

Fruita  
Mesa County



**GREENWAY  
BUSINESS  
PARK**

Project#  
05-06-03352



This Report was Prepared  
Under an Award from the  
U.S. Department of Com-  
merce Economic Devel-  
opment Administration.

**4Corners  
Planning &  
Design Group**

Page Intentionally Blank

# Table Of Contents



<b>FORWARD – EXECUTIVE SUMMARY AND CRITICAL ACTIONS</b>	<b>1</b>
Description of the Study Area	1
Existing Land Use and Infrastructure	3
Need for the Business Park	3
Major Elements of the Plan	4
Critical Actions	7
<b>CHAPTER 1 – INTRODUCTION</b>	<b>9</b>
Scope of Study	9
Creating the Plan	9
History of the Study Area and Recent Trends	12
<b>CHAPTER 2 – DESCRIPTION OF THE STUDY AREA</b>	<b>16</b>
Existing and Proposed Land Use	16
Zoning	18
Existing Infrastructure	21
<b>CHAPTER 3 – EXISTING ECONOMIC CONDITIONS AND MARKET TRENDS</b>	<b>24</b>
Fruita	24
Mesa County and Western Colorado	25
State, National and International	27
<b>CHAPTER 4 – TYPES OF BUSINESSES AND INDUSTRIES APPROPRIATE FOR FRUITA</b>	<b>29</b>
Relocation of Existing Mesa County Businesses and Industries	29
Clean Industry	30
High Tech Firms	30
Business Incubator Facilities	31
<b>CHAPTER 5 – GOALS AND OBJECTIVES</b>	<b>32</b>
<b>CHAPTER 6 – ALTERNATIVE DESIGN CONCEPTS</b>	<b>35</b>
Description of Alternatives	35
Questions Related to Alternatives	38
<b>CHAPTER 7 – PREFERRED DESIGN</b>	<b>40</b>
Area A	40
Area B	41
Area C	41
Site Access and Internal Circulation	42
Water and Sewer Service	44
The Greenway	44
Summary of Proposed Design Features	48

Future Land Use Map	48
Historic Downtown Fruita	52
<b>CHAPTER 8 – IMPLEMENTATION STRATEGIES</b>	<b>54</b>
<b>TABLES</b>	
TABLE 1 – EXISTING LAND USE	19
TABLE 2 – EXISTING ZONING	19
TABLE 3 – SUMMARY OF DESIGN FEATURES	48
TABLE 4 – GENERAL DESIGN GUIDELINES	51
<b>MAPS</b>	
MAP 1 – GENERAL LOCATION	2
MAP 2 – FRUITA/MESA COUNTY GREENWAY BUSINESS PARK, AREAS A, B AND C	6
MAP 3 - WEST RURAL PLANNING AREA FUTURE LAND USE PLAN	20
MAP 4 – EXISTING AND PROPOSED INFRASTRUCTURE	23
MAP 5 – EXISTING AND FUTURE UTILITIES	46
MAP 6 – ILLUSTRATIVE SITE PLAN	47
MAP 7 – FUTURE LAND USE	50
APPENDIX A – SURVEY OF MESA COUNTY BUSINESSES	
APPENDIX B – SOILS MAP, FLOODPLAIN MAP, CURRENT LAND USE	

# Fruita Greenway Business Park Plan

## Participants

---

### Steering Committee

Doug Hall, Mayor, City of Fruita  
Mike Howitt, Fruita City Council  
Gwene Phinnell, Fruita City Council  
Viola Sis, Fruita City Council  
Neil Stein, Fruita City Council  
Jacque Prince, Fruita Planning Commission  
Mark Bonella, Mesa County Planning Commission  
Jean Moores, Mesa County Planning Commission  
Donal Compton, Jr., Fruita Consumers Co-op  
Greg Finch, Fruita Chamber of Commerce  
Wade Haerle, Xcel  
Keith Holder, Fruita Marketing & Management  
Rick Johnson, United Companies  
Harry Mavrakis, Mavco Investments  
Kevin McHugh, Johns Manville  
Jim Stemrich, Fruita Marketing & Management

Dan Thomas, Community First Bank  
Gerry Tucker, Conquest Developments  
J.J. Johnston, Governor's Office of Economic Development  
Beth Washburn, U.S. Senator Wayne Allard's Office  
Daniel Arosteguy, Mesa State College  
Steven Ausmus, Mesa County Economic Development Council  
Thea Chase, Western Colorado Business Development Corp.  
Ann Driggers, Mesa County Economic Development Council  
Danni Langdon, Mesa County Board of Health  
Walter Avramenko, Colorado Department of Public Health and the Environment

### The Citizens of Fruita

Special thanks to the citizens of Fruita and Mesa County who participated in one or more of the community workshops held during the preparation of this plan.

### City of Fruita Staff

Bennett Boeschstein, AICP, Director of Community Development  
Eric Mende, P.E., City Engineer  
Steve Ryan, P.E., Public Works Director  
Steve Schrock, City Manager

### Mesa County Staff

Keith Fife, AICP, Director, Mesa County Long Range Planning Division  
Kurt Larsen, AICP, Mesa County Planning Director  
Elizabeth Rowan, Assistant County Administrator

### Consultant Team

#### Four Corners Planning and Design Group, Durango, CO

Thomas G. Maynard, AICP, Project Manager  
Lynn T. Vandegrift, AICP  
Paul Wilbert

#### Tosch and Associates, Durango, CO

Jim Tosch, President  
Karen Campbell

Ron Ford  
Christi Schaerer

Page Intentionally Blank

---

# Executive Summary and Critical Actions

## Description of the Study Area

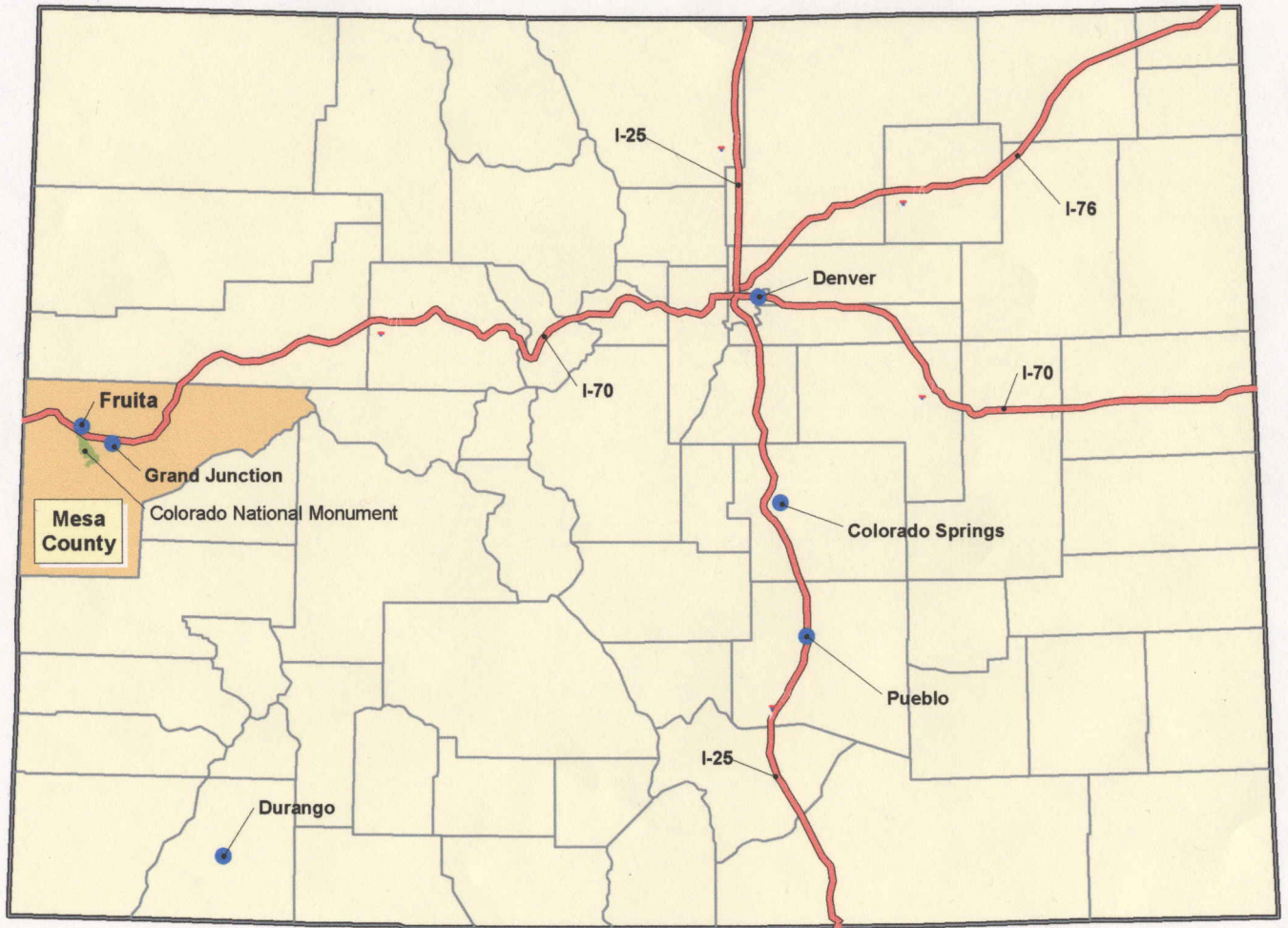
---

The Fruita/Mesa County Greenway Business Park consists of approximately 1,336 acres, located adjacent to and west of Fruita. The area forms a long, narrow triangle bordered by US 6 and the Union Pacific Railroad on the north, I-70 and the Colorado River on the South, and the western boundary of the former refinery site on the west. The general location of Fruita and Mesa County is shown on Map 1.

The area east of Big Salt Wash, about 74 acres, lies within the City of Fruita. The remainder of the Park is located within the unincorporated part of Mesa County. The project area is located within the Mesa County Enterprise Zone and within Fruita's land use planning area.

The most dominant feature of the study area is the former refinery site, characterized by steel refining structures and storage tanks. The site's history as a refinery began in 1957 with the production of refined petroleum products. Properties within the refinery area have been under a Resource Conservation and Recovery Act (RCRA) order since 1984. Owners of these properties have been working with the Colorado Department of Public Health and the Environment (CDPHE) to clean up the site for reuse by non-polluting industries. It is a goal of this plan to complete clean up operations within five years.

# Map 1: Location of Fruita Mesa County, Colorado, USA





# Existing Land Use and Infrastructure



Three sub-areas have been identified within the Fruita/Mesa County Greenway Business Park. Existing land use is described below.

- ◆ **Area A** - The area east of Big Salt Wash, consisting of 12 parcels, occupying about 74 acres. Nine parcels are vacant, and three parcels are occupied by commercial/industrial enterprises.
- ◆ **Area B** - The area east of the refinery site, east to Big Salt Wash consisting of 40 parcels occupying about 553 acres. Most of this area, consisting of 29 parcels, is vacant. Four industrial and commercial uses are located in this area, including Mesa Insulation.
- ◆ **Area C** - The former refinery site, consisting of seven parcels occupying about 710 acres. Three of the parcels contain the remnants of refinery operations, portions of which are under RCRA compliance orders. A parcel along the Colorado River has been donated to the Colorado Division of Parks and is part of a proposed greenway along the river.

The site has limited road access. Interstate 70 forms the southern boundary with interchanges four miles apart at the east and west of the Park. However, there is no direct access to the study area from I-70. Existing access from US 6 is limited to seven crossings of the railroad tracks. Only two of these crossings, at 15 road and 16 road, are considered safe.

Three railroad spurs tie into the Union Pacific Railroad tracks, which branch into six rail sidings, serving Mesa Insulation, Mt. West, and the refinery site.

Other infrastructure, except sewer, is adequate to support the Fruita/Mesa County Greenway Business Park. Including water, gas and electricity, and telecommunications. A sewer line serves only the area east of Little Salt Wash. An important component of this plan is to extend sewer service to most of the study area.

## Need for the Business Park



Most of the existing industrial parks in Mesa County are approaching capacity. National trends indicate that existing local industries and businesses started by local residents are the primary source for

filling industrial parks. A survey of local businesses produced results that were consistent with national statistics.

# Major Elements of the Plan



The overall intent of the plan is to capitalize on the assets of the three major areas in the Fruita/Mesa County Greenway Business Park and use them in an environmentally friendly manner. All areas will have access to the lakes and trails along the Colorado River. All areas will have beautiful panoramic views of the red cliffs and mountains of the Colorado National Monument and the Colorado Canyons Conservation Area, which form a spectacular backdrop to the Fruita/Mesa County Greenway Business Park.

Area A, the easternmost section, is the area of the park designated for facilities intended to enable and assist the development of emerging businesses and industries, sometimes referred to as “incubator” facilities. Lots in this area will generally be small (one-half acre to five acres) with minimal requirements for screening and setbacks.

Area B extends from Big Salt Wash west to about one-quarter mile east of the refinery area. This area already has a major industry, Mesa Insulation, and several smaller firms. After a planned gravel extraction operation terminates, a lake will be created, which will be an attractive complement to the greenway along the Colorado River. This area is intended for use by established businesses that need medium to large sites and by high tech firms.

As cleanup of the former refinery site continues Area C can be transformed into a clean, modern, efficient rail terminal, warehousing, and light industrial area with extensive green areas. Area C will probably continue to serve as a railhead for importing, storing and shipping petroleum products. Design standards should be less restrictive than for other areas of the Fruita/Mesa County Greenway Business Park. Parcels in Area C are larger than most other parcels in the Park. Screening requirements are appropriate along the boundaries of Area C, but not between individual parcels within the area.

Because the Park is linear and has no access from the south and east and restricted access from the north, creating optimal entry points is difficult. The Park is adjacent to I-70 but currently has no direct access to or from the highway. This plan proposes that a

direct entry be constructed from the westbound ramp at the Highway 340 interchange at the east end of the park.

There are currently two signalized rail crossings from US 6 on the north side of the park (15 Road and 16 road) and five private, non-signalized crossings. This plan recommends that the non-signalized crossings be closed.

