The report reviewed existing Grand Junction studies, plans, and reports to recognize the amount of time and resources invested in these plans and to discern the information that remains useful and relevant to the planning process. The IOR methodically examined existing conditions for purposes of explanation and interpretation. It laid the foundation for the vision, goals, and strategies within the One Grand Junction Comprehensive Plan by identifying issues to be addressed and opportunities that should be maximized. The IOR was an interim deliverable within the planning process, containing information and analysis conducted in the early steps of the project.

The IOR is available on the City’s website at www.gocity.org

The IOR includes information about past planning efforts and adopted plans. A review of these adopted plans and policies was essential for understanding the community and areas of specific past planning efforts. A summary of these plans is included for ease of access and reference in this appendix.

2010 Comprehensive Plan

In 2010 the City of Grand Junction adopted the Comprehensive Plan to provide a basis for making decisions concerning the future growth and development in the community and surrounding planning area, to coordinate and give direction to public and private development, and to protect the public interest. The Plan is founded on six Guiding Principles that influence all goals, policies, and recommendations. They are Concentrated Centers, Sustainable Growth Patterns, Housing Variety, A Grand Green System of Connected Recreational Opportunities, Balanced Transportation, and A Regional Center. To further implement the Guiding Principles, the plan includes 15 Key Concepts focusing on land use and development growth, density concentration and transitioning, public facilities, parks and other open space amenities, water management, public transit, community character, and river access. The Comprehensive Plan also incorporated components of several subarea plans which are summarized in this section.

Many of the subareas represent more recent planning efforts which will be recognized and referenced in the One Grand Junction Comprehensive Plan. The 2010 Plan introduced the concept of future growth projected around concentrated centers. Centers of various sizes and at various locations around the region are envisioned as mixed-use, combining housing, working, and shopping. The plan identified these centers to reduce driving for shopping while accommodating projected growth. City, village, and neighborhood centers were included; the Plan also established mixed-use opportunity corridors along certain major roads. The goal of encouraging mixed-use development and reducing driving for shopping and other errands by focusing on centers and corridors will be evaluated, and if appropriate, certain elements may be updated and incorporated into the new Comprehensive Plan. Infill and enhancement of the City Center is a high priority of the 2010 Plan. Much of the future growth is focused inward, with an emphasis on infill and redevelopment of underutilized land. Growing inward utilizes existing services, reduces sprawl, and reinvigorates the City Center which includes downtown.

Future Land Use and the Blended Map

The 2010 Comprehensive Plan utilized a dual approach to articulating future land use, incorporating both a future land use map and a unique blended land use map to plan for residential density. The Blended Map is discussed further in the Land Use and Development section.

25 Road Corridor Subarea Plan

The 24 Road Corridor Subarea Plan was completed in 2000 and revisited in 2018 to evaluate various land use and development alternatives along the corridor and identify a preferred pattern for future development. It is further supported with an implementation strategy for procuring developments as well as design standards and guidelines for those developments.

Greater Downtown Plan

The Greater Downtown Plan (2013) includes three subdistricts: Downtown, Rail, and River, and provides goals and policies for each district. Each was analyzed separately due to its unique characteristics, and each includes specific recommendations and implementation actions. The Plan incorporates an overlay district as part of the recommendations, and guides zoning and streetscape design for primary corridors in the Downtown area. Recommendations and implementation strategies were provided, including proposed zoning, future land use recommendations, policies around traffic analysis, and identification of major street corridors.

Orchard Mesa Neighborhood Plan

The Orchard Mesa Neighborhood Plan was adopted in 2014 and focused on managing growth in the Orchard Mesa neighborhood with specific focus on community image, rural resources, housing trends, economic development, public services, stormwater, future land use and zoning, and open space and trails. The subarea implemented a blended residential future land use categories map to provide additional housing opportunities within the Orchard Mesa Plan area.

Pear Park Neighborhood Plan

The 2004 Pear Park Neighborhood Plan focused on managing and directing growth and development as this largely unincorporated area on the southeast side of the city becomes annexed into Grand Junction. Establishing a transportation, circulation, and access plan, providing adequate schools and other community facilities and services, and establishing higher-density residential and neighborhood commercial uses were goals of this Plan.
Redlands Neighborhood Plan
Completed in 2002, the Redlands Neighborhood Plan created a growth management plan to remove inconsistencies in the future land use map. Created for the Redlands Planning Area on the west side of the city, the Neighborhood Plan examined geological hazards, mineral resources, potential impacts to wildlife, and open space and trail head access. The goals for this Plan include character preservation, maintaining the Fruita-Grand Junction buffer zone, and natural area conservation.

North Avenue Corridor Plan
The North Avenue Corridor Plan was completed in 2008 and addresses the development of a 250-acre area around the 21\(^{\frac{1}{2}}\) Road and H Road intersection. It includes reclassification of rural land uses in these areas to commercial and industrial, policies and performance standards to mitigate impacts on residential neighborhoods, and the establishment of a street network to accommodate potential future growth.

Location Assessment Report
The Location Assessment Report was developed in 2015 by Chabin Concepts and DSG Advisors as a marketing tool for the City of Grand Junction and Mesa County to attract new business. It summarizes the communities' competitive advantages and weaknesses and provides strategies to capitalize upon. The focus areas are:
- Product improvement – improving the "product" that is Grand Junction and Mesa County
- Targeting – developing a marketing suite to sell the product
- Operational Effectiveness – developing a broad term strategy for success and creating a consistent brand

Downtown Grand Junction Housing Study
A study of Downtown housing potential was conducted in 2015 for the Grand Junction Downtown Development Authority (DJD). The study was conducted in response to continuing discussions and observations of the need for market rate housing in the Downtown. The report concluded that downtown stand alone residential buildings and mixed-use development would not only address an unmet demand for housing, it would also serve as a catalyst for additional development and investment. The study indicated that the primary buyers and renters of Downtown housing would be young professionals and "empty-nesters." The report further identified specific locations where development may be best suited, but also indicated that it may be necessary to incentivize the first projects in order to catalyze future investment. The recommendations and assessment contained in the report are consistent with the initial observations and analysis conducted by this consulting team for the Comprehensive Plan update. There is an absence of mixed-use development in the City and the Downtown would be a prime location. Opportunities for Downtown multifamily housing and mixed use development will be specifically addressed in the Comprehensive Plan.

