

# CHAPTER 4

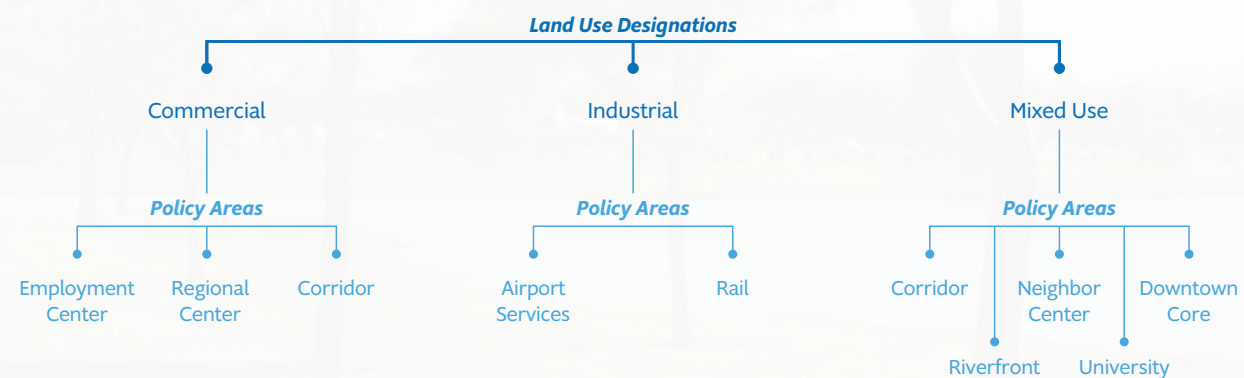
# AREA-SPECIFIC

# POLICIES

*While the Plan Principles and policies guide decision-making affecting the City as a whole, the Area-Specific Policies guide the desired use, characteristics and form of development in specific locations within the City. The policies and recommendations apply to specific areas within the following Land Use Designations: Commercial, Mixed Use, and Industrial. Where area-specific policies overlap existing Subareas Plans these policies should be used along side of the Plans to inform development. Should conflict be found the policy of this Plan should be used to updated the Subarea Plans.*

*Additionally, this chapter also includes detailed frameworks for two subareas including the Lower Downtown Subarea and the 24 Road Corridor Subarea.*

## Plan Principles







## Commercial Areas

### Regional Centers

Grand Junction's Regional Centers are large commercial nodes that support the needs of Grand Junction residents as well as the surrounding communities. Regional centers are well-served by the region's transportation network and serve as the hub for services.

### *Mix and Relationship of Uses*

Regional Centers should include a broad mix of activity-generating uses such as retail stores of various sizes, restaurants, lodging, and entertainment. Multi-family residential could be considered so long as it is compatible with the existing uses.

### *Circulation and Access*

Where possible, development should provide shared cross-access between parking areas to help reduce traffic and improve safety on arterials and access roads. Transit routes and bus stops should be provided at locations that allow for direct links and easy accessibility. Internal walks should provide easy and direct connections through parking areas, from the street to store entries.

### *Building Form and Character*

Buildings are generally set back from the street and adjacent to surface parking, however, in some areas such as along Horizon Drive, new development should conform to the adopted overlay and be placed close to the edge of the right-of-way. New buildings generally range in height from one to four stories.

### *Streetscape*

Private roads and access lanes through regional centers should include lighting, markings, signalization, crosswalks, and other traffic control devices to ensure the safe and efficient movement of vehicles, bicyclists, and pedestrians. Surface parking areas should have both perimeter and interior landscaping.

## Employment Centers

Employment Centers are home to some of the City's largest employers such as St. Mary's Medical Center and Community Hospital and can also be clusters of collocated businesses such as those found in the Foresight Park area or near Crossroads Boulevard.

### *Mix and Relationship of Uses*

Employment Centers support a wide range of employment opportunities such as technological campuses, medical facilities and offices, and office parks

### *Circulation and Access*

Employment centers should be served by collector or arterial streets and should be served by transit. For campus-style developments, internal pedestrian and bicycle circulation including sidewalks, paths, and lighting should be provided. New technologies such as ride services and drone delivery should be evaluated to help plan for necessary site adaptations to accommodate these technologies.

### *Building Form and Character*

Buildings are generally set back from the street with adjacent surface parking. While structured parking is preferred for higher intensity centers, a flexible approach should be taken to reflect the range of intensity within a center(s). Buildings should be either stand-alone buildings on individual parcels or they can be clustered within a larger development or campus.

### *Streetscape*

Streetscape elements should include pedestrian signage, benches, and street trees. A high priority should be placed on the undergrounding of utilities, wayfinding signage, sidewalk connectivity, and other improvements that enhance the streetscape functionality and safety.

### *Relationship to Surrounding Areas*

Screening and buffering should be utilized in transition areas between high intensity uses in employment areas and residential areas.

## Commercial Corridor

Commercial Corridors are those streets associated with commerce in Grand Junction. They are primarily commercial in character, providing a variety of auto- and pedestrian-oriented retail, employment, and services.

### *Mix and Relationship of Uses*

A broad mix of higher-intensity uses will be supported in Commercial Corridor areas, including but not limited to retail, commercial, and other employment and service-oriented uses. Higher intensity residential may also be considered.

### *Transportation Modes*

Corridors should accommodate all modes of transportation, with specific emphasis on incorporating techniques to increase the prevalence, safety, and usability of bicycle, pedestrian, and transit facilities. Where sufficient right-of-way exists, increase sidewalk width, or provide medians for greater separation between vehicles and pedestrians. Designate an appropriate and safe space for bicyclists to share the road.

### *Access and Streetscape*

Access points along high volume commercial corridors should be consolidated or eliminated when feasible to increase safety and reduce conflicts between pedestrians, bicycles, and motor vehicles. Streetscape improvement should promote street trees and plantings.

### *Building Form and Character*

Incorporate a variety of building heights and forms in Commercial Corridors to create visual interest. Encourage massing that is appropriate to the surrounding context and sensitive to nearby uses in terms of shadowing and views.

