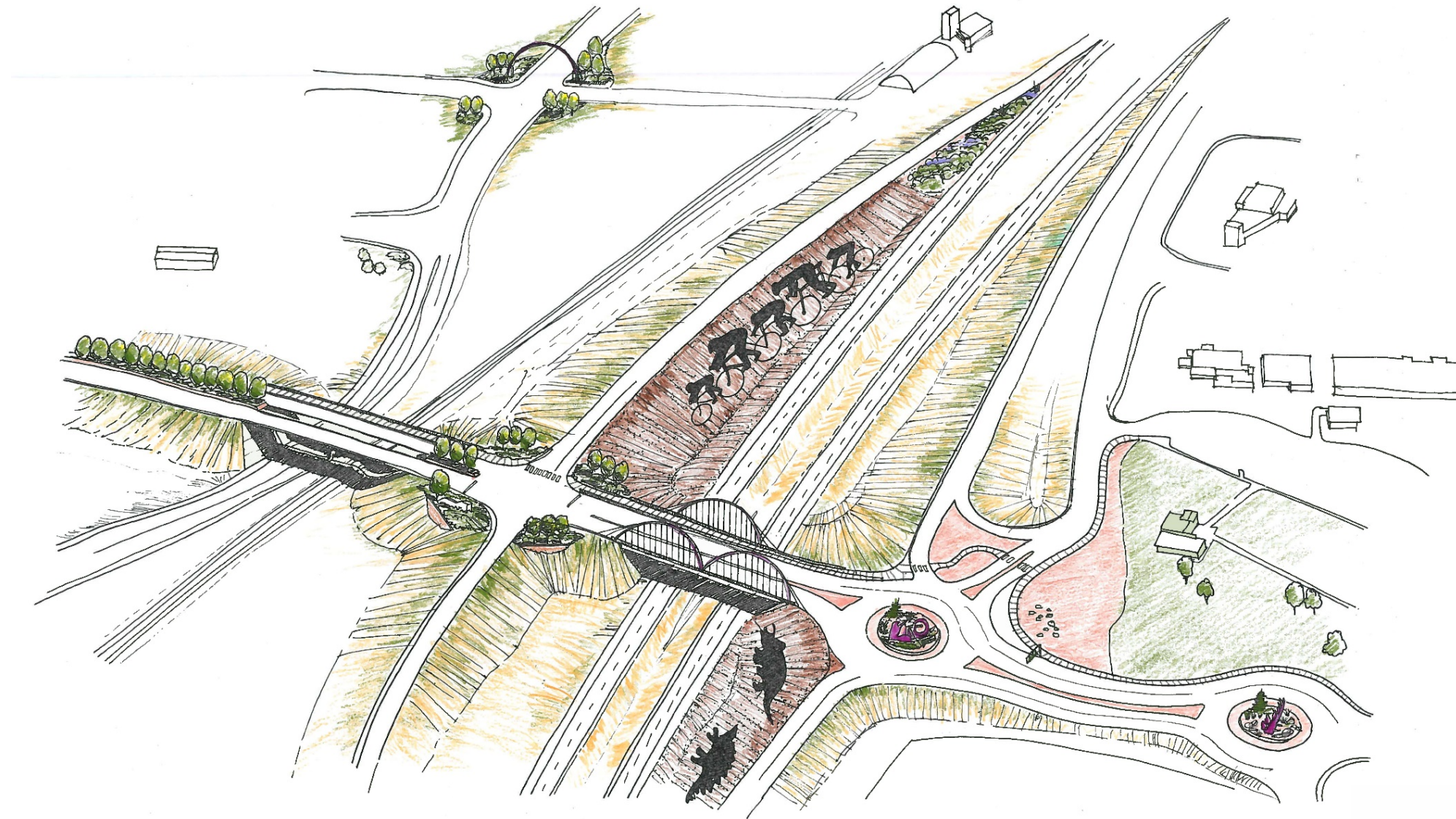


# GATEWAY ENHANCEMENT

## CONCEPTUAL DESIGN

### FOR THE CITY OF FRUITA



**FRUITA**  
COLORADO



Clavonne,  
Roberts &  
Associates, Inc

LAND PLANNING AND  
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# Fruita Gateway Enhancement and Wayfinding – FINAL DRAFT

## Project Overview

The City of Fruita is located in Mesa County, approximately 10 miles northwest of Grand Junction, Colorado, and lies in close proximity to the Colorado National Monument as well as other scenic outdoor attractions. Fruita is known nationally as a recreational mountain bike area, but it also provides ample hiking, climbing, and rafting opportunities, as well as archaeological and paleontological experiences. Because of Fruita's pleasant climate and recreational opportunities, along with the unique character of the town, it has become one of the fastest growing cities on the western slope. This growth has challenged Fruita to adapt, while still providing the services expected and promoting quality development.

In 2012, the Fruita City Council identified the need to develop the full potential of a strong downtown as a top priority and worked towards a conceptual master plan for downtown streetscape improvements that was adopted in late 2013. The creation of this downtown master plan included the involvement of numerous businesses, residents, and community groups, and summarized the vision for how the streetscape and public spaces in the downtown area might develop.

The downtown streetscape improvement master plan included a Fruita Framework Plan that briefly addressed the need for creating defined gateways and better entry experiences from Interstate 70 and US 6/50 to the historic downtown area. It suggested the apparent and inviting use of high quality bridge design, directional signage, enhanced landscaping, and sculptural elements.

This 2016 Conceptual Design for Gateway Enhancement and Wayfinding Study is an outgrowth of the Framework Plan developed in 2013. It embraces the recommendations to create a more pleasant entry experience, but in addition it:

- expands the 'framework' beyond the City entrances from I-70 and 6/50, to also include Highway 340 ... from Raptor Road north to Aspen Avenue;
- recognizes that both the historic Downtown and Southside Marketplace are visitor destinations that require good wayfinding;
- addresses landscape enhancement opportunities for highway ramp slopes and bridge abutments;
- identifies the proposed enhancements based on 'first impressions', 'biggest bang for the buck', and 'future' customers;
- provides wayfinding concepts and potential design themes that range from 'traditional' to 'unique'.

In summary, this Study identifies projects that will have a significant impact ... largely founded in 'views' and 'first impressions', as well as projects that might have a higher priority ... largely founded in 'theme' and 'wayfinding'. It might go without saying, but the impact projects are larger, more costly, and intended to 'capture' the customer; whereas the priority projects are smaller, more affordable and phase-able, and are intended to 'direct' the customer.

Resources used for this Gateway Enhancement Study included existing documentation and resources from GIS mapping and aerial photography, input from City Staff, Colorado Department of Transportation (CDOT) construction drawings for the Highway 340 improvements within the study area, and community input from the 'Design Input Packet Analysis'.

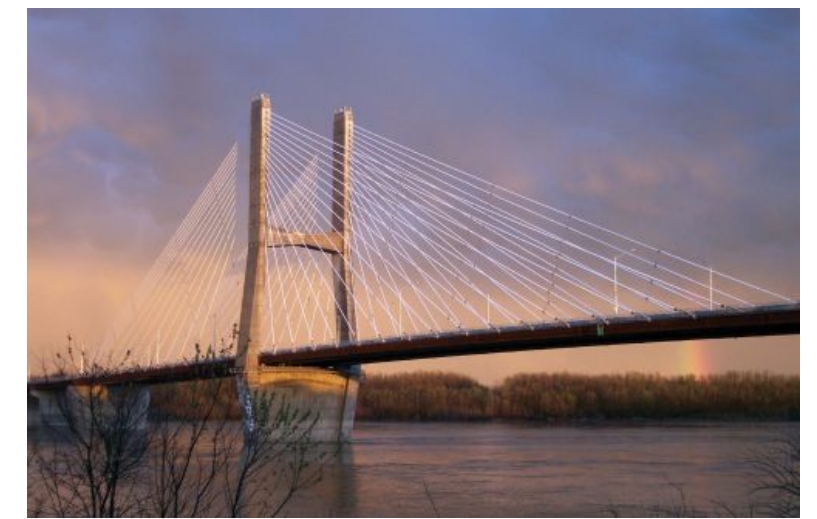
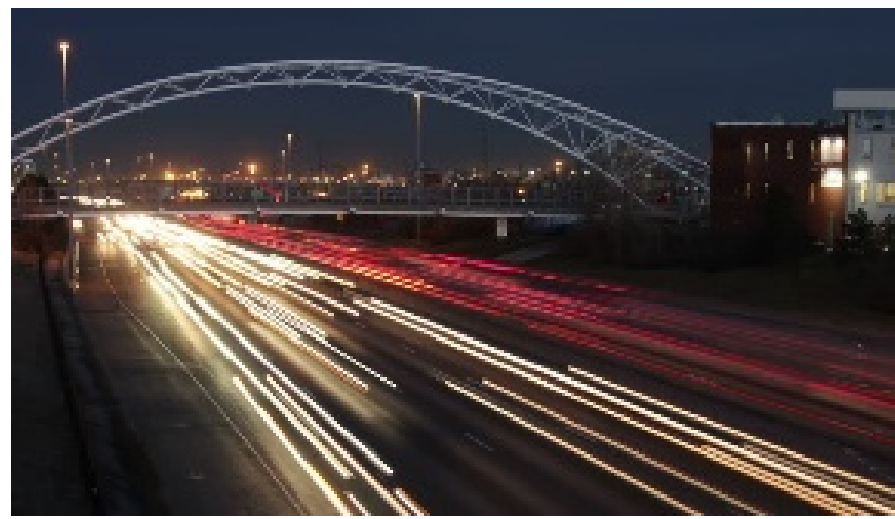


## **Conceptual Layout and Design**

The parameters of this project can be most simply defined as “Landscape and wayfinding enhancements from Raptor Road to Aspen Avenue, and at the intersection of Mesa Street and 6/50.” However, this is too simple. We really want to start with the ‘5,280 foot view’ of this project.

**Question:** Where is the first spot that the City of Fruita can make the BIGGEST first impression on the ‘first time’ visitor?

**Answer:** It is between one mile and ½ mile away from the Highway 340 Bridge crossing of Interstate 70. This is where you can first capture some interest, well ahead of the “Exit 19 - Fruita - Next Right” decision point for taking the off-ramp. From the ‘biggest bang for your buck’ standpoint, the view of this bridge could be and should be memorable



The above exemplifies the examination of impact used for this project: what is visible; when it is visible; how long it is visible; and its role in wayfinding. Certainly ‘cost’ must be considered, but on a project of this scale, even the simplest of solutions can be expensive.

### **What does the ‘viewer’ first see?**

- The ‘Initial view’ from I-70 is the Highway 340 Bridge over the Interstate ...
- then the entry to the off-ramps (Exit 19), and its surrounds ...
- then the views from being up on Highway 340, and associated wayfinding.

