



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: DECEMBER 27, 2019  
Re: WEEKLY INFORMATION UPDATE

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**City offices will be closed on January 1, 2020 for News Year Day. Happy New Year!**

### **#GOFRUITA!!!! Keep Voting for Fruita Businesses in the Elevation Outdoors 2020 Best of the Rockies!**

The nominations are in, and you can now vote for Fruita and many businesses/events for the Elevation Outdoors Best of the Rockies! Here is a list of all of the nominations, and you can vote at this [link!](#)

- Horsethief Bench – Best Mountain Bike Ride
- Fruita, Colorado – Best Kid-friendly Outdoor Destination
- Imondi Wake Zone – Best Adventure Park
- Rim Rock Marathon – Best Running Race
- Over the Edge Fruita – Best Bike Shop
- Colorado Back Country Biker – Best Bike Guide company
- Rim Rock Adventures – Best Whitewater Guide Company
- Thrive Fruita Yoga – Best Yoga Studio
- Copper Club Brewing Company – Best Brewery
- Hot Tomato – Best Restaurant
- Best Slope Coffee – Best Coffee Shop
- Big Mikes Pork N Wings – Best Food Truck

### **General Updates**

- Hope you each had a Merry Christmas and wish you a Happy New Year this coming week.
- Earlier this year as lodging tax began to be a discussion point with the City Council, I coordinated with the Chamber Director who willingly offered to reach out to engage lodging establishments in Fruita. This week I also reached out to most and will continue to do so letting them know of the upcoming public hearing on Jan. 7 and pending language of the possible ballot question.
- Copied below is the memo that Dan Caris and City Attorney Paul Wisor prepared for the development industry regarding the recent decision regarding Transportation

*Honor the Past – Envision the Future* **FRUITA**

Impact Fees and follow-up questions we have received regarding pending projects and those submitted prior to effective date of the code change.

### **Engineering**

- The contractor for the Highway 6 Sewer Extension project has bored the sewer casing pipe under the Independent Ranchman's Canal and has bored roughly 50 feet of the 270 feet under the highway/railroad.
- Brandon Estates Subdivision at the corner of Fremont & Ottley continued with utility construction this week.

### **Parks and Recreation**

- The FCC was quite busy for the holidays as it hosted several events. The Arts and Crafts Fair had to be one of the busiest events ever. The gym and the meeting rooms were full of vendors and shoppers getting their last-minute presents ready for Christmas. And later that week Cookies and Claus was hosted in the gym.
- Representatives from the Fruita Trails Initiative will be presenting a grant request to Colorado Parks and Wildlife on Tuesday, January 14<sup>th</sup>. The grant request is to fund paleo and cultural survey work in the North Fruita Desert.
- A busy beaver has felled quite a few trees at Snooks Bottom this past week. Staff has hired a company to trap our furry resident and to help him find a new life somewhere else.

### **Planning & Development**

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

### **Major/ Minor Subdivisions:**

- Village at County Creek North

### **Site Design Review:**

- Coloramo Site Design Review (333 W Aspen)
- Monument Powder Coating (1596 Cipolla)
- Pediatric Dental Specialist (197 & 101 Jurassic)

### **Public Works**

- A few employee highlights from 2019:
  - 23% Turnover led to hiring of 6 new employees this year.
  - Provided training and had 3 employees obtain CDL driver's license.
  - 4 employees passed exams for new, or higher-level, Wastewater licenses.
  - Implemented supervisor training program and hosted 4 training sessions focused on supervisory issues such as Ethics, FMLA, Legal Responsibilities, and Performance Management. Will be looking to expand on this in 2020.
- The 3 police vehicles budgeted for replacement in 2019 and ordered 9 months ago have still not been received due to a backlog of recalls, but we are hopeful to receive them shortly after the first of the year.

- Fleet disposed of \$25,331 worth of vehicles and equipment through government auctions this year.
- The wastewater plant collected \$4,250 this year from selling biosolids to commercial users and gave over 100 cubic yards away to residential customers.

**FRUITA IN THE NEWS (and regional news of impact to Fruita):**

- [Fruita poised for April lodging tax vote.](#)
- [Mesa County jobless rates edges upward.](#)
- [Suicide prevention efforts important during the holidays.](#)

**UPCOMING EVENTS** *(Please let Deb know if you plan to attend so we can make sure to post if multiple council members plan to attend. Deb would also be happy to RSVP for you when needed.):*