Grand Junction Strategic Plan
The Strategic Plan, completed in 2019, is a near-term guide for City officials and staff to prioritize resources over the course of two years. It includes two guiding principles: Partnership and Inter-governemental Responsibility and Fiscal Responsibility, along with four strategic directives: Public Safety, Planning and Infrastructure, Diversification of Our Economic Base, and Communication, Outreach and Engagement. Each directive includes its own set of initiatives to implement as well as success metrics to track progress. The Strategic Plan is consistent with initial observation and input received in focus groups and meetings. The final implementation section of the plan will address many of the same topics.

Park Inventory and Future Needs Assessment
The Park Inventory and Future Needs Assessment was developed in 2017 as an addendum and update to the 2001 Parks Master Plan. The assessment is intended to address the current and future needs of the City and the Parks and Recreation Department. The assessment is further examined in the Parks and Recreation Facilities section of the IOR.

Grand Junction Downtown
This 2019 plan was adopted in 2019 by the Downtown Development Authority (DDA) and the City of Grand Junction. The plan references the 2013 Greater Downtown Plan and provides five updated goals for the area, including:
- Goal 1: Vibrancy – Downtown is the “heart of it all”, a center of activity 18 hours 7 days a week for all ages and income levels.
- Goal 2: Downtown Living – Downtown offers a diversity of quality housing choices for all price points to bring more people to live, work and play downtown.
- Goal 3: Identity – Downtown is recognized as the hub of regional culture for the western slope.
- Goal 4: Connectivity – Downtown is connected to local destinations and outdoor amenities through safe pathways for bikes and pedestrians.
- Goal 5: Safety and Comfort – Downtown is a safe and comfortable environment that is welcoming to all.

This document recognizes that Grand Junction’s Downtown is a hub for the region, a central place for culture, commerce, and activity. As noted in other plans that include an assessment of the Downtown, this study is consistent with initial observations of the potential for Downtown redevelopment and investment. While the Comprehensive Plan is looking at the entire planning area and other subareas, the important role that Downtown will play during the next 20 years will be an important focus.

2019 Grand Junction Municipal 3-Mile Plan
Under Colorado statutes, municipalities must authorize the authority to execute annexations in the City’s three-mile extraterritorial jurisdiction or urban growth area and boundary. The updated resolution approving the 2019 3-Mile Plan is examined in the Growth Area section of the IOR.
Appendix B: Technical Maps

The following maps and inventories were used to inform discussions during the One Grand Junction process, and ultimately to inform the goals, policies and strategies that are included in the Comprehensive Plan:

Existing Land Use

A review of existing land uses was conducted to inform the planning process and gain a better understanding of land use and development patterns in the City of Grand Junction.

Land Use reconnaissance was conducted in April and July 2019 and verified using high-definition aerial imagery. The information from the field review was used to inform the Issues and Opportunities Report (IOR) and provide the basis for land use conditions and recommendations regarding future development in Grand Junction.

The categories identified reflect observed existing land use only, they do not reflect past categorizations or future land use mapping. These categories were defined for the IOR and the One Grand Junction Comprehensive Plan.

Zoning

The Zoning and Development Code, found in Title 21 of the City’s Municipal Code, is a regulatory document establishing the standards for the review of all proposed development within Grand Junction, it dictates land use and standards for development within the city. The Code is essential for planning, acting as the regulatory resource for property owners and developers seeking to build and invest in the city. The Code contains easy-to-understand diagrams illustrating setbacks, building and structure heights, lot areas and street frontages. This map reflects current zoning districts as outlined in the Code.

Neighborhood Planning Areas Map

The 2009 Comprehensive Plan established 11 planning areas to refine its recommendations for different parts of the city. As the defining boundaries for neighborhood-level planning efforts in Grand Junction, these areas, defined generally by geography and other characteristics, continue to be important to identify.

Water and Sewer Districts Map

This inventory of problematic intersections in the city is based on an analysis of accident data from 2018 along with interviews with City staff. Intersections with high accident rates (rates above 1) are shown on the Problematic Intersections Map. The rate is reported as a rate per million entering vehicles (MVE). It is common to prioritize intersections according to the accident rate, which may be determined for property damage only (PDO), personal injury, fatal accidents, or the total thereof. The accident rate is the ratio of the number of accidents per year to the average daily traffic (ADT).

Public Transit Map

The City of Grand Junction’s roadway network is the primary transportation infrastructure carrying travelers to and throughout the community. Several corridors, in particular, are essential to the daily function of the city. All streets within Grand Junction are classified according to a hierarchical system based on elements such as the number of travel lanes, traffic volumes, level of access, and mobility. City roadways are divided into functional classifications, including principal arterial, minor arterial, two-lane arterial, major collector, minor collector, local street, and unclassified, each relating to street function. Lower order streets function primarily as access to individual lots, and higher order streets function primarily for mobility and expedient movement of people and goods.

Roadway Classification Map

Many of the boundaries between neighborhoods in the city are formed by major natural or manmade barriers, particularly rivers, highways, and railroad thoroughfares. Connectivity across these barriers requires a higher level of investment, usually in the form of a grade-separated crossing such as a bridge, underpass, or overpass. Historically, many of these grade-separated crossings were constructed primarily to facilitate automobile travel; however, they should be retrofitted or redesigned to comfortably accommodate other transportation modes. This map identifies important existing and proposed grade-separated crossings that facilitate bicycle and pedestrian connectivity between neighborhoods and across major barriers, identifying which existing facilities require upgrades to meet bicycle and pedestrian needs.

