Community planning is an on-going process, some might say “never-ending,” and they would be right! If a community is serious about its future it can’t quit planning.

Mesa County and Grand Junction have a long history of cooperative planning. Since at least the early 1990s, Mesa County and Grand Junction have planned jointly. In fact, the Mesa County Master Plan and the Grand Junction Growth Plan include several joint plans: the Joint Urban Area Plan (1996 – updated 2003), Orchard Mesa Neighborhood Plan (1995 – update 2000), North Central Valley Area Plan (1998), Redlands Area Plan (2002), Pear Park Neighborhood Plan (2004), and most recently the Clifton/Fruitvale Community Plan (2006).

This partnership continues as we work together with the community on a Comprehensive Plan for the future development of the Grand Junction urban and urbanizing area. Given the recent adoption of the Community Plans for Clifton/Fruitvale and Whitewater, the Grand Junction Comprehensive Plan will offer few if any changes to these plans. The Comprehensive Plan will provide the framework for future updates to several of the older joint plans in the area as we bring the plans into the 21st century.

An open letter to Mesa County residents and businesses:

Everyone knows growth is happening fast in Mesa County. As a matter of fact, we expect almost 50,000 new people living here by the year 2020. (Just 12 years from now!) That’s why it’s important for the County to work with local municipalities to focus on where housing, businesses, roads and other amenities should go to best serve this growing population. To address these challenges, Mesa County is proud to partner with the City of Grand Junction and the public in developing the Grand Junction Comprehensive Plan. This blueprint for the future will guide us from the Redlands, to Whitewater to Clifton, to Appleton and beyond!

The Mesa County Board of Commissioners encourages you all to help us plan how we will grow. Your commitment to the future will play a vital role in shaping the Grand Valley for years to come.

Please take the time to read this important update on the Comprehensive Plan and learn how you can be part of the growth solution.

Sincerely,

Janet Rowland, Chair
Mesa County Board of County Commissioners

To City of Grand Junction residents:

Ten years ago, the City and Mesa County worked together to develop a Joint Urban Growth Plan. Once again, we are looking at how our community will grow in the future, and working closely with Mesa County on our first ever Comprehensive Plan. In order for this plan to reflect your views, we need to know where you think retail, housing, industrial and commercial areas should be in our valley. Do we want them all in separate areas around our community, or in specific clusters?

This plan will shape discussion for future City Councils as well as both City and County Planning Commissions, and public parks, schools, roads and future boundaries all go. We need your input and ideas. This plan will affect our air quality, growth, and reflect our community values.

It is a unique opportunity to help shape the community we all call home.

Please attend the upcoming public meetings and visit the website (www.gjc.org) to learn more about this plan.

Sincerely,

Gregg Palmer, Mayor
City of Grand Junction

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Mesa County Board of County Commissioners

How to make Grand Junction the most livable community west of the Rockies

Comprehensive Plan

Grand Junction

Grand Junction Colorado

www.gjc.org www.mesacounty.us
What is your vision for the future of our community?

The Grand Junction City Council has a Vision that Grand Junction will become the most livable community west of the Rockies by 2025. This Comprehensive Plan will identify how we can fulfill that Vision.

The Comprehensive Plan is built around a Vision—what our community should look and feel like in the distant future. A Vision is often based on the collective values and aspirations of residents, community leaders, and businesses.

Think about nice communities you’ve lived in, or visited, including Grand Junction. What makes them memorable? Shady parks you can walk to? Graceful tree-lined streets? Public paths along a riverfront or a lake? Walkable shopping areas? Trails through the community? Your list may be different, or longer, but the items on it usually came about as a result of foresight (planning) and effort by the community. Very rarely did they happen by accident.

To ensure that we reach our Vision, ideas are converted into more specific directions—goals and policies. The Vision, goals and policies are then used to evaluate future projects—such as what density to allow, where to place a park or school, how big should the roads be, etc.

By envisioning where we eventually want to be, we can make decisions today to get us there.

**Alternative Growth Scenarios**—how do you think we should grow?

The Grand Junction area has approximately 46,000 homes today. Officials project that by 2035 (22 years from now) approximately 44,000 more families will be living here. How do you think the City and Mesa County should accommodate these new homes and jobs? Should we continue to grow outward, or inward and upward? Should we encourage growth (in development) in the core of the City? Or should we create other areas of concentrated growth in a number of locations? Currently our major shopping is in the northwest quadrant of the City. Should we keep it that way in the future, or should we encourage shopping in other parts of the community, closer to where people live?

