

Fruita Gateway Enhancement Project – Design Input Packet Analysis

Of the input packets distributed around the City of Fruita, 88 packets were returned with some degree of input noted. The majority of packets were only partially completed, and some fully. Any input received was welcome and so we have also accounted for a few letters which were turned in in lieu of completing packets. In total there were 3 letters with comments and suggestions turned in.

The goal of the input packet was to identify major themes that residents see as opportunities for improvement and beautification for the I-70 gateway into Fruita. The packet was designed to capture that input in a variety of ways. The packet included a more standard survey to gather feedback through written input as well as a visual survey of images to identify consensus in design standard through precedents. Also included in the packet was various sketch input opportunities for those inclined to indicate their ideas graphically and to more specifically locate those ideas to areas where they felt the greatest need might be.

Demographics

To understand who was completing the survey we asked for respondents to indicate their zip code. We felt that the majority of respondents would be from the area due to their interest in completing the packet, but it would also be interesting to see whom else responded with ideas.

Of the 88 packets returned 83 had zip codes indicated and all three letters had zip codes as well. The breakdown is as follows: (showing response location percentage)

- Fruita Area: 82%
- Grand Junction Area: 15%
- CO Front Range: 1%
- Out of State: 2%

2 of the letters are from the Fruita Area and 1 is from the Grand Junction Area.

Executive Summary

The following is an outline of the predominant outcomes of the input packet revealed through the analysis of the responses.

Strong Themes for Enhancing the Interstate Gateway

1. Landscaping
 - a. LOW water usage for landscaping
 - i. Xeriscaping
 - b. In roundabouts
 - c. Around highway, bridge, off ramps, etc. Beautify the area to make it welcoming.
2. Roundabout Enhancement
 - a. something IN the roundabout
 - b. landscaping (Xeriscaping)
 - c. art/sculpture
 - i. should depict the culture of Fruita.
 - ii. not too distracting for traffic safety (low for view over sculpture to see traffic in roundabout)

- iii. Not abstract (depict activities in and around Fruita, the culture of Fruita, dinosaurs, biking, monument)
 - iv. should be from a local artist
 - d. traffic flow and safety
 - 3. Bridge Enhancement
 - a. Bicycle path
 - b. Pedestrian access and safety
 - c. General Safety
 - d. Monumentalize the entrance to Fruita with a gateway
 - e. Simple
 - 4. Signage
 - a. for safety around roundabouts
 - b. For access to streets, highways, on/off ramps, etc.
 - c. for roundabouts (in and around, direction of traffic, yield signs, safety, etc)
 - d. to points of interest/activities
 - e. showing where to go, generally
 - 5. Community (sense of Fruita)
 - a. What Fruita is about (biking, community, dinosaurs, easy)
 - b. Not just a truck stop
 - c. Gateway to Monument

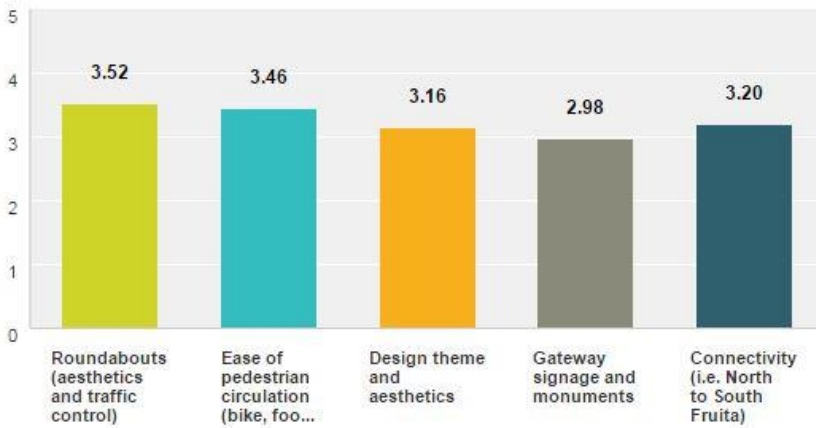
Gateway Enhancement Survey – Results Overview

The written survey included 5 questions designed to invoke idea generation by highlighting key features of the gateway area. The questions were primarily open-ended response questions based on theme, look and feel and components of design.

Question 1

Rank the following Gateway **components** in order of importance (5 = most important and 1 = least important)

Roundabouts – Ease of pedestrian circulation – Design theme and aesthetics – Gateway signage and monuments – Connectivity



	5 (1)	4 (2)	3 (3)	2 (4)	1 (5)	Total	Weighted Average
Roundabouts (aesthetics and traffic control)	31.25% 25	28.75% 23	13.75% 11	13.75% 11	12.50% 10	80	3.52
Ease of pedestrian circulation (bike, foot, etc.)	35.80% 29	17.28% 14	16.05% 13	18.52% 15	12.35% 10	81	3.46
Design theme and aesthetics	28.75% 23	16.25% 13	18.75% 15	15.00% 12	21.25% 17	80	3.16
Gateway signage and monuments	17.50% 14	22.50% 18	18.75% 15	22.50% 18	18.75% 15	80	2.98
Connectivity (i.e. North to South Fruita)	33.33% 27	12.35% 10	17.28% 14	14.81% 12	22.22% 18	81	3.20

Reviewing the results even though the average of the **Roundabouts** category received the highest score, individually the **Ease of Pedestrian Circulation** and **Connectivity** category received greater scores as “most important”. Interestingly, **Signage and Monuments** were viewed as the least important needs for the gateway.

Overall, it appears that the respondents favored beautification and clarification of the current roundabouts and possibly the additions of more roundabouts along with better pedestrian circulation to make the connectivity between north and south Fruita safer, easier, and better defined.


Question 2

Describe in 3 words what the **overall theme** should be for the Interstate Gateway Enhancement?

