

OPERATION FORESIGHT

Grand Junction has received national attention, including an All-America City Award, resulting from "Operation Foresight", locally designed, locally financed downtown redevelopment program. Construction in 1962 rebuilt and enlarged water lines, sewers, curbs, streets, sidewalks, street lights and traffic signals on 24 blocks of streets. Included in the program are "scramble" signal crossings for pedestrians in the 4-block Shopping Park.

The trees, shrubs and flowers along with new customer conveniences have made this summer a most exciting one in downtown Grand Junction.

We hope this booklet provides the information you wish. Of course, we will be happy to answer questions concerning the project's origin, acceptance by the property owner and tenants, construction problems, and the future of "Operation Foresight".

If you are interested, let us know.

Here's "Operation Foresight" - - -

we're very proud of it in Grand Junction

GRAND JUNCTION CHAMBER OF COMMERCE

and

CITY OF GRAND JUNCTION

O P E R A T I O N F O R E S I G H T

- - A NEW HEART FOR GRAND JUNCTION - -

The story of the first downtown Shopping Park which has won international fame for its beauty and functionality, told in a 24-minute, 16 mm. color-sound movie. Emphasis is on "how did you get them to do it" in telling how this Western Colorado City rebuilt its downtown area without urban renewal or any other outside aid. The technique used by downtown leaders in Grand Junction is adaptable to any American city with a downtown decay problem. The step-by-step procedure used to identify the problems, seek and evaluate solutions, arrange practical financing and "sell" it to the public, are explained. The film is a thorough documentary which could get your City started on a bright new downtown business center.

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- (2) \$50. deposit - returnable in full when film is returned.
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Dale J. Hollingsworth, Manager
Grand Junction Chamber of Commerce
P. O. Box 1330
Grand Junction, Colorado

A Shopper's Park

... is the eye-catching transformation since Grand Junction, Colo., landscaped and remodeled its downtown area

By **JOE M. LACY**
City Manager

Traffic accidents in downtown Grand Junction, Colo. (pop. 21,000) have been cut in half and almost a half-million dollars of store remodeling is near completion as a result of the city's downtown street-improvement program which includes the nation's first Shopping Park. And all of this has occurred during the first six months following completion of the downtown project.*

During the summer of 1962 the first two phases of "Operation Foresight" built a \$147,000 storm sewer and rebuilt and widened 24 downtown blocks at a cost of \$569,000. On four blocks of the main street a refreshingly original concept of a curving street with planters, 30-foot-tall sycamore trees and limited parking put new interest in our old, tired and drab roadway. The trees presented a transplanting problem but are doing nicely in their new locations.

The result has been that traffic accidents dropped from a total of 80 on the same 24 blocks down to 49 for the first half of 1963 compared to the same period in 1961. In the four Shopping Park blocks on Main Street, accidents were cut from 42 in 1961 to a mere six in 1963.

The plan for off-street parking which comprises phase three of the project is being put together at the present time. Even though some parking was lost in the four-block Shopping Park, it was more than replaced by switching parallel parking to angle parking on the widened side streets.

Metered parking in the Shopping

Park costs five cents per half hour, with a one-hour limit. Elsewhere downtown it is five cents an hour. This encourages shoppers to park on the side streets, leaving prime space for short-term trips.

Parking lots on the back sides of the blocks facing the Shopping Park are being acquired by lease or purchase through a downtown parking corporation. Space in these lots will be free to the customer on a validation plan where the merchant pays for his customer's parking.

Over 80% of the merchants have signed up to support the new validation program. They represent stores which do 94% of the volume in this retail center.

An important final phase of the project called for store remodeling. This portion is entirely up to the property owners and merchants. However, remodeling work began while earlier phases were under construction and have continued at a rapid pace since. By July 1, 1963 the building department had issued a total of \$479,175 in remodeling building permits in the area abutting the streets in the project.

As a result of the downtown project, which did not involve any federal or state aid, and in recognition of the close cooperation between the city government, the county, the school district and the junior college, Grand Junction was named one of the 11 All-America cities for 1962. Pride and enthusiasm generated by the award has continued to spur work toward an over-all capital-improvement plan for recreational facilities and a consolidated



Viewed from the air, the four-block Shopping Park is a gently winding street, curving through large planter areas and lighted benches.



Three intersections have the "Scramble" walk signal lights which permit pedestrians to walk in all directions at once while all traffic stops; these and the mid-block crosswalks have proved extremely popular. Motorists like them also since they allow unimpeded right turns on a green light (left turns are prohibited).



Parked cars have the benefit of a ten-foot-wide maneuvering area so that they do not interfere with moving traffic; note the corrugated concrete "hummer strip" that warns motorists to keep in their travel lanes.

in the city's annual capital-improvements program only after petitions forming the new improvement districts were signed.

The focal point of the total program is the Shopping Park. This plan minimizes the disadvantages of a complete mall by allowing traffic access and limited parking in the area; however, the pedestrian is given the priority at mid-block crosswalks. On the paralleling side streets vehicles are given the priority, and signals include left-turn leading green arrows and other means of facilitating traffic circulation in a retail center.

The Shopping Park has proved that it is far safer than the traditional shopping-area concept in American cities. There are five major reasons for this:

- Jaywalking is virtually non-existent since raised shrubbery planters block the pedestrian movement from the streetway except at mid-block crosswalks and at the intersections.

- A ten-foot maneuvering lane behind angle-parked cars provides ample visibility and backing space away from the moving traffic.

