

**GRAND JUNCTION CITY COUNCIL
AGENDA**

**MONDAY, NOVEMBER 4, 2002, 7:00 P.M.
CITY HALL AUDITORIUM, 250 N. 5TH STREET**

MAYOR'S INTRODUCTION AND WELCOME

7:00 COUNCILMEMBER REPORTS

7:10 REVIEW FUTURE WORKSHOP AGENDAS

[Attach W-1](#)

7:15 CITY MANAGER'S REPORT

7:25 REVIEW WEDNESDAY COUNCIL AGENDA

7:30 TRAFFIC CALMING: Council will review three applications for traffic calming in different neighborhoods.

[Attach W-2](#)

1. Chipeta Avenue – 13th to 14th Street
2. 5th Street from Grand Avenue to Belford Avenue
3. Standing Rock Drive (Canyon View Subdivision)

8:45 DISCUSSION OF DOWNTOWN MAIN STREET APPLICATION: The DDA & the DTA are proposing the inclusion of downtown Grand Junction into the Main Street Program.

[Attach W-3](#)

9:00 ADJOURN

This agenda is intended as a guideline for the City Council. Items on the agenda are subject to change as is the order of the agenda.

**Attach W-1
Future Workshop Agenda**

CITY COUNCIL WORKSHOP AGENDAS

NOVEMBER 18, MONDAY 7:00 PM:

- 7:00 COUNCIL REPORTS, REVIEW WEDNESDAY AGENDA & REVIEW FUTURE WORKSHOP AGENDAS
- 7:25 CITY MANAGER'S REPORT
- 7:30 2003 BUDGET REVIEW:

DECEMBER 2??, MONDAY following Council meeting?

- 7:00 COUNCIL REPORTS, REVIEW WEDNESDAY AGENDA & REVIEW FUTURE WORKSHOP AGENDAS
- 7:25 CITY MANAGER'S REPORT
- 7:30 TELECOMMUNICATIONS UTILITY ORDINANCE
- 8:15 POLICE DEPARTMENT OPERATIONS UPDATE

DECEMBER 16, MONDAY 7:00 PM:

- 7:00 COUNCIL REPORTS, REVIEW WEDNESDAY AGENDA & REVIEW FUTURE WORKSHOP AGENDAS
- 7:25 CITY MANAGER'S REPORT
- 7:30 OPEN

DECEMBER 30/JANUARY 6? MONDAY 7:00 PM:

- 7:00 COUNCIL REPORTS, REVIEW WEDNESDAY AGENDA & REVIEW FUTURE WORKSHOP AGENDAS
- 7:25 CITY MANAGER'S REPORT
- 7:30 OPEN

JANUARY 13, MONDAY 7:00 PM:

- 7:00 COUNCIL REPORTS, REVIEW WEDNESDAY AGENDA & REVIEW FUTURE WORKSHOP AGENDAS
- 7:25 CITY MANAGER'S REPORT
- 7:30 OPEN

FUTURE WORKSHOP ITEMS

First Priority

1. RIVERSIDE PARKWAY FINAL RECOMMENDATION
2. DISCUSSION OF TRANSIENTS ISSUE
3. GROWTH PLAN UPDATE
4. COMMUNITY DEVELOPMENT CODE UPDATE
5. DOWNTOWN PARKING STUDY

Second Priority

1. HAZARDOUS DEVICE TEAM
2. FORESTRY OPERATIONS
3. PARKS/SCHOOLS COOPERATIVE AGREEMENTS
4. ELECTRONIC RECORDS MANAGEMENT SYSTEM:
5. LIQUOR LICENSING PROCEDURES
6. HAZMAT
7. GOLF OPERATIONS

**Attach W-2
Traffic Calming Projects**

**CITY COUNCIL AGENDA
CITY OF GRAND JUNCTION**

<i>CITY COUNCIL</i>						
Subject:	Presentation of three neighborhood traffic calming projects for City Council					
Meeting Date:	November 4, 2002					
Date Prepared:	October 16, 2002					
Author:	Jody Kliska		Transportation Engineer			
Presenter Name:	Jody Kliska		Transportation Engineer			
Report results back to Council		No		Yes	When	
Citizen Presentation		Yes		No	Name	
x	Workshop		Formal Agenda			

Summary: Staff will review the three projects proposed for traffic calming – Chipeta Avenue from 13th to 14th Streets- Standing Rock Drive in Canyon View Subdivision and 5th Street from Grand Avenue to Belford Avenue,– and request City Council approval to proceed.

Background Information: These three projects were placed on hold earlier this year while the Council adopted a new policy and thus were caught mid-stream between two different procedures. Each neighborhood has gone through the petitioning process with their respective neighborhoods and each is ready to present their projects to City Council, in accordance with Step 6 of the adopted process for initiating traffic calming projects. Each project meets the criteria set forth in the adopted policy.

1. Chipeta Avenue: Residents of this neighborhood contacted the city in June, 1999 with concerns of speeding, child safety and aesthetics of the neighborhood. The residents formed a traffic calming committee and held an open house at Lincoln Park Elementary school to discuss potential solutions, including the mini-roundabout used in Seattle neighborhoods. The fire department participated in a trial run with coned roundabouts of varying diameters to determine the appropriate size of the two intersections (13th & 14th Streets with Chipeta Avenue) for the proposed traffic calming measure.

