-up shop program to activate spaces downtown.

# P3.

## ACTIVATE THE ALLEYS AND BREEZEWAYS

The alley and breezeway networks are a unique part of downtown Grand Junction and could become part of the identity for the Grand Junction arts scene. Defining a 'sense of place' in the alleys and breezeways through specialty paving, wall and ground murals, overhead lighting, and businesses with rear entrances would enhance the permeability between Main and Colorado to boost a vibrant, creative, active district. Activating the alleys serves a dual purpose of making the alleys a safer by improving visibility and sense of comfort while maintaining function of the alleys. Local maintenance and utility companies should be coordinated with so improvements do not impede operations.



### KEY ACTION ITEMS



#### ACTION

The Downtown Partnership and the Arts Commission should collaborate to develop a Murals Grant Program to encourage both local and regional artists and highlight the unique history and character of Grand Junction.



#### POLICY

Review and/or revise the existing façade grant program to include back of building improvements.



#### POLICY

The Downtown Partnership should partner with existing businesses and the City on revising the regulatory requirements to allow for a sizable site to be used by multiple businesses as a way to lower costs.



#### PROJECT

Develop a plan to implement larger scale investments such as improved paving, increased lighting, signage in the alleys.

**ILLUSTRATIVE OF ALLEY IMPROVEMENTS**



Businesses should be encouraged to locate entrances along the back alleys. Some local businesses have already put entrances at the back of their buildings to address the parking along Colorado.



**ILLUSTRATIVE OF ALLEY IMPROVEMENTS**



Some Main Street business owners commented that the deep retail spaces are difficult to fill. Activating the backs of the buildings with entrances offers the additional benefit for businesses to co-share spaces, sub-divide to two separate businesses or expand their operations.



## FOOD TRUCKS

Another way of activating spaces downtown and bringing people together is to bring food trucks to a central location. Food trucks are becoming an 'indicator' for cool places to hang out. A common misconception is that food trucks offer too much competition to existing restaurants. In reality, food trucks often draw more people to a central place by offering a range of food choices that can bring more customers to nearby restaurants. Food trucks have the unique ability to activate a space temporarily or permanently for a low-cost investment. Additionally, a popular food truck will often out-grow the food truck space and find the need to move to a brick and mortar building, bringing more restaurants to activate downtown.



Murals, both on the walls and on the ground, are a great way to make alley and breezeways seem more vibrant and connect to the arts scene in Grand Junction.



## WALL MURALS

Murals are associated with increased foot-traffic in an area, the colors and messaging offer positive benefits for mental health and have been linked to equitable development when derived from a community driven process. A blank wall with no street activity can be activated through wall murals, as well as other adaptive reuse strategies, to make the street frontage feel more engaging. Murals in the alleys could be a destination along the Artwalk from Main Street to the River.



ACTIVATION

KEEP IT SIMPLE

The community must own and drive ideas

Expect to vendor pod to spur permanent real estate activity

Consider some permanent vendors that are not food related

Use success to educate about the power of local retail clustering

use a lean startup model

Vendors can also cluster under a single roof

Find community champions

Unnecessary to be slick and over-designed

Keeps things real and funky

ATTRACTION

PARTNERS ARE KEY



The DP could help to provide a tap with multi-unit adaptor or encourage the vendor to bring their own water.

The DP can work with The Incubator to develop programs to help incentivize food trucks and mobile vendors in downtown.

Food Preparation could be coordinate with the Business Incubator for shared commissary kitchen(s).

Consider functional operations; access to water, food preparation, waste disposal and on-site electricity.

The DP could provide on-site dumpster or haul-away service and electricity through a truck generator or through a shared utility agreement.

## LOW COST DESIGN STRATEGIES FOR WHITMAN PARK

Whitman Park has long struggled to serve the downtown as a park should, for respite, enjoyment and relaxation. The perception that the park is enclosed by streets and is cut off from the city allows for the park to serve as a haven for socially unacceptable activities. A redesign of the park is needed to encourage visibility from the street. Some simple, low-cost strategies to improve visibility include activating the edges with parking, high branching trees lining the sidewalks at the edge, removing trees and visual obstructions from the center of the park and replacing with an active lawn with moveable chairs, and encouraging development across the street to face towards the park. Critical to the success of any redesign effort will be addressing the nature of the roadways that surround the park to be more active and less of an island.



### KEY ACTION ITEMS



**ACTION**  
Bring a design competition to redesign Whitman Park. This should engage local or national experts to think creatively about low cost solutions for Whitman Park.



**PROJECT**  
Work with the Downtown Community to build low cost safety improvements to Whitman Park.



**PROGRAM**  
Establish a Public-private partnership oversee maintenance and a sense of ownership to protect the transformation of the uses of the park.

# P5.

## DEVELOP (A) PROGRAM(S) TO BETTER UTILIZE PARKING

Downtowns need the right amount of parking, in the right places, to thrive. Too much parking takes up valuable space that could be generating revenue for downtown and instead creating voids that discourage the activated streets needed for a vibrant downtown. Insufficient parking can create traffic congestion and create challenges for local businesses.

What draws people downtown is great shops, restaurants and spaces in the downtown in an active, comfortable walking environment. A more walkable and vibrant downtown is difficult to achieve when the priority is put on providing parking. Future development in downtown should aim for a better utilization of parking to encourage infill and activation of the downtown.

### DOWNTOWN PARKING STUDY 2015

#### DOWNTOWN BUILDINGS



#### DOWNTOWN PARKING LOTS



A significant amount of downtown is dedicated to surface parking lots. A parking study, initiated by the City in 2016, shows most of these lots are in downtown are under-utilized.

## SHARED PARKING AGREEMENTS

Shared parking utilizes parking jointly among different buildings or businesses so parking can be used at all times of day. This strategy may target providing more employee parking downtown with potential new housing in the downtown. Other agreements could provide overnight security during events/off hours. Parking Agreements with private property owners at 7th and Ute and the Elks Lodge lot could provide opportunities for increased employee parking downtown.

## EASE OF ACCESS TO PARKING

Wayfinding signs should direct and inform people to underutilized parking facilities. Connecting physical wayfinding navigational signs to a smart parking app can show people how many spaces are available in a garage, lot, or along the street and direct them how to get there to make an easy, positive parking experience.

## ACTIVE PARKING MANAGEMENT

Active enforcement of parking has the potential to increase revenues for parking in downtown. Parking management encourages more efficient use of parking resources and more efficient travel choices. Additional regulations on parking such as dedicated delivery times and parking durations (such as 15 minute and 2 hour parking zones) can help increase retail turnover and make parking easier to find for customers. Pricing incentives such as increased pricing for higher demand spaces or discounted parking for downtown business owners or residents can help to offset the impacts.

## PARKING TECHNOLOGY

Integrating the use of apps is an effective strategy to manage parking and offer the ability to adjust parking prices based on demand or let users know where there is a vacant parking space. Providing credit card readers will capture customers that typically pay by phone or credit/debit card.

## DOWNTOWN PARKING DISTRICT

A parking district defines an area to be managed holistically from a parking and transportation perspective. A district-wide parking approach allows for vehicle to utilize parking reservoirs, while taking into consideration a reduction in parking to support active modes of transportation.



## PARK AND RIDES

Larger events and long-term parking strategies could look to provide park and ride options utilizing the new Dash Shuttle Route. Overflow lots for downtown events could be located at Las Colonias, the airport, CMU or on underutilized sites in the Rail District. Coordinating a parking agreement with an underutilized lot in the Rail District with a park and ride (and/or bike share) would provide a quick win strategy for increasing employee parking options in the downtown. As the Dash becomes more viable- stakeholder CMU and Airport. Look at commuter passes.

## ZONING CODE UPDATES

Plan review requirements may include maximum parking requirements, flexibility in providing parking off-site, and incentives for shared parking. Parking reductions for affordable/workforce housing or transit-oriented developments could be considered.

## KEY ACTION ITEMS



### ACTION

Hire an app developer to update existing parking app to coordinate wayfinding and parking locations, on demand parking pricing structures.



### PROJECT

Add credit card readers to downtown meters and enforce parking.



### ACTION

Look at opportunities for shared use agreements in private lots and/or a pilot park and ride employee parking program utilizing the Dash.



### POLICY

Review zoning code to incorporate smart parking strategies to reduce parking demands that may inhibit development.

## ADAPTIVE REUSE OF BUILDINGS AND SPACES TO ACTIVATE THE STREET FRONTAGE

Incremental development is the idea that growth doesn't happen all at once, but incrementally over time. This model is focused on small projects in the scale and context of the existing neighborhood. This encourages local business owners and homeowners to take on the roles a developer usually plays through strategies such as ADUs, adding rental units over a business, building housing units or retail space on existing property, or bringing food trucks to activate a vacant space. Incremental development is tangible and even a tiny development can build value and contribute to community.

Adaptive reuse is often a first step in incremental development by re-purposing buildings from their original purposes for different functions while at the same time retaining their historic features to maintain the character of a certain area. These projects are often easier to achieve because of lower infrastructure and construction costs. Adaptive reuse can be done through reactivation of a site or maintaining portions of an existing building as a part of a large project. This provides powerful story-telling to future generations and visitors while protecting a distinct architectural identity that positively impacts the community.

### ILLUSTRATIVE OF FOUND SPACES



Building improvements that are small scale and low cost can do a lot to activate the street frontage and bring more vibe to downtown. Overhead lighting, seating, rooftops and food trucks create a cool place to hangout.



## ILLUSTRATIVE OF BUILDING IMPROVEMENTS



Murals, garage doors, outdoor seating, lighting and landscape are strategies building owners can do to increase their personal property value as well as create an engaging downtown experience.



### BUILDING IMPROVEMENTS

Redevelopment doesn't always need to be a big project. There are opportunities to activate the street frontage through low-cost private investment. There is no shortage of unique historic buildings in downtown Grand Junction that could be rehabilitated through potential grant programs and low-interest loan programs.

### FOUND SPACES

Found spaces are small or large, under-utilized spaces that private property owners can activate on their lots to provide places for respite along the street. Pallet benches, tables and chairs, picnic tables, overhead lighting, grass mats, painted asphalt, lawn games and planters are all low-cost ways to invite people to hangout. The more 'dwell time' people spend in a space or area, the more likely they are to buy something. There are many vacant spaces along downtown streets that business owners could activate the property to capture more customers.

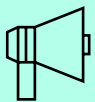
## START UPS AND POP UP BUSINESS

Outdoor markets offer low-cost, low-risk entry into a small business and also serve to activate certain areas of downtown. Markets can also come together under one roof to offer food and wares, effectively creating a larger grocery store. Multiple vendors, such as the butcher, florist, baker, and dry goods vendors act as individual entities yet partner together visually and legally to provide food access for downtown residents. There should be a focus to extend this type of local small business atmosphere along 7th St to activate the corridor.

The concept of implementing a 'Holiday Pop-Up Shop' is an opportunity for growing retailers or entrepreneurs to test the Downtown Grand Junction market as a viable option for a brick-and-mortar location while contributing to the consumer experience during one of our busiest shopping seasons. It's also a creative strategy for attracting new retail concepts to Downtown and filling vacant spaces during the holidays.

This program is recommended to be carried out from October 15 - First Week of January each year. Selected retailers would be notified of their approval into the program before the short term lease start date. The Downtown Partnership would work with current property owners in vacant buildings to explore short term leases for applicants that are accepted for the particular calendar year.

## KEY ACTION ITEMS



### ACTION

Encourage local businesses and artist to bring temporary art/sculpture, movable seating, lighting and other temporary design ideas to activate the space.



### POLICY

Remove restrictive regulations that make small business startups difficult and allow them to cluster to create a larger entity.



### PROGRAM

Create incentives for private property improvements through grants.



20%

of comments  
would like to see  
MORE EVENTS  
including live  
music and  
festivals



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**Placemaking is key to creating a downtown experience. Interesting, interactive spaces create thriving places that people want to live and hangout.**

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# DEVELOPMENT

While Main Street is at the heart of downtown, there is a need to look at infill opportunities in the Rail and River Districts as a way of creating a bridge between Downtown and the River. Infill development is important to bringing more people living and working downtown, which is important for making downtown feel more active and safer. There is a significant momentum for development in Grand Junction, including redevelopment along the Riverfront at Los Colonias and Dos Rios, new infill development downtown including GIS offices and townhomes at R5, and adaptive reuse projects such as the Train Depot and Sugar Beet Buildings.



“I have lived downtown before and I loved it and miss it. I hope too again.”

05

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# **BIG IDEAS: DEVELOPMENT**

BRING MORE  
PEOPLE  
DOWNTOWN



1

Support existing businesses in the downtown through programs and attract more business diversity downtown.



Develop (a) grant program to incentivize small scale local reinvestment.

2

3

Adjustments to codes and policy that are barriers to development.



Leverage the Downtown Partnership financial tools to incentivize development.

4

# D1.

## SUPPORT EXISTING BUSINESSES IN THE DOWNTOWN THROUGH PROGRAMS AND ATTRACT MORE BUSINESS DIVERSITY DOWNTOWN.

Small business owners and downtown property owners are in some cases struggling to be successful. A history of vacancies in downtown has led to a fear that expanded development around downtown will shrink business for existing shops. The truth about vibrant downtowns is that expanding activity and options creates a virtuous cycle of prosperity. People like to be in places where other people are. The DDA should work with businesses to help foster their success and to understand that more businesses is good for all businesses.



### KEY ACTION ITEMS



#### ACTION

Contract with a Retail and/or Small Business consultant to offer to aid building owners to encourage better business marketing, trainings, and address business hours.



#### PROGRAM

Utilize Business Improvement District (BID) and work with GJEP on attracting business to the downtown.



#### PROGRAM

Coordinate with the Business Incubator on a Feasibility Study to connect local entrepreneurs, educational programs and resources to downtown.



#### PROGRAM

Creating Spaces for Artist/Artists in Residence, maker spaces and pop up shops.

# D2.

## ADJUSTMENTS TO CODES AND POLICY THAT ARE BARRIERS TO DEVELOPMENT.



The main barrier to substantial new investment in downtown that is off-street parking standards. The 7th St. corridor is a key multi-modal corridor connecting the downtown core with the new Las Colonias development and the Colorado River. While there is clearly an intent to bring new development and interesting uses to this corridor, parking requirements and limitations on what is allowed in the C-2 zone make reuse of these sites challenging. The City has taken steps to reduce barriers to development and redevelopment within the downtown core, such as on-site parking reduction allowances. These strategic zone changes should be considered beyond the downtown core, such as along 7th Street.

### KEY ACTION ITEMS



#### POLICY

Reduce off-street parking requirements within zones in the larger downtown area. Expand off-street parking reduction allowances beyond the downtown core.



#### POLICY

Identify and revise code barriers that make adaptive reuse difficult to achieve. For instance, allow flexibility in achieving key life safety requirements of building code to encourage adaptive reuse of older buildings and avoid incentivizing them being torn down.



#### POLICY

Conduct a code audit to identify additional barriers to development and allow for greater flexibility to incentivize good projects that support the goals of this Plan.

# D3.

## DEVELOP (A) GRANT PROGRAM(S) TO INCENTIVIZE SMALL SCALE LOCAL REINVESTMENT IN THE DOWNTOWN

Incremental development and adaptive reuse are small scale local reinvestment strategies that can be leveraged to activate vacant areas of downtown. Some strategies to encourage this type of development in downtown would be to develop grant and loan programs administrated by the Downtown Partnership to encourage small scale investments. These would be an application process and awarded to maximize public benefit and are targeted to deliver outcomes unlikely to occur without the resources. Grants would be awarded to support business and/or property redevelopment in projects to support the goals of this Plan.





## ILLUSTRATIVE OF LOCAL REINVESTMENT



Examples of potential projects include storefront improvements, upper floor retrofit grants, and “storeback” improvements.



### KEY ACTION ITEMS



#### ACTION

Coordinate with the City to incentivize redevelopment on existing parking lots to activate the street frontage along this key section of Colorado.



#### PROGRAM

Develop a Storefront and “Storeback” Improvement Grant to encourage property improvements for local retailer including building facades facing the alleys and bisecting spaces for co-retail.



#### PROGRAM

Develop a Grant program Tenant Improvement Grants: Aimed at larger building activation strategies, making the building commercially viable or renovating historic buildings and bringing them up to code.



#### PROGRAM

Develop a program for start up grants or start up loans/microloans to encourage new businesses downtown. These should be aimed at small scale local investors such as food trucks, pop-ups and micro-retail entrepreneurs.

# D4.

## LEVERAGE THE DOWNTOWN PARTNERSHIP FINANCIAL TOOLS TO INCENTIVIZE DEVELOPMENT.

Pre-development costs are the highest risk funds in development because many well-intentioned projects fail before they get off the ground. Municipal fees, like tap fees, and property taxes can also be significant development costs that local governments can consider changing, abating or discounting in order to spur increased development. One of the benefits of downtown infill is the infrastructure is in place. This can justify a reduction of impact fees as it does not require the City to build new roads or put new utilities in place. The Downtown Partnership and City should work together evaluate establishing property tax abatement programs could be incentivize development. Term-limited property tax abatements are an increasingly common tool being used to jump-start redevelopment within downtown areas.



### KEY ACTION ITEMS



#### POLICY

The DP and City should work together reduce, remove or reimburse impact fees to encourage development within the DP through incentive programs.



#### PROGRAM

The DP could work with the City to develop a Property Tax Reimbursement or a 10-year tax abatement program to jump-start redevelopment by lowering operating costs for developers.

D5.

## IDENTIFY A CATALYST PROJECT FOR THE DEVELOPMENT PARTNERSHIP IN THE DOWNTOWN

The first redevelopment project in a downtown area is always the most difficult to finance, because banks rely on “comparable” projects to underwrite development loans. If there are no recent examples of new downtown projects, banks are reluctant to lend. Cities and DDAs can help jump start private investment by partnering on early projects, which make every subsequent project easier.

There is an opportunity to build momentum for downtown development through a catalytic Public-Private Partnership (PPP) development project. This would require securing a site, defining a set of incentives and partnering with a developer to build a project. The level of partnership can range from facilitation and identifying incentives, to grants and land cost discounts, to co-investing in the project depending on the risk tolerance of the Downtown Partnership.

A similar strategy has been used at R5, and the lessons learned from this project can help to improve future RFP processes. The selected site should be strategic to achieving the goals of this plan. A site along the 7th Street or Colorado St. corridors would be an ideal project to activating these key corridors. Some case studies have been identified as potential projects on the Startek site, a city owned parking lot at 7th and Colorado, and the former Flea Market site.

### KEY ACTION ITEMS



#### ACTION

Partner with the City or private property owners on site identification/land acquisition. Prepare and issue a Request for Interest (RFI) to developers. Pro-actively market to qualified developers in and out of the local market. Marketing materials should include key goals and an identification of incentives, such as land cost discounts, pre-development funds, etc.

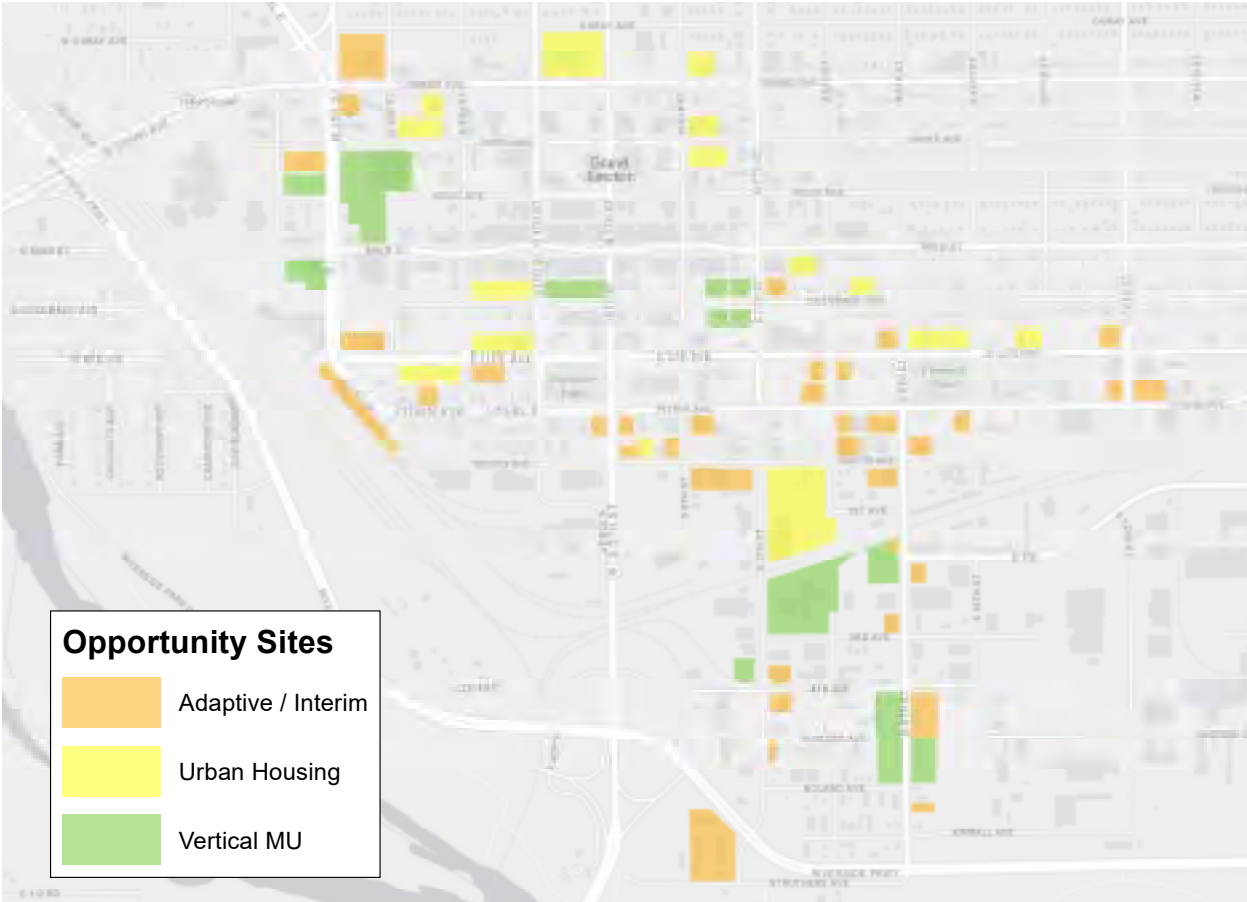
# CASE STUDIES

## OPPORTUNITY SITES

Three development types were identified as key opportunities for increasing activity in the downtown; adaptive reuse, vertical mixed use and urban housing. These can be applied to a broad range of opportunity sites within the downtown.

Three case studies were explored to better understand the development potential for downtown within the current market and assure that recommendations realistic and achievable. The goal is to identify roadblocks and inform recommendations for creating a more development friendly downtown.

### OPPORTUNITY SITES IN DOWNTOWN GRAND JUNCTION



	▼ <b>VERTICAL MIXED USE</b>	▼ <b>URBAN HOUSING</b>	▼ <b>ADAPTIVE REUSE</b>
LOCATION	Downtown core and commercial corridors	Downtown areas without good commercial frontage, residential areas at edge of downtown	Edge of downtown core, railyards district, industrial areas
USES	Residential w/ retail ground floor	Downtown areas without good commercial frontage, residential areas at edge of downtown	Edge of downtown core, railyards district, industrial areas
BUILDING CHARACTERISTICS	4-6 stories wood frame over 1 story of parking and/or retail or 3-4 stories all wood frame with small retail component	1-3 stories wood frame	good street-frontage, historic character, covered outdoor space (Re-Use) / Parking lots, gravel lots (incremental)
LOT CONDITIONS	at least ½ acre, retail-friendly street frontage	at least 1/4 acre	at least 1/4 acre



CASE STUDY 1 - THE FLEA MARKET SITE



SITE PLAN



The Flea Market site is a 1.3-acre parcel located at S. 7th St. and South Ave. It is zoned C-2 (general commercial) with a commercial corridor overlay. It features an existing 14,000 square foot industrial building as well as a large paved surface parking lot. This corner site is a prime development opportunity that is ideally located at the edge of the downtown core along a stretch of S. 7th that recently received significant public investment in the form of a streetscape treatment.

FLEA MARKET SITE | WHAT WE LEARNED

Lower barriers to entry for local entrepreneurs - lower rents

Concept can be applied broadly- many underutilized parcels throughout downtown.

Clustering spurs innovation and creates regional destination.



Cultivate future brick and mortar tenants

Opportunity to expand food access

Food carts on a vacant lot 1/10 cost of ground up retail

Work with business owners to become future owners of brick and mortar buildings through seller-financing.

CASE STUDY 2 - STARTEK SITE



SITE PLAN

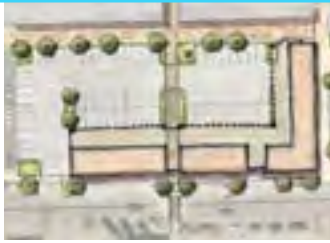


The former StarTek site is a 5.25 acre parcel located at S. 7th St. and South Ave. It is zoned C-2 (general commercial) with a commercial corridor overlay. It features an existing 50,000 square foot industrial building as well as several large surface parking lots and an undeveloped area formerly occupied by several older structures. This large site is a prime development opportunity that is ideally located at the edge of the downtown core along a stretch of S. 7th that recently received significant public investment in the form of a streetscape treatment.

STARTEK SITE | WHAT WE LEARNED

<p>Parcels are largely shovel ready - require minimal site improvements to start development</p>	<p>C-2 zone parking requirements restricts feasibility</p>	<p>Having low-cost industrial building offers opportunity for creative adaptive reuses</p>
	<p>Potentially streamline permitting / reduce plan review for downtown housing development projects.</p>	<p>Functional parking minimums for high density - .5 spaces per unit, 1 space per 1,000sf commercial</p>
<p>With construction costs escalating 30% over the last few years. New construction may be feasible at 120% of AMI</p>		

CASE STUDY 3 - 7TH AND COLORADO



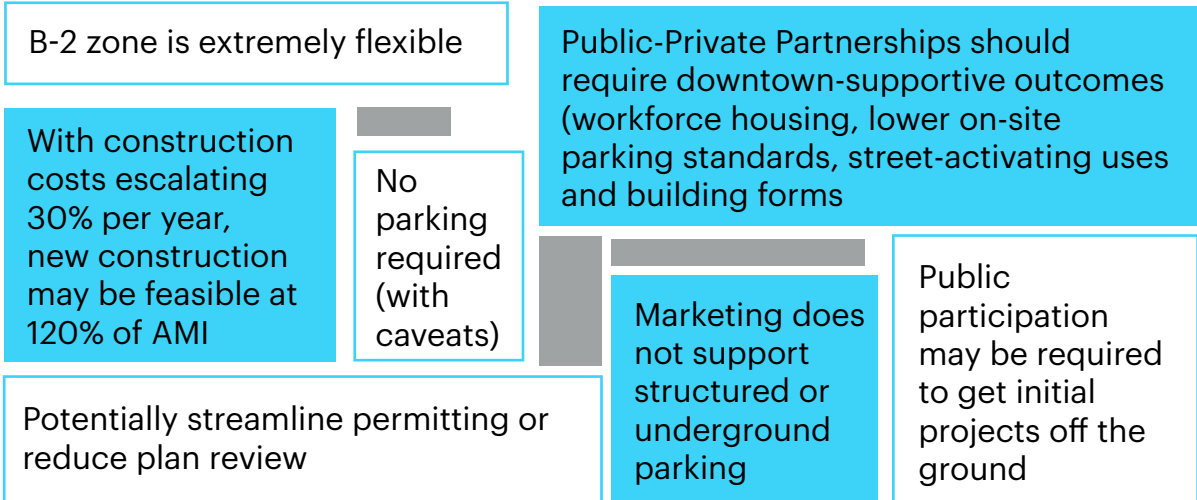
SITE PLAN



The city-owned site at 7th and Colorado is an ideal candidate for more intense mixed-use infill development. This can take the form of a traditional development model or, with the site already in public ownership, a public-private partnership.

7TH COLORADO

WHAT WE LEARNED





**27%**

of survey respondents not currently living downtown would like to.



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**Infill development is important to bring more people living and working downtown, which is important for making downtown feel more active and safer.**

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# IMPLEMENTATION

This Plan provides a roadmap for how to approach development in the downtown. It is meant to guide progress that is reflective of a community vision. The intent is to provide actionable strategies for success with enough flexibility to adapt to a market shifts and changing trends.

When it comes to development, the Downtown Partnership should serve the role of a partner and a facilitator to match resources to get people in the market to get things done. Another key outcome of these strategies will be to attract more properties by increasing the influence and strength of resources. The improvements outlined in this Plan will help the Downtown Partnership to be more effective and yield more influence which will in turn encourage additional properties to participate and expand the boundary.



"I love the potential of Downtown GJ. I get excited about what this place can be."



# CONNECTIVITY

## IMPLEMENTATION STRATEGIES

STRATEGY	ACTION	TIMING
C1: Convert 4th and 5th to Two Way Streets	Action. Informational sessions to increase awareness of the importance and value of two-way streets in downtown among business owners and residents to gather support from the community. City Council should vote to make this a project.	Short Term
	Project. Temporary re-striping study to 'test' the project north of Grand Avenue. Identify potential problem areas for further study, and gain the trust of the community before a larger infrastructure investment.	Mid Term
	Project. Following a successful launch of a test project, and with support from the local community, the City could work with the DP to identify a series of larger infrastructure related projects for 4th and 5th that would convert them into multi-modal streets with two-way traffic, on-street parking, bike lanes and sidewalks with street trees and furnishings.	Long Term
C2: Prioritize pedestrian and bike improvements to improve mobility throughout downtown and to the river.	Policy. Amend the GDP to update the 9th Street sections to be more multi-modal.	Short Term
	Action. Initiate conversations with BNSF to improve pedestrian and bike access over the Rail lines at 2nd Street and 12th Street.	Mid Term- (With New Projects)
	Program. Coordinate a community crosswalk paint program at the intersections along Colorado as a pilot project.	Short Term
	Project. Review intersections along Riverside Parkway, 5th and South, 7th and South, Ute and 2nd, Pitkin and 2nd, and the roundabout at 7th and Main for an improved pedestrian access. 6th and Grand, 3rd and Grand.	Long Term
	Project. Better understand the types of bike lanes facilities the community wants. Develop a design plan and identify funding to implement bike lanes.	

DP ROLE	PARTNERSHIPS	FUNDING
City Led Project, DP to assist with advocacy. Business and neighbour outreach and support.	Business Owners, Stakeholders, Neighbourhoods	
	City Lead, DP Support	
	City Lead, DP Support	Potential Funding Partnership with the DP.
		Identify CIP funding
Support implementation of multi-modal facilities in new projects.		Identify CIP funding
Facilitate with artists and City.	DP Lead, City Support, Arts and Community Support.	City and DP to partner on Funding. Look for Grant funding and Creative District Funding.
City Led Project, DP to assist with advocacy. Business and neighbour outreach and support.	City lead Pedestrian Access Plan.	Identify CIP funding
City Led Project, DP to assist with advocacy. Business and neighbour outreach and support.	Neighbourhood Organizations, City of Grand Junction, Urban Trails	Identify CIP funding

STRATEGY	ACTION	TIMING
	Action. Engage in discussion with CDOT for traffic calming tools and a better pedestrian crossing at 5th and South.	Mid Term
C3: Create a 2nd Street Promenade connecting the Train Depot to Two Rivers Plaza.	Project. As of summer, 2019, the City has initiated a study group to look at ideas for a pedestrian corridor along 2nd Street and has identified this as an important project for downtown.	Short Term
	Action. Coordinate with CDOT to obtain a signalized intersection through a warrant study to better understand the need for a signal at these intersections and the Communities support.	Short Term
C4: Initiate a Gateway and Wayfinding Study to improve ease of navigation for pedestrians, bike and vehicles in downtown.	Action. The DDA should initiate a comprehensive wayfinding and gateway study to provide a strategy for bringing people to and navigating around downtown.	Mid Term

# PLACEMAKING

## IMPLEMENTATION STRATEGIES

STRATEGY	ACTION	TIMING
P1: Extend the vibrancy from Main to Colorado between 4th and 7th.	Action. The DDA should work with the local businesses to create a brand and marketing strategy for this area which could include the 'Artline', identity of the alleys and breezeways, murals, creative district programs and event programs.	Short Term
P2: Encourage more community gathering and event space in downtown.	Action. Test the concept of a flexible use event space at 5th and Colorado within the existing DDA programs/event schedule. Locate farmers markets, chalk art festival, adding a temporary music stage to an existing event and/or as a designated food truck location.	Short Term
	Action. Utilize the lot at 5th and Colorado for a pilot food truck program, that happens once or twice a month.	Mid Term
	Policy. Change the municipal code to allow vendors to cluster, no required distance separation of clustered vendor pods, allow a range of vendor types (truck, carts, clothing, double decker bus), allow mobile vendors to stay in place for extended periods of time.	Short Term

DP ROLE	PARTNERSHIPS	FUNDING
DP to advocate for downtown stakeholders	City lead, DP Support	Active Transportation Plan
Align Objectives	City Lead, DP Support	Potential Funding Partnership with the DDA.
DP to advocate for downtown stakeholders	City Lead, DP Support	
DP retain consultants. Coordinate stakeholders and implementation.	DP Lead with City Support. Coordinate with Local Businesses, Arts and Creative District. Visit Grand Junction Branding?	Potential Creative District Funds. Includes 2 Creative District Signs Locations.

DP ROLE	PARTNERSHIPS	FUNDING
		CGOCO Grant
DP to bring events, City to permit use.	City to support permitting and use of property.	
DP lead on enhancements and infrastructure project with support from City.	City to support permitting and use of property.	DP Funding.
DP to support/advocate for businesses.	City to Lead Code Review.	

STRATEGY	ACTION	TIMING
	Project. Based on feedback from the businesses and local community, develop a plan to implement permanent improvements in the plaza.	Mid Term
	Program. Develop a pop-up shop program to activate spaces downtown	Mid Term
P3: Activate alleys and breezeways.	Action. The DDA and the Arts Commission should collaborate to develop a Murals Grant Program to encourage both local and regional artists and highlight the unique history and character of Grand Junction.	Short Term
	Policy. Review and/or revise the existing façade grant program to include back of building improvements.	Short Term
	Project. Develop a plan to implement larger scale investments such as improved paving, increased lighting, signage in the alleys.	Mid to Long Term
P4: Design Competition for Whitman Park	Action. Bring a design competition to redesign Whitman Park. This should engage local or national experts to think creatively about low cost solutions for Whitman Park.	Mid Term
	Project. Identify low cost safety improvements to Whitman Park.	Mid Term
	Program. Establish a Public-private partnership oversee maintenance and a sense of ownership to protect the transformation of the uses of the park.	Mid Term
P5: Develop a program(s) to better utilize parking.	Action. Hire an app developer to update existing parking app to coordinate wayfinding and parking locations, on demand parking pricing structures.	Mid Term
	Project. Add credit card readers to downtown meters and enforce parking.	Short Term
	Action. Look at opportunities for shared use agreements in private lots and/or a pilot park and ride employee parking program utilizing the Dash.	Short Term
	Policy. Review zoning code to incorporate smart parking strategies to reduce parking demands.	Mid Term



DDA ROLE	PARTNERSHIPS	FUNDING
DP to lead on planning.	City to coordinate property, maintenance as a public park. Potential partnership.	CIP funding partnership or allocation of TIF (BID)
DP to lead on programs	Coordinate with Business Incubator an the DDA's in Colorado.	
DP	Arts Commission, Park Department	DP Funding. Explore Creative District Funding and Grants.
DP to review program policy.		
DP to lead on planning.	City to coordinate property. Maintenance as a public park. Coordination with Utilities. Potential funding partnership.	CIP funding partnership or allocation of TIF (BID)
DP to lead on planning.		
DP to lead on planning.	Shared costs for City, downtown agencies.	DOLA placemaking grants and/or GOCO funds
DP to lead on planning.	Public Private Partnership or coordinate a 501C3 to organize and maintain park.	
DP to hire consultant to best inform the City.	City to advocate for best practices in downtown.	
DP to lead on identifying private partners for shared use agreements.	Private property owners	
DP to support/advocate for businesses.	City to Lead Code Review.	

STRATEGY	ACTION	TIMING
P6: Adaptive Reuse of Buildings and Spaces to active the street frontage.	Action. Encourage local businesses and artist to bring temporary art/sculpture, movable seating, lighting and other temporary design ideas to activate private properties.	Short Term
	Policy. Remove restrictive regulations that make small business startups difficult and allow them to cluster to create a larger entity.	Mid Term
	Program. Create incentives for private property improvements through grants.	Mid Term

# DEVELOPMENT

## IMPLEMENTATION STRATEGIES

STRATEGY	ACTION	TIMING
D1: Support existing businesses in the downtown through programs and Attract more business diversity to downtown.	Action. Contract with a Retail and/or Small Business consultant to offer to aid building owners to encourage better business marketing, trainings, and address business hours.	Short Term
	Program. Develop programs and incentives for attracting business to the downtown.	Short Term
	Program. Coordinate with the Business Incubator on a Feasibility Study to connect local entrepreneurs, educational programs and resources to downtown.	Short Term
	Program. Creating Spaces for Artist/Artists in Residence, maker spaces and pop up shops.	Mid Term
D2: Develop (a) Grant Program(s) to incentivize small scale local reinvestment in the downtown.	Action. Incentivize redevelopment on existing parking lots to activate the street frontage along this key section of Colorado.	Mid Term
	Program. Develop a Storefront and "Storeback" Improvement Grant to encourage property improvements for local retailer including building façades facing the alleys and bisecting spaces for co-retail.	Short Term
	Program. Develop a Grant program Tenant Improvement Grants: Aimed at larger building activation strategies, making the building commercially viable or renovating historic buildings and bringing them up to code.	Short Term

DDA ROLE	PARTNERSHIPS	FUNDING
DP to develop programs to support.	DP, Businesses, Business Incubator	
DP to advocate for downtown stakeholders	City to Lead.	
DP to Lead.		

DDA ROLE	PARTNERSHIPS	FUNDING
	GJEP	
	Business Incubator	
	Business Incubator	
	Coordinate with City	
	Coordinate with City	
	Coordinate with City	

STRATEGY	ACTION	TIMING
	Program. Develop a program for start up grants or start up loans/microloans to encourage new businesses downtown. These should be aimed at small scale local investors such as food trucks, pop-ups and micro-retail entrepreneurs.	Short Term
D3: Adjustments to codes and policy that are barriers to development.	Policy: Reduce off-street parking requirements within zones in the larger downtown area. Expand off-street parking reduction allowances beyond the downtown core.	Short Term
	Policy: Identify and revise code barriers that make adaptive reuse difficult to achieve. For instance, allow flexibility in achieving key life safety requirements of building code to encourage adaptive reuse of older buildings and avoid incentivizing them being torn down.	Mid Term
	Policy. Conduct a code audit to identify additional barriers to development and allow for greater flexibility to incentivize good projects that support the goals of this Plan.	Mid Term
D4: Leverage the DDA financial tools to incentivize development.	Policy. Reduce, remove or reimburse impact fees to encourage development within the DP through incentive programs.	Mid Term
	Program. Develop a Property Tax Reimbursement or a 10-year tax abatement program to jump-start redevelopment by lowering operating costs for developers.	Mid Term
D5: DDA to lead a strategic catalytic development project.	Action: Partner on site identification / land acquisition and prepare and issue a Request for Interest (RFI) to developers. Pro-actively market to qualified developers in and out of the local market. Marketing materials should include key goals and an identification of incentives, such as land cost discounts and pre-development funds.	Short Term

DDA ROLE	PARTNERSHIPS	FUNDING
	Coordinate with City	
	City to Lead	
	City to Lead	
	City to Lead	
	The DP and City should work together	
	the DP and City should work together	
	Partner with City or Private Property Owners.	

The Plan of Development goals, strategies and actions are intended to provide an outline to the Downtown Partnership Board in implementing a community vision for downtown over the next 10 years. The Downtown Partnership will use the above strategies and actions in annual strategic plan containing specific programs and project focus areas for the year. The strategies and actions should be reviewed every year to identify successful outcomes, reassess the yearly priorities and problem solve future issues.

These strategies and actions should be updated as needed with input by the City, stakeholders, and elected officials.

# APPENDIX

**The following documents capture critical aspects of the project that cannot be entirely communicated in this Plan. These documents can be used for reference to understand how the ideas in the Plan evolved.**

## APPENDIX A

The Phase 1 and Phase 2 Input Summary documents the issues and opportunities from the first phases of work. This document describes the feedback received from the community and how this informed the goals of the plan. Ideas for potential strategies are also explored.

The Phase 1 and 2 Summary can be found [here](#).