- Parking is allowed on only one-half of the block which cuts the chance of accidents by half.

- The 22-foot mid-block crosswalks approached by two peninsulas replace the original 48-foot travelway, protecting the pedestrian and increasing his visibility and that of the driver.

- The passenger-loading zones provide space for vehicles to pull out of traffic lanes in order to load and un-

city-county library and museum.

Grand Junction serves as a major retail center for the Western Slope of Colorado and much of northern New Mexico and eastern Utah. The trade area is approximately the size of the State of Ohio and takes in a total population of about 200,000 people. Retail sales in Grand Junction in 1962 topped \$95,000,000.

The \$147,000 storm sewer was financed by *ad valorem* bonds

through a special improvement district on the downtown property only. To pay for the street improvements, bonds assessed on a front-footage basis were issued for the streets on the affected downtown property. The city paid for resurfacing the streets under which the storm sewer was laid, and for street lights, traffic signals, water mains and a new overlay on the rebuilt streets. These portions of the cost were included



→ This is the street-level appearance; note the protected crosswalk at mid-block.

load passengers, eliminating double parking.

To help keep the area neat and litter-free, special removable trash baskets and separate ash trays are mounted on the metal street-light poles. These trash baskets were made for us by the Howard Metalcraft Co., Emmaus, Pa. The adjacent ash trays were designed especially for the Shopping Park and donated by the Grand Junction Steel Co. Each Shopping Park block features eight of these installations.

The potential popularity of the Shopping Park may be indicated by the fact that cities in Canada, Alaska, Hawaii and all but four of the other states in the United States have inquired about the new concept. Seven delegations from other cities have visited Grand Junction to study the plan. ◀◀



Two attractive Grand Junctionites use the special litter baskets; note the adjoining ash trays.



1962



1963

"OPERATION FORESIGHT" PLAN SUMMARY

Phase	What	Why	How	Help
1.	Storm sewer in Colorado Avenue draining to Colorado River. (\$148,845.*)	Drain original section of City through central area and relieve overloaded combination sewers.	Improvement District with G. O. Bonds in area causing runoff and in which runoff causes problems.	City funds to pay all street closing and sealing costs.
2.	Street improvements including 4-block "Shopping Park" on Main and widening Road, Colorado and connecting streets. (\$402,304.*)	Increased on-street parking and ease. traffic circulation while improving safety and convenience in central shopping area.	Improvement District with assessment bonds on front footage of all improved property.	City to place all new mat on existing street width. Also all traffic signals, street lights, and planting. (To extend over three years)
3.	Off-street parking area ideally located and FREE to the customer.	Increase shopping ease, encourage private redevelopment, add to parking supply.	Improvement District with G. O.-backed bonds paid off by parking token system among merchants.	City to set aside meter revenues over fixed amount to continue parking improvement.
4.	Modernization of stores including front and rear improvements, lighting and merchandising.	Improve sales and shopping desirability, keep pace with public area up-grading.	Financed individually by store owner and operator.	Improved street, alley maintenance and cleaning program including full-time individual street cleaners
5.	Arcade Walkway from off-street parking with rest rooms, information and parcel services.	Increased effectiveness of off-street lots, afford modern displays, and increase value of downtown for cultural and market community center.	Budgeted Capital Improvement in City budget with City funds matching portion of allowance overage of meter revenues. (Rental of display space to recover part of cost.)	City funds matching allowance capital and staffing of rest rooms plus additional maintenance.

* Includes estimated interest.

Buildings Remodel In Foresight Swing

The streets of Grand Junction are not the only things undergoing changes. Three more business establishments either have projects underway, or plans to

instigate such changes in the near future.

Furthest along in the face lifting department is the Mountain States Telephone Co. building on Seventh Street and Rood Avenue which is well on its way toward receiving a completely new appearance.

A new facade of masonry solar screen is being installed over the plain brick wall along the building's front and an 8-foot square canopy over the main entrance is nearing completion.

Intermountain Glass and Aluminum Co. is installing metal panels which will frame the solar screen sections. Mason is Jean Irwin and Fred Sperber has the carpentry contract.

Next to get into the "Operation Foresight" swing is the Western Slope Auto Co. at 202 Main Street with plans to remove the present main floor offices to the mezzanine floor overlooking an enlarged showroom. The parts department likewise will undergo some rebuilding in the overall project which is estimated at \$5,000.

The Army Store at 461 Colorado Ave. also will undergo remodeling in the near future, but details on the work are not yet available.

A fourth business, Roper's Music, at 128 North Fifth St. solved the problem of what to do about its outmoded quarters by simply packing up and moving two doors north to the location formerly occupied by Le Clare's children's wear at 136 N. Fifth St.

THE DAILY SENTINEL

August 14, 1962

Spectators Jam Downtown Area

An estimated 6,000 persons jammed Grand Junction's Main street this morning to witness the ceremonies marking the completion of the major phase of Operation Foresight and the beginning of the Christmas season.

A vast throng remained to shop after the festivities.

The parade spectators, huddled against a spattering of rain and 38-degree temperatures, began filling the sidewalks from the 300 block through Seventh street as early as 9 a.m. When the parade got underway at 10 a.m. there was barely walking space left throughout the Foresight area.

Cars were parked solid from the 100 block through the 800 block as far north as Ouray and Chipeta avenues. Some 20 patrol-

men were on duty to handle the traffic.

Jo-Jo the clown, eight bands, 10 floats, 12 children's groups, some 40 individual children, and equipment used in Foresight construction all drew cheers from the chilly crowd.