The following Word Clouds highlight emphasis of words used multiple times in the responses:

Word 1	Word 2	Word 3
		
<p>Key Words used most often:</p> <ul style="list-style-type: none"> • Fruita • Biking • Welcome • Dinosaurs • Adventure • Monument 	<p>Key Words used most often:</p> <ul style="list-style-type: none"> • Biking • Simple • Dinosaurs • Welcome • Natural • Monuments • Hike 	<p>Key Words Used most Often:</p> <ul style="list-style-type: none"> • Dinosaurs • Monument • Biking • Clean • Unique

The following Word Cloud is the output when all the words are used to generate the cloud. The largest words are used most often and reflect the predominant themes:

	<p>Primary themes:</p> <ul style="list-style-type: none"> • Biking • Dinosaurs • Welcoming • Fruita • The National Monument • Simple • Clean • Unique
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Question 4

How should the existing roundabouts on HWY 340 be enhanced?
(eg: Iconic monuments? Landscaping? Art/Sculpture? Something else?)

Open Ended Responses:

- with visibility in mind, no distractions
- take the south one out
- art/sculpture + landscaping
- landscaping
- landscaping
- xeriscaping
- art/sculpture as landscaping, no water use, not permanent
- monument + sculpture + landscaping
- art-sculpture, no water, low maintenance
- art-sculpture (metal), colorful vegetation
- dinosaurs
- art, sculpture
- landscaping, rock sculpture, xeriscaping
- xeriscaping, sculpture
- lighted "yield" signs on roundabout before interstate ramp
- art is good + cheap
- statue of dinosaurs made out of biking parts
- simple xeriscape and art sculpture
- art/sculpture
- landscape, art
- landscape, art
- simple and easy to maintain
- clearly marked biking lanes with share the road signs
- no excess water usage for landscape, monuments, statues, art, signage, local labor and art
- xeriscaping, sculpture, canyons, dinos, history, etc
- iconic monuments
- not cheap landscaping, sculpture
- landscaping to soften area
- desert landscape, desert flowers only, no competition to actual surrounding
- art by sky river ranch, jeff bates
- good vision for traffic
- don't distract drivers
- don't distract drivers
- remove weeds and don't inhibit visibility
- art/sculpture
- art/sculpture
- connect them, put biking bridge to east side (see drawing)
- sculpture (mike the headless chicken)
- step 1: remove sucky rocks, won't take long...only 3 step 2: add sweet t rex and brachiosaurus, step:3 profit
- sculpture or art plus greenery
- mix of all the above
- so we can see other cars
- landscaping, art, trees

- low to ground so we can see the traffic on the other side
- Removed? Seriously - single line - get rid of two lanes - no one follows the lines anyways
- no distractions, wants to see other drivers
- dinosaurs like bottom left picture on back
- same as 3
- landscaping, art-sculpture
- art, landscaping
- biking welded to each other 12-15' high with lights
- dinosaurs on a biking
- simple, non-distracting, artistic sculpture with low landscaping for driver visibility
- stoplights
- native landscaping/ iconic monuments
- dinosaurs on a biking
- monuments, landscaping
- dinosaurs on a biking
- iconic monuments
- sculpture, landscape
- no dinosaurs
- dinosaurs, art sculptures
- art, landscaping
- landscaping
- art, landscaping
- taken out
- landscaping, benches, shade, biking/ped bridge
- landscaping, art sculpture
- landscaping, art sculpture
- safe is issue
- sculpture, rocks, xeriscape
- simple, elegant, art sculpture and xeriscaping
- art sculpture
- art sculpture
- add lane for frontage road exit, art sculpture
- landscape, art
- art sculpture
- landscape, art
- landscaping, sculpture
- easy to see through and around (low)
- bridge market over rr tracks and i-70 connecting north and south

monument maintain stoplights ranch benches,shade
marked through colorful non-distracting frontage
canyons rock driver anyways vegetation actual connecting
market lighted distractions Removed high clearly
tracks sucky art-sculpture rocks inhibit metal labor
local same desert
above traffic water art/sculpture mix connect
all exit back around rr safe
two parts river xeriscaping dinosaurs easy history taken
signage road trees picture
mind line signs step landscap
over mike bridge plus
sky single left landscape see other bottom rid
jeff put biking art simple side native lane
usage like good Seriously one follows use
lights etc add monuments issue
ramp take statues
dinos excess drivers low sculpture area
made soften cheap visibility
artistic profit north xeriscape iconic distract sweet flowers
statue sculptures remove south lanes headless lines
drawing chicken elegant interstate roundabout
rex ground permanent biking/ped greenery share
brachiosaurus maintenance surrounding before
long...only competition

WordItOut

Question 5

Please list up to 5 Gateway design concepts you would like to see incorporated:
(eg: Landscaping, Improved Signage, Monuments, etc.)

Open Ended Responses:

Landscaping, Improved signage, visibility

- landscaping, desert xeriscaping, signage
- landscaping, signage
- landscaping + bold architectural features in bridges
- clear signage
- biking, ped, separate from traffic, covered bench rest areas in center of roundabout
- landscaping, roundabouts, signage
- monuments, signage, xeriscaping, megalithic, sculpture
- art-sculpture (metal), colorful vegetation
- landscaping, improved biking and foot traffic flow, no roundabouts
- art-sculpture landscaping, improved signage, most importantly, biking and pedestrian friendly
- flowers, trees, sculptures, benches
- improved signage
- simple but strong art, simple signage
- nicer signs for attractions, more natural landscaping, no maintenance
- improve signage, landscaping, art
- new biking lane over bridge and through roundabouts
- xeriscape, native materials, clear signage
- protected biking lanes over bridge, clearly marked biking lane through roundabout
- local welders, oil field themes, dinosaurs
- xeriscaping, better signage for devil's canyon, national monument
- natural landscaping
- 1, landscaping 2, sculpture 3, welcome to fruita, co
- gateway to colorado monument, and dinosaurs monument
- bridge - simple ornamentation, interchange - nature desert minimal, gateway monument - small sculptural, ped and biking routes across bridge - combined simple, roundabout signage - minimal
- xeriscape plants, especially tall grasses, be sure to irrigate
- landscaping / improved signage
- improved signage
- plain simple
- sculpture, landscape, improved signage
- landscaping / art
- biking and monument
- trex skull, brachiosaurus, mountain biking dude riding down back of brachiosaurus
- landscaping / art / signage / monuments/ bridge enhancement
- one roundabout: landscaping + art sculpture that show history, farming, ranching, dinosaurs, biking, etc. Other roundabout: continually growing art exhibit designed by each graduating class
- landscaping, art, plants, trees
- improved signage
- improved signage
- classy desert landscaping, rustic metal sculpture, improved signage
- decorative landscaping, entry and exit points, remove grainery facility, require roadside bldgs to landscape