- **January 7, 2020** – Coffee with the City Manager at Einstein’s Bagels at 9:00 a.m.
- **January 9, 2020** – Business After Hours hosted by the City of Fruita and FWorks, 5:30 p.m. to 7:00 p.m. at FWorks.
- **January 15, 2020** – Start the Conversation on Resilience and Happiness, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **February 4, 2020** – Beer or Rootbeer with the City Manager at Hot Tomato, 5:00 p.m.
- **February 8, 2020** – Fruita Chamber of Commerce Annual Banquet at the Fruita Community Center, 5:30 p.m. to 10:30 p.m. If interested, RSVP [here](#).
- **February 15, 2020** – Sweetheart 5K/10K Run at 9:00 a.m., Fruita Community Center.
- **February 18, 2020** – Start the Conversation on the topic of Stress Management, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **March 5, 2020** – Bike with the City Manager at 4:30 p.m., meet at Fruita Community Center.
- **March 7, 2020** – An Evening of Art in Fruita, 6:30 p.m. to 9:30 p.m., Fruita Community Center.
- **March 11, 2020** – Start the Conversation on the topic of Suicide Prevention, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **April 4, 2020** – 9 Health Fair at the Fruita Community Center, 7:00 a.m. to 11:00 a.m.
- **April 8, 2020** – Easter Egg Scramble at 4:00 p.m., Fruita Community Center.
- **April 15, 2020** – Fruita Back to Summer Fair, Fruita Community Center Meeting from 5:30 p.m. to 7:00 p.m.
- **April 22, 2020** – Start the Conversation on the topic of Social Media Use, Fruita Community Center from 6:00 p.m. to 6:30 p.m.
- **April 18, 2020** – Youth Scholarship Golf Tournament at 9:00 a.m., Adobe Creek Golf Course.
- The Fruita Community Calendar is available on the website or at this [link](#).
- The **2019** Events Information is also available online [here](#).

CC. Department Directors

Do you have questions about anything in the Weekly Information Update? Please feel free to email us at [communications@fruita.org](mailto:communications@fruita.org).

**MEMORANDUM**

To: Fruita Development and Real Estate Community  
From: Dan Caris, Fruita Planning & Development Director  
Re: Transportation Impact Fee Ordinance  
Date: December 27, 2019

On December 17, 2019, the Fruita City Council adopted Ordinance 2019-21 (the “Ordinance”), which implemented a new transportation impact fee schedule, which schedule is attached hereto as Exhibit A. In addition, the Ordinance amended the Fruita Municipal Code to provide transportation impact fees shall be assessed at Final Plat rather than at Planning Clearance.

Pursuant to Section 2.13(G) of the Fruita Home Rule Charter, the Ordinance will take effect on January 16, 2020. However, as set forth below, the increase in transportation impact fees will be phased in over the next two years, and applicants who have submitted relevant development applications with the City prior to January 16, 2020 may not be subject to certain requirements under the Ordinance.

*Commercial Phasing*

The increase in the transportation impact fee with respect to commercial, industrial and other uses shall be phased in over a period of two years pursuant to the following schedule:

Year (January 1)	Percentage of Fee to be Imposed	Base Fee
January 1 2020	0%	\$1,589.00
July 1, 2020	25%	\$2,882.50
January 1, 2021	50%	\$4,176.00
July 1, 2021	75%	\$5,469.50
January 1, 2022	100%	\$6,763.00

As noted, these fees will apply to all applications filed on and after January 16, 2020.

*Development Applications Under Review*

All land development applications with applications currently under review or submitted prior to January 16, 2020 will have the option of paying the transportation impact fee at Planning Clearance or Final Plat. The amount of the transportation impact fee owed will depend on the base fee then in effect at the time the transportation impact fee is paid.

*Final Plat Applications Under Review*

All Final Plat applicants with applications currently under review or submitted prior to January 16, 2020 may pay the transportation impact fee in effect at the time the application was submitted.

*Applications After January 16, 2020*

All applicants who file a development application or Final Plat application with the City on or after January 16, 2020 shall pay the relevant transportation impact fee at Final Plat and pursuant to the schedule set forth in the Ordinance.

Please direct any questions related to the transportation impact fee to Kelli McLean at [kmclean@fruita.org](mailto:kmclean@fruita.org) or 970-858-0786.

**Exhibit A**

**New Transportation Impact Fees**

Residential:

The base rate for residential subdivisions with single family and duplex dwelling units for which no traffic impact analysis is performed shall be six thousand seven hundred sixty-three dollars (\$6,763.00) per dwelling unit.

For multi-family dwelling units in excess of two units, the base rate of six thousand seven hundred sixty-three dollars (\$6,763.00) shall be multiplied by a factor of 0.68 per unit for the fee per dwelling unit.

Commercial, Industrial or Other Uses:

The transportation impact fee for commercial, industrial and other uses specified in the following table shall be a base rate of six thousand seven hundred sixty-three dollars (\$6,763) multiplied by the factor listed for that use.

