



Grand Junction  
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WEST END MASTER USE PLAN  
(Narrative Summary)

February, 1987

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WEST END MASTER USE PLAN  
SUMMARY

The West End of downtown Grand Junction is a large, 16-plus acre area which represents some of the most underutilized yet best located property in the city. The area serves as the confluence of several of the major arterials of the Grand Valley.....State Highway 340, Grand Avenue, and U.S. Highway 50. It is the gateway to downtown Grand Junction, and a prominent focal point for visitors and travelers passing through the area.

The West End is defined in this plan as the area bounded by 3rd Street to the east, Highway 340/the D&RG Railroad to the west, White Avenue between 1st and 3rd Streets to the north, and Pitkin Avenue to the south. Three distinct development zones have been delineated with the West End. Use options for each zone are presented. As recommended, each zone can be developed independently....permitting staged or staggered development.

This plan presents recommended uses for the various geographic parcels in the West End as a way to guide growth and development of this key area. The plan is designed to be used by the City as a reference tool for decisions pertaining to the disposition and development of projects involving municipally-owned property. The DDA will use this plan as a guide in encouraging the development of both public and private properties in the West End.

This use plan has been designed to permit flexibility in the development process. Alternative use recommendations are presented for nearly all properties. This flexible approach recognizes the need to prepare for various economically viable market opportunities. The alternatives presented are interchangeable and are presented in no order of preference or priority (unless stated).

The DDA coordinated the planning process which has resulted in this plan. Beginning in late 1985, the DDA determined the need to re-examine the plans and proposals for developing the West End of downtown. Working in cooperation with the City, the DDA convened an ad hoc working group to propose and debate alternative uses for the area. This working group has included representatives from the City, West End property owners, and other key community leaders. This working group identified a broad range of possible West End uses for further analysis and review.

Staff from the DDA and the State Department of Local Affairs assessed all the alternative use proposals using two major criteria: physical adaptability to West End properties and marketability of the proposed uses to investors and developers. Draft scenarios were prepared for review and comment by the work group, City, and other interested parties. Based on comments received on the draft scenarios, a flexible, master use plan was prepared.

## ZONE ONE

Zone One is defined as the land area bordered by 1st Street to the West, 3rd Street to the East, Colorado Avenue to the South, and White Avenue to the North. Nearly 50 percent of the land in this zone is owned by the City of Grand Junction. Included in Zone One is the City's Two Rivers Plaza Convention Center.

Zone One has six city-blocks incorporating 543,000 sq.ft. of potentially useable space. It borders the west end of the Downtown Shopping Park and is adjacent to the high traffic artery - 1st Street (U.S. 50).

Development of this zone should consider the following conditions and assumptions:

1) Development in the blocks adjacent to Two Rivers Plaza (Blocks 100 & 120) should be compatible and, to the greatest extent possible, supportive to the convention facility. It is desirable to enhance the marketability of Two Rivers Plaza through appropriate abutting development. Priority should be extended to proposals which will enhance the utilization/marketability of Two Rivers.

2) Priority should be extended to larger, multi-block development projects. It is important that compatible relationships be established between developments in Blocks 99, 100, 101, and 120. In particular, it is critical for development plans in Block 99 to consider the development with Block 100 and with Two Rivers Plaza.

3) It is important to integrate the 100 and 200 blocks of Main Street into the Downtown Shopping Park. Development efforts for Blocks 101 and 120 should consider establishing aesthetic linkages with the Shopping Park.

The following uses are recommended as priority uses for Zone One blocks:

Block 121 (1st/Main/2nd/Colorado): Two Rivers Plaza will remain a municipally owned convention facility in the foreseeable future.

Block 120 (2nd/Main/3rd/Colorado): Given its proximity to the Shopping Park and its central location, commercial development (retail, financial, office) is the preferred use. In particular, Main Street strip retail development with rear Colorado Avenue parking, is suggested as the highest priority use. Efforts should be made to provide Main Street landscaping which would complement the Shopping Park. Efforts should also be made to physically and aesthetically link the commercial development with Block 101 and with Two Rivers Plaza.

A second recommended use for this block is senior/specialty user housing, possibly developed in conjunction with commercial space. New housing would take advantage of the area's proximity to the Shopping Park and fit into regionwide plans to serve as a retirement community.