Chipeta Avenue carries approximately 300 to 400 vehicles per day. The speed limit is not posted, as is typical in the downtown area, and thus the prima facie speed limit is 30 MPH as per the Model Traffic Code. Measured speeds indicated that 85% of the traffic is at or below 30 MPH.

The two locations selected for traffic calming treatments are shown on the map in Attachment B. Also included in the attachment is a photograph of the materials proposed for the temporary roundabout construction, which is flexible curbing that will form a circle. For aesthetics, cobble rock or gravel may be added to the inside of the circle. Cost of each temporary roundabout is estimated at \$3000.00. If a permanent installation is deemed appropriate, concrete circles would be fabricated locally and placed in the center of the street and could be used for plantings if the neighborhood agreed to maintain the plants.

2. 5th Street from Grand Avenue: Residents of 5th Street from Ouray Avenue to Belford contacted the city in August, 2001 with concerns about speeding, stop sign violations at Gunnison Avenue, children crossing 5th Street to go to school as well as all pedestrians crossing 5th Street to go to and from Hawthorn Park and truck traffic. A meeting with Transportation Engineering and Police staff was held in the Park that month to discuss the problems and various solutions. Most solutions, such as stop signs or signals were discarded as being too restrictive to 5th Street traffic. Neighbors noted that 4th Street, the southbound complementary street to 5th, had a lower posted speed limit, parking and only two lanes of through traffic as opposed to three lanes on 5th Street. After collecting data on both streets for traffic volumes, speeds and accidents, staff concluded that the proposed lane reduction on 5th Street could be considered for a traffic calming proposal and that it is likely this change would result in lowered speeds and less crossing distance for pedestrians without affecting vehicular capacity. There were 20% fewer accidents on 4th Street than on 5th Street during the same three-year period and speeds on 4th Street are 18% lower (34 MPH vs. 40 MPH). These differences are considered significant, particularly for pedestrians and school children.

Staff video-taped the traffic on 5th Street to determine distribution of traffic by lane north of Grand Avenue. During the p.m. peak, 9.7% of the total traffic used the westernmost lane. At noon, that percentage was 11.3%, indicating the third lane is quite under-utilized by traffic. Several factors probably contribute to this, including the fact that the

lane terminates at Belford Avenue and that the crown of the road makes it uncomfortable for drivers.

Attachment C shows the proposed temporary measure of installing traffic control barrels on the west side of 5th Street to narrow it to two lanes. The trial period would be for a maximum of two months, during which time staff would evaluate speeds, volumes and lane distributions. Before making any permanent changes, staff would present the data to City Council for approval of changes. The anticipated striping changes would be accomplished by chip-sealing the street to obliterate the existing striping.

3. Standing Rock Drive: Residents contacted the city in February, 2001 with concerns about speeding, construction traffic and children’s safety. In accordance with the procedure in place at that time, the residents formed a traffic calming committee and decided to pursue construction of speed humps on Standing Rock Drive as a solution. Because the two other entries into the Canyon View Subdivision have speed humps, the proposal is consistent with the adjacent streets.

Staff collected data on Standing Rock, including volumes and speeds. The street has a daily volume of about 650 vehicles. The posted speed limit is 25 MPH. Measured speeds indicate that 85% of the traffic is at or below 30 MPH, with 25% of all vehicles exceeding the speed limit. A high of 57 MPH was recorded.

The five speed hump locations are shown in map in Attachment A and were selected based on spacing and minimal interference with existing driveways. The map was circulated with the petition to alert residents to the proposed locations. The proposed speed humps would be constructed by the City Streets crew and the estimated cost of each speed hump is \$800.00.

