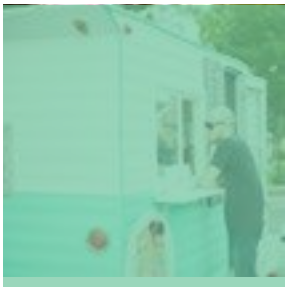

VIBRANT
TOGETHER
A DOWNTOWN INITIATIVE

My favorite thing about Grand Junction is...
The Sunsets
All the Artwork on Main
community
Outdoor activities
Small Town Feel!
the ART
GJ Rockies
My favorite thing about Grand Junction is...
It's small and my church.
Mountains on every side of me
The Art Scene
Bruce from Berge's
Location!
Downtown!
Small town Community Vibes
No traffic
BEER
First Friday ART Walks
our beautiful Downtown
The Grand Mesa Cabin Home

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ABOUT COMMUNITY BUILDERS

Community Builders (CB) is a non-profit organization dedicated to helping local leaders create strong and prosperous communities in the American West. CB provides information, analysis, assistance and trainings to support the many people and organizations working to build better places by aligning their community values to planning and economic goals.

The goal of the Community Builders Assistance Program is to provide communities with the tools and resources to spark meaningful on-the-ground progress, while building local capacity and creating success stories that inspire and transform places.

ABOUT THIS REPORT

This report is the product of a collaborative effort between the Downtown Development Authority of Grand Junction, The City of Grand Junction, Community Builders, The Community Action Team, Cascadia Partners, Jim Leggitt Studios, Swift Engineering. Special thanks to the stakeholders and the community members who provided feedback throughout the project.

PROJECT FUNDERS

Special thanks to the LOR Foundation, the Gates Family Foundation and the Downtown Development Authority for providing the funding necessary to make the Vibrant Together: A Downtown Initiative possible.

WHY A PLAN OF DEVELOPMENT?

Throughout the course of its 38-year history the DDA has been involved in a diverse array of activities with the goal of sustaining Downtown Grand Junction's role as a hub for economic activity and vibrancy that benefits the entire valley. Many of the projects over this time have involved collaboration as it takes a pooling of resources and knowledge to make progress. Some of the noteworthy projects include the development of Downtown hotels, Avalon Theatre renovation, the Main Street uplift and development of the riverfront.

While the DDA has had many successes one of the major hurdles the organization has had is the lack of a current road map that addresses the challenges of today while also looking at potential challenges in the future. The 1981 Plan of Development provided many great concepts and ideas for the DDA to pursue, many of which have been completed and some that are still being worked toward. The updated plan builds upon successes and challenges while identifying current trends, issues and solutions. Having a current Plan of Development will provide Downtown with a vision for the future along with strategies for achieving the goals and outcomes identified in the Plan.

- Brandon Stam
Downtown Development Partnership Executive Director

NORTH AVENUE
GUNNISON AVENUE
NORTH 7TH STREET HISTORIC RESIDENTIAL DISTRICT
DOWNTOWN DISTRICT
GRAND AVENUE
1ST STREET
4TH STREET
5TH STREET
7TH STREET
10TH STREET
12TH STREET
MAIN STREET
BUSINESS DISTRICT
UTE AVENUE
PITKIN AVENUE
D ROAD
RAIL DISTRICT
7TH STREET
9TH STREET
RIVER DISTRICT
RIVERSIDE PARKWAY

"I love the potential of Downtown GJ. I get excited about what this place can be."

"Vibrancy is characteristically Downtown Grand Junction. It has a unique character."

"I tell all of out of town folks- Downtown GJ is the best downtown in the state!"

“I live downtown. It means everything to me and my husband.”

“The downtown is one of the main reasons I moved here. It’s so alive and thriving.”

“Going downtown is my hobby... not joking.”

PLAN SUMMARY

GOALS & STRATEGIES

Goal setting provides an opportunity for people to work together and build consensus. These goals serve several key purposes. First, they provide direction for advancing the community's vision of building a thriving downtown for everyone. They should act as a tool for guiding future decisions, like determining if a new project or policy is in line with the vision. They are also useful for monitoring progress, to build upon successful efforts, or to identify unmet goals and gaps to address. From the input gathered and building upon priorities set by the Downtown Partnership and the City, five goals were identified for the Vibrant Together Project that will be the benchmark for future revitalization efforts.

IDENTITY
Downtown is recognized as the hub of regional culture for the western slope.

DOWNTOWN DEVELOPMENT
Downtown offers a diversity of quality housing choices for all price points to bring more people to live, work and play downtown.

SAFETY AND COMFORT
Downtown is safe and comfortable environment that is welcoming to all.

CONNECTIVITY
Downtown is connected to local destinations and outdoor amenities through safe pathways for bikes and pedestrians.

VIBRANCY
Downtown is the "The heart of it all" as a 18 hour/7 days a week center of activity for all ages and income levels.

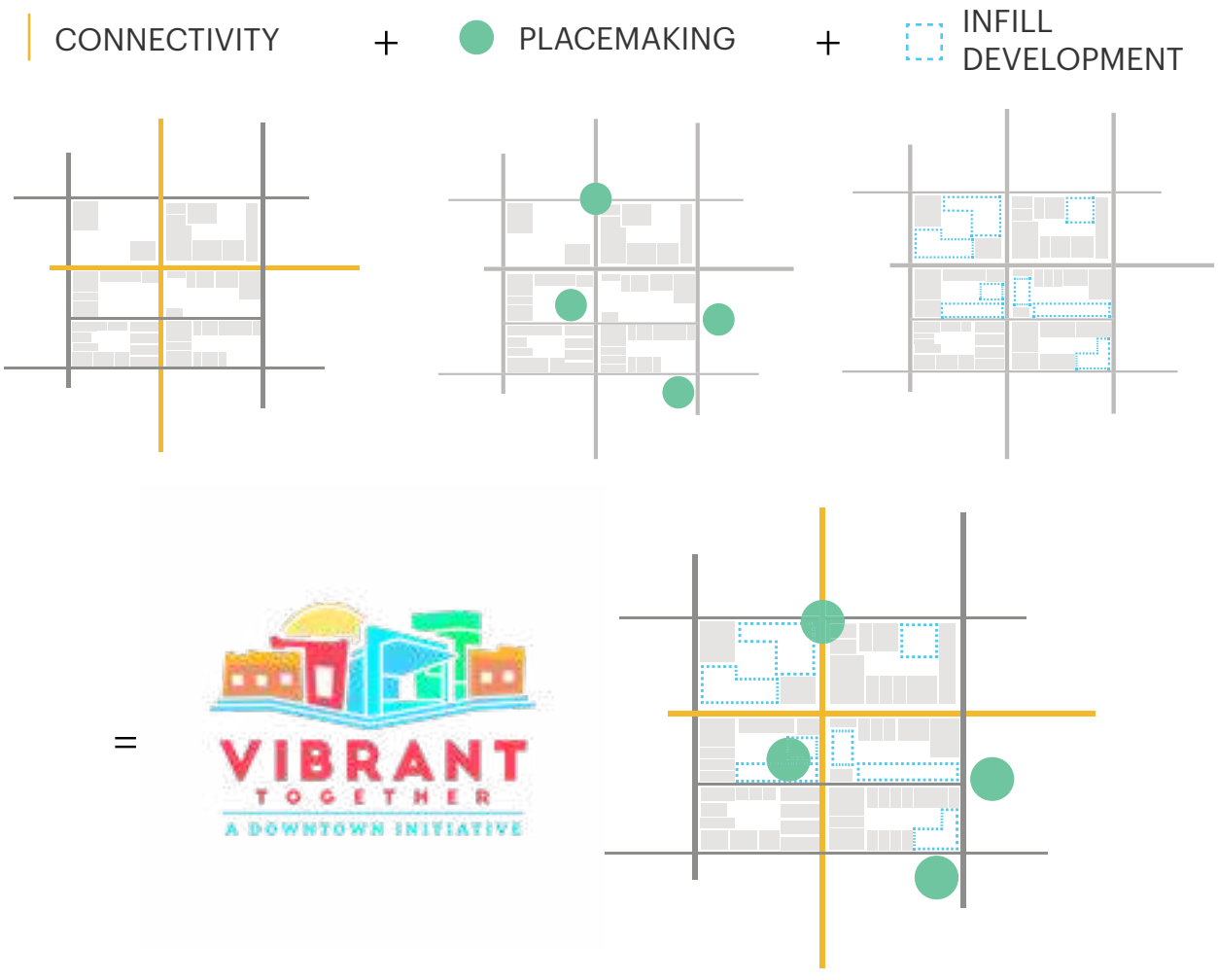
THE BIG IDEAS

The biggest of the big ideas that emerged from the process is to bring more people downtown by creating more vibe and connecting this vibe to the River. This Plan will identify different strategies for achieving this through;

CONNECTIVITY Looking at the relationships and connections between key destinations in the downtown. (Chapter 3)

PLACEMAKING Enhancing the vibe in strategic locations. (Chapter 4)

DEVELOPMENT Identifying specific opportunities for infill development to activate opportunity sites along key corridors. (Chapter 5)



PRIORITIES

CONNECTIVITY

C1: Convert 4th and 5th to Two-way Streets.

C2: Prioritize pedestrian and bike improvements to improve mobility throughout downtown and to the river.

C3: Create a 2nd Street Promenade connecting the Train Depot to Two Rivers Plaza.

C4: Initiate a Gateway and Wayfinding Study to improve ease of navigation for pedestrians, bike and vehicles in downtown.

PLACEMAKING

P1: Extend the vibrancy from Main to Colorado between 4th and 7th.

P2: Encourage more community gathering and event space in downtown.

P3: Activate alleys and breezeways.

P4: Low-cost design strategies for Whitman Park.

P5: Develop a program(s) to better utilize parking.

P6: Adaptive Reuse of Buildings and Spaces to active the street frontage

INFILL DEVELOPMENT

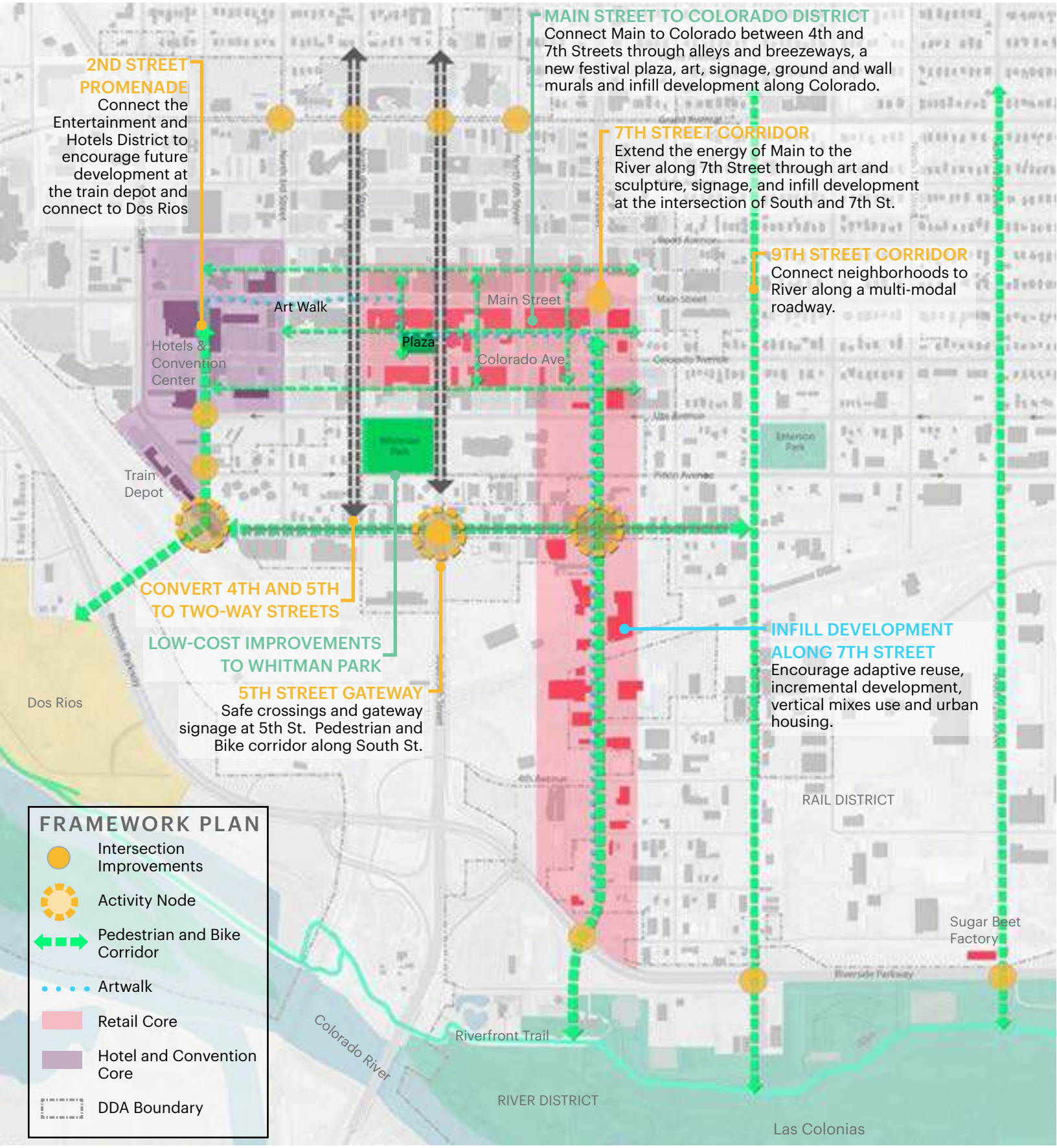
D1: Support existing businesses in the downtown through programs and Attract more business diversity to downtown.

D2: Develop (a) Grant Program(s) to incentivize small scale local reinvestment in the downtown.

D3: Adjustments to codes and policy that are barriers to development.

D4: Leverage the Downtown Partnership financial tools to incentivize development.

D5: Downtown Partnership to lead a strategic catalytic development project.


