

# APPENDIX C



**VIBRANT**  
T O G E T H E R  
A DOWNTOWN INITIATIVE

## COMMUNITY ENGAGEMENT SUMMARY



SEPTEMBER 2019

FOR INTERNAL USE ONLY

# ABOUT

## Grand Junction- Vibrant Together

In the spring of 2018, the Grand Junction Downtown Development Authority (DDA), with support from the City of Grand Junction, applied and was selected for technical assistance from Community Builders to complete an update to the DDA's Plan of Development.

The project will bring the community together in discussions about what is best for the future successes of downtown. We need ambitious yet practical strategies for the future and relying on strong community input and market analysis to get us there. In addition to providing strategies for the downtown, this process will also work to build partnerships among critical agencies and stakeholders for successful implementation.

The purpose of this document is share specific comments from public participation and input in the Grand Junction Downtown Plan of Development Update process.

## Key Principals of a Community Driven Process

The community engagement process will be driven by the following key principals:

**An Inclusive Process.** Public engagement is a vital aspect of this project. We strive to create a process that is inclusive, well-communicated, and transparent, with authentic and meaningful opportunities for the public to participate. Not everyone can (or likes to) participate in large public meeting and hearings. Engagement efforts will go well beyond the format of a typical public meetings, focusing on outreach efforts that bring a diverse mix into the process.

**Community Leadership.** Developing a group of local leaders that can organize, educate, and build momentum in the community is crucial for creating a community vision and moving it forward. In order for this project to be successful, it is important to have local leaders from throughout the community behind the wheel.

**Building Common Ground.** A lot of things are important to our community, and we don't always agree all the time. This process will focus on listening to each other, building common ground, and working towards strategies and recommendations that strike a balance in our community.

**Balancing Long-Term Vision and Actionable Goals.** While the community visioning process typically focuses on developing a long-term vision for a community's future, identifying specific projects that are achievable within the short-term are important for catalyzing change and maintaining community momentum.

# METHODS

Feedback from local residents and visitors is essential to understanding the community vision for downtown. Vibrant Together aimed at a wide variety of public engagement activities and strategies to reach a broad spectrum of the population and to make providing input easy and fun.



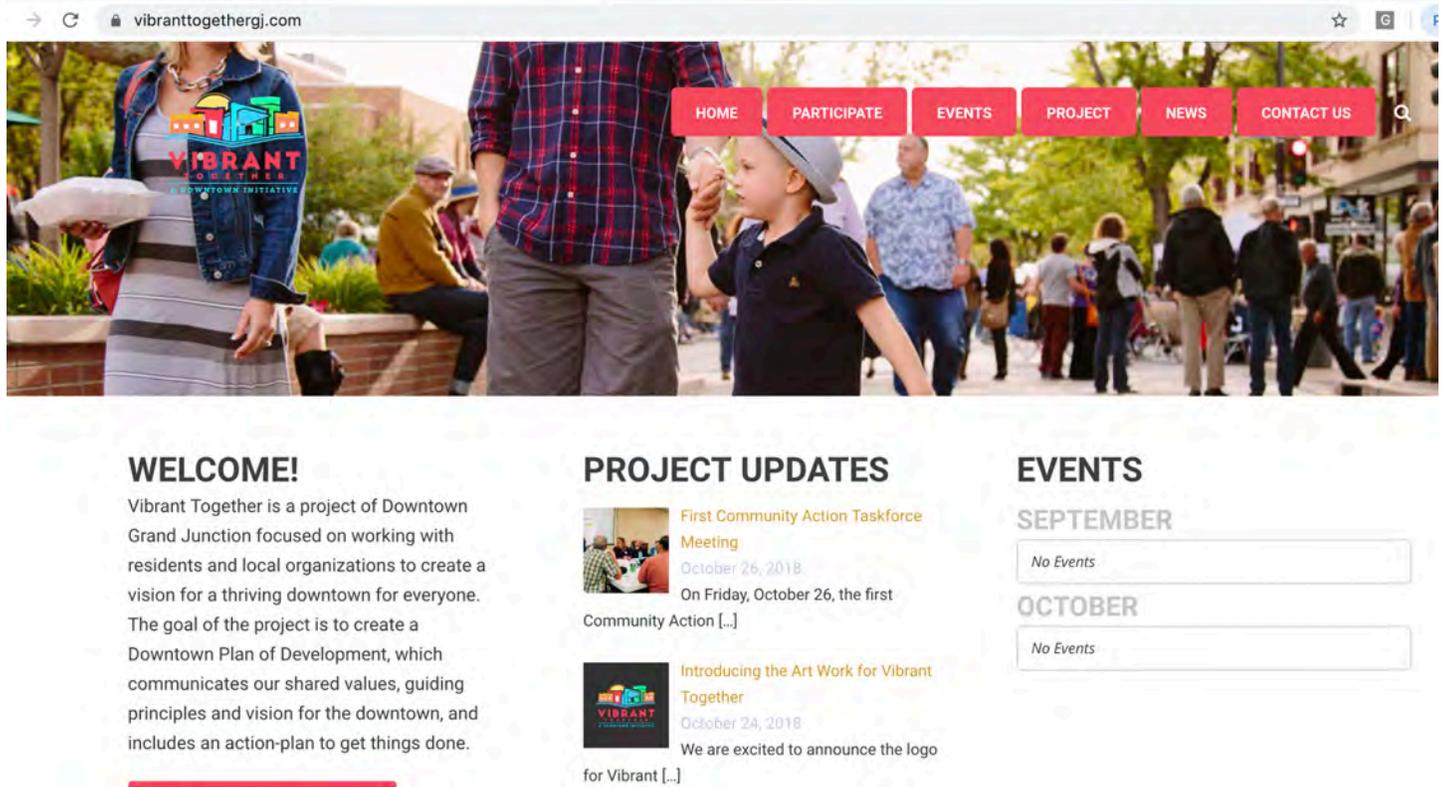
# PHASE 1 AND 2

## DOWNTOWN TODAY AND TOMORROW

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

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

### Project Website



# COMMUNITY ACTION TEAM

## CAT members include:

| NAME              | ROLE   |
|-------------------|--|
| Megan Alfaro      | Colorado Baby, Owner   |
| Bruce Benge       | Benge's Shoes, Owner   |
| Sarah Meredith    | Atomic Framing, Owner  |
| Brian Oliver      | Rockslide Brewery & Restaurant/Dream Cafe, General Manager     |
| Kris Meil         | Gelato Junction, Owner   |
| Paul Knaysi       | Pablo's Pizza, Owner   |
| Libby Olson       | Growl Agency, Principal  |
| Kevin Reimer      | Western Hospitality, LLC, Co-Owner                             |
| Peter Booth       | Museums of Western Colorado, Executive Director                |
| Elizabeth Fogarty | Visit Grand Junction, Executive Director                       |
| Robin Brown       | Grand Junction Economic Partnership, Executive Director        |
| Steve Jozefczyk   | Grand Junction Economic Partnership, Deputy Director           |
| Ray Rickard       | REMAX 4000, Commercial Property Associate                      |
| Shana Wade        | Mesa County Libraries, Interim Library Directors               |
| Dustin Anzures    | Downtown Train Depot, Owner                                    |
| Elizabeth Collins | Mesa County Regional Transportation Planning                   |
| Jared Meier       | Colorado Mesa University, Director of Alumni Relations         |
| Jerry Otero       | Homeward Bound, Board of Directors                             |
| Maria Rainsdon    | Two Rivers Convention Center & Avalon Theatre, General Manager |
| Phyllis Norris    | City of Grand Junction City Council,                           |
| Sarah Johnson     | Community Network Coordinator, Urban Trails Committee          |
| Devon Balet       | City of Grand Junction Urban Trails Committee                  |
| Sarah McCarthy    | Conservation Colorado, West Slope Field Manager                |
| Robbie Breaux     | Western Colorado Center for the Arts                           |
| Christian Reece   | Club 20, Executive Director                                    |
| Bill Wade         | City of Grand Junction Planning Commission                     |
| Colin St. Clair   | Emerson Park Neighborhood                                      |
| Ben Herman        | Washington Park Neighborhood                                   |



1) I usually go to downtown Grand Junction:  
*Multiple Choice: 225 responses*

- |                           |     |
|---------------------------|-----|
| 1. Everyday               | 28% |
| 2. A few times a week     | 32% |
| 3. About once a week      | 16% |
| 4. A few times of month   | 12% |
| 5. Once a month           | 3%  |
| 6. Less than once a month | 5%  |
| 7. Other                  |     |

2) The top 2 reasons I go downtown are: (Paper Survey Responses: Where do you spend time downtown?) (Instagram Responses: The Main Reason I go downtown is to?)

*Open Comment: 361 responses*

- |                      |     |
|----------------------|-----|
| 1. Work              | 39% |
| 2. Dining/Drinks     | 78% |
| 3. Shopping/Services | 54% |
| 4. Events            | 24% |
| 5. Walking           | 10% |
| 6. Other             | 2%  |

3) Two ideas I have for making downtown Grand Junction a better place are: (Paper Survey: What have you seen in other towns that you would like to see here?)

*Open Comment: 286 responses*

- |  |     |
|--|-----|
| 1. Dining Nightlife and Shops              | 25% |
| 2. Extended Business Hours                 | 9%  |
| 3. Increased Events                        | 18% |
| 4. Parking                                 | 11% |
| 5. Increase Safety/Enforcement/Cleanliness | 19% |
| 6. Bike Facilities                         | 7%  |
| 7. Pedestrian/Gathering Spaces             | 17% |
| 8. Public Art/Galleries                    | 8%  |
| 9. Other                                   |     |
| • Connection to River                      |     |
| • Grocery Store                            |     |
| • Transit                                  |     |
| • Kids Activities                          |     |
| • Pedestrian Main Street                   |     |



8) If you would like to live downtown but are currently living elsewhere, please give the main reason you do not live downtown: Open Comment: 297 Responses

- |                    |     |
|--------------------|-----|
| 1. Parking         | 13% |
| 2. Safety          | 17% |
| 3. Not Affordable  | 65% |
| 4. Not Desirable   | 41% |
| 5. Housing Quality | 32% |
| 6. Need more Space | 20% |

9) How do you usually get downtown? ( Paper Survey: How did you get here today?) (Passport Question: How do you get around downtown?) Multiple Choice/Open Comment: 332 Responses