- landscaping, signage, safe biking and ped access
- improved signage, link to monument, and mountain/road biking, dinosaurs
- low landscaping, no monuments, no roundabouts but stoplights
- native landscaping, and welcome to fruta signs on the off ramp
- use hospitals advertising, cowboy on hat tipping hat as biking rides by and waves,
- dinosaurs on biking on a mountain
- dinosaurs on biking, signs to fun things
- landscaping, signage, information, accessible
- landscaping, signage, art, rafting
- monument, biking, peaches, valley, what we're about
- dinosaurs, art sculptures
- landscaping, ped/biking routes, art, signage
- art sculpture
- landscaping, signage, xeriscaping,
- stop signs on northbound roundabout from hwy 340
- landscaping, signage, xeriscaping, welcoming signage
- landscaping
- dinosaurs art sculpture
- roundabout treatment, landscape, bridge enhancement, gateway signage, biking and ped routes
- signage, outdoors mentality in fruta
- dinosaurs to biking
- mountain biking and dinosaurs sculptures
- art sculpture, embrace fruta's quirkiness
- landscaping, biking lane, walking path, monuments, good signage
- landscaping, signage, monuments
- better ped circulation, improved signage, aesthetics
- promote more biking and monument
- xeriscaping, low profile, not distracting,
- eye catching landscape

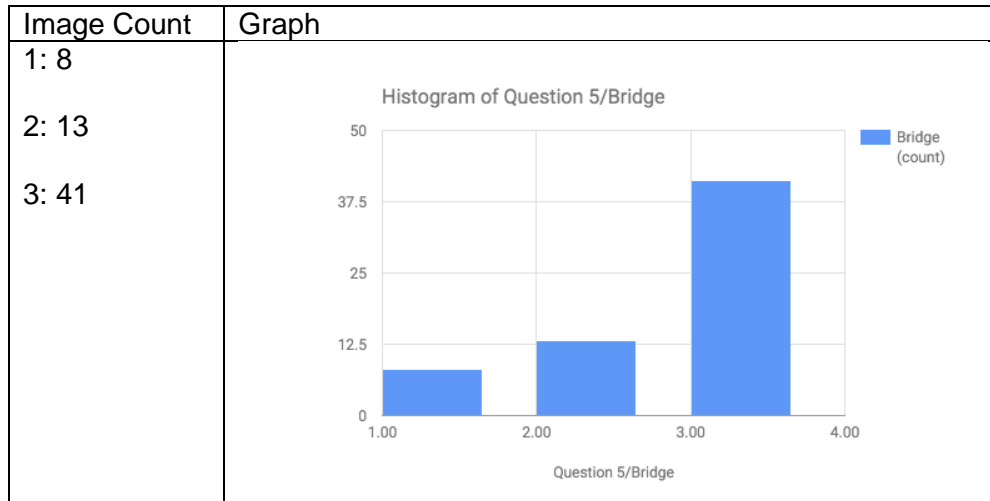
Summary of Design Concepts:

- Landscaping across the gateway (natural to area, xeriscaping, aesthetic)
- Improved Signage (direct to town, to amenities, aid in circulation)
- Improved pedestrian circulation (safer for walking and biking, easier to cross highway, link sides)
- Incorporate unique features of the area, use sculpture and art
- Project the image of Fruta

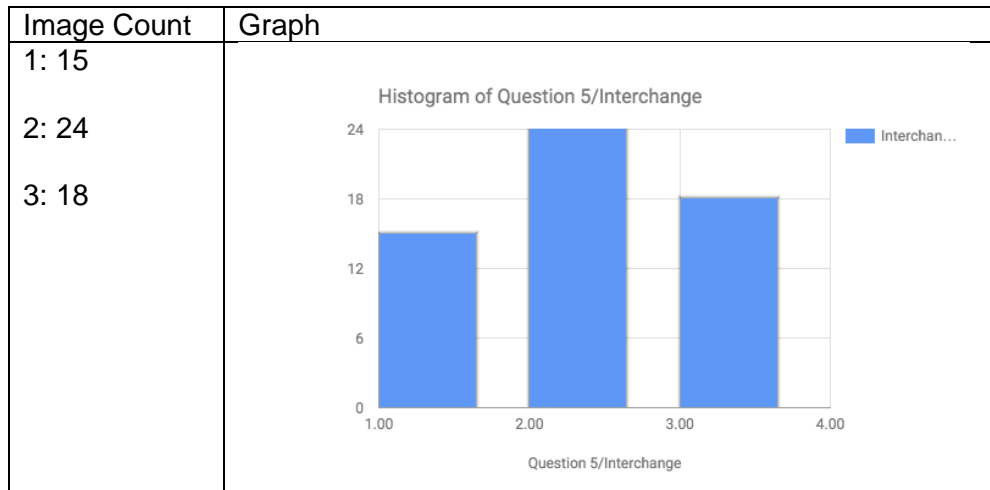
Enhancement Example Image Survey - Results Overview

The following tables and graphs represent the totals each image from each set was chosen by a respondent. The goal was to identify the preferred image and what from that image was found to be most appealing as it related to the gateway enhancement.

