

CHAPTER 2 PLAN PRINCIPLES

One Grand Junction's Eleven Plan Principles examine "Where We Are Today". Each Plan Principle includes a "Where We Are Going" section describing Grand Junction in the year 2040 and provides a retrospective of the accomplishments and successes that will have occurred since the Plan's adoption. The Plan Principles were derived directly from ideas and themes generated during the community outreach process and provide a foundation for One Grand Junction's recommendations and policies. These eleven plan principles listed below and presented in this chapter establish goals and strategies to help to community achieve its vision.

- *Plan Principle 1: Collective Identity*
- *Plan Principle 2: Resilient and Diverse Economy*
- *Plan Principle 3: Responsible and Managed Growth*
- *Plan Principle 4: Downtown and University Districts*
- *Plan Principle 5: Strong Neighborhoods and Housing Choices*
- *Plan Principle 6: Efficient and Connected Transportation*
- *Plan Principle 7: Great Places and Recreation*
- *Plan Principle 8: Resource Stewardship*
- *Plan Principle 9: Quality Education and Facilities*
- *Plan Principle 10: Safe, Healthy, and Inclusive Community*
- *Plan Principle 11: Effective and Transparent Government*



Plan Principle 1: Collective Identity



Where We Are Today

Sense of Place

Belonging, identity, and a sense of community shape daily life for residents in Grand Junction. Rooted in shared experiences and the history of the place, the contemporary sense of collective identity in Grand Junction reflects a unique and dynamic mixture. This identity has evolved and continues to evolve in response to changing conditions. Much of the city's identity is captured in the landscape of the Downtown District, which has numerous historical structures and extensive art bisected by railroad and highway, bounded by the Colorado River. The city's three defining geological features—the Grand Mesa, the Colorado National Monument, and the Bookcliffs are all visible from Main Street.

Agricultural Roots

Among the oldest features of this collective identity is the community's agricultural origin, which continues to drive the city's self-image in many ways. Cherished cultural events, businesses, and symbols revolve around agriculture, including the Market on Main, the wine industry, and the celebrated Palisade peach. This living history of agriculture is intimately linked to the city's small-town feel and is ingrained in the landscape. Complex and difficult histories define Grand Junction's sense of the past.

Evolving Economy

These chapters include the removal of the Ute tribes in 1881, the mid-century uranium boom and its radioactive legacy, and major economic busts such as the one that began with the infamous Black Sunday of 1982. Today, the City faces the COVID-19 pandemic that may affect the local economy in ways unlike historic cycles. In navigating these challenges, Grand Junction's identity celebrates independence and has taken on elements of resiliency, grit, and industriousness.

Cultural Influences

Grand Junction's local culture draws on many influences, including the contributions of the many cultural groups that have contributed to Grand Junction's growth over the past century and a half. The annual Cesar Chavez Celebration as well as the naming of both Las Colonias and Dos Rios parks highlight the role of Hispanic and Latino cultures in shaping the community. Country Jam celebrates the unique culture of the American West and one of its great cultural symbols, country and western music. The Downtown Art Festival and ever-present Art on the Corner installations celebrate the creative spirit that has made Grand Junction a hub for artists on the Western Slope.

Growing and Changing

Like in all communities, Grand Junction's identity is continually evolving. Beyond attending the Junior College World Series (JUCO) each spring, there is a surge in outdoor recreation; today Grand Junction's recreation culture is blooming. Both long-time and new residents as well as people outside the community increasingly identify Grand Junction as an outdoor mecca with mountain biking and rafting with similar accolades for the areas access to hiking, hunting, fishing, wildlife viewing, four-wheeling, horseback riding, and snow skiing. City residents also share a sense of the impending future, in which long-standing industries will adapt to new economies, small and mid-size Western communities will grow by leaps and bounds, and an increasingly diverse and metropolitan environment will bring new cultural influences. Residents would like to see the best of their identity preserved through coming transitions and seek to strengthen, grow, and share the community's identity through periods of change.

Where We Are Going

Retaining Charcter

By the year 2040, Grand Junction residents are known to be deeply attached to their community, and they find ways to demonstrate their pride in calling it home. The community has grown, diversified, and encountered new cultural influences. In response, its residents have creatively adapted their sense of identity, retaining the things that have made the city special and incorporating new ideas to propel the community forward. It is exactly this strong sense of character that continues to drive the city's growth and success, attracting new people, ideas, and businesses with a unique character, plentiful assets, a business-friendly reputation, and high quality of life. Grand Junction still has its small-town feel, but its urban amenities include world-class medical services, a successful university, an activated riverfront, and an increasingly lively Downtown. All it takes is a walk around Downtown to glimpse the long-standing layers of the city's history, now interspersed with the signs of innovation.

Old and New

So it is that, in 2040, Grand Junction continues to be the cultural and economic center of the region. Overall, the City has worked diligently to protect the assets that make Grand Junction unique. Agriculture, industry, and recreation all continue to play major roles in the economy and identity of the place. New sectors and interests have emerged alongside these standbys, and new influences have continued to fuel the local art scene.

Key Features

Events, institutions, and places that defined the city in past generations continue forward, offering a chance for new residents to meaningfully connect to the community's past. Key fixtures of the local culture—including the Colorado River, the Colorado National Monument, and the Grand Mesa—provide points of reference for the progress that has been made. These key features, combined with the sensible approach to growth and preservation of the community's most important places and spaces, have greatly contributed to local pride. Meanwhile, new events and ideas have bestowed new meanings on places, and the city's repertoire of cultural symbols has evolved.

Striking a Balance

The continual integration of cultural influences has helped the city to foster a positive and accepting approach to difference. This evolution has accelerated as the city has grown and become more metropolitan, but the city's history has not been displaced. Instead, a successful balance between tradition and change has resulted in a place that feels comfortable, desirable, and meaningful to all residents and visitors, no matter their race, gender, ability, income, age, or sexual orientation. A widespread and deep-rooted sense of belonging can be felt throughout the community. Broad participation in public life is evidence of this achievement.

How We Will Get There

1. Preserve, promote, and celebrate Grand Junction's identity, diversity, and history.

a. DIVERSITY AND ACCEPTANCE.

Cultivate a social and economic environment that values differences and celebrates a variety of identities and backgrounds.

b. CULTURAL EVENTS.

Support efforts throughout the community to provide cultural events reflective of the community's diversity.

c. WESTERN IDENTITY.

Promote a sense of pride enhancing local culture, agricultural background, and Grand Junction's unique Western identity.

d. HISTORIC PROPERTIES.

Identify, recognize, and increase historic resources by encouraging and incentivizing the addition of properties to the local, state, and national historic registers.

e. HERITAGE PRESERVATION.

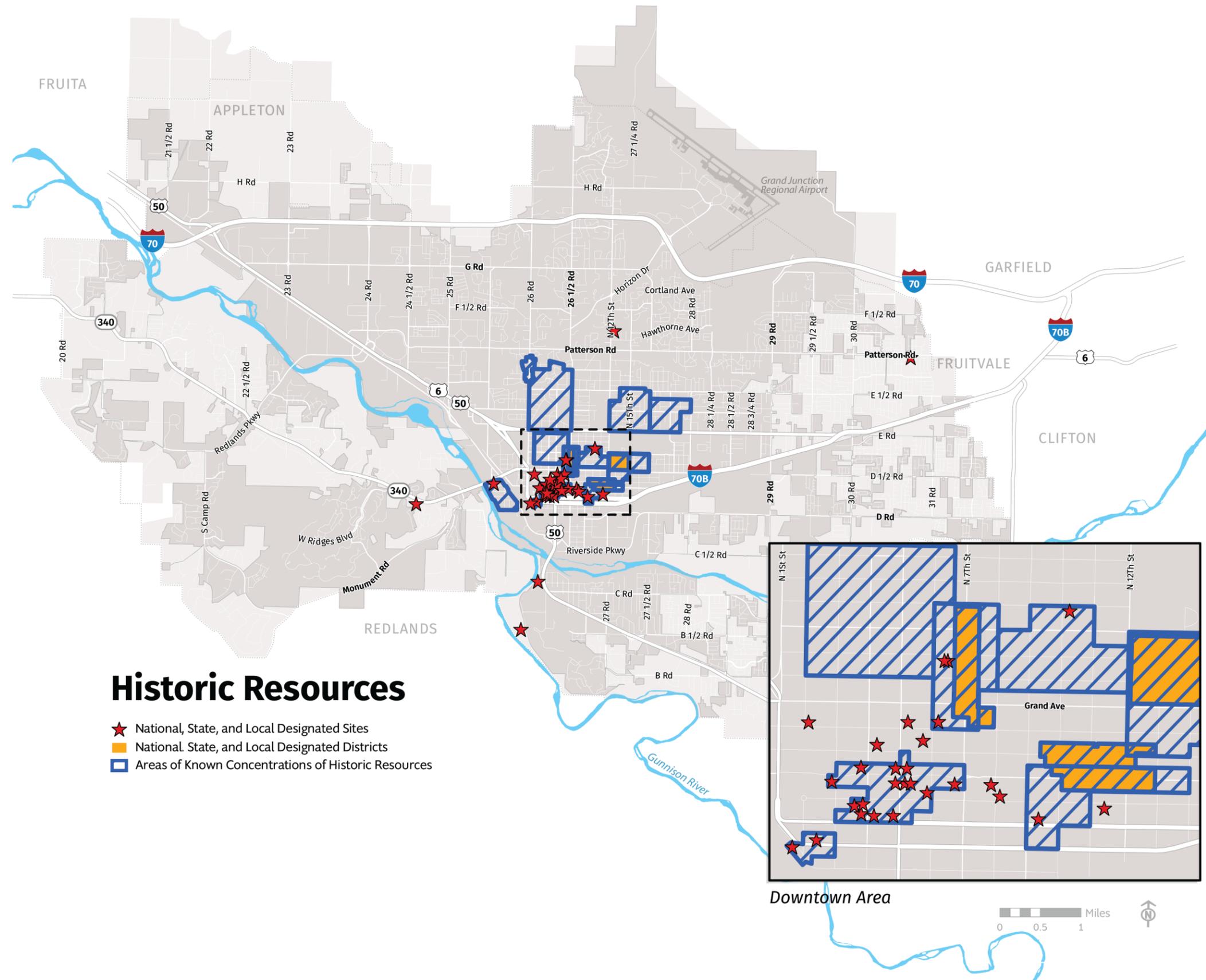
Emphasize the economic benefits of historic preservation and its role in economic development, sustainability, and heritage tourism.

f. HISTORIC PRESERVATION EDUCATION.

Support efforts to provide educational resources on the city and region, while maintaining the city's direct efforts in historic preservation, the City's register of historic places and historic districts.

g. AGRICULTURAL AND INDUSTRIAL ROOTS.

Support the retention and evolution of agriculture, industry, and other sectors with deep roots in the local economy as the community undergoes economic and land use change.



Historic Resources

- ★ National, State, and Local Designated Sites
- ▨ National, State, and Local Designated Districts
- ▨ Areas of Known Concentrations of Historic Resources

Plan Principle 2: Resilient and Diverse Economy



Where We Are Today

Resilience

Following significant job losses from the energy and construction industries as a result of the Great Recession, Grand Junction has focused on diversifying industry to provide for a more sustainable and balanced economy. In early 2017, the first signs of the area experiencing a period of sustained job growth were seen. Unemployment was down and the economy was showing signs of significant industry diversification including growth in manufacturing, technology, and tourism industries. While wages have lagged behind state averages, low unemployment and a more diversified economy have caused wages to grow in recent years.

Mix of Industries

While the school district is the largest public employer, large private sector employers include healthcare and manufacturing industries represented by companies such as CoorsTek, Leitner-Poma, St. Mary's Medical Center, Rocky Mountain Health Care, and Capco. Both healthcare and manufacturing continue to grow and add new jobs year over year. Small business makes up the majority of the region's employers and employees. As businesses look to expand or relocate to Grand Junction, some have faced challenges in finding a qualified workforce with relevant skills and experiences.

Growth in New Sectors

While educational institutions such as Mesa County Valley School District 51, Colorado Mesa University, and Western Colorado Community College continue to expand existing and add new programming to train students in technology, healthcare, and other careers, businesses still report experiencing a shortage of skilled, qualified workers in Grand Junction.

Partnership and Leadership

The City of Grand Junction works closely with the Grand Junction Economic Partnership (GJEP), the Business Incubator, and the Grand Junction Chamber of Commerce supporting economic development activities in the region. While there has been success in these partnerships, work is on-going and key issues are focused on a trained and skilled workforce, wage growth, public education, infrastructure (such as transportation and broadband), and availability of attainable housing.

Sites of Commerce

Grand Junction has several well-established commercial areas that serve as regional attractions including its commercial corridors, Downtown, Horizon Drive, and Mesa Mall. However, the future of retail is unknown due to a national decline in sales from brick and mortar stores and increasing online sales.

The City is concerned with the viability of traditional retail areas such as shopping malls and recognizes the importance of reprogramming key areas into mixed use areas and the needed evolution to include more residential and experiential uses. Manufacturing and industrial uses have long been important to the city's economy and the preservation of established industrial areas, especially those with rail access should be preserved. The Grand Junction Regional Airport continues to grow as indicated by an increase of enplanements and an average decrease in ticket prices. A new direct flight to Chicago commenced in 2019. The on-going effort to become a Foreign Trade Zone with the presence of a US Customs office to help enable Grand Junction to become a manufacturing hub continues.

Regional Center

Grand Junction is the largest city between Denver, Colorado, and Salt Lake City, Utah, and is located on the main corridor between the two capital cities on Interstate 70. Grand Junction offers many natural resources and recreational opportunities that attract people from around the country to experience its arts, culture, and the outdoors. Grand Junction is a high desert, which provides for mild climate all year, yet there are still four beautiful and unique seasons. The terrain is also unique—there is no other place in Colorado where you can experience the intersection of so many prized ecosystems: mountains, rivers, canyons, lakes, and high desert.

Tourism is recognized as a key industry for the city and is seen as an opportunity for economic growth. Visit Grand Junction, the city's destination marketing organization, champions a responsible approach to destination marketing initiatives by keeping resident quality of life as a top priority, while also educating visitors and locals on Leave No Trace principles.

Where We Are Going

Capitalizing on Success

By the year 2040, Grand Junction has maintained its status as a strong regional employment center, with a range of businesses that comprise a resilient local economy. The community has established a customs office at the airport and a Foreign Trade Zone to help further establish Grand Junction as a U.S. manufacturing hub. The establishment of office and industrial parks has enticed investment, offering attractive sites for modern industry and attracting major employers. Grand Junction businesses offer well-paying jobs for people in all stages of their careers. Grand Junction has secured a reputation as a place that fosters entrepreneurship and offers a home for emerging startups. Technology, tourism, and other growing industries have formed a healthy cluster of skilled employees and jobs in the city.

21st Century Economy

These are supported by robust internet and broadband networks providing digital connectivity. This base of skilled workers is continually expanded by the success of local education and the recognition of the quality of life that Grand Junction offers.

Tourism

Tourism continues to benefit the local economy and has been promoted responsibly so that the city's amenities and natural resources are not unduly impacted. People visit Grand Junction to experience a variety of cultural and recreational activities, including events. One of the community's flagship events is the Junior College Baseball World Series (JUCO), which draws visitors and drives economic activity. The tourism sector has grown, while education, community health energy, and other major sectors of the City's economy continue to make important contributions to employment and the tax base.

Economic Diversification

Though the national and state economies face occasional disruptions and recessions, Grand Junction no longer sees disproportionately large impacts on its economy. Diversification of the economy, and the establishment of innovative businesses in growing sectors, has brought Grand Junction into a period of remarkable stability and productivity, even during economic downturns.

How We Get There

1. Foster a vibrant, diverse, and resilient economy.

a. ECONOMIC DIVERSITY.

Support the further diversification of the economy that is prepared to anticipate, innovate, and proactively respond to cyclical economic fluctuations and evolution.

b. EMPLOYMENT BASE.

Continue to collaborate with local and regional partners to expand the community's economic base and primary job creation by focusing on retention, expansion, incubation, and recruitment efforts that create jobs and import income or dollars to the community, particularly businesses in targeted industries.

c. CULTURE OF INNOVATION.

Ensure the city fosters an innovative business climate that is open to new technologies, emerging businesses, start-ups, and new ideas.

d. ACCESS TO FUNDING.

Work with economic partners and the private sector to identify ways to increase funds available to support the growth of local businesses and the creation and growth of new businesses.

e. INDUSTRY CLUSTERS.

Identify opportunities to support the formation of industry clusters, especially those focused on technology, manufacturing, and tourism.

f. MONITOR WAGE GROWTH.

Monitor growth in wages for City and regional employees.

g. SALES AND USE TAX REVENUE.

Partner in supporting programs that encourage residents to spend retail dollars locally before looking elsewhere for goods and services. Emphasize the retention and recruitment of retailers or development projects that have a positive impact on sales tax generation, specifically focused on increasing retail sales inflow and reducing retail sales leakage.

h. STRATEGIC ECONOMIC INVESTMENTS.

Make strategic investments that provide growth of primary jobs, economic diversity, and/or promote retail sales tax revenue.

2. Support the development of a diverse, educated, healthy, and adaptable workforce.

a. QUALITY OF LIFE.

Continue to invest in the attributes of Grand Junction such as attainable housing, access to open space, arts and culture, and new recreational amenities that will enhance a high quality of life to provide an attractive location for potential new workers.

b. CHILDCARE.

Support Mesa County Public Health along with employers to address childcare shortages, prioritizing those that assist working families.

c. URBAN REINVESTMENT.

Continue efforts to revitalize Downtown and other mixed use areas to create vibrant urban areas attractive to young professionals and other workers.

d. ALIGNMENT OF EFFORTS.

Work with area educational institutions and regional economic development partners to provide educational programs that train students to work in the region's existing and target industries.

e. EDUCATION.

Identify ways to support District 51 on workforce readiness programs that further advance their missions.

f. WORKFORCE TRAINING.

Support ongoing coordination with institutions of higher education, the Workforce Center and other facilities and agencies to develop skills training and education programs to match workforce needs of the city's targeted growth industries. Emphasize training programs that support middle skill jobs paying higher wages and that allow students to remain in the community after graduation.

g. HEALTHCARE.

Participate with community partners, healthcare providers, and the state legislature to address healthcare costs and access.

h. TALENT GAPS.

Identify talent gaps for the area's targeted industries and develop strategies for increasing access to funding, education, and partnerships to address gaps.

3. Promote Business Growth for a Diverse and Stable Economic Base.

a. MODERN MANUFACTURING AND TECHNOLOGY HUB.