### **When is ‘what’ viewed?**

- The Highway 340 Bridge over I-70 is visible from one half to one mile away;
- The entry to the off-ramps, signed as Exit 19, are viewed from approximately one quarter mile away, and are ‘fast views’ requiring a decision on whether you exit or not.
- If you chose to exit, the view of the off-ramp surrounds are generally ‘superior views’ ... meaning that you are above looking down, or across to other areas.
  - It is at the top of the ramp where you slow down, absorb the wayfinding, and best appreciate any level of detail.
  - The ‘Top of Ramp’ experience at Exit 19 is much different between eastbound and westbound.
- The views from Highway 340 to the immediate surrounds are intermittent and fairly temporary as you travel along the corridor.

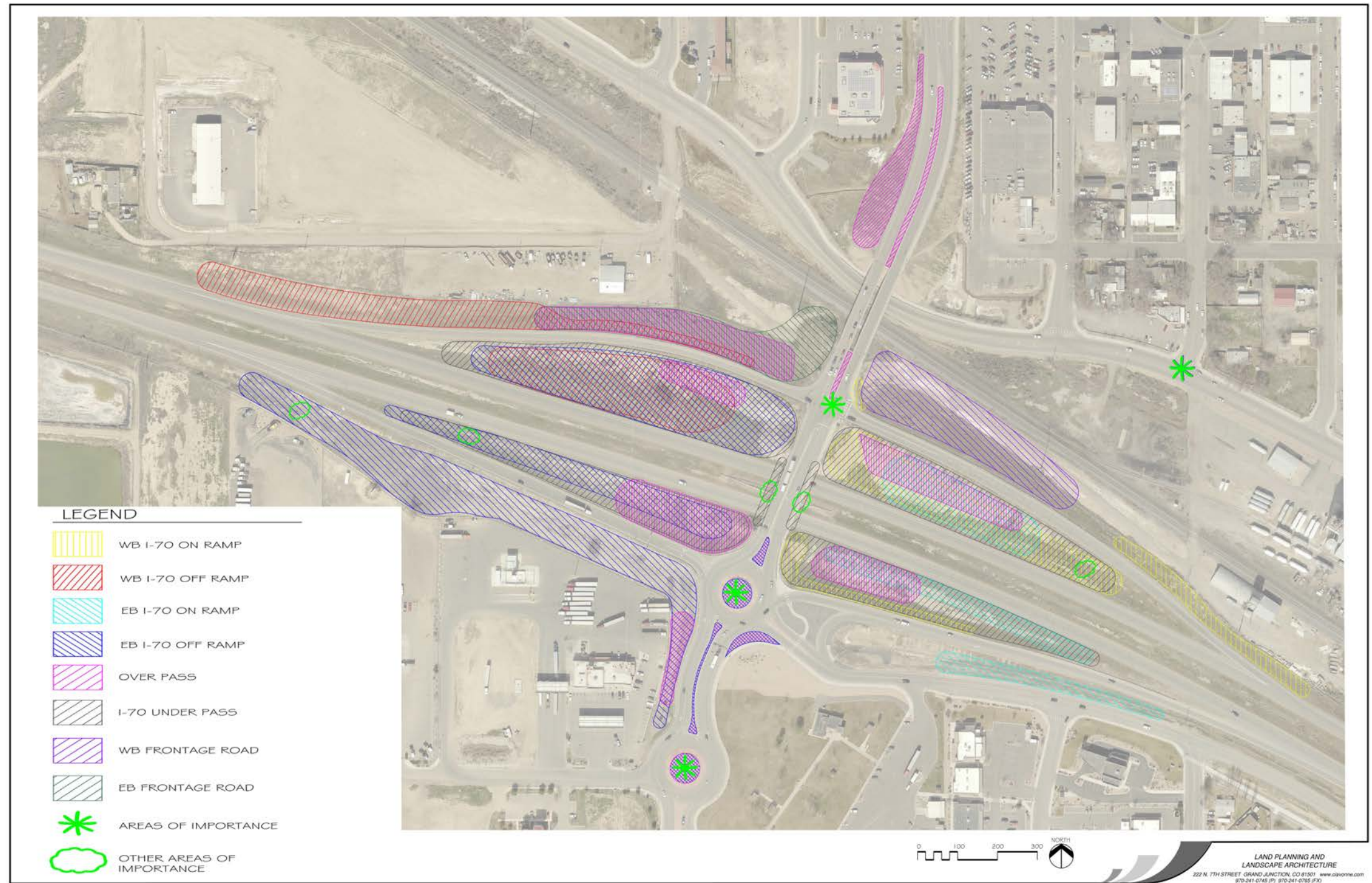
### What 'views' are most important?

- Those areas that are most frequently viewed;
- Those areas that are 'First Impressions'
  - The Highway 340 overpass
  - The off ramps
  - The top of the off ramps
- The wayfinding and experience within the Highway 340 corridor ... the detail!

### What 'views' are least important?

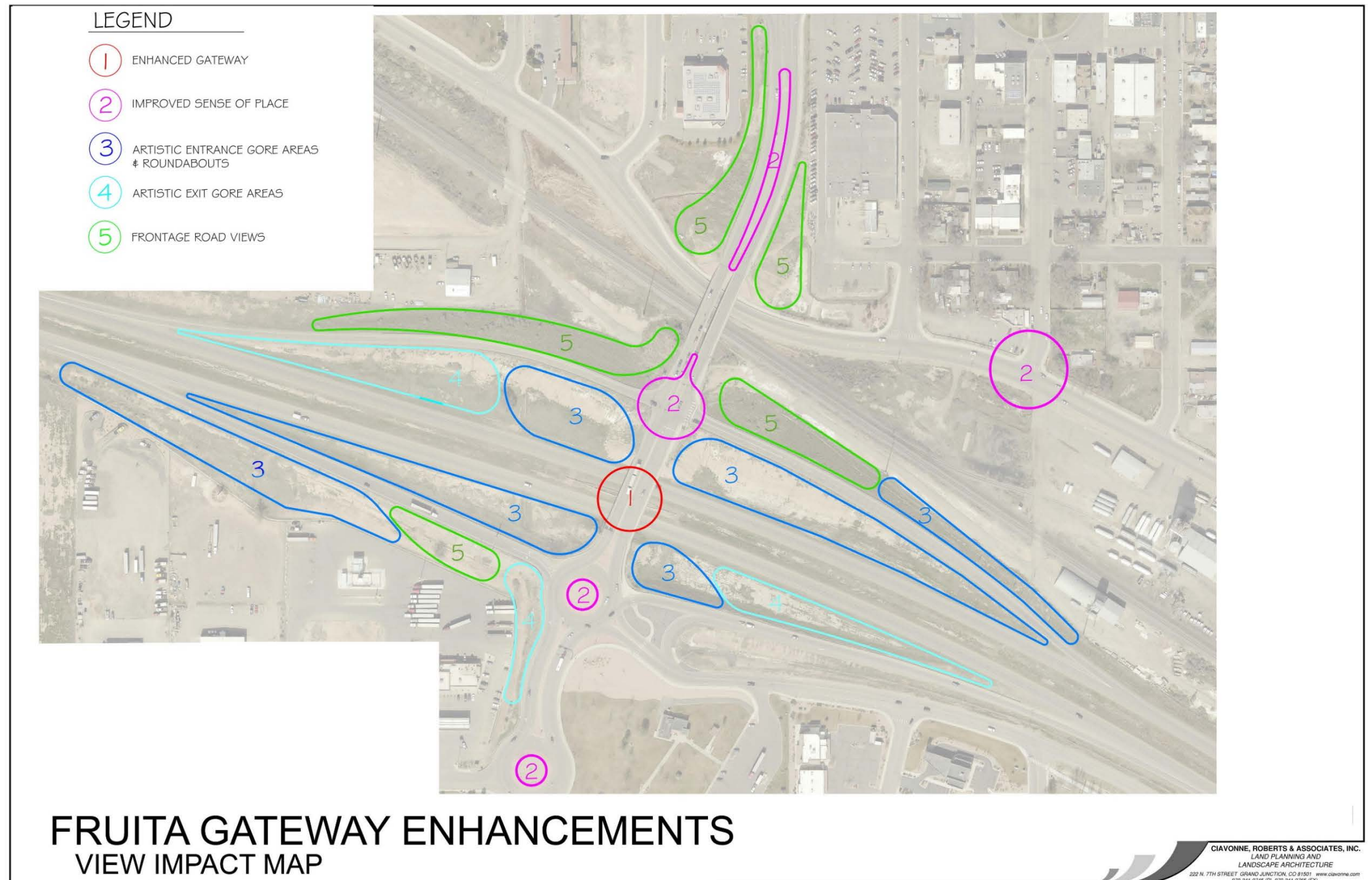
- Those areas that are least frequently viewed;
- How about "Last Impressions"?
  - Those who continue along I-70 and drive past the Exit 19 off ramps;
  - Maybe those leaving the City of Fruita – those using the on ramps to I-70.

The View Analysis Map for this project corridor was developed to identify much of what was previously discussed; to analyze the impacts; and to then synthesize the information into areas of importance. Although this analysis is a combination of 'art' and 'science', the outcome can aid in quantifying the varying areas, denoting what areas have the highest impact, and assessing what it might cost to provide differing levels of enhancements. This map recognizes that there are areas that are rarely viewed and areas that are frequently viewed. To this we can identify views seen while stopped or traveling slow, and views that are sped by. Ultimately we can start to identify the views that have more importance from views that have less importance: if it is seen often, from close up, at a slow speed ... it is likely to have a higher impact than if it is rarely seen, and/or seen from farther away, and/or while speeding by.



