

**GRAND JUNCTION CITY COUNCIL
WORKSHOP AGENDA**

**MONDAY, JULY 16, 2007, 7:00 PM
CITY HALL AUDITORIUM, 250 N. 5TH STREET**

MAYOR'S INTRODUCTION AND WELCOME

- 7:00 **COUNCILMEMBER REPORTS**
- 7:15 **CITY MANAGER'S REPORT**
- 7:20 **REVIEW OF FUTURE WORKSHOP AGENDAS** [*Attach W-1*](#)
- 7:25 **CITY-OWNED PROPERTY ADJACENT TO TIARA RADO:** Discussion on including 80 acres of City-owned property adjacent to Tiara Rado in a Growth Amendment application.
- 7:35 **REVIEW WEDNESDAY COUNCIL AGENDA**
- 7:40 **PLANNING QUARTERLY UPDATE** [*Attach W-2*](#)
- 7:55 **NORTH AVENUE CORRIDOR PLAN:** Discussion of the draft plan and specifically implementation strategies. Phase One of the North Avenue Corridor is defined as North Avenue from 12th Street east to I-70 Business Loop. [*Attach W-3*](#)
- 8:40 **ANNUAL BUFFER PROGRAM UPDATE:** Mesa Land Trust will present their annual update.

ADJOURN

**Attach W-1
Future Workshop Agendas**

FUTURE CITY COUNCIL WORKSHOP AGENDAS

(December 19, 2011)

JULY 2007

↪ **JULY 30, MONDAY 11:30 AM: Two Rivers Convention Center**

11:30 CHAMBER OF COMMERCE LUNCHEON: With their board

↪ **JULY 30, MONDAY 5:00 PM: Administration Conference Room**

5:00 BUDGET WORKSHOP

↪ **JULY 30, MONDAY 7:00 PM: City Hall Auditorium**

7:00 COUNCIL REPORTS, REVIEW WEDNESDAY AGENDA AND FUTURE WORKSHOP AGENDAS

7:25 CITY MANAGER'S REPORT

7:30 ENERGY CONSERVATION – Alpine Bank & City Energy Conservation Committee

8:20 EMS ANNUAL UPDATE



AUGUST 2007

↪ **AUGUST 2, THURSDAY, 7:00 PM, City Hall Auditorium**

7:00 ANNUAL PERSIGO MEETING

↪ **AUGUST 13, MONDAY 11:30 AM: GJEP BOARD ROOM, 122 N. 6TH STREET**

11:30 GJEP LUNCHEON: With their board

↪ **AUGUST 13, MONDAY 5:00 PM: Administration Conference Room**

5:00 BUDGET WORKSHOP

↪ **AUGUST 13, MONDAY 7:00 PM: City Hall Auditorium**

7:00 COUNCIL REPORTS, REVIEW WEDNESDAY AGENDA AND FUTURE WORKSHOP AGENDAS

7:25 CITY MANAGER'S REPORT

7:30 I-70 CORRIDOR GROUP/ROCKY MOUNTAIN RAIL AUTHORITY UPDATE: Dr. Flo Raitano (I-70 Corridor) and Harry Dale (RMRA)

8:15 HOUSING MARKET ANALYSIS DONE BY CHFA: Jim Coil (see report at <http://www.colohfa.org/documents/GrandJunctionRpt-0107.pdf>) & Jody Kole



SEPTEMBER 2007

SEPTEMBER 3, 2007 – WORKSHOPS CANCELED - LABOR DAY

↪ **SEPTEMBER 17, MONDAY 11:30 AM: PERSIGO WASTEWATER TREATMENT PLANT**

11:30 PRESENTATION OF EPA CLEAN WATER ACT AWARD

11:40 BUDGET WORKSHOP

↳ **SEPTEMBER 17, MONDAY 5:00 PM: Administration Conference Room**

5:00 BUDGET WORKSHOP

↳ **SEPTEMBER 17, MONDAY 7:00 PM: City Hall Auditorium**

7:00 COUNCIL REPORTS, REVIEW WEDNESDAY AGENDA AND FUTURE WORKSHOP AGENDAS

7:25 CITY MANAGER'S REPORT

7:30 211 TELEPHONE SERVICE - desire to market and keep viable, strategic plan outlining services

8:15 ELECTRONIC RECORDS STORAGE INITIATIVE: Update on how City Staff proposes to deal with electronic records and e-discovery issues

OCTOBER 2007

↳ **OCTOBER 1, MONDAY 11:30 AM: ADMINISTRATION CONFERENCE ROOM**

11:30 OPEN (BUDGET WORKSHOP?)

↳ **OCTOBER 1, MONDAY 7:00 PM: City Hall Auditorium**

7:00 COUNCIL REPORTS, REVIEW WEDNESDAY AGENDA AND FUTURE WORKSHOP AGENDAS

7:25 CITY MANAGER'S REPORT

7:30 OPEN

↳ **OCTOBER 15, MONDAY 11:30 AM: ADMINISTRATION CONFERENCE ROOM**

11:30 OPEN

↳ **OCTOBER 15, MONDAY 7:00 PM: City Hall Auditorium**

7:00 COUNCIL REPORTS, REVIEW WEDNESDAY AGENDA AND FUTURE WORKSHOP AGENDAS

7:25 CITY MANAGER'S REPORT

7:30 OPEN

NOVEMBER 2007

↳ **NOVEMBER 5, MONDAY 11:30 AM: ADMINISTRATION CONFERENCE ROOM**

11:30 OPEN

↳ **NOVEMBER 5, MONDAY 7:00 PM: City Hall Auditorium**

7:00 COUNCIL REPORTS, REVIEW WEDNESDAY AGENDA AND FUTURE WORKSHOP AGENDAS

7:25 CITY MANAGER'S REPORT

7:30 OPEN

↳ BIN LIST ↵

1. AMENDMENT TO SMOKING ORDINANCE – Request from VFW
2. MEET WITH ABC: Luncheon – TBD
3. REVIEW PROPERTY INVENTORY – Sept. 17 lunch?
4. URBAN TRAILS PILOT PROJECT

**Attach W-2
Planning Quarterly Update**

CITY OF GRAND JUNCTION

CITY COUNCIL AGENDA						
Subject		Quarterly Update from the Planning Division of the Public Works & Planning Department				
Meeting Date		July 16, 2007				
Date Prepared		July 11, 2007			File # N/A	
Author		Lisa Cox		Planning Manager		
Presenter Name		Lisa Cox		Planning Manager		
Report results back to Council		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	When	
Citizen Presentation		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Name	
<input checked="" type="checkbox"/>	Workshop	<input type="checkbox"/>	Formal Agenda		<input type="checkbox"/>	Consent
		<input type="checkbox"/>			<input type="checkbox"/>	Individual Consideration

Summary: In an effort to keep City Council informed of the significant activities and issues that the Planning Division of the Public Works and Planning Department are involved in, quarterly updates will be provided for discussion with Council.

Budget: N/A

Action Requested/Recommendation: Discussion of items that are of interest to City Council.

Attachments: N/A

Background Information: In February, 2007, the Community Development Department was involved in a significant reorganization of several City departments and workgroups in an effort to gain greater efficiencies and to provide better customer service to the public. The Community Development Department became the Planning Division of the newly formed Public Works and Planning Department. This is first quarterly update since the reorganization.

The Planning Division is responsible for review of current development proposals, long range planning activities such as the upcoming Comprehensive Plan, area and corridor plans, issuance of fence permits and Planning Clearances. Assistance is provided to the general public and development community with questions concerning zoning and land use issues on a daily basis.

With a robust economy and growing demand for planning services, the Planning Division workgroup is committed to providing a high level of customer service. The following topics illustrate a few of the ways that we provide that service.

Communication

Effective communication is key to our success and we work hard to keep the lines of communication open. It's important to our workgroup to provide the highest level of service to our community, and good communication is an essential component of that service.

Each quarter, a newsletter is sent out to the development community to keep them informed of important planning issues. Topics covered in the newsletter include monthly and yearly statistics on building and development permits, recently approved subdivisions, the status of planning studies and projects, information on special programs such as the Infill/Redevelopment Program and the Site Design Exception process, and contact information for staff if citizens have any questions.

Phone calls and emails are returned or responded to within 24 hours whenever possible. In addition to General meetings and Pre-Application conferences, we make a point to be available to meet with applicants during the development review process to resolve issues and answer questions directly about review comments or development issues.

Education

Many of the services that the Planning Division provides are described in informational brochures. Due to recent organizational and Code changes, several of these brochures are being updated to provide current information to the public and our customers. These brochures provide easy to understand information about planning services and how to get started in the process.

"Planning 101" is a new educational program that is currently being developed that will enable us to explain the basic "how to's" of planning to interested citizens. This course is being designed for presentation to both a layperson and a member of the professional development community. And in an effort to reach as many citizens as possible, we hope to make this course available both at City Hall and out in the community to civic groups or other interested citizens.

Keeping our planners, engineers and technicians informed of current planning trends and issues is essential. Regular in-house training takes place almost every week in the Planning Division. When an opportunity to attend a regional or national training event occurs, peer-to-peer training is then held within our workgroup so that planners can share that information and training with their peers.

Community Outreach

As a workgroup, we are continually working to build bridges and create partnerships with our community. We feel this is the best way to work together as we build our community. One of the ways we accomplish this is to meet each month with the Chamber of Commerce Planning Oversight Committee. The results of customer service surveys are discussed at these meetings as well as other suggestions for ways to improve service. During these meetings, staff has an opportunity each month to hear about issues of concern from the Oversight Committee and to keep the Chamber updated on current planning events and issues.

In addition to meeting with the Chamber of Commerce each month, we also meet regularly with a citizen focus group. The focus group is composed primarily of members from the professional development community. Topics discussed with the focus group include possible amendments to the Zoning and Development Code, possible changes in development fees and policies, and new ideas about how to streamline the development review process.

Planners also attend Neighborhood Meetings on a regular basis as part of the pre-submittal requirements of the Zoning and Development Code. Although these meetings are usually required for new development proposals and are facilitated and run by potential developers or their representatives, they are also a great opportunity for us to answer citizens questions about the City and/or the annexation and development process.

Current Projects

The Planning Division has accepted 196 development applications to date. Although this represents 25 fewer projects than June of last year, the time to review and approve projects takes longer in many cases with current applications due to the project complexity. Most of the flat, easy to develop parcels in our community have already been developed. This leaves property with access restrictions, physical and topographical constraints, parcels encumbered by floodplain or with drainage issues, and/or smaller parcels that must be combined to develop. In addition, many parcels require a Growth Plan amendment or rezone prior to actual site or subdivision approval which adds to the complexity and time that it takes to develop.

As development applications become more complicated and complex, the time it takes to review and approve development applications increases. Technical traffic impact studies, geotechnical soils reports, drainage analysis studies, hillside and slope

calculations must all be carefully reviewed in addition to site surveys, detailed engineering plans and final plats.

While there is significant pressure on the Planning Division to review and approve development applications, it is equally important to balance to needs of the community and requirements of the City's development regulations with the growing demand for an expeditious review of projects. Projects with potentially significant community impacts such as the St. Mary's Hospital Century Project, a 12-story tower addition to the existing main hospital building, requires an investment of many hours of review by planners and engineers before it can be recommended for approval.

Planning Division staff

The reorganization in February, 2007, brought with it many changes in personnel. In addition to new management, the Planning Division has recently had two staff members resign and one transfer to another City workgroup. Every effort has been made to recruit qualified personnel to fill the vacancies, however this has been challenging. The development review process is delayed when vacancies are not able to be filled for several months.

The recruitment of qualified engineer's and planners has proven to be difficult. Over the past 12 months, the number of qualified applicants available to fill vacancies within the Department has steadily declined. In an effort to provide our customers with timely, quality reviews, we entered into a contract with the consulting firm Carter / Burgess to provide engineering reviews of new development applications. Beginning in February, Carter / Burgess staff from Denver have attend our weekly meetings and provided written comments for new developments. We have also discussed the possibility of contracting planning services and reviews with Winston Associates, the firm retained to assist with the development of our Comprehensive Plan. Along with Mesa County staff, who are experiencing similar challenges filling vacant positions, we have discussed a number of possible long term solutions including sharing consulting services, and working with Mesa State College to develop programs locally to train engineers and planners.

The Planning Division has experienced some success recently in filled several vacant positions including a Development Engineer, Senior Planner and Planning Services Supervisor and we hope to fill a vacant Planning Technician position in the near future. This would bring the Division up to full staffing and allow implementation of the Development Review Team concept. We see many benefits to using a Development Team approach when reviewing development proposals and are anxious to implement this tool.

With the upcoming Comprehensive Plan and the growing demands of our robust economy, it is essential that we maintain adequate staffing levels to ensure that we are meeting the City's obligations to its citizens and community.

Moving forward

The Planning Division is working hard everyday to meet the needs of our community. Our planners, engineers and technicians continually strive to provide outstanding customer service. This is no easy task with a growing demand for planning services and the need to invest more and more time in the review of ever more complex development applications.

Work on the South Downtown Plan continues. Public input has been solicited in an earlier open house meeting and another open house is scheduled for early August. We expect to complete this important plan by Fall of this year.

Exciting work on the City's first Comprehensive Plan will begin in early August. This is the most ambitious planning activity that the City has undertaken since completion of the Persigo Agreement and Growth Plan in the late 1990's. The Planning Division has already begun work on pre-planning activities in anticipation of working with our consultant, Winston Associates, in August. We are very excited about the many opportunities to partner with our Grand Valley community to accomplish this important plan.

Large subdivisions and mixed use projects such as the Red Rocks Valley Subdivision and Corner Square development are continually being reviewed and approved. In addition to the larger developments, we are processing a significant number of applications related to the energy industry as well as retail and commercial developments. Complex projects such as the new St. Mary's Hospital Century Tower have also recently been approved, as well as several Conditional Use Permits, rezone applications and site plan reviews. In 2007, we fully expect to meet or exceed the 400 development applications that were processed in calendar year 2006.

Attach W-3
North Avenue Corridor Plan
CITY OF GRAND JUNCTION

CITY COUNCIL AGENDA							
Subject		North Avenue Corridor Plan, Phase One					
Meeting Date		July 16, 2007					
Date Prepared		July 12, 2007			File #		
Author		Kathy Portner		Neighborhood Services Manager			
Presenter Name		Kathy Portner Steve Wilensky		Neighborhood Services Manager EDAW			
Report results back to Council		X	No		Yes	When	
Citizen Presentation			Yes	X	No	Name	
X	Workshop		Formal Agenda			Consent	Individual Consideration

Summary: Presentation of draft North Avenue Corridor Plan for the corridor from 12th Street to I-70 Business Loop. Staff and the EDAW consultant team will present the draft plan and seek input on implementation strategies.

Budget: \$100,000—already budgeted and approved.

Action Requested/Recommendation: Council input and direction on the draft plan, specifically the implementation strategies.

Attachments: Draft Plan (**A bound hard copy is also in your mail box**)

Background Information: Elements such as age, dilapidated structures, and high turnover in area businesses along North Avenue have contributed to its deterioration. Being primarily zoned for commercial use has resulted in sporadic disinvestment, underutilized buildings, old strip malls, and vacant property. Phase One of the proposed plan includes North Avenue from 12th Street east to I-70B.

A draft plan has been completed based on input received from two public open houses, both of which were well attended. The plan includes an overall strategy to revitalize the corridor, primarily focusing on sustaining and increasing vitality. The proposed plan includes specific key projects and strategies for the implementation of improvements and future investment opportunities that will stabilize the corridor and provide land uses to:

- Fill a 'market gap' in the region
- Create services at the neighborhood level
- Restore the regional destination desire

- Improve mobility for pedestrians, bicyclists and transit riders
- Create a significant 'neighborhood' of residential, retail, commercial and public activity areas

An important component of the plan is the market conditions analysis. Based on market demand, and assuming quality design, land assemblage assistance, regulatory improvements and development incentives, the North Avenue corridor could absorb the following projected demand over the next ten years:

- 200 apartment units and 140 single family attached units
- 240,000 to 325,000 square feet of new retail space
- 95,000 square feet of new office space

The recommended preferred alternative includes the following elements:

- A student and entertainment district in proximity to Mesa State College providing student housing and after 5 activities
- Senior housing located in proximity to a quality grocer and neighborhood retail
- A multi-family and attached residential district connecting the neighborhoods to the north, and potential for office space to the south
- A mixed use area with residential, office and retail incorporated with civic and public spaces to create a gateway for the 29 Road intersection
- Regional retail

Recommended implementation strategies include:

- Urban renewal district, business improvement district or other financing district to assist with on-site and off-site costs
- Land assemblage assistance—land swaps, low-interest loans, acquisition/write-downs
- Marketing opportunities
- A catalyst project
- An overlay zone for the corridor that addresses building setbacks, landscaping, signage, and site design
- Link parking lots, minimize curb cuts and consolidate driveways
- Create street sections that include pedestrian access and standardized landscaping, lighting and street furniture
- Work with private and non-profit interests to provide opportunities for residential development
- Create incentives for redevelop along the corridor that is consistent with the plan

Next Steps

The draft plan will be made available for public comment through August, with adoption hearings before the Planning Commission and City Council in September and October.

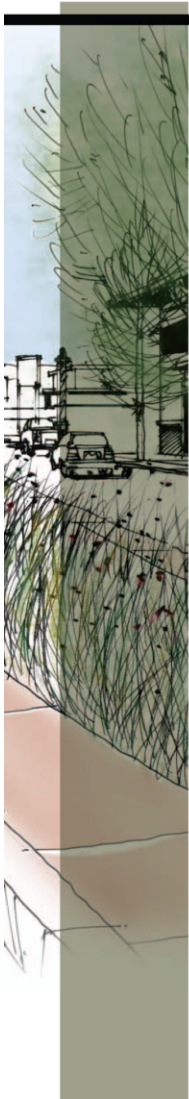
North Avenue Corridor Plan

Draft - July 16th, 2007





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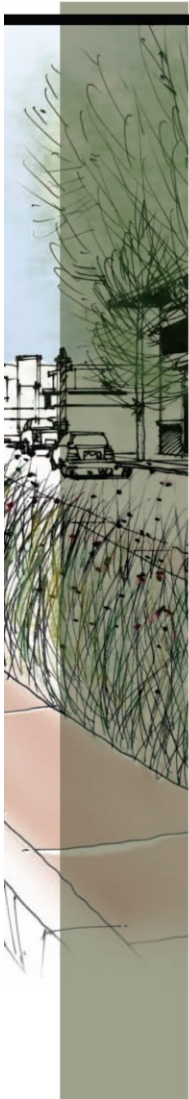
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North Avenue Corridor Plan





EDAW was retained by the City of Grand Junction to complete a conceptual Master Corridor Plan for the future development and redevelopment of the North Avenue Corridor. North Avenue is a major east-west commercial thoroughfare, and has experienced significant decline over the last years. The corridor study area includes the intersection at 12th Street, eastbound to the I-70 B business loop intersection, and an approximate one block radius on either side of North Avenue.

This plan includes an overall strategy to revitalize the corridor in order to promote the future development of retail, commercial, office and residential opportunities to sustain and increase the vitality of this corridor. Specific key projects and strategies for the implementation of improvements have been identified including:

- Full-fill a 'market gap' in the region
- Create services at the neighborhood level
- Restore the regional destination desire
- Improve mobility for pedestrians, bicyclists and transit riders
- Create a significant 'neighborhood' of residential, retail, commercial and public activity areas

Success in filling the market gap is dependent in 3 areas; financial, physical and regulatory. The Plan recognizes existing barriers and provides strategies to overcome these:

Financial -

- Work with private and non-profit interests to assemble and hold opportunity sites
- Share market opportunities with various audiences to encourage investment
- Use range of mechanisms – land swaps, low-interest loans, acquisition / write-down
- Consider establishing appropriate districts as holding entities
- Problem is less severe near logical development node – probably can use traditionally land assembly



North Avenue Corridor Plan

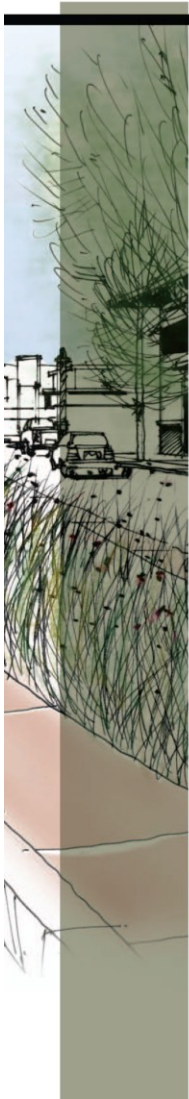
Regulatory -

- Consider overlay district that is more supportive/encouraging of mixed-use
- Revise regulations to eliminate barriers to investment in neighborhoods on the corridor; promote density and greater variety of residential products (i.e., density bonuses)
- Encourage the introduction of residential development within nodes and at key locations; fill financial gaps, and support demonstration projects (look for institutional partners)
- Where necessary, assist with assembling properties to accommodate a range of product types (workforce, student, senior, etc.)
- Eliminate regulatory barriers which preclude or delay redevelopment buildings for residential use (building codes, limits on adjacency among uses, etc.)
- Work with private and non-profit interests to provide opportunity sites for residential development

Physical -

- Maintain (City) flexible position on the use and width of alleys (if relevant) in select locations
- Create street standards for building setbacks, sidewalk width, signage, awnings, etc. sensitive to the feasibility of the remaining building envelope
- For stores that require surface parking in front, require heightened landscaping or pad site development with interior parking – remaining sensitive to sight-lines
- Establish street standards – define the street’s role by district based on the vision and desired character
- Update any transportation plans relative to desired district functions, including encouraging public transportation through increased comfort and security of stops
- Link parking lots, minimize curb cuts and consolidate driveways – selectively – where feasible
- Redesign intersections and access points within the nodes to simplify and coordinate signal sequences





The key to achieving new development must be initiated on a theme of:

- Capitalize on proximity to college and downtown through marketing efforts, product mix and positioning
- Educate Council about this market reality and prepare them for “filling the gap” of catalyst projects resulting from inflated land prices and other factors
- Consider an urban renewal district to assist with on-site and off-site costs for qualifying elements
- Capitalize on proximity to hospital and park through marketing, product mix and positioning (including actual physical connectivity)
- Encourage hospital, or unrelated clinics, to explore partnership opportunities
- Encourage mixed uses including affordable residential and multi-family
- Capitalize on substantial infrastructure investment in north-south connection (along with presumably softer land assembly costs) to pursue regional retail opportunity

Creating services at the neighborhood level requires an assessment of existing resources for project area workers and residents. Accommodating these uses and supplemental regional, county wide services, will ‘round-out’ the corridor. Key physical projects have been identified for the revitalization of North Avenue and are more clearly identified and discussed on page 51. The three key projects identified are:

- Community / Development Nodes at the intersections of 12th, 28th and 29th Road
- Corridor - ROW and Streetscape Improvements
- Land Assembly Areas for Potential Large / High Impact - Public / Private Partnerships at intersection nodes. (An example massing and phasing concept is presented for such larger development opportunities on page 53.)