**Business as Usual**
- Based on today’s City and County Future Land Use Map locations
- Scenario is at “built-out” — or full potential development — of the City/County Future Land Use Map

**Town Centers**
- 5 – 10 centers throughout community; 10 or more acres in size
- Broader range of densities including higher densities than typically seen today
- Mix of uses, larger range of uses, ancillary uses (music venues, facilities (offices, grocery, retail, housing, services)
- Feathering of densities around edges
- Schools and parks in centers
- Preservation sensitive environments and productive agricultural lands outside the urban areas
- Downtown slightly larger than is today

**Big Downtown / City Center**
- Growth is focused in the core of the City
- Encourages growth in the core; discourages growth outward
- Expansion of current Downtown both outward (toward Mesa Mall) and upward
- Higher densities than typically seen today
- Commercial / retail corners (graciously store type) of 5 acres or less throughout City for convenience shopping

**Village Centers**
- Scattered (over 10) areas of retail / convenience shopping (gas stations, small groceries, dry cleaner, bakery, coffee shop) and higher density residential; less than 10 acres in size, 3 – 7 buildings per center
- Land uses focused on serving immediate neighborhood
- Major shopping still occurs at Mesa Mall and Downtown
- Downtown remains relatively the same size as today
- Preservation of some sensitive environments and productive agricultural lands outside the more urban areas

**Alternative Scenarios**
- At a number of work sessions held over the last 6 months throughout the City, residents made suggestions for how the community should grow. The key ideas from those many suggestions have been summarized in four scenarios that reflect a range of choices about how the Grand Junction vision could grow over the next couple of decades.

**What is a Scenario?**
A scenario can be described as an “alternative future.” Although each scenario includes many land uses, it is an over-simplistic plan for how development should occur (e.g., “big downtown” versus neighborhood expansion). This allows us to measure and compare the differences between one type of growth versus another. Scenarios intentionally exaggerate conditions so differences may be noticed more easily.

As you evaluate the four scenarios, you may like some aspects of one, and other aspects of another. We realize that the end result may be a mixture of elements from several scenarios. So, we are interested not only in which scenario (general type of growth) you like overall, but also which elements of each scenario that you find most appealing for Grand Junction’s future; those aspects that reflect our values and bring us toward our vision.

**Why a Comprehensive Plan?**
A Comprehensive Plan is an opportunity to get everyone “on the same page.” It looks at all aspects of the community—taking all the factors of growth into account and trying to find a balanced solution. A Comprehensive Plan helps focus City efforts and budgets toward common goals. It also ties together the plans of individual departments and neighborhoods, and relates them back to the common goals of the City and County. Thus, it serves as a reference guide for all city and county departments so they can more efficiently coordinate efforts to reach a desired vision with less duplication and potential conflicts and work toward that ultimate goal. The Comprehensive Plan will be a living document, one that is referenced in daily decision-making.

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The Comprehensive Plan Area

The study area for the Comprehensive Plan spans from the Palisade Buffer Zone to the Fruita Buffer Zone and from the Bookcliffs to the Whitewater area.

Contacts and important dates

Staff contacts
Lisa Cox, Grand Junction Planning Manager - 244-1430
Dave Thornton, Grand Junction Principal Planner - 244-1430
Keith Fife, Mesa County Long Range Planning Division Director – 244-1650

Website
www.gjcity.org

Open House dates
Alternative Scenario Open Houses will be held on July 15 and 16, from 4 to 7 PM
July 15 - Living Hope Church - 2840 B 1/2 Road
July 16 – Two Rivers Convention Center - 159 Main Street

Upcoming schedule dates:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>July 15, 16</td>
<td>Public Meeting: Alternative Scenarios</td>
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<tr>
<td>July 22 – 27</td>
<td>Comprehensive Plan information booth at County Fair</td>
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<tr>
<td>July – September</td>
<td>Development of Preferred Alternative</td>
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<tr>
<td>September 16, 17</td>
<td>Public Meeting: Preferred Alternative</td>
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<tr>
<td>September – October</td>
<td>Refinement of Preferred Alternative, Draft Plan Preparation</td>
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<tr>
<td>October – December</td>
<td>Draft Plan Review, (includes public review and Public Hearings)</td>
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www.mesacounty.us