One of the real highlights of the parade was the Toy Soldier and Wizard of Oz group from Nisley Grade School.

The young band, located near the end of the 45-minute long parade, apparently allowed too much space between it and the group preceding it.

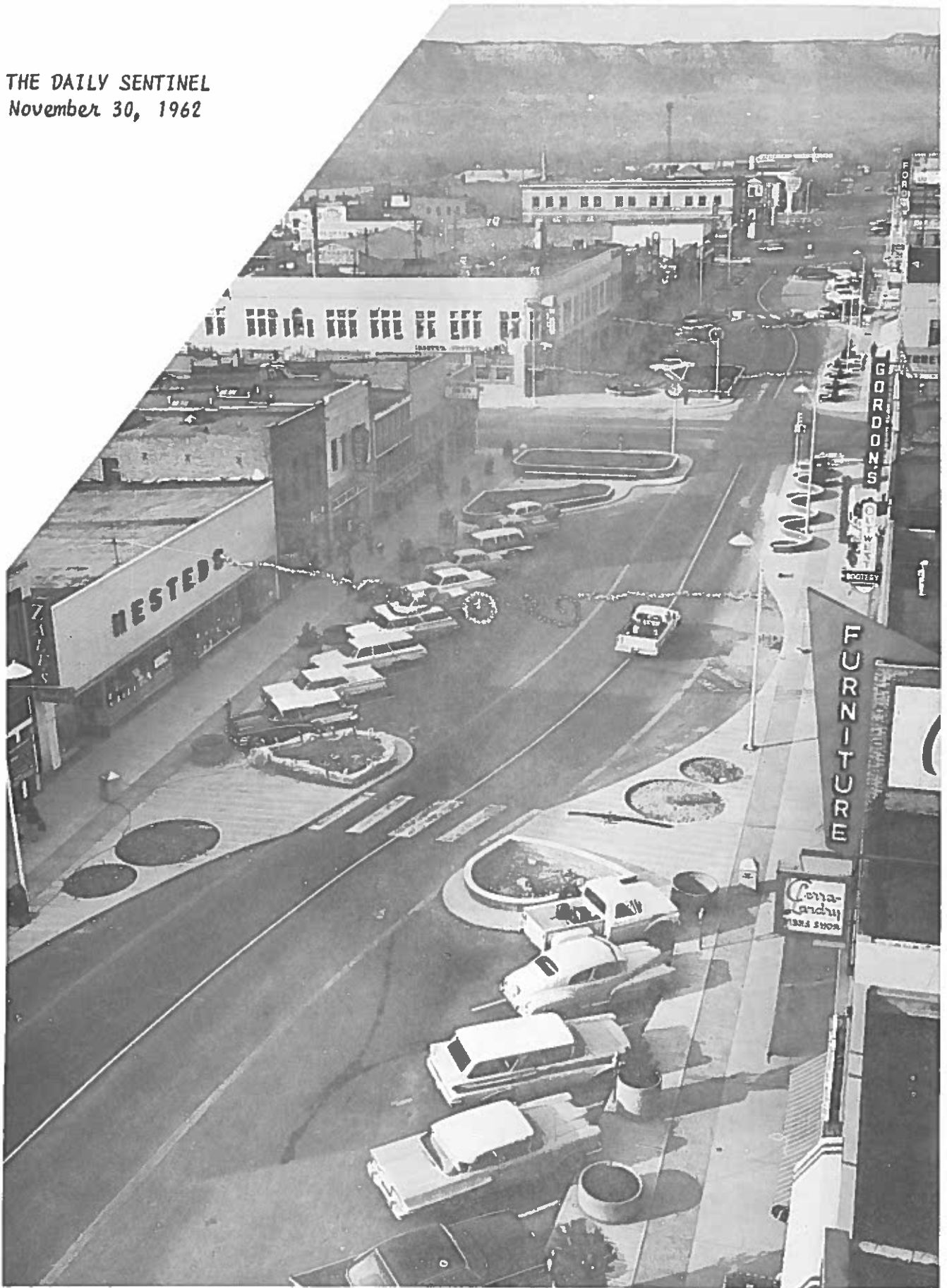
The crowd in the 500 block began to mill across the street, apparently thinking the parade had passed until the shrill music from the band scattered spectators back to their watching posts.

A band of applause was heard throughout the length of the shopping mall as the little band, dressed in blue crepe paper uniforms representing toy soldiers, marched through the crowd.

Judges later named the band and Oz group the first place winner among participants.

Ted Treece, chamber of commerce parade marshal, said the entire ceremony was considered a "tremendous success."

THE DAILY SENTINEL
November 30, 1962



The line of march for Saturday's Storybook Parade: Operation Foresight as seen from the roof of the First National Bank at Fifth and Main streets.



Pinpointing Foresight

National interest in Operation Foresight is indicated at City Hall by a forest of flags dotting a map of the nation. Here, Mrs. Lenore Nielson, drafting clerk for the development department, adds new markers for cities east of the Mississippi which recently requested information about Grand Junction's downtown development project. Cities requesting such information now number well over 100.

Sentinel Photo.



Ash And Trash—A Place For Each

City Councilman Arthur Hadden, left, and Al Cornelieson christen one of the new ashtrays being placed throughout the downtown shopping park. Cornelieson designed and constructed the containers with materials donated by the Grand Junction Steel Fabricating Co. Supplied as companions to the trash receptacles, they are designed to keep the street clear of cigar and cigaret butts.

Sentinel Photo.