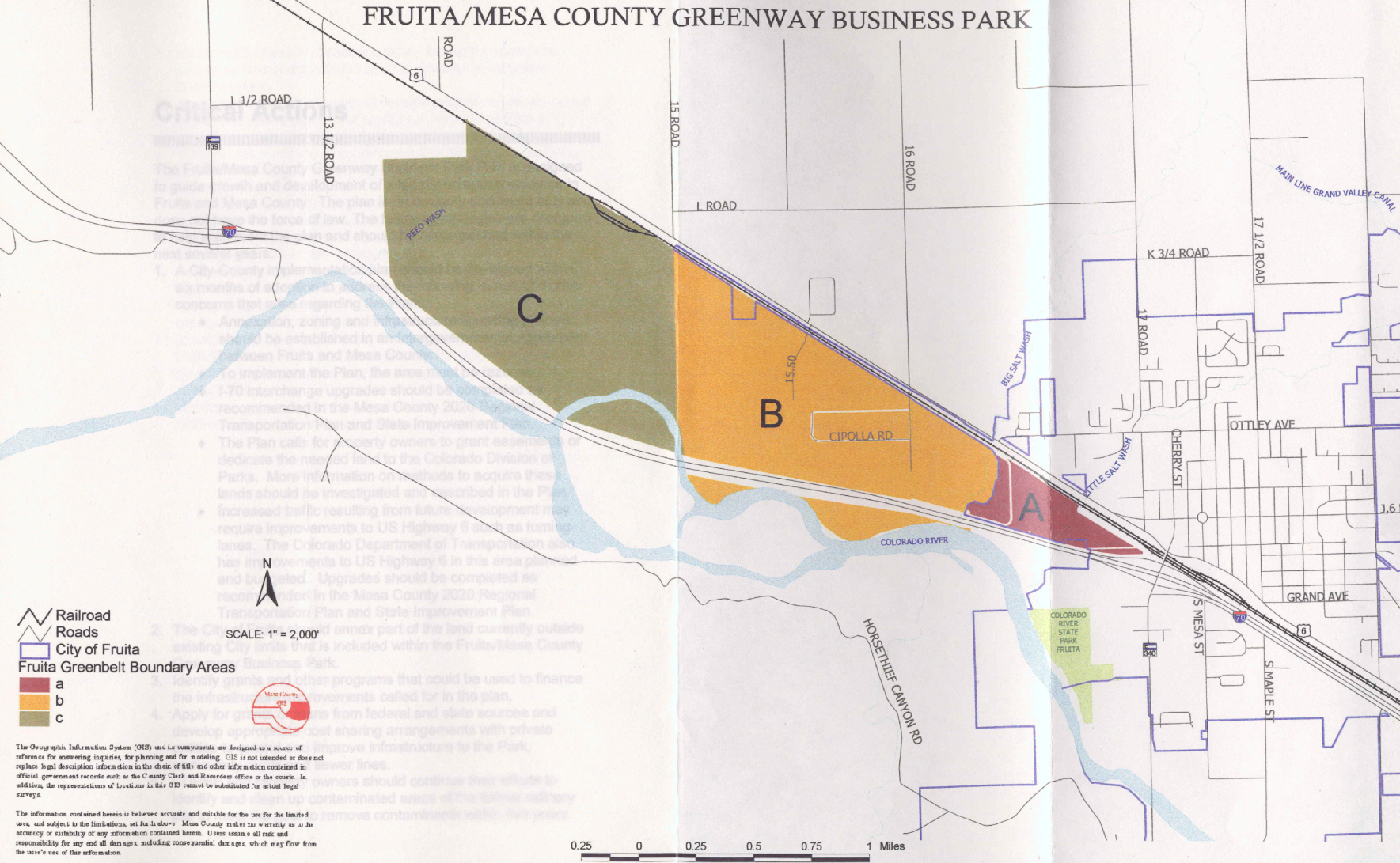
The internal circulation plan within the Park consists of three elements: roads, rails, trails, and bridges. The roadway system consists of boulevard design extending from each entry point linking all areas of the park. The design incorporates traffic circles, similar to Circle Park in downtown Fruita, at major intersections. All roadways and traffic circles should have a wide turning radius, sufficient width, and constructed to accommodate large trucks. The rail system, which currently has two entry points, should be extended so that additional properties can be served in the future. The trail network would connect to the regional trail network and also provide a bicycle and walkable commuter connection to Fruita.




Additional water lines would be installed as needed by Ute Water. New sewer lines would be extended west from an existing lift station located east of Big Salt Wash. This lift station will need to be upgraded when the area to the west becomes more developed., and another lift station will be needed further west.

The greenway is one of the most important design features of the Fruita/Mesa County Greenway Business Park. The greenway includes most of the 100-year floodplain of the Colorado River that lies within the Park. This Plan recommends that property owners either grant an easement for the greenway or dedicate the greenway portions of their parcels to the Colorado Division of Parks. A proposed trail, which would be open to the public, meanders through the entire length of the Park, more than four miles. The trail will link the downtown and Highway 340 corridor areas with the Kokopelli Trail at Loma. Frequently spaced access points will provide future workers and the public with opportunities to enjoy the trail and the greenway. The greenway will also include two lakes – one in Area B and one in Area C – that will be created after proposed gravel mining operations have terminated.

Map 2 shows the location of Areas A, B and C in relationship to each other.

# FRUITA/MESA COUNTY GREENWAY BUSINESS PARK




 Railroad  
 Roads  
 City of Fruta  
**Fruita Greenbelt Boundary Areas**

a  
 b  
 c

The Geographical Information System (GIS) and its components are designed as a means of reference for answering inquiries, for planning and for modeling. GIS is not intended or does not replace legal description information in the chain of title and other information contained in official government records such as the County Clerk and Recorder's office or the courts. It includes the representations of levels as in this GIS cannot be substituted for actual legal surveys.

The information contained herein is believed accurate and suitable for the use for the limited uses and subject to the limitations set forth above. Mesa County makes no warranty as to the accuracy or suitability of any information contained herein. Users assume all risk and responsibility for any and all damages, including consequential, damages, which may flow from the user's use of this information.

  
 SCALE: 1" = 2,000'

0 0.25 0.5 0.75 1 Miles

# Critical Actions



The Fruita/Mesa County Greenway Business Park Plan is designed to guide growth and development of a largely untapped resource in Fruita and Mesa County. The plan is an advisory document only and does not have the force of law. The following strategies are designed to help implement the plan and should be accomplished within the next several years.

1. A City-County implementation plan should be developed within six months of adoption to address the following issues and other concerns that arise regarding the Plan:
  - ◆ Annexation, zoning and infrastructure financing policies should be established in an Intergovernmental Agreement between Fruita and Mesa County.
  - ◆ To implement the Plan, the area must be rezoned.
  - ◆ I-70 interchange upgrades should be completed as recommended in the Mesa County 2020 Regional Transportation Plan and State Improvement Plan.
  - ◆ The Plan calls for property owners to grant easements or dedicate the needed land to the Colorado Division of Parks. More information on methods to acquire these lands should be investigated and described in the Plan.
  - ◆ Increased traffic resulting from future development may require improvements to US Highway 6 such as turning lanes. The Colorado Department of Transportation also has improvements to US Highway 6 in this area planned and budgeted. Upgrades should be completed as recommended in the Mesa County 2020 Regional Transportation Plan and State Improvement Plan.
2. The City of Fruita should annex part of the land currently outside existing City limits that is included within the Fruita/Mesa County Greenway Business Park.
3. Identify grants and other programs that could be used to finance the infrastructure improvements called for in the plan.
4. Apply for grants or loans from federal and state sources and develop appropriate cost sharing arrangements with private entities to extend and improve infrastructure to the Park, particularly roads and sewer lines.
5. CDPHE and property owners should continue their efforts to identify and clean up contaminated areas of the former refinery site to meet the goal to remove contaminants within five years.

6. Reclamation plans for proposed gravel extraction operations should be consistent with the need to develop an attractive business park.
7. Fruita and Mesa County should develop procedures to pre-permit and streamline development applications within the Park to provide an incentive to firms that may consider locating there.
8. Evaluate the feasibility of constructing a publicly owned building that could be leased to the private sector. This could include a lease-purchase agreement.
9. Work with property owners in the Fruita/Mesa County Greenway Business Park to develop covenants governing the design and siting of structures and landscaping standards.
10. Investigate the feasibility of establishing a corporation, which would include membership of all property owners within the Park, that would own the Park and make decisions concerning design, landscaping, and appropriate land use, among others, to ensure quality and therefore enhance financial viability.
11. In cooperation with Mesa State College and Fruita Monument High School, develop a program to educate and train potential employees of businesses and industries in the skills needed by modern firms.
12. Develop a plan to market the Fruita/Mesa County Greenway Business Park to local firms and out-of-county businesses.

# Introduction

## Scope of Study

This study was funded by a Technical Assistance Grant from the Economic Development Administration (EDA) within the U.S. Department of Commerce, Project Number 05-06-03352. The purpose of the grant is to assist the City of Fruita and Mesa County to prepare an economic development master plan for about 1,336 acres of land west of Fruita.

The study also addresses the relationship of the Fruita/Mesa County Greenway Business Park to historic downtown Fruita and commercial areas along the Highway 6 and Highway 340 corridors. Most of the study area is within Mesa County outside the Fruita city limits.

According to the EDA contract, the plan should include:

- ◆ Goals and objectives for redevelopment of the area.
- ◆ Analysis of existing land uses, infrastructure, and transportation characteristics of the site.
- ◆ Analysis of the opportunities and constraints to the development of the area.
- ◆ Identification of alternative development scenarios that may include extending infrastructure to the area to make it more marketable.
- ◆ Adopting the final redevelopment plan.

The Fruita/Mesa County Greenway Business Park Plan is a component of the Fruita Community Plan 2020 and the Mesa County Master Plan.

## Creating the Plan

Planning is a process that involves many steps, culminating in the preparation of a plan with maps and text. The steps leading to this plan included: engaging the public through meetings with the Steering Committee and public workshops; and collection and analysis of pertinent data. These two steps are summarized below. Other steps in the planning process included: developing goals and objectives; formulating alternative development scenarios; and selecting a preferred growth scenario. A chapter is devoted to each of these steps.



## **Engaging the Public**

Citizen participation in the planning process was encouraged throughout the study. Two primary methods were used to solicit public input: meetings with the Steering Committee and public workshops.

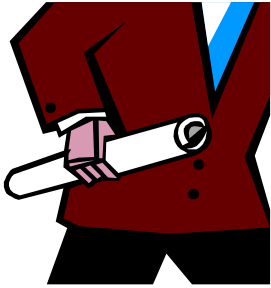
## **The Steering Committee**

consisted of property owners within the West Fruita study area, members of the Fruita Planning Commission and City Council, Mesa County Economic Development Council, Western Colorado Business Development Corporation, Mesa County Planning Commission, Mesa County Board of Health, Fruita Chamber of Commerce, representatives of the Governor's Office of Economic Development, and Senator Wayne Allard, the Colorado Department of Public Health and the Environment staff, City of Fruita staff, Mesa County staff, and a representative of Mesa State College. This committee functioned as the primary working-level group, providing guidance to the consultants and detailed comments on consultant presentations. The Steering Committee met seven times between September 2000 and March 2001.

## **Two public workshops**

were held to solicit public input during the early phase of the planning process and to present the draft plan. These workshops were held in Fruita on October 4, 2000 and March 7, 2001. Members of the public, members of the steering committee, and the media attended each workshop. The purpose of the workshops was to gain public input towards the Plan. Many suggestions were made for diversification of Fruita's economy in the study area. Notes from the workshops were used to prepare the Plan.





## Collection and Analysis of Data

Existing information and studies were reviewed and analyzed. Data was obtained from telephone interviews with key individuals as well as written reports. Information reviewed and analyzed included:

Community Plan 2020, adopted by the Fruita Planning Commission on February 13, 2001 and the Fruita City Council on March 6, 2001

- ◆ The 1994 Community Plan
- ◆ 1999 Community Survey
- ◆ Fruita Futures Conference Report
- ◆ 340 Corridor Plan
- ◆ Mesa County Land Development Code
- ◆ The Fruita Land Development Code
- ◆ Fruita Annexation Plan, March 1998
- ◆ Economic and employment data for Fruita and Mesa County developed by the Colorado Office of Demography and other sources
- ◆ Economic and employment data prepared by Mesa State College and mesa County
- ◆ Data provided by a telephone survey of firms located in existing industrial parks in mesa County
- ◆ City of Fruita land use and zoning maps and Mesa County maps depicting parcels, zoning, soils, floodplains, and infrastructure.

The Fruita/Mesa County Greenway Business Park Plan is consistent with many of the goals and policies contained in the 1996 Mesa Countywide Land Use Plan, including goals and policies relating to:

- ◆ Adopting a US Highway corridor plan westward from Fruita
- ◆ Growth management
- ◆ Agriculture
- ◆ Open space and trails
- ◆ Protection of natural areas and preserving floodplains
- ◆ Efficient use of public resources
- ◆ Intergovernmental coordination

The Fruita/Mesa County Greenway Business Park Plan is also consistent with goals and policies contained in the Fruita Community Plan 2020, including:

- ◆ Encouraging development and redevelopment of the west industrial area
- ◆ Economic diversification
- ◆ Implement a Colorado River greenway and trail system
- ◆ Extend infrastructure into the area
- ◆ Annex industrial area

# History of the Study Area and Recent Trends



## Closed Refinery Area

The most dominant feature of the study area is the former refinery site, characterized by steel refining structures and storage tanks. The site's history as a refinery began in 1957 when the American Gilsonite Company began production of refined petroleum products from a black bitumen material called gilsonite. The refinery was sold to Gary Energy Corporation in 1973 and was operated by Gary Refining Company as a conventional crude oil refining plant that produced gasoline, diesel, naphtha, gas oil, and coke. Gary Refining also added a hydrocracking unit to the refinery in the early 1980s to allow the processing of shale oil. However, Gary Refining Company was affected by the downturn in the oil industry and the collapse of the shale oil industry and declared bankruptcy in March 1985.



Gary Refining Company retained ownership during bankruptcy proceedings and used the facility as a terminal for refined products. The company was reorganized and renamed Western Slope Refining Company in 1989. The refinery resumed operations in early 1989 but again experienced financial trouble and stopped operating in February 1990. In November 1990, Western Slope Refining Company sold most of the refinery infrastructure to Landmark Petroleum Company.

Landmark Petroleum conducted traditional refining of crude oil at the facility until January 1992. Landmark Petroleum was also able to refine low dollar value byproducts using equipment remaining on the property that was used for refining shale oil. Landmark ceased all refining operation by October 1993 and sold much of the contents of the storage tanks.

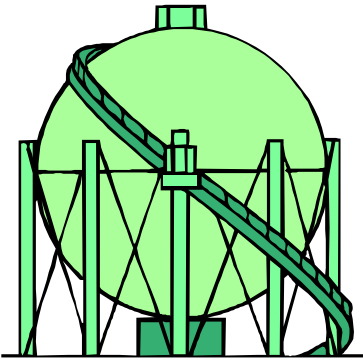
In 1994, Landmark Petroleum sold many of the smaller storage tanks (10,000 barrels or less) and the northern portion of the refinery property to the Westcourt Group, which currently operates as a bulk refined product storage facility and terminal. The Westcourt Group sold many of their tanks to Westco in 1998 and 1999 for closure and scrapping.

In 1996, Landmark Petroleum sold the remaining property and some of the larger storage tanks to Fruita Marketing and Management (FMM). This firm has never conducted operations at the facility, and its goal is to sell the infrastructure of the closed refinery as scrap

metal or used equipment and eventually lease the property for redevelopment. FMM intends to lease the southern portion of the property for possible use as a gravel mining operation and lease three large tanks for asphalt storage.

FMM transferred a strip of land along the southern property boundary to the Colorado Division of Parks in 1998. Since there was no known disposal of refinery-related waste on this parcel, the Colorado Department of Public Health and the Environment (CDPHE) determined that no cleanup activities were needed.

In summary, three separate corporations, plus the Colorado Division of Parks now own the property occupied by the closed refinery. The Western Slope Refining Company owns the western portion of the closed refinery area. FMM owns the eastern and central portions, including the main refinery process area and the primary wastewater treatment system components. The Westcourt Group owns the northeastern portion, including the rail loading area and the main refinery office/laboratory building. The Colorado Division of Parks owns a strip of land adjacent to the Colorado River.



## Cleanup Efforts

The history of the closed refinery area, related environmental contamination, and perception thereof have stymied redevelopment of this area. Properties within the refinery area have been under a Resource Conservation and Recovery Act (RCRA) order, issued by the U.S. Environmental Protection Agency and administered by the CDPHE, since 1984. Several hazardous waste units were designated under the RCRA regulations and must be closed in compliance with those regulations.

With changing land ownership over the years, two firms – Western Slope Refining Company and FMM – must now comply with RCRA orders. Under, RCRA, CDPHE cannot pursue past owners who polluted the sites in question.

According to CDPHE, the entire site does not have to be cleaned up to standards suitable for housing, for example. CDPHE evaluates required cleanup levels based on future land use. If some minor contamination remains, it may be necessary to make commitments to monitor residual pollution. CDPHE's intent is to require cleanup to risk-based closure (i.e. industrial) standards.

Recent and on-going cleanup efforts include:

- ◆ Western Slope Refining Company has nearly completed closing out/cleaning up acid sludge ponds. There are other waste units on this property that also need to be closed out.