Geologic Hazards Map

A range of geologic hazards are present in the City, concentrated in the Redlands and the floodplains of the Colorado and Gunnison Rivers. Hazards are related primarily to steep slopes, soil conditions, and topography-driven flood risk. There is also one documented mudslide area in the Orchard Mesa neighborhood. The City enforces a variety of standards during development review and in capital improvements planning to minimize the risks that these hazards pose to property and life.

Parks Service Analysis

In terms of acreage of parkland per resident and community population per park, Grand Junction is well-served and municipal parks maintained by the Parks Department represent an area of strength for the City. A walk-time analysis was conducted to gain a better understanding of park service areas in Grand Junction. Each park was assigned a ten-minute walk service area. The analysis indicates that 57 percent of residential parcels in Grand Junction are within a ten-minute walk to a park, leaving a large portion of the community without the recommended level of park accessibility. Regional parks were also assigned a ten-minute drive service area. The second map shows that 95 percent of residential parcels are within a ten-minute drive of a regional park.

Soils Map

The Grand Valley has a mixture of soil types and topography creating potential erosion hazards from slight to severe with a few areas identified as not rated such as along the Colorado River.
Wildfire Risk Map
As a community with an extensive urban-wildland interface and relatively low precipitation, Grand Junction faces wildfire risks concentrated in several areas. Wildfire risk is minimal in the urbanized areas of the city, and it is very low in most of the city’s low-density residential and industrial areas. Risk is generally highest proximate to public lands, particularly in areas of the Redlands, neighboring Colorado National Monument. Other areas of wildfire risk are concentrated along the Colorado and Gunnison Rivers, where large areas are occupied by trees and brush. Areas of high wildfire risk also exist outside of the city, such as in the Colorado National Monument and Bookcliffs, where fires are relatively unlikely to threaten properties in the city but may generate other wildfire impacts including wildlife displacement and smoke.

Proposed BRT Corridors Map
Bus Rapid Transit (BRT) has not yet been deployed in Grand Junction, but implementing BRT is seen as desirable to provide access throughout the community and to accelerate the viability of public transit in the city. BRT is characterized by the use of dedicated bus lanes along major transportation corridors, as well as by short (10–30 minute) wait times, off-board fare collection, and special intersection treatments to decrease transit times. This map identifies four primary candidate corridors for BRT in Grand Junction: the north-south 12th Street corridor, and the east-west corridors of North Avenue, I-70B, and Patterson Avenue. Further study will be required to evaluate and implement BRT on one or all of these corridors.

Rail Lines and Spurs Map
Grand Junction is served by robust rail facilities for a city of its size, and this asset has helped the city to develop and maintain a strong economic base in industry and natural resources. The railway mainstem, operated by the Union Pacific Railroad Company, runs east to west across the city at an angle that tracks the Colorado River, with an additional line running south along the Gunnison River. A number of spurs, or branch lines, link into the mainstem and serve properties in the city’s industrial core. While railroad lines and spurs may create conflicts with other transportation modes in some locations, they are vital to the continued success of industry in the city and should remain in use wherever possible.

Bike and Pedestrian Transportation Priorities Map
The City has invested increasingly in multimodal transportation improvements in recent decades and now boasts a network of bicycle and pedestrian facilities. This network is comprised of multiuse paths, bicycle and pedestrian bridges, on-street bicycle facilities and sidewalks. The long-term success of the bicycle and pedestrian network will depend on the continued development of new multimodal corridors, smaller connections within neighborhoods, and existing facilities that require upgrades or expansion.

Airports Hazard Zones Map
The Grand Junction Regional Airport is a commercial and general aviation airport serving the Grand Valley and surrounding communities. Within the 25-square-mile Airport Area of Influence, certain areas are designated as particularly hazardous due to the flight path of airplanes at takeoff and landing. Clear Zones are located nearest to the runways. Due to the relatively high risk of debris landing within Clear Zones, certain areas are designated as Critical Zones. Very low-density residential construction may occur in Critical Zones, and this asset has helped the city maintain a strong economic base in industry and natural resources.

Historic Resources Map
Nearly a century and a half of urbanization in Grand Junction has produced a plethora of historic structures that evoke various historical periods, architectural styles, and cultural contributions. The historic resources map identifies some of the most prominent historical resources in the city, including National, State, and Local Historic Districts and sites on the National Register of Historic Resources. Further studies should be carried out to improve the City’s understanding of its historic resources and its ability to capitalize on these cultural and economic assets.
Existing Land Use

Land Use Categories
- Agriculture
- Single-Family Detached
- Single-Family Attached
- Manufactured Homes
- Multi-Family
- Mixed Use
- Commercial
- Hotel
- Office
- Hospital
- Industrial
- Public/Semi-Public
- Parks and Open Space
- Transportation
- Utility
- Vacant

Context
- City Limits
- Persigo 201 Boundary
- Urban Development Boundary

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Broadband

**Fixed Wireless Download Speed**
- Greater than or equal to 10 mbps and less than 25 mbps.
- Greater than or equal to 25 mbps and less than 50 mbps.
- Greater than or equal to 50 mbps and less than 100 mbps.