## APPENDIX B

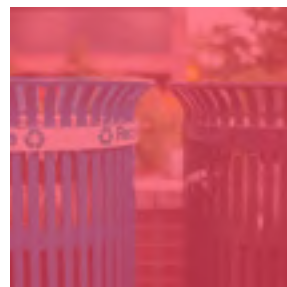
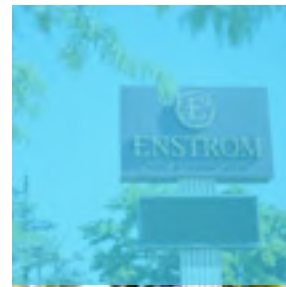
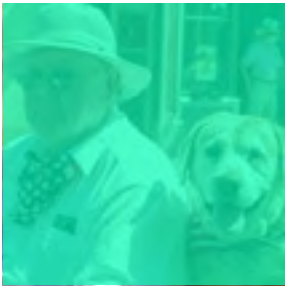
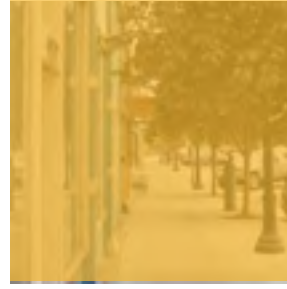
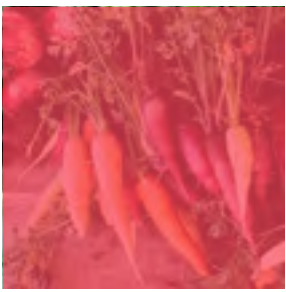
The Design Workshop took place in April 2019. The week long workshop looked at ideas and strategies to achieve the goals identified by the community. This document outlines the approach, ideas and outreach efforts that led to the strategies outlined in the Plan.

The Design Workshop Summary can be found [here](#).

## APPENDIX C

The community was an essential part of the planning process. From focus groups, to surveys, to comment boxes, to online surveys, to social media engagement and in-person workshops- the community of Grand Junction had an important role in shaping the future of downtown.

A Summary of Engagement can be found [here](#).



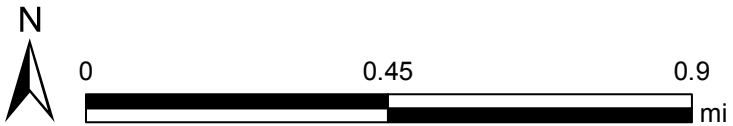
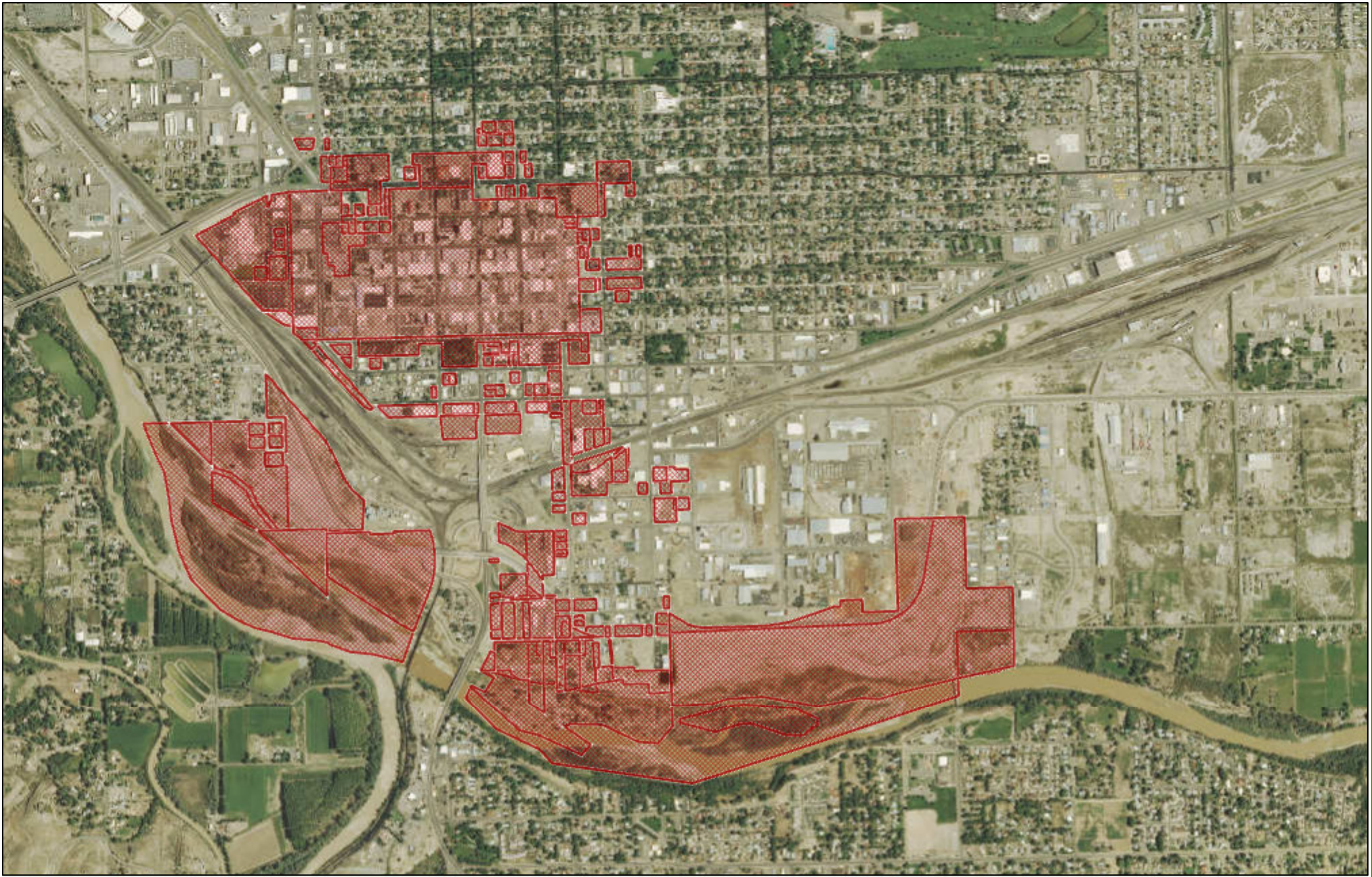
# DOWNTOWN

GRAND JUNCTION, COLORADO

*Life Happens Here*



# Downtown Development Authority of Grand Junction



Printed: 9/5/2019

1 inch = 1,505 feet

POD82DDA

TYPE OF RECORD:	PERMANENT
CATEGORY OF RECORD:	CONTRACT
NAME OF CONTRACTOR:	DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
SUBJECT/PROJECT:	PLAN OF DEVELOPMENT
CITY DEPARTMENT:	GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY
YEAR:	1982
EXPIRATION DATE:	NONE
DESTRUCTION DATE:	NONE

Grand Junction  
Downtown Development Authority

200 North Sixth Street, Suite 204 P.O. Box 296

Grand Junction, Colorado 81502

Phone (303) 245-2926

DOWNTOWN DEVELOPMENT AUTHORITY

PLAN OF DEVELOPMENT

FOR GRAND JUNCTION, COLORADO

Including The Designation Of  
Commercial Renovation Districts  
And A Plan Of Development Area  
Within Which  
Tax Increment Financing Will Be Utilized

PREPARED BY:

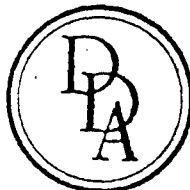
Grand Junction

Downtown Development Authority

DERIVED FROM:

The Grand Junction Downtown  
Development Strategy

Prepared By The Consulting Firm  
Of Johnson, Johnson & Roy, Inc.  
Ann Arbor, Michigan



EFFECTIVE DATE: DECEMBER 16, 1981

CERTIFIED RECORD  
OF  
PROCEEDINGS  
OF  
THE CITY COUNCIL  
OF  
THE CITY OF GRAND JUNCTION, COLORADO  
RELATING TO  
A RESOLUTION  
APPROVING  
A  
PLAN OF DEVELOPMENT  
FOR  
GRAND JUNCTION, COLORADO, DOWNTOWN DEVELOPMENT AUTHORITY

STATE OF COLORADO            )  
                                  )  
COUNTY OF MESA                ) ss.  
  
CITY OF GRAND JUNCTION        )

The City Council of the City of Grand Junction, Colorado, held a regular meeting open to the public at the Council Chambers at City Hall, 250 North Fifth Street, Grand Junction, Colorado, on Wednesday, the 16th day of December, 1981, at the hour of 7:30 p.m.

The following members of the City Council, constituting a quorum thereof, were present:

<u>Name</u>	<u>Title</u>
Louis R. Brach	President
Frank Dunn	President Pro-Tem
Gary Lucero	Member
Karl Johnson	Member
Robert Holmes	Member
Betsy Clark	Member

The following members of the City Council were absent:

None  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The following persons were also present:

Neva B. Lockhart, City Clerk  
James E. Wysocki, City Manager  
Gerald J. Ashby, City Attorney

The President declared that this was the time and place for a public hearing on the proposed Plan of Development for Grand Junction, Colorado, Downtown Development Authority.

The City Clerk reported that a notice of this hearing in the form required by Section 31-25-807(4)(c), Colorado Revised Statutes 1973, as amended, was given by publication once by one publication during the week immediately preceding this hearing in The Daily Sentinel, Grand Junction, Colorado, a newspaper having a general circulation in the City. The form of the notice and the proof of publication thereof were approved by the City Council and are attached hereto as pages 16 and 17, respectively.

Thereupon all persons having comments on the proposed Plan of Development we afforded the opportunity to be heard. The names of such persons and the substance of their remarks are as follows:

Thereupon, Council Member           Holmes           introduced and moved the adoption of the following Resolution:

RESOLUTION

A RESOLUTION APPROVING A PLAN OF DEVELOPMENT  
FOR GRAND JUNCTION, COLORADO, DOWNTOWN  
DEVELOPMENT AUTHORITY.

WHEREAS, Grand Junction, Colorado, Downtown Development Authority (the Authority) has studied conditions within the central business district of the City of Grand Junction (the City); and

WHEREAS, said study has resulted in the preparation of a Downtown Development Strategy; and

WHEREAS, the Authority is authorized to plan and propose public facilities and other improvements to public and private property of all kinds which will aid and improve the downtown development area; and

WHEREAS, Johnson, Johnson & Roy, Inc., authors of the Downtown Development Strategy reported therein that blight exists within the downtown development area; and

WHEREAS, the plan of development attached hereto as Exhibit A (the Plan of Development) was presented to the Board of Directors of the Authority for its consideration; and

WHEREAS, Mesa County Valley School District No. 51, within which the entire plan of development area (the Plan of Development Area) designated in the Plan of Development lies, was permitted to participate in an advisory capacity with respect to the inclusion in the Plan of Development of the provision for the utilization of tax increment financing; and

WHEREAS, the Authority held a public meeting on the Plan of Development on November 13, 1981, which meeting was preceded by a notice of the meeting published in The Daily Sentinel on November 11, 1981; and

WHEREAS, the Authority adopted the Plan of Development by resolution on December 2, 1981; and

WHEREAS, the Plan of Development was presented to the City Council (the City Council) on December 2, 1981, at which time the City Council referred the Plan of Development to the City Planning Commission for its review and recommendations; and

WHEREAS, the Planning Commission has made written its recommendations to the City Council concerning the Plan of Development, which recommendations are attached hereto at page 18; and

WHEREAS, a notice of a public hearing before the City Council was given by publication once by one publication during the week immediately preceding the hearing in The Daily Sentinel, a newspaper having a general circulation in the City, on December 11, 1981; and

WHEREAS, a public hearing was held before the City Council on December 16, 1981, wherein comments were taken from those in attendance concerning the Plan of Development; and

WHEREAS, the City Council has been adequately informed in this matter because of public input prior to the completion of the Plan of Development, the public hearing on the Plan of Development, the evidence presented in the Downtown Development Strategy and the Plan of Development, a review of the Grand



Junction Downtown Development Plan Information Base, and the personal knowledge of the members of the City Council,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GRAND JUNCTION, COLORADO, THAT:

Section 1. The City Council hereby finds and determines as follows:

A) There is a presence of a substantial number of deteriorated or deteriorating structures within the Authority as shown by:

1) Of the buildings within the Authority, approximately 85% are 30 or more years old, and although generally sound, they will require various amounts of renovation to meet present fire and building codes;

2) There are presently older buildings that are vacant, and therefore deteriorating from lack of use, located at the southeast corner of Fifth and Main, the northwest corner of Fourth and Main, the southeast corner of Third and Main and the middle of the block between Second and Third on Main; and

3) Approximately 18.8% of the retail space available is vacant, even though demand is high in areas outside the central business districts;

B) There is a predominance of defective or inadequate street layout as shown by:

1) The lack of adequate long-term parking because of time limits on meters; and

2) The existence of one-way streets on Rood and Colorado and Fourth and Fifth, which cause drivers to travel

from four to six blocks out of their way to reach desired destinations because of the effect of the one-way streets combined with the effect of restricted turning intersections on Main Street; and

3) An under-utilization of parking areas to the south of Main Street while the parking areas to the north of Main Street are over-utilized;

C) There exists faulty lot layout in relation to size, adequacy, accessibility or usefulness as shown by:

1) The lot and block layout in the downtown area developed at an early date and resulted in long, narrow lots with the average lot being 25 feet by 125 feet; a size not compatible with modern architectural approaches;

2) Although west of Seventh Street significant pieces of land have been aggregated for potential development, many potential development sites are still held by a number of individual owners, including trusts and estates, and are subdivided by alleys and streets making it difficult to consolidate the needed land for redevelopment;

3) Of land within the Authority, between one-third and one-half is publicly owned and used for streets, alleys or public buildings, and, therefore, not available for private use and redevelopment;

D) There exists deterioration of site or other improvements as shown by:

1) Sidewalk repairs are necessary within the area.

2) There are deteriorating underdrains in the Shopping Park along Main Street from Third to Fifth Streets;

3) Foundation work on some of the older buildings has deteriorated in the past or is presently in a deteriorated condition, thereby making these buildings more susceptible to damage;

E) Unsanitary or unsafe conditions exist as shown by:

1) Combined sanitary and storm sewers in the downtown area have the potential to back up into the drains of property owners after extreme rains, thereby creating an unsanitary condition;

2) Older buildings are located near railroad property which encourages transients to seek shelter in or around such older buildings;

3) There is a need to improve and upgrade utilities and sewers in the downtown area before any major redevelopment, for the present system would not be adequate under increased use;

4) The alleys in the downtown area are still major delivery and service routes; however, heavy pedestrian traffic has been encouraged by the use of walkthroughs at the U.S. Bank Building and on the north side of the 600 block of Main Street, and by the placement of parking areas across an alley from business establishments. Many business have

encouraged the use of back doors as the most direct entrance from a parking area to their establishment. However, the alley surfaces are not adapted to pedestrian travel; there are no crosswalks, the lighting at night is inadequate, and during business hours, there is a flow of both delivery trucks and trash collection trucks which pose a potential threat to pedestrians.

5) The presence of older buildings and their ornate building facades encourage pigeons to nest in and around these buildings causing unsanitary conditions to exist around such nesting sites.

6) The alleys are used for utilities upon poles, and this factor, combined with the lack of adequate lighting at night, can encourage burglars to gain access to building roofs by climbing these utility poles.

F) There exist conditions which endanger life or property by fire or other causes as shown by:

1) The use of second stories of buildings as storage areas; and

2) The density of buildings of an older nature along Main Street which increases the opportunity for fire spreading from one building to another because of the lack of adequate fire walls in the design of older buildings.

3) There are no north/south water mains on Second, Third and Fourth, and the east/west mains on Grand, White and Rood are no larger than 6 inches, thereby providing

limited supplies  
fire protection.

for

Section 2. The City Council hereby finds and determines that there is a deterioration of property values or structures within the Authority as shown by:

A) A decrease in sales tax revenue in the central downtown area along both sides of Main Street from \$408,088 in 1979 to \$384,140 in 1980, and \$304,338 in 1981 (in the first eight months of the year); and

B) A decrease in the total assessed valuation of the Authority of 9.02% within the last year despite approximately a 6% increase in the size of the Authority because of recent inclusions.

Section 3. Based upon the foregoing, the City Council hereby finds and determines that there exists blight in the Authority within the meaning of Section 31-25-802(1.5), Colorado Revised Statutes 1973, as amended, and that there is a need to take corrective measures in order to halt or prevent the growth of blighted areas within the Plan of Development Area and the commercial renovation districts designated in the Plan of Development.

Section 4. The City Council hereby finds and determines that the approval of the Plan of Development will serve a public use; will promote the health, safety, prosperity, security, and general welfare of the inhabitants of the City and of its central business district; will halt or prevent the deterioration of property values or structures within said

central business district; will halt or prevent the growth of blighted areas within said district; and will assist the City and the Authority in the development and redevelopment of said district and in the overall planning to restore or provide for the continuance of the health thereof; and will be of special benefit to the property within the boundaries of the Authority.

Section 5. The Plan of Development is hereby approved by the City Council, and the Authority is hereby authorized to undertake development projects as described in the Plan of Development.

Section 6. The City Council hereby finds and determines that the Plan of Development will afford maximum opportunity, consistent with the sound needs and plans of the City as a whole, for the development or redevelopment of the Plan of Development Area and the commercial renovation districts designated therein by the Authority and by private enterprise.

Section 7. In accordance with the Plan of Development, there is hereby designated the Plan of Development Area (the boundaries of which are described with particularity on page 9 of the Plan of Development), in connection with which tax increment financing shall be utilized as provided in Section 31-25-807, Colorado Revised Statutes 1973, as amended, for the purposes specified in the Plan of Development.

Section 8. There is hereby created a separate special fund of the City designated as the "Tax Increment Fund" into which shall be deposited the ad valorem and municipal sales tax

increment funds described in Section 31-25-807, Colorado Revised Statutes 1973, as amended, derived from and attributable to development and redevelopment within the Plan of Development Area. Said funds shall be held, invested, reinvested and applied as permitted by law. For the purpose of ascertaining the amount of funds to be deposited in the Tax Increment Fund as provided by law, the County Assessor is hereby requested to certify to the City Council on or before December 31, 1981, the valuation for assessment of the Plan of Development Area as of the effective date of this Resolution. For the same purpose, the City Finance Director is hereby directed to certify to the City Council on or before April 1, 1982, the amount of municipal sales taxes collected within the Plan of Development Area for the period from December 1, 1980, to November 30, 1981.

Section 9. Those parcels described on page 12 of the Plan of Development are a part of a development or redevelopment area designated by the City Council pursuant to Section 39-5-105, Colorado Revised Statutes 1973, as amended, and commercial buildings or structures on such parcels are therefore entitled to the benefits granted under said statute.

Section 10. No public servant of the City who is authorized to take part in any manner in preparing, presenting, or approving the Plan of Development or any contract contemplated thereby has a potential interest in the Plan of Development or any such contract which has not been disclosed in accordance with the requirements of Section 18-8-308, Colorado Revised Statutes 1973, as amended, and no such public servant has

received any pecuniary benefit from the Plan of Development or any such contract.

Section 11. If any provision of this Resolution is judicially adjudged invalid or unenforceable, such judgment shall not affect the remaining provisions hereof, it being the intention of the City Council that the provisions hereof are severable.

Section 12. This Resolution shall be effective immediately upon its adoption and approval.

ADOPTED AND APPROVED this 16th day of December, 1981.

CITY OF GRAND JUNCTION, COLORADO

By: *James P. Brink*  
President, City Council

( CITY )  
( SEAL )

ATTEST:

*Neva B. Lockhart, CMC*  
City Clerk





CITY - COUNTY PLANNING

grand junction-mesa county 559 white ave. rm. 60 grand jct.,colo. 8150  
(303) 244-1628

December 12, 1981

TO: Grand Junction City Council  
FROM: Planning Commission of Grand Junction  
SUBJECT: Plan of Development of Grand Junction, Colorado  
Downtown Development Authority

On December 2, 1981, the Grand Junction City Council, pursuant to C.R.S. 1973, § 31-25-807(4)(b), submitted the Plan of Development of the Grand Junction, Colorado, Downtown Development Authority to the Planning Commission for review and recommendations.

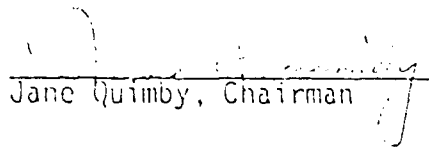
Because of such request, we have obtained copies of the Plan of Development for study and review and have also provided copies to the personnel of the Planning Department for their review. On December 12, 1981, the Planning Commission held a work session at which we considered the comments of the employees of the Planning Department, reviewed the Plan of Development in light of past policies for development and renovation, and considered the questions and comments of the members of the Commission. After this review, we offer the following comments and recommendations:

The Plan of Development, as presented, is a coherent and unified approach to redevelopment and renovation within the downtown area. The Plan of Development does call for certain projects that may require or result in changes in present use and zoning patterns. However, as constituted, the Plan of Development is consistent with the policies adopted by the Commission in the past.

The Plan of Development contains no redevelopment or renovation plans which are not feasible under current policies. Neither does the Plan of Development call for policies or development patterns in conflict with city-wide policies or patterns. It appears to be consistent with the Downtown Development Strategy which has been adopted as an element of the Master Plan for Grand Junction, as well as consistent with other current policies.

On the basis of this review, and the considerations expressed here, the Commission feels that it is not necessary that we specifically enumerate those areas of the Plan with which we are in agreement since the Plan of Development contains no items to which we specifically object. We, therefore, can endorse the Plan of Development as being consistent with existing city policies and recommend that the City hold a Public Hearing on the Plan of Development.

Respectfully submitted,

  
Jane Quimby, Chairman

RESOLUTION  
BY THE  
BOARD OF DIRECTORS  
OF THE GRAND JUNCTION, COLORADO,  
DOWNTOWN DEVELOPMENT AUTHORITY  
ADOPTING A PLAN OF DEVELOPMENT

WHEREAS, the Grand Junction, Colorado, Downtown Development Authority has studied conditions within the central business district, pursuant to C.R.S. 1973, § 31-25-807; and

WHEREAS, such study has resulted in the preparation of a Downtown Development Strategy; and

WHEREAS, the Grand Junction, Colorado, Downtown Development Authority is authorized, pursuant to C.R.S. 1973, § 31-25-807, to plan and propose public facilities and other improvements to public and private property which will aid and improve the downtown development area; and

WHEREAS, Johnson, Johnson & Roy, Inc., authors of the Downtown Development Strategy, reported therein that areas of blight exist within the downtown area; and

WHEREAS, a plan of development has been presented to this Board for its consideration; and

WHEREAS, this Board has held a public meeting on such plan of development, which meeting was preceded by a notice of such meeting published in the Daily Sentinel on November 11, 1981, prior to such meeting; and

WHEREAS, Mesa County Valley School District #51, within which the entire area of development designated in the Plan of Development lies, has been permitted to participate in an advisory capacity with respect to the inclusion in the Plan of Development of the provision for utilization of tax increment financing; and

WHEREAS, the Board has been adequately informed in this matter because of public input prior to the completion of the plan of development, the public meeting on the proposed plan of development, the evidence presented in the Downtown Development Strategy and the plan of development, a review of the Grand Junction Downtown Development Plan Information Base,

and the personal knowledge of the members of this Board;

NOW THEREFORE BE IT RESOLVED THAT:

1. The Board hereby finds;

A) There is a presence of a substantial number of deteriorated or deteriorating structures within the Downtown Development Authority as shown by:

1) Of the buildings within the Downtown Development Authority, approximately 85% are 30 or more years old, and although generally sound, will require various amounts of renovation to meet present fire and building codes;

2) There are presently older buildings that are vacant, and therefore, deteriorating from lack of use, located at the southeast corner of Fifth and Main, the northwest corner of Fourth and Main, the southeast corner of Third and Main and the middle of the block between Second and Third on Main; and

3) Approximately 18.8% of the retail space available is vacant, even though demand is high in areas outside the central business district;

B) There is a predominance of defective or inadequate street layout as shown by:

1) The lack of adequate long-term parking because of time limits on meters; and

2) The existence of one-way streets on Rood and Colorado and Fourth and Fifth, which cause drivers to travel from four to six blocks out of their way to reach desired destinations because of the effect of the one-way streets combined with the effect of restricted turning intersections on Main Street; and

3) An under-utilization of parking areas to the south of Main Street while the parking areas to the north of Main Street are over-utilized;

C) There exists faulty lot layout in relation to size, adequacy, accessibility or usefulness as shown by:

1) The lot and block layout in the downtown area developed at an early date and resulted in long, narrow lots with the average lot being 25 feet by 125 feet; a size not compatible with modern architectural approaches;

2) Although west of Seventh Street significant pieces of land have been aggregated for potential development, many potential development sites are still held by a number of individual owners, including trusts and estates, and are subdivided by alleys and streets making it difficult to consolidate the needed land for redevelopment;

3) Of land within the Downtown Development Authority, between 1/3 and 1/2 is publicly owned and used for streets, alleys, or public buildings, and, therefore, not available for private use and redevelopment;

D) There exists deterioration of site or other improvements as shown by:

1) There are sidewalks in a deteriorating condition on the southeast corner of Fifth and Rood and on the 200 block between Main and Colorado;

2) There are deteriorating underdrains in the Shopping Park along Main Street from Third to Fifth Streets;

3) Foundation work on some of the older buildings has deteriorated in the past or is presently in a deteriorated condition, thereby making these buildings more susceptible to damage;

E) Unsanitary or unsafe conditions exist as shown by:

1) Combined sanitary and storm sewers in the downtown area which have the potential to back up into the drains of property owners after extreme rains, thereby creating an unsanitary condition;

2) Older buildings are located near railroad property which encourages transients to seek shelter in or around such older buildings;

3) There is a need to improve and upgrade utilities and sewers in the downtown area before any major redevelopment, for the present system would not be adequate under increased use;

4) The alleys in the downtown area are still major delivery and service routes; however, heavy pedestrian traffic has been encouraged by the use of walkthroughs at the U.S. Bank building and the north side of the 600 block of Main Street, and by the placement of parking areas across alleys from business establishments. Many businesses have encouraged the use of back doors as the most direct entrance from a parking

area to their establishment. However, the alley surfaces are uneven and not adapted to pedestrian travel; there are no crosswalks, the lighting at night is inadequate, and during business hours, there is a flow of both delivery trucks and trash collection trucks which pose a potential threat to pedestrians.

5) The presence of older buildings and their ornate building facades encourage pigeons to nest in and around these buildings causing unsanitary conditions to exist around such nesting sites.

6) The alleys are used for utilities upon poles and this factor, combined with the lack of adequate lighting at night, encourages burglars to gain access to building roofs by climbing these utility poles.

F) There exist conditions which endanger life or property by fire or other causes as shown by:

1) The use of second stories of buildings as storage areas; and

2) The density of buildings of an older nature along Main Street which increases the opportunity for fire spreading from one building to another because of the lack of adequate firewalls and the design of older buildings; and

3) There are no north/south water mains on Second, Third, and Fourth and the east/west mains on Grand, White and Rood are no larger than 6 inches, thereby providing limited supplies which are not adequate under present codes for fire protection.

2. The Board hereby finds and determines that there is a deterioration of property values or structures within the Downtown Development Authority as shown by:

A) A decrease in sales tax revenue in the central downtown area along both sides of Main Street from \$454,727 in 1979 to \$436,598 in 1980, and \$343,484 in 1981 for the first nine months of each year; and

B) A decrease in the total assessed valuation of the Downtown Development Authority of 9.02% within the last year despite approximately a 6% increase in the size of the Downtown Development Authority because of recent inclusions,

3. Based upon the foregoing, the Board finds that there exists blight in the Downtown Development Authority, C.R.S. § 31-25-802(1.5) as amended, and that action is required to halt and prevent the growth of blighted areas and to halt or prevent the decline of property values.

4. The Board hereby finds that the adoption of this Plan of Development will halt and prevent deterioration of property values and structures within the central business district, will halt and prevent the growth of blighted areas within the central business district, will assist the City of Grand Junction, Colorado, in the development and redevelopment of such central business district and in the overall planning to restore or provide for the continuance of the health thereof, and will be of especial benefit to the property within the boundaries of the Grand Junction, Colorado, Downtown Development Authority.

BE IT FURTHER RESOLVED THAT:

5. The Plan of Development, attached hereto and incorporated herein as Exhibit "A", is hereby adopted as the Plan of Development for the Grand Junction, Colorado, Downtown Development Authority, including those provisions designating a Plan of Development area within which tax increment financing will be utilized as described on Pages 8 through 10 and 49 through 52, of the Plan of Development, and creation of three commercial renovation districts as described on Pages 12, 47 and 52, of the Plan of Development, in which a five year tax deferral is allowed for renovation of commercial structures more than 30 years old.

6. Such Plan of Development shall be submitted to the City Council of Grand Junction, Colorado, with a request that they immediately submit said Plan of Development to the Planning Commission for their written recommendations; and that the City Council hold a public hearing on such Plan of Development, after public notice, and that the City Council be requested to approve such Plan of Development.

7. No Board member nor any employee of the Board with a specific financial interest, as defined in C.R.S. 1973, § 31-25-819, as amended, in the adoption of the Plan of Development has voted thereon or otherwise participated in its preparation or presentation or failed to make such interest known to the Board.

8. If any part of this resolution is held to be unenforceable, such judgment shall not affect the remainder of the resolution, it being the intention of the Board that the provisions hereof be severable.

INTRODUCED, READ, PASSED and ADOPTED this 2nd day of December, 1981.

BY: Pat Gormley  
Pat Gormley  
Chairman of the Board  
Grand Junction, Colorado  
Downtown Development Authority

ATTEST: Sandra Gose  
Sandra Gose  
Secretary  
Grand Junction, Colorado  
Downtown Development Authority

Grand Junction  
Downtown Development Authority

200 North Sixth Street, Suite 204 P.O. Box 296

Grand Junction, Colorado 81502

Phone (303) 245-2926

EXHIBIT A

DOWNTOWN DEVELOPMENT AUTHORITY

PLAN OF DEVELOPMENT

FOR GRAND JUNCTION, COLORADO

Including The Designation Of  
Commercial Renovation Districts  
And A Plan Of Development Area  
Within Which  
Tax Increment Financing Will Be Utilized

PREPARED BY:

The Grand Junction

Downtown Development Authority

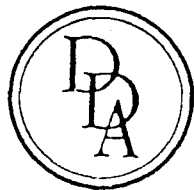




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## SECTION I

### INTRODUCTION AND RECOMMENDATIONS

#### A. INTRODUCTION

1. This Plan of Development is the result of the City of Grand Junction's continued interest in the revitalization of the downtown area. This interest began as early as 1962, when, in response to issues similar to today's concerns, a revitalization effort was undertaken by the City and the Main Street merchants. A General Improvement District was created to finance utilities and landscaping improvements to Main Street converting four blocks to a Shopping Park. Called Operation Foresight, this revitalization effort led to Grand Junction being named an All-American City.

2. These efforts were continued by the creation of the Grand Junction Downtown Development Authority (DDA) in April of 1977, by a 2 to 1 vote of the downtown electors. The Downtown Development Authority has had a full time director since February of 1980 and pursuant to C.R.S. 1973, S31-25-807, has been involved in the study and analysis of the impact of metropolitan growth upon the central business district. Studies of land use, urban design, parking, traffic and market conditions were made jointly by the City and DDA in 1980 and 1981.

3. As a result of such studies, a comprehensive Downtown Development Strategy was completed in November of 1981. Based upon the recommendations and evaluations contained within the Downtown Development Strategy, this Plan of Development was devised to promote the economic growth of the area encompassed by the boundaries of the DDA and to halt deterioration of existing structures and property values.

4. The Plan of Development, as presented here, attempts to rely upon the strength of the central business district to finance the public facilities, renovations, and repairs necessary to revitalize the area encompassed by the DDA boundaries. Three types of financing are of

primary importance in this Plan of Development.

5. First, a 5 mill ad valorem tax on all taxable real and personal property within the DDA has been imposed since 1978. The proceeds from such levy are used to finance the administrative and budgeted operations of the DDA, including necessary studies and promotional activities. It is anticipated that this source of funds will continue.

6. Secondly, for commercial buildings which are 30 or more years old, Colorado law (C.R.S. S39-5-105, 1973 as amended) allows an owner to defer for five years the assessment of the increased value caused by improvements made for rehabilitation or renovation. This encourages the owner to rehabilitate or renovate his property when he might otherwise not have done so. To qualify for such deferral, the renovation area must be included in a plan of development approved by the governing body of the City. However, the five year deferral of assessments may not be used for property which is included in a plan of development area wherein a tax increment financing district will be used.

7. Third, to foster development outside the areas designated for the five year deferral on assessments but within the DDA boundary, the plan of development calls for the use of tax increment financing.

8. With the adoption of a plan of development for a specific plan of development area within a city, the last certified assessment of taxable property in that area is calculated and becomes the "frozen tax base". Taxes generated from that frozen base continue to be received by the individual taxing entities within the project area; taxes collected upon the incremental assessed valuation over the frozen base are received by the entity undertaking the project to pay for project costs. That entity does not have the authority to levy any additional taxes and must rely specifically on the allocation of taxes produced by growth over the base year. The amount of allocated tax increment depends upon a combination of growth in assessed valuations and tax rates of the taxing jurisdictions. Before the funds from tax increment financing may be pledged for the payment of bonds, loans or other indebtedness, such pledge must be approved by the voters of the tax increment district at a special election.

9. Additionally, municipal sales tax revenues collected from a plan of development area can be frozen at an annual level. That level is defined as total collections in the twelve calendar months preceding the effective date of the plan of development. In subsequent years municipal sales tax collections up to the base year amount will continue to flow into the city's general fund. After the base year amount has been collected; however, all or any part of the incremental amount above the base year figure can be used to pay for bonds used to finance project costs in the same way property tax increment financing is used. Sales tax increment financing is used within the same limits as property tax increment financing. The entity does not have the authority to levy any additional taxes; the amount of increment depends upon growth in retail sales, and none of the tax increment funds can be pledged until approved by the electors of the district at a special election.

10. Revitalization of the downtown area must be a dynamic process that is flexible enough to allow for necessary changes in the plan of development. Under Colorado law, the Plan of Development may be amended by the same procedures necessary for adoption of the Plan. This provides needed flexibility for the changing downtown environment, which, at the present time, needs certain specific activities to commence if revitalization is to commence.

#### B. RECOMMENDATIONS

1. This Plan of Development describes the utilization of a five year property tax deferral on the increased value of commercial property due to renovation and the utilization of tax increment financing including the projects which could be funded. When adopted, this Plan will be complete and could be implemented solely with the tools described herein. However, the activities described in this Plan constitute only a few of many mechanisms that can and should be employed to effect the revitalization of Downtown Grand Junction. The following list of recommended actions, some of which are included in this Plan and some which are taken from the City Council's Policy Statement on Downtown Development dated April 15, 1981, the Downtown Development Strategy and the National Main Street

Center Resource Team Report attached hereto as exhibits C, A, and D, respectively, are suggested for consideration by the DDA and City Council. Each recommended action should be carefully considered to determine its effects on downtown revitalization activities, and the community generally, and if appropriate, implemented.

2. Continuation of the planning process for downtown redevelopment.

Once the Downtown Development Strategy Plan is in place, specific implementation plans should be pursued including:

- a. Design Guidelines for Downtown
- b. Parking Management
- c. Traffic Management
- d. Zoning and Development Control Revisions
- e. Housing Rehabilitation
- f. Landscape and Street Lighting Plan
- g. Detailed Improvement Designs
- h. Retail Mix and Recruitment

3. Adopt a parking management plan and develop, adopt, and implement a parking district and a future parking development plan. Financing mechanisms for this include parking revenue bonds. In addition, a special study should be conducted to ensure that parking is provided and financed in a way amenable to downtown redevelopment.

4. Adopt revisions to the zoning ordinance that will combine development incentives, design guidelines and zoning regulations within a group of downtown zones. The Authority should be designated as the site plan review agency for all downtown project proposals.

5. Assist the state to develop a state office building in the downtown.

6. Provide Industrial Development Revenue Bond financing to downtown developers for appropriate economically feasible projects in accordance with state and federal statute.

7. Vacate alleys to accommodate new development provided that such vacation is necessary for the successful development of a project where the developer holds title to adjacent properties and construction is imminent.

8. Vacate or provide air rights or easements over street rights-of-way provided such vacation, air right or easement is necessary for the

successful development of a project when the developer holds title to adjacent properties and construction is imminent.

9. Apply for federal and/or state financial assistance to complement private development efforts when the development and application are completed with the conditions of the federal or state assistance program.

10. Relocate municipal utilities to accommodate new development and continue to implement the agreement with Public Service Company of Colorado and Mountain Bell to underground utilities.

11. Designate the renovation districts delineated in the Plan as "Historic Commercial Renovation Districts" for the purposes of Section 104(f) of the Uniform Building Code, 1979 edition as adopted by the City of Grand Junction as a further incentive to renovate older buildings and reduce existing life and fire safety hazards.

12. Initiate redevelopment projects by obtaining control of redevelopment sites and soliciting development proposals and agreements from qualified developers to undertake priority redevelopment projects.

13. Extend Horizon Drive from 7th to 1st Street and upgrade Horizon Drive and 1st Streets to facilitate traffic flow.

14. Contract with a hotel developer for the facility and food service management of Two Rivers Plaza when a hotel project is undertaken adjacent to Two Rivers.

15. Pursue the preliminary design and feasibility analysis on a community performing arts/civic events center for eventual location in the immediate vicinity of Two Rivers Plaza.

16. Adopt and implement a Traffic Circulation Improvement Plan that specifically addresses two way traffic on Road and Colorado Avenues and Fourth and Fifth Streets, the intersection at First and Grand, turns onto and off of Main Street, access to the many destinations in the downtown and traffic traveling through the downtown to other destinations.

17. Pursue the completion of a citywide Master Plan that recognizes the finite limits of real estate development potential in the city and that directs and manages that development for the benefit of the entire community. The downtown is an integral part of the community and what happens in the

community as a whole and what happens in the downtown are closely linked. Planning, development controls, and growth policies should reflect an awareness of those interrelationships.



SECTION II

DESCRIPTION OF DISTRICT BOUNDARIES

The Plan of Development Area within which Tax Increment Financing will be used shall be that property included within the boundaries of the Downtown Development Authority, except for that property included within the boundaries of the Commercial Renovation District.

The boundaries of the Grand Junction Downtown Authority which are:

"Exhibit A"

The description of the Plan of Development Area within which the Tax Increment Financing will be used is:

"Exhibit B"

The description of the Commercial Renovation Districts is:

"Exhibit C"

These areas are graphically displayed on the attached map.

"Exhibit D"

BOUNDARIES OF THE GRAND JUNCTION, COLORADO DOWNTOWN

Beginning at the Northwest Corner of Wilsons Subdivision of Block 2 of Mobeys Subdivision; thence East along the South right-of-way line of Grand Avenue to the North Corner point common to Lots 9 and 10 of Block 78, City of Grand Junction; thence South along the common line of Lots 9 and 10 and the common line of Lots 15 and 16 all in Block 78, City of Grand Junction, to the North right-of-way line of White Avenue; thence East to the East right-of-way line of 2nd Street; thence South to the North right-of-way line of the East-West alley in Block 98; thence East along the North line of the East-West alley Block 98; City of Grand Junction, to the West right-of-way line of 3rd Street; thence North along the West right-of-way line of 3rd Street to the South right-of-way line of Grand Avenue; thence East along the South right-of-way line of Grand Avenue to the East right-of-way line of 5th Street; thence South along the East right-of-way line of 5th Street to the North right-of-way line of the East-West alley in Block 82, City of Grand Junction, thence East to the Southwest corner of Lot 13 Block 82, City of Grand Junction; thence along the West line of Lot 13, Block 82, City of Grand Junction to the South right-of-way line of Grand Avenue; thence East along the South right-of-way line of Grand Avenue to the East line of Lot 16, Block 82, City of Grand Junction; thence South along the East line of said Lot 16 to the North right-of-way line of the East-West alley in Block 81; thence East along the North right-of-way line of the East-West alley in Block 82 and 83 to the West line of Lot 9, Block 83, City of Grand Junction; thence North along the West line of said Lot 9 to the South right-of-way line of Grand Avenue; thence East along the South right-of-way of Grand Avenue to the West right-of-way line of 7th Street; thence South along the West right-of-way line of 7th Street to the South right-of-way line of White Avenue; thence East along the South right-of-way line of White Avenue to the West right-of-way line of the North-South alley in Block 93, City of Grand Junction; thence South along the West right-of-way line of the North-South alleys in Blocks 93, 106, 115, and 128, City of Grand Junction, to the North right-of-way

line of Ute Avenue; thence West along said Ute Avenue to the Southwest Corner of Block 10, Mobley's First Subdivision; thence West along the Southwest line of Block 10 to the Northwest Corner of said Block 10; thence North along the section with the southerly projection of the East line of Block 10 to the East line of Spruce Street; thence North along said East line to the Northwest Corner of Block 10, Mobley Subdivision; thence Northwesterly to a point 415.8 feet West and South  $41^{\circ}03'$  East 68.97 feet from the Northeast Corner of the Southeast  $1/4$  and Southeast  $1/4$  of Section 15, Township 1 South, Range 1 West of the Ute Meridian; thence North  $89^{\circ}57'$  West for 271.8 feet along a line parallel to the North line of the Southeast  $1/4$  of the Southeast  $1/4$  of Section 15, Township 1 South, Range 1 West of the Ute Meridian; thence North  $53^{\circ}03'$  West 16.66 feet; thence North  $53^{\circ}03'$  West 70 feet to the Easterly right-of-way of the County Road to the East of the right-of-way of the Denver and Rio Grande Western right-of-way; thence Northwesterly along the Easterly right-of-way of said County Road to the South right-of-way of State Highway 340; thence Northeasterly along the Southern right-of-way of State Highway 340 to the Northwest Corner of Lot 9, Block 1, Richard D. Mobley's First Subdivision; thence South along the West line of said Lot 9 to the Southwest Corner; thence South to the center line of vacated alley; thence 25 feet East; thence North to a point 78 feet South of the North line of said Block 1; thence East to a point  $7\frac{1}{2}$  feet West of the East line of Lot 11, Block 1, Richard D. Mobley's First Subdivision; thence North to the South right-of-way line of State Highway 340; thence along the South right-of-way line of State Highway 340 and Grand Avenue to the Point of Beginning.

