REVITALIZING NORTH AVENUE

Improving the Streetscape

The City of Grand Junction has conducted "windshield" Surveys of vacant commercial building space for the North Avenue Corridor several

times since January 2011. Results show that



the area has nearly double the vacancy rate of the City as a whole.

Concentrated efforts in street-



scape treatment, community identity, way finding, signage and architecture can help existing businesses and spur future business development on a corridor. Improving the streetscape

North Avenue vs. Citywide Vacancy Rates

<u>Date</u>	North Ave.	<u>Citywide</u>
January 2011	11.4%	6.4%
August 2011	13.65%	6.6%
January 2012	13.2%	6.9%
April 2012	12.4%	6.9%
June 2012	12.2%	6.7%

would set a foundation that is enticing for new development and improve North Avenue as a destination.

Ultimately, the right-of-way width of North Avenue east of 1st Street needs to be 100 feet wide with 50 feet of half right-of-way expected from each side. Much of the street

today is 80 feet in width; however, as new development occurred over the past 20 years additional right-of-way was dedicated. The same is expected of future development as well. Having 100 feet of right-of-way will allow for ample streetscape improvements, revitalizing North Avenue into a corridor that is once again a destination for the community.