Support the continued growth of the city's manufacturing and technology industries and leverage the region's assets to broaden the economic base through the attraction of manufacturing and technology employers.

b. PROACTIVE INVESTMENT.

Proactively invest in infrastructure and amenity projects, using the capital improvement plan, water and wastewater enterprise funds, and other public funding and financing tools to enhance the attractiveness of high priority growth and employment areas in coordination with public and private partners, when possible.

c. AGRICULTURAL PRODUCTS.

Taking advantage of excellent growing conditions and established agricultural businesses in the Grand Junction area, capitalize on agriculture-related industries including food products, hemp, fibers, high-value crops, and tourism.

d. ENCROACHMENT.

Protect key industrial areas from encroachment by potentially incompatible land uses or conversion to alternative uses. Protect key industrial infrastructure such as railroad spurs.

e. BUSINESS RETENTION AND ATTRACTION.

Support economic development partners to encourage the retention and expansion of existing businesses and industries and the establishment of new businesses in industries that support City initiatives, especially those that offer a livable wage.

f. BARRIERS.

Continue to identify and pursue ways to reduce barriers to entry for new businesses.

g. MINERAL EXTRACTION.

Continue to allow responsible mineral and resource extraction and processing as well as businesses that support these industries.

4. Support the expansion of a responsible and sustainable tourism industry utilizing Grand Junction's Destination Marketing Organization called Visit Grand Junction and its strategic partners.

a. ARTS AND CULTURE.

Leverage the arts and cultural assets in Grand Junction, the Creative District, and the surrounding region to attract artists and other creative entrepreneurs.

b. OUTDOOR RECREATION TOURISM.

Leverage Grand Junction's location, diverse landscapes, temperate climate, proximity to the Colorado National Monument and the Grand Mesa, Colorado and Gunnison Rivers, and other existing tourism assets to make Grand Junction stand out from its competitors in the outdoor recreation marketplace.

c. AGRITOURISM.

Work with regional jurisdictions to preserve agricultural lands and support opportunities for agritourism in and around Grand Junction.

d. WATER.

Integrate the concept, access, and experience of water into a part of the Grand Junction brand.

5. Champion Leave No Trace principles to educate both locals and visitors.

a. PUBLIC LANDS. Work with the State, County, and Federal partners to ensure public lands are maintained and properly managed for public enjoyment and leverage their assets as key employers in the region.

6. Invest in key infrastructure that supports businesses.

a. ATTAINABLE HOUSING.

Encourage the development of attainable housing for early and mid-career employees consistent with the City's housing goals.

b. WIRELESS PLAN. Collaborate with partners to ensure high-speed internet access is broadly available.

c. EMERGING TECHNOLOGIES.

Explore and embrace emerging technologies, such as 5G wireless, that can have an impact on Grand Junction's economy.

d. REGIONAL AMENITIES.

Continue to invest in parks, recreation, and its connected trail system that serve as attractions for tourism and amenities for locals.

e. CORE INFRASTRUCTURE.

Continue to strategically invest in transportation and utility infrastructure to serve business and implement the Grand Junction Circulation Plan's Function Classification and Active Transportation Maps.

f. AIRPORT. Support the Grand Junction Regional Airport as a regional transportation, aircraft maintenance, and air freight hub to provide the economic development benefits associated with having an airport nearby.

g. PARKING. Allow for sufficient parking that does not unduly burden businesses with the cost of building or maintaining surface lots.

Wireless Master Plan (2016)

The Wireless Master Plan adopted in 2016 provides goals and objectives for locating cell tower sites and combines land-use planning strategies with radio frequency engineering models to create a planning tool. The plan is intended to help manage the development of future sites. The plan takes a comprehensive approach to wireless development in Mesa County. It aims to align the needs of wireless broadband service providers with government and community objectives, allow for infrastructure planning and development that will accommodate multiple providers, improve public safety, and attract and retain residents and businesses.

The plan estimates that the largest number of new sites constructed over the ten to fifteen years after adoption will be built in and around the City's Growth Boundary, and that approximately 11-18 new towers or base stations will be needed to fill in the anticipated coverage gaps.



Plan Principle 3: Responsible and Managed Growth



Where We Are Today

Quality Places

The City of Grand Junction is distinguished by its historic downtown, quality residential neighborhoods, and easy access to open spaces, among other features, all of which contribute to its character and status as a destination for regional employment, shopping, and activities on Colorado's Western Slope.

Growing Population

Grand Junction's population is growing and is expected to continue to grow in the future. After being particularly hard hit during the Great Recession and for nearly a decade thereafter, Grand Junction has seen an increase in new development in recent years. Median home values have risen significantly, and the pace of construction has substantially increased. It is with relief to many that the construction market has returned and home prices are rising, but that does not come without concern about other growth-related impacts.

Housing and Services

Concerns related to new development include increased demand for housing and a waning supply of attainable housing. The City is also aware of increased pressure on infrastructure including transportation and parks, as well as the challenges of providing adequate services—including emergency response, police, recreation, and schools—to a growing population.

Limited Supply of Land

The timing and location of development in Grand Junction today are influenced by several interconnected factors, including available land, infrastructure, and services as well as the Persigo Agreement and market demand. While there is no lack of vacant land to accommodate new growth within the City's Urban Development Boundary, there is a lack of land with the existing urban infrastructure required by the City. Balancing the need for investments in new infrastructure to support greenfield development with the need for improvements to existing infrastructure in established areas of the city to support infill and redevelopment is an ongoing challenge.

Demand and Infill

Market demand has been a strong driver of Grand Junction's pattern of growth over the past 20 years. Residents have historically preferred to live in single-family, detached homes. Although many residents still express a preference for single-family homes, they also express a preference for a variety of new home types and homes located in neighborhoods that are located close to local shopping, dining, and other amenities and that are walkable. While the City has identified priorities for infill in the City's central core since 2004 and began incentivizing infill and redevelopment in these areas in 2013, limited development has occurred that supports the community's desire to see additional urban intensification within the City's core. Residents have suggested a much stronger focus on infill and redevelopment or 'urban intensification' is needed.

Maintaining Quality

Unincorporated areas bleed into City jurisdiction, resulting in a lack of distinct gateways to the City. The City has had a history of unsightly junkyards, and outdoor storage. Though major efforts by both private property owners and the City have resulted in vast clean-up of several areas, residents have expressed a desire to see continued improvements to the built environment, particularly related to property maintenance and weed management.

Where We Are Going

Guided Growth

By the year 2040, Grand Junction has managed growth by placing a priority on infill and redevelopment within City limits allowing the City to reap the benefits of growth. Carefully planned expansion of the city's residential areas has allowed for a growing population to call Grand Junction home. Grand Junction's infrastructure policy has fostered growth, limited leap-frog development, and brought investment into the City's core. Infrastructure policy is supported by cooperative relationships with service providers, such as the water and wastewater districts, and the City has continued to ensure that residents and businesses are provided with essential services. Thanks to the City's policies, redevelopment and infill occur, especially along major corridors such as North Avenue, Patterson Road, State Highway 50 in Orchard Mesa, and along Horizon Drive. New development patterns, including mixed-use development, have reshaped the land uses of these areas, making them signature gateways.

How We Will Get There

1. Support fiscally responsible growth and annexation policies that promote a compact pattern of growth, maintain or improve levels of service, and encourage the efficient use of land.

- a. **URBAN DEVELOPMENT BOUNDARY (UDB).** Maintain and continue to utilize the UDB surrounding Grand Junction, in cooperation with Mesa County, as a tool to guide and manage growth outside of the City limits and delineate the extent of the City's urban development.
- b. **INTENSIFICATION AND TIERED GROWTH.** Support the efficient use of existing public facilities and services by directing development to locations where it can meet and maintain the level of service targets as described in Chapter 3, Servicing Growth. Prioritize development in the following locations (in order of priority). Periodically consider necessary updates to the Tiers.
 - i. Tier 1: Urban Infill.
 - ii. Tier 2: Suburban Infill.
 - iii. Tier 3: Rural Areas and County Development.

- c. **PERSIGO 201 SERVICE BOUNDARY.** Align the Persigo 201 Boundary with/to the UDB.
- d. **PERSIGO AGREEMENT AND ANNEXATION.** Study the impacts of the Persigo Agreement on the City's level of service targets and related fiscal impacts. Engage in negotiations with the County regarding appropriate revisions to the Persigo Agreement reflective of the study's findings.
- e. **ZONING AND DEVELOPMENT CODE.** Ensure zoning and development regulations are consistent with the Comprehensive Plan.

2. Encourage infill and redevelopment to leverage existing infrastructure.

- a. **UNDERUTILIZED PROPERTIES.** Support the use of creative strategies to revitalize vacant, blighted, or otherwise underutilized structures and buildings including, but not limited to:
 - i. adaptive reuse of existing buildings (particularly those that have historic significance);
 - ii. infill of existing surface parking lots;
 - iii. consolidation and assembly of properties to improve and coordinate the redevelopment of blocks or segments of corridors where a property-by-property approach would limit development potential; and/or
 - iv. public/private partnerships.
- b. **INCENTIVES.** Align existing incentives, such as reduced impact fees, with urban intensification priorities.

3. Collaborate with regional entities and service providers on growth and infrastructure issues.

- a. **INTERGOVERNMENTAL COOPERATION.** Work with Mesa County to implement land use policies that are consistent with the Comprehensive Plan.
- b. **BUFFER AREAS.** Maintain Intergovernmental Agreements that provide 'Community Buffers' for distinct community separation between the City of Fruita, City of Grand Junction, and Town of Palisade.
- c. **STATE AND COUNTY ROADWAYS.** Ensure impacts to state and County roadways associated with proposed development are analyzed. Understand the cumulative impacts of land use decisions upon these roadways to maintain desired levels of service.

- d. **DISTRICT 51.** Collaborate with District 51 in planning for the design and location of new public schools in areas that advance the City's growth priorities and ensure infrastructure such as sidewalks and bike lanes are provided to support mobility choices to and from schools.
- e. **ELECTRICAL SERVICE.** Evaluate current policy for undergrounding overhead utility lines and in lieu of payments. Continue to require new and existing electrical lines to be buried.
- f. **INSTITUTIONAL USES.** Collaborate with major institutions and businesses in the city, such as CMU and St. Mary's Hospital, to produce and update master plans for expansion of civic and institutional facilities to ensure alignment with the goals and policies of this Plan.

4. Maintain and build infrastructure that supports urban development.

- a. **WATER SUPPLY.** Support the efficient and reliable management of water resources by:
 - i. maintaining cooperative service agreements with Clifton Water District;
 - ii. maintaining absolute water rights and filing, as needed, documentation to perfect conditional rights on the Colorado and Gunnison Rivers;
 - iii. maintaining and replacing aging water infrastructure; and
 - iv. coordinating with Ute Water Conservancy District and Clifton Water District to ensure sufficient water resources supply and infrastructure for the City's projected growth.
- b. **WASTEWATER CAPACITY.** Update the Wastewater Basin Study as well as plan for future expansion of the Persigo Wastewater Treatment Plant to serve growth within the Persigo 201 service boundary.
- c. **WASTEWATER TREATMENT.** Ensure new development connects to the Persigo wastewater treatment facility.

- d. **SEPTIC ELIMINATION.** Continue to support the elimination of Individual Sewage Disposal Systems (ISDS or 'septic systems').
- e. **OUTDOOR LIGHTING.** Use development regulations to promote best practices in lighting that protect night skies.
- f. **PARKING.** Evaluate current parking requirements to ensure that the resulting land usage and intensity align with City goals. Further, continue to implement the recommendations of the 2016 Downtown Parking Study regarding parking demand, location, timing, pricing, and supply.
- g. **PUBLIC SAFETY SERVICES.** Ensure the City's capacity to provide public safety and emergency services expand in line with the level of service targets outlined in Chapter 3, Servicing Growth. To the extent possible, give preference to development patterns and intensities that allow for efficient and cost-effective expansion of services.

h. PARKS AND RECREATIONAL FACILITIES. Provide residents with access to parks and recreational opportunities, recognizing that projected needs, types of opportunities, and facilities will vary based on location. Strive to provide park facilities within the defined level of service consistent with Chapter 3 and the Parks and Recreation Master Plan for all homes within the city.

I. STORMWATER. Participate with local, state, and federal partners in identifying and implementing innovative regional solutions to stormwater management challenges and stormwater infrastructure needs.

J. TRAILS. Evaluate current policy for responsibility related to construction of City's Active Transportation Network.

5. Plan for and ensure fiscally responsible delivery of City services and infrastructure.

- a. CAPITAL IMPROVEMENT PROGRAM.** Maintain a capital improvement plan by:
- i. preparing and annually updating a balanced five-year capital improvement program which supports the implementation of the Comprehensive Plan;
 - ii. prioritizing capital projects that are designed to serve existing needs and to prevent the deterioration of existing levels of service;
 - iii. prioritizing projects that support citywide growth priorities;
 - iv. prioritizing investment in infrastructure that supports economic activity; and
 - v. identifying funding for operating and maintenance costs for approved capital projects at the time projects are approved.

b. COST OF GROWTH. Periodically update impact fee study. Maintain an efficient and fair system of fees and development requirements that assesses the costs and benefits of financing public facilities and services, the need for which is generated by new development and redevelopment, assessing for:

- i. a proportional share, consistent with adopted City policy, of the cost of public improvements outside the development boundaries that is directly attributable to that development; and
- ii. the full cost of all public improvements required by the development within the boundaries of that development.

c. OVERSIZING. Utilize a reimbursement or credit mechanism to compensate developers, or the City, for oversizing public facilities such as transportation infrastructure.

d. FINANCING MECHANISMS. Utilize a range of financing mechanisms and tools as appropriate to finance capital improvements and infrastructure in priority growth areas.

e. SPECIAL ASSESSMENT DISTRICTS. Consider the use of special assessment districts, such as alley improvement and sewer improvement districts, as a means of funding/financing the construction of publicly owned infrastructure improvements and, when proposed, improvement districts:

- i. provide a tangible benefit to the community; and
- ii. align with the goals and policies and priorities of this Plan.

6. Support the development of neighborhood-centered commercial uses and mixed-use development.

a. EMPLOYMENT AREAS. Create and maintain plans for employment areas to support investment, development, and redevelopment in these areas to create new places for employment to grow. Encourage and support higher-intensity employment uses through land use policies and investment in infrastructure that support these employment areas.

b. MIX OF USES. Support the creation of a mix of uses as in neighborhood centers and along prominent corridors that reflect the needs of adjoining residents and the characteristics of individual neighborhoods, including, but not limited to retail, office, entertainment, schools, libraries, parks, recreation amenities, transit facilities, and other amenities.

c. WALKABLE CENTERS. Support the development of walkable community/neighborhood commercial centers that provide a variety of services and amenities to the immediate area, expand housing options, and/or provide live-work opportunities. Centers will vary in size and type but should be located consistent with the Commercial and Industrial Areas Framework Map.

d. DENSITY/INTENSITY. Encourage the transition of low-intensity or otherwise obsolete single-use centers to higher intensity, mixed use centers over time. Emphasize strategies that will expand housing options and available services within the immediate neighborhood.

e. CONTEXT-SENSITIVE DEVELOPMENT. Ensure that all development contributes to the positive character of the surrounding area. Tailor building materials, architectural details, color range, building massing, and relationships to streets and sidewalks to the surrounding area.

7. Continue efforts to create a community that provides a sense of arrival, attractive design, and well-maintained properties.

a. GATEWAYS. Enhance and accentuate the community's gateways, including Interstate 70 interchanges, Interstate 70 Business Loop, and State Highway 50 to provide a coordinated and attractive community entrance. Gateway design elements may include streetscape design, supportive land uses, building architecture, landscaping, signage, lighting, and public art.

b. DESIGN STANDARDS. Develop basic design standards for key corridors to improve the overall visual cohesiveness and appeal of an area as well as improve upon the overall physical appearance of the city.

c. STREETScape. Continue to implement cost-effective improvements to the streetscape, including functional improvements to hardscape and green infrastructure as well as artistic and design elements.

d. CODE ENFORCEMENT. Work with private property owners to achieve ongoing compliance with required landscaping, weeds, junk, or other City nuisance codes and ordinances.

Plan Principle 4: Downtown and University Districts



Where We Are Today

Downtown Core

Grand Junction's Downtown complements the outdoor amenities for which the region is known. The city offers tourists and regional residents an urban setting with local businesses, a variety of restaurants, hotels at various price points, and convenient access to the city's many amenities and recreational opportunities. However, the compact and highly walkable Downtown area is limited in geography to predominantly eight blocks along Main Street and Colorado Avenue. Residents desire for Downtown to be a more urban environment with modern amenities, unique experiences, and a greater variety of local businesses. Through study, it has been identified that expanding housing options in Downtown areas would assist in creating a more vibrant Downtown and that infill and redevelopment of key properties would further activate areas.

A Growing University

Similarly, the areas around Colorado Mesa University (CMU) have been identified as opportunities for infill and redevelopment to provide commercial services and housing to students and area residents. The community has expressed the need for reinvestment and maintenance of residential properties that have long been used as rental units—predominately for university students—that have fallen into disrepair. CMU generates a widespread impact on the culture and economics of the city by attracting talented students and staff who are involved in many aspects

of community life. CMU seeks to engage and retain talent through the combination of rising academic prominence on the part of the University and the lifestyle amenities of the Grand Junction area. However, many students currently leave the city within a few years of graduation, diminishing the potential impact of talent for local employers.

Downtown's Mobility

Adequate and convenient parking is essential for Grand Junction's Downtown and commercial areas. However, the community has expressed that parking should not be overemphasized at the expense of walkability or density, particularly in Downtown's pedestrian environment. Downtown is also the primary hub for transit options in the City, though the transit usage remains low.

Investment in the Riverfront

The areas along the Colorado Riverfront are seeing increased interest and development has begun as Las Colonias Park. The first two tenants are constructing businesses in the business park. The Riverfront at Dos Rios has moved from its planning stages to construction of infrastructure. The historic Riverside Neighborhood borders the future development of the Riverfront at Dos Rios. Residents are both excited and anxious about how their neighborhood may be impacted by future development in the area.

Where We Are Going

Downtown Flourishes

By the year 2040, Downtown continues to flourish and Main Street is Grand Junction's center of activity. Downtown is known as the place to bring friends and family for great dining, entertainment, and local shopping. The hotels around the Grand Junction Convention Center are conveniently located, supporting a lively atmosphere that guides visitors to stroll down Main Street and explore the side streets in the greater Downtown area. Throughout Downtown, roadways are marked by attractive streetscape, wayfinding signage and local art installations, adding to the city's character.