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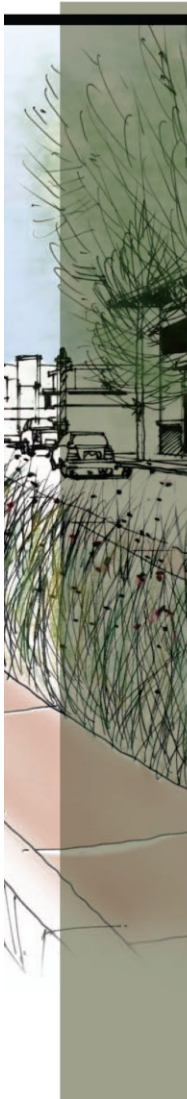
This philosophy will address the goal of restoring the corridor for regional destinations. The project area is disabled in providing for pedestrian and bicyclist mobility. Addition of sidewalks, curb-cuts consolidation and streetscape improvements will achieve a number of goals including creating a unified street edge and overall character of the corridor. The following examples are taken from the in-depth study of the streetscape improvements that would further improve North Avenue:

- f**
- Create a generous vegetated swale to collect, filter and distribute stormwater to replace the drainage adjacent to street
- f**
- Where buildings are adjacent to the street, sidewalks improvements include connecting the sidewalks to building entrances, defined curb cut entrances, and relocation of parking between buildings. This allow for an improved streetscape, greater visibility of storefronts, clear and safe pedestrian connections.
- a**
- Parking lots adjacent to streets should have a defined curb cut entrance, added sidewalks and additional plantings to define parking lot circulation and enhance way finding. Additionally, planting islands within these expansive asphalt areas will allow for a reduction in the urban heat islands typically found in large parking lots. Logical ped/bike connections from North Avenue, to destinations, through parking lots should be explored.
- Curb cuts should be reduced and consolidated in order to enhance the overall character of the corridor and improve vehicular and pedestrian circulation.
- Signage along North Avenue can be improved by minimizing pole mounted signs and replacing them with ground mounted monument signs.
- r**
- A streetscape kit-of-parts will further unify the streetscape by implementing amenities that maintain the character throughout the corridor.
- Modifications and recommended adjustments to the Grand Junction Sign Code are provided in detail on page 64.

D Additional streetscape improvements and guidelines recommendations are provided in order to help guide new and future development along North Avenue. These guidelines will assist in creating a cohesive and unified streetscape. These recommendations are located on page 60 of this report.

These projects, at a reasonable scale and value, will enlist future developer interest and act as catalyst projects to meet the greater need of private investment.





The preferred alternative was developed from the demand and market study as well as the public comment obtained from the open houses. The predominant elements of this preferred alternative are:

- A Student and Entertainment District in proximity to Mesa College would also provide student housing, after 5 activities and the opportunity for a quality Hotel to serve the area
- A Neighborhood Center where Senior Housing located in proximity to a quality Grocer, Neighborhood Retail, and the potential for a Hotel to serve the hospital and surrounding neighborhood
- A Multi-Family and Attached Residential district connecting to the neighborhoods to the north, and potential for Office space to the south
- A Mixed Use area with residential over retail would be incorporated with the Governmental Functions and Public Plazas to create a gateway for the 29th Rd. intersection



Student Housing
Entertainment District
Hotel

Senior Housing
Grocer
Neighborhood Retail
Hotel

Residential Attached
Multi-Family
Office

Mixed Use
Governmental Functions
Public Plaza

Regional Retail

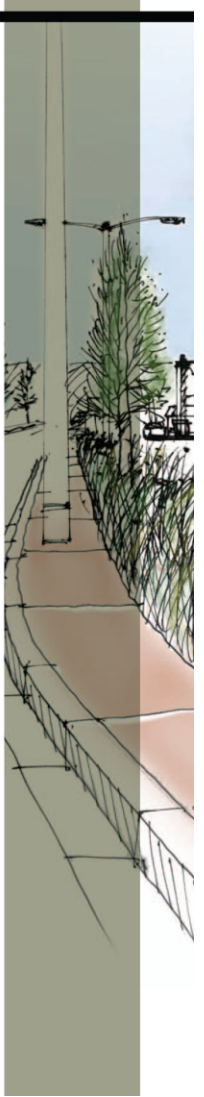
North Avenue Corridor Plan

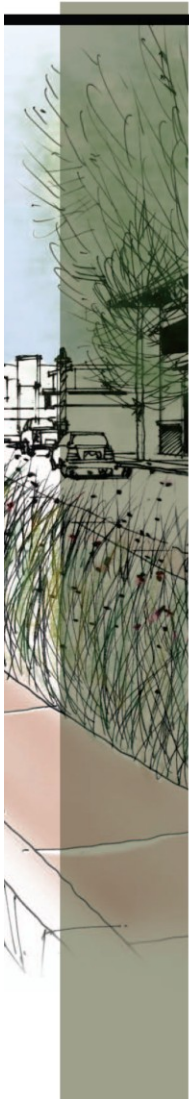
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North Avenue Corridor Plan





The following report provides an overall view of the current situation of the North Ave. Corridor. Barriers and constraints have been identified and studied to understand their relevance and contribution to the decline of this commercial district and thoroughfare.

The 3 miles of the corridor expanse has been divided into three distinct proposed districts as a practical way of addressing the corridor. These three areas are logically divided by north / south major streets, 12th, 28th, 29th Roads and relate to specific neighborhoods and land uses. The report further defines the key projects that will provide the greatest synergy from which development can further progress and build upon.

Implementation tools and specific strategies have been developed to address the barriers pertaining to the districts. An example is presented and used to illustrate how such strategies and tools would be employed for the phasing of such a key project.

Other strategies that encompass the entire corridor study area are also defined with recommendations. Both, private and public leadership is necessary to achieve these goals and partnerships are encouraged for policy and physical planning efforts.

All of these recommendations will serve the City of Grand Junction to have a defined document by which to solicit and guide new development in an effort to revive and improve the current situations facing the North Avenue Corridor.



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NORTH AVENUE CORRIDOR BACKGROUND

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Historically, North Avenue was the northern most boundary of Grand Junction. As development continued to grow to the north, the North Avenue corridor now finds itself at the center of the city and in great location and proximity to many great assets and amenities such as the Stocker Stadium and Lincoln Park and Golf field, Mesa College and a wide range of community services, hospitals, downtown, access, etc.

Until the 1990's North Avenue was the primary retail tax generator for the City of Grand Junction. However, over the last few years it has experienced a dramatic loss in revenue in great part associated with the extensive development of new and large commercial and retail centers along the western edge of the City.

As business is pulled to these new commercial centers, North Avenue has the opportunity to re-establish itself with improvements and developments that support a community environment and will make it uniquely different. Rather than mimic the developments occurring on the western edge, The North Avenue Corridor can reclaim it's identity by promoting developments that combine retail, office and residential with civic components to establish a distinctive sense of place and character. This will provide, as supplement to downtown, an historically rich active neighborhood with a focus on entertainment and mixed use.



North Avenue Corridor Plan



A Kick-Off Meeting with the EDAW project team and City of Grand Junction internal staff served to obtain information from the Planning Department on the conditions of the corridor and local insights and issues to keep in mind during the planning process. The following meeting notes show the items discussed and important information relating to the history and conditions of the corridor study area. These items will help guide implementation plans and will be maintained in further evaluation and development of the plan.

Primary key issues that were discussed in the Kick-Off meeting and have directed the progress of the corridor study and plan are as follows:

- The 29th Road intersection will become a key transportation corridor with the new bridge planned continuing south over the railroad tracks, connecting to the greater business loop. Daily trips are expected to increase and this development area could serve as an identifiable community node.
- North Avenue has historically been a cruising street and is currently still used as such. While the cruising of the corridor in itself is not a problem, associated problems such as the congregation and loitering in vacant parking lots is a safety and security problem.
- No major traffic problems were identified in regards to traffic lights, accidents, or problem intersections.
- Bus transportation and usage is well used within the corridor and potential "far-side" pull-outs after intersections might be explored in future design scenarios to allow for buses to not impede with the vehicular flow of traffic on North Avenue.
- There is a lack of consistency in sidewalks and street design that would create an identifying character to make the pedestrian environment more appealing and usable.



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- The consolidation of curb-cuts would greatly improve access, safety and the pedestrian streetscape environment.
- Utilities should be consistently located and buried when ever possible to further improve the visual view of North Avenue.
- There is a great need and opportunity to provide good quality and affordable housing; multi-family and attached residential units along the corridor.
- Alternative and possible methods to mitigate the issues surrounding the existing homeless shelter would further improve the perceived environment of North Avenue.
- Consolidation of commercial uses into core districts would provide areas where the community could access neighborhood services with associated active public spaces while providing opportunities for large lot configurations for future development.
- An overall re-evaluation and improvement of the signage standards along the entire corridor would further improve the visual character of the streetscape and promote a pleasant pedestrian and vehicular environment.

MEETING NOTES

Present: Kathy Portner, Angela Harness, Jody Kliska, Scott Peterson, David Thornton, (City of Grand Junction), Lee Kellar (Matrix), Bill Cunningham (Leland), Steve Wilensky, Silvia Kjolseth (EDAW)

Date: February 7, 2007 Time: 1:00 PM

Project: Grand Junction, North Avenue Corridor Plan Project No.: 06180105.01

Subject: Initial Meeting with City of Grand Junction

Traffic Engineering

- North Avenue is a state highway, Highway 6, until 2009.
- Near 2008 the traffic is expected to change around 29 1/2 St. as a bridge is planned over the rail tracks to serve as a business loop.
- General peak hours for the corridor are around noon and increasing again in the evening hours.
- North Avenue has historically been, and is still, a cruising street.
- Traffic signals are working well and are synchronized, although they are not evenly spaced.
- There is no specific traffic problems identified within the corridor other than the use of large vacant parcels as part of cruising for parking / loitering.
- Police issues are primarily around the large vacant parking lots that are used for loitering.
- The medians are maintained by the Parks department.
- Street improvements are made by the City through a fee from new developments, rather than expecting developments to be responsible for street improvements. This fund appears to be under funded and not working appropriately.
- There are no specific design street section unique to North Ave..
- The Transportation Design Standards can be explored.
- Street access consolidation of turns can also be explored.
- The busses do not have pull-out lanes and currently stop in the traffic lanes.
- Pull-outs for busses could be explored, and preferably placed after signals to ease merging back into traffic lanes.
- Busses are used primarily to access jobs; riders appear to be primarily by necessity.
- Connections to adjacent neighborhoods should be explored.
- North Ave. has a history of flooding as storm sewer is lacking.
- Sidewalks are discontinuous and bike lanes are not provided.

Utilities

- Utilities need to be more closely looked at and generally located.
- The overhead electrical is located in the street around 29th Street and further east; otherwise it is located in the alley.
- Lateral ditches along the corridor are primarily privately owned; some have easements, and there is likely little documentation and may be difficult to approach.
- The sewers may not be completely separated out, specifically around Mesa College.

Economic / Market

- Exclusive retail opportunities do not need to be maintained on corridor.
- Various job employments centers are found along corridor including: Veterans Hospital, Mesa College, Workforce Center, Career Center, Mental Health, etc..
- There appears to be a lack of multi-family residential product and rental product generally throughout the city.
- There is a general assumption of a low residential vacancy rate and high rent percentage in the area, especially around the college.
- There appears to be a need for good quality, affordable housing product.

Current Uses

- Distinction of districts along the corridor would be useful and likely would be well received.
- Wal-Mart is expected stay, although alternatives could be explored for site re-use.
- City Market is potentially going to close and move to 12th and Patterson. They currently lease their site.
- K-mart does appear to not be performing well.
- The old Amusement Park site is proposed to become new retail/office.
- The various Trailer Parks through the corridor may be difficult and sensitive issues to address, although alternative and improved housing might be explored and potentially well received.
- Smaller retailers and non-franchised business will also be sensitive issues.
- A homeless shelter is located on the corridor; however the soup kitchen is located separately and further away on Main Street in downtown.
- The current used car lots are not a favorable use of land, and potential consolidation and relocation of these should be explored.
- Motels appear to be primarily used as long-term rentals and well utilized.

Potential Uses

- There is a desire to have commercial concentrated in specific strategic areas to allow larger lots to be consolidated for future redevelopment that might be employment based.
- Mesa College students primarily commute into campus and appear to be lacking an area to congregate.
- There is a lack of after 5 uses for both residents and students.
- The oil and gas industry could service various uses in housing and service retail.

Programs

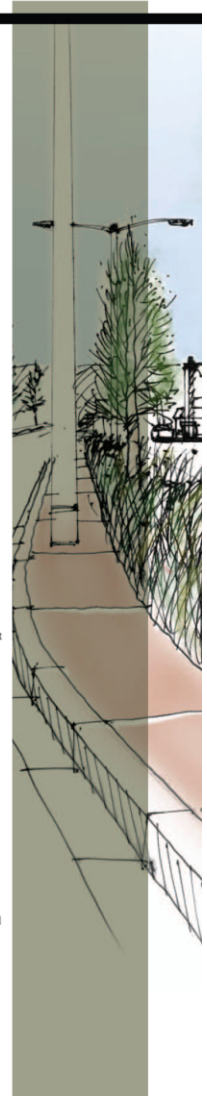
- City has program for infill redevelopment assistance for public infrastructure, to assist a new development.
- Design Standards and guidelines along with land assemblage of land and other assurances from the City could be used to promote development along North Ave..
- Urban renewal does not appear to be a popular option.
- Tax abatements are not typically used in Colorado, sales tax is also not a favorable option at this time.
- Business Improvement Districts have had greater success in other parts of the city and are more favorable as they show the support of surrounding businesses.
- Further investigation to City wide events will be noted, specifically for those that directly affect North Ave. and the surrounding area.
- The Comprehensive Plan for 20 year horizon will be starting soon and should be kept in mind.

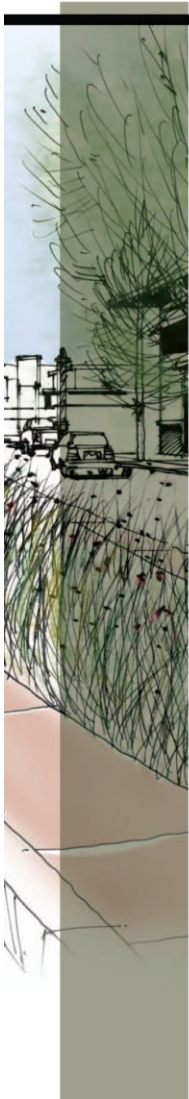
Other

- Transition to areas beyond the North Ave. frontage should be explored.
- Sign use is a problem and there is a lack of consistency along North Ave. Currently it is cluttering the visual landscape.

Next Steps

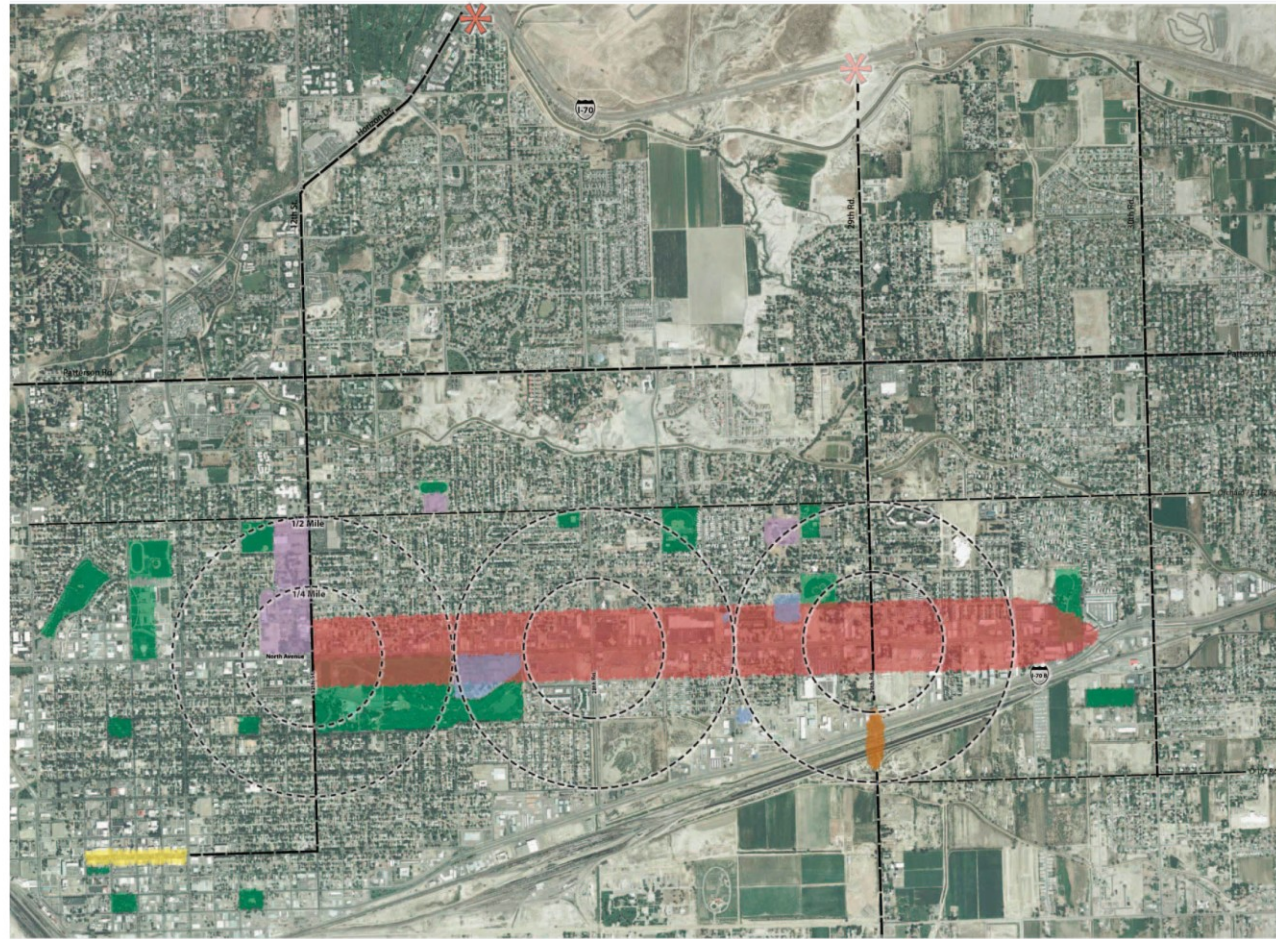
- Current data obtained and observed will be documented.
- Stakeholders will be identified by the City and contacted for the Open House on March 8th
- The Open House is expected to allow stakeholders to share ideas, issues and concerns.
- Opportunities and constraints will be identified for the Open House.
- EDAW team will begin to explore potential retail and other uses that would service the community.
- The market overview will serve to address potential gaps that can be addressed and fulfilled (housing, retail, commercial, service).





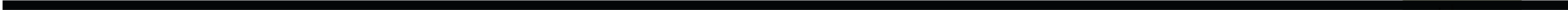
The North Avenue study area is nearly 3 miles in length and contains the key intersections of 12th, 28th and 29th Roads that create ideal 5 minute walking districts. While the corridor is in general proximity to the downtown area, it is outside of a typical walking distance. The proposed bridge at 29th street is also a key factor to North Avenue and will increase traffic circulation through this retail area. Crucially important asset to North Avenue are the adjacent Mesa College, Lincoln Park and Stocker stadium, the multiple city service office and job employment centers, community centers, and the direct and easy access to I-70 to the North and I-20B to the South.

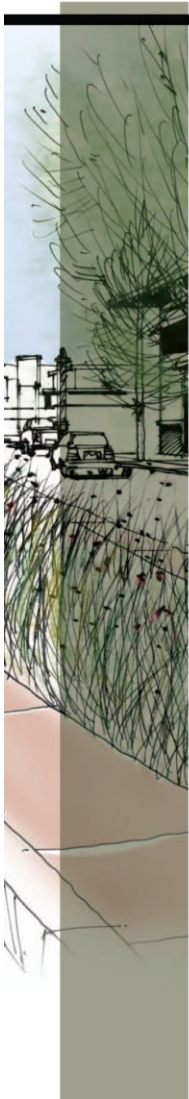
- Legend
- North Avenue Corridor Study Area
 - Park / Open Space
 - Schools
 - Community Services
 - Main Street Corridor
 - Future Bridge / Business Loop
 - ✱ Current / Future I-18 Connections
 - Major Transportation Routes



North Avenue Corridor Plan

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An initial site visit was performed and inventory was performed on the condition of sidewalks, streetscape amenities, streetscape character, building facades, types of uses, access, etc. Photo documentation and visual observation illustrated the ranging physical characteristics and conditions of North Avenue.

Sidewalks

The inventory of the existing conditions for the streetscape revealed that there is a significant discrepancy in consistent streetscape design or character.

On the western end of the corridor, sidewalks are in very poor condition. The sidewalks are irregular in dimensions, location, and character. There are many instances in which pedestrian are obligated to weave around through curb-cuts in order to continue following the sidewalk. Accessibility is also a risk as many sidewalks have fallen to disrepair and pose great safety hazards with cracks, holes, and lack of ADA approved standards.

Progressing towards the eastern side, some sidewalks appear to be in better condition due to newer developments which have installed detached sidewalks with various buffers to the street and parking lots. In these situations the new sidewalks are more accessible to pedestrians, bicyclist and handicap individuals; however, there is still lacking continuation of such amenities from lot to lot. Unfortunately, the lack of accessible and continuous sidewalks creates difficulty in accessibility and an unusable streetscape environment.

On the eastern edge there are little to no sidewalks provided for the public and bus stop locations are haphazardly located over non accessible surfaces. There is simply no pedestrian right-of-way which one can access and pedestrians and bicyclists are forced to use the vehicular street lanes or private parking areas due to the lack of sidewalks or designated pedestrian areas in which to easily and safely traverse and access the corridor.



North Avenue Corridor Plan

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Bike Access

As North Avenue is not designated as a bicycle access route, a fair number of bicyclists use the corridor. Their access of this major corridor from surrounding neighborhoods and bike routes is fragmented due to the lack of cohesive sidewalks and designated bike routes.

Streetscape

The streetscape along the North Avenue Corridor study area lacks any cohesive character. Signage primarily consists of pole signs that pollute the visual environment. Along with overhead wires and billboards, the signage has become indistinguishable and illegible as it is lost in such consuming and excessive atmosphere.

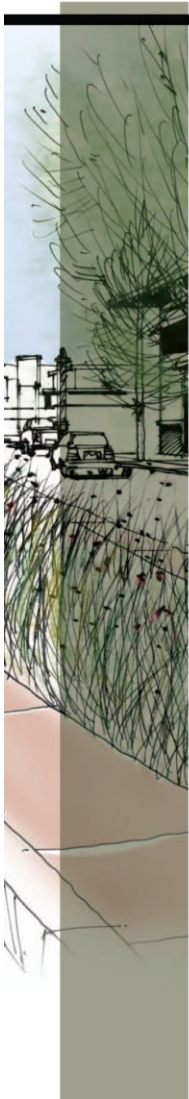
Lighting and pedestrian amenities such as bus stops, seating, bicycle racks, etc. are either completely lacking, lacking in character or consistency along the entire North Avenue corridor.

Building Facades

While a small percentage of the buildings along the North Avenue corridor have fallen to disrepair, many are simply outdated and in need of general building improvements and upgrades. Potential implementation tools can provide assistance and motivation for property owners to improve their buildings; however, the strongest influence will be the progression of new development. Likely, the strongest factor for the maintenance and upgrades to buildings will occur due to surrounding redevelopment. For this reason it is important for the City to support larger new developments that implement the vision of this corridor.



North Avenue Corridor Plan



Access

Studies using aerials and physical observations reveal a very high percentage of curb cuts evident through the entire corridor study area. These curb cuts presently serve the businesses along North Avenue and are creating a very inefficient and potentially hinder flow, method of access on and off from North Avenue. A strategic consolidation of such curb cuts would allow for the same access to businesses, greater safety by decreasing the areas in which traffic enters and exits the east-west movements and would allow for improved sidewalk amenities.

