



FRUITA
COLORADO

City of Fruita Comprehensive Plan Scorecard - Updated 2024 Quarter 1

The City of Fruita adopted a new comprehensive plan in February 2020. Adoption was the culmination of a year-long process to craft a new vision, goals, policies, and actions for the City of Fruita. The plan had previously been updated in 2008, and the new comprehensive plan reflects where the City is today. A comprehensive plan is a long-range planning document that provides policies and strategies for the City. The new plan update will help the City guide development going forward and incorporate the community's vision and goals into future policies and actions.

[Review the entire Comprehensive Plan online.](#)

The scorecard is updated by City of Fruita staff to show the progress being made towards each goal outlined in the Comprehensive Plan.

Land Use Code

GOAL & ACTIONS	PROGRESS (Use key & highlight cell)	
Goal #1. Remain a “freestanding” community within Mesa County, with distinct municipal borders and a clear separation from other communities in the Grand Valley.		PROGRESS KEY
1.A Propose and negotiate an intergovernmental agreement with Mesa County to maintain and/or redefine the “rural edge” low density zoning beyond the Fruita city limits and UGB. Collaborate on an update to the Rural Planning Area Future Land Use Plan for Mesa County as it pertains to the areas that surround Fruita.	On-Going	Done
1.B Reconsider the value of zoning categories that allow between 1–3 units/acre (LLR, SFR, RR) and consider allowing either higher densities (4–8 units/acre) or lower densities(1 unit/10 acres) in these areas to create a more efficient development pattern with a more distinct edge.	Done	In-Progress
1.C Do not provide city services (sewer, road improvements) beyond the UGB. For developments between the city limits and the UGB, ensure that the provision of services aligns with the goals and policies in this plan.	On-Going	Not Started
1.D Consider de-annexing developments beyond the UGB.	Not Started	On-Going
1.E Develop a list of “triggers” or special circumstances that would dictate either expanding the UGB beyond that depicted in the FLUM or providing sewer and road improvements beyond the UGB boundary.	Not Started	
Goal #2. Prioritize infill development over development at the edge of the city limits.		
2.A Adopt the land use categories from this plan into the Land Use Code and rezone accordingly.	Done	
2.B Rewrite the Design Standards chapter of the Land Use Code to allow enough flexibility to encourage more infill development.	Done	
2.C In the Land Use Code, allow for more flexibility in each category by-right, or with administrative review.	Done	
2.D Communicate frequently with the development community regarding what the barriers are to infill development and what would be helpful to overcome these barriers. Start hosting a “Design and Development Roundtable” to make a regular open meeting where community members can discuss character and design ideas for the city.	Done	
2.E Identify vacant land or foreclosed properties within city limits and/or UGB and consider buying and then providing this land at low or no-cost to developers as an infill incentive or for affordable housing.	In-Progress	
Goal #3. Build upon the success of Fruita’s downtown as the social and civic hub of the community. Work towards improving existing civic spaces, parks, and streetscapes to be inviting to residents and visitors of all ages: creating more local businesses, and expanding residential options within the walkable, historic downtown area.		
3.A Rewrite the Design Standards chapter of the Land Use Code to encourage downtown development of the types of buildings desired by the community that are appropriate in each Downtown Subarea. Heights, setbacks, and lot coverage dimensions may be slightly different for each Subarea.	Done	
3.B Amend the Land Use Code to only allow three to four story buildings (down from five) and only in particular Downtown Subareas.	Done	
3.C Implement the following key downtown park and civic space projects, incorporating kid-friendly elements: Circle Park Improvements, Other Downtown Park Improvements, Downtown Enhanced Street Improvements, Multi-Modal Corridor Improvements (See Page 45 of Comp Plan for detailed list).	In-Progress	
Goal #4. Allow and encourage a diversity of housing types to fit the needs of the Fruita community and provide the diverse “funky” character that is treasured by		
4.A Examine which density caps and dimensional barriers are prohibiting building types that may be desired by the community both in Downtown and in other land use categories.	Done	
4.B Change the Land Use Code to allow more than 12 units/acre for apartment buildings in appropriate locations.	Done	
4.C Undertake a Housing Needs Assessment to more fully understand the housing needs and gaps for different groups of people within the Fruita community.	Done	
Goal #5. Encourage and support commercial uses in existing commercial areas.		
5.A Update the Land Use Code to divide General Commercial into two commercial zones, one that is appropriate for the State Highway 6&50 corridor and one that is appropriate for South Fruita.	Done	
5.B Continue to define the underlying zoning for the Innovation/Flexibility area as identified on the FLUM in the Land Use Code update.	Done	
5.C Work with City Market to upgrade or expand their Fruita store.	In-Progress	
Goal #6. Revitalize the State Highway 6&50 Corridor as an important gateway to the community.		
6.A Update the commercial zoning along the corridor to reflect the desired uses (multifamily, local-serving businesses, retail and personal services.)	Done	
6.B Update the Design Standards chapter of the Land Use Code to encourage unique architecture and a mix of uses in this area.	Done	
6.C As part of a Corridor Plan, create a streetscaping plan for the roadway from Grand Avenue to Coulson Street that: Implements the missing multi-Modal link from Grand Avenue to Coulson Street, Introduces gateway design features and wayfinding signage at key streets, includes beautification elements (See page 49 of the Comp Plan for details).	Done	
Goal #7. Ensure that development is compatible with the natural landscape and hazard areas and limit the risks of hazards to people and property		
7.A Update the Land Use Code to establish regulations for stormwater discharge to minimize the detrimental effects of filling and disposal of debris along washes and creeks.	Done	
7.B Evaluate the Big Salt Wash drainage structures under US 6, I-70, and the railroad for suitability in serving as trail underpasses during non-flood periods.	Not Started	
7.C Address gaps identified in the 2015 Mesa County Hazards Mitigation Plan Fruita Capacity Assessment including a formalized public information program around hazards and ensuring that all critical facilities are protected.	Not Started	
7.D Update the Land Use Code with any new best practices and standards for flood provisions to minimize public and private losses and promote public health and safety.	Not Started	