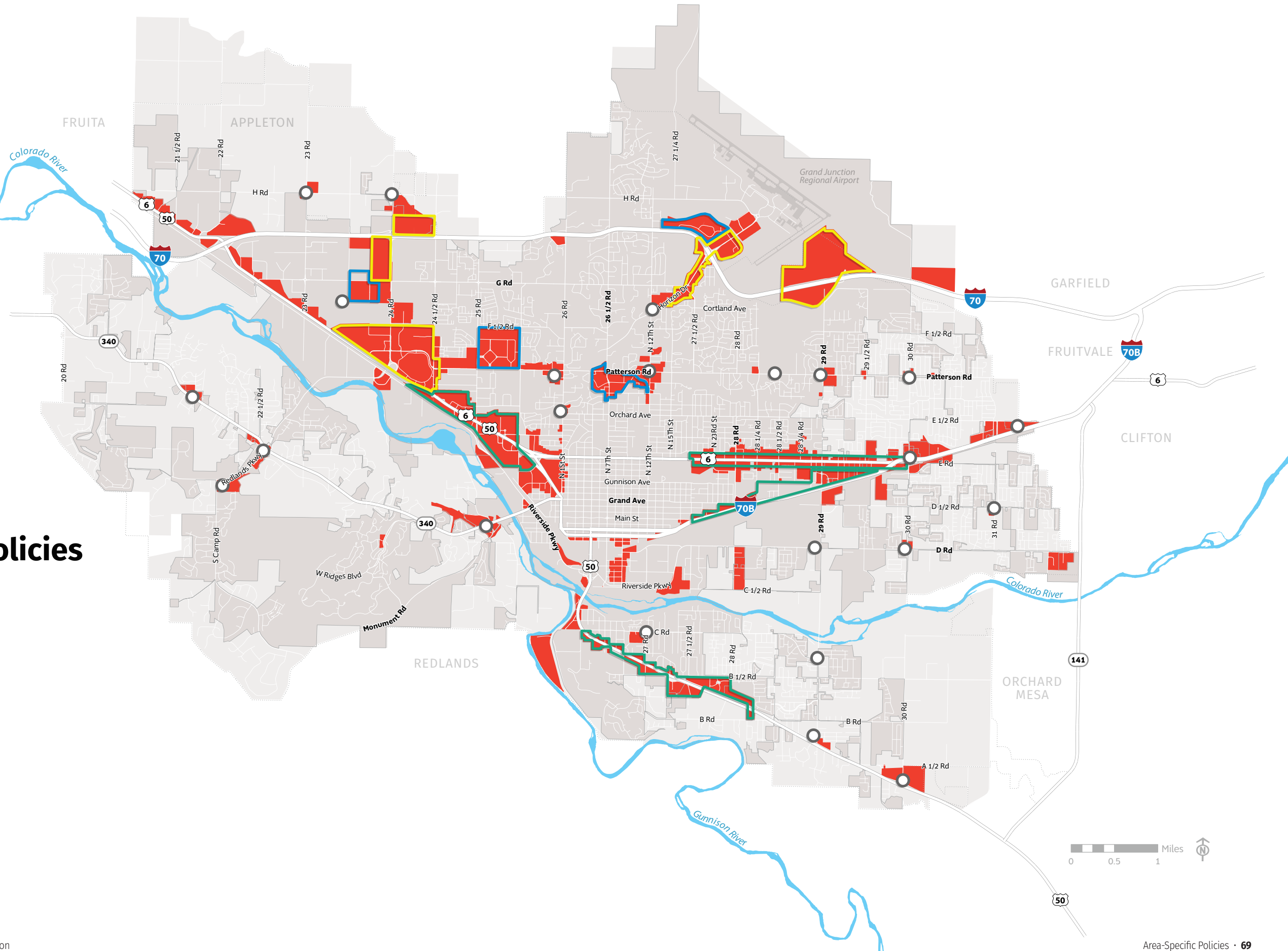
# Commercial Area-Specific Policies

## Commercial Areas

- Commercial Land Use
- Regional Center Area
- Employment Center Area
- Commercial Corridor area
- Neighborhood Center

## Context

- City Limits
- Persigo 201 Boundary
- Urban Development Boundary







# Mixed Use Areas

## Mixed Use Corridor

Mixed Use Corridors attract residents looking to live and work within walking distance of a mixture of office, shopping, and service uses.

### Mix and Relationship of Uses

These areas should develop with a mix of commercial and residential uses contributing to active corridors that offer a mix of retail, office, restaurant, personal services, entertainment, and multi-family housing. The mix of uses is generally found in an adjacent or horizontal rather than vertical mix.

### Circulation and Access

The corridors should accommodate all modes of transportation, with specific emphasis on repairing and connecting sidewalks as well as signalized, signing, and stripping pedestrian crossings. Dedicated bike lanes on key streets should connect corridors to the broader bicycle transportation network. Emphasis should be provided on safety and functionality. Surface parking should be located in the rear of buildings accessible from a side street, alley, or internal driveway.

### Building Form and Character

Buildings within the corridor should be multi-story and may be as tall as eight stories. Street-level facades should provide some transparency for visual interest. Where facing side streets, buildings should be pulled forward to the edge of the right-of-way to provide for improved urban form.

### Streetscape

Streetscape improvement should promote street trees and plantings and elements such as benches and unique transit shelters. Monument signs are appropriate in corridor areas while pole signs should be phased out.

## Neighborhood Center

Most appropriate to be located at the intersection of collector or arterial streets and preferably where they may be served by transit. Neighborhood centers may take a variety of forms and sizes depending on their location.

### Mix and Relationship of Uses

Neighborhood centers should incorporate a mix of uses and should reflect the size, type, and location of the center and the adjoining neighborhood(s). Smaller neighborhood centers may include a small cluster of restaurants, retail, and personal services while larger neighborhood centers may include a grocery store and a wider variety of supporting uses. Higher density housing should be incorporated, as feasible, to provide opportunities for residents to conveniently access shopping, services, and jobs. Housing should be multi-family or attached units. A greater mix of uses such as offices and multi-family housing should be incorporated into existing centers as part of efforts to revitalize existing single-use centers.

### Circulation and Access

Centers should accommodate all modes of transportation, with specific emphasis on connecting and repairing sidewalks, signage, and pedestrian crossings. Dedicated bike lanes on key streets, trails, and paths should connect nearby residential areas to centers.

### Building Form and Character

Gradually decrease building height and mass so that the scale of new structures is compatible with adjacent neighborhoods. Design new neighborhood centers as compact ‘pedestrian-friendly’ nodes of development versus more traditional ‘strip commercial’ patterns.

### Parking and Services

Surface parking should be placed behind or to the side or rear of buildings to the extent feasible. Where surface parking is located along the street edge, incorporate screening and landscaping. Shared parking should be utilized, when feasible. Service entrances, loading docks, and storage areas should be located in the rear of buildings and screened so they are not visible from public streets.

### Streetscape

Streetscaping should provide street trees and plantings and offer pedestrian scale lighting and signage.





### Downtown Core

The City’s Downtown area is the heart of the city. Activity is centered around Main Street, Colorado Avenue, Grand Avenue, 1st Street, and the Interstate 70 Business Loop.

#### Mix and Relationship of Uses

The Downtown Core should develop with a compact mix of commercial and residential uses contributing to an active and vibrant core and a place for entertainment. This includes vertical mixed-use, with ground-floor commercial and multifamily or office above, as well as horizontal mixed-use with retail, restaurant and office uses adjacent to apartments and townhomes.

### Circulation and Access

The established grid street and alley system should be maintained and in some cases restored to provide a highly connected street network. Improvements throughout Downtown should focus on accommodating all modes of transportation, with specific emphasis on providing safe and convenient pedestrian and bicycle facilities internal to the Downtown Core as well as to connect to other areas such as the Riverfront and North Avenue. Dedicated bike lanes on key streets should connect Downtown to the broader bicycle transportation network.

### Building Form and Character

Buildings within the Downtown Core should be multi-story and may be as tall as eight stories. Street-level facades should provide fenestration or relief to provide for visual interest. New development should be compatible but recognizable as new with the architecture, character, and intensity of the area. Functionally obsolete or vacant buildings should be repurposed through adaptive reuse, where practical.

### Parking and Services

Surface parking should be avoided, but when provided, it should be located in the rear of buildings accessible from an alley. Service entrances, loading docks, and storage areas should be located in the rear of buildings and screened so they are not visible from public streets.

### Streetscape

Downtown streetscaping should promote activity and provide for areas to congregate and areas of visual interest by providing amenities such as benches, street trees and plantings, murals, Art on the Corner and other public art, water features, and gathering spaces. Streetscaping elements should be used to connect the Downtown Core to the adjacent neighborhoods and districts.

#### Relationship to Surrounding Areas

While development density and intensity of uses are a major focus, Downtown uses should be compatible with the historic neighborhoods that are adjacent to the Downtown Core.

### University District

The city’s University District is the center of activity for students, faculty, and businesses associated with Colorado Mesa University.

#### Mix and Relationship of Uses

The University District should develop with a compact mix of residential and commercial uses contributing to an active and vibrant university area for students and faculty to live and easily access personal services, restaurants, retail, and entertainment. Concentrate active, ground floor retail and commercial uses along 12th street and North Avenue within a quarter mile of the CMU boundary. The area should include vertical mixed-use, with ground-floor commercial and multifamily or office above, as well as horizontal mixed-use with retail, restaurant and office uses adjacent to an array of different housing types.

### Circulation and Access

Building on the established grid, improvements throughout the University District should accommodate all modes of transportation, with specific emphasis on connecting sidewalks and signaling, signing, and pedestrian crossings. Dedicated bike lanes on key streets should connect throughout the university district as well as to connect both Downtown and the broader bicycle transportation network.

### Building Form and Character

Buildings within the University District should be multi-story and should be built near the edge of right-of-way to reinforce the urban, pedestrian-oriented character of the University District.