**Context**
- City Limits
- Persigo 201 Boundary
- Urban Development Boundary
Bus Rapid Transit (BRT)

Potential BRT Corridors

Context
- City Limits
- Persigo 201 Boundary
- Urban Development Boundary

City of Grand Junction • One Grand Junction Comprehensive Plan
Airport Hazard Zone

Zones
- Airport Area of Influence
- Clear Zone
- Critical Zone
- Tentative Critical Zone

Context
- City Limits
- Persigo 201 Boundary
- Urban Development Boundary
**GJFD Drive Time Analysis (2020)**

**GJFD Method/Description**
Stations 1-5 are existing locations. The purpose of the map is to show area covered within four and eight minute response times.

**GIS Methodology**
The drive time polygons were created using ESRI's Network Analysis Extension in ArcGIS Pro. Stations 1-5 were used to create a theoretical area that can be reached within four and eight minutes along the road network. The analysis takes into account speed limits, one way streets, allows for u-turns, but does not account for stop signs or traffic lights as it is assumed the responding apparatus does not stop.

**Community Impact Stats**
The number of structures was calculated by first selecting address points within the area of interest, then selecting parcels that contained those selected address points. Those parcels were then selected as either residential or commercial based on the property type field (PROPTYPE). Finally, the number of structures was obtained by summing the number of buildings field (TOTNOBLDGS). These numbers should be treated as estimates, and are only as good as the underlying parcel data which is maintained by Mesa County. The full procedure can be found here: G:\GIS\DEPARTMENT\FIRE_DEPT\DRIVE TIME_corrected streets\2019\GIS_Procedure.txt

**Residential Structures Covered**
- 4 Minutes: 27,669
- 8 Minutes: 43,457

**Commercial Structures Covered**
- 4 Minutes: 3,065
- 8 Minutes: 4,115

**Analysis**
- **Fire Station**
- **4 Minute Drive Time Coverage**
- **8 Minute Drive Time Coverage**

**Context**
- City Limits
- Persigo 201 Boundary
- Urban Development Boundary
GJFD Drive Time Analysis (Future)

GJFD Method/Description
Stations 1-5 are existing locations, and states 6-8 are proposed locations. The purpose of the map is to show area covered within four and eight minute response times.

GIS Methodology
The drive time polygons were created using ESRI's Network Analysis Extension in ArcGIS Pro. Stations 1-8 were used to create a theoretical area that can be reached within four and eight minutes along the road network. The analysis takes into account speed limits, one way streets, allows for u-turns, but does not account for stop signs or traffic lights as it is assumed the responding apparatus does not stop.

Community Impact Stats
The number of structures was calculated by first selecting address points within the area of interest, then selecting parcels that contained those selected address points. Those parcels were then selected as either residential or commercial based on the property type field (PROPTYPE). Finally, the number of structures was obtained by summing the number of buildings field (TOTNOBLDGS). These numbers should be treated as estimates, and are only as good as the underlying parcel data which is maintained by Mesa County. The full procedure can be found here: G:\GIS\DEPARTMENT\FIRE DEPT\DRIVE TIME_corrected streets\2019\GIS_Procedure.txt

Residential Structures Covered
- 4 Minutes: 36,806
- 8 Minutes: 45,845

Commercial Structures Covered
- 4 Minutes: 3,817
- 8 Minutes: 4,216

Analysis
- Fire Station
- 4 Minute Drive Time Coverage
- 8 Minute Drive Time Coverage

Context
- City Limits
- Persigo 201 Boundary
- Urban Development Boundary
Major Grocers in Neighborhood Planning Areas

- Major Grocers
- Major Grocer 1 Mile Radius
- Census Tract with 2018 Median Income

**Neighbor Planning Areas**
- Appleton
- Horizon
- City Center
- North West Grand Junction
- Clifton
- Orchard Mesa
- Fruitvale
- Pear Park
- Garfield
- Redlands

**Context**
- City Limits
- Persigo 201 Boundary
- Urban Development Boundary

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**Median Income**

- **Census Tract 2**
  - Median Income: $26,667

- **Census Tract 1**
  - Median Income: $61,429

- **Census Tract 3**
  - Median Income: $32,188

- **Census Tract 4**
  - Median Income: $47,535

- **Census Tract 5**
  - Median Income: $27,250

- **Census Tract 6**
  - Median Income: $28,324

- **Census Tract 7**
  - Median Income: $37,114

- **Census Tract 8**
  - Median Income: $54,097

- **Census Tract 9**
  - Median Income: $47,482

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### Map

- Grand Junction Regional Airport
- Grand Junction City Center
- Orchard Mesa
- Pear Park
- Redlands
- North West Grand Junction
- Horizon
- City Center
- Persigo 201 Boundary
- Urban Development Boundary

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City Limits

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Appendices
Wildfire

Risk Assessment

- Areas Without Significant Trees or Brush
- Lowest Risk
- Low Risk
- Moderate Risk
- High Risk
- Highest Risk

Context
- City Limits
- Persigo 201 Boundary
- Urban Development Boundary

One Grand Junction Comprehensive Plan - City of Grand Junction
Public Engagement Approach

The City hosted a total of 30 focus groups and meetings, including an Advisory Committee Workshop, a Community Workshop, a Business Workshop, and a Visioning Workshop. Additionally, the steps of the comprehensive planning process were presented at two joint City Council/Planning Commission meetings. This outreach ensured the Plan is built on a variety of stakeholder input and feedback, both in-person and on-demand via online participation. In-person focus groups and workshops, online participation, and immersive outreach created a range of ways for participants to engage in the planning process.

Total Engagement Responses

Across all outreach formats, including in-person, online, and immersive outreach, there have been a total of 2,140 engagement responses, each representing an instance of public participation within the planning process for One Grand Junction. The term “engagement response” is used to acknowledge that an individual participant may engage with the planning process more than once. For example, a business owner may have attended the business workshop as well as the community workshop and may have additionally taken an online questionnaire.

In-Person Outreach

A total of 827 instances of in-person outreach occurred throughout the process.