Street Designation

North Avenue is a four-lane roadway with a posted speed limit of 35 mph. Access to North Avenue is governed jointly by both the City of Grand Junction and the Colorado Department of Transportation (CDOT). CDOT is involved because North Avenue is designated as the US 6 By-pass. It should be noted CDOT's jurisdiction over this section of North Avenue ends in the Year 2009. At that time, the City will assume total control. Currently, North Avenue is classified as follows:

- Major Arterial (City) – These streets are intended to accommodate trips of shorter length and may also serve more access functions.
- Non-Rural Arterial (CDOT) – This category applies to North Avenue from 12th Street to Morning Glory Road (2.2 miles) It is intended to provide service to through traffic movements and also allow more direct access to occur.
- Non-Rural Principal Highway (CDOT) – This category applies to North Avenue from Morning Glory Road to the I-70 Business intersection (0.6 miles). This category is normally assigned to routes of regional significance. Direct access to abutting land is subordinate to providing service for through traffic movements.



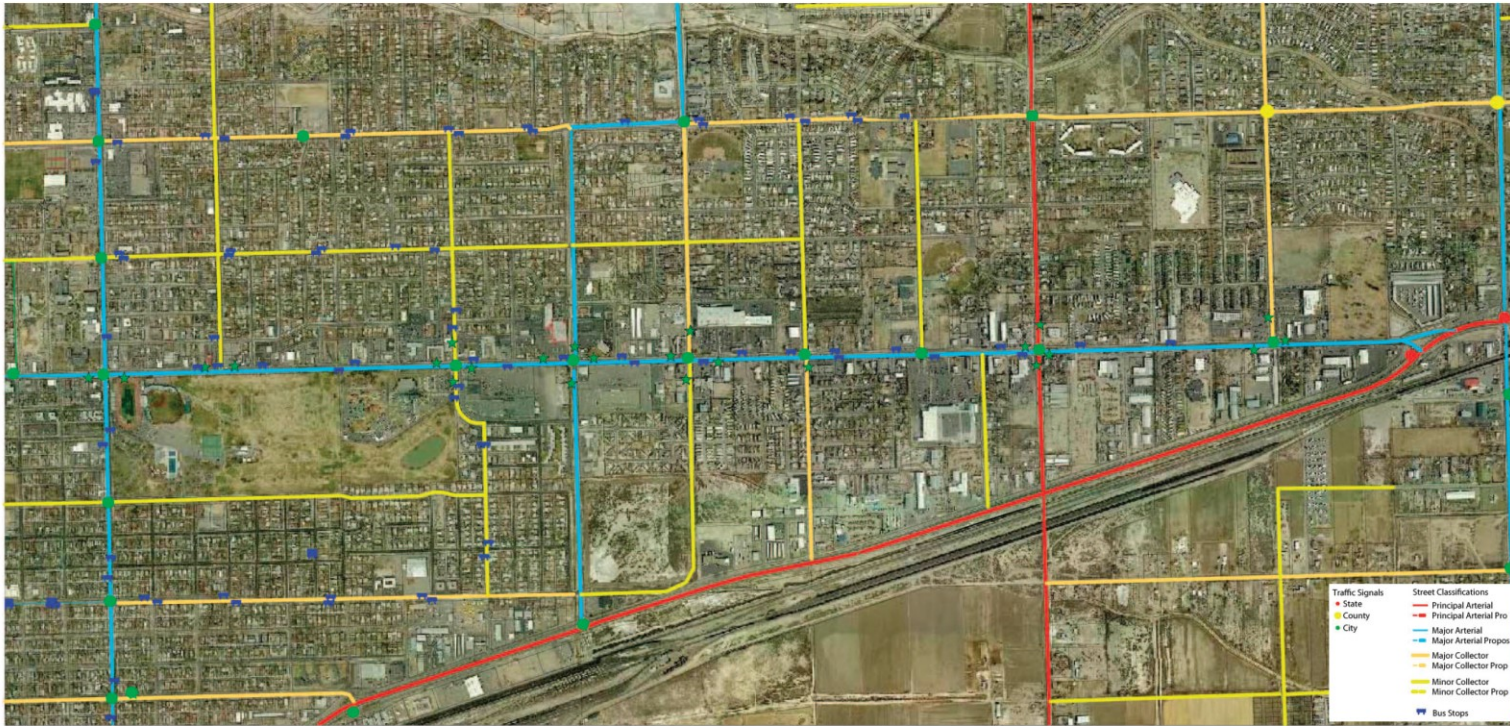
North Avenue Corridor Plan

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Many access points to abutting land within the Study Corridor are restricted to right in/right out driveways because of a raised median in the middle of North Avenue. Median breaks are provided at all but one of the 25 intersecting streets to allow for full movement access. The lone exception is Pear Street. Nine of the full movement intersections are controlled with a traffic signal. The remaining intersections have stop signs to control the movements from the intersecting streets.

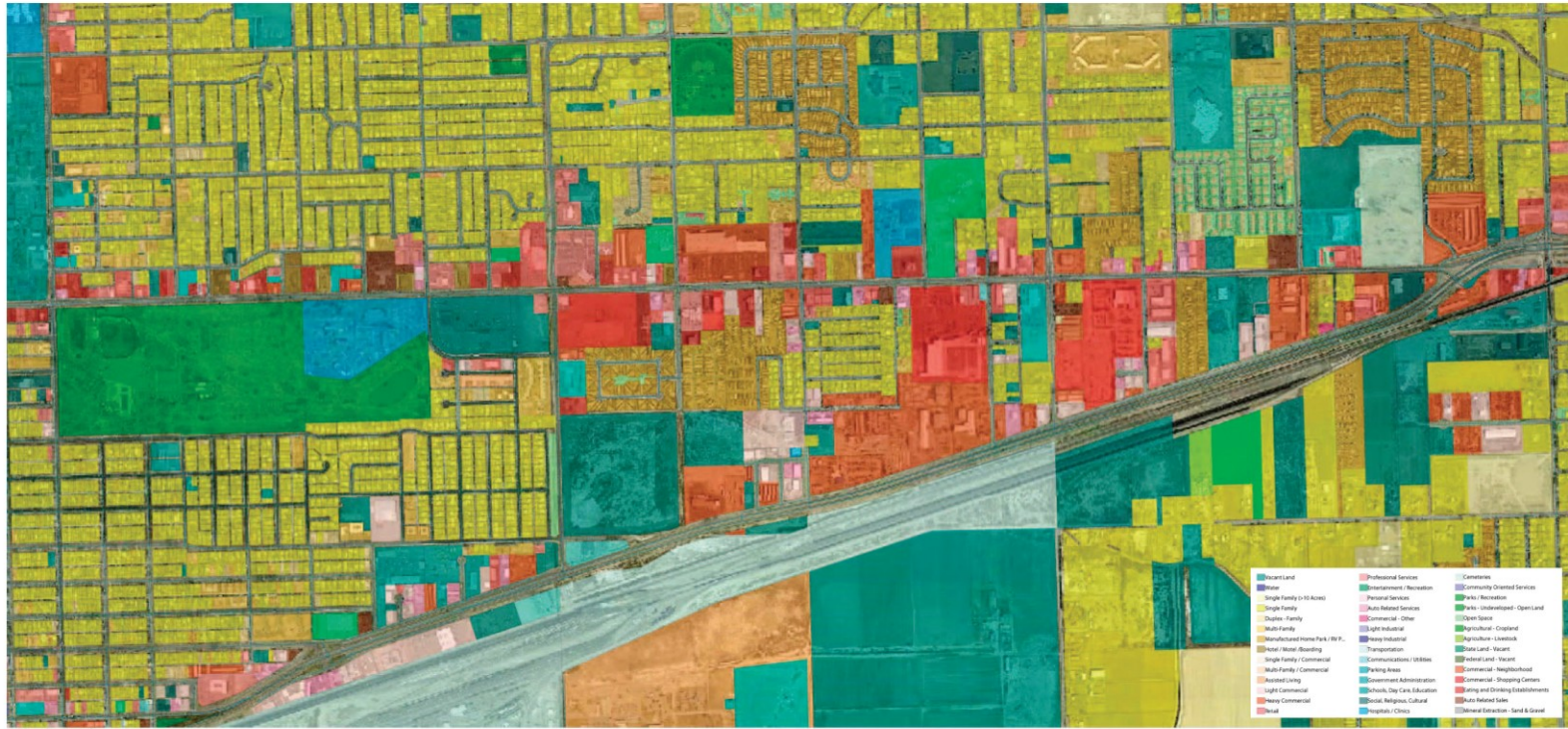
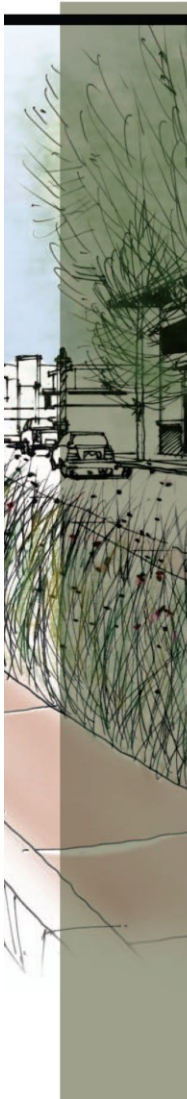
The existing access in the Study Corridor is consistent with both the City's Major Arterial and CDOT's Non-Rural Arterial classification. In some cases, however, the close proximity of curb cuts is creating an inefficient method of access. A strategic consolidation of these driveways would allow for the same level of business access, improved safety for traffic entering and exiting the abutting land uses, and better sidewalk continuity.

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Primarily evident through the extent of the corridor are fast food restaurants, older and deteriorating strip commercial uses, automotive oriented retail, used car lots, light industrial and highway oriented retailers. Building pads are scattered and lack any cohesive layout and design. The principle uses through the corridor appear to comply with the current and future land use code. Uses such as the mobile home parks may depend on older use reviews and may serve the community better if changed to higher quality, affordable multi-family homes. Such uses are further elaborated on in the recommendations.

Non compatible uses observed in the corridor are primarily single family residential and trailer parks fronting directly North Avenue and surrounded commercial and retail uses as previously mentioned.



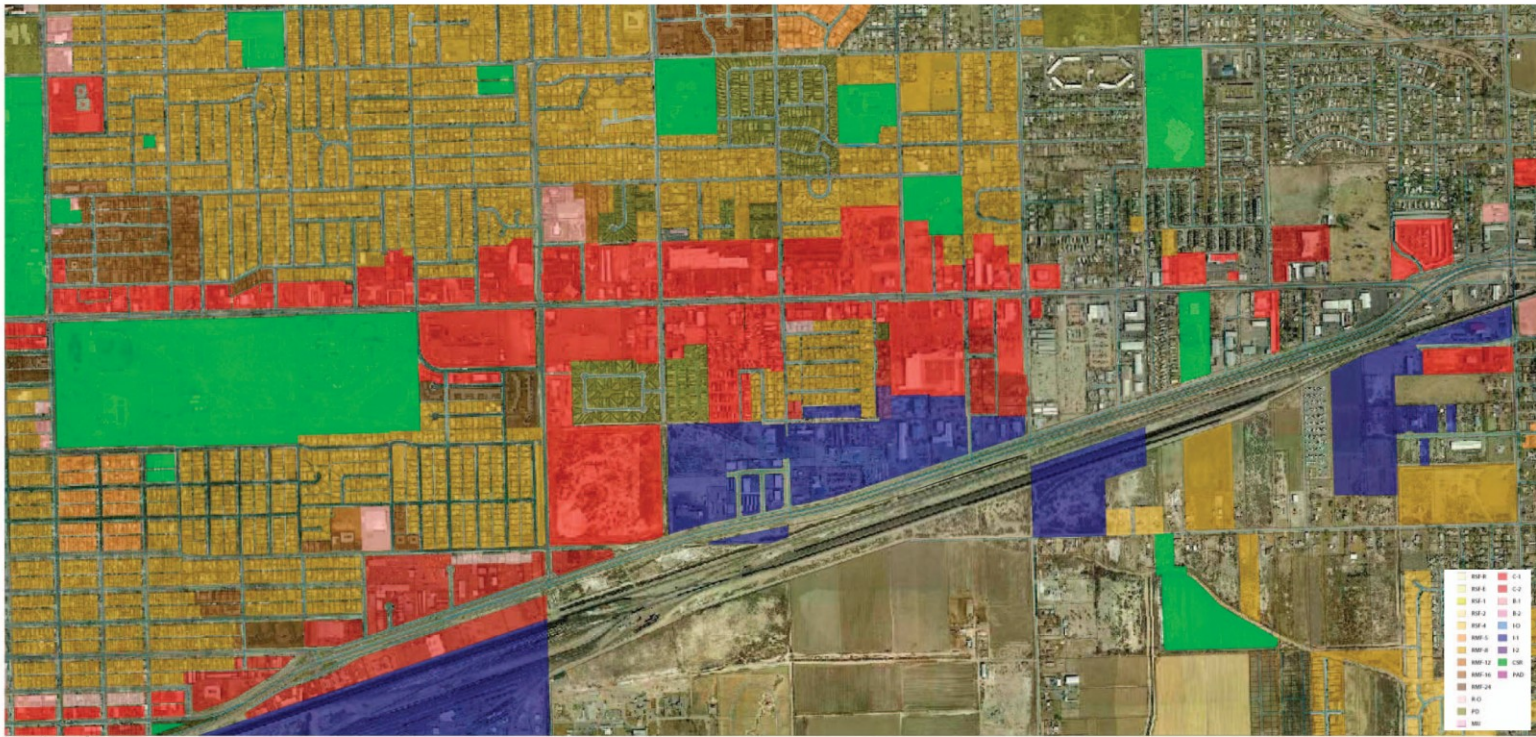
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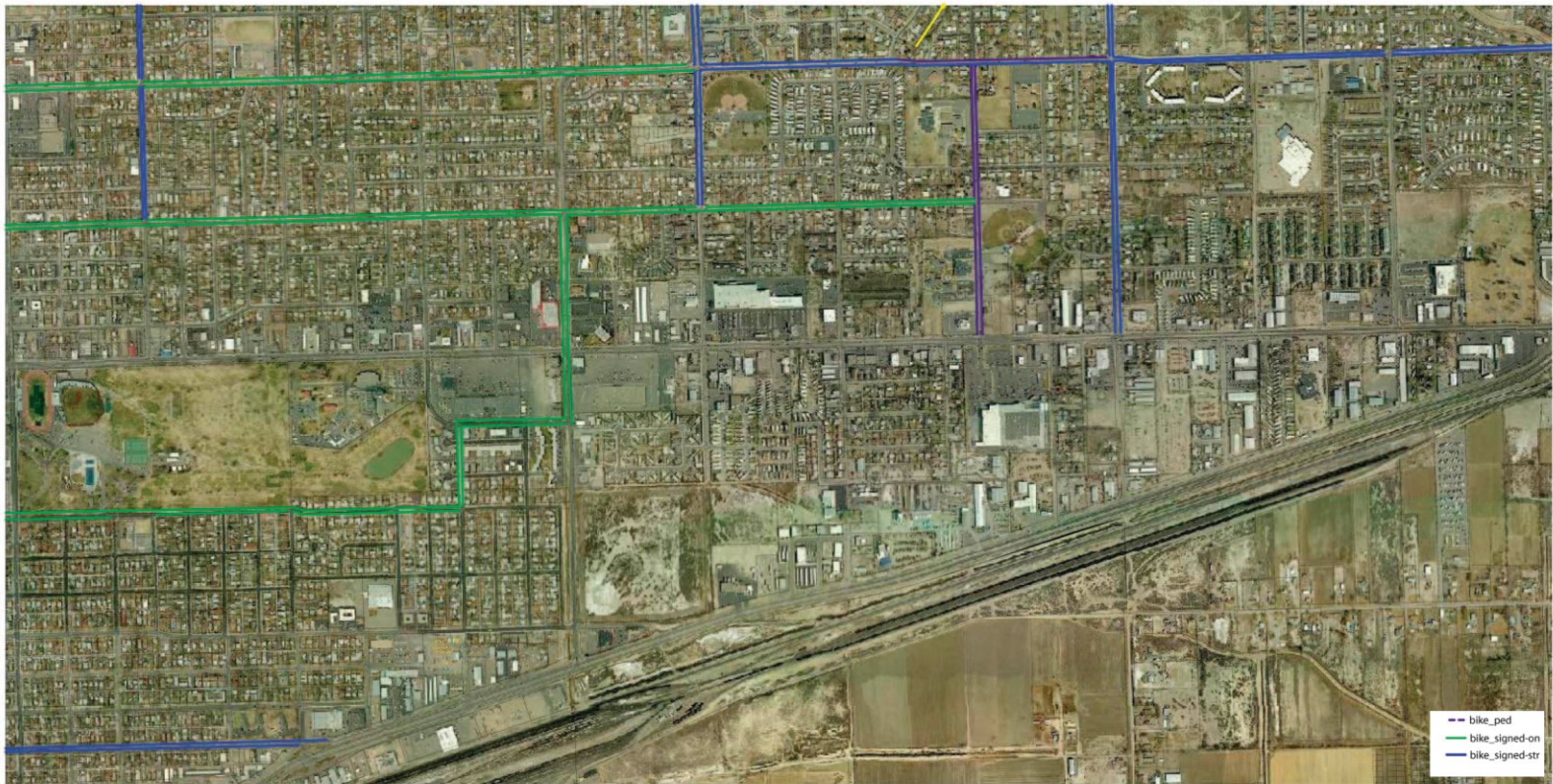
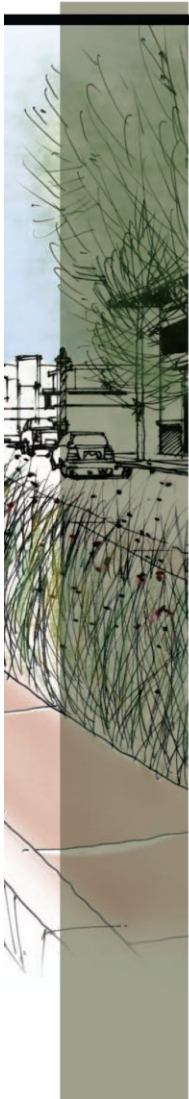
Current zoning fronting the North Avenue corridor is predominantly C-1: Light Commercial. Under this classification the primary uses allowed are retail, office and services, with a maximum building size of 80,000 square feet, and a maximum growth density of no less than 24 dwelling units per acre. Under this zoning, outdoor storage and display are limited to the rear half of the lot, beside or behind principle structure, unless where a CUP has been issued for such uses as auto dealers. The maximum building height is 40 feet with a minimum front set back of 15 to 25 feet. All of these restrictions per the current zoning are also carried consistently with the future land use classifications stated in the Growth Plan.

These standards and restrictions will be observed and reviewed for the optimal development and implementation strategy.

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The current bike routes designated in the study area appear to provide good access throughout the surrounding neighborhood, but appear fragmented in relation to the North Avenue Corridor. Designated bike routes are lacking along North Avenue and the existing conditions of sidewalks also prohibit the east - west access of this corridor. As the streetscape and north - south connections are improved, the designation of additional bike routes would enhance bicycle access and mobility along the corridor.



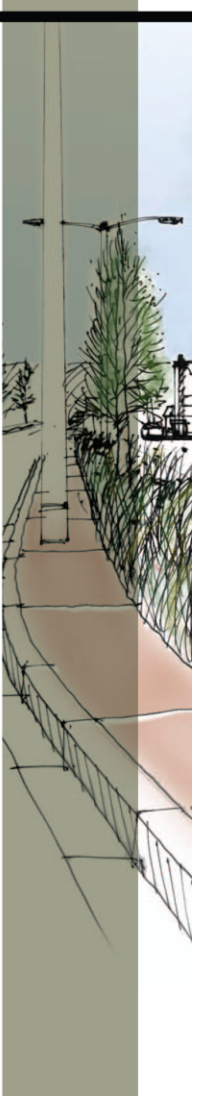
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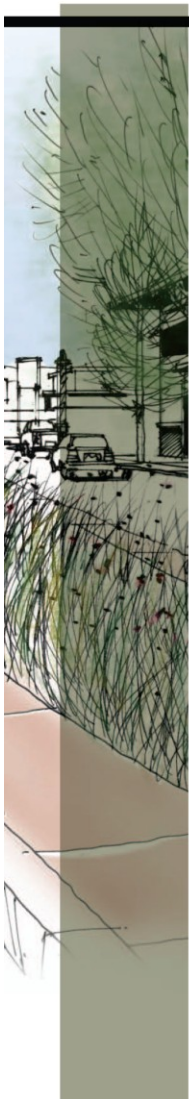
North Avenue Corridor Plan

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North Avenue Corridor Plan





The first Open House was held March 8, 2007 and notification was sent out to the surrounding property owners and tenants of the corridor study area. The EDAW team presented the land use, districtization of the corridor area and character boards to assist the public in generating comments that will guide the vision of the study area.

An overview analysis of traffic and circulation for the current conditions provided guidance as to the classification, peak hours, traffic volumes, and accident history. This data allowed the EDAW team to evaluate and understand the allowable increase of traffic that would potentially be produced from the redevelopment of commercial and residential uses to the corridor.

The following boards and information was presented to the public based on the initial site analysis:

- Barriers - photographic images of the current barrier conditions found throughout the North Avenue Corridor
- Opportunities - photographic images showing the potential vision of the corridor
- Transportation & Circulation
- Market Conditions



North Avenue Corridor Plan

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BARRIERS

Extensive Roadway Width



Multiple Curb Cuts



Regional Traffic



Lack of Physical Consistency



Streetscape Theme



Safety (Pedestrian / Bike)



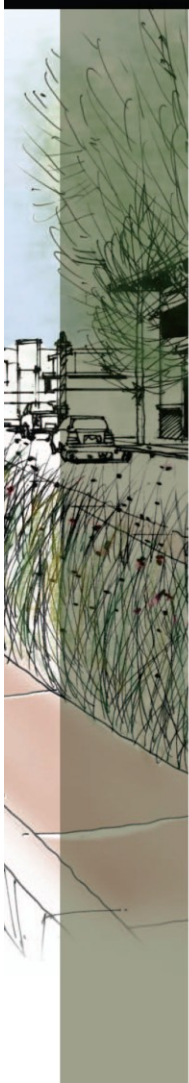
Walkability



Tools to Solicit and Capture Private Investment

Lack of Central Attraction / Destination / Landmark





OPPORTUNITIES

Festivals / Events



Student Uses (after 5PM)
Functions and Uses



New Housing
- All Income Levels

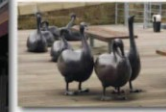


Create Pedestrian / Bike Environment
- Connections

Scale
- Breakdown of Linear Corridor



Civic Spaces



Lifestyle Activities



Infill
- Redevelopment to Meet Local Needs

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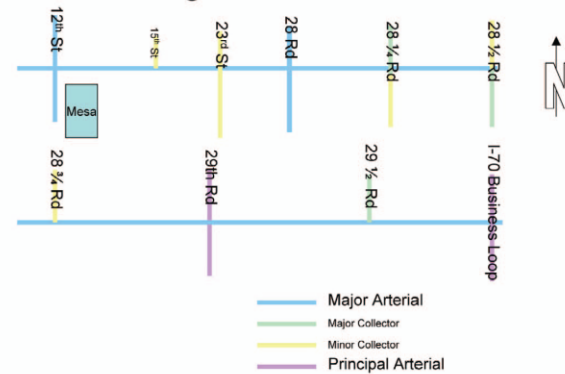
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Transportation Analysis of Conditions

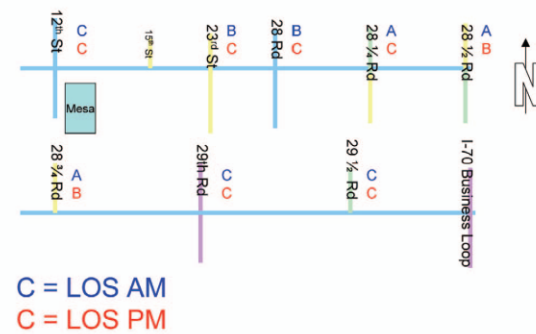
Based on data collected by both the City and CDOT, average daily traffic volumes on North Avenue range from 33,400 in the vicinity of 15th Street to 21,200 in the vicinity of 29 1/2 Street. On average, the peak hour of traffic represents approximately eight percent of the daily traffic. In the AM peak hour, 58 percent of the traffic is westbound and 42 percent is eastbound. In the PM peak hour, 46 percent of the traffic is westbound and 54 percent is eastbound.