That Final Touch

City employees, Bob Harvey (left) and Bill Rowe, work swiftly to set out hundreds of geraniums in the downtown shopping park planters as the Operation Foresight Festival draws near.

Sentinel Photo.



A Fountain With Foresight

Molds used in the formation of the cement canopies which now stud Grand Junction's downtown shopping park came in handy in the construction of the modern fountain which now adds color to the planter in front of the First National Bank. The fountain, donated by the Altrusa Club, consists of a multi-colored array of trickling disks supported by one of the canopy tops as a base. The fountain, illuminated from below, now is in operation.



Typical Street Scene In Downtown Shopping Park.

Foresight Upped Parking 55 Spots

Operation Foresight has increased on-and off-street public parking in the downtown area by 55 spaces.

Before Operation Foresight went into effect, the city had 678 metered parking spaces on the street. In addition to this 124 stalls were provided in municipal-leased parking lots. Total parking spaces totaled 802.

At the present time, there are 715 on-street parking meters and 142 parking lot meters, making a total of 857 stalls.

Although redevelopment of Main street eliminated many parking spaces, the total number of on-street stalls was increased by 37 because other streets like Rood and Colorado avenues were widened and rebuilt to provide more space, City Manager Joe Lacy said.

The present city-leased parking lots were being used before Operation Foresight so off-street figures remained the same before and after the redevelopment program.

A breakdown of metered lots shows that there are 44 spaces at Sixth street and Rood avenue, 44 spaces at Fourth street and Rood, and 36 at 400 Colorado Ave.

However, the number of off-street parking places will change during the summer months. The city leased parking lot at Sixth and Rood will be wiped out when Mesa Federal Savings and Loan Assn. begins to build a new \$200,000 building on the site.

Construction work will tie up all 44 spaces and after the building is completed, it is expected Mesa Federal will use the remaining property for customer parking, Lacy said.

The loss of 44 spaces to Mesa Federal will be made up later in the summer when the old city hall and fire department building at Sixth and Colorado will be torn down and made into a parking lot. This lot will provide about 55 new spaces, Lacy said.

After the parking lot is constructed at Sixth and Colorado, downtown parking will total 868 metered spaces. On-street parking will remain at 715 but off-street parking will expand to 153 stalls. This represents 66 more parking places than before Operation Foresight.

For most of the summer though, there will only be 11 more stalls more than the number available before Operation Foresight. There were 802 metered spaces before; and until the new lot is constructed at the old city hall, there will be 813 spaces.

Projected plans in the new Teller Arms Shopping Center on North Ave. call for 1,000-car parking lot.



Pedestrian Scrambler

Scramble-light controls planned for three of Operation Foresight's intersections permit pedestrians to cross streets in the conventional corner-to-corner way or in a cater-corner fashion. Pedestrians

taking advantage of the lights just installed at Fifth and Main Sts. scramble across the intersection from nearly every direction. The lights also are in at Fourth and Main, and are planned for Sixth.

Fewer Auto Mishaps Reported

By KEN CLARK
Sentinel Staff Writer

If the comparative rate of crumpled fenders in downtown Grand Junction is any criterion, then the validity of one of Operation Foresight's chief selling points — traffic safety — has been illustrated beyond optimism.

A six-month survey, compiled by Police Chief Karl Johnson, of accident incidence in the 24-block Foresight area indicates a smash-up reduction of nearly one-half the rate recorded for the first six months of 1961.

Johnson eliminated last year's January to July period in the survey since street construction was underway at that time.

In the first six months of 1961, 80 accidents were investigated in the area. This year, with Foresight's configuration in effect, only 49 wrecks were reported.

In the four-block shopping park, the reduction from 42 in 1961 to six this year was even more telling. According to Johnson, five of the six smash-ups this year involved collisions with planters, only two of which required repair.

"This survey proves the safety value which was planned for Operation Foresight," City Manager Joe Lacy said.

"We know that retail sales and parking meter revenues both are up from 1961. This indicates no reduction in traffic flow."

Johnson attributed the decline in accidents to safety factors incorporated into the downtown renovation as well as to the general disbursement of traffic which once jammed Main street.

"Most of the traffic flow now has been diverted to other streets where it is spread more thinly,"

he said. "Vehicles on Main street no longer back out into the stream of traffic and speed through the shopping park has been reduced by the curved street. It stands to reason that the accident rate would decline, but this exceeds our most optimistic expectations."

In 1961, the four blocks of Main street now converted into the shopping park provided the greatest collision hazard of the 24-block area.

Johnson's survey shows that 10 accidents occurred in the 300 block; 15 in the 400 block; six in the 500 block and 11 in the 600 block between Jan. 1 and June 30 in that year. This incidence has been reduced this year to single accidents in the 300 and 500 blocks and to two each in the 400 and 600 blocks.

The highest accident incidence this year has occurred at the intersections of Fourth and Rood and Fifth and Rood where four each have been investigated. This represents an increase from the 1961 rate of three and one, respectively.

Lacy said today the two intersections now are under study, but that traffic volume counts will be conducted before corrective action will be taken.

Another intersection with a bad reputation if not a high accident rate is the one at Sixth St. and Rood Ave., where heavy congestion occurs at rush hours. At

present, the intersection is controlled only by stop signs on Sixth, but Lacy said control lights bases of which already are installed are provided for in next year's budget.

Another major traffic bottleneck — the Fifth street entrance to town across the Colorado River bridge — is slated for correction soon.