### Parking and Services

Parking should be in parking garages or behind buildings and surface parking should be limited. Shared parking should be utilized to decrease the amount of on-site parking needed and encourage the use of different modes of transportation. Service entrances, loading docks, and storage areas should be located in the rear of buildings and screened so they are not visible from public streets.

### Streetscape

Expanded sidewalks along both sides of North Avenue and 12th Street should be provided as properties redevelop. Amenities such as benches, street trees and plantings, and public art and gathering spaces should be implemented to create a unified streetscape that is cool, comfortable, and safe for pedestrians.





## Riverfront

The Riverfront area encompasses properties between the Colorado River and Riverside Parkway south of State Highway 340 east to 27 ½ Road. The area serves as a destination for recreation and entertainment as well as provides opportunities for a mix of residential and business uses. The area highlights the importance of the Colorado and Gunnison Rivers as major resources and amenities for the community.

## Mix and Relationship of Uses

The area is generally comprised of expanses of active and passive parks that celebrate and engage the river and provide for distinct pockets of residential and commercial activity that enhance the outdoor park experience. A mix of office, employment, residential, retail, restaurant, and cultural facilities will be supported in the riverfront area. A range of housing options will be supported in the area, either as part of vertically mixed-use development along the Colorado River or as part of free-standing multi-family buildings such as condominiums, townhomes, and apartments.

## River Frontage

Buildings and public spaces adjacent to the Colorado River should work to activate and enhance the riverfront with places for people to gather and recreate. The Riverfront Trail should be both an active transportation route and recreational amenity. Appropriate floodplain standards should be maintained.

## Circulation and Access

Place a high priority on providing direct pedestrian and bicycle connections through the linear riverfront area and also providing direct connections to the Riverfront Trail. Pedestrian and bicycle access should be provided across Riverside Parkway to provide safe and comfortable access to adjacent areas such as the Downtown District.

## Building Form and Character

Buildings within the riverfront area should provide facades that address both the Riverfront Trail as well as the local streets. Building placement should work to reinforce a pedestrian-oriented character.

## Parking and Services

Parking in surface lots should be behind buildings and surface parking should be limited. Shared parking should be utilized to decrease the amount of on-site parking needed and encourage the use of different modes of transportation. Service entrances, loading docks, and storage areas should be in the rear of buildings and screened so they are not visible from public streets or the Riverfront Trail.

## Streetscape

Incorporate elements such as benches, street trees, and plantings, and public art and gathering spaces to create a unified streetscape that is cool, comfortable, and safe for pedestrians.



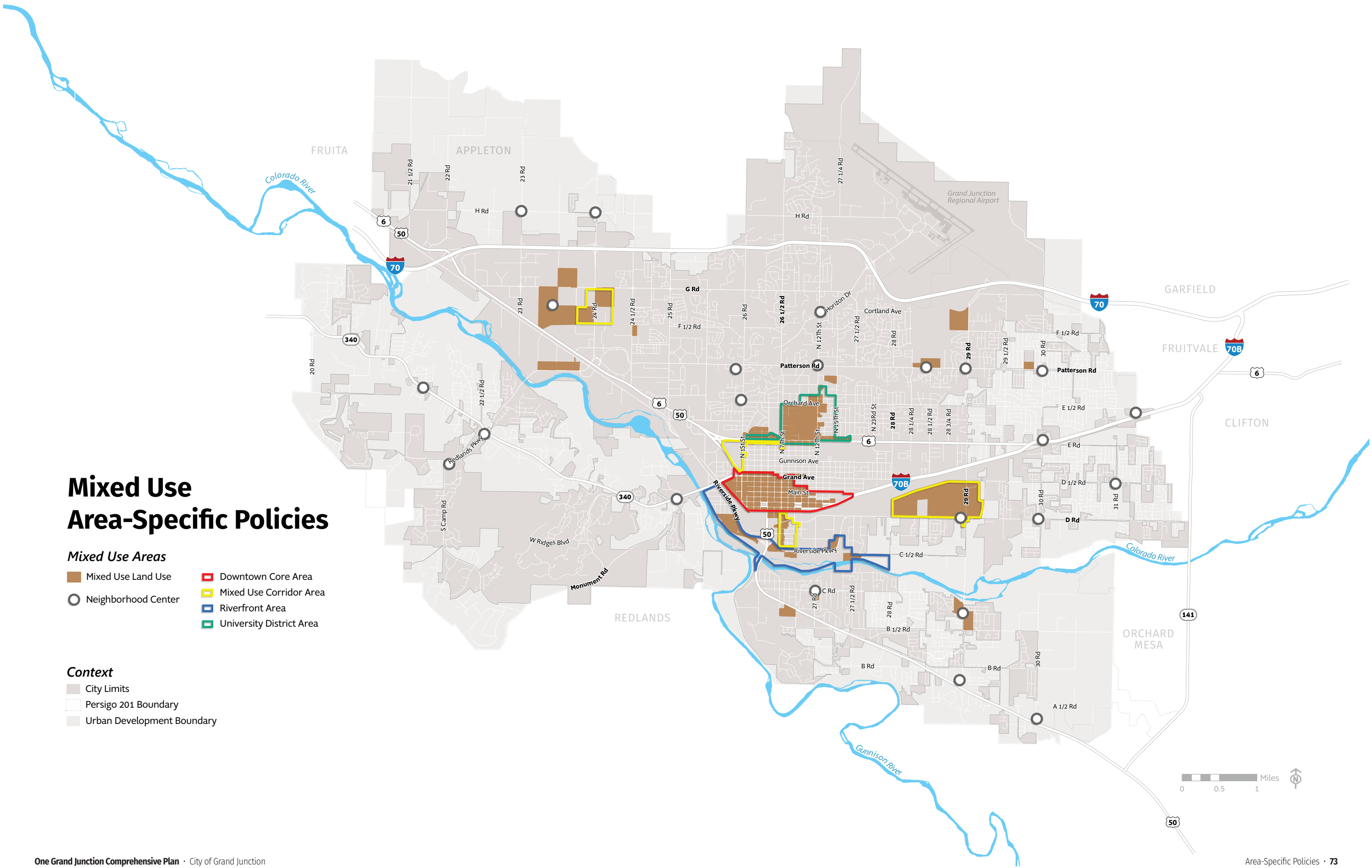
# Mixed Use Area-Specific Policies

## Mixed Use Areas

- Mixed Use Land Use
- Neighborhood Center
- Downtown Core Area
- Mixed Use Corridor Area
- Riverfront Area
- University District Area

## Context

- City Limits
- Persigo 201 Boundary
- Urban Development Boundary







## Industrial Areas

Industrial Areas are a critical component to the city's economy. Industrial Areas within Grand Junction, located generally along the railroad alignment or near the airport, account for most of Mesa County's total industrial space. The City should continue to promote opportunities for reinvestment and new development within designated Industrial Areas. Industrial areas are located to capitalize on existing transportation and shipping infrastructure.

## Airport Industrial

Airport Industrial Areas support a mix of small and large footprint warehouses/flex space, manufacturing and assembly facilities, logistics, and smaller ancillary and supporting industrial, commercial, and office uses as compatible with the Grand Junction Regional Airport Master Plan, including airport critical zones and aviation areas. The area also supports uses that are oriented toward aviation, unmanned aerial systems, aerospace industries, and logistics-related transportation and services. Uses are compatible with or not detrimental to the continued viability of airport operations.

## Mix and Relationship of Uses

Airport industrial areas support a mix of small and large footprint warehouses/flex space, manufacturing and assembly facilities, and smaller ancillary and supporting industrial, commercial, and office uses as compatible with the Grand Junction Regional Airport Master Plan.

## Circulation and Access

Circulation and access within Airport Industrial Areas should be designed to accommodate truck traffic. Truck traffic should utilize designated haul routes in the city. Transit routes and bus stops should be considered in appropriate areas for transportation to and from the Airport as well as to uses with high employment density.