- ◆ FMM is working with CDPHE on cleanup efforts.
- ◆ CDPHE has established an internal workgroup to approach the cleanup “holistically” across property lines. CDPHE has developed a cleanup strategy and a more definitive closure plan.
- ◆ A limited monitoring program to characterize existing or potential pollution of groundwater has not shown significant pollution yet, but there is not enough data to draw firm conclusions. Low levels of some contaminants have been measured in some wells. Soils monitoring has occurred and is ongoing. CDPHE is working with FMM to get more data.
- ◆ The State of Colorado has a new program to address hazardous waste sites. An application has recently been submitted to CDPHE under the Brownfields Targeted Assessment Program focusing on 40 acres owned by FMM. If sampling reveals minor or no contamination, this area could ultimately be removed from the RCRA order.

## **Historic Downtown Fruita, Highway 340 Corridor, and US 6 Corridor**



A vigorous, vital downtown is important for the local economy and enhances community character. However, the historic downtown area, centered on Circle Park, has declined as an important provider of goods and services for Fruita residents. There are currently several vacant storefronts, though fewer than several years ago.

While most of the City’s developed area is located north of the major transportation corridor (I-70, US 6, and the railroad tracks), which includes commercial and industrial uses along US 6, the recent growth of the State Highway 340 commercial area south of this corridor presents a challenge to meld the north and south sides into one community. Commercial development of the US 6 corridor, while enhancing Fruita’s tax base, will present an additional challenge to revitalize downtown.

Fruita is located approximately ten miles from downtown Grand Junction and about six miles from Mesa Mall, a large regional shopping center with about 1 million square feet of floor space. During the past decade, Fruita has experienced a transition from a primarily rural, agricultural-based, community, to a bedroom community for Grand Junction, jeopardizing its identity as an autonomous community. While local business provide services such as groceries, drugs/medication, and gasoline, most residents travel to Grand Junction for other, usually more expensive items such as clothing, sporting goods, automobiles, and entertainment (according to the 1999 Community Survey). In essence, Mesa Mall/ 24 Road area has become Fruita’s primary shopping area.

Thus, the development of the Fruita/Mesa County Greenway Business Park (with eventual annexation into the City), as well as the US 6 and Highway 340 corridors, and revitalization of the historic downtown are important components of a strategy to increase Fruita's tax base.

# Description of the Study Area

The Fruita/Mesa County Greenway Business Park consists of approximately 1,336 acres, located adjacent to and west of Fruita, about 15 miles east of the Utah border (see Map 1 for general location and Map 2 for study area). The area forms a long, narrow triangle bordered by US 6 and the Union Pacific Railroad on the north, I-70 and the Colorado River on the South, and the western boundary of the former refinery site on the west.

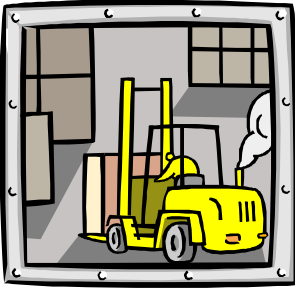
The area east of Big Salt Wash, about 74 acres, lies within the City of Fruita. The remainder of the Park is located within the unincorporated part of Mesa County. The project area is located within the Mesa County Enterprise Zone and within Fruita's land use planning area.

During the preparation of the Plan, maps prepared by Mesa County showing soil types, vegetation, the location of floodplains, existing water lines, current zoning, and other information were analyzed. These maps are contained throughout this document and in Appendix B.

## Existing and Proposed Land Use

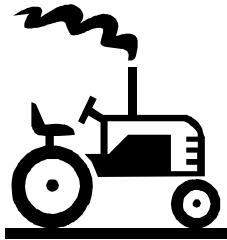
There are three sub-areas within the Fruita/Mesa County Greenway Business Park. Characteristics of these areas are described below. Table 1 summarizes the characteristics of the three sub-areas within the Fruita/Mesa County Greenway Business Park.

- ◆ **Area A** - The area east of Big Salt Wash, consisting of 12 parcels, occupying about 74 acres. Nine parcels are vacant, including a narrow strip along I-70 owned by the City of Fruita. Three parcels are occupied by commercial/industrial enterprises.
- ◆ **Area B** - The area east of the refinery site, east to Big Salt Wash consisting of 40 parcels occupying about 553 acres. Most of this area is vacant (consisting of 29 parcels) and is classified as agricultural by the Mesa County Assessor's office. Five industrial



and commercial uses are located in this area, including Mesa Insulation, which owns 160 acres and provides jobs for about 130 workers at an average wage of about \$10 per hour. Three residences are situated toward the west end of this area. Public Service Company owns two parcels, including an electric transformer facility, and a narrow parcel along I-70 is owned by the Colorado Division of Parks.

- ◆ **Area C** - The former refinery site, consisting of seven parcels occupying about 710 acres. Three of the parcels contain the remnants of refinery operations, including storage tanks, steel refinery structures, a large, empty building covering nearly two acres, and settling ponds. Portions of this area are under RCRA compliance orders. A parcel along the Colorado River, originally part of the closed refinery site, has been donated to the Colorado Division of Parks and is part of a proposed greenway along the river. Some of the tanks are currently used to store asphalt and petroleum products. Also included in Area C is a recently created parcel, about 40 acres, located east of the refinery site, which will be developed as a steel fabrication plant.
- ◆ **Adjacent Land Use** - A large-lot residential/agricultural area is located west of the former refinery site and east of Highway 139. Part of the Loma Rural Community designated by Mesa County, this area consists of 39 parcels that occupy a total of about 512 acres. There are residences on 16 of the parcels; 23 parcels are vacant, including 11 fairly large parcels that are classified as agricultural by the Mesa County Assessor's office. Some of these agricultural parcels serve as a buffer between the refinery area and several residences about a half-mile to the west. Due to easy access (no railroad to cross), parcels north of US Highway 6 abutting the highway will likely be under pressure to develop as commercial and industrial uses, unless current agricultural uses are preserved by purchase or transfer of development rights, or existing agricultural zoning is maintained by Mesa County. Five parcels north of US Highway 6 totaling about 65 acres are currently classified as industrial by the Mesa County Assessor.



A gravel extraction operation has been proposed for the western part of Area B and the southern part of Area C. Two lakes would be created after removal of the gravel, reducing the amount of land that could be redeveloped. However, creative design solutions, such as using the lakes as a landscape feature or confining operations (and the future lakes) to the 100-year flood plain, could mitigate adverse impacts.

Recreation/park and other limited uses, including agricultural, should be encouraged in all areas to avoid creating an area that is only used during business hours.

The Fruita Community Plan 2020 Future Land Use Map designates Areas A, B, and C as Industrial.

## Zoning



Table 2 summarizes existing zoning within the Fruita/Mesa County Greenway Business Park area. About 39 percent of the area within the proposed park is currently zoned AFT – agricultural and approximately 61 percent is zoned as one of three industrial classifications.

The Mesa County portion of the Business Park is zoned I2 (Industrial 2), PI (Planned Industrial), and AFT (Agricultural, Forestry, Transitional). The City of Fruita portion is zoned LI R&D (Limited Industrial Research and Development and River Conservation zone.)



**TABLE 1  
EXISTING LAND USE IN FRUITA/MESA COUNTY GREENWAY BUSINESS PARK**

AREA	Residential		Commercial		Industrial		Public/Quasi-Public		Vacant & Agricultural		Total Parcels		Number of Land Owners
	# Parcels	# Acres	# Parcels	# Acres	# Parcels	# Acres	# Parcels	# Acres	# Parcels	# Acres	# Parcels	# Acres	
<b>A</b>	0	0	3	11.84	0	0	1	0.09	8	61.62	12	73.55	6
<b>B</b>	3	6.26	1	1.27	4	88.76	3	9.22	29	447.49	40	553.0	14
<b>C</b>	0	0	0	0	5	596.95	1	73.05	1	40.0	7	710.0	5
<b>TOTALS</b>	3	6.26	4	13.11	9	685.71	5	82.36	38	549.11	59	1,336.55	25

Source for Table 1: Mesa County Assessor's Records

**TABLE 2  
EXISTING ZONING IN FRUITA/MESA COUNTY GREENWAY BUSINESS PARK**

AREA	Limited Industrial R&D <sub>1</sub>		Industrial <sub>2</sub>		Planned Industrial <sub>2</sub>		Agricultural (AFT) <sub>2</sub>		Total Parcels	
	# Parcels	# Acres	# Parcels	# Acres	# Parcels	# Acres	# Parcels	# Acres	# Parcels	# Acres
<b>A</b>	11	71.77	0	0	0	0	1	1.78	12	73.55
<b>B</b>	1	7.11	3	84.33	28	137.9	8	323.66	40	553.0
<b>C</b>	0	0	4	510 <sub>3</sub>	0	0	3	200 <sub>3</sub>	7	710.0
<b>TOTALS</b>	12	78.88	7	594.33	28	137.9	12	525.44	59	1,336.55

1. City of Fruita zoning classification
2. Mesa County zoning classifications
3. Approximate number of acres

Sources for Table 2: Mesa County Planning Department and City of Fruita Community Development Department

# WEST RURAL PLANNING AREA FUTURE LAND USE PLAN

## FRUITA/LOWER MID VALLEY

### LEGEND:

- COMMUNITY AREA BOUNDARY
- FRUITA 201 BOUNDARY
- CO. NATIONAL MONUMENT BOUNDARY
- AREA OF INFLUENCE (See Adopted Municipal Plans)
- PROPOSED JOINT AREA OF CONCERN GRAND JUNCTION AND FRUITA
- URBAN PLANNING AREA (See Separate Map)
- URBAN (Incorporated Municipality)
- RURAL COMMUNITY
- RURAL: will accept residential development between 5 ac. and 35 ac. densities, and encourage cluster techniques.
- AGRICULTURE: 35 acre density (clustering will be encouraged on non-productive lands.)
- PUBLIC LAND

See Adopted Municipal Plan for Area of Influence, See Fruta Community Plan

URBAN  
PLANNING  
AREA  
(See Separate Map)

## GLADE PARK

EAST RURAL  
PLANNING  
AREA  
(See Separate Map)

UNCOMPAHGRE  
NATIONAL FOREST

## GATEWAY/UNAWEEP

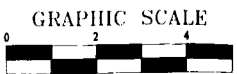
MONTROSE COUNTY

### NOTES:

1. This map does not stand alone; it must be used in concert with the goals and policies for the Rural Planning Area.
2. This map does not necessarily reflect current zoning.



SCALE  
1:72,000



(IN MILES)

Plot Date: 10/10/96

# Mesa Countywide Land Use Plan

From Issues To Action

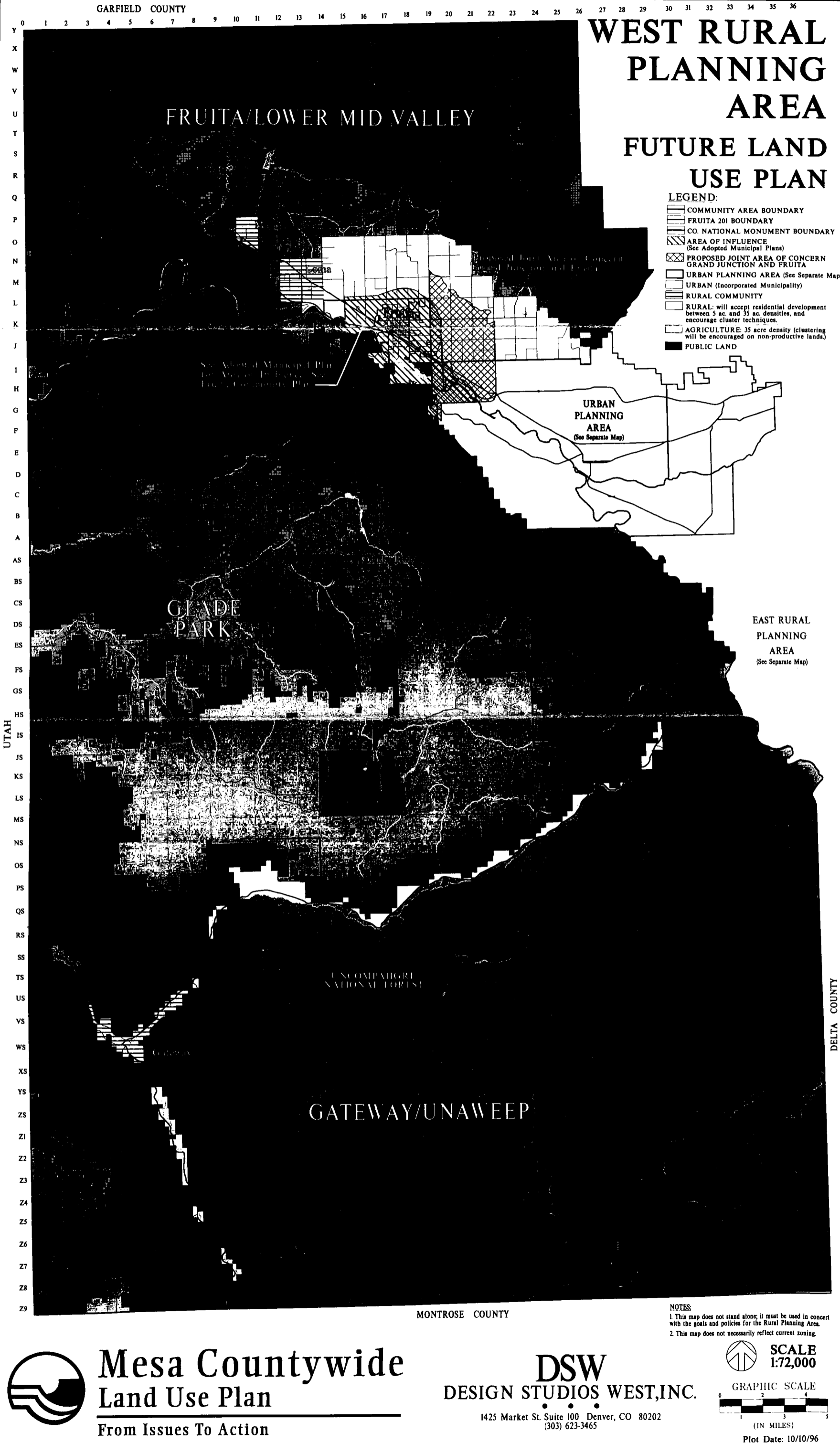
# DSW DESIGN STUDIOS WEST, INC.

1425 Market St. Suite 100 Denver, CO 80202  
(303) 623-3465



UTAH

DELTA COUNTY



# Existing Infrastructure



## Roads and Access Issues

Interstate 70 is south of the Fruita/Mesa County Greenway Business Park with interchanges four miles apart at the east and west ends. However, there is no direct access to the study area from I-70. Existing access from US 6 is limited to seven crossings of the railroad tracks. Only two of these crossings, at 15 road and 16 road, are considered safe – with lights and barriers. The other crossings are private and serve several businesses at the east end of the study area.

Existing limited access presents design challenges. The Union Pacific Railroad is reluctant to approve additional crossings. Increased traffic resulting from future development may require improvements to US Highway 6, such as turning lanes or other design solutions that allow large vehicles to safely stack and cross the narrow space between the road and the railroad tracks.

The Mesa County 2020 Transportation Plan does not call for new I-70 interchanges in the study area vicinity. The Colorado Department of Transportation (CDOT) requires at least a three-mile separation between interchanges in rural areas.

## Railroad

The Union Pacific Railroad tracks are used for transcontinental freight and passenger service by several carriers including the Union Pacific, the Burlington Northern/Santa Fe, and Amtrak. Three railroad spurs currently exist, which branch into six rail sidings, serving Mesa Insulation, Mt. West, and the refinery site.

## Air Service

Air transportation is still in need of improvement. Walker Field serves as a shuttle airport with service to three major hubs: Denver, Salt Lake and Phoenix as well as air freight and general aviation facilities.

## Water

Ute Water serves this area and has the capacity to provide potable water to new businesses and industries that may eventually locate in the Fruita/Mesa County Greenway Business Park. Map 4 shows a composite of infrastructure that serves the area.

## **Sewer**

The City of Fruita's wastewater treatment facility is located south of the easternmost part of the study area, across I-70. A sewer line serves only the area east of Little Salt Wash. Mesa Insulation has its own sewage treatment plant.