Parks and Recreation

GOAL & ACTIONS	PROGRESS (Use key & highlight cell)	
Goal #1. Put on recreational programming and events that provide opportunities for residents to be mentally, physically, and socially active.	PROGRESS KEY	
1.A Explore opportunities for new event space that will enhance the appeal of Fruita for events. Ensure that the new space has connectivity to downtown and other key destinations	In-Progress	Done
1.B Develop standards and solicit feedback to ensure that recreational programming meets the needs of all residents.	On-Going	In-Progress
1.C Through the PHROST Plan, identify a funding source for recreational programming and develop a cost recovery model. Create a program pricing model for programs and events that encourages participation while achieving set cost recovery ratios. Set higher cost recovery ratios for specialized/individualized programs and lower cost	In-Progress	Not Started
1.D Consider increasing or restructuring the POST impact fee to incorporate and provide necessary funding for recreational programming and events.	Done	On-Going
1.E Develop and provide informational resources to the community on events, programs, and facilities. This includes, but is not limited to, trail maps, activity guides, and enhanced electronic resources such as websites, social media, and interactive maps.	On-Going	
1.F Look for alternative locations to host programs and events. Work with schools as places for events and programming.	On-Going	
1.G Develop a continual vetting process for new and existing events.	Not Started	
1.H Analyze the capacity of Civic Center Park for events in terms of frequency and size of events.	On-Going	
1.I Address the limited recreational facility space for hosting and providing programming through feasibility studies of a Fruita Community Center expansion, fieldhouse, and additional athletic fields.	In-Progress	
Goal #2. Invest in the health of the local community and make a positive impact through programming initiatives, partnerships, and infrastructure.		
2.A Develop guiding principles, policies, and initiatives to promote health through the PHROST Plan.	In-Progress	
2.B Develop initiatives that encourage healthy habits among residents.	On-Going	
2.C Develop measurable goals around health through the PHROST plan.	Not Started	
2.D Develop pedestrian and bicycle facilities to encourage residents to walk and bike.	In-Progress	
2.E Find a funding source for health initiatives and pursue grants to supplement funding.	On-Going	
Goal #3. Enhance the city's trail system to allow residents and visitors to walk and ride safely within the city and to surrounding trail systems.		
3.A Develop wash and irrigation canal trails to enhance local connectivity. Work with oversight agencies to secure easements.	In-Progress	
3.B Prioritize major trail projects through the upcoming PHROST Plan (i.e., connection to North Fruita Desert Trails, bridge over I-70, wash and irrigation canal trails). Base prioritization on level of improvement to community connectivity.	In-Progress	
3.C Improve access to Snooks Bottom and McInnis Canyon through bridges and other connectivity projects.	Not Started	
3.E If development expands at the perimeter of the city, expand the trail system to connect the new neighborhoods. Add infrastructure on State Highway 68&50 to	On-Going	
Goal #4. Strengthen outdoor recreation in greater Fruita through partnerships, funding, and city facilities.		
4.A Formalize the Fruita Trails Initiative into an organization that works to support the trail systems and connect them to the city.	Done	
4.B Explore a funding source that supports outdoor recreation initiatives such as a lodging tax. Continue to be creative around funding for these initiatives.	Done	
Goal #5. Ensure the City's parks and recreational facilities are a wellmaintained, accessible resource of active and passive recreation spaces for all residents.		
5.A Consider raising or restructuring impact fees in order to fund the development of new parks and the upgrading and maintenance of existing parks.	Done	
5.B Explore opportunities to expand the community center or develop a new indoor facility to meet existing and future demand.	Not Started	
5.C Explore opportunities for a new community park and athletic fields with lighting and a synthetic surface.	In-Progress	
5.D Actively seek new funding sources for park development and maintenance, especially through grants.	On-Going	
5.E Further understand the Fruita parks and recreational needs through the public engagement process of the PHROST Plan.	On-Going	
5.F Explore the potential of public-private partnerships, foundational support, and other donations for the development of future parks.	On-Going	
Goal #6. Preserve the natural features of the city and surrounding landscape through partnerships with local land managers and organizations.		
6.A Consider implementing a drainage fee that would create an enterprise utility fund to pay for some of the policies listed under this goal.	Not Started	