However, excluding from the Downtown Development Authority of Grand Junction all of Block 5 of Richard D. Mobley's First Subdivision, and Lots 1 to 5, inclusive, of Block 4, Richard D. Mobley's First Subdivision, and Lots 12 to 16, inclusive, of Block 4, Richard D. Mobley's First Subdivision except the North 50 feet of Lots 12 to 16, exclusive of the West 15 feet of said North 50 feet of Lot 12.

And also excluding from the boundaries of the Grand Junction Downtown Development Authority that part of Tract 8, AMENDED SURVEY OF THE LITTLE BOOKCLIFFE RAILROAD YARDS lying South and East of a line beginning at a point

on the East line of Tract 1 of AMENDED SURVEY OF THE LITTLE BOOKCLIFFE RAILROAD YARDS from which the East 1/4 Corner of Section 15, Township 1 South, Range 1 West of the Ute Meridian bears North  $44^{\circ}11'$  East 901.66 feet; thence North  $89^{\circ}58'$  West 126.0 feet; thence South  $0^{\circ}01'$  East 347.5 feet to a point on the South line of said Tract 8 which is the terminal point of said line; and also excluding from the boundaries of the Downtown Development Authority of Grand Junction, all of Tract 9 except that part of said Tract 9 included within the following described parcel:

That part of Tracts 1, 2, 3, 8, and 9 of AMENDED SURVEY OF THE LITTLE BOOKCLIFFE RAILROAD YARDS described as follows:

Beginning at a point on the East line of said Tract 1 from which the East 1/4 Corner of Section 15, Township 1 South, Range 1 West of the Ute Meridian bears North  $44^{\circ}11'$  East 901.66 feet; thence North  $89^{\circ}58'$  West 126.0 feet; thence South  $0^{\circ}01'$  East 197.50 feet to the centerline of the railroad spur track; thence South  $89^{\circ}58'$  East 126.00 feet along said centerline; thence North  $0^{\circ}01'$  West 197.50 feet to the point of beginning.

TOGETHER with an easement over and across a strip of land extending South from the property hereby described to a line 3 feet South of and parallel to the South line of said railroad spur track.

EXHIBIT "B"

DESCRIPTION OF THE PLAN OF DEVELOPMENT AREA WITHIN  
WHICH TAX INCREMENT FINANCING WILL BE USED

Beginning at the Northwest Corner of Wilsons Subdivision of Block 2 of Mobleys Subdivision; thence East along the South right-of-way line of Grand Avenue to the North Corner point common to Lots 9 and 10 of Block 78, City of Grand Junction; thence South along the common line of Lots 9 and 10 and the common line of Lots 15 and 16 all in Block 78, City of Grand Junction, to the North right-of-way line of White Avenue; thence East to the East right-of-way line of 2nd Street; thence South to the North right-of-way line of the East-West alley in Block 98; thence East along the North line of the East-West alley Block 98, City of Grand Junction, to the West right-of-way line of 3rd Street; thence North along the West right-of-way line of 3rd Street to the South right-of-way line of Grand Avenue; thence East along the South right-of-way line of Grand Avenue to the East right-of-way line of 5th Street; thence South along the East right-of-way line of 5th Street to the North right-of-way line of the East-West alley in Block 82, City of Grand Junction; thence East to the Southwest Corner of Lot 13, Block 82, City of Grand Junction; thence along the West line of Lot 13, Block 82, City of Grand Junction to the South right-of-way line of Grand Avenue; thence East along the South right-of-way line of Grand Avenue to the East line of Lot 16, Block 82, City of Grand Junction; thence South along the East line of said Lot 16 to the North right-of-way line of the East-West alley in Block 81; thence East along the North right-of-way line of the East-West alley in Block 82 and 83 to the West line of Lot 9, Block 83, City of Grand Junction; thence North along the West line of said Lot 9 to the South right-of-way line of Grand Avenue; thence East along the South right-of-way of Grand Avenue to the West right-of-way line of 7th Street; thence South along the West right-of-way line of 7th Street to the South right-of-way line of White Avenue; thence thence East along the South right-of-way line of White Avenue to the West right-of-way line of White Avenue to the West right-of-way line of the North-South alley in Block 93, City of Grand Junction; thence South along the West right-of-way line of the North-South alleys in Blocks 93, 106, 115, and 128,

City of Grand Junction, to the North right-of-way line of Ute Avenue; thence West along the North right-of-way line of Ute Avenue to the Southwest Corner, Block 10, Mobley Subdivision; thence Northwest along the Southwest line of Block 10, Mobley Subdivision to the intersection with the southerly projection of the East right-of-way line of Spruce Street; thence North along said East line to the Northwest Corner, Block 10, Mobley Subdivision; thence Northwesterly to a point which lies 415.8 feet West and South  $41^{\circ}03'$  East 68.97 feet from the Northeast Corner of the Southeast  $1/4$  and Southeast  $1/4$  of Section 15, Township 1 South, Range 1 West of the Ute Meridian; thence North  $89^{\circ}57'$  west for 271.8 feet along a line parallel to the North line of the Southeast  $1/4$  of the Southeast  $1/4$  of Section 15, Township 1 South, Range 1 West of the Ute Meridian; thence North  $53^{\circ}03'$  West 16.66 feet; thence North  $53^{\circ}03'$  West 70 feet to the Easterly right-of-way of the County Road to the East of the right-of-way of the Denver and Rio Grande Western right-of-way; thence Northwesterly along the Easterly right-of-way of said County Road to the South right-of-way of State Highway 340; thence Northeasterly along the Southern right-of-way of State Highway 340 to the Northwest Corner of Lot 9, Block 1, Richard D. Mobley's First Subdivision; thence South along the West line of said Lot 9 to the Southwest Corner; thence South to the centerline of vacated alley; thence 25 feet East; thence North to a point 78 feet South of the North line of said Block 1; thence East to a point  $7\frac{1}{2}$  feet West of the East line of Lot 11, Block 1, Richard D. Mobley's First Subdivision; thence North to the South right-of-way line of State Highway 340; thence along the South right-of-way line of State Highway 340 and Grand Avenue to the Point of Beginning.

However, excluding from the Downtown Development Authority of Grand Junction all of Block 5 of Richard D. Mobley's First Subdivision, and Lots 1 to 5, inclusive, of Block 4, Richard D. Mobleys' First Subdivision, and Lots 12 to 16, inclusive, of Block 4, Richard D. Mobley's First Subdivision except the North 50 feet of Lots 12 to 16, exclusive of the West 15 feet of said North 50 feet of Lot 12.

And also excluding from the boundaries of the Grand Junction Downtown Development Authority that part of Tract 8, AMENDED SURVEY OF THE LITTLE BOOKCLIFFE RAILROAD YARDS from which the East  $1/4$  Corner of Section 15,

Township 1 South, Range 1, West of the Ute Meridian Bears North 44°11' East 901.66 feet; thence North 89°58' West 126.0 feet; thence South 0°01' East 347.5 feet to a point on the South line of said Tract 8 which is the terminal point of said line; and also excluding from the boundaries of the Downtown Development Authority of Grand Junction, all of Tract 9 except that part of said Tract 9 included within the following described parcel:

That part of Tracts 1, 2, 3, 8, and 9 of AMENDED SURVEY OF THE LITTLE BOOKCLIFFE RAILROAD YARDS described as follows:

Beginning at a point on the East line of said Tract 1 from which the East 1/4 Corner of Section 15, Township 1 South, Range 1 West of the Ute Meridian bears North 44° 11' East 901.66 feet; thence South 0°01' East 197.50 feet to the centerline of the railroad spur track; thence South 89°58' East 126.00 feet along said centerline; thence North 0°01' West 197.50 feet to the point of beginning.

TOGETHER with an easement over and across a strip of land extending South from the property hereby described to a line 3 feet South of and parallel to the South line of said railroad spur track.

And except the following parcels:

Lots 11 to 16, inclusive, in Block 83, City of Grand Junction, Mesa County, Colorado; and

The North 75 feet of Lots 1, 2, and 3 of Block 104, City of Grand Junction, Mesa County, Colorado; and

Lots 17 to 25, inclusive, in Block 102; Lots 17 to 32, inclusive, in Block 103, Lots 17 to 32, inclusive, in Block 104; Lots 16 to 30, inclusive, except all the East 71.95 feet of Lots 16 to 20, inclusive, except the North 30 feet of the East 71.95 feet of Lots 16 to 20 inclusive, in Block 105; Lots 1 to 15, inclusive, except the East 50.45 feet of Lots 11 to 15, inclusive, in Block 116; Lots 1 to 16 inclusive, in Block 117; and Lots 1 to 16, inclusive, in Block 118, all in the City of Grand Junction, Mesa County, Colorado.

EXHIBIT "C"

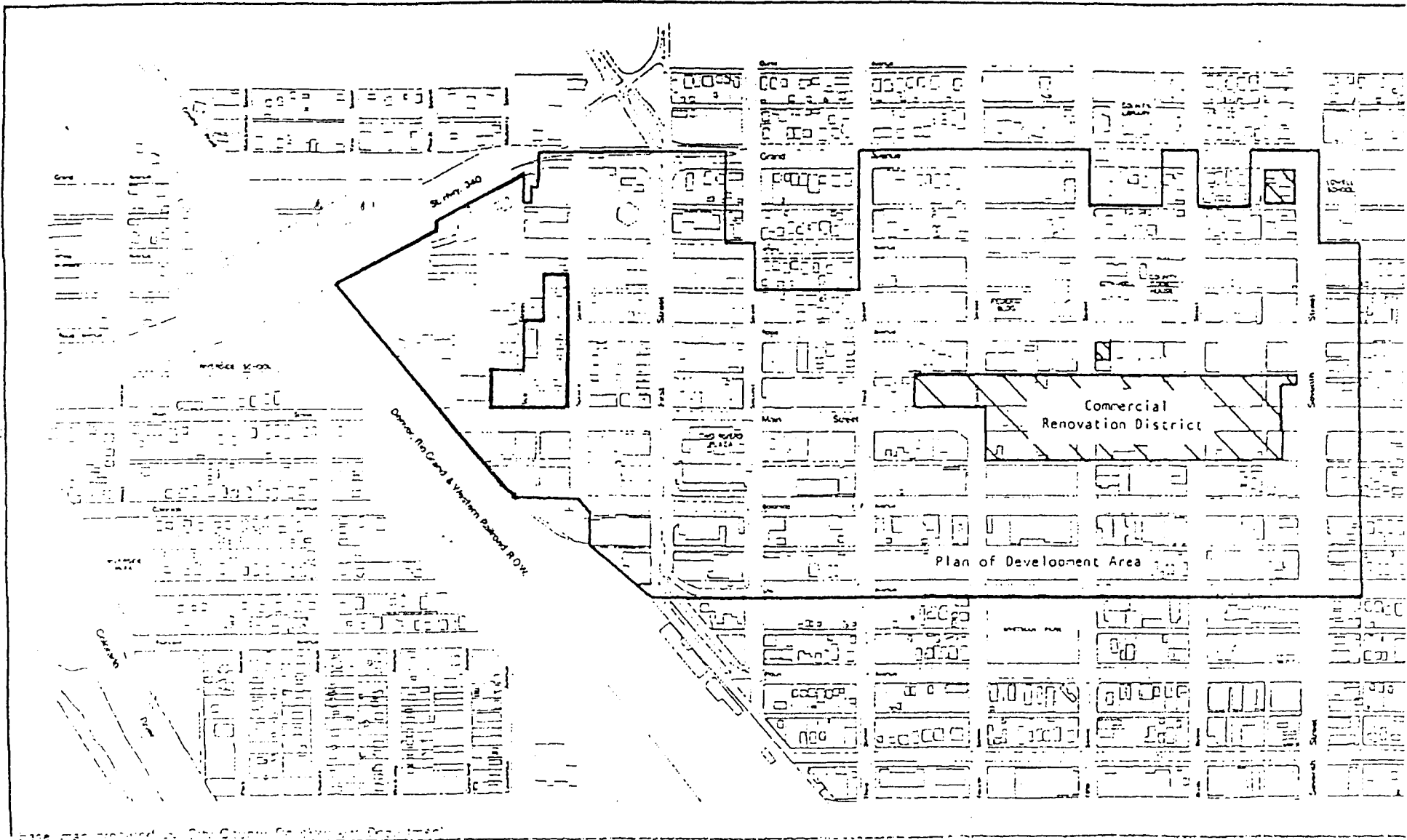
DESCRIPTION OF THE COMMERCIAL RENOVATION DISTRICTS

Lots 11 to 16, inclusive, in Block 83, City of Grand Junction, Mesa County, Colorado; and

The North 75 feet of Lots 1, 2, and 3 of Block 104, City of Grand Junction, Mesa County, Colorado; and

Lots 17 to 25, inclusive, in Block 102; Lots 17 to 32, inclusive, in Block 103, Lots 17 to 32, inclusive, in Block 104; Lots 16 to 30, inclusive, except all the East 71.95 feet of Lots 16 to 20, inclusive, except the North 30 feet of the East 71.95 feet of Lots 16 to 20, inclusive, in Block 105; Lots 1 to 15, inclusive, except the East 50.45 feet of Lots 11 to 15, inclusive, in Block 116; Lots 1 to 16 inclusive, in Block 117; and Lots 1 to 16, inclusive, in Block 118, all in the City of Grand Junction, Mesa County, Colorado





SECTION III

STATUTORY REQUIREMENTS FOR ADOPTION AND IMPLEMENTATION  
OF A DOWNTOWN DEVELOPMENT AUTHORITY PLAN OF DEVELOPMENT WHICH INCLUDES  
BOTH RENOVATION DISTRICTS AND A PLAN OF DEVELOPMENT AREA WITHIN WHICH TAX  
INCREMENT FINANCING WILL BE USED

A. GENERAL

1. Revitalization of a downtown area is a time-consuming and dynamic process. The results of the planning phase may influence the downtown environment for years, and it is, therefore, necessary that those affected by a plan of development are provided adequate opportunity to voice their suggestions and concerns for the future of "their" downtown. The minimum requirements are those dictated by Colorado law.

2. The following summarizes the statutory requirements for adoption of this Plan of Development and indicates the date of completion of this Plan. Additionally, also shown are the other opportunities provided for input into the Plan and optional activities undertaken to assure maximum public input as well as compliance with the policies of the City Council.

<u>B. DATE OF ACTION</u>	<u>C. STATUTORY REQUIREMENTS</u>	<u>D. OPTIONAL ACTIVITIES</u>
1. 1/19/77	Resolution authorizing election of formation of DDA	
2. 2/8/77	Election	
3. 3/16/77	City Ordinance No. 1669 , establishing DDA State Statute 31-25-804	
4. 6/2/80		Employment of consultants to study and analyze land use, urban design, parking, traffic, and market conditions
5. 8/21/80		Formation of Downtown Action Committee to Provide input on Plan of Development

<u>B. DATE OF ACTION</u>	<u>C. STATUTORY REQUIREMENTS</u>	<u>D. OPTIONAL ACTIVITIES</u>
(Continued)		
6. 4/15/81		Adoption by City Council of Policy Resolution for downtown
7. 10/2/81		Public presentation by Johnson, Johnson & Roy, Inc. of their conclusions concerning the downtown area
8. 10/7/81		Discussion with County Assessor and Treasurer concerning implementation of tax deferral and tax increment financing
9. 10/28/81	Meeting with school district personnel seeking their advice and comments on tax increment financing 31-25-807 (3)(d)	
10. 11/6/81		Review of Downtown Development Strategy Plan by DDA Board of Directors and invitation to Mesa County Commissioners to attend for explanation of Plan concept including tax increment financing
11. 11/11/81		Published notice of meeting of DDA Board to consider and adopt Plan of Development after public input
12. 11/11/81		Presentation of Plan to local architects, engineers, and planners
13. 11/13/81		Public meeting of DDA Board concerning Plan of Development concept

B. DATE OF ACTION

C. STATUTORY REQUIREMENTS

D. OPTIONAL ACTIVITIES

(Continued)

- |  |  |
|--|--|
| 22. Upon adoption of Plan of Development | Freezing of Ad Valorem tax base and sales tax base as of effective date of Plan<br>31-25-807(3)  |
| 23. To be determined during 1982         | Resolution of DDA Board to have election for pledging of tax increment funds<br>35-25-807(3) (b) |
| 24. To be determined during 1982         | Approval by City Council of election at least 30 days prior to election<br>35-25-807(3) (b)      |
| 25. To be determined during 1982         | Election - qualified electors of district<br>35-25-807(3) (b)                                    |
| 26. To be determined during 1982         | City Council adoption of ordinance authorizing the issuance of bonds                             |
| 27. To be determined during 1982         | Bonds issued for project   |

## SECTION IV

### EXISTING CONDITIONS WITHIN THE BOUNDARIES OF THE DOWNTOWN DEVELOPMENT AUTHORITY

#### A. RESULTS OF THE ANALYSIS OF EXISTING CONDITIONS

1. Johnson, Johnson & Roy, Inc., concluded that a Downtown Development Strategy Plan was needed because: "Within the downtown area, there exist clear measures of blight and deterioration, which require improvements to ensure the economic well-being and quality of life of all our residents. We have a substantial number of deteriorating structures; some of these suffer from structural blight, some from functional blight. Although our street system is generally wide and adequate, we face circulation problems which call for simplification. The utility systems serving our downtown must be replaced both for our safety and our future growth. Most of all, we need to grasp the opportunity to bring life back into the downtown area through the addition of sound housing and attractive commercial and office space."

2. Among the many factors presently existing within the boundaries of the Downtown Development Authority which led Johnson, Johnson & Roy, Inc. to the above conclusion are:

a. Any increase in intensity of development or redevelopment will require replacement and upgrading of present utilities, including replacing and upgrading of water and sewer lines;

b. A present need for parking locations which provide reasonable location distribution of long and short term parking as well as effectively provide for long term parking.

c. A present combination of one-way streets and restricted turning intersections along Main Street which requires one to travel four to six blocks to find a parking space and which often prevents one from getting to visible parking lots on cross streets and inhibits the ability to reach offstreet lots;

d. Potential development sites at which ownership has not been consolidated and where the potential major development parcels are divided by alleys and streetways;

e. Present zoning classifications which do not always make it possible to attract the desired type of redevelopment;

f. Existing land use of adjacent parcels and existing zoning are not such as to encourage successful redevelopment of multiple family housing;

g. ~~Fragmented ownership~~ and land prices which put the area at a disadvantage in attracting new builders;

h. Lack of high quality lodging;

i. Areas adjacent to the DDA which contain areas that no longer fulfill their original function, and which are unattractive, at times unsafe, and provide a loitering spot for transients, such as Whitman Park; and

j. Upper stories of most downtown structures which are generally underutilized as activity generators for the downtown area because of their present use as storage areas.

#### B. ADDITIONAL FACTORS

1. In addition to the above factors, other factors indicate that, despite the traditional advantages of the central business district over other locations because of its core of governmental, financial, and related activities, the central business district is no longer able to attract new development or redevelopment.

2. The area within the boundaries of the Downtown Development Authority has traditionally been a strong retail area for the City. However, at the present time there are vacant buildings, not presently undergoing redevelopment or conversion, at the corners of 5th and Main, 2nd and Colorado, 4th and Main, and 3rd and Main. At the present time approximately one square foot of each five available for retail space is vacant since there is presently a retail vacancy rate of approximately 18.8% even though retail space is in high demand in other areas. Each square foot of vacant retail space means that there is lost revenue to the property owner, a loss in the entire spectrum of retail goods available to the consumer, and a loss of consumer-attracting businesses.

3. The downtown area is also an old area. Although there has been some new construction within the last 10 years, approximately 85% of all the structures are older than 30 years old. There have been three periods

of significant construction downtown: 1887 to 1894, 1907 to 1922, and 1946 to 1952. Because of the different building requirements during these periods, these older buildings, unless renovated, remodeled, or redeveloped, contain structural hazards to health and safety. For example, the large windows used on older buildings to provide sunlight and ventilation, now create safety problems because of the easy access they may provide for burglars and transients, and the high ceiling of many older buildings may provide more air space for combustible matter.

4. The decline of the downtown central business district can best be seen in a comparison of the sales income and assessed valuation of property in the last three years. Sales taxes collected in the central downtown area along both sides of Main Street have fallen from \$408,088 in 1979 to \$384,140 in 1980 and \$304,338 in 1981, during the first eight months of each year. This reflects that the share of the city-wide retail market in this area has fallen from 13.23% to 7.24%.

5. This reduction in sales tax revenue is not due to a change of use, for the total assessed valuation of property has also declined. Although the total assessed valuation of real property within the boundaries of the Downtown Development Authority increased by 5.85% because of substantial inclusions of new property in the Downtown Development Authority, the assessed value of personal property fell by 31.80% and the overall assessed value fell by 9.02%. This decline in tax revenues, when viewed against the massive development occurring on Horizon Drive and in other areas, indicates that the central business district is failing to keep pace with the rest of the county.

6. All of these factors indicate that the conclusion by Johnson, Johnson & Roy, Inc., that blight exists within the downtown area, applies to the property within the Downtown Development Authority. Under Colorado law, a blighted area is not equated with what is traditionally thought of as a "slum", but, rather is an area in which sound growth, adequate housing provisions and the public health and welfare are impaired because of the type of structures and the land upon which they are located as well as other unsanitary, or unsafe conditions.

### C. PUBLIC INPUT

1. During public meetings and through discussion with City officials, other potential problems have been identified. These problems vary in severity. Some problems are scheduled to be remedied by work programs in the future, while others are not scheduled for corrective action. The problems include:

a. Combined sanitary and storm sewers in the downtown area have the potential to back up into the drains of property owners after extreme rains, thereby creating an unsanitary condition. Any future sewer construction would require the installation of separate lines.

b. There are deteriorating underdrains in the Shopping Park along Main Street from 3rd to 5th.

c. There are sidewalks in a deteriorating condition on the southeast corner of 5th and Rood and on the 200 block between Main and Colorado.

d. The street lighting in the Shopping Park is on tall poles, but since the vegetation is now quite large on Main Street, little light reaches the sidewalks and walkways creating a potential public safety hazard.

e. There are no north-south water mains on 2nd, 3rd, and 4th and the east/west mains on Grand, White, and Rood are no larger than 6 inches, thereby providing limited supplies which are not adequate under present codes for adequate fire protection levels.

f. Public officials are aware that the foundation work on some of the older buildings have deteriorated in the past or are presently in a deteriorated condition. For example, one of the buildings has wooden piles which rotted because of a fluctuating water table. During the Main Street water main break, extensive damage occurred because of the old style, porous foundations.

g. The alleys in the downtown area are still major delivery and service routes; however, heavy pedestrian traffic has been encouraged by the use of walkthroughs at the U. S. Bank building and on the northside of the 600 block, and by the placement of parking areas across an alley from business establishments. Many businesses have encouraged the use of back doors as the most direct entrance from a parking area to their establishment. However, the alley surfaces are often uneven and not adapted to pedestrian travel, there are no crosswalks, the lighting at night is inadequate.



quate, and during business hours there is a flow of both delivery trucks and trash collection trucks which pose a potential threat to pedestrians.

2. The combination of these problems and those identified by Johnson, Johnson & Roy, Inc., presents a picture of large scale future problems as growth occurs in the community, creating a greater demand upon downtown facilities. Both public and private development will be needed to keep the downtown from further deterioration.

m. Construction Management: This is provided by either a skilled public agency or private sector specialists. It can help to assure completion of a project on time and within budget, and on complicated projects may become an absolute necessity.

n. Supervision of Project Planning and Design: This is the responsibility of the City and DDA and calls for both the establishment of a close working relationship between public and private professionals and an understanding by both of the goals and performance needs of the other.

#### B. IMPLEMENTATION TOOLS

A wide variety of tools are available to the City of Grand Junction and the Downtown Development Authority for the implementation of this Plan.

1. Most important of these to the implementation of this Plan of Development is the Downtown Development Authority. Under Colorado legislation, the Downtown Development Authority has the power to acquire by purchase, lease, license, option or otherwise, any property and to improve land and to construct and operate buildings and other improvements on it as well as to act as solicitor by any property owned by or under its control. The Authority can issue revenue bonds for the purpose of financing its development facilities.

2. Industrial development bonds, issued by the City after review by the industrial bond committee, are also an extremely powerful tool, which, to date, have not been directed in significant form to the downtown area.

3. Tax increment financing is an extremely important tool for the implementation of this Plan of Development. Tax increment financing can provide for the construction of public facilities in the Plan of Development area and for property acquisition for public or private redevelopment. A Plan of Development area is established by this Plan. An election is required to authorize issuance of bonds. TIF bonds, however, cannot be expected to fund all of the projects.

4. General improvement districts offer an opportunity to fund public improvements. General improvement districts may be of importance here as an overlay to allow wider improvement throughout the downtown area. General improvement districts become a taxing unit with the power to construct or install public improvements including off-street parking facilities.

5. The City also has the power to establish and maintain a pedestrian mall under the Public Mall Act of 1971. This act provides for both fully

pedestrian, or pedestrian/vehicular transit malls such as the existing Shopping Park. The City could conceivably employ this act to provide for the construction and payment for improvements throughout a general improvement district or a smaller commercial renovation area. The statute authorizes the City to levy a special assessment against property within the district to be expended for the maintenance, operation, repair or improvement of the mall.

6. Parking revenue bonds can be issued by the City to provide for the construction, maintenance and operation of public parking facilities, buildings, stations or lots and to pay for their costs by a general tax levy or otherwise by the issuance of revenue bonds. The principal and interest on such revenue bonds can be paid for solely out of revenues assessed and collected as rentals, fees, or charges from the operation of such facilities or from parking meter renewals, rentals or charges.

7. The City also has the authority, under the Public Parks Act, to establish, maintain and acquire land necessary or proper for boulevards, parkways, avenues, driveways and roadways, or for park or recreational purposes for the preservation and conservation of sites, scenes, open spaces, and vistas of scientific, historic, aesthetic or other public interest. Monies in the park fund can also be used for the maintenance and improvement of parks, parkways, boulevards, avenues, driveways and roads.

8. The City and the Downtown Development Authority have the authority to enter into long-term rentals and lease-holds, both for undeveloped or improved property. In addition, intergovernmental cooperation agreements can be used to establish and provide for joint use of public services or facilities.

9. A local, nonprofit development corporation may be necessary to provide coordination for large, private, multi-property developments. Industrial Development, Inc., is currently established as a nonprofit development corporation, but additional corporations such as this may be necessary and should be encouraged if coordination can be ensured.

10. The Capital Improvements Program established by the City and the County are major tools for insuring that public improvements are installed and maintained consistent with the goals and priorities of the community. Downtown projects should be set aside in a separate category, and prioritized on an annual basis.

11. By state statute, deferral of property tax assessments is available to owners of certain older buildings who improve their property through renovation. This is available for private home owners without special designation of their areas as a renovation district. For commercial property owners, a commercial renovation district is established under this Plan.

12. Urban development action grants, and community development block grants are federal programs offering assistance for a wide range of development and renovation activities. There are strict qualification requirements, and each year's funding level is subject to changes in federal policy and national economic shifts.

13. Main Street Program technical assistance, and historic structure designation are programs under the auspices of National and State Historic groups. Incentives for the preservation and judicious re-use of historic buildings are available, and geared to the needs of private owners.

14. Conventional financing is the normal course for most development projects. Recent interest rate fluctuations have led to greater use of devices such as the reduced rate loan pool established by the Authority.

15. Various other federal and state agencies offer specialty grant or technical assistance services for public improvement. Here, these can include: Federal Highway Administration and Urban Mass Transit Administration grants; Joint Budget Committee decision and expenditure; Colorado Energy Impact Assistance funds; Housing Authorities at the local, state and federal level; Colorado highway users trust fund.

#### C. IMPLEMENTATION-STEPS

The following list of actions will need to be taken, not necessarily in this order to implement this Plan.

1. The first step in the implementation strategy is the adoption of the Authority's Plan of Development and the continuation of the planning process. The agencies primarily responsible for this are the City and the Downtown Development Authority. Special studies and plans need to be developed for the following:

- a. Parking Management
- b. Design Guidelines for Downtown
- c. Landscape and Street Lighting Plan

- d. Zoning and Development Control Revisions
- e. Traffic Management
- f. Retail Mix and Recruitment
- g. Detailed Improvement Designs
- h. Housing Rehabilitation

2. The City should designate the Downtown Development Authority as the planning implementation agency for these projects.

3. The City and DDA will develop a detailed downtown implementation strategy and an annual work program based on fundable projects and activities. Specific planning and improvement projects will be paired with appropriate funding mechanisms.

4. The City and the DDA will hold a tax increment financing bond election.

5. The DDA and the City will prequalify for selected state and federal assistance programs. Although the exact use of these programs at the moment may not be clear, it is important that the City establish itself as qualified and interested in these funding programs for the implementation of this Plan of Development.

6. The DDA and the City will design and implement funding mechanisms for the commercial renovation district. These include those programs currently in place, such as the Low Interest Commercial Loan Pool and others which will require research and development.

7. The City and the DDA will prepare and consider for adoption revisions to the zoning ordinance. The DDA will be included in the Site Plan Review Process for all activities in the downtown.

8. The City, with DDA assistance, will provide industrial development bond financing for projects in the downtown in accordance with state and federal law.

9. The DDA and the City will coordinate market analysis studies, site plan designs, and packaging for projects such as the multi-use office/hotel/convention center.

10. The DDA, the City, and the Grand Junction Housing Authority will coordinate the development of market analysis studies, design studies, and packaging of properties for housing redevelopment projects where appropriate.

11. The DDA and the City will coordinate the market analysis, design planning, and packaging for the entry development project area.

12. The City and the DDA will coordinate selection of the state office building site and provide planning assistance for the state office building.

13. The DDA will need to coordinate design and development in a number of other redevelopment project areas, and should be aware of and anticipating the development of these.

14. The DDA with private sector assistance, will need to design and incorporate a local, private, non-profit development corporation. This corporation may be established for special projects, or may in fact begin to serve as an overall private partner to the Downtown Development Authority. The local development corporation could begin to coordinate implementation of the development of the downtown, taking some of the burden from the publicly financed DDA.

15. The City and DDA will adopt a parking management plan and may need to develop, adopt, and implement a parking district and a future parking development plan. Financing mechanisms for this include parking revenue bonds. A special study will be conducted to ensure that parking is provided and financed in a way amenable to downtown redevelopment.

16. The City and DDA will implement parking district improvements including property acquisition and constructing structures funded by parking revenue bonds, tax increment bonds, other sources or a combination of mechanisms.

17. The City, the DDA, the County, State and Federal governments and the school district could establish intergovernmental cooperation agreements for the joint provision and use of facilities and services. Such an example may occur in the governmental office district for the provision of parking or other maintenance, or property/street improvement activities.

18. The City, with the cooperation of the County, DDA and other agencies, needs to establish priorities and funding for federal and state urban transportation systems. These may include improvements to those major state highways bypassing or going through the downtown. It may require application or involvement with the Federal Highway Administration, the State Highway Users Trust Fund, the Colorado Department of Highways, the Federal

Urban Mass Transportation Administration and perhaps the state's Energy Impact Assistance funds.

19. The City and DDA should establish financing for park, boulevard, median and landscaping improvements. The funding mechanisms for these, in addition to highway construction sources, may include the Public Parks Act which would allow this kind of construction. The City does not currently take advantage of this financing mechanism.

20. The City and the DDA should research, evaluate and develop special land development regulations for the downtown that combine development incentives and design guidelines with regulations. Considerable legal research will be necessary and modification to existing administrative systems may be necessary. This could include exploration of feasibility of transferrable development rights, condominium law applications to private home improvements, and the use of air rights in certain congested areas of the downtown.

21. The Downtown Development Authority's interim Plan of Development relating to street vendors, attached hereto as Appendix H, adopted by the Authority Board and City Council in response to Grand Junction City Ordinance Number 1989, is hereby made a part of this Plan of Development.

SECTION VII  
PUBLIC FACILITIES

A. GENERAL

1. As mentioned in Section VI., the construction of public facilities and improvements can be used to support and encourage private redevelopment activities. Private redevelopment will encourage further reinvestment by the private sector. The result will be increased property values, increased tax revenues to the City, and reinforcement of land uses and business activities adjacent to the public facilities and improvements constructed as a result of this Plan.

2. A number of public works improvements will be undertaken to implement this Plan by the City and the Authority. Some of the improvements could be financed solely from tax increment revenues. Others could be financed with other available financing tools, i.e., special assessments, revenues bonds, general fund appropriations, general improvement districts, lease purchase, federal and state grant and loan programs and others. Some projects may be financed utilizing a combination of funding mechanisms.

3. The public improvements will be constructed to complement and provide incentives for private development. Scheduling the various public improvements will depend on the area and intensity of private sector redevelopment, the scheduling of the City's Capital Improvement Program, and the availability of tax increment and other financing mechanisms. The City and Authority will install and construct, or cooperate as appropriate with other public or private agencies, in the installation and construction of such public improvements, public facilities and utilities as are necessary to carry out this Plan. Such improvements, facilities, and utilities include, but are not limited to, any streets, parks, plazas, parking facilities, playgrounds, pedestrian malls, rights-of-way, structures, waterways, bridges, lakes, ponds, canals, utility lines or pipes, and buildings, including access routes to any of the foregoing, designed for use by the public generally or used by any public agency with or without charge, whether or not the same is revenue-producing. Improvements will be undertaken whenever possible in conjunction with and as an incentive for private redevelopment projects.



However, redevelopment priorities of the City and DDA, available funding and other demands, not the requests of redevelopers will determine the schedule of public improvement projects.

3. A more detailed description of the public facilities and improvements follows. Individual facilities and improvements will be further defined in the Public Improvement Design Guidelines and project specific implementation plans and specifications. The location of many of the projects listed in Section VII.B. below are identified by number in Exhibit E. on Page 43.

#### B. PROJECTS

1. Renovation of the Main Street Shopping Park. In addition to the improvement of facades along the shopping core being funded by the loan pool administered by the Downtown Development Authority, improvements to the landscaping, street furniture, and lighting will be accomplished.

2. Improvements to Alleyways. The improvements to alleyways include undergrounding utility systems, a general clean-up of the area, resurfacing, and improvements to pedestrian through-paths and parking areas.

3. Improvements to Rood Avenue. The 19.5 foot traffic lanes will be narrowed to 12 feet, and canopy trees and landscaping improvements will be added. The street will be returned to two-way traffic.

4. Improvements to Colorado Avenue. Traffic movement lanes will be narrowed from 19.5 to 12 feet, canopy trees and street landscaping improvements will be added. The street will be returned to two-way traffic.

5. Improvements to Seventh Street. This involves the extension of the boulevard from Grand to South. It will require minor alterations to parking along Seventh and the installation of a landscaped boulevard down the center of Seventh. It will require minor narrowing of the traffic lanes and will improve the movement of traffic along Seventh.

6. Restoration of Whitman Park. Although Whitman Park is not presently within the Authority's boundaries, it is hoped that it will become part of the DDA within the near future because of its influence upon adjacent DDA property. The improvements proposed to Whitman Park include clean-up and modification of the landscape and improvements to the lighting to improve safety and reduce loitering. These improvements will enhance its use as a neighborhood park for potential future housing development.

7. Extension of the Shopping Park. The Shopping Park will be extended into the 200 block of Main Street and a plaza could be constructed at Second and Main to include a large sculptured fountain. This project will enhance Two Rivers Plaza and provide incentive for the future development of a multi-use hotel and office facility in close proximity to Two Rivers Plaza. It will also provide incentive for a performing arts complex at that location. It will be undertaken in conjunction with private development.

8. Relocation of Regional Bus Terminal. This terminal needs to be relocated to a site more appropriate for regional transportation, and to allow improvements in the neighborhood of its current site to occur. The project will involve site selection, acquisition and development, and could include clearance and acquisition of its current property.

9. Image Improvement at Seventh and Main. This project involves improvements in parking, lighting landscape, and signage at the entry to the Shopping Park. In the future, the site can serve as a community bus transfer point, dependent upon installation of a line haul bus facility program in Grand Junction.

10. Identify, Designate and Acquire Future Parking Facility Locations. The City and Authority will identify specific locations for future parking facilities and acquire and maintain these properties as development staging areas to encourage and provide incentive to future development.

11. Construct Parking Facilities. The City and Authority will build parking facilities (surface or multi-level) on appropriate designated sites to accommodate parking demand created by new development.

12. Expansion of the Museum of Western Colorado. The City and Authority will assist the Museum in identifying and acquiring a site to permit the expansion of the Museum facility. This could involve acquisition and resale or a long term property lease.

13. Public Building Sites. The City and DDA will identify, acquire and assemble sites or key parcels appropriate for the development of public buildings individually or in cooperation with other agencies desiring to undertake projects consistent with the objectives of this Plan and within the redevelopment areas designated in this Plan. Public buildings could include a state office building, City Hall, performing arts/civic events center, County offices and others.

14. Redevelopment Sites. The City and DDA will identify, acquire and assemble sites or key parcels appropriate for redevelopment projects (commercial, office, hotel, housing, etc.) for resale or lease to public or private developers desiring to undertake projects consistent with the objectives of this Plan and within the redevelopment areas designated in this Plan.

15. Utilities. The City will expand or replace municipal utilities (water distributions, sanitary sewer, storm sewer, lighting) where necessary and appropriate, and desirable to accommodate the utilities demands of redevelopment projects provided funds are available.

16. Right-Of-Way Acquisition. The City will acquire rights-of-way or easements where necessary to accommodate utility relocations and roadway and traffic circulation improvements.

17. Parks. The City and Authority will acquire sites for and develop parks, plazas, fountains and pedestrian walkways between parking areas and activity centers in accordance with the Downtown Development Strategy Plan and subsequent landscaping, public improvement and redevelopment plans.

18. Improvements to First Street. In cooperation with the State Highway Department, First Street will be landscaped and intersections improved to accommodate pedestrian traffic across First Street without adversely affecting traffic flow.

#### C. PRELIMINARY COST ESTIMATES

1. The following cost estimates are for typical block or work areas for several of the public improvement projects listed and are based upon current (October 30, 1981) construction costs. The individual unit costs used are slightly inflated to include approximately 10% contingency to cover related work but not itemized. These estimates were prepared without the aid of accurate existing condition surveys or detailed development plans. The estimates do not include any allowance for major underground work except as noted, or for unforeseen construction problems.

2. TYPICAL UNIT AND PER BLOCK COSTS

a. Main Street Shopping Park Upgrade Cost Estimate - Typical Block

1.) Work Items	Units	Cost/Unit	Total
Remove dead trees	6 EA	\$ 50.00 EA	\$ 300.00
Install low plantings planters	6 EA	150.00 EA	900.00
Remove existing planters	6 EA	150.00 EA	900.00
Prune existing trees	12 EA	80.00 EA	960.00
Paint existing shelters	Allow	500.00	500.00
Reconstruct brickwork	Allow	2,000.00	2,000.00
		Subtotal	<u>\$5,560.00</u>
		+ 25% contingency and general conditions:	<u>1,390.00</u>
			<u>\$6,950.00</u>
		Say:	\$7,000.00

2.) Construct Small Fountain Feature

Allow \$12,000 to \$25,000 each

b. Typical Alley Treatment Cost Estimate - Typical Block

1.) Site Improvements

Site Preparation

Remove alley pavement	940 SY	6.00 SY	5,640.00
Miscellaneous removals		Allow 1,000.00	<u>1,000.00</u>
			<u>\$6,640.00</u>

Utilities

Adjust existing m.h. covers	5 EA	100.00 EA	500.00
New inlets	2 EA	1,500.00 EA	<u>3,000.00</u>
			<u>\$3,500.00</u>

Sitework

New bituminous paint	620 SY	15.00 SY	9,300.00
New special concrete	2,900 SF	5.00 SF	14,500.00
Screen wall	210 LF	180.00 LF	37,800.00
Curb/seat wall	210 LF	50.00 LF	10,500.00
Entry trellis		Allow 5,000.00	5,000.00
Entry difectory		Allow 3,000.00	3,000.00
Pedestrian lights	7 EA	2,000.00 EA	<u>14,000.00</u>
			<u>\$84,100.00</u>

Landscape Furnishings

Flowering trees	10 EA	\$ 200.00 EA	\$ 2,000.00
Planting bed	1,260 SF	4.00 EA	5,040.00
Bench units	5 EA	400.00 EA	2,000.00
Irrigation	Allow	4,000.00	4,000.00
			<u>\$ 13,040.00</u>
		TOTAL:	<u>\$107,280.00</u>

Budget ranges from \$105,000 to \$135,000 per block.