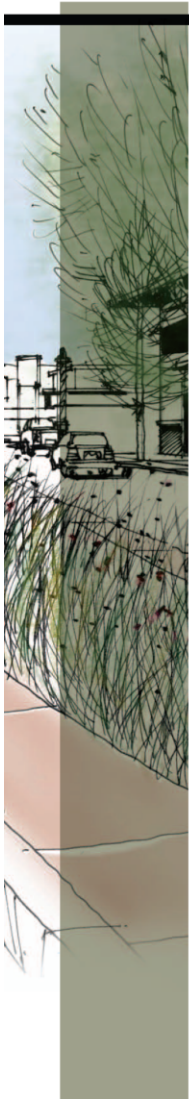
To determine how efficiently and effectively the existing roadway network accommodates the existing traffic volumes, all of the signalized intersections were analyzed by City staff. The results are shown as Levels of Service (LOS). Letters designate each level, from A to F. LOS A, B and C represent the intersection status as under capacity, LOS D is near capacity, LOS E is at capacity, and LOS F is over capacity. LOS D or better is the desired operating performance at signalized intersections. In all cases, each signalized intersection is currently performing under capacity during each peak hour. In addition, an urban street LOS analysis was completed. This analysis is based on average travel speeds for through vehicles on North Avenue. The results indicate that traffic on North Avenue operates reasonably unimpeded at average travel speeds and delays at signalized intersections are not significant (LOS A/B).

Street Classifications at Signalized Intersections



Peak Hour LOS at Signalized Intersections





Over a three year period from 2004 to 2006, there was an average of 153 accidents per year on North Avenue. Seventy percent involved property damage only and the remaining 30 percent involved injury. There were no fatalities. Based on the daily usage of North Avenue, this number of accidents is relatively high when compared to comparable roadways throughout the state.

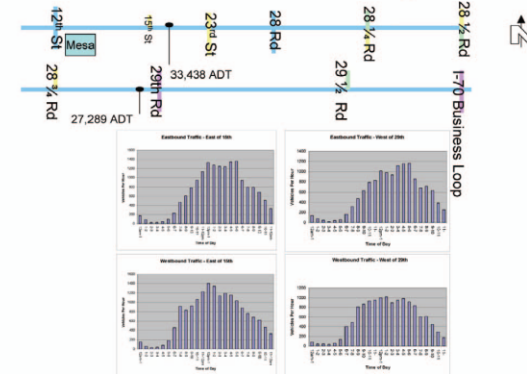
Approximately 70 percent of the accidents on North Avenue involve rear-end, broadside or approach-turn crashes. The rear-end crashes commonly indicate differences in vehicle speed or sudden starting and stopping. The numerous turning movement opportunities throughout the corridor provide the opportunity for broadside and approach-turn crashes.

From 2004 to 2006, there also were 14 pedestrian and 11 bicycle related accidents.

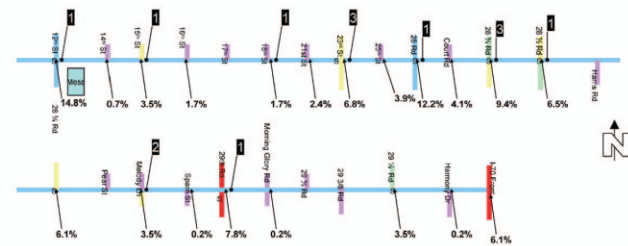
Based on the above analysis, the following can be concluded:

- North Avenue has the capacity to accommodate additional demand that may be generated from new projects in the corridor.
- As the corridor redevelops, access points should be consolidated and properly spaced to minimize conflicts, especially in close proximity to the signalized intersections.
- Pedestrian and bicycle related improvements should be provided to facilitate safer passage both along and across North Avenue.

Traffic Volumes - 2004 Figures



Accident History



Accident Frequency Summary

	2004	2005	2006	Total
Property Damage Only	123	103	98	324
Injury	46	50	39	135
Fatality	0	0	0	0
Total	169	153	137	459

6.5% Accidents in Study Area
 ■ Pedestrian Accident

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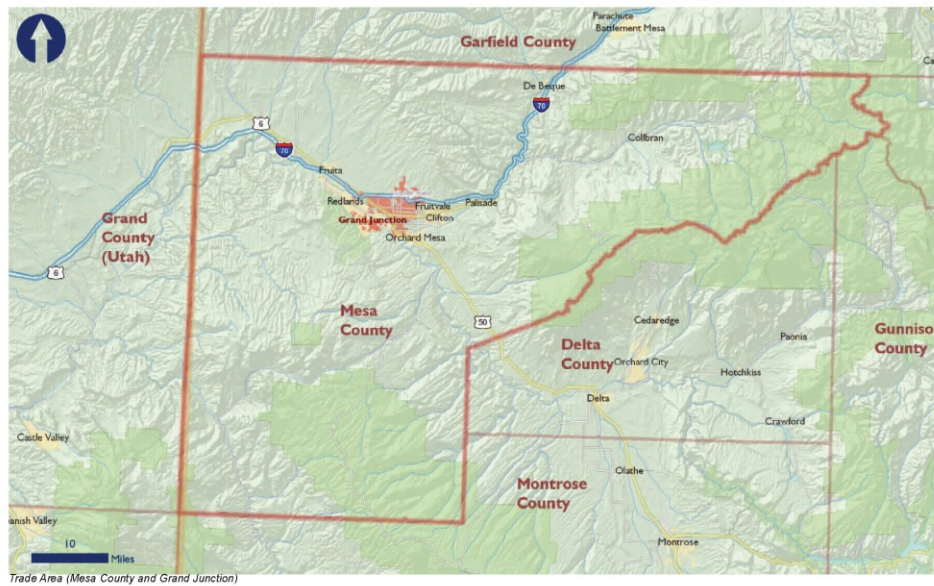
Market Analysis

Older commercial corridors are emerging as targets for revitalization efforts in cities throughout the nation. In virtually every story of success, these new redevelopments have been the result of a holistic approach which capitalizes on each segment of the project, yet positions the sum of the parts as a "place" in and for the community. Experience has proven that forming and advancing the development agenda within these corridors requires a keen understanding of the goals and aspirations of the community, the realities of the marketplace, peculiarities of the political landscape and constraints of local public / private resources. With this understanding, project advocates are then positioned to establish priorities for action that implement the vision.

Methodology

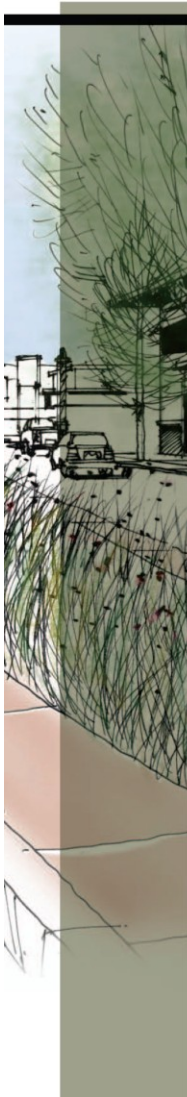
Work completed focused on investigating physical conditions related to the North Avenue Corridor area and its environment, contiguous uses, and access and visibility from the remainder of the community and the region; as well as, economic, financial, and market conditions in the influence area (trade area) of Grand Junction and Mesa County. This was accomplished through visual inspections of the North Avenue Corridor, competitive development areas within Grand Junction, and analyses of primary and secondary data sources.

The analysis that follows has several critical components. The first includes an overview of economic and demographic characteristics that will influence the type of development and/or redevelopment that occurs in the market and specifically within North Avenue Corridor. The second presents a review of those market indicators and trends that provide an indication of the health of the market and economy, including quantified demand by land use type. The third offers a discussion about corridor-wide and node-specific redevelopment elements that present a market opportunity for the study area.



North Avenue Corridor Plan





The purpose of the market analysis is fourfold:

- Provides a reality check for the land use planning component
- Ensures that recommendations are grounded in market and economic reality
- Sets stage for implementation and policy reform
- Provides an accurate and independent story to tell potential developer / investor audiences

The market analysis attempts to answer the following questions:

For each land use, we ask...

What is the market and how will it evolve?

- What is the environment today
- Trade area size & shape (should include most likely customers & competitors)
- Who's in the market (describe customer base demographics/economics)
- How will market be affected by "events" which occur over time

What is and will be the competition?

- Types of competition
- Size & performance of competitors
- Potential to leverage on-going investment and existing assets

How much demand is and will be in the market?

- Annual "absorption" (in units or square feet), projected forward

How much total market demand can the area "capture" and how?

- Given the market, the competition, & the nature of the project

How can market demand and capture be influenced over time?

- Impact of public and private events and actions



North Avenue Corridor Plan

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Planning for downtown redevelopment requires an understanding of the built environment and the people within it. The market analysis, conducted by Leland Consulting Group (LCG) and summarized herein, focused on identifying market opportunities within the region and representative influence or trade area. What the analysis showed was that ongoing and projected trade area growth provides healthy levels of market support for a range of different land use types. Characteristics of the North Avenue Corridor, in particular offer unique opportunities for targeted redevelopment. There is market demand and, with strategic public and private investment and continued policy support, North Avenue Corridor can be positioned to capitalize on niche and destination opportunities that can serve the community and region.

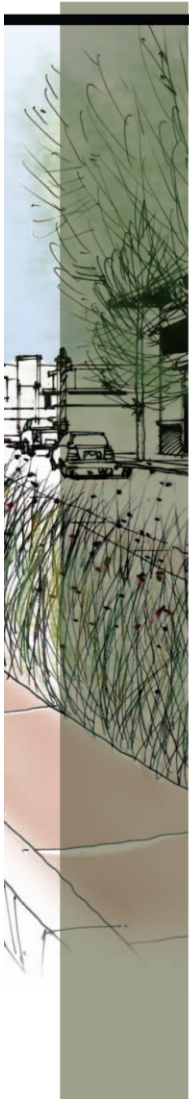
The information below presents an overview of current and future market conditions in Grand Junction and Mesa County. Since North Avenue Corridor represents a sub-market within the overall Grand Junction region (Mesa County), and, as such, will likely compete with projects from a broader influence (trade) area, indicators and conditions for both the City of Grand Junction (the City) and Mesa County (the County) were analyzed. A map of the Grand Junction Trade Area is presented on the following page.

The trade area is that area from which a project (s) or area will draw the majority of its patrons (retail), residents (housing) and employees (office) – that area which will likely be a source of competition and demand. Trade area boundaries for individual store types and specific residential uses will vary from one another and may have irregular shapes as they are influenced by the following conditions:

- Physical barriers
- Location of possible competition
- Proximity to population/employment concentrations
- Zoning
- Market factors
- Drive times, spending

Experience has proven that effective place-making (including revitalization of a key arterial corridor) can increase market shares and draw from larger than traditional trade areas, such as the greater Grand Junction region. For this reason, as well as for simplicity of interpretation and presentation, all market demand in this analysis is shown for either the City of Grand Junction or for Mesa County overall, with North Avenue's attainable market share or "capture" shown as a percentage of this total demand.





Economic & Demographic Indicators

Economic and demographic characteristics in the market are indicators of overall trends and economic health which may affect private and public sector development. The following tables and exhibits highlight those trends expected to affect development demand within the Grand Junction area over the next ten years.

Household & Employment Growth

Grand Junction is the only major metropolitan area on Colorado's Western Slope and as such is a regional trade and service center for much of western Colorado and eastern Utah. Over half of the area's employment base is concentrated in four industries – Retail Trade, Health Care, Leisure & Hospitality, and Government. The share of Mesa County jobs in the manufacturing sector is about equal to the state average but the local economy also draws substantial support from tourism and spending from relocated retirees. The mining sector's influence on the local economy has rebounded in recent years with renewed exploration for natural gas in the Piceance Basin. While mining now represents just 2.9 percent of local workers, it has accounted for 30 percent of the jobs added since 2002 in Mesa, Garfield and Rio Blanco counties.

Strong economic activity, led by the energy sector, together with climate, scenery and other quality of life advantages, is driving robust population and household growth in the Grand Junction region. ESRI (a census-based demographic data provider) projects 2.25 percent annual growth in households for Grand Junction and 2.47 percent growth for Mesa County over the next 5 years. The state demographer projects a 2.25 percent annual growth rate for the county from 2006 to 2016. Real growth in the area has exceeded these rates in recent years due to regional energy-related expansion. To reflect enhanced near term growth, leveling off somewhat in the longer-term, LCG forecasts a blended household growth rate of 2.5 percent annually over the next 10 years. This household growth is slightly higher than the projected population growth rate due to an assumption of gradually decreasing household sizes.

Western Colorado and the Grand Junction area in particular are experiencing robust employment growth driven by a strong energy sector. Statewide unemployment in May of 2007 was 3.3 percent, versus just 2.7 percent in Mesa County. In the past 12 months ending in May 2007, Mesa County's employment base grew by 4.0 percent to 74,393 jobs – almost double the healthy 2.1 percent growth rate statewide over the same period. The Colorado Department of Labor and Employment forecasts statewide annual job growth of calls for from 2004 to 2014 calls for just over 2.1 percent, versus just almost 2.8 percent for Mesa County. Based on these sources, LCG projected 2.8 percent annual employment growth through 2016 for the Grand Junction Trade Area.

Household & Population Characteristics

Demographic characteristics for Grand Junction Trade Area households are summarized in the tables below. Note that for this comparison, the "North Avenue Area" is defined as Grand Ave. to Orchard Ave, 7th Street to 30 Road.



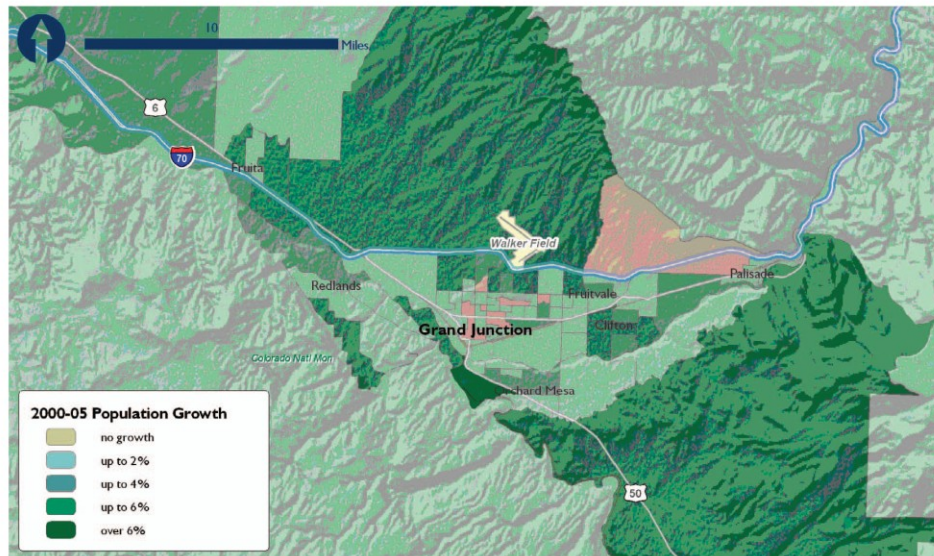
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Household Growth

	North Ave Area	Grand Junction	Mesa County
2000 Households	5,405	17,865	45,823
2006 Households	5,548	19,999	53,065
2011 Households	6,082	22,538	60,161
2006 - 2011 CAGR	1.85%	2.42%	2.54%

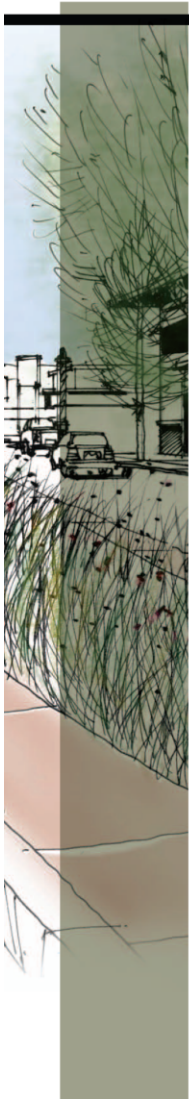
While the North Avenue vicinity is growing more slowly than the City of Grand Junction and Mesa County – a phenomenon common to older central urban areas – it is still growing at a healthy rate. Grand Junction has 37 percent of Mesa County households, and the North Avenue area has just less than one-third of Grand Junctions households.

The map illustrates the distribution of recent household growth in the Grand Junction area, showing, as in many comparably sized cities, clusters of growth towards the fringe and relatively slow growth in the central city.



North Avenue Corridor Plan





Household Characteristics

	North Ave Area	Grand Junction	Mesa County
Pct. Non-family	47%	41%	31%
Household size (2006)	2.20	2.25	2.47
% 1 & 2 Person Households (2000)	44%	31%	23%
2006 - 2011 CAGR	69%	70%	63%

Like the immediate North Avenue vicinity, the city of Grand Junction has households that are smaller, more likely to rent, and more likely to be non-family in nature, versus households in the county overall.

Ethnicity (2006)

	North Ave Area	Grand Junction	Mesa County
White Alone	87%	91%	91%
Black Alone	1%	1%	1%
Asian/Pacific Alone	1%	1%	1%
Other/Multiple	10%	8%	7%
Hispanic Origin	16%	13%	12%

The North Avenue area is slightly more ethnically diverse than the city and county as a whole, with 16 percent of the population of Hispanic origin, up from 14 percent in 2000.

Population by Age (2006)

	North Ave Area	Grand Junction	Mesa County
0 to 24	39%	31%	33%
25 to 34	17%	13%	12%
35 to 44	11%	12%	12%
45 to 54	12%	15%	16%
55 to 64	8%	11%	12%
65+	13	18%	15%
median	30.4	40.8	39.8

Grand Junction has a significant senior population, drawn to the area primarily for its climate. While the city and county have similar age distributions, the North Avenue vicinity has a significantly younger profile. This is due in part to the influence of Mesa State College and somewhat younger-skewing Hispanic households in the surrounding neighborhoods.

Educational Attainment (2000)

(age 25+)	North Ave Area	Grand Junction	Mesa County
Graduate Degree	5%	9%	7%
Bachelor's	14%	17%	15%
Some College	32%	32%	33%
High School Grad.	32%	27%	30%
No H.S. diploma	18%	15%	15%

Education attainment in the North Avenue vicinity is somewhat lower than in the city overall, but more similar to the county-wide profile. Most (58 percent) of Grand Junction adult residents have attended at least some college, versus 64 percent statewide.

Household Income (2006)

Ann. Household Income	North Ave Area	Grand Junction	Mesa County
\$0-25K	40%	32%	27%
\$25-35K	16%	13%	13%
\$35-50K	19%	19%	19%
\$50-75K	17%	18%	21%
\$75-100K	5%	7%	9%
\$100-150K	2	8	8
\$150K+	1	4	4
Per Capita	\$17,500	\$23,959	\$22,761
Med. Household	\$35,316	\$44,111	\$49,249

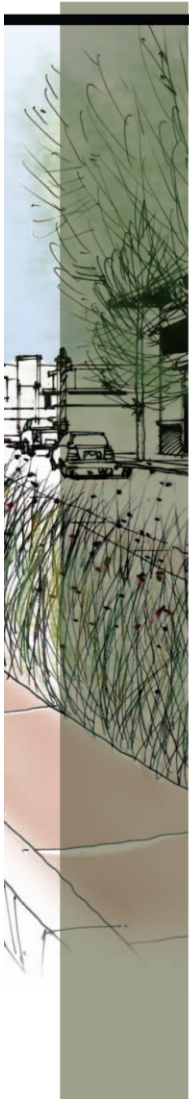
Household incomes in the county are higher than those in the City of Grand Junction, which in turn are higher than those for the North Avenue immediate vicinity. Because household sizes are smaller in Grand Junction than the county overall, the city has slightly higher per capita incomes, however.

The map illustrates the geographical distribution of households by income in the area. Note that higher incomes are generally found toward the outer edges of the city, especially towards the north side.



North Avenue Corridor Plan





Psychographics

Psychographics is a term used to describe characteristics of people and neighborhoods which, instead of being purely demographic, which measure their attitudes, interests, opinions, and lifestyles. These more qualitative descriptions are increasingly used by marketers and planners to help tailor product offerings to suit the tastes of target market segments. Residential homebuilders and commercial retail developers, in particular, are interested in understanding a community's psychographic profile, as this is an indication of its residents' propensity to spend across select retail categories. Residential developers are also interested in understanding this profile as it tends to suggest preferences for certain housing product types. The most widely used source of psychographic profiling is the Tapestry - segmentation system offered by ESRI. In the Tapestry system, each neighborhood (census block group) in the United States is assigned to one of 64 distinct lifestyle/psychographic segments.

The top Tapestry segments in Grand Junction are shown in the table below, along with a count of households represented by each segment and an index indicating how prevalent that segment locally as compared to nationally (an index of 100 would be expected given the population, while an index of 400 would be four times the national level). The segments are described in the paragraphs that follow.

Segment	Trade Area Households	Index to U.S.
Midlife Junction	3,655	731%
Prosperous Empty Nesters	2,912	791%
Great Expectations	2,341	660%
Retirement Communities	1,663	557%
Simple Living	1,575	543%
Exurbanites	1,148	235%



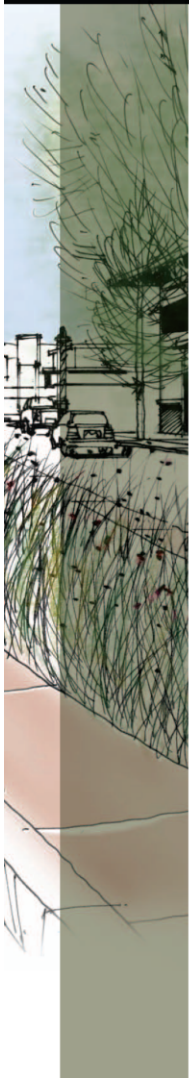
Midlife Junction communities are found in suburbs across the country. Residents are phasing out of their child rearing years. Nearly half of the households are comprised of married-couple families and 31 percent are singles, living alone. The median age is 40.5 years and the median household income is \$43,600. A third of households receive Social Security benefits. Nearly two-thirds of households are single-family structures, and the remaining dwellings are mainly apartments in multiunit buildings. These residents live quiet, settled lives. They spend their money prudently and do not succumb to fads. They prefer to shop by mail or phone, from catalogs such as J.C. Penney, L.L. Bean, and Lands' End. They enjoy yoga, attending country music concerts and auto races, refinishing furniture, and reading romance novels.