## Building Form and Character

Buildings should vary in height as dictated by function and operations. Loading docks and bays of warehouse, storage, and distribution facilities should be screened, buffered, or positioned, to the maximum extent possible, to minimize or soften their appearance from public rights-of-way.

## Streetscape

Buildings should be organized to frame streets and define parking lots, walkways, and other site features. Incorporate elements such as street trees and plantings should be incorporated to the extent practical.

## Rail

The Rail Industrial area provides for industrial activities but differs from other industrial areas in that they have proximate access to, if not direct access to, rail lines and spurs.

## Mix and Relationship of Uses

Rail areas support a mix of employment uses including large-and small-scale manufacturing, processing, wholesaling, office and flex space as well as warehouse/flex space. Other uses include research facilities, incubators, logistics, and smaller ancillary and supporting industrial, commercial, and office uses especially those that may need the use of rail lines or rail spurs.

More intensive uses, whether from density or intensity, hours of operation, loading and storage, noise, or odor should not compromise uses in adjacent areas, especially those within the 7th and 9th street corridors as well as commercial uses abutting or near the Riverside Parkway.

## Circulation and Access

Circulation and access within the Rail Areas should be consistent with any adopted Sub-Area Plan and be designed to accommodate truck traffic and access to rail and rail spurs. Direct heavy truck traffic to designated truck routes. Transit routes and bus stops should be considered if a Rail area has high employment density.

## Building Form and Character

Industrial and manufacturing buildings should vary in height as dictated by function and operations. Loading docks and bays of warehouse, storage, and distribution facilities should be screened, buffered, or positioned, to the maximum extent possible, to minimize or soften their appearance from public rights-of-way.

## Streetscape

Organize buildings to frame streets and define parking lots, walkways, and other site features. Incorporate elements such as street trees and plantings to the extent practical.



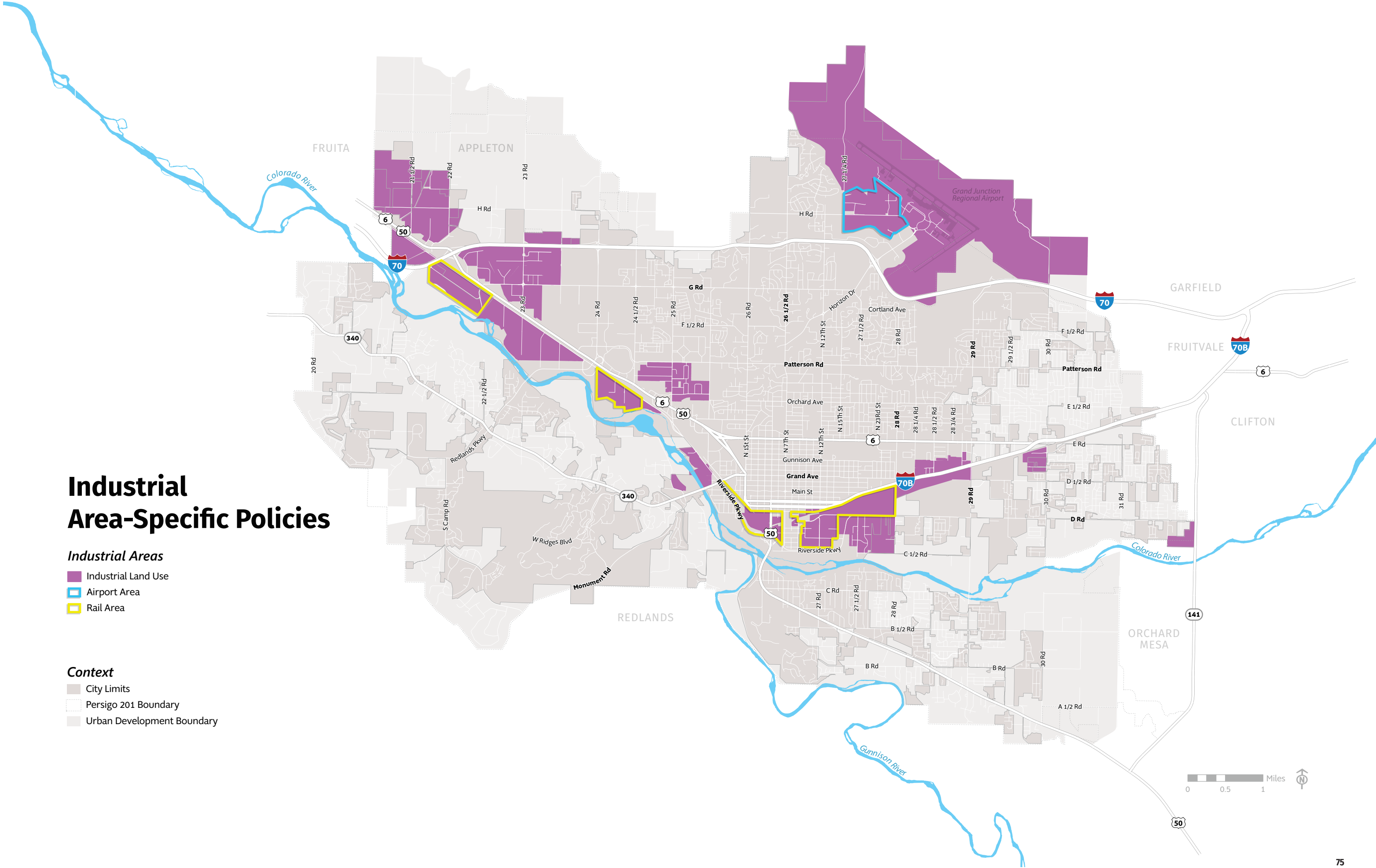
# Industrial Area-Specific Policies

## Industrial Areas

- Industrial Land Use
- Airport Area
- Rail Area

## Context

- City Limits
- Persigo 201 Boundary
- Urban Development Boundary





# Subareas

This section presents Subarea Plans for two specific areas of the City. The Subarea Plans guide site-specific opportunities for each of these two areas and are intended to support the broader vision of the Comprehensive Plan. The Subarea Plans address land use, development character, access, mobility, functional improvements, as well as a catalyst site for the type of development desirable along the corridor. The Subarea Plans should inform development decisions within these key areas of Grand Junction and guide the vision for these areas.

## 24 Road Corridor Subarea

The 24 Road Corridor Subarea is a corridor plan for an important gateway road in the Northwest area of the City. Stretching approximately 1.5 miles from Interstate 70 to State Highway 6 and 50.

## Lower Downtown Subarea

The Lower Downtown Subarea builds on existing assets, to increase the appeal of this important part of the City center while maintaining and improving connections between Main Street and the riverfront. Loosely bounded by Pitkin Avenue to the north, 5th Street to the west, and Riverside Parkway to the south and east, the area is comprised of distinct character areas defined by their form, uses, conditions, and characteristics.





# LOWER DOWNTOWN SUBAREA

## CHARACTER AREAS

The Lower Downtown Subarea builds on existing assets, to increase the appeal of this important part of the city center while maintaining and improving connections between Main Street and the riverfront. Loosely bounded by Pitkin Avenue to the north, 5th Street to the west, and Riverside Parkway to the south and east, the area is comprised of distinct character areas defined by their form, uses, conditions, and characteristics. The Lower Downtown Subarea identifies character areas within the subarea, functional improvements, as well as a site that could be a catalyst for the type of development desirable in this subarea.

The Subarea Plan identifies character areas, functional improvements, as well as a Catalyst Site that should provide guidance related to development in the corridor.