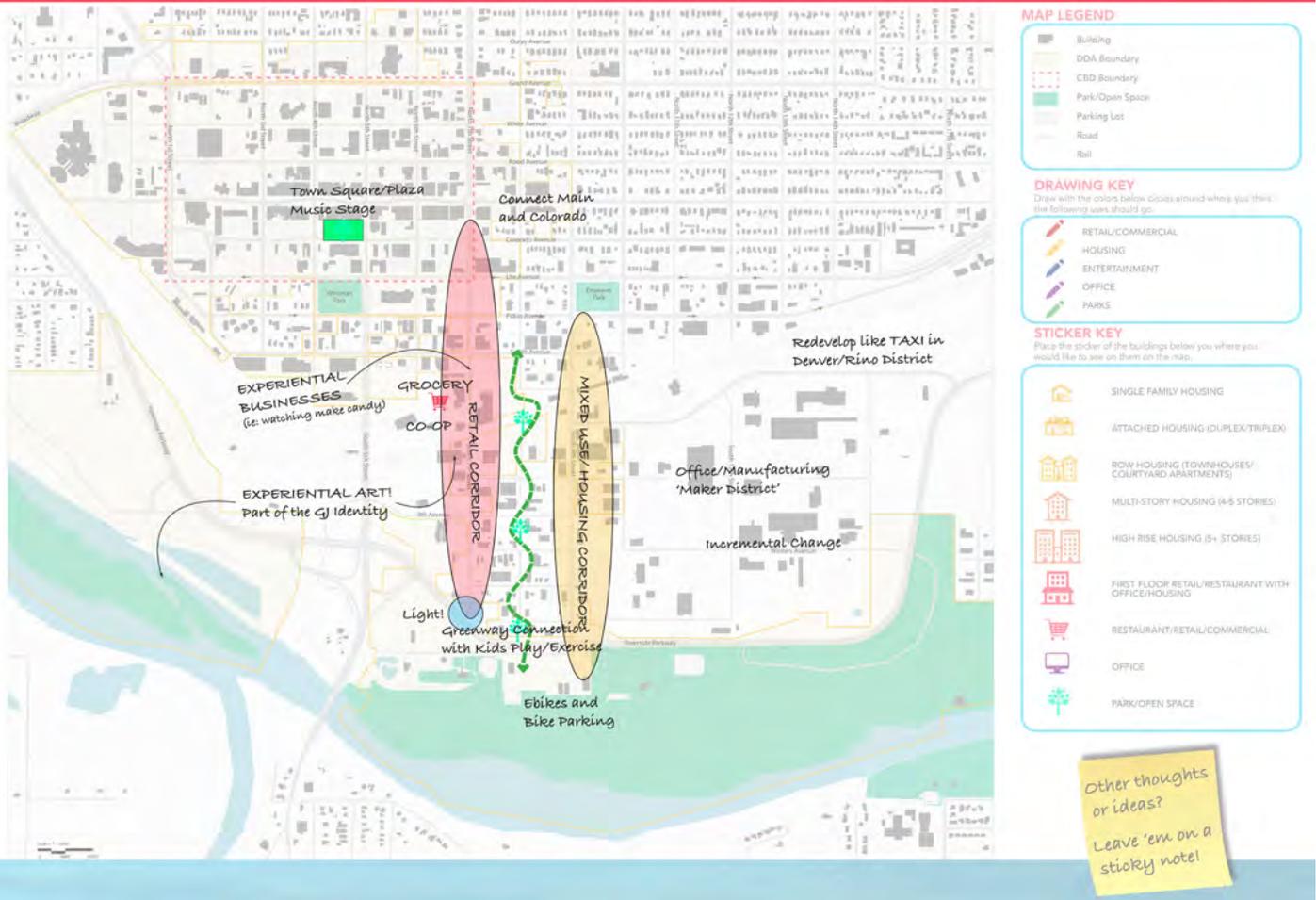
- |                    |      |
|--------------------|------|
| 1. Drive By Myself | 65%  |
| 2. Carpool         | 4%   |
| 3. Bike            | 12%  |
| 4. Walk            | 28%  |
| 5. Bus             | .07% |
| 6. Other           | 1%   |
| 7. Skateboard      |      |

1)) Two ideas I have for improving walking and biking around downtown are: Open Comment: 208 Responses

- |   |     |
|---|-----|
| 1. Safety                                 | 17% |
| 2. Enforcement                            | 13% |
| 3. More Bike Infrastructure (Lanes/Racks) | 51% |
| 4. Better/More Sidewalks                  | 4%  |
| 5. Lighting                               | 7%  |
| 6. Pedestrian Mall                        | 11% |
| 7. Public transit                         | 3%  |
| 8. Crosswalk Improvements                 | 11% |
| 9. Other                                  |     |
| • Colorado and 3rd                        |     |
| • 5th and Main                            |     |
| • 4th and Main                            |     |
| • Grand and 7th and Grand and 5th         |     |
| • Roundabout hard for bikes               |     |
| • Non-smoking Main Street                 |     |
| • More Benches/Pedestrian Spaces          |     |
| • Connect to River                        |     |
| • Flashing Ped Beacon                     |     |

# STRATEGY WORKSHOPS





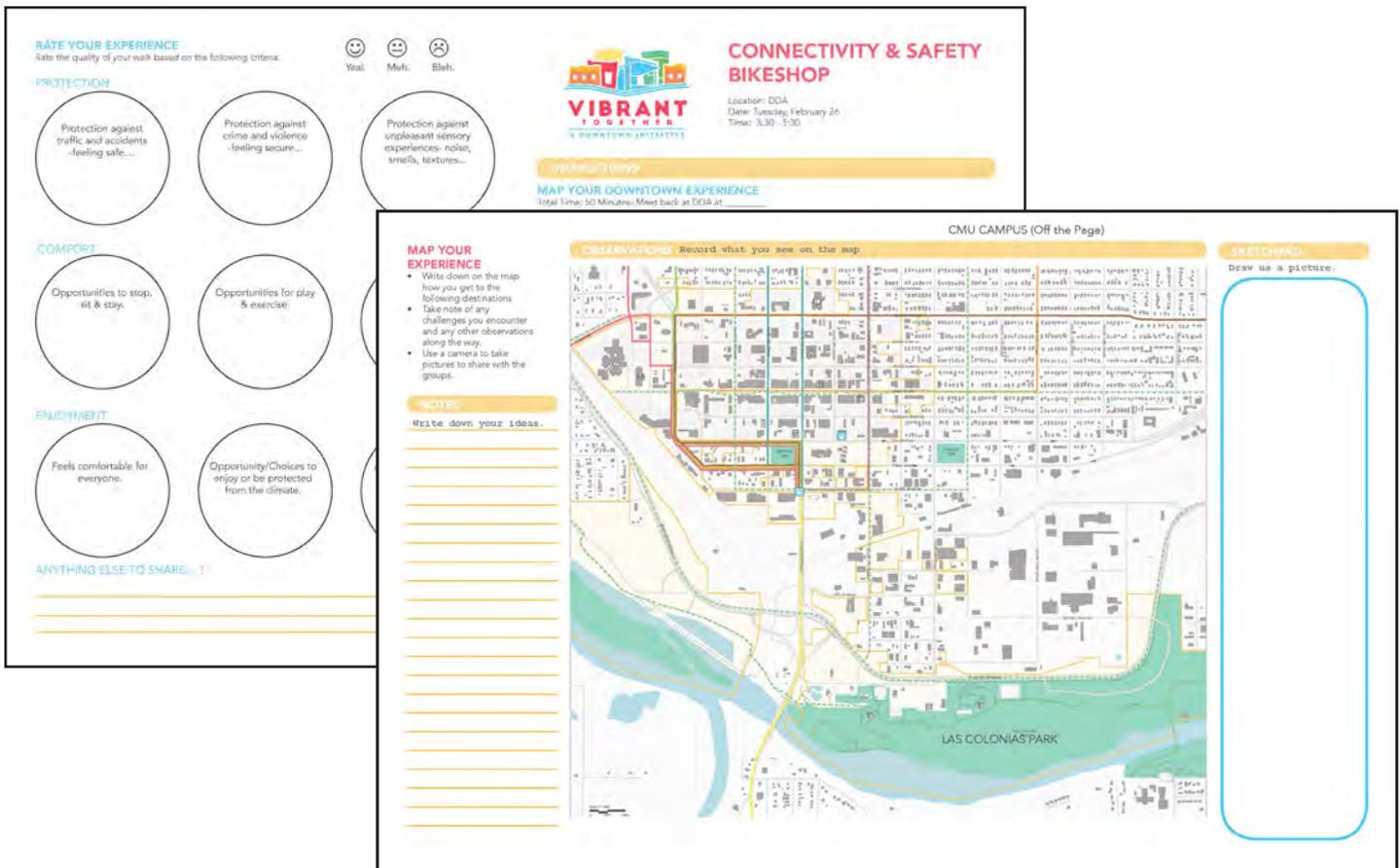
**Development and Infill Workshop: Meeting Notes**

Needs:

- Grocery Store/Food Access Downtown

Opportunities/Challenges

- Activities for kids/Places to hang out
- 7th Street Corridor
- Work/Office Space (Class A). Where would office work well?
- Office or Manufacturing/'Maker District'
- GJEP bringing in new businesses
- DDA plan to support efforts ie: Create livable downtown to support employment base, housing for workers, transportation for workers.
- Need a critical Mass of Development in Rail District
- Better Public signage/wayfinding for Public Parking
- Spread Art beyond Main Street. More of a community identity. More visibility



## BIKING GROUP

- Signage on 10th street was missed. Readjust on 10th street. Good once on 10th.

### 10th Street.

- Okay. More neighborhood street
- Narrow and sloped bike paths
- Most intersections were 4 way stops so not a very efficient way to get downtown.
- 10th and Grand difficult to cross. (City has future bulb out project here)
- Encountered one car in the bike lane
- 10th bike lane ends at campus. Not sure where to go or how to get to campus cyclepath.
- Make 19th a Bike Blvd for local use and discourage bike traffic on 7th.
- 1st, 5th and 10th are good north south connections
- Crossing at 8th and 10th is more exposed. Could be sharrow? Hesitant to use.

### 7th Street to downtown.

- New campus hote.
- Sidewalks were treacherous- up and down over access. Uneven with a lot of gravel and debris. (But overall having a bike lane is an improvement!)
- Dangerous over business access points (ingress/

egress)

- Alleys are dangerous on bikes. Almost hit by car at Taco Bell.
- No signal for bike traffic at Grand
- Not well lit at night in bike lane.
- 7th is a straight shot to Las Colonias
- It is a nice street and a nice walk, not just good for bikes, multi-modal.
- Missed connection near Grand where bike lane started/stopped.
- South 7th Has first green lines in the City of GJ.
- 7th and Riverside is a confusing (and dangerous Intersection- Set up for a 'Right Hook').
- Railroads are difficult to cross. (City has plans to improve 9th Street crossing)
- Some sidewalks are not ADA compatible.
- No signage to Las Colonias.
- All signage should include a "How many minutes to..." or a "How many miles to..." to inform of distances
- More bike racks needed at Las Colonias
- Urban trails has a vision to create a bike system- color coded- throughout the city.
- Yellow Line is needed along Riverfront trails to minimize bike/ped accidents.
- Pedestrian Bridge is dark and night. Just drops you off, no safe crossings or crosswalks.

