

PROPOSED POLICY STATEMENTS FOR DOWNTOWN AREA

Alley between Ouray and Grand to 7th Street, south to Grand, east to 10th Street, south to South Avenue, west to First Street.

Note: These policy statements are not rezonings.

Mall Area

1. An increase in youth oriented businesses should be encouraged in the mall area.
2. Evening hour operation should be pursued (shopping center hours).
3. Better lighting is needed in mall area.
4. Better security is needed in the downtown area.
5. Main Street must be strengthened (too valuable tax base to lose).
6. Close Main to through automobile traffic between 3rd and 7th. Create an open flexible mall concept which can be programmed. (Parking must be accommodated).
7. The Downtown area should embrace the provision for the Arts and Culture (we have inadequate facilities for plays, musical performances, etc.).
8. Retail use should primarily be encouraged in the area between Rood and Colorado and the Superblock area to 7th Street.
9. Offices and dwelling units should be encouraged to be developed on 2nd story level in the area between Rood and Colorado and the Superblock area to 7th Street.
10. Additional parking should be provided via structures:
 - a. North of Main between 3rd and 7th
 - b. South of Main between 3rd and 7th
 - c. In the area of Main and 8th
 - d. In the Superblock area.

Alleys

1. Renovate rear facades facing alleys.
2. Underground utilities.
3. Create pedestrian ways in alleys between Rood and Main and Colorado and Main (automobile and truck access should be accommodated.).
4. Trash pick-up should be better treated (containers,

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placement, aesthetics) in alleys from 3rd to 7th.

5. Trash pick-up should be reassessed in study area.

South of Colorado

1. If bus depot is relocated, a location between Ute and Pitkin and 6th and 1st Street should be encouraged.
2. If post office must relocate, South of Colorado location should be encouraged.
3. Redevelopment should be encouraged south of Colorado Avenue: incentives should be provided and aesthetics, parking and circulation should be carefully treated.
4. High density residential should be encouraged south of Colorado either in multiple use structures or residential complexes.
5. Offices, government services, and high density residential should be encouraged to develop and expand immediately outside the Rood to Colorado and 7th Street to Superblock area.
6. Business and retail uses are the highest priority uses in the First Street corridor south of Colorado, but high density residential uses should also be encouraged.
7. All uses south of Colorado, north of South Avenue and from 2nd to 10th which are developed should not adversely affect their redeveloped neighbors. Multiple use structures and large parcel development should be encouraged.

North of Rood

1. Office use or high density residential should be encouraged along White between 2nd and 4th.
2. Parking lot south of Rood and west of Third should be expanded and better designed. See #2 above

East Main Street Area

1. All uses east of 8th should be in keeping with the character and rhythm of the existing residential area.
2. The area between 7th and 8th on Main Street should

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be retail and offices.

3. Retail uses are inappropriate on Rood, Colorado, and Ute between 8th and 10th.

General

1. In the area south of Grand and between First and Seventh, multiple use structures with an emphasis on commercial and business with residential should be encouraged.
2. Offices, government services, and high density residential uses are appropriate for the area between the alley north of Grand to Rood and 2nd Street to 4th Street.
3. Residential is the appropriate use between 2nd and 7th north of the alley north of Grand, and north of Grand between 7th and 8th.
4. Second Street should be designated as a street with a bikeway in this area.
5. Office use would be encouraged between First and Second Streets north of Grand as a buffer use when residential use is removed.
6. The area of the corridor south of Grand should be rejuvenated such that redevelopment would be compatible with the "Superblock" proposal between First and Third Streets and between Rood and Colorado.
7. High-rise (10-12 stories) structures may be appropriate in the area (especially the western end) if they are not incompatible with the adjacent uses scale.
8. All government offices and private businesses and offices should provide parking spaces consistent with regulations.
9. Underpasses and overpasses should be explored for access south of railroad to encourage redevelopment.

Fill - downtown policy

City
County
Development
Department

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March 15

TO: GRAND JUNCTION CITY PLANNING COMMISSION

FROM: PAULA I. MASSA

RE: PROPOSED CITY POLICIES FOR DOWNTOWN

I met informally recently with a group of people interested in the future of the downtown. The purpose of the meeting was to "brain storm" about the possibility of having a downtown event as a followup to the 2020 presentations.

That purpose was side-tracked considerably due to come misunderstandings I would like to communicate to you. Among those present at the session were four representatives from the Downtown Retail Merchants Assoc: Mrs. Terry Colony, co-chairman; Mr. & Mrs. Howard Butterfield; and Guy Stevens, former co-chairman.

Apparently there are some pretty hard feelings over the fact that the merchants were not involved in the development of the policies. It was mentioned, however, that coordination of downtown interest groups is sadly lacking, and so on a more positive note, the League of Women Voters next project will be to get the downtown folks together.

Following the meeting, I told the merchants that I would communicate to you the feelings expressed. I'm sure, at any rate, that there will be a good turnout for the March 20th meeting at Two Rivers Plaza.