An important component of this plan is to extend sewer service to most of the study area, which may include the installation of lift stations since most of the Fruita/Mesa County Greenway Business Park is located downstream of the wastewater treatment facility. (See Chapter VII.)

## **Electricity and Natural Gas**

Public Service operates a 230 kv substation located within the Fruita/Mesa County Greenway Business Park. This facility is linked into a valley wide 230 kv looped system and into the Cameo power plant in Debeque Canyon. The facility has sufficient capacity to provide power to a fully developed industrial/business park. Another substation is located only three miles away, providing backup power in case of a temporary outage at the facility in the study area. Grand Valley Rural Power also serves the area. Natural gas is in plentiful supply in the area and in Mesa County.

## **Pipeline**

A pipeline that formerly carried gilsonite from Bonanza, Utah to the refinery connects the study area with points north and west. It is currently unused, but has potential for future petroleum transport to the refinery.

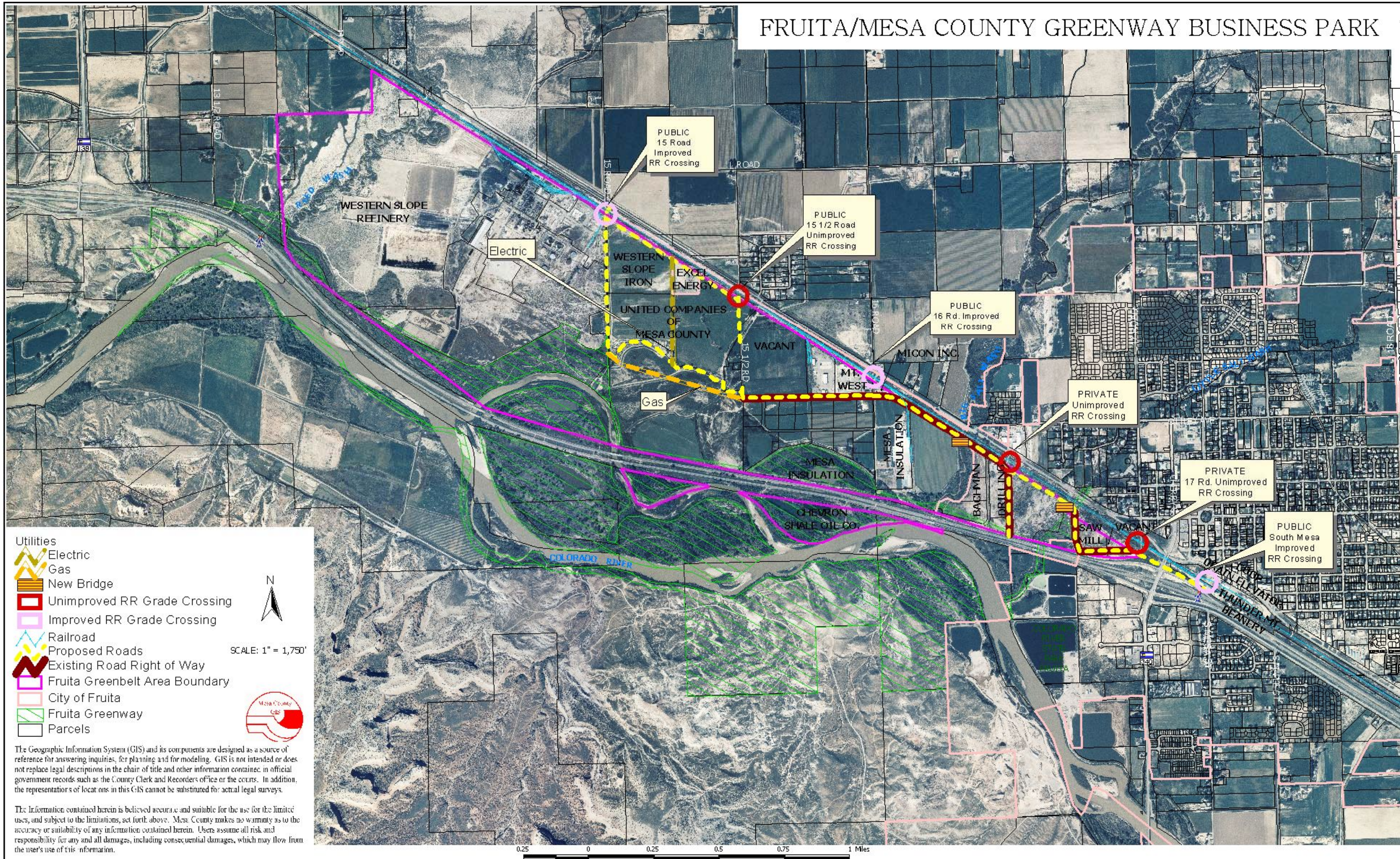
## **Telecommunications**

Two fiber optic cables are located along the northern boundary of study area. Qwest has installed a cable along the US 6 right-of-way, and MCI has installed a cable along the railroad tracks.

Three cell phone towers are located within or near the study area: at Pabco Industrial Park, located close to the geographic center of the study area; at the Fruita water tank located near the Colorado National Monument; and a tower is proposed at the Fruita Coop grain elevator located just east of the study area.



# FRUITA/MESA COUNTY GREENWAY BUSINESS PARK



- Utilities**
- Electric
  - Gas
  - New Bridge
  - Unimproved RR Grade Crossing
  - Improved RR Grade Crossing
  - Railroad
  - Proposed Roads
  - Existing Road Right of Way
  - Fruta Greenbelt Area Boundary
  - City of Fruta
  - Fruta Greenway
  - Parcels
- SCALE: 1" = 1,750'
- N
- 

The Geographic Information System (GIS) and its components are designed as a source of reference for answering inquiries, for planning and for modeling. GIS is not intended or does not replace legal descriptions in the chain of title and other information contained in official government records such as the County Clerk and Records Office or the courts. In addition, the representations of locations in this GIS cannot be substituted for actual legal surveys.

The information contained herein is believed accurate and suitable for the use for the limited uses, and subject to the limitations, set forth above. Mesa County makes no warranty as to the accuracy or suitability of any information contained herein. Users assume all risk and responsibility for any and all damages, including consequential damages, which may flow from the user's use of this information.



# Existing Economic Conditions and Market Trends

## Fruita

---

Fruita has a potential immediate market area of about 30,000 population including the Redlands, Mack, Loma and Appleton. However, the larger market area of Mesa County has over 100,000 people and the region has a population of about 400,000. In 1990, the population of the City of Fruita was 4,043. The recent 2000 census indicates a city population of 6,400.

With recent and on-going commercial development of the Highway 340 corridor south of I-70 and potential commercial and light industrial development within the Fruita/Mesa County Greenway Business Park, Fruita is poised to become a major satellite for jobs and services within the Grand Junction metropolitan area.

However, Fruita is presently an economically distressed community. A 1999 citywide survey revealed that there is still a significant segment of the population below the poverty level. 7.9 percent of the survey respondents reported an income of \$10,000 or less and 18.4 percent reported an income of \$19,000 or less. Also, Fruita has historically had a higher number of families below the poverty level than the countywide average and a higher unemployment rate. The City was projected to be an energy boom town in the early 1980s but instead suffered hard times in the mid 1980s. The refinery, which initially employed 300 people, closed in the early 1990s. The gas and oil drilling operations in the region declined and the oil shale upgrade facility north of Fruita was never constructed. Many other economic enterprises partially replaced the energy sector, but the City continues to lag behind the rest of the County in the housing/job ratio.

Fruita's sales tax leakage to Grand Junction, coupled with its debt service for capital construction bond issue project completed in the early 1980's, has hindered its ability to finance future infrastructure extensions. Consequently, the City has taken the position that new development must front-end infrastructure costs. In the case of the Fruita/Mesa County Greenway Business Park, infrastructure extensions may be financed through a combination of city, county, state and federal assistance programs.

The recent growth in City sales tax revenue, as well as the location of new businesses along the Highway 340 corridor, are indicators of a trend toward economic renaissance. City sales tax revenues have increased by about 38 percent from 1997 to 2000, an average annual growth rate of nearly ten percent. During this same period, the City's share of Mesa County sales tax revenue increased by about 24 percent, or six percent annually. During recent years, two new motels have been built along Highway 340, and another is proposed. With the addition of several restaurants, a gift shop, and major tourist attractions such as the Colorado Welcome Center (more than a quarter million visitors in 1999), the Fruita Visitor Information Center, the Dinosaur Journey Museum, and Colorado River State Park, the 340 corridor is becoming a significant service and entertainment center.



Mesa Insulation (a division of Johns Manville Inc.), located just west of the City limits in the industrial corridor between US 6 and I-70, is a recent addition to the area's employment base, providing jobs for about 130 workers at an average wage of about \$10 per hour. Given that industrial areas in Grand Junction are approaching capacity, the 1,336-acre industrial corridor, including the former refinery site, has great potential to increase Fruita's tax and employment base.

## Mesa County and Western Colorado



Fruita's economic health is interdependent with the vitality of Mesa County's economy. Since the shale oil bust during the mid-1980s, the economy of Mesa County and western Colorado has recovered. The unemployment rate in Mesa County has declined from 10.6 percent in 1985 to 4.3 percent in 1997, according to the Colorado Office of Demography (COD). Estimated employment in Mesa County has grown from 43,702 in 1985 to 64,404 in 1997, an increase of 47.4 percent or about 3.2 percent annually.

Employment by economic sector has shifted since the mid-1980s, with significant growth in construction, manufacturing, and services and a decline in mining and agriculture. Compared to the overall employment growth of 47.4 percent between 1985 and 1997, the construction, manufacturing, and service sectors have increased by 66 percent, 61.5 percent and 67.2 percent, respectively.

Employment in agricultural products and services was at the same level in 1985 and 1997 while mining employment in 1997 was less than half the 1985 level. Wholesale and retail trade employment kept pace with the overall employment increase from 1985 to 1997, while employment in the finance, insurance, and real estate sector (37.3 percent increase) and the government sector (29.7 percent increase) grew more slowly than overall employment.

The wholesale and retail sector and the services sector provide most of the employment in Mesa County (59.2 percent combined), serving both residents and the increasing number of tourists. The construction and manufacturing sectors, which typically pay higher wages than most retail and service jobs, account for about 15 percent of employment. Fruita, with its growing Highway 340 business area and the untapped potential of the industrial corridor, is in a good position to capture new growth in the wholesale and retail, services, construction, and manufacturing sectors.

Most of the existing industrial parks in Mesa County are approaching capacity. Foresight Park is 95% occupied. However, Bookcliff Technology Park, near Walker Field Airport, a 55 acre site, is not developed.

National trends indicate that existing local industries and businesses started by local residents are the primary source for filling industrial parks. A commonly quoted statistic states that 80 percent of industrial park occupants are of local origin. Of the other 20 percent, many choose their location based on a lifestyle choice of the CEO or owner and his or her spouse.

Recognizing that national trends are not necessarily applicable in all cases to the local level, additional research was conducted in Mesa County. 52 businesses were contacted by telephone and were interviewed regarding their choice of locations (see Appendix A). The results were consistent with national statistics. Most of the businesses contacted were started by residents of Mesa County or people who desired to move to Mesa County as a lifestyle decision. Among those that were recruited to Mesa County, local connections frequently played a role in the initial contact.



As further confirmation of the importance of the local market, 15 out of the 52 businesses surveyed anticipated a need for additional or different space within the next five years. Another 11 of those surveyed were unsure. These firms are potential occupants of a new industrial park. Other potential occupants will likely have some existing connection to Mesa County such as a relative, a friend or experience with Mesa County through a vacation or business visit.

Developing a 1,336 acre industrial or office park near a town the size of Fruita will have inevitable consequences on the socio-economic structure of the entire community. As Fruita transitions from a agriculture based economy and society, questions arise as to a vision for the community. Will Fruita be a blue collar town or will it be high-tech? Will tourism dominate and therefore define the community or merely be part of a diversified economy? It is important to note that for Mesa County as a whole the development of the Fruita/Mesa County Greenway Business Park will have minor impact other than to the tax base, while for Fruita it will play a critical role in the community's future.

## **State, National and International**



Several trends affecting the western United States and Colorado that impact Fruita's future are already well established and expanding:

- ◆ Tourism is one of the worlds largest and fastest growing industries. Once established in a community it tends to be self-perpetuating. With each additional amenity attracting or catering to tourists, other amenities are stimulated. Amenities for tourists attract more tourists, more tourist dollars promote more amenities. In a well planned community, tourism adds additional tax dollars while demanding few government services. In a poorly planned and undiversified community, tourism can take control and the culture is then redefined to meet tourist needs rather than the resident population's needs.
- ◆ Mesa County is at full employment and enjoying an enviable growth rate. Although Fruita lags behind the rest of the county in employment, growth in Grand Junction can fuel the region's tax base and provides a stimulus for retail services.
- ◆ Telecommunications technology is moving rapidly toward Grand Junction, including fiber optics and wireless communications.
- ◆ Air transportation will be improving as more regional jets enter the market and smaller airports are consolidated into regional airports.

National and international trends are also impacting economic development in Fruita:

- ◆ As OPEC becomes more unified, oil prices are likely to remain in higher ranges. This will make transportation issues more critical for industry.
- ◆ Globalization and reduced trade barriers will encourage the deportation of low wage jobs while requiring more focus on transportation and distribution.
- ◆ The demographic shift to the western states is expected to continue, creating added demand for services and products to an expanding population.
- ◆ A long turn around time for solving California's energy crisis could affect site selection of businesses and industries that are highly energy dependent. A well-planned business/industrial park in Fruita may be attractive to some California firms seeking a new location with plentiful power and amenities offered by the Fruita/Mesa County Greenway Business Park.

---

# Types of Business and Industry Appropriate for Fruita Area

Based on the market conditions and trends discussed in the previous section, the following assertions may be made:

- ◆ When new industry moves to Mesa County, it will either bring its own work force or compete with existing employers for the local work force, thereby driving up wages. Typically the more sophisticated the work force the higher its mobility.
- ◆ Tourism encourages and finances amenities that appeal to an upscale work force.
- ◆ Fruita and Mesa County have the transportation and communication infrastructure to meet the needs of industry and the aesthetics and climate to facilitate recruiting for upscale employees.
- ◆ White collar workers, retirees and tourists share a common desire for amenities and the overall character of a community.
- ◆ Expansion of existing Mesa County industry can provide a primary market for the Fruita/Mesa County Greenway Business Park.

Given these assertions, site characteristics of the study area, and the need for more commercial/industrial space in Mesa County, the types of business and industry appropriate for the Fruita/Mesa County Greenway Business Park are discussed below.

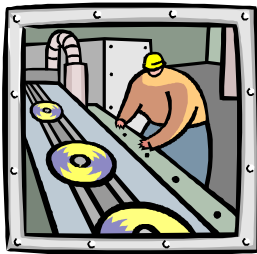
## **Relocation of Existing Mesa County Businesses and Industries**

Based on an informal survey of individuals and organizations involved in developing industrial/business parks and recruiting new businesses and industries to western Colorado, approximately 80

percent of firms that occupy such parks relocate from the host county. Most of the remaining 20 percent relocate because the CEOs of out-of-county firms are attracted by amenities and quality of life benefits offered by western Colorado.

Given that existing industrial/business parks in Mesa County are at or approaching capacity, the Fruita/Mesa County Greenway Business Park is poised to satisfy the latent demand of existing and emerging firms in Mesa County. Also, changing land use patterns in Mesa County, including the beautification of land along the Colorado River, are creating a climate that encourages heavy commercial and light industrial uses to move to a more suitable location. A metal recycling firm, which is dependent on rail access, has already inquired about relocating from Grand Junction to the Fruita/Mesa County Greenway Business Park.