Activated Spaces

Downtown is active during the day and evening throughout the week where people live, work, and enjoy a variety of amenities in the area. Evenings and weekends are no longer sleepy as additional experiences have drawn more people Downtown and have ignited further economic impact. Sitting at the pivotal intersection of 7th Street and Main Street, the city's historic Avalon Theatre continues to anchor the east end of Downtown, providing entertainment in its performing arts hall, presenting films, live music, and offering a venue for special events.

Mobility Options

The City has worked to manage its parking and balance the needs of business owners and residents with best practices in the Downtown. Large parking lots and vacant lots have been transformed into commercial and residential uses, helping activate streets and create great public spaces. The residential core of Downtown—including the Original Square Mile of Grand Junction—retains its historic character. New residential development in the historic residential areas has gradually increased the number of residences through limited, context-sensitive infill and retrofitting, as well as through the development of accessory dwelling units on some single-family lots.

River and Rail

The Downtown area has seen investment and tremendous growth due to its access to Main Street, Las Colonias Park, the Riverfront at Dos Rios, and the Colorado River. The Lower Downtown area, also known as the Rail District, has seen light industrial, manufacturing, and commercial businesses remain active on the east side of the district. These uses are well-buffered from river-facing residential developments to minimize impacts. The River and Rail districts have benefitted from the activation of the 7th Street corridor, which has resulted in an increasingly dynamic district that functions as an extension of Main Street and provides convenient access to Las Colonias Park and the River. In addition, South 2nd Street has become an important bike and pedestrian connection from Main Street to the Riverfront at Dos Rios.

A Maturing University

The University District has grown to encompass more than the defined campus of Colorado Mesa University. As the student population has grown, the District has expanded outward with student housing and services supporting student lifestyles. The University District contributes significantly to the City's expanding knowledge economy with strong relationships between CMU and the local business community. These connections are reinforced spatially, with the 10th Street and 7th Street corridors providing a link from the University to Downtown and the Colorado River. The University District attracts both locals and researchers from outside the community thanks to its innovative design and the vigor of students, and it has matured to parallel the most successful University Districts on the Front Range.

Infrastructure and Public Places

Pedestrian improvements and new infrastructure have increased connectivity between the River District, the Rail District, Downtown District, and the University District, promoting the active, bike- and walk-friendly environment that defines these areas. Plazas and walkable streets provide spaces for festivals and community events, supporting opportunities for the community to convene and connect.

How We Will Get There

1. Cultivate energetic and livable greater Downtown and university districts that balance the needs of residents, students, and visitors.

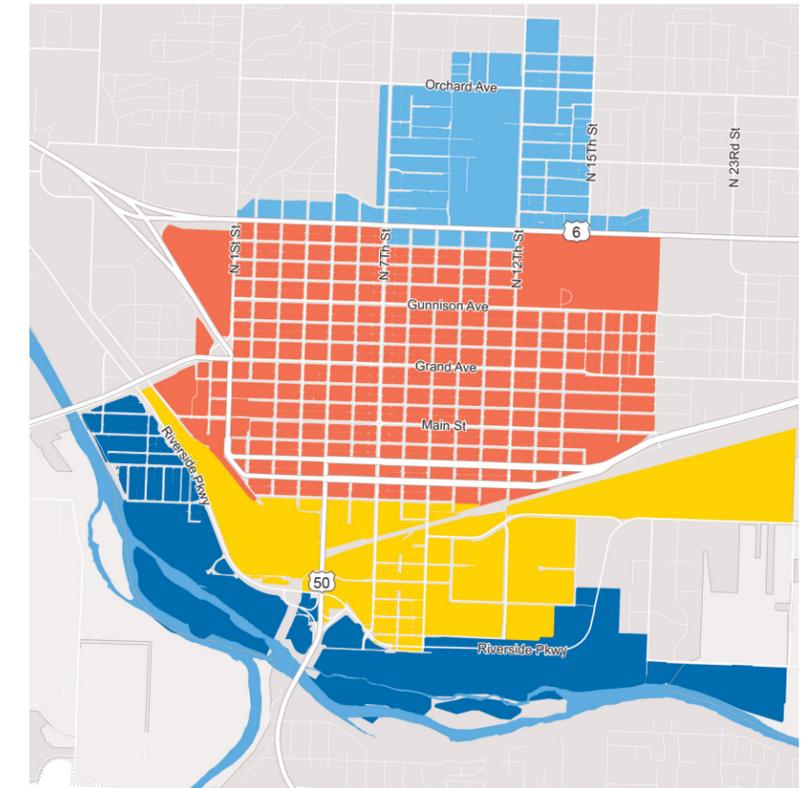
- a. MIX OF USES.** Support a diverse mix of land uses that is tailored to support the vision and unique focus for the University District and for each of the three subdistricts that comprise Downtown District: Downtown; the Rail District; and the River District. Land use in these three areas should develop consistent with the Greater Downtown Plan, as may be amended, and all four following district areas consistent with the policies of this Comprehensive Plan. Key considerations for each of these areas include:
- i. Downtown District: Main Street.** Vibrancy and walkability are priorities for Main Street and nearby streets, including Colorado Avenue and 2nd Street. Zoning standards for Downtown are designed to bring buildings to the sidewalk and allow for taller, tightly arranged structures. Successful small businesses and a mix of uses connect directly to achieving these goals.

- ii. Downtown District: Historic Residential Core.** Protecting the long-standing residential areas from nonresidential intrusion. Infill in these areas should be pursued when design and intensity are compatible with the existing residential fabric, such as accessory dwelling units.
- iii. Rail District.** Freight infrastructure and existing stock of industrial buildings make the Rail District a critical hub for industry and employment. The area provides an essential linkage from Downtown to the river and should provide a mix of uses, including residential uses. All uses should be planned in ways that will protect existing and future nonresidential development, especially those uses with access and need of rail spurs.

- iv. River District.** Much of this area is slated for mixed use development with an abundance of open space amenities and direct access to the Colorado River. Additional destination-oriented amenities should be developed along the riverfront with a focus on how the natural riverine environment interacts with the built environment. The Riverside neighborhood located on the north end of the district should be planned to retain its historic character, which includes a mix of uses such as home businesses, grocery, retail, and institutional uses. Tailor the River District to a more urban neighborhood context that contributes to the enjoyment and quality of life of residents and visitors.
- v. University District.** This area should provide abundant housing options for students and employees of the University and should be encouraged to grow to meet the commercial and services needs of both residents and students. Colorado Mesa University anchors this district.

- b. VIBRANT TOGETHER.** Support Downtown Grand Junction in efforts to implement their Plan of Development “Vibrant Together.” This plan emphasizes the need for infill development, placemaking, and connectivity as key elements of a successful Downtown.
- c. HOUSING OPTIONS.** Encourage a variety of housing options at a range of price points to support a more diversified workforce and composition of residents in Downtown and University areas including professionals, service workers, entrepreneurs, students, and retirees, among others.
- d. NEIGHBORHOOD SERVICES.** Encourage neighborhood-serving retail such as grocers, pharmacies, childcare facilities, and other basic services as a key component of the overall mix of uses in Downtown and University districts.

- e. RECREATION.** Support the continued enhancement and expansion of recreational amenities that celebrate the River District’s riverfront setting and centralized location within the region.
- f. ARTS AND CULTURE.** Strengthen Downtown’s role as the region’s center for culture and arts by enhancing and promoting arts, music, culture, heritage, and historic preservation.
- g. RAILROAD QUIET ZONES.** Study and consider establishing a Quiet Zone at public streets in areas where residential or businesses experience significant disruption or quality of life is diminished by frequent train horn use.



Downtown and University Districts

University District	Rail District
Downtown District	River District

2. Strengthen multimodal connections in and between the districts.

- a. PEDESTRIAN AND BICYCLE NETWORK.** Continue to enhance bicycle and pedestrian connections and infrastructure to and throughout Downtown, the Colorado River Corridor, and the University District with an emphasis on:
- i. improving safety and ease of use;
 - ii. adding bicycle lane miles;
 - iii. connections to areas beyond the city's original square mile;
 - iv. exploring a bike-sharing and/or scooter-sharing program;
 - v. increasing convenient bicycle parking;
 - vi. accessing transportation hubs such as the Amtrak station, Bustang, and Greyhound facilities; and
 - vii. improving access to the Riverfront and Riverfront Trail.

b. TRANSPORTATION OPTIONS.

Continue to partner in providing transit service between districts and support educational campaigns designed to increase awareness and usage of different modes of transportation—such as transit, biking, and walking—when traveling to or from Downtown. Capitalize on elements of active lifestyles that align with multi-modal transportation choices.

- c. PARKING.** Continue to manage and improve upon the utilization of existing public parking facilities in Downtown.

- d. WAYFINDING.** Incorporate wayfinding signage and other branded elements to create a sense of place and facilitate ease of access to public amenities, parking, and transportation alternatives.

3. Promote the continued reinvestment into Downtown, Riverfront, Rail, and University District's economy and built environment.

- a. DIVERSIFICATION OF DOWNTOWN ECONOMIC BASE.** Continue to support the diversification of Downtown economic base through:

- i. creation of a “Tech and Rec” hub Downtown and in the River District;
- ii. on-going partnership with Downtown Grand Junction to support Downtown investment;
- iii. support local investment incentives, workforce training, and other strategies to support new business development Downtown;
- iv. continued capitalization on rail resources for industry Downtown; and
- v. integration of the Downtown economy with other elements of the Grand Valley's economy including manufacturing, agriculture, recreation, energy, and tourism.

- b. TOURISM, ARTS, AND ENTERTAINMENT.** Seek to broaden the range of tourism, arts, entertainment, and experiential uses that appeal to a more diverse demographic. Make Downtown a location of choice within the region for annual events, cultural celebrations, and other community gatherings.

- c. UNIVERSITY LINKAGES.** Proactively seek opportunities to collaborate with CMU and other partners on efforts to strengthen both physical and symbolic linkages between the CMU campus and Downtown, Rail, and Riverfront Districts.

- d. DESIGN FOR KNOWLEDGE.** Promote urban design approaches in the University District that foster creativity, respond to global trends, and establish strong local character. Engage economic development and land development opportunities that contribute to making the University District the premier academic hub in Western Colorado.

- e. UNDERUTILIZED PROPERTIES.** Work with property owners and partners such as Downtown Grand Junction to redevelop underutilized properties (including surface parking lots) through regulation, incentives, and use of other redevelopment tools.

- f. ADAPTIVE REUSE.** Encourage the adaptive reuse and rehabilitation of historic structures and residences as a component of an overall reinvestment and revitalization strategy for Downtown.

- g. STREETScape.** Expand streetscape improvements to other areas of Downtown and University Districts, building on the success of Main Street. Ensure that new and rehabilitated structures contribute to the character of the street and create a sense of vibrancy.

Vibrant Together: A Downtown Initiative (2019)

Vibrant Together: A Downtown Initiative was developed by the Downtown Development Authority (DDA) and adopted by the City in 2019. The plan references the 2013 Greater Downtown Plan and provides five updated goals for the area, including:

Goal 1: Vibrancy - Downtown is the “the heart of it all,” a center of activity 18 hours a day/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.

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.

Vibrant Together recognizes that Grand Junction's Downtown is a hub for the region, and a central place for culture, commerce, and activity. Specific strategies include improving the pedestrian environment of Downtown's north-south oriented streets, activating alleyways, reducing the negative impacts of large parking lots, prioritizing adaptive reuse of historical structures, and leveraging a variety of financial tools for reinvestment in Downtown. The plan's goals are consistent with the One Grand Junction Comprehensive Plan, and the two documents should be used in coordination.

Plan Principle 5: Strong Neighborhoods and Housing Choices



Where We Are Today

Housing Stock

Much of the vacant residential land that is available in Grand Junction is designated for single-family housing development. This housing type has long been the predominant option available in the city, with residents continuing to express a preference for single-family homes and builders continuing to develop mostly single-family homes. However, other options are increasingly being explored to meet the changing needs of the community and to diversify the city's housing stock. Alternative housing types provide options for residents such as low maintenance, community open spaces, shared facilities, and affordability, and they can be less expensive to serve than conventional single-family housing.

Amenities and Access

Residents currently express a preference for homes in neighborhoods that are walkable and are located near amenities such as shopping and dining or that have access to parks and trails. Today, though, many neighborhoods within the city do not provide easy access to commercial services or outdoor recreational amenities.

Housing Costs

Since 2011, the community has experienced an increase of over 70 percent in the cost of for-sale housing with most recent years showing upwards of nine percent year-over-year increases in sale price. At the same time, the city continues to see a rising number of households that are cost-burdened by rent or mortgage payments (paying more than 30 percent of their income on housing costs) with more than 50 percent of renters being cost-burdened. This number tracks with Colorado trends per National Low Income Housing Coalition, 22 percent of Colorado renter households are extremely low income, and 74 percent of those are severely cost-burdened. Cost-burdened households are challenged with their ability to pay for other basic needs such as food, healthcare, childcare, and transportation. Combined, these issues have created a new sense of urgency for the community to participate in the formulation of a housing strategy that ensures affordable and attainable housing options are available in the city.

Rising Homelessness

Simultaneously, concern has risen about the increase in the population of those that do not have a home and the need for continued partnerships within the community to address both the causes and impacts of homelessness. The City has cooperated with housing providers to produce an assessment of housing needs in the past and has found a significant gap between need and provision of housing and homeless services.

Where We Are Going

Expanded Housing Options

By the year 2040, residential development in Grand Junction has kept pace with demand and the variety of housing options meets the needs of residents and families of all ages and income levels. The city's diverse range of housing types includes large and small single-family homes as well as apartments and condominiums. This balance has expanded the city's reputation for livability and affordability. Grand Junction has been active in protecting, maintaining, and creating attainable housing opportunities to attract new residents to the community, accommodate long-time residents, and encourage Colorado Mesa University students to remain in Grand Junction after graduation.

High Quality Development

Many residents prefer living in neighborhoods that are located close to local shopping and dining with access to outdoor activities and other amenities. The range of available housing types is integrated into the character of each neighborhood with many residents living in mixed-use areas. The city's neighborhoods have focused on connecting residences to surrounding commercial areas and amenities providing a high level of walkability and bikeability. Working closely with the development community and property owners, the City has ensured that residential areas are supported by walkable and bikeable connections between neighborhoods, commercial areas, and parks and open space. The North 7th Street Historic Residential District and the other established historic areas represent the community's commitment to preserving its historic homes, and providing another housing choice. New development remains sensitive to preservation in these key areas of the city.

Resolving Homelessness

Additionally, the City has continued to work with its community partners to provide permanent supportive housing for its homeless population. The rate of homelessness and the amount of time spent in homelessness have fallen significantly. People of all income levels can meet their needs and have access to amenities that provide for a meaningful, high-quality life.

Strong Neighborhoods

Neighbors tend to know each other because they share places and institutions regularly and have diverse, interwoven social ties. The presence of local gathering places like cafes, parks, trails, and restaurants, as well as the sharing of local institutions like schools, fosters a comfortable environment and a high level of community trust. Neighborhoods also reflect unique and distinguishing design characteristics in their architecture, streetscapes, and landscapes. Visitors to Grand Junction can feel the difference between neighborhoods and districts and this is an attractive feature to residents and tourists alike. Diverse and interspersed housing options have created an environment where people of all ages, incomes, and backgrounds interact frequently, contributing to local culture, safety, and a feeling of community.

Neighborhood Connections

Bridging the gap between neighborhoods created by natural and manmade barriers.

Neighborhoods

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

Multimodal Grade Separated Crossings

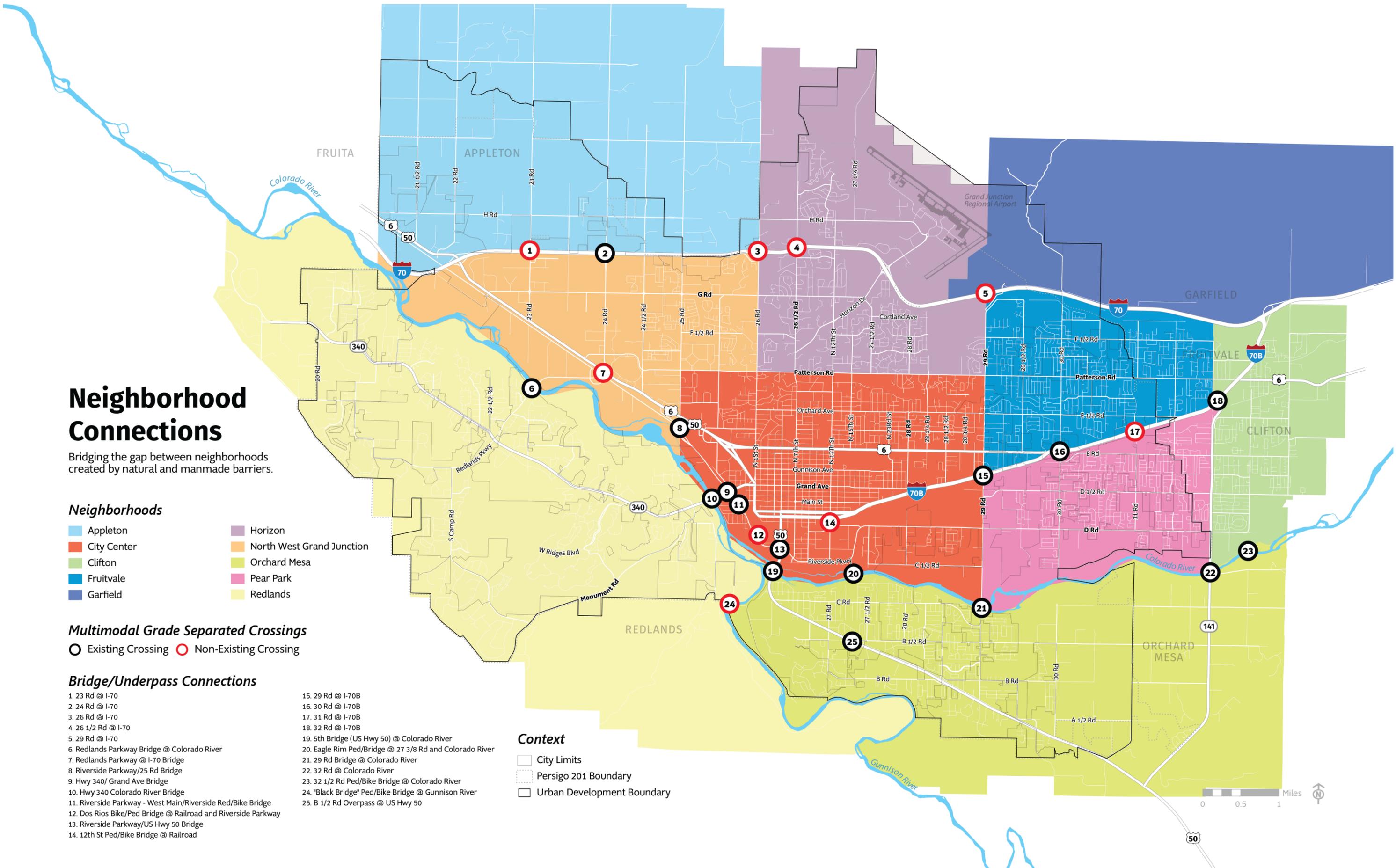
- Existing Crossing
- Non-Existing Crossing