- In general, larger, wider trails are better. More green space/open space
- Need more bike options than just 10th Street
- No bikes are allowed on Main Street.
- There should be a sharrow on Main and Colorado
- Supports the benefits of biking meaning less parking needed downtown.
- Need more bike parking downtown.
- There should be more education about bikes (people ride wrong way/people ride on sidewalks.)



## BIKING HANDOUT COMMENTS:

### Participant 1

- Only space for 2 bikes at dda. More bike parking needed.
- No bike lanes or sharrow on Main Street and Colorado.
- Observed people riding the wrong ways on bike lanes and sidewalks.
- Uneven bike lanes and crashes (on sidewalks)
- Gravel on bike lanes and trash (7th Street)
- Very dark at unsafe at night. 7th the more people would ride.
- More people would ride if Railroad crossings would be easier.
- Bike box at 7th and Riverside parkway 'might cross' potential, 2 boxes confusing.
- No detour sign at construction, Worked at one end.
- More bike racks at new development and amphitheater
- Yellow line needed in middle of Riverside trails.



### Participant 2

- Sharrows on Main Street and Colorado Ave.
- At 7th (southbound) and Riverside Parkway, the green lane guides cyclists into a right hook danger area
- At Riverside Bike-Ped bridge and West Main- no signage to alert drivers that cyclists will be crossing the road.
- No signage to direct cyclists to the Riverside bike-ped bridge
- Sidewalks on 7th St were not ADA compliant
- Issue with Bike and Ped Bridge.



### Participant 3

- Eariler notice sign at first and Main
- Distances
- Grand and Gunnison
- Uneven bike lane squeeze
- Car speeds good and slow
- North side walks awful, close call at taco bell with vehicle.
- 7th street sidewalk safeish but slow. Nicer for peds
- Coming into downtown no "Bike Dismount" sign.





## WALKING GROUP

### 4th Street

- Change of scenery after main street. Different building/street relationships
- Curb cuts and attached walks were notable
- Traffic Speeds were high and a lot of noise along 1st streets
- Signage was oriented only to cars (southbound on 4th) Walking northbound had to turn around to see street signs.
- Grand
- Loud!
- There was no countdown or button to press to cue pedestrians when to cross the street at 4th and Grand.
- The sidewalk was attached and street trees but still did not feel like a comfortable walk.
- Choose to cross at 6th street with no pedestrian crossing signal (rather than go to 7th or 4th) because 6th is a nicer walk. There is usually a gap in the traffic. Group member stated this was his preferred crossing with his family and children. Sometimes at night they go up to 7th.

### 6th Street

- Less busy, quiet.
- Detached walk with mature trees.
- Nice space outside the city building to sit and rest. Kids like to climb on the walls.
- Not a lot of activity/visibility/isolated. No

building frontage onto 6th, north/south orientation.

### Main Street

- Bathrooms downtown are a challenge. Most restaurants/stores have a sign stating 'No Public Restrooms'. Restrooms locked at night.
- Breezeway on Mainstreet received a CPETD grant and is a good example of a space that was bad (lots of camping and panhandling) that has been transformed and comfortable.
- Potentially future projects/grant applications at 6th/7th by Sunstop and Avalon Theater
- Alleys are mixed. Some are well lit, some are not.
- Tagging on dumpsters is a problem. May be an opportunity to introduce a dumpster art program/alley art program?
- Visibility of cars at alleys for bikes/peds is an issue. Need signage or mirrors in tight places.

### South of Main towards Train Depot/Whitman Park

- Gravel in Sidewalks. More cracked sidewalks.
- A lot of vacant buildings/Barbed wire fences/ No commercial Activity. Not inviting.
- Whitman Park is not friendly. Nothing to do there. Not well maintained. Isolated and surrounded by highly trafficked roads.

### General Comments

- Not all crossings are ADA/Automatic/Audible.

- When ramps go into street at a 45 degree angle rather than a 90 degree it potentially puts wheelchairs/ strollers into the line of traffic.
- South of Colorado and 4th/5th are a division in downtown.

### WALKING HANDOUT COMMENTS:

#### Participant 1

- 4th Street is Nice.
- 4th Street dumpsters
- 4th and Rood- west crosswalk diagonal to street
- Loud Traffic
- No interest in alleys- danger crossing alleys
- 1 way streets- crossing less safe- higher rate of speed
- 4th and Grand- push button so you know when it will change.
- 5th street. Like the countdown on Grand Ave. is too busy. No buffer between sidewalk and travel lane. Crossed at both corner ramps
- 6th Street. Quiet Trees, buffer strips, lower scale of buildings

#### Participant 2

- Curb cutouts in direction of travel.
- Alley is higher rate of speed.
- Street names for people.
- Ped info signs
- Bathrooms
- Bus station Improvements
- Northbound 5th rate of speed.

#### Participant 3

- Sidewalk ever changing, size design and cracked, heaving
- Alleyways, Dumpster Graffiti and Visibility
- Leaving the Colorado/Main Area either direction scenery changes, interest goes down.
- South of Colorado immediate decline.
- Whitman Park clientele.

#### Participant 4

- Feeling Safe?: Meh (50%/50% good and bad)
- Feeling Secure? Bad past Colorado- Good North of Colorado
- Unpleasant?: Depends on the street
- Enjoyment: (Comfort) Meh.(Opportunity for Choices/ Protected Climate) Good!
- Participant 4
- Colorado is nice.
- Biker on Sidewalk on Grand
- Vacant Lot- Business Ideas
- Protection: (Safe and Secure) Good! (Sensory) Meh.
- Comfort: (Sit and Stop) Meh (Play and Exercise) Bleh. (Listen Talk & Watch) Meh.
- Enjoyment: (Comfort) Good. (Choices) Meh. (Appealing) Meh.



# COMMUNITY OPEN HOUSE

Vibrant Together: A Downtown Initiative  
Open House Event- 2/27/19



## STATION 1: INTRODUCTION

What is this all about? Do you agree with the goals of the Vibrant Together Downtown Initiative?

Response 1: Yes with a caveat! I see a lot of focus on providing attractions and amenities for relatively high income residents. WE need to make downtown enjoyable for all income levels

Response 2: Need to include more services downtown such as a grocery store.

Response 3: Yes, you're on the right path but must get involved with housing first for the homeless

Response 4: I think, in theory, Vibrant is the direction downtown should be headed. More retail- less mortgage/banks/offices

Response 5: Yes!

Response 6: Yes!

Response 7: Yes... Indeed.

Response 8: Yes!

Response 9: Yes

Response 10: Yes, time to re- evaluate

Response 11: Vibrancy. Love the word and what it means. Housing, connectivity and safety are key

Response 12: must make 5, 10 year plans

Response 13: I wish there was a plan for a grocery store

Response 14: Yes, all five goals are spot on!

Response 15: Yes!

Response 16: Main goal, as I see it, if DDA is MORE people, development, etc.

Response 17: Yes- with consideration of what is done- many times GJ has re- invented downtown, and the continued forward with half thoughts that then create new problems- i.e.: tear down buildings for parking structure and walkways- Colorado Ave is empty on the north side...

Response 18: WE need/have more biked without racks. Homeless is an issue.

Response 19: Identity- west CO is very rural/ agricultural. How does "downtown" in the largest municipality in the region reflect our aging community and it's importance on our economy. Keep finding ways to serve and represent our farms and ranchers!

Response 20: I'd add a grocery store ☑

Response 21: Keeping the downtown alive

Response 22: Yes!

Response 23: Nice goals. I don't understand people's issue with parking downtown. There are "max 10 hours" parking meters maybe not enough pressure in GJ to support meters.

Response 24: Vibrancy, downtown living, identity, connectivity, safety and comfort. Yes- develop an updated strategizing goal!

Response 25: Blank

Response 26: Yes!

Response 27: Yes!

Response 28: Yes!

Response 29: Would it be possible to have small mid sidewalk stores or kiosks?

Response 30: The goals are vague, which is reasonable at this mostly introductory level.

**DON'T FORGET!**  
Submit your completed passport for a chance to win a \$50 Gift Card!

**Name:** \_\_\_\_\_  
**Email:** \_\_\_\_\_

**ADDITIONAL COMMENTS TO SHARE**

What ideas are you excited about? Concerned about?  
Are there other ideas we need to consider? Is anything missing?  
What may be some challenges to accomplishing these goals?

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**JOIN US!**  
Vibrant Together will only be successful if you participate. We want you to be part of important community discussions.

- Attend a public meeting
- Follow us on Facebook and Twitter
- #vibranttogethergj tag posts about downtown
- Invite us to come to your next meeting
- Comment at a community event
- Share your thoughts on our website

[www.vibranttogethergj.com](http://www.vibranttogethergj.com)



**WHAT IS VIBRANT TOGETHER?**

There are a lot of exciting things happening in Grand Junction. Regional population and economic growth are creating a demand for development. However, with this growth comes the need for strategic thought about what is best for the community.

The Vibrant Together project is focused on working with residents and local organizations to create a vision for a thriving downtown for everyone. The goal is to create a Downtown Plan of Development, which communicates our shared values, guiding principles and vision for the downtown, and includes an action-plan to get things done.

**WHY NOW?**

The Downtown Development Authority (DDA) Plan of Development (POD), is 38 years old and therefore is challenged to guide development that is reflective of both the current market or the vision of the community for what the future of Greater Downtown should be. In this time of growth, the DDA should have a strong governing document that is reflective of the community's wants and needs in downtown and to develop strong partnerships for making a positive impact to the downtown.

**WHO IS THE DDA?**

The primary responsibility of the DDA is to support and facilitate economic development efforts to enhance the vitality of the Downtown community through capital investment and construction.

**OUTCOMES**

This project will develop an action-oriented plan for the DDA that identifies strategies and specific projects to achieve the community's priority goals for downtown Grand Junction.

- Provide a unified vision for downtown.
- Identify projects that advance the vision
- Bring local leaders together in pursuit of that vision.

**YOUR PASSPORT TO A MORE VIBRANT GRAND JUNCTION...**

Stop by each of the stations here tonight, talk to a team member and get a stamp. At the end of the evening drop your comments and completed passport in one of the boxes to be entered to win a \$50 gift card to a downtown restaurant!

**QUESTIONS AND COMMENTS**



**STATION 1: INTRODUCTION**  
What is this all about? Learn more about the Vibrant Together Downtown Initiative.

Do you agree with the goals? YES! No. Tell us why...

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**STATION 2: CONNECTIVITY & SAFETY**  
Share with us how you get around downtown and what obstacles you encounter along the way.

How do you get around downtown? What are the important connections to make?

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**STATION 3: VIBRANCY & IDENTITY**  
Help us better understand what would create more 'vibe' downtown.

What does downtown mean to you?

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**STATION 4: INFILL DEVELOPMENT**  
Learn about strategies and tell us what type of development you would like to see in the downtown.

What type of development would you like to see in the downtown?

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Good Connectivity. Not much off Main Street

I live DT

I would like the City more if I felt safe from cars. I'd need separate bike path from roads.