2ND STREET PROMENADE
Connect the Entertainment and Hotels District to encourage future development at the train depot and connect to Dos Rios
MAIN STREET TO COLORADO DISTRICT
Connect Main to Colorado between 4th and 7th Streets through alleys and breezeways, a new festival plaza, art, signage, ground and wall murals and infill development along Colorado.
7TH STREET CORRIDOR
Extend the energy of Main to the River along 7th Street through art and sculpture, signage, and infill development at the intersection of South and 7th St.
9TH STREET CORRIDOR
Connect neighborhoods to River along a multi-modal roadway.
Art Walk
Main Street
Plaza
Colorado Ave.
Hotels & Convention Center
Train Depot
CONVERT 4TH AND 5TH TO TWO-WAY STREETS
LOW-COST IMPROVEMENTS TO WHITMAN PARK
5TH STREET GATEWAY
Safe crossings and gateway signage at 5th St. Pedestrian and Bike corridor along South St.
INFILL DEVELOPMENT ALONG 7TH STREET
Encourage adaptive reuse, incremental development, vertical mixes use and urban housing.
Dos Rios
RAIL DISTRICT
Sugar Beet Factory
Riverfront Trail
Colorado River
RIVER DISTRICT
Las Colonias
FRAMEWORK PLAN
Intersection Improvements
Activity Node
Pedestrian and Bike Corridor
Artwalk
Retail Core
Hotel and Convention Core
DDA Boundary

BACKGROUND

The current Plan of Development is 38 years old, and therefore, is challenged to guide development that is reflective of both the current market or the vision of the community for what the future of greater downtown should be. In this time of growth, the Downtown Partnership should have a strong governing document that is reflective of the community's wants and needs and develop strong partnerships for making a positive impact to the downtown. Future growth needs to happen in a way that protects the unique history and celebrates the local assets of the community.

This Plan will identify a vision for the downtown that is aligned with the needs of the community.

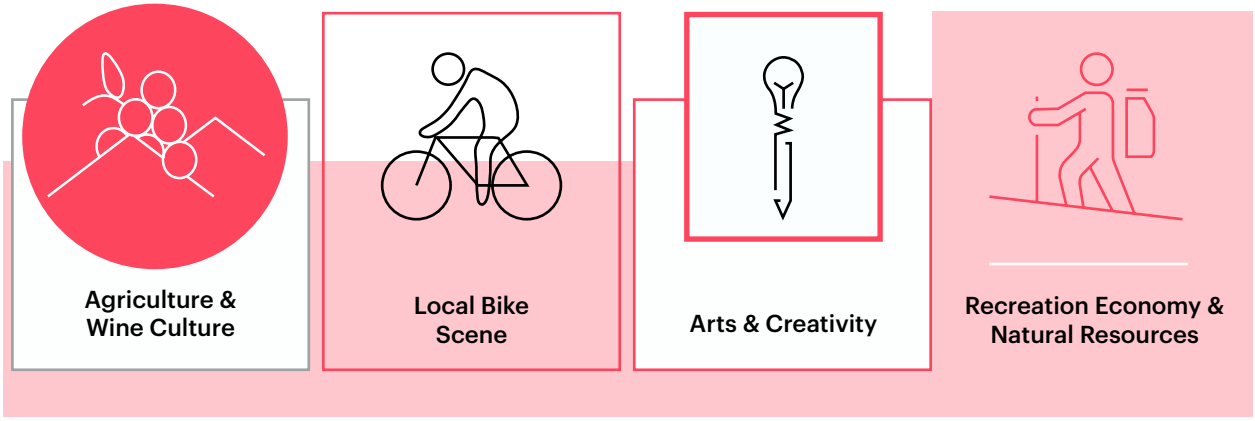
01

BACKGROUND INFORMATION

INTRODUCTION

WHAT MAKES GRAND JUNCTION SPECIAL?

We asked you!



"Downtown Grand Junction creates a sense of home - this is where we bring our friends when they visit - this is where we take them to show off our community."

Local residents describe the City of Grand Junction as a welcoming community with a small-town vibe characterized by strong local arts, culture and history. At the heart of it all is the downtown. However, residents also feel there is lot of potential for improvement in downtown. Regional population and economic growth are creating a demand for development. With this growth comes the need for strategic thought about what is best for the community.

The goal of this Plan of Development, called "Vibrant Together: A Downtown Initiative," (referred in this document as 'the Plan' or 'the POD') is to communicate our shared values for growth in Downtown Grand Junction. This Plan will be a governing document for the Downtown Partnership (DP) and will identify a clear plan of action for priority projects, strategies, and partnerships in that are aligned with the community's vision for downtown. To achieve this the Plan will;

Provide a unified vision for downtown;

Identify projects that advance the vision;

Bring local leaders together in pursuit of that vision.

WHY DO THIS NOW?

The primary responsibility of the Downtown Partnership is to support and facilitate economic development efforts to enhance the vitality of the Downtown community through capital investment and construction. While the City Comprehensive Plan, The Greater Downtown Plan and other guiding vision documents and strategic plans identify opportunities and regulate growth in the downtown, this Plan of Development will guide the types of projects and programs for downtown with the goal of sustaining Downtown Grand Junction's role as the preeminent hub for economic activity and commerce, cultural experiences and as a vibrant place to live and visit.

ABOUT

THE DOWNTOWN PARTNERSHIP

The Downtown Partnership (DP) consists of two special districts, the Downtown Development Authority (DDA) and the Business Improvement District (BID) which share the same staff and Board of Directors. Large and small, Downtown Grand Junction is involved in a wide array of activities and projects Downtown, all with the goal of sustaining Downtown Grand Junction's role as the preeminent hub for economic activity and commerce, cultural experiences and as a vibrant place to live and visit.

The Downtown Development Authority was established in 1981 by the City of Grand Junction after receiving approval through a special election of the Downtown property owners and businesses. The DDA was established to halt and prevent deterioration of property values within its district and to assist in the development and redevelopment of its district and to use its power to promote the general welfare of the district by the use of its direct and supplemental powers. The DDA was one of the first such organizations in the State of Colorado and focuses on supporting and facilitating economic development efforts to enhance the viability of Downtown through grants, capital investment and improvements to public amenities.

In late 2005, business and property owners within the boundaries of the Business Improvement District voted to impose a special assessment which would fund marketing, promotions, public relations, advertising and special events. The BID affects Downtown Grand Junction commercial property owners only and excludes residential properties. The BID produces and supports events that attract visitors, enrich life for residents, and drive revenue to local businesses. The BID also develops advertising, marketing, and public relations campaigns that reach regional, statewide and national audiences and help brand Downtown as a regional hub.

The Downtown Development Authority (DDA) focuses on supporting and facilitating economic development efforts to enhance the viability of Downtown through grants, capital investment and improvements to public amenities.

The Downtown Parthnership should have a strong governing document that is reflective of the community's wants and needs. This process develops those strong partnerships for making a positive impact to the downtown.

ORGANIZATION

This nine-member board is appointed by the Grand Junction City Council. Eight of the members must be a resident, business lessee, or own real property within the boundaries of the DDA and BID. The City Council shall appoint one member that is exempt from the above qualifications. The four-year terms expire in June.

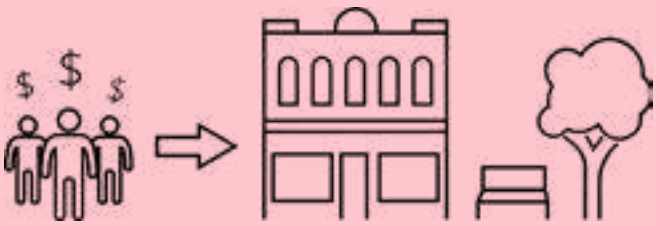
POWERS AND INITIATIVES

Downtown Grand Junction is involved in potential catalytic projects such as the Las Colonias Business Park and the Las Colonias Amphitheater that are transforming Downtown's River District into a vibrant area that will incorporate recreation, entertainment and job clustering into an area that has historically seen little investment. The Downtown Partnership is also engaged in helping bring two new hotels to downtown as well as much needed renovation to Two Rivers that will allow it to continue to operate as an economic driver for downtown. The DP was instrumental redevelopment of the former R-5 building site to develop townhomes and executing a public/private partnership to add four and six story class A office space to 7th and Main and add roughly 80 new jobs to Downtown.

POLICY AND DECISION MAKING

The Plan of Development will be approved by the Downtown Board. Following Board approval, the Planning Commission will review the plan and make a recommendation to City Council for final approval and adoption.

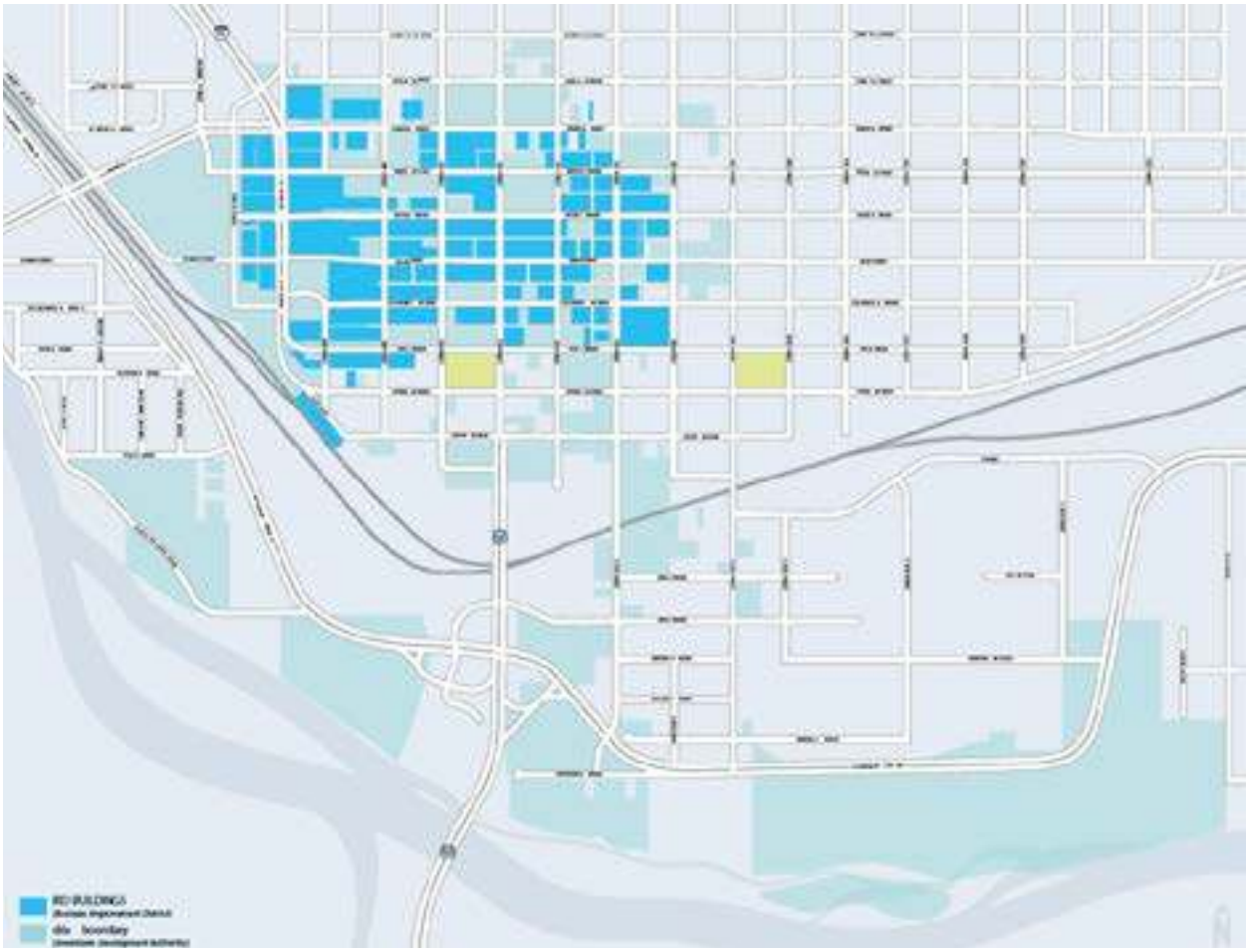
The Business Improvement District (BID) produces and supports events that attract visitors, enrich life for residents, and drive revenue to local businesses. The BID also develops advertising, marketing, and public relations campaigns that reach regional, statewide and national audiences and help brand Downtown as a regional hub.



DOWNTOWN PARTNERSHIP BOUNDARIES

The boundary is important in that these are the properties in which the Downtown Partnership has the ability to utilize its powers to assist in project, programs and policy as outlined by this Plan. The DDA boundary includes properties within the Central Business District to the Rail District and River District. The BID largely consists of the Central Business District as well as some properties within the River District. It should be noted that properties can voluntarily incorporate into both Districts with DDA/BID and City Council approval.

Throughout this Plan, 'downtown' is used to in reference to the area which encompasses the Central Business District, the Rail District and the River District.



PLAN CONSISTENCY

There are a number of existing plans that are of significant influence to Downtown Grand Junction, including the 1981 Plan of Development. It is important to consider how these existing plans will support and work in collaboration with this Plan of Development. Vibrant Together will work in alignment with the City's Plans such as the Great Downtown Plan and provide recommendations from this update should help to inform revisions to the Comprehensive Plan update currently underway with the City. Key considerations and potential impacts are outlined in Appendix A.

HOW THIS DOCUMENT IS ORGANIZED

CHAPTER 1: BACKGROUND

The introduction sets the stage for the ideas in the Plan. It provides background context for how history has informed current trends in Grand Junction. It provides information on the history of Downtown Partnership and how this plan is consistent with related, past planning efforts in Grand Junction.

CHAPTER 2: PROCESS

This chapter explains the planning process that was undertaken to develop the strategies in the Plan. Results from community outreach which engaged over 500 community members in person and over 25,000 people online.

CHAPTER 3, 4 & 5: BIG IDEAS, STRATEGIES AND ACTIONS

These chapters explore specific strategies to achieve the goals with recommendations for action around three overarching themes; connectivity, placemaking and development. Each strategy describes some of the background of the ideas and why it matters to downtown and outlines key action items.

ACTION
Outlines specific actions the DP should take to move ideas forward.

POLICY
The DP should coordinate with the City to modify codes and regulations.

PROGRAM
A program the DP should develop and/or coordinate with a partner to develop.

PROJECT
A specific project or study to work with partners on detailed design and costs.

CHAPTER 6: IMPLEMENTATION

This section provides a frameworks for how the Downtown Partnership and local partners can build momentum in the downtown on the strategies and specific actions, priorities to guide the actions, projects, policy and programs for the next 3 to 5 years.