0.110  
 Transformer  
 Secondary distribution  
 Allow

Budget ranges from \$45,000 to \$55,000 per block.

c. Road and Colorado Avenue Improvements Cost Estimate - Typical Block

1.) Site Improvements

Site Preparation

Remove existing street	1,130 SY	8.00 SY	9,040.00
Remove existing curb	1,040 LF	4.00 LF	4,160.00
Remove existing sidewalks	180 SY	5.00 SY	900.00
Remove existing lights	10 EA	250.00 EA	2,500.00
			<u>16,600.00</u>

Utilities

Adjust existing m.h. covers	16 EA	100.00 EA	1,600.00
Abandon existing inlets	6 EA	150.00 EA	9,000.00
New inlets and pipe	14 EA	1,500.00 EA	21,000.00
Miscellaneous	Allow	3,000.00	3,000.00
			<u>26,500.00</u>

Sitework

Concrete curbs	1,060 LF	10.00 LF	10,600.00
New brick/concrete walks	7,800 SF	4.50 LF	35,100.00
Concrete replacement	1,600 SF	2.00 SF	3,200.00
Street patching	100 SY	15.00 SY	1,500.00
30' lights	10 EA	3,000.00 EA	30,000.00
Brick crosswalks	1,600 SF	8.00 SF	12,800.00
			<u>93,200.00</u>

Landscape/Furnishings

Street trees	36 EA	500.00 EA	18,000.00
Tree grates	36 EA	350.00 EA	12,600.00
Benches	6 EA	800.00 EA	4,800.00
Trash receptacles	6 EA	350.00 EA	2,100.00
Low planters	8 EA	1,000.00	8,000.00
			<u>45,500.00</u>
		Subtotal	\$ 182,000.00

Budget ranges from \$180,000 to \$225,000 per block.

d. Seventh Street Boulevard Improvements Cost Estimate - Typical Block

1.) Site Improvements	<u>Units</u>	<u>Cost/Unit</u>	<u>Total</u>
<u>Site Preparation</u>			
Remove existing street	1,450 SY	\$ 8.00 SY	\$ 11,600.00
Remove existing curb	800 LF	4.00 LF	3,200.00
Remove existing walks (20%)	180 SY	5.00 SY	900.00
			<u>\$ 14,800.00</u>
 <u>Utilities</u>			
Adjust existing m.h.	10 EA	100.00 EA	1,000.00
Abandon existing inlets	6 EA	150.00 EA	9,000.00
New inlets and pipe	8 EA	1,500.00 EA	12,000.00
Miscellaneous	Allow	2,000.00	2,000.00
			<u>\$ 24,000.00</u>
 <u>Sitework</u>			
Concrete curbs	1,300 LF	10.00 LF	13,000.00
New brick/concrete walks	7,200 SF	4.50 SF	32,400.00
Brick crosswalks	2,400 SF	8.00 SF	19,200.00
30' lights	6 EA	3,000.00 EA	18,000.00
Median lights	4 EA	2,000.00 EA	8,000.00
Irrigation	Allow	4,000.00	4,000.00
			<u>\$ 94,000.00</u>
 <u>Landscape/Furnishings</u>			
Street trees (5" cal.)	18 EA	500.00 EA	9,000.00
Tree grates	18 EA	350.00 EA	6,300.00
Benches	4 EA	800.00 EA	3,200.00
Trash receptacles	4 EA	350.00 EA	1,400.00
Lawn planting	300 SY	3.00 SY	900.00
Low planters	6 EA	1,000.00 EA	6,000.00
			<u>\$ 21,400.00</u>
		Subtotal:	\$154,800.00

Budget ranges from \$155,000 to \$195,000 per block.

2.) New Traffic Signalization

Budget ranges from \$25,000 to \$32,000 per block.

3. ESTIMATED TOTAL COSTS FOR SAMPLE PROJECTS

The final cost figures are given in a range from the base estimated cost to a figure escalated 25% to cover many of the unknown conditions and requirements that often occur on projects of these types. Actual costs will not be known until specific project development plans have been completed and projects are ready for construction.

- a. Shopping Park Improvements, for the four block area on Main Street between Seventh and Third, including two small fountains:

\$22,000 - \$28,000  
24,000 - 50,000  
\$46,000 - \$78,000

- b. Alleyway Improvements, for the four blocks of alleys north and south of Main Street between Fourth and Sixth.

\$420,000 - \$540,000

- c. Rood Avenue Improvements between Fourth and Sixth

\$360,000 - \$450,000

- d. Colorado Avenue Improvements between Fourth and Sixth

\$360,000 - \$450,000

- e. Alleyway Improvements north and South of Main between Sixth and Seventh, and Third and Fourth

\$420,000 - \$540,000

- f. Seventh Street Improvements, from Grand to Colorado, not including signal support changes

\$620,000 - \$780,000

- g. Rood Avenue Improvements between Seventh and Sixth, and First and Fourth

\$720,000 - \$900,000

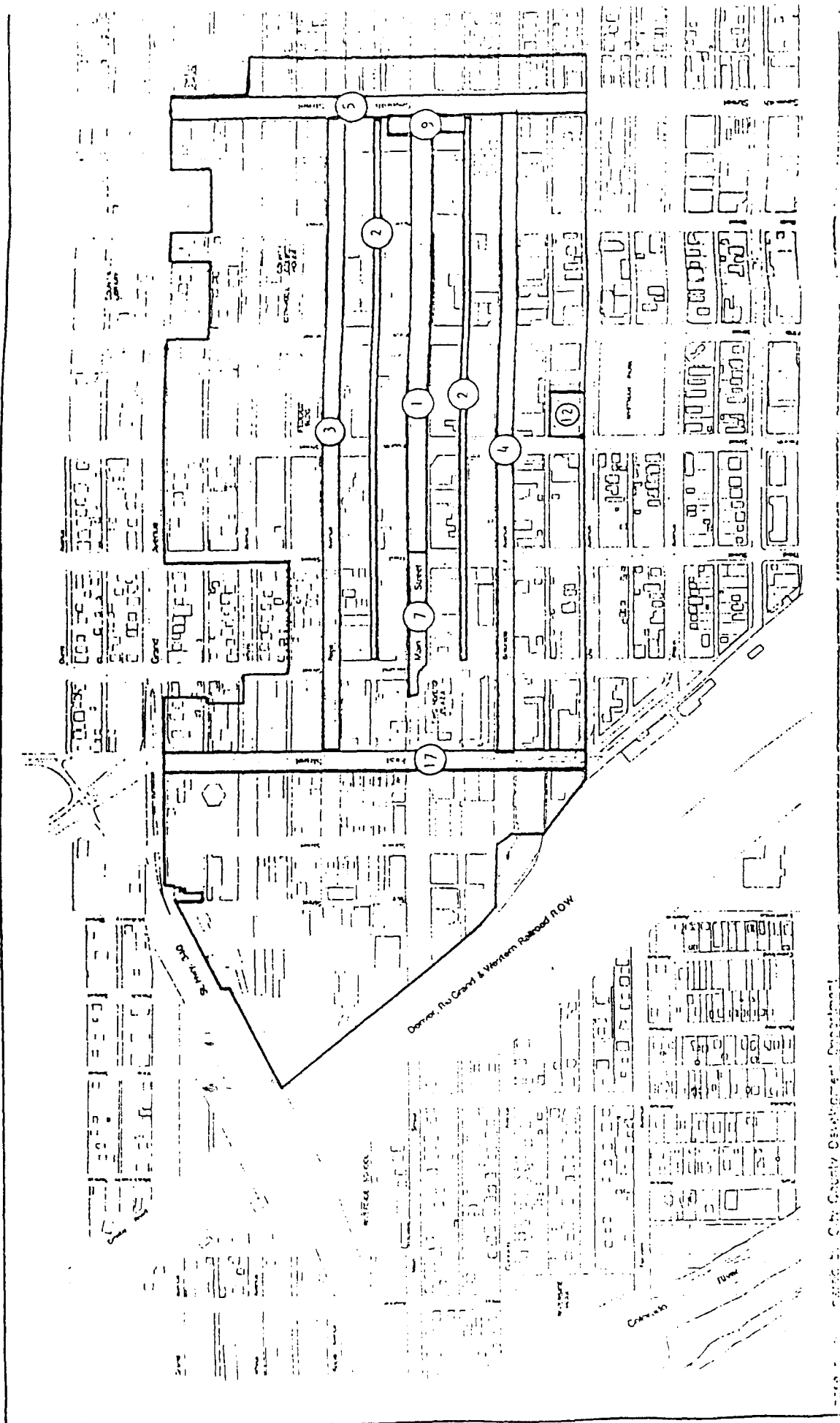
- h. Colorado Avenue Improvements between Seventh and Sixth, and First and Fourth

\$720,000 - \$900,000

- i. Seventh Street Improvements, from Colorado to Railroad Tracks

\$550,000 - \$685,000

As mentioned above, detailed costs of these and other projects will not be known until project specific planning and design has been accomplished. The cost of individual project planning and design has not been included in these estimates, but shall be included in the calculation of total cost for each project and may be financed in conjunction with the financing of the public improvement projects.



City of Denver, Department of Public Works

EXHIBIT E PUBLIC IMPROVEMENT PROJECT LOCATIONS (NUMBERS REFER TO SOME OF THE PROJECTS LISTED IN SECTION VII, B.) DECEMBER, 1981



SECTION VIII  
REDEVELOPMENT AND RENOVATION PROJECT AREAS

A. GENERAL

1. The public facilities and improvements described in Section VII will provide some, but not all, of the needed incentives to the private sector to undertake desired redevelopment projects. Because of the difficulty in assembling small parcels with mixed ownerships into the large parcels necessary for redevelopment projects, the Authority and City will acquire key parcels and entire sites for priority redevelopment projects. Property so acquired can be cleared and prepared with utilities, surface treatment, landscaping and other amenities for lease or sale at fair value to redevelopers desiring to undertake a redevelopment project. Only qualified redevelopers submitting project plans consistent with this Plan and with any project specific criteria as determined by the Authority will be allowed to participate in projects on land acquired by the Authority and City.

2. The redevelopment areas, shown on the map in Exhibit F, establish a long-range land use and circulation framework for the future of the DDA Plan of Development area. Within each of the areas shown, redevelopment, both public and private, is intended to be predominantly concentrated within a certain type and to allow and provide for the redevelopment of properties at levels of intensity and density appropriate for the commercial and office center of the community. This Plan presents a flexible management concept for the downtown; the boundaries of the proposed areas make sense in light of today's opportunities, but must be regarded as indications of an intended future, not their literal representation.

3. This Plan will accommodate growth and change in two ways; by providing for the renovation and creative use of adaptable structures and properties which continue the community's heritage; and by providing for the redevelopment of properties unsuitable to further productive use and not providing a strong link to our heritage. It will concurrently balance downtown growth along both of these paths and proposes policies and programs which provide investment opportunities and returns to the community along both tracks.

4. The placement of public facilities, services and utilities described in Section VII will reflect this dual potential and future and provide a balance of incentives and management assistance.

5. Within each of the various areas shown in Exhibit F, growth management policies need to reflect the community's interests in sound property development. Sound principles of land planning need to be applied, and development concepts for district-wide areas need to be examined and re-examined.

6. The City and Authority, in accordance with Item A. 14. in Section VI of this Plan will acquire sites or key parcels appropriate for redevelopment projects. All purchasers of said sites or key parcels shall be obligated to develop the property in accordance with the provisions of this Plan and any design or development standards or criteria subsequently established by the City or Authority, to begin and complete the development of the property within a period of time which the Authority fixes as reasonable, and to comply with such other conditions as the City or Authority deem necessary to assure the achievement of the purposes of this Plan.

#### B. DESCRIPTIONS OF REDEVELOPMENT AREAS

1. Commercial Renovation District. The Shopping Park along Main Street is designated as a renovation district rather than redevelopment area, since the structures on Main Street provide strong opportunities for renovation rather than replacement. Historic district designation will be investigated, with the preservation of key structures a possibility in this area. Good building rehabilitation opportunities do exist. Restorations need to preserve architectural integrity, materials, sense of color, signage and the alignment of similar buildings elements.

2. Commercial Center Redevelopment Area. The Rood and Colorado corridors between Third and Seventh should be redeveloped with high intensity commercial emphasizing retail and service uses. Some properties will be appropriate for restoration or renovation work. This area is appropriate for the compatible integration of individual different uses.

3. Mixed-Use Redevelopment Area. Two Rivers Plaza provides an appropriate focus for a mixed-use development at the western terminus of the Shopping Park. This Plan calls for the combination of hotel, office and convention facilities

in a multi-block property, and proposes the use of parking lots for the staging and phasing of development and to insure flexibility in the trade and exchange of land. A multi-block project in this location could also provide for the performing arts or new state office facility. However, major projects in the mixed-use area will require an upgrading and replacement of current utility systems.

4. Primary Government and Professional Office Redevelopment Area. The existing City Hall, County Courthouse, Federal Building, Valley Federal building and Post Office, all north of Rood between Third and Sixth, offer the opportunities for significant massing of new government and professional office related buildings, the establishment of promenades and skyways connecting these buildings, and the location of a high-rise element for the skyline.

5. Secondary Government and Professional Office Redevelopment Area. The existing Police Station, Sheriff's Office, jail and Fire Station and available land offer the opportunity for new public safety, criminal justice, general government and associated professional office development.

6. Medium and Low Density Office Redevelopment Area. These areas should be developed at a smaller scale and intensity than the more central redevelopment areas with on-site parking and setbacks to provide a transition to existing older neighborhoods. Multi-family housing would be a compatible use in this area if the design is compatible.

7. Entrance Development District. The area west of First Street, south of State Highway 340 and north of Colorado is owned primarily in large parcels and would be appropriate for a large scale planned redevelopment project. This property is well enough located and large enough for development of a research or office park, high density housing, a regional transportation center, and a downtown food market. As an office or research park, it can provide a complement to the Two Rivers Plaza area immediately to the east. As a redevelopment parcel, it should be planned as a complete unit, with full mind given to the views it can provide of the downtown to those arriving from the west. Ultimate uses in this area will depend on the market analyses and site planning for the area.

#### C. REDEVELOPMENT AREA BOUNDARIES

1. It should be reiterated that the boundaries and descriptions of the

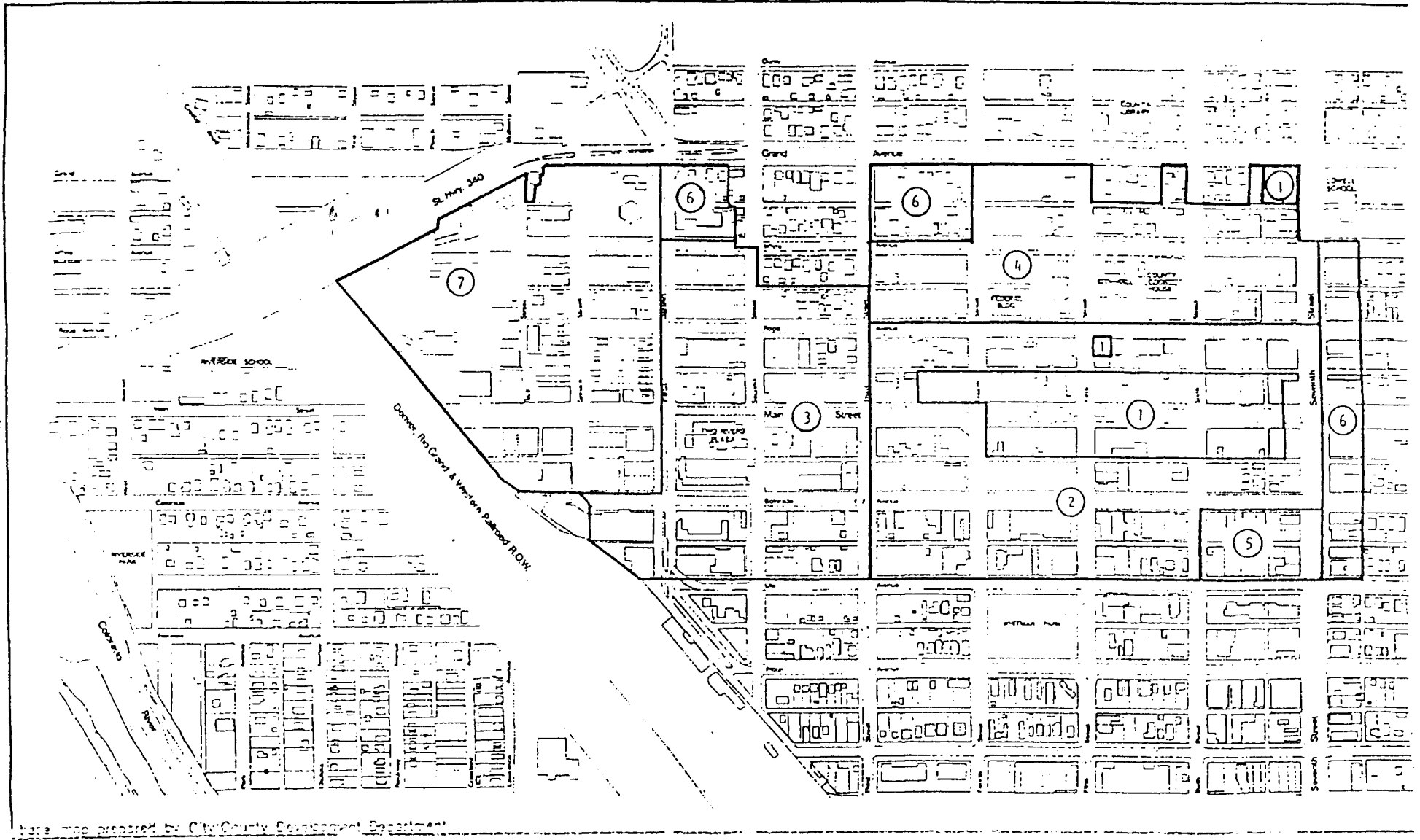
renovation areas described in this section and shown in Exhibit F are general. Actual redevelopment projects may not entirely conform to the uses or areas designated for each area. Redevelopment projects, however, will be compatible with adjacent and surrounding uses. Various development incentives described in this Plan will be used to encourage redevelopment projects in appropriate locations. Revised zoning regulations called for and discussed in the Plan to be undertaken subsequent to adoption of this Plan will reference and reflect the redevelopment area boundaries and descriptions contained in this Section VIII.

2. The Commercial Renovation District, designated by the Number 1 on Exhibit F, consists of both sides of Main Street in a majority of the Shopping Park and two sites separate from Main Street. The Main Street properties and the other two sites (the IOOF Building and the two large residences on the southwest corner of Seventh and Grand) have been designated for commercial renovation because:

a. The structures therein comply with the criteria prescribed in S39-5-105 C.R.S. 1973 as amended, for the application of the five year deferral.

b. The structures therein exemplify the history of the development of Grand Junction and contribute significantly to the physical and visual character of the downtown.

c. Many of the structures therein, because of their age and lack of proper maintenance, contribute to life, health, and fire safety problems. The provision of the five year deferral on increases in assessed value resulting from renovation will provide an incentive to alleviate the safety problems and retain the visual character of the buildings.



Map prepared by City County Development Department

**EXHIBIT F**

**DDA PLAN OF DEVELOPMENT REDEVELOPMENT AREAS (NUMBERS REFER TO THE DESCRIPTIONS LISTED IN SECTION VIII. B. DECEMBER 1981)**

SECTION IX  
PROJECT FINANCING

A. FINANCING MECHANISMS

1. Any and all methods legally available to the City and/or Authority may be used to finance the public improvements described or anticipated in this Plan. Those methods include but are not limited to:

- a. Property tax increment financing
- b. Sales tax increment financing
- c. General obligation bond financing
- d. Municipal revenue bond financing
- e. General improvement district financing
- f. Local improvement district and special assessment financing
- g. Mall improvement and maintenance district financing
- h. Tax anticipation notes and warrants
- i. Installment purchasing
- j. Short term notes and loans
- k. Tax exempt mortgage financing
- l. Industrial development revenue bond financing
- m. Conventional financing

2. These methods can be combined to finance individual portions of projects or whole projects as the City and Authority deem appropriate at the time projects are undertaken. These methods can also be used insofar as legally allowable to pay the principal of and interest on and to establish reserves for indebtedness (whether funded, refunded, assumed or otherwise) incurred by the City or Authority to finance or refinance in whole or in part, the projects contained in this Plan.

B. TAX INCREMENT FINANCING

1. Colorado Statute in S31-25-807 C.R.S. 1973 as amended, provides for the Authority and City, through the adoption of a Plan of Development to create a Plan of Development area utilizing either or both property and municipal sales taxes for a period not to exceed twenty-five years. Both property and municipal sales tax increments derived from the Plan of Development area will be used to redeem bonds issued to finance all or a portion of the cost of

U  
projects within the Plan of Development area as described in this Plan. The following information describes the division of funds necessary to implement the tax increment mechanism for the City of Grand Junction and Grand Junction Downtown Development Authority under this Plan. This description relates to all property and municipal sales taxes generated within the Plan of Development area.

a. The effective date of this Plan shall be December 16, 1981, that date being subsequent to September 9, 1981, the last date of certification of valuation for assessment of taxable property within the boundaries of the Plan of Development area. The base year for property tax valuation shall be 1981.

b. The City shall establish, in the first calendar quarter of 1982, a tax increment revenue fund for the deposit of all funds generated pursuant to the division of property and municipal sales tax revenue described in this Section IX.B., other funds generated by tax increment financed projects, and any other funds so designated by the City and the Authority.

c. Municipal sales taxes collected in the Plan of Development area for the twelve month period ending on the last day of the month (November 30, 1981) prior to the effective date of this Plan (December 16, 1981) shall be calculated by the City Finance Director and certified to the City and Authority prior to April 1, 1982. The twelve month period base year for the division of sales taxes shall be December 1, 1980 through November 30, 1981.

d. The property and municipal sales tax shall be divided according to S31-25-807, C.R.S. 1973 as amended, for a period of twenty-five years from the effective date of this Plan unless the City and Authority deem that all of the projects anticipated in this Plan have been accomplished and all debts incurred to finance those projects have been repaid or otherwise disposed of in which event the City and Authority may declare the Plan implemented. Thenceforward, all taxes upon taxable property and total municipal sales tax collections derived from the Plan of Development area shall be paid into the funds of the respective public bodies.

e. The division of municipal sales taxes generated and collected from within the Plan of Development area after November 30, 1981, shall be:

1.) The base year amount shall be paid into the funds of the City annually commencing on December 1, of each year.

2.) Twenty percent (20%) of the incremental amount in excess of the base year amount shall be paid into the funds of the municipality.

3.) Eighty percent (80%) of the incremental amount in excess of the base year amount shall be paid into the tax increment revenue fund.

4.) Payment of incremental funds into the tax increment revenue fund shall commence only after the base year amount has been collected and paid into the funds of the municipality. Thereafter and until November 30 of each year the percentages described in subsections 2. and 3. above shall be paid into the funds of the municipality and the tax increment revenue fund.

5.) All interest earned on the deposit or investment of funds allocated to the tax increment revenue fund shall be paid into the tax increment revenue fund.

f. All tax increment revenues described in this Section IX.B. will be irrevocably pledged by the City for the payment of the principal of the interest on and any premiums due in connection with bonds, loans, advances and indebtedness of the City and Authority only after the question of issuing such bonds or otherwise providing for such loans, advances, or indebtedness and the question of any such intended pledge are first submitted for approval to the qualified electors of the Downtown Development Authority district at a special election to be held for that purpose. Any such election shall be called by resolution of the Board of the Authority adopted at a regular or special meeting thereof and approved by the City Council by a vote of a majority of the members thereof at least 30 days prior to such election. It is anticipated that such election shall be held in the second half of calendar year 1982, or the first half of calendar year 1983. Any and all funds paid into the tax increment revenue fund prior to the approval of the debt question at a special election shall be retained in the tax increment fund until such election has been held and debt authorized.

g. Subsequent to authorization of debt and issuance of bonds, the City shall establish such other funds and accounts as may be necessary to:

- 1.) Service the debt on bonds, loans, notes and advances
- 2.) Create a debt service reserve to cover a portion of the debt service on bonds, notes, loans or advances

2. Pursuant to an election authorizing the issuance of tax increment bonds,



the City Council shall by ordinance authorize the issuance of bonds. Said ordinance shall adequately describe the flow of funds and priority of expenditures associated with each issue and relating to prior or subsequent issues.

C. COMMERCIAL RENOVATION DISTRICT DESIGNATION

1. Colorado Statute S39-5-105 C.R.S. 1973 as amended, provides for a five year deferral in the increase of assessed value of a property more than thirty years old as a result of any renovation done to the property. The commercial renovation districts called for in this Plan are described in Exhibit C and in Section VIII.C. The designation of the commercial renovation areas will result in property owners being able to save the amount their property tax liability would have increased due to the renovation for a period of five years. The amount saved could be used to amortize the cost of the renovation thereby acting as an incentive for commercial renovations within the designated areas.

2. With the adoption of this Plan, the areas described in Exhibit C shall be designated commercial renovation areas under S39-5-105 C.R.S. 1973 as amended. Any renovations undertaken to property within the commercial renovation districts after the effective date of this Plan shall not result in any increase in the assessed value of the properties so renovated for a period of five years from the date of completion of the renovation unless the property is sold.

SECTION X

AMENDMENTS TO THE PLAN OF DEVELOPMENT  
AND FUTURE INCLUSIONS TO THE DOWNTOWN  
DEVELOPMENT AUTHORITY DISTRICT

anticipated in this Plan to be flexible and allows future decisions to deal with future needs must, therefore, be flexible and allow for minor variations and amendments.

B. MODIFICATIONS TO AND VARIATION FROM THE APPROVED PLAN

1. This Plan may be modified pursuant to the provisions of the Colorado Downtown Development Authority Law governing such modifications, including S31-25-807 C.R.S. 1973 as amended.

2. Where a literal enforcement of the provisions contained in this Plan would constitute an unreasonable limitation beyond the intent and purpose of these provisions, the Authority and City may in specific cases allow minor variances from these provisions.

C. FUTURE INCLUSIONS OF PROPERTY TO THE AUTHORITY DISTRICT

1. Colorado law allows new property to be added to the Downtown Development Authority if such property is adjacent to existing property, and the property owner requests inclusion and provides proof of ownership. The Downtown Development Authority has already included several properties at owner request.

2. As Johnson, Johnson & Roy, Inc., indicated in their Downtown Development Strategy, the problems of the Grand Junction central business district are closely tied to the Grand Junction Downtown Development Strategy Plan area, described as the area within the City limits of Grand Junction, circumscribed by Ouray Avenue on the north, Twelfth Street on the east, the alley south of South Street on the south, and the railroad tracks on the west. Hopefully, the boundaries of the two may one day coincide so that management and planning can be facilitated.

3. However, until that time, guidelines need to be established to direct the growth of the Downtown Development Authority. Therefore, future inclusions should satisfy the following criteria as much as possible.

a. Included property should be property that faces the same problems as that property already within the Downtown Development Authority.

b. Included property should be adjacent to the Downtown Development Authority, but need not be adjacent at more than one point.

c. A patchwork effect should be avoided, however, inclusions which tend to reach areas with a community of interest similar to that of property within the Downtown Development Authority will be encouraged.

d. It is anticipated that inclusions may be more rapid along corridors into the Downtown Development Authority and these should be encouraged to facilitate management of the entry areas to downtown.

e. Inclusions between corridors should be allowed when they tend to show a uniform pattern of filling the area between corridors already included.

f. Areas outside the downtown area, as defined in the Downtown Development Strategy, should not be allowed.

g. Inclusions which would strengthen the character and economic base of the central business district, even though not of commercial property, should be encouraged.

h. Each inclusion, at the time a petition is considered by the Authority Board of Directors, should be designated for inclusion as:

1.) A Commercial Renovation District

2.) An inclusion to the Plan of Development area within which tax increment financing is utilized under this Plan of Development.

3.) An inclusion without designation, which inclusion may become part of a future Plan of Development area.

4. Commercial renovation districts allowing the tax deferral and the Plan of Development area are mutually exclusive, and therefore, it is anticipated that no new renovation areas can be created within the perimeter of the initial tax increment district. However, commercial renovation areas may be created if new property is subsequently added to the Downtown Development Authority in accordance with Section X.C.3. above, provided the building conditions prescribed in C.R.S. 39-5-105, 1973 as amended, exist at the time the property is included and a commercial renovation area designation will further the purposes of and assist in the implementation of this Plan as it exists at the time of the inclusion.

5. This Plan of Development designates areas in which tax increment financing will be used. Once the district boundaries are formed, additions may be made by complying with the necessary procedures to amend the Plan of Development. However, it is anticipated that once there is an election to pledge tax increment revenues, it could become burdensome to amend the boundaries of the tax increment district. Therefore, any subsequent inclusions to the Authority district which will also be included in the initial tax increment district should be accomplished according to the procedures in C.R.S. S31-25-807 and 822 and by this Section X of this Plan.

6. With these guidelines, the Downtown Development Authority can, hopefully, grow to a size necessary to assist in meeting the challenges of the future, but do so within a framework of controlled expansion.



GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY  
INTERIM PLAN OF DEVELOPMENT  
RELATING TO STREET VENDORS

The Grand Junction Downtown Development Authority supports and encourages the permitting of street vendors, sidewalk cafes, and special entertainment events on the public right-of-way in the downtown Shopping Park. Vendors, sidewalk cafes, and special events assist in creating an atmosphere in the downtown that will draw people. Special street activities should appropriately be located in the Shopping Park where the public right-of-way of Main Street has been substantially altered in physical form so as to be conducive to allow for semi-permanent structures, kiosks, carts and the like, and because traffic on Main Street within the Shopping Park is controlled at low speeds with stops at intersections and at mid-block, allowing for street vendors and other activities on public property. Street activity of this nature will generate additional pedestrian and vehicular traffic into and within the downtown area. Additional traffic will enhance the image of the entire downtown area and will help to generate increased retail sales.

The Downtown Development Authority, as a separate part of the plan of development, is recommending a preferred mix of retail opportunities in the downtown area, so as to balance the city-wide and downtown retail market opportunities. The street vendors, special events, and special use permits described in this part will assist in establishing a preferred retail mix in the downtown. In the short term, street vendors will augment the availability of retail merchandise in the downtown. It is the express intent of the street vendor program to supplement and complement existing retail businesses, rather than to supplant them. The Shopping Park has been used by the City, downtown merchants, service clubs, and other organizations for parades, special fund raising events, etc. since it was constructed in 1963 for these same purposes.

1. Because of the wider sidewalks in many locations on the Shopping Park, restaurants are encouraged to expand their seating areas onto the sidewalk where space permits. Existing restaurants are encouraged to do this in order to integrate the interior of their establishments and the atmosphere of a restaurant with the Shopping Park. Because existing restaurants maintain the necessary Department of Health and Department of Revenue permits to undertake such an activity and because they maintain existing food and beverage preparation facilities, it will be relatively easy for existing establishments to expand. In no event will the width of the sidewalk be reduced beyond ten feet or will any sidewalk seating area be allowed to constrain or unnecessarily restrict pedestrian traffic. All requirements for sidewalk eating areas established by the Department of Health and the Department of Revenue shall be complied with.

2. The street vendor program encourages street vending carts, semi-permanent kiosk structures, pedestrian vendors and roving entertainers. The mode the individual vendor determines is most suitable to him and for the sale of his merchandise within these categories is acceptable provided that the number of permits for carts, kiosks, and pedestrian vendors does not exceed the number of locations specified in this part.

3. Because it is the intent of the DDA to balance the retail mix of the downtown area, it is important that the location of and merchandise sold by street vendors complement rather than conflict with businesses located in permanent structures on private property. Therefore, it would be inappropriate for a street vendor to be selling the same merchandise lines on a public right-of-way as those being sold by a business immediately adjacent located in a private permanent structure. Prior to the issuance of a permit, a vendor applying for a kiosk, mobile vending cart or sidewalk restaurant permit will be required to receive the written concurrence of not less than 2/3 of the operating businesses within a 75 foot radius of the location in which he would establish his vending operation.

4. Permits will be allowed to vendors based upon the line of merchandise a vendor proposed to sell. Any change in merchandise lines will void the permit. Types of goods sold by street vendors will be limited in accordance with the preferred retail mix. In general, because of the semi-permanent nature of street vendor operations, the lack of space for storing inventory and displaying merchandise and because the intent of the program is to complement existing retail opportunities, merchandise lines to be permitted for sale will be limited to perishable goods, foodstuffs, hand-crafted products, artworks, sundries (candy, cigarettes, newspapers, magazines, etc.), and novelty items.

5. All vendors shall sell from the specific location or zone permitted as shown on the map in this part. Merchandise lines shall be specified in the issuance of a permit. Plans and specifications, including the design, color, size, and position of carts and temporary kiosks, will be submitted and reviewed for compliance with design guidelines for the downtown prior to the issuance of a permit. Vendors will not be allowed to utilize audio inducements to advertise their merchandise or to encourage sales, because audio inducements and advertising will adversely affect the tranquility of the Shopping Park. Permitted street entertainers will be excepted from this provision.

6. Because the Downtown Development Authority is encouraging small business entrepreneurship in the downtown and a diversity in business ownership, any individual or organization may obtain only one vending permit (excluding special use permits) to be effective at the same point in time. Special use permits, because of their very short duration, will be excluded from limitation. Special use permits, however, shall be awarded in accordance with traditional special uses of the Shopping Park, i.e., Farm and Ranch Days, Pancake Breakfast, -

Art Festival, etc. Conflicting special use permits will not be issued. Coterminal special permits that will complement each other and the downtown will be issued.

7. Special use permits and vendor permits will be available at no cost to non-profit and charitable organizations undertaking their efforts with volunteers, provided that the gross proceeds are contributed to a charitable purpose.

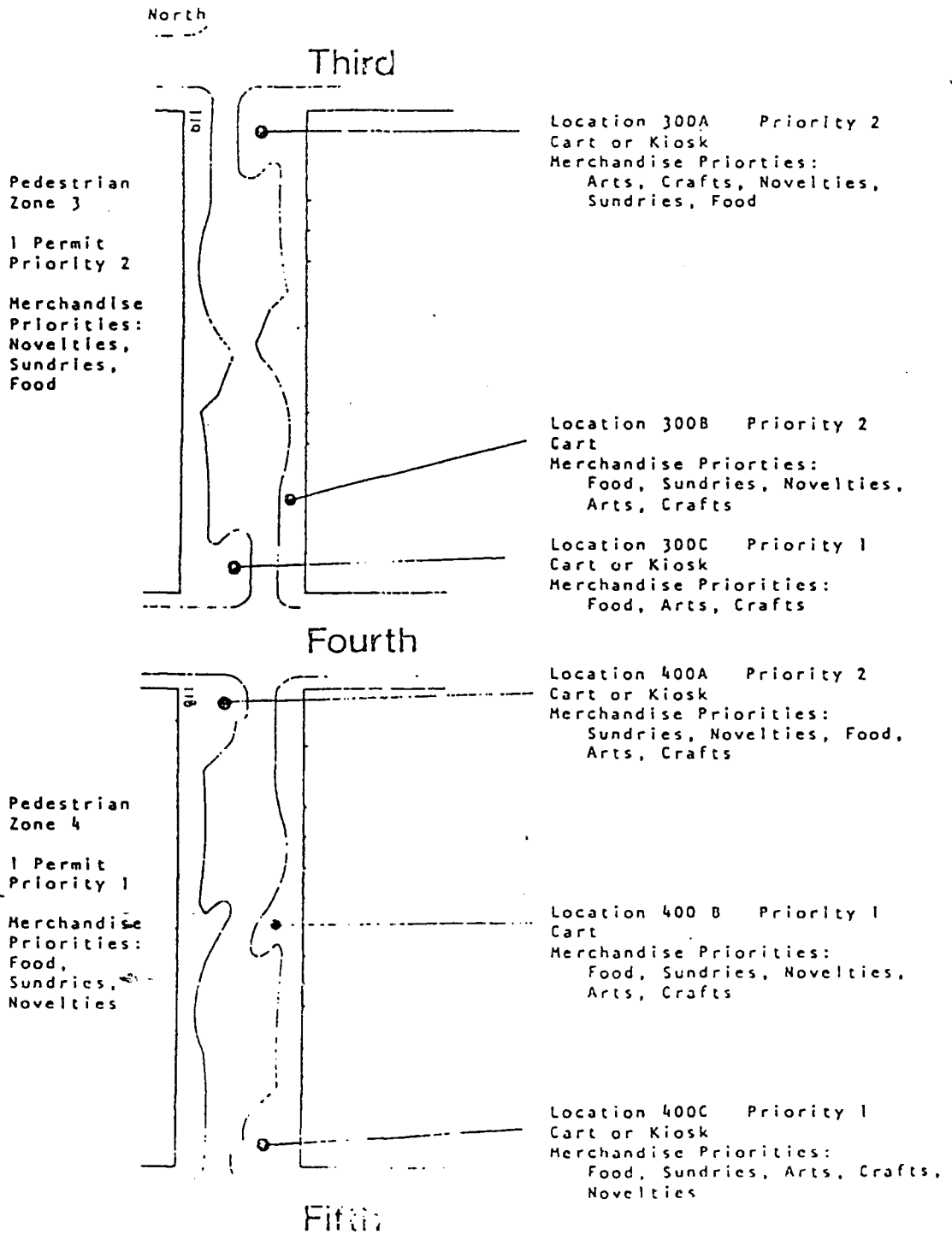
8. Individuals and/or organizations receiving permits may renew permits by reapplying and submitting the fee any number of times except: 1) when a permit has not been used for a majority of the time for which it was issued, 2) when a permit is not used in accordance with the terms of its issuance, 3) when reasonable complaints are received relating to the permittee or permitted operation, and, 4) for failure to comply with the ordained provisions relating to insurance, maintenance of the area, etc. If it is determined that a permitted vending operation creates congestion of sidewalks or streets or in any other way interferes with activity on Main Street through no fault of the vendor, a permit may be re-issued for the remaining period of time authorized by the first permit at a different location at no cost.

9. Attachment 1A indicates the locations and zones for which kiosk, cart and pedestrian vendor permits will be used. The locations for kiosk and cart permits, three per block, are those that were determined would create the least pedestrian interference and cause the least amount of interference with existing street activities. These locations may need to be changed from time to time as street activities change and needs and demands are adjusted. As retail operations relocate on the Shopping Park, the potential for conflicts with street vendors will occur; therefore, changes in the locations of the vendors will be undertaken through the relocation of the vending permit rather than revocation.

10. The priority uses by merchandise line at each vendor location are also shown on Attachment 1A. The uses listed were determined after considering the existing retail activities and pedestrian traffic generators in each area. The uses specified in each location will enhance pedestrian activities within the Shopping Park, but may need to be adjusted as the retail mix in the downtown changes or as pedestrian traffic patterns change.