Prosperous Empty Nesters neighborhoods are well established, located throughout the United States; approximately one-third are on the eastern seaboard. The median age is 47.2 years. More than half of the householders are aged 55 or older. Forty percent of household types are married couples with no children living at home. Educated and experienced, residents are enjoying the life stage transition from child rearing to retirement. The median household income is \$66,200. Residents place a high value on their physical and financial well-being and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes joining civic clubs, engaging in fund-raising, and working as volunteers.

Great Expectations neighborhoods are located throughout the country, with higher proportions in the Midwest and South. Young singles and married-couple families dominate. The median age is 33.0 years. Labor force participation is high. Manufacturing, retail, and service industries are the primary employers. About half of the households are occupied by owners in single-family dwellings, with a median value of \$100,600, and the other half are occupied by renters, mainly living in apartments in low-rise or mid-rise buildings. Most of the housing units in these older suburban neighborhoods were built before 1960. Residents enjoy a young and active lifestyle. They go out to dinner, to the movies, to bars, and to night clubs. They enjoy roller skating, roller blading, playing Frisbee, chess, and pool, and attending auto races. They read music magazines and listen to rock music on the radio.

Retirement Communities neighborhoods are found mostly in cities scattered across the United States. The majority of households are multiunit dwellings. Congregate housing, which commonly includes meals and other services in the rent, is a trait of this segment dominated by singles who live alone. This educated, older market has a median age of 50.7 years. One-third of residents are aged 65 years or older. Although the median household income is a modest \$45,100, the median net worth is \$172,000. Good health is a priority; residents visit their doctors regularly, diet and exercise, purchase lowsodium food, and take vitamins. They spend their leisure time working crossword puzzles, playing bingo, gardening indoors, canoeing, gambling, and traveling overseas. They like to spend time with their grandchildren and spoil them with toys. Home remodeling projects are usually in the works.





Simple Living neighborhoods are found in urban outskirts or suburban areas throughout the United States. Half of the households are singles who live alone or share housing, and 32 percent consist of married-couple families. The median age is 40.1 years. Approximately one-third of householders are aged 65 years or older; 19 percent are aged 75 years or older. Housing is a mix of single-family dwellings and multiunit buildings of varying stories. Some seniors live in congregate housing (assisted living). Fifty-five percent of households are occupied by renters. Approximately 40 percent of households receive Social Security benefits.

Younger residents enjoy going out dancing, whereas seniors prefer going to bingo night. To stay fit, residents play softball and volleyball. Many households do not own a computer, cell phone, or DVD player. Residents watch hours of TV per day, especially sitcoms and science fiction shows.

Open areas with affluence define these neighborhoods. Empty nesters comprise 40 percent of these households; married couples with children occupy 32 percent. Half of the householders are between the ages of 45 and 64 years. The median age is 43.6 years. Approximately half of those who work hold professional or managerial positions. The median home value is approximately \$255,900; the median household income is \$83,200.

Financial health is a priority for the **Exurbanites** market; they consult with financial planners and track their investments online. They own a diverse investment portfolio and hold long-term care and substantial life insurance policies. Residents work on their homes, lawns, and gardens. Leisure activities include boating, hiking, kayaking, playing Frisbee, photography, and bird-watching. Many are members of fraternal orders and participate in civic activities.

For North Avenue:

Of the segments described above, Prosperous Empty Nesters and Retirement Communities indicate a particular opportunity for senior-oriented residential development along the North Avenue Corridor. Such development would not need to be age-restricted, but could capitalize on pedestrian-friendly amenities, opportunities for outdoor activities and proximity to convenience-good shopping and medical facilities. The Great Expectations segment, with its relatively high proportion of renters and young couples, would be a promising target for more dense mixed-use residential and retail development along the corridor, particularly in the vicinity of Mesa State College.



Market Demand Estimates

Critical to interpreting The North Avenue Corridor's competitive position within the region is an understanding of the characteristics of land uses within a defined trade area. In order to identify potential development opportunities among these uses (given the area's competitive position and prevailing market conditions) demand estimates were prepared.

As stated earlier, because The North Avenue Corridor may have the ability to draw from a larger trade area, demand estimates by land use type were prepared for the broader region. Because of the urban nature of the corridor, residential demand is assumed to be a function of household growth in the City of Grand Junction itself, while retail and office demand is a function of growth in the county as a whole (and beyond, in the case of certain retail types). What follows is a discussion of recent and projected demand conditions for residential, retail, and office uses, along with estimates of attainable capture for redevelopment parcels within the corridor itself.

Residential

With strong residential growth over the past several years Mesa County is permitting an average of 1,430 units per year since 1999 and saw record construction of 1,589 units in 2005. There has been relatively little variation in level of construction in general, with the low point in 2001 seeing 1,253 permits issued. In part because of lower than average interest rates, multifamily construction has accounted for less than 10 percent of this total. Given that increases in energy-sector employment tends to be led by relatively itinerant single males, and that interest rates have been trending upwards, the share of rental units, especially in Grand Junction itself, should increase over time to closer to the existing overall rate of just over 30 percent.

Residential vacancy rates in Grand Junction and Mesa County are among the lowest in the state. Jim Coil Research & Consulting estimates January 2007 vacancy rates of 0.8 percent for ownership units and 2.5 percent for rental units – both well below equilibrium rates and indicative of housing shortages, especially at lower income points.

Demand for new residential units is primarily a factor of the growth in income-qualified households within a trade area. For parcels along North Avenue, this trade area is realistically restricted to growth within the municipal limits of Grand Junction. Projected trade area household growth was analyzed along with historical patterns of single- and multi-family development to arrive at an estimated average annual demand for housing in the City of Grand Junction of approximately 600 units per year over the next 10 years.

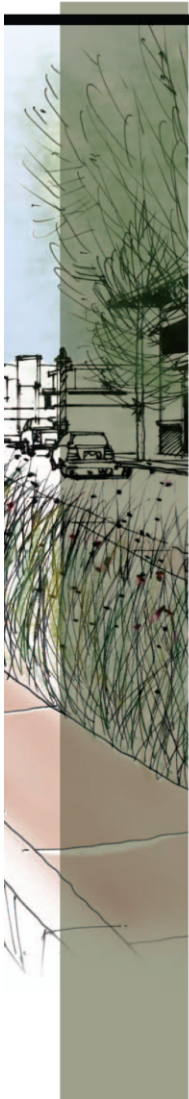
Residential Demand Analysis
Primary Residential Trade Area
Ten Year Demand Estimates

Households	2006	19,999		
	2011	22,627	Annual Growth Rate	2.50%
	2016	25,600		
	Household Growth (06-16)		Adjust for 2nd homes,	
		5,601	demolition, vacancy	7.0%
	Adjusted Unit Requirement		Pct. Renters	31%

Annual Income Range (2006 dollars)	Approx. Rent Range	Approx. Home Price Range	Current HHs in Income Bracket	New HHs by Income Bracket	Trade Area Demand from New Households (10-yr)			
					Total Units	Est. Pct. Renters	Total Rental Units	Total Ownership Units
up to \$15K	up to \$375	up to \$75K	17%	15%	899	75%	674	225
\$15-25K	\$375 - \$625	\$75 to \$100K	15%	14%	839	65%	545	294
\$25-35K	\$625 - \$875	\$100 to \$150K	13%	13%	797	35%	279	518
\$35-50K	\$875 - \$1,000	\$150 to \$200K	18%	18%	1,049	20%	210	839
\$50-75K	\$1,000+	\$200 to \$250K	18%	19%	1,139	10%	114	1,025
\$75-100K	\$1,000+	\$250 to \$350K	7%	8%	479	5%	24	456
\$100-150K	\$1,000+	\$350 to \$500K	8%	9%	539	2%	11	529
\$150K and up	\$1,000+	\$500K and up	4%	4%	246	2%	5	241
Totals			100%	100%	5,994	31%	1,862	4,126

Residential Demand – Grand Junction Trade Area





Approximately 1,862 units (or approximately 30 percent) of the Trade Area's 10-year demand could be in the form of rental units. Attached ownership housing (condominiums and townhomes) appears to be underrepresented in Grand Junction compared to other cities of its size. Of the 3,350 units of ownership demand for those making \$15,000 and above, up to 20% could be delivered in the form of an attached product (assuming appropriate marketing) based on demographic and consumer preferences.

Assuming quality design effort, support from the city in assemblage, regulatory improvements and development incentives, the North Avenue corridor could realistically absorb approximately 200 apartment units and 140 single family attached (condo, loft, townhome, rowhome) units over the next 10 years, as shown in the following tables. Note that this represents a capture rate of roughly 17 percent of market rate (income \$15,000 and up) units in the city as a whole.

Annual Income Range	Approx. Home Price Range	Trade Area For-Sale Demand	Est. Pct. Townhome/Condo	Townhome / Condo Demand	Attainable Capture Rate (within attached)	Attainable Subject Capture (units)
\$15-25K	\$75 to \$100K	294	65%	191	15%	29
\$25-35K	\$100 to \$150K	518	50%	259	20%	52
\$35-50K	\$150 to \$200K	839	20%	168	20%	34
\$50-75K	\$200 to \$250K	1,025	10%	102	15%	15
\$75-100K	\$250 to \$350K	456	10%	46	15%	7
\$100-150K	\$350 to \$500K	529	5%	26	10%	3
\$150K and up	\$500K and up	241	5%	12	0%	0
Totals		3,901	20.6%	804	17.3%	139

Annual Income Range	Approx. Rent Range	Trade Area Rental Demand	Attainable Capture Rate (within apartments)	Attainable Subject Capture (units.)
\$15-25K	\$375 - \$625	545	15%	82
\$25-35K	\$625 - \$875	279	20%	56
\$35-50K	\$875 - \$1,000	210	20%	42
\$50-75K	\$1,000+	114	15%	17
\$75-100K	\$1,000+	24	15%	4
\$100-150K	\$1,000+	11	10%	1
\$150K and up	\$1,000+	5	0%	0
Totals		1,188	17.0%	201

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Retail

Demand for new retail space is determined by future retail expenditures by new households. This demand was determined by multiplying growth in households with that portion of household income spent on general retail purchases. An additional adjustment was made to allow for demand from space turnover and obsolescence. Because of Grand Junction's role as a regional hub, its retail inventory is supported by rooftops well beyond Mesa County itself. We estimate that for 100 square feet of store space supported by Mesa County residents, an additional 80 square feet are supported by residents outside the county. As shown in the following table, Mesa County household growth alone would support approximately 900,000 square feet of new retail demand over ten years. Adding in demand from outside the county (at varying rates depending on the category) and replacement of obsolete space (at a rate of 1 percent annually), Mesa County could see demand for a total of 1.6 million square feet of new retail space by 2017.

Assuming a 15% to 20% capture rate of Trade Area retail demand, The North Avenue Corridor could be expected to add approximately 240,000 to 325,000 square feet of new retail space (again, assuming quality design, marketing, and city support). This demand would likely take the form of neighborhood serving dining and specialty retail in the key nodes around the college and hospital, but could have a significant region-serving component in the area around the improved 29 Road intersection.

Retail Trade Area (Mesa County) Ten Year Demand Estimates					
Category	Demand from Trade Area Household Growth (s.f.)	Regional Draw Factor (Existing Surplus Pct.)	Additional Regional Demand (s.f.)	Turnover/Obsolescence Demand (s.f.)	Total New Trade Area Demand (s.f.)
Auto Parts, Accessories, and Tire Stores	26,126	55%	14,369	11,164	51,659
Furniture & Home Furnishings Stores	52,694	50%	26,347	18,337	97,378
Electronics & Appliance Stores	22,463	20%	4,493	4,931	31,887
Bldg Mater., Garden Equip. & Supply	43,601	55%	23,981	18,434	86,016
Food & Beverage Stores					
Grocery Stores	181,671	30%	54,501	47,431	283,603
Specialty Food Stores	4,579	25%	1,145	1,100	6,824
Beer, Wine, and Liquor Stores	18,090	65%	11,758	9,686	39,534
Health & Personal Care Stores	25,431	55%	13,987	10,611	50,030
Clothing and Clothing Accessories Stores	54,871	50%	27,435	21,119	103,424
Sporting Goods, Hobby, Book, & Music	31,726	75%	23,794	23,239	78,759
General Merchandise Stores	144,546	45%	65,046	48,184	257,777
Miscellaneous Store Retailers	32,328	75%	24,246	22,891	79,465
Food Services & Drinking Places					
Full-Service Restaurants	55,470	15%	8,321	11,760	75,551
Limited-Service Eating Places	56,506	5%	2,825	11,002	70,334
Special Food Services	4,598	10%	460	955	6,012
Drinking Places	3,521	65%	2,289	1,890	7,700
New Demand in Selected Categories	758,223		304,998	262,733	1,325,954
Demand From Excluded Categories* (20%)	151,645	50%	75,822	52,547	280,013
Total New Locally Supported Demand	909,868		380,820	315,280	1,605,967

*e.g. entertainment, banking, prof./medical office, etc.





Office

Demand for new office space is derived from two primary sources: expansion of existing industry and the relocation of new companies into the market. Employment projections by industry classification for the Trade Area were used to estimate demand over the next ten years. Assuming a 2.7 percent annual growth rate in overall employment, the analysis revealed demand for almost 1,000,000 square feet of new office space over this period. Assuming a 10 percent capture rate, the North Avenue corridor could absorb approximately 95,000 square feet of new office space over the next 10 years.

This demand could take the form of medical, educational and other primarily professional office space at key nodes along the western portions of the corridor, and could be in the form of flex office basic employment space nearer to the 29 Road junction.

Office Demand – Grand Junction Trade Area

Summary of Office Space Demand from Employment Growth							
Trade Area							
Ten Year Demand							
	Est. 2006 Jobs	Annual Job Growth Rate	10-yr. Job Growth	Est. Pct. Office	10-yr. Office Demand from Job Growth (s.f.)	Est. Office Demand From Turnover (10-year)	Total New 10 yr. Office Demand (s.f.)
Agriculture & Mining	733	5.0%	461	35%	36,312	3,208	39,520
Construction	2,377	1.0%	249	5%	2,798	1,486	4,284
Manufacturing	2,701	1.0%	283	5%	3,179	1,688	4,868
Transportation	1,584	2.5%	444	15%	14,973	2,970	17,943
Communication	505	2.5%	141	25%	7,959	1,579	9,538
Electric, Gas, Water, Sanitary	198	2.5%	55	20%	2,496	495	2,991
Wholesale Trade	1,928	1.0%	202	5%	2,270	1,205	3,475
Retail Trade	12,218	3.0%	4,202	5%	47,274	7,637	54,910
Finance, Insurance, Real Estate	3,839	2.5%	1,075	95%	229,822	45,586	275,407
Services (Non-Retail)							
Hotels & Lodging	862	3.0%	296	5%	3,334	539	3,872
Automotive Services	666	3.0%	229	5%	2,577	416	2,993
Entertainment & Recreation	664	3.0%	228	5%	2,568	415	2,982
Health Services	10,962	3.0%	3,770	25%	212,063	34,256	246,319
Legal Services	498	3.0%	171	95%	36,609	5,914	42,523
Educ. Institutions	1,894	3.0%	651	15%	21,979	3,551	25,530
Other Services	7,391	3.0%	2,542	20%	114,382	18,477	132,859
Government	3,774	3.0%	1,298	25%	73,009	11,794	84,803
Other	13	3.0%	5	30%	306	50	356
Totals	52,807	2.7%	16,302		813,909	141,263	955,173

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Absorption Summary

The table below summarizes potential North Avenue Corridor absorption of land uses over the next 10 years.

Summary of Potential Absorption – North Avenue Corridor

10 Year Demand Summary for North Avenue Corridor			
	Level of Public Sector Support/Investment		
	none	moderate	high
Residential (units)			
Single Family Attached	?	140	200
Multifamily Apartments	?	200	300
Retail (s.f.)	100,000	240,000	325,000
Office (s.f.)	25,000	95,000	150,000

Strategy Considerations

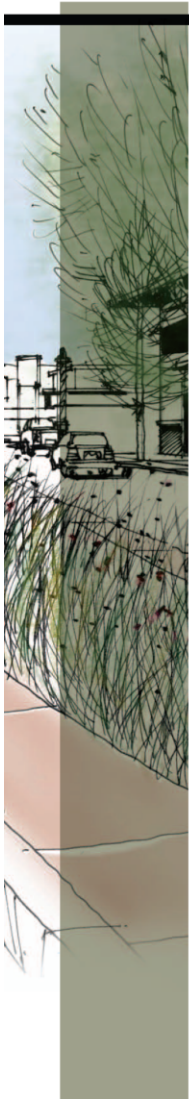
As market opportunities for residential, retail and office space in The North Avenue Corridor occur over the next 10 years, the following strategic implications should be considered:

Residential

- Trend towards town home / condo products in downtown neighborhoods
- Appeals to buyers seeking amenities without maintenance hassles
- Targets empty nesters, young professionals and single parents – the majority of downtown housing residents
- Some more affluent students (and recent students) may have interest in ownership housing near the college
- As interest rates climb, the trend may shift towards apartments -- less investment appeal, but greater flexibility and less commitment
- Conversion of vacant downtown office space into apartment and condominium residential units has been very successful in many urbanizing markets
- Open question as to whether Grand Junction has critical mass of residents with urban tastes to succeed with certain attached residential products
- Will depend heavily on design quality, experience of developer and education of community to overcome any negative attitudes about downtown living
- Investment in infrastructure, streetscape, and other pedestrian amenities also key – including investment in “soft spaces”
- College area near N. 12th Street represents a strong opportunity for vertical mixed use including both ownership and rental residential
- Veterans hospital area near 23rd Street has opportunity (with relocation of some big box retail) for mixed use including senior-oriented housing and even extended stay lodging targeting hospital patients and their families
- Workforce housing price points should be in strong demand throughout the corridor



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Retail

- Levels of retail demand suggest support for a range retail product types
- Greatly enhanced connectivity around 29 Road will lend support to some regional retail – not mall scale, but two to three medium to large box tenants with pads and in-line complements
- Neighborhood-supporting services, dining (both limited and full-service) and specialty retail -- in a mixed-use urban environment – could make sense over time around nodes to the west
- Ground-floor retail with office and attached residential above would add overall pedestrian appeal and be mutually supporting

Office

- Major office development anywhere in Grand Junction carries the boom-bust risk
- Professional, medical, education and other small floor-plate office tenants could be attracted to coordinated developments on the west side of the corridor
- Sites further east along the corridor are more amenable to flex office and other employment-generating uses

Mixed-Use


- For new construction, three to four-story densities (in appropriate locations), at a human scale, with streetscaping and a mix of uses, would create a more user-friendly experience for:
 - Employees
 - Prospective residents
 - Visitors
 - Shoppers

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In order to obtain the most information from the public during the open house, the following board and questionnaire were used. The EDAW team along with City staff collected commentary on the boards and concepts presented. The public was able to comment directly and where asked to also fill out the questionnaire in order to obtain the best guidance and direction for the project.

Community Goals / Vision North Avenue Corridor 8 March 2007



What uses are lacking in North Avenue corridor ?

What are the best / worst qualities of the corridor ?

What is (or should be) the character(s) of North Avenue ?

What words best describe this area ?

What is (or should be) the theme of the corridor ?

What would you like the city to implement and invest in ?

How do you use the corridor ?

- Shopping
- Entertainment
- Access

EDAW | AECOM | LELAND CONSULTING GROUP | MARTIN DESIGN GROUP Grand Junction

NORTH AVENUE CORRIDOR QUESTIONNAIRE

Please take a moment and fill out this survey regarding the North Avenue Corridor from 12th Street to I-70-BI.
Your valued thoughts and ideas will help shape the vision for this corridor.

8 March 2007

What is your biggest concern regarding this section of North Avenue?

Are there currently any safety issues you would like see addressed?




What would you like to see improved or changed?


What uses are lacking in the corridor that you would use (retail, commercial, services, housing)?

Why and how frequently do you come to this corridor?

What type of activities are missing in the corridor that you would like to see?

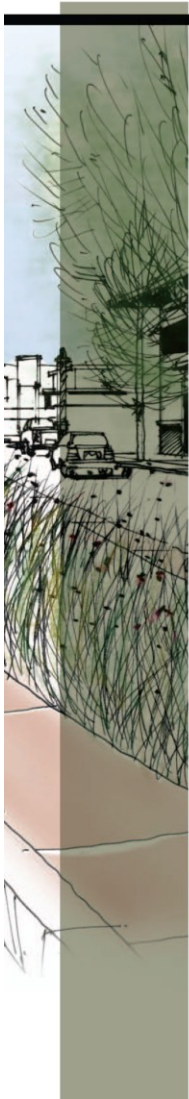
How do you access the corridor area?





North Avenue Corridor Plan



The Open House served as a workshop where the public was able to discuss with the EDAW team and City Staff items of concern as well as their desires for the improvement of the North Avenue corridor. The following list presents the primary items expressed by the public.

NEIGHBORHOOD CONCERNS:

- Aesthetics
- Safety
- Impact of Development on Neighborhood
- Homeless Shelter
- Current Lack of Identity
- Financial Impact to Business
- Incentives
- Loss of Neighborhood Identity
- Illicit Activity
- Dark Sky / Environmental Practices

ISSUES:

- Homeless Shelter
- Trailer Parks
- Undesirable Residential Homes / Lots
- Cruising of Large Empty Parking Lots
- Fence Height of Golf Park
- Bus Stop Locations
- North Access to Patterson
- Right Turns
- New Medians
- ADA Accessibility

DESIRED IMPROVEMENTS / CHANGES:

- Sidewalks
- Landscaping
- Traffic / Crossing at 12th Street
- Signage
- Ditches
- Overhead Utilities
- Access to Business (Vehicular and Pedestrian)
- Bike Paths
- Senior Affordable Housing
- Consolidate Curb Cuts

USES LACKING:

- Retail Anchor
- Neighborhood Serving Retail
- Quality Sit-Down Restaurants
- Affordable Quality Housing
- Mixed Housing Opportunities
- Quality Senior Housing Near Amenities
- Quality Grocer
- Quality Hotel
- Entertainment (After 5) Opportunities



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1ST OPEN HOUSE - Public Comment Summary

The following document reflects the summary information attained at the first open house workshop. It includes the summary information from all of the public commentary received verbally and written. All of this information will help guide the approach scenarios of the potential districts and implementation strategies that the North Avenue corridor could take.

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OPEN HOUSE

Initial Open Session at City Offices: Greg Palmer (Council Member), Kathy Portner, Scott Peterson, David Thornton, (City of Grand Junction), Ted Kamp (Leland), Steve Wilensky, Silvia Kjolseth (EDAW)

Date: March 8, 2007 Time: 1:00 PM
 Project: Grand Junction, North Avenue Corridor Plan Project No.: 06180105.01
 Subject: Open House

Council Session Comments

- Consistency in theme to consider for entire corridor.
- Maintain viable east – west traffic corridor use.
- Linkage of bike paths and sidewalks to the surrounding neighborhood to create a more walkable and bike friendly community.
- How is development initiated, what are the catalyst projects?
- Cultural aspect should be maintained along the corridor, ie: art, history of area, 1st – 12th original square mile.
- Identification of neighborhoods to the corridor and their presence and representation on the corridor needs to be strengthened.
- The 29th Street connection will change and affect the districts with a retail focus.
- Current zoning could lead to further heavy commercial uses unless identified and changed.
- Indian wash canal could potentially be a significant identity.