## Clean Industry

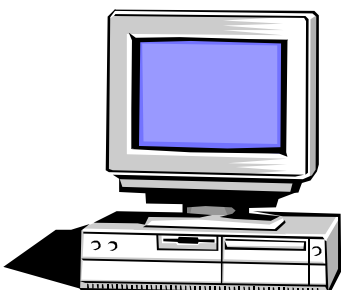


With good rail access and the possibility of improved access from I-70 and US 6, plus the existing, underutilized refinery area, the Fruita/Mesa County Greenway Business Park is a viable location for clean, non-polluting industries and heavy commercial operations such as tank farms and steel fabrication. In addition to improving the local tax base, reuse of the “brownfield” area will probably improve the appearance of the former refinery site when the steel structures are dismantled and lead to additional development opportunities.

The plan incorporates design standards which include buffering, landscaping, and signage recommendations to create an attractive industrial park setting with the Colorado River Greenway in the foreground and the Colorado Canyons National Conservation Area and the Colorado National Monument in the background.

With designation of the refinery site for industrial or heavy commercial uses, the cleanup of polluted areas can be completed more quickly and less expensively. Cleanup standards for such uses are not as stringent as for other uses, such as residential.

## High Tech Firms



A well-designed business park, surrounded by incredible natural beauty, and located in a growing, but still small metropolitan area is likely to attract high tech firms emerging in western Colorado as well as firms relocating from elsewhere. The Fruita/Mesa County

Greenway Business Park, however, is not suitable for certain high tech firms that are sensitive to railroad vibrations. Computer chip makers, for example, generally require a location at least one mile away from a railroad.

## **Business Incubator Facilities**



Through public/private partnerships, it may be feasible to develop facilities intended to enable and assist emerging businesses and industries in the metropolitan area. When such enterprises establish firm footing and seek to expand, they have ample space to do so in the Fruita/Mesa County Greenway Business Park. Such facilities would ideally be located in the eastern end of the park (Area A).

An incubator facility currently exists at the DOE compound in Mesa County, which is located on Orchard Mesa. This incubator facility has been at capacity for the past 1-1/2 years. A similar facility located in Area A of the Fruita/Mesa County Greenway Business Park could serve to nurture the development of businesses in the western end of Mesa County. Low cost rents and the sharing of technical services are amenities typically offered by incubator facilities.

---

# Goals and Objectives

**A goal is defined as a long-range ideal or end product.**

**An objective is defined as a specific target to be met as an intermediate step in achieving a long-range goal.**

**Goal 1: Create conditions within the study area designed to entice private sector development within the study area.**

## **Objectives**

1. The State of Colorado, Mesa County, and the City of Fruita should extend infrastructure, such as sewerage and roads, to the study area through financing mechanisms such as grants, special districts, etc. See also Chapter 8 for a more in-depth description of public/private financing partnerships.
2. Encourage private and quasi-public entities that provide services such as railroad access, electricity, gas, telecommunications, and water to prepare plans to efficiently serve potential new customers within the study area.
3. Develop a plan to extend public transit to the study area.
4. Annex the study area into the City of Fruita within the near future to establish a clear set of rules and regulations to guide new development.

5. Develop public/private partnerships for buildings and sites for rent to private businesses and industries.
6. Assist and expand existing business incubator facilities and programs to support new businesses.
7. Develop amenities, such as parks, greenways, trails, and landscaping that will make the study area an attractive place to invest in and work.
8. Complete cleanup of sites under the RCRA order within five years.

## **Goal 2: Develop economic incentives and a marketing program to entice private sector development within the study area.**

### **Objectives**

1. Coordinate with the State of Colorado Office of Economic Development to create incentives to attract new businesses and industries.
2. Continue to designate the study area as an enterprise zone, which is eligible for tax credits and job creation programs.
3. Create a public-private partnership, or use existing public-private partnership such as an economic development corporation to promote the study area and to assist businesses and industries that are considering locating in this area.
4. Improve education and training of the local workforce to provide more skilled industrial workers.
5. Coordinate development in the study area with development in downtown Fruita, 340 Corridor, US 6 Corridor, and the rest of Mesa County.
6. The City of Fruita should develop incentives, in coordination with Mesa County and the State of Colorado.

## **Goal 3: Encourage economic diversity within the study area.**

### **Objectives**

1. Attract businesses and industries that increase the property tax base.
2. Attract businesses and industries that pay high wages and provide quality jobs for local residents.
3. Encourage the reuse of existing buildings and storage tanks.
4. Attract high tech industries that will inevitably locate in Mesa County.
5. Encourage the expansion, within the study area, of existing Mesa County businesses and industries.
6. Attract businesses and industries that need good rail and highway access.
7. Attract non-polluting industries.

### ***Goal/Objectives Outside the EDA Study Area (This links to Goal 2, Objective 5)***

## **Goal 4: Revitalize the Fruita downtown area.**

### **Objectives**

1. Develop a frequently scheduled public transit connection between the downtown area, the Highway 340 business area, and the 1,336 acre economic development study area.
2. Establish and maintain a vacancy rate of not more than ten percent for storefronts in the downtown area.
3. Create a public-private partnership such as an economic development corporation to promote the downtown area and to assist businesses that are considering locating in this area.
4. Develop a business incubator facility and program in the downtown area to support new businesses.
5. Develop a theme/unique character for the downtown area that gives it a special identity within the Grand Junction metropolitan area.



# Alternative Design Concepts

## Description of Alternatives

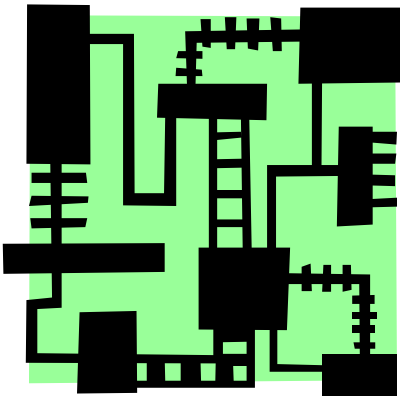
The design of a business and industrial park is dependent on the type of land uses and firms that are targeted for location to the facility. Likewise, the degree to which infrastructure is extended into the site will encourage or discourage development.

The following design and marketing alternatives were presented to and discussed by the Steering Committee:

- 1. Status Quo** - Take uses as they come along and accommodate them based on established design guidelines. This ad hoc approach recognizes that decisions by individual firms to locate in a new business/industrial park are complex, based on financing availability, market conditions, suitability of available land, work force quality, and other factors. Due to this uncertainty, it is difficult to anticipate which types of firms will be attracted to the Fruita/Mesa County Greenway Business Park.  
**Design:** Design guidelines should be established, such as setbacks, screening, and landscaping, to minimize adverse impacts in case potentially incompatible land uses locate in close proximity to each other.  
**Infrastructure:** Infrastructure would not be extended into the site until new development demands it.
- 2. Local Industries and Businesses** - Emphasize accommodating existing uses in the metropolitan area that need to relocate. Research has shown that, for typical business/industrial parks, about 80 percent of firms that locate in new parks come from the host metropolitan area. Given that existing parks in Mesa County are at or approaching capacity, there appears to be a latent demand for new and expanding firms to find a location appropriate for their needs.

**Design:** Design guidelines should be established, such as setbacks, screening, and landscaping, to minimize adverse impacts in case potentially incompatible land uses locate in close proximity to each other.

**Infrastructure:** Extend infrastructure into the site incrementally starting with the Pabco Industrial Park and working west.



- 3. Clean Industry** - Emphasize clean, rail-oriented industry to take advantage of rail and highway availability and pipeline access. With good rail access, including six existing rail sidings, and the potential for improved access from I-70 and US 6, the Fruita/Mesa County Greenway Business Park may be attractive to industries that are dependent on rail or highway transportation. Also, the existing refinery area, particularly the portion under the RCRA cleanup order, has been contaminated. Reuse by industry requires less stringent cleanup standards than for other types of reuse, such as housing.

**Design:** Establish pre-approved sites with strong zoning, signage, and landscaping elements

**Infrastructure:** Extend infrastructure into the site incrementally starting with the Pabco Industrial Park and working west.

- 4. High Tech** - Emphasize high tech businesses to take advantage of the river, trails, and bluff views. Research has shown that high tech businesses, which typically employ white collar workers at fairly high salaries, seek quality of life amenities in addition to basic infrastructure and services necessary for operations. The amenities offered by Mesa County and Fruita – good climate, close proximity to natural areas, recreation – are contained in microcosm within the Fruita/Mesa County Greenway Business Park. With striking views of the Colorado National Monument, BLM wilderness areas, and the Bookcliffs, with a proposed trail and greenway paralleling the Colorado River, a well-landscaped business park is poised to attract high tech firms seeking such amenities.

**Design and zoning:** Establish pre-approved sites with strong zoning, signage, and landscaping elements. Design guidelines should be established, such as setbacks, screening, and landscaping, to minimize adverse impacts in case potentially incompatible land uses locate in close proximity to each other.

**Infrastructure:** Extend infrastructure into the site incrementally starting with the Pabco Industrial Park and working west.

- 5. Agricultural Products** - Emphasize the processing of agricultural products. Fruita has an agricultural heritage, although many of today's ranchers and farmers struggle to earn a living. A strategy to reinvigorate the agricultural economy could

include the development of processing facilities that might create a more viable market for locally produced crops.

**Design and zoning:** Establish pre-approved sites with strong zoning, signage, and landscaping elements. Design standards should be incorporated into zoning to buffer the individual uses that may adversely impact the surrounding uses. Environmental standards should be incorporated into the new zone.

**Infrastructure:** Extend infrastructure into the site incrementally starting with the Pabco Industrial Park and working west.

- 6. Distribution facilities** - With excellent rail access and the potential for improved highway access, the Fruita/Mesa County Greenway Business Park is an ideal location to warehouse and distribute products destined for locations between Denver and Salt Lake City. Located about halfway between these large metropolitan areas, the Park might attract firms that find it economical to have one distribution facility midway rather than two – one at each end of the inter-metropolitan corridor.

**Design and zoning:** Establish pre-approved sites with strong zoning, signage, and landscaping elements. Design standards should be incorporated into zoning to buffer the individual uses that may adversely impact the surrounding uses. Environmental standards should be incorporated into the new zone.

**Infrastructure:** Extend infrastructure into the site incrementally starting with the Pabco Industrial Park and working west.

- 7. All of the above.** The Fruita/Mesa County Greenway Business Park is large (1,336 acres) and could accommodate a variety of business and industrial uses, with appropriate separation of incompatible uses and proper design.

**Design and zoning:** Establish pre-approved sites with strong zoning, signage, and landscaping elements. Design standards should be incorporated into zoning to buffer the individual uses that may adversely impact the surrounding uses. Environmental standards should be incorporated into the new zone.

**Infrastructure:** Extend infrastructure into the site incrementally starting with the Pabco Industrial Park and working west.

The Steering Committee agreed by consensus that a flexible, multi-faceted approach is appropriate – i.e. Alternative 7. This decision has design implications, since some uses should be separated or buffered from other uses that may be incompatible.

# Questions Related to Alternatives



The following questions relating to the alternatives were discussed by the Steering Committee. The discussion has design implications.

- 1. What is the top priority: to cleanup the contaminated portion of Area C, or to develop the east end of the study area first, or to do both simultaneously?** Begin developing the eastern part of the study area while the cleanup of the refinery proceeds.
- 2. Where will entry points be located?** An access point from US 6 is needed, since drivers coming from the east generally do not want to travel to the Loma I-70 Interchange and double back. In addition to inconvenience, it is considered to be too expensive for trucks traveling from the east to drive the extra distance via Loma. Also, truck drivers often go out of their way to avoid a weigh station located near Loma.
- 3. Should the best agricultural land be developed last or not developed at all?** Since there is plenty of good agricultural land in Mesa County, including adjacent land north of US 6, the land within the study area should not be reserved for agriculture, except possible use of parts of the 100-year flood plain that are not suitable for development.
- 4. Should the industrial park be extended to the west to the Loma Interchange?** No. While this alternative was considered feasible by the Steering Committee, the Mesa County Planning Commission, members of the public, and Mesa County Planning staff expressed opposition to including the area west of the former refinery site and east of Highway 139 within the Park. Potential industrial development of this area would change the character of the Loma Rural Community designated by Mesa County.
- 5. What kind of land uses adjacent to the industrial park are appropriate?** Most of the adjacent agricultural land outside the Park should be preserved, except for the area around Paradise Valley Mobile Home Subdivision that is shown as a Community Residential District in the Fruita Community Plan 2020. However, the area north of US 6 will probably be considered suitable for industrial development as the Park develops and may even compete with the Park, since highway access is more direct, without a railroad barrier.
- 6. How will the floodplain be treated: keep buildings out; or elevate/floodproof?** Use the higher, northern part of the floodplain for development, but try to design the site for open use of the lower part of the flood plain.

7. **Should a “grand entry” be established by relocating US 6, or should an overpass be constructed over US 6 and the railroad?** Another, less expensive option would be to install an accel/decel lane rather than an overpass or a “jug handle”. Further evaluation is needed in consultation with CDOT. However, within the site, an attractive boulevard linking the various parcels should be constructed to help attract high tech firms.

8. **Are rules in the industrial park to be enforced by covenant or by zoning/subdivision ordinance guidelines?**

The County has already zoned the area, but more specific zoning regulations may be needed to implement the plan while at the same time pre-approving sites under zoning to speed up the building process. Major property owners may choose to record covenants to ensure high standards of landscaping, signage, and screen fencing of outdoor storage areas similar to the covenants and restrictions found at Foresight Industrial park in Grand Junction.

---

# Preferred Design

The overall intent of the plan is to capitalize on the assets of the three major areas in the Fruita/Mesa County Greenway Business Park and use them in an environmentally friendly manner. All areas will have access to the lakes and trails along the Colorado River (Colorado River State Park) and trail connections to the City of Fruita and the Kokopelli Trail at Loma along the Colorado River. All areas will have beautiful panoramic views of the red cliffs and mountains of the Colorado National Monument (National Park Service) and the Colorado Canyons Conservation Area (BLM), which form a spectacular backdrop to the Fruita/Mesa County Greenway Business Park.

The park will most likely be developed in phases as the need arises and financing is available. An illustrative plan is depicted on Map 6.

## Area A

Area A, the easternmost section, is closest to existing sewer service and will likely develop first, except that properties further west could develop as opportunities occur if central sewer service is not needed. Area A is the section of the park designated for facilities intended to enable and assist the development of emerging businesses and industries, sometimes referred to as “incubator” facilities. The industrial park east of Little Salt Wash, which has smaller lots and limited access, can evolve into a small industrial "incubator" area with the current saw mill, and other smaller manufacturing and light industrial areas. This area will also accommodate mostly local companies that need room to expand. Lots in this area will generally be small (one-half acre to five acres) with minimal requirements for screening and setbacks.

## Area B



Area B extends from Big Salt Wash west to about one-quarter mile east of the refinery area. This area already has a major industry (Mesa Insulation) and several smaller firms, including Mt. West (drilling co.) and Micon Industries (pre-fabricated building panels). A gravel extraction operation is planned at the western end of this area, generally within the 100-year flood plain. After the gravel is removed, a lake will be created, which is considered a positive design element in this plan. With proper landscaping, the lake could be an attractive complement to the Colorado River, the greenway along the river, and the background view of the Colorado National Monument.



This area is intended for use by established businesses that need medium to large sites and by high tech firms. The latter should be located adjacent to open space areas, including the new lake, as part of an amenity package designed to attract such firms.

The United Company Parcels, Pabco Industrial Park and the Sooner Industrial Park can evolve into a collection of well designed light industrial and office buildings with extensive landscaping, low signage and complete infrastructure improvements (sewer, water, fire hydrants, paved roads, and a good rail grade crossing). Landscaping should emphasize xeriscaping and other low or no water use buffer and screen types.