The state highway budget already has allocated funds for the construction of another bridge paralleling the existing structure and Lacy said the contract for the construction of a secondary railroad overpass should be open for bidding almost at any time.

Following the completion of this access route, Lacy said tentative plans for the purchase of a master signal control by the city are in the mill.

The master control, which costs about \$10,000, is designed to synchronize signals throughout the downtown area, and especially along Fifth street to assure smooth traffic flow. At present, the lights operate independently and two of them — maintained by the state highway department — are actuated by traffic volume.

"The result is the continuous starting and stopping of in and outbound traffic," he said. "With the master control, we can eliminate this problem since the highway department has assured us that we can tie in their lights at Colorado and Pitkin."



Welcome To Grand Junction

Four Grand Junction businessmen inspect one of the new billboards which welcome travelers to the city. The Chamber of Commerce has put up three of these signs which are placed south, west, and east of the city on the three major highways. From

left to right are Mark Wagner, chairman of the tourist convention committee; Don Vogel and Ray Watkins, co-chairmen of the retail trade committee; and John Burkey, vice president of Industrial Development, Inc. Sentinel Photo.



California Visitors

Five businessmen from the Los Angeles suburb of Montrose take a rest while they tour the downtown district of Grand Junction and inspect Operation Foresight. The five arrived Thursday for a two-day visit in order to get some ideas about how to develop their main street. Shown from left to right are Don Carpenter of Montrose; Grand Junction development director Don Warner who is showing the group a diagram of Main street; Bob Cooke of Montrose; Chamber of Commerce President Al Cox; and Clifton Banks. Tom Jeffers Jr., and Lugo Embeyen of Montrose. **Sentinel Photo.**

Californians Impressed By Foresight Appearance

September 13, 1963

Foresight Plan To Go To Britain

Study of Operation Foresight took on an international flavor today. David Gilmore of Lemington Spa, England, visited here to view the project and secure planning booklets, brochures, and pictures to take back to his homeland.

Gilmore, a city planning student at Cornell University for the past three years, now is wrapping up a six-week tour of the nation before returning home. He had heard of Operation Foresight, which he says is "well known in planning circles," and he included Grand Junction on his itinerary to gain more information.

"The general face-lifting of buildings is common in Europe," he said, "but all at government instigation. I've never seen anything to equal such private initiative as this."

Gilmore said English towns are faced with the same problems of urban growth as those experienced in the United States and that the Foresight system would be "highly adaptable."

A California family and their dog were stopped by Patrolman Harvey Gorby Saturday on U.S. 6-50 and like most people, expected a ticket for something.

However, they were not stopped for a traffic violation. They were pleasantly surprised to find out from Jaycee Dave Storm they

had been chosen Tourist of the Week. Their plans to camp out in the mountains near Denver Saturday were cancelled and they were guests of Grand Junction merchants for the next 24 hours.

Mr. and Mrs. Carl Dwight and their daughter DeAna, 15, of Berkeley, Calif., were shown around

Grand Junction and the area by Storm. Saturday they went to the Colorado National Monument. The family had its choice of a baseball game, a movie, or a melodrama last night. It was a hard decision and Mr. Dwight jokingly said he would go to the game, his wife to the movie, and De Ana to the melodrama. The family dog seemed unconcerned about the whole thing.

Mr. Dwight is a school principal in Berkeley. He and his family are taking a four-week vacation with Kansas City, Mo., their destination. Mrs. Dwight said they had relatives in Kansas City they were going to visit. They also expected to do some camping in Arkansas.

Dwight said, "I am most impressed with the modernization of the streets in the downtown district." He said there were many California towns that needed a downtown development such as "Operation Foresight."

The family has been through Grand Junction twice before but had never stopped long enough to see the city or the area surrounding it.

The Dwight's were guests of the El Palomino Motel, Ed Eisenhower Motors, Enstrom Candy Co., Midwest Photo Service, Aeroplane Restaurant, Pantuso's Restaurant, Western Colorado Floral Co., Bill Evans Service, and C. D. Smith Drug Co

July 7, 1963

Foresight Fame Spreads To Florida

Word of Operation Foresight has penetrated the Florida swamplands by way of the Times of Melbourne. The town is at the center of the Cape Canaveral missile complex.

On the editorial page of its Sunday, June 16, issue, the Times carried a story by its city editor with a detailed account of Foresight, its manner of financing, and its several advantages.

"It's a do-it-yourself project," the city editor commented, "undertaken with the same civic and political determination that Melbourne tackled its jetport job."

The writer, Charles Jean, does not say where he obtained the information, but the story suggests it may have been from personal observation.

His lead is laudatory: "A Colorado city of small population but big thinking is getting national attention for pulling itself by the bootstraps out of downtown deterioration."

JULY 9, 1964

Foresight Story Told To Scots

Operation Foresight's fame continues to spread on a worldwide basis.

Now for the price of three shillings, six pence, even the Scots can read about it.

The latest shopping park spread appears in the May issue of Scottish Public Services, a municipal magazine similar to American City, from which the article is reprinted.

The Foresight story, written by City Manager Joe Lacy, also is featured on the cover of the magazine, and several pictures of Grand Junction's Main street are included inside.

The magazine, with an eye toward facelifting needed in some of Scotland's communities, calls the shopping park idea "an interesting traffic and shopping plan in an area where major reconstruction is at present out of the question."

July 28, 1963

1,000 Letters Received On Operation Foresight

The city of Grand Junction and the Chamber of Commerce have received nearly 1,000 letters since the city won its All-America Award this year.