UNDERSTANDING

GRAND JUNCTION

Grand Junction gets its name from its location at the confluence of the Colorado River (formerly named the Grand River) and the Gunnison River and offers sweeping views of the Grand Mesa, Colorado National Monument and the Book Cliffs. The Grand Junction town site was settled September 26, 1881, although human civilization in the area dates back thousands of years to include the Ute and Fremont tribes, among others. Grand Junction has been shaped by natural geography as well as man-made transportation connections, first by the Denver and Rio Grande Railroads in 1882 and again when the Interstate system reached the City in the 1960's. These connections supported the economic growth of agriculture across the Western Slope, and in later years wholesale goods and energy production. The River has a significant role in shaping Grand Junction and the surrounding landscapes. This powerful river provided water in the desert for the growth of both towns and agriculture. Between the river and the rail, Grand Junction became a regional hub of agricultural and mining industries that transformed the downtown.

In the 1950's, a time when many cities were looking towards pedestrian malls, Downtown Grand Junction embraced the concept of a chicane, which is a serpentine street design with pockets of green space and public art. Grand Junction's Main Street is celebrated as an innovative and successful downtown revitalization strategy, the design of which is part of the unique character and history of the community. The downtown was first recognized nationally in 1962 when Operation Foresight began to reconstruct Main Street into a 'downtown shopping park' with landscape, parking and updated streets for which the city was awarded All America City recognition by Look magazine.

GRAND JUNCTION

TODAY

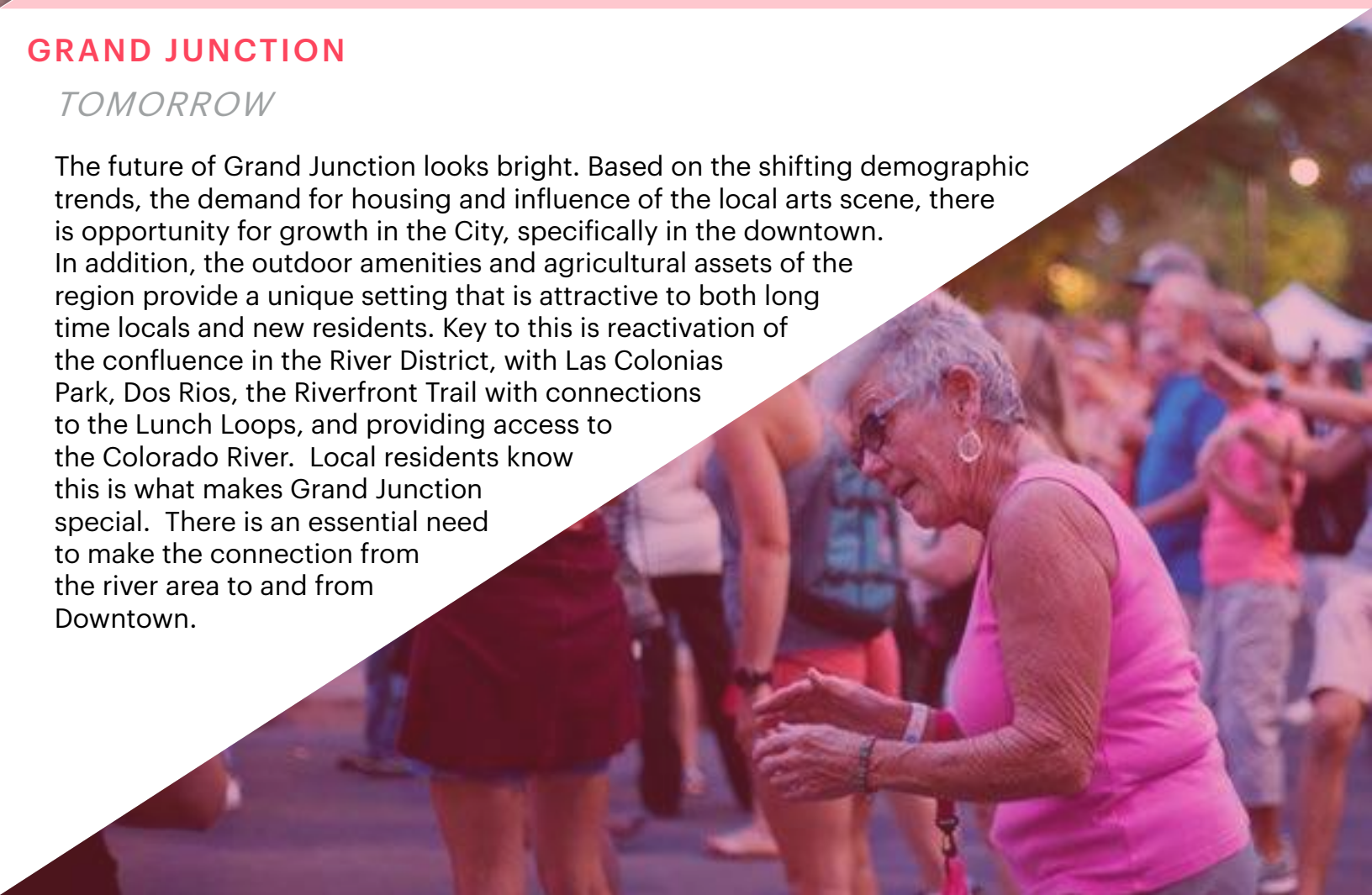
Downtown Grand Junction is now home to dozens of outstanding locally-owned shops, music venues, restaurants, galleries and area services with a large collection of public art, fountains and historic buildings.

Art on the Corner (AOTC) is a year-round outdoor sculpture exhibit which was established in 1984 by local sculptor, Dave Davis, and was one of the first of its kind in the country. Art on the Corner, First Friday's, farmers markets and events at the Avalon are noted as some of people's favorite events in the downtown that make Main Street a source of pride for local residents as well as a draw for visitors.

GRAND JUNCTION

TOMORROW

The future of Grand Junction looks bright. Based on the shifting demographic trends, the demand for housing and influence of the local arts scene, there is opportunity for growth in the City, specifically in the downtown. In addition, the outdoor amenities and agricultural assets of the region provide a unique setting that is attractive to both long time locals and new residents. Key to this is reactivation of the confluence in the River District, with Las Colonias Park, Dos Rios, the Riverfront Trail with connections to the Lunch Loops, and providing access to the Colorado River. Local residents know this is what makes Grand Junction special. There is an essential need to make the connection from the river area to and from Downtown.

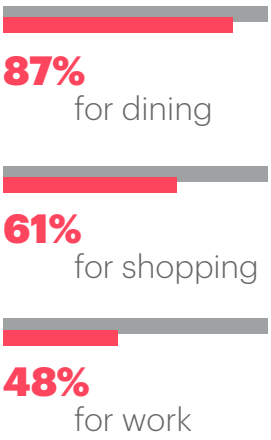


Understanding current trends and market shifts in the downtown assists in making informed decisions around planning and policy. While the future is always an unknown, markets can shift and change. A keen understanding is needed for how economic growth has affected development in the downtown and how current shifts in the market can inform future growth for the Plan. An understanding of the markets is included in Appendix A.

DEMOGRAPHICS

Grand Junction today is the largest City along the I-70 corridor between Denver and Salt Lake City with a City population of 58,000 and a metropolitan area of 146,000 people. As the major population and employment center in the region, the City is home to county and state offices, three major hospitals and Colorado Mesa University. The downtown population represents 25,000 people with approximately 10,000 residences.

Why do you go DOWNTOWN?



OFFICE MARKET

As a regional hub, Grand Junction has a strong daytime population with downtown banks, real estate and other professional services as well as being the central location of many City and County offices. In addition, The Grand Junction Business Incubator is locally training and producing young entrepreneurs and emphasizes the creation of local jobs emerging in the downtown. The City has also focused attention on the outdoor recreation industry that is inherent to the region. To attract growth in this sector, the 15-acre business park within the Las Colonias development at the riverfront will offer outdoor recreation companies a new office submarket within the Greater Downtown.

MANUFACTURING AND INDUSTRY

The Rail District is characterized by a strong presence of industry and manufacturing. Grand Junction has a long history of agricultural industries and energy production in the American West. These industries are important economic contributors to downtown and future planning should work to find compatible uses with existing industries.

78% of survey respondents go downtown **1X OR MORE PER WEEK**

RETAIL MARKET

Downtown serves as an important retail node for local and regional residents as well as tourists. Community input shows that 76% of people go to downtown Grand Junction once or more each week. The downtown is supported by a large regional population of people that come to downtown for work (40%), shopping (54%) and/or for dining and drinks (78%). There is a growing market potential for restaurants and bars in the downtown as this area has seen 13% growth over the last 10 years. There is also a momentum in the downtown market driven by the recreation and tourism culture in the area exemplified by the Las Colonias River Development and 15-acre business park.

HOUSING MARKET

Demographic research suggests that downtown is attracting a young generation of people starting their careers, and an older generation of retirees 'empty-nesters' who are downsizing. This in addition to a strong residential rental and for sale housing market in downtown, suggests a demand for increased housing and infill development in the downtown.

28%
Residents want more **dining** and **shopping** downtown.

12%
Residents want **longer hours** for businesses.

PROCESS

The goal of Vibrant Together Project is to work with residents and local organizations to create a vision for a thriving downtown. In addition to providing strategies for the downtown, the process has built support from the community as well as local partnerships for successful implementation.

"Everything that matters most to me in Grand Junction is downtown."

02

A COMMUNITY DRIVEN PROCESS TO CREATE A GREAT DOWNTOWN

DOWNTOWN TODAY

Where are we?

Understand the current conditions and trends that influence downtown. This phase will result in a market analysis and understanding of local issues and concerns.

1

DOWNTOWN TOMORROW

Where do we want to be?

Develop downtown goals that align community priorities. This phase will result in goals that provide a framework for action and guide decision making.

2

24,456
People Reached on Social Media

24
Focus Group Meetings

362 INDIVIDUAL SURVEY RESPONSES
Comment Boxes & Community Survey

7
Community Action Team Meetings

OVER **500**
Engaged Community Members

The Vibrant Together process followed four distinct phases, looking broadly at the issues, developing community driven goals, and moving towards more specific strategies and actions to achieve these goals. Each phase provided a number of meaningful opportunities to engage in community dialogue to gain more awareness around the challenges in the community and provide feedback on ideas for change. Through the process there has been a perceivable shift in the community conversation around working together towards common objectives and putting ideas into action.

STRATEGIES

How will we get there?

Explore and refine ideas and strategies to advance downtown goals. This phase will result in a series of strategies that focus on achieving community goals.

3

PRIORITIES AND ACTIONS

Where and how do we start?

This phase will result in a Plan of Development update that identifies key concepts for downtown, implementation recommendations, and key partnerships for taking action.

4

METHODS

COMMUNITY ENGAGEMENT

Feedback from local residents and visitors is essential to understanding the community vision for downtown. Vibrant Together included a wide variety of public engagement activities and strategies to reach a broad spectrum of the population and to make providing input easy and fun. A summary of the engagement process and activities is provided in Appendix C. Community engagement took place in three phases through the project;

DOWNTOWN TODAY AND TOMORROW

The first step in community engagement was working with and listening to the community to identify their perspectives on what works and what doesn't downtown. Between September 2018 and February 2019 community feedback was received at pop up events, comment boxes around town, through an online survey and Instagram surveys, focus group meetings, meetings with stakeholders, the Community Action Team and at a series of strategy workshops followed by a Community Open House. A series of questions were asked that looked to better understand;

1. What downtown means to residents and visitors in Grand Junction;
2. How people get around and what challenges they face;
3. What people like to see or do in downtown now and what they would like to see or do in the future.

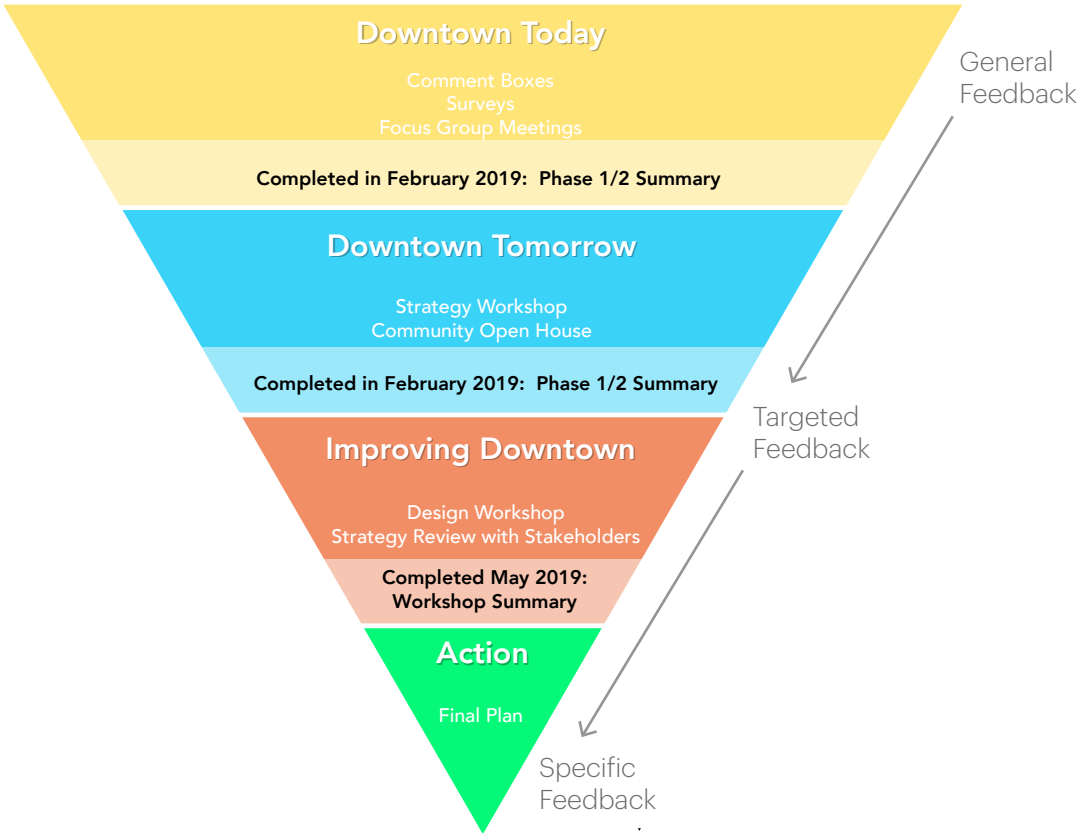
IDEAS FOR IMPROVING DOWNTOWN

The next step in the process was working with stakeholders and the public to identify specific actions to work towards achieving the goals identified in the first phase. A week-long Design Workshop took place in April 30-May 2 2019. The workshop brought together a team of experts to produce conceptual drawings and renderings while gathering immediate feedback from the DDA, CAT, stakeholders and public. This was a collaborative team-based approach that resulted in developing design concepts and strategies. Following the workshop, we met with property owners and potential project partners for review and input on the ideas and strategies encompassed in this Plan.