Public Open House 4:30pm - Compiled Comments

Public Attendance 44

Concern Regarding North Avenue

- 23 Aesthetics
- 20 Safety
- 16 Impact to Neighborhood (primarily related to the homeless shelter)
- 12 Lack of Identity
- 5 Financial Impact to Business (drive thru only – corridor not used for destination to local businesses)
- 5 Incentives
- 4 Illicit Activity
- 2 Loss of Identity
- 1 Dark Sky Compliance

Current Safety Issues to be addressed

- 15 Homeless Shelter
- 5 Trailer Parks
- 5 Infill
- 3 Large Assembly of Lots
- 3 Golf Fence Height (errant balls to R.O.W)
- 1 Undesirable Residential (mobile homes)
- 1 North Access to Patterson
- 1 Bus Stops
- 1 Right Turns
- 1 Pedestrian Crossings (primary concern at 12th intersection with students)
- 1 New Medians
- 1 ADA Access

Items to Improve or Change

- 30 Sidewalks (landscaping)
- 10 Traffic Congestion (specific to students crossing at 12th)
- 9 Signage
- 9 Bus Stops / Transportation
- 8 Traffic Lights
- 7 Ditch – Visual / Physical Hazard
- 6 Overhead Utilities
- 5 Violence
- 4 Access
- 4 Include Bike Paths
- 2 Remove Vacant Buildings
- 2 Drag / Cruise Street
- 1 Install Round-About
- 1 No Round-About
- 1 Senior Affordable Housing
- 1 Consolidate Curb Cuts
- 1 Landscape
- 1 Medians Improvements / Trees
- 1 Remove Trailers / Mobile Homes

Uses Lacking

- 10 Retail Anchors
- 2 Commercial
- 10 Quality Sit-down Restaurants
- 2 Services
- 9 Affordable housing
- 2 Housing
- 1 Mixed Housing
- 5 Quality Hotels
- 4 Medical Office
- 4 Open Space / Civic Space
- 2 Car Wash
- 2 Entertainment
- 2 Quality Grocery
- 1 Human Services
- 1 Festivals
- 1 Water Feature
- 1 Parking

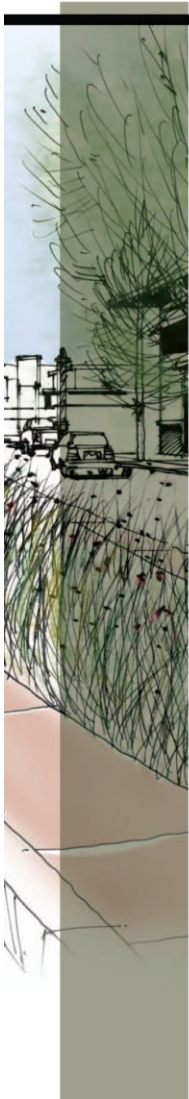
Current Use of Corridor by Open House Attendees

- 16 Shopping
- 14 Work
- 12 Services
- 5 Avoid Corridor
- 3 Transportation Only

Individual Access of Corridor by Open House Attendees

- 29 Private Vehicle
- 3 Walk
- 2 Bike
- 0 Bus





The first Open House provided the team with insight on the public priority goals and expectations for the project. (See Open House Notes) The Team proceeded with preparation of three alternative plans.

Common features carried through the alternative plans:

- Senior Housing
- Residential Multi-Family
- Grocer
- Big Box Retail
- Hotel
- Civic

The unique features within each alternative include:

- Student District
- Entertainment District
- Residential Apartments
- Regional Retail
- Neighborhood Retail
- Lifestyle Center
- Light Industrial



Following are three alternatives presented illustrating the proposed districts and their connections to the surrounding neighborhood. These boards depict potential uses (commercial, residential, office, etc.) in three alternative layouts along with character images to depict that portrayed potential building mass and architectural character style.



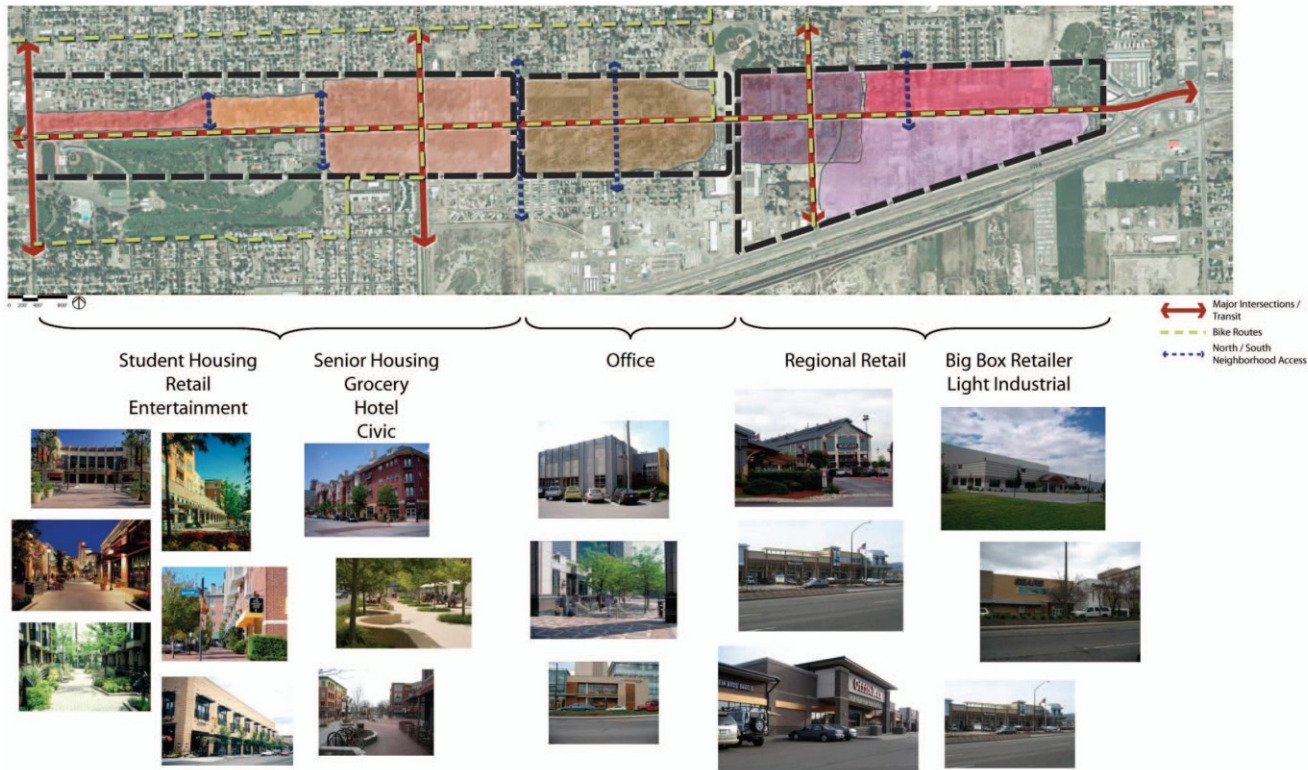
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APPROACH - District Alternative 1

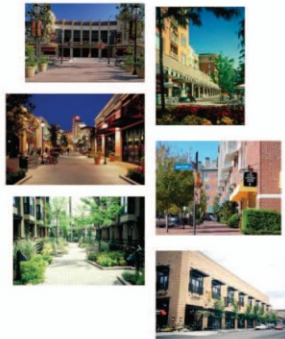
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The predominant elements of this alternative are:

- An Entertainment District in proximity to the students at Mesa College
- A Public Civic Open Space in correlation with Senior Housing, Grocer and a Hotel to create a focus at the intersection of 28th Rd.
- A high concentration of Office acts as a transition to the Regional Retail uses
- The Regional Retail would be a focus for the intersection of 29th Rd. serving as a retail gateway for higher intensity Big Box Retailer on the north and a Light Industrial Park to the south.



Student Housing
Retail
Entertainment



Senior Housing
Grocery
Hotel
Civic



Office



Regional Retail



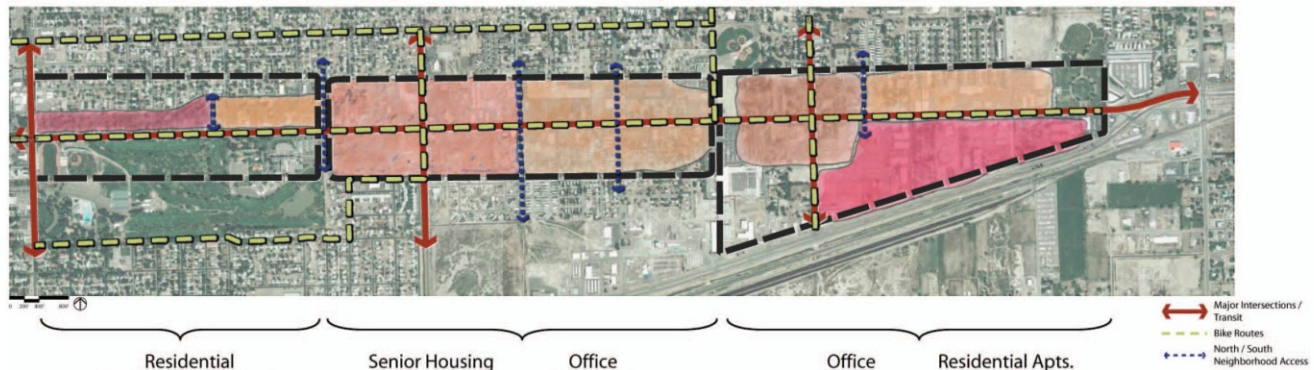
Big Box Retailer
Light Industrial



North Avenue Corridor Plan

The predominant elements of alternative two are:

- A Neighborhood Retail Use in proximity to the students at Mesa College mixed with Residential as it continues to the east
- The 28th Rd. intersection focuses on combining Senior Housing with Retail and Grocer along with a Civic component
- Office and Residential transition the neighborhood services to the primary focus of Office and Hotel with some lighter retail uses along the 29th Rd. intersection
- The far eastern edge of the corridor places Residential uses to continue from the neighborhood on the north side and a Big Box retailer to take advantage of the southern large property area



North Avenue Corridor Plan

APPROACH - District Alternative 3

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The predominant elements of alternative three are:

- A Residential District near the Mesa College to transition to Neighborhood Retail uses
- The Neighborhood Retail uses would then be combined with Senior Housing, a Grocer and Hotel and minimal Office at the 29th Rd. intersection
- A Residential district would include a greater Regional Lifestyle Center component transitioning to Retail and Civic uses to establish the 29th Rd. intersection
- From the 29th Rd. intersection eastward a large Big Box district would transition to the bypass connection



Residential Neighborhood Retail



Senior Housing Neighborhood Retail
Grocer
Hotel
Office



Residential Lifestyle Center



Retail Civic

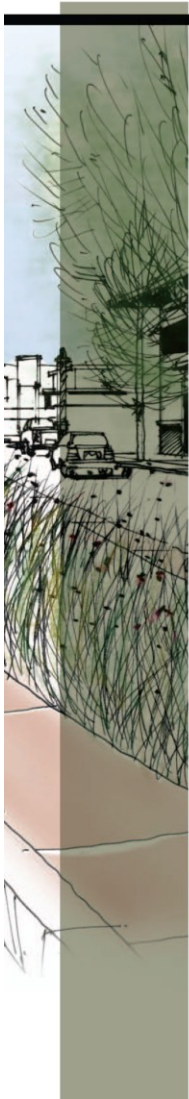


Big Box



North Avenue Corridor Plan





During the 2nd Open House, the attending public was asked to place preferencing dots on those images which were preferred (green) and not preferred (red). These preferencing boards will help further guide the direction of one preferred alternative of districts to North Avenue.

Alternative 1 appeared to have greater preference of student housing, retail and entertainment district, as well as the senior housing and grocer. District not preferred in this alternative where the greater regional retail, big box and light industrial concepts.

Alternative 2 obtained greater preference for the more residential neighborhood and apartments rather than the larger big box and higher density apartments.

Alternative 3 again reiterates the desire from the public to have more neighborhood scale apartments rather than the larger scale apartment buildings. Again the desire for a retail and civic component that speaks to a neighborhood scale instead of a large retail component that is more regional in nature was evident.

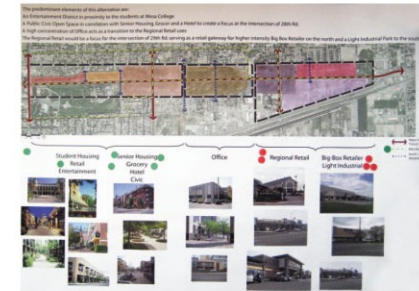
Based on this information obtained a preferred district alternative plan was created to further guide the appropriate revitalization on the North Avenue Corridor. This preferred alternative is presented in the Summary and Recommendations portion of this report.

Additional Public Comment

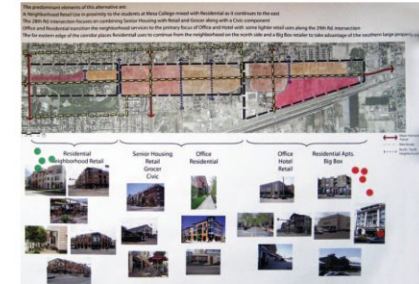
Public comment received during the open house was consistent with that heard at the first Open House. Additional comments received included; the need and desire for more high quality restaurants, the need for quality senior housing in proximity to grocery amenities, improved streetscape and pedestrian realm. Additionally the proposed student housing and entertainment district was well received along with greater mixed use development that would promote a neighborhood and community district where amenities and services are in proximity to housing.

Public Comments regarding the realization of improvements and redevelopment to North Avenue spoke of the need for the City to actively be involved in land assembly and incentives to propel any development. Incentives as corridor-wide enterprise zone, tax rebates and mixed use zoning, where voiced, The investigation of current disincentives that prohibit residential on commercial properties was also noted.

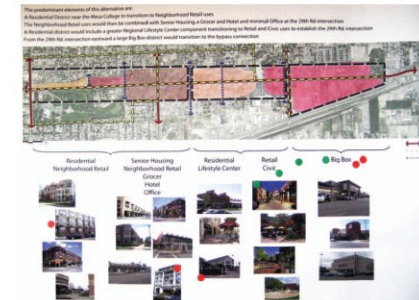
Alternative 1



Alternative 2

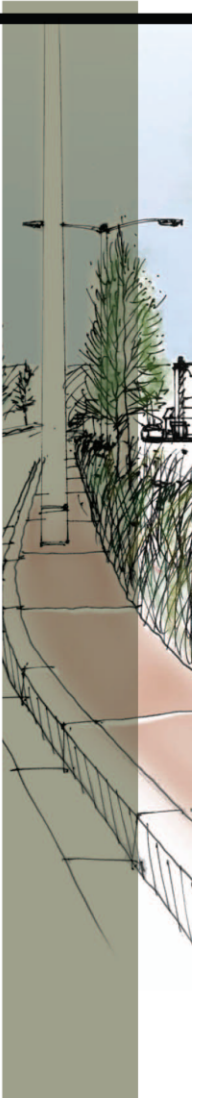
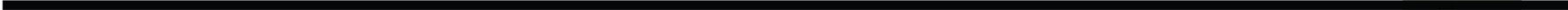


Alternative 3



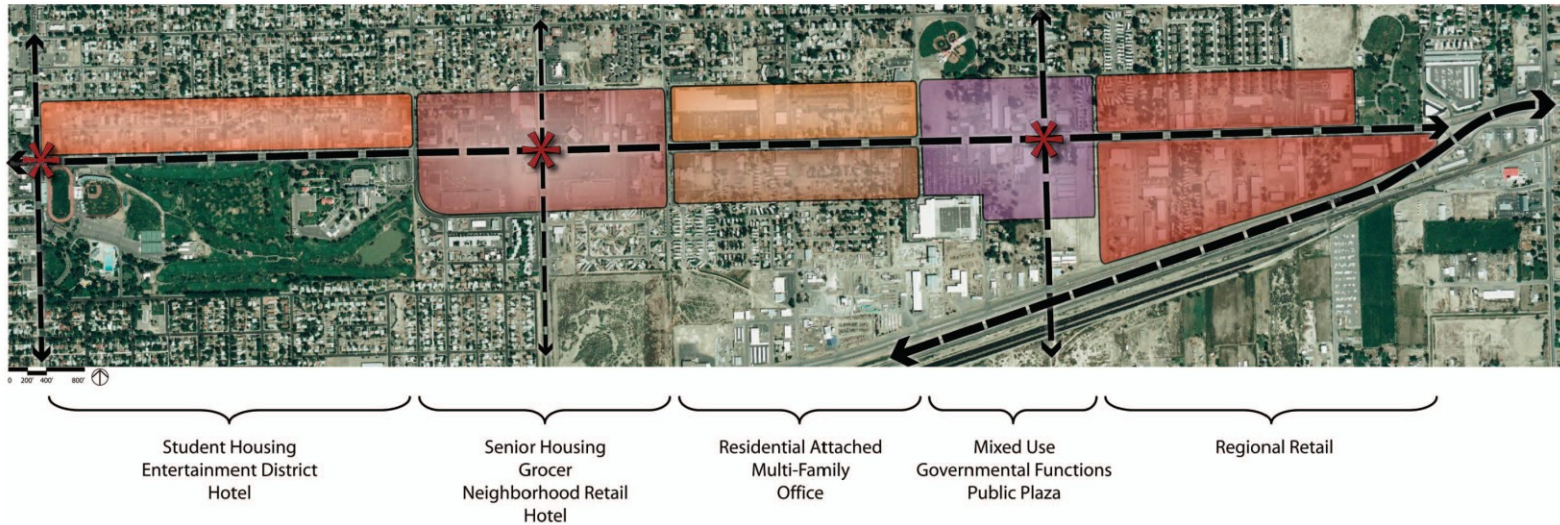
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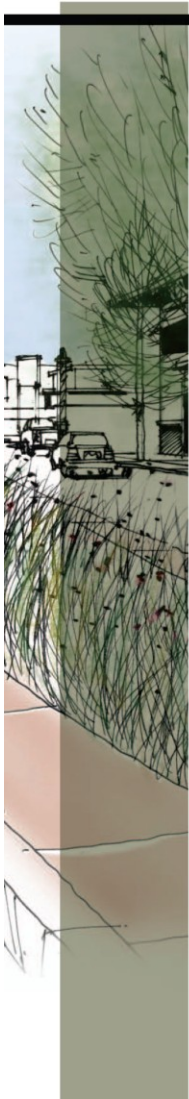


The predominant elements of the preferred alternative are:

- A Student and Entertainment District in proximity to Mesa College would also provide student housing, after 5 activities and the opportunity for a quality Hotel to serve the area
- A Neighborhood Center where Senior Housing located in proximity to a quality Grocer, Neighborhood Retail, and the potential for a Hotel to serve the hospital and surrounding neighborhood
- A Multi-Family and Attached Residential district connecting to the neighborhoods to the north, and potential for Office space to the south
- A Mixed Use area with residential over retail would be incorporated with the Governmental Functions and Public Plazas to create a gateway for the 29th Rd. intersection



North Avenue Corridor Plan



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Key Projects

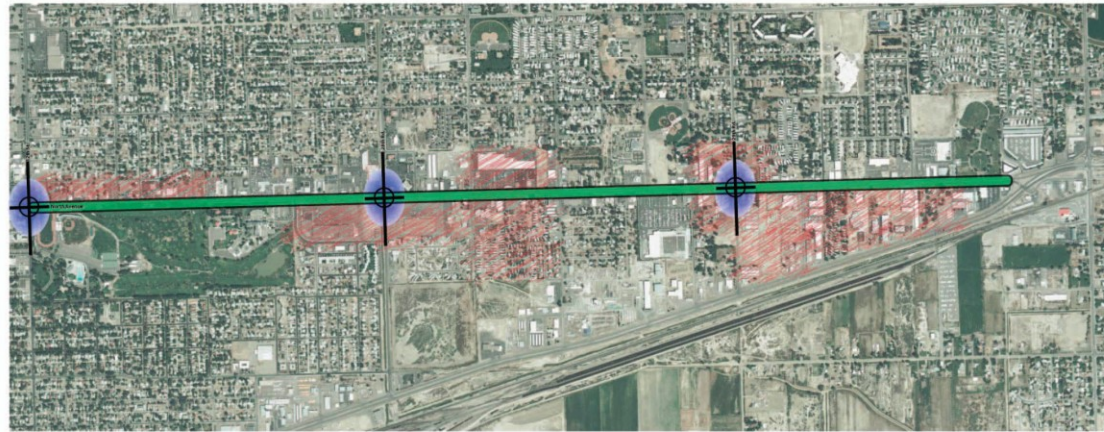
The Key Projects board presented the three catalytic areas identified that would provide the greatest results for improvement and attraction of the North Avenue corridor. These Key Projects are the primary areas in which investment can best empower the revitalization of North Avenue.

Concentrated efforts in streetscape treatment, community identity, way finding, signage and architecture at the key intersections of 12th, 28th and 29th roads would launch the future development of the corridor area.

The overall improvements of the streetscape, primarily around the community / development nodes would set a foundation that is enticing for new development and improves the reputation and use of North Avenue.

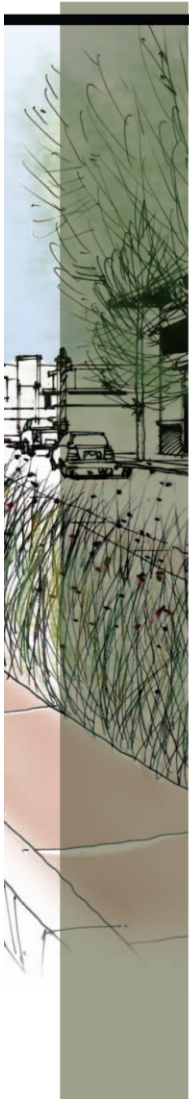
Areas surrounding the Key Development Nodes provide the greatest opportunity for land consolidation and large development projects that would create the greatest impact and results.

Artist renderings provide a visual character and feel for these key development concepts proposed.



- Community / Development Nodes**
 - Create Image / Identity for District
 - Corner Treatment
 - Signage / Wayfinding
 - Corner Softscapes with Architecture
- Corridor - ROW Improvements**
 - Consolidate of Sidewalk / Lighting / Landscaper
 - Consolidate Curb Cuts
 - Buffer Parking Signs
 - Consistent Median Treatment
- Potential Large / High Impact / Public / Private Partnership Areas**
 - Land Assembly
 - Civic Open Space
 - Health / Social Connections to Adjacent Neighborhoods





The illustration above presents a vision of a civic plaza where the intersection treatments would provide for clear and safe pedestrian traffic movement. The civic space would serve as a gathering space and as an entry marker giving the North Avenue Corridor an identity. Existing restaurant spaces could be maintained while new residential development would be tucked around existing building pads.

Such projects could be realized at the intersection of North Avenue and 12th Street, where a student and entertainment district would create a marker and gathering space for students as well as the surrounding community. This potential project could serve the needs for higher quality restaurants, entertainment, and a student housing district.

This key project ultimately could serve as the catalyst to entice development and the further revitalization of the greater North Avenue Corridor.



Improvements to the streetscape are another key project that would further promote the revitalization of this corridor. A pedestrian friendly environment using native, xeric plant materials that are easily maintained while yet providing an appealing and beautiful streetscape are important to attract pedestrian traffic.

Median cuts and numerous parkinglot accesses will be consolidated. Traffic level of service and access will not be impacted.