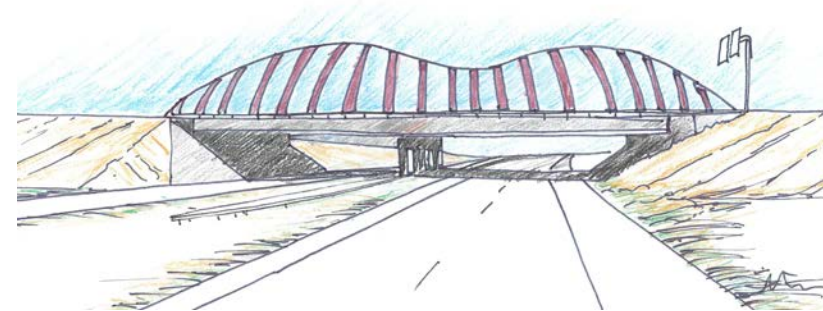
The combinations and permutations are many, but have been simplified into the following 'View Impact Areas' with noted attributes:

- ONE(s) – First views; big first impressions; significant feature(s); possible initiation of 'Theme'; subject to significant CDOT constraints;
- TWO(s) – Expansion on first impressions; orientation and wayfinding available with slower speeds; reinforcement of 'Theme'; subject to significant CDOT constraints;
- THREE(s) – Off ramp 'Edges' first impressions; high speed / decreasing speed by landscape (detail not seen); also pass through visibility; subject to CDOT constraints;
- FOUR(s) – On ramp 'Edges' last impressions; low / increasing speed landscape (detail not seen); also pass through visibility ... mostly to note "You missed it!" or "Come back soon"; subject to CDOT constraints;
- FIVES(s) – Restoration: rarely viewed areas; low impact for expenditures;

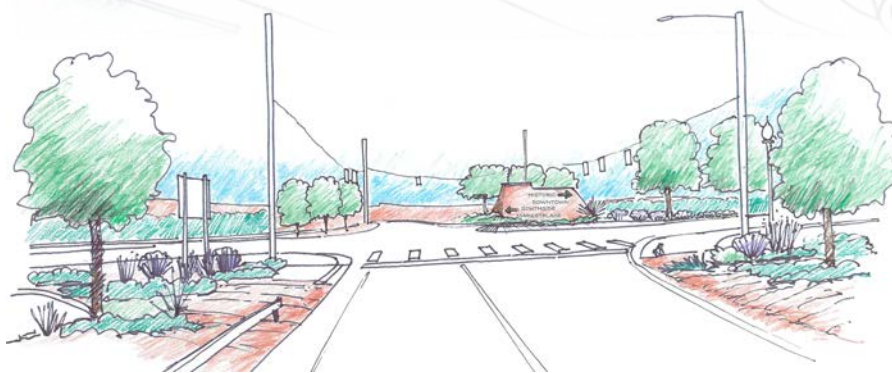
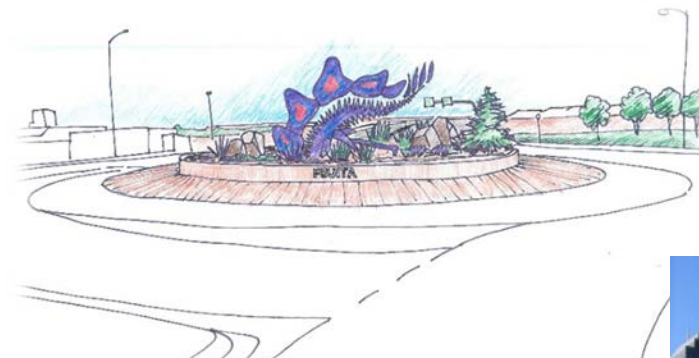
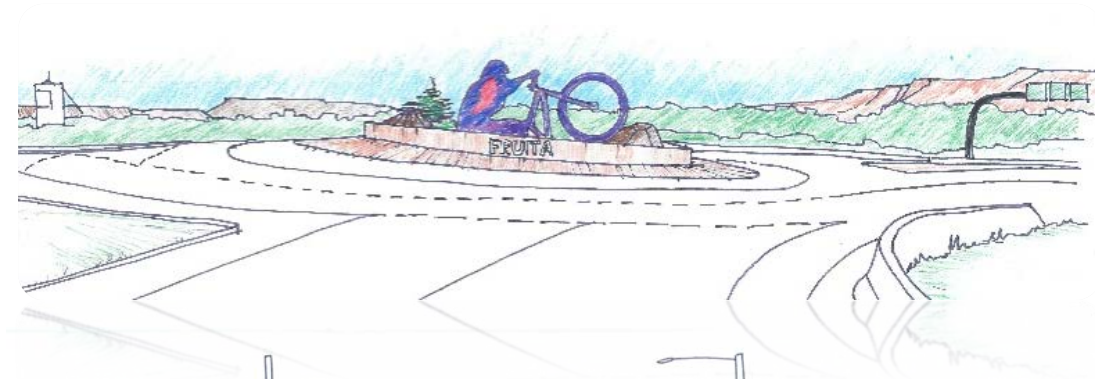


**Conceptual Image Area 'Treatments' – What others are doing; What Fruita could do;**

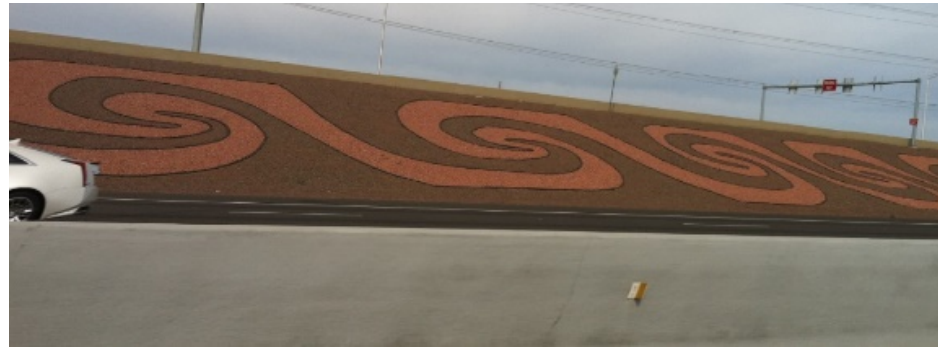
**IMPACT ONE AREA(S)** – The I-70 Overpass. Unique bridge structure and bridge railings; possible iconic columns; possible 'Theme' orientation. Expect significant costs (\$\$\$\$).



**IMPACT TWO AREA(S)** –The Roundabouts and Mesa/6&50. Large art in roundabouts; create a sense-of-place; orientation / wayfinding at tops of off ramps; Theme support. Expect large, but variable costs (\$\$\$\$).



**IMPACT THREE AREA(S)** – Off Ramp Highway Slopes. Limited irrigated landscape with ‘bullet-proof’ plant varieties; artistic landscape rock designs. Potential CDOT limitations. Costs appear high due to the expanse of the treated areas (\$\$\$)

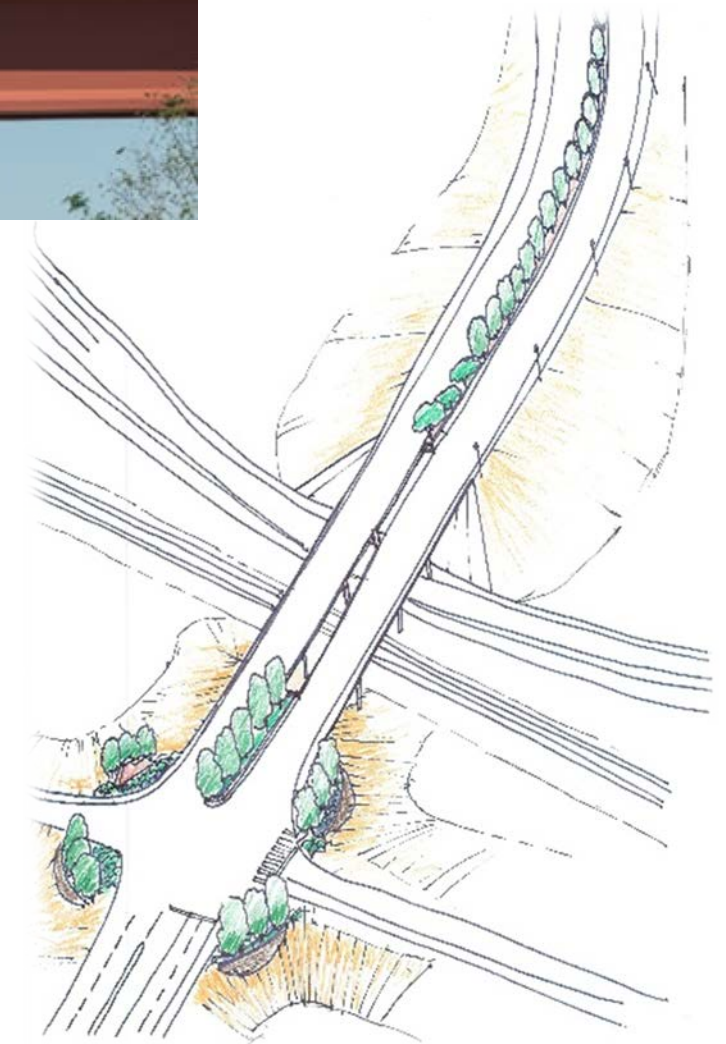


**IMPACT FOUR AREA(S)** – On Ramp Highway Slopes. Native grasses (irrigated); limited landscape on rock slopes. Potential CDOT limitations. Costs appear high due to the expanse of the area (\$\$\$).



**IMPACT FIVE AREA(S)** – Less Seen Highway Slopes. Rehabilitation landscape area (probably irrigated) (\$\$).

**PEDESTRIAN FACILITIES** – The addressing of Pedestrian Facilities fits into both the View Impact and Wayfinding Priority components of this study. It includes improving the pedestrian access from the Visitor Center in the Southside Market Place to Aspen Avenue in historic Downtown Fruita. More than half of this distance is adequate pedestrian width, however two bridges (I-70 and 6/50/railroad) are inadequate in width and should consider cantilevering outward about four feet. Additional improvements would include railings on both sides of the path and lighting. Railings could add to the art along the corridor. Potential CDOT limitations. Costs are high due to the cantilevers and railings, (\$\$\$\$)

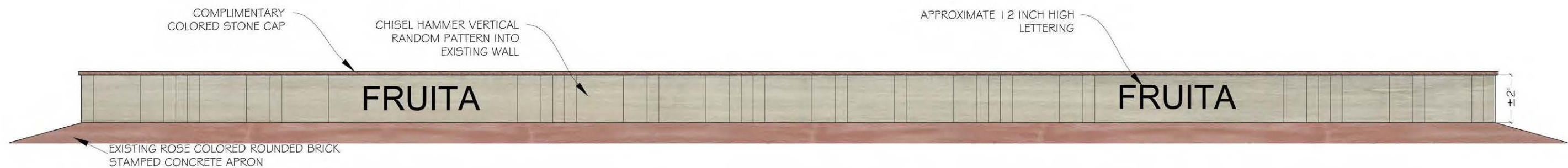
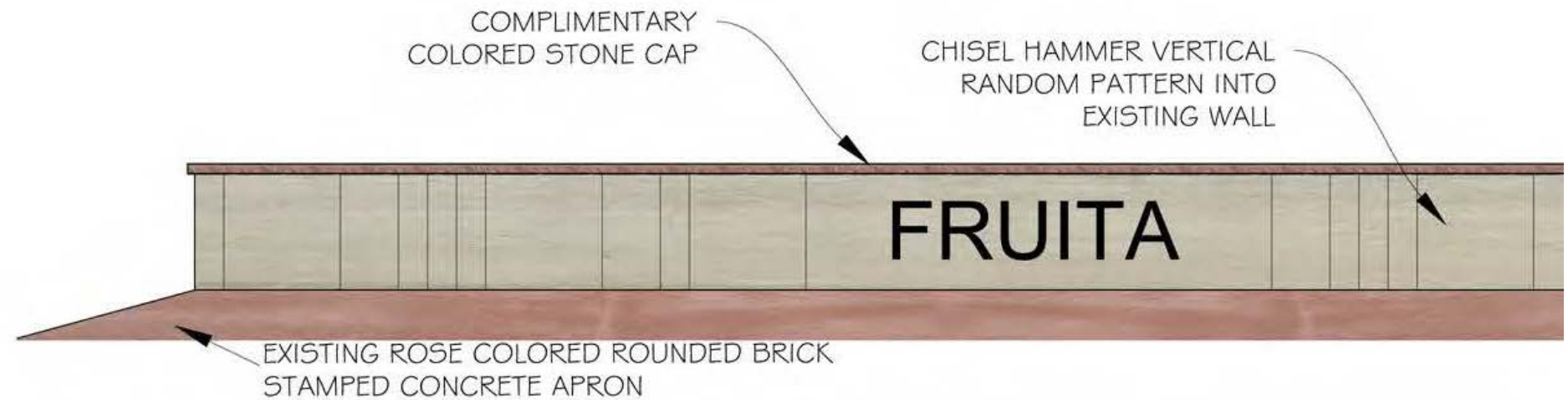