Could 3rd street be a bike/ped route? From Gunnison to Pitkin. Could put bulbouts on Main east of 8th and Grand east of 7th.

I enjoy walking the 6 blocks of Main, but beyond that, I find traffic less considerate, parking less accessible, and businesses less appropriate.

We need more dedicated pedestrian connection to the riverfront trail on the east side of downtown.

I walk downtown but drive in from Orchard Mesa

Feeling safe, good lighting, seeing other people downtown community

Mostly Drive, I really wish we had a bus that only went up and down Main like 16th St Mall in Denver.

Lack of bike lanes, but getting better. Safer crossings on Grand and 12th. Need slower speeds on 12th

Connect to River

It's hard to safely cross Grand except for between 2-7ths. 10th and Main is very dangerous and people rarely stop (when driving) on 10th. Also difficult to see. Not a lot of great connection to Riverfront trails to the west like across 1st.

Goatheads, Weeds, Garbage

Secure Bike Parking would be nice. Blinking Lights at crosswalk, like on 12th at CMU

I enjoy walking. I live close to downtown and really love the freedom of walking. I would like to see more people walking around. Slow traffic on 4th and 5th. Close Main Street to drivers (Boulder)

Walking is too tiring and sometimes stressful on the knees. I feel safe in the daylight, less so in the evening. Over 65 walking along I fear I present an easy target.

I am a cyclist, so I don't cycle downtown- too many stores. Security obstructions cameras on Main and 7th and Colorado to combat vandalism and doorway camping



### STATION 3: IDENTITY AND VIBRANCY

Vibrancy & Identity. Help us better understand what would create more 'vibe' downtown. What does downtown mean to you?

Response 1: It is characteristically Grand Junction. In other words, it doesn't look like any other city's downtown. It has a unique character, which we need to preserve by keeping out the chain stores and restaurants.

Response 2: I like to walk and bike downtown because its pleasant but I never shop as I don't buy think in specialty shops.

Response 3: Commerce- less hours with no grocery, events

Response 4: Great activities on Main St. when the weather is nice (summer)

Response 5: life, heart of the city, a diverse place of services, "local" representation of culture.

Response 6: Pedestrian, family friendly area. WE would never live in any other part of GJ. (we lived up north for two years and then moved back downtown!)

Response 7: Home

Response 8: Run into people- Community food/drink

Response 9: Blank

Response 10: Inviting atmosphere

Response 11: fun shops and restaurants. We always bring guests to walk the Art on the Corner Festivals! Farmers Market.

Response 12: a place to go for local shopping, dinner, and fun!

Response 13: It's the sphere that I live in. Since I don't drive I can walk to the library, bank, theater, shops and restaurants. But no grocery store!

Response 14: It has a sense of place, a place for us to gather, socialize and connect.

Response 15: Pedestrian/family friendly place to spend time

Response 16: as a native, very important.

Response 17: Historically, it was "The Hub"- it was all shopping and entertainment, now it's a nice

place to go too. A nice place fairly close to having no reason to go.

Response 18: I tell all of out of town folks- best downtown in the state! Bring younger people.

Response 19: Hang out and do free things all the time. Public events sponsored by the city and businesses. Going downtown is my hobby. Not joking.

Response 20: Center of our lives. We're super bummed that City Market left. If there's a movement for a new grocery store, I'd love to be involved.

Response 21: Grocery Store needs to return

Response 22: Vibrancy, activity, fun, relationship building with friends, Hub for the community

Response 23: Blank

Response 24: A refuge, pleasant place to hangout and walk, a place to work, place to go out to eat, library! Appreciate the diverse eating establishments, Art on the Corner is great, good diversity of businesses (Scotty's is great)

Response 25: Blank

Response 26: Center of town. Great grid. The best part of town is the oldest. Why can it be replicated elsewhere?

Response 27: I live downtown. It means everything to me and my husband.

Response 28: A beautiful place to hang out. Love the old buildings, trees. I like a walkable lifestyle although I don't live downtown currently.

Response 29: Larger sidewalks. Ped mall? Would one block be willing to try giving up parking for a large public square/gathering area

Response 30: It's a place to show my family when they come visit. Expansion of art on the corner and better traffic control on Colorado and Rood would be beneficial.

## Instagram Posts: "My favorite thing about downtown Grand Junction is..."

### Restaurant/Shop Focused Comments:

- Restaurants
- Kiln and Avalon
- The coffee and the restaurants
- Candy time shop
- All the unique Mom and Pop shops
- Shopping the local shops
- The variety of shops and restaurants
- The walkability to events-restaurants-bars
- Great restaurants like Bin 707 and Tacoparty
- Local Everything; no chain stores or restaurants
- The cute and unique shops and restaurants
- The food
- The cute shops
- Main Street is really enjoyable to walk down with cute shops to look in
- The culture and variety
- Roasted espresso and subs
- The variety of bars and restaurants and the Avalon
- Also gotta love new food and coffeeplaces!
- Local restaurants. Our favorite place to eat is MX tapas.

### Events Focused Comments:

- The variety!
- The events
- Live music
- Farmers Market
- All the farmers markets and the festivals! There is always something going on.
- The local vibes and shops coexistence
- Farmers Market and Live music
- Shops/Food/Farmers market

### Farmers Markets

- Farmers Market and Community Events
- The vendors and family entertainment
- The parades and food unfortunately
- The GJ off road and music fest! Best weekend of the year by far!
- Music bars, any outdoor events. I thought the paid parking a deterrent to visitors
- Farmers market!
- Farmers Market
- Farmers Markets
- Lights during holidays
- The events you host. Would love even more! Also eating and dining options.
- Festivals, wide range of restaurant options, boutiques such as Polls
- It definitely as to be 5 de mayo festival I live

the food trucks and dancing

- New events that have been happening! First Friday art walks are so fun. Stuff like that.

### Arts Focused Comments:

- The variety!
- The art
- The arts and restaurants
- Unique artwork everywhere along the walk
- Sculpture Walk
- The art!
- The art work!

### Community/Culture Comments:

- The variety!
- The chill vibes
- The vibe
- How walkable it is, beautiful shops, art and flowers!
- The atmosphere
- It's the foundation of our community! Love the culture and community.
- The small and big areas for walking.
- Design and overall feel. Landscape architecture.
- Its sooo beautiful in.
- Being able to park and walk around with my friends
- The ambiance of main Street
- That is friendly for our whole family- our kids enjoy it as much as my husband and !!
- The community atmosphere and the great local shops
- Friendly atmosphere and sense of community
- The small town vibe
- Its always clean, welcoming and no matter what day of the week is all people shopping
- Everyone is so welcoming. It is a great place to relax and have fun.
- Closeness of fun.

### Misc. Comments:

- Seeing how much of my taxes are wasted on the GJ cops patrolling and standing around.
- When we used to give free holiday parking

Instagram Posts: “The Main reason I go downtown is to...” (Responses Incorporated into Community Survey Question # 5)

- Farmers Market and all the great restaurants!
- Shop! I love shopping small and supporting our local community!
- Restaurants and Farmers Markets
- To get in touch with the lifestyle that I want when I was born – just to take a joyful walk in the city.
- Festivals
- Eat
- Work (lol) Also to be in one of my favorite places in GJ. Grab a coffee, check out the shops
- Relax and entertainment with pals.
- Eat all the foods
- Enjoy the shops and food
- Eat! And walk around
- Main street bagels, antique shopping, brunch
- Get coffee. I live close y and literally run to get it.
- Get coffee, but the show cats and restaurants are pretty compelling too.
- Get out of the house
- Shop, eat and enjoy the atmosphere.
- Shop and Eat
- Work
- I just love it, and miss it
- Date or spend time with friends eat out. Get my hair done.
- Food & Coffee
- Events, eating, meeting friends for drinks ot coffee
- Look at the statues
- To socialize!!
- Enjoy delicious local restaurants!
- To shop local
- The people!
- To support local businesses and get that hometown feeling. Events
- Have a fun experiences
- The Events
- Products/produce I can't get anywhere else
- Shop/attend events
- The ambiance and feeling like I am supporting my neighbors
- For live music
- Support local businesses
- To see Richards beautiful face
- Get my haircut at posh and look for unique local gift
- Spend time
- Eat
- Shop at Gear Junction. Eat at Barons. Get coffee at Roasted
- Music, bars, food, there are some great restaurants downtown, also farmers market
- Meet friends and co-workers
- Eat drink or for an event
- Eat!
- Shopping or dinner dates.
- Eat at café sol and pursue Colorado Baby. I love when the holiday lights are out.
- The experience
- I work at Fairplay Independent Mortgage
- Enjoy lunch and family activity
- Slow down and enjoy food and people.
- Visit restaurants and shops
- Food!
- Eat, shop, play
- Browse stores and eat. (would like to see more vegan friendly dining options)
- Eat food. Get tattoos. Sit and people watch
- The downtown is one of the main reasons I moved here. It is so alive and thriving.
- Walk around and window shop and get coffee at Roasted.
- Look at the gorgeous art and the bars
- Eat and stroll
- Meander around, get coffee and breakfast
- Eat, shop and hunt for Pokemon
- The ambiance
- Farmers Market
- Everyone is so welcoming. Its great to have a place to relax and have fun.
- Cute shops
- The summer events! Kiln. Mainstreet Bagel the entire look and feel. Coziness.
- How the stores support each other.
- Have fun and get out.
- Work, Kiln, fun events and go out with friends for drink/dinner
- I love shopping local and the events are so fun
- Go to Board Fox games
- Farmers Markets and all the great restaurants!
- Shop! I love shopping and supporting our local community!ts and Fa

## What word best describes downtown?

### Positive Growth Focused Comments:

- Changing for the better
- Up and Coming
- Progress
- Potential
- Potential
- Potential
- Emerging
- Evolving
- On its way up
- Room to Grow
- Potential
- Growing and Evolving and Implementing Sustainable Practices, Solar walkability, biking access
- Trending

### Art focused Comments:

- Art
- Art on the Corner
- Graffiti
- Art

### Community focused Comments:

- A sense of place
- Home
- Pleasant
- Good Food
- Amazing
- Inviting
- Community
- Outdoorist Nirvana
- Entertaining
- Best Downtown in the State
- Heartbeat
- Community
- Historic
- The sphere I live in
- Accessible (Local, Walkable, Variety with locals)
- Should be replicated elsewhere in the City

### Negative Comments:

- Obdurate
- Boring
- Not integrated, Very white and Straight
- Food Desert
- Stumbling
- Dated

## What would you like to do downtown that you cannot do right now? (Responses Incorporated into Community Survey Question # 5)