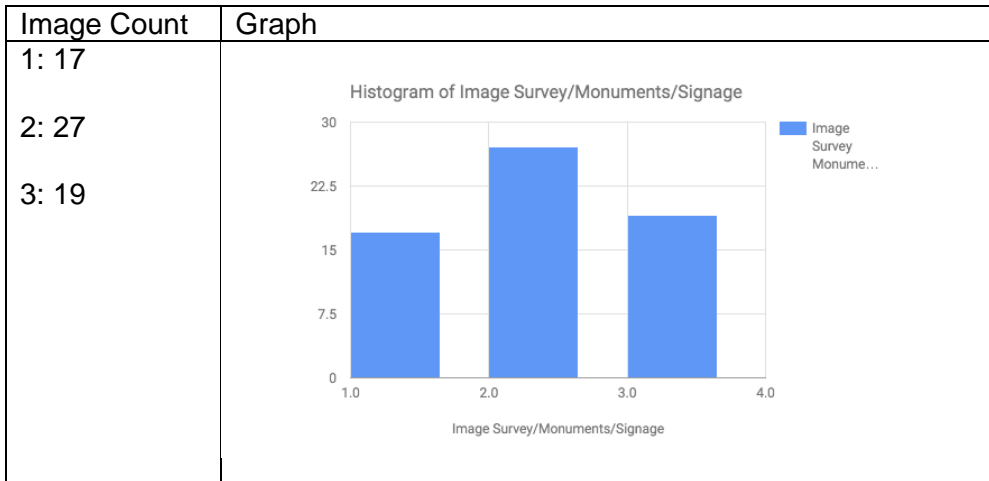
Bridge Enhancements



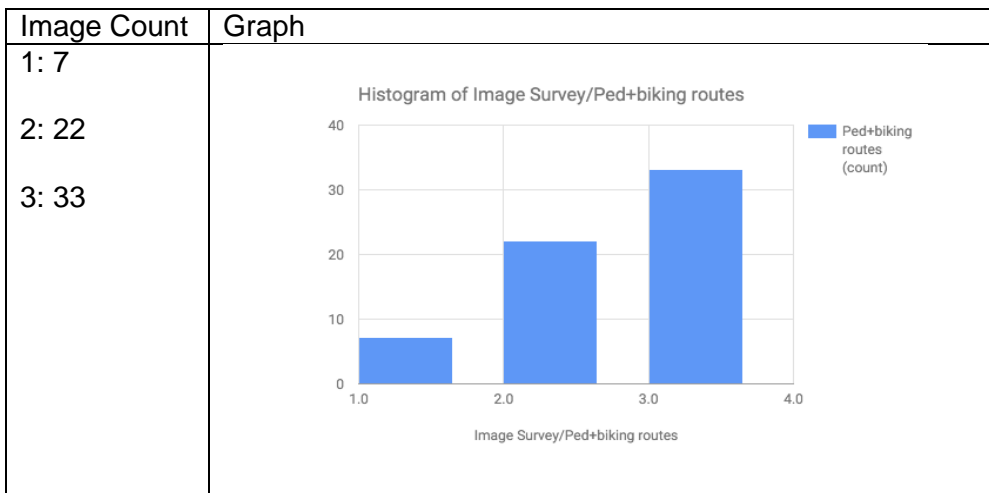
Interchange and Surrounding Landscaping



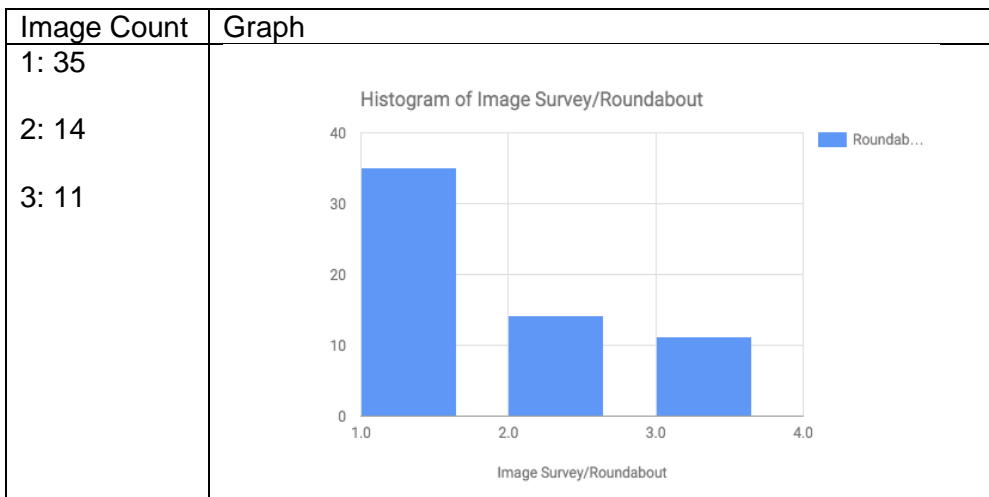
Gateway Monuments and Signage



Pedestrian and Biking routes across bridges



Roundabout Treatments



Major themes coming out of the Image Survey

Bridge Enhancements,

41 people chose image # 3 because the end of the bridge and the arch are monumentalized, it appears to be a safer pedestrian bridge with higher fences, and there is landscaping around the bridge



Interchange and surrounding landscape,

24 people chose image # 2 because the landscaping is xeriscaping, which many people expressed desire for, with desert like art-sculptures within the landscaping. 18 people chose image # 3 because of the landscaping around greenery. 15 people chose image # 1 because of the stepped and landscaped area around the interchange as well as the art-sculptures on the stepped walls



Gateways Monuments and sign,

27 people chose image # 2 because of the clear and easy readability, and the representation of city culture that the sign displayed through the use of metal work as well as the wheat and sunshine of Joplin, Montana. 19 and 17 people chose image # 3 and # 1, respectively, because of the landscaping and monumentalization of the gateway sign.



Pedestrian and Bike Routes,

33 people chose image # 3 because of the clear separation between bicycles and cars and the width of the bike/pedestrian lane, as well as lighting on the path. 22 people chose image # 2 because of the monumentalization of the bridge and the landscaping around around the bridge.



Roundabout Treatments,

35 people chose image # 1 because of the art-sculpture representation of dinosaurs through the use of metal, as well as landscaping within the roundabout.



Analysis of the Sketch section of the Input Packet

Of the input packets returned, 54 had sketches of some degree or notes that corresponded to the aerial image or perspective view made available to sketch over. Many people made comments related to those views in lieu of sketching. The following themes and similarities were noticed in the sketches and notes.

Major themes coming out of the Sketches:

- Signage with emphasis on getting around and safety. Roundabouts are confusing to people, and some want them gone. It seems that most people don't understand how to use them because there is a lack of signage, and therefore they feel unsafe to people. Signage for activities and amenities, pointing people to where they want to go and welcome signs to the city and to different parts of the city is important.
- Safety is huge when it comes to roundabouts, signage, getting around, and bicycles and pedestrians. The bridge and roundabouts appear to not be bicycle friendly, and signage, including flashing lights for crosswalks where bikers and pedestrians can cross the street safely is important.
- The majority are in favor of landscaping with emphasis on xeriscaping, and art and sculptures in the roundabouts with dinosaurs, mountain bikers, and some other activities in Fruita like rafting. Those who expressed where the sculptures should come from were all in favor of local craftsman/metalsmiths.