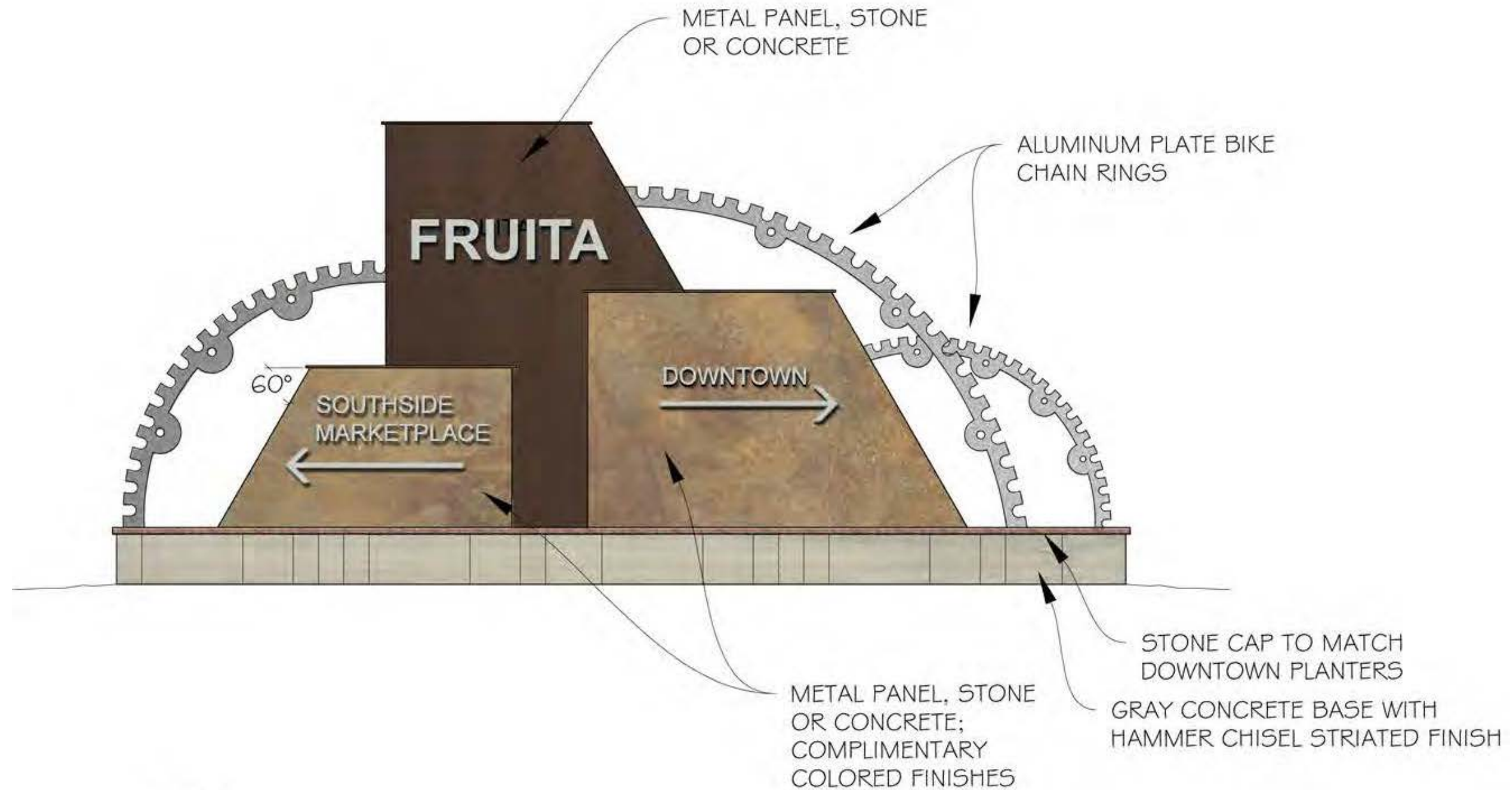
## Conceptual Wayfinding Priorities – Theme Based for Fruita

**Wayfinding Priorities** – The ‘VIEW IMPACT’ areas described above are often large in scale and cost; potential solutions include significant structures, and / or cover expansive areas. Their importance should remain at the forefront, while recognizing that any of them will likely become a ‘long term’ project with regards to funding and implementation. Recognizing this, the Study addresses some Wayfinding ‘PRIORITIES’ that intermix throughout the ‘VIEW IMPACT’ areas along Highway 340 and elsewhere within Fruita. These have been labeled ‘PRIORITIES’ as they (1) address immediate wayfinding deficiencies, (2) are provided as a ‘family’ of features with a unified theme, (3) are significantly more affordable, and (4) provide an ease in phased implementation due to their size and versatility. Throughout the graphic and pictorial examples displayed above in this study there are numerous examples of the more traditional wayfinding components, which are attractive and are ‘valid’ candidates for use in Fruita. But Fruita has a unique identity defined by its setting, its established reputation, and its people. With this in mind a unique family of Fruita Theme Based Wayfinding Components is suggested below.

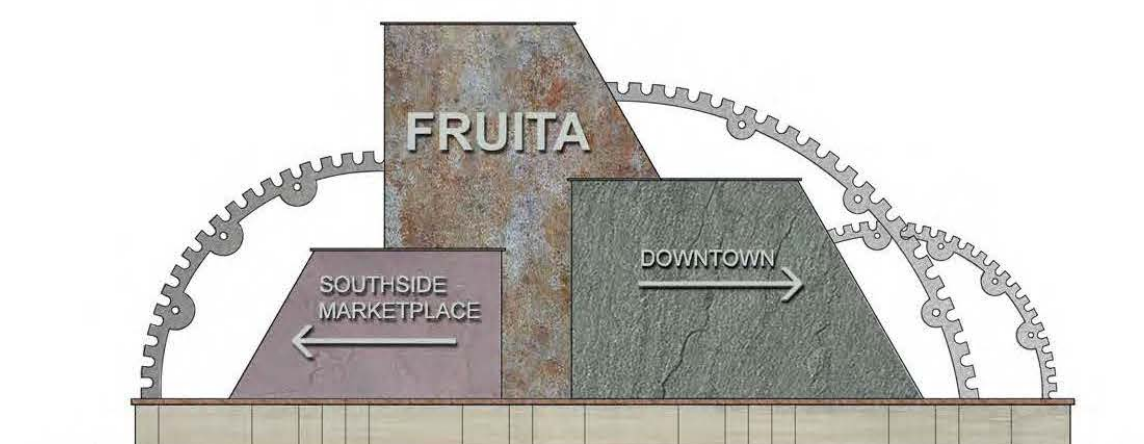
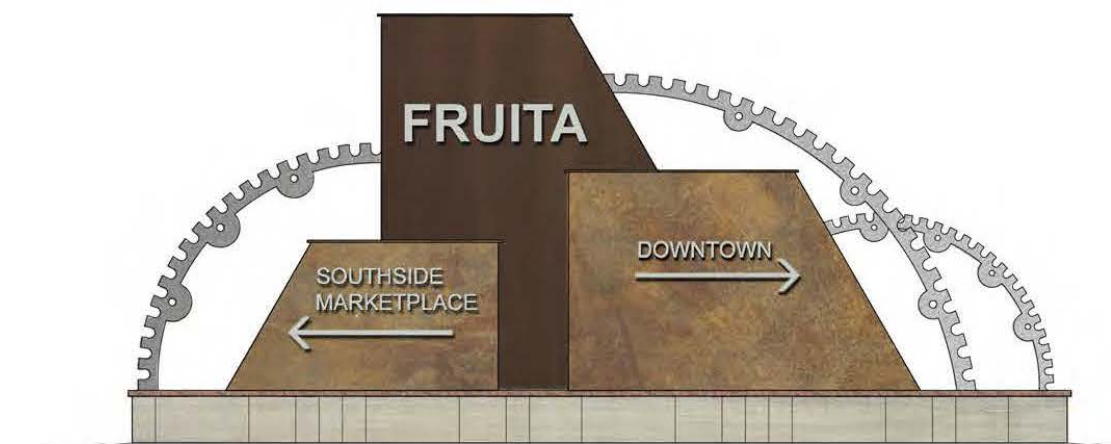
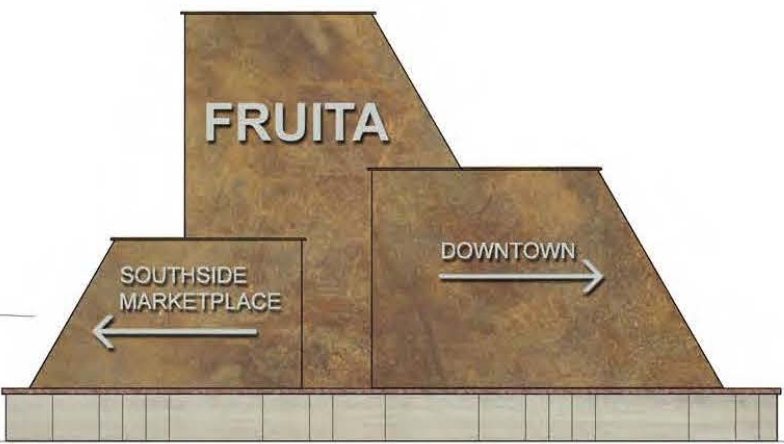
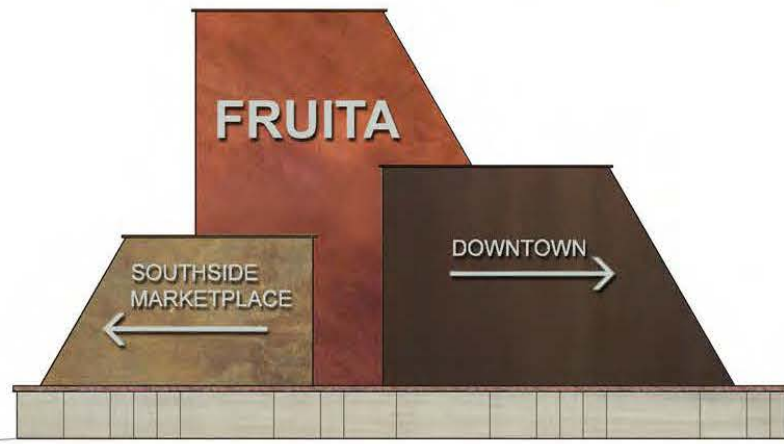
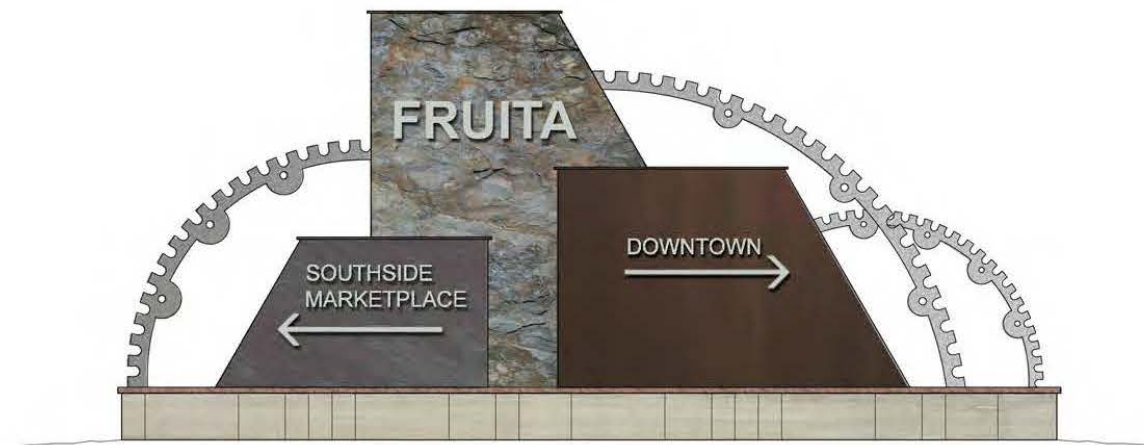
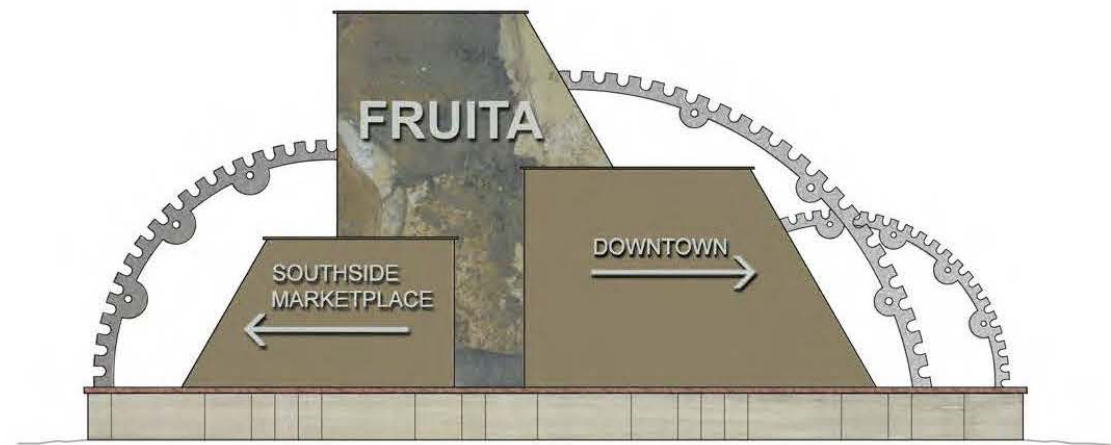
- Existing Roundabout Wall Enhancements** – As you first approach the existing Highway 340 Roundabouts coming eastbound from Utah, northbound from Colorado National Monument, or southbound across the bridge over I-70, the roundabouts are highlighted by fairly prominent plain concrete walls. Setting aside the need for sculpture and/or landscape within these currently barren roundabouts, the plain ‘white’ concrete walls encircled with the rounded brick stamped rose colored aprons are visually dominant ... and which can attractively influence the colors, materials, and theme for this Highway 340 corridor. Some reasonable enhancements to these raised walls are suggested, which aid in making these walls part of the ‘family’ of wayfinding components. These reasonable enhancements include limited scoring and/or chisel hammering of the walls to add texture; the addition of a natural stone cap that introduces the existing stone used on Aspen Avenue and is complimentary to the existing rose colored stamped concrete aprons and medians; and the identification of having arrived at Fruita. This modified wall can now be incorporated into the family of wayfinding components.