Services & Infrastructure

GOAL & ACTIONS	PROGRESS (Use key & highlight cell)	
Goal #1. Provide services efficiently to residents through collaborations with local entities and regional partnerships (Grand Valley Irrigation Company, Lower Valley Fire District, Ute Water Conservancy District, Mesa County etc.).		PROGRESS KEY
1.A Continue to seek ways to capitalize on the mountain water system and have it pay for its maintenance. Consider fee-based recreation or irrigation options.	On-Going	Done
1.B Maintain the irrigation distribution system and expand where appropriate in collaboration with the Grand Valley Irrigation Company.	On-Going	In-Progress
1.C Encourage the connection of neighborhoods to centralized water and wastewater providers. Do not encourage separate metro districts that provide their own services	On-Going	Not Started
1.D Maintain long-term infrastructure expansion plans, which will indicate where growth can be most efficiently accommodated and what the associated costs are.	On-Going	On-Going
1.E Participate in conversations with regional partners (water district, fire district) to advocate for Fruita's needs and to collaborate on regional issues and solutions.	On-Going	
Goal #2. Require new developments to support the provision of infrastructure and services in an efficient and sustainable manner		
2.A Encourage developers and landowners to landscape with low-water plants and to develop sustainable, energy-efficient buildings.	On-Going	
2.B Ensure development impact fees are adequate to support the community's need for upgraded infrastructure.	On-Going	
2.C Do not provide infrastructure to development beyond the UGB. Collaborate with Mesa County to keep development beyond the UGB at a low density that will not need urban-level services.	On-Going	
2.D New developments within the UGB should demonstrate the provision of adequate infrastructure during the subdivision and site plan review process.	On-Going	
2.E Ensure that new development pays its own way and does not burden the existing community with additional capital or operating costs. Ensure that new annexations at the city's edge share appropriately in the costs of connecting all utility, park, drainage, pedestrian, and road systems.	On-Going	
2.F Consider shouldering more of the infrastructure cost of inholding annexations that are proposed to be developed at the appropriate density as recommended by the Future Land Use Map (FLUM) as a way to encourage infill.	On-Going	
2.G Avoid "leapfrog" developments that leave discontinuous street and utility systems. Consider annexation proposals on the basis of the logical and cost-effective extension of utilities, pedestrian connections, parks, drainage, and road systems. Also consider the fiscal burden of the annexation in terms of major capital investments that would be	On-Going	
Goal #3. Keep existing infrastructure well-maintained by prioritizing maintenance projects over new infrastructure.		
3.A In all city department planning, fund maintenance in the short, medium, and long term on an equal footing with budgeting for new projects.	Done	
	Done	
	On-Going	

Transportation

GOAL & ACTIONS	PROGRESS (Use key & highlight cell)	
Goal #1. Design the city's streets for their level of traffic, adjacent land uses, and connectivity context.		PROGRESS KEY
1.A Establish minimum construction standards and cross-sections for trails and bike lanes.	Done	Done
1.B Conduct a circulation study of the city in light of the land use changes associated with this Comprehensive Plan in 2020. Incorporate new design standards and cross sections into the updated Land Use Code.	Done	In-Progress