Bullet Point Analysis of Sketches:

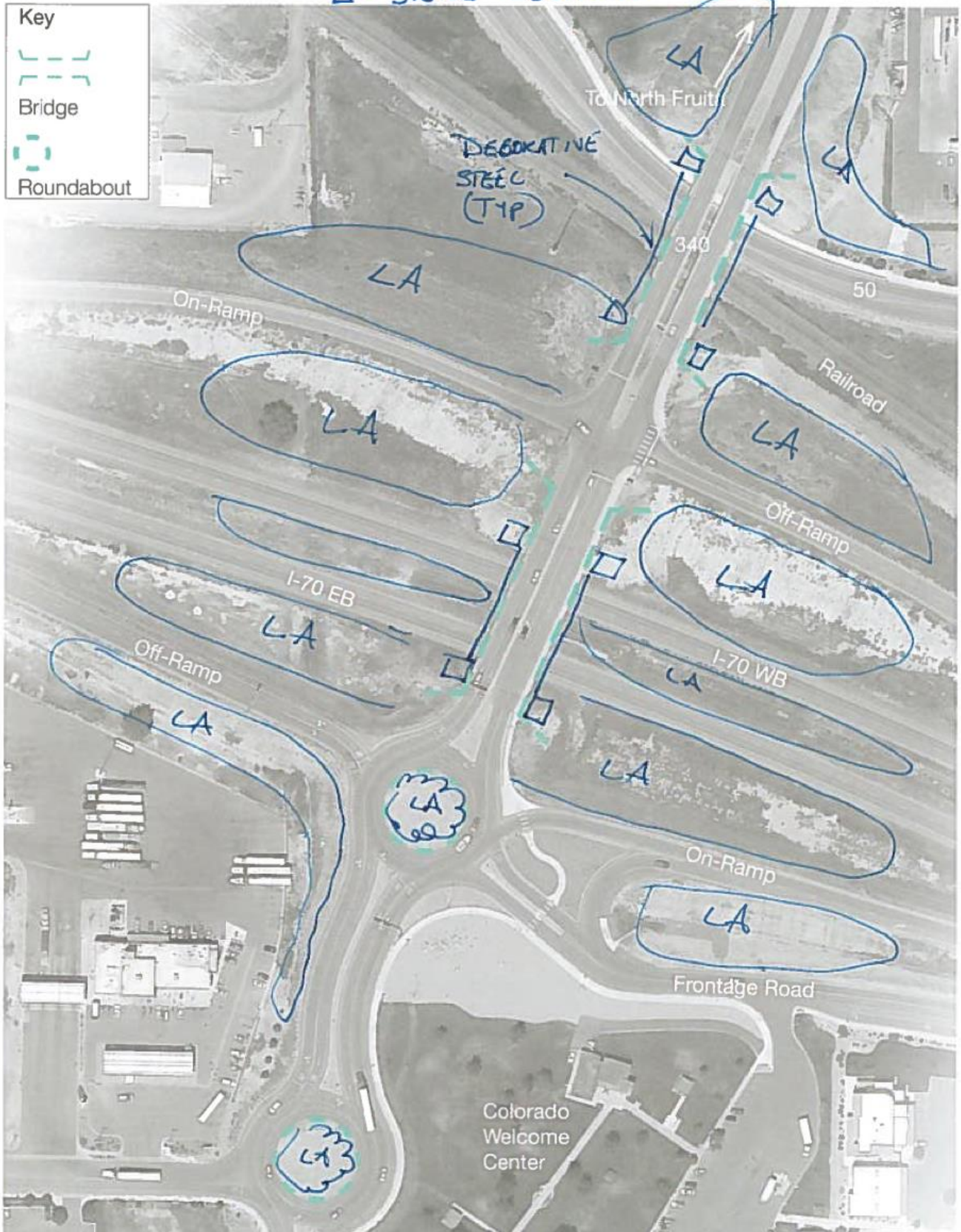
- xeriscaping (no/low water), local artists for art-sculptures in roundabouts, signage, safety concerns for roundabout, monumentalize bridge
- bridge enhancements, xeriscape roundabouts, art/sculpture
- bridge enhancements, bike/pedestrian lane on bridge, art/sculpture, beautify off ramps
- landscaping, xeriscaping, decorative walls, roundabout decoration
- bike/ped lane on bridge, monumentalize bridge, well lit, make more efficient for traffic
- roundabout safety and signage, bicycle/ped safety/crossings,
- separate bicycle bridge
- outdoor recreation around area
- roundabout safety and signage
- art in roundabout, bike/ped lane on bridge (widen), safety,
- art in roundabout
- gateway signage, landscape roundabouts, bike/ped path, safety, cross walks and flashing lights for ped/bikes
- Add roundabout at intersection of off-ramp from West Bound I-70 and Hwy 340
- safety for peds
- add more roundabouts
- landscaping, flowers, grass, park and amenities, art-sculpture in roundabout, dinosaurs
- xeriscaping, landscaping, signage for safety, art-sculpture, bike/ped lane on bridge
- dinosaurs, art-sculpture
- dinosaurs, bikers, art-sculptures, bridge enhancements, and art in roundabout that brings past and present of Fruita together
- landscaping (trees and bushes) on median and roundabouts and edge of road, art-sculpture that is also monument and is dinosaur. traffic safety is important