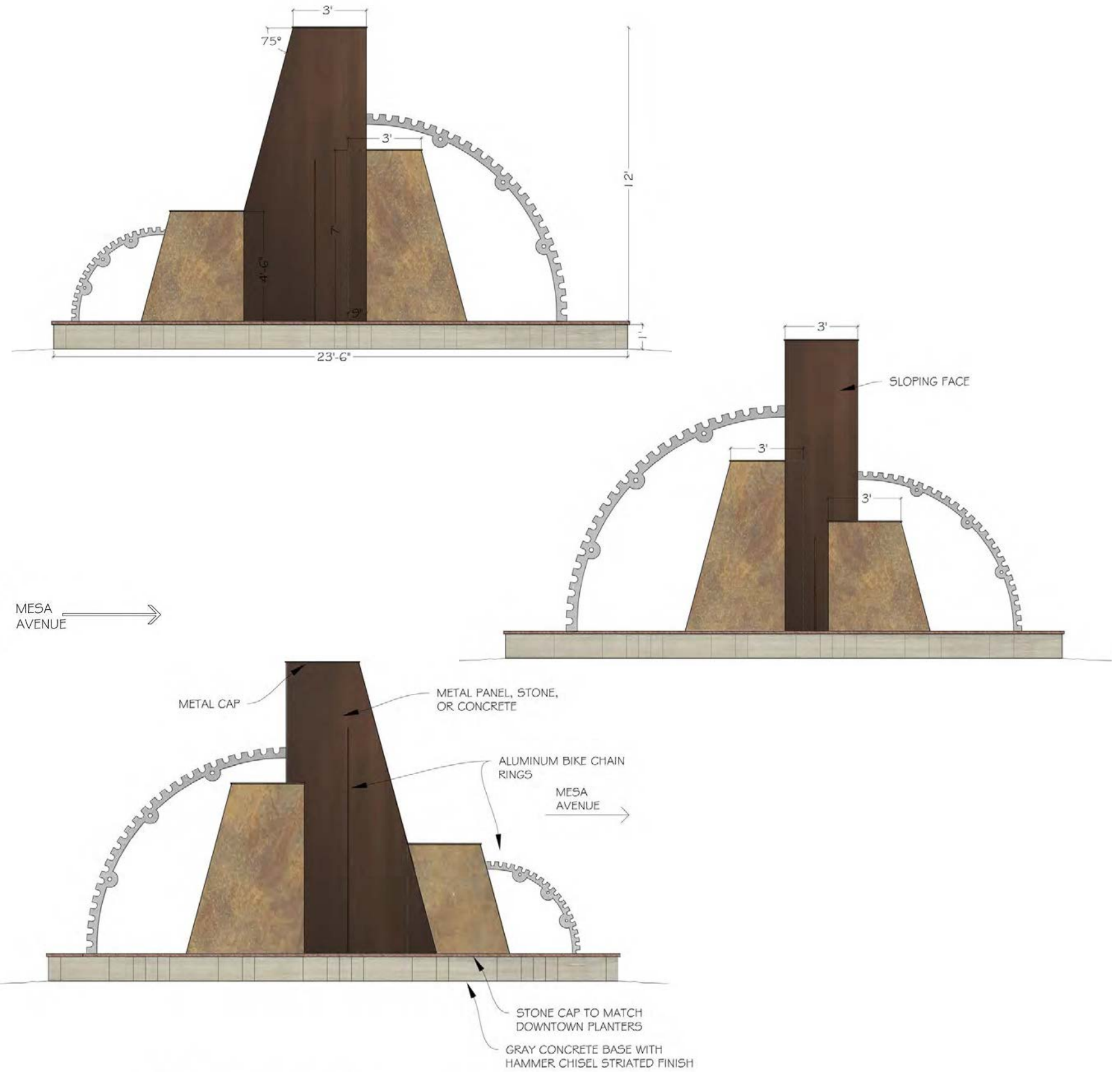
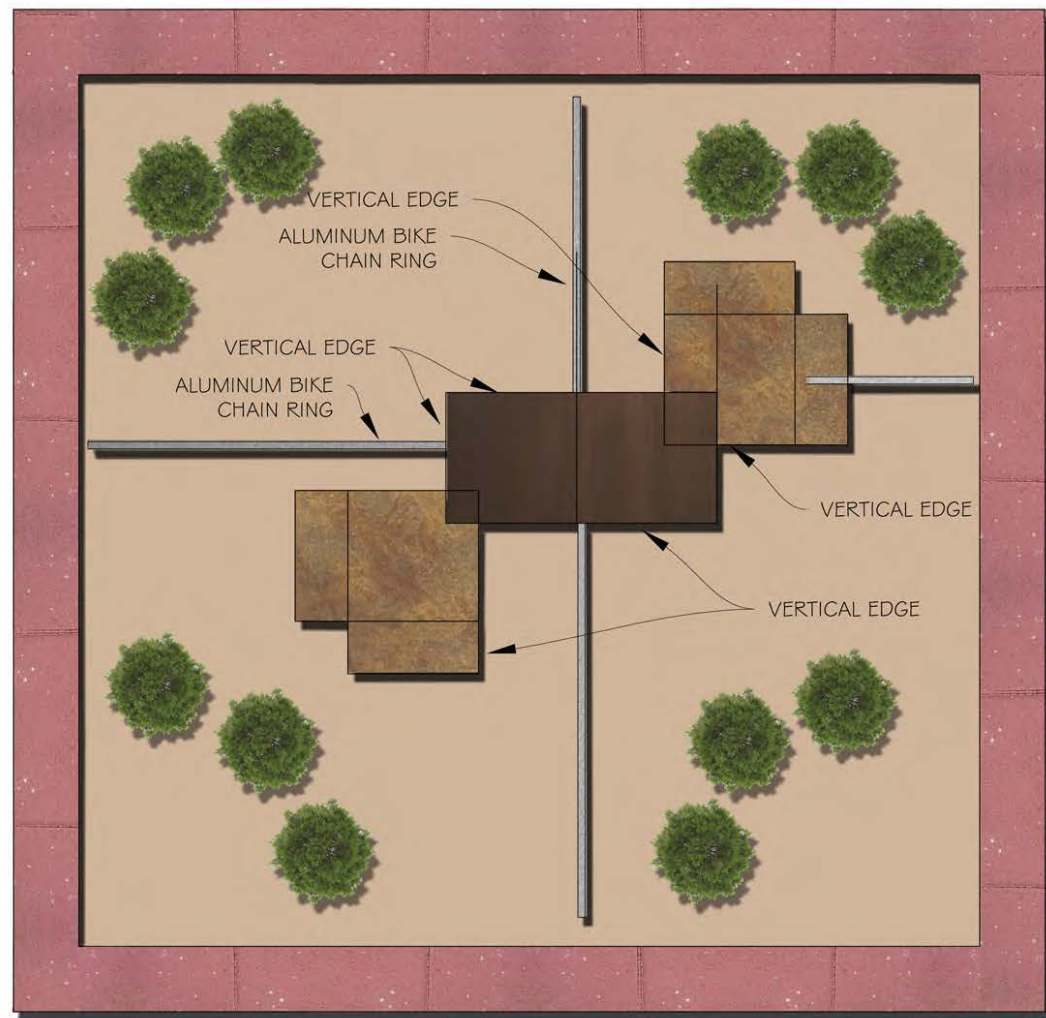
- Primary Directional Sign** – Possibly having the largest potential for immediate results is directional signage at the top of the westbound I-70 off ramp to Fruita. The intersection of this ramp with Highway 340 is in need of wayfinding, aesthetics, and a feeling of sense-of-place. All four corners of this intersection should be enlarged (via limited retaining walls) and enhanced (via limited landscape), and significant directional signage utilizing and establishing thematic materials, forms, and colors is critical. The concept for this feature takes the enhanced forms and treatments from the above roundabout walls, and introduces new forms to be carried through many of the wayfinding features ... including the Fruita ‘Gear Icon’ from the new Fruita logo. The upright panels, which can be flexible in both material and color, represent the geologic landforms that are iconic to the area and in particular to Fruita with its close proximity to Colorado National Monument; the ‘gears’ are shown as aluminum or chrome, and represent the new and modern recreational paradise that Fruita has become known for. The following page provides a number of color options for the upright panels, with and without the ‘gears’, each having a slightly different feel. As depicted below, this wayfinding theme is unique, strong, and contemporary, but still warrants more detailed input and study if it is to move forward.