RECOMMENDATIONS FOR ACTION

A number of videos were produced about the big ideas the Plan would highlight that were distributed on social media. An Instagram Live and Facebook Live answered questions from the community about the ideas in the Plan. Community Action Team members provided blogs on their key takeaways from the project that were shared on the website, social media and in the Sentinel. The goal was to share the ideas in this Plan to build an understanding of these strategies and why they matter to the future of downtown.

COMMUNITY ENGAGEMENT PROCESS DIAGRAM



CONNECTIVITY

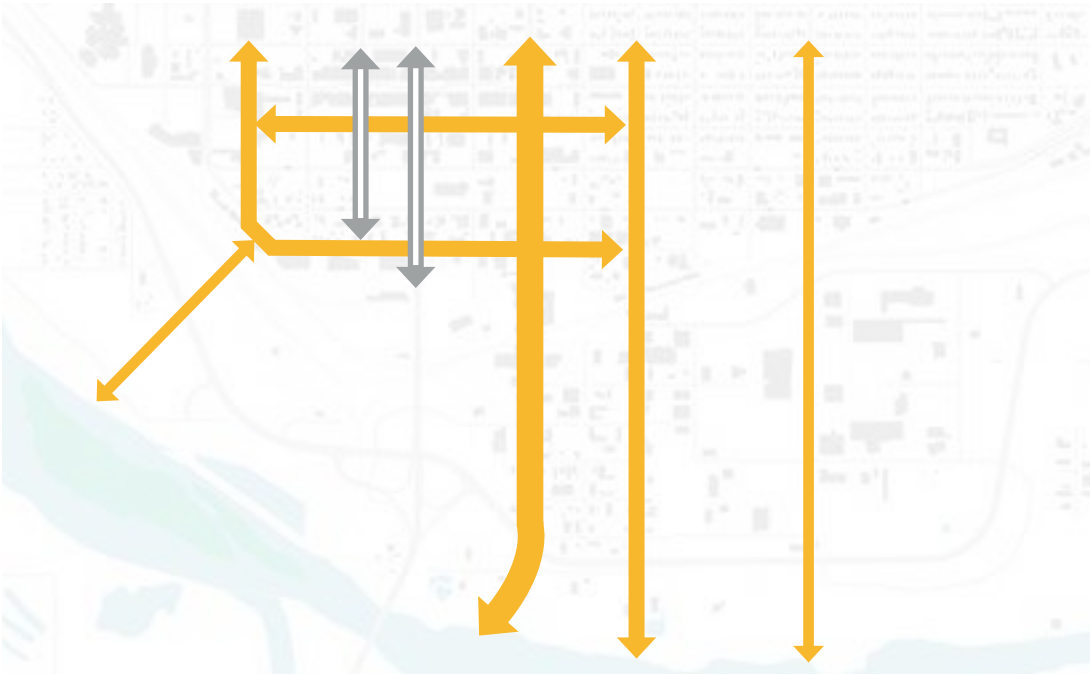
Streets are the connective networks of downtown essential to creating a vibrant community. They are an important part of getting people where they need to go- whether it is to a favorite restaurant on Main Street or a show and the Avalon. A great street moves people, bikes and cars safely and comfortably. Cars should travel slow enough to see businesses and keep people safe, as well as get them where they need to go. Primary corridors, such as Ute and Pitkin prioritize cars. Others, such as Main and Colorado balance the movement of cars, people and bikes. Streets also play an important role in the success of businesses that front them. The space between the street and the building is where the magic happens. Whether running into a neighbor at a street café, stopping to take a selfie with a local sculpture or window shopping for a new pair of shoes- great downtown experiences are made along the street.

"It's a beautiful place to hang out. I love the old buildings, trees, and walkable lifestyle."

03

BIG IDEAS: CONNECTIVITY

CONNECT KEY DESTINATIONS TO DOWNTOWN



1

Convert 4th and 5th to Two Way Streets.

Prioritize pedestrian and bike improvements to improve mobility throughout downtown and to the river.

2

3

Create a 2nd Street Promenade connecting the Train Depot to Two Rivers Plaza.

Initiate a Gateway and Wayfinding Study to improve ease of navigation for pedestrians, bike and vehicles in downtown.

4

C1.

CONVERT 4TH AND 5TH TO A TWO-WAY STREET:

Converting 4th and 5th to two-way streets would promote safer, more comfortable, walking and biking and support more successful businesses along these key corridors. This creates more experiential streets by attracting more foot traffic. More people walking attracts more restaurants with outdoor seating, promotes more drop-in business, and encourages more chances to meet and interact as a community. On the Vibrant Together walking tour, stakeholders noticed 5th Street is significantly noisier and feels less safe with traffic whizzing past. In comparison, walking along 6th Street which has slower traffic, street trees, and nice places to sit feels more comfortable and local residents more often choose to take this route.

Converting 4th and 5th Streets is not a new discussion for the City of Grand Junction. The 1981 Plan of Development addressed this idea and more recently in the Greater Downtown Plan in 2015. Stakeholder meetings with CDOT and the City were generally receptive to the idea of converting to two-way streets. The biggest concerns noted are how this change would be perceived by the community and increased traffic along 5th. Preliminary discussions with traffic engineers suggest that the existing grid would disperse traffic and not provide significant traffic implications to downtown.

Two-way streets are slower, safer, and quieter- which attracts more people to walk and bike along these corridors.

SAFER
STREETS
+
QUIETER
STREETS
+
SLOWER
STREETS
=
ECONOMIC DEVELOPMENT

KEY ACTION ITEMS

ACTION

Increase awareness of the importance and value of two-way streets in downtown among business owners and residents to gather support from the community.

PROJECT

Engage a transportation engineer to model roadway design and configuration to better understand traffic impacts and costs. Explore a temporary re-striping study to 'test' the project, identify potential problem areas for further study, and gain the trust of the community before a larger infrastructure investment.

PROJECT

Following a successful launch of a test project, and with support from the local community, the City could work with the Downtown Partnership to identify a series of larger infrastructure related projects for 4th and 5th that would convert them into multi-modal streets with two-way traffic, on-street parking, bike lanes and sidewalks with street trees and furnishings.

C2.

PRIORITIZE PEDESTRIAN AND BIKE IMPROVEMENTS TO IMPROVE MOBILITY THROUGHOUT DOWNTOWN AND TO THE RIVER.

The Colorado River is an east-west spine of the community. It represents the identity and the history of Grand Junction. A consistent message heard from the community was to promote better walkable and bikable connections from downtown to the River and future development at Las Colonias and Dos Rios.

People need to move safely from north to south and east to west- and everywhere in between- to create a vibrant downtown. There are opportunities to enhance street design elements along existing roadway corridors to provide better pedestrian and bike connections to key destinations in downtown and to the river.

Street design has an impact on if people choose to walk or bike and how they experience a downtown. Some areas of downtown, such as Main Street, have a very comfortable walking environment. However, off Main, there is a need for safety improvements such as better lighting, improved crosswalks and better-quality sidewalks. Design elements to promote safe walking or biking and encourage more active streets include curb extensions, ramps, street trees, street furnishings art and signage as well as lighting to feel safe. Some of these strategies, such as crosswalks and bump outs, could be applied throughout the downtown- or at key intersections- as a low-cost, high-impact strategy.

QUICK WINS FOR MOBILITY

CROSSWALKS

Painted with white stripes or bright colors, these provide increased visibly of legal pedestrian movements to inform vehicles of shared space and inform pedestrians of safe places to cross. Crosswalks could be painted by local artists or community members within the Creative District, tie to local arts and include the history of Grand Junction.

CURB EXTENSIONS

Curb extensions (often referred to as bulb outs) are a simple strategy in downtown to improve pedestrian safety and increase the aesthetics of a street. Curb extensions increase pedestrian safety by decreasing the crossing distance and increasing visibility by extending the curb and sidewalk into streets where on-street parking exists. These can be built as a test project with paint before installing permanent curbs.

7TH STREET

7th should function as a primary connective corridor from Main Street to the Riverfront. It is critical that it be an engaging, walkable and bikeable street. The existing 7th St. corridor has recently updated infrastructure, buildings framing the street, and emerging local businesses. Redevelopment projects along the 7th St. corridor would bring the energy of downtown towards the River and encourage future redevelopment within the Rail District. An 'art trail', with art as a visual beacon, to lead people from the art on Main Street to the River is another strategy to activate the corridor.

PEDESTRIAN BRIDGES

12th Street connects north to Colorado Mesa University and to Riverside Parkway including the future development at the Sugar Beet Factory.

ILLUSTRATIVE PERSPECTIVE OF 12TH ST. BRIDGE

The City has discussed vehicular connections over the Railroad tracks to reconnect the grid along 12th Street as a major north-south thoroughfare. A different way to think about increasing connectivity at this location may be to shift the conversation towards a Pedestrian/Bike Bridge which would have less impact to rail operations and have lower infrastructure costs.

Future planning around the Dos Rios Development would benefit from a pedestrian and bike connection to downtown. It is a relatively short distance from the Dos Rios project area to downtown. However, due to high speed roads and rail lines future residents would need to walk over a mile to dine and shop. A pedestrian bridge from Dos Rios to the Train Depot and potential 2nd Street promenade would significantly increase access in this part of downtown.

7TH & SOUTH

Main Street is approximately 1 mile from 7th and Riverside Parkway. The 7th and South St. intersection is ¼ mile, commonly understood to be a comfortable 5-minute walk, from Main Street. Activating this node will help to draw people along the 7th Street corridor.

9TH STREET

9th Street is a great connection to the river with a lot of potential to provide a safe, walkable pathway.

ILLUSTRATIVE PERSPECTIVE OF 9TH STREET

Many local residents stated 9th Street is preferred walking route because it is quieter and provides a more direct connection from downtown neighborhoods to the River. This street should be a multi-modal road. Streetscape infrastructure improvements should include curb and gutter, buffered bike lanes, sidewalks and art along the corridor.

RIVERSIDE PARKWAY

Riverside Parkway is a road designed for vehicles, not pedestrians. As such it is a barrier between potential redevelopment to access to Las Colonias and the River. Efforts should be made to improve pedestrian at-grade crossings at 7th, 9th, 12th and Winters Ave, which are spaced at about ¼ mile. Pedestrian signals, high visibility crosswalks, bump outs, narrowed turn radii, and refuge islands are strategies that could help to increase pedestrian and bike safety.

SOUTH STREET

Main Street is a great east to west connection but it is a challenging route for bikes. South Street would be an east-west alternative and bike route. It is not highly trafficked, has a wide ROW that could accommodate additional infrastructure, and is a comfortable tree-lined street. In addition, Ouray could be modified to accommodate bikes and provide a safe bike connections to the lanes along 10th Street. These connections would offer a safe bike and pedestrian alternatives to higher-speed streets like Grand Avenue and I-70B.

The intersection of 5th and South Street is an important arrival gateway into downtown but is challenged with heavy infrastructure. Cars travel at significant speeds, traffic merges at Ute and Pitkin, and Whitman Park does little to welcome to downtown. The median in the roadway at the 5th and South intersection restricts movement for east-west vehicles, bikes and pedestrians. This important intersection also provides access to the bus terminal and 7th Street corridor. Discussions with CDOT should identify strategies to slow vehicles and improve multi-modal access at this location. This could include lane narrowing after the bridge to slow traffic entering downtown. Bump outs, sidewalks, signage and landscape to improvements along the roadway provides visual cues for cars to slow and increases pedestrian comfort and safety. Safe pedestrian and bike access must be provided to the bus terminal for the success of transit in the downtown.

COORDINATE WITH CDOT

SIGNAL WARRANT

A warrant is a condition that an intersection must meet to justify a signal installation. A thorough investigation of traffic conditions, accident history, and physical characteristics of the location is necessary to establish warrants for the installation of a traffic signal. The Region Traffic Engineer will conduct the signal warrant study with all the necessary calculations and shall certify that warrants have been met by documenting them in a letter.

Traffic Control Signals can be justified when warrants are met as indicated in the Manual of Uniform Traffic Control Devices for Streets and Highways (MUTCD), Part IV.

KEY ACTION ITEMS

POLICY

The City should amend the GDP to update the 9th Street sections to be more multimodal.

ACTION

The City and the Downtown Partnership should initiate conversations with BNSF to improve pedestrian and bike access over the Rail lines.

ACTION

The City and the Downtown Partnership should engage in discussion with CDOT for traffic calming tools and a better pedestrian crossing at 5th and South.

PROGRAM

The Downtown Partnership to coordinate a community crosswalk paint program at the intersections along Colorado as a pilot project.

PROJECT

The City, with support of the Downtown Partnership, should review intersections along Riverside Parkway, 5th and South, 7th and South, Ute and 2nd, Pitkin and 2nd, and the roundabout at 7th and Main for an improved pedestrian access.

PROJECT

The Downtown Partnership should work with City Public Works, Urban Trails Committee and Neighborhood Groups to better understand the types of bike lanes facilities the community wants.

C3.

CREATE A 2ND STREET PROMENADE CONNECTING THE TRAIN DEPOT TO TWO RIVERS PLAZA.

Connecting the Train Depot to more active areas of downtown is an important issue for the community. The railroad and influenced how the City, and downtown, grew and prospered. Today, people visiting Grand Junction by train stay at the hotels along Main Street a couple of blocks north. Yet, navigating this area is both uncomfortable and confusing for local residents as well as visitors. The roadways are fast, pedestrian crossings are limited, and the sidewalks are in disrepair.

Second street is a direct connection from the Train Depot to Two Rivers Plaza on Main. There are some emerging redevelopment sites along Second Street including a brewery, wine bar and a new hotel. In addition, The Old Train Depot, which noted as many peoples favorite building in downtown, is under new ownership for potential redevelopment. This is an opportunity to create a safe, visible corridor along Second Street and attract additional redevelopment investment in the area.

For this to be a safe and viable route for pedestrians, signalized intersections are critical. Ute Street and Pitkin Street are currently State-owned highways managed and maintained by CDOT. Transportation departments across the country are increasingly recognizing the value of a streets designed for pedestrians and bicycles, as well as vehicles. A key focus in discussions with CDOT should emphasize the importance of moving pedestrian's safely from north to south along the I-70B corridor. This is an obtainable goal and a strong compromise for mitigating the impacts of I-70B on the downtown.