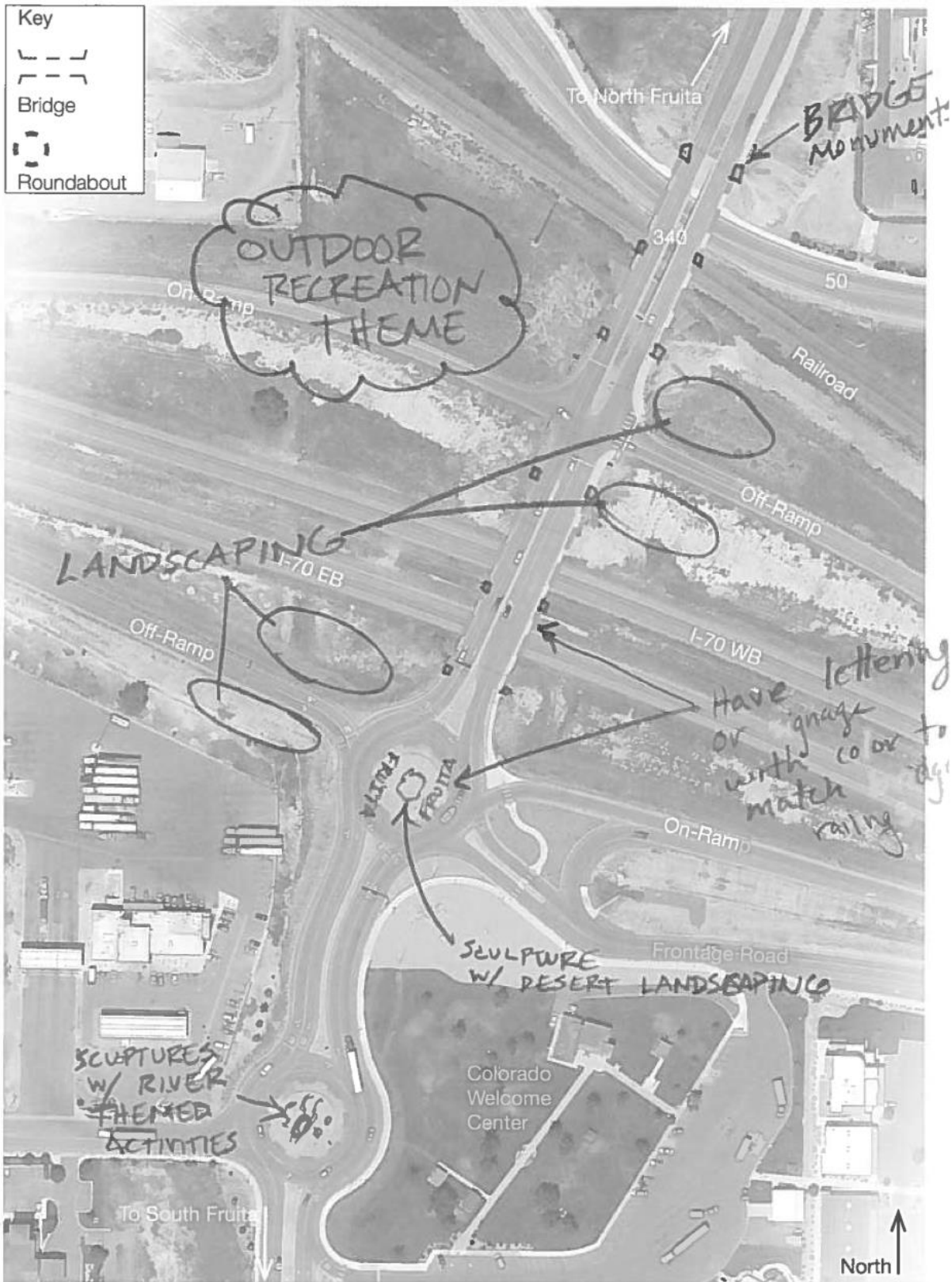
Sample of Respondent Sketches



Please sketch on this map and comment on the reverse side about the design elements and criteria you envision. Use the photo survey for inspiration!

LA - LANDSCAPE AREA
□ - STONE COLUMNS





Describe your sketch in the comments section on the reverse of this page.

Do you have other comments?

View 1

Looking South on 340

SCULPTURES
OF
RIVER
THEMED
ACTIVITIES



SOUTH ROUNDABOUT

View 2

Looking West, off-ramp to 340

BRIDGE
MONUMENTS
OF SOME
KIND

ADD
COLOR

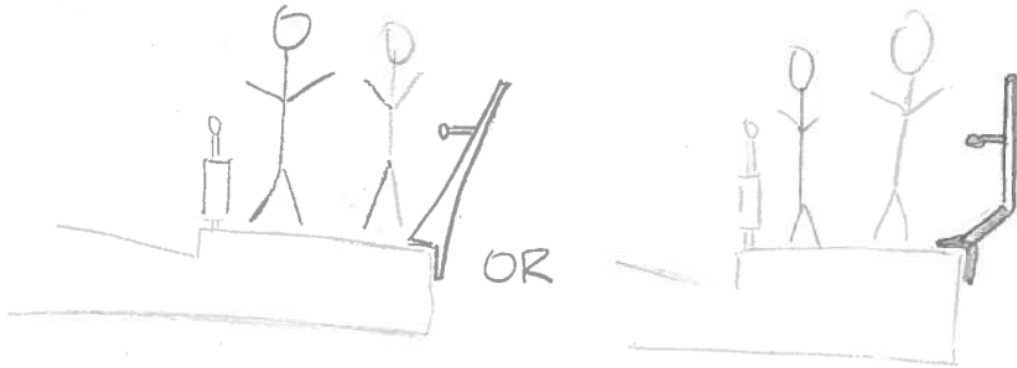


BRIDGE LOOKING WEST

Do you have other comments?

View 3

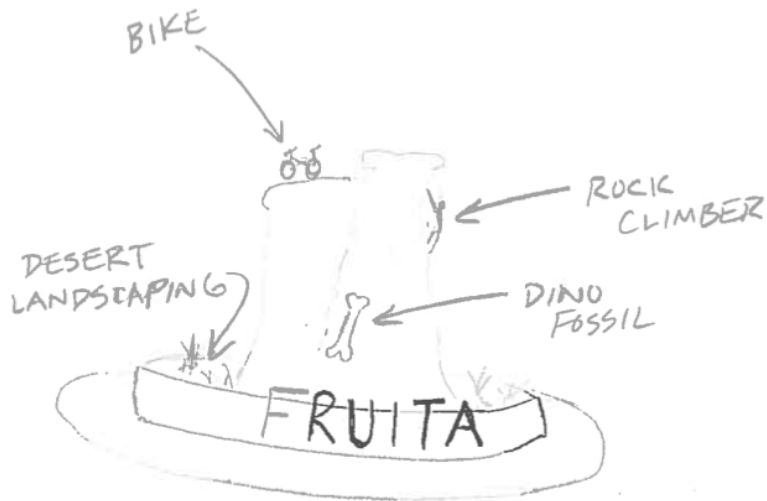
PEDESTRIAN CROSSING Looking North on 340



OFFSET OR ANGLED RAILING ON BRIDGES TO MAKE FEEL WIDER WITHOUT HAVING TO ACTUALLY WIDEN BRIDGES.