Chamber Manager Dale Hollingsworth said many of the letters have come from other towns and cities requesting additional information about Operation Foresight. Other letters have congratulated the citizens of Grand Junction for developing such a plan.

A recent letter from Roland H. Asker, executive director of the Housing and Redevelopment Authority for the City of Montevideo, Minn., said, "I think that Grand Junction can feel proud of the fact that they have gone ahead on their own to lead such a forthright change in downtown shopping."

While in town, Asker interviewed 40 to 50 people on the

street and in businesses and at least 95 per cent indicated favorable response to the plan.

Another letter from Modesto, Calif., asked for 25 brochures on "Operation Foresight."

November 6, 1963

August 16, 1963

Kiplinger Letter Starts Inquiries

A new wave of interest in Operation Foresight was stirred by a recent mention of the project in the Kiplinger Washington Letter.

Chamber of Commerce secretary Jean Wollard said the office received 46 requests for additional information in a two-day period as a result of the publicity. She said most of the requests have come from eastern states where the publication has first circulation. Additional queries from western states are expected before the end of the week.

The plug in the nationally circulated Kiplinger report apparently came into being quite

by accident when Willard M. Kiplinger, senior publisher in the Washington firm, passed through Grand Junction on his vacation.

"He came into the office quite impressed by the shopping park," says Mrs. Wollard. "He was a tall, distinguished gentleman, but we didn't have any idea of his identity until he left. Just before going out the door with all the literature we had on Foresight, he handed me his card."

The flurry of interest is the heaviest since Grand Junction was named for the All-America City award.

Shopping Park Pleases Delegation From Lubbock

Grand Junction's downtown shopping park has attracted a lot of visitors since it helped win the community an All-America City award; but few have

viewed it with more enthusiasm than a group last week from Lubbock, Tex.

The Lubbock Avalanche-Journal devoted a full front-page spread, with additional pictures and story inside, to the visit. It advocated a similar program of rejuvenation for the Texas city.

The visiting delegation, which consisted of 10 civic and business leaders, reported that "Grand Junction is as refreshing as the cool, clear mountain atmosphere in which it is located and a thing of beauty often dreamed about, but seldom seen by city planners."

They were most impressed by the trees and flowers which decorate the shopping park and by the fact that "it was done without one cent of state or federal aid."

The Avalanche-Journal story detailed the step-by-step planning, promotion, and construction of Operation Foresight and observed that Grand Junction experienced a retail sales increase of \$4 million in the first full year of shopping park use.

Lubbock is roughly six times larger than Grand Junction, but its problems are the same as those experienced prior to construction of the shopping park. Now, Lubbock actively is looking for a solution similar to Grand Junction's.

"This is a highly eye-pleasing thing," said Lubbock Mayor Max Tidmore. "It offers some real possibilities."

JULY 6, 1964

Foresight Fame Spreads To East Asia

Now only the stars have yet to get the word — Grand Junction's fame has gone worldwide.

The reprint of a Downtown Idea Exchange article, with pictures, appeared this month in a New Delhi, India, publication called EAROPH News and Notes.

According to the editors of Downtown Idea Exchange, who relayed the reprint to City Planning Director Don Warner, circulation of the EAROPH publication is worldwide, "especially in the vast belt from India, China and Japan, through the islands, to Australia and New Zealand."

EAROPH stands for "East Asia Regional Organization for Planning and Housing."

There, Grand Junction's Operation Foresight shares equal billing with traffic problems in Bombay, housing in Hong Kong, and zoning in Calcutta and Korea.

Warner, contemplating the substitution of a globe for the Foresight flag map on the wall at City Hall, said, "I wonder if they could use a slide show in New Delhi?"

October 16, 1963

Cities Seek Foresight Knowhow

Whatever else may be on his mind when he leaves Grand Junction for a business visit to another city, City Council President C. E. McCormick finds himself talking about Operation Foresight when he gets to his destination. That's what everybody wants to talk about — and they want details, too.

"I can depend on it," McCormick said today. "The first man I meet will ask about Foresight. If I am called on to speak, there

will be questions about Foresight; and at every meal my dining companions want Foresight with the soup, salad, meat and coffee."

A prime example is a recent trip to Boulder to attend the Mayors' and Councilmen's seminar. Here he was on the program to talk about zoning and architectural problems involved in urban renewal. Or, in other words, what were the problems in Foresight?

Two men from Pueblo cornered him at the Boulder meeting.

Pueblo is trying to do something about downtown problems. They wanted full information on money, methods, and initial planning. They, like everybody else who brings up the subject, were most impressed by the idea of accomplishing so much without government aid.

McCormick had a similar experience at the recent meeting of the executive board of the Municipal League at Glenwood Springs. Here he found everybody wanting to talk about Foresight. He extended a blanket invitation for them all to attend our Foresight Festival and got widespread promises of attendance.

The president of the League, Gail Gilbert of Arvada, and Mayor Jim Walker of Sterling both accepted and will be among the many city officials coming to Grand Junction to see for themselves what Foresight has become.

Recently McCormick had a letter from the Wyoming Municipal League inviting him to attend that group's annual state convention at Jackson and to be a speaker on the program. They want to know about Operation Foresight. Why? Because Wyoming cities, too, are concerned about downtown renewal and they feel that Grand Junction has a remarkable solution.

Iowa also has gotten into the act. The commissioner of public safety in Fort Dodge, Iowa, has written the mayor of Grand Junction. He says that they are "in the process of changing the city," and having heard about Grand Junction they want complete details.