## Area C



Since processing petroleum and natural gas products will continue to be an important activity for the growing metropolitan region of Mesa County, western Colorado and eastern Utah, it is anticipated that Area C will continue to serve as a rail head for importing, storing and shipping petroleum products as well as a possible future warehousing and light manufacturing area. This area will be buffered by landscaping, a future lake where gravel will be removed, and the Colorado River greenway on the south side of the property. Tanks and metal that are antiquated will be removed and can be recycled as scrap metal. Cleanup can occur as the metal is removed and environmentally sound tanks can be installed. Over time the site can be transformed into a clean, modern, efficient rail terminal, warehousing, and light industrial area with extensive green areas. The area will eventually have improved sewer service as the Fruita sewer line is extended to the west as well as all other

necessary infrastructure (water, fire hydrants, paved roads, good rail grade crossing).

Some of Area C, the former refinery site, is subject to inspection for contamination. Emphasis should be placed on cleanup efforts because the perception of a contaminated area could have a negative impact on the entire Fruita/Mesa County Greenway Business Park. The CDPHE and owners of contaminated properties expect to complete cleanup operations within five years.

Design standards should be less restrictive than for other areas of the Fruita/Mesa County Greenway Business Park. Parcels in Area C are larger than most other parcels in the Park and would probably remain so even if some of them are subdivided. Screening requirements are appropriate along the boundaries of Area C, but not between individual parcels within the area.

Due to the large size of Area C and present uncertainty about the exact location of all contaminated areas, the location of the major access road through the area has not been determined.

## Site Access and Internal Circulation



A traffic impact study should be prepared. Because the Park is linear and has no access from the south and east and restricted access from the north, creating optimal entry points is difficult. The Park is adjacent to I-70 but currently has no direct access to or from the highway. This plan proposes that a direct entry be constructed from the west-bound ramp at the Highway 340 interchange at the east end of the park. The narrow space available to create this entry will present design challenges and certainly prevents two way traffic to and from the park at this location. An alternative for egress from the eastern end of the Park would be to convert the existing, non-signalized rail crossing to a one-way signalized crossing exiting the park. A long range solution would be to construct an underpass at this location to eliminate the rail crossing hazard.

There are currently two signalized rail crossings from US 6 on the north side of the park (15 Road and 16 road) and five private, non-signalized crossings. Except for the easternmost crossing, discussed above, this plan recommends that the non-signalized crossings be closed. The existing signalized crossings may present a difficult and costly design situation. CDOT will probably require a



redesign of the entry roads, which may be more complex than adding lanes to US 6.

If a connection to the Loma Interchange is determined to be necessary, this matter must be considered by the Mesa County Planning Commission.

The internal circulation plan within the Park consists of three elements: roads and bridges, rails, and trails. It is recommended that the following design standards and criteria be applied to the internal circulation system.

The roadway system consists of boulevard design extending from each entry point linking all areas of the park, if adequate financing becomes available. The design incorporates traffic circles, similar to Circle Park in downtown Fruita, at major intersections. The less traveled roads needed to complete a roadway loop or to reach less intensively developed areas can consist of two lanes.

All roadways and traffic circles should have a wide turning radius, sufficient width, and constructed to accommodate large trucks. Parking should not be permitted on the roadway. If initial financing levels are insufficient for construction of a boulevard, the first travel way should be constructed on one side of the right-of-way so that the other lanes can be constructed at a later date. The design of the roadway network will require more detailed studies, including a geotechnical study and a drainage plan.

Map 4 shows the approximate location of new roads within the park. Fruita officials have met with owners of parcels that the roads would traverse and have received tentative approval for general right-of-way locations.

The rail system, which currently has two entry points, should be extended so that additional properties can be served in the future. Crossing of the tracks by streets or driveways should be kept to a minimum. After a marketing plan has been implemented and the Park has been publicized, inquiries by firms considering locating in the park should be monitored to determine the need for rail service so that additional tracks can be added as needed.

The third element of the circulation system consists of a trail network, which would connect to the regional trail network and also provide a bicycle and walkable commuter connection to Fruita. The trail system is discussed in more detail under "The Greenway" below.

# Water and Sewer Service



Map 5 shows the location of existing water lines and the conceptual location of new sewer lines. Additional water lines would be installed as needed by Ute Water.

New sewer lines would be extended west from an existing lift station located east of Big Salt Wash. This lift station will need to be upgraded when the area to the west becomes more developed. Sewer infrastructure extending to the west will include a force main and lines 8 to 10 inches in diameter. Another lift station will be needed at the western end of Pabco Industrial Park near the center of Area B. The Technical Appendix of the Fruita Community Plan 2020 presents this information in more detail. Mesa County and the City of Fruita should consider adopting a policy that prevents or minimizes the use of septic systems to avoid the proliferation of such systems near the Colorado River.

Mesa County has adopted a firm “non-proliferation” policy modeled after that of the Colorado Department of Health. This policy discourages multiple, small and scattered sewage treatment systems because of the difficulty of operating and managing small systems and because of the difficulty in regulating multiple systems.

Water and sewer lines and other utilities should be placed in road right-of-ways, and installation should be coordinated with road construction as much as possible.

# The Greenway



The greenway is obviously one of the most important design features of the Fruita/Mesa County Greenway Business Park. The greenway includes most of the 100-year floodplain of the Colorado River that lies within the Park.

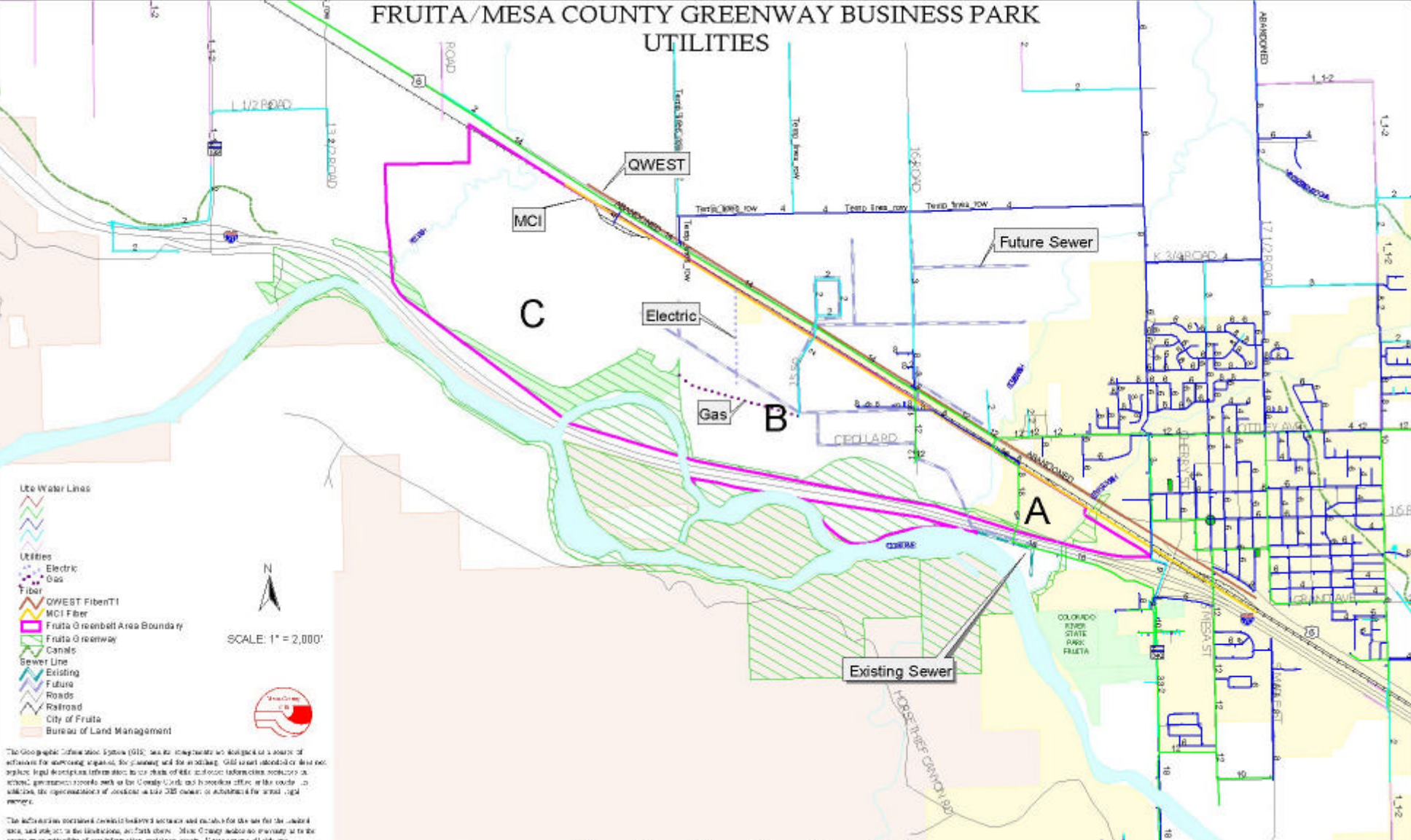
This Plan recommends that property owners either grant an easement for the greenway or dedicate the greenway portions of their parcels to the Colorado Division of Parks. Approximately 73 acres in Area C, formerly owned by FMM, has already been dedicated to the Colorado Division of Parks. Mesa Insulation, located in Area B, has dedicated a 50-foot strip consisting of about 1.5 acres.

A proposed trail, which would be open to the public, meanders through the entire length of the Park, more than four miles. This trail has been identified in several other documents prepared by the City of Fruita, including the Fruita Community Plan 2020. The trail will link the downtown and Highway 340 corridor areas with the Kokopelli Trail at Loma. Frequently spaced access points will provide future workers and the public with opportunities to enjoy the trail and the greenway.

The greenway will also include two lakes – one in Area B and one in Area C – that will be created after proposed gravel mining operations have terminated. Depending on the reclamation plan and actual location of gravel deposits, several lakes could be created in each of the proposed gravel mining areas.



# FRUITA/MESA COUNTY GREENWAY BUSINESS PARK UTILITIES



- Use Water Lines
- Utilities
  - Electric
  - Gas
  - Fiber
  - QWEST Fiber/T1
  - MCI Fiber
  - Frutta Greenbelt Area Boundary
  - Frutta Greenway
  - Canals
  - Sewer Line
    - Existing
    - Future
  - Roads
  - Railroad
  - City of Frutta
  - Bureau of Land Management

SCALE: 1" = 2,000'



The Geographic Information System (GIS) was developed as a source of information for planning, engineering, and construction. GIS is not intended or designed to replace legal descriptions or other forms of title. It is not intended to be used as a substitute for a professional survey or other legal document. It is not intended to be used as a substitute for a professional survey or other legal document.

The information contained herein is based on data provided to the City of Frutta. The City of Frutta is not responsible for the accuracy or reliability of any data provided to the City of Frutta. The City of Frutta is not responsible for the accuracy or reliability of any data provided to the City of Frutta.

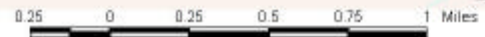
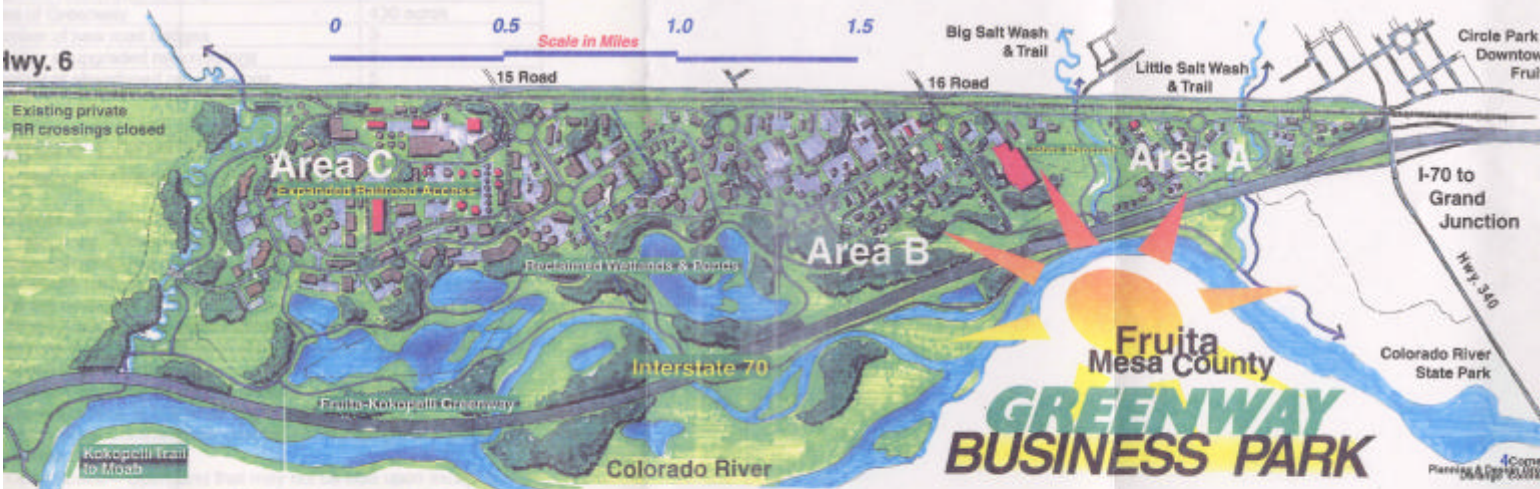


TABLE 3  
SUMMARY OF DESIGN FEATURES

Feature	Dimensions
Width of building shell	220'
Width of adjacent tracks	10' below
Width of access roads	3.5' below
Width of elevated rail bridge	2.7' below
Width of trails within park shell	10' below
Width of access roads to shell	10' below



Hwy. 6

0 0.5 1.0 1.5  
Scale in Miles

Area C

Area B

Area A

Circle Park  
Downtown  
Fruita

I-70 to  
Grand  
Junction

Hwy 310

Colorado River  
State Park

Fruita  
Mesa County  
**GREENWAY**  
**BUSINESS PARK**

4 Corn  
Planning & Design Co.

# Summary of Proposed Design Features



Based on the features shown on Map 6, Illustrative Site Plan, the following elements would exist within the Park if the design concept shown on Map 6 were fully implemented. The numbers indicated in Table 3 below are approximate.