CONCEPTUAL PLAN OF 2ND STREET AND SOUTH STREET CONNECTIVITY

2ND STREET ILLUSTRATIVE PERSPECTIVE

A road diet could allocate 20' of 2nd St. ROW to a pedestrian tree-lined promenade with signage, art, sidewalks, and street furnishings. A pedestrian crossing at South Street, a city-owned and maintained street, would provide safe access from the Train Depot to the 2nd Street promenade.

KEY ACTION ITEMS

PROJECT

The City convened a stakeholder meeting in July 2019 to get feedback about a 2nd Street promenade from nearby businesses and relevant stakeholders. The City hired local landscape architect to help develop design concepts based upon the feedback with the goal of having a completed concept for the 2nd Street Promenade by the end of 2019.

POLICY

Downtown Partnership should coordinate with CDOT to obtain a signalized intersection through a warrant study.

C4.

INITIATE A GATEWAY AND WAYFINDING STUDY TO IMPROVE EASE OF NAVIGATION FOR PEDESTRIANS, BIKE AND VEHICLES IN DOWNTOWN.

Downtown Grand Junction is bisected by highways, rail lines and vacant areas which creates divisions within downtown and makes it challenging to navigate. To encourage people to walk, shop and explore downtown needs to be safe and easy to get around for both residents and visitors. Wayfinding references how people navigate from place to place. Wayfinding is most successful when it is looked at comprehensively through a family of sign elements along key corridors to strategic destinations. Gateways, directional signs, street banners, pavement markings, public art and map kiosks are ways to direct people in a manner that is simple and understandable.

Signage should be provided at a range of scales to assist drivers, bikes and pedestrians in navigating the downtown district. Signage that designates times or distances to local destination is more motivating for people to walk or bike. A wayfinding study should look at other elements of this Plan such as providing ease of access to public parking, an 'Artline', and activation of the alleys. This is also an opportunity to collaborate with local artists and local businesses for how the brand and identity should connect to local history, the arts and culture of Grand Junction.

KEY ACTION ITEMS

PROJECT

The Downtown Partnership should initiate a comprehensive wayfinding and gateway study to provide a strategy for bringing people to and navigating around downtown.

51%

of comments would like to see more bike lanes and bike racks.

78%

of survey respondents go downtown 1X or more per week

73%
DRIVE

20%
WALK

7%
BIKE

Streets are an important part of getting people where they need to go- whether it is to a favorite restaurant on Main Street or a show and the Avalon. A great street moves people, bikes and cars safely and comfortably.

PLACEMAKING

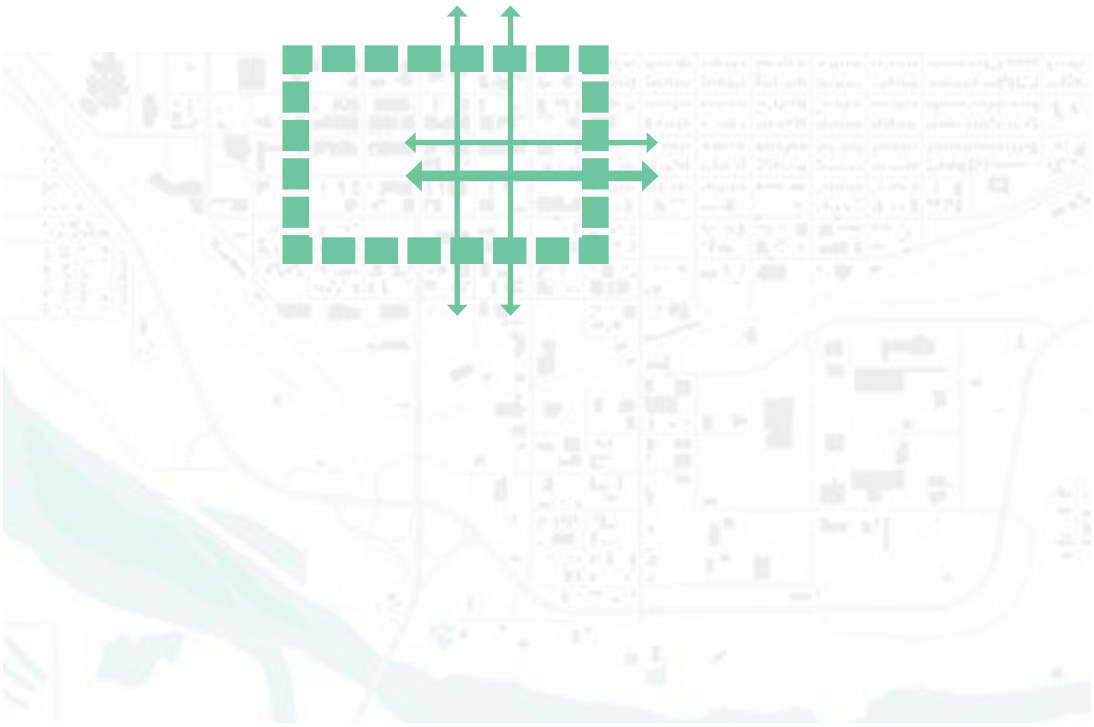
People are looking for more than shopping in downtowns. They are looking for an experience that includes dining, events and interacting with neighbors. Placemaking is key to creating a downtown experience. Interesting and interactive spaces create thriving places people want to live and hangout. Placemaking can be creative in leveraging local arts and culture to highlight a community. It can be transformative in building the character and quality of place that also sparks reinvestment. It can be low cost by looking at opportunities for small changes using minimal or reused materials. Anyone can be a placemaker. A business who builds a parklet in front of their store, a developer who adds a plaza with a park, or a community of artists that come together to paint a ground mural at an intersection- all are contributing to the spirit of community driven places.

"Downtown Grand Junction is the hip, cool, artsy, exciting part of town."

04

BIG IDEAS: PLACEMAKING

ENHANCE THE VIBE IN THE DOWNTOWN



1

Extend the vibrancy from Main Street to Colorado Avenue between 4th and 7th Streets.

Encourage more community gathering and event space in downtown.

2

3

Activate alleys and breezeways.

Low-cost improvements to improve safety at Whitman Park.

4

5

Develop (a) parking program(s) to better utilize parking.

Adaptive reuse of buildings to activate the street frontage.

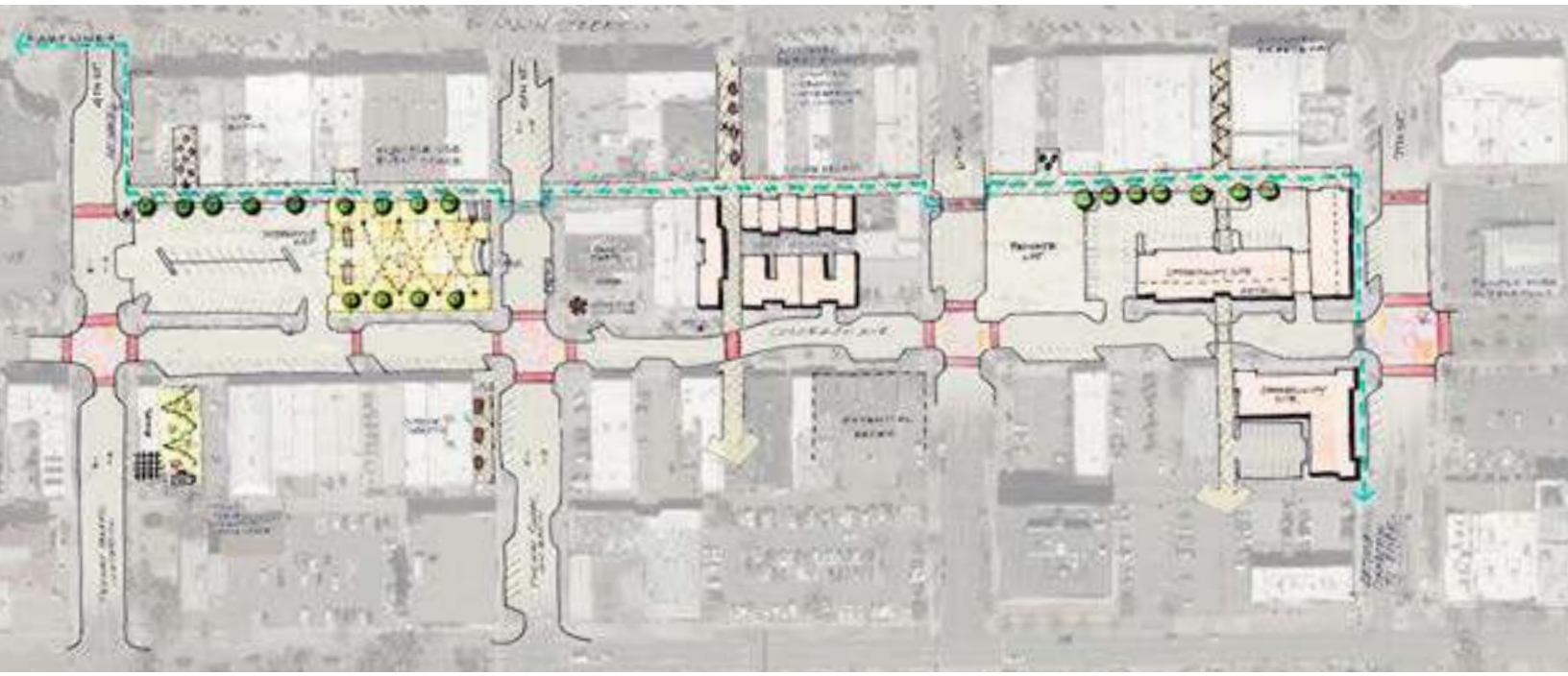
6

P1.

EXTEND THE VIBRANCY FROM MAIN STREET TO COLORADO AVENUE BETWEEN 4TH AND 7TH STREETS.

Great downtowns are more than a great Main Street. They are a network of streets, spaces, and buildings that work together. Expanding the energy of Main Street towards the emerging businesses along Colorado will extend the vibe to create more activity downtown. New and different businesses in downtown will capture a more diverse set of shoppers, which will attract new and different people to come downtown, which will in turn attract more businesses. This business diversity is healthy for downtowns to serve a wide range of people, from students to families to active retirees, and contribute to interesting and engaging places to hang out. Encouraging business expansion along Colorado makes sense. Colorado is a great street, with updated infrastructure and strong local businesses to frame to the street on the south side. Extending the momentum to the south of Main Street is a first step towards extending this energy towards the river, and encourages development towards the Rail and River Districts.

CONCEPT DISTRICT PLAN



DOWNTOWN CONCEPT DIAGRAM

KEY ACTION ITEMS

ACTION

The Downtown Partnership should work with the local businesses to create a brand and marketing strategy for this area which could include the 'Artline', identity of the alleys and breezeways, murals, creative district programs and event programs.

P2.

ENCOURAGE MORE COMMUNITY GATHERING SPACES IN DOWNTOWN.

The community expressed interest in more spaces downtown for people of all ages to hang out. Events and programs are a huge success in downtown and bring many people downtown but it is cumbersome to close Main Street. An additional event space or plaza would provide a venue and the infrastructure to increase and/or improve events in the downtown as well as to provide a location for casual public gathering in downtown during off-event times.

An event plaza could be implemented incrementally. The first step would be to keep the parking and block off the space during events. A next step could be incorporating low-cost improvements such as a ground mural, temporary seating and overhead lighting. If successful based on feedback from businesses and the local community, options could be explored for dedicating a permanent event space with a stage. This could include plaza paving, new safe-restrooms, lighting, electrical, tents spaces, sculptural/interactive art pieces and/or play structure. Parking could be incorporated as an off-event use in any option, but could be phased out based on community and business preference.

ILLUSTRATIVE OF FESTIVAL PLAZA

The City-owned lot between 4th and 5th Street along Colorado would be an ideal, central location for a future event plaza. It is located central to Main Street, fronts to an active alley with strong businesses and is in the proximity of other local businesses that would benefit from increased customers in the area.

"Placemaking is a multi-sided approach to the preparation, design, and administration of public spaces. The overall focus of the method invites the use of a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being."

20% of people would like to see more spaces to **TO HANGOUT DOWNTOWN**

20% of survey comments would like to see more events including **LIVE MUSIC AND FESTIVALS**

KEY ACTION ITEMS

ACTION
Test the concept of a flexible use event space at 5th and Colorado within the existing Downtown Partnership programs/event schedule. Explore locating farmers markets, chalk art festival, adding a temporary music stage to an existing event and/or as a designating as a food truck location.

ACTION
Utilize the lot at 5th and Colorado for a pilot food truck program, that happens once or twice a month.

POLICY
Update the Downtown mobile vending ordinance to incorporate food trucks into Downtown and identify potential pod sites for food trucks Downtown.

PROJECT
Based on feedback from the businesses and local community, develop a plan to implement permanent improvements in the plaza.

PROGRAM
Develop a pop-up shop program to activate spaces downtown.

P3.

ACTIVATE THE ALLEYS AND BREEZEWAYS

The alley and breezeway networks are a unique part of downtown which could become part of the identity for the Grand Junction arts scene. Activating the alleys and breezeways would enhance the permeability between Main and Colorado to boost a vibrant, creative and active district. Specialty paving, wall and ground murals, overhead lighting, and businesses with rear entrances would contribute to the 'sense of place'. Improvements to the alleys and breezeways will also make alleys safer by increasing visibility and sense of comfort. Local maintenance and utility companies should be coordinated with to maintain function of the alleys so improvements do not impede operations.

KEY ACTION ITEMS

ACTION

The Downtown Partnership and the Arts Commission should collaborate to develop a Murals Grant Program to encourage both local and regional artists and highlight the unique history and character of Grand Junction.

POLICY

Review and/or revise the existing façade grant program to include back of building improvements.

POLICY

The Downtown Partnership should partner with existing businesses and the City on revising the regulatory requirements to allow for a sizable site to be used by multiple businesses as a way to lower costs.

PROJECT

Coordinate with the City to implement larger scale investments such as improved paving, increased lighting, signage in the alleys.

ILLUSTRATIVE OF ALLEY IMPROVEMENTS

Businesses should be encouraged to locate entrances along the back alleys. Some local businesses have already put entrances at the back of their buildings to address the parking along Colorado.

ILLUSTRATIVE OF ALLEY IMPROVEMENTS

Some Main Street business owners commented that the deep retail spaces are difficult to fill. Activating the backs of the buildings with entrances offers the additional benefit for businesses to co-share spaces, sub-divide to two separate businesses or expand their operations.