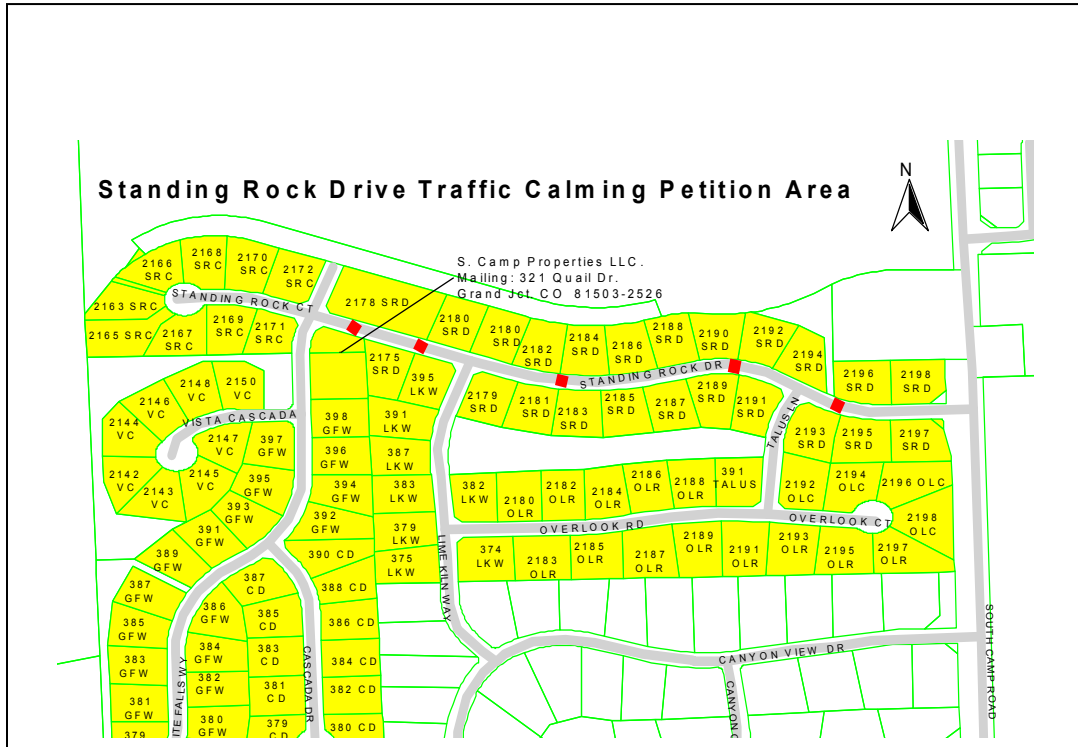
Budget: Funds are budgeted in the CIP for Traffic Calming (Activity F25600). The table below shows the estimates costs for the measures in each project.

Neighborhood	Cost for Temporary Measures	Cost for Permanent Installations
Standing Rock	\$4000.00	N/A
Chipeta Avenue	\$6000.00	\$15,000.00-20,000.00
5 th Street	\$3000.00 - \$6000.00	\$9000.00

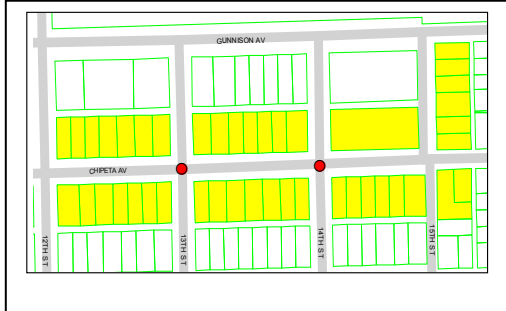
Action Requested/Recommendation: Staff requests approval from city council to proceed with the proposed temporary measures for traffic calming actions on each project. Each project will be evaluated in two to six months (depending on the project) from the date of implementation and presented to City Council in order to determine if the temporary measures either remain or are replaced with permanent devices.

Attachments: **A)** Standing Rock Drive Traffic Calming Petition Area map. **B)** Proposed Locations for Circles, Proposed Temporary Measure, Sample Permanent Installation **C)** Proposed temporary measure of installing traffic control barrels on the west side of 5th Street to narrow it to two lanes. **D)** Neighborhood Traffic Calming Policy.

Attachment A



Attachment B



Proposed Locations for
Circles



FLEX-CURB *Flexible Barrier Curbing*



FEATURES:

- *Barrier Curb*
- *Conforms to Uneven Surfaces*
- *Field Modifiable*
- *Weather Resistant*
- *Delineators Available*
- *Color Options*
- *Low Cost Post Replacement*
- *Environmentally Friendly*



USES:

- *Traffic Deflection & Calming*
- *Abrupt Edge Barriers*
- *New Curbing*
- *Replacement & Extensions*
- *Parking Lot Wheel Stops*
- *Pedestrian Islands*
- *Construction Diversion*
- *Playground Material Containment*