- Food/Restaurants focused Comments:
- Late night Eats
- Go to places that are open past 5/6pm
- Places to eat after 9pm and weekends (+1)(+2)(+3) Yes
- More Nightlife
- Liquor Store
- More Retail
- Wider Variety of lunch places
- Someplace to go dancing! A place that isn't a meat market (Twisted Turtle) or just for college age people. Someplace hip and cool.
- I would love to see bands that I like. I don't want Blues, Bluegrass, Reggae, Jam Bands, Metal or most other genres that are well represented. We need more diverse music.
- Playful Fun Nightlife
- More nightlife, better food and culture, more festivals like the Downtown Music Festival (Less ICP)
- A 'Barcade' A classic video game arcade that has a bar.
- Indoor physical recreational entertainment activities like pool darts, arcade. That are safe places to go at night.
- More Breakfast Restaurants (Yes)

### Food Access focused Comments:

- No grocery Store (+1) Second This. Yes.
- Grocery Store (Agreed!) (Me Too!)
- Trader Joes
- A fresh local food mart (Me Too!) 3rd.
- More food gardening
- Weekend AM Farmers Market
- A Drug Store or Market would be Amazing
- Convenience Store
- No convenience store in walking distance
- Grocery Store is a must for vibrancy and downtown living

### Shops/retail focused Comments:

- Shopping after 5pm (Yes)
- Dance Studio (for Adults) (Samba, Modern, Salsa)
- No larger retailers (ie:TJ Maxx ect... Don't need LARGE retailers)
- Shop later in the evenings and on Sundays
- See and Be Seen
- Movie Theater
- More than half of the stores open after 5 pm

- when people are off work
- Stores open after 5pm and on Sundays

**Development and Infill focused Comments:**

- More options for housing. A multi-purpose arts space (Art, film., theater, music)
- Multi-use zoning
- Recreational Pot Shops
- Upper level living in buildings
- Expansion into River/Arts District (Yes)
- Housing
- More residential Housing (Yes)
- New constructed condos/flats

**Safety and Comfort focused Comments:**

- Walk Downtown without being harassed by panhandlers
- Less Homeless

**Connectivity and Placemaking focused Comments:**

- Bike Lanes
- Sustainability
- Walkability- Pedestrian Right of Ways
- Green space along Main Street
- More outdoor eating spaces
- Parking way too expensive- so we don't come!
- Outdoor gathering spaces
- A safe walking corridor to/from the train station
- A town square
- Outdoor gathering spaces
- A great connection to CMU campus
- Re-open Splash pad to kids
- Parking for people who work downtown so customers can have more available
- Kind of weird art

**Instagram Posts** 122 Responses

The image displays four screenshots of Instagram posts from community members. Each post includes a profile picture, a username, a main text message, and a 'Reply' button with a right-pointing arrow.

- Post 1:** User **kamerarii** posted: "Farmers markets, and all of the great restaurants!"
- Post 2:** User **clairemeil** posted: "Shop! I love shopping small and supporting our local community!"
- Post 3:** User **stoverjames** posted: "Restaurants & farmersmarket"
- Post 4:** User **bezoblachnaya** posted: "To get in touch with lifestyle that i have whe i was born - just to take"

PHOTOBOOTH

Grand Junction is...

Socialization spot



PHOTOBOOTH

Grand Junction is...

An awesome place for local shopping dinner, movies + entertainment!!



PHOTOBOOTH

Grand Junction is...

On a tipping point towards becoming a technology hub



PHOTOBOOTH

Grand Junction is...

Versatile



PHOTOBOOTH

Grand Junction is...

DIVIDED BETWEEN PROGRESS AND CLOSED-MINDEDNESS, BUT ALSO A FANTASTIC PLACE TO LIVE



PHOTOBOOTH

Grand Junction is...

MOVING FORWARD TOWARDS CRITICAL SUSTAINABLE ARCHITECTURE, ART AND IN ADDRESSING WALKABILITY, BIKING + THOSE INDUSTRIES THAT BRING SUSTAINABLE LIVING TO GRAND JUNCTION.



PHOTOBOOTH

Grand Junction is...

the Outdoor Capital of COLORADO  
#World Class Everything



PHOTOBOOTH

Grand Junction is...

Growing!



PHOTOBOOTH

Grand Junction is...

my home!



PHOTOBOOTH

Grand Junction is...

full of life!



PHOTOBOOTH

Grand Junction is...

a hidden gem!



PHOTOBOOTH

Grand Junction is...

HAPPENING!



PHOTOBOOTH

Grand Junction is...

- Run with people - when lonely
- Commutes
- Food Drive
- Events
- Great Outdoor eating



PHOTOBOOTH

Grand Junction is...

location, location, location!



PHOTOBOOTH

Grand Junction is...

Giving Community



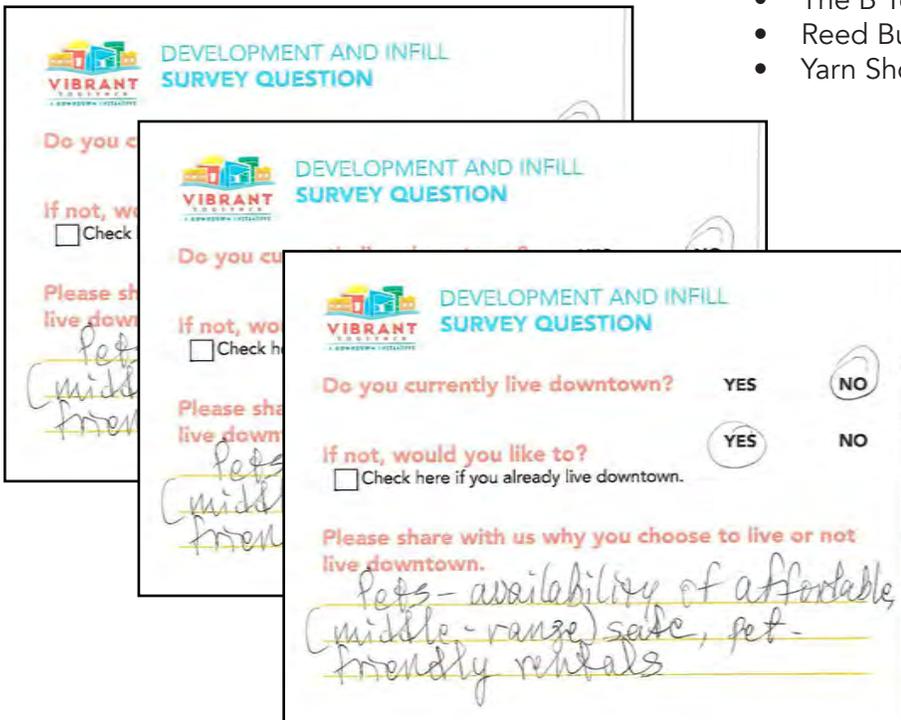


bar, average person clothing store, etc.

- Response 18: Homes/apartments added to top levels of buildings
- Response 19: 2nd hand stores, a place to go to late at night between 6 PM- midnight, that's not a bar for some food and activities.
- Response 20: Local owned shops with useful things and service
- Response 22: Continues shops, eateries, outdoor music, and boutique style shops
- Response 23: Small non- industrial sized brewery. More reasonable price restaurants. Dance studios on ground level
- Response 24: Replace junkyard by 5th street bridge mountain park
- Response 25: Grocery store/small local market
- Response 26: More late night uses. More bars.
- Response 27: Fix that water fountain "park" so we can us it! We need more free parking
- Response 28: Modern housing- small to medium sized condos, townhomes, live- aboves. Rooftop restaurants with views! More restaurants on river. Maybe a nice park between downtown and river.
- Response 29: More mixed level/use high density
- Response 30: Blighted/condemned/abandon real estate seized and razed. There are such buildings that have been in such states since 2002 when I moved here. Middle- income apartments/condos would go well here.

### What is your favorite building downtown?

- The Avalon (9)
- The Train Depot (9)
- Blue Moon (3)
- Alpine Bank (2)
- Crafts and More (2)
- Old Sugar Beet Factory
- Building Across from the Bistro (Italian) on the same side of the street
- The Margery
- Tattered Tartan (Inside)
- 588 Main
- The Candy Shoppe
- Building in front of the water fountain 'park'
- Mesa Jewelers
- 645 South 7th
- Dalby Wendland (5 Story) Building
- Old Grocery Store on Pitkin across from Whitman Park
- Grand Valley Books
- NW corner of 5th and Main (3 Story white building)
- Renovated Building (Mortgage Title Co.) on 5th and Rood
- Any building older than 1940
- Il Bistro
- Federal Courthouse (Classic)
- A Robins Nest (secret tunnels under the old walk)
- Café 201
- Spring Hill Suites
- The B Yoga Building
- Reed Building
- Yarn Shop



# PHASE 3

## IDEAS FOR IMPROVING DOWNTOWN

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



**What is a Design Workshop?** On April 30 through May 2, Community Builders brought a team of experts to work together on-site in Grand Junction for three days to develop on the map strategies to create a more active, vibrant and livable downtown. This includes at both quick win small scale projects and long-range big projects for improving physical connections to the river and supported by strategies for infill development. During these three days drawings, sketches, maps and other materials that convey how the big ideas are translated to potential, but achievable, projects.

- Explore Ideas through a collaborative, team-based approach;
- Engage a team of experts to produce conceptual images and renderings;
- Gather Feedback from DDA, CAT, Property Owners and Public.



**How is the community involved?** The community is an essential element of a Design Workshop. It would be easy for our team to work in silos, but by being together in Grand Junction and inviting the community to provide feedback as we work, we are able to develop ideas and plans that best reflect the wants and needs of the community. Over the course of the workshop we engaged with one on one conversations, focus groups around specific topic areas and hosted a public open house to gather community wide input.

**Schedule.** We need the communities input to help our team ideas develop ideas at the workshop align with the community vision for the future of downtown Grand Junction. The following schedule was provided to stakeholders, the CAT and the DDA for more targeted, topic specific feedback. Participants were encouraged to show up to one meeting or all of them. (See Appendix A for Sign in Sheets)

| Tuesday, April 30   | Wednesday, May 1  | Thursday, May 2   |
|---|---|---|
| <p><b>10am-4pm: Drop In Hours</b><br/>Drop in to check out what the designers are working on, chat with them about the ideas that are being developed. Feel free to grab a pencil and draw!</p>   | <p><b>10am-4pm: Drop In Hours</b><br/>Drop in to check out what the designers are working on, chat with them about the ideas that are being developed. Feel free to grab a pencil and draw!</p>   | <p><b>10am-12noon: Drop In Hours</b><br/>Drop in to check out what the designers are working on, chat with them about the ideas that are being developed. Feel free to grab a pencil and draw!</p>  |
| <p><b>10am- Development Opportunities</b><br/>Generate ideas for types of development could activate selected opportunity sites.</p>  | <p><b>10am- Placemaking and Activation Opportunities</b><br/>Identify strategies and site specific opportunities to create more vibe into downtown through art, public space and the downtown experience.</p>   | <p><b>7:30 DDA BOARD MEETING (DDA Only)</b><br/>Presentation of ideas and Roundtable discussion with the DDA Board</p>  |
| <p><b>1pm Connectivity Opportunities</b><br/>Explore principals behind great downtown streets and strategies for how to better connect to the river</p>   | <p><b>3pm Development Implementation Strategies</b><br/>Discuss development feasibility and partnerships for specific catalytic opportunity sites.</p>  | <p><b>4pm Wrap up and Next Steps</b><br/>Where do we go from here?<br/>How can you be part of the success of these projects?</p>  |
| <p><b>5:30 Design Review</b><br/>Be part of the discussion as the Design Team presents plans, sketches, pictures and outlines of ideas. Ask questions, offer suggestions, and be part of a collaborative conversation to review and revise design concepts.</p> | <p><b>5:30 Design Review</b><br/>Be part of the discussion as the Design Team presents plans, sketches, pictures and outlines of ideas. Ask questions, offer suggestions, and be part of a collaborative conversation to review and revise design concepts.</p> | <p><b>5:00 Public Open House</b><br/>The Design Team will post concepts for public review and feedback in this open house format. Engage in discussion with the design team about how these ideas could guide future development in downtown.</p> |



Images from Focus Group Meetings.