Bridge/Underpass Connections

- 1. 23 Rd @ I-70
- 2. 24 Rd @ I-70
- 3. 26 Rd @ I-70
- 4. 26 1/2 Rd @ I-70
- 5. 29 Rd @ I-70
- 6. Redlands Parkway Bridge @ Colorado River
- 7. Redlands Parkway @ I-70 Bridge
- 8. Riverside Parkway/25 Rd Bridge
- 9. Hwy 340/ Grand Ave Bridge
- 10. Hwy 340 Colorado River Bridge
- 11. Riverside Parkway - West Main/Riverside Red/Bike Bridge
- 12. Dos Rios Bike/Ped Bridge @ Railroad and Riverside Parkway
- 13. Riverside Parkway/US Hwy 50 Bridge
- 14. 12th St Ped/Bike Bridge @ Railroad
- 15. 29 Rd @ I-70B
- 16. 30 Rd @ I-70B
- 17. 31 Rd @ I-70B
- 18. 32 Rd @ I-70B
- 19. 5th Bridge (US Hwy 50) @ Colorado River
- 20. Eagle Rim Ped/Bridge @ 27 3/8 Rd and Colorado River
- 21. 29 Rd Bridge @ Colorado River
- 22. 32 Rd @ Colorado River
- 23. 32 1/2 Rd Ped/Bike Bridge @ Colorado River
- 24. "Black Bridge" Ped/Bike Bridge @ Gunnison River
- 25. B 1/2 Rd Overpass @ US Hwy 50

Context

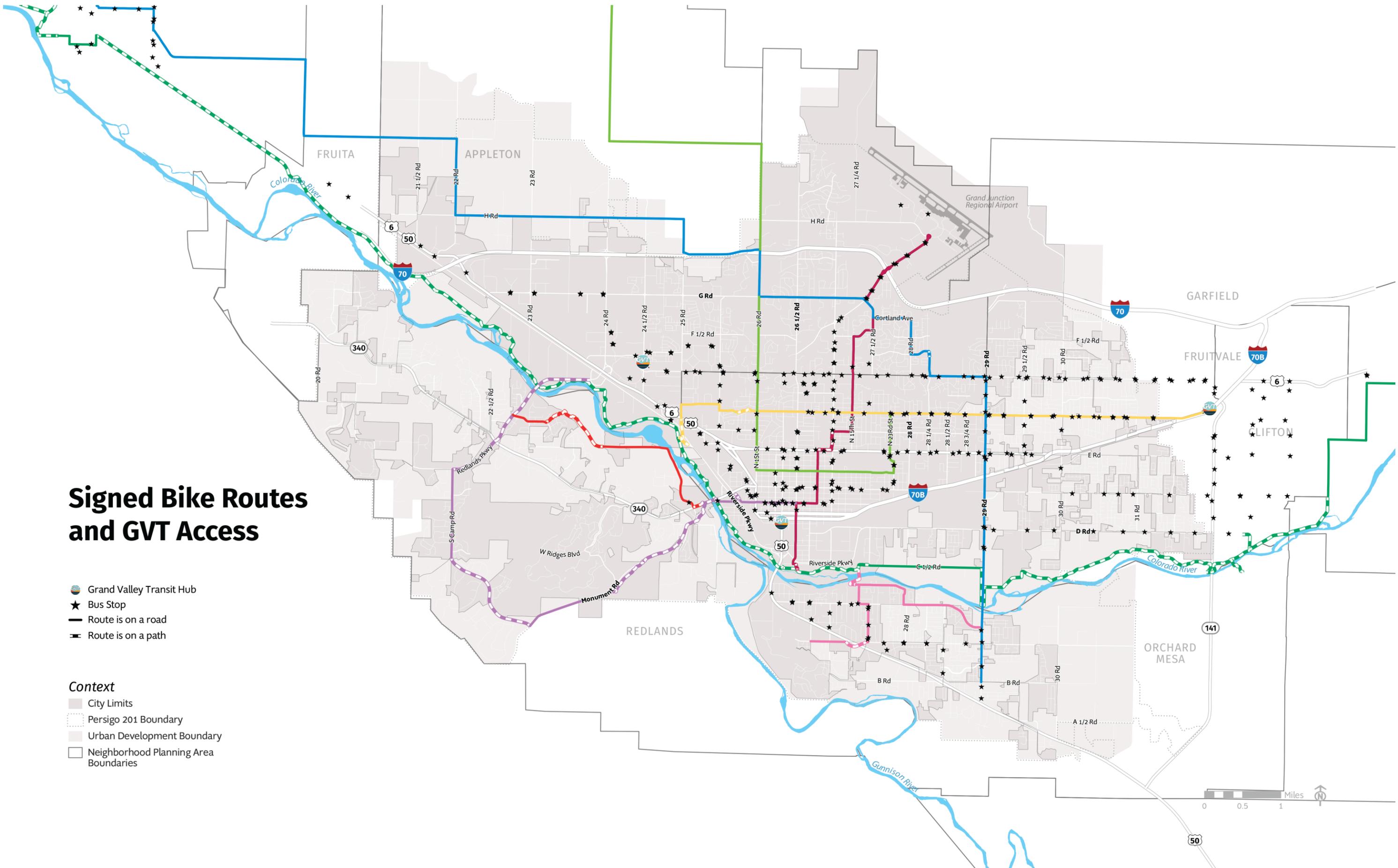
- City Limits
- Persigo 201 Boundary
- Urban Development Boundary



Signed Bike Routes and GVT Access

-  Grand Valley Transit Hub
-  Bus Stop
-  Route is on a road
-  Route is on a path

- Context**
-  City Limits
 -  Persigo 201 Boundary
 -  Urban Development Boundary
 -  Neighborhood Planning Area Boundaries



How We Will Get There

1. Promote more opportunities for housing choices that meet the needs of people of all ages, abilities, and incomes.

- a. **SUPPLY OF LAND.** Monitor and periodically update the Land Use Plan to ensure the City has an adequate supply of land designated for a wide variety of housing types based on demand.
- b. **GEOGRAPHIC DIVERSITY.** Ensure that the Land Use Plan accommodates a mixture of housing types and sizes in all areas of the city, including single-family and multi-family home types at varying densities, sizes, and price points.

c. **HOUSING TYPES.** Promote a variety of housing types that can provide housing options while increasing density in both new and existing neighborhoods, such as duplexes, triplexes, multiplexes, apartments, townhomes, and accessory dwelling units, while maintaining neighborhood character.

d. **SPECIALIZED HOUSING NEEDS.** Plan for populations that have specialized housing needs. Integrate residential-care and treatment facilities, shelters, permanent supportive housing, group homes, and senior housing throughout the city in areas that are well served by amenities and public transportation.

e. **AGE IN PLACE.** Encourage housing options and infrastructure designed to accommodate multigenerational needs to increase the ability of residents to remain in their homes as they enjoy old age.

f. **STUDENT HOUSING.** Plan for and encourage new housing for students on and near campuses and in areas well-served by bike and pedestrian infrastructure, and transit. Avoid encroachment into established neighborhoods unless the design is contextually appropriate.

g. **PARKING.** Evaluate parking standards to ensure both sufficient parking for the context and area of which a project is planned to occur. Parking should be evaluated based on specific areas and should be consistent with the City's Urban Intensification goals.

2. Partner in developing housing strategies for the community.

a. **HOUSING STRATEGY.** Develop a targeted housing strategy to facilitate and incentivize the creation of affordable housing units for low-income residents and attainable housing for the city's workforce. Update the strategy periodically to address changing needs.

b. **HOUSING INCENTIVES.** Explore options for providing incentives for projects that incorporate units affordable to income levels identified in the housing strategy.

c. **REGIONAL HOUSING INITIATIVES.** Work cooperatively with Mesa County, the Grand Junction Housing Authority, Catholic outreach, Homeward Bound of the Grand Valley, Karis Inc., and other partners to pursue regional efficiency in all matters related to affordable housing:

- i. pursuing funding regionally at all levels;
- ii. retaining and maintaining existing affordable housing stock;
- iii. publicizing and marketing affordable housing opportunities throughout the region, including rehabilitation and funding;
- iv. working to preserve viable affordable housing stock and ensure long-term affordability for new units built with financial assistance; and
- v. providing supportive housing for at-risk and homeless populations.

3. Support continued investment in and ongoing maintenance of infrastructure and amenities in established neighborhoods.

a. **RETENTION OF EXISTING HOUSING STOCK.** Encourage ongoing maintenance and promote reinvestment and improvements in established neighborhoods. Support property owners, residents, neighborhood associations, and non-profit organizations in bringing substandard housing and unmaintained properties into compliance with City codes and to improve overall conditions.

b. **CODE ENFORCEMENT.** Enforce municipal code standards related to noise, weeds, and occupancy in residential areas.

c. **PRESERVING HISTORIC HOMES AND CHARACTER.** Encourage the preservation of the city's historic homes and neighborhoods.

d. **NEIGHBORHOOD AMENITIES.** Promote land use patterns that provide neighborhoods with local services and gathering places, including parks, grocers, and cafes.

e. **UPDATE NEIGHBORHOOD AND SUBAREA PLANS.** Review and update the adopted neighborhood and subarea plans.

4. Promote the integration of transportation mode choices into existing and new neighborhoods.

a. NEIGHBORHOOD

CONNECTIONS. Connect new and existing neighborhoods with features such as sidewalks, trails, parks, schools, community gardens, and other gathering spaces to provide opportunities for interaction and strengthen a sense of community.

b. CONNECTIVITY AND ACCESS.

Promote housing density located near existing or future transit routes and in areas where pedestrian and bicycle facilities can provide a safe and direct connection to neighborhood and employment centers.

c. MISSING LINKS. Prioritize walking and bicycling infrastructure improvements needed to complete gaps or “missing links” between existing neighborhoods and other community destinations such as schools, transit stops, neighborhood centers, parks, public open space, and trailheads.

d. INFRASTRUCTURE

IMPROVEMENTS. Prioritize infrastructure improvements, such as traffic calming enhancements, sidewalk repairs, bikeways, street tree plantings, and undergrounding of overhead utilities to improve safety and quality of life for neighborhood residents based on documented deficiencies.

5. Foster the development of neighborhoods where people of all ages, incomes, and backgrounds live together and share a feeling of community.

a. NEIGHBORHOOD

PARTNERSHIPS. Foster partnerships with Neighborhood Associations to identify specific needs, develop and implement programs/projects, identify infrastructure deficiencies, and otherwise assist in building capacity in individual neighborhoods.

b. CONNECTEDNESS. Continue to implement programs and events that convene neighborhoods, help build relationships, and foster a feeling of connectedness among neighbors, especially those that are underserved or identify as minorities.

c. INNOVATIVE DESIGN.

Encourage creativity, flexibility, and innovation in the design and construction of new developments and neighborhoods to adapt to unique site conditions and that promote an engaged community and facilitate active and healthy lifestyles (e.g., co-housing, community gardens, and recreational amenities).

Neighborhood and Subarea Plans

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 are provided, including proposed zoning, future land use recommendations, policies around traffic analysis, and identification of major street corridors.

The **Orchard Mesa Neighborhood Plan (2014)** focuses on managing growth in the Orchard Mesa neighborhood with specific emphasis on community image, rural resources, housing trends, economic development, public services, stormwater, future land use and zoning, and open space and trails. The plan implements a blended residential land use map to provide additional housing opportunities within the Orchard Mesa Plan area.

The **Pear Park Neighborhood Plan (2004)** focuses 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 are goals of this Plan.

The **Redlands Neighborhood Plan (2002)** the Redlands Neighborhood Plan creates 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 plan examines geological hazards, mineral resources, potential impacts to wildlife, and open space and trailhead access. The goals for the plan include character preservation, maintaining the Fruita-Grand Junction buffer zone, and natural area conservation.

The **North Avenue Corridor Plan (2007; 2011)** promotes the revitalization of the North Avenue thoroughfare from the Interstate 70 Business Loop to 29 Road. Components include a Student and Entertainment District, a mixed use Neighborhood Center, higher-density residential neighborhoods, civic gathering spaces throughout, and a regional retail anchor on the east end of the corridor. In 2011 a corresponding zoning overlay district was established.

The **H Road/Northwest Area Plan (2006)** addresses the development of a 250-acre area around the 21 ½ Road and H Road intersection. It includes the reclassification of rural land uses to commercial and industrial. The plan’s policies and performance standards mitigate impacts on residential neighborhoods and establish a street network to accommodate potential growth.

The **Horizon Drive District (2020)** incorporated consistent standards for the Horizon Drive Business Improvement District area. These standards include achieving high quality development and distinctive character for the area.

Plan Principle 6: Efficient and Connected Transportation



Where We Are Today

Rising Traffic Levels

Grand Junction's residents value the ease with which they can travel around the city and the fact that most destinations in the city can be reached in 15 minutes or less. However, as the city's roadways reach and exceed their designed-for capacities, traffic congestion, safety, and surface condition are becoming larger concerns. Growth has exacerbated these concerns. In response, the City has prioritized the maintenance of its streets' infrastructure and residents have approved funding for the expansion of key sections of the roadway network. The City has invested in new bike lanes and sidewalk improvements. A new partnership in transit has also formed (the Dash) to increase safety and connectivity between destinations within the city and to promote greater use of non-motorized modes of transportation, though increasing transit ridership remains a challenge locally.

Mobility Choices

While most residents still choose to drive for most daily trips, demand for infrastructure that supports non-motorized modes of travel—such as walking, bicycling, and taking transit—is growing. Mobility is also an issue for older residents—a growing percentage of the population—some of whom are no longer able to drive cars but still need to access services and move around the city. Mobility choices have also become integral for quality of life, equity and sustainability concerns, and economic competitiveness for businesses.

Funding Infrastructure

Balancing the need to maintain and enhance the safety of existing transportation facilities with the need to invest in new facilities is an ongoing challenge at the local, state, and federal levels due to limited funding for transportation projects. Available funding will not be enough to address all of the city's or region's needs and will require careful consideration of priorities and potential trade-offs associated with future investment in transportation facilities.

Alternative Vehicles

Electric and Compressed Natural Gas (CNG) vehicles are increasingly common in the community with both private and commercial charging stations for electric vehicles and a City-owned CNG fuel station available for private vehicles. Recent innovations in technology have made the prospect of driverless cars and other autonomous vehicles a possibility within the 20-year planning horizon of the Comprehensive Plan. The timing and magnitude of the impacts of such technological advancements on transportation systems remain uncertain but present a potential opportunity for Grand Junction to consider now how these innovations will impact future transportation needs.

Regional Airport

The Grand Junction Regional Airport plays a crucial role in Grand Junction being a regional center of goods and services. It provides transportation needs that support the high-tech industry, government, and Colorado Mesa University, and it attracts a population that wants to visit Grand Junction or live here.

Where We Are Going

Efficient and Varied Mobility

By the year 2020, Grand Junction has become a model for transportation access, mobility, and promoting the use of alternative fuels and electric vehicles. Transportation access and mobility have been achieved through connected and accessible neighborhoods and commercial areas. Commute times remain low and regional access by car is efficient. This is due, in part, to the City encouraging higher-intensity, walkable development in key areas and along major corridors, getting people out of their cars except for essential trips. During roadway capacity projects, the City's implementation of its Complete Streets Policy has enabled the integration of new sidewalks and the development of new bikeways. As a result, Grand Junction's roadway network remains efficient for automobile traffic while supporting convenient and safe connections for bicyclists and pedestrians citywide.

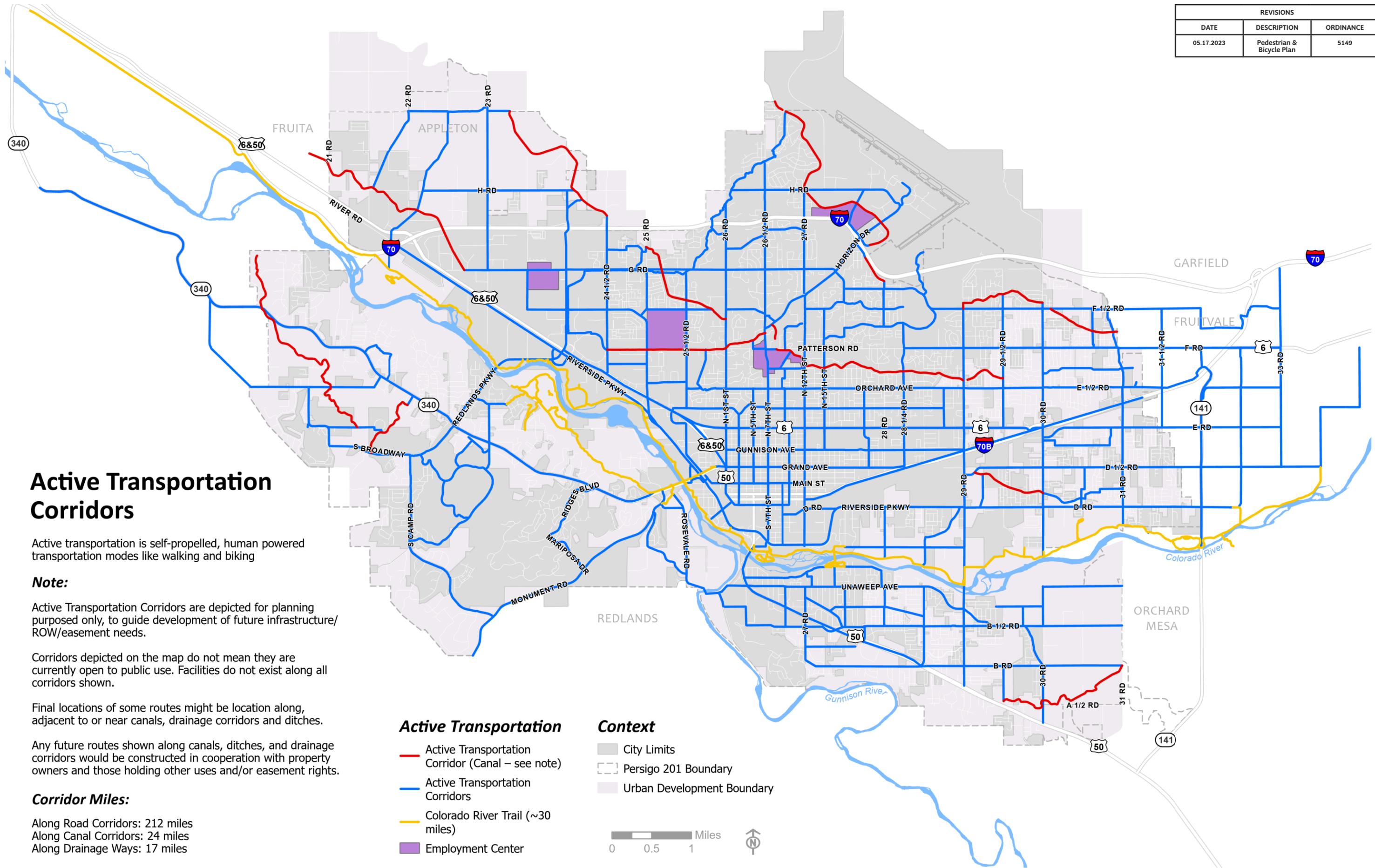
Active Transportation

The coordination of the active transportation network with the recreational trail system on public lands ensures that biking and walking contribute to the Grand Junction experience for residents and visitors alike. The Colorado River Trail is the spine of Grand Junction's trail system and a key route for transportation and recreation on the south side of the city. Supported by connections to the city's other active transportation corridors along drainage and utilities, the Colorado River Trail provides access to riverfront recreational opportunities, a transportation connection for bike commuters, and nonmotorized access to many destinations in the Grand Valley. Thanks to ongoing collaboration with Grand Valley Transit, the city's connected, efficient, and easy-to-use transit system attracts a variety of riders. People use it to commute, to run errands, and access to leisure activities.