View 4

Looking East, off-ramp to 340



NORTH ROUNDABOUT @ OFF-RAMP

Thank you for completing the input packet!
We appreciate your time and input!

View 3

map system

Looking North on 340



View 4

Looking East, off-ramp to 340



Comment on your sketch on the reverse of this page



Perspective Sketches

Sketch on top of the following images your ideas from the map sketch!

View 1

Looking South on 340



more turning space

View 2

Looking West, off-ramp to 340



lights for all to use

no more elevations

than exits

Comment on these sketches on page 7



Perspective Sketches

Sketch on top of the following images your ideas from the map sketch!

View 3

Looking North on 340



View 4

Looking East, off-ramp to 340



Comment on these sketches on page 9

Peds
+
Bike Path
on each
side
(Road
Bridge)

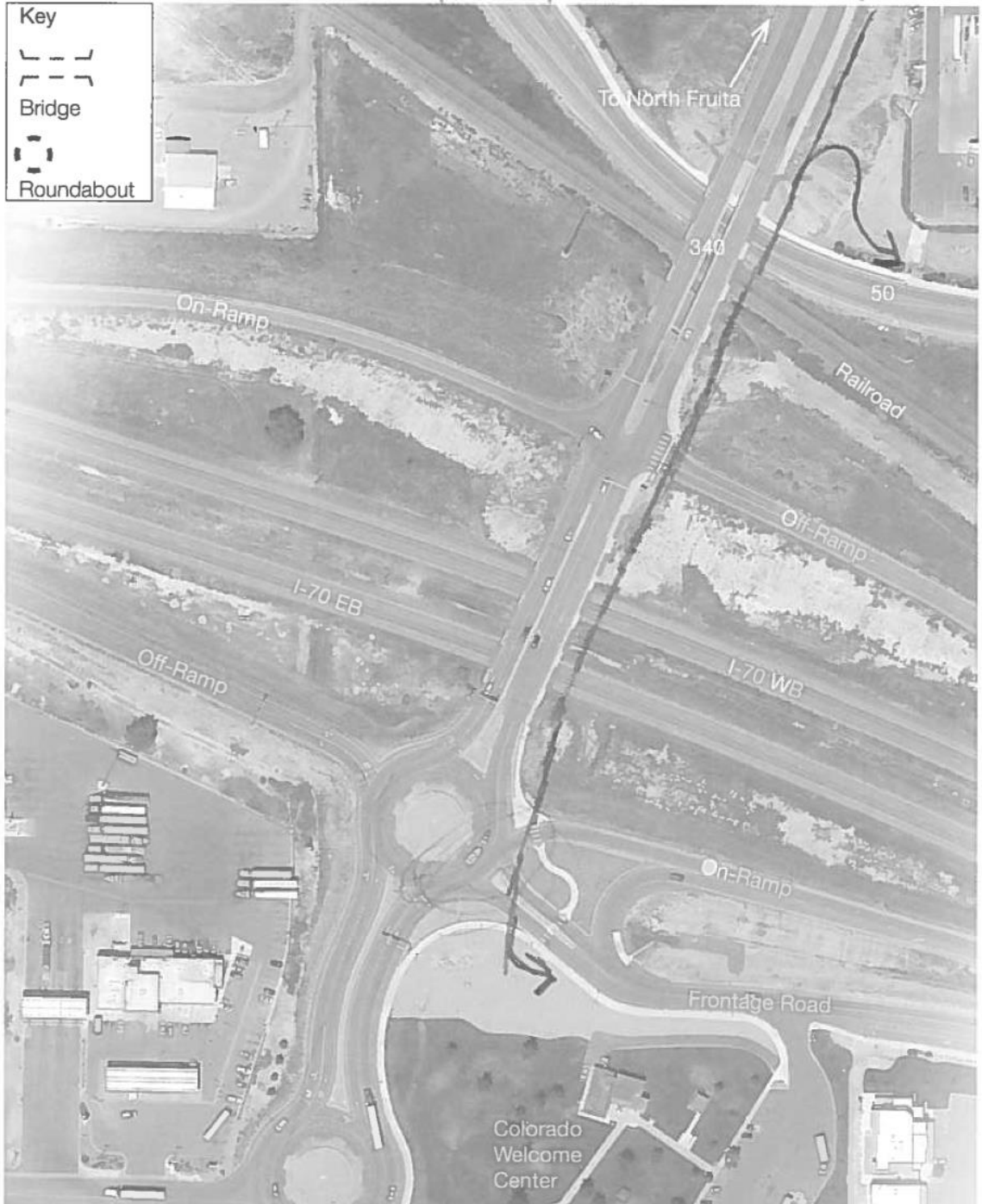
