



**CITY COUNCIL SPECIAL WORKSHOP AGENDA  
ADMINISTRATION CONFERENCE ROOM  
2ND FLOOR, CITY HALL  
250 N. 5TH STREET**

**WEDNESDAY, JULY 1, 2009, 7:30 P.M.**

**Downtown Uplift Discussion**

**[Attach W-1](#)**

## Downtown Uplift

### CITY OF GRAND JUNCTION

CITY COUNCIL AGENDA			
<b>Subject</b>	Downtown Uplift Discussion with DDA Board		
<b>File #</b>			
<b>Meeting Day, Date</b>	Workshop, Wednesday, July 1, 2009		
<b>Placement on the Agenda</b>	<b>Consent</b>		<b>Individual</b>
<b>Date Prepared</b>	June 24, 2009		
<b>Author Name &amp; Title</b>	Heidi Hoffman Ham, DDA Executive Director		
<b>Presenter Name &amp; Title</b>	Heidi Hoffman Ham, DDA Executive Director Kathy Dirks, Marketing Director, Downtown Partnership Trent Prall, City Engineering Manager Ted Ciavonne, Ciavonne Roberts Associates		

**Summary:** The Project Team for the Downtown Uplift project will present an update of the needs, goals, alternatives, and public process/feedback for the planned Main Street 2010 renovation. The DDA Board will be in attendance to discuss financing, timing, and goals for the project.

**Budget:** TBD based on design selected. The water line component of this project will be funded through the Water Fund; the remainder of the project will be appropriated through the Downtown TIF fund.

**Action Requested/Recommendation:** Discussion and Q&A with the goal of determining priorities for and the selection of a preferred alternative design for the project.

**Attachments:** None. If desired, please review alternatives from open houses at <http://www.downtowngj.org/index.cfm?fuseaction=page.construction>

**Background Information:** In 1962, the improvements made to Main Street during Operation Foresight were considered visionary for a downtown shopping area. Even today, Grand Junction is used as an example of how progressive planning can have a significant economic and community development value. Nearly fifty years later, the “uplift” of Main Street is planned as the third of three phases of renovation to repair infrastructure, enhance pedestrian spaces, replace and add technology, and to improve safety and handicapped accessibility in the downtown area. These measures are supported by the mission of the DDA, which is *to prevent the deterioration of property values and to assist in development and redevelopment to promote the general welfare*

*of the district.* A dedicated effort has been made to preserve not only the physical aspects of the Downtown but also the spirit of this forward-thinking heritage of the City.

Outreach to merchants and property owners in the 300-600 blocks was initiated in March. That was followed by a review by both Downtown Partnership Boards (DDA and DTA) and the City Council. This discussion may be summarized as a desire to “do more than just the basics” but also not to pursue the concept of a full pedestrian mall. Merchants expressed concern about recent flooding and agreed that the street appeared dated and “tired” compared to the 7<sup>th</sup> Street and Colorado Avenue renovations. The ability to maintain the 10’ sidewalks in front of most stores during construction was well-received and felt to be a key element in keeping shoppers frequenting downtown during the construction period.

A comprehensive team of City and Downtown Partnership staff, along with consultant Ted Ciavonne, used this early feedback to design four conceptual outlines of possible streetscapes. Early surveying and research helped to identify critical aspects of the planning, including drainage capacity, old infrastructure (such as trolley tracks), maintenance limitations in the current design, etc.

Four alternatives were presented to the merchants and property owners, the general public, and local media outlets to solicit feedback. The Downtown Partnership has received comments via public meeting, phone, email, and fax and has posted the graphics and brief descriptions on the [www.downtowngj.org](http://www.downtowngj.org) website. Particular effort was made to incorporate merchant feedback by hand-delivering and emailing surveys to those that would be most directly impacted by the project.

Initial public feedback was presented at a special meeting of the Council and the Downtown Partnership Boards on June 12. Following that meeting, the DDA Board asked to include the 100 and 200 blocks of Main Street. Based on comments from merchants and property owners in those blocks and from technical review, which suggested that extending the infrastructure to 1<sup>st</sup> Street would be beneficial, these blocks were added to the planning effort. The current planning area is from 1<sup>st</sup> Street to 7<sup>th</sup> Street.

The primary goals of the Uplift are to:

- Improve and standardize lighting fixtures and light levels on all blocks
- Replace aging water and storm sewer infrastructure
- Replace asphalt surface with concrete to decrease temperatures and improve maintenance
- Enhance urban forest health by replacing and adding trees
- Reconstruct planter walls with foundations
- Enhance pedestrian spaces for customer comfort and merchant marketing uses

- Improve pedestrian safety and handicap accessibility
- Enhance public spaces including play and multi-use performance areas
- Reduce maintenance costs through thoughtful design
- Enhance Art on the Corner displays and security
- Attract new customers by adding WiFi, webcams, and other technology
- Improve public information efforts with new signage and kiosks
- Increase availability of power for vendors and events, particularly in the 600 block

Construction is anticipated to last approximately 5-1/2 months. In order to minimize negative impacts on merchants, there will be comprehensive community-wide education and marketing effort emphasizing that Main Street is open for business during construction. Adequate and accurate signage to direct customers to parking and pedestrian access will be coordinated with the construction.

At their meeting on June 25, the DDA Board reviewed a “preferred concept” which incorporated all public feedback and technical considerations known to date. This concept is a combination of elements from the alternatives and is intended to reflect a balance between the needs and desires of all community members for the downtown shopping park district. The Board voted unanimously to bring this concept to the City Council as the starting point for a meaningful discussion with the goal of working towards a mutually-preferred alternative for this project.