Connected by Air

The Grand Junction Regional Airport provides direct connections to major cities, and frequent, affordable connection to Denver. This supports the regional economy, tourism, and connects Grand Junction to the world.

REVISIONS		
DATE	DESCRIPTION	ORDINANCE
05.17.2023	Pedestrian & Bicycle Plan	5149



Active Transportation Corridors

Active transportation is self-propelled, human powered transportation modes like walking and biking

Note:

Active Transportation Corridors are depicted for planning purposes only, to guide development of future infrastructure/ROW/easement needs.

Corridors depicted on the map do not mean they are currently open to public use. Facilities do not exist along all corridors shown.

Final locations of some routes might be location along, adjacent to or near canals, drainage corridors and ditches.

Any future routes shown along canals, ditches, and drainage corridors would be constructed in cooperation with property owners and those holding other uses and/or easement rights.

Corridor Miles:

Along Road Corridors: 212 miles
 Along Canal Corridors: 24 miles
 Along Drainage Ways: 17 miles

Active Transportation

- Active Transportation Corridor (Canal – see note)
- Active Transportation Corridors
- Colorado River Trail (~30 miles)
- Employment Center

Context

- City Limits
- Persigo 201 Boundary
- Urban Development Boundary



Grand Valley 2045 Regional Transportation Plan (2020)

To qualify for federal funding, Grand Valley Metropolitan Planning Organization (GVMPO; the federally designated transportation planning organization for the Grand Junction urbanized area and Mesa County) must update its regional plan every five years. The Grand Valley 2045 Regional Transportation Plan (RTP) was adopted to maintain the region's transportation system, ensure the efficient movement of people and goods, and support future growth and development. The RTP vision statement is as follows: *"Travel in the Grand Valley will be on well-maintained roadways that are safe and accessible for people walking, biking, driving, and taking transit, and will leverage partnerships and reliable funding sources for enhancing multimodal travel for users of all ages and abilities."*

The RTP is framed around goal statements for Active Transportation, Transit, Regional Roadways, Safety, Freight, Funding, and Maintenance. As the largest community in Mesa County and the center of the urbanized area, One Grand Junction's policies and recommendations must align with those of the 2045 RTP.

How We Will Get There

1. Continue to develop a safe, balanced, and well-connected transportation system that enhances mobility for all modes.

- a. **BALANCED MODES.** Consider and strive to balance the safety and needs of all transportation modes—driving, bicycling, walking, and taking transit—in day-to-day planning, development review, and decision-making by the city.
- b. **REGIONAL TRANSPORTATION PLAN.** Actively participate in periodic updates to the Regional Transportation Plan and Transportation Improvement Program to ensure the plans are responsive to city needs and this Plan. Collaborate with RTPO and Mesa County on the implementation of these plans, as amended.
- c. **CIRCULATION PLAN.** Maintain and regularly update the City's Circulation Plan. All new development is required to construct vehicular, transit, bicycle, and/or pedestrian improvements consistent with the adopted Circulation Plan.

d. **BICYCLE AND PEDESTRIAN PLAN.** Collaborate with RTPO and Mesa County to develop and implement a Bicycle and Pedestrian Plan. Continue to prioritize projects designed to address "missing links" in the system and improve the accessibility of under-served neighborhoods. Ensure the plan has a reporting mechanism so the community can follow progress on bicycle and pedestrian infrastructure improvements.

e. **PUBLIC TRANSPORTATION.** Support a robust public transportation system that includes local transit, paratransit, and other fixed-route elements that collectively provide timely, efficient service throughout the City and valley while connecting Grand Junction to the Front Range and other Western Slope communities. Support development of centralized transit hub facilities for services such as Bustang, Amtrak, GVT, and Greyhound.

f. **COMPLETE STREETS.**

Incrementally implement the adopted Complete Streets Policy on all public streets. Priority should be considered specifically for:

- i. routes to schools;
- ii. employment corridors such as North Avenue, State Highway 6 and 50 and Patterson Road;
- iii. streets within a mile walk of a transit stop;
- iv. streets that connect neighborhoods to service and employment areas; and
- v. projects identified and prioritized by the Urban Trails Committee (UTC).

And for specific improvements including:

- i. sidewalks connectivity and maintenance along adopted Active Transportation Corridors;
- ii. striped dedicated lanes and/or buffered bike lanes along adopted Active Transportation Corridors;

- iii. bike boxes, intersection crossing markings, green paint, two-stage turn queue boxes, median refuges, bike detection, bike signals, and protected intersections;
- iv. lane markings and signage to clarify bicyclist movement and positioning among other transportation movements;
- v. pedestrian and bicycle bridges or underpasses that connect key areas and significantly enhance safety when other improvements are not available and/or desirable;
- vi. center medians, shared accesses and turn lanes to enhance roadway capacity and safety;
- vii. bus shelters, street furniture, bus pullouts, and other bus stop improvements; and
- viii. traffic calming measures such as roundabouts and bulb-outs to reduce speeds, maintain the integrity and character of residential and commercial areas.

2. Actively manage transportation systems and infrastructure to improve reliability, efficiency, and safety.

a. TRAFFIC OPERATIONS.

Continue to work with the RTPO, Mesa County, and CDOT to implement a multi-jurisdictional traffic management system, participating in efforts to conduct annual traffic counting programs, signal re-timing, and regional cooperation on traffic operations including incidents, construction, signals, message signs, and video observation.

b. SYSTEM MAINTENANCE.

Continue to prioritize maintenance and repair needs as well as correction of existing deficiencies over the expansion of the transportation system (i.e. roadways, sidewalks, bikeways) to maintain quality and enhance the safety of the City's transportation system.

c. SYSTEM CAPACITY. Design and manage the city's transportation system to ensure the needs and safety of all transportation modes—walking, biking, driving, freight, and taking transit—are considered as part of roadway capacity and congestion management. Travel lanes should be as narrow as possible to improve safety and accessibility for all modes and reduce maintenance costs to the city. Streets should not be widened before experiencing a significant level of service degradation.

d. ROADWAY DESIGN AND CLASSIFICATION. Consider the following when designing and classifying new roadways and/or making improvements to existing roadways:

- i. established pedestrian patterns;
- ii. access to schools and parks;
- iii. needs and desires of residents;
- iv. connectivity to an adjacent or future development
- v. opportunities to integrate multi-modal facilities;
- vi. opportunities to enhance the safety and efficiency of roadways and intersections;

- vii. reprogram one-directional roads to two-way roads to provide additional connectivity, lower speeds, and better access to adjacent business and neighborhoods; and
- viii. widen arterials incrementally by constructing one travel lane in each direction separated by a median or two-way left-turn lane.

e. COORDINATED IMPROVEMENTS. Continue to seek opportunities to complete utility infrastructure upgrades (e.g. sewer and stormwater pipes) and street improvements concurrently to minimize construction impacts on adjacent residents and businesses and to promote the efficient use of available resources.

f. ACCESS MANAGEMENT. Plan, implement, and support the development of Access Control Plans (e.g. Patterson Road and North Avenue) in partnership with CDOT and Mesa County to improve safety and circulation for all modes while minimizing impacts on adjoining roads, existing residential neighborhoods, and businesses. Implement incremental access improvements as opportunities arise.

g. PARKING. Plan for and implement parking options for both motorized and non-motorized travel modes as part of public infrastructure projects and with private infrastructure within developments.

h. INTERSTATE 70. Continue to study—and seek funding for—an I-70 Interchange at 29 Road. Continue to coordinate safety improvements along the Interstate.

i. VISION ZERO. Work towards a comprehensive road safety plan such as Vision Zero to eliminate all traffic fatalities and severe injuries by providing safe, healthy, and equitable mobility for all users and modes. Regularly review accident data to determine and implement needed safety improvements.

j. ENFORCEMENT. Conduct routine enforcement of traffic laws and targeted speed enforcement including at locations with high pedestrian and bicyclist volumes or a history of safety problems.

3. Facilitate the movement of people, goods, and services throughout the region via truck, air, and rail.

a. AIRPORT. Support policies that protect the safe and efficient operation of the Grand Junction Regional Airport. Participate in ongoing efforts to secure additional flights to major U.S. airport hubs.

b. AIRPORT ENCROACHMENT. Avoid development in airport critical flight path areas that would pose immediate or long-term risks to flight safety or building occupants, such as tall buildings, excessive reflectivity or lighting, landscaping that attracts wildlife, and residential or high-occupancy uses.

c. AIRPORT NOISE. Ensure that noise impact from airport activities on developments is mitigated. Guide noise-sensitive development away from critical approach zones, utilize construction methods to attenuate noise based on current noise contours, and support the continuation of the Airport Authority's program of noise abatement measures.

d. RAIL LINES AND SPURS.

Continue to pursue opportunities to enhance the City's role in the national freight system and leverage its position as a goods distribution center for the nation. Preserve existing rail spurs for current and future businesses.

e. TRUCK TRAFFIC. Continue to enforce primary and secondary truck route designations and regulations as described in the Grand Junction Municipal Code. Explore alternative routing for truck traffic utilizing the I-70 Business Loop through south Downtown.

F. FOREIGN TRADE ZONE. Support and continue to collaborate on efforts to secure a Foreign Trade Zone.

Circulation Plan (2018)

Updated in 2018, the Circulation Plan provides a network of transportation systems that will provide access to all parts of the community when fully implemented. The plan establishes a **Street Functional Classification Map** that defines the hierarchy of roads both current and future that will be needed to serve the community's vehicle transportation needs.

The plan established the **Active Transportation Corridor Map**, designed to guide the creation of a network of continuous, safe, and convenient connections for non-motorized active transportation. While the corridors may be used for recreation or to connect to the Colorado River and other trails, they should provide a complete network of non-motorized traffic routes for everyday transportation. This includes using existing streets and future trails along waterways, including canals, ditches, and drainages to connect neighborhoods, schools, parks, and other open space areas, as well as to commercial and business districts.

The **Active Transportation Corridors Map** supports more detailed planning and implementation, including the construction of sidewalks, bike lanes, and trail infrastructure. Active Transportation Corridors can be improved during new development projects, through capital improvement projects, and through the development of drainageways.

Complete Streets Policy (2018)

The City adopted a **Complete Streets Policy** in 2018 to develop a safe, efficient, and reliable travel network of streets, sidewalks, and urban trails throughout the community to equitably serve all users and modes of transportation. The policy establishes complete streets principles to encourage street design that enables safe use and mobility for people of all ages and abilities, whether they are traveling as pedestrians, bicyclists, transit riders, or drivers. It also sets context-sensitive design standards and approaches for all construction and reconstruction of the city's transportation system.

4. Encourage the use of transit, bicycling, walking, and other forms of transportation.

a. TRANSIT COVERAGE. Support efforts by GVT to periodically enhance, redistribute and/or expand service hours, coverage, and frequency to better serve and connect centers and other destinations in Grand Junction and surrounding area.

b. TRANSIT CORRIDORS. Improve and enhance transit corridors and equally prioritize transit with other modes of travel along corridors such as Patterson Road, North Avenue, and 12th Street.

c. BUS RAPID TRANSIT. Explore options for future Bus Rapid Transit corridors, especially Patterson Road and I-70B that function as east-west corridors to and from significant residential and employment areas.

d. FIRST AND LAST MILE CONNECTIONS. Prioritize pedestrian and bicycle improvements in areas where transit service exists to provide safe and continuous routes between transit stops and adjacent uses and to increase the accessibility of transit service.

e. BICYCLE FACILITIES. Continue to require the integration of bicycle parking as well as other facilities such as lockers and shower facilities as part of new development/redevelopment to encourage the use of bicycles for commuting.

f. TRANSIT-SUPPORTIVE DEVELOPMENT. Encourage development with intensity and density in regional and employment centers, along urban corridors, and in other locations that are currently served by transit. Pursue corridor-specific plans to further encourage transit-oriented/supportive development.

g. URBAN TRAILS SYSTEM. Improve the urban trail system on and connecting to Active Transportation Corridors focusing on utilizing existing corridors such as drainage ways, canals, ditches, rivers, and roadways.

h. WAYFINDING. Implement wayfinding to help people navigate when biking or walking.

i. MOBILITY AWARENESS. Cooperate with the Regional Transportation Planning Office to ensure that information related to public transit services, bicycling, and walking are widely available. Cooperate with other community partners, including Mesa County Public Health, to ensure access to information about safe transportation practices.

5. Anticipate and plan for the implications and opportunities associated with connected vehicles, autonomous vehicles (AVs), drones, mobility-as-a-service, and electric vehicles (EVs).

a. PREPARE FOR AN AUTOMATED FUTURE. Continue to monitor research and best practices related to the short- and long-term impacts of self-driving cars and other technological advances including delivery services, such as autonomous logistics, on the City's road network and parking facilities as new information becomes available. Explore strategies for collecting, storing, analyzing, sharing, and monitoring transportation technology data could help inform and support the implementation of technological advances.

b. TRANSPORTATION INFRASTRUCTURE. Explore opportunities to implement best practices in parking and infrastructure regulation and design that consider physical impacts and transportation network impacts of connected vehicles, AVs, EVs, and transportation network companies (TNCs).

Street Classification

Grand Junction Circulation Plan
(Adopted 2018)

Classification Hierarchy

- Interstate
- Principal Arterial
- Minor Arterial
- - - Minor Arterial - Proposed
- - - Principal Arterial - Proposed
- Major Collector
- - - Major Collector - Proposed
- Minor Collector
- - - Minor Collector - Proposed
- Proposed Interstate Ramp
- Unclassified

Context

- City Limits
- Persigo 201 Boundary
- Urban Development Boundary



Plan Principle 7: Great Places and Recreation



Where We Are Today

Building Community

There is perhaps no greater way to build a community than by bringing people together for shared experiences. The City as well as numerous other organizations help provide places, facilities, services, and events for people to gather and to recreate.

Public Facilities

The City Parks and Recreation Department offers a variety of recreation programs and activities for Grand Junction residents and visitors. These occur at numerous facilities throughout the Grand Junction area, some indoor and some outdoor. The Department maintains 36 developed parks of varying sizes and amenities, as well seven that are undeveloped or partially developed. The scope involves a total of approximately 354 acres of developed parks, 285 acres of banked future parklands, 930 acres of open space, right-of-way, and medians, and six District 51 school properties. The Department also maintains 20 miles of soft- and hard-surface trails. Open spaces on the periphery of the city and in its surrounding areas provide additional opportunities for outdoor recreation. These connect to and complement the abundant public lands surrounding Grand Junction and throughout Mesa County managed by various entities such as Colorado Parks and Wildlife, the Bureau of Land Management, the National Park Service, and the US Forest Service.

Access to Parks

Municipal parks maintained by the City Parks Department largely represent an area of strength for the city, as Grand Junction is well-served in terms of acreage of parkland per resident and community population per park. However, less than half of homes are within a 10-minute walk to a park, indicating that a large portion of the community lacks reasonable access to parkland, particularly in the Redlands, Pear Park, Fruitvale, and Central Orchard Mesa. Additional parks and recreational opportunities need to be addressed.

Regional Destinations

Several crown jewels exist that are tied to the Parks and Recreation system and are a source of considerable community pride. These include the concept that the Downtown area is considered a public park, which receives a high level of service for maintenance and investment in green infrastructure and which serves as an epicenter for events and community gathering. Canyon View Park is a regional hub that sees over six thousand visitors each weekend in the spring and fall. The Lincoln Park Sports Complex is another source of community pride, an expansive facility with Stoker Stadium and Suplizio Field that hosts continual events throughout the year including a broad array of sporting events with Colorado Mesa University, District 51 teams, and over 60 years of the Junior College World Series (JUCO). Las Colonias, including the amphitheater and water feature, serve as a unique gathering place attracting many segments of the community.

Access to Public Lands

Mesa County is comprised of 75 percent publicly owned and maintained land, affording Grand Junction and the surrounding communities an abundance of outdoor recreation opportunities. However, developed Active Transportation Corridors providing access to both parks and public lands are limited. Trails are a component of the city's transportation network, but also recreational amenities. Grand Junction's off-street trail system in recreational areas is not well-developed but the trail system is incrementally increasing. New segments and linkages are desired, and natural corridors such as drainage ways, ditches, and canals have long been discussed in the community as opportunities for developing the urban trail system.

Arts and Culture

Grand Junction has a vibrant arts and cultural community that is growing and continues to expand offerings for events, programs, and public spaces. Local and regional partners look for ways to communicate the extent and variety of arts available in the community such as the Creative District, Arts Center, local museums, and the Grand Junction Symphony among many others. The City's Arts and Culture Commission updates annually a Strategic Cultural Plan and the Creative District has developed a strategic plan.

Where We Are Going

Quality of Life

By the year 2040, Grand Junction has proactively connected recreation and open space to health and quality-of-life improvements, working with partners and building community places that bring people together for shared experiences. Careful management of growth areas has helped the City retain its unique urban environment surrounded by rural areas and regional natural open spaces maintained in perpetuity. The City is known for environmental stewardship paired with opportunities for cycling, hiking, and rafting. Abundant public land, beautiful vistas, the trail system, the Colorado National Monument, and the Colorado and Gunnison Rivers continue to be defining hallmarks of Grand Junction.