Desert shrub
flowers
No bushes
or trees

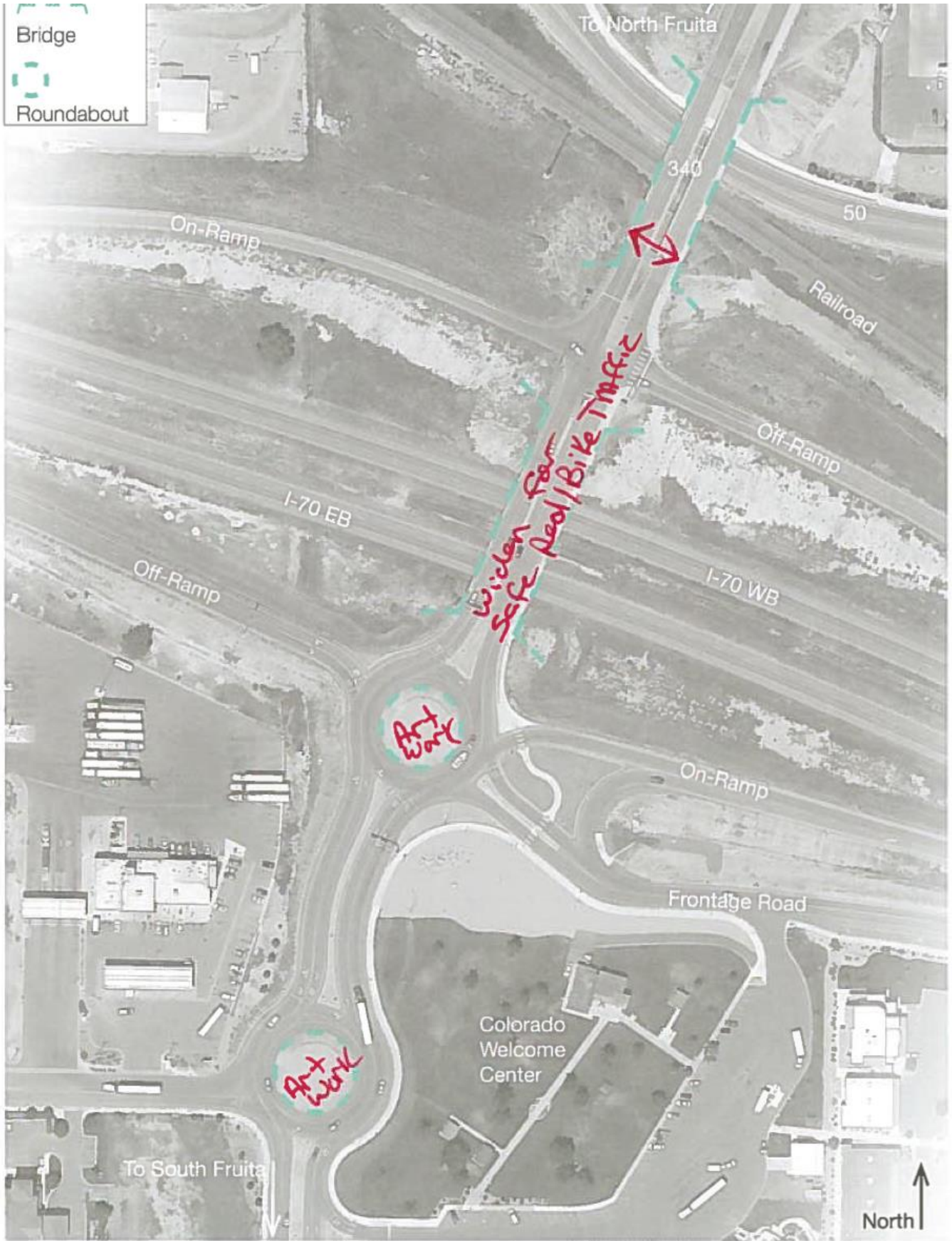
Locations
of small
"sculpture"
(of "welcome"
signs)
(2)

Small = not overwhelming
we are a small
community
w/ big hopes

design elements and criteria you envision. Use the photo survey for inspiration!

Bicycle Bridge





View 3

Looking North on 340



map sketch!

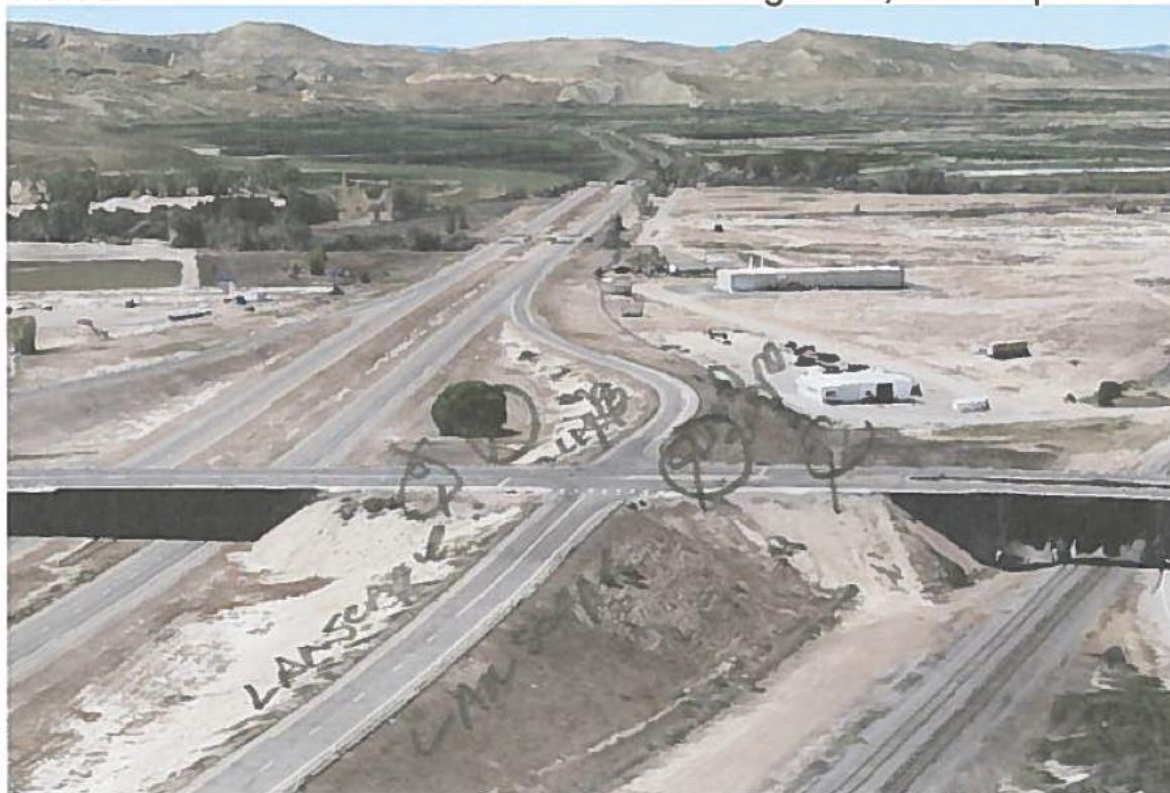
View 1

Looking South on 340



View 2

Looking West, off-ramp to 340



Comment on your sketch on the reverse of this page



Describe your sketch in the comments section on the reverse of this page.

View 1

Looking South on 340



View 2 *more trees!* Looking West, off-ramp to 340



Comment on your sketch on the reverse of this page

map sketch

View 3

Looking North on 340



View 4

Looking East, off-ramp to 340



Comment on your sketch on the reverse of this page