### Character Areas

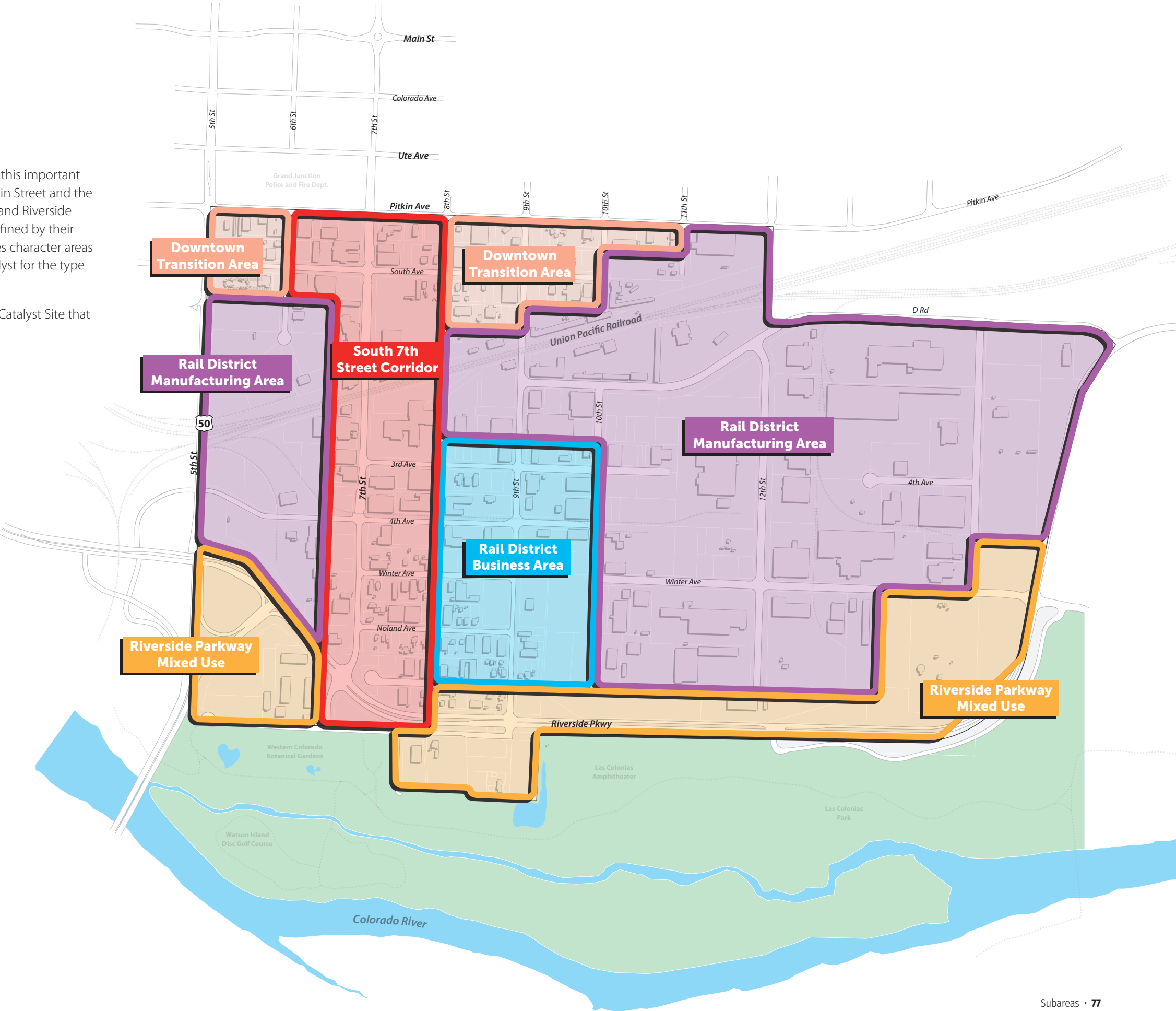
**South 7th Street Corridor**  
To connect Main Street to the Colorado River, South 7th Street should be activated as an extension of Main Street with architectural variation and a mix of street-oriented businesses. The South 7th Street Corridor character area should be defined by new buildings built to the back of the sidewalk to improve the urban form and support an environment that encourages people to walk and ride from Main Street to riverfront amenities.

**Riverside Parkway Mixed Use**  
This character area should be developed with a mix of uses oriented toward both the Riverside Parkway and the park areas along the riverfront. To take advantage of the relatively narrow site along Riverside Parkway at the south side of the subarea, a mix of uses such as hotels; entertainment; and multifamily including apartments, condominiums, and townhomes. Commercial businesses and offices should also be considered.

**Rail District Business Area**  
The business area should formalize parking areas and coordinated building layout so that buildings front street and public entrances are organized to face public streets. Outdoor storage should be screened from view from public streets. Office and light manufacturing buildings should be developed with special attention to efficient circulation and organized parking that is placed at the rear or to the sides of buildings, when feasible.

**Rail District Manufacturing Area**  
Manufacturing and higher intensity uses should occur in this area. Sites should include planned on-site truck circulation including service areas and loading operations, rail assets, parking, and orderly outdoor storage.

**Downtown Transition Area**  
The Downtown Transition area provides commercial and mixed-use transition to Downtown. Benefitting from the traditional street grid, it should develop like key blocks adjacent to Main Street, such as the block of Colorado Avenue between 5th and 6th Streets. This block consists of a variety of uses oriented toward the street. The Transition Area differs from the 7th Street Activation character area in composition, with a greater mix of businesses that may not all be pedestrian-oriented. Certain destination service businesses may be located in the transition area.
















LOWER DOWNTOWN SUBAREA

# FUNCTIONAL IMPROVEMENTS

Activity and energy in the Lower Downtown area will depend on several elements working in concert with one another such as transportation systems, streetscape, signage, and the revitalization of development sites. The Functional Improvements Framework identifies key improvements that will help ensure the area evolves in a way consistent with the community's vision.

Improvements

- **Catalyst Site**  
See page 76 for more information on the catalyst site redevelopment concept.
- **Opportunity Sites**  
Sites, if underutilized, would have a significant positive effect on Lower Downtown.
- **Streetscape and Activation**  
Landscaping, medians, wide sidewalks, bike lanes, and on-street parking should all be considered.
- **Priority Complete Streets**  
Complete streets are right-of-ways designed for safe and comfortable travel for walking, bike, driving, and riding public transportation.
- **Multiuse Trails**  
Trails designed for walking, biking and running. Multiuse trails are typically 10 ft wide to accommodate travel in both directions.
- **Pedestrian Crossing**  
Pedestrian crossing improvements could include signage, striping, countdown timers, and bump-outs.
- **Railroad Crossing**  
Improved railroad crossings include at grade sidewalks, guard gates, and other treatments.
- **Gateway signage**  
Signage that welcomes people into a community or district.
- **Wayfinding**  
Signage that provides a travelers directions to nearby points of interest.
- **Screening and Buffering**  
Landscaping or decorative fencing used to create a separation between the residential/mixed use area and the adjacent manufacturing uses, outdoor storage, and office/industrial loading areas.
- **Adaptive Reuse**  
See page 75 for more information on Adaptive Reuse and site descriptions.







### Opportunity Sites

Opportunity sites are sites that, if revitalized, would have a significant positive effect on the Lower Downtown area. Sites should incorporate the following:

- Reprogram or redevelop underutilized parking especially those adjacent to South 7th street.
- Adaptively reuse or repurpose existing buildings with significant priority given to historic resources such as the Sugar Beet Building.
- Develop vacant lots with infill development.
- As opportunity arises, eliminate uses that are not compatible with the mix of uses provided in the land use designation, framework, or subarea plans.
- Program into site features such as plaza space for outdoor activity related to retail or restaurant space as well as space for public enjoyment.

### Streetscape and Activation

At the northern end of the subarea, the South 7th Street streetscaping and activation should work to calm traffic and lead pedestrians and cyclists between Main Street and the Riverfront. Street trees, landscaped medians and planting strips, wide sidewalks, bicycle lanes, benches, public art, and on-street parking should all be utilized in making this a complete street.

### Priority Complete Streets

Facilities such as bike lanes and sidewalks should be implemented over time to create complete streets on 9th Street, 4th Avenue, 12th Street, South Avenue, and D Road. These are low-traffic, low-speed roads that provide essential connectivity in the subarea. Bikeways should be carefully planned and should be sensitive to the ongoing demands of vehicles that serve the industrial needs of the area.