Goal #2. Create and maintain safe routes for pedestrians and cyclists to go from their door to local destinations (school, downtown, the Community Center, local parks, Kokopelli Business Park, and local trail systems).		Not Started
2.A Develop wash and irrigation canal trails to enhance local connectivity. Work with oversight agencies to secure easements where development has already occurred. For new development, ensure that these easements are dedicated during the site planning process.	In-Progress	On-Going
2.B Create policy to encourage bicycle accommodations when restriping a roadway in consideration of expected use.	Not Started	
2.C Consider additional measures to keep up with sidewalk maintenance such as local block-by-block beautification competitions, enforcement, etc.	Done	
2.D Add design amenities to improve the safety and comfort of all road users, with a particular focus on behaviors and attitudes that cause motor	In-Progress	
2.E Continue implementation of the 2011 Fruita Pedestrian and Bicycle Circulation Study.	In-Progress	
2.F Integrate the on-street trail system with offstreet trail system.	In-Progress	
2.G Explore bicycle and pedestrian improvements south of the interstate in the PHROST Plan.	In-Progress	
2.H Update the Land Use Code to consider alternative street sections in conjunction with other provided amenities in development review.	Done	
2.I Maintain and update a city connections map that includes safe existing routes (off-street trails and designated on-street routes) with trail type. This	On-Going	
Goal #3. Make downtown pedestrian-oriented and easy for visitors and vehicles to navigate.		
3.A Implement the Downtown Streetscape Improvements Plan. Additional actions around this plan are in Chapters 3 and 4.	In-Progress	
3.B Implement parts or all of the 2016 Gateway Enhancement and Wayfinding Plan.	In-Progress	
3.C Add wayfinding signage downtown and on designated bicycling and walking routes through the city to lead to destinations and connect the on and off-street networks.	Done	
3.D Explore parking solutions to support a park once strategy and pleasant walking experiences in downtown (i.e., fee-in-lieu, shared parking lot).	In-Progress	
Goal #4. Support safe and efficient circulation through the city from I-70 and along State Highway 6&50.		
4.A Explore a bicycle/pedestrian overpass over I-70, either near Highway 340 and/or near the high school.	In-Progress	
4.B Enhance vehicular circulation near the interchange for those accessing State Highway 6&50.	In-Progress	
4.C Enhance the pedestrian/cyclist facilities on the current Highway 340 bridge over the interstate.	In-Progress	
4.D Create a State Highway 6&50 Corridor Plan that includes how to better interface with the I-70 interchange, streetscape enhancements, and access and intersection improvements.	In-Progress	
Maintain existing transportation infrastructure and services . Implement new transportation infrastructure, as appropriate		
5.A Restructure the Transportation Impact Fee to provide adequate funding for transportation impacts associated with development.	Done	
5.B Examine the Gateway Plan, Bicycle and Pedestrian Circulation Study, and Downtown Streetscape Improvements Plan to identify small project phases that can be implemented as funding allows.	In-Progress	
5.C Update the Land Use Code to encourage new development in areas with fewer road construction demands.	Done	
5.D Use the PHROST plan to identify and prioritize off-street connectivity routes.	On-Going	
5.E Update the Land Use Code to require Electric Vehicle (EV) charging stations at larger commercial businesses.	Done	