System of Parks

Across the city, residents have access to an extensive parks system that provides a range of recreational opportunities. Safe and enjoyable parks are within easy walking distance of all residential neighborhoods through an extensive network of trails and sidewalks. These parks provide spaces for people to relax, play, connect, and get outdoors.

Excellent Amenities

The community center is a hub of activity for residents and visitors of all ages, supporting both the physical and mental health and wellness of the community. The riverfront, once used as a dumping ground, has become a distinct linear parks system and treasured waterfront, connected by the Riverfront Trail and accessible from all areas of the city via Active Transportation Corridors that intersect it. The riverfront parks connect to key destinations, including the Riverfront at Las Colonias, the Riverfront at Dos Rios, new event spaces, and the Western Colorado Botanical Gardens. Grand Junction's Arts and Culture Commission, through their work and involving the Grand Junction Creative District, provides an abundance of festivals, theater, and music; places for arts organizations; and a strengthened awareness and involvement of citizens in the community.

Parks and Recreation

Parks

Mini Parks

- 6. Roundup Drive Park
- 18. Cottonwood Meadows Park
- 21. Williams Park
- 22. Hillcrest Park
- 36. Desert Vista Park
- 43. Autumn Ridge Park
- 44. Ridges Tot Lot

Small Neighborhood Parks

- 11. Honeycomb Park
- 12. Spring Valley Park I
- 13. Spring Valley Park II
- 15. Darla Jean Park
- 29. Hawthorne Park
- 31. Washington Park
- 35. Chiswick Way Park
- 37. Emerson Park
- 38. Whitman Park
- 41. Riverside Park
- 43. Duck Pond Park (Ridges)
- 51. Duck Pond Park (Orchard Mesa)
- 55. Teardrop Park (Mesa County)
- 56. Village Nine Park (Mesa County)
- 63. Chatfield Elementary Park

Large Neighborhood Parks

- 7. Monument Village Open Space
- 20. Rocket Park
- 23. Westlake Park (Partially Developed)
- 33. Strawberry Acres Park
- 34. Ralph Haskell Memorial Park
- 45. Wingate Park
- 46. Pineridge Park
- 48. Shadow Lake Park
- 49. Hidden Valley Ridge Parks
- 53. Eagle Rim Park
- 54. Lynwood Park

Undeveloped Park

- 1. Paradise Hills Park
- 3. Horizon Park
- 14. Matchett Park
- 16. Burkey Park North (Authorized for Sale)
- 58. Burkey Park South
- 62. Flint Ridge Park

Community Park

- 19. Columbine Park
- 27. Sherwood Park

Special Purpose Park

- 5. Walter Walker State Wildlife Area
- 9. Redlands Boat Launch
- 10. Junior Service League Park
- 17. Grand Mesa Little League
- 24. Monument Little League Baseball Fields (private)
- 25. Blue Heron Riverfront Trailhead
- 26. Westlake Park
- 28. Lilac Park
- 40. Riverfront Trailhead
- 52. Dixon Park (leased)

Regional Parks

- 2. Canyon View Park and Dog Park
- 14. Matchett Park (Undeveloped)
- 32. Lincoln Park, Ralph Stocker Stadium, and Suplizio Field, and Grand Junction Parks and Recreation
- 50. Las Colonias Park
- 60. Longs Memorial Park (Mesa County)

Recreation Facility

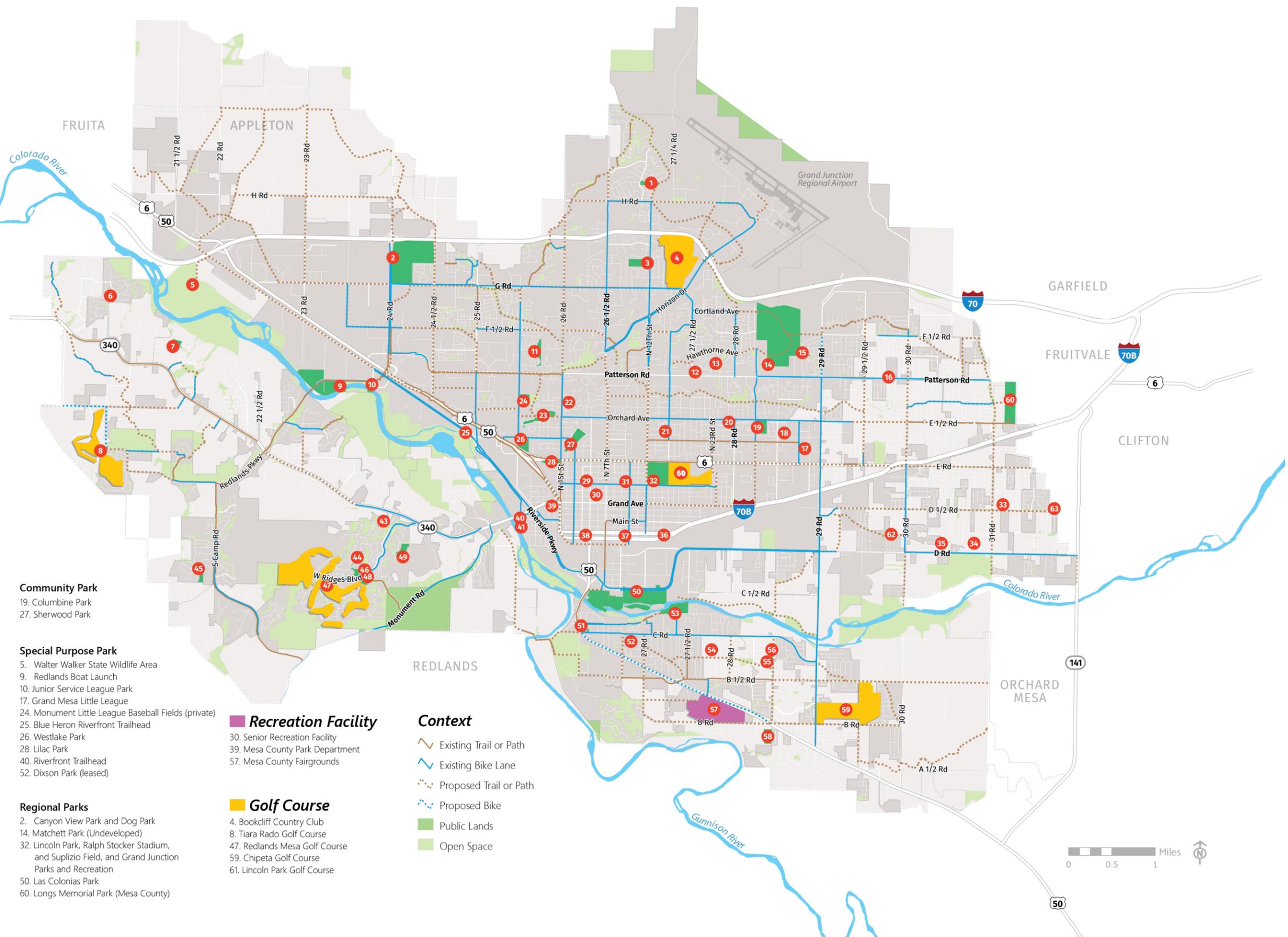
- 30. Senior Recreation Facility
- 39. Mesa County Park Department
- 57. Mesa County Fairgrounds

Golf Course

- 4. Bookcliff Country Club
- 8. Tiara Rado Golf Course
- 47. Redlands Mesa Golf Course
- 59. Chipeta Golf Course
- 61. Lincoln Park Golf Course

Context

- Existing Trail or Path
- Existing Bike Lane
- Proposed Trail or Path
- Proposed Bike
- Public Lands
- Open Space



How We Will Get There

1. Provide a safe and accessible network of parks, recreational amenities, open space, and trails.

- a. **NEW PARKS.** Work with both public partners and private developers to ensure new parks are dedicated and constructed to meet community service needs, prioritizing:
 - i. areas with low service levels that serve vulnerable populations;
 - ii. areas with low service levels; and
 - iii. high growth areas.

- b. **REASONABLE INVESTMENT.**

Ensure that new development reasonably invests in maintaining capital improvements in parks and open space (impact fees).

- c. **OPEN SPACE, GREENWAYS AND TRAILS NETWORK.**

Actively pursue opportunities to acquire and retain open space, trails, and drainages that support the implementation of an interconnected network within the urbanizing area of the city, consistent with adopted City plans.

- d. **COLORADO RIVER PLAN.**

Support efforts to plan for the Colorado River Corridor that develops an approach that conserves the corridor as a multifaceted resource.

- e. **COLORADO RIVER TRAIL.**

Partner in acquiring and developing the remaining sections of the Colorado Riverfront Trail.

- f. **MAINTENANCE.**

Maintain all parks and publicly-owned spaces at a level that ensures that these spaces are used safely for their intended purposes and in ways that contribute to the quality of their surrounding contexts.

- g. **REHABILITATION.**

Rehabilitate and reinvest in existing parks and other public spaces that are deteriorated and obsolete in order to meet safety and accessibility standards, reduce energy and water usage, and enhance maintenance efficiency.

2. Ensure parks, recreational and open space facilitates meet community needs and equity of location.

- a. **PARKS, RECREATION AND OPEN SPACE PLAN.**

Update the City's Parks, Recreation and Open Space (PROS) Master Plan to develop goals and priorities for the City.

- b. **RECREATIONAL OPPORTUNITIES.**

Strive to provide access to active and passive recreation opportunities within walking distance of most homes or neighborhoods, based on the service level targets defined in the PROS plan. Recognize that needs vary based on location and not all neighborhoods will have the same level of access. Recreational opportunities should be tailored to suit the unique needs of different neighborhoods.

- c. **CONNECTIONS.** Continue work with partners to incrementally implement an interconnected network of shared-use trails including those along drainages, ditches and canals, bike lanes, local neighborhood paths, and other facilities while prioritizing those identified by the City's Urban Trails Committee (UTC) and those necessary for active transportation.

- d. **PROGRAMS AND OFFERINGS.**

Provide a variety of year-round community and recreational programs, offerings, and other amenities that support healthy and active lifestyles among residents of all ages, abilities, and backgrounds. Periodically review current programs and offerings to ensure they continue to meet the needs of residents as the population changes over time. Collaborate with others, such as the school district, health, and wellness organizations, and the medical community to expand and increase awareness of programs and offerings.

- e. **LAND CONSERVATION.**

Support land conservation and acquisition efforts that meet multiple natural resource protection and recreation goals in adopted plans.

- f. **BOTANICAL GARDENS.**

Support the improvement and expansion of the experience and offerings at the Western Colorado Botanical Gardens.

3. Foster opportunities to bring people together by developing great public spaces.

- a. **RIVERFRONT INVESTMENT.**

Continue to redevelop and revitalize the city's riverfront utilizing both private and public investment.

- b. **EXTRAORDINARY PUBLIC SPACES.**

Create and build extraordinary public spaces by prioritizing investments that:

- i. provide multi-generational and multi-cultural appeal;
- ii. bring people together to share an experience(s);
- iii. provide a unique environment or experience;
- iv. are safe and universally accessible; and
- v. support city's health, equity, and inclusivity goals.

- c. **PROMOTE SAFETY.** Identify tools to promote safety in public spaces by working with community partners to address vagrancy and vandalism.

4. Support a lively arts and culture community.

- a. ROLE OF ART.** Recognize that art creates a more vibrant environment of distinction, enjoyment, and pride for all citizens. Acknowledge art and creativity play a key role in enhancing Grand Junction’s “creative economy.”
- b. ART IN PUBLIC PLACES.** Collaborate with partners including Downtown Grand Junction for the inclusion of public art within the community to stimulate the vitality and economy of the city and to enhance public buildings and public spaces with works of art.

- c. ART IN PRIVATE DEVELOPMENT.** Encourage the inclusion of art within private development where appropriate and consistent with the design principles for place types to enhance character and identity in various areas of the city.
- d. INFILL AND REDEVELOPMENT SUPPORT.** Encourage development that supports creative activities such as live-work opportunities or ‘Makerspaces’ in the City’s priority locations for urban intensification, prioritizing those in or near the Downtown and University Districts.
- e. CREATIVE DISTRICT.** Support the Grand Junction Creative District in its effort to enhance the cultural and economic vitality of Grand Junction.

- f. CULTURAL PLANNING EFFORTS.** Support the implementation of and periodic updates to the City’s Strategic Cultural Plan and other City’s Arts and Culture Commission planning efforts.
- g. ECONOMIC IMPACT.** Continue to monitor and promote awareness of the economic impact of the arts within the city in partnership with arts and culture organizations.
- h. MUSIC AND PERFORMING ARTS.** Continue to provide venues for music and performing arts. Enhance and update venues, as feasible, to ensure venues meet modern needs.

5. Maintain access to public lands at the urban/rural interface.

- a. URBAN/PERIPHERY CONNECTIVITY.** Establish linkages between open spaces and state/federal land at the perimeter of the city and urbanized areas through an interconnected system of greenways, trails, and bikeways.
- b. ACCESS POINTS.** Require new development adjacent to open space or public lands to maintain a buffer between the open space and development, as well as provide public access points to existing and planned trails.

- c. FLEXIBLE DESIGN.** Encourage cluster development, flexible lot sizes, and other design innovations where such approaches would provide open space, protect sensitive environmental resources, scenic vistas, and cultural resources. To the extent possible, resulting open space should provide continuous and usable corridors that create links to existing and/or proposed open spaces, parks, and trails.
- d. PARTNERS IN RECREATION.** Develop strong partnerships between the City and other agencies, non-profits, and jurisdictions that support and maintain recreation opportunities in the Grand Junction area.

Strategic Cultural Plan (2017)

The Strategic Cultural Plan identifies the necessity of “planning for culture” to envision and realize Grand Junction’s character and spirit. The plan notes that while places evolve organically, focused effort can help to create a vibrant environment. To that end, the plan’s goals, strategies, and actions include the areas of:

- Arts Education
- Creative Districts and Creative Industries
- Economic Impact
- History, Science and Culture
- Public Art
- Urban Planning and Cultural Facilities

The plan’s goal to successfully establish a Colorado Creative Industries Creative District was realized in formation of the Grand Junction Downtown Creative District in 2019. The District is known for its public art, artists, and galleries which help make Downtown a lively and appealing destination.

Plan Principle 8: Resource Stewardship



Where We Are Today

Assets and Challenges

Grand Junction's rich natural resources make local lifestyles, industries, and character possible. Residents value the Valley's fertile agricultural soils, the adventure and sustenance of rivers, and unrivaled, panoramic geology. However, many of these assets are sensitive to disruption from development and overuse. Fortunately, over the past half-century, the City has taken steps to steward its resources. Residents and government teamed up to remove uranium mill tailings from the riverbanks, remediate former junkyards, protect vistas from development and restore wildlife. How these resources are managed will shape recreation, growth, economics, and more into the future.

Waste Reduction

Ongoing programs aim to reduce the impacts of energy use and waste. The City subscribes to community solar projects and emphasizes efficiency in building design and maintenance, including on-site solar. The City also invests in alternative fuels, with public electric vehicle chargers and one of the most advanced wastewater-derived biofuel facilities in the country. This project produces compressed natural gas (CNG) from the Persigo Wastewater Treatment Plant and uses it to fuel much of the City's vehicle fleet. Since 1995, the City has contracted with Curbside Recycling Indefinitely (CRI) to provide curbside collection of recyclables.

However, this program reaches 4,300 customers; less than a quarter of the City's solid waste customers, resulting in the vast majority of waste produced within the city not being recycled. Recycling, reuse, and waste reduction remain strongly-held goals City-wide.

Water Conservation

Water, especially the Colorado River bisecting the city, is a vital local asset in need of protection. Conveyors of domestic water—the City, Ute Water, and Clifton Water—have worked proactively to conserve water, joining forces on the 2012 Regional Water Conservation Plan (WCP) and its implementation. These water providers are updating the 2012 Water Efficiency Plan and continuing education campaigns like their Drought Response Information Project (DRIP). The City also cooperates with no fewer than six irrigation districts to allocate adequate water resources to new development and existing needs. Grand Junction also began a project in 1979 to research and manage four endangered fish species in the upper Colorado River Basin.

Stormwater Management

The City manages the risks of water, too. During high water events, the Colorado River may flood adjacent land areas, posing risks to parts of Downtown, Pear Park, and the Redlands. Other drainages throughout the City pose flash flood risks. To minimize risk, the City conserves large portions of the floodplain as open space and maintains maps of flood risk, requiring all floodplain construction to follow best

practices and Federal Emergency Management Agency (FEMA) standards. The City also cooperates to manage stormwater more broadly, with the Grand Valley Drainage District (GVDD) serving as the backbone of local drainage infrastructure with over 258 miles of open and piped ditches. Valley-wide cooperation on stormwater quality is now centralized under a joint contract with Mesa County, which absorbed the duties of the 5-2-1 Drainage Authority in 2020.

Landscape and Habitat

This water has allowed Grand Junction to become an oasis in the high desert of the Colorado Plateau. Agriculture and urban growth transformed this once sparsely-vegetated landscape. Today, Grand Junction's urban forest of street trees and other plantings creates milder neighborhood microclimates. Grand Junction has been an official Tree City USA for more than 30 years, with more than one percent of the City's budget dedicated to trees. The habitats at the city's fringe also have value. The City strives to protect and provide habitat for wildlife and native flora in critical locations and to retain the integrity of agricultural areas and public wildlands. As recreation expands as an economic and cultural driver in the Grand Valley, protecting the ecology and geology that make local recreation attractive is only becoming more important.