These are only samples of what has flooded into our city since plans for Foresight were announced. City Manager Joe Lacy has taken his slides of Operation Foresight to many areas and talked to hundreds of people. The

Chamber of Commerce has had letters from all over the nation. Tourists, having heard about it, are pouring into the area so fast that hotel-motel business is up 61 per cent over the same period last year.

"No matter what anybody thought at the beginning," McCormick says, "the avid requests for information, the widespread interest, and the way everybody everywhere wants to talk about Foresight has become convincing enough. We're really known as the city with Foresight. Everybody wants more and more information from us."

May 15, 1963

Trade Sale Figures Prove Shopping Park Vigor Boost

Contrary to the frequent lamentations of Grand Junction gloom - spreaders, figures released today indicate that the heart of the city's business community never has pumped greater vigor.

In answer to those who point with alarm at several buildings now vacant—or being vacated—along Main street, City Manager Joe Lacy today reached into his nearly completed financial report for dollars and cents before and after Operation Foresight.

Their comparison indicates that the downtown remodeling project was a shot of economic adrenalin.

Net taxable sales in Grand Junction were \$64,620,000 in 1960 and \$65,776,000 in 1961. They declined slightly during the 1962 construction year to \$65,501,000, then boomed to \$69,925,663 in 1963.

Total retail sales and services—including businesses exempt from sales tax—climbed steadily from \$91,729,000 in 1960 to \$93,185,000 in 1961 and to \$95,193,000 in 1962. In 1963, however, with Operation Foresight a completed project, they jumped to an unprecedented \$99,144,000.

Lacy said the jump in total sales also may have been influenced by Chamber of Commerce tourist promotion. He added that his financial study indicates a gradual migration of Grand Junction's business center to the north and east.

He said the current decline of small businesses and the expansion of large chain stores is in keeping with a nationwide trend.

Predictions that the downtown shopping park would be "five ways safer" than the old

design also have proven accurate. In fact, the park appears to be five times safer as well.

No accident statistics are available for 1962—the year of construction—but a comparison of figures for 1961 and 1963 reveals that the number of fender-benders in the shopping park area dropped from 61 to 12. Throughout the entire 24-block complex, accidents dwindled from 181 in 1961 to 89 in 1963.

MAY 4, 1964

Pan-Am Seed Co. Donates Flowers

Among the petunias soon to bloom throughout Grand Junction's downtown shopping park, the "Meteor" will add a new blaze of hybrid color.

The red and white blossom, on display this year at the New York World's Fair, is part of a truckload of petunia plants donated to the city this week by the Pan-America Seed Co. of Paonia.

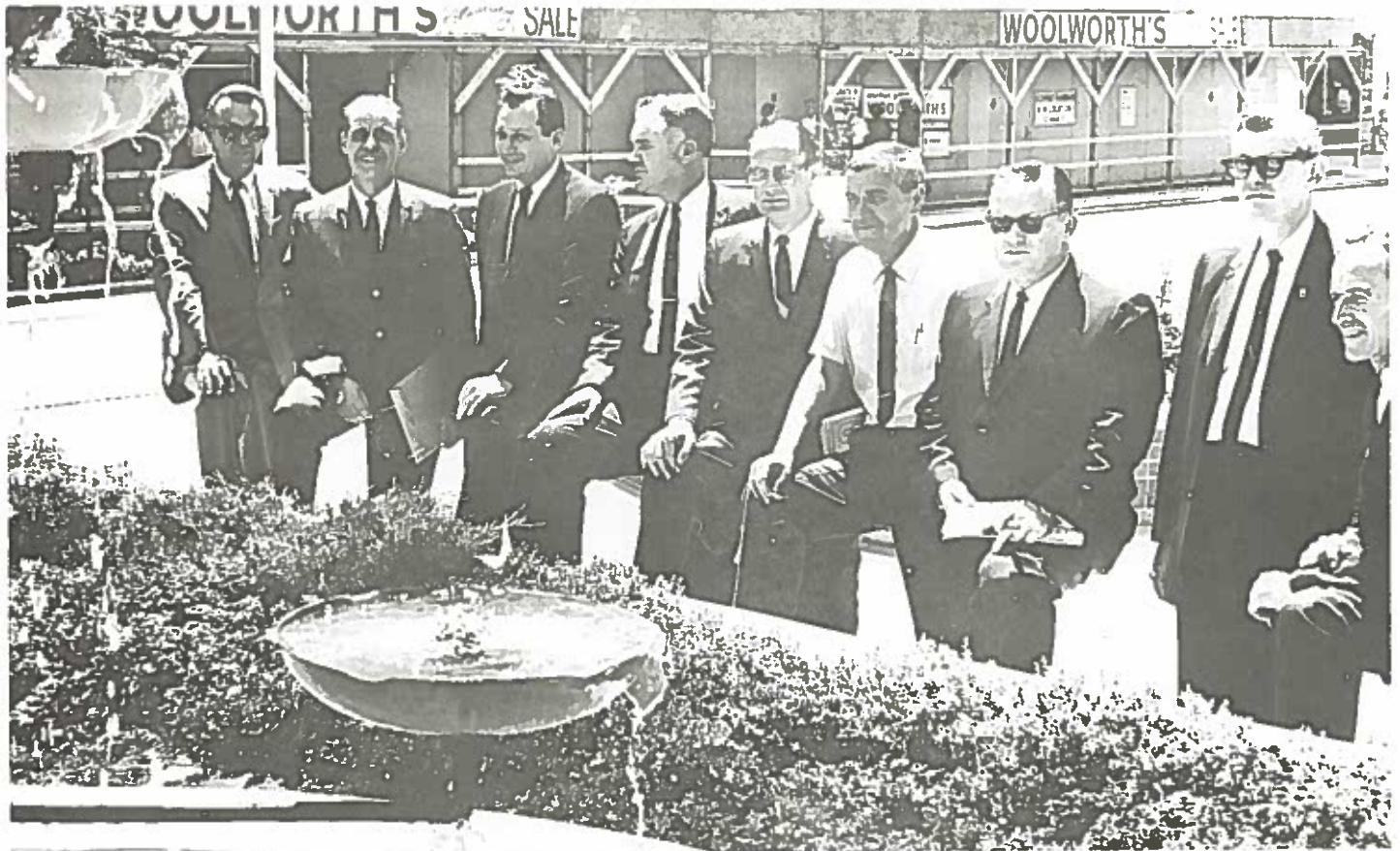
Pan-America, which last year gave 750 plants to Grand Junction's Operation Foresight, outstripped its own effort this spring.