Intersections and medians would be improved while a cohesive kit-of parts would bring character to the corridor. Improved sidewalks, lighting, street furniture and signage will improve the pedestrian, bike and vehicular access allowing for retail and commercial to thrive in a safe environment.



Finally, the assembly of parcels of land where a large development can build momentum and entice greater investment would bring the vitality back to North Avenue. The illustration presents retail and commercial uses with residential above combined with a plaza and patios. Senior housing, a grocer and neighborhood retail provide an environment to attract individuals interested in living within a vibrant community. Surrounding neighborhoods would further sustain the community node.

Infill development as this, will assist in a neighborhood center as well as a regional destination promoting activity beyond 5:00 pm and on weekends.

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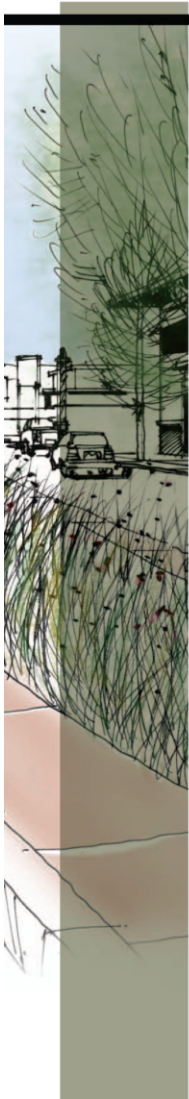
The phasing of development would allow for existing buildings and uses to slowly become integrated into the larger vision of the North Avenue Corridor. Illustrated below is an example of how such phasing could occur:

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- Mixed Use (Residential or Office Over Retail)
- Single Family Attached / Multi Family Residential
- Mid Box / Anchor Retail





There are 25 intersections within the North Avenue study area, not including driveways to abutting property. Sixty percent are T-intersections (a three-leg intersection) and 40 percent are cross-intersections (a four-leg intersection). Intersections, by their very nature, create numerous conflicts between vehicles, bicycles, and pedestrians. For instance, there are 32 vehicle/vehicle conflict points and 16 vehicle/pedestrian conflict points at every four-leg intersection.

The design of an intersection requires a balance between the needs of vehicles, pedestrians, bicyclists, freight and transit. The following are attributes of good intersection design for pedestrians, as documented in AASHTO'S Guide for the Planning, Design and Operation of Pedestrian Facilities (2004).

- Clarity – Making it clear to drivers that pedestrians use the intersections and indicating to pedestrians where the best place is to cross;
- Predictability – Drivers know where to expect pedestrians;
- Visibility – Good sight distance and lighting so that pedestrians can clearly view oncoming traffic and be seen by approaching motorists;
- Short Wait – Providing reasonable wait times to cross the street at both unsignalized and signalized intersections;
- Adequate Crossing Time – The appropriate signal timing for all types of users to cross the street;
- Limited Exposure – Reducing conflict points where possible, reducing crossing distance and providing refuge islands when necessary; and
- Clear Crossing – Eliminating barriers and ensuring accessibility for all users.

Signalized intersections typically have marked crosswalks, Walk/Don't Walk indications, and regulatory signing. Motorists expect pedestrians and pedestrians are reasonably well protected when crossing at these locations. The study corridor currently has nine signalized intersections. Most of these signals are located at one quarter mile intervals. The most notable exception is between 12th Street and 23rd Street, where there is no signalized intersection for approximately three quarters of a mile. In urban areas, pedestrians must be able to cross streets at regular intervals. They rarely will go more than 300 to 400 feet out of their way to take advantage of a controlled intersection. Consequently, the crossings at uncontrolled locations deserve serious consideration as urban arterial corridors redevelop. Treatments commonly used on higher-volume multilane streets throughout the United States include: high-visibility markings with double-posted pedestrian crossing signs; refuge islands; flags; and flashing beacons. Signals that are used just for pedestrian crossings are used primarily at mid-block crossings.



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Recommendation For Streetscape Kit-Of-Parts

The following illustration and images serve as a guide of how the streetscape character using amenities can create a cohesive and unified streetscape.



① Benches



② Trash



③ Median



④ Plantings



⑤ Lighting

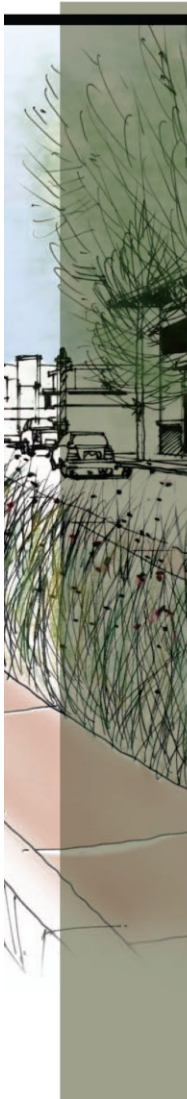


⑥ Bus Shelter



⑦ Crosswalks





The creation of a more unified street edge condition along North Avenue will improve the overall character of the corridor. This can be accomplished by consolidating existing curb cuts and parking lots, providing more definition to vehicular entry ways, and adding walks and plantings. The addition of pedestrian scale street lights, trees, benches and other amenities will create a more pedestrian friendly environment, and encourage local residents to walk or bike along the corridor. Most of these improvements can be made within the existing street ROW. Suggested improvements outside of the ROW can be made without the removal of existing structures.

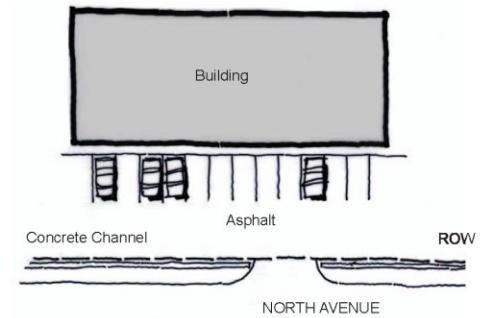
Drainage Way Adjacent To Street

In areas where there are open concrete channels adjacent to the street, suggested improvements include the creation of a generous vegetated swale to collect, filter, and distribute stormwater, as well as provide an irrigation source for planted trees. The addition of an attached walk, defined curb cut entrances, and pedestrian light fixtures will also enhance and define the street edge.

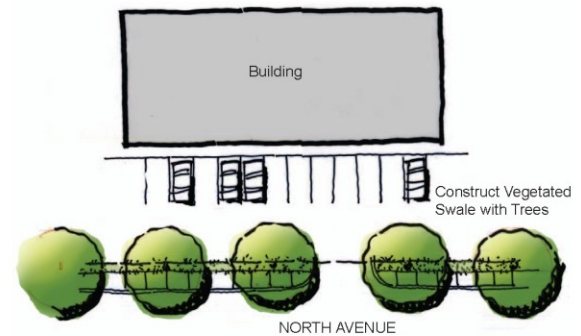
An alternative would be to provide a covered pipe to convey this drainage. This proves less advantageous relative to cost, construction caused delays to traffic and the loss of utilizing this run off for future plantings.



Existing Condition



Existing Condition



Proposed Condition

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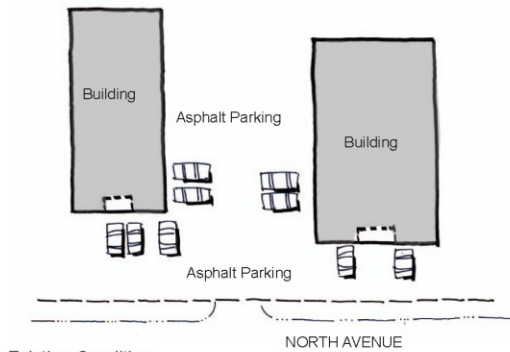
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Building Adjacent To Street

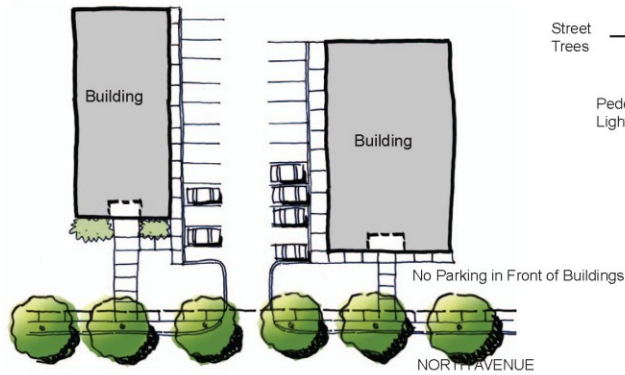
In areas where buildings front the street, suggested improvements include sidewalks that connect building entrances to walks along North Avenue, defined curb cut entrances, and the relocation of parking between buildings. These improvements will enhance the street edge by reducing the number of parked cars in front of building entrances, provide space for street tree plantings, and reduce the expanse of asphalt. This makes the buildings easier to see and identify from North Avenue. Additional sidewalks provide a clear, safe pedestrian path between parking lots to building entrances, and provide pedestrian connections to North Avenue.



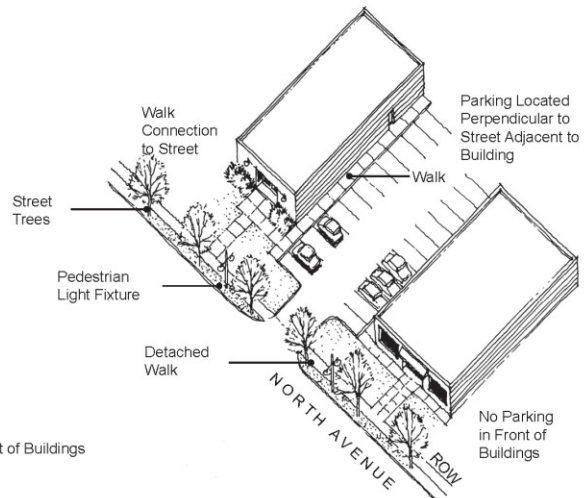
Existing Condition



Existing Condition



Proposed Condition
North Avenue Corridor Plan

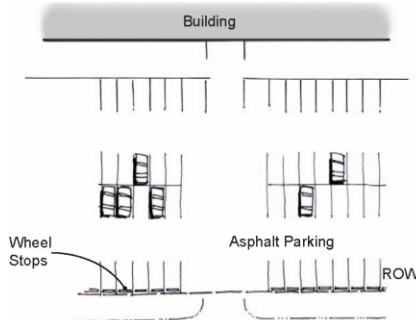


Parking Lot Adjacent To Street

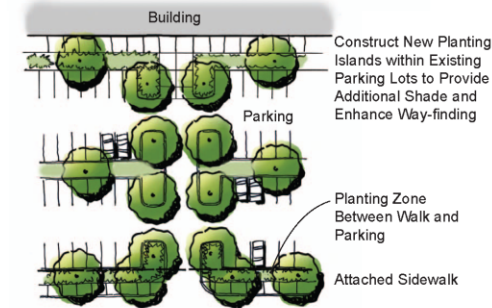
In areas where parking lots front the street, suggested improvements include defined curb cut entrances, added sidewalks, and additional plantings to define parking lot circulation and enhance way finding. Tree plantings can be added to existing parking lots by removing asphalt at the end of the parking bays, defining an entrance into the lot (Option B). Another option is to include planted islands between parking bays, which is especially effective in reducing the expanse of paved areas and urban heat islands often found in large parking lots (Option A). Attached or detached sidewalks can be added adjacent to North Avenue, depending on the specific condition and width of the ROW. Fencing, 42" tall, can also add positive streetscape character. The fencing should be steel and open, and may be an opportunity to incorporate art, static or kinetic and color.



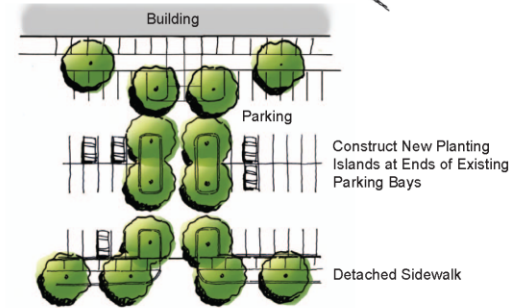
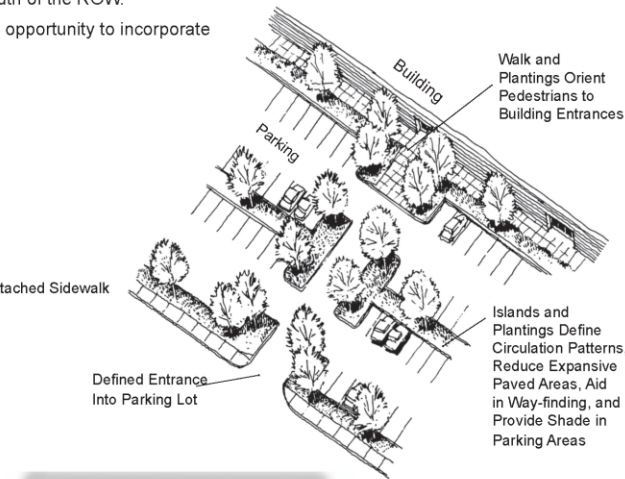
Existing Condition



Existing Condition



Proposed Condition - Option A



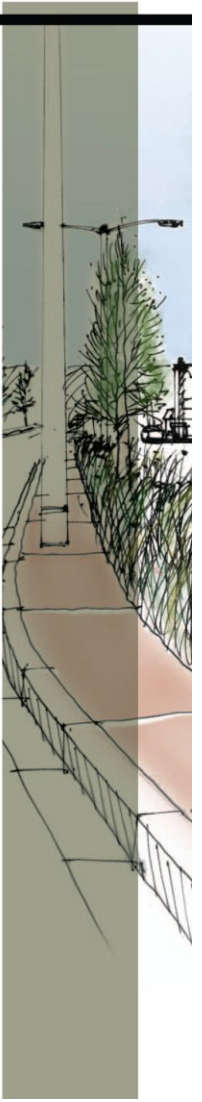
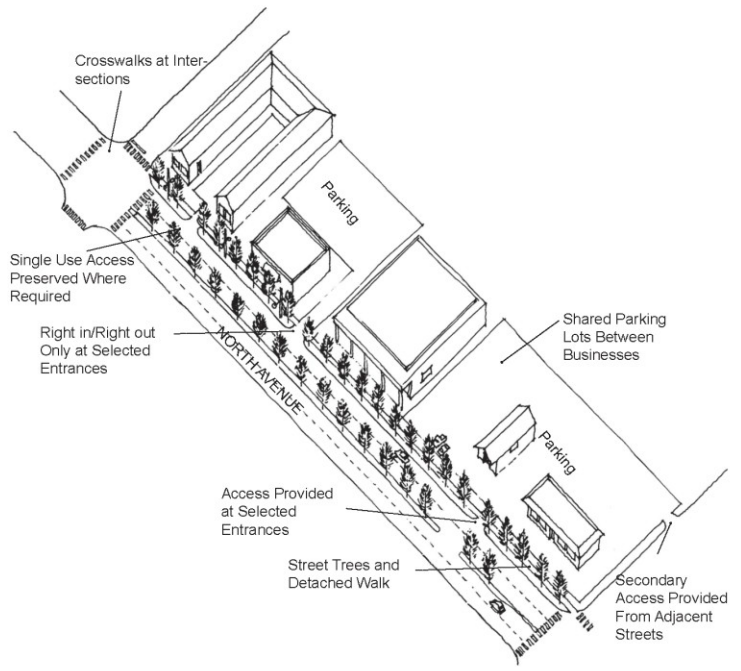
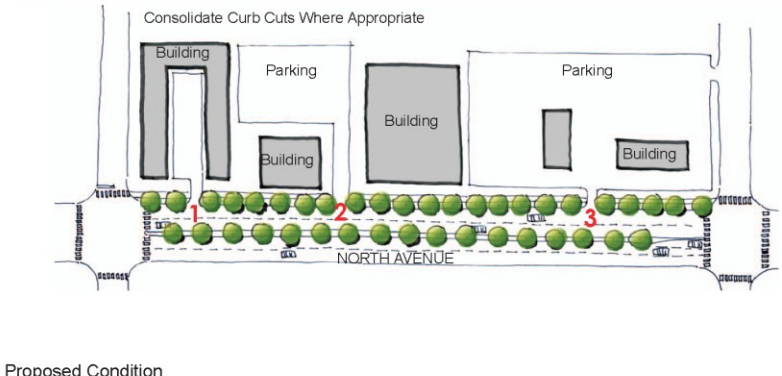
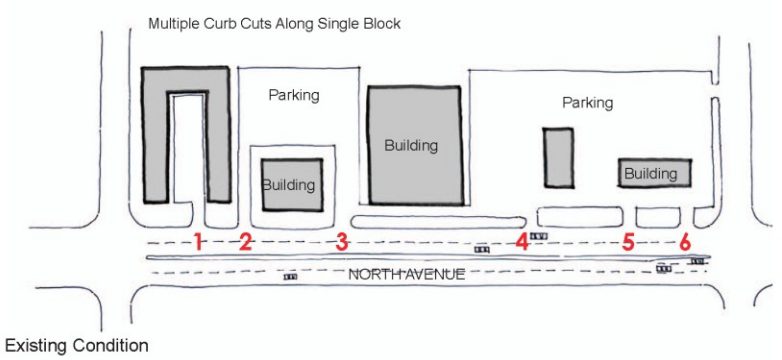
Proposed Condition - Option B

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Curb Cut Consolidation

Reducing the quantity of curb cuts along North Avenue will greatly enhance the overall character of the corridor, and improve vehicular & pedestrian circulation. Curb cuts can be consolidated in areas where parking lots can be linked and shared by adjacent uses. Consolidating curb cuts also provides additional space for plantings and sidewalks adjacent to North Avenue within the ROW and less discontinuity of the sidewalk.

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SUMMARY & RECOMMENDATIONS - Streetscape New Development



Areas identified for redevelopment along the corridor provide an opportunity to greatly enhance the character of the corridor, by creating pockets of redevelopment that will stimulate further improvements. As shown on the land use plans, these areas of redevelopment will consist primarily of additional residential, office, retail/commercial areas, or new regional store developments.

In all cases, each undertaken project should provide connectivity to the pedestrian network and include public open space.

Residential

Clustered townhome developments adjacent to North Avenue, will provide a distinct living option for residents along the corridor that is currently unavailable in the region. Located within walking distance of shopping, restaurants, bus service, and employment opportunities, townhomes offer a very desirable alternative to single family housing. A green corridor in a walking environment creates a pedestrian connection between the existing neighborhoods and North Avenue, providing convenient access to the street for existing residents. On-street parking provides parking for visitors.



Florence Square - Aurora, CO



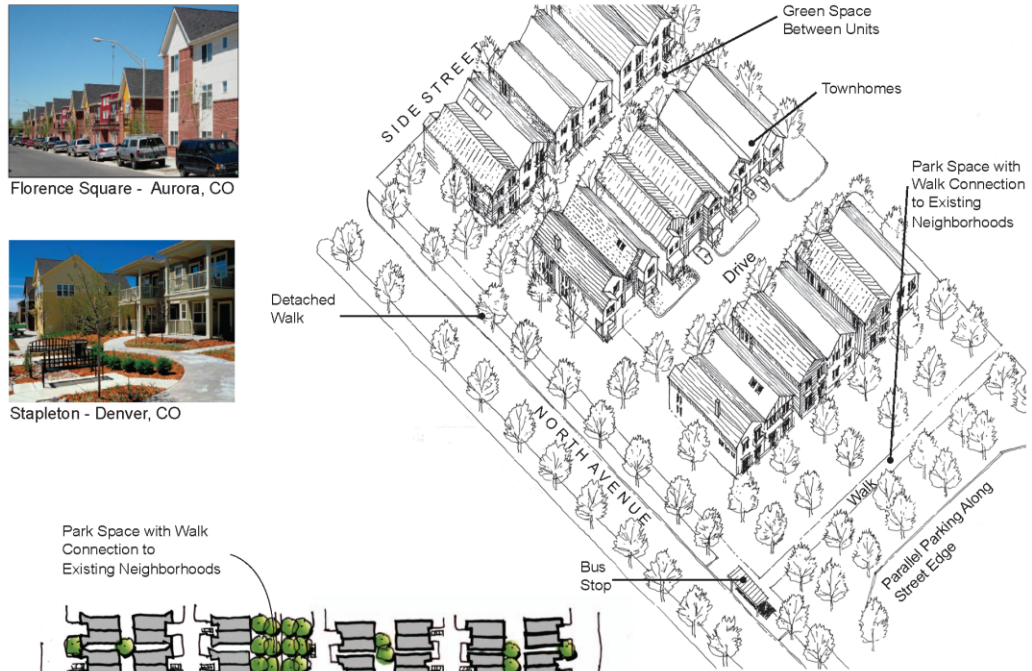
Stapleton - Denver, CO



Florence Square - Aurora, CO



Florence Square - Aurora, CO



North Avenue Corridor Plan

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Commercial / Retail

New commercial/retail uses along North Avenue are located close to the street, which helps to activate the street edge. Generous sidewalks with spaces for outdoor seating, active open space, pedestrian lights, and street trees enhance the character of the corridor. Building signage can be located directly on the face of the buildings, which can be readily identified from passersby on North Avenue. Front door access to retail/commercial uses is provided on the interior side, providing easy access from nearby parking, with back door service access provide along North Avenue. Civic spaces such as plazas, corridors, or pocket parks create a permeable frontage along North Avenue that provides easy pedestrian flow between the street and commercial or retail uses.