### Multiuse Trails

The subarea can improve on the larger Grand Junction trail network by encouraging easy and safe access to and from the lower Downtown area as well as to the Riverfront Trail. New wayfinding should cohesively integrate with the City's trail and bikeway signage and make it clear how to walk or bike from areas of the Downtown to the Riverfront trail system.

### Pedestrian Crossings

The safe and convenient crossing of roads is integral to a pedestrian-oriented environment. Common tools utilized to aid in safe crossing include signage, striping, countdown timers, and bump-outs. Pedestrian crossings should be improved at various intersections with priority placed along South 7th Street and 9th Street. Pedestrian crossing improvements along the Riverside Parkway should be coordinated in tandem with development projects in this corridor.

Pedestrian crossings will support pedestrian access to Las Colonias Park and other amenities along the Colorado River. This will be increasingly important as the subarea transitions into an area with a mix of uses.

### Railroad Crossings

With more pedestrian and bicyclist activity, safety around the railroad should be improved. Rail crossings should be pedestrian and bicycle-friendly and should provide at-grade sidewalks as well as other safety features such as quad crossing gates, flashing light signals, crossbuck signs, audible devices, and pavement markings.

### Gateway signage

Gateway signage should be provided to signal entry into the Lower Downtown area from major roadways including Interstate 70 Business Loop, State Highway 50, South 7th Street and Riverside Parkway.

### Wayfinding

Wayfinding for all modes of travel should be placed at prominent entry points into the Lower Downtown. It should direct traffic to points of interest such as the Botanical Gardens, Amphitheatre, or other cultural or entertainment venues within the Lower Downtown and to the riverfront. New bikeway wayfinding should cohesively integrate with the City's trail and bikeway signage.

### Screening and Buffering

Landscaping or decorative fencing should be used to create a separation between the residential/mixed use area and the adjacent manufacturing uses, outdoor storage, and office/industrial loading areas. As some areas transition uses, new outdoor storage and loading areas should be fully screened.

### Adaptive Reuse

Adaptive reuse should be considered for buildings that have been identified as historic structures. To create a unique sense of place and preserve Grand Junction's industrial roots buildings should be protected and repurposed if feasible:

- The silos at **715 South 7th Street (#1)** are a defining feature for the area. They are currently used as a trampoline and climbing park; the silos should be preserved.
- The historic brick building at **645 South 7th Street (#2)** exhibits the ideal character of the subarea, street interface, and architectural style for the corridor.
- The former planing mill at **418 South 7th Street (#3)** was constructed around 1921. It is the last remaining of three mills that once stood on South 7th Street.

- The buildings at **515 South 7th Street (#9)**, **832 South 7th Street (#4)**, **520 South 9th Street (#6)**, and **549 South 10th Street (#7)** are representative of the historic evolution of industry and business development in the Rail District.
- The warehouse building at **631 South 9th Street (#5)** was built in 1931. It represents the history of the subarea and the importance of the railroad.
- The structure at **1101 Kimball Avenue (#8)** has a long history as part of the original Sugar Beet Factory, which was first established in 1899. The existing building is a remnant of a larger operation, which included a three-story factory with a foundation footprint larger than a football field. It was constructed with more than one million bricks and three railcars of structural steel.



# Lower Downtown Catalyst Site

The site at the corner of Riverside Parkway and State Highway 50 and 5th Street is currently underutilized. It enjoys a prominent location and should be considered for future redevelopment including a mix of uses such as a hotel, office, retail, restaurant, multifamily residential and others uses that could complement its location next to the Riverside Parkway and the riverfront. Redevelopment at this location should be pursued in a way that serves as a gateway for the corridor and should be of a scale and significance to help signalize the entry into the Downtown area for people coming from the south and Orchard Mesa.

- 1

Multifamily residential building
- 2

Plaza space with development signage
- 3

Hotel connected to mixed use building
- 4

Paved plaza space with water features and space for outdoor dining
- 5

Landscaping buffer from S. 5th Street off-ramp
- 6

Mixed use building with ground floor commercial with multifamily or office above
- 7

Commercial building
- 8

Multifamily residential building



# 24 ROAD CORRIDOR

## CHARACTER AREAS

The 24 Road Corridor is comprised of large areas of developable land between two important gateway interchanges: at Interstate 70 anchored by Canyon View Park on the north; and, at State Highway 50, anchored by Mesa Mall on the south. Currently, 24 Road serves as a boundary between Grand Junction’s residential areas to the east and its commercial and industrial areas to the west. The Character Areas establishes the preferred mix of uses that are both suitable and desirable along the corridor.

### Character Areas

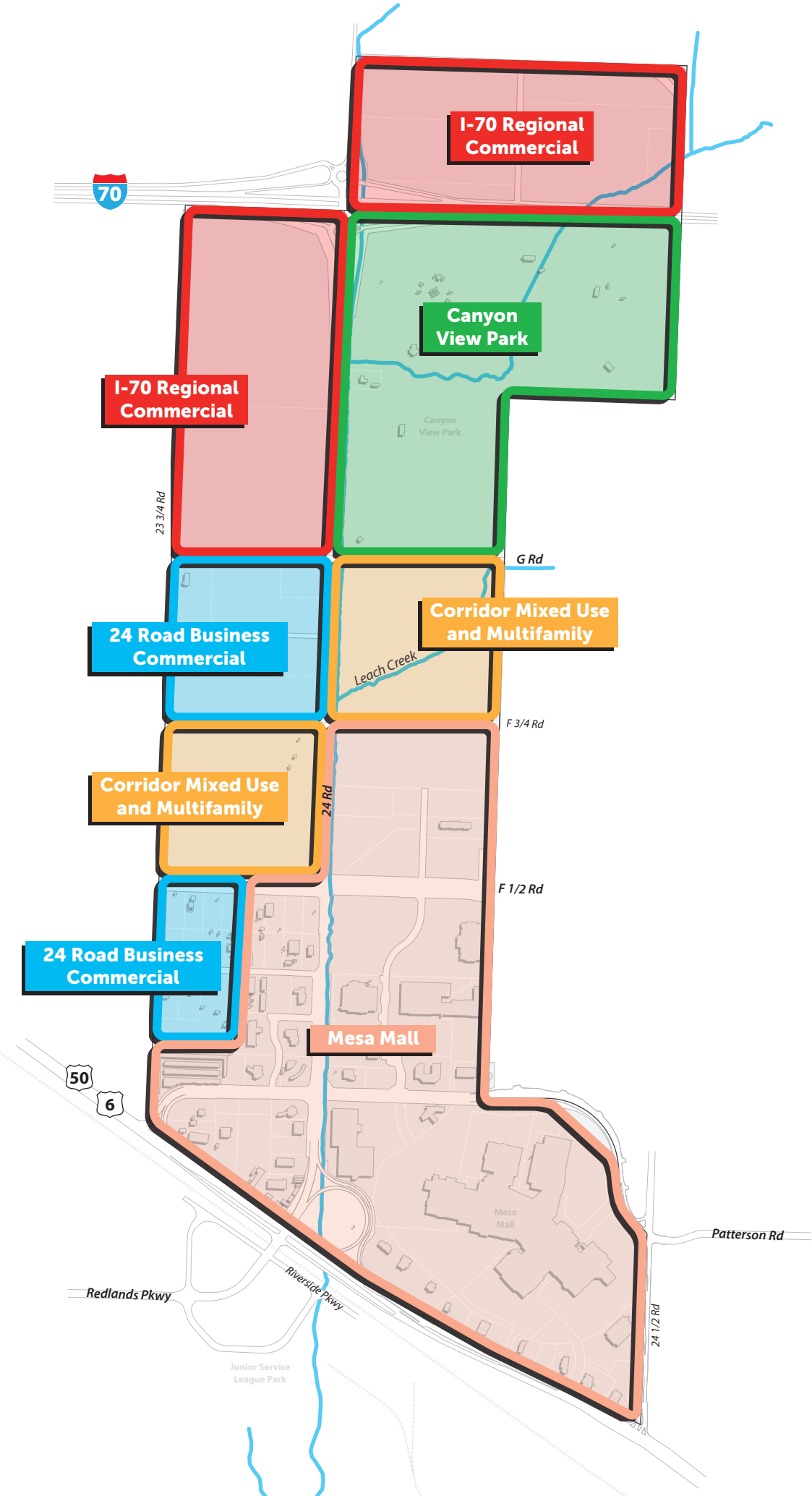
**I-70 Regional Commercial**  
This major node offers potential for the development of new regional-serving commercial areas including uses such as office, commercial, light industrial, and residential. New restaurants and entertainment are desirable, especially as complementary to the regular activity of both local and regional sporting events that regularly occur at Canyon View Park. Commercial development in this character area should be developed with buildings oriented towards 24 Road. Development should also orient an architectural facade, signage, and landscaping towards Interstate 70 and G Road. Parking for new development should be located in the rear or side when the development abuts G Road and/or 24 Road.