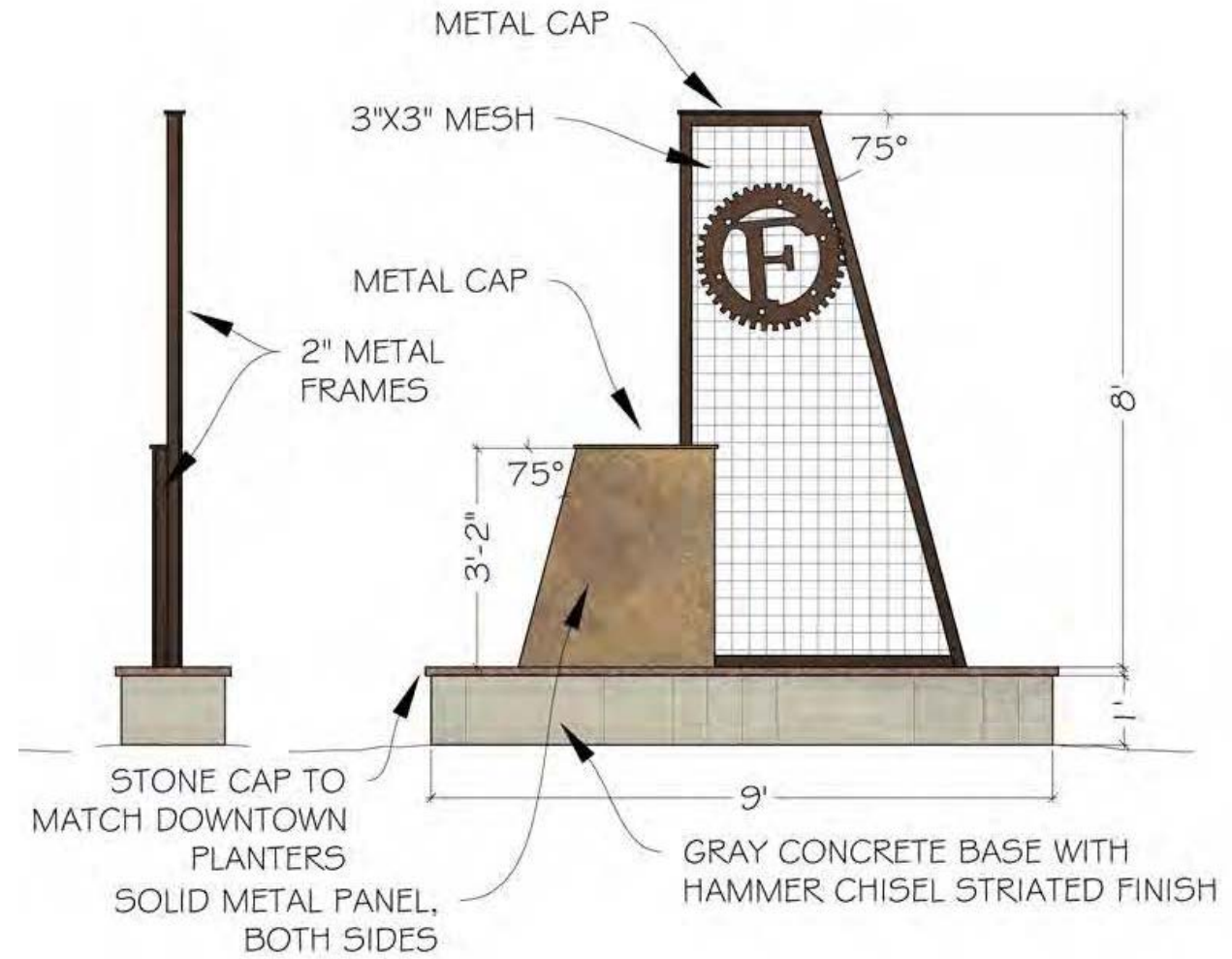
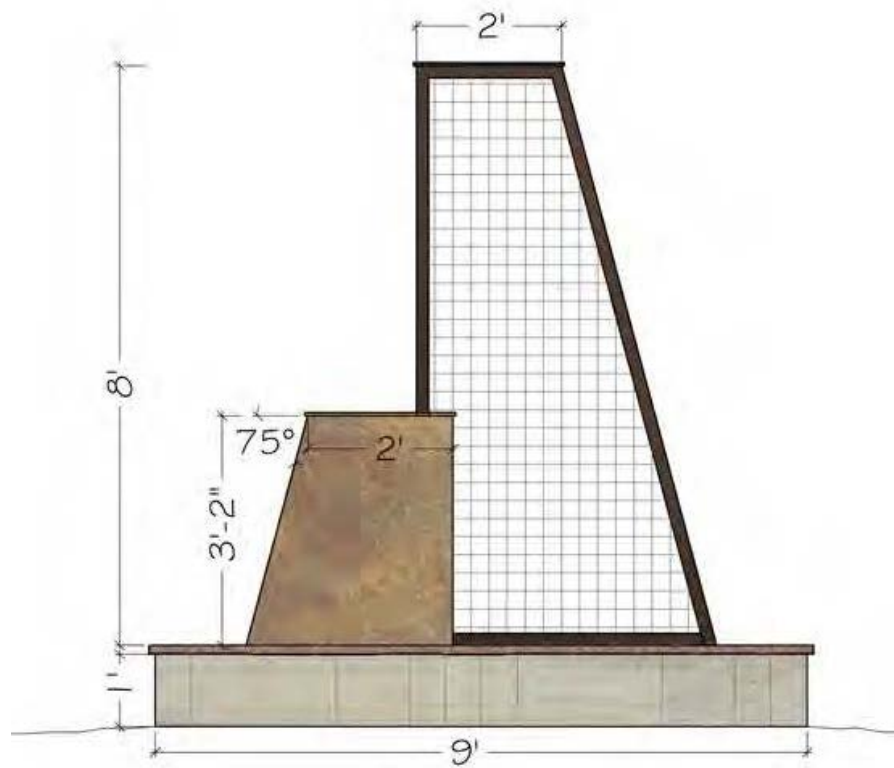
The recommended placement of this directional feature is within the existing median that originates at this ramp top intersection and extends north within Highway 340 to its intersection with Aspen Avenue.



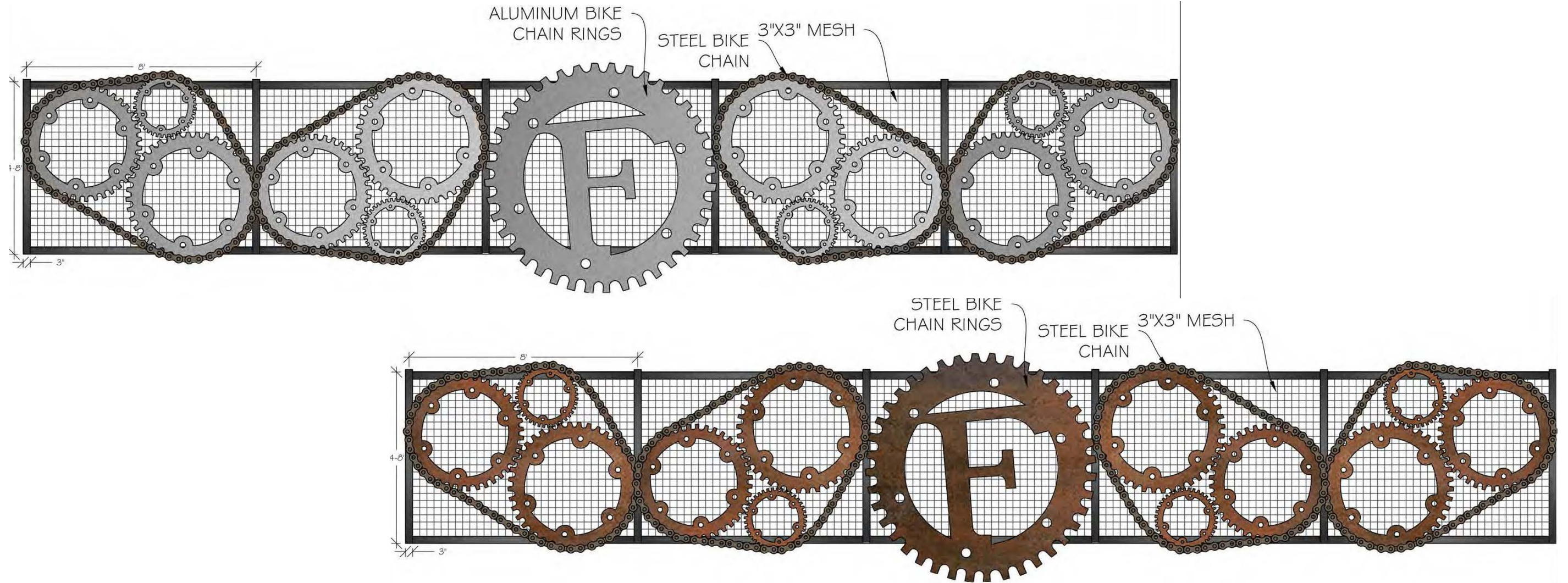
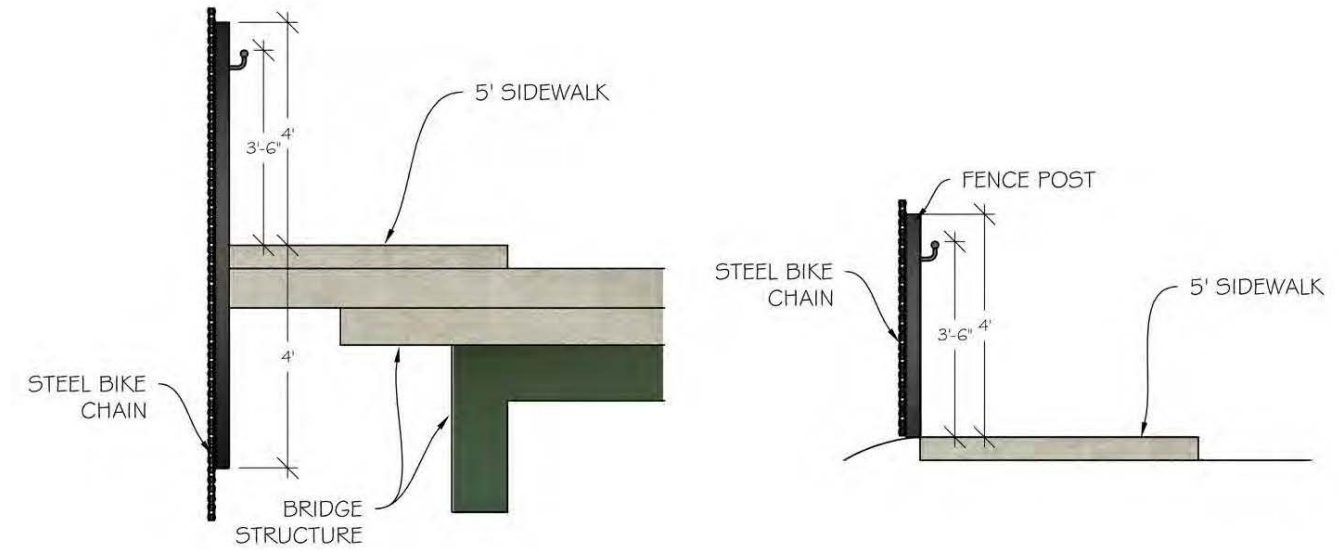
- Entry Monuments** – The Study recognizes the need for a visual ‘beacon’ at the intersection of Mesa Street with Highway 6 & 50 ... something to relay a visual cue that you have arrived. This feature needs to be more three dimensional as it is viewed from multiple directions. The proposed entry monument is larger than the Primary Directional Sign described above, but again uses the base wall, theme forms, and ‘gear icon’ components described above. Although this entry monument is suggested for use at Mesa and 6 & 50, if desired it could be reused at multiple other locations ... maybe to the east of the High School along 6 & 50, or west of the 6 & 50 crossing of Little Salt Wash, and possibly south on highway 340 in the vicinity of Dinosaur Hill.