ATTACHMENT 1A

Zones 3 and 4



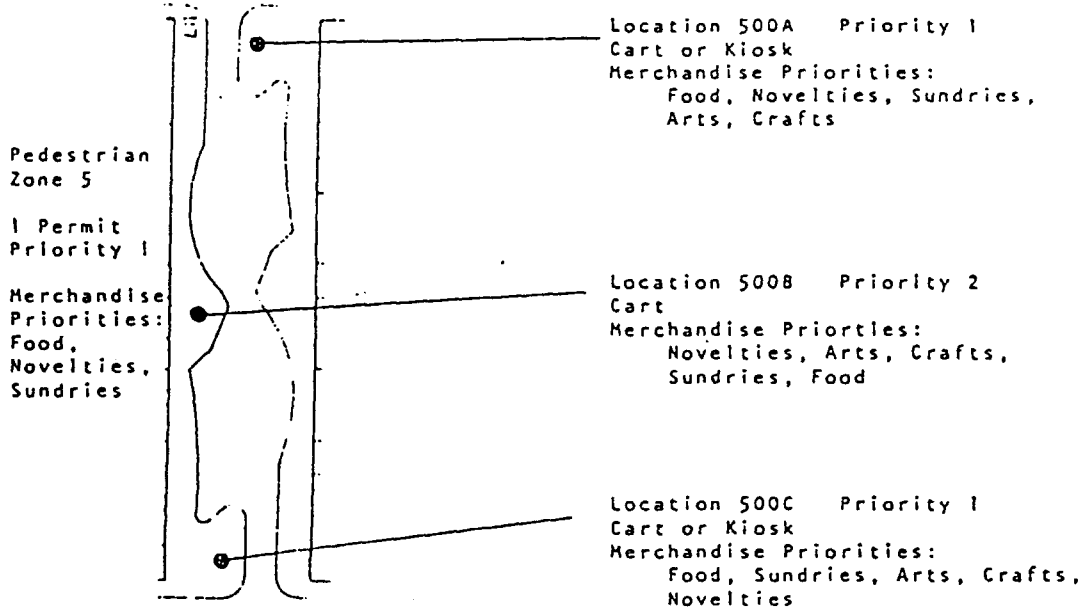


ATTACHMENT 1A

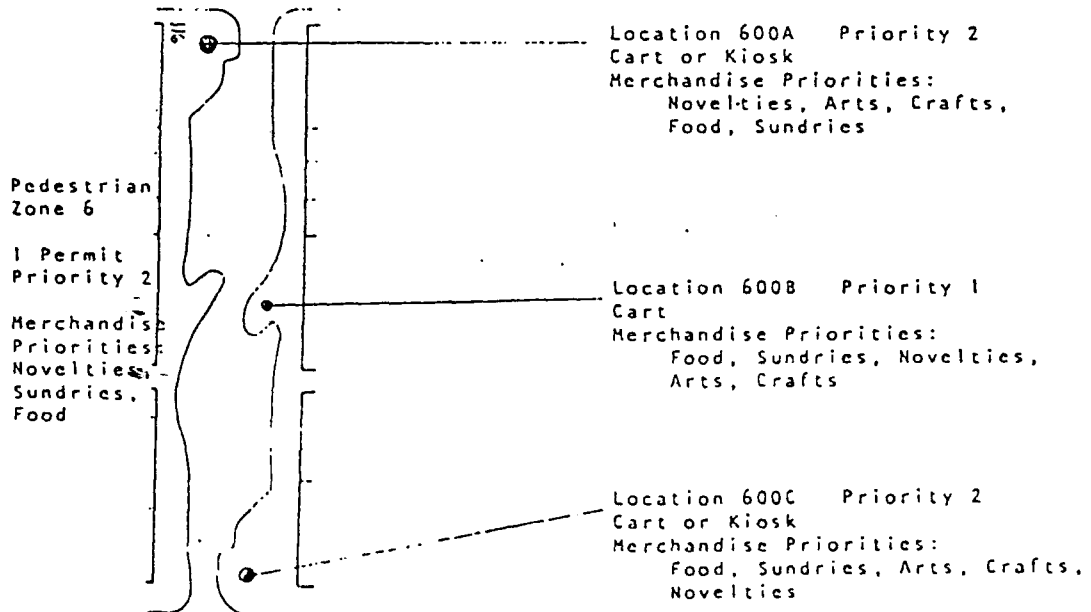
Zones 5 and 6

North

Fifth



Sixth



Seventh

Grand Junction  
Downtown Development Authority

200 North Sixth Street, Suite 204 P.O. Box 296

Grand Junction, Colorado 81502

Phone (303) 245-2926

March 15, 1983

MEMO

TO: Jim Wysocki  
FROM: Skip Grkovic *Skip*  
SUBJECT: 1983 Amendments to the DDA Plan of  
Development

At the time the DDA Plan of Development was adopted, it was anticipated that periodic amendments to the Plan would be necessary as new property was included in the DDA district boundary, state laws were changed, general conditions in the downtown changed, or as project priorities were adjusted. The first amendment was made last April and, because of the long drawn out process required to amend the Plan, it was decided to amend the Plan only once a year. The amendment should occur prior to May 1 of each year because that is the annual deadline for adding property to the district tax roll in the Assessor's office. Amendments to the Plan require both an ordinance to amend the DDA boundary and a Council Resolution adopting the Plan amendments.

We would like to schedule both the ordinance and the resolution in April. The schedule is proposed as follows:

- |                     |  |
|---------------------|--|
| Friday, March 25    | DDA Board  |
|                     | 1) Accepts additional Petitions for Inclusion and requests City Council to amend the DDA boundary.                                 |
|                     | 2) Adopts amendments to the DDA Plan of Development.   |
| Wednesday, April 6  | City Council   |
|                     | 1) Considers the ordinance amending the DDA boundary on first reading.   |
|                     | 2) Accepts the submission of the Plan of Development amendments and refers them to the Planning Commission for review and comment. |
| Tuesday, April 12   | Planning Commission  |
|                     | 1) Reviews and comments on DDA Plan of Development amendments.   |
| Wednesday, April 20 | City Council   |
|                     | 1) Considers the ordinance amending the DDA boundary on second reading.  |
|                     | 2) After a public hearing, considers a resolution adopting the 1983 Amendments to the DDA Plan of Development.                     |

Memo to Jim Wysocki  
March 15, 1983  
Page 2

This year's amendments to the DDA Plan of Development include three major items,

1. Expansion of the Tax Increment District boundary to coincide with the expanded boundaries of the DDA due to new inclusions.
2. Elimination of the Commercial Renovation District designations (except for the Henry, Mayo, Berry property). The Legislature is repealing the statute which allows for Commercial Renovation Tax incentives because the constitutional amendment passed last October called for it. (Henry, Mayo and Berry are the only property owners to take advantage of the five-year renovation tax incentive and we are hoping they will be allowed to keep it.)
3. Inclusion of the property which was in the Commercial Renovation Districts into the Property and Sales Tax Increment Districts. This will probably require a modification in the base year for the Sales Tax Increment District - John Tasker is working with me on it.

If you have any questions, please give me a call.

GMG:lo

cc: DDA Board  
Joe Skinner  
Neva Lockhart  
Jerry Ashby  
John Tasker

4-11

Grand Junction  
Downtown Development Authority

200 North Sixth Street, Suite 204 P.O. Box 296

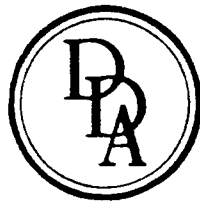
Grand Junction, Colorado 81502

Phone (303) 245-2926

AMENDMENT  
TO THE  
DOWNTOWN DEVELOPMENT AUTHORITY  
PLAN OF DEVELOPMENT  
FOR GRAND JUNCTION, COLORADO

Including The Designation Of  
Commercial Renovation Districts  
And A Plan Of Development Area  
Within Which  
Tax Increment Financing Will Be Utilized

PREPARED BY:  
Grand Junction  
Downtown Development Authority



EFFECTIVE DATE OF PLAN: DECEMBER 16, 1981

EFFECTIVE DATE OF AMENDMENT: JUNE 2, 1982

RESOLUTION No. 35-82  
APPROVING AMENDMENTS TO THE PLAN OF DEVELOPMENT  
FOR THE GRAND JUNCTION, COLORADO,  
DOWNTOWN DEVELOPMENT AUTHORITY

WHEREAS, the Grand Junction, Colorado, Downtown Development Authority (the Authority) has adopted a Plan of Development for the central business district within the boundaries of the Authority and such plan of development was approved by the Grand Junction, Colorado, City Council (the Council) on December 16, 1981; and

WHEREAS, since the approval of such plan of development, several individuals, pursuant to C.R.S. 1973, §31-25-822, as amended, and Article X of the Authority's Plan of Development, have petitioned for inclusion within the boundaries of the Grand Junction, Colorado, Downtown Development Authority, and the boundaries of the Grand Junction, Colorado, Downtown Development Authority were expanded by the Council by Ordinance 2045; and

WHEREAS, on May 7, 1982, the Board of the Authority passed a Resolution amending the Plan of Development to show such boundary changes and to make other minor changes in the Plan of Development; and

WHEREAS, such amendments were submitted to the Council on May 19, 1982, at which time the Council referred the Plan of Development to the City Planning Commission for its review and recommendations; and

WHEREAS, the Planning Commission has made written its recommendations to the City Council concerning the Plan of Development, which recommendations are attached hereto as Exhibit F; and

WHEREAS, a Notice of Public Hearing before the City Council was given by publication once by one publication during the week immediately preceeding the hearing in The Daily Sentinel, a newspaper having a general circulation in the City, on May 28, 1982; and

WHEREAS, a Public Hearing was held before the City Council on June 2, 1982, wherein comments were taken from those in attendance concerning the Plan of Development; and

WHEREAS, Mesa County Valley School District #51, within which the entire Plan of Development area designated in the amendments to the Plan of Development lies, was permitted to participate in an advisory capacity with respect to the amendments of the Plan of

Development of the provision for the utilization of tax increment financing and, furthermore, has petitioned for the inclusion of its property within the boundaries of the authority; and

WHEREAS, the City Council has been adequately informed in this matter because of public input prior to the amendments of the Plan of Development, public hearing on the amendments to the Plan of Development, the evidence presented, and the Plan of Development previously adopted, a review of the previous Resolution passed, and personal knowledge of the members of the Council,

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Grand Junction, Colorado, that:

1. The findings made by the Council in the Resolution adopting the Plan of Development on December 16, 1981, concerning the existence of blight within the authority within the meaning of §31-25-802(1.5), of Colorado Revised Statutes, 1973, as amended, still exist - there being no substantial change within such area between December 16, 1981, and June 2, 1982.

2. The Council hereby finds and determines that the approval of the amendments to the Plan of Development will serve a public use; will promote the health, safety, prosperity, security, and general welfare of the inhabitants of the City and of its central business district; will halt or prevent the deterioration of property values or structures within said central business district; will halt or prevent the growth of blighted areas within said district; will assist the City and the Authority in the development and redevelopment of said district and in the overall planning to restore or provide for the continuance of the health thereof; and will be of specific benefit to the property to be included within the amended boundaries of the Authority.

3. The amendments to the Plan of Development are hereby approved by the Council, and the Authority is authorized to undertake development projects as described in the amended Plan of Development.

4. The Plan of Development is hereby amended in the following respects:

A. The boundaries of the Grand Junction, Colorado, Downtown Development Authority, are amended to read as shown on the attached Exhibit "A", and Pages 8, 9 and 10 of the Plan of Development are amended by substituting Pages 8(a), 9(a), 10(a), 10(ab), 10(ac) and 10(ad) in the form of Exhibit "A".

B. The boundaries of the Plan of Development area within which tax increment financing will be used are amended to read as shown on the attached Exhibit "B" and Pages 11, 12 and 13 of the Plan of Development are amended by substituting pages 11(a), 12(a), 13(a), 13(ab), 13(ac), 13(ad) and 13(ae) in the form of Exhibit "B".

C. The boundaries of the Plan of Development area for commercial renovation districts are amended to read as shown on Exhibit "C" and Page 14 of the Plan of Development is amended by substituting Page 14(a) in the form of Exhibit "C".

D. The map of the boundaries of the Grand Junction, Colorado, Downtown Development Authority is amended to read as shown on the attached Exhibit "D" and Page 15 of the Plan of Development is amended by substituting Page 15(a) in the form of Exhibit "D".

E. Page 19 of the Plan of Development is amended as shown on the attached Exhibit "E" to show further statutory requirements and legal actions taken toward the implementation of the Downtown Development Authority Plan of Development and the planned events leading to the election for the authorization to pledge tax increment revenue, and Page 19 shown of the Plan of Development is amended by substituting Page 19(a) and Page 19(ab) in the form of Exhibit "E".

F. Section VI, Plan Implementation Activities, (B) Implementation Tools, Paragraph 4, Page 20 is amended to read as follows:

"4. Improvement (General Improvement) and special improvement districts offer an opportunity to fund public improvements. Such districts may be of importance here as an overlay to allow wider improvement throughout the downtown area. General improvement districts become a taxing unit with the power to construct or install public improvements including off street parking facilities."

5. The separate special fund of the City created by the Resolution by the Council of December 16, 1981, and designated as the "Tax Increment Fund" shall continue to receive the deposit of the ad valorem and municipal sales tax increment funds described in Section 31-25-807, Colorado Revised Statutes 1973, as amended, and derived from and attributable to development and redevelopment within the Plan of Development Area, as amended, in which tax increment financing is used. Said funds shall be held, invested, reinvested and applied as permitted by law. For the purpose of ascertaining the amount of funds to be deposited in the Tax

Increment Fund as provided by law, the County Assessor is hereby requested to certify to the City Council on September 1, 1982, the valuation for assessment of such Plan of Development Area as of the date of the last certification. For the same purpose, the City Finance Director is hereby directed to certify to the City Council on or before September 1, 1982, the amount of municipal sales taxes collected within such Plan of Development Area for the period from June 1, 1981, to May 31, 1982.

6. Those parcels described on page 14a of the amended Plan of Development are a part of a development or redevelopment area designated by the City Council pursuant to Section 39-5-105, Colorado Revised Statutes 1973, as amended, and commercial buildings or structures on such parcels are therefore entitled to the benefits granted under said statute.

7. No public servant of the City who is authorized to take part in any manner in preparing, presenting, or approving the Plan of Development or any contract contemplated thereby has a potential interest in the Plan of Development or any such contract which has not been disclosed in accordance with the requirements of Section 18-8-308, Colorado Revised Statutes 1973, as amended, and no such public servant has received any pecuniary benefit from the Plan of Development or any such contract.

8. If any provision of this Resolution is judicially adjudged invalid or unenforceable, such judgment shall not affect the remaining provisions hereof, it being the intention of the City Council that the provisions hereof are severable.

9. This Resolution shall be effective immediately upon its adoption and approval.

ADOPTED AND APPROVED this 2 day of June, 1982.

CITY OF GRAND JUNCTION, COLORADO

By: James P. Beach  
President, City Council

( CITY )  
( SEAL )

ATTEST:

Barbara E. Johnston  
City Clerk



RESOLUTION  
BY THE BOARD OF DIRECTORS OF THE  
GRAND JUNCTION, COLORADO,  
DOWNTOWN DEVELOPMENT AUTHORITY  
AMENDING THE PLAN OF DEVELOPMENT

WHEREAS, the City Council of the City of Grand Junction, Colorado, on December 16, 1981, adopted and approved a resolution approving the Plan of Development of the Grand Junction, Colorado, Downtown Development Authority; and

WHEREAS, since that time, several individuals, pursuant to C.R.S. 1973, §31-25-322, as amended, and Article X of the Downtown Development Authority Plan of Development, have petitioned for inclusion within the boundaries of the Grand Junction, Colorado, Downtown Development Authority; and

WHEREAS, such petitions have been approved by the Board of the Grand Junction Downtown Development Authority and the City Council of the City of Grand Junction, Colorado; and

WHEREAS, conditions within the Downtown Development Authority exist in substantially the same manner as described in Section IV of the Plan of Development; and

WHEREAS, it is appropriate and desirable to update the Plan of Development to show the inclusion of such property, to show further work done toward a bond election, and to show other minor changes in the Plan of Development; and

WHEREAS, Mesa County Valley School District #51, within which the entire area of development designated in the Plan of Development lies, has continued to participate in an advisory capacity with respect to the inclusion in the Plan of Development of the provision for utilization of tax increment financing;

IT IS, THEREFORE, RESOLVED THAT:

1. The Board finds all property included within the boundaries of the Downtown Development Authority since the adoption of the Plan of Development are subject to and exist in areas of blight within the meaning of C.R.S. 1973, §31-25-302(1.5) as amended, based upon the findings of this Board by that Resolution passed December 2, 1981, adopting a Plan of Development.

2. The boundaries of the Grand Junction, Colorado, Downtown Development Authority, are amended to read as shown on the attached

Exhibit "A", and Pages 3, 9 and 10 of the Plan of Development are amended by substituting Pages 3(a), 9(a), 10(a), 10(ab), 10(ac) and 10(ad) in the form of Exhibit "A".

3. The boundaries of the Plan of Development area within which tax increment financing will be used are amended to read as shown on the attached Exhibit "B" and Pages 11, 12 and 13 of the Plan of Development are amended by substituting pages 11(a), 12(a) 13(a), 13(ab), 13(ac), 13(ad) and 13(ae) in the form of Exhibit "B".

4. The boundaries of the Plan of Development area for commercial renovation districts are amended to read as shown on Exhibit "C" and Page 14 of the Plan of Development is amended by substituting Page 14(a) in the form of Exhibit "C".

5. The map of the boundaries of the Grand Junction, Colorado, Downtown Development Authority is amended to read as shown on the attached Exhibit "D" and Page 15 of the Plan of Development is amended by substituting Page 15(a) in the form of Exhibit "D".

6. Page 19 of the Plan of Development is amended as shown on the attached Exhibit "E" to show further statutory requirements and legal actions taken toward the implementation of the Downtown Development Authority Plan of Development and the planned events leading to the election for the authorization to pledge tax increment revenue, and Page 19 shown of the Plan of Development is amended by substituting Page 19(a) and Page 19(ab) in the form of Exhibit "E".

7. Section VI, Plan Implementation Activities, (B) Implementation Tools, Paragraph 4, Page 20 is amended to read as follows:

"4. Improvement (General Improvement) and special improvement districts offer an opportunity to fund public improvements. Such districts may be of importance here as an overlay to allow wider improvement throughout the downtown area. General improvement districts become a taxing unit with the power to construct or install public improvements including off street parking facilities."

3. The Plan of Development for the Grand Junction, Colorado, Downtown Development Authority is amended as stated herein subject to the approval of the City Council of Grand Junction, Colorado.

9. Such Plan of Development amendments shall be submitted to the City Council of Grand Junction, Colorado, with a request that they immediately submit said Plan of Development amendments to the Planning Commission for their written recommendations; and that the City Council hold a public hearing on such Plan of Development amendments, after public notice, and that the City council be requested to approve such

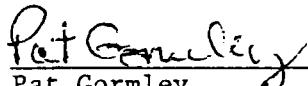
Plan of Development amendments and incorporate said amendments into the Plan of Development.

10. The City Council is requested to ask the County Assessor to certify to the City Council the valuation for assesement of the new property included within the Plan of Development area as of the date of the last certification, and the City Council is further requested to direct the City Finance Director to certify on or before September 1, 1982, the amount of municipal sales taxes collected within the new inclusions to the Plan of Development area for the period from June 1, 1981 to May 31, 1982.

11. No Board member nor any employee of the Board with a specific financial interest, as defined in C.R.S. 1973, §31-25-819, as amended, in the adoption of this Resolution has voted thereon or otherwise participated in its preparation or failed to make such interest known to the Board.

12. If any part of this Resolution is judicially adjudged invalid or unenforceable, such judgment shall not effect the remaining provisions, it being the intention of the Board that the provisions hereof are severable.

INTRODUCED, READ, PASSED AND ADOPTED this 7th day of May, 1982.

  
\_\_\_\_\_  
Pat Gormley,  
Chairman of the Board  
Grand Junction, Colorado  
Downtown Development Authority

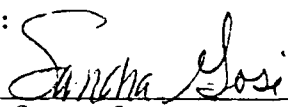
ATTEST:   
\_\_\_\_\_  
Sandra Gose, Secretary  
Grand Junction, Colorado  
Downtown Development Authority

EXHIBIT "A"  
BOUNDARIES OF THE GRAND JUNCTION, COLORADO  
DOWNTOWN DEVELOPMENT AUTHORITY

Beginning at the Northwest Corner of Wilson's Subdivision of Block 2 of Mobley's Subdivision; thence East along the South right-of-way line of Grand Avenue to the North corner point common to Lots 4 and 5 of Block 78, City of Grand Junction; thence North to a point on the North right-of-way line of Grand Avenue; which point is 15.835 feet West of the East boundary line of Lot 20, Block 77, City of Grand Junction; thence North to the North right-of-way line of the East-West alley in said Block 77; thence East to the Southernly point common to Lots 10 and 11, Block 77, City of Grand Junction; thence North along the Western boundary of said Lot 11 to the Southern right-of-way line of Ouray Avenue; thence East along the South right-of-way line of Ouray Avenue to the West right-of-way line of 3rd Street; thence South along the West right-of-way line of 3rd Street to the North right-of-way line of Grand Avenue; thence West along the North right-of-way line of Grand Avenue to the Southern point common to Lots 20 and 21, Block 76, City of Grand Junction; thence Southerly to the Northerly common corner of Lots 12 and 13 in Block 79, City of Grand Junction, thence South along the common lot line to a point on the South right-of-way line of the East-West alley in Block 79, City of Grand Junction; thence West along such South right-of-way line to a point 12 feet West of the Eastern line of Lot 7, Block 79, City of Grand Junction; thence North to the South right-of-way line of Grand Avenue; thence West to the North corner point common to Lots 9 and 10 of Block 78, City of Grand Junction; thence South along the common line of Lots 9 and 10 and the common line of Lots 15

and 16, all in Block 78, to the South right-of-way line of White Avenue; thence East to the West right-of-way line of 2nd Street; thence South to the North right-of-way line of the East-West alley in Block 99, City of Grand Junction; thence East along the North line of the East-West alley Block 98, City of Grand Junction, to the West right-of-way line of 3rd Street; thence North along the West right-of-way line of 3rd Street to the South right-of-way line of Grand Avenue; thence East along the South right-of-way line of Grand Avenue to the Northwest corner of Lot 12, Block 80, City of Grand Junction; thence in a Northerly direction to the Southwest corner of Lot 21, Block 75, City of Grand Junction; thence North along the West line of Lot 21, Block 75, to the North right-of-way of the East-West alley in Block 75; thence West along the North right-of-way of the East-West alley in Block 75 to the Southwest corner of Lot 9, Block 75, City of Grand Junction; thence North along the West line of Lot 9, Block 75, to the South right-of-way line of Ouray Avenue; thence East along the South right-of-way line of Ouray Avenue to the Northeast point of Lot 11, Block 73, which borders the alley parallel to said Lot 11, Block 73; thence South along the West right-of-way of said alley bordering Lot 11, Block 73, to the South right-of-way line of the vacated East-West alley in Block 73; thence to the Northeast corner of Lot 21, Block 73, City of Grand Junction; thence along the East line of Lot 21, Block 73, to the North right-of-way line of Grand Avenue; thence along the North right-of-way line of Grand Avenue to the Southwest corner of Lot 28, Block 73, City of Grand Junction; thence North along the West line of Lot 28, Block 73, to the North right-of-way line of the vacated East-West alley in Block 73; thence West to the West right-of-way line of 5th Street; thence South along the West right-of-way line

of 5th Street to the North right-of-way line of the East-West alley in Block 81, City of Grand Junction, thence East along the North right-of-way line of the East-West alley in Blocks 81 and 82 to the Southwest corner of Lot 9, Block 82, City of Grand Junction; thence North along the West line of Lot 9, Block 82, City of Grand Junction, to the South right-of-way line of Grand Avenue, thence East along said South right-of-way line to the East line of Lot 10, Block 82, City of Grand Junction; thence South along the East line of Lot 10, to the North right-of-way line of the East-West alley in Block 82, City of Grand Junction; thence East to the Southwest corner of Lot 13 Block 82, City of Grand Junction, thence North along the West line of Lot 13, Block 82, City of Grand Junction to the South right-of-way line of Grand Avenue; thence East along the South right-of-way of Grand Avenue to the East line of Lot 16, Block 82, City of Grand Junction, thence South along the East line of said Lot 16 to the North right-of-way line of the East-West alley in Block 82; thence East along the North right-of-way line of the East-West alley in Block 83 to the West line of Lot 9, Block 83, City of Grand Junction; thence North along the West line of said Lot 9 to the South right-of-way line of Grand Avenue; thence East along the South right-of-way line of Grand Avenue to the West right-of-way line of 8th Street; thence South along the West right-of-way line of 8th Street to the South right-of-way line of White Avenue; thence West along the South right-of-way line of White Avenue to the West right-of-way line of the North-South alley in Block 93, City of Grand Junction; thence South along the West right-of-way line of the North-South alley in Block 93 to the South right-of-way line of the East-West alley in Block 93, City of Grand Junction; thence East to the North point common to Lots 23 and 24, Block 93,

City of Grand Junction; thence South along the common line of Lots 23 and 24 to the South right-of-way line of Rood Avenue; thence West to the North point common to Lots 14 and 15 in Block 106, City of Grand Junction; thence South along the common line of Lots 14 and 15 to the North boundary of the East-West alley in Block 106, City of Grand Junction; thence West to the South point common to Lots 12 and 13, Block 106, City of Grand Junction; thence North to the South right-of-way line of Rood Avenue; thence West to the West right-of-way line of the North-South alley in Block 106, City of Grand Junction; thence South along the West right-of-way line of the North-South alleys in Block 106, 115 and 128, City of Grand Junction, to the North right-of-way line of Ute Avenue; thence East along the North right-of-way line of Ute Avenue to the South point common to Lots 25 and 26, Block 128, City of Grand Junction; thence South on the common line between Lots 13 and 14, Block 137, City of Grand Junction, to the North right-of-way line of the East-West alley in Block 137, City of Grand Junction; thence West to the West right-of-way line of the North-South alley in Block 137, City of Grand Junction; thence North along the West right-of-way line of the North-South alley in Block 137, City of Grand Junction, to the South right-of-way line of Ute Avenue; thence West to the West right-of-way line of 7th Street; thence South to the North right-of-way line of Pitkin Avenue; thence West to the West right-of-way line of 6th Street; thence North to the South right-of-way line of Ute Avenue; thence West to the North point common to Lots 12 and 13, Block 139, City of Grand Junction; thence South to the North right-of-way line of the East-West alley in Block 139, City of Grand Junction; thence West to the South point common to Lots 8 and 9, Block 139, City of Grand Junction; thence North along the West line

of Lot 9, Block 139, City of Grand Junction, to the South right-of-way line of Ute Avenue; thence West to the West right-of-way line of 5th Street; thence South to the North right-of-way line of Pitkin Avenue; thence West to the East right-of-way line of 4th Street; thence North to the South right-of-way line of Ute Avenue; thence West along the South right-of-way line of Ute Avenue to the North point separating the East one-half of Lot 9 from the West one-half of Lot 9, Block 141, City of Grand Junction; thence South to a point on the North right-of-way line of the East-West alley in Block 141; thence West along the North right-of-way line of the East-West alleys in Blocks 141 and 142 to the East right-of-way line of 2nd Street; thence North to the North right-of-way line of Ute Avenue; thence West along the North right-of-way line of Ute Avenue to the Southwest Corner Block 10 Mobley Subdivision; thence Northwest along the Southwest line of Block 10 Mobley Subdivision to the intersection with the Southerly projection of the East right-of-way line of Spruce Street; thence North along said East line to the Northwest corner Block 10, Mobley Subdivision, thence Northwesterly to a point which lies 415.8 feet West and South  $41^{\circ}03'$  East 68.97 feet from the Northeast Corner of the Southeast  $1/4$  Southeast  $1/4$  of Section 15, Township 1 South, Range 1 West of the Ute Meridian; thence North  $89^{\circ}57'$  West for 271.8 feet along a line parallel to the North line of the Southeast  $1/4$  of the Southeast  $1/4$  of Section 15, Township 1 South, Range 1 West of the Ute Meridian; thence North  $53^{\circ}03'$  West 16.66 feet; thence North  $53^{\circ}03'$  West 70 feet to the East right-of-way line of the County Road to the East of the right-of-way of the Denver and Rio Grande Western right-of-way; thence Northwesterly along the East right-of-way of said County Road to the South right-of-way of State Highway 340;



thence Northeasterly along the South right-of-way of State Highway 340 to the Northwest Corner of Lot 9, Block 1, Richard D. Mobley's First Subdivision; thence South along the West line of said Lot 9 to the Southwest corner; thence South to the center line of vacated alley; thence 25 feet East; thence North to a point 78 feet South of the North line of said Block 1, thence East to a point  $7\frac{1}{2}$  feet West of the East line of Lot 11, Block 1, Richard D. Mobley's First Subdivision, thence North to the South right-of-way line of State Highway 340; thence along the South right-of-way line of State Highway 340 and Grand Avenue to the Point of Beginning.

However, excluding from the Grand Junction, Colorado, Downtown Development Authority all of Block 5 of Richard D. Mobley's First Subdivision, and Lots 1 to 5, inclusive, of Block 4, Richard D. Mobley's First Subdivision, and Lots 12 to 16, inclusive, of Block 4, Richard D. Mobley's First Subdivision except the North 50 feet of Lots 12 to 16.

And also excluding from the boundaries of the Grand Junction, Colorado, Downtown Development Authority, that part of Tract 8 and Tract 9 of the AMENDED SURVEY OF THE LITTLE BOOKCLIFF RAILROAD YARDS described as beginning at a point which is South  $44^{\circ}11'$  West 901.66 feet and South  $0^{\circ}01'$  East 197.50 feet from East  $\frac{1}{4}$  corner of Section 15, Township 1 South, Range 1 West of the Ute Meridian; thence North  $89^{\circ}58'$  West 126.00 feet; thence South  $0^{\circ}01'$  East 150.00 feet; thence South  $89^{\circ}58'$  East 126.00 feet; thence North  $0^{\circ}01'$  West 150.00 feet to the point of beginning. AND ALSO excluding 14 feet adjoining said tract 9 on the East thereof.

EXHIBIT "B"

DESCRIPTION OF THE PLAN OF DEVELOPMENT AREA WITHIN  
WHICH TAX INCREMENT FINANCING WILL BE USED

Beginning at the Northwest Corner of Wilson's Subdivision of Block 2 of Mobley's Subdivision; thence East along the South right-of-way line of Grand Avenue to the North corner point common to Lots 4 and 5 of Block 78, City of Grand Junction; thence North to a point on the North right-of-way line of Grand Avenue; which point is 15.835 feet West of the East boundary line of Lot 20, Block 77, City of Grand Junction; thence North to the North right-of-way line of the East-West alley in said Block 77; thence East to the Southernly point common to Lots 10 and 11, Block 77, City of Grand Junction; thence North along the Western boundary of said Lot 11 to the Southern right-of-way line of Ouray Avenue; thence East along the South right-of-way line of Ouray Avenue to the West right-of-way line of 3rd Street; thence South along the West right-of-way line of 3rd Street to the North right-of-way line of Grand Avenue; thence West along the North right-of-way line of Grand Avenue to the Southern point common to Lots 20 and 21, Block 76, City of Grand Junction; thence Southerly to the Northerly common corner of Lots 12 and 13 in Block 79, City of Grand Junction, thence South along the common lot line to a point on the South right-of-way line of the EastWest alley in Block 79, City of Grand Junction; thence West along such South right-of-way line to a point 12 feet West of the Eastern line of Lot 7, Block 79, City of Grand Junction; thence North to the South right-of-way line of Grand Avenue; thence West to the North corner point common to Lots 9 and 10 of Block 78, City of Grand Junction; thence South along the common line of Lots 9 and 10 and the common line of Lots 15 and 16, all in Block 78, to the South right-of-way line of White Avenue; thence East to the West right-of-way line of 2nd Street;

thence South to the North right-of-way line of the East-West alley in Block 99, City of Grand Junction; thence East along the North line of the East-West alley Block 98, City of Grand Junction, to the West right-of-way line of 3rd Street; thence North along the West right-of-way line of 3rd Street to the South right-of-way line of Grand Avenue; thence East along the South right-of-way line of Grand Avenue to the Northwest corner of Lot 12, Block 80, City of Grand Junction; thence in a Northerly direction to the Southwest corner of Lot 21, Block 75, City of Grand Junction; thence North along the West line of Lot 21, Block 75, to the North right-of-way of the East-West alley in Block 75; thence West along the North right-of-way of the East-West alley in Block 75 to the Southwest corner of Lot 9, Block 75, City of Grand Junction; thence North along the West line of Lot 9, Block 75, to the South right-of-way line of Ouray Avenue; thence East along the South right-of-way line of Ouray Avenue to the Northeast point of Lot 11, Block 73, which borders the alley parallel to said Lot 11, Block 73; thence South along the West right-of-way of said alley bordering Lot 11, Block 73, to the South right-of-way line of the vacated East-West alley in Block 73; thence to the Northeast corner of Lot 21, Block 73, City of Grand Junction; thence along the East line of Lot 21, Block 73, to the North right-of-way line of Grand Avenue; thence along the North right-of-way line of Grand Avenue to the Southwest corner of Lot 28, Block 73, City of Grand Junction; thence North along the West line of Lot 28, Block 73, to the North right-of-way line of the vacated East-West alley in Block 73; thence West to the West right-of-way line of 5th Street; thence South along the West right-of-way line of 5th Street to the North right-of-way line of the East-West alley in Block 81, City of Grand Junction, thence East along the North right-of-way line of the East-West alley in Blocks 81 and 82 to the Southwest corner of Lot 9, Block 82, City of Grand Junction; thence

North along the West line of Lot 9, Block 82, City of Grand Junction, to the South right-of-way line of Grand Avenue, thence East along said South right-of-way line to the East line of Lot 10, Block 32, City of Grand Junction; thence South along the East line of Lot 10, to the North right-of-way line of the East-West alley in Block 82, City of Grand Junction; thence East to the Southwest corner of Lot 13 Block 82, City of Grand Junction, thence North along the West line of Lot 13, Block 82, City of Grand Junction to the South right-of-way line of Grand Avenue; thence East along the South right-of-way of Grand Avenue to the East line of Lot 16, Block 82, City of Grand Junction, thence South along the East line of said Lot 16 to the North right-of-way line of the East-West alley in Block 82; thence East along the North right-of-way line of the East-West alley in Block 83 to the West line of Lot 9, Block 83, City of Grand Junction; thence North along the West line of said Lot 9 to the South right-of-way line of Grand Avenue; thence East along the South right-of-way line of Grand Avenue to the West right-of-way line of 8th Street; thence South along the West right-of-way line of 8th Street to the South right-of-way line of White Avenue; thence West along the South right-of-way line of White Avenue to the West right-of-way line of the North-South alley in Block 93, City of Grand Junction; thence South along the West right-of-way line of the North-South alley in Block 93 to the South right-of-way line of the East-West alley in Block 93, City of Grand Junction; thence East to the North point common to Lots 23 and 24, Block 93, City of Grand Junction; thence South along the common line of Lots 23 and 24 to the South right-of-way line of Rood Avenue; thence West to the North point common to Lots 14 and 15 in Block 106, City of Grand Junction; thence South along the common line of Lots 14 and 15 to the North boundary of the East-West alley in Block 106, City of Grand Junction; thence West to the South point common to Lots 12 and 13, Block 106,

City of Grand Junction; thence North to the South right-of-way line of Rood Avenue; thence West to the West right-of-way line of the North-South alley in Block 106, City of Grand Junction; thence South along the West right-of-way line of the North-South alleys in Block 106, 115 and 128, City of Grand Junction, to the North right-of-way line of Ute Avenue; thence East along the North right-of-way line of Ute Avenue to the South point common to Lots 25 and 26, Block 128, City of Grand Junction; thence South on the common line between Lots 13 and 14, Block 137, City of Grand Junction, to the North right-of-way line of the East-West alley in Block 137, City of Grand Junction; thence West to the West right-of-way line of the North-South alley in Block 137, City of Grand Junction; thence North along the West right-of-way line of the North-South alley in Block 137, City of Grand Junction, to the South right-of-way line of Ute Avenue; thence West to the West right-of-way line of 7th Street; thence South to the North right-of-way line of Pitkin Avenue; thence West to the West right-of-way line of 6th Street; thence North to the South right-of-way line of Ute Avenue; thence West to the North point common to Lots 12 and 13, Block 139, City of Grand Junction; thence South to the North right-of-way line of the East-West alley in Block 139, City of Grand Junction; thence West to the South point common to Lots 8 and 9, Block 139, City of Grand Junction; thence North along the West line of Lot 9, Block 139, City of Grand Junction, to the South right-of-way line of Ute Avenue; thence West to the West right-of-way line of 5th Street; thence South to the North right-of-way line of Pitkin Avenue; thence West to the East right-of-way line of 4th Street; thence North to the South right-of-way line of Ute Avenue; thence West along the South right-of-way line of Ute Avenue to the North point separating the East one-half of Lot 9 from the West one-half of Lot 9, Block 141, City of Grand Junction; thence South to a point on the

North right-of-way line of the East-West alley in Block 141; thence West along the North right-of-way line of the East-West alleys in Blocks 141 and 142 to the East right-of-way line of 2nd Street; thence North to the North right-of-way line of Ute Avenue; thence West along the North right-of-way line of Ute Avenue to the Southwest Corner Block 10 Mobley Subdivision; thence Northwest along the Southwest line of Block 10 Mobley Subdivision to the intersection with the Southerly projection of the East right-of-way line of Spruce Street; thence North along said East line to the Northwest corner Block 10, Mobley Subdivision, thence Northwesterly to a point which lies 415.8 feet West and South  $41^{\circ}03'$  East 68.97 feet from the Northeast Corner of the Southeast  $1/4$  Southeast  $1/4$  of Section 15, Township 1 South, Range 1 West of the Ute Meridian; thence North  $89^{\circ}57'$  West for 271.8 feet along a line parallel to the North line of the Southeast  $1/4$  of the Southeast  $1/4$  of Section 15, Township 1 South, Range 1 West of the Ute Meridian; thence North  $53^{\circ}03'$  West 16.66 feet; thence North  $53^{\circ}03'$  West 70 feet to the East right-of-way line of the County Road to the East of the right-of-way of the Denver and Rio Grande Western right-of-way; thence Northwesterly along the East right-of-way of said County Road to the South right-of-way of State Highway 340; thence Northeasterly along the South right-of-way of State Highway 340 to the Northwest Corner of Lot 9, Block 1, Richard D. Mobley's First Subdivision; thence South along the West line of said Lot 9 to the Southwest corner; thence South to the center line of vacated alley; thence 25 feet East; thence North to a point 78 feet South of the North line of said Block 1, thence East to a point  $7\frac{1}{2}$  feet West of the East line of Lot 11, Block 1, Richard D. Mobley's First Subdivision, thence North to the South right-of-way line of State Highway 340; thence along the South right-of-way line of State Highway 340 and Grand Avenue to the Point of Beginning.

However, excluding from the Grand Junction, Colorado, Downtown Development Authority all of Block 5 of Richard D. Mobley's First Subdivision, and Lots 1 to 5, inclusive, of Block 4, Richard D. Mobley's First Subdivision, and Lots 12 to 16, inclusive, of Block 4, Richard D. Mobley's First Subdivision except the North 50 feet of Lots 12 to 16.

And also excluding from the boundaries of the Grand Junction, Colorado, Downtown Development Authority, that part of Tract 8 and Tract 9 of the AMENDED SURVEY OF THE LITTLE BOOKCLIFF RAILROAD YARDS described as beginning at a point which is South 44°11' West 901.66 feet and South 0°01' East 197.50 feet from East 1/4 corner of Section 15, Township 1 South, Range 1 West of the Ute Meridian; thence North 89°58' West 126.00 feet; thence South 0°01' East 150.00 feet; thence South 89°58' East 126.00 feet; thence North 0°01' West 150.00 feet to the point of beginning. AND ALSO excluding 14 feet adjoining said tract 9 on the East thereof.

And except the following parcels:

Lots 11 to 16, inclusive, in Block 83, City of Grand Junction, Mesa County, Colorado; and

The North 75 feet of Lots 1, 2, and 3 of Block 104, City of Grand Junction, Mesa County, Colorado; and

Lots 17 to 25, inclusive, in Block 102; Lots 17 to 32, inclusive, in Block 103, Lots 17 to 32, inclusive, in Block 104; Lots 16 to 30, inclusive, except all the East 71.95 feet of Lots 16 to 20, inclusive, except the North 30 feet of the East 71.95 feet of Lots 16 to 20 inclusive, in Block 105; Lots 1 to 15, inclusive, in Block 117; and Lots 1 to 16, inclusive, in

Block 118, and Lots 1 to 11 in Block 84, all in the City of  
Grand Junction, Mesa County, Colorado.



EXHIBIT "C"

DESCRIPTION OF THE COMMERCIAL RENOVATION DISTRICTS

Lots 11 to 16, inclusive, in Block 83, City of Grand Junction, Mesa County, Colorado; and

The North 75 feet of Lots 1, 2, and 3 of Block 104, City of Grand Junction, Mesa County, Colorado; and

Lots 17 to 25, inclusive, in Block 102; Lots 17 to 32, inclusive, in Block 103, Lots 17 to 32, inclusive, in Block 104; Lots 16 to 30, inclusive, except all the East 71.95 feet of Lots 16 to 20, inclusive, except the North 30 feet of the East 71.95 feet of Lots 16 to 20 inclusive, in Block 105; Lots 1 to 15, inclusive, in Block 117; and Lots 1 to 16, inclusive, in Block 118, and Lots 1 to 11 in Block 84, all in the City of Grand Junction, Mesa County, Colorado.