**Canyon View Park**  
Canyon View Park provides play fields, picnic shelters, playground equipment, ponds, open space, and trails. A variety of sports facilities make the park a destination for families and sports leagues and competitions. The park defines the north end of the subarea, acting as a catalyst for new development and drawing people to the corridor. Similar to Mesa Mall, the park should be subject to continued investment in maintenance and renovation to ensure it remains relevant.

**24 Road Business Commercial**  
Business commercial areas along the 24 Road Corridor benefit from good access from both Interstate 70 and State Highway 50. These areas should redevelop as modern business campuses to attract uses such as technology, education, research, entrepreneurship, and light manufacturing.

**Corridor Mixed Use and Multifamily**  
Areas around Leach Creek and across 24 Road to the west should be developed with a mix of uses to increase activity and provide housing options. Development in this area should take advantage of the natural amenity of the creek as well as its proximity to commercial and employment areas.

**Mesa Mall**  
As the Western Slope's largest indoor mall, Mesa Mall not only serves Grand Junction but also draws shoppers from throughout western Colorado and eastern Utah. With its regional service area, Mesa Mall has remained open but with the changing nature of retail has experienced both closure of stores as well as opening of new stores. To ensure that this key regional commercial area remains relevant into the future, support should be provided for the Mall area to become a more vibrant center that provides a broader range of shopping, entertainment, restaurant, and housing options.
















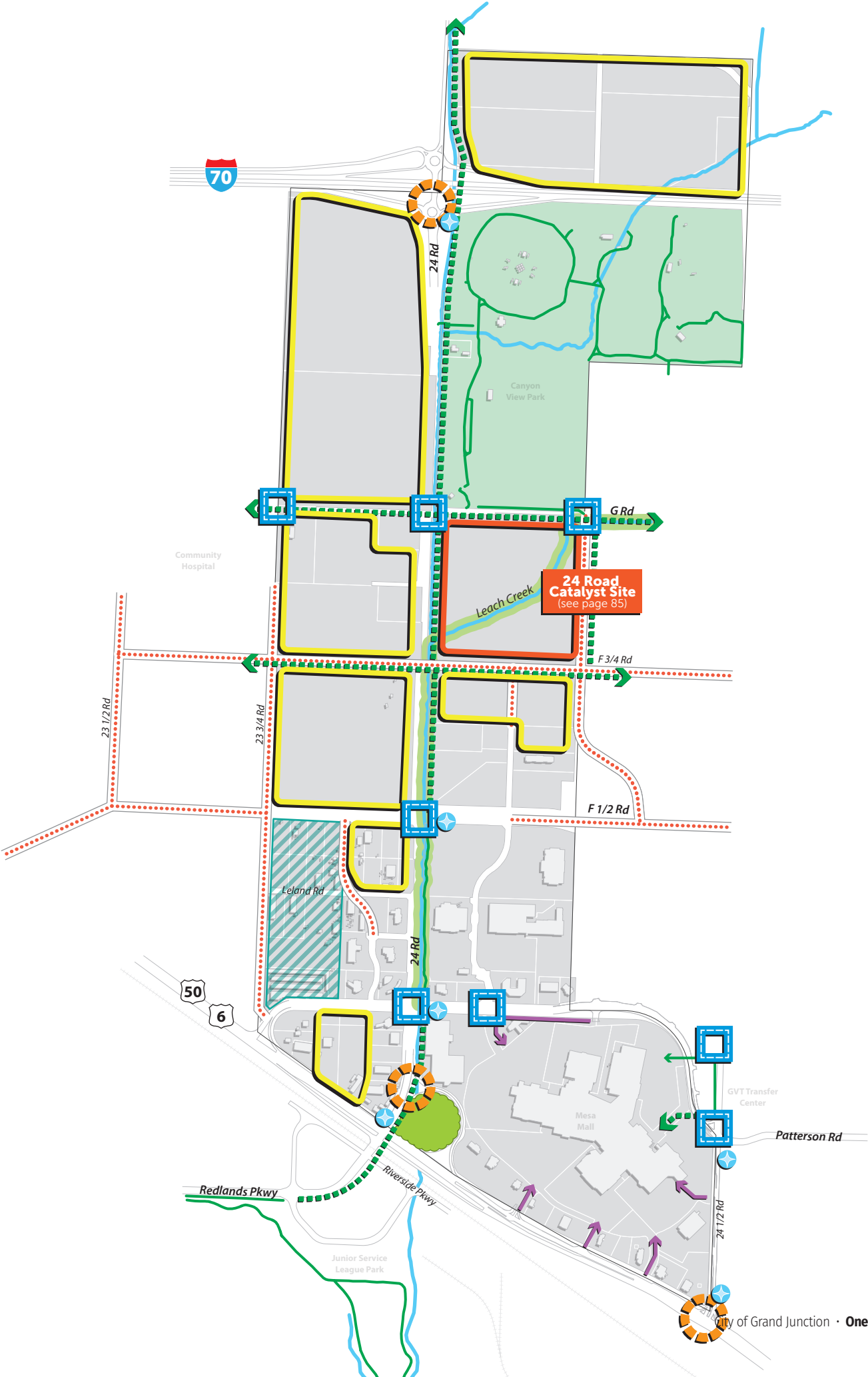
# 24 ROAD CORRIDOR

## FUNCTIONAL IMPROVEMENTS

Activity and energy in the 24 Road Corridor area will depend on several elements working in concert with one another such as transportation systems, development type, and mix, streetscape, signage, and the development of key opportunity sites. The Functional Improvements Framework identifies key improvements that will help ensure the area evolves in a way consistent with the community's vision.

### Improvements

- **Catalyst Site**  
See page 81 for more information on the catalyst site development concept.
- **Opportunity Sites**  
Sites that, if developed, would have a significant positive effect on the 24 Road Corridor.
- **Gateway Signage**  
Signage that welcomes people into a community or district.
- **Wayfinding**  
Signage that provides a travels directions to nearby points of interest.
- **Multiuse Trails**  
Trails designed for walking, biking and running. Multiuse trails are typically at least 10 feet wide with 2 feet of shoulder to accommodate travel in both directions.
- **Multiuse Trail Connections**  
Multiuse trail connections should fill in the gaps between existing multiuse trails or connect existing trails to nearby points of interest.
- **Street Extensions**  
Extension of the roadway network to improve connectivity.
- **Pedestrian Crossings**  
Pedestrian crossing improvements could include signage, striping, countdown timers, and bump-outs.
- **Leach Creek Activation**  
Improvement to the Leach Creek with amenities such as trails, pedestrian bridges, benches, lighting, and parklets.
- **Formalize Business Center**  
Improvements to formalize this area into a business center should include screening storage areas, signage, paved parking lots with painted stalls, and landscaping.
- **Open Space Enhancements**  
Open space improvements could include landscaping, stormwater management, public art, or decorative signage.



## Functional Improvements

Activity and energy in the 24 Road Corridor area will depend on several elements working in concert with one another such as transportation systems, development type, and mix, streetscape, signage, and the development of key opportunity sites. The Functional Improvements Framework identifies key improvements that will help ensure the area evolves in a way consistent with the community's vision.