Block 100 (1st/Rood/2nd/Main): Several alternative uses are recommended for this block:

- a) Museum (institutional): A new, expanded institutional facility would fit well and would benefit from 1st Street visibility. A physical link should be made with Two Rivers Plaza.
- b) Commercial Project: A commercial project likely to benefit from traffic counts would represent an alternative use. In particular, a retail complex or a financial institution would be desirable. A commercial project would require the set aside of suitable on-site parking.
- c) Park Space: The creation of green space on the southside of Block 100 will enhance the aesthetics of Two Rivers Plaza and will improve the appearance of the Main/1st gateway into the downtown. It is recommended that any development project using Block 100 be requested to accommodate a green space/mini-park along portions of Main Street.

Block 101 (2nd/Rood/3rd/Main): Like Block 120, this block serves to link 1st Street with the Shopping Park. Based on its strategic position, commercial development is the desired development use. The preferred commercial use alternatives are: a retail project, a financial institution project, an office project, or any combination of the above. Senior/specialty user housing is also a recommended use, particularly in combination with retail.

Landscaping along Main Street, particularly at the 3rd and Main intersection, should act to integrate the 200 Main block into the Shopping Park. One landscaping/streetscape alternative is the creation of a mini-park at the corner of 3rd and Main.

Block 99 (1st/White/2nd/Rood): Several use alternatives are recommended for this city-owned block:

- a) Supermarket: A supermarket at this location could take full advantage of high visibility and traffic counts. Accompanying parking would fill the block.
- b) Museum (institutional): Less desirable, yet feasible, would be the development of a museum project on this block.
- c) Commercial Project: A large scale commercial project capable of utilizing the entire block is a recommended alternative. Specific commercial projects would include a retail complex or a financial institution/office complex.

Block 98 (2nd/White/3rd/Rood): Portions of Block 98 are recommended as useful for:

- a) Parking for adjacent projects;
- b) Smaller retail strip development of one or more units; and
- c) Senior/specialty user housing.

Zone One major projects may necessitate alley vacation and street closures, depending on the magnitude of the undertaking. Such actions should only be considered if warranted by the scope of the project and if traffic/circulation issues can be readily overcome.

## ZONE TWO

The area defined as Zone Two constitutes a triangle shaped parcel bounded by State Highway 340 on the north, 1st Street to the east, and the D&RG Railroad tracks to the south. The area has one major land-owner, Boise Cascade, and numerous other owners of properties of varying size. Strip retail is located along 1st Street, while industrial uses comprise the majority of the remaining land.

Several general considerations are recommended for Zone Two as an entity.

- 1) Major development in Zone Two is likely to necessitate revisions to the intersection at 1st and Grand.
- 2) First Street is likely to remain a strip retail location in the unforeseeable future.
- 3) Access to portions of Zone 2 may need to be upgraded to allow for more efficient use.

Specific recommendations for Zone Two properties are divided into 1st Street corridor, Highway 340 corridor, railroad station area, and interior properties.

First Street Corridor: The recommended use for the west side of 1st Street within Zone Two is continued retail strip establishment. These parcels are currently used for this purpose and it is unlikely to expect any change in use, given the high traffic counts. One alternative use recommended is the location of a visitor's information center at the intersection of 1st and Grand.

Highway 340 Corridor: The high traffic counts and excellent visibility of the Highway 340 corridor lends itself to three priority uses:

- 1) Retail Project - A large retail project, involving an anchor store and surrounding boutique stores, is one recommended use.
- 2) Supermarket - A supermarket and necessary parking is another alternative use suggested for this corridor.
- 3) Industrial Sites - Development of the corridor as part of an industrial park is considered a third viable use option.

All the above uses must account for the lack of access from Highway 340 for a portion of the corridor, due to an elevated highway.

Railroad Station Area: The area surrounding the Amtrak Railroad Station is currently a mixture of retail and manufacturing industrial properties. Recommended uses for the area are:

- 1) Retain current industrial emphasis; and
- 2) Locate a museum adjacent to the station, incorporating the station area into the museum complex. Companion retail uses could complement a museum at this location.