FOOD TRUCKS

Another way of activating spaces downtown and bringing people together is to bring food trucks to a central location. Food trucks are becoming an 'indicator' for cool places to hang out. A common misconception is that food trucks offer too much competition to existing restaurants. In reality, food trucks often draw people more people to a central place by offering a range of food choices that can bring more customers to nearby restaurants. Food trucks have the unique ability to activate a space temporarily or permanently for a low-cost investment. Additionally, a popular food truck will often out-grow the food truck space and find the need to move to a brick and mortar building, bringing more restaurants to activate downtown.

ILLUSTRATIVE OF WALL MURAL AND STREET ACTIVATION

Murals, both on the walls and on the ground, are a great way to make alley and breezeways seem more vibrant and connect to the arts scene in Grand Junction.

WALL MURALS

Murals are associated with increased foot-traffic in an area, the colors and messaging offer positive benefits for mental health and have been linked to equitable development when derived from a community driven process. A blank wall with no street activity can be activated through wall murals, as well as other adaptive reuse strategies, to make the street frontage feel more engaging. Murals in the alleys could be a destination along the Artwalk from Main Street to the River.

ACTIVATION KEEP IT SIMPLE

The community must own and drive ideas.

Use success to educate about the power of local retail clustering.

Expect to vendor pod to spur permanent real estate activity.

Consider some permanent vendors that are not food related.

Use a lean startup model.

Vendors can also cluster under a single roof.

Find community champions.

Unnecessary to be slick and over-designed.

Keeps things real and funky.

ATTRACTION PARTNERS ARE KEY

The DP could help to provide a tap with multi-unit adapter or encourage the vendor to bring their own water.

The DP can work with The Incubator to develop programs to help incentivize food trucks and mobile vendors in downtown.

Food Preparation could be coordinate with the Business Incubator for shared commissary kitchen(s).

Consider functional operations; access to water, food preparation, waste disposal and on-site electricity.

The DP could provide on-site dumpster or haul-away service and electricity through a truck generator or through a shared utility agreement.

P4.

LOW COST DESIGN STRATEGIES FOR WHITMAN PARK

Whitman Park has long struggled to serve the downtown as a park should, for respite, enjoyment and relaxation. The perception that the park is enclosed by streets and is cut off from the city allows for the park to serve as a haven for socially unacceptable activities. A redesign of the park is needed to encourage visibility from the street. Some simple, low-cost strategies to improve visibility include activating the edges with parking, high branching trees lining the sidewalks at the edge, removing trees and visual obstructions from the center of the park, creating an active space with moveable chairs, and encouraging development across the street to face towards the park. Critical to the success of any redesign effort will be addressing the nature of the roadways that surround the park to be more active and less of an island.

KEY ACTION ITEMS

ACTION
Bring a design competition to redesign Whitman Park. This should engage local or national experts to think creatively about low cost solutions for Whitman Park.

PROJECT
Work with the Downtown Community to build low cost safety improvements to Whitman Park.

PROGRAM
Establish a Public-private partnership oversee maintenance and a sense of ownership to protect the transformation of the uses of the park.

P5.

DEVELOP (A) PROGRAM(S) TO BETTER UTILIZE PARKING

Downtowns need the right amount of parking, in the right places, to thrive. Too much parking takes up valuable space that could generate revenue and creates voids to discourage activate streets. Insufficient parking can create traffic congestion and create challenges for local businesses.

What draws people downtown is great shops, restaurants and spaces in the downtown in an active, comfortable walking environment. A more walkable and vibrant downtown is difficult to achieve when the priority is put on providing parking. Future development in downtown should aim for a better utilization of parking to encourage infill and activation of the downtown.

DOWNTOWN PARKING STUDY 2015

DOWNTOWN BUILDINGS

DOWNTOWN PARKING LOTS

A significant amount of downtown is dedicated to surface parking lots. A parking study, initiated by the City in 2016, shows most of these lots are in downtown are under-utilized.

SHARED PARKING AGREEMENTS

Shared parking utilizes parking jointly among different buildings or businesses so parking can be used at all times of day. This strategy may focus on providing more employee parking downtown. Other agreements could provide overnight security during events/off hours. A first step would be to explore an agreement with private property owners at 7th and Ute and the Elks Lodge lot to increased parking downtown or offset potential loss of city lot parking spaces.

EASE OF ACCESS TO PARKING

Wayfinding signs should direct and inform people to underutilized parking facilities. Connecting physical wayfinding navigational signs to a smart parking app can show people how many spaces are available in a garage, lot, or along the street and direct them how to get there to make an easy, positive parking experience.

ACTIVE PARKING MANAGEMENT

Active enforcement of parking has the potential to increase revenues for parking in downtown. Parking management encourages more efficient use of parking resources and more efficient travel choices. Additional regulations on parking such as dedicated delivery times and parking durations (such as 15 minute and 2 hour parking zones) can help increase retail turnover and make parking easier to find for customers. Pricing incentives such as increased pricing for higher demand spaces or discounted parking for downtown business owners or residents can help to offset the impacts.

PARKING TECHNOLOGY

Integrating the use of apps is an effective strategy to manage parking and offer the ability to adjust parking prices based on demand or let users know where there is a vacant parking space. Providing credit card readers will capture customers that typically pay by phone or credit/debit card.

DOWNTOWN PARKING DISTRICT

A parking district defines an area to be managed holistically from a parking and transportation perspective. A district-wide parking approach allows for vehicle to utilize parking reservoirs, while taking into consideration a reduction in parking to support active modes of transportation.

PARK AND RIDES

Larger events and long-term parking strategies could look to provide park and ride options utilizing the new Dash Shuttle Route. Overflow lots for downtown events could be located at Las Colonias, the airport, CMU or on underutilized sites in the Rail District. Coordinating a parking agreement with an under-utilized lot in the Rail District with a park and ride (and/or bike share) would provide a quick win strategy for increasing employee parking options in the downtown.

ZONING CODE UPDATES

Plan review requirements may include maximum parking requirements, flexibility in providing parking off-site, and incentives for shared parking. Parking reductions for affordable/workforce housing or transit-oriented developments could be considered.

KEY ACTION ITEMS

ACTION
Hire an app developer to update existing parking app to coordinate wayfinding and parking locations, on demand parking pricing structures.

PROJECT
Add credit card readers to downtown meters and enforce parking.

ACTION
Look at opportunities for shared use agreements in private lots and/or a pilot park and ride employee parking program utilizing the Dash.

POLICY
Review zoning code to incorporate smart parking strategies to reduce parking demands that may inhibit development.

P6.

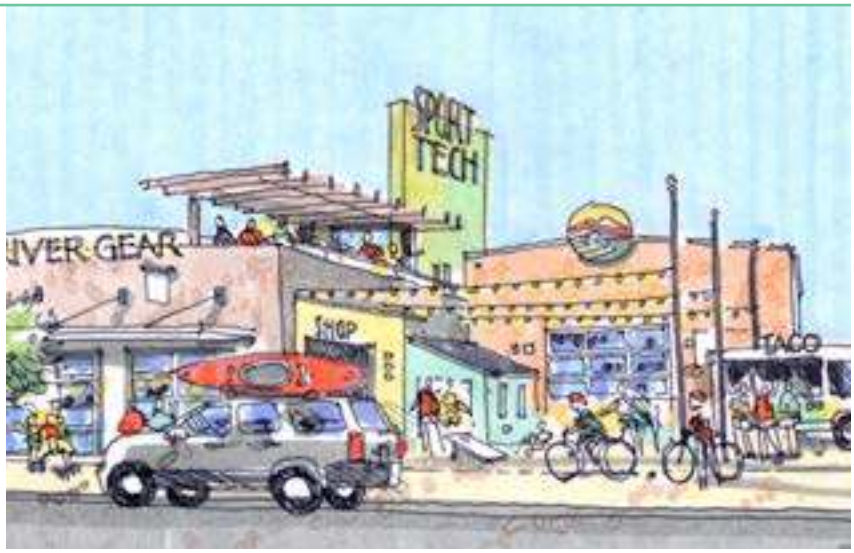
ADAPTIVE REUSE OF BUILDINGS AND SPACES TO ACTIVATE THE STREET FRONTAGE

Incremental development is the idea that growth doesn't happen all at once but incrementally over time. This model is focused on small projects in the scale and context of the existing neighborhood. This encourages local business owners and homeowners to take on the role of a developer through strategies such as additional dwelling units (ADU's), adding rental units over a business, building housing units or retail space on existing property, or bringing food trucks to activate a vacant space. Incremental development is an easy and tangible strategy to build value and contribute to the community.

Adaptive reuse is often a first step in incremental development by re-purposing buildings from their original purposes for different functions while at the same time retaining their historic features to maintain the character of a certain area. These projects are often easier to achieve because of lower infrastructure and construction costs. Adaptive reuse can be done through reactivation of a site or maintaining portions of an existing building as a part of a large project. This provides powerful story-telling to future generations and visitors while protecting a distinct architectural identity that positively impacts the community.

ILLUSTRATIVE OF FOUND SPACES

Building improvements that are small scale and low cost can do a lot to activate the street frontage and bring more vibe to downtown. Overhead lighting, seating, rooftops and food trucks create a cool place to hangout.



ILLUSTRATIVE OF BUILDING IMPROVEMENTS

Murals, garage doors, outdoor seating, lighting and landscape are strategies building owners can do to increase their personal property value as well as create an engaging downtown experience.

BUILDING IMPROVEMENTS

Redevelopment doesn't always need to be a big project. There are opportunities to activate the street frontage through low-cost private investment. There is no shortage of unique historic buildings in downtown Grand Junction that could be rehabilitated through potential grant programs and low-interest loan programs.

FOUND SPACES

Found spaces are small or large, under-utilized spaces that private property owners can activate on their lots to provide places for respite along the street. Pallet benches, tables and chairs, picnic tables, overhead lighting, grass mats, painted asphalt, lawn games and planters are all low-cost ways to invite people to hangout. The more 'dwell time' people spend in a space or area, the more likely they are to buy something. There are many vacant spaces along downtown streets that business owners could activate the property to capture more customers.

START UPS AND POP UP BUSINESS

Outdoor markets offer low-cost, low-risk entry into a small business and also serve to activate certain areas of downtown. Markets can also come together under one roof to offer food and wares, effectively creating a larger grocery store. Multiple vendors, such as the butcher, florist, baker, and dry goods vendors act as individual entities yet partner together visually and legally to provide food access for downtown residents. There should be a focus to extend this type of local small business atmosphere along 7th St to activate the corridor.

The concept of implementing a 'Holiday Pop-Up Shop' is an opportunity for growing retailers or entrepreneurs to test the Downtown Grand Junction market as a viable option for a brick-and-mortar location while contributing to the consumer experience during one of our busiest shopping seasons. It's also a creative strategy for attracting new retail concepts to Downtown and filling vacant spaces during the holidays.

This program is recommended to be carried out from October 15 - First Week of January each year. Selected retailers would be notified of their approval into the program before the short term lease start date. The Downtown Partnership would work with current property owners in vacant buildings to explore short term leases for applicants that are accepted for the particular calendar year.

KEY ACTION ITEMS

ACTION

Encourage local businesses and artist to bring temporary art/sculpture, movable seating, lighting and other temporary design ideas to activate the space.

POLICY

Remove restrictive regulations that make small business startups difficult and allow them to cluster to create a larger entity.

PROGRAM

Create incentives for private property improvements through grants.

20% of comments would like to see MORE EVENTS including live music and festivals

Placemaking is key to creating a downtown experience. Interesting, interactive spaces create thriving places that people want to live and hangout.

DEVELOPMENT

While Main Street is at the heart of downtown, there is a need to look at infill opportunities in the Rail and River Districts as a way of creating a bridge between Downtown and the River. Infill development is important to bringing more people living and working downtown, which is important for making downtown feel more active and safer. There is significant momentum for development in Grand Junction, including redevelopment along the Riverfront at Los Colonias and Dos Rios, new infill development downtown including GIS offices and townhomes at R5, and adaptive reuse projects such as the Train Depot and Sugar Beet Buildings.

"I have lived downtown before and I loved it and miss it. I hope too again."

05

BIG IDEAS: DEVELOPMENT

BRING MORE PEOPLE DOWNTOWN

1

Support existing businesses in the downtown through programs and attract more business diversity downtown.

Develop (a) grant program(s) to incentivize small scale local reinvestment.

2

3

Adjustments to codes and policy that are barriers to development.

Leverage the Downtown Partnership financial tools to incentivize development.

4

D1.

SUPPORT EXISTING BUSINESSES IN THE DOWNTOWN THROUGH PROGRAMS AND ATTRACT MORE BUSINESS DIVERSITY DOWNTOWN.

Small business owners and downtown property owners are in some cases struggling to be successful. A history of vacancies in downtown has led to a fear that expanded development around downtown will shrink business for existing shops. The truth about vibrant downtowns is that expanding activity and options creates a virtuous cycle of prosperity. People like to be in places where other people are. The Downtown Partnership should work with businesses to help foster their success and to understand that more businesses is good for all businesses.

KEY ACTION ITEMS

ACTION
Contract with a Retail and/or Small Business consultant to offer to aid building owners to encourage better business marketing, trainings, and address business hours.

PROGRAM
Utilize Business Improvement District (BID) and work with GJEP on attracting business to the downtown.

PROGRAM
Coordinate with the Business Incubator on a Feasibility Study to connect local entrepreneurs, educational programs and resources to downtown.

PROGRAM
Creating Spaces for Artist/Artists in Residence, maker spaces and pop up shops.

D2.

ADJUSTMENTS TO CODES AND POLICY THAT ARE BARRIERS TO DEVELOPMENT.

The main barrier to substantial new investment in downtown is off-street parking standards. The 7th St. corridor is a key multi-modal corridor connecting the downtown core with the new Las Colonias development and the Colorado River. While there is clearly an intent to bring new development and interesting uses to this corridor, parking requirements and limitations for what is allowed in the C-2 zone make reuse of these sites challenging. The City has taken steps to reduce barriers to development and redevelopment within the downtown core, such as on-site parking reduction allowances. These strategic zone changes should be considered beyond the downtown core, such as along 7th Street.

KEY ACTION ITEMS

POLICY

Reduce off-street parking requirements within zones in the larger downtown area. Expand off-street parking reduction allowances beyond the downtown core.

POLICY

Identify and revise code barriers that make adaptive reuse difficult to achieve. For instance, allow flexibility in achieving key life safety requirements of building code to encourage adaptive reuse of older buildings and avoid incentivizing them being torn down.