Focus Groups and Key Stakeholder Outreach

In total, 30 focus group sessions, key stakeholder interviews, and small group meeting discussions were facilitated as part of the outreach process. They included engagement with the following groups and stakeholders:

- Advisory Committee
- Business Community
- Citizen Stakeholders
- City Council/Planning Commission Joint Workshop
- City Department Directors
- Colorado Mesa University Administration
- Colorado Mesa University Alumni
- Community Impact Council for Mesa County Health
- Community Services and Housing Development Interests Group
- Horizon Drive District
- Kaart
- Latino Chamber of Commerce
- Local Government Agencies
- Mesa County Public Health Professionals
- Mesa County Public Health Visioning Group
- One Riverfront
- Planning Commission
- Recreation Center Community Advocates
- Sanitation Providers
- Transportation Group
- Water Providers

Focus groups and stakeholder outreach meetings were organized around groups with shared expertise or interest in a specific field, such as business, housing, or infrastructure. The main goal of the focus group and interview formats was to learn nuanced information on a topic in finer detail from specific perspectives. The discussion structure of a focus group allows for insight that may not be gleaned in a larger workshop setting.

Advisory Committee Workshops and Meetings

A sixteen-member Advisory Committee of Grand Junction stakeholders was assembled by the City Council to provide guidance and act as a sounding board for the planning process. The first Advisory Committee meeting followed a workshop format and was held in February 2019. The goal of the first meeting was to familiarize the committee with the planning process and to obtain input on issues and opportunities facing the city. Additional in-person Advisory Committee meetings were held in person and via conference call and screen share throughout the process. Utilizing a discussion-oriented focus group format, these meetings provided the committee with progress updates, the opportunity to ask questions, and insight into the next steps in the process.

Community Workshop

The City hosted a Community Workshop at Two Rivers Convention Center on April 9, 2019. The workshop was well-attended with 128 individuals participating. This was an opportunity for residents and community stakeholders to offer their input and feedback regarding issues and opportunities within the community. The agenda included a review of the planning process to be undertaken as well as a group exercise designed to gather input regarding issues, opportunities, potential projects, strengths, and assets of the city.

Business Workshop

On April 10, 2019, the City hosted a Business Workshop at the Grand Junction Chamber of Commerce. Nineteen participants, including members of Grand Junction’s business community, attended this meeting to share their input. The meeting included a business-oriented exercise to gather feedback regarding pressing issues and concerns facing the city, specific projects they would like to see undertaken, and the primary strengths and assets of the community.

Visioning Workshop

The City hosted a Visioning Workshop on July 16, 2019, at the Avalon Theatre. This workshop marked the beginning of the visioning phase of the project, establishing a city-wide vision for the future of Grand Junction. The Visioning Workshop was attended by approximately 170 residents. Participants were assigned to 16 breakout groups and instructed to prepare their vision for the community, including mapping desired improvements and development. Each group was provided a workbook packet that contained guidelines for discussion, along with a large map of the city and the surrounding area, including the Persigo 201 service boundary. The group was instructed to consider all ideas and issues important to them in terms of their long-term vision for the city.
Subarea Plans Workshop
The Subarea Plans Workshop took place on Wednesday, October 30, 2019, at the Lincoln Park Barn. The purpose of the workshop was to gain feedback on two subareas, the 24 Road Corridor and Lower Downtown. The workshop was attended by 41 participants made up of community residents, stakeholders, and City staff. The workshop began with a visual preference survey (VPS) for attendees to participate in with their mobile devices. The VPS was intended to get participants thinking about design, character, and built form, and to consider how certain developments or design elements were perceived by attendees. A discussion was facilitated around the voting and ranking exercise.

Spanish Language Workshop
On November 20, 2019, the project team conducted the Spanish Language Workshop at the Mesa County Central Library. The workshop was attended by 17 individuals. The workshop was an opportunity for Spanish-speaking residents and community stakeholders to offer their input and feedback regarding the City and the Plan.

Draft Plan Workshops
Two virtual and one in-person open houses were held on November 10 and 12, 2020. These community meetings provided citizens the opportunity to hear what was included in the Draft Plan that was made available for public review on November 4, 2020. The public was able to ask questions, make comments, and receive answers in these live meetings from the project team and City staff.

Values and Vision Workshop
The Values and Vision Workshop took place on Tuesday, November 19, 2019. At the session, attendees provided feedback on draft goal statements derived from community input. The workshop was conducted using a live polling platform that attendees could connect to via smartphone or tablet. This allowed participants to see results in real-time while learning how other residents felt about specific issues. A discussion was facilitated around the voting and ranking exercise.

Online Outreach
The following forms of online outreach were linked and promoted on the City of Grand Junction website, through the City’s social media outlets, and on flyers that were distributed widely at workshops, community events, and City Hall. Online outreach totaled 998 instances of participation throughout the planning process.

Project Website
A project website was designed to support One Grand Junction. The website offered information and updates regarding the project, including meeting notices and documents, and provided information about participation opportunities. Additionally, the website hosted online outreach opportunities, including questionnaires and map.social, an online mapping tool described below.

Online Questionnaires
Two online questionnaires were developed, one for Grand Junction residents and one for business owners or operators in the city. A total of 775 residential questionnaires and 84 business owner questionnaires were completed online. Online questionnaires supplemented in-person events by offering an opportunity for individuals to get involved at their own pace. The questionnaires were accessible 24 hours a day to capture input from those unable or unlikely to attend a workshop.

map.social
map.social is an online outreach tool used for the Comprehensive Plan that allowed individuals to provide feedback and comments, tying these comments spatially to a point or area on a map. This provided a way for anyone to create a map of their community, identifying their issues, opportunities, weaknesses, and community assets. The Grand Junction map.social page was configured with community-specific legend items, allowing participants to identify elements such as future development sites, agricultural areas, and natural areas. A total of 44 participants used map.social to create features showing 340 issues, opportunities, and visioning comments throughout the City.