EXHIBIT "E"

<u>B. DATE OF ACTION</u>	<u>C. STATUTORY REQUIREMENTS</u>	<u>D. OPTIONAL ACTIVITIES</u>
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(Continued)

22. 12-31-81	Freezing of Ad Valorem tax base and sales tax base as of effective date of Plan 31-25-807(3)	
--------------	--	--

23. 5-7-82	Resolution of DDA Board to amend Plan of Development to show recent approved inclusions of property and make other minor changes and referral to City Council for approval	
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SCHEDULED FUTURE ACTIONS

24. 5-19-82	City Council review of Plan of Development amendments and referral to Planning Commission	
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25. 5-25-82	Planning Commission review and comment on Plan of Development amendments	
-------------	--	--

26. 5-26-82	Publish notice of public meeting before City Council on Plan of Development amendments	
-------------	--	--

27. 6-2-82	City Council public hearing on Plan of Development and adoption of resolution adopting Plan of Development amendments	
------------	---	--

28. 6-4-82	Resolution of DDA Board to have election for pledging of tax increment funds 35-25-807(3)(b)	
------------	--	--

29. 6-16-82	Approval by City Council of election at least 30 days prior to election 35-25-807(3)(b)	
-------------	---	--

30. 7-23-82	Publication of Public Notice of Election	
-------------	--	--

31. 8-3-82 Election - qualified electors of district 35-25-807(3)(b)
- 32 8-4-82 Canvass of votes
33. To be determined during 1982 City Council adoption of ordinance authorizing the issuance of bonds
34. To be determined during 1982 Bonds issued for project

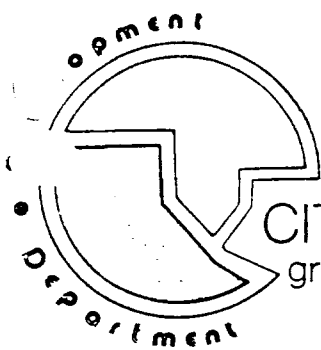


EXHIBIT "F"

CITY - COUNTY PLANNING

grand junction-mesa county 559 white ave. rm. 60 grand jct.,colo. 81501

(303) 244-1628

MEMORANDUM

TO: GRAND JUNCTION CITY COUNCIL  
 FROM: GRAND JUNCTION PLANNING COMMISSION  
 DATE: MAY 25 , 1982

RE: AMENDMENTS TO THE PLAN OF DEVELOPMENT OF THE GRAND JUNCTION,  
 COLORADO, DOWNTOWN DEVELOPMENT AUTHORITY

On May 19, 1982, the Grand Junction City Council, pursuant to C.R.S. 1973, S31-25-807(4) (b) submitted amendments to the Plan of Development of the Grand Junction, Colorado, Downtown Development Authority to the Planning Commission for review and recommendations.

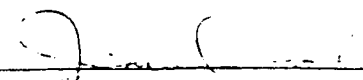
We have reviewed the proposed amendments in light of the Plan of Development as adopted by the City and the Downtown Development Authority and we have considered these amendments in light of the comments of the employees of the Planning Department, and in light of past policies for development and renovation and considered the questions and comments of the members of the Commission. After this review, we offer the following comments and recommendations:

1. The proposed amendments to the Plan of Development are consistent with the Downtown Development Strategy which has been adopted as an element of the Master Plan for Grand Junction, as well as consistent with other current policies.
2. The proposed amendments to include other areas within the boundary of the Downtown Development Authority are largely technical in nature, and the properties sought to be included are within the limits of the ultimate DDA boundary as defined in the Downtown Development Strategy and the DDA Plan of Development.

On the basis of this review, we find the proposed amendments to the Plan of Development to be consistent with existing City policies and not in conflict with development patterns on a City-wide basis.

We, therefore, endorse the proposed amendments to the Plan of Development as being consistent with existing City policies and recommend that the City Council hold a Public Hearing on these amendments to the Plan of Development.

RESPECTFULLY SUBMITTED,

  
 \_\_\_\_\_  
 Jane Quinlan



## Grand Junction Planning Commission

### Workshop Session

Item #2.

---

**Meeting Date:** October 3, 2019

**Presented By:** Tamra

**Department:** Community Development

**Submitted By:** Tamra Allen

---

### **Information**

#### **SUBJECT:**

Review of Forthcoming Agenda Items

#### **RECOMMENDATION:**

#### **EXECUTIVE SUMMARY:**

Review of forthcoming agenda items including procedures and criteria related to Appeals of Administrative Decisions.

#### **BACKGROUND OR DETAILED INFORMATION:**

#### **SUGGESTED MOTION:**

### **Attachments**

None



**Grand Junction Planning Commission**

**Workshop Session**

**Item #3.**

---

**Meeting Date:** October 3, 2019

**Presented By:** Senta Costello, Planner

**Department:** Community Development

**Submitted By:**

---

**Information**

**SUBJECT:**

Code Text Amendments Review and Discussion

**RECOMMENDATION:**

**EXECUTIVE SUMMARY:**

Staff will present additional proposed text amendments to the zoning and development code for review and discussion.

**BACKGROUND OR DETAILED INFORMATION:**

**SUGGESTED MOTION:**

**Attachments**

None



**Grand Junction Planning Commission**

**Workshop Session**

**Item #4.**

---

**Meeting Date:** October 3, 2019

**Presented By:** Tamra Allen, Community Development Director

**Department:** Community Development

**Submitted By:**

---

**Information**

**SUBJECT:**

Discussion Regarding a Consent Agenda

**RECOMMENDATION:**

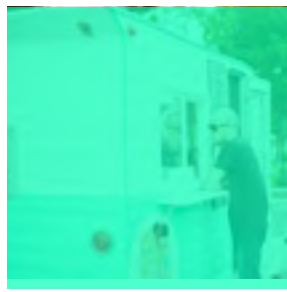
**EXECUTIVE SUMMARY:**

**BACKGROUND OR DETAILED INFORMATION:**

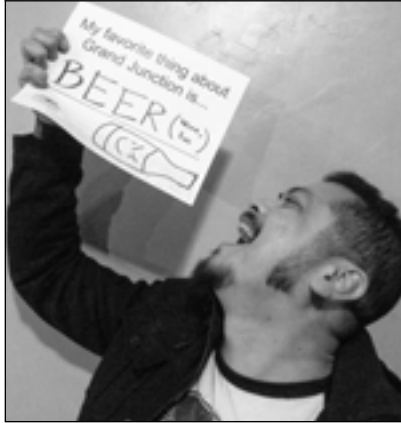
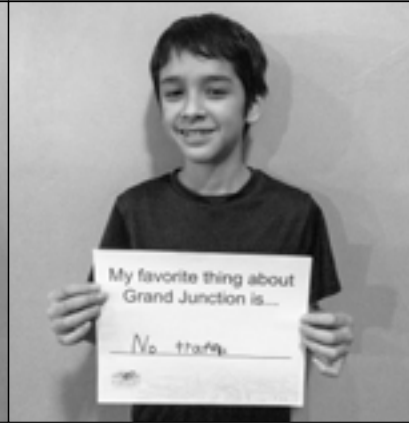
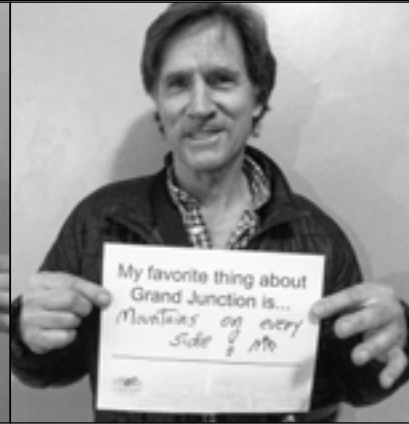
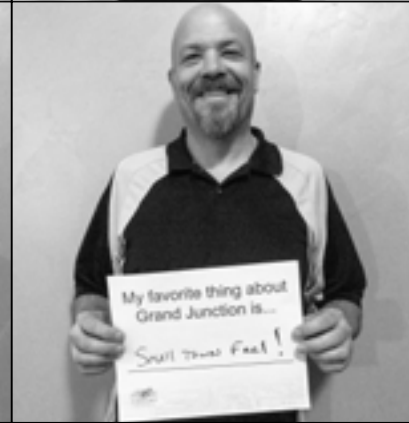
**SUGGESTED MOTION:**

**Attachments**

1. Vibrant Together\_Final Draft Sept 2019







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  - Public Input Summary*

# ACKNOWLEDGMENTS

## Downtown Development Authority Staff

Brandon Stam  
Caitlyn Love  
Rykel Menor  
Vonda Bauer

## Downtown Development Authority Board

Doug Simons Jr.  
Duncan Rowley  
Josh Niernberg  
Dan Meyer  
Libby Olson  
Maria Rainsdon  
Tom LaCroix  
Anna Stout  
Vance Wagner  
Jason Farrington (Past Board Member)  
Phyllis Norris (Past City Council Representative)  
Aaron Young (Past Board Member)

## City of Grand Junction Staff

Greg Caton  
Tamra Allen  
Kris Ashbeck  
Trent Prall  
Traci Wieland  
Kathy Portner

## Community Action Team

Kathy Portner  
Josh Castenada  
Seth Anderson  
Megan Alfaro  
Bruce Benge  
Ben and Elise Hall  
Sarah Dishong  
Avery J Santos  
Brian Oliver  
Kris Meil  
Paul Knaysi  
David Foster  
Jerry Otero  
Libby Olson  
Dustin Anzures  
Bobby Noyes  
Kevin Reimer  
PJ McGovern  
Kevin Bray  
Ray Rickard  
Dustin Anzures  
Bruce Milyard  
Silas Coleman  
Peyton Gonzales

Mark Swain  
Robin Brown  
Duncan Rowley  
Vonbda Bauer  
Elizabeth Fogarty  
Kahy Portner  
Derek Wagner  
Jared Meier  
Todd Hollenbeck  
Tamra Allen  
Jon Maraschin  
Shana Wade  
Maria Rainsdon  
Robert Fisher  
Brett Boyer  
Matt Koch  
Phyllis Norris  
Bill Wade  
Christian Reece  
Peter Booth  
Beverly  
Karen Bland  
John Mok- Lumme  
Sharon Bouse- Ferry  
Katie Rydlizky  
Troy Sides  
Bill Wade  
Jesse Redmond  
Greg Moore  
Sara McCarthy  
Mark McCain  
Sarah Merideth  
Robbie Breaux  
Devon Balet  
Sarah Johnson  
Colin St. Clair  
Karen Sinclair

## Community Builders

Clark Anderson  
Jillian Sutherland  
Alison Bourquin  
Bud Tymczycyn  
Danielle Campbell  
Taylor Kidd  
Sierra Jeter

## Project Consultants

Alex Joyce, Cascadia Partners  
Alex Steinberger, Cascadia Partners  
Neil Heller, Cascadia Partners  
Jim Leggitt, Jim Leggitt Design  
Peter Swift, Swift Engineering



## **ABOUT COMMUNITY BUILDERS**

Community Builders (CB) is a non-profit dedicated to helping local leaders create strong and prosperous communities in the American West. CB provides information, analysis, assistance and trainings to support the many people and organizations working to build better places by aligning their community values to planning and economic goals.

The goal of the Community Builders Assistance Program is to provide communities with the tools and resources to spark meaningful on-the-ground progress, while building local capacity and creating success stories that inspire and transform places.

## **ABOUT THIS REPORT**

This report is the product of a collaborative effort between the Downtown Development Authority of Grand Junction, The City of Grand Junction, Community Builders, The Community Action Team, Cascadia Partners, Jim Leggitt Studios, Swift Engineering. Special thanks to the stakeholders and the community members who provided feedback throughout the project.

## **PROJECT FUNDERS**

Special thanks to the LOR Foundation, the Gates Family Foundation and the Downtown Development Authority for providing the funding necessary to make the Vibrant Together: A Downtown Initiative possible.

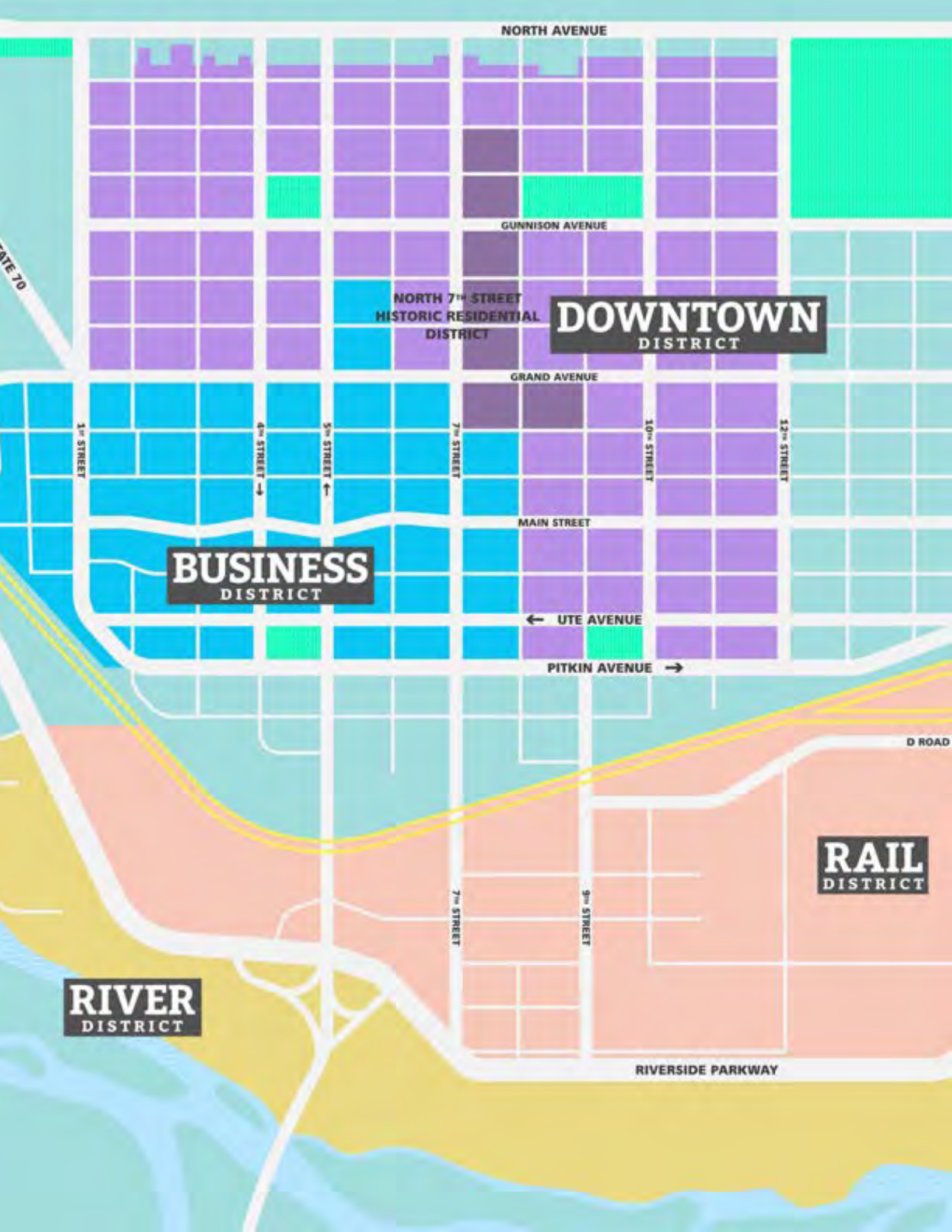
# WHY A PLAN OF DEVELOPMENT?

Throughout the course of its 38-year history the DDA has been involved in a diverse array of activities with the goal of sustaining Downtown Grand Junction's role as a hub for economic activity and vibrancy that benefits the entire valley. Many of the projects over this time have involved collaboration as it takes a pooling of resources and knowledge to make progress. Some of the noteworthy projects include the development of Downtown hotels, Avalon Theatre renovation, the Mainstreet uplift and development of the riverfront.

While the DDA has had many successes one of the major hurdles the organization has had is the lack of a current road map that addresses the challenges of today while also looking at potential challenges in the future. The 1981 Plan of Development provided many great concepts and ideas for the DDA to pursue, many of which have been completed and some that are still being worked toward. The updated plan builds upon the past success and challenges of the past while identifying what the current trends, issues and solutions are. Having a current Plan of Development will provide Downtown with a vision for the future along with strategies for achieving the goals and outcomes identified in the Plan.

- **Brandon Stam**

Downtown Development Partnership Executive Director



NORTH AVENUE

GUNNISON AVENUE

NORTH 7<sup>TH</sup> STREET  
HISTORIC RESIDENTIAL  
DISTRICT

**DOWNTOWN**  
DISTRICT

GRAND AVENUE

MAIN STREET

← UTE AVENUE

PITKIN AVENUE →

D ROAD

**RAIL**  
DISTRICT

**RIVER**  
DISTRICT

RIVERSIDE PARKWAY

STATE 70

1<sup>ST</sup> STREET

4<sup>TH</sup> STREET →

5<sup>TH</sup> STREET ←

7<sup>TH</sup> STREET

10<sup>TH</sup> STREET

12<sup>TH</sup> STREET

7<sup>TH</sup> STREET

9<sup>TH</sup> STREET

“ I love the potential of Downtown GJ. I get excited about what this place can be. ”



“ Vibrancy is characteristically Downtown Grand Junction. It has a unique character. ”



“ I tell all of out of town folks- Downtown GJ is the best downtown in the state! ”



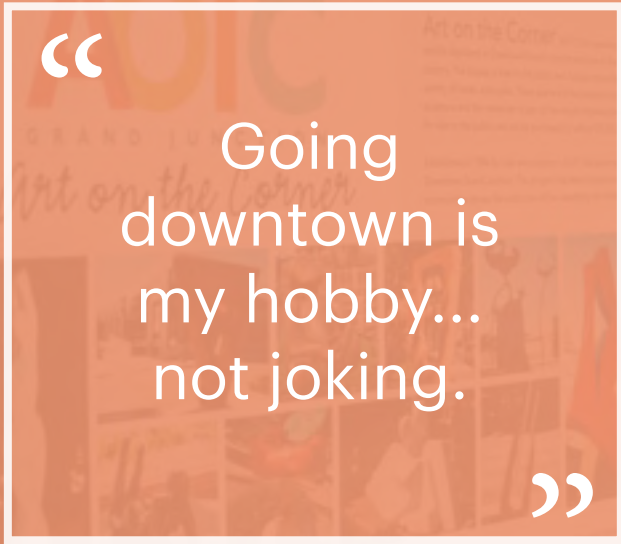
“ I live downtown. It means everything to me and my husband. ”



“ The downtown is one of the main reasons I moved here. It’s so alive and thriving. ”



“ Going downtown is my hobby... not joking. ”





# PLAN SUMMARY

## GOALS & STRATEGIES

Goal setting provides an opportunity for people to work together and build consensus. These goals serve several key purposes. First, they provide direction for advancing the community’s vision of building a thriving downtown for everyone. They should act as a tool for guiding future decisions, like determining if a new project or policy is in line with the vision. They are also useful for monitoring progress, to build upon successful efforts, or to identify unmet goals and gaps to address. From the input gathered and building upon priorities set by the Downtown Partnership and the City, five goals were identified for the Vibrant Together Project that will be the benchmark for future revitalization efforts.

### IDENTITY

Downtown is recognized as the hub of regional culture for the western slope.



### DOWNTOWN DEVELOPMENT

Downtown offers a diversity of quality housing choices for all price points to bring more people to live, work and play downtown.



### VIBRANCY

Downtown is the “The heart of it all” as a 18 hour/7 days a week center of activity for all ages and income levels.



### SAFETY AND COMFORT

Downtown is safe and comfortable environment that is welcoming to all.



### CONNECTIVITY

Downtown is connected to local destinations and outdoor amenities through safe pathways for bikes and pedestrians.



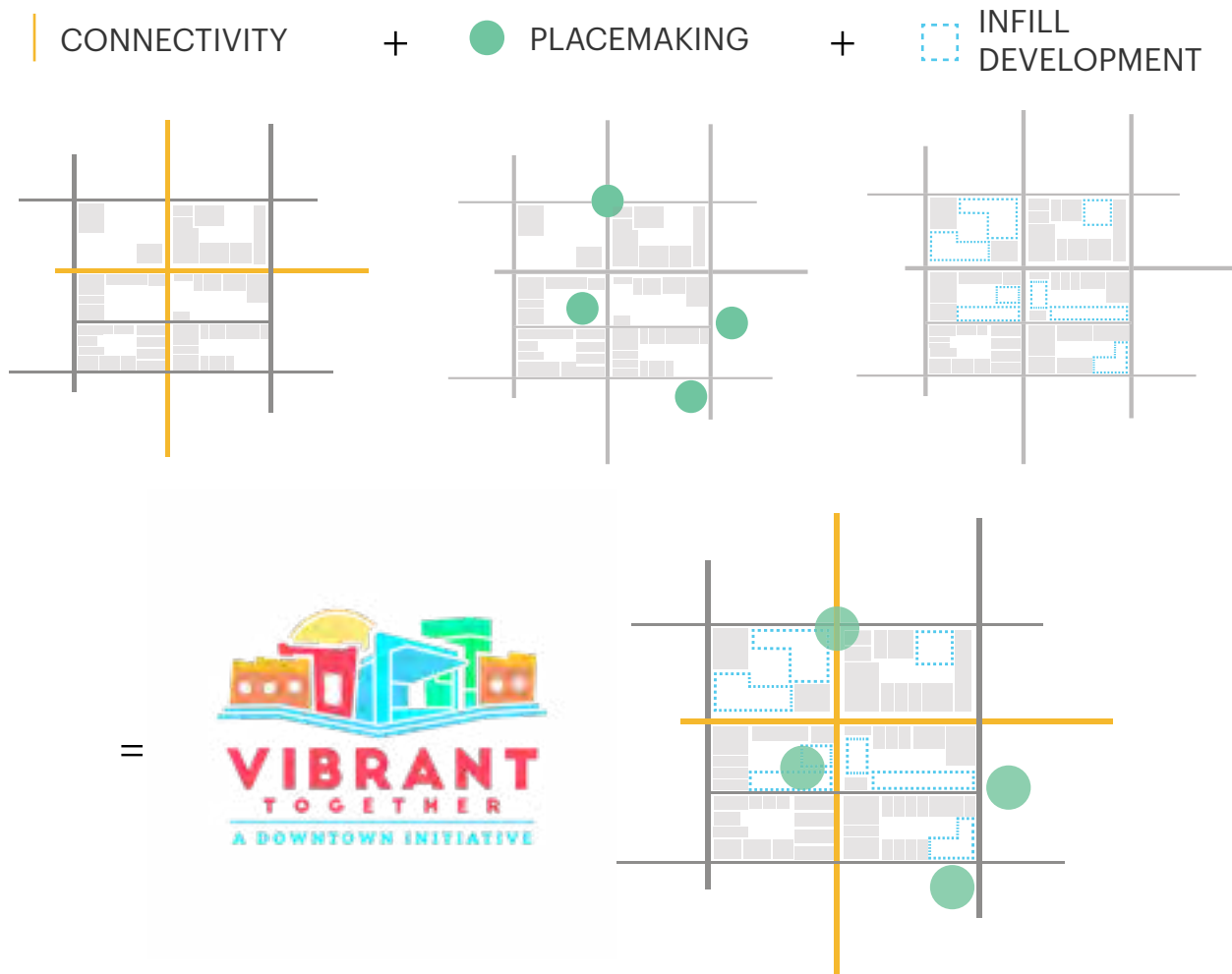
## THE BIG IDEAS

The biggest of the big ideas that emerged from the process is to bring more people downtown by creating more vibe and connecting this vibe to the River. This Plan will identify different strategies for achieving this through;

**CONNECTIVITY** Looking at the relationships and connections between key destinations in the downtown. (Chapter 3)

**PLACEMAKING** Enhancing the vibe in strategic locations. (Chapter 4)

**DEVELOPMENT** Identifying specific opportunities for infill development to activate opportunity sites along key corridors. (Chapter 5)



# PRIORITIES

## CONNECTIVITY

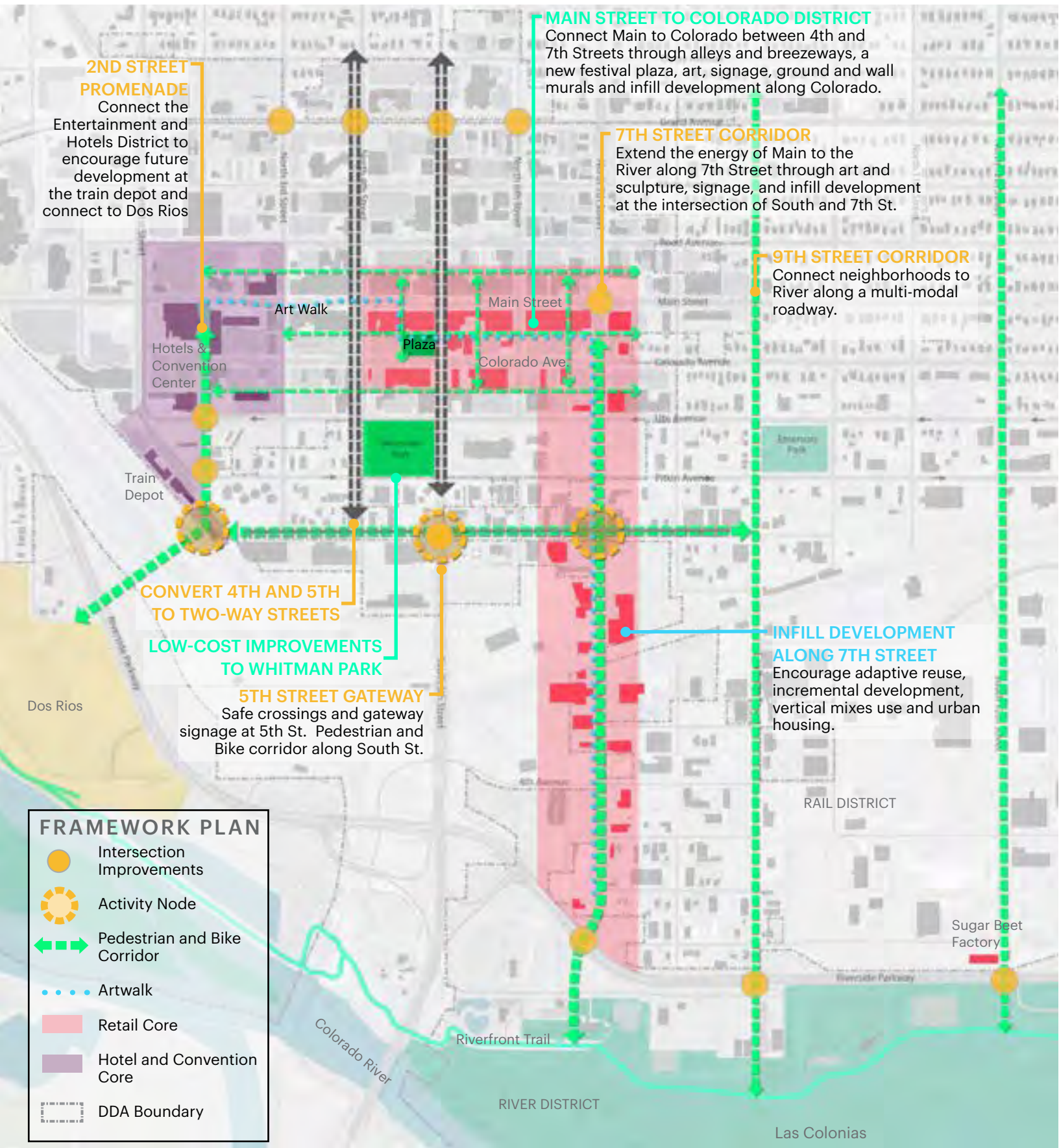
- C1: Convert 4th and 5th to Two-way Streets
- C2: Prioritize pedestrian and bike improvements to improve mobility throughout downtown and to the river.
- C3: Create a 2nd Street Promenade connecting the Train Depot to Two Rivers Plaza.
- C4: Initiate a Gateway and Wayfinding Study to improve ease of navigation for pedestrians, bike and vehicles in downtown.

## PLACEMAKING

- P1: Extend the vibrancy from Main to Colorado between 4th and 7th.
- P2: Encourage more community gathering and event space in downtown.
- P3: Activate alleys and breezeways.
- P4: Low-cost design strategies for Whitman Park.
- P5: Develop a program(s) to better utilize parking.
- P6: Adaptive Reuse of Buildings and Spaces to active the street frontage

## INFILL DEVELOPMENT

- D1: Support existing businesses in the downtown through programs and Attract more business diversity to downtown.
- D2: Develop (a) Grant Program(s) to incentivize small scale local reinvestment in the downtown
- D3: Adjustments to codes and policy that are barriers to development.
- D4: Leverage the DDA financial tools to incentivize development
- D5: DDA to lead a strategic catalytic development project



**2ND STREET PROMENADE**

Connect the Entertainment and Hotels District to encourage future development at the train depot and connect to Dos Rios

**MAIN STREET TO COLORADO DISTRICT**

Connect Main to Colorado between 4th and 7th Streets through alleys and breezeways, a new festival plaza, art, signage, ground and wall murals and infill development along Colorado.

**7TH STREET CORRIDOR**

Extend the energy of Main to the River along 7th Street through art and sculpture, signage, and infill development at the intersection of South and 7th St.

**9TH STREET CORRIDOR**

Connect neighborhoods to River along a multi-modal roadway.

**CONVERT 4TH AND 5TH TO TWO-WAY STREETS**

**LOW-COST IMPROVEMENTS TO WHITMAN PARK**








**5TH STREET GATEWAY**

Safe crossings and gateway signage at 5th St. Pedestrian and Bike corridor along South St.

**INFILL DEVELOPMENT ALONG 7TH STREET**

Encourage adaptive reuse, incremental development, vertical mixes use and urban housing.

**FRAMEWORK PLAN**

-  Intersection Improvements
-  Activity Node
-  Pedestrian and Bike Corridor
-  Artwalk
-  Retail Core
-  Hotel and Convention Core
-  DDA Boundary

# BACKGROUND

The current DDA Plan of Development is 38 years old, and therefore, is challenged to guide development that is reflective of both the current market or the vision of the community for what the future of greater downtown should be. In this time of growth, the DDA should have a strong governing document that is reflective of the community's wants and needs in downtown and develop strong partnerships for making a positive impact to the downtown. Future growth needs to happen in a way that protects the unique history and celebrate the local assets of the community.



This Plan will identify a vision the downtown that is aligned with the needs of the community.

# 01

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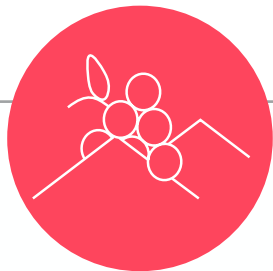
# BACKGROUND INFORMATION

## INTRODUCTION

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WHAT MAKES GRAND  
JUNCTION SPECIAL?

*We asked you!*



**Agriculture &  
Wine Culture**



**Local Bike  
Scene**



**Arts & Creativity**



**Recreation Economy &  
Natural Resources**

*“Downtown Grand Junction creates a sense of home - this is where we bring our friends when they visit - this is where we take them to show off our community.”*

Local residents describe the City of Grand Junction as a welcoming community with a small-town vibe characterized by strong local arts, culture and history. At the heart of it all is the downtown. However, residents also feel there is lot of potential for improvement in downtown. Regional population and economic growth are creating a demand for development. With this growth comes the need for strategic thought about what is best for the community.

The goal of this Plan of Development, called “Vibrant Together: A Downtown Initiative,” (referred in this document as ‘the Plan’ or ‘the POD’) is to communicate our shared values for growth in Downtown Grand Junction. This Plan will be a governing document for the Downtown Partnership (DP) and will identify a clear plan of action for priority projects, strategies, and partnerships in that are aligned with the community’s vision for downtown. To achieve this the Plan will;

- Provide a unified vision for downtown;
- Identify projects that advance the vision;
- Bring local leaders together in pursuit of that vision.

## **WHY DO THIS NOW?**

The primary responsibility of the Downtown Partnership is to support and facilitate economic development efforts to enhance the vitality of the Downtown community through capital investment and construction. While the City Comprehensive Plan, The Greater Downtown Plan and other guiding vision documents and strategic plans identify opportunities and regulate growth in the downtown, this Plan of Development will guide the types of projects and programs for downtown with the goal of sustaining Downtown Grand Junction’s role as the preeminent hub for economic activity and commerce, cultural experiences and as a vibrant place to live and visit.



# ABOUT

## THE DOWNTOWN PARTNERSHIP

The Downtown Partnership (DP) consists of two special districts, the Downtown Development Authority (DDA) and the Business Improvement District (BID) which share the same staff and Board of Directors. Large and small, Downtown Grand Junction is involved in a wide array of activities and projects Downtown, all with the goal of sustaining Downtown Grand Junction's role as the preeminent hub for economic activity and commerce, cultural experiences and as a vibrant place to live and visit.

The Downtown Development Authority was established in 1981 by the City of Grand Junction after receiving approval through a special election of the Downtown property owners and businesses. The DDA was established to halt and prevent deterioration of property values within its district and to assist in the development and redevelopment of its district and to use its power to promote the general welfare of the district by the use of its direct and supplemental powers. The Authority was one of the first such organizations in the State of Colorado and focuses on supporting and facilitating economic development efforts to enhance the viability of Downtown through grants, capital investment and improvements to public amenities.

In late 2005, business and property owners within the boundaries of the BID voted to impose a special assessment which would fund marketing, promotions, public relations, advertising and special events. The BID affects Downtown Grand Junction commercial property owners only and excludes residential properties. The Business Improvement District produces and supports events that attract visitors, enrich life for residents, and drive revenue to local businesses. The BID also develops advertising, marketing, and public relations campaigns that reach regional, statewide and national audiences and help brand Downtown as a regional hub.



The Downtown Development Authority (DDA) focuses on supporting and facilitating economic development efforts to enhance the viability of Downtown through grants, capital investment and improvements to public amenities.

The Downtown Partnership should have a strong governing document that is reflective of the community's wants and needs. Through the process develop strong partnerships for making a positive impact to the downtown.

## ORGANIZATION

This nine-member board is appointed by the Grand Junction City Council. Eight of the members must be a resident, business lessee, or own real property within the boundaries of the DDA and BID. The City Council shall appoint one member that is exempt from the above qualifications. The four-year terms expire in June.

## POWERS AND INITIATIVES

Downtown Grand Junction is involved in potential catalytic projects such as the Las Colonias Business Park and the Las Colonias Amphitheater that are transforming Downtown's River District into a vibrant area that will incorporate recreation, entertainment and job clustering into an area that has historically seen little investment. The Downtown Partnership is also engaged in helping bring two new hotels to downtown as well as much needed renovation to Two Rivers that will allow it to continue to operate as an economic driver for downtown. Potential new downtown housing is also on the way as the DP reached an agreement with a developer for the former R-5 building site to develop townhomes and find an adaptive reuse of the former school building. The most recent project is a public/private partnership with Kaart Group which will add four and six story class A office space to 7th and Main and add roughly 80 new jobs to Downtown.

## POLICY AND DECISION MAKING

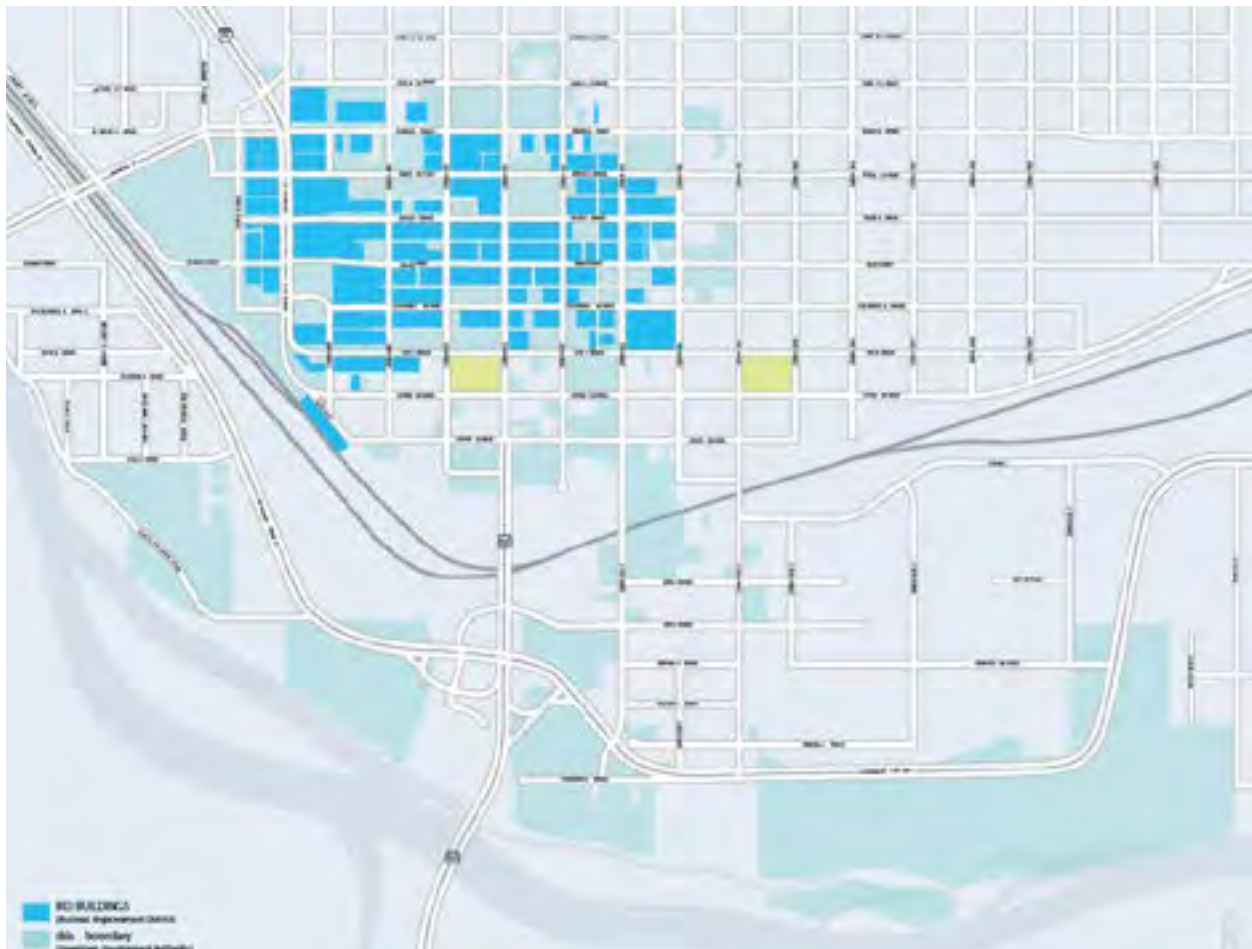
The Plan of Development will be approved by the Downtown Board. Following Board approval, the Planning Commission will review the plan and make a recommendation to City Council for final approval and adoption.

The Business Improvement District (BID) produces and supports events that attract visitors, enrich life for residents, and drive revenue to local businesses. The BID also develops advertising, marketing, and public relations campaigns that reach regional, statewide and national audiences and help brand Downtown as a regional hub.



## DDA BOUNDARY

The boundary is important in that these are the properties and general areas in which the DDA has the ability to utilize its powers to assist in project, programs and policy as outlined by this Plan. Throughout this Plan, 'downtown' is used more generally to refer to the area defined by the Greater Downtown Plan, which encompasses the Central Business District, the Rail District and the River District. The DDA boundary includes properties within the DDA District that extends from the Central Business District to the Rail District and River District. The Business Improvement District largely consists of the Central Business District as well as some properties within the River District. It should be noted that properties can voluntarily incorporate into both Districts with DDA/BID and City Council approval.



## PLAN CONSISTENCY

There are a number of existing plans that are of significant influence to Downtown Grand Junction, including the 1981 Plan of Development. It is important to consider how these existing plans will support and work in collaboration with this Plan of Development. Vibrant Together will work in alignment with the City's Plans such as the Great Downtown Plan and provide recommendations from this update should help to inform revisions to the Comprehensive Plan update currently underway with the City. Key considerations and potential impacts are outlined in the Appendix.

## HOW THIS DOCUMENT IS ORGANIZED

### CHAPTER 1: BACKGROUND

The introduction sets the stage for the ideas in the Plan. It provides background context for how history has informed current trends in Grand Junction. It provides information on the history of Downtown Partnership and how this plan is consistent with related, past planning efforts in Grand Junction.

### CHAPTER 2: PROCESS

This chapter explains the planning process that was undertaken to develop the strategies in the Plan. Results from community outreach which engaged over 500 community members in person and over 25,000 people online.

### CHAPTER 3, 4 & 5: BIG IDEAS, STRATEGIES AND ACTIONS

These chapters explore specific strategies to achieve the goals with recommendations for action around three overarching themes; connectivity, placemaking and development. Each strategy describes some of the background of the ideas and why it matters to downtown and outlines key action items.



#### ACTION

Outlines specific actions the DP should take to move ideas forward.



#### POLICY

The DP should coordinate with the City to modify codes and regulations.



#### PROGRAM

A program the DP should develop and/or coordinate with a partner to develop.



#### PROJECT

A specific project or study to work with partners on detailed design and costs.