Interior Properties: Zone Two has a sizeable interior area comprising the Spruce and Rice Street areas, and the Boise Cascade properties. Three alternative uses are suggested for this area:

- 1) Industrial Park: The area is currently zoned industrial and would make a convenient in-town business/industrial park. Such a park could include both industrial and office/ service uses.
- 2) Greenbelt/Park Space: There is an identified need to buffer development in this area from the railroad tracks and the busy State Highway 340. Green space buffers or green space along these boundaries is recommended. Green space near the underground walkway connecting the area with Riverside (possible downtown entry on the river bike trail system) is also recommended.
- 3) Recreation Center: The interior of Zone Two would provide a suitable location for a recreation center/YMCA facility. Such a facility could act as an attraction for industrial users in Zone Two and could service the needs of the downtown community.

### ZONE THREE

Zone Three is defined as the four-block area bounded to the north by Colorado Avenue, to the south by Pitkin Avenue, to the west by U.S. Highway 50, and to the east by 3rd Street. The area has a wide range of existing commercial and residential properties. It is bisected by one of the city's busiest arterials, U.S. Highway 50 (one-way on Ute and Pitkin).

Several alternative uses are recommended for this area:

1) Realignment of the Ute/Pitkin/U.S. Highway 50 intersection. This intersection has been identified as a difficult, dangerous intersection in need of simplification and realignment. Along with the 1st and Grand intersection, this intersection is recommended to be improved using a combination of State, Federal, and local funds.

2) Visitor's Center: The confluence of Ute and Pitkin would make an excellent location for a visitor's center and surrounding greenbelt park. The center would service the north/south tourist traffic on U.S. Highway 50.

3) Museum: An alternative museum location is suggested in the block immediately to the south of Two Rivers Plaza (1st/Colorado/3rd/Ute). Such an arrangement would capture the heavy U.S. Highway 50 traffic, but would require a physical linkage between the two blocks across 2nd Street.

4) Residential Housing: This area is also well situated for development of a senior/specialty housing project.

5) Continued expansion of retail/commercial businesses into Zone Three is also considered a priority use.



## OVERVIEW ISSUES

There are several overview issues which affect the development potential and use plans for the entire West End area. These are summarized below.

1) First and Grand Intersection: This intersection is one of the most dangerous in the City. It serves as the confluence of four major streets....Grand Avenue, U.S. 6&50, Colorado Highway 340, and First Street. It is recommended that this intersection be studied to determine ways to improve its safety and traffic flow. Once an acceptable plan is determined, it is recommended that the City approach the State and other funding sources for the necessary money to implement the plan.

2) First and Ute/Pitkin Intersection: This intersection has also been identified as a dangerous, difficult area for motorists, especially tourists not familiar with the area. It is strongly recommended that this intersection be simplified to reduce confusion over entrance/exit to the access road for the railroad station area. It is recommended that a) a study be undertaken to determine what changes are necessary, and b) appropriate funding sources be contacted.

# development summary



File # 14-87 Name Revision of DDA Master Plan Date 3/4/87

**PROJECT LOCATION:** West end of downtown bounded by 3rd St. to the east, Hwy 340 & D&RG RR to the west, White Ave. between First and 3rd Streets to the North, & Pitkin Ave. to the South.

**PROJECT DESCRIPTION:** Revising the DDA Master Plan to include the West End Master Use Plan.

## REVIEW SUMMARY (Major Concerns)

POLICIES COMPLIANCE	YES		NO *		TECHNICAL REQUIREMENTS	SATISFIED		NOT SATISFIED *	
Complies with adopted policies	X				Streets/Rights Of Way n/a				
Complies with adopted criteria	X				Water/Sewer n/a				
Meets guidelines of Comprehensive Plan	X				Irrigation/Drainage n/a				
					Landscaping/Screening n/a				
					Other: _____				

\* See explanation below

### STATUS & RECOMMENDATIONS:

Planning Staff has reviewed the various drafts of the West End Plan. We feel the recommended uses for the various parcels are appropriate. The flexibility of the plan will encourage redevelopment of the west end of downtown.

### Planning Commission Action

Planning Commission recommended approval with the additional comment that building height be limited insuring the integrity of the view.