## Development Meeting #1 Focus Group Comments:

### Opportunity Sites

- Pawn Shop- potential for expanded convention center/acquired by city. 5th hotel by 2023 at Pawn Shop
- Wells Fargo- Mindful about parking. Overflow parking.
- Flea Market- Look at competition. Great for food-
- Jarvis Property
- Parking Lots 4th and 5th and Colorado 1900 parking with retail on base, food court supply garage. Think about unmet needs of Avalon-back of house for Avalon
- City Market- 32K SF.
- 7th potential commercial corridor
- Outreach to property owners
- Need to get parking requirements
- Goal to catalyst downtown housing
- Link sites to opportunity zones
- 7th and south manufacturing; factory along 1st street.

### Community Project

- 2020 breaking ground on 5th hotel.
- Enstrom Site- retail restaurants
- Store formats, consider shallow format
- Retail, rents are below market but rising slowly
- Opportunity for alleyways (north side of Colorado- 4th and 5th)
- CMU- 10-12K students, connecting students to downtown
- 12th street is opportunity to connect CMU long term vision
- Housing- gentrification vs. affordability
- Parking garage and adaptability
- Construction costs too high- projects don't pencil

## Development Meeting #2: Implementation

### Strategies

- Streamlined permitting and zoning
- Zoning overlay
- Not being down zoned but reducing the minimum parking limit
- More flexible zoning options
- More strategies use of current parking supplies
- 7th and Colorado
- Side by Side Parking
- Surface parking near building and land banking opportunities

### Activation and Placemaking Meeting Focus Group Comments:

- How to activate downtown via art?
- Interactive branding corridors.
- Needs to feel safe on 7th since it's a long way to the river- bridge 7th st. to the river.
- Historical storytelling intermixed with art and what makes GJ unique
- Skate Park
- Discovery Zone
- Art Center Downtown? Art center gallery space downtown- lack of funding
- Having more activities: ie: events, concerts, etc. for college students that stay open late/ after hours.
- Give older buildings a facelift (ie: the Avalon)
- Activating sidewalks and rooftop space
- Activate an area incrementally ie: food trucks
- Make alleys as a place to be! Via string lights, murals, art, etc.
- Lack of big, bold art in alleyways and breezeways
- Ie: the art gallery, the one between the hotels and two rivers and between parking lots
- Train Depot: (Little Italy)
- Needs signage and wayfinding so that the area feels safe
- Incentivize home owners to convert properties

- around Whitman Park
- Micro transit system (ie; scooter or bike share) to connect the areas within the downtown corridors
- Bike share system to bridge downtown to river
- Ground murals

### Activation and Placemaking Public Meeting Comments:

- Downtown façade Improvement grants for alleys
- Public Restrooms need for visitors (at the future event space)
- Downtown transit transfer station is a destination
- Live music in cafes! Not much of a local music scene there but lots of musicians.
- Green Space, mini parks, community art on Main
- Live arts and working studios and galleries.
- 

### Connectivity Public Meeting Comments:

- Dedicated/visible bike lanes increases safety and willingness to ride
- Traffic from i-70 to 12th street cant find center. Stay north of town.
- Anything to slow down vehicles down would be welcome.
- Speed bumps on Main from 4th to 70 Bus. Loop
- End Car culture now. Thanks.
- More flashing beacons. They raise awareness for crosswalks.
- Crosswalks at Octopus Café on Grand
- Crosswalks at 5th to Hawthorne Park
- Grand should be a blvd. from 12th to 3rd
- Absolutely!
- I like it, do more of it.
- Not 12th! 10th street bikeway from Las Colonias to CMU.
- Yes!!!
- (Ped Bridge) Only good if 12th has bike lanes
- Why not open more streets to bike travel?
- Make 7th bikeable for connectivity with Orchard Mesa
- Create a Union Station in GJ (Greyhound, GVT, Dash lie to GJT, Amtrack, Taxis, Future Light Rail)
- Ensure walkability and ADA safe routes throughout. (Eg. Crosswalks that announce the intersection for hand of sight)



Clark emphasizes his point at the Developers Focus Group Meeting.



Alison discusses placemaking concepts with City, GEJP representatives and community members at the Public Workshop.



Peter discusses connectivity with a CAT member at the Public Workshop.



Bud presents connectivity concepts at the DDA Board Meetings.

# PHASE 4

## PUTTING IDEAS TO ACTION

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

### Social Media Comments

A random selection

I love Grand Junction's Downtown. Even when events are not going on. We moved here 1.5 years ago, and I bring all of our visitors to downtown to eat or shop or go to the museum or events at the Avalon. Keep including more businesses and art venues and the museum! We love it! You are doing a great job!

Awesome video; I love our downtown! You guys are fabulous!

This is awesome!

I heart GJ!

That was awesome! Nice work on the video Community Builders!

So excited to be apart of this!

As a proud member of the LGBT community, I have felt very welcome on Main Street here , and videos like this are awesome ways to show that all are welcome here in wonderful GJ! So, thank you, and keep up the great work!

What a lovely place. I'm so lucky to work downtown!

Can't wait to see where the plan goes over the next few years! Being able to bike from home to downtown with my kiddos safely sounds like a dream.

GJ just keeps getting better and better! Can't wait to call it our home!

Yes!! Love it!

Great answers and feedback team! Thanks for all you do.

This is GREAT!! Glad to be apart of downtown!

So proud to be apart of this amazing community!



## CAT Meeting Action Planning

### Enhance Alleys and Breezeways

- Connect Main to Colorado between 4th and 7th
- Wall Murals and Ground Murals Program

How important is this idea to downtown?

Very Important  
 1 2

What are some of the things that are exciting about it?

- Cheap utilization
- makes an

What are some ideas to move forward? Who can help?

- City Commission - City
- Property Owners
- Super PAD Act

### Adaptive/Incremental Development Infill Development

How important is this idea to downtown?

Very Important 1 2 3 4 5 6 7 8 9 10 Not Important

What are some of the things that are exciting about it?

Maybe competitive priority just yet. is a need for this

What are some ideas to move forward? Who can help?

### Bike and Pedestrian Improvements

- (N/S) along 9th Street
- (E/W) along Ouray Street and South Street
- Traffic Calming and Gateway at South Street/5th Street
- Crossings At Riverside Parkway

How important is this idea to downtown?

Very Important 1 2 3 4 5 6 7 8 9 10 Not Important

What are some of the things that are exciting about it? What are some concerns you have?

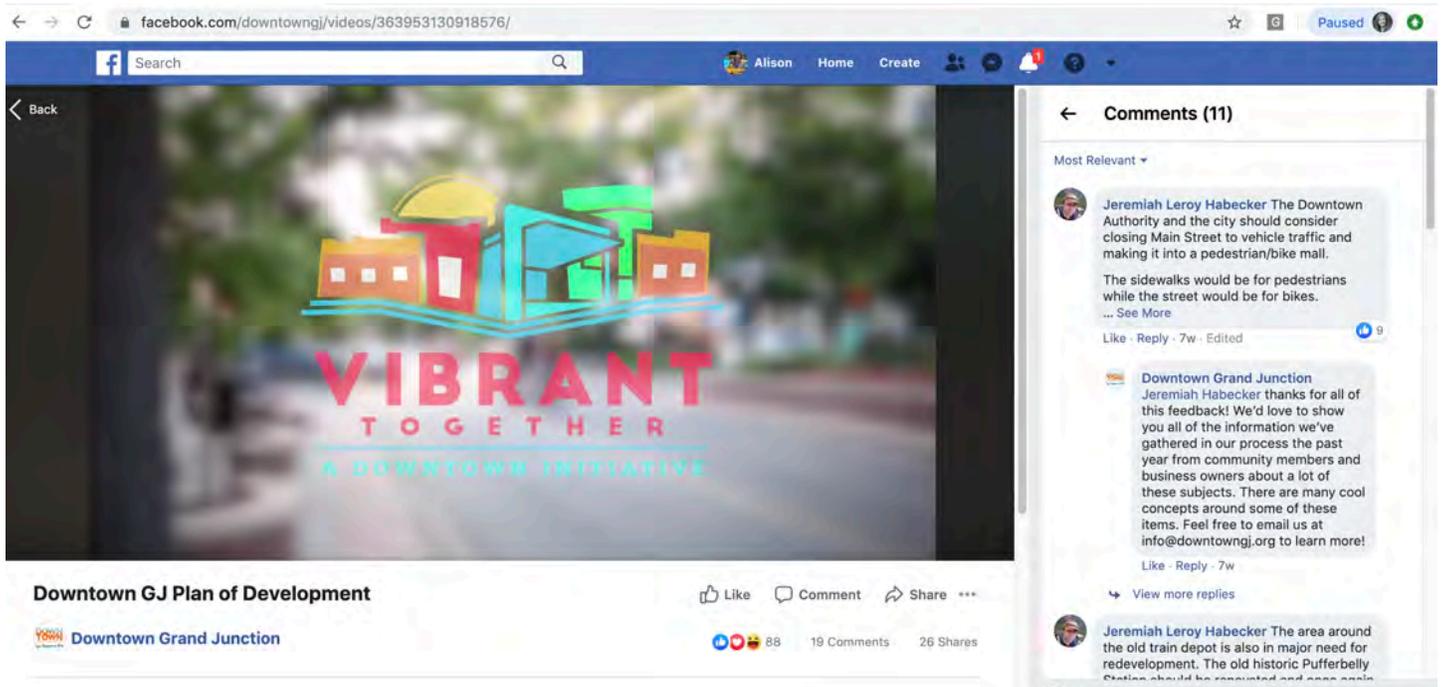
- crossings are very important
- lighting important
- use art to make it an experience
- maintenance - got to keep them
- city is resourced strapped concern is how to maintain what

What are some ideas to move forward? Who can help?

- Urban Trails - City
- Visit Grand Junction

What are some barriers to success?