LAND USE TYPE	ITE CODE	UNIT	FACTOR
<b>Other</b>			
Mobile Home/Manufactured Home/RV Park	240	per unit or space	0.53

Hotel/Motel	310/320	per room	0.62
<b>Retail/Commercial</b>			
Shopping Center/Commercial	820	Per 1000 sf floor	1.64
Auto Sales/Service	840/942	Per 1000 sf floor	1.48
Bank, Drive-In	912	Per 1000 sf floor	2.72
Convenience Store w/ Gas Sales	853	Per 1000 sf floor	3.90
Golf Course	430	Hole	1.90
Movie Theater	444	Per 1000 sf floor	4.88
Restaurant, Standard	931	Per 1000 sf floor	2.21
Restaurant, Fast Casual	930	Per 1000 sf floor	3.32
Restaurant, Drive Through	934	Per 1000 sf floor	4.91
<b>Office/Institutional</b>			
Office, General	710	Per 1000 sf floor	0.99
Office, Medical	720	Per 1000 sf floor	3.79
Animal Hospital/Vet Clinic	640	Per 1000 sf floor	2.34
Hospital	610	Per 1000 sf floor	1.17
Nursing Home	620	Per 1000 sf floor	0.46
Place of Worship	560	Per 1000 sf floor	0.40
Day Care Center	565	Per 1000 sf floor	0.66
Elementary/Secondary School	520/522/530	Per 1000 sf floor	0.25
Public/Institutional	500	Per 1000 sf floor	0.56
<b>Industrial</b>			
Industrial	130	Per 1000 sf floor	0.31
Warehouse	150	Per 1000 sf floor	0.18
Mini-Warehouse	151	Per 1000 sf floor	0.16



# BUSINESS AFTER HOURS

Join the Fruita Area Chamber of Commerce for Business After Hours hosted by The City of Fruita and FWorks.

FWorks is a program of the Business Incubator Center. Visit the FWorks and learn about co-working the Fruita way while connecting and networking.

Refreshments and appetizers provided!

\$5 for members ; \$10 for non-members.

**January 9, 2020**

5:30-7:00 PM

**FWORKS**

325 E ASPEN AVE, FRUITA, CO



**FRUITA**  
COLORADO



**WORKS**

RSVP ONLINE AT [EVENTS.FRUITACHAMBER.ORG](https://events.fruitachamber.org)



**WHY FRUITA?** The City of Fruita focuses on three strategic outcomes built upon a base of providing quality core services.

**Quality of Place (QP)** The City of Fruita is a community where residents and visitors love where they are. The City strives to be a bike and pedestrian friendly community by providing a system of sidewalks, trails, and bike lanes that connect our parks, schools, neighborhoods, civic facilities, and commercial areas. We value safe neighborhoods, our geographic natural resources and landscapes, top tier education and healthcare, and we collaborate to provide quality essential infrastructure and services. We are an inclusive community of doers who enjoy active and healthy lifestyles.

**Economic Health (EH)** The City of Fruita strives to be financially sustainable by enabling a stable economy and supporting a diversity of businesses that offer well-paying jobs that attract educated employees. The City works to be fiscally responsible and continuously seeks ways to allocate resources to services and projects that have the highest impact on the City's priorities. We are the innovative leader for economic development in the Grand Valley.

**Lifestyle (L)** The City of Fruita fosters a fun and funky ambiance by celebrating the local arts, farm and ranching history, unique leisure opportunities, and family-friendly events and activities. As a city, we encourage a diversity of cultural opportunities, businesses, and recreational activities. We continue to improve and enhance recreational offerings from traditional to outdoor adventure sports and youth to adult activities. We are a family-friendly community with diverse cultural opportunities, businesses and recreational amenities where visitors feel like locals and locals play like visitors.





# FRUITA COLORADO



*City of Fruita staff strive to emulate these core behaviors in everything we do in order to show gratitude for public trust, build trust and maintain trust with the public, our partner agencies and with one another.*

## **We are Fruita. We are...**

**Fun**—This is such a critical behavior that impacts everything we do. If we are not having fun, we must ask why and recalculate and adjust. We must love what we do and where we work, live and play. We are positive and put forth focused effort to have a positive attitude. We are smiling. We are friendly. We enjoy serving the public and working together. We care about the experience those who interact with us internally and externally have.

**Respectful**—We are empathetic. We take an active interest in each other, residents, businesses and visitors. We listen. We talk one at a time. We compliment and build up others. We are tough on issues and easy on people. We recognize the role of City Council, Board and Commission Members, residents, supervisors, coworkers and customers. We are kind. We treat people with dignity. We embrace diversity and make every effort to think collectively.

**United**—We are a team. We focus on purpose and work together to achieve our goals. We communicate effectively with each other. We seek consensus, agree to disagree and move forward for the greater good. We support each other. We value partnerships that help us achieve our goals. We remember we are public stewards and serve. We are inclusive. We create synergy by recognizing our strengths and weaknesses and succeeding as a team.

**Innovative**—Simplicity is our key to innovation. We consider and explore alternatives to the way we've always done it. We are open to new ideas. We welcome calculated risk-taking and learning from our mistakes. We seek continuous improvement and welcome constructive feedback. We ask why and why not. We work to continually improve.

**Transparent**—We operate as an open book. We create, over communicate and reinforce clarity in our work. We are trustworthy. We assume a positive intent from others. We work with integrity. We seek ways to increase transparency internally and externally.

**Authentic**—We are unique. We are real. We are different. We are special. We are optimistic. We are exceptional and proud of it. We are comfortable being different. We are open-minded. We are honest. We embrace and value family. We live what we speak. We create clear expectations and work hard to manage those expectations.