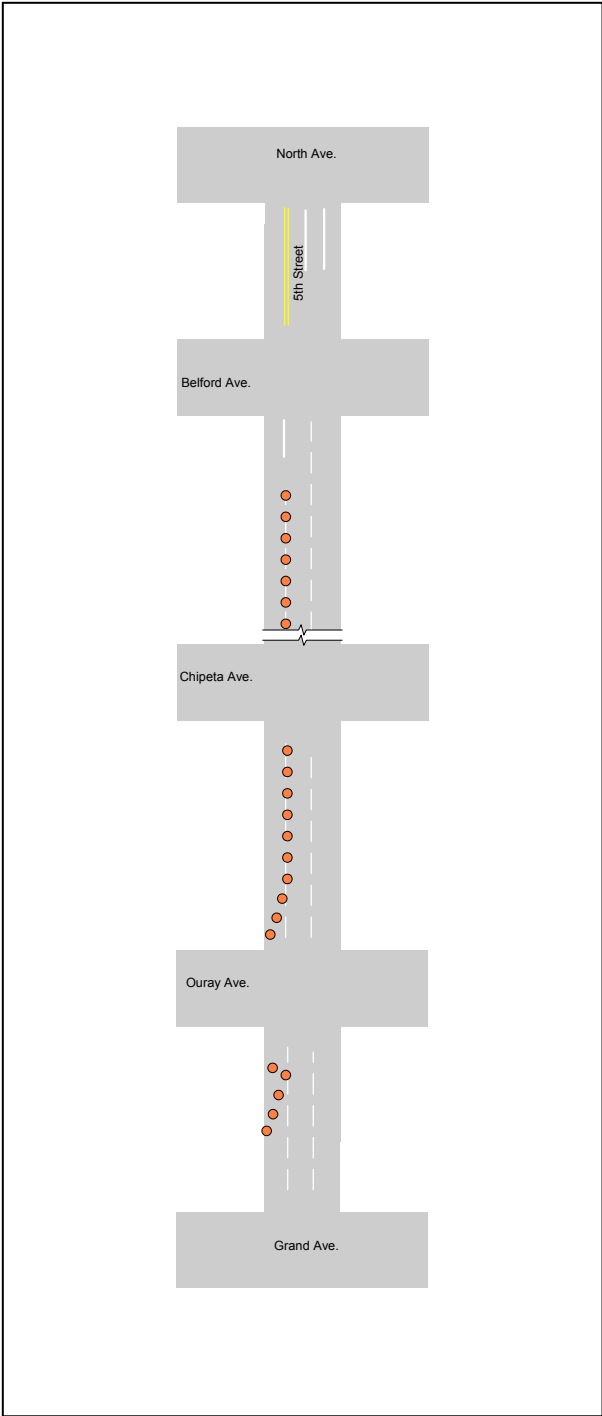
Back

Proposed Temporary
Measure



Sample Permanent
Installation

Attachment C



Attachment D

City of Grand Junction Neighborhood Traffic Calming Policy

The City of Grand Junction recognizes that quality of life and a sense of community and personal well-being for residents may be affected by intrusive vehicular traffic. Livable streets can be attained in several ways – through good design of new development, through reconstruction of existing streets by Capital Improvement Projects, or by spot improvements initiated by neighborhood requests.

This policy sets the framework for staff and citizens to work together to identify problems in spot locations and work toward implementing solutions that are initiated by neighborhood requests.

Goal:

Address public neighborhood livability concerns resulting from a documented vehicular problem including speeding, cut-through traffic, and hazards. Actively involve the people who live in the project area in the planning and decision-making process.

Objectives:

- Encourage reasonable driver and pedestrian behavior in residential neighborhoods.
- Improve neighborhood livability by encouraging adherence to the speed limit.
- Effectively balance the public safety interests of traffic mitigation and emergency response.
- Encourage citizen involvement and input into the determination of appropriate measures.
- Integrate education, enforcement and engineering.
- Create or maintain quality residential environments.
- Improve safety and convenience for pedestrians, cyclists, the elderly and other vulnerable street users.
- Reduce the number and severity of accidents.
- Discourage the use of inappropriate routes by motor vehicles.
- Improve the visual environment.

- Balance traffic space demands.

Minimum Requirements for Traffic Calming Measures

Public resources need to be managed responsibly to serve all citizens equitably. The following requirements are necessary to balance the city's resources to most effectively address concerns.

↓ Local Streets –

Residential streets that are not classified as a collector or higher on the Grand Valley Circulation Plan are considered local. These streets' primary function is for access to the adjacent properties. Cul-de-sacs and streets shorter in length than 1000' are eligible only for educational activities such as distributing flyers and limited enforcement activity such as the neighborhood speed watch or radar trailers. Installation of traffic control devices will be made as needed in accordance with the Manual on Uniform Traffic Control Devices. No physical measures such as speed humps will be considered. Other local streets where data collection indicates the presence of vehicles exceeding the speed limit or traffic volumes higher than what would normally be generated by the houses served by the street are eligible to participate in the traffic calming process. Vertical displacements such as speed humps and raised intersections may be considered where the grade, topography and roadside drainage will allow safe installation.

↓ Collector Streets –

Streets designated as collectors on the Grand Valley Circulation Plan may participate in the traffic calming process. Streets where the data collection indicates 85th-percentile speeds greater than 5 MPH over the posted speed limit and traffic volumes that fall within the ranges shown for the street cross-sections in the adopted Standard Drawings will be given priority consideration. Vertical displacements such as speed humps and raised intersections may be considered if the street is not identified as an Emergency Response Route.

↓ Arterial Streets –

Streets designated as arterials on the Grand Valley Circulation Plan will likely be identified as Emergency Response Routes and will not be considered for vertical displacements such as speed humps and raised intersections. These streets may be considered for medians and landscaping treatments as well as enforcement activities. Except in unique circumstances, the traffic calming process will not be applicable. Improvements made to arterial streets will be part of a larger Capital Improvement Project.

Projects will be evaluated on a first-come, first-served basis ranked by priority and are subject to availability of funds.

Procedures

All neighborhoods requesting traffic calming must follow the 10-Step Process for Initiating Traffic Calming Projects outlined below. Progressive authority for installation is shown in the list of Potential Traffic Calming Measures.

Process for Initiating Traffic Calming Projects on Existing Streets

Step 1: City receives notification from neighborhood of problem and sends an application package. The applicant has 30 days to complete the application and return it. Once the application is received, the City does basic data collection - volumes, speeds, accidents, geometrics within 30 days. The problem is scored and assigned a priority. Staff reviews appropriate actions and follows the implementation outlined in the Traffic Calming Measures list.