Immersive Outreach
Immersive outreach is a way to bring planning to the community, it provides opportunities for outreach and engagement at local events or with community organizations. Immersive outreach facilitates engagement in places where people are already and can be used by City staff and the CPAC to broaden the scope of community outreach.

For the One Grand Junction Comprehensive Plan, Do-It-Yourself (DIY) workshop kits were developed to provide local groups with the opportunity to facilitate their own community workshops. A total of 24 participants used DIY kits to engage in the planning process. Postcards were created to be distributed at any event, gathering, or location within the community. The postcards posed the question, “If you could do one thing to make Grand Junction better, what would it be?” They were designed to inform a person about the Comprehensive Planning process and allow a person with limited time to provide input into the process. Participants returned 281 postcards.
Total Points of Online Outreach

- 44 mapsocial Maps
- 340 map.social Points
- 50 Community Facility Questionnaires
- 31 Direct Emails

Total Points of Immersive Outreach

- 84 Business Questionnaires
- 775 Resident Questionnaires
- 315

Total Points Workshop Outreach

- 19 Business Workshop Participants
- 128 Community Workshop Participants
- 17 Spanish Language Workshop Participants
- 170 Visioning Workshop Participants
- 124 Visioning Part II Workshop Participants
- 15 Advisory Committee Meetings
- 41 Subarea Charrette
- 31 Focus Group Meetings
- 517

Instances of Public Participation

- 2,100+ Direct Emails
- 291 Postcards
- 24 DIY Kit Participants
- 3 DIY Kits
- 170 Business Workshop Participants
- 31 Focus Groups
- 3 Visioning Workshop Participants
- 22 Focus Groups
- 30 Focus Group Meetings
Appendix D: Funding Sources

Economic Development

Local Improvement Districts (LIDs)
LIDs are authorized state statutes for the funding of improvements in county districts. Funds are secured by imposing a sales tax throughout the district, or by utilizing a combination of such assessments and tax. The Mesa County Whitewater Urban Service Public Improvement District is an example of one such district.

Dos Rios General Improvement District (GID)
The Dos Rios GID is a property tax district formed in 2019 for the purpose of funding improvements within the district, such as utilities, communications facilities, and roads. The City received a petition signed by the owners of 100 percent of the taxable real property in the district requesting its organization. Funding for improvements along the river-front is a focus of the GID.

Business Improvement Districts (BID)
Grand Junction’s BIDs are private sector initiatives authorized by state statute to manage and improve the environment of a municipal business district. Services are financed by a self-imposed and self-governed assessment. Services financed by a BID are intended to enhance, not replace, existing City services. The City’s two BIDs include:

- The Horizon Drive BID was organized with the purpose of making Horizon Drive, the “Gateway to Grand Junction,” the most attractive area in the city to do business. The district promotes business activity along the Horizon corridor by improving pedestrian facilities, enhancing the flow of traffic and transportation, promoting tourism, and stimulating economic development.
- The Downtown Grand Junction BID promotes businesses, arts and culture, and outdoor activity in the City’s Downtown.

Colorado Main Street Loans
This loan program offers character-based financing options for small businesses unable to secure a conventional loan or start their business. Loans range between $5,000 to $50,000 and for a variety of business purposes for underserved communities. Funds are available for start-up expenses, working capital, purchasing equipment, leasehold improvements, buying a business or franchise or business debt refinancing. Funding for this loan program comes from a variety of sources, including Colorado Lending Source, banks, foundations, private entities, investors, and government agencies.

Planning Program and Local Technical Assistance Program
The Local Technical Assistance program strengthens the capacity of local or state organizations, institutions of higher education, and other eligible recipients to create regional economic development plans to improve economic prosperity and resiliency of an area, such as through feasibility studies and impact analyses. The Program is administered by the Department of Commerce Economic Development Administration and offers up to $100,000 with a cost-share/match requirement.

Colorado Historical Foundation (CHF) Revolving Loan Fund: Preservation Loans
The Colorado Historical Foundation established the CHF Revolving Loan Fund to provide financing for preservation projects and the acquisition of historically designated properties. CHF Revolving Loan Fund loans are for rehabilitation, restoration, or adaptive reuse. Projects must adhere to the Secretary of the Interior’s Standards for the Treatment of Historic Buildings. The funds can also be applied to the purchase of a national or local historically designated property in Colorado.

New Markets Tax Credit (NMTC)
Administered by the Department of the Treasury, the NMT increases the flow of capital to businesses and low-income areas by providing a modest tax incentive to private investors, businesses and communities across the country. The Colorado Housing and Finance Authority (CHFA) through the Colorado Growth and Revitalization (CGR) Fund administrators NMTCs in the State of Colorado.

Tax Incremental Financing/Urban Renewal Areas
Urban Renewal Areas (URA) provide the opportunity to fund eligible improvements within a specific geographic area as property tax revenue increases. The increase in tax revenue, or increment, over the base year of establishing tax increment financing (TIF) can be leveraged for infrastructure improvements, property acquisition, improvements to existing development, and related allocations. Grand Junction’s current Downtown Development Authority is not a URA, which requires it to focus TIF funds solely on the Downtown area. The duration of the TIF is 30 years with the opportunity for renewal for up to 50 years at 50 percent of the TIF.

Manufacturing Sales and Use Tax Exemption
This tax exemption is offered through the Colorado Department of Revenue: It provides an exemption from state sales and use tax on purchases of manufacturing machinery, machine tools, and parts in excess of $500. Industrial businesses within the City of Grand Junction may be eligible for this exemption, provided the machinery meets the set of criteria set forth. An applicant must fill out the necessary forms and supply documentation of purchase for each exempt transaction.