POLICY

Conduct a code audit to identify additional barriers to development and allow for greater

D3.

DEVELOP (A) GRANT PROGRAM(S) TO INCENTIVIZE SMALL SCALE LOCAL REINVESTMENT IN THE DOWNTOWN

Incremental development and adaptive reuse are small scale local reinvestment strategies that can be leveraged to activate vacant areas of downtown. Grant and loan programs administrated by the Downtown Partnership to encourage small scale investments could help to encourage targeted outcomes for downtown development. These could be administered through an application process and awarded to projects that would (1) maximize public benefit and (2) be unlikely to occur without resource support. Grants would be awarded to support business and/or property redevelopment in projects to support the goals of this Plan.

ILLUSTRATIVE OF LOCAL REINVESTMENT

Examples of potential projects include storefront improvements, upper floor retrofit grants, and "storeback" improvements.

KEY ACTION ITEMS

ACTION

Coordinate with the City to incentivize redevelopment on existing parking lots to activate the street frontage along this key section of Colorado.

PROGRAM

Develop a Storefront and "Storeback" Improvement Grant to encourage property improvements for local retailer including building facades facing the alleys and bisecting spaces for co-retail.

PROGRAM

Develop a Grant program Tenant Improvement Grants: Aimed at larger building activation strategies, making the building commercially viable or renovating historic buildings and bringing them up to code.

PROGRAM

Develop a program for start up grants or start up loans/microloans to encourage new businesses downtown. These should be aimed at small scale local investors such as food trucks, pop-ups and micro-retail entrepreneurs.

D4.

LEVERAGE THE DOWNTOWN PARTNERSHIP FINANCIAL TOOLS TO INCENTIVIZE DEVELOPMENT.

Pre-development costs are the highest risk funds in development because many well-intentioned projects fail before they get off the ground. Municipal fees, like tap fees, and property taxes can also be significant development costs that local governments can consider changing, abating or discounting in order to spur increased development. One of the benefits of downtown infill is the infrastructure is in place. This can justify a reduction of impact fees as it does not require the City to build new roads or put new utilities in place. The Downtown Partnership and City should work together evaluate establishing property tax abatement programs could be incentivize development. Term-limited property tax abatements are an increasingly common tool being used to jump-start redevelopment within downtown areas.

KEY ACTION ITEMS

POLICY

The DP and City should work together reduce, remove or reimburse impact fees to encourage development within the DP through incentive programs.

PROGRAM

The DP could work with the City to develop a Property Tax Reimbursement or a 10-year tax abatement program to jump-start redevelopment by lowering operating costs for developers.

D5.

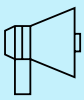
IDENTIFY A CATALYST PROJECT FOR THE DEVELOPMENT PARTNERSHIP IN THE DOWNTOWN

The first redevelopment project in a downtown area is always the most difficult to finance, because banks relay on "comparable" projects to underwrite development loans. If there are no recent examples of new downtown projects, banks are reluctant to lend. Cities and DDAs can help jump start private investment by partnering on early projects, which make every subsequent project easier.

There is an opportunity to build momentum for downtown development through a catalytic Public-Private Partnership (PPP) development project. This would require securing a site, defining a set of incentives and partnering with a developer to build a project. The level of partnership can range from facilitation and identifying incentives, to grants and land cost discounts, to co-investing in the project depending on the risk tolerance of the Downtown Partnership.

A similar strategy has been used at R5, and the lessons learned from this project can help to improve future RFP processes. The selected site should be strategic to achieving the goals of this plan. A site along the 7th Street or Colorado St. corridors would be an ideal project to activating these key corridors. Some case studies have been identified as potential projects on the Startek site, a city owned parking lot at 7th and Colorado, and the former Flea Market site.

KEY ACTION ITEMS



ACTION

Partner with the City or private property owners on site identification/land acquisition. Prepare and issue a Request for Interest (RFI) to developers. Pro-actively market to qualified developers in and out of the local market. Marketing materials should include key goals and an identification of incentives, such as land cost discounts, pre-development funds, etc.

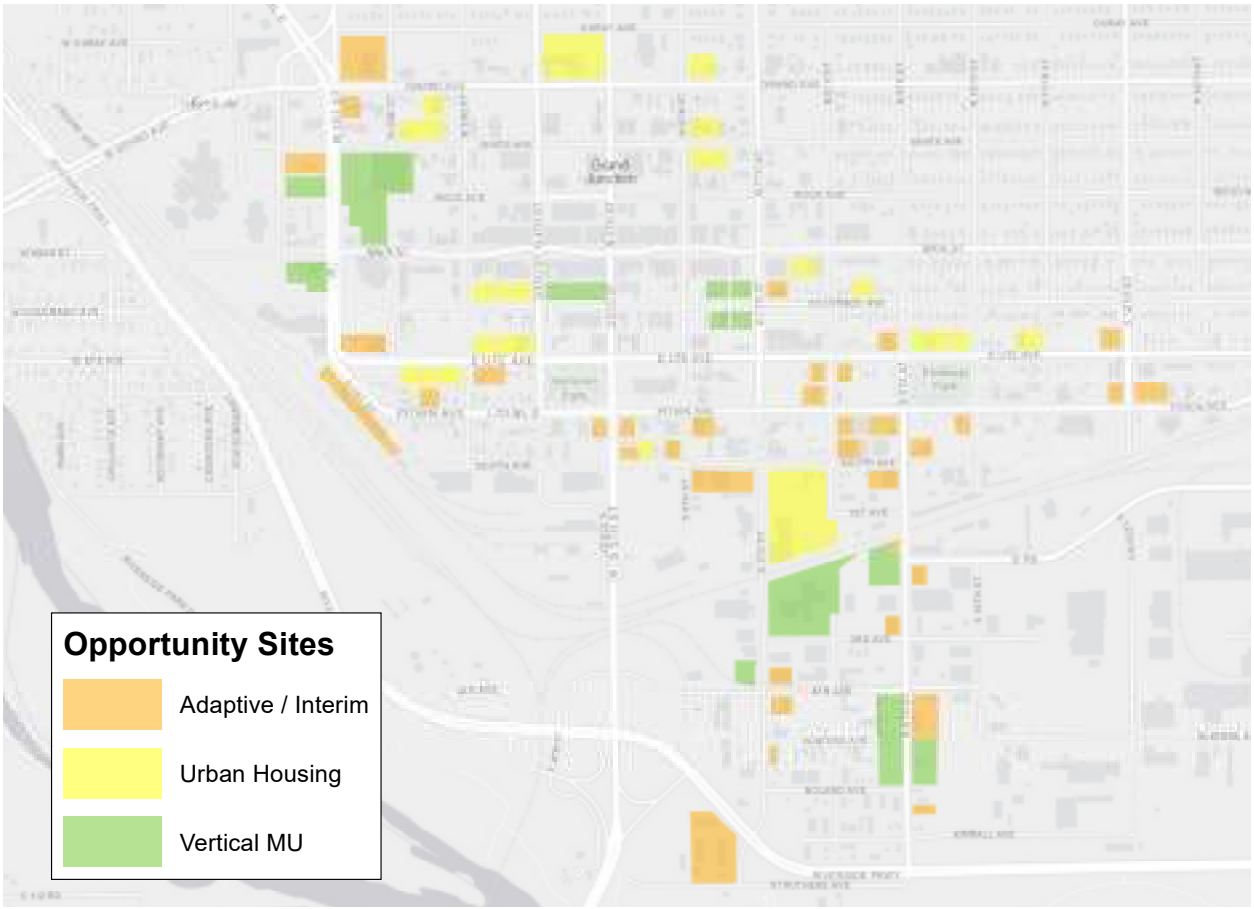
CASE STUDIES

OPPORTUNITY SITES

Three development types were identified as key opportunities for increasing activity in the downtown; adaptive reuse, vertical mixed use and urban housing. These can be applied to a broad range of opportunity sites within the downtown.

Three case studies were explored to better understand the development potential for downtown within the current market and assure that recommendations realistic and achievable. The goal is to identify roadblocks and inform recommendations for creating a more development friendly downtown.

OPPORTUNITY SITES IN DOWNTOWN GRAND JUNCTION



	VERTICAL MIXED USE	URBAN HOUSING	ADAPTIVE REUSE
LOCATION	Downtown core and commercial corridors	Downtown areas without good commercial frontage, residential areas at edge of downtown	Edge of downtown core, railyards district, industrial areas
USES	Residential w/ retail ground floor	Townhomes, cottage court, small apartment or condo buildings	Food carts, micro-retail, live/work
BUILDING CHARACTERISTICS	4-6 stories wood frame over 1 story of parking and/or retail or 3-4 stories all wood frame with small retail component	1-3 stories wood frame	Good street-frontage, historic character, covered outdoor space (Re-Use) / Parking lots, gravel lots (incremental)
LOT CONDITIONS	At least ½ acre, retail-friendly street frontage	At least 1/4 acre	At least 1/4 acre

SITE PLAN

The Flea Market site is a 1.3acre parcel located at S. 7th St. and South Ave. It is zoned C-2 (general commercial) with a commercial corridor overlay. It features an existing 14,000 square foot industrial building as well as a large paved surface parking lot. This corner site is a prime development opportunity that is ideally located at the edge of the downtown core along a stretch of S. 7th that recently received significant public investment in the form of a streetscape treatment.

FLEA MARKET SITE | WHAT WE LEARNED

Lower barriers to entry for local entrepreneurs - lower rents.

Concept can be applied broadly– many underutilized parcels throughout downtown.

Clustering spurs innovation and creates regional destination.

Opportunity to expand food access.

Work with business owners to become future owners of brick and mortar buildings through seller-financing.

Cultivate future brick and mortar tenants.

Food carts on a vacant lot 1/10 cost of ground up retail.

SITE PLAN

The former StarTek site is a 5.25 acre parcel located at S. 7th St. and South Ave. It is zoned C-2 (general commercial) with a commercial corridor overlay. It features an existing 50,000 square foot industrial building as well as several large surface parking lots and an undeveloped area formerly occupied by several older structures. This large site is a prime development opportunity that is ideally located at the edge of the downtown core along a stretch of S. 7th that recently received significant public investment in the form of a streetscape treatment.

STARTEK SITE | WHAT WE LEARNED

Parcels are largely shovel ready - require minimal site improvements to start development.

C-2 zone parking requirements restricts feasibility.

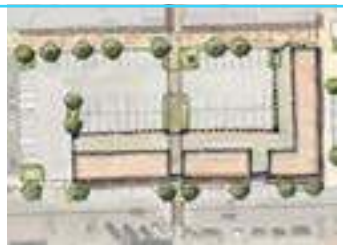
Having low-cost industrial building offers opportunity for creative adaptive reuses.

Potentially streamline permitting / reduce plan review for downtown housing development projects.

Functional parking minimums for high density - .5 spaces per unit, 1 space per 1,000sf commercial.

With construction costs escalating 30% over the last few years. New construction may be feasible at 120% of AMI.

CASE STUDY 3 - 7TH AND COLORADO



SITE PLAN

The city-owned site at 7th and Colorado is an ideal candidate for more intense mixed-use infill development. This can take the form of a traditional development model or, with the site already in public ownership, a public-private partnership.

7TH COLORADO | WHAT WE LEARNED

B-2 zone is extremely flexible.

With construction costs escalating 30% per year, new construction may be feasible at 120% of AMI.

No parking required (with caveats).

Public-Private Partnerships should require downtown-supportive outcomes. Ie: workforce housing, lower on-site parking standards, street-activating uses and building forms.

Potentially streamline permitting or reduce plan review.

Marketing does not support structured or underground parking.

Public participation may be required to get initial projects off the ground.

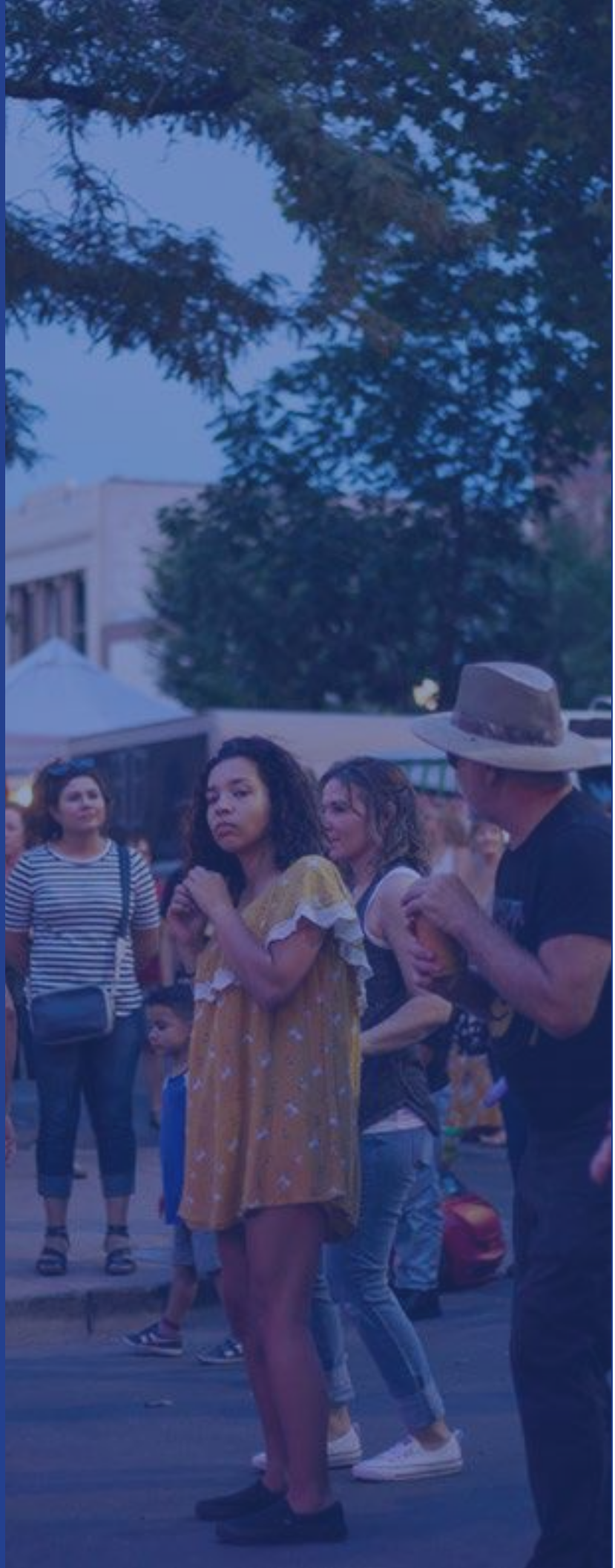
27% of survey respondents not currently living downtown would like to.