Step 2: Hold neighborhood information session and determine if there is sufficient support in the affected neighborhood to pursue problem identification and solution. The session is scheduled within 30 days of the completion of data collection by city staff. Invite representatives from other city departments who may have an interest such as Police, Fire, Parks, Community Development. Identify, quantify problems. Solicit volunteers for project neighborhood traffic committee.

Step 3: Staff/project neighborhood traffic committee develop plan for traffic calming of the project area. Staff prepares a memo of preliminary findings for City Council and receives council feedback on the traffic calming plan that will include limitations or restrictions imposed by council or the City Manager. Time frame for the preparation of the memo and receipt of feedback is 30 days.

Step 4: Public information meeting held by the neighborhood traffic calming committee to present plan to neighborhood. The meeting will be held within 30 days of receiving council feedback.

Step 5: Circulate neighborhood ballot. Approval of traffic calming plan by 2/3 (66%) of affected area is required to proceed to city council for the council decision. The neighborhood traffic calming committee has 90 days to complete the balloting process. If Step 5 has not been completed in one year from the date the original application is mailed, the application will expire.

Step 6: Ballot results for measures requiring City Council approval will be scheduled for a council workshop within 45 days of completion of the balloting. A Public Works staff report will be prepared for the meeting. Council action on temporary installation of traffic calming in accordance with the plan developed by staff/project traffic committee with council input in Step 3.

Step 7: Installation and monitoring of test project, if the traffic calming can be a test project. It is possible at this step to install permanent measures. City collects appropriate traffic data.

Step 8: Survey neighborhood for acceptance and present results of data collection.

Step 9: Request council action, if necessary, for installation of permanent improvements.

Step 10: Design and construction of permanent improvements.

Potential Traffic Calming Measures

The following traffic calming measures may be implemented with staff review only and most may not require a balloting process:

- Stop signs as warranted by MUTCD
- Speed limit signs with issuance of speed resolution
- No outlet signs
- Other signing in accordance with the MUTCD
- Striping/markings changes or additions
- Radar trailer
- Neighborhood Speed Watch
- Informational flyers
- Delineation and plastic curbing
- Installation of street lights through the petition process.

Measures that require City Council approval:

- Speed humps and raised crosswalks
- Street closures
- Medians and entry islands
- Bulbouts
- Roundabouts
- Traffic diverters
- Lane reductions
- Street re-alignments

Prioritization Worksheet

Traffic Volumes

Greater than 2000 vehicles per day	5 points	_____
1500 to 2000 vehicles per day	4 points	
1000 to 1500 vehicles per day	3 points	
500 to 1000 vehicles per day	2 points	
< 500 vehicles per day	1 point	

Traffic Accident History

More than 5 accidents per mile per year	3 points	_____
2 to 4 accidents per mile per year	2 points	
1 accident per mile per year	1 point	

Traffic Speeds

85 th % speed exceeds speed limit > 10 MPH	5 points	_____
85 th % speed exceeds speed limit by 9 MPH	4 points	
85 th % speed exceeds speed limit by 8 MPH	3 points	
85 th % speed exceeds speed limit by 5-7 MPH	2 points	
85 th % speed exceeds speed limit by < 5 MPH	1 point	

Number of houses facing the street (both sides)

>55 per mile	4 points	_____
40 to 55 per mile	3 points	
25 –40 per mile	2 points	
10 –25 per mile	1 point	

Schools and Public Facilities adjacent to the

5 points for each school		_____
4 points for each recreation facility (park, pool, etc)		
3 points for each trail crossing		
2 points for other public facilities		

Cut-through traffic pattern

25% or more of traffic cutting through	5 points	_____
15-25% traffic cutting through	2 points	

Residents have expressed a concern

Yes	3 points	_____
No	0 points	

Total Score:

Dear Council Members,

As you know our 5th Street speed reduction proposal will be discussed at City Council this Monday.

We have supplied you with the information about our cause in the enclosed packet. Our intent is to help our council realize that this is a real problem and a situation, which is not going away.

We ask each of you to travel down 5th Street between now and the meeting and see the problem for yourselves before making a decision.

Please give this a lot of thought. We are very serious about this cause and are asking for your help.

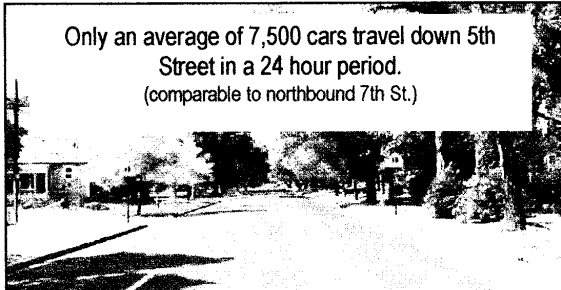
Thank you

The N. 5th Street Lane Reduction Proposal

There has been a growing problem in our neighborhood. Traffic. Not that there is too much of it, actually, there is not enough. 5th Street has always had problems with speeding, but ever since the third lane was added, it has become more than just an occasional problem. It is now an everyday safety issue.