MAY 1, 1964

Parks Superintendent Ralph "Red" Stocker, who picked up the Paonia firm's gift Wednesday, said he has no idea of how many petunia plants were involved.

"They didn't even count them," he said today. "They simply loaded up a city truck with box after box. We've spread them all over the shopping park and they should be starting to bloom in another two or three weeks."

He said more petunias and a number of geraniums soon will be added to downtown planters to complete the city's new spring outfit.



Eyes Of Texas—On Foresight

A need for downtown modernization in Lubbock, Tex., brought a delegation from that city Thursday to seek the secrets of Grand Junction's Operation Foresight. The Texas group, with local guides, was composed of (left to right) Lubbock Mayor Max Tidmore; E. W. Williams, bank president; Bert Bernstein, businessman; Alton Brazell, county com-

missioner; John Logan, Chamber of Commerce manager; Dale Hollingsworth, Grand Junction Chamber of Commerce manager; Bill Pitstick, Lubbock city manager; Joe B. Phillips, director of the Lubbock Downtown Corp.; and Grand Junction Development Director Don Warner.

Sentinel Photo.

ONE YEAR LATER

April 16, 1964

Grand Junction, Colorado undertook a revolutionary step in December, 1961, in deciding to rebuild the downtown area--and not use any State or Federal funds. The petitions, engineering, and other preparations were completed in June, 1962; and construction began. New sewers, water lines, sidewalks, curbs, and streets were constructed during the summer and fall of 1962--disrupting business and traffic. Christmas 1962 was the largest ever recorded in Grand Junction; and in early spring, 1963, the finishing touches of brickwork and greenery were added to the program.

National attention centered on Grand Junction through publicity received from newspapers, magazines, and periodicals all over the country. Grand Junction was declared an All-America City by LOOK and the NATIONAL MUNICIPAL LEAGUE. Visitors from all over America--heavily weighted with Chambers of Commerce and Planning Commissions--have come to look at the project and talk to the people about the program.

One year has passed since the project was officially dedicated with a full-scale celebration called the "Foresight Festival." Letters to the Chamber of Commerce and visitors now ask: "What do you think of the project now?" In order to find some of the answers, certain civic leaders were quizzed on their opinions--one year later.

Don Vogel, Manager, Montgomery Ward "I came to Grand Junction two years ago after working in downtown and shopping centers for the Company in several cities. It was refreshing to find a city with such vitality and foresight among the downtown merchants and the city generally. Montgomery Ward is undergoing a complete remodeling of the exterior and interior at the present time, demonstrating our confidence in both Grand Junction and downtown."

Ray Watkins, Manager, Brownson's Men's Store "Our pioneer store remodeled completely inside and outside during the actual construction of Operation Foresight. We wanted to be a part of this program that we have supported from the very beginning--and would do the same thing again 1962 and 1963 were our best sales years."

Ted Treece, Jr., Co-owner, Treece Furniture Company "Our family has been in the same location for many years, and we wholeheartedly supported and worked for Operation Foresight. We are not only proud of the program, we think it was good sound business to improve and beautify our downtown area."

Harry Benge, Co-owner, Benge's Shoe Store "We supported the plan from the very beginning. The only problem encountered by the customer seemed to be adjusting habits on parking, mid-block crosswalks, and traffic signals. We hear a lot of favorable comments from local and out-of-town people and only rarely anything critical."

Police Department, Chief Karl Johnson "Traffic circulation the smoothest since new program went into operation. Accidents decreased by 40 per cent. Volume of traffic and parking meter revenue have increased substantially since completion of construction."

Housewives support the program nearly 100 per cent--although they still place emphasis on the need for additional parking. Most recognize that parking was improved, but it still needs attention. The case of shopping and the mid-block crosswalks seemed to be favored most--with everyone happy about the flowers and trees.

Twelve men from Brigham City, Utah, visited Grand Junction recently to look things over firsthand and issued the following report:

"We were met at the airport by a delegation from the Chamber of Commerce and then drove through the four-block area which had been redesigned. At the City Hall we were given a briefing on the program, shown a colored slide presentation featuring before and after scenes plus a question and answer period.

"After lunch, City Planning Chairman Clyde Stratford divided the group into teams; and they hit the street to interview merchants, businessmen, property owners, and shoppers in the stores and on the street to sound out opinions on the improvement program.

"Reassembling at the Chamber of Commerce office for an appraisal session, we found almost unanimous approval from the people of Grand Junction."



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