Infill development is important to bring more people living and working downtown, which is important for making downtown feel more active and safer.

IMPLEMENTATION

This Plan provides a roadmap for how to approach development in the downtown. It is meant to guide progress that is reflective of a community vision. The intent is to provide actionable strategies for success with enough flexibility to adapt to a market shifts and changing trends.

When it comes to development, the Downtown Partnership should serve the role of a partner and a facilitator to match resources to get people in the market to get things done. Another key outcome of these strategies will be to attract more properties by increasing the influence and strength of resources. The improvements outlined in this Plan will to help the Downtown Partnership to be more effective and yield more influence which will in turn encourage additional properties to participate and expand the boundary.



"I love the potential of Downtown GJ. I get excited about what this place can be."

06

CONNECTIVITY

IMPLEMENTATION STRATEGIES

STRATEGY	ACTION	TIMING
C1: Convert 4th and 5th to Two Way Streets	Action. Informational sessions to increase awareness of the importance and value of two-way streets in downtown among business owners and residents to gather support from the community. City Council should vote to make this a project.	Short Term
	Project. Temporary re-striping study to 'test' the project north of Grand Avenue. Identify potential problem areas for further study, and gain the trust of the community before a larger infrastructure investment.	Mid Term
	Project. Following a successful launch of a test project, and with support from the local community, the City could work with the DP to identify a series of larger infrastructure related projects for 4th and 5th that would convert them into multi-modal streets with two-way traffic, on-street parking, bike lanes and sidewalks with street trees and furnishings.	Long Term
C2: Prioritize pedestrian and bike improvements to improve mobility throughout downtown and to the river.	Policy. Amend the GDP to update the 9th Street sections to be more multi-modal.	Short Term
	Action. Initiate conversations with BNSF to improve pedestrian and bike access over the Rail lines at 2nd Street and 12th Street.	Mid Term-(With New Projects)
	Program. Coordinate a community crosswalk paint program at the intersections along Colorado as a pilot project.	Short Term
	Project. Review intersections along Riverside Parkway, 5th and South, 7th and South, Ute and 2nd, Pitkin and 2nd, and the roundabout at 7th and Main for an improved pedestrian access. 6th and Grand, 3rd and Grand.	Long Term
	Project. Better understand the types of bike lanes facilities the community wants. Develop a design plan and identify funding to implement bike lanes.	

DP ROLE	PARTNERSHIPS	FUNDING
City Led Project, DP to assist with advocacy. Business and neighbour outreach and support.	Business Owners, Stakeholders, Neighbourhoods	
	City Lead, DP Support	
	City Lead, DP Support	Potential Funding Partnership with the DP.
		Identify CIP funding
Support implementation of multi-modal facilities in new projects.		Identify CIP funding
Facilitate with artists and City.	DP Lead, City Support, Arts and Community Support.	City and DP to partner on Funding. Look for Grant funding and Creative District Funding.
City Led Project, DP to assist with advocacy. Business and neighbour outreach and support.	City lead Pedestrian Access Plan.	Identify CIP funding
City Led Project, DP to assist with advocacy. Business and neighbour outreach and support.	Neighbourhood Organizations, City of Grand Junction, Urban Trails	Identify CIP funding

STRATEGY	ACTION	TIMING
	Action. Engage in discussion with CDOT for traffic calming tools and a better pedestrian crossing at 5th and South.	Mid Term
C3: Create a 2nd Street Promenade connecting the Train Depot to Two Rivers Plaza.	Project. As of summer, 2019, the City has initiated a study group to look at ideas for a pedestrian corridor along 2nd Street and has identified this as an important project for downtown.	Short Term
	Action. Coordinate with CDOT to obtain a signalized intersection through a warrant study to better understand the need for a signal at these intersections and the Communities support.	Short Term
C4: Initiate a Gateway and Wayfinding Study to improve ease of navigation for pedestrians, bike and vehicles in downtown.	Action. The DDA should initiate a comprehensive wayfinding and gateway study to provide a strategy for bringing people to and navigating around downtown.	Mid Term

PLACEMAKING

IMPLEMENTATION STRATEGIES

STRATEGY	ACTION	TIMING
P1: Extend the vibrancy from Main to Colorado between 4th and 7th.	Action. The DP should work with the local businesses to create a brand and marketing strategy for this area which could include the 'Artline', identity of the alleys and breezeways, murals, creative district programs and event programs.	Short Term
P2: Encourage more community gathering and event space in downtown.	Action. Test the concept of a flexible use event space at 5th and Colorado within the existing DP programs/event schedule. Locate farmers markets, chalk art festival, adding a temporary music stage to an existing event and/or as a designated food truck location.	Short Term
	Action. Utilize the lot at 5th and Colorado for a pilot food truck program, that happens once or twice a month.	Mid Term
	Policy. Change the municipal code to allow vendors to cluster, no required distance separation of clustered vendor pods, allow a range of vendor types (truck, carts, clothing, double decker bus), allow mobile vendors to stay in place for extended periods of time.	Short Term

DP ROLE	PARTNERSHIPS	FUNDING
DP to advocate for downtown stakeholders.	City lead, DP Support	Active Transportation Plan
Align Objectives.	City Lead, DP Support	Potential Funding Partnership with the DDA.
DP to advocate for downtown stakeholders.	City Lead, DP Support	
DP retain consultants. Coordinate stakeholders and implementation.	DP Lead with City Support. Coordinate with Local Businesses, Arts and Creative District. Visit Grand Junction Branding?	Potential Creative District Funds. Includes 2 Creative District Signs Locations.

DP ROLE	PARTNERSHIPS	FUNDING
		GOCO Grant
DP to bring events, City to permit use.	City to support permitting and use of property.	
DP lead on enhancements and infrastructure project with support from City.	City to support permitting and use of property.	DP Funding.
DP to support/advocate for businesses.	City to Lead Code Review.	

STRATEGY	ACTION	TIMING
	Project. Based on feedback from the businesses and local community, develop a plan to implement permanent improvements in the plaza.	Mid Term
	Program. Develop a pop-up shop program to activate spaces downtown	Mid Term
P3: Activate alleys and breezeways.	Action. The DP and the Arts Commission should collaborate to develop a Murals Grant Program to encourage both local and regional artists and highlight the unique history and character of Grand Junction.	Short Term
	Policy. Review and/or revise the existing façade grant program to include back of building improvements.	Short Term
	Project. Develop a plan to implement larger scale investments such as improved paving, increased lighting, signage in the alleys.	Mid to Long Term
P4: Design Competition for Whitman Park	Action. Bring a design competition to redesign Whitman Park. This should engage local or national experts to think creatively about low cost solutions for Whitman Park.	Mid Term
	Project. Identify low cost safety improvements to Whitman Park.	Mid Term
	Program. Establish a Public-private partnership oversee maintenance and a sense of ownership to protect the transformation of the uses of the park.	Mid Term
P5: Develop a program(s) to better utilize parking.	Action. Hire an app developer to update existing parking app to coordinate wayfinding and parking locations, on demand parking pricing structures.	Mid Term
	Project. Add credit card readers to downtown meters and enforce parking.	Short Term
	Action. Look at opportunities for shared use agreements in private lots and/or a pilot park and ride employee parking program utilizing the Dash.	Short Term
	Policy. Review zoning code to incorporate smart parking strategies to reduce parking demands.	Mid Term

DP ROLE	PARTNERSHIPS	FUNDING
DP to lead on planning.	City to coordinate property, maintenance as a public park. Potential partnership.	CIP funding partnership or allocation of TIF (BID)
DP to lead on programs.	Coordinate with Business Incubator an the DDA's in Colorado.	
DP	Arts Commission, Park Department	DP Funding. Explore Creative District Funding and Grants.
DP to review program policy.		
DP to lead on planning.	City to coordinate property. Maintenance as a public park. Coordination with Utilities. Potential funding partnership.	CIP funding partnership or allocation of TIF (BID)
DP to lead on planning.	`	
DP to lead on planning.	Shared costs for City, downtown agencies.	DOLA placemaking grants and/or GOCO funds
DP to lead on planning.	Public Private Partnership or coordinate a 501C3 to organize and maintain park.	
DP to hire consultant to best inform the City.	City to advocate for best practices in downtown.	PPP
City to lead.		
DP to lead on identifying private partners for shared use agreements.	Private property owners	
DP to support/advocate for businesses.	City to Lead Code Review.	

STRATEGY	ACTION	TIMING
P6: Adaptive Reuse of Buildings and Spaces to active the street frontage.	Action. Encourage local businesses and artist to bring temporary art/sculpture, movable seating, lighting and other temporary design ideas to activate private properties.	Short Term
	Policy. Remove restrictive regulations that make small business startups difficult and allow them to cluster to create a larger entity.	Mid Term
	Program. Create incentives for private property improvements through grants.	Mid Term

DEVELOPMENT

IMPLEMENTATION STRATEGIES

STRATEGY	ACTION	TIMING
D1: Support existing businesses in the downtown through programs and Attract more business diversity to downtown.	Action. Contract with a Retail and/or Small Business consultant to offer to aid building owners to encourage better business marketing, trainings, and address business hours.	Short Term
	Program. Develop programs and incentives for attracting business to the downtown.	Short Term
	Program. Coordinate with the Business Incubator on a Feasibility Study to connect local entrepreneurs, educational programs and resources to downtown.	Short Term
	Program. Creating Spaces for Artist/Artists in Residence, maker spaces and pop up shops.	Mid Term
D2: Develop (a) Grant Program(s) to incentivize small scale local reinvestment in the downtown.	Action. Incentivize redevelopment on existing parking lots to activate the street frontage along this key section of Colorado.	Mid Term
	Program. Develop a Storefront and "Storeback" Improvement Grant to encourage property improvements for local retailer including building façades facing the alleys and bisecting spaces for co-retail.	Short Term
	Program. Develop a Grant program Tenant Improvement Grants: Aimed at larger building activation strategies, making the building commercially viable or renovating historic buildings and bringing them up to code.	Short Term

DDA ROLE	PARTNERSHIPS	FUNDING
DP to develop programs to support.	DP, Businesses, Business Incubator	DP Funding. Grants.
DP to advocate for down-town stakeholders.	City to Lead.	
DP to Lead.		Grants.

DP ROLE	PARTNERSHIPS	FUNDING
DDA/BID to coordinate contracts with consultant.		Allocated funding for on-call consultant
BID Lead programs.	GJEP	
DP to support .	Business Incubator	
DP to lead pop up shops. Facilitate artist partners.	Arts Commission. Business Incubator	Explore Creative District Funding and Grants.
DP to lead on planning.	Coordinate with City	PPP
DP to lead program.	Coordinate with City permitting	DP Funded. Potential Revenue generation.
DP to lead program.	Coordinate with City	DP Funded. Potential Revenue generation.

STRATEGY	ACTION	TIMING
	Program. Develop a program for start up grants or start up loans/microloans to encourage new businesses downtown. These should be aimed at small scale local investors such as food trucks, pop-ups and micro-retail entrepreneurs.	Short Term
D3: Adjustments to codes and policy that are barriers to development.	Policy: Reduce off-street parking requirements within zones in the larger downtown area. Expand off-street parking reduction allowances beyond the downtown core.	Short Term
	Policy: Identify and revise code barriers that make adaptive reuse difficult to achieve. For instance, allow flexibility in achieving key life safety requirements of building code to encourage adaptive reuse of older buildings and avoid incentivizing them being torn down.	Mid Term
	Policy. Conduct a code audit to identify additional barriers to development and allow for greater flexibility to incentivize good projects that support the goals of this Plan.	Mid Term
D4: Leverage the DDA financial tools to incentivize development.	Policy. Reduce, remove or reimburse impact fees to encourage development within the DP through incentive programs.	Mid Term
	Program. Develop a Property Tax Reimbursement or a 10-year tax abatement program to jump-start redevelopment by lowering operating costs for developers.	Mid Term
D5: DDA to lead a strategic catalytic development project.	Action: Partner on site identification / land acquisition and prepare and issue a Request for Interest (RFI) to developers. Pro-actively market to qualified developers in and out of the local market. Marketing materials should include key goals and an identification of incentives, such as land cost discounts and pre-development funds.	Short Term

DP ROLE	PARTNERSHIPS	FUNDING
DP to lead program.	Coordinate with City	DP Funded. Potential Revenue generation.
DP to advocate for projects.	City to Lead	
DP to continue conversation with City.	City to Lead	
DP to continue conversation with City.	City to Lead	
DP to coordinate with City.		DP Funded.
DP to coordinate with City.		DP Funded.
DP to lead.	Partner with City or Private Property Owners.	DP Funded.

The Plan of Development goals, strategies and actions are intended to provide an outline to the Downtown Partnership Board in implementing a community vision for downtown over the next 10 years. The Downtown Partnership will use the above strategies and actions in annual strategic plan containing specific programs and project focus areas for the year. The strategies and actions should be reviewed every year to identify successful outcomes, reassess the yearly priorities and problem solve future issues.

These strategies and actions should be updated as needed with input by the City, stakeholders, and elected officials.

APPENDIX

The following documents capture critical aspects of the project that cannot be entirely communicated in this Plan. These documents can be used for reference to understand how the ideas in this Plan evolved.

APPENDIX A

The Phase 1 and Phase 2 Input Summary documents the issues and opportunities from the first phases of work. This document describes the feedback received from the community and how this informed the goals of the plan. Ideas for potential strategies are also explored.

The Phase 1 and 2 Summary can be found here.

APPENDIX B

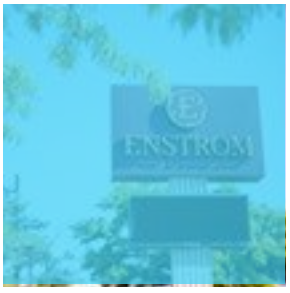
The Design Workshop took place in April 2019. The week long workshop looked at ideas and strategies to achieve the goals identified by the community. This document outlines the approach, ideas and outreach efforts that led to the strategies outlined in the Plan.

The Design Workshop Summary can be found here.

APPENDIX C

The community was an essential part of the planning process. From focus groups, to walk audits, to comment boxes, to online surveys, to social media engagement and in-person workshops- the community of Grand Junction had an important role in shaping the future of downtown.

A Summary of Engagement can be found here.



DOWNTOWN
GRAND JUNCTION, COLORADO
Life Happens Here