Opportunity Zones (OZ)
Enacted as part of the 2017 tax reform package (Tax Cuts and Jobs Act), Opportunity Zones are federal tax incentives to increase investment in low-income urban and rural communities. This economic development incentive allows investors to support distressed communities through private equity investments in businesses and real estate projects. The incentive is the deferral, reduction, and potential elimination of specific federal capital gains taxes. Investments are only applicable in a federally designated low-income census tract, of which Grand Junction has six: 2, 4, 5, 7, 8, and 9. These tracts are within the City Center, North West Grand Junction, and Orchard Mesa. Investments must be made into a Qualified Opportunity Fund (QOF). The QOF then must deploy 90 percent of the funds into qualified opportunity zone properties or businesses within six months.

Biotechnology Sales and Use Tax Refund
Qualified taxpayers may seek a refund every year for all Colorado sales and use taxes they paid on purchases of tangible personal property used directly in research and development of biotechnology. This includes property such as microscopes, chemical reagents, and software.
Advanced Industry Investment Tax Credit

This tax credit administered through the Colorado Office of Economic Development helps Colorado advanced industry companies that are headquartered in Colorado receive more capital from Colorado investors. Colorado’s seven advanced industries are Advanced Manufacturing, Aerospace, Bioscience, Electronics, Energy/Natural Resources/Cleantech, Infrastructure Engineering, and Technology and Information. The investor, the investee and the investment all must meet certain criteria (more detailed information is available on the Colorado Office of Economic Development and International Trade website).

Rural Jump-Start Zone

This program provides tax relief for businesses that locate within designated jump-start zones, of which Mesa County is one. Jointly administered by the Colorado Office of Economic Development and International Trade (OEDIT), Colorado Economic Development Commission (CEDC), and the Colorado Department of Revenue, the program provides relief from state income and sales and use tax for new businesses. It also provides relief from county and municipal business personal property tax.

Renewable Energy Sales and Use Tax Exemption

Applicable businesses may receive this exemption annually for all Colorado sales and use taxes they paid on purchases of tangible personal property used directly in research and development of biotechnology. If tax was paid on a purchase that qualifies for exemption, the purchaser may request a refund for the tax paid. The is no limit to the amount of the refund.

Clean Tech and Media Tech Sales and Use Tax Refund

Through the Colorado Department of Revenue, this refund is available to businesses employing fewer than 36 full-time employees in Colorado with either its headquarters or 50 percent of all employees in the state. Covered items and activities include the sale, storage, use, or consumption of property used for research and development of clean or medical technology.

Job Creation and Training

Job Growth Incentive Tax Credit

This state funding source through the Colorado Office of Economic Development is intended to provide a state income tax credit to businesses undertaking job creation projects that would not occur in Colorado without this program. Businesses need to create at least 20 new jobs in Colorado, with an average yearly wage of at least 100 percent of the county average wage rate based on where the business is located. A business located in an Enhanced Rural Enterprise Zone must create at least five new jobs in Colorado, with an average yearly wage of at least 100 percent of the county average wage. All new jobs must be maintained for at least one year after the positions are hired to qualify.

Strategic Fund Incentive

Offered through the Colorado Office of Economic Development and International Trade, this incentive supports and encourages new business development, business expansions, and relocations that have generated new jobs throughout the state. Local businesses must create new jobs in Colorado that are maintained for at least one year (see the fact sheet on the Strategic Fund Incentive website for full requirements).

Work Opportunity Tax Credit (WOTC)

This tax credit encourages employers to hire nine targeted groups of job seekers: Welfare/TANF recipients, Veterans receiving Food Stamps, Disabled Veterans, Ex-Offenders, Designated Community Residents, Vocational Rehabilitation, Food Stamp recipients between the ages of 18 and 39, Supplemental Security Income recipients, and long term TANF recipients. The tax credit is administered by the Colorado Office of Economic Development and International Trade. Eligible employers can receive $1,400 to $9,000 per new employee.

Colorado FIRST Grants

Administered jointly between the Colorado Office of Economic Development and International Trade and the Colorado Community College System, Colorado FIRST Grants offer up to $1,400 per full-time employee for companies relocating to or expanding in Colorado to assist with training funds for new hires. The program is jointly administered by the Colorado Community College System (CCCS) and the Colorado Office of Economic Development and International Trade (OEDIT) and managed through participating colleges. Grants are contingent upon available funding.

Existing Industry Customized Training Programs

Administered by the Colorado Office of Economic Development and International Trade and the Colorado Community College System, the program provides up to $1,200 per full-time employee. The program focuses on established Colorado companies to assist them to remain competitive within their industry, adapt to new technology and prevent layoffs. The program is jointly administered by the Colorado Community College System (CCCS) and the Colorado Office of Economic Development and International Trade (OEDIT) and managed through participating colleges. Grants are contingent upon available funding.

Transportation

There are various federal and state-funded programs for which the City of Grand Junction may apply. Most of the programs require a local match depending on the type of program. Below are a few of the programs available:

- Transportation Alternatives Program (TAP)
- Off-System Bridge Program (BRP)
- Highway Safety Improvement Program (HSIP)
- National Highway Performance Program (NHPP)
- Congressional Appropriation earmarked Federal Funding with Local Match (Demonstration)
- Safe Routes to Schools Program
- Regional Priority Program (RPP)
- FASTER Safety Funds
- State Appropriations for transportation improvements (i.e. SB267)

Transportation Improvement Program (TIP)