- funding
- perception
- fear of change



## Vibrant Together Videos

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

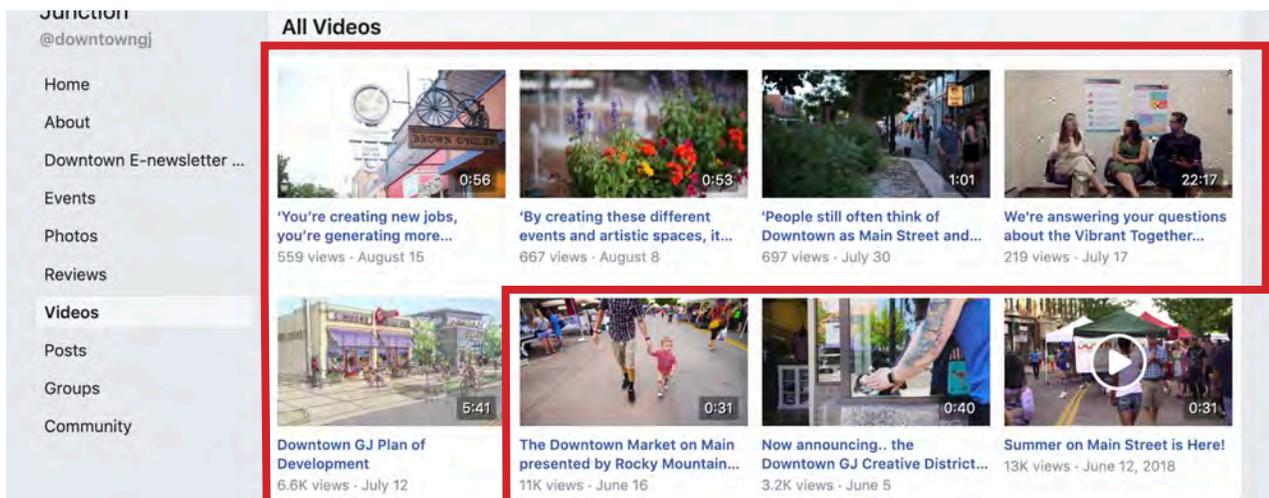
Since 1981, Downtown Grand Junction has been operating under the same Plan of Development, and is currently the oldest plan in the state for a Downtown Development Authority!

A Plan of Development is a guiding document that helps an organization to know the community's priorities and goals for both the short and long term. With all of the changes and ideas that our community has about what Downtown should be, we were well overdue for an update.

Through this process, we've had an overwhelming amount of support, feedback, and participation from community members, business owners, community partners, stakeholders, and downtown enthusiasts - all of whom want to see downtown continue to thrive as the primary gathering space and cultural epicenter for the Grand Valley and continue to provide vibrancy and a sense of place for all.

We're excited to share this video highlighting the process and some of the potential projects and goals stemming from the Downtown Plan of Development. We'd love to hear your comments below!

A very special thank you to those who participated in this video and to Community Builders for all of the time and effort you've put into fostering change in our community.





# Digital Media Plan Analytics Report

|                |  | People Reached | Views         | Link Clicks | Likes      | Comments  | Shares    |
|----------------|--|----------------|---------------|-------------|------------|-----------|-----------|
| Full Video     |  | 1,887          | 715           | 5           | 103        | 4         | 0         |
|                |  | 9,072          | 6,684         | N/A         | 88         | 19        | 27        |
|                |  | <b>10,959</b>  | <b>7,399</b>  | <b>5</b>    | <b>191</b> | <b>23</b> | <b>27</b> |
| Live Video     |  | N/A            | N/A           | N/A         | N/A        | N/A       | N/A       |
|                |  | 475            | 219           | N/A         | 7          | 6         | 1         |
|                |  | <b>475</b>     | <b>219</b>    | <b>N/A</b>  | <b>7</b>   | <b>6</b>  | <b>1</b>  |
| Q&A Blog       |  | N/A            | N/A           | N/A         | N/A        | N/A       | N/A       |
|                |  | 1,168          | N/A           | 39          | 8          | 1         | 0         |
|                |  | <b>1,168</b>   | <b>N/A</b>    | <b>39</b>   | <b>8</b>   | <b>1</b>  | <b>0</b>  |
| Teaser Video 1 |  | 2,715          | 1,316         | 10          | 184        | 16        | 7         |
|                |  | 1,820          | 693           | 6           | 19         | 2         | 6         |
|                |  | <b>4,535</b>   | <b>2,009</b>  | <b>16</b>   | <b>203</b> | <b>18</b> | <b>13</b> |
| Teaser Video 2 |  | 1,840          | 516           | 1           |            | 4         | 6         |
|                |  | 2,282          | 650           | N/A         | 17         | 0         | 6         |
|                |  | <b>4,122</b>   | <b>1,166</b>  | <b>1</b>    | <b>129</b> | <b>4</b>  | <b>12</b> |
| Teaser Video 3 |  |                | 696           |             | 90         | 3         | 3         |
|                |  | 1,442          | 526           | N/A         |            | 0         | 2         |
|                |  | <b>3,157</b>   | <b>1,222</b>  | <b>1</b>    | <b>101</b> | <b>3</b>  | <b>5</b>  |
| <b>Totals</b>  |  | <b>24,416</b>  | <b>12,015</b> | <b>62</b>   | <b>639</b> | <b>55</b> | <b>58</b> |

# DOWNTOWN GRAND JUNCTION, COLORADO

*Life Happens Here*

(<https://downtowngj.org/>)

## Community Questions, Downtown GJ Answers- The Plan of Development

Posted July 23, 2019



Downtown Grand Junction is in the middle of a big project- one that defines and outlines the future goals of the Downtown area. Currently, Downtown is operating under a 38-year-old Plan of Development. As one could imagine, many shifts have occurred in Downtown and the community since 1981, leaving the guiding document outdated.

Through a partnership with a non-profit out of Glenwood Springs, *Community Builders* has been working with Downtown GJ to write a new and fresh Plan of Development. Last week, Community Builders and Downtown Grand Junction did a livestream Q&A. Questions came from Facebook and Instagram users per Downtown's request.

Taylor Kidd of Community Builders sat down with Brandon Stam (Director) and Caitlyn Love (Marketing and Communications) from Downtown GJ to answer the community's questions regarding the Plan of Development.

### ***What is a plan of development?***

*Brandon-* "Good question. It's like a business plan or roadmap for Downtown. We're currently operating under the 1981 plan. So yeah, it's time."

*Taylor-* "It's like an outline for the types of goals that you have, not just as the Downtown Development Authority but the community as a whole. It's where that funding should be directed to- the vision you have for Downtown, and not just over the next few days, but months and years into the future."

*Brandon-* "Yeah, it's really a community visioning effort. That's why we wanted to work with Community Builders because we wanted to have that community visioning effort. It's not just our plan, it's the community's."

*Caitlyn-* "I think that's great to mention, too. It would be so easy for us to get a committee together and just write a plan that we envision, but that's not the goal of this. We want to include stakeholders, business owners, community members, and partners to really come up with something that works for all of us."

### ***Why is the plan of development important?***

*B-* "I think it's just important to outline what are challenges are and what are goals are and some strategies to get there."

### ***Who is going to pay for this development?***

*Brandon-* "I think ideally you form partnerships like public-private partnerships and with other public entities. I think it's really just trying to pull resources where you can to make projects viable. Obviously, there's some projects that are bigger than others. I think those might take a little longer to get off the ground, but then there's other projects that can start right away."

*Taylor-* "Right, and I would say part of Community Builder's job has been making sure these strategies are feasible and financially feasible. "

*Brandon-* "Yeah, I think everything here is realistic"

***Is the rec center going to be reconsidered for Downtown?***

*Brandon-* "I hope they keep pursuing it. I know in other communities it took a multiple effort to get a rec center. It would be great if it was Downtown. I'm obviously biased, but hopefully they keep at it."

*Caitlyn-* "I think one important thing to distinguish is that we Downtown are all for a rec center, especially in the Downtown core, but it's not our decision and it's not something we have jurisdiction over as Downtown."

*Brandon-* "Yeah, it's more of a community wide initiative. Like I said, I hope it would end up Downtown, and hopefully they keep trying to push for it."

***What are the plans, if any, for the City Market building?***

*Brandon-* "Unfortunately, when City Market closed, that was a big hit to us. It is currently a privately-owned building, so if we were to be involved, we would have to find a way to acquire it, lease it, or something like that. I think our goal would be to find a use for it that is fitting for Downtown and activate some things. So, for example, if there was a private entity that wanted to move there that we felt was a good fit, we could help try and make that happen. It is challenging because we don't necessarily have control of the site."

*Caitlyn-* "I remember when Brandon first tried to get in touch with the owners, he was writing hand-written letters saying, 'Hey what are you doing with the building?' and the letters kept coming back as return to sender. There was so much of an effort to try and figure out who even managed the building. So, we're on top of it, but it's not our building."

***How will this plan of development change the authenticity of Downtown?***

*Brandon-* "I feel like it's actually taking the authenticity and building on it. Instead of just focusing on Main St., we're pushing things out onto Colorado Ave. and further south. I think we've done a really good job of listening to the Downtown community, figuring out the things that are authentic, and building off that."

*Caitlyn-* "We go back to 'What is the identity of Grand Junction?' Yes, outdoor rec is a huge thing, but Downtown is so much more than that. We just became a Creative District through the state, and community members see it as an art center. We're also the epicenter of entertainment, culture, and just that vibrancy. I can't think of anything more authentic than to plow the way for those sorts of projects. Especially with that connection down to the river."

*Taylor-* "Yeah and with the development of Las Colonias and Dos Rios at the river, that would be really awesome to keep that energy going that way."

***One idea a community member presented was turning Main St. into a pedestrian mall (ped mall). Is that incorporated into the plan?***

*Caitlyn*– “In the 60’s, ped malls became super popular, and there was a huge initiative for many Downtowns to turn into ped malls, and 80% of them across the country have failed. Colorado actually has two of the best examples in the entire country of successful ped malls- 16<sup>th</sup> Street Mall in Denver and Pearl St. in Boulder. And so, it’s really easy for people to look at those and say ‘Why isn’t Downtown GJ a ped mall?’ But in the 60’s, just to provide context, our leaders went the opposite direction of a ped mall and created a Downtown that hadn’t been done before.”

*Taylor*– “I would say too that, in terms of economic development, it’s really great to have cars driving by these businesses. Otherwise people might not know they’re there. When people drive by, they see those store fronts, the people, and they’re exposed to that culture. Having a street for cars down Main really brings in more business.”

*Brandon*– “I think the key is making sure cars aren’t the center piece, and that you have a shared pedestrian area. That’s really where the magic happens.”

*Caitlyn*– “And in the 60’s, they really did create that magic here because they made the sidewalks so much wider, and the street is actually pretty narrow.”

*Taylor*– “Everyone at Community Builders always says that Downtown Grand Junction’s Main St. is perfectly designed.”