### CHAPTER 6: IMPLEMENTATION

This section provides a frameworks for how the Downtown Partnership and local partners can build momentum in the downtown on the strategies and specific actions, priorities to guide the actions, projects, policy and programs for the next 3 to 5 years.

# UNDERSTANDING

## GRAND JUNCTION

Grand Junction gets its name from its location at the confluence of the Colorado River (formerly named the Grand River) and the Gunnison River and offers sweeping views of the Grand Mesa, Colorado National Monument and the Book Cliffs. The Grand Junction town site was settled September 26, 1881, although human civilization in the area dates back thousands of years to include the Ute and Fremont tribes, among others. Grand Junction has been shaped by natural geography as well as man-made transportation connections, first by the Denver and Rio Grande Railroads in 1882 and again when the Interstate system reached the City in the 1960's. These connections supported the economic growth of agriculture across the Western Slope, and in later years wholesale goods and energy production. The River has a significant role in shaping Grand Junction and the surrounding landscapes. This powerful river provided water in the desert for the growth of both towns and agriculture. Between the river and the rail, Grand Junction became a regional hub of agricultural and mining industries that transformed the downtown.

In the 1950's, a time when many cities were looking towards pedestrian malls, Downtown Grand Junction embraced the concept of a chicane, which is a serpentine street design with pockets of green space and public art. Grand Junction's Main Street is celebrated as an innovative and successful downtown revitalization strategy, the design of which is part of the unique character and history of the community. The downtown was first recognized nationally in 1962 when Operation Foresight began to reconstruct Main Street into a 'downtown shopping park' with landscape, parking and updated streets for which the city was awarded All America City recognition by Look magazine.





## GRAND JUNCTION

### *TODAY*

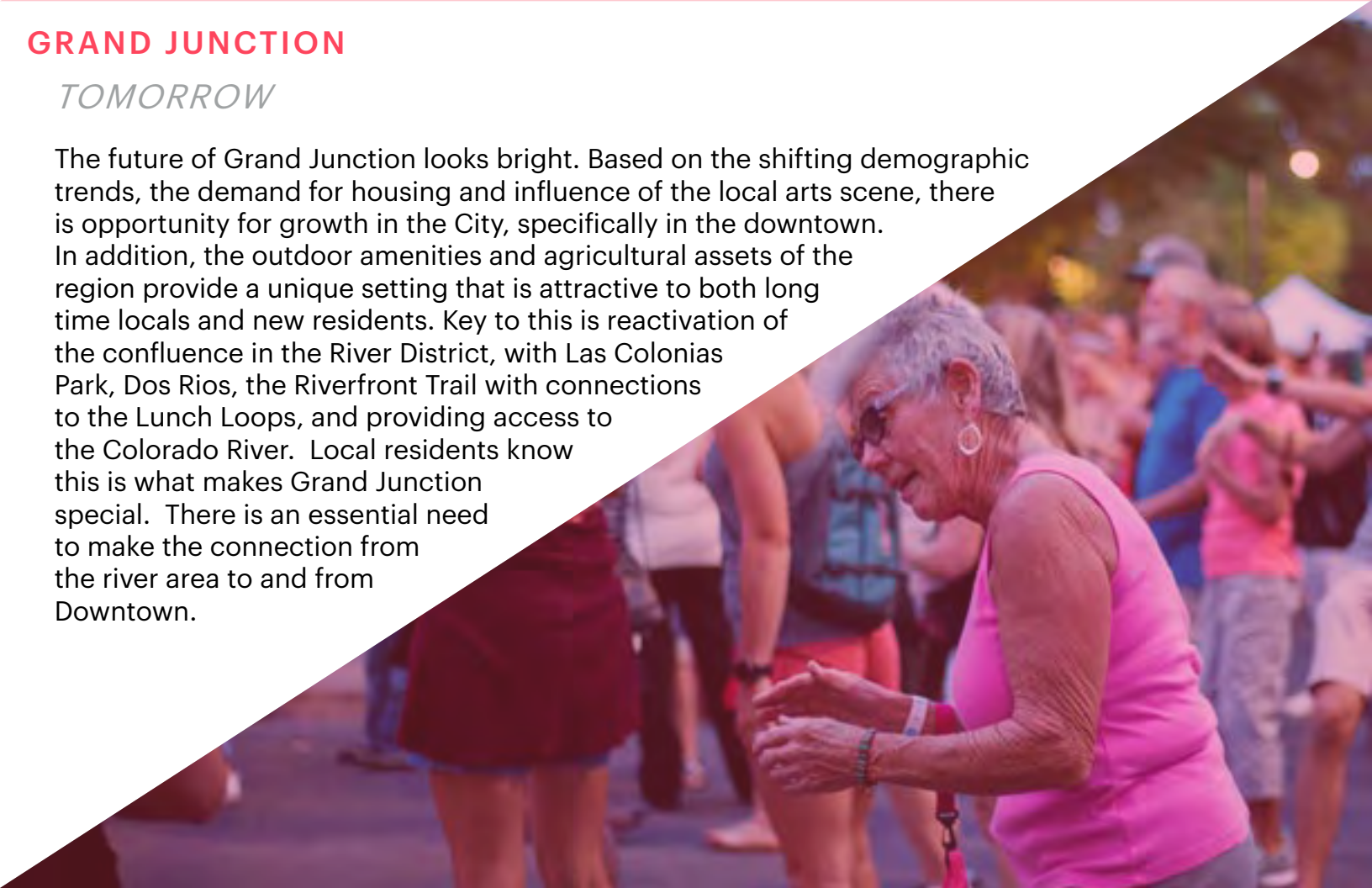
Downtown Grand Junction is now home to dozens of outstanding locally-owned shops, music venues, restaurants, galleries and area services with a large collection of public art, fountains and historic buildings.

Art on the Corner (AOTC) is a year-round outdoor sculpture exhibit which was established in 1984 by local sculptor, Dave Davis and was one of the first of its kind in the country. Art on the Corner, First Friday's, farmers markets and events at the Avalon are noted as some of people's favorite events in the downtown that make Main Street a source of pride for local residents as well as a draw for visitors.

## GRAND JUNCTION

### *TOMORROW*

The future of Grand Junction looks bright. Based on the shifting demographic trends, the demand for housing and influence of the local arts scene, there is opportunity for growth in the City, specifically in the downtown. In addition, the outdoor amenities and agricultural assets of the region provide a unique setting that is attractive to both long time locals and new residents. Key to this is reactivation of the confluence in the River District, with Las Colonias Park, Dos Rios, the Riverfront Trail with connections to the Lunch Loops, and providing access to the Colorado River. Local residents know this is what makes Grand Junction special. There is an essential need to make the connection from the river area to and from Downtown.



Understanding current trends and market shifts in the downtown assists in making informed decisions around planning and policy. While the future is always an unknown, markets can shift and change. A keen understanding is needed for how economic growth has affected development in the downtown and how current shifts in the market can inform future growth for the Plan. An understanding of the markets is included in Appendix B.

## ▶ **DEMOGRAPHICS**

Grand Junction today is the largest City along the I-70 corridor between Denver and Salt Lake City with a City population of 58,000 and a metropolitan area of 146,000 people. As the major population and employment center in the region, the City is home to county and state offices, three major hospitals and Colorado Mesa University. The downtown population represents 25,000 people with approximately 10,000 residences.

Why do you go  
**DOWNTOWN?**



**87%**  
for dining



**61%**  
for shopping



**48%**  
for work

## ▶ **OFFICE MARKET**

As a regional hub, Grand Junction has a strong daytime population with downtown banks, real estate and other professional services as well as being the central location of many City and County offices. In addition, The Grand Junction Business Incubator is locally training and producing young entrepreneurs and emphasizes the creation of local jobs emerging in the downtown. The City has also focused attention on the outdoor recreation industry that is inherent to the region. To attract growth in this sector, the 15-acre business park within the Las Colonias development at the riverfront will offer outdoor recreation companies a new office submarket within the Greater Downtown.

# 78%

of survey respondents go  
downtown

**1X OR MORE PER WEEK**

## ▶ **RETAIL MARKET**

Downtown serves as an important retail node for local and regional residents as well as tourists. Community input shows that 76% of people go to downtown Grand Junction once or more each week. The downtown is supported by a large regional population of people that come to downtown for work (40%), shopping (54%) and/or for dining and drinks (78%). There is a growing market potential for restaurants and bars in the downtown as this area has seen 13% growth over the last 10 years. There is also a momentum in the downtown market driven by the recreation and tourism culture in the area exemplified by the Las Colonias River Development and 15-acre business park.

## ▶ **HOUSING MARKET**

Demographic research suggests that downtown is attracting a young generation of people starting their careers, and an older generation of retirees 'empty-nesters' who are downsizing. This in addition to a strong residential rental and for sale housing market in downtown, suggests a demand for increased housing and infill development in the downtown.

### **28%**

Residents want more **dining** and **shopping** downtown.

### **12%**

Residents want **longer hours** for businesses.



# PROCESS

The goal of Vibrant Together Project is to work with residents and local organizations to create a vision for a thriving downtown. In addition to providing strategies for the downtown, the process has built support from the community as well as local partnerships for successful implementation.



“Everything that matters most to me in GJ is downtown”

02

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# A COMMUNITY DRIVEN PROCESS

TO CREATE A GREAT  
DOWNTOWN

## DOWNTOWN TODAY

*Where are we?*

Understand the current conditions and trends that influence downtown. This phase will result in a market analysis and understanding of local issues and concerns.

1

## DOWNTOWN TOMORROW

*Where do we want to be?*

Develop downtown goals that align community priorities. This phase will result in goals that provide a framework for action and guide decision making.

2

# 24,456

People Reached on Social Media

# 24

Focus Group Meetings

# 362

**INDIVIDUAL SURVEY RESPONSES**

Comment Boxes & Community Survey

# 7

Community Action Team Meetings

OVER

# 500

Engaged Community Members

The Vibrant Together process followed four distinct phases, looking broadly at the issues, developing community driven goals, and moving towards more specific strategies and actions to achieve these goals. Each phase provided a number of meaningful opportunities to engage in community dialogue to gain more awareness around the challenges in the community and provide feedback on ideas for change. Through the process there has been a perceivable shift in the community conversation around working together towards common objectives and putting ideas into action.

## STRATEGIES

*How will we get there?*

Explore and refine ideas and strategies to advance downtown goals. This phase will result in a series of strategies that focus on achieving community goals.

# 3

## PRIORITIES AND ACTIONS

*Where and how do we start?*

This phase will result in a Plan of Development update that identifies key concepts for downtown, implementation recommendations, and key partnerships for taking action.

# 4

# METHODS

## COMMUNITY ENGAGEMENT

Feedback from local residents and visitors is essential to understanding the community vision for downtown. Vibrant Together aimed at a wide variety of public engagement activities and strategies to reach a broad spectrum of the population and to make providing input easy and fun. A complete summary of the engagement process and activities is provided in the Appendix. Community engagement took place in three phases through the project;

### DOWNTOWN TODAY AND TOMORROW

The first step in community engagement was working with and listening to the community to identify their perspectives on what works and what doesn't downtown. Between September 2018 and February 2019 community feedback was received at pop up events, comment boxes around town, through an online survey and Instagram surveys, focus group meetings, meetings with stakeholders, the Community Action Team and at a series of strategy workshops followed by a Community Open House. Feedback asked a series of questions that looked to better understand;

1. What downtown means to residents and visitors in Grand Junction;
2. How people get around and what challenges they face;
3. What people like to see or do in downtown now and what they would like to see or do in the future.

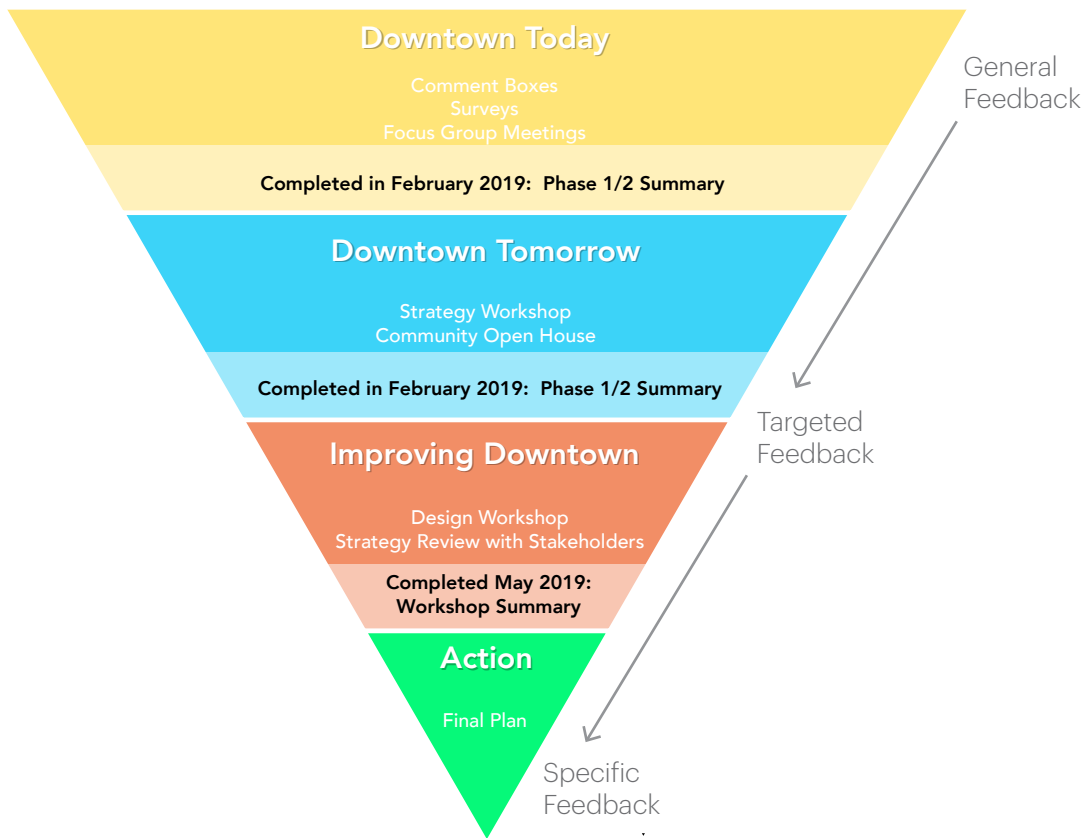
### IDEAS FOR IMPROVING DOWNTOWN

The next step in the process was working with stakeholders and the public to identify specific actions to work towards achieving the goals identified in the first phase. A week-long Design Workshop took place in April 30-May 2 2019. The workshop brought together a team of experts to produce conceptual drawings and renderings while gathering immediate feedback from the DDA, CAT, stakeholders and public. This was a collaborative team-based approach that resulted in developing design concepts and strategies. Following the workshop, we met with property owners and potential project partners for review and input on the ideas and strategies encompassed in this Plan.

## RECOMMENDATIONS FOR ACTION

A number of videos were produced about the big ideas the Plan would highlight that were distributed on social media. An Instagram Live and Facebook Live answered questions from the community about the ideas in the Plan. Community Action Team members provided blogs on their key takeaways from the project that were shared on the website, social media and in the Sentinel. The goal was to share the ideas in this Plan to build an understanding of these strategies and why they matter to the future of downtown.

### COMMUNITY ENGAGEMENT PROCESS DIAGRAM







“It’s a beautiful place to hang out. I love the old buildings, trees, and walkable lifestyle.”

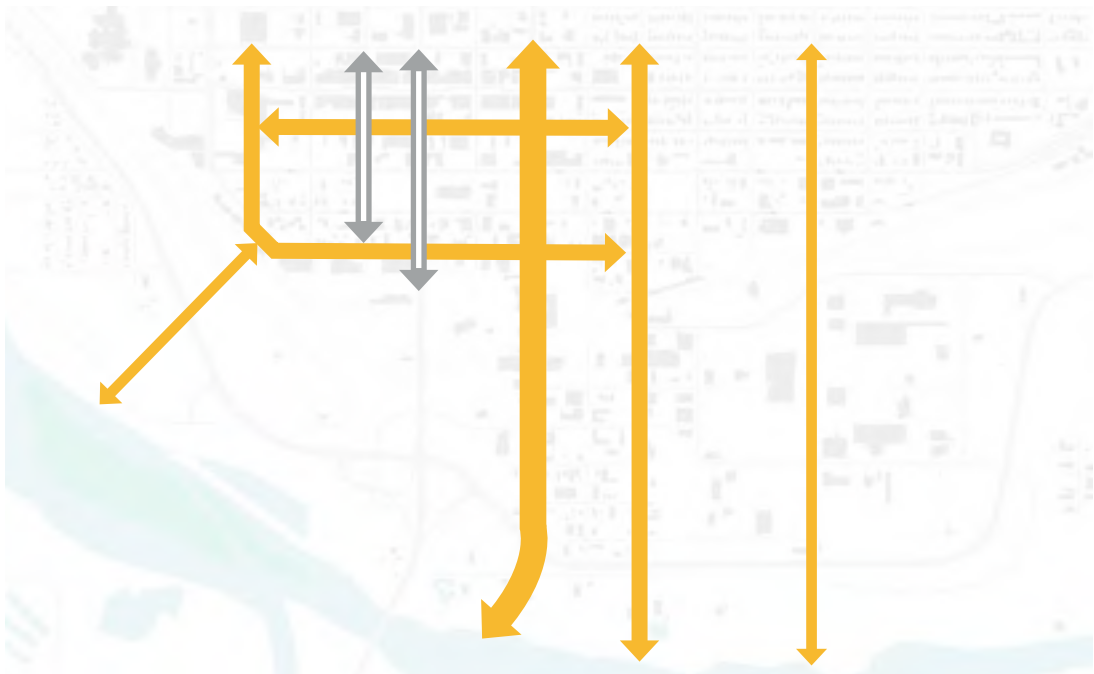
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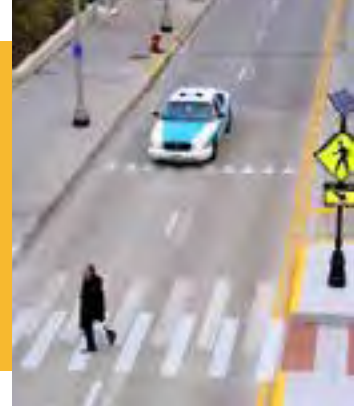
# **BIG IDEAS: CONNECTIVITY**

CONNECT KEY  
DESTINATIONS TO  
DOWNTOWN



1

Convert 4th and 5th to Two Way Streets.



Prioritize pedestrian and bike improvements to improve mobility throughout downtown and to the river.

2

3

Create a 2nd Street Promenade connecting the Train Depot to Two Rivers Plaza.



Initiate a Gateway and Wayfinding Study to improve ease of navigation for pedestrians, bike and vehicles in downtown.

4

# C1.

## CONVERT 4TH AND 5TH TO A TWO-WAY STREET:

Converting 4th and 5th to two way streets would promote safer, more comfortable, walking and biking and support more successful businesses along these key corridors. This creates more experiential streets by attracting more foot traffic. More people walking attracts more restaurants with outdoor seating, promotes more drop-in business, and encourages more chances to meet and interact as a community. On the Vibrant Together walking tour, stakeholders noticed 5th Street is significantly noisier and feels less safe with traffic whizzing past. In comparison, walking along 6th Street which has slower traffic, street trees, and nice places to sit feels more comfortable and local residents more often choose to take this route.

Converting 4th and 5th Streets is not a new discussion for the City of Grand Junction. The 1981 Plan of Development addressed this idea and more recently in the Greater Downtown Plan in 2015. Stakeholder meetings with CDOT and the City were generally receptive to the idea of converting to two-way streets. The biggest concerns noted are how this change would be perceived by the community and increased traffic along 5th. Preliminary discussions with traffic engineers suggest that the existing grid would disperse traffic and not provide significant traffic implications to downtown.



Two-way streets are slower, safer, and quieter- which attracts more people to walk and bike along these corridors.



SAFER

STREETS

+

QUIETER

STREETS

+

SLOWER

STREETS

=

**ECONOMIC ———  
— DEVELOPMENT**

## KEY ACTION ITEMS



### ACTION

Increase awareness of the importance and value of two-way streets in downtown among business owners and residents to gather support from the community.



### PROJECT

Engage a transportation engineer to model roadway design and configuration to better understand traffic impacts and costs. Explore a temporary re-striping study to 'test' the project, identify potential problem areas for further study, and gain the trust of the community before a larger infrastructure investment.



### PROJECT

Following a successful launch of a test project, and with support from the local community, the City could work with the Downtown Partnership to identify a series of larger infrastructure related projects for 4th and 5th that would convert them into multi-modal streets with two-way traffic, on-street parking, bike lanes and sidewalks with street trees and furnishings.

# C2.

## PRIORITIZE PEDESTRIAN AND BIKE IMPROVEMENTS TO IMPROVE MOBILITY THROUGHOUT DOWNTOWN AND TO THE RIVER.

The Colorado River is an east-west spine of the community. It represents the identity and the history of Grand Junction. A consistent message heard from the community was to promote better walkable-bikable connections from downtown to the River and future development at Las Colonias and Dos Rios.

Street design has an impact on if people choose to walk or bike and how they experience a downtown. Some areas of downtown, such as Main Street, have a very comfortable walking environment. However, off Main, there is a need for safety improvements such as better lighting, improved crosswalks and better-quality sidewalks. Design elements to promote safe walking or biking and encourage more active streets include curb extensions, ramps, street trees, street furnishings art and signage as well as lighting to feel safe. Some of these strategies, such as crosswalks and bump outs, could be applied throughout the downtown- or at key intersections- as a low-cost, high-impact strategy.

People need to move safely from north to south and east to west- and everywhere in between- to create a vibrant downtown. There are opportunities to enhance existing roadway corridors to provide multiples routes to connect to key destinations in downtown and to the river.



## QUICK WINS FOR MOBILITY

### CROSSWALKS

Painted with white stripes or bright colors, these provide increased visibility of legal pedestrian movements to inform vehicles of shared space and inform pedestrians of safe places to cross. Crosswalks could be painted by local artists or community members within the Creative District, tie to local arts and include the history of Grand Junction.



### CURB EXTENSIONS

Curb extensions (often referred to as bulb outs) are a simple strategy in downtown to improve pedestrian safety and increase the aesthetics of a street. Curb extensions increase pedestrian safety by decreasing the crossing distance and increasing visibility by extending the curb and sidewalk into streets where on-street parking exists. These can be built as a test project with paint before installing permanent curbs.



## 7TH STREET

7th should function as a primary connective corridor from Main Street to the Riverfront. It is critical that it be an engaging, walkable and bikeable street. The existing 7th St. corridor has recently updated infrastructure, buildings framing the street, and emerging local businesses. Redevelopment projects along the 7th St. corridor would bring the energy of downtown towards the River and encourage future redevelopment within the Rail District. An 'art trail', with art as a visual beacon, to lead people from the art on Main Street to the river is another strategy to activate the corridor.

## PEDESTRIAN BRIDGES



12th Street connects north to Colorado Mesa University and to Riverside Parkway including the future development at the Sugar Beet Factory.

### ILLUSTRATIVE PERSPECTIVE OF 12TH ST. BRIDGE



The City has discussed vehicular connections over the Railroad tracks to reconnect the grid along 12th Street as a major north-south thoroughfare. A different way to think about increasing connectivity at this location may be to shift the conversation towards a Pedestrian/Bike Bridge which would have less impact to rail operations and have lower infrastructure costs.

Future planning around the Dos Rios Development would benefit from a pedestrian and bike connection to downtown. It is a relatively short distance from the Dos Rios project area to downtown. However, due to high speed roads and rail lines future residents would need to walk over a mile to dine and shop. A pedestrian bridge from Dos Rios to the Train Depot and potential 2nd Street promenade would significantly increase access in this part of downtown.

## 7TH & SOUTH

Main Street is approximately 1 mile from 7th and Riverside Parkway. The 7th and South St. intersection is  $\frac{1}{4}$  mile, commonly understood to be a comfortable 5-minute walk, from Main Street. Activating this node will help to draw people along the 7th Street corridor.

## 9TH STREET

### ILLUSTRATIVE PERSPECTIVE OF 9TH STREET



9th Street is a great connection to the river with a lot of potential to provide a safe, walkable pathway.



Many local residents stated 9th Street is preferred walking route because it is quieter and provides a more direct connection from downtown neighborhoods to the River. This street should be a multi-modal road. Streetscape infrastructure improvements should include curb and gutter, buffered bike lanes, sidewalks and art along the corridor.

## RIVERSIDE PARKWAY

Riverside Parkway is a road designed for vehicles, not pedestrians. As such it is a barrier between potential redevelopment to access to Las Colonias and the River. Efforts should be made to improve pedestrian at-grade crossings at 7th, 9th, 12th and Winters Ave, which are spaced at about  $\frac{1}{4}$  mile. Pedestrian signals, high visibility crosswalks, bump outs, narrowed turn radii, and refuge islands are strategies that could help to increase pedestrian and bike safety.



## SOUTH STREET

Main Street is a great east to west connection but it is a challenging route for bikes. South Street would be an east-west alternative and bike route. It is not highly trafficked, has a wide ROW that could accommodate additional infrastructure, and is a comfortable, treelined street. In addition, Ouray could be modified to accommodate bikes and provide a safe bike connection to the lanes along 10th Street. These connections would offer a safe bike and pedestrian alternatives to higher-speed streets like Grand Avenue and I-70B.

The intersection of 5th and South Street is an important arrival gateway into downtown but is challenged with heavy infrastructure. Cars travel at significant speeds, traffic merges at Ute and Pitkin, and Whitman Park does little to welcome to downtown. A median in the roadway at the 5th and South intersection restricts for east-west movement for vehicles, bikes and pedestrians. Yet this important intersection also provides access to the bus terminal and 7th Street corridor. Discussions with CDOT should identify strategies to slow vehicles and improve multi-modal access at this location. This could include as lane narrowing after the bridge to slow traffic entering downtown. Bump outs, sidewalks, signage and landscape to improvements along the roadway provide visual cues for cars to slow and increases pedestrian comfort and safety. Safe pedestrian and bike access must be provided to the bus terminal for the success of transit in the downtown.

## COORDINATE WITH CDOT

### SIGNAL WARRANT

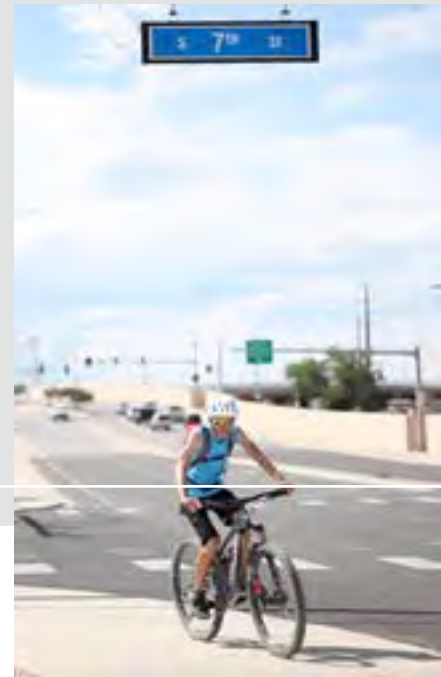
A warrant is a condition that an intersection must meet to justify a signal installation. A thorough investigation of traffic conditions, accident history, and physical characteristics of the location is necessary to establish warrants for the installation of a traffic signal. The Region Traffic Engineer will conduct the signal warrant study with all the necessary calculations and shall certify that warrants have been met by documenting them in



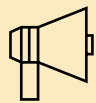
a letter.

Traffic Control Signals can be justified when warrants are met as indicated in the Manual of Uniform Traffic Control Devices for Streets and Highways (MUTCD), Part IV. The following eight “traffic control signal needs studies”, are warrants for a new signal;

- Warrant 1, Eight-Hour Vehicular Volume
- Warrant 2, Four-Hour Vehicular Volume
- Warrant 3, Peak Hour
- Warrant 4, Pedestrian Volume
- Warrant 5, School Crossing
- Warrant 6, Coordinated Signal System
- Warrant 7, Crash Experience
- Warrant 8, Roadway Network
- Warrant 9, Intersection Near a Grade Crossing



### KEY ACTION ITEMS



#### POLICY

The City should amend the GDP to update the 9th Street sections to be more multimodal.



#### ACTION

The City and the Downtown Partnership should initiate conversations with BNSF to improve pedestrian and bike access over the Rail lines.



#### ACTION

The City and the Downtown Partnership should engage in discussion with CDOT for traffic calming tools and a better pedestrian crossing at 5th and South.



#### PROGRAM

The Downtown Partnership to coordinate a community crosswalk paint program at the intersections along Colorado as a pilot project.



#### PROJECT

The City, with support of the Downtown Partnership, should review intersections along Riverside Parkway, 5th and South, 7th and South, Ute and 2nd, Pitkin and 2nd, and the roundabout at 7th and Main for an improved pedestrian access.



#### PROJECT

The Downtown Partnership should work with City Public Works, Urban Trails Committee and Neighborhood Groups to better understand the types of bike lanes facilities the community wants. Develop a design plan and identify funding to implement bike lanes.

# C3.

## CREATE A 2ND STREET PROMENADE CONNECTING THE TRAIN DEPOT TO TWO RIVERS PLAZA.

Connecting the Train Depot to more active areas of downtown is an important goal. The railroad is a strong part of the history of Grand Junction and influenced how the City grew and prospered. Today, people visiting Grand Junction by train stay at the hotels along Main Street a couple of blocks north. Yet, navigating this area is both uncomfortable and confusing for local residents as well as visitors arriving to Grand Junction by train. The roadways are fast, pedestrian crossings are limited, and the sidewalks are in disrepair.

The Old Train Depot is under new ownership for potential redevelopment and was noted as many peoples favorite building in downtown. Second street is a direct connection from the Train Depot to Two Rivers Plaza on Main St. This should be a safe, visible corridor inviting visitors and locals from to the heart of Grand Junction. There is some emerging redevelopment along Second Street such as restoration of the old Train Depot, a brewery and wine bar and a new hotel. Investment along 2nd Street would likely spur additional redevelopment in the area.

For this to be a safe and viable route for pedestrians, signalized intersections are critical. Ute Street and Pitkin Street are currently State-owned highways managed and maintained by CDOT. Transportation departments across the country are increasingly recognizing the value of multi-modal streets-street that pedestrians and bicycles, as well as vehicles safely. A key focus in discussions with CDOT should emphasize the importance of moving pedestrian's safely from north to south along the I-70B corridor. This is an obtainable goal and a strong compromise for mitigating the impacts of I-70B on the downtown.



## CONCEPTUAL PLAN OF 2ND STREET AND SOUTH STREET CONNECTIVITY



### 2ND STREET ILLUSTRATIVE PERSPECTIVE



A road diet could allocate 20' of 2nd St. to a pedestrian tree-lined promenade with signage, art, sidewalks, and street furnishings. A pedestrian crossing at South Street, a city-owned and maintained street, would provide safe access from the Train Depot to the 2nd Street promenade.



### KEY ACTION ITEMS



#### PROJECT

The City convened a stakeholder meeting in July 2019 to get feedback about a 2nd Street promenade from nearby businesses and relevant stakeholders. The City hired local landscape architect to help develop design concepts based upon the feedback with the goal of having a completed concept for the 2nd Street Promenade by the end of 2019.



#### POLICY

Downtown Partnership should coordinate with CDOT to obtain a signalized intersection through a warrant study.

# C4.

## INITIATE A GATEWAY AND WAYFINDING STUDY TO IMPROVE EASE OF NAVIGATION FOR PEDESTRIANS, BIKE AND VEHICLES IN DOWNTOWN.

Downtown Grand Junction is bisected by highways, rail lines and vacant areas which creates divisions within downtown and makes it challenging to navigate. To encourage people to walk, shop and explore downtown needs to be safe and easy to get around for both residents and visitors. Wayfinding references how people navigate from place to place. Wayfinding is most successful when it is looked at comprehensively through a family of sign elements along key corridors to strategic destinations. Gateways, directional signs, street banners, pavement markings, public art and map kiosks are ways to direct people in a manner that is simple and understandable.

Signage should be provided at a range of scales to assist drivers, bikes and pedestrians in navigating the downtown district. Signage that designates times or distances to local destination is more motivating for people to walk or bike. A wayfinding study should look at other elements of this Plan such as providing ease of access to public parking, an 'Artline', and activation of the alleys. This is also an opportunity to collaborate with local artists and local businesses for how the brand and identity should connect to local history, the arts and culture of Grand Junction.



### KEY ACTION ITEMS



#### ACTION

The Downtown Partnership should initiate a comprehensive wayfinding and gateway study to provide a strategy for bringing people to and navigating around downtown.

# 51%

of comments would like to see more bike lanes and bike racks.



# 78%

of survey respondents go downtown 1X or more per week

**73%**  
**DRIVE**



**20%**  
**WALK**

**7%**  
**BIKE**



**Streets are an important part of getting people where they need to go- whether it is to a favorite restaurant on Main Street or a show and the Avalon. A great street moves people, bikes and cars safely and comfortably.**

# PLACEMAKING

People are looking for more than just a shopping in downtowns. They are looking for an experience that includes dining, events and interacting with neighbors. Placemaking key to creating a downtown experience. Interesting, interactive spaces create thriving places that people want to live and hangout. Placemaking can be creative in leveraging local arts and culture to highlight a community. It can be transformative in building character and quality of place that sparks reinvestment. It can also be low cost by looking at opportunities for small changes using minimal or reused materials. Anyone can be a placemaker; a business who builds a parklet in front of their store, a developer who adds a plaza with a park and cafe seating in their project, and community of artists that come together to paint a ground mural at an intersection.



“Downtown GJ is the hip, cool, artsy, exciting part of town.”

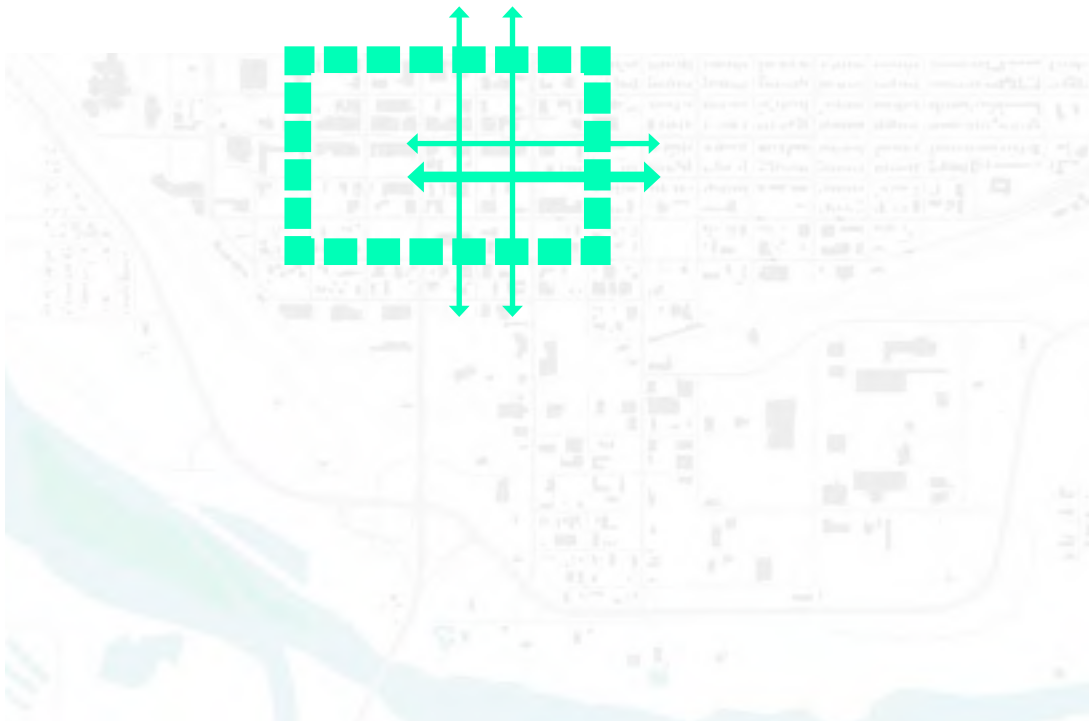
# 04



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# BIG IDEAS: PLACEMAKING

ENHANCE THE  
VIBE IN THE  
DOWNTOWN



1

Extend the vibrancy from Main Street to Colorado Avenue between 4th and 7th Streets.



Encourage more community gathering and event space in downtown.

2

3

Activate alleys and breezeways.



Low-cost improvements to improve safety at Whitman Park.

4

5

Develop (a) parking program(s) to better utilize parking.



Adaptive reuse of buildings to activate the street frontage.

6

P1.

## EXTEND THE VIBRANCY FROM MAIN STREET TO COLORADO AVENUE BETWEEN 4TH AND 7TH STREETS.

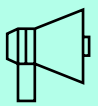
Great downtowns are more than a great Main Street. They are a network of streets, spaces, and buildings that work together. Expanding the energy of Main Street towards the emerging businesses along Colorado will extend the vibe to create more activity downtown. New and different businesses in downtown will capture a more diverse set of shoppers, which will attract new and different people to come downtown, which will in turn attract more businesses. This business diversity is healthy for downtowns to serve a wide range of people, from students to families to active retirees, and contribute to interesting and engaging place to hang out. Encouraging business expansion along Colorado makes sense. Colorado is a great street, with updated infrastructure and strong local businesses to frame to the street on the south side. Extending the momentum to the south of Main Street is a first step towards extending this energy towards the river, and encourages development towards the Rail and River Districts.

### CONCEPT DISTRICT PLAN





**KEY ACTION ITEMS**



**ACTION**

The Downtown Partnership should work with the local businesses to create a brand and marketing strategy for this area which could include the 'Artline', identity of the alleys and breezeways, murals, creative district programs and event programs.

# P2.

## ENCOURAGE MORE COMMUNITY GATHERING SPACES IN DOWNTOWN.

The community expressed interest in more spaces downtown for people of all ages to hang out. Currently, events are a huge success in downtown and do a great job of bringing people downtown - but it is cumbersome to close Main Street. An additional event space or plaza would provide a venue and the infrastructure to increase and/or improve events in the downtown as well as to provide a location for casual public gathering in downtown during off-event times.

An event plaza could be implemented incrementally. The first step would be to keep the parking and block off the space during events. A next step could be incorporating low-cost improvements such as a ground mural, temporary seating and overhead lighting. Finally, if successful based on feedback from businesses and the local community, options could be explored for dedicating a permanent event space with a stage, plaza paving, new safe-restrooms, lighting, electrical, tents spaces, sculptural/interactive art pieces and/or play equipment could be installed. Parking could be incorporated as an off-event use in any option, but could be phased out based on community and business preference.



The City-owned lot between 4th and 5th Street along Colorado would be an ideal, central location for a future event plaza. It is located central to Main Street, fronts to an active alley with strong businesses and is in the proximity of other local businesses that would benefit from increased customers in the area.



**20%** of people would like to see more spaces to **TO HANGOUT DOWNTOWN**

of survey comments would like to see more events including **LIVE MUSIC AND FESTIVALS**

**20%**

### KEY ACTION ITEMS



#### ACTION

Test the concept of a flexible use event space at 5th and Colorado within the existing Downtown Partnership programs/event schedule. Locate farmers markets, chalk art festival, adding a temporary music stage to an existing event and/or as a designated food truck location.



#### ACTION

Utilize the lot at 5th and Colorado for a pilot food truck program, that happens once or twice a month.



#### POLICY

Update the Downtown mobile vending ordinance to incorporate food trucks into Downtown and identify potential pod sites for food trucks Downtown.



#### PROJECT

Based on feedback from the businesses and local community, develop a plan to implement permanent improvements in the plaza.



#### PROGRAM

Develop a pop-up shop program to activate spaces downtown.

# P3.

## ACTIVATE THE ALLEYS AND BREEZEWAYS

The alley and breezeway networks are a unique part of downtown Grand Junction and could become part of the identity for the Grand Junction arts scene. Defining a of a 'sense of place' in the alleys and breezeways through specialty paving, wall and ground murals, overhead lighting, and businesses with rear entrances would enhance the permeability between Main and Colorado to boost a vibrant, creative, active district. Activating the alleys serves a dual purpose of making the alleys a safer by improving visibility and sense of comfort while maintaining function of the alleys. Local maintenance and utility companies should be coordinated with so improvements do not impede operations.



### KEY ACTION ITEMS



#### ACTION

The Downtown Partnership and the Arts Commission should collaborate to develop a Murals Grant Program to encourage both local and regional artists and highlight the unique history and character of Grand Junction.



#### POLICY

Review and/or revise the existing façade grant program to include back of building improvements.



#### POLICY

The Downtown Partnership should partner with existing businesses and the City on revising the regulatory requirements to allow for a sizable site to be used by multiple businesses as a way to lower costs.



#### PROJECT

Develop a plan to implement larger scale investments such as improved paving, increased lighting, signage in the alleys.

**ILLUSTRATIVE OF ALLEY IMPROVEMENTS**



Businesses should be encouraged to locate entrances along the back alleys. Some local businesses have already put entrances at the back of their buildings to address the parking along Colorado.