The Grand Valley Metropolitan Planning Organization (GVMPO) is designated by the governor, includes the Cities of Grand Junction and Fruita, the Town of Palisade, and Mesa County, and is responsible for the development of the TIP for the Grand Valley urbanized area. The TIP is a rolling four-year capital improvement program for highway, bicycle/pedestrian, and transit projects in the area to implement the recommendations of the Regional Transportation Plan (RTP). Both the KTP and TIP are adopted and amended as needed by the GVMPO. The RTP is updated on a periodic basis, approximately every four to five years, while the TIP is adopted annually. The KTP and TIP comply with Title 23 (highways) and Title 49 (transit), as amended. The GVMPO TIP becomes a part of the Statewide Transportation Improvement Program (STIP) as described in the following section. Note that the GVMPO is also known as and functions locally as the Mesa County Regional Transportation Planning Office.
Statewide Transportation Improvement Program (STIP)

The Colorado Department of Transportation (CDOT) is responsible for carrying out the statewide transportation planning process to receive federal funding for transportation improvement projects. The STIP contains capital and non-capital transportation projects and programs needing funding under Title 23 (highways) and Title 49 (transit) of the U.S. Code. The program also contains regionally significant transportation projects requiring action by the federal highway administration (FHWA) or the Federal Transit Administration (FTA). A STIP, by law, must be financially constrained. Therefore, all funding sources must be identified for each project.

Under federal rules, CDOT develops a STIP for all areas of the state and provides timely public notice and a reasonable opportunity for comment on the proposed programs. CDOT currently updates its STIP annually, exceeding the required four-year timeframe, keeping up to date with the long-range Statewide Transportation Plan (SWP). The STIP development process includes detailed discussions with local planning partners, including five Metropolitan Planning Organizations (MPO) and ten rural organizations with local planning partners, the process includes detailed discussions with agencies.

Parks, Trails, and Open Space

Land and Water Conservation Fund
This fund provides matching grants to states and local governments for the acquisition and development of public outdoor recreation areas and facilities (as well as funding for shared federal land acquisition and conservation strategies). Funds are provided through the U.S. Forest Service, U.S. Fish and Wildlife Service, National Park Service, and Bureau of Land Management.

Nonmotorized Trail Grants
The mission of the Colorado Parks and Wildlife’s Trails Program is to promote understanding and stewardship of Colorado’s outdoors by providing opportunities for the public use and support of Colorado’s diverse system of trails. The grant program is a partnership among Colorado Parks and Wildlife, Great Outdoors Colorado (GOCO), the Colorado Lottery, the federal Recreational Trails Program (RTP), and the Land and Water Conservation Fund (LWCF).

Environment and Sustainability

Colorado Brownfields Revolving Loan Fund (CBLRF)
This fund is intended to facilitate the reuse and/or redevelopment of contaminated sites by making low-cost funding available for financing environmental cleanups. It is administered by the U.S. EPA and Colorado Department of Public Health and Environment.

Natural Resources Matching Grants Program
This program provides matching state funds towards the costs of on-the-ground conservation projects and educational conservation activities. Grant funds range between $1,500 and $25,000. Administered through the Colorado Department of Agriculture, the matching grant is a competitive program. A committee of government and private conservation experts score the applications based on the following criteria: focused approach with measurable outcomes, conservation impact, feasibility, distinct involvement, and partner involvement.

Source Water Assessment and Protection Pilot Planning Project
The Colorado Department of Public Health and Environment provides funds for source water protection entities that develop exemplary and comprehensive source water protection plans. Funding ranges between $25,000 and $50,000.

Protection Plan Development and Implementation Grants
This grant program provides funds for source water protection entities to develop and implement a source water protection plan up to $5,000. It is administered by the Colorado Department of Public Health and Environment. Eligible entities are active public water systems and governmental entities.

Wildlife Restoration Program
This program, administered by the U.S. Fish and Wildlife Service, provides grant funds to state and insular area fish and wildlife agencies for projects to restore, conserve, manage, and enhance wild birds and mammals and their habitat. Projects may also include providing public use and access to wildlife resources, hunter education, and development and management of shooting ranges. The Program is authorized by the Wildlife Restoration Act. States and the U.S. Insular Areas fish and wildlife agencies may be eligible to apply.

Colorado Healthy Rivers Fund Grants
Administered by the Colorado Department of Natural Resources, this fund provides both project and planning grants. Project grants are intended for projects that promote the improvement and/or protection of the condition of the watershed. Planning grants are for the planning of successful watershed restoration or protection projects. Eligible applicants include locally based watershed protection groups who are committed to a collaborative approach to the restoration and protection of lands and natural resources within Colorado’s watersheds.

Colorado Watershed Restoration Grants
The Colorado Department of Natural Resources provides grants for watershed/stream restoration and flood mitigation projects throughout the state. Organizations interested in developing relevant studies and projects may apply. Grant funds can be used for planning and engineering studies, including implementation measures, to address technical needs for watershed restoration and flood mitigation projects.

Arts and Culture

Colorado Creative Industries Grants
The Colorado Creative Industries Grants provide financial support to nonprofit cultural organizations and communities so that they can produce and present arts and cultural activities, bringing jobs to their communities, and enhancing their quality of life. Grant applications must meet three review criteria: artistic excellence and merit of proposed activities, community involvement in and benefit from proposed activities; and implementation capacity. The Colorado Office of Economic Development administers the grant, which provides between $4,000 and $10,000.

Our City Grants
Our City Grants offers support for projects in several areas: Arts Engagement, Cultural Planning and Design Projects. These projects represent the distinct character and quality of their communities. These projects require a partnership between a nonprofit organization and a local government entity, with one of the partners being a cultural organization. Matching grants range from $25,000 to $200,000.

AARP Community Challenge Grant
The American Association for Retired Persons established this grant through its Livable Communities initiative in 2017 to help communities around the country make long-term improvements to support residents of all ages. Available funding varies from year to year and is awarded based on the size of the project and the number of applications. Communities can apply for one specific project that will improve the quality of life for all age groups. Awarded projects have included a wide variety of topics ranging from transportation and streetscape design to economic development and affordable housing.