Educations, Arts, and Historic

GOAL & ACTIONS	PROGRESS (Use key & highlight cell)	
Goal #1. Keep Fruita's history alive through the preservation of historic structures and education to teach residents and visitors about the area's past. Identify new funding sources towards historic preservation and education.		PROGRESS KEY
1.A Explore the creation of a historic district to allow for board review of restorations of Fruita's historic buildings and projects adjacent to historic sites in order to maintain the character.	In-Progress	Done
1.B Explore additional funding sources to facilitate restoration projects and incentivize re-use over teardowns, such as a lodging tax.	In-Progress	In-Progress
1.C Utilize the Historic Preservation Board to inventory downtown historic buildings. Explore grant opportunities to conduct a full assessment of downtown structures.	In-Progress	Not Started
1.D Develop a cultural/historic tourism brochure and webpage that promotes cultural and historic tourism in the area.	Done	On-Going
1.E Nominate properties for the local, state, or national historic register.	In-Progress	
1.F Partner with public and private organizations that could assist in identifying and preserving Fruita's historic structures.	In-Progress	
Goal #2. Celebrate the artistic talent and heritage of the community through public art, performances, educational programming, and festivals.		
2.A Add public art across the city, including extending art south of the interstate. Key focus areas include the State Highway 340 roundabout, Welcome Center, the Dinosaur Journey Museum, and the multi-use bike paths.	On-Going	
2.B Explore opportunities to better integrate local art into existing festivals and for new arts-related festivals and fundraisers.	In-Progress	
2.C Explore the feasibility of a dedicated community space for visual and performing arts with spaces for classes, studios, display, and indoor events.	On-Going	
2.D Inventory and publicize the public art and art events around the city online and through brochures.	In-Progress	
2.E Explore a requirement in the Land Use Code for public art in larger commercial and residential developments.	Not Started	
2.F Explore obtaining Colorado Creative District Certification from Colorado Creative Industries (CCI) for an area(s) of Fruita	Not Started	
Goal #3. Support excellent school education and educational facilities in Fruita that integrate with the community.		
3.A Encourage the school district to improve the education system by supporting a high level of education programs, staff retention, training, and citizen involvement.	On-Going	
3.B Support the school district in improving and expanding Fruita's schools as necessary to keep pace with the growing student population and provide high quality facilities.	On-Going	
3.C Work with the school district to select appropriate locations for new schools in Fruita. New schools should be located near residential neighborhoods and with the potential for multimodal connectivity.	On-Going	
3.D Provide appropriate bicycle and pedestrian facilities and safety features to support walking and biking to new and existing schools.	On-Going	
3.E Work with the school district to develop school recreational facilities that can meet the needs of the Parks and Recreation department	On-Going	
Goal #4. Provide educationally enriching opportunities for residents of all ages.		
4.A Continue to provide educational programming through the senior center.	In-Progress	
4.B Hold programming to support the health and wellbeing of Fruita's youth through the Youth Initiative and Youth Action Council.	In-Progress	
4.C Offer educational programming to make Fruita's recreational and cultural resources accessible to residents of all ages (i.e., learn to mountain bike, archaeological programs).	In-Progress	
4.D Support ample, affordable early learning and childcare centers for city residents.	In-Progress	