**ILLUSTRATIVE OF ALLEY IMPROVEMENTS**



Some Main Street business owners commented that the deep retail spaces are difficult to fill. Activating the backs of the buildings with entrances offers the additional benefit for businesses to co-share spaces, sub-divide to two separate businesses or expand their operations.





## FOOD TRUCKS

Another way of activating spaces downtown and bringing people together is to bring food trucks to a central location. Food trucks are becoming an 'indicator' for cool places to hang out. A common misconception is that food trucks offer too much competition to existing restaurants. In reality, food trucks often draw more people to a central place by offering a range of food choices that can bring more customers to nearby restaurants. Food trucks have the unique ability to activate a space temporarily or permanently for a low-cost investment. Additionally, a popular food truck will often out-grow the food truck space and find the need to move to a brick and mortar building, bringing more restaurants to activate downtown.



Murals, both on the walls and on the ground, are a great way to make alley and breezeways seem more vibrant and connect to the arts scene in Grand Junction.



## WALL MURALS

Murals are associated with increased foot-traffic in an area, the colors and messaging offer positive benefits for mental health and have been linked to equitable development when derived from a community driven process. A blank wall with no street activity can be activated through wall murals, as well as other adaptive reuse strategies, to make the street frontage feel more engaging. Murals in the alleys could be a destination along the Artwalk from Main Street to the River.

ACTIVATION

KEEP IT SIMPLE

The community must own and drive ideas

Expect to vendor pod to spur permanent real estate activity

Consider some permanent vendors that are not food related

Use success to educate about the power of local retail clustering

use a lean startup model

Vendors can also cluster under a single roof

Find community champions

Unnecessary to be slick and over-designed

Keeps things real and funky

ATTRACTION

PARTNERS ARE KEY



The DP could help to provide a tap with multi-unit adaptor or encourage the vendor to bring their own water.

The DP can work with The Incubator to develop programs to help incentivize food trucks and mobile vendors in downtown.

Food Preparation could be coordinate with the Business Incubator for shared commissary kitchen(s).

Consider functional operations; access to water, food preparation, waste disposal and on-site electricity.

The DP could provide on-site dumpster or haul-away service and electricity through a truck generator or through a shared utility agreement.

# P4.

## LOW COST DESIGN STRATEGIES FOR WHITMAN PARK

Whitman Park has long struggled to serve the downtown as a park should, for respite, enjoyment and relaxation. The perception that the park is enclosed by streets and is cut off from the city allows for the park to serve as a haven for socially unacceptable activities. A redesign of the park is needed to encourage visibility from the street. Some simple, low-cost strategies to improve visibility include activating the edges with parking, high branching trees lining the sidewalks at the edge, removing trees and visual obstructions from the center of the park and replacing with an active lawn with moveable chairs, and encouraging development across the street to face towards the park. Critical to the success of any redesign effort will be addressing the nature of the roadways that surround the park to be more active and less of an island.



### KEY ACTION ITEMS



**ACTION** \_\_\_\_\_  
Bring a design competition to redesign Whitman Park. This should engage local or national experts to think creatively about low cost solutions for Whitman Park.



**PROJECT** \_\_\_\_\_  
Work with the Downtown Community to build low cost safety improvements to Whitman Park.



**PROGRAM** \_\_\_\_\_  
Establish a Public-private partnership oversee maintenance and a sense of ownership to protect the transformation of the uses of the park.

# P5.

## DEVELOP (A) PROGRAM(S) TO BETTER UTILIZE PARKING

Downtowns need the right amount of parking, in the right places, to thrive. Too much parking takes up valuable space that could be generating revenue for downtown and instead creating voids that discourage the activated streets needed for a vibrant downtown. Insufficient parking can create traffic congestion and create challenges for local businesses.

What draws people downtown is great shops, restaurants and spaces in the downtown in an active, comfortable walking environment. A more walkable and vibrant downtown is difficult to achieve when the priority is put on providing parking. Future development in downtown should aim for a better utilization of parking to encourage infill and activation of the downtown.

### DOWNTOWN PARKING STUDY 2015

#### DOWNTOWN BUILDINGS



#### DOWNTOWN PARKING LOTS



A significant amount of downtown is dedicated to surface parking lots. A parking study, initiated by the City in 2016, shows most of these lots are in downtown are under-utilized.

## SHARED PARKING AGREEMENTS

Shared parking utilizes parking jointly among different buildings or businesses so parking can be used at all times of day. This strategy may target providing more employee parking downtown with potential new housing in the downtown. Other agreements could provide overnight security during events/off hours. Parking Agreements with private property owners at 7th and Ute and the Elks Lodge lot could provide opportunities for increased employee parking downtown.

## EASE OF ACCESS TO PARKING

Wayfinding signs should direct and inform people to underutilized parking facilities. Connecting physical wayfinding navigational signs to a smart parking app can show people how many spaces are available in a garage, lot, or along the street and direct them how to get there to make an easy, positive parking experience.

## ACTIVE PARKING MANAGEMENT

Active enforcement of parking has the potential to increase revenues for parking in downtown. Parking management encourages more efficient use of parking resources and more efficient travel choices. Additional regulations on parking such as dedicated delivery times and parking durations (such as 15 minute and 2 hour parking zones) can help increase retail turnover and make parking easier to find for customers. Pricing incentives such as increased pricing for higher demand spaces or discounted parking for downtown business owners or residents can help to offset the impacts.

## PARKING TECHNOLOGY

Integrating the use of apps is an effective strategy to manage parking and offer the ability to adjust parking prices based on demand or let users know where there is a vacant parking space. Providing credit card readers will capture customers that typically pay by phone or credit/debit card.

## DOWNTOWN PARKING DISTRICT

A parking district defines an area to be managed holistically from a parking and transportation perspective. A district-wide parking approach allows for vehicle to utilize parking reservoirs, while taking into consideration a reduction in parking to support active modes of transportation.



## PARK AND RIDES

Larger events and long-term parking strategies could look to provide park and ride options utilizing the new Dash Shuttle Route. Overflow lots for downtown events could be located at Las Colonias, the airport, CMU or on underutilized sites in the Rail District. Coordinating a parking agreement with an underutilized lot in the Rail District with a park and ride (and/or bike share) would provide a quick win strategy for increasing employee parking options in the downtown. As the Dash becomes more viable- stakeholder CMU and Airport. Look at commuter passes.

## ZONING CODE UPDATES

Plan review requirements may include maximum parking requirements, flexibility in providing parking off-site, and incentives for shared parking. Parking reductions for affordable/workforce housing or transit-oriented developments could be considered.

## KEY ACTION ITEMS



### ACTION

Hire an app developer to update existing parking app to coordinate wayfinding and parking locations, on demand parking pricing structures.



### PROJECT

Add credit card readers to downtown meters and enforce parking.



### ACTION

Look at opportunities for shared use agreements in private lots and/or a pilot park and ride employee parking program utilizing the Dash.



### POLICY

Review zoning code to incorporate smart parking strategies to reduce parking demands that may inhibit development.

## ADAPTIVE REUSE OF BUILDINGS AND SPACES TO ACTIVATE THE STREET FRONTAGE

Incremental development is the idea that growth doesn't happen all at once, but incrementally over time. This model is focused on small projects in the scale and context of the existing neighborhood. This encourages local business owners and homeowners to take on the roles a developer usually plays through strategies such as ADUs, adding rental units over a business, building housing units or retail space on existing property, or bringing food trucks to activate a vacant space. Incremental development is tangible and even a tiny development can build value and contribute to community.

Adaptive reuse is often a first step in incremental development by re-purposing buildings from their original purposes for different functions while at the same time retaining their historic features to maintain the character of a certain area. These projects are often easier to achieve because of lower infrastructure and construction costs. Adaptive reuse can be done through reactivation of a site or maintaining portions of an existing building as a part of a large project. This provides powerful story-telling to future generations and visitors while protecting a distinct architectural identity that positively impacts the community.

### ILLUSTRATIVE OF FOUND SPACES



Building improvements that are small scale and low cost can do a lot to activate the street frontage and bring more vibe to downtown. Overhead lighting, seating, rooftops and food trucks create a cool place to hangout.



## ILLUSTRATIVE OF BUILDING IMPROVEMENTS



Murals, garage doors, outdoor seating, lighting and landscape are strategies building owners can do to increase their personal property value as well as create an engaging downtown experience.



### BUILDING IMPROVEMENTS

Redevelopment doesn't always need to be a big project. There are opportunities to activate the street frontage through low-cost private investment. There is no shortage of unique historic buildings in downtown Grand Junction that could be rehabilitated through potential grant programs and low-interest loan programs.

### FOUND SPACES

Found spaces are small or large, under-utilized spaces that private property owners can activate on their lots to provide places for respite along the street. Pallet benches, tables and chairs, picnic tables, overhead lighting, grass mats, painted asphalt, lawn games and planters are all low-cost ways to invite people to hangout. The more 'dwell time' people spend in a space or area, the more likely they are to buy something. There are many vacant spaces along downtown streets that business owners could activate the property to capture more customers.



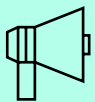
## START UPS AND POP UP BUSINESS

Outdoor markets offer low-cost, low-risk entry into a small business and also serve to activate certain areas of downtown. Markets can also come together under one roof to offer food and wares, effectively creating a larger grocery store. Multiple vendors, such as the butcher, florist, baker, and dry goods vendors act as individual entities yet partner together visually and legally to provide food access for downtown residents. There should be a focus to extend this type of local small business atmosphere along 7th St to activate the corridor.

The concept of implementing a 'Holiday Pop-Up Shop' is an opportunity for growing retailers or entrepreneurs to test the Downtown Grand Junction market as a viable option for a brick-and-mortar location while contributing to the consumer experience during one of our busiest shopping seasons. It's also a creative strategy for attracting new retail concepts to Downtown and filling vacant spaces during the holidays.

This program is recommended to be carried out from October 15 - First Week of January each year. Selected retailers would be notified of their approval into the program before the short term lease start date. The Downtown Partnership would work with current property owners in vacant buildings to explore short term leases for applicants that are accepted for the particular calendar year.

## KEY ACTION ITEMS



### ACTION

Encourage local businesses and artist to bring temporary art/sculpture, movable seating, lighting and other temporary design ideas to activate the space.



### POLICY

Remove restrictive regulations that make small business startups difficult and allow them to cluster to create a larger entity.



### PROGRAM

Create incentives for private property improvements through grants.

20%

of comments  
would like to see  
MORE EVENTS  
including live  
music and  
festivals



---

**Placemaking is key to creating a downtown experience. Interesting, interactive spaces create thriving places that people want to live and hangout.**

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# DEVELOPMENT

While Main Street is at the heart of downtown, there is a need to look at infill opportunities in the Rail and River Districts as a way of creating a bridge between Downtown and the River. Infill development is important to bringing more people living and working downtown, which is important for making downtown feel more active and safer. There is a significant momentum for development in Grand Junction, including redevelopment along the Riverfront at Los Colonias and Dos Rios, new infill development downtown including GIS offices and townhomes at R5, and adaptive reuse projects such as the Train Depot and Sugar Beet Buildings.



“I have lived downtown before and I loved it and miss it. I hope too again.”

05

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# **BIG IDEAS: DEVELOPMENT**

BRING MORE  
PEOPLE  
DOWNTOWN



1

Support existing businesses in the downtown through programs and attract more business diversity downtown.



Develop (a) grant program to incentivize small scale local reinvestment.

2

3

Adjustments to codes and policy that are barriers to development.



Leverage the Downtown Partnership financial tools to incentivize development.

4

# D1.

## SUPPORT EXISTING BUSINESSES IN THE DOWNTOWN THROUGH PROGRAMS AND ATTRACT MORE BUSINESS DIVERSITY DOWNTOWN.

Small business owners and downtown property owners are in some cases struggling to be successful. A history of vacancies in downtown has led to a fear that expanded development around downtown will shrink business for existing shops. The truth about vibrant downtowns is that expanding activity and options creates a virtuous cycle of prosperity. People like to be in places where other people are. The DDA should work with businesses to help foster their success and to understand that more businesses is good for all businesses.



### KEY ACTION ITEMS



#### ACTION

Contract with a Retail and/or Small Business consultant to offer to aid building owners to encourage better business marketing, trainings, and address business hours.



#### PROGRAM

Utilize Business Improvement District (BID) and work with GJEP on attracting business to the downtown.



#### PROGRAM

Coordinate with the Business Incubator on a Feasibility Study to connect local entrepreneurs, educational programs and resources to downtown.



#### PROGRAM

Creating Spaces for Artist/Artists in Residence, maker spaces and pop up shops.

# D2.

## ADJUSTMENTS TO CODES AND POLICY THAT ARE BARRIERS TO DEVELOPMENT.



The main barrier to substantial new investment in downtown that is off-street parking standards. The 7th St. corridor is a key multi-modal corridor connecting the downtown core with the new Las Colonias development and the Colorado River. While there is clearly an intent to bring new development and interesting uses to this corridor, parking requirements and limitations on what is allowed in the C-2 zone make reuse of these sites challenging. The City has taken steps to reduce barriers to development and redevelopment within the downtown core, such as on-site parking reduction allowances. These strategic zone changes should be considered beyond the downtown core, such as along 7th Street.

### KEY ACTION ITEMS



#### POLICY

Reduce off-street parking requirements within zones in the larger downtown area. Expand off-street parking reduction allowances beyond the downtown core.



#### POLICY

Identify and revise code barriers that make adaptive reuse difficult to achieve. For instance, allow flexibility in achieving key life safety requirements of building code to encourage adaptive reuse of older buildings and avoid incentivizing them being torn down.



#### POLICY

Conduct a code audit to identify additional barriers to development and allow for greater flexibility to incentivize good projects that support the goals of this Plan.



# D3.

## DEVELOP (A) GRANT PROGRAM(S) TO INCENTIVIZE SMALL SCALE LOCAL REINVESTMENT IN THE DOWNTOWN

Incremental development and adaptive reuse are small scale local reinvestment strategies that can be leveraged to activate vacant areas of downtown. Some strategies to encourage this type of development in downtown would be to develop grant and loan programs administered by the Downtown Partnership to encourage small scale investments. These would be an application process and awarded to maximize public benefit and are targeted to deliver outcomes unlikely to occur without the resources. Grants would be awarded to support business and/or property redevelopment in projects to support the goals of this Plan.



## ILLUSTRATIVE OF LOCAL REINVESTMENT



Examples of potential projects include storefront improvements, upper floor retrofit grants, and “storeback” improvements.



### KEY ACTION ITEMS



#### ACTION

Coordinate with the City to incentivize redevelopment on existing parking lots to activate the street frontage along this key section of Colorado.



#### PROGRAM

Develop a Storefront and “Storeback” Improvement Grant to encourage property improvements for local retailer including building facades facing the alleys and bisecting spaces for co-retail.



#### PROGRAM

Develop a Grant program Tenant Improvement Grants: Aimed at larger building activation strategies, making the building commercially viable or renovating historic buildings and bringing them up to code.



#### PROGRAM

Develop a program for start up grants or start up loans/microloans to encourage new businesses downtown. These should be aimed at small scale local investors such as food trucks, pop-ups and micro-retail entrepreneurs.

# D4.

## LEVERAGE THE DOWNTOWN PARTNERSHIP FINANCIAL TOOLS TO INCENTIVIZE DEVELOPMENT.

Pre-development costs are the highest risk funds in development because many well-intentioned projects fail before they get off the ground. Municipal fees, like tap fees, and property taxes can also be significant development costs that local governments can consider changing, abating or discounting in order to spur increased development. One of the benefits of downtown infill is the infrastructure is in place. This can justify a reduction of impact fees as it does not require the City to build new roads or put new utilities in place. The Downtown Partnership and City should work together evaluate establishing property tax abatement programs could be incentivize development. Term-limited property tax abatements are an increasingly common tool being used to jump-start redevelopment within downtown areas.



### KEY ACTION ITEMS



**POLICY** \_\_\_\_\_  
The DP and City should work together reduce, remove or reimburse impact fees to encourage development within the DP through incentive programs.



**PROGRAM** \_\_\_\_\_  
The DP could work with the City to develop a Property Tax Reimbursement or a 10-year tax abatement program to jump-start redevelopment by lowering operating costs for developers.

D5.

## IDENTIFY A CATALYST PROJECT FOR THE DEVELOPMENT PARTNERSHIP IN THE DOWNTOWN

The first redevelopment project in a downtown area is always the most difficult to finance, because banks rely on “comparable” projects to underwrite development loans. If there are no recent examples of new downtown projects, banks are reluctant to lend. Cities and DDAs can help jump start private investment by partnering on early projects, which make every subsequent project easier.

There is an opportunity to build momentum for downtown development through a catalytic Public-Private Partnership (PPP) development project. This would require securing a site, defining a set of incentives and partnering with a developer to build a project. The level of partnership can range from facilitation and identifying incentives, to grants and land cost discounts, to co-investing in the project depending on the risk tolerance of the Downtown Partnership.

A similar strategy has been used at R5, and the lessons learned from this project can help to improve future RFP processes. The selected site should be strategic to achieving the goals of this plan. A site along the 7th Street or Colorado St. corridors would be an ideal project to activating these key corridors. Some case studies have been identified as potential projects on the Startek site, a city owned parking lot at 7th and Colorado, and the former Flea Market site.

### KEY ACTION ITEMS



#### ACTION

Partner with the City or private property owners on site identification/land acquisition. Prepare and issue a Request for Interest (RFI) to developers. Pro-actively market to qualified developers in and out of the local market. Marketing materials should include key goals and an identification of incentives, such as land cost discounts, pre-development funds, etc.

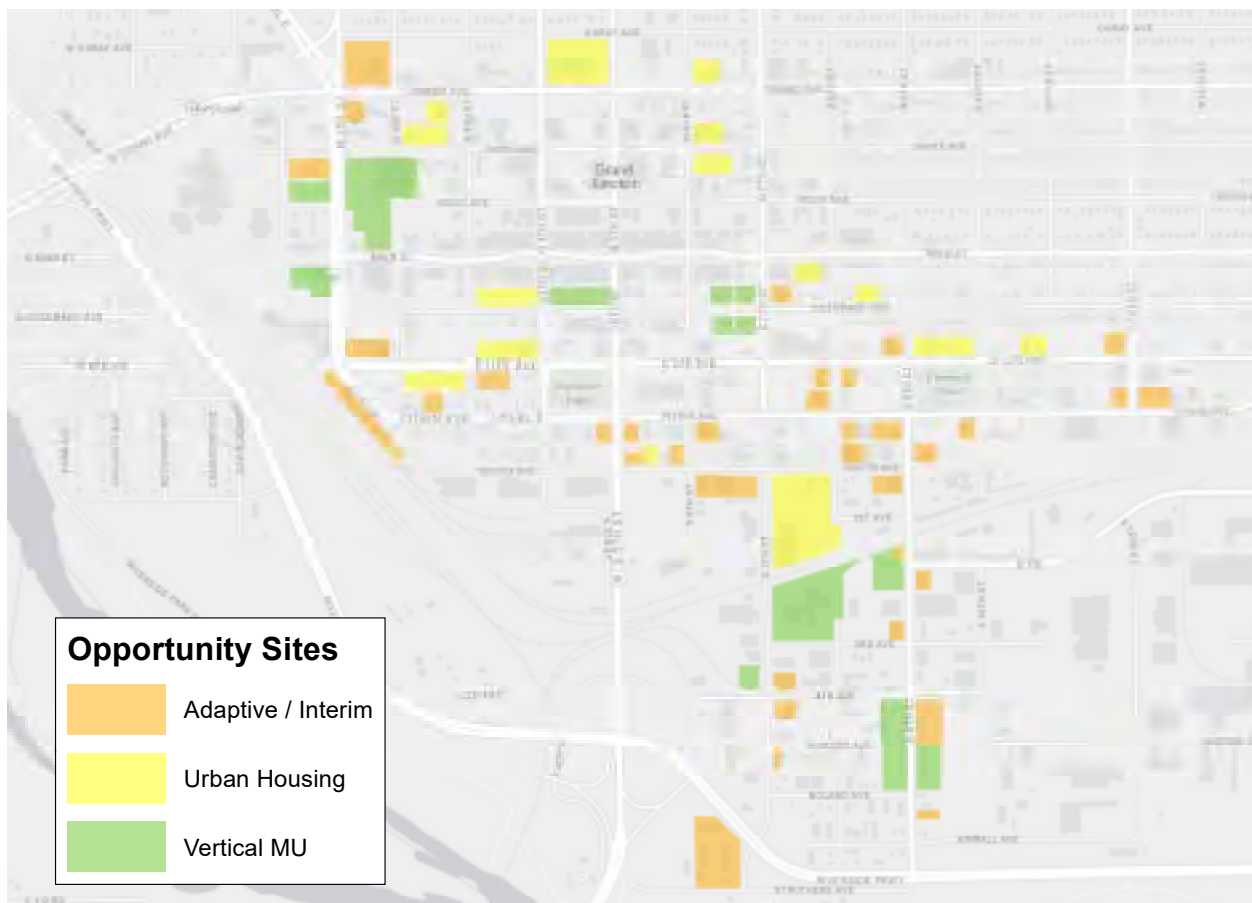
# CASE STUDIES

## OPPORTUNITY SITES

Three development types were identified as key opportunities for increasing activity in the downtown; adaptive reuse, vertical mixed use and urban housing. These can be applied to a broad range of opportunity sites within the downtown.

Three case studies were explored to better understand the development potential for downtown within the current market and assure that recommendations realistic and achievable. The goal is to identify roadblocks and inform recommendations for creating a more development friendly downtown.

### OPPORTUNITY SITES IN DOWNTOWN GRAND JUNCTION



	▼ <b>VERTICAL MIXED USE</b>	▼ <b>URBAN HOUSING</b>	▼ <b>ADAPTIVE REUSE</b>
LOCATION	Downtown core and commercial corridors	Downtown areas without good commercial frontage, residential areas at edge of downtown	Edge of downtown core, railyards district, industrial areas
USES	Residential w/ retail ground floor	Downtown areas without good commercial frontage, residential areas at edge of downtown	Edge of downtown core, railyards district, industrial areas
BUILDING CHARACTERISTICS	4-6 stories wood frame over 1 story of parking and/or retail or 3-4 stories all wood frame with small retail component	1-3 stories wood frame	good street-frontage, historic character, covered outdoor space (Re-Use) / Parking lots, gravel lots (incremental)
LOT CONDITIONS	at least ½ acre, retail-friendly street frontage	at least 1/4 acre	at least 1/4 acre



CASE STUDY 1 - THE FLEA MARKET SITE



SITE PLAN



The Flea Market site is a 1.3acre parcel located at S. 7th St. and South Ave. It is zoned C-2 (general commercial) with a commercial corridor overlay. It features an existing 14,000 square foot industrial building as well as a large paved surface parking lot. This corner site is a prime development opportunity that is ideally located at the edge of the downtown core along a stretch of S. 7th that recently received significant public investment in the form of a streetscape treatment.

FLEA MARKET SITE | WHAT WE LEARNED

Lower barriers to entry for local entrepreneurs - lower rents

Concept can be applied broadly- many underutilized parcels throughout downtown.

Clustering spurs innovation and creates regional destination.



Cultivate future brick and mortar tenants

Opportunity to expand food access

Food carts on a vacant lot 1/10 cost of ground up retail

Work with business owners to become future owners of brick and mortar buildings through seller-financing.

## CASE STUDY 2 - STARTEK SITE



SITE PLAN



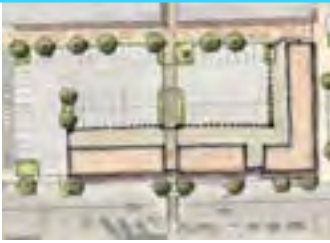
The former StarTek site is a 5.25 acre parcel located at S. 7th St. and South Ave. It is zoned C-2 (general commercial) with a commercial corridor overlay. It features an existing 50,000 square foot industrial building as well as several large surface parking lots and an undeveloped area formerly occupied by several older structures. This large site is a prime development opportunity that is ideally located at the edge of the downtown core along a stretch of S. 7th that recently received significant public investment in the form of a streetscape treatment.

### STARTEK SITE | WHAT WE LEARNED

<p>Parcels are largely shovel ready - require minimal site improvements to start development</p>	<p>C-2 zone parking requirements restricts feasibility</p>	<p>Having low-cost industrial building offers opportunity for creative adaptive reuses</p>
<p></p>	<p>Potentially streamline permitting / reduce plan review for downtown housing development projects.</p>	<p>Functional parking minimums for high density - .5 spaces per unit, 1 space per 1,000sf commercial</p>
<p>With construction costs escalating 30% over the last few years. New construction may be feasible at 120% of AMI</p>	<p></p>	<p></p>



CASE STUDY 3 - 7TH AND COLORADO



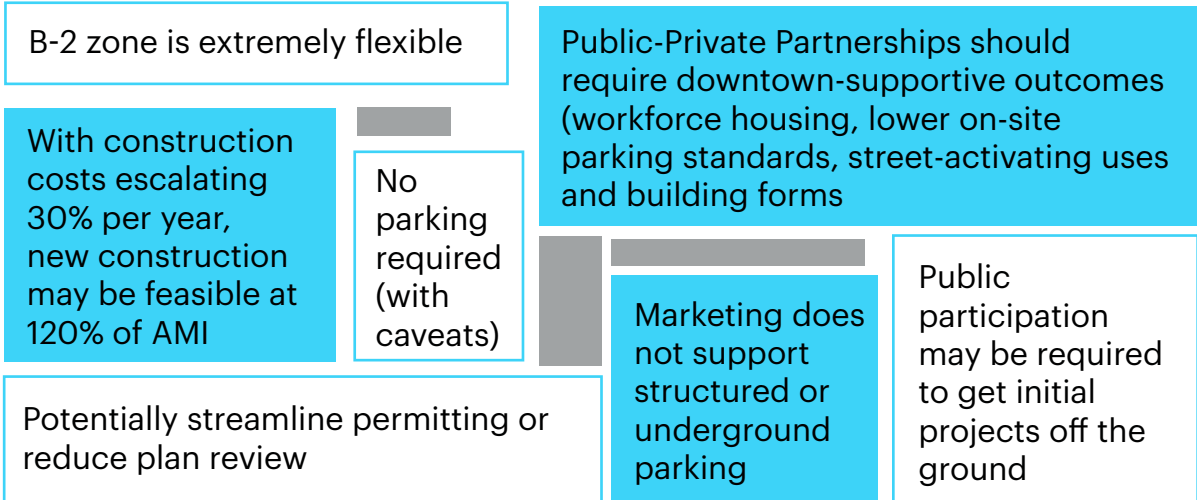
SITE PLAN



The city-owned site at 7th and Colorado is an ideal candidate for more intense mixed-use infill development. This can take the form of a traditional development model or, with the site already in public ownership, a public-private partnership.

7TH COLORADO

WHAT WE LEARNED



**27%**

of survey respondents not currently living downtown would like to.



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**Infill development is important to bring more people living and working downtown, which is important for making downtown feel more active and safer.**

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# IMPLEMENTATION

This Plan provides a roadmap for how to approach development in the downtown. It is meant to guide progress that is reflective of a community vision. The intent is to provide actionable strategies for success with enough flexibility to adapt to a market shifts and changing trends.

When it comes to development, the Downtown Partnership should serve the role of a partner and a facilitator to match resources to get people in the market to get things done. Another key outcome of these strategies will be to attract more properties by increasing the influence and strength of resources. The improvements outlined in this Plan will help the Downtown Partnership to be more effective and yield more influence which will in turn encourage additional properties to participate and expand the boundary.



"I love the potential of Downtown GJ. I get excited about what this place can be."



# CONNECTIVITY

## IMPLEMENTATION STRATEGIES

STRATEGY	ACTION	TIMING
C1: Convert 4th and 5th to Two Way Streets	Action. Informational sessions to increase awareness of the importance and value of two-way streets in downtown among business owners and residents to gather support from the community. City Council should vote to make this a project.	Short Term
	Project. Temporary re-striping study to 'test' the project north of Grand Avenue. Identify potential problem areas for further study, and gain the trust of the community before a larger infrastructure investment.	Mid Term
	Project. Following a successful launch of a test project, and with support from the local community, the City could work with the DP to identify a series of larger infrastructure related projects for 4th and 5th that would convert them into multi-modal streets with two-way traffic, on-street parking, bike lanes and sidewalks with street trees and furnishings.	Long Term
C2: Prioritize pedestrian and bike improvements to improve mobility throughout downtown and to the river.	Policy. Amend the GDP to update the 9th Street sections to be more multi-modal.	Short Term
	Action. Initiate conversations with BNSF to improve pedestrian and bike access over the Rail lines at 2nd Street and 12th Street.	Mid Term- (With New Projects)
	Program. Coordinate a community crosswalk paint program at the intersections along Colorado as a pilot project.	Short Term
	Project. Review intersections along Riverside Parkway, 5th and South, 7th and South, Ute and 2nd, Pitkin and 2nd, and the roundabout at 7th and Main for an improved pedestrian access. 6th and Grand, 3rd and Grand.	Long Term
	Project. Better understand the types of bike lanes facilities the community wants. Develop a design plan and identify funding to implement bike lanes.	

DP ROLE	PARTNERSHIPS	FUNDING
City Led Project, DP to assist with advocacy. Business and neighbour outreach and support.	Business Owners, Stakeholders, Neighbourhoods	
	City Lead, DP Support	
	City Lead, DP Support	Potential Funding Partnership with the DP.
		Identify CIP funding
Support implementation of multi-modal facilities in new projects.		Identify CIP funding
Facilitate with artists and City.	DP Lead, City Support, Arts and Community Support.	City and DP to partner on Funding. Look for Grant funding and Creative District Funding.
City Led Project, DP to assist with advocacy. Business and neighbour outreach and support.	City lead Pedestrian Access Plan.	Identify CIP funding
City Led Project, DP to assist with advocacy. Business and neighbour outreach and support.	Neighbourhood Organizations, City of Grand Junction, Urban Trails	Identify CIP funding

STRATEGY	ACTION	TIMING
	Action. Engage in discussion with CDOT for traffic calming tools and a better pedestrian crossing at 5th and South.	Mid Term
C3: Create a 2nd Street Promenade connecting the Train Depot to Two Rivers Plaza.	Project. As of summer, 2019, the City has initiated a study group to look at ideas for a pedestrian corridor along 2nd Street and has identified this as an important project for downtown.	Short Term
	Action. Coordinate with CDOT to obtain a signalized intersection through a warrant study to better understand the need for a signal at these intersections and the Communities support.	Short Term
C4: Initiate a Gateway and Wayfinding Study to improve ease of navigation for pedestrians, bike and vehicles in downtown.	Action. The DDA should initiate a comprehensive wayfinding and gateway study to provide a strategy for bringing people to and navigating around downtown.	Mid Term

# PLACEMAKING

## IMPLEMENTATION STRATEGIES

STRATEGY	ACTION	TIMING
P1: Extend the vibrancy from Main to Colorado between 4th and 7th.	Action. The DDA should work with the local businesses to create a brand and marketing strategy for this area which could include the 'Artline', identity of the alleys and breezeways, murals, creative district programs and event programs.	Short Term
P2: Encourage more community gathering and event space in downtown.	Action. Test the concept of a flexible use event space at 5th and Colorado within the existing DDA programs/event schedule. Locate farmers markets, chalk art festival, adding a temporary music stage to an existing event and/or as a designated food truck location.	Short Term
	Action. Utilize the lot at 5th and Colorado for a pilot food truck program, that happens once or twice a month.	Mid Term
	Policy. Change the municipal code to allow vendors to cluster, no required distance separation of clustered vendor pods, allow a range of vendor types (truck, carts, clothing, double decker bus), allow mobile vendors to stay in place for extended periods of time.	Short Term

DP ROLE	PARTNERSHIPS	FUNDING
DP to advocate for downtown stakeholders	City lead, DP Support	Active Transportation Plan
Align Objectives	City Lead, DP Support	Potential Funding Partnership with the DDA.
DP to advocate for downtown stakeholders	City Lead, DP Support	
DP retain consultants. Coordinate stakeholders and implementation.	DP Lead with City Support. Coordinate with Local Businesses, Arts and Creative District. Visit Grand Junction Branding?	Potential Creative District Funds. Includes 2 Creative District Signs Locations.

DP ROLE	PARTNERSHIPS	FUNDING
		CGOCO Grant
DP to bring events, City to permit use.	City to support permitting and use of property.	
DP lead on enhancements and infrastructure project with support from City.	City to support permitting and use of property.	DP Funding.
DP to support/advocate for businesses.	City to Lead Code Review.	



STRATEGY	ACTION	TIMING
	Project. Based on feedback from the businesses and local community, develop a plan to implement permanent improvements in the plaza.	Mid Term
	Program. Develop a pop-up shop program to activate spaces downtown	Mid Term
P3: Activate alleys and breezeways.	Action. The DDA and the Arts Commission should collaborate to develop a Murals Grant Program to encourage both local and regional artists and highlight the unique history and character of Grand Junction.	Short Term
	Policy. Review and/or revise the existing façade grant program to include back of building improvements.	Short Term
	Project. Develop a plan to implement larger scale investments such as improved paving, increased lighting, signage in the alleys.	Mid to Long Term
P4: Design Competition for Whitman Park	Action. Bring a design competition to redesign Whitman Park. This should engage local or national experts to think creatively about low cost solutions for Whitman Park.	Mid Term
	Project. Identify low cost safety improvements to Whitman Park.	Mid Term
	Program. Establish a Public-private partnership oversee maintenance and a sense of ownership to protect the transformation of the uses of the park.	Mid Term
P5: Develop a program(s) to better utilize parking.	Action. Hire an app developer to update existing parking app to coordinate wayfinding and parking locations, on demand parking pricing structures.	Mid Term
	Project. Add credit card readers to downtown meters and enforce parking.	Short Term
	Action. Look at opportunities for shared use agreements in private lots and/or a pilot park and ride employee parking program utilizing the Dash.	Short Term
	Policy. Review zoning code to incorporate smart parking strategies to reduce parking demands.	Mid Term

DDA ROLE	PARTNERSHIPS	FUNDING
DP to lead on planning.	City to coordinate property, maintenance as a public park. Potential partnership.	CIP funding partnership or allocation of TIF (BID)
DP to lead on programs	Coordinate with Business Incubator an the DDA's in Colorado.	
DP	Arts Commission, Park Department	DP Funding. Explore Creative District Funding and Grants.
DP to review program policy.		
DP to lead on planning.	City to coordinate property. Maintenance as a public park. Coordination with Utilities. Potential funding partnership.	CIP funding partnership or allocation of TIF (BID)
DP to lead on planning.		
DP to lead on planning.	Shared costs for City, downtown agencies.	DOLA placemaking grants and/or GOCO funds
DP to lead on planning.	Public Private Partnership or coordinate a 501C3 to organize and maintain park.	
DP to hire consultant to best inform the City.	City to advocate for best practices in downtown.	
DP to lead on identifying private partners for shared use agreements.	Private property owners	
DP to support/advocate for businesses.	City to Lead Code Review.	

STRATEGY	ACTION	TIMING
P6: Adaptive Reuse of Buildings and Spaces to active the street frontage.	Action. Encourage local businesses and artist to bring temporary art/sculpture, movable seating, lighting and other temporary design ideas to activate private properties.	Short Term
	Policy. Remove restrictive regulations that make small business startups difficult and allow them to cluster to create a larger entity.	Mid Term
	Program. Create incentives for private property improvements through grants.	Mid Term

# DEVELOPMENT

## IMPLEMENTATION STRATEGIES

STRATEGY	ACTION	TIMING
D1: Support existing businesses in the downtown through programs and Attract more business diversity to downtown.	Action. Contract with a Retail and/or Small Business consultant to offer to aid building owners to encourage better business marketing, trainings, and address business hours.	Short Term
	Program. Develop programs and incentives for attracting business to the downtown.	Short Term
	Program. Coordinate with the Business Incubator on a Feasibility Study to connect local entrepreneurs, educational programs and resources to downtown.	Short Term
	Program. Creating Spaces for Artist/Artists in Residence, maker spaces and pop up shops.	Mid Term
D2: Develop (a) Grant Program(s) to incentivize small scale local reinvestment in the downtown.	Action. Incentivize redevelopment on existing parking lots to activate the street frontage along this key section of Colorado.	Mid Term
	Program. Develop a Storefront and "Storeback" Improvement Grant to encourage property improvements for local retailer including building façades facing the alleys and bisecting spaces for co-retail.	Short Term
	Program. Develop a Grant program Tenant Improvement Grants: Aimed at larger building activation strategies, making the building commercially viable or renovating historic buildings and bringing them up to code.	Short Term

DDA ROLE	PARTNERSHIPS	FUNDING
DP to develop programs to support.	DP, Businesses, Business Incubator	
DP to advocate for downtown stakeholders	City to Lead.	
DP to Lead.		

DDA ROLE	PARTNERSHIPS	FUNDING
	GJEP	
	Business Incubator	
	Business Incubator	
	Coordinate with City	
	Coordinate with City	
	Coordinate with City	

STRATEGY	ACTION	TIMING
	Program. Develop a program for start up grants or start up loans/microloans to encourage new businesses downtown. These should be aimed at small scale local investors such as food trucks, pop-ups and micro-retail entrepreneurs.	Short Term
D3: Adjustments to codes and policy that are barriers to development.	Policy: Reduce off-street parking requirements within zones in the larger downtown area. Expand off-street parking reduction allowances beyond the downtown core.	Short Term
	Policy: Identify and revise code barriers that make adaptive reuse difficult to achieve. For instance, allow flexibility in achieving key life safety requirements of building code to encourage adaptive reuse of older buildings and avoid incentivizing them being torn down.	Mid Term
	Policy. Conduct a code audit to identify additional barriers to development and allow for greater flexibility to incentivize good projects that support the goals of this Plan.	Mid Term
D4: Leverage the DDA financial tools to incentivize development.	Policy. Reduce, remove or reimburse impact fees to encourage development within the DP through incentive programs.	Mid Term
	Program. Develop a Property Tax Reimbursement or a 10-year tax abatement program to jump-start redevelopment by lowering operating costs for developers.	Mid Term
D5: DDA to lead a strategic catalytic development project.	Action: Partner on site identification / land acquisition and prepare and issue a Request for Interest (RFI) to developers. Pro-actively market to qualified developers in and out of the local market. Marketing materials should include key goals and an identification of incentives, such as land cost discounts and pre-development funds.	Short Term

DDA ROLE	PARTNERSHIPS	FUNDING
	Coordinate with City	
	City to Lead	
	City to Lead	
	City to Lead	
	The DP and City should work together	
	the DP and City should work together	
	Partner with City or Private Property Owners.	

The Plan of Development goals, strategies and actions are intended to provide an outline to the Downtown Partnership Board in implementing a community vision for downtown over the next 10 years. The Downtown Partnership will use the above strategies and actions in annual strategic plan containing specific programs and project focus areas for the year. The strategies and actions should be reviewed every year to identify successful outcomes, reassess the yearly priorities and problem solve future issues.

These strategies and actions should be updated as needed with input by the City, stakeholders, and elected officials.

# APPENDIX

**The following documents capture critical aspects of the project that cannot be entirely communicated in this Plan. These documents can be used for reference to understand how the ideas in the Plan evolved.**

## APPENDIX A

The Phase 1 and Phase 2 Input Summary documents the issues and opportunities from the first phases of work. This document describes the feedback received from the community and how this informed the goals of the plan. Ideas for potential strategies are also explored.

The Phase 1 and 2 Summary can be found [here](#).

## APPENDIX B

The Design Workshop took place in April 2019. The week long workshop looked at ideas and strategies to achieve the goals identified by the community. This document outlines the approach, ideas and outreach efforts that led to the strategies outlined in the Plan.

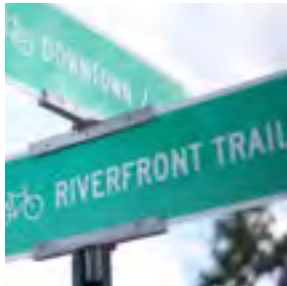
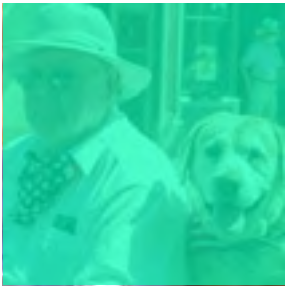
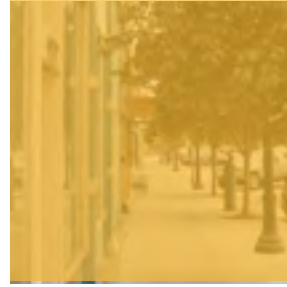
The Design Workshop Summary can be found [here](#).

## APPENDIX C

The community was an essential part of the planning process. From focus groups, to surveys, to comment boxes, to online surveys, to social media engagement and in-person workshops- the community of Grand Junction had an important role in shaping the future of downtown.

A Summary of Engagement can be found [here](#).





# DOWNTOWN

GRAND JUNCTION, COLORADO

*Life Happens Here*