Where We Are Going

Natural Areas and Agriculture

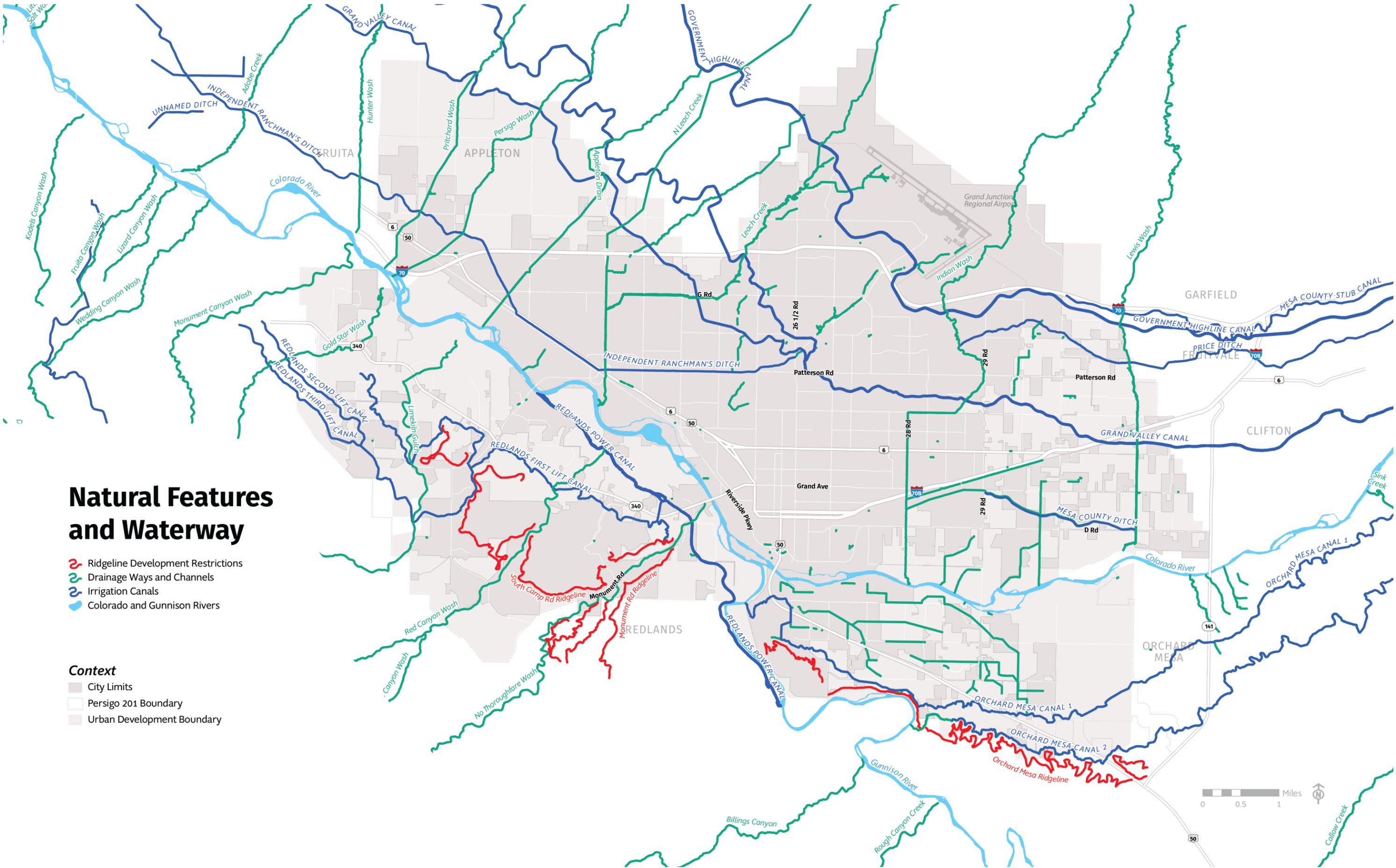
By the year 2040, as the city has grown, the community has maintained and managed open space. The high quality and accessibility of nature have not been diminished, and rural and natural areas continue to be defining features of life in the Grand Valley. The City and the public have embraced the stewardship of natural resources as both an opportunity and a responsibility. The community's open spaces remain plentiful and risks associated with living near natural areas, such as wildfires, have been effectively managed. Agriculture continues in the Grand Valley and offers open space, habitat, and health benefits associated with responsible land management and local food supplies.

Minimizing Impact

As industry has continued to flourish in Grand Junction, industrial operations have grown increasingly responsible and new sectors with low or positive environmental impacts have emerged. Meanwhile, soils and water resources that were degraded or contaminated by past practices have been remediated and repurposed. Riverfront remediation and redevelopment have enabled residents and visitors to derive greater enjoyment from the Colorado and Gunnison Rivers, spurring the community to become increasingly active in managing its relationship with the river system and water resources overall.

Choosing Stewardship

By cooperating with utilities and other service providers, the City has made it easy for residents to make choices that reduce their environmental impact. Residents and businesses find it easy to properly dispose of or recycle waste, to transition their energy needs to renewable resources, and to make transportation choices that reduce emissions and the use of resources. The city's landscape includes a thriving urban forest and water-sensitive landscaping that complement the community's character and contribute to human and environmental well-being. Residents of Grand Junction take pride in living in a community where they benefit directly from choosing to be stewards of limited resources and natural assets.



Natural Features and Waterway

- ~ Ridgeline Development Restrictions
- ~ Drainage Ways and Channels
- ~ Irrigation Canals
- ~ Colorado and Gunnison Rivers

Context

- City Limits
- Persigo 201 Boundary
- Urban Development Boundary



How We Will Get There

1. Promote water conservation and protect water quality.

- a. **CONSUMPTION.** Partner with other water providers to actively and collectively educate residents about drought and water conservation.
- b. **DROUGHT TOLERANT LANDSCAPING.** Evaluate landscaping standards to promote the use of native and/or drought-tolerant plant materials, efficient irrigation, and appropriate soil amendments to support plant health and resiliency, and other water-conserving practices.
- c. **PERVIOUS SURFACES.** Promote efforts to improve the water quality of runoff, including designing with pervious surfaces that allow on-site infiltration of stormwater and features designed to remove pollutants.
- d. **GROUND WATER QUALITY.** Protect groundwater quality by working to mitigate the adverse effects of development and non-point source pollution, particularly the impacts of septic systems.
- e. **WATER CONSERVATION PLAN.** Continue to update periodically the Water Conservation Plan conducted by the City of Grand Junction, Clifton Water, and Ute Water Conservancy District.

- f. **GRAND VALLEY WATERSHED MANAGEMENT PLAN.** Participate with Mesa County and other federal, state and local stakeholders in the development of a Watershed Plan to address the Colorado Department of Health and Environment (CDPHE) Water Quality Control Division (WQCD) proposed Total Maximum Daily Loads (TMDLs) for various tributaries to the Colorado River.

2. Promote the use of sustainable development and waste reduction practices.

- a. **MAXIMIZE EXISTING INFRASTRUCTURE.** Concentrate urban development in areas that maximize existing infrastructure investment, reduce the loss of agricultural land, reduce impervious surfaces, and meet other resource stewardship goals.
- b. **GREENER BUILDING.** Promote programs and explore incentivizing development projects that maximize energy and water efficiency in the construction of new buildings and the adaptive reuse of existing buildings.

- c. **RECYCLING AND COMPOSTING.** Continue to support recycling efforts and programs while evaluating options for City residents for single-stream curbside recycling, green waste, and composting.

- d. **EDUCATION OPPORTUNITIES.** Expand efforts within the community to educate about the impact of waste reduction, reuse, repurposing, and recycling.

3. Refocus conservation and sustainability efforts to achieve improved public and environmental health.

- a. **SUSTAINABILITY PLAN.** Develop and implement a comprehensive sustainability plan that addresses, among other topics, climate change.
- b. **RENEWABLE ENERGY.** Promote and invest in the continued development of renewable and distributed energy systems consistent with the State's "Roadmap" including solar, wind, and geothermal energy resources, especially those that promote clean energy jobs.
- c. **INTEGRATE LAND USE WITH TRANSPORTATION.** Continue to promote new development and redevelopment in centers and corridors to reduce vehicle miles traveled and greenhouse gas emissions as well as encourages walkability and active lifestyles.

- d. **EDUCATE.** Ensure that educators, researchers, policymakers, and other partners cooperate to educate the public about personal and community-wide actions that can be taken to limit environmental impacts and biodiversity loss.

- e. **AIR QUALITY.** Implement policies and support efforts to reduce air pollution from point sources as well as non-point sources, especially those related to transportation.

- f. **COMPRESSED NATURAL GAS (CNG).** Support the continued development and expansion of biogas use, including bioCN Gcapture and CNG fleet fueling by Persigo Wastewater Treatment Plant.

- g. **EV CHARGING.** Identify needs and expand electric vehicle charging stations as part of the City's infrastructure and as part of the regional electric vehicle charging network.

4. Preserve unique assets, such as scenic, riparian, recreation areas, and wildlife habitat.

- a. **ENVIRONMENTALLY-SENSITIVE AREAS.** Review policies to ensure they adequately address protection and conservation of significant wildlife habitats, slopes, drainageway environments, prominent ridgelines, mature stands of trees, and other natural and scenic resources for purposes of safety, wildlife survival, recreation, and aesthetics.

- b. **COLLABORATE WITH PARTNERS.** Collaborate with federal, state, and local partners including area non-profits on issue of resource preservation, hazard mitigation, habitat, education, recreation, and access.

- c. **DRAINAGEWAYS.** Consider the acquisition of major drainageways. All major drainageways should be retained, protected, restored, and managed to:

- i. provide for drainage of stormwater that will reduce the need for the expenditure of public funds to address flood hazards, erosion, and channel degradation resulting from structural modifications or other alterations;
- ii. protect and improve surface and source water quality;

- iii. maintain or improve habitat for flora and fauna; and
- iv. maintain or enhance non-motorized connectivity within and between neighborhoods and provide public access and recreational facilities where appropriate.

- d. **BALANCED APPROACH.** Balance conservation of ecological assets with the expansion of recreational opportunities.

5. Manage the City's Urban Forest and Water Wise Landscaping within the City.

- a. **URBAN FORESTRY MANAGEMENT.** Develop an Urban Forestry Master Plan and support the implementation of goals, objectives, and action items defined in this Plan upon adoption.

- b. **WATER-WISE SPECIES.** Continue to promote the planting of species that have reduced watering needs once established and that have an increased likelihood of surviving and thriving amidst the periods of drought and temperature changes typical in Grand Junction's climate.

- c. **TREE INSTALLATION, REPLACEMENT AND PROTECTION.** Support the City's green infrastructure through the retention and protection of healthy, established trees and incorporation of new trees in both public and private spaces as part of public improvement projects, new development, infill/redevelopment and major renovations. Establish criteria for the identification of significant trees and preservation thereof and establish mechanisms for the replacement of established trees in instances where retention is not feasible due to location, site constraints, or other factors.

- d. **COMMUNITY PARTNERSHIPS.** Promote community partnerships and expand educational opportunities to emphasize the benefits of the urban forest.

- e. **EDUCATION.** Provide educational information to the public about the value of green infrastructure and xeric landscaping instead of zero-landscaping.

Plan Principle 9: Quality Education and Facilities



Where We Are Today

Building Blocks

Education is linked to all facets of life in Grand Junction, including livability, quality of life, and economic development, as well as to a range of specific municipal functions that rely on community awareness to be effective. The community recognizes the importance of K-12 education, technical job training, higher education, and community learning, as well as the need to broadly support efforts to enhance high-quality educational opportunities in the Grand Valley.

Childhood Education

Primary and secondary education in the City of Grand Junction is largely conducted by Mesa County Valley School District 51. District 51 operates 46 schools and programs, serves over 22,000 students, and employs almost 3,000 staff. Maintaining and upgrading educational services in District 51 schools hinges heavily on the availability of funding. Strong concern was expressed about the quality of the educational experiences available within the community as well as the physical condition and aging infrastructure of some of District 51's facilities. A recent ballot question to increase funding for school structures failed to gain support by the voters. The current high-school graduation rate for District 51 is below the state average and 49 percent of students are on free or reduced lunches, both indicators that cause concern for residents.

Higher Education

Higher education institutions also operate within the city and bring a range of opportunities and challenges for the community. The presence of Colorado Mesa University, its subsidiary Western Colorado Community College, and IntelliTec are seen by the community as significant assets. Students at higher education institutions contribute to the vibrancy of surrounding districts and the city's overall economy. However, these assets also create unique land-use and infrastructure challenges, including pressure on long-standing single-family residential areas for student housing and pressures on transportation facilities. Linking higher learning to career opportunities for graduates is also a long-standing priority of the City and local institutions.

Community-Based Learning

Community-based learning institutions and programs also support the ongoing educational uplift of residents at all stages of life. Community-based learning supports a range of other goals identified by the public including the need to improve accessibility and capacity of the Mesa County Library District's facilities and programs to adequately serve the needs of the community. Public education and arts institutions, such as The Art Center, the Museum of the West, the Western Colorado Botanical Garden, and the EUREKA! McConnell Science Museum, serve the broader public for cultural education opportunities. The City and other governmental partners also strive to ensure that the community has access to information about facilities and developments occurring in the city, which is vital to the success of public transit, recreation, environmental programs, and housing assistance.

Where We Are Going

Education and Economy

By the year 2040, the City has continued to support local education institutions at all levels. Over the past 20 years, Colorado Mesa University, and other higher education institutions, as well as Mesa County Valley School District 51, have further solidified their importance to the community. Colorado Mesa University continues to be one of the fastest growing universities in the state. An influx of students from outside Mesa County and key programs such as the University's engineering, business, and physician assistant programs have provided necessary skills for students to enter the local workforce. Higher education has not only expanded but has also increased in quality and repute, with an ever-growing reputation for excellence that is recognized nation-wide. Many graduates of higher education in Grand Junction remain in the community to live and work, channeling their talent into the betterment of the city and region.

Academic Achievement

Mesa County Valley School District 51 has secured funding resources and implemented successful programs for necessary facility maintenance and construction as well as for academic achievement. The District adds to the city's ability to attract businesses, bolstering Grand Junction's livability and desirability. The District continues to institute a system that provides high-quality education for students from kindergarten through high school,

maintaining the confidence of the city's families. Graduation rates have increased to above the state average. Educators of all kinds are supported by their institutions and enjoy a high quality of life. The student experience in the valley is one of opportunity and vigor, defined by positive relationships and free of discrimination.

Skilled and Cultured Workforce

The City supports opportunities for retraining to ensure that all residents have a place in the diversified and evolving economy. This includes support for workers departing declining industries, as well as workers who require support in mastering the English language. Information about City services and proposed changes in the community are widely and easily accessible, and key resources are available in both English and Spanish. This has created a high level of community awareness of transportation options and environmental issues. Cultural and arts institutions, which contribute to a culture of learning for all age groups, are well-funded and have expanded and multiplied, particularly in the Downtown and University Districts. Mesa County Public Libraries continues to offer a range of desirable resources to all City residents and has maintained and expanded its facilities and programs.

How We Will Get There

1. Support a high-quality and accessible education system for the community.

- a. **QUALITY EDUCATION.** Identify ways to support education programs of District 51, CMU, WCCC, and other educational institutions and to further advance their missions.
- b. **SKILLED WORKFORCE.** Encourage the ongoing development of a skilled and adaptable workforce stemming from local education and workforce development opportunities.

c. **ACADEMIC CONTRIBUTIONS.**

Facilitate strong relationships between the educational institutions and all sectors of the local economy. Foster exchanges between academia, industry, and policy to ensure that ideas and expertise have a positive impact on the community, and to attract talent both to institutions and from institutions into the wider community.

d. **LIFELONG LEARNING.**

Encourage the growth of educational institutions that provide opportunities for learning throughout all stages of life, including but not limited to, early childhood education, primary and secondary institutions, vocational programs, enrichment classes, and online opportunities.

- e. **SAFE ROUTES.** Work with CMU, District 51, Mesa County Libraries, and other learning institutions to identify and construct safe walking and biking routes to their facilities.

2. Support District 51 in ensuring adequate facilities and infrastructure for the community.

a. **IMPACTS OF NEW DEVELOPMENT.**

Coordinate with District 51 to evaluate the impact on school enrollments and capacity when reviewing project and development proposals that could increase school enrollments. Ensure that developers dedicate land or pay a proportionate share in the cost of new school land.

- b. **SCHOOL FUNDING.** Support current and future efforts by District 51 to expand sources of revenue for the construction, operations, and maintenance of school facilities, or other purposes central to the District 51's mission.

- c. **FACILITY NEEDS.** Support District 51 in the development of facilities needs assessment to identify and prioritize the restoration and replacement of degrading facilities and infrastructure.

- d. **JOINT FACILITIES.** Work with Mesa County Valley School District 51 to access existing school buildings and open newly constructed school buildings for community and recreational use (e.g. gymnasiums, community meeting rooms, etc.) to the benefit of both the District and the city.

3. Support community-based education, especially Mesa County Libraries, in ensuring adequate facilities and infrastructure for City residents, as well as knowledge of available services.

- a. **LIBRARY SYSTEM.** Engage with Mesa County Libraries in the planning for facility expansions, improvements, and new facility locations within the city, including the Central Library.
- b. **ADEQUATE ACCESS.** Support efforts between Mesa County Libraries and GVT to ensure that all residents have adequate access to library facilities.
- c. **ARTS AND PUBLIC HISTORY.** Support local institutions in providing facilities and programs to City residents and visitors to learn about arts, culture, and local history.

Plan Principle 10: Safe, Healthy, and Inclusive Community



Where We Are Today

Public Safety

Grand Junction is geographically isolated from other population centers which creates unique public safety needs, particularly for a community of its size. The City is a standalone regional hub with urban challenges not found in other communities on the Western Slope. The City and community understand that it is critical to ensure public safety efforts meet current needs as well as anticipate and adapt to future public safety challenges. With the passage of a First Responder Sales Tax (Measure 2B) in April 2019, a tax to fund the expansion of our police, 9-1-1, and fire emergency services, the City is today positioned to ensure that policies and funding mechanisms align with public safety needs and service delivery standards, including redeployment of a traffic unit. The City will need to move with purpose to fill positions at a pace that maintains a high level of professionalism in its public safety departments. The City's public safety departments maintain a positive relationship with the city residents, an indicator of proactive policing policies and fire and EMS services. Both departments are committed to establishing new and maintaining existing close ties with the community, responding to resident's needs, and interacting with residents to identify and solve community-wide problems.

Disaster Response

With the prevalence of natural and man-made disasters, including COVID-19 and cyber-attacks, the City must continue to invest time in planning for events and threats of all origins. The City maintains plans for various hazards and threats but will need to renew efforts to update plans and train staff in mitigation efforts, response, continuity of operations, and recovery.

Healthy Lifestyles

Facilities in the City are often focused on response versus prevention. The health of city residents also depends upon the availability of active lifestyle choices, including the network of parks and trails, feeling connected as well as community inclusivity and mutual respect.

Public Health

Grand Junction has many advantages in terms of public health and access to care for both physical and mental health given its location on the Western Slope. However, given the increasing need for both mental and physical health care services in this region, the City works proactively to form partnerships such as the Police Co-Responder team and the Fire Cares program to focus on efficient and effective methods of response. Efforts from various sectors of the community to homelessness are both dynamic and on-going. More will need to be done in the future to address impacts of the homeless as well as underlying issues related to those experiencing homelessness.