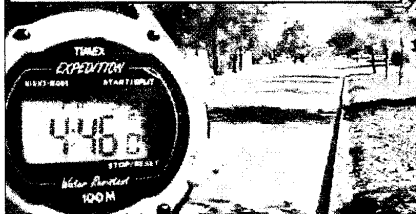
There is too much room for so little traffic. People believe that

Only an average of 7,500 cars travel down 5th Street in a 24 hour period.
(comparable to northbound 7th St.)



N. 4th Street has an almost identical configuration to N 5th St. It changes at Belford Ave. and handles downtown and highway traffic. The only difference is the number of lanes and the speed at which the traffic flows.

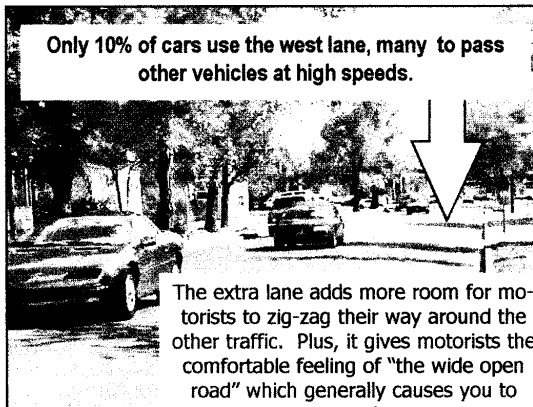
It's 4:46 p.m. on a Friday afternoon, no traffic at all.



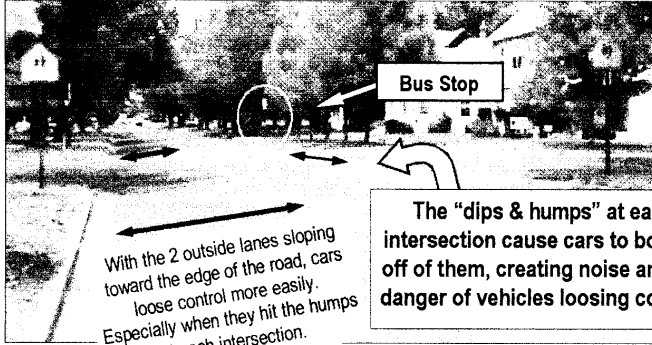
The far left lane, or west lane, is under-utilized. Less than 10% of the motorists use it, and most of them are passing the other traffic at high speeds. Many of them have been clocked going 70-80 mph. What makes this even more dangerous is the fact that the lane is on a fairly big slope. It is easy to lose control. That has been the cause of many accidents.

North 5th Street is this major "north/south" corridor. This is not true. It is only northbound and basically ends at North Ave. Sure, a lot of people use 5th Street to get into town, but many of them turn onto other streets before they get to the residential stretch of North 5th Street. This leaves a whole lot of room for the little groups of five to fifteen cars to tear through our neighborhood.

Only 10% of cars use the west lane, many to pass other vehicles at high speeds.



The extra lane adds more room for motorists to zig-zag their way around the other traffic. Plus, it gives motorists the comfortable feeling of "the wide open road" which generally causes you to speed.



With the 2 outside lanes sloping toward the edge of the road, cars loose control more easily. Especially when they hit the humps at each intersection.

The "dips & humps" at each intersection cause cars to bounce off of them, creating noise and the danger of vehicles losing control.

The "dips and humps" are also the cause of many accidents. Cars can easily become airborne and many times the landing is not back on the street. We've lost a mail box and pay phone because of them.

Of course, we're not worried about the mailbox or pay phone. We're worried about ourselves and more importantly our children. There has been many close calls with cars and children. Cars come extremely close to the edge of the road. This endangers people crossing the street, waiting at the bus stop or working in their yards. With the three lanes, there is no room for a proper shoulder.



Notice how close cars come the edge of the road.



All of these problems stated can be fixed by simply repainting the road. It is the simplest, most cost effective, and the only real solution. The City's Traffic Engineering Dept., the GJPD, and the residents all agree on this. Plus, it adds parking and a bike lane. Hawthorne Park needs more parking on the weekends and a bike lane would make it safer to bike down N. 5th. Street (and lots of people do).

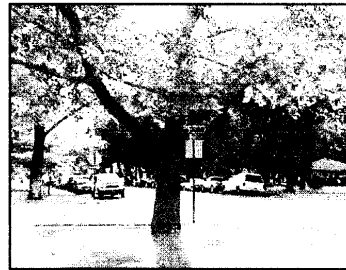
So, does a residential street need to be this wide? And with the exception of the library, a church and the Red Cross (all non-profits), the section of North 5th to be reduced is all in a residential area. Multiple one-way streets with low traffic volume and no traffic controls encourage people to speed. Reducing the street to two lanes will not affect traffic volume or redirect it to other streets. All it will do is visually narrow the street. This causes the traffic to slow down and drivers to pay more attention. It has worked on many other streets and roads in town.



We are a neighborhood, just like every other neighborhood, and we don't want to live on a raceway. This sort of problem would not be tolerated in other communities. We have been told by certain city officials that this area is not as important as other areas and traffic flow is more important than the quality of life.

This neighborhood is the first real neighborhood you see when you enter town on 5th Street. In the last decade this area has gone from being a "neighborhood in transition" to being one in which people want to live. Families are investing in renovating the old houses and are taking pride in living downtown. Please don't ruin that.