### Gateway Signage

Gateway signage at the Interstate 70 interchange, the intersection of 24 Road and State Highway 50, and at the intersection of 24 ½ Road and State Highway 6 and 50 will help brand the corridor. Signage at the Interstate 70 interchange should also be utilized to welcome people to Grand Junction.

### Wayfinding

Wayfinding signage should be installed in these locations to direct travelers to key points of interest within the subarea. The signage should incorporate branding elements from the gateways.

### Multiuse Trail Connections

Connections should be implemented to establish a bicycle and pedestrian link from Mesa Mall to Canyon View Park and the Grand Valley Transit transfer station. Easy pedestrian access from Community Hospital to Canyon View Park should also be prioritized. Throughout, connections to the larger sidewalk, trail, and bikeway system should be built as new segments of the network are developed.

### Street Extensions

Streets should be extended to improve connections throughout the subarea and to adjacent existing or new neighborhoods. When street extensions are constructed they should include sidewalks, bicycle facilities, and formalized crossings where appropriate to increase safety for all modes of transportation.

### Pedestrian Crossings

Major intersections should be improved by providing highly visible crosswalks to ensure pedestrian safety. Crosswalks with timed crossing signals should be considered. . As G Road is reconstructed and F 1/2 Road is rebuilt as a parkway, alternative crossing types for the multi-use path such as an underpass should be explored.

### Leach Creek Activation

Leach Creek is a natural asset to the subarea and should be elevated as an amenity and linear park wherever possible. Sidewalk and trail segments already exist along portions of the Creek. To activate the Creek, sidewalks, trails, parklets, pedestrian scale lighting, furnishing, and signage should be incorporated all along the Creek. New development along Leach should face the Creek and should provide a public entrance facing the Creek. Uses such as storage, drive-throughs, parking and service entrances, loading, and refuse areas should not be placed adjacent to the Creek. Retail and restaurant uses should provide access to Leach Creek.

### Formalize Business Center

Currently, this part of the subarea includes an assortment of light industrial and office uses; storage facilities are also common. This area should be formalized as a business center area by screening outdoor storage, providing clear signage for businesses, designating loading areas, and screening from adjacent uses.

### Open Space Enhancements

The island at the interchange of 24 Road and State Highway 6 and 50 is a prominent piece of land for drivers entering or exiting the 24 Road Subarea via its southern end. It should be improved with plantings and other landscaping elements to beautify the area and improve stormwater management. Public art components, like those on other highway islands in the City, should be incorporated to complement the gateway signage at Riverside Parkway.

### Opportunity Sites

Opportunity sites are sites that, if developed or revitalized, would have a significant positive effect on the 24 Road Corridor area. Sites should incorporate the following:

- Create opportunities to include both a horizontal and vertical mix of uses.
- Provide for a mix of both national and local retailers and restaurateurs.
- Capitalize on the presence of Community Hospital by providing opportunities for a variety of supportive businesses such as medical offices, research facilities, or healthcare technology.
- Provide business access from secondary roads to avoid curb cuts on 24 Road and F 1/2 Road.
- Provide vehicular cross access in parking lots and shared driveways, where practicable.
- Orient buildings towards 24 Road and G Road as well as other local streets such as Market Street while placing parking at the rear or sides of buildings.
- Building design and architecture should be unique and not homogeneous.
- Provide street trees and landscaping along all street frontages.
- Program into sites features such as plaza space for outdoor activity related to retail or restaurant space as well as space for public enjoyment, especially those uses abutting Leach Creek.



# Relationship to Existing Planning Efforts

Planning for the 24 Road corridor has been in process for more than two decades. In 2000, the City adopted the 24 Road Corridor Subarea Plan, a plan that envisioned high-quality development along the 24 Road corridor with a distinct parkway character. The 24 Road Corridor Subarea Plan (2000) recommended a mix of land uses including mixed use developments, medium density residential along 24 1/2 Road, a commercial node in the northeast corner of the Interstate 70 interchange, and an expansion of commercial uses along State Highway 6 and 50. The 24 Road Corridor Subarea Plan (2000) called for the development of an open space corridor along Leach Creek.

Many of the policies, recommendations, and concepts presented in the subarea plan remain applicable and are carried forward in this updated subarea planning effort. Establishing a mix of uses for the corridor and activating open space along Leach Creek continue to be priorities articulated by the community. However, specific site concepts and the land use mix have changed. Though the 24 Road Corridor Subarea Plan (2000) represented a thorough planning effort for the area, this section of the One Grand Junction Comprehensive Plan sunsets the 2000 plan.

In 2016, Grand Junction adopted the 24 Road Corridor Design Standards (GJMC 25.02) to implement an updated vision for the corridor. Vision components identified in the 24 Road Corridor Design Standards include increased pedestrian movement and a mixture of development types integrating housing, commercial uses, neighborhood centers, shared parking, and a flexible pattern of lots and blocks.

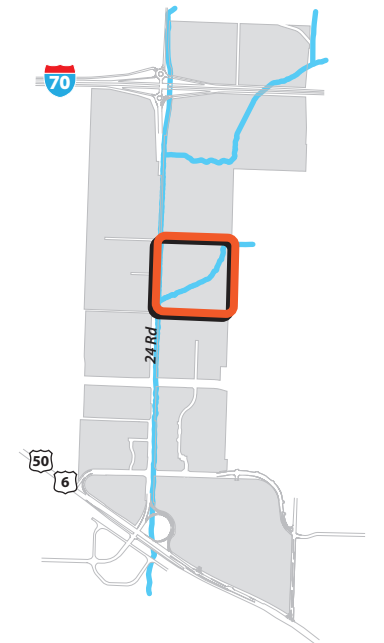
Going forward, the 24 Road Corridor Subarea Plan (2020) remains consistent with the 24 Road Corridor Design Standards, and they will continue to be useful for implementation along the corridor. Complimentary elements found in the Design Standards include the following:

- The 24 Road Corridor Subarea Plan (2020) calls for gateway signage bookending the corridor at State Highway 6 and 50 and the Interstate 70 interchange. The 24 Road Corridor Design Standards identify similar gateway entry treatments.
- The 24 Road Corridor Subarea Plan (2020) identifies an important pedestrian crossing where the design guidelines highlight a secondary activity intersection.
- The 24 Road Corridor Subarea Plan (2020) identifies Leach Creek activation with trails, a potential parklet, and public access. The design guidelines similarly indicate a multi-use trail and open space corridor along the creek.

While the framework for the 24 Road Corridor Subarea Plan (2020) is similar to the Community Framework Plan for the Design Standards (GJMC 25.02.020), the City should consider replacing the 2016 version with selected maps and graphics from the 2020 plan.

Additionally, the 24 Road Corridor Subarea Plan (2020) offers a functional improvements framework that highlights specific opportunity sites and identifies a variety of potential uses and developments. GJMC 25.02.050 through 25.02.120 of the Design Standards deliver specific standards for site grading, drainage, setbacks, building location and orientation, parking, motorized vehicle circulation, and bicycle and pedestrian circulation, each of which remains applicable for implementation of the Subarea Plan.





## 24 Road Catalyst Site

The site at the corner of 24 Road and G Road is currently vacant. It enjoys a prominent location near the Interstate 70 interchange and is adjacent to the southern end at Canyon View Park. Future redevelopment should include a mix of uses such as a hotel, office, retail, restaurant, multi-family residential, and others uses that could complement its location along the major corridors as well as proximity to Leach Creek, a key corridor in the city's Active Transportation network. Development at this location should be pursued in a way that serves as a gateway for the corridor and should be of a scale and significance to help signalize the entry into the city for people coming from the Interstate 70 interchange.

- 1 Multifamily oriented towards Leach Creek
- 2 Public Plaza
- 3 Leach Creek Trail
- 4 Pedestrian Bridge
- 5 Commercial
- 6 Commercial/Office Mixed Use