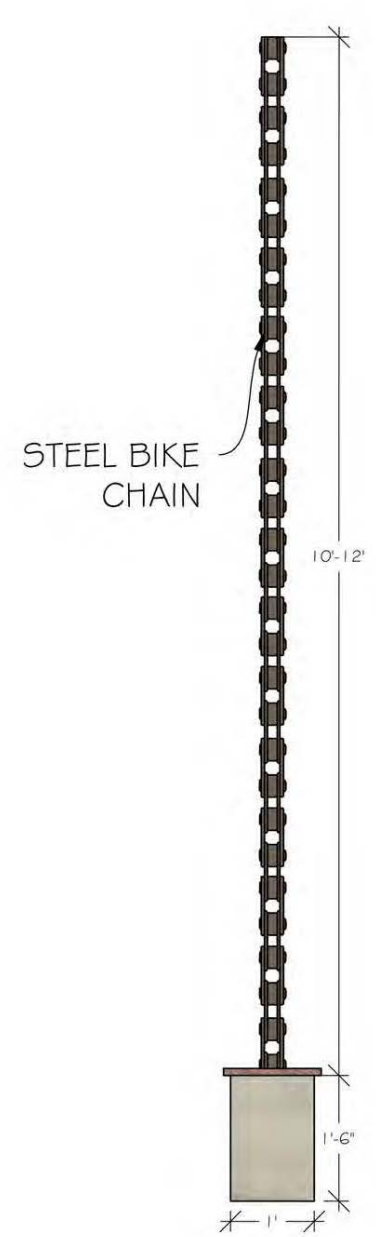
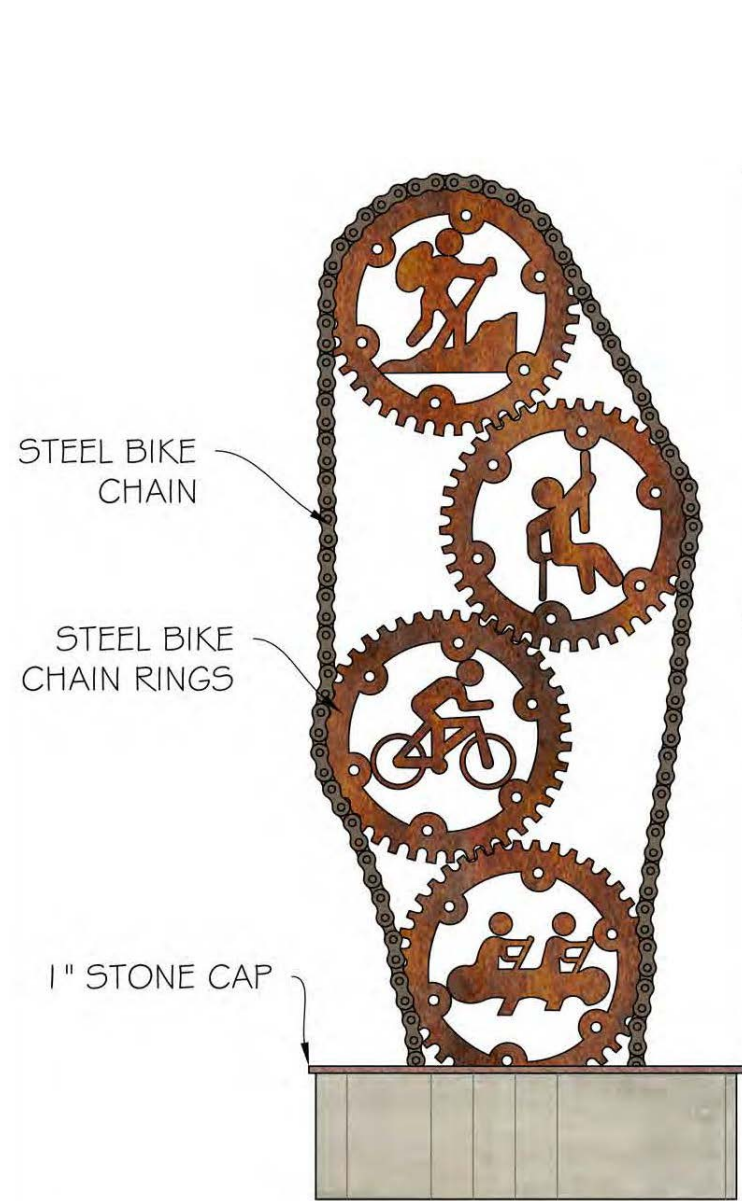
- Theme Monuments** – At present, the study only promotes the use of these Theme Monuments within the medians along Highway 340; approximately six Theme Monuments from about the Visitor Center north towards Aspen Avenue. However their scale and affordability allows them to be used throughout the community. These Wayfinding ‘Theme Monuments’ draw from the character and features of the above wayfinding components, including the base wall, as well as materials from the Pedestrian and Bridge Fencing materials described below. These smaller monuments help to support and repeat the theme for the ‘family’ of features being sought. The taller form frames a mesh fabric to allow a purposeful transparency with regards to traffic safety, and can incorporate the Fruita logo entirely, selectively, or not at all.



- Pedestrian Fencing / Bridge Fencing** – Impact Area One, discussed above, provided existing and conceptual examples of new bridge façades which are impressive, and expensive. Additionally, the Pedestrian Facilities section above identified contemporary or ‘artsy’ railings that might be considered possibly with the widening of the existing walkways over the two bridges. For purposes of addressing the Wayfinding Priorities, this portion the Study is not concerning itself with the need to cantilever the bridge walkways or not, but rather addresses the railing opportunities for the pedestrian areas. The concept works on approximate four foot by eight foot modules for use as the bridge security fencing, and as fencing along the steep hill east of Highway 340 between the off ramp and Aspen Avenue. In addition, if it was determined that this bridge fencing would also be desirable as the bridge façade the modular size might then increase to eight feet by sixteen feet, thereby providing approximately four feet above the bridge deck and four feet below the bridge deck. A modular gear arrangement with large ‘chain’ added to further promote ‘biking’, can be easily rotated to add interest. As noted above the gears could be rusted steel or aluminum, and the frame and metal mesh could be finished to promote a level of transparency and/or accentuate the final design.



- Kiosks** – At present, Fruita has a couple of ‘messages’ that could be easily presented in Kiosk form. These messages include the multiple recreational opportunities within the Fruita area, and the multiple Service Clubs that contribute to Fruita. The kiosks utilize the base wall, the ‘gears’ and chain, and icons to exemplify the variety of recreational Activities in and around Fruita, and the Service Clubs. The Service Club Kiosks could replace the current worn out signs at the approximate same locations; the Recreational Activities Kiosk could be randomly placed throughout the community at key locations. Again the gears could be finished to rust, painted, or cut from aluminum. These recreational icons could also be considered for the use within the railings noted above.