Other cities want to keep the integrity of their older areas. They spend millions rejuvenating their historic districts. This neighborhood is an historic district. It is part of the original square mile of Grand Junction. Our neighborhood wants to protect that. Don't you?



If the speeding and reckless driving continues, all these new families will leave. We will once again see the decline in this area.

We understand the concern with city growth and traffic flow, and do not want to redirect the traffic we currently have, we just want to slow it down.

Our neighborhood committee has followed the necessary steps outlined by the city to bring our concerns and solutions to the City Council. During our petitioning of the neighborhood, we spoke with over 100 residents. 99.9% of owner occupied residents agreed that something had to be done about the reckless driving on N. 5th Street. Over 80% agreed with the City Traffic Engineers' solution to revert North 5th Street back to two lanes.

The neighborhood committee has gathered some of the concerns of our fellow neighbors who live on and around North 5th Street. We would like to share the most common ones with you.

What our neighborhood wants is a safer place:

- For children to be able to walk to school safely.
- For children to be able to play at the park safely.
- To be able to work in our yards without the fear of being hit.
- For many of the elderly residents to be able to cross N. 5th Street while out on a walk.
- For our visually challenged and physically challenged residents to safely cross the street.
- For everyone to be able to enjoy a day at the park without the constant noise of motorists speeding and roaring down the street.

Facts about the 5th Street Striping Change Proposal **(& Misconceptions to Clear Up)**

1. The proposal is to reduce speed, NOT reduce traffic volumes.
2. This proposal will NOT redirect traffic to other streets.
 - Further monitoring of 5th Street will be done to determine lane usage and the effect of a lane reduction.
 - If the results of these tests prove that the lane reduction will cause congestion, redirect the traffic to other streets, or discover new safety concerns, the project will not proceed
3. The reduction will be limited to five blocks of North 5th Street, from Ouray to Belford.
4. Only an average of 7,500 cars travel down 5th Street in a 24-hour period (comparable to north bound 7th Street).
5. 5th St. is designated a secondary feeder street (Patterson is a primary feeder street).
6. Vehicles traveling on North 5th Street have been officially recorded at 77mph (more than one occurrence).
7. The proposal for lane reduction includes putting parking on the west side of the street because it has been shown that the presence of parking aids in reducing speed. The striping for a bicycle lane was proposed to visually narrow the street, further reducing the speed.
8. The GJPD convey that due to the lack of traffic officers and with no money put aside in the 2002 budget to hire more, they are limited in the amount of time they can dedicate to this area.
9. This proposed project was considered the most effective at reducing speeds and is easy to implement.
 - Changes to the street is striping only.
 - If implemented, the change will be evaluated for effectiveness and safety.
 - The measure could be reversed if found ineffective.
9. Other traffic calming methods were considered and not pursued.
 - Speed Bumps/Humps- Not recommended for multiple lane streets.
 - Lowering the speed limit- Ineffective without a combination of enforcement and physical measures.
11. Emergency vehicles will not be affected.
12. The proposal is to reduce 5th Street back to two lanes, NOT change it to a two-way street. It will still be a northbound, one-way street.

These facts have been checked and approved by the Traffic Engineering Dept.

**Attach W-3
Main Street Application**

CITY OF GRAND JUNCTION

CITY COUNCIL AGENDA						
Subject		Main Street Program				
Meeting Date		November 4, 2002				
Date Prepared		October 30, 2002			File #	
Author		Harold Stalf		DDA Executive Director		
Presenter Name		Karen Hildebrandt		President – Downtown Association		
Report results back to Council		<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	Yes	When
Citizen Presentation		<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	Name Karen Hildebrandt
<input checked="" type="checkbox"/>	Workshop	<input type="checkbox"/>	Formal Agenda		<input type="checkbox"/>	Consent
<input type="checkbox"/>		<input type="checkbox"/>			<input checked="" type="checkbox"/>	Individual Consideration

Summary: The Downtown Association (DTA) and the Downtown Development Authority (DDA) are proposing the inclusion of downtown Grand Junction into the Main Street Program. This program provides structure and assistance to communities wishing to revitalize or enhance historic downtowns.

Budget: The DTA is requesting funding of \$75,000 annually for the length of the program (three years), to be appropriated on an annual basis.

Action Requested/Recommendation: Approval of the DTA/DDA partnership to enter the Main Street program. Co-operation of all relevant governing organizations is required. The program will commence January 2003, if approved.

Background Information: the Colorado Community Revitalization Association in conjunction with the National Trust for Historic Preservation, administers The Main Street Program

The DTA will be presenting pledges of support and financial contributions to implement this program, which will emphasize advertising and promotion of downtown, as well as providing strategic planning assistance in conjunction with the DDA.

The goals of the organizations are to use the Program to assist the DTA and DDA in promoting downtown, addressing the perceived need for parking expansion and information, as well as providing the DTA with professional management. This effort is intended to result in the immediate adoption of an MOU between the organizations based on the programmatic goals, as well as planning for the extension of the DDA's

TIF and consideration and adoption of an appropriate, balanced and permanent source of funding for the operation of the DTA, such as a Business Improvement District (BID).