### ***Where’s the food truck court going to be?***

*Caitlyn*– “That’s actually a really good question because we don’t know yet. We have a few different concepts and you can see some of the sketches we’ve done. One idea is to take a parking lot and turn it into a hybrid plaza. So, essentially it would be a parking lot when events weren’t going on, but during events you can transform that space and maybe have a food truck court. We don’t have any concrete plans for where that will be.”

*Brandon*– “Food trucks are also a creative way to add activation to an area. Our plan focuses a lot on adaptive reuse where it doesn’t require a ton of money. There’s lots of ideas like food trucks to help activate sites so I think we’re looking at ways to complement existing businesses.”

*Taylor*– “And there’s some ideas too of having some brick and mortar areas and a year-round space for farmers markets. Do you want to talk about that a little more?”

*Caitlyn*– “Yes. So, once again, we’re really trying to connect Downtown to the River. On that 7<sup>th</sup> street corridor, there’s a really great space on 7<sup>th</sup> and South. There’s an old flea market right there and there’s opportunity to get that going for a farmers market. This concept can be applied anywhere, but that location is just a great spot for it. And who knows, later on it could expand to flower vendors or meat vendors.”

### ***Will there be any job opportunities that come out of this?***

*Brandon*– “An indirect way of creating jobs is creating more activity downtown. We’re not claiming that this plan will directly bring in jobs, but there is job creation through development and activity. We have a great example of this Downtown. Aaron Young, who owns the Cart group, is building a 4-story office building Downtown. Because of that, he can bring in 80 more employees.”

***What's the idea for the alleys and breezeways?***

*Caitlyn*- "So this is a multi-part question because you have to address a few things here. The first thing is that people are already using the alleys and breezeways. They are walkable areas. The goal is to activate those spaces and make them more appealing while also utilizing that space a little more creatively. The second part of this is through the Creative District. Putting murals up, painting the dumpsters, and bringing more of that landscaping on Main St. to the alleys. I just see that as a huge opportunity for a different type of experience Downtown. In addition, a lot of the retail spaces Downtown are long and skinny. If we can cut those spaces in half and have one business face Main St. and the other the alley, that creates more shops and a better environment for everyone."

*Taylor*- "I think another thing to note here is that the alleys are still going to function as normal alleys. There are no barricades, the dumpsters will still be there, and deliveries will still be made. The whole idea is just making that space more appealing and activated."

*Caitlyn*- "Yeah, we're not changing anything. We're just making it better."

*Taylor*- "I think that's a good point because a lot of what this whole plan does is taking things that you already have and building on them to make it better."

***Will there be free parking for Downtown employees and business owners?***

*Brandon*- "With parking, it's always a challenge. If you have too much parking, that means you don't have enough people Downtown, and if you have too little parking, you can't access it. So, it's kind of a balancing act on that end. What we're looking at is ways to get creative with the parking we already have. The city did a parking study a couple years back, and it showed that we have plenty of parking. The issue is the perception of where parking is and how we utilize it. So, one idea is using privately-owned parking lots and coming up with an agreement. We have a lot of privately-owned lots that aren't being used. Taking those and allowing employees and shop owners to park there is definitely feasible."

***What are some of the challenges in building more parking structures?***

*Brandon*- "It really is a cost driven thing. You really have to have enough activity to warrant the cost of those. We still have existing debt on the current parking garage, so they're really expensive. I definitely think they're an effective strategy, but you have to have the activity to be able to invest. Like I said, it's a balancing act. You don't want parking to get so bad that people can't access Downtown, but you don't want to have so much parking that it prevents new development Downtown."

*Caitlyn*- "As a community, we have to decide what we want our downtown to look like. Do we want lots of parking so people can be close to Downtown, or do we want an experience Downtown where you may have to walk a little further, but it's fun because there's an experience to have from your car to Downtown?"

*Brandon*- "The other thing is too that the City actually controls the parking. We're more of an informational source, and hopefully our plan gives them some ideas on how to utilize that parking. We're not the only people involved, it's a lot of players that have to come together to figure out some issues."

***A community member wants to know- what is the possibility of turning Colorado Ave. and Rood Ave. into one-way streets, creating a loop around Main St.?***

*Brandon-* “What happens with one-way streets is that you increase the speed of traffic and you create more safety issues. We hired an independent traffic consultant to look into that, and what we found was that having two-ways actually creates more of a pedestrian friendly environment. It’s also more economically viable, and the reason being is that cars have to pay more attention and have to slow down on two-way streets. So, we’re actually looking at creating more two-way streets as opposed to one way streets.

***How can somebody get involved?***

*Caitlyn-* “We’ve been in this process for close to a year, and with community engagement, it’s been about nine months. We’ve done surveys and Instagram polls and a bunch of open houses. We did a charrette as well. So, there’s been a lot of ways to get involved thus far, but if you’re still looking to get involved, definitely like and follow us on Facebook (<https://www.facebook.com/downtowngj/>) and Instagram (<https://www.instagram.com/downtowngj/>), spread the word and share the video (<https://www.facebook.com/downtowngj/videos/363953130918576/>) about the project.”

***How will the plan of development accommodate the BLM influx?***

*Brandon-* “It’s going to be huge to have the BLM in Grand Junction, but from what I understand, the influx went to a much smaller number, which is still awesome. There’s a lot of ancillary employment that will probably come from that. So, I think with the Plan of Development, creating more Class A office space because we would love to have the BLM Downtown. So, driving activity and development makes us an attractive site for the BLM.”

\*photo by Devon Balet\*

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# DOWNTOWN

## GRAND JUNCTION, COLORADO

*Life Happens Here*

(<https://downtowngj.org/>)

## From the CAT Members : Downtown Plan of Development

Posted August 26, 2019



(<https://downtowngj.org/assets/Colin.jpg>)

**Colin St.Clair**

*Downtown Grand Junction Resident*

My wife Carrie and I are not from Grand Junction. In fact, neither of us are from Colorado. I grew up just outside of Washington D.C., and Carrie in the thumb of Michigan. While searching for a new place to call home in 2015, we decided to visit Grand Junction. Staying at an AirBnB on Gunnison Avenue, we fell in love with Downtown GJ.

We loved Grand Junction so much, that we soon decided to rent a little house Downtown. A few months later, we were sold and bought a bungalow on Main Street. A bumper sticker on my Toyota pickup identifies me as "invasive." It makes me laugh, but Carrie is not amused. I figure not everyone can be a lifelong local or Colorado Native, and that's O.K. because the good people of GJ treat us as if we are longtime residents.

Making folks feel welcome is just one of the great things about Grand Junction. Here in Downtown GJ, we have found a sense of community and became a part of the neighborhood. This, along with unequalled access to outdoor recreation, a thriving university, an airport, affordable housing, and Grand Junction's Historic

Downtown is why we have chosen to make this city our home. Not only have we been welcomed here, but we are regularly invited to participate in process and conversation that impact the future direction of the City.

Because community input matters to Downtown GJ, I was asked to participate in the process for an updated Downtown Plan of Development via the Community Action Team (CAT). The CAT was organized by Downtown GJ and Community Builders, a non-profit leading the process for a new Downtown Plan, also known as the Vibrant Together Initiative.



The CAT is a diverse group of stakeholders organized to provide community feedback during the Downtown Plan process. The primary task of the CAT was to work towards creating a better Downtown- this seemed like a pretty tall order, as we think Downtown Grand Junction is pretty great as is.

At my first CAT meeting, it became immediately apparent that both Downtown GJ and Community Builders valued the input of all community members. Community feedback was gathered, and the evolving Downtown Plan adjusted accordingly. This was an all hands on deck endeavor.

The future direction of Downtown and its ability to meet the needs of the business community, current residents, and future residents were discussed. Priorities and common goals were agreed upon, and potential obstacles were considered. Ideas varied of course, but all were thoughtfully considered.

Whether ideas were presented by small business owners, developers, elected officials, or just residents like myself, it was clear that the organizers were not only listening and taking notes, but that the input was valued. In the coming months, it was exciting to see so many of those suggestions from the first meeting developed into something tangible. Those initial ideas now feel like attainable goals!

After participating in the CAT, we are even more excited about Downtown Grand Junction and its future. There is a positive energy here, and it's contagious. We are thrilled to be apart of it.

### **Megan Alfano**

*Downtown GJ Business Owner- Colorado Baby*



Pull out your sun shades and let out a cheer because there's no doubt about it, Grand Junction is becoming more vibrant. Thanks to the Downtown Development Authority (DDA), I had the privilege of working with the Community Action Taskforce (CAT) for the past 9 months to contribute ideas toward a long-term vision for our local event and economic growth. The "Grand (Junction) Scheme" of the CAT is to build partnerships amongst downtown businesses owners, leaders, and citizens that don't just exist on paper, but drive the planning process with energy and enthusiasm. As a Main Street business owner, a downtown advocate, and a life-long Grand Junction-ite, I was honored to be selected to this task force as part of the Vibrant Together Project. To have a real voice in honing the place that my family and I live has been an eye-opening and humbling experience. Kudos to the Glenwood Springs-based "Community Builders" group for guiding the process smoothly and for listening to us rather than pushing an outside agenda.

My favorite CAT meeting included a collaborative group activity where participants were able to brainstorm ideas for several topics of interest such as walkability, connectivity, and creative ways to enhance the aesthetics and accessibility of our business alleyways, for example. After small-group discussion, we then distilled and prioritized the ideas according to long-term vs. short-term feasibility and impact, which drove home the point that Grand Junction is most lively and bright when we speak up and listen together. It's been nearly 40 years since the current Grand Junction Plan of Development was drafted.

Take a moment to consider the many changes, struggles, and successes we have experienced as a community in that amount of time. We are now standing on the brink of a new chapter and I am excited that my friends, neighbors, and I had the opportunity to participate in this process through public meetings, surveys and the CAT.

(<https://downtowngj.org/assets/will-wade.png>) **Bill Wade**

*Chairman of the Board of Directors- Homeward Bound of the Grand Valley*



As someone who grew up in Grand Junction – downtown has always been a part of my life. What happens to downtown has a major effect on how we maintain the personality of the city we love. That's one major reason I wanted to be a part of the process. I was in the 5<sup>th</sup> Grade at Orchard Avenue when Operation Foresight – the original design of main street – began, and I saw how it saved our downtown. After I left Grand Junction for college, and then throughout my career, I saw many other cities try and revitalize their downtowns without the "bones" that we have in our Main Street design.

That's why I was excited to be a part of the group working with the Downtown Development Authority to help create a new plan for the future of downtown. We NEED to maintain our city's personality, take advantage of our weather and outdoor focus, and connect downtown to the Riverfront at Las Colonias. We can make Downtown even more of a destination and a place to be, and we can make it a great place to live and work as well. Take a look at the proposed plan of development, and help us make Downtown Grand Junction the place to play, work and live for years to come.



(<https://downtowngj.org/assets/GJOpenHouse5.jpg>)

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