**TABLE 3  
SUMMARY OF DESIGN FEATURES**

<b>Feature</b>	<b>Dimensions</b>
Number of building sites	225
Length of internal roads 1	0 miles
Length of sewer mains	3.9 miles
Length of internal rail tracks	2.7 miles
Length of trails within Park and adjacent area (south of I-70)	10 miles
Area of Greenway	430 acres
Number of new road bridges	3
Number of upgraded rail crossings	2
Number of abandoned rail crossings	5

# Future Land Use Map



The Fruita Greenway Business Park is divided into four basic land use categories. Other areas can be added at a later date if more precise definitions are needed. These land use descriptions provide a framework for developing covenants, zoning districts, or both. The areas are described as follows and are shown on Map 7

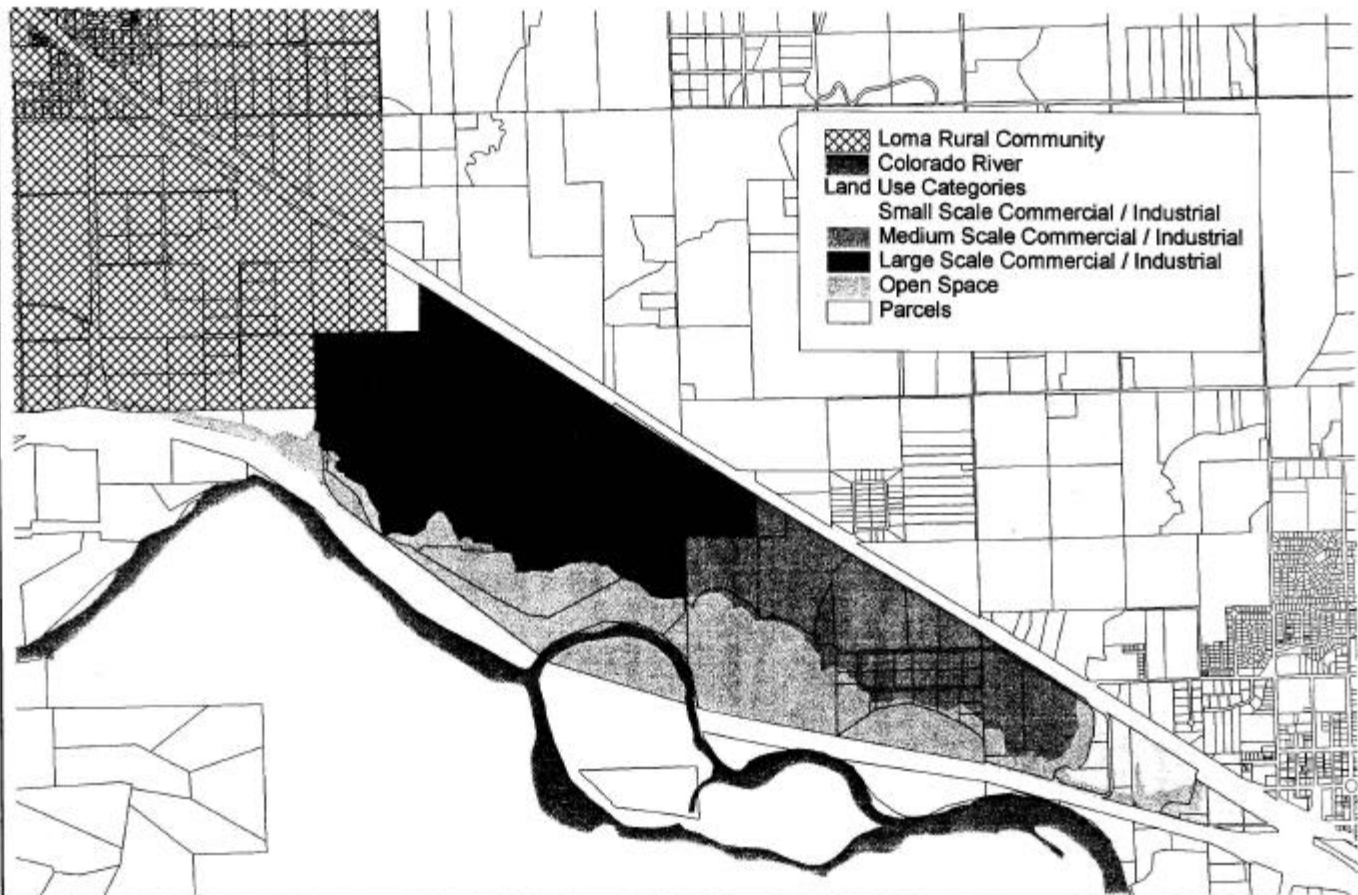
- ◆ Small Scale Commercial/Industrial – This area generally applies to Area A (east of Big Salt Wash), but could also apply to Area B (see explanation below).
- ◆ Medium Scale Commercial/Industrial – This area generally applies to Area B, but could also apply to Area C.
- ◆ Large Scale Commercial/Industrial – This area generally applies to Area C.
- ◆ Open Space – Open land that may not be built upon except for trails and limited roadways. This area generally applies to the 100-year floodplain.

“Scale” is defined by the dimensions and characteristics that constitute scale. These elements include, and may be expanded to include other elements:

- ◆ Size of lot
- ◆ Size of structure
- ◆ Percent of land covered by structures
- ◆ Maximum land coverage allowed (includes parking lots and outdoor storage)
- ◆ Minimum setback
- ◆ Maximum height
- ◆ Maximum open storage
- ◆ General use type

Specific dimensions should be developed as part of a zoning ordinance or a covenants document. Guidelines for establishing dimensions of specific elements of scale are presented in Table 4.

- Map 7 -  
Future Land Use





**TABLE 4  
GENERAL DESIGN GUIDELINES**

Elements of Scale	Dimensions By Land Use Category		
	Small Scale	Medium Scale	Large Scale
Size of Lot	10,000 sq. ft. minimum	1 – 5 acres	2 –10 acres
Size of Structure	5,000-10,000 sq.ft.(average)	10,000 sq. ft. – 2 acres	10,000 sq. ft. to 5 acres
Maximum % of Land Covered by Structures	50%	50%	80%
Maximum % Land Coverge Allowed <sup>1</sup>	70%	70%	90%
Minimum Setback	15 feet	25 feet	25 feet
Maximum Height	35 feet <sup>2</sup>	35 feet <sup>2</sup>	35 feet <sup>2</sup>
Maximum Open Storage	20% properly screened	20% properly screened	No requirement, but proper screening required in most cases.
Landscaping, buffering and street frontage	10% of parking area	10% of parking area	10% of parking area
Signage	Free standing, monument, and wall signs <sup>3</sup>	Free standing, monument, and wall signs <sup>3</sup>	Free standing, monument, and wall signs <sup>3</sup>
General Use Types	Office; small manufacturing that meets Fruita performance standards.	Office; small to medium manufacturing that meets Fruita performance standards; gravel mining	Light manufacturing and energy uses meeting or exceeding EPA requirements; storage tanks; rail sidings and associated uses; gravel mining; agricultural processing facilities

1 Includes parking lots and outdoor storage

2 Towers and taller structures allowed by Conditional Use Permit

3 See Fruita Sign Code

In order to provide flexibility within this general scale concept, the scale allowed in the small scale area would be allowed in the medium scale area, but not in the large scale area. The scale allowed in the medium scale area would be allowed in the large scale area, but not in the small scale area. The scale allowed in the large scale area would be allowed only in this area (Area C).

## Historic Downtown Fruita

Small towns and big cities all over America are struggling to preserve the economic viability of their downtown areas. Urban sprawl, strip centers and “big boxes” are only a few of the many factors draining dollars and traffic from downtown retail outlets. Fruita is fortunate that it has an attractive downtown area with a reasonable amount of economic activity still in place. The future, however, is uncertain. Development along the highway 340 corridor on the south side of I-70 may generate retail and restaurant establishments to further erode the economic viability of the historic downtown area. To discourage this new development, however, would be counterproductive to the emerging tourism industry in Fruita. Additional hotels, restaurants and tourism-driven retail establishments should be an integral part of Fruita’s economic future. It is therefore incumbent on Fruita civic leaders to embrace the new competition for tourism dollars while seeking to enhance the economic viability of the downtown.

The key to prosperity in downtown Fruita is simply to generate pedestrian traffic. If the traffic is there retailers will soon follow. Recognizing that Fruita has finite resources to work with, the following are recommended:

- ◆ Develop an appealing identity and theme for the downtown area. Taking the lead from established attractions like Bourbon Street in New Orleans and Old San Diego, cities across the country are renaming deteriorating sections of their downtowns to create appeal.
- ◆ Seek grants and tax incentives to dress up the downtown to reinforce the new image.
- ◆ Pursue signage, particularly with CDOT, directing traffic to this newly renamed section of Fruita.
- ◆ Encourage downtown businesses to use the new name in all of their advertising and public relations.
- ◆ Encourage any building remodels or signage changes to reflect the new theme.
- ◆ Hire or refocus a current city staff member to serve as a “special events coordinator”. This person’s objective would be to

generate activity in downtown Fruita. Ideally, every weekend there would be a farmers market, live entertainment, festivals and arts and crafts fairs in the downtown area. Circle Park and the city hall parking lot could serve as bookends with events in each location luring pedestrian traffic between the two and consequently past retail outlets. The “special events coordinator” would also serve a public relations function, sending out press releases and encouraging media coverage of all the activities. Merchants would be encouraged to time promotions, like sidewalk sales, to coincide with the special events. Ultimately, the goal would be for downtown Fruita to be “the place to go” for a weekend of family fun and festivities for all of Mesa County and neighboring communities.

# Implementation Strategies

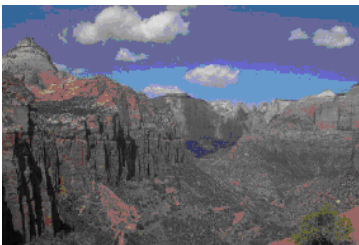
The Fruita/Mesa County Greenway Business Park Plan is designed to guide growth and development of a largely untapped resource in Fruita and Mesa County. The plan is an advisory document only and does not have the force of law. While the plan's success in achieving the goals and objectives stated in Chapter V will depend a great deal on market forces and cooperation between public and private entities, the following strategies are designed to help implement the plan.

1. A City-County implementation plan should be developed within six months of adoption to address the following issues and other concerns that arise regarding the Plan:
  - ◆ Annexation, zoning and infrastructure financing policies should be established in an Intergovernmental Agreement between Fruita and Mesa County.
  - ◆ To implement the Plan, the area must be rezoned. Work with all property owners in the study area on acceptable zoning and then rezone the area to implement the Plan.
  - ◆ I-70 interchange upgrades should be completed as recommended in the Mesa County 2020 Regional Transportation Plan and State Improvement Plan. The Colorado Department of Transportation should be consulted and kept up-to-date of changes in the area to ensure these upgrades are completed in a timely manner.
  - ◆ The greenway land is, for the most part, not publicly owned at this time. The Plan calls for property owners to grant easements or dedicate the needed land to the Colorado Division of Parks. More information on methods to acquire these lands should be investigated and described in the Plan. The GOCO Legacy Fund is available to acquire land for the greenway.
  - ◆ Increased traffic resulting from future development may require improvements to US Highway 6 such as turning lanes or other design solutions that allow large vehicles to safely stack and cross the narrow space between the highway and the railroad tracks. These improvements are addressed in the Fruita Community Plan 2020. The Colorado Department of

Transportation also has improvements to US Highway 6 in this area planned and budgeted. Upgrades should be completed as recommended in the Mesa County 2020 Regional Transportation Plan and State Improvement Plan. The Colorado Department of Transportation should be consulted and kept up-to-date of changes in the area to ensure these upgrades are completed in a timely manner.

2. The City of Fruita should annex part of the land currently outside existing City limits that is included within the Fruita/Mesa County Greenway Business Park. It is preferable for Fruita to annex parts of the Park it intends to serve with sewers sooner than later so that businesses interested in locating at the Park know that it is already part of the City.
3. Identify grants and other programs that could be used to finance the infrastructure improvements called for in the plan, such as Colorado Department of Local Affairs energy impact grants, HUD CDBG grants, EDA public works grants, CDOT T-21 enhancement grants, GOCO grants, EPA brownfield grants, CDPHE clean up grants, tax increment financing, and creation of a local improvement district.
4. Apply for grants or loans from federal and state sources and develop appropriate cost sharing arrangements with private entities to extend and improve infrastructure to the Park, particularly roads and sewer lines.
5. CDPHE and property owners should continue their efforts to identify and clean up contaminated areas of the former refinery site to meet the goal to remove contaminants within five years. The City of Fruita and Mesa County should provide encouragement and support for the cleanup and, if appropriate, lobby for increased resources devoted to this project.
6. Reclamation plans for the proposed gravel extraction operation in Area B, including the creation of a lake, should be consistent with the need to develop an attractive business park conducive to attracting high tech firms.
7. The City of Fruita and Mesa County should develop procedures to pre-permit and streamline development applications within the Park to provide an incentive to firms that may consider locating there.
8. Evaluate the feasibility of constructing a publicly owned building that could be leased to the private sector. This could include a lease-purchase agreement.
9. Work with property owners in the Fruita/Mesa County Greenway Business Park to develop covenants governing the design and siting of structures and landscaping standards. Since each of the three areas within the Park have different types of commercial or industrial uses, each area should develop its own set of covenants.

10. Investigate the feasibility of establishing a corporation, which would include membership of all property owners within the Park, that would own the Park and make decisions concerning design, landscaping, and appropriate land use, among others, to ensure quality and therefore enhance financial viability. The corporation could have three divisions, one for each area.
11. In cooperation with Mesa State College and Fruita Monument High School, develop a program to educate and train potential employees of businesses and industries in the skills needed by modern firms.
12. A plan to market the Fruita/Mesa County Greenway Business Park to local firms and out-of-county businesses should be developed. Elements of a unique selling proposition could include:
  - ◆ Marketing should be directed at local firms. In consideration of the financial resources available for marketing, it seems inescapable that a significant target audience for marketing the industrial park is Mesa County itself. Local advertising and public relations raising awareness of the park and its amenities should be the first priority and may be all that is necessary. Considerable interest could be generated by:
    - Civic club presentations
    - Direct mail to local business and industry
    - Sales calls to local business and industry
    - Media events and news releases regarding the park
    - Paid advertising in local media
    - Booth space in local trade shows
    - Organized tours of the park.
  - ◆ Identify what makes Fruita unique compared to the competition. All marketers seek to accomplish this, and Fruita and Mesa County should do likewise. While railways, inter-state highways, electricity, sewer and water and other infrastructure are important for industry, they are not unique to Fruita. What differentiates Fruita is the juxtaposition of this infrastructure with a large business park and an appealing lifestyle. A prospective employer can more easily recruit and keep a work force when the local environment is appealing. It is no accident that Austin, Texas and San Francisco are successful high-tech centers.
  - ◆ A workable and appealing community vision is achievable for Fruita and Mesa County. Fruita can move toward being a retirement community, a tourism destination and a predominately white collar residential area. Grand Junction will furnish higher education, medical facilities, major retail and other necessities. Fruita would be more boutique oriented with coffee shops, sporting goods stores and trendy restaurants. A park-like atmosphere in downtown Fruita with frequent special events and



entertainment would add to the atmosphere. Through a coordinated effort of the tourism industry, the City of Fruita (which should consider hiring a special events coordinator), the retail sector and an economic development initiative, Fruita could become an appealing location for:

- Active retirees seeking an outdoor lifestyle.
- Tourists pursuing a southwest experience in an attractive community.
- Employers competing for highly educated, new economy employees.

Current residents should find this vision consistent with an appealing lifestyle and within their limits of acceptable change. The tax base would be enhanced, the environment would not be damaged and established employers would not be threatened. It must also be noted that this vision is consistent with the marketing strategy developed in 1995 and currently being executed by the Mesa County Economic Development Council. While this organization focuses some of its energy toward agriculture this also is not inconsistent. An agricultural base is necessary for preserving open space which is critical for aesthetic reasons.

- ◆ The bottom line is that the entire community must act in concert to create an aesthetically appealing community and to recruit new industry on that basis. Those who move to the community because of aesthetic values are by definition likely to preserve the lifestyle they have sought out.

Page Intentionally Blank



**APPENDIX A**

**SURVEY OF MESA COUNTY BUSINESSES**

## MESA COUNTY SURVEY OF BUSINESSES AND INDUSTRIES RESULTS

Fifty-two businesses were contacted throughout Mesa County. A publication of the Grand Junction Area Chamber of Commerce entitled *Manufacturers of Mesa County, 2000* was used a source for contacting spokespersons for each business. This publication lists approximately 150 businesses. Please note that some respondents gave more than one answer to some of the questions.

1. When did you first locate in Mesa County.?

Before 1990 - 41  
1990 to 1995 - 8  
1995 to 2001 - 3

2. How did you find Mesa County?

Lived here - 21  
Other - 12  
Business started here – 8  
Recruited by Development Council - 5  
Had friends here - 4  
Family Here - 2  
Came here to visit – 2  
Don't Know – 2

One response for each of the following:

Friends told me about it  
Saw advertising  
Site location company  
3D System already here (that's who we do business with)  
Brought existing business to town  
Moved from Aspen  
Bought a closed plant  
Ranching of interest to owner  
Low cost of living due to financial slump in economy  
Energy cost low  
Central location to ski area (sells ski lifts)

3. What motivated you to locate here? Already there - 22

Lifestyle - 11  
Climate – 8  
Other - 5  
Business started here - 3  
No Opinion – 3  
Labor - 2

One response for each of the following:

Rail Service  
Air Service  
Interstate Highway  
Access to Grand Junction  
Access to Western Slope

Factory Space Availability  
Oil field & Ranching access  
Basic Infrastructure

4. What additional infrastructure or amenities do you think Mesa County needs to be a more attractive location to do business?