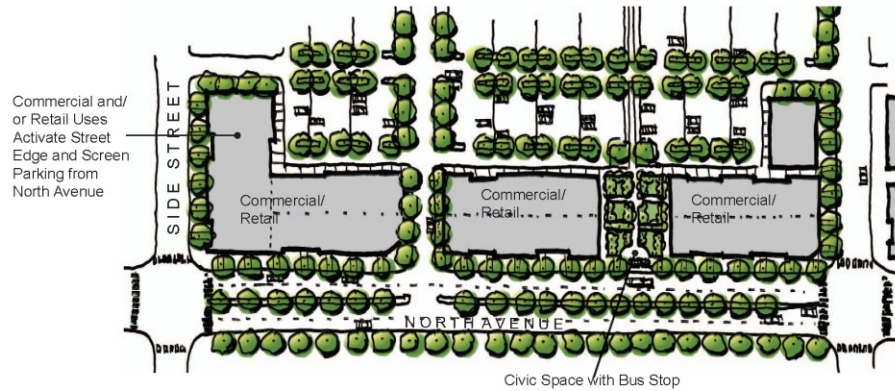
Stapleton - Denver, CO



Charlottesville, VA



Longmont, CO

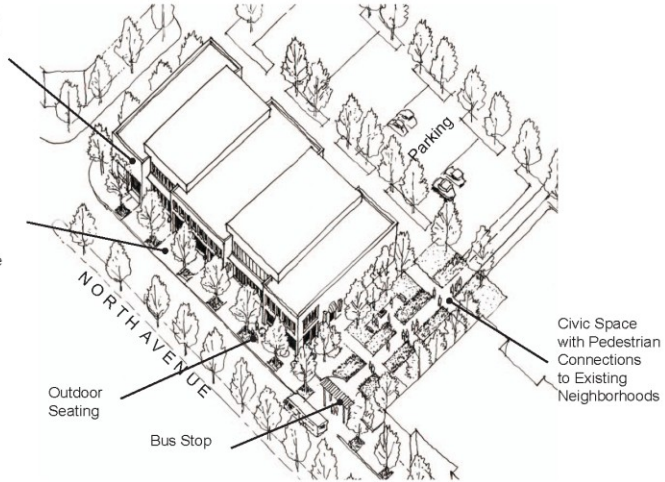


Commercial and/or Retail Uses Activate Street Edge and Screen Parking from North Avenue

Civic Space with Bus Stop

Commercial /Retail Uses with Address Along North Avenue

Generous Walk with Trees, Benches, and Pedestrian Light Fixtures Articulate Street Edge



Outdoor Seating

Bus Stop

Civic Space with Pedestrian Connections to Existing Neighborhoods

North Avenue Corridor Plan

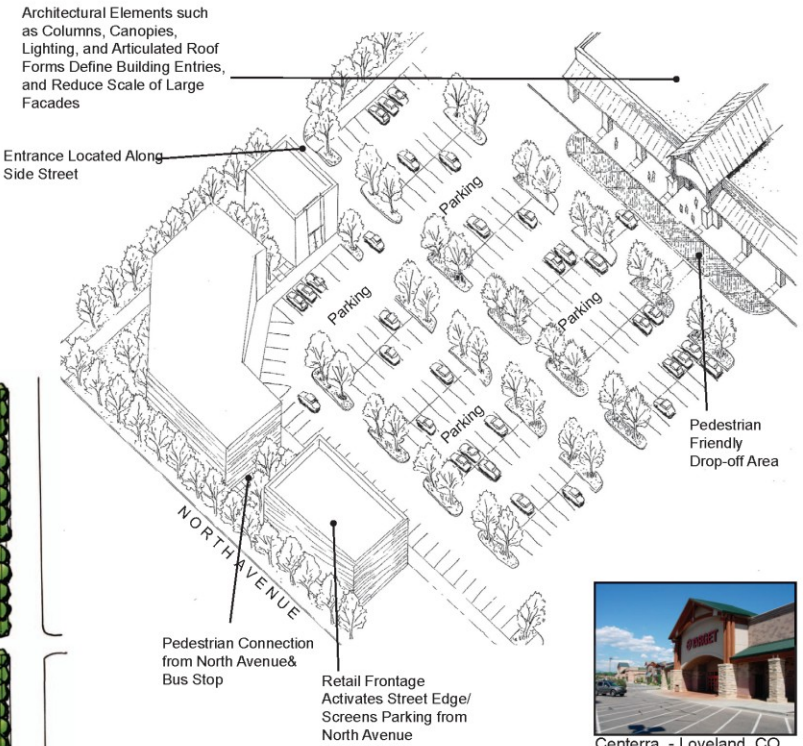


Regional Store

New regional store developments, proposed as infill projects, along North Avenue can be designed to minimize the impacts of large expanses of asphalt parking. This can be accomplished by locating retail stores at the edge of North Avenue, which activates the street edge, and screens the expansive parking lots from view from North Avenue. Interior Parking lots can be shared between the super store and retail uses. Architectural elements such as canopies, columns, and articulated roof forms help to define the building entries of the super store, and reduce the scale of large facades. This approach will provide a more pedestrian scaled environment for merchants, and create a more inviting facade. Entrances to the super store should be located from a side street, which will prevent excessive traffic build up along North Avenue.



Super Store With Neighborhood Retail Along Street



Pedestrian Connection from North Avenue & Bus Stop

Retail Frontage Activates Street Edge/Screens Parking from North Avenue



Centerra - Loveland, CO



Mulberry Crossing - Fort Collins, CO



Centerra - Loveland, CO

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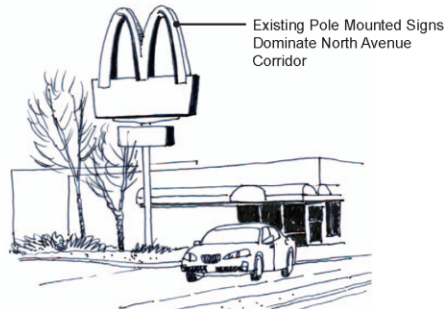
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Signage

Improvements to signage along North Avenue can be accomplished by minimizing the quantity of pole mounted signs, and replacing them with monument signs. This will aid in reducing the visual clutter of the pole mounted signs, and also provide an opportunity for street trees to be planted. Because monument signs are low, they are not in conflict with the larger canopy of the street trees, and can be readily seen from passing traffic. Further detail on signage and recommended adjustments to the Grand Junction Sign Code are provided.

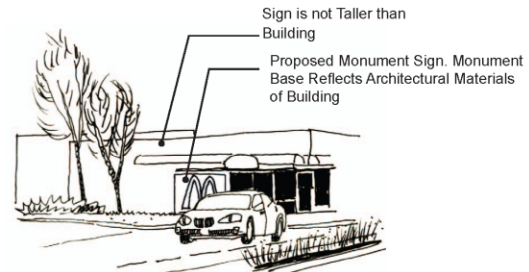
This philosophy supports the neighborhood or district concept, in that distinctions are to areas and not individual pad development. This encourages the walking environment and provides for a group of retailers to engage the property as a whole.

Low Monument Signs Reduce Visual Clutter Along Street Edge, and Allow Street Tree Plantings While Maintaining Sign Visibility



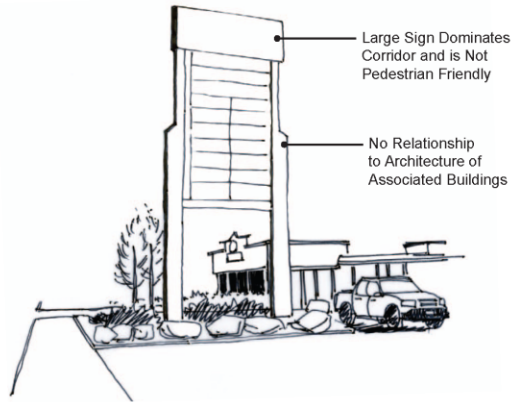
Existing Pole Mounted Signs Dominate North Avenue Corridor

Existing Pole Sign



Sign is not Taller than Building
Proposed Monument Sign. Monument Base Reflects Architectural Materials of Building

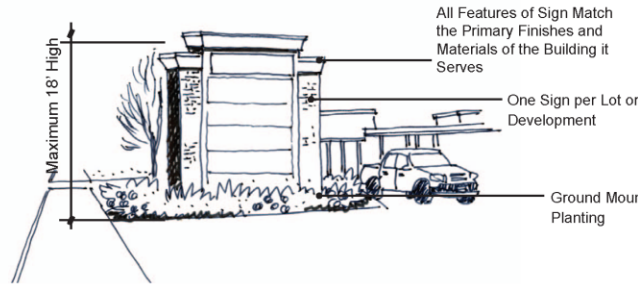
Proposed Monument Sign



Large Sign Dominates Corridor and is Not Pedestrian Friendly

No Relationship to Architecture of Associated Buildings

Existing Pole Sign



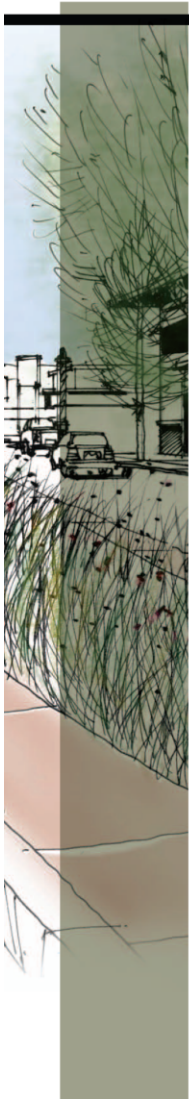
All Features of Sign Match the Primary Finishes and Materials of the Building it Serves

One Sign per Lot or Development

Ground Mounted Sign with Planting

Proposed Monument Sign





Summary of Grand Junction Sign Code Strategies and Recommended Improvements

Summaries of particular sections from the Grand Junction Sign Code are provided below, indicating where the current Grand Junction sign regulations could be strengthened or amended to improve the overall visual quality and pedestrian scale of North Avenue. Currently, the majority of signs along North Avenue fall within these existing regulations:

Sign Location 4.2G1e(3)

Code Summary:

Grand Junction's current sign regulation allows signs most anywhere on the property being advertised, and the total square footage allowed for a single sign is not to exceed 300 sf.

Recommended Improvements:

- No signs permitted at the right-of-way
- Establish setbacks from the right-of-way
- Limit square footage of signs based upon to-be-established criteria

Building Mounted Signage 4.2G1e(5)

Code Summary:

There is no overall maximum square footage for wall mounted signs, although the formula is similar to other sign code regulations. Each building will have its own maximum square footage, rather than a universal not-to-exceed size.

The language also allows for wall mounted signs on any side of the building facing a street, thus a corner lot could have two signs, each with a different sign allowance.

The regulation allows for roof signs, up to 40 feet above grade in height. In addition, the regulation permits more than one building mounted sign (wall mounted, roof sign, or projecting) per structure as long as the maximum square footage is not exceeded.

Recommended Improvement:

- Limit square footage for building mounted signs based upon to-be-established criteria.
- Limit number of signs to 1 per building or tenant.
- Prohibit roof signs.

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Projecting Signage 4.2G1e(6)

Code Summary:

A minimum size (12 sf.) is given for projecting signs rather than a maximum, if the projecting sign is the only sign on the building.

Recommended Improvement:

- Limit square footage of projecting signs based upon to-be-established criteria.

Freestanding Signage 4.2G1e(7)

Code Summary:

The square footage and height limitations are calculated similar to other sign code regulations, but allow for greater height (25' for 2 traffic lanes and 40' for 4 traffic lanes) and maximum square footage than other regulations. The sign square footage is also calculated based upon property frontage rather than building face frontage.

Signs are allowed to be installed at the right-of-way, with no setback requirements.

Recommended Improvement:

- Limit square footages and heights of signs based upon to-be-established criteria based upon building linear feet rather than property linear feet.
- Lower heights of signs from what is now permitted.
- No signs permitted at the right-of-way.
- Sign design reflects the associated building architecture.
- Signs shall be attached to the ground or with minimal space between the sign and the ground.

Off-Premise Signage 4.2G1e(8)

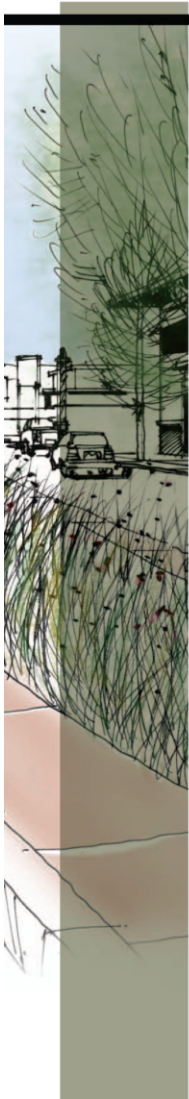
Code Summary:

Off-premise signage (building mounted, freestanding, or roof signs) is allowed in C-2 (General Commercial) and I-1 and I-2 (Industrial) zones. Maximum height is 40 feet, and square footage must be between 15 sf. and 300 sf. Some municipalities are not allowing any off-premise signs within the City limits.

Recommended Improvement:

- Prohibit off-premise signage.





Recommended Sign Implementation Measures from other Municipal Sign Codes:

The following are representative regulations found within the Sign Codes from Denver, Fort Collins, Longmont, Greeley, and Loveland. Typically, it was found that heights and square footages were regulated; often based on a formula determined by the setback distance from the face of curb or edge of pavement and/or the linear feet of building facing the street. This summary does not provide that level of detail, but rather an overview of suggested strategies.

General

- Existing on-premise signs which have become nonconforming because of subsequent Code amendments shall be brought into conformance within 15 years of the date of amendment.
- All features of the sign, including illumination, sign cabinet, base, color, lettering, and materials shall match the primary finishes and colors of the associated building(s) which it serves.
- All signs which are greater than 4 SF in area, except ground signs or signs that replicate a business logo must be comprised only of individual letters or cabinets where only the letters are illuminated.
- Signs shall be professionally designed and fabricated from quality, durable materials.
- No roof signs.
- Lighting shall be indirect.

Maximum size of letters:

Use	MAXIMUM LETTER HEIGHT	MAXIMUM LOGO HEIGHT	MAXIMUM CABINET HEIGHT
Auto-related, roadside, and business services	12"	18"	18"
Convenience shopping center	18"	24"	24"
Neighborhood services center, neighborhood commercial district	24"	30"	30"

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Sign Location

- Signs will be set back from the right-of-way based upon the sight distance triangle requirements, zoning district, or size of sign.
- No signs allowed within the right-of-way, with the exception of projecting signs which meet all requirements set forth in the regulations.
- No off premises signs.
- All freestanding signs shall be located to be compatible with required landscaping, including street trees at maturity, so that the public views of the sign will not be obstructed.

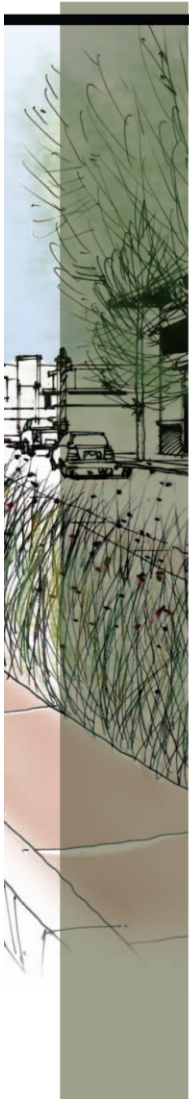
Freestanding / Ground Signage

- Freestanding or ground signs comply with the following requirements:

USE	MAXIMUM AREA PER SIGN FACE	MAXIMUM NUMBER OF SIGNS PER STREET FRONTAGE	MAXIMUM HEIGHT
Auto-related, roadside commercial, and business services	Primary – 32 SF	Primary – 1	Primary – 5 ft.
Convenience shopping center	Primary – 40 SF	Primary – 1	Primary – 8ft.
Neighborhood services center, neighborhood commercial district	Primary – 55 SF Secondary – 32 SF	Primary – 1 Secondary – 1	Primary – 10 ft. Secondary – 6 ft.

- Freestanding signs only permitted with a supporting sign structure, the width of which exceeds 70% of the width of the sign face.
- Freestanding or ground signs shall have no more than 2 faces.
- Maximum height for freestanding signs shall be 18 feet above grade; and for ground signs shall be 12 feet above grade. (Another code said max. 6' height for freestanding.)
- All freestanding signs shall be of a monument design including a monument base attached to the ground with no or minimal space between the sign cabinet and the monument base. (no pole signs)
- Monument bases shall be equal or greater (up to 20% greater) in width and length than the sign cabinet. Sign cabinets for freestanding signs shall not exceed 24 inches in width.
- Multi-tenant buildings or developments are allowed one sign per lot or development parcel (no individual freestanding or ground signs).





Projecting Signage

- Not allowed to be located on the same street frontage as a freestanding sign
- Shall not exceed 30 sf. for all faces
- Shall not extend more than 5 feet from the building face nor extend beyond the curblines of any street or parking area
- Minimum of 8 feet of clearance from the ground, and a maximum of 25 feet, and shall not extend beyond the roofline or parapet wall
- Only 1 per building or tenant
- Not allowed on a wall that already has a wall mounted sign

Building Mounted Signage

- No building mounted sign shall exceed 100 sf.
- Multi-tenant buildings allowed one wall sign per street frontage of business
- Only one building mounted sign per building (single tenant). Shall not project above the roofline

Awning Signage

- Signs on canopies or awnings are limited to the name of the building, business and /or address of the premises
- Shall not exceed 50 sf. per face in area
- Only allowed on first story of a building
- Minimum clearance shall be 8 feet

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Suggested Steps to Implementing New Signage Approach Along North Avenue:

The following steps are suggestions for implementing a new signage strategy along the North Avenue corridor. This strategy will require amending the existing sign code to incorporate the appropriate level of restrictions within the corridor.

1. Determine Desired Signage Aesthetic

Determine the appropriate level of regulations for signage based upon other similar Colorado communities, as well as the desired aesthetic and scale of the signs within the corridor

2. Determine How to Approach Existing Non-conforming signs

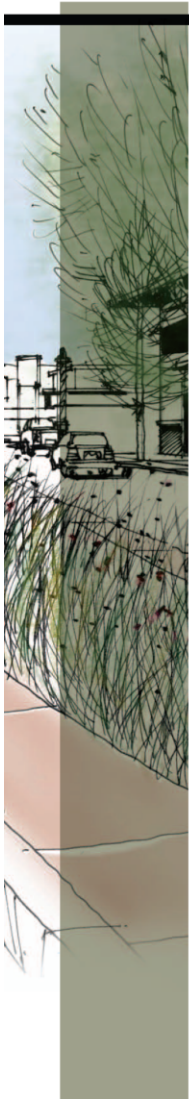
Decide whether to require existing non-conforming signs to be improved within an appropriate time frame, and/or require compliance to new sign code amendments at time of business transition or sale. For example, Fort Collins requires all existing signs to be in compliance with the updated sign code within 15 years.

3. Amend the Sign Code Appropriately

Determine if this is a City-wide amendment, or limited to a special zoning district for North Avenue. Amend the City Sign Code with the desired adjustments, and begin transitioning out the old signs.

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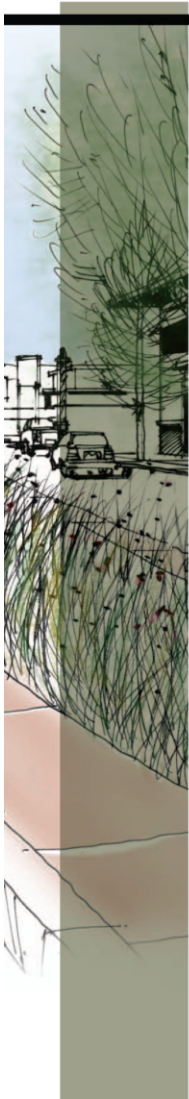
Market			
	West	Central	East
Barriers	<ul style="list-style-type: none"> Central GJ losing ground to fringe for commercial development Retail and commercial uses too spread out -- lacking critical mass 	<ul style="list-style-type: none"> Central GJ losing ground to fringe for commercial development Veterans hospital may not generate enough demand for spin-off med. Office development Retail and commercial uses too spread out -- lacking critical mass 	<ul style="list-style-type: none"> Central GJ losing ground to fringe for commercial development Retail and commercial uses too spread out -- lacking critical mass
Strategies	<ul style="list-style-type: none"> Capitalize on proximity to college and downtown through marketing efforts, product mix and positioning Educate Council about this market reality and prepare them for "filling the gap" of catalyst projects resulting from inflated land prices and other factors Consider an urban renewal district to assist with on-site and off-site costs for qualifying elements 	<ul style="list-style-type: none"> Capitalize on proximity to hospital and park through marketing, product mix and positioning (including actual physical connectivity) Encourage hospital, or unrelated clinics, to explore partnership opportunities Encourage mixed uses including affordable residential and multi-family 	<ul style="list-style-type: none"> Capitalize on substantial infrastructure investment in north-south connection (along with presumably softer land assembly costs) to pursue regional retail opportunity

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Financial			
	West	Central	East
Barriers	<ul style="list-style-type: none"> Fragmented Ownership/difficulty in assembly Unsupportable Land Costs 		
Strategies	<ul style="list-style-type: none"> Work with private and non-profit interests to assemble and hold opportunity sites; Share market opportunities with various audiences to encourage investment Use range of mechanisms – land swaps, low-interest loans, acquisition / write-down Consider establishing appropriate districts as holding entities 		<ul style="list-style-type: none"> Problem is less severe near logical development node – probably can use traditionally land assembly



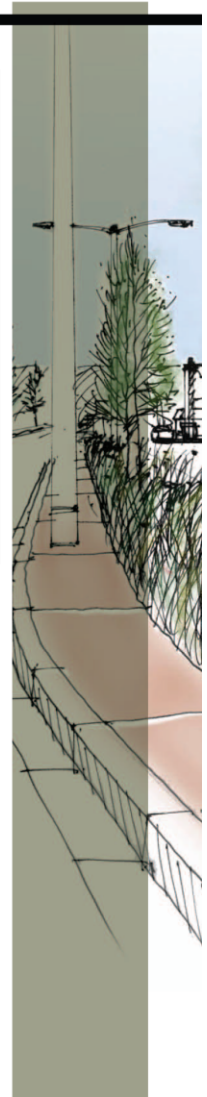


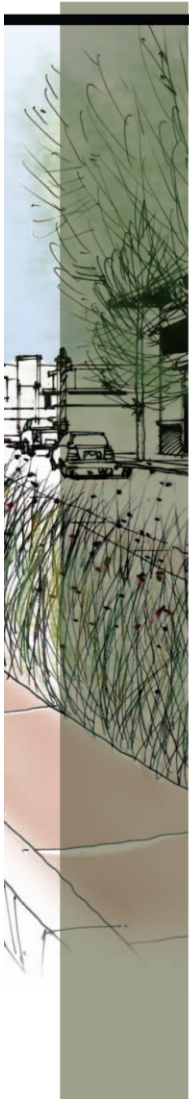
Physical			
	West	Central	East
Barriers	<ul style="list-style-type: none"> • Inadequate size and shape of lots for redevelopment • Building relationship to the street (inconsistent setbacks) • Balancing the role of the street (cars vs. peds) 		
Strategies	<ul style="list-style-type: none"> • Maintain (City) flexible position on the use and width of alleys (if relevant) in select locations • Create street standards for building setbacks, sidewalk width, signage, awnings, etc. sensitive to the feasibility of the remaining building envelope • For stores that require surface parking in front, require heightened landscaping or pad site development with interior parking – remaining sensitive to sight-lines • Establish street standards – define the street's role by district based on the vision and desired character • Update any transportation plans relative to desired district functions, including encouraging public transportation through increased comfort and security of stops • Link parking lots, minimize curb cuts and consolidate driveways – selectively – where feasible • Redesign intersections and access points within the nodes to simplify and coordinate signal sequences 		

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Regulatory			
	West	Central	East
Barriers	<ul style="list-style-type: none"> Over-zoned for commercial – limiting development of housing 		
Strategies	<ul style="list-style-type: none"> Consider overlay district that is more supportive/encouraging of mixed-use Revise regulations to eliminate barriers to investment in neighborhoods on the corridor; promote density and greater variety of residential products (i.e., density bonuses) Encourage the introduction of residential development within nodes and at key locations; fill financial gaps, and support demonstration projects (look for institutional partners) Where necessary, assist with assembling properties to accommodate a range of product types (workforce, student, senior, etc.) Eliminate regulatory barriers which preclude or delay redevelopment buildings for residential use (building codes, limits on adjacency among uses, etc.) Work with private and non-profit interests to provide opportunity sites for residential development 		





Political			
	West	Central	East
Barriers	<ul style="list-style-type: none"> • Lack of committed "cheerleader" • Limited Examples of Creative Financing Strategies (lack of catalyst / demonstration projects) • Homeless shelter is a deterrent to redevelopment 		
Strategies	<ul style="list-style-type: none"> • Request Council support for participation in at least two demonstration projects – enlisting the participation of existing property owners (if feasible), identifying partners, soliciting lender support, and committing a range of tools to assist with filling the gap • Once a "tool box" of incentives have been assembled, publish a request for development, non-parcel specific to encourage investment • Through this corridor plan process, identify individuals and organizations which have the desire and resources to continue this effort and ensure the implementation strategy is implemented • Develop a range of "stories" which speak to the interests of different audiences – physical, fiscal, market, financial, etc. – educating about the opportunities and commitment to overcome barriers • Encourage transitional programs (e.g. job-training, adult education) that provide positive daytime activities for homeless shelter population 		

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