Where We Are Going

Meeting Community Needs

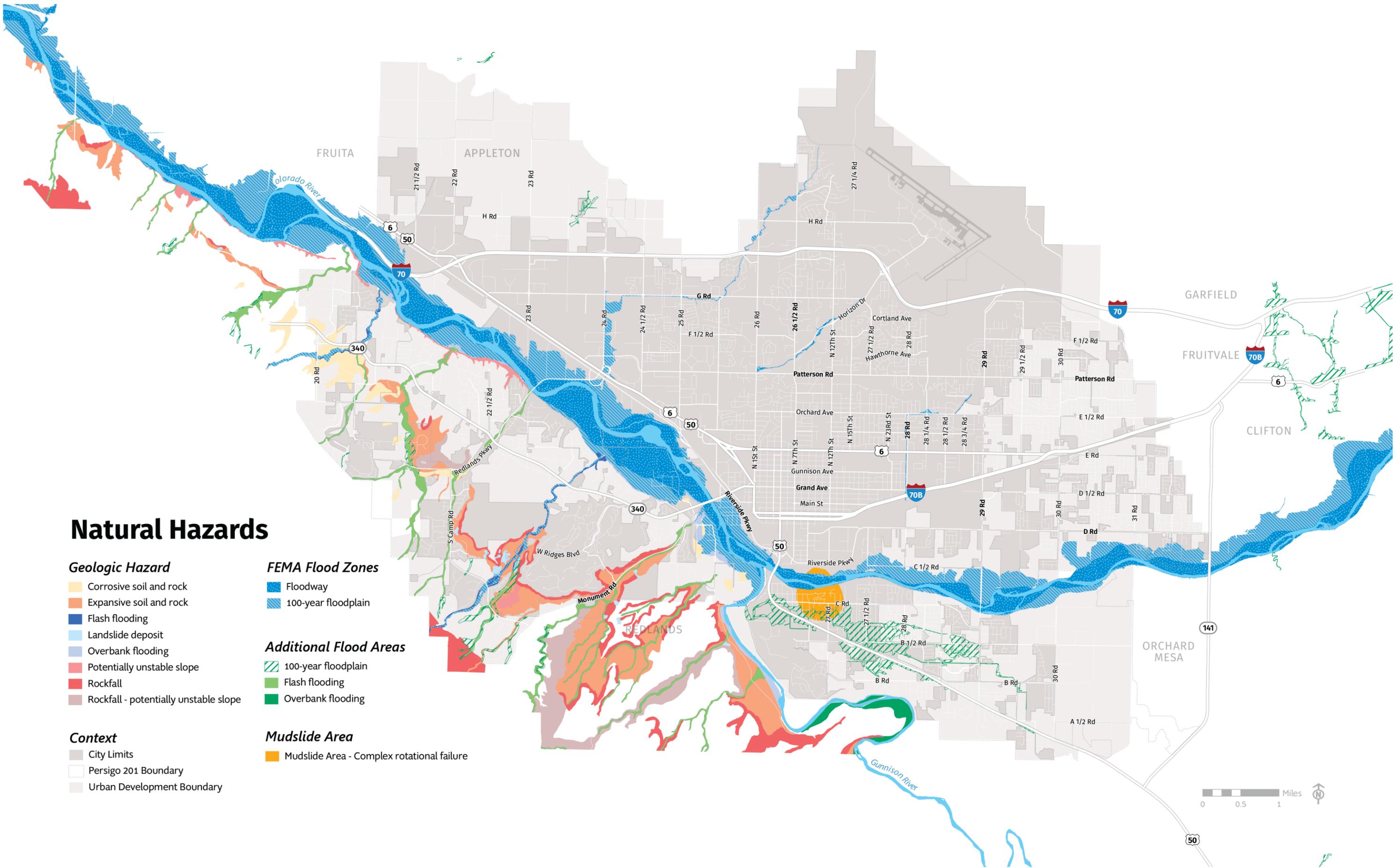
By the year 2040, Grand Junction continues to respond to unique public safety and community healthcare needs that arise from its geographic isolation from other population centers. City leadership has ensured that community health partners come together to reduce healthcare costs and increase public access to services including support for at-risk populations and those experiencing homelessness. The high priority of public safety has resulted in an environment that supports all residents. Public safety measures align with community needs and are responsive to community input, fostering a positive relationship between safety professionals and City residents.

Long-Term Wellbeing

Spurred by investment in facilities and diversification of health, wellness, and medical services, access to quality and affordable health care is available. Healthy lifestyles are the norm, with equitable access to amenities and programs. Stewardship of natural resources, especially clean air and clean water, in addition to a continually robust local agricultural sector, has preserved the opportunity for well-being for future generations.

Plans in Place

The need for reactive public safety measures continues to be reduced as the City explores proactive approaches aimed at eliminating the causes of unsafe situations and incidents. Job and wage growth have reduced poverty and significantly expanded access to resources for all residents to ensure mental health and physical well-being. Major hazards to public safety, such as floods, fires, disease, and economic recession, are addressed on an ongoing basis to reduce risk and ensure preparedness. Trust in public institutions enables coordinated responses in all areas of the community. When emergencies occur, the plans and relationships needed to address emergencies are already in place and are executed effectively to minimize harm for all residents. Successful responses to emergencies and other real gains in public safety instill a sense of pride and belonging among residents.



Natural Hazards

Geologic Hazard

- Corrosive soil and rock
- Expansive soil and rock
- Flash flooding
- Landslide deposit
- Overbank flooding
- Potentially unstable slope
- Rockfall
- Rockfall - potentially unstable slope

Context

- City Limits
- Persigo 201 Boundary
- Urban Development Boundary

FEMA Flood Zones

- Floodway
- 100-year floodplain

Additional Flood Areas

- 100-year floodplain
- Flash flooding
- Overbank flooding

Mudslide Area

- Mudslide Area - Complex rotational failure

How We Will Get There

1. Provide excellence in public safety and emergency response.

- a. FIRE AND EMERGENCY MEDICAL SERVICE RESPONSE.** Utilize fire station distribution, mutual aid agreements, building fire protection systems, and partnerships with water providers to ensure all residents and properties are provided with suitable fire protection.
- b. POLICE AND 9-1-1 COMMUNICATIONS SERVICES.** Provide high-quality, cost-effective Police and 9-1-1 Communications with a focus on community policing efforts as the heart of the City's service delivery.
- c. TRAINING.** Support on-going training of all public safety staff, including training on diversity, racial equality, and biases.
- d. REGIONAL SERVICE.** Continue to work with other public safety providers to evaluate mutual aid agreements and consolidation of service opportunities.

- e. ADOPTION OF NEW TECHNOLOGIES.** Evaluate and adopt, as appropriate, new techniques and technologies that allow safety and emergency providers to improve the efficiency of delivery or quality of safety or emergency services, communicate with residents and businesses and further the goals and objectives of providers.
- f. RISK REDUCTION THROUGH PREVENTION.** Continue to identify opportunities for increased community risk reduction efforts through partnerships, prevention, enforcement, and education.
- g. COMMUNITY ENGAGEMENT.** Encourage proactive involvement of the community in safety and emergency preparedness matters, including cooperation with public safety personnel, neighborhood watches, Crimestoppers, and other grassroots efforts. Foster partnerships with the District 51, Colorado Mesa University, community groups, and other safety providers to establish coordinated approaches to enhancing community safety.
- h. FIRST RESPONDER TAX.** As provided by the First Responder Tax, fund critical infrastructure, equipment, and staffing to align with the community's service and response needs.

2. Promote health and wellness through access to services.

- a. COORDINATED APPROACH.** Collaborate with local human services providers to:
 - i. understand how the City can best support the efforts of other organizations working in the region;
 - ii. support the implementation of strategies within the Mesa County Community Health Needs Assessment;
 - iii. provide a forum for sharing information and enhancing working relationships;
 - iv. discourage duplication of services and programs within the region; and
 - v. identify and fill gaps in health and human services.
- b. ACCESS.** Facilitate access to health and human services by:
 - i. encouraging the co-location of higher-density housing, senior housing, and assisted living facilities near existing health and human service facilities, transit service, parks, and public spaces and other services;
 - ii. working with GVT and the RTPO to ensure affordable and accessible transportation options are available to seniors, people with disabilities and other residents with specialized transportation needs with a particular focus on those that live within a reasonable distance to services and facilities;
 - iii. actively participate with community partners in identifying solutions to the region's licensed childcare shortage;
 - iv. collaborating with partners in the community and region to evaluate and address barriers to affordable healthcare access; and
 - v. participating in opportunities to assist in addressing issues such as homelessness, suicide rate, mental health, and the opioid crisis.
- c. MONITORING.** Support Mesa County in its efforts to measure, monitor, report changes in needs, outcomes, or efficacy of programs and services over time to use the information to raise the standard of living community-wide.
- d. HOMELESSNESS.** Continue to collaborate with partner organizations on the implementation of efforts to make homelessness rare, short-lived, and nonrecurring.

3. Foster a culture of inclusivity, embracing and respecting the diversity of Grand Junction's Residents.

- a. CULTURAL COMPETENCY.** Engage with the community to identify opportunities to create a more inclusive, equitable, and safe community that celebrates the city's diverse population.
- b. COMMUNITY EVENTS AND ACTIVITIES.** Partner with community organizations, local businesses, and other groups to support events, programs, and other activities that recognize and celebrate the cultural diversity of residents.
- c. CONNECTEDNESS.** Support programs that strengthen the community fabric and maintain and enhance a high quality of life for all residents.
- d. CULTURE OF ACCEPTANCE.** Promote respect and appreciation for the diversity of ability, age, culture, economic status, gender identity, national origin, race, religion, and sexual orientation within the community.

4. Promote a safe and more resilient community.

- a. HAZARD MITIGATION PLANNING.** Participate in the implementation of and periodic updates to the Mesa County Multi-Jurisdictional Hazard Mitigation Plan and collaborate with regional partners to assess risks and vulnerabilities and identify areas with an increased burden for vulnerable populations.
- b. FLOOD MANAGEMENT.** Encourage the use of non-structural solutions for flood control and highly discourage the use of fill for development in floodplains and drainageways. Adopt updated flood mapping in coordination with FEMA to reflect changes to the City's flood hazard boundaries over time.
- c. GEOLOGIC HAZARDS.** Review policies to ensure they properly address and mitigate development located on geologically hazardous properties such as on unstable soils or steep(er) slopes. When such development does occur, ensure that proper studies, mitigation actions, and site design are utilized to reduce risks to life and property.
- d. WILDFIRE HAZARDS.** Work with Mesa County's Office of Emergency Management along with other partners in a collaborative effort to

reduce wildfire risk through education, communication, and public awareness to protect the community and natural resources.

- e. HAZARDOUS MATERIALS.** Work with local, state, and federal regulators to minimize potential risks to people or the natural environment associated with the transport of hazardous materials through the city via rail or truck.
- f. DROUGHT.** Collaborate with regional water providers to implement and regularly update the Drought Response Plan and to provide public education.
- g. CYBERSECURITY.** Develop strategies and implement systems to address vulnerabilities in the city's cyber system and train staff on prevention, response, and recovery.
- h. EPIDEMICS AND PANDEMICS.** Review and update in coordination with Mesa County Public Health, epidemic or pandemic response, and recovery plans.
- i. ECONOMIC RESILIENCY.** Carry out economic development in ways that diversify the city's economic base to ensure the durability and flexibility of local industries and employment in an evolving global and national economy.

Plan Principle 11: Effective and Transparent Government



Where We Are Today

Evaluate and Improve

The City of Grand Junction is dedicated to providing high-quality service that is responsive to the needs of residents, visitors, employees, and businesses in the City. Through a process of continual improvement, the City frequently evaluates its programs, services, and actions to identify areas for improvement. In doing so, the City recognizes that partnerships with both public sector organizations and the private sector are critical to achieving success and understands that it will take collective action to succeed in advancing the City's vision. Whether evaluating opportunities for shared services, partnering for economic development, or creating a shared vision for the future of our community, the City recognizes that residents will be best served by the City working together with other organizations to find solutions.

Fiscally Sound

The City is also committed to providing high-quality municipal services through sound financial management, transparent decision-making, good communication, and competent project management. To continue to build the trust placed in the City by its citizenry, the City must be responsible stewards of the resources entrusted to its care and must be effective in prioritizing spending. Spending should be focused on the services that citizens have identified as most important and to ensure that long-term ongoing operations and maintenance are considered in budget decisions.

Community Involvement

The City strives to provide residents opportunities to be well-informed about matters of local government and to encourage citizen involvement in both public processes and community life. Expectations continue to change, and residents ask that the City continuously adapts to share helpful information with residents and stakeholders through channels that meet them where they are.

Where We Are Going

Responsible and Trusted

By the year 2040, as an organization, the City has continued to provide excellent core services to all residents. The fiscally-responsible, accessible, and responsive approach to residents and the business community alike has resulted in a culture of collaboration and accountability. City leaders regularly use the Comprehensive Plan as a tool. It informs the development of the City Council's strategic plan, which sets budget priorities and coordinates capital improvements, services, and programs. Comprehensive Plan implementation, reporting, and review have ensured that the Plan continues to reflect the values of the community. This consistency has led to a widespread sense of trust in local government.

Engaged Public

Residents are engaged in the civic process through City boards, commissions, and other forums. All residents, regardless of language or place of origin, feel welcome to and participate in City government and processes. The community actively participates in public processes, resulting in a strong sense of trust and accountability between residents, the City government, and other service providers. Whenever it becomes apparent that participation is not representative of the community as a whole, the City actively closes gaps in participation by tailoring outreach to reach underserved groups and demographics. Responding to the culture of participation, the City has worked hard to provide timely and useful information to the whole community. This model has increased Grand Junction's reputation as a leading community on Colorado's Western Slope.

How We Will Get There

1. Align day-to-day decision-making and budgeting with the implementation of the Comprehensive Plan.

- a. **USE THE PLAN.** Utilize the guiding principles, goals, policies and implementation strategies to inform the development of the City's Strategic plan budgeting (including CIP), and decision-making at all levels to promote consistency and continuity as elected official and staff change over time.
- b. **PLAN MONITORING.** Provide ongoing monitoring and periodic reporting—annually—of progress made toward the implementation of the Comprehensive Plan.
- c. **CELEBRATE SUCCESSES.** Provide regular updates and information regarding actions that successfully implement the Comprehensive Plan.

2. Provide opportunities for meaningful and inclusive community involvement.

- a. **TRANSPARENCY.** Ensure City budgeting, investment, planning, and decision-making processes are clear, open, and well-documented.
- b. **MEANINGFUL PARTICIPATION.** Provide a range of opportunities for the public to provide feedback to decision-makers, including focus groups, community meetings, and workshops, stakeholder interviews, surveys, and web or social media forums to meet the needs of different populations.
- c. **RANGE OF ENGAGEMENT APPROACHES.** Develop and provide a range of approaches for engaging with the community in a meaningful and authentic way. Ensure that approaches are tailored to and appropriate for residents and businesses from a variety of ages, racial backgrounds, education levels, income levels, and other demographic measures as well as those who have limited English proficiency or face other structural barriers to participation.

- d. **TRANSLATION AND INTERPRETATION.** Create and publicize a range of accurately translated and regularly updated City resources and publications for residents who have limited English proficiency. Develop and utilize City interpretation services.

3. Continually seek opportunities to increase the efficiency of City facilities and the effectiveness of government programs and City services.

- a. **COMMUNITY SURVEYS.** Periodically conduct statistically valid community surveys concerning City services and facilities as a means to evaluate current levels of service and identify potential gaps in services or facility needs.
- b. **FISCAL RESPONSIBILITY.** Emphasize needs identification, accountability, and effectiveness in making funding allocations. Explore opportunities to expand revenue sources for the City to provide essential services.
- c. **CONTINUOUS IMPROVEMENT IN SERVICE.** Continuously evaluate existing practices and systems in City departments for opportunities to improve outcomes and provide excellent, equitable service to the public.

- d. **CAPABILITY OF TALENT.** Hire high-quality talent and continuously provide opportunities to develop the capabilities and capacity of City employees to provide excellence in service.
- e. **EQUITABLE CONSIDERATIONS.** Include considerations for equity in decision-making processes across the City organization to ensure that the benefits and/or burdens of City actions or investments are shared fairly and do not disproportionately affect a particular group or geographic location over others.
- f. **SUSTAINABLE GOVERNMENT OPERATIONS.** Continue to implement policies and programs to reduce greenhouse gas emissions, conserve energy and water, and procure environmentally responsible products and materials in government operations.

- g. **SMART CITIES.** Continue to participate in the Colorado Smart Cities Alliance and identify opportunities for innovation in providing City services utilizing technologies. Partner with private enterprises in entrepreneurial pilot projects that advance technologies within the city. Also explore and implement opportunities to incorporate emerging technologies as a means of informing, educating, and interacting with citizens.
- h. **CITY REAL ESTATE.** Leverage underutilized City facilities and real estate assets to provide community benefits such as childcare, supportive housing, and economic development.
- i. **UNIVERSAL DESIGN.** Maintain focus on improving access to public facilities, businesses, and residences for use by individuals with physical or other disabilities through universal design.

4. Collaborate with local, regional, and state partners on issues of mutual significance.

- a. **REGIONAL COLLABORATION.** Actively collaborate with other jurisdictions in the Grand Valley, School District 51, and institutions of higher learning, special districts, Mesa County, the Grand Valley RTPO, and other regional, state, and federal partners to develop cooperative solutions to regional issues and planning challenges.

- b. **SERVICE PROVIDERS.** Coordinate closely with—and promote coordination among—service providers in needs assessment, facility siting, and other matters to ensure continuous delivery of effective, equitable, and efficient services.
- c. **PUBLIC-PRIVATE PARTNERSHIPS.** Explore opportunities to partner with private and nonprofit organizations to leverage available resources and take collective action to achieve shared goals.
- d. **STATE LEGISLATION.** Engage with state representatives and advocate for legislation that is consistent with the City's goals.
- e. **CITY AS A CONVENER.** Champion efforts to bring together diverse groups of stakeholders on issues of mutual significance.
- f. **CITY AS A LEADER.** Recognize issues of regional importance and be a driving force as a leader in growth and development occurring on the Western Slope.

5. Develop and support leadership that reflects the diversity of the community.

- a. **CITY COMMITTEES, BOARDS, AND COMMISSIONS RECRUITMENT.** Strive to reflect the diversity of the community in the membership of its boards and commissions, including but not limited to people of different races, ethnicities, income levels, ages, genders, sexualities, abilities, and backgrounds.
- b. **VOLUNTEERISM AND PHILANTHROPY.** Promote a spirit of volunteerism in the community by providing a range of opportunities for residents to volunteer for, or give to, City-led programs, projects, and efforts.
- c. **COMMUNITY PARTNERSHIPS.** Pursue partnerships and opportunities to collaborate with community groups and organizations to support diversity and equality.