Better air service - 20  
None - 15  
Other - 9  
More skilled labor - 6  
Roads - 2  
Fiber optics - 2  
More need for local suppliers  
Pay too low  
Already too big  
Assist existing businesses to expand  
City driving businesses out  
Lack of cooperation from interns at Mesa College  
Double taxing on goods sold outside of state  
Lack of professionals in media

\*5. How successful are you in recruiting qualified employees for your firm?  
Very successful – 1 Successful - 30 Not successful - 7 Not Applicable - 4

\*6. Do you recruit outside the Grand Junction area? Yes – 8 No – 31 Not Applicable - 3

\*7. Besides Grand Junction where do most of your recruits come from?  
Denver – 8 Salt Lake City – 3 Rest of Western Slope – 1 Front Range – 0 N/A - 30 Other - 5  
Phoenix – 1 Internet – 1 Recruit Locally – 2 Trade Show - 1

8. During the next 5 years do you anticipate your company seeking any additional or different locations for local expansion? Yes – 15 No – 26 Don't know - 11

9. If you could change one thing about Mesa County what would it be?

Likes as is - 11  
Don't know - 4  
Work ethic  
Better trained skilled labor  
More work force - 3  
Stop Californians from moving here  
Whitewater entrance to town needs cleaning up  
Taxes  
Poor choices of job sites  
Poor planning  
Focus of law enforcement  
Better restaurants  
Help local businesses compete  
Growing too fast - 2

City/County not buying locally  
Too many people  
Air Service  
Cost of living too high for wages  
Need planning for growth  
Lower Taxes  
Feels MCEDC brings in companies to steal employees  
Downtown needs open parking  
Change attitude of local government - 2  
Unable to work with Planning Commission  
Not enough business owners at Chamber  
Improve town image  
Control growth - 2  
MCEDC should help local companies  
Traffic congestion - 2  
Red tape in city  
Zoning  
Pay Scale  
Less government

\*Added these questions after 10 surveys were answered.

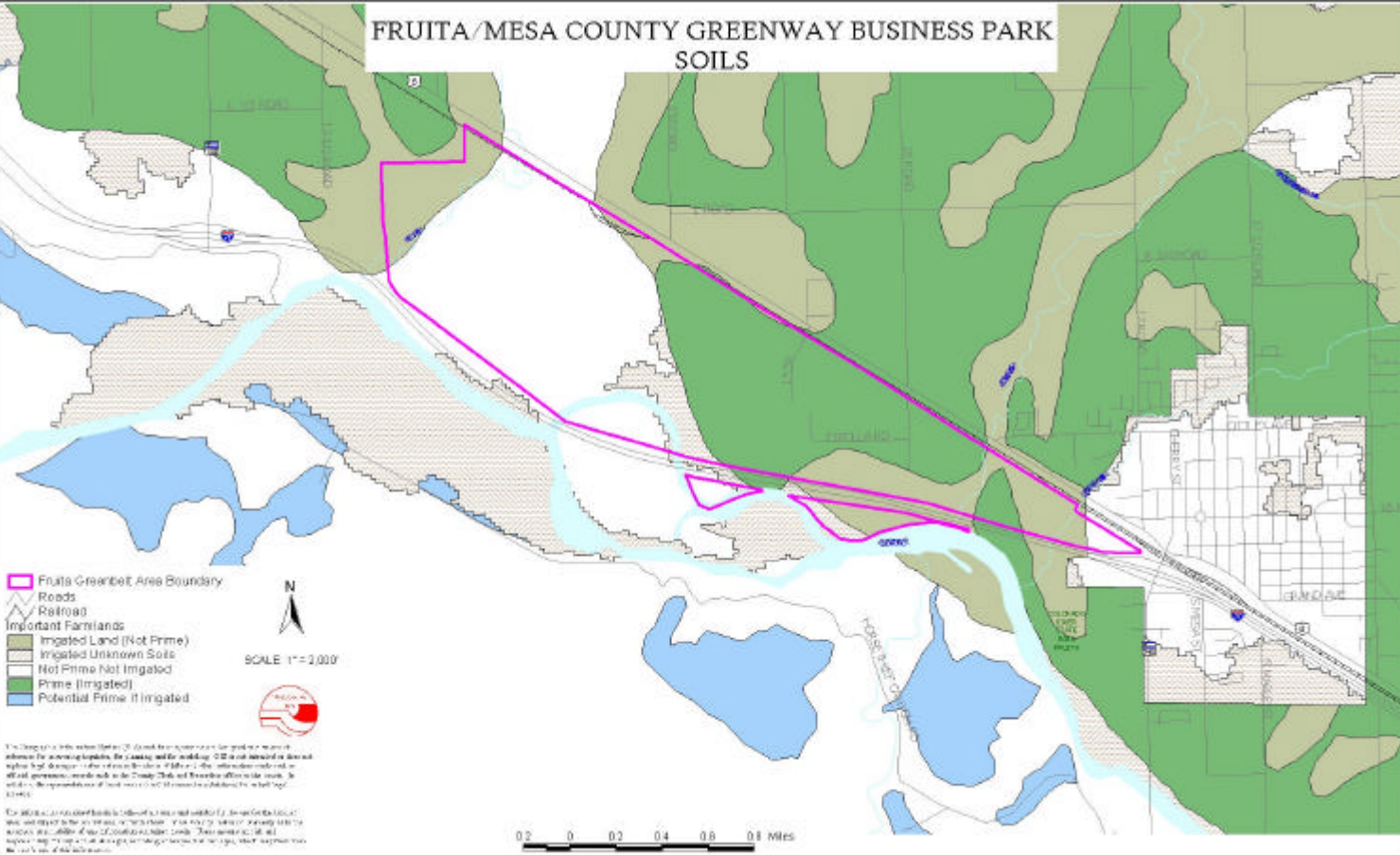
## Appendix B

Soils Map

Floodplain Map

Current Land Use Map

# FRUITA/MESA COUNTY GREENWAY BUSINESS PARK SOILS



- Fruta Greenbelt Area Boundary
- Roads
- Railroad
- Important Farmlands
- Irrigated Land (Not Prime)
- Irrigated Unknown Soils
- Not Prime Not Irrigated
- Prime (Irrigated)
- Potential Prime if Irrigated

SCALE 1" = 2,000'

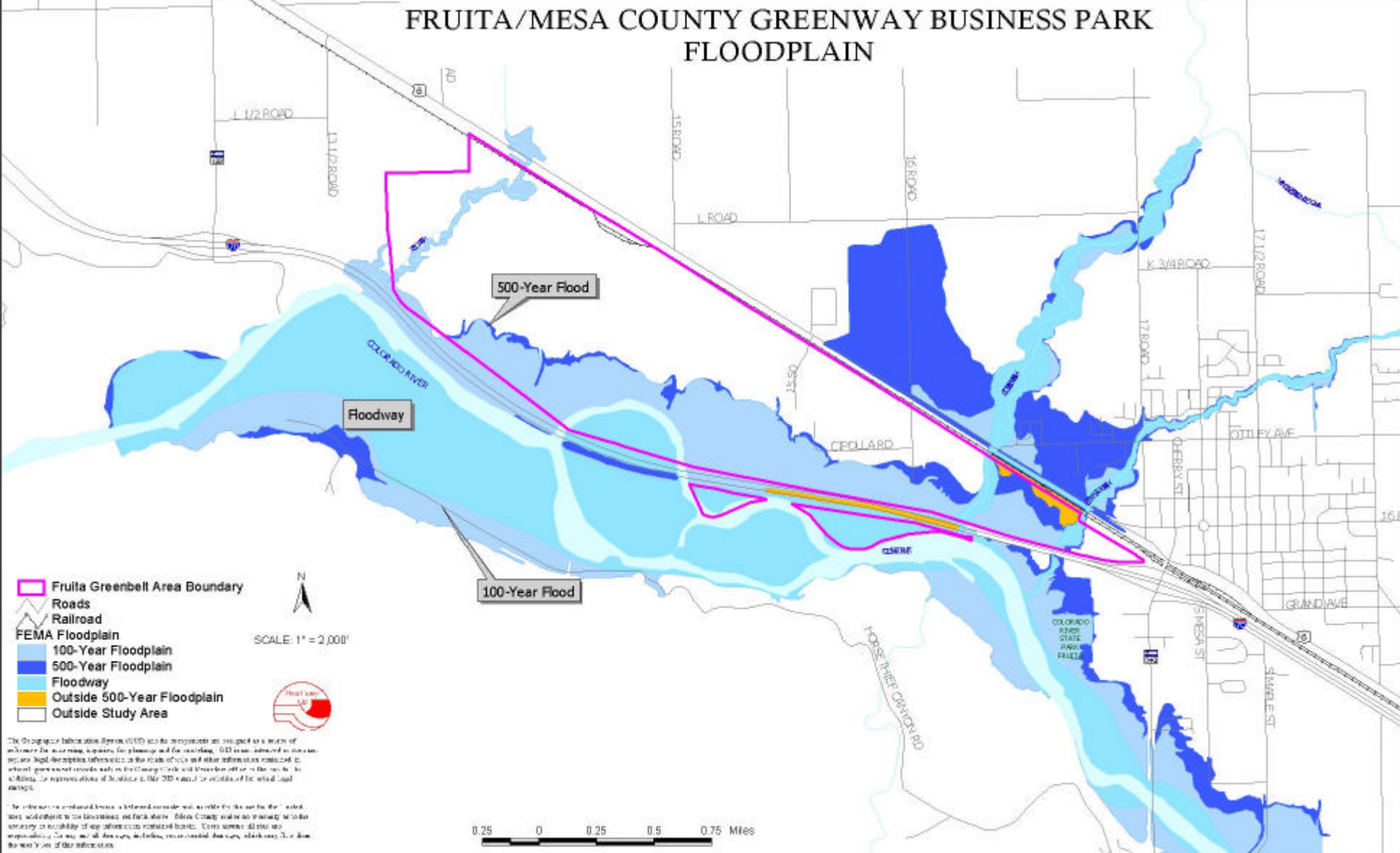


The Department of Agriculture (AG) is pleased to provide this information to the public. The information is provided for informational purposes only and does not constitute a guarantee or warranty of any kind. The user assumes all responsibility for the use of this information.

For more information, please contact the Department of Agriculture at (970) 861-3300. The information is provided for informational purposes only and does not constitute a guarantee or warranty of any kind. The user assumes all responsibility for the use of this information.



# FRUITA/MESA COUNTY GREENWAY BUSINESS PARK FLOODPLAIN



- Fruta Greenbell Area Boundary
- Roads
- Railroad
- FEMA Floodplain**
- 100-Year Floodplain
- 500-Year Floodplain
- Floodway
- Outside 500-Year Floodplain
- Outside Study Area

SCALE: 1" = 2,000'

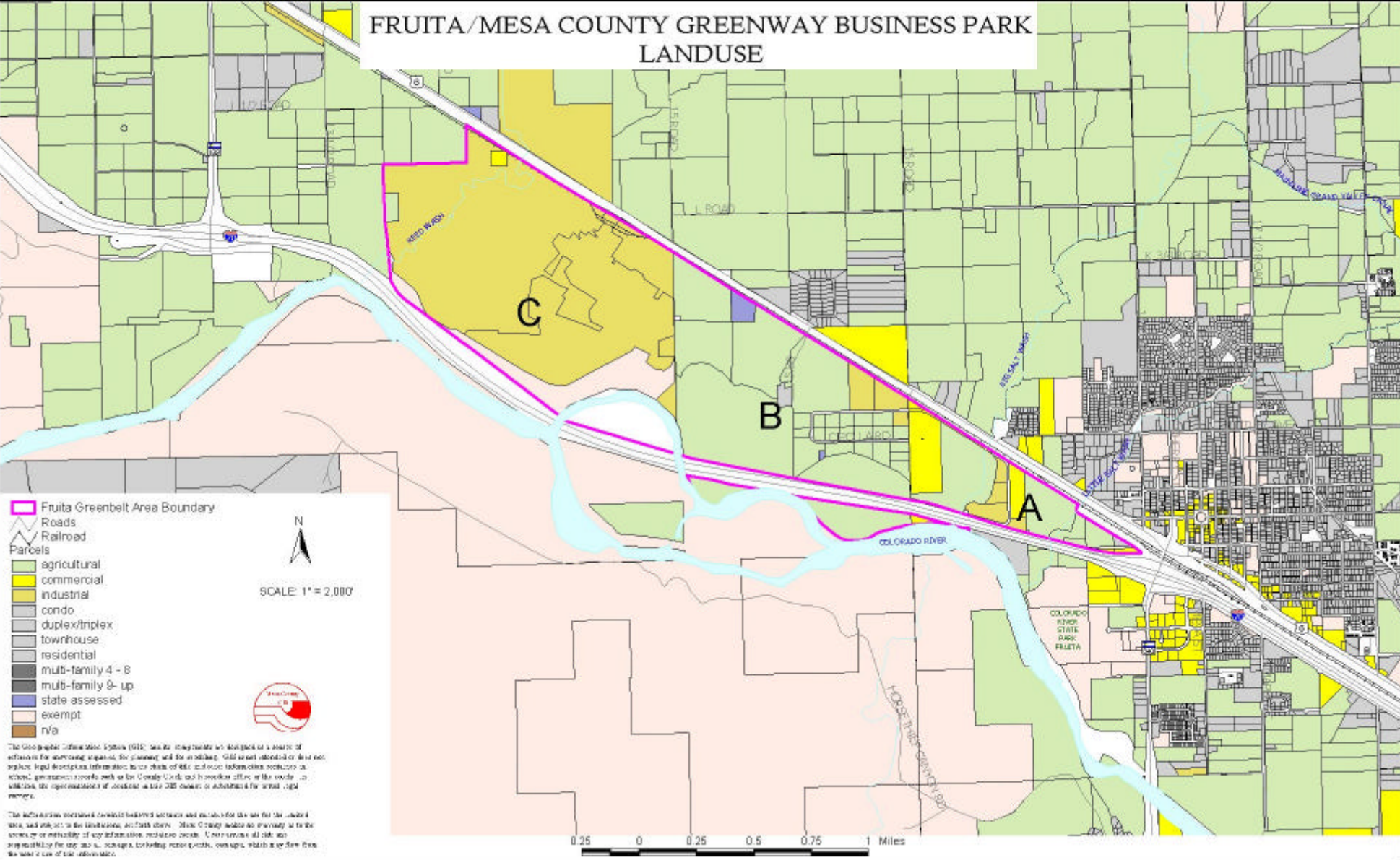


0 0.25 0.5 0.75 Miles

The Geographic Information System (GIS) data is reproduced as displayed on a series of screens for your map. Inquiries for planning and the resulting GIS data are submitted to the county agency. Geographic information is the state of GIS and other information contained in related government records such as the County Clerk and Recorder Office in the county. In addition, the representation of the data is the responsibility of the user. The user is responsible for the use of the information.

The information contained herein is believed to be accurate as of the date of the report, but is subject to the limitations set forth above. Mesa County makes no warranty, whether express or implied, of any other data contained herein. Users assume all the responsibility for any use of the data, including, but not limited to, any use, which may be made for any purpose of the information.

# FRUITA/MESA COUNTY GREENWAY BUSINESS PARK LANDUSE



**Legend**

- Fruta Greenbelt Area Boundary
- Roads
- Railroad
- Parcels
- agricultural
- commercial
- industrial
- condo
- duplex/triplex
- townhouse
- residential
- multi-family 4 - 6
- multi-family 9- up
- state assessed
- exempt
- n/a

N

SCALE: 1" = 2,000'

The Geographic Information System (GIS) data is copyrighted and displayed as a source of information for planning purposes. It is not intended to be used for legal purposes. The user assumes all liability for any use of the information. Mesa County GIS is not responsible for any errors or omissions. The user assumes all liability for any use of the information.

The information contained herein is for informational purposes only and should not be used for legal purposes. The user assumes all liability for any use of the information. Mesa County GIS is not responsible for any errors or omissions. The user assumes all liability for any use of the information.