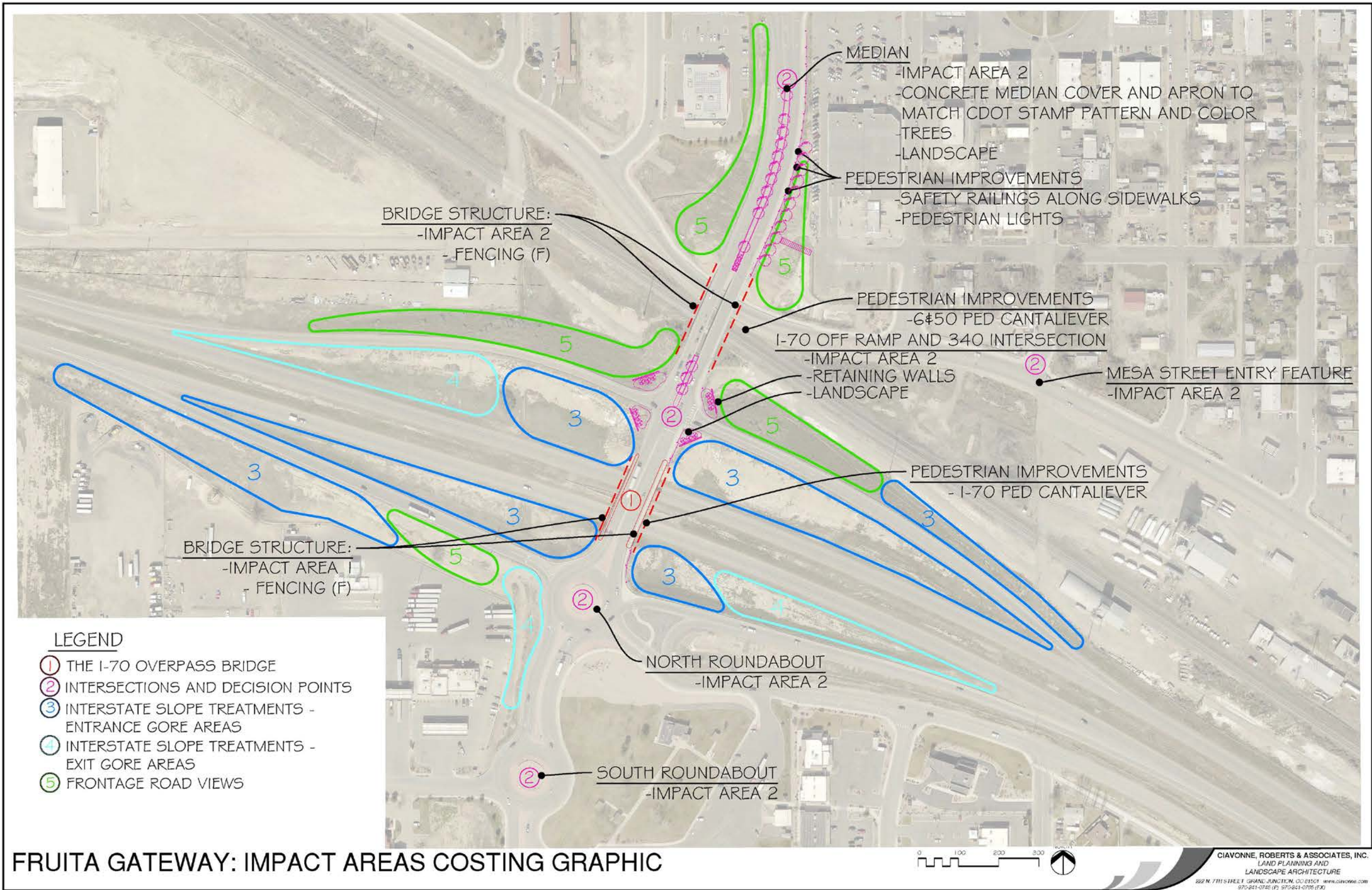
**Project Cost Estimates**

Two cost estimates, and associated Costing Graphics are provided; the first is for the View Impact Areas, the second is for the Wayfinding Priorities.

**View Impact Areas:** Much of this project involves large artwork that could extend into large bridge facades and cantilevered bridge railings. Subsequently, the estimated Lump Sums for many of the proposed View Impact Area amenities could be significantly different upon more detailed study. Costs have been categorized to correlate to the View Impact Areas, and a High-Low Range is provided. A 20% contingency has been incorporated into each Impact Area summary cost. A Costing Graphic for the Impact Area follows this spreadsheet.

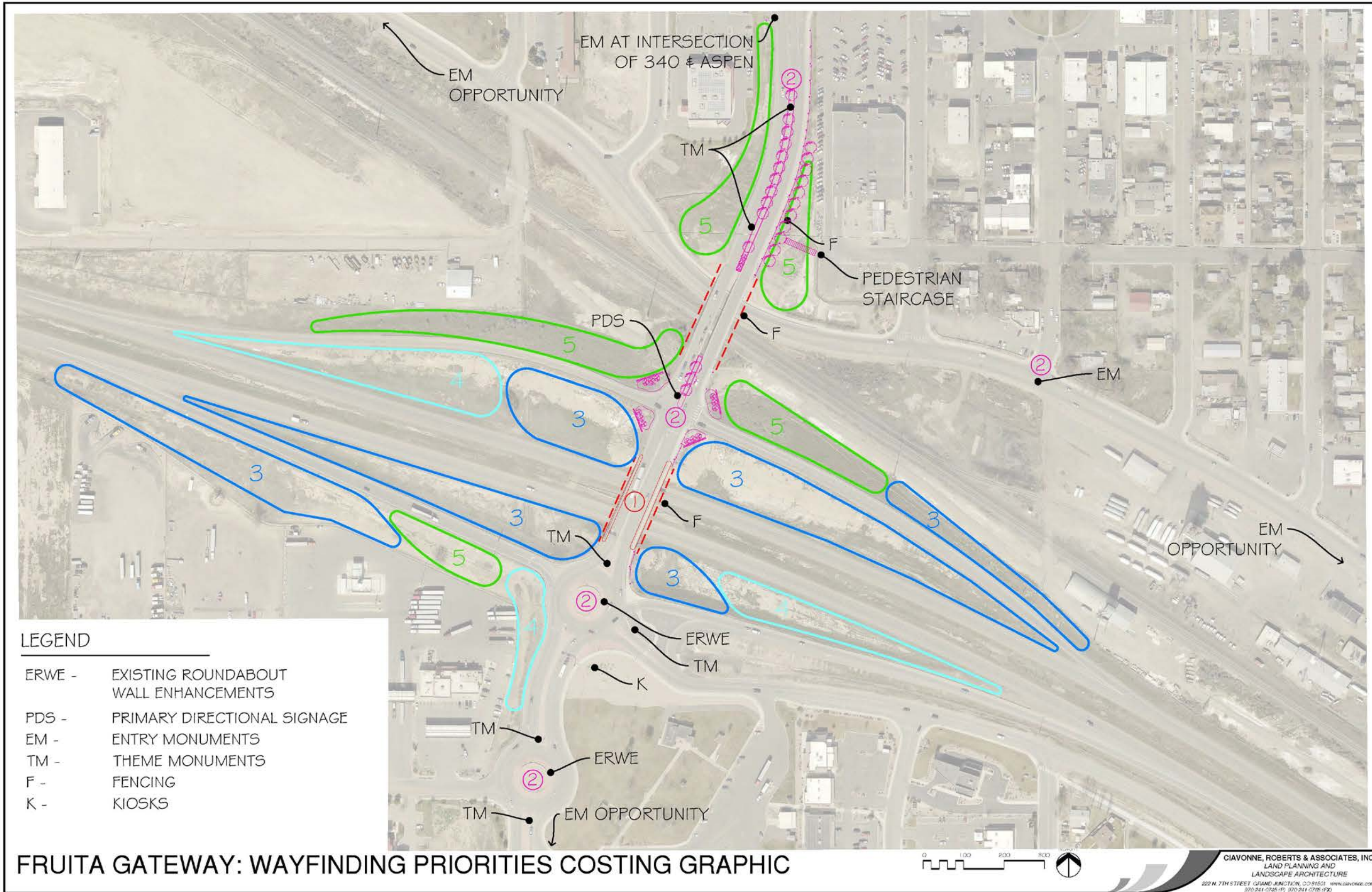
<b>ESTIMATE OF PROBABLE COST Date 12/1/2016</b>						
<b>Fruita Gateway Enhancements, Conceptual Cost Estimate for VIEW IMPACT AREAS</b>						
<b>City of Fruita Engineering</b>						
<b>Ciavonne, Roberts &amp; Associates</b>						
	QUANTITY	UNIT	COST/UNIT	COST/ITEM	HIGH COST	LOW COST
<b>IMPACT AREA 1 - The I-70 Overpass Bridge</b>						
Detached Structure from Bridge	2	SUM	\$750,000.00	\$1,500,000	\$1,500,000	\$1,500,000
<b>Impact Area 1 Cost Range w/ 20% Cont.</b>					<b>\$1,800,000</b>	<b>\$1,800,000</b>
<b>IMPACT AREA 2 - Intersections and Decision Points</b>						
<b>South Roundabout</b>						
Option A All Landscape & Boulders	1	LS	\$19,740.00	\$19,740		\$19,740
Option B Art & Landscape	1	LS	\$175,000.00	\$175,000	\$175,000	
<b>South Roundabout Cost Range w/ 20% Cont.</b>					<b>\$210,000</b>	<b>\$23,688</b>
<b>North Roundabout</b>						
Option A All Landscape & Boulders	1	LS	\$19,740.00	\$19,740		\$19,740
Option B Art & Landscape	1	LS	\$175,000.00	\$175,000	\$175,000	
<b>North Roundabout Cost Range w/ 20% Cont.</b>					<b>\$210,000</b>	<b>\$23,688</b>
<b>Westbound Ramp Intersection with Hyw 340</b>						
Landscape Areas	33,000	SF	\$4.00	\$132,000		
Trees	12	EA	\$450.00	\$5,400		
Retaining Walls	1,440	FF	\$40.00	\$57,600	\$195,000	\$195,000
<b>WB Ramp Intersection with 340 Cost Range w/ 20% Cont.</b>					<b>\$234,000</b>	<b>\$234,000</b>
<b>Median from Westbound Ramp Intersection to Aspen Avenue</b>						
Concrete Median Cover	1,776	SF	\$20.00	\$35,520		
Landscape Areas	6,523	SF	\$4.00	\$26,092		
Trees	20	EA	\$450.00	\$9,000		
Pedestrian lights	20	EA	\$2,500.00	\$50,000	\$120,612	\$120,612
<b>WB Ramp to Aspen Median Cost Range w/ 20% Cont.</b>					<b>\$144,734</b>	<b>\$144,734</b>
<b>Mesa Street Entry Feature</b>						
All Landscape	1	LS	\$40,000.00	\$40,000		\$40,000
<b>Mesa Street Entry Cost Range w/ 20% Cont.</b>					<b>\$0</b>	<b>\$48,000</b>
<b>Impact Area 2 Cost Range w/ 20% Cont.</b>					<b>\$798,734</b>	<b>\$474,110</b>
<b>IMPACT AREA 3 - I-70 Slope Treatments - Entrance Gore Areas</b>						
Option 3A Native Grass with Enhanced Landscape entry points	351,000	SF	\$1.25	\$438,750		\$578,750
Enhanced Landscape entry points	35,000	SF	\$4.00	\$140,000		
Option 3B Artistic Landscape Rock Treatment	351,000	SF	\$2.25	\$789,750	\$929,750	
Enhanced Landscape entry points	35,000	SF	\$4.00	\$140,000		
<b>Impact Area 3 Cost Range w/ 20% Cont.</b>					<b>\$1,115,700</b>	<b>\$694,500</b>
<b>IMPACT AREA 4 - Interstate Slope Treatments - Exit Gore Areas</b>						
Option 4A - Native Grass	122,577	SF	\$1.25	\$153,221		\$153,221
Option 4B Artistic Landscape Rock Treatment	122,577	SF	\$2.25	\$275,798	\$275,798	
<b>Impact Area 4 Cost Range w/ 20% Cont.</b>					<b>\$330,958</b>	<b>\$183,866</b>
<b>IMPACT AREA 5 - Frontage Road Views</b>						
Native Grass	213,346	SF	\$1.25	\$266,683	\$266,683	\$266,683
<b>Impact Area 5 Cost Range w/ 20% Cont.</b>					<b>\$320,019