October 30, 2002

Mayor and Honorable City Council Members,

The Downtown Association with the support of the Downtown Development Authority is pursuing admission to the Main Street Program. Attached you will find a proposed budget for the Program which is intended to provide the professional management necessary for the DTA to properly manage this investment in marketing and promotion of downtown Grand Junction. This budget includes in-kind support from the DDA in the amount of \$30,000 annually for the next three years, as well as funding from the DTA dues of \$20-30,000 annually and additional pledges of nearly \$25,000 annually from merchants and business in downtown. These pledges are also for a period of three years.

It is imperative that all of the organizations involved in the operation and management of downtown support this Program for us to be accepted, as well as for its long-term viability and success. Together we look to actively promote downtown as an entertainment, dining and retail destination throughout the area. This effort will be supported by the Colorado Revitalization Association, as part of the National Trust for Historic Preservation.

Respectfully Yours,

Karen Hildebrandt
Chairperson

cc: Kelly Arnold

2003 Main Street Application Funding

1. *Proposed Expense Budget*

Expenditures	FY 2003	FY 2004	FY 2005
Director salary	\$ 36,000.00	\$ 38,000.00	\$ 40,000.00
Other salaries & benefits	20,000.00	21,000.00	22,000.00
In-kind salaries & benefits*	20,000.00	21,000.00	22,000.00
Training costs	2,000.00	2,000.00	2,000.00
Travel	3,000.00	3,000.00	3,000.00
Dues/membership	2,500.00	2,500.00	2,500.00
Office supplies	450.00	500.00	1,000.00
Advertising/Promotion/PR	40,000.00	45,000.00	50,000.00
Website/data base	5,000.00	5,000.00	2,500.00
Business Imp. District Expenses		10,000.00	30,000.00
In-kind services**	10,000.00	10,000.00	10,000.00
Special Events***	40,000.00	45,000.00	50,000.00
Contingency	1,000.00	2,000.00	2,500.00
Total Expenditures	\$ 179,950.00	\$ 205,000.00	\$ 237,500.00

2. Proposed Revenue Budget. Sources of Income, Services and Donations

Revenue	FY 2003	FY 2004	FY 2005
Fundraising (DTA)	\$ 20,000.00	\$ 25,000.00	\$ 30,000.00
Dues (DTA)	20,000.00	25,000.00	30,000.00
Grant (City - GJ)	75,000.00	75,000.00	75,000.00
Special Event Income	35,000.00	40,000.00	50,000.00
Other grants (BID)		10,000.00	20,000.00
In-Kind contribution (DDA)	30,000.00	31,000.00	32,000.00
Total Revenues	\$ 180,000.00	\$ 206,000.00	\$ 237,000.00
Year End Balance	\$ 50.00	\$ 1,000.00	\$ (500.00)
Cumulative Total	\$ 50.00	\$ 1,050.00	\$ 550.00

* In-kind Salaries - 25% DDA Ex. Dir

**In-kind services - Rent, telephone, computer services, furniture and equipment provided by DDA

*** Special events include Art & Jazz, Independence Day Parade, GJ Car Show, Parade of Lights, etc.

RESOLUTION

A resolution authorizing participation in the Main Street program and designating a city official to represent the city on the local non-profit Main Street board of directors.

Whereas the Colorado Main Street Program has been established by the Colorado Community Revitalization Association (CCRA) to assist cities, towns, and rural areas in developing a public-private effort to revitalize urban neighborhood and traditional central business districts and,

Whereas Colorado Main Street will accept up to four cities or towns to participate in its on-going program and receive intensive technical assistance from CCRA for a minimum of three years,

WHEREAS, the Downtown Development Authority and the Downtown Association of the City of Grand Junction desire to participate in the Colorado Main Street Program,

NOW THEREFORE LET IT BE RESOLVED BY THE CITY COUNCIL OF THE CITY OF GRAND JUNCTION

- SECTION 1. That the City of Grand Junction endorses the submission of this application and agrees to participate in the development and financial support of the local Main Street program.
- SECTION 2. That the City of Grand Junction endorses the goal of economic revitalization of the designated Main Street district within the context of the preservation and rehabilitation of its historic commercial buildings, recognizing that the Main Street program is one of many economic and community development tools utilized by a locale and that it is location specific.
- SECTION 3. That the City of Grand Junction guarantees that a Main Street program director will be hired through the Downtown Association.
- SECTION 4. Recognizes that a commitment to commercial district revitalization is an on-going process requiring on-going attention, community support and involvement, and a full public-private partnership.

ADOPTED THIS _____ day of November, 2002.

Mayor

ATTEST:

City Clerk

**Letter of Commitment
to Hire a Main Street Program Director**

We hereby declare that upon selection to participate in the 2003 Colorado Main Street Program, the Main Street Grand Junction Program / Downtown Association will conduct a search to find and hire a full-time paid program director to coordinate the volunteers and activities of our local Main Street program.

We further commit to funding this position for a minimum of three years during the start-up partnership with the Colorado Main Street Program.

(Signature of Mayor/Chief Elected Official)

(Date)

(Signature of Chairman of the Downtown Association

(Date)