Economic Development

GOAL & ACTIONS	PROGRESS (Use key & highlight cell)	
Goal #1. Fund and implement the Downtown Streetscape Improvements Plan.		PROGRESS KEY
Please score the goal.	In-Progress	Done
Goal #2. Explore formal organization and funding and financing options for downtown.		In-Progress
Please score the goal.	In-Progress	Not Started
Goal #3. Work with City Market representatives and other property owners and businesses to expand and improve food and grocery shopping options in Fruita.		On-Going
3.A Work with City Market representatives on options for renovating, expanding, or possibly relocating.	In-Progress	
3.B Support any efforts to establish a specialty foods store or market in downtown.	In-Progress	
Goal #4. Collaborate with other economic development organizations including the Fruita Area Chamber of Commerce and Grand Junction Economic Partnership (GJEP).		
4.A Clearly define the city's relationship with GJEP and their mutual expectations.	Done	
4.B Support and collaborate with the Fruita Area Chamber of Commerce on addressing local business growth and retention	On-Going	
Goal #5. Continue refining Fruita's strategy and targeted business types for proactive marketing and recruiting. Balance recruiting and marketing with essential community development activities and supporting local businesses.		
5.A Consider refining the GJEP targeted industry list to a shorter and more specific list of business types that Fruita is interested in attracting. Tying this short list to the community's values and identity would help further focus recruitment efforts.	Done	
Goal #6. Define an incentives policy appropriate for targeted industries and specific areas of the city.		
6.A Determine the incentive types and tools to be used in specific areas of the city	Paused	
6.B Define criteria for receiving each incentive (e.g., job wage levels, construction quality, public benefit requirements, overall tax base contribution and payback period and ROI, etc.)	Paused	
6.C Establish a rigorous review process for incentive requests following best practices. In particular, consider a threshold test	Paused	
6.D Promote Fruita and Mesa County as an Enterprise Zone	On-Going	
Goal #7. Support local business growth through business retention and support programs and assistance with real estate.		
7.A Within the context of an incentives, loan, or grant program, define a means and criteria of assisting with renovation, expansion, and redevelopment costs for businesses in downtown and the Business Park.	In-Progress	
7.B Conduct regular business outreach to determine if there are issues the City can assist with to help expand and retain local businesses.	In-Progress	
7.C Promote the programs managed by the Grand Junction Incubator and GJEP including their several revolving loan funds, the Maker Space, and Business Incubator Center which provides coaching, advising, and mentoring.	On-Going	
Goal #8. Reserve areas for commercial development towards long-term growth.		
8.A Every five to ten years assess the commercially zoned land within the city and the Three Mile Plan area against market conditions and assess whether the amount of space is appropriate.	Done	
8.B Periodically identify the best commercial development sites for marketing, in partnership with local real estate brokerages.	Done	
8.C Create a policy that defines criteria for rezoning applications on prime commercial sites. Criteria could include creating affordable housing or redeveloping economically obsolete or longvacant property.	Done	
Goal #9. Support flexibility in zoning and the development of diverse housing types as part of an economic sustainability strategy.		
9.A Support changes in the Land Use Code update that will promote a business-friendly environment.	On-Going	
9.B Support changes in the Land Use Code update that will promote a diversity of housing types that will keep existing re	On-Going	
Goal #10. Align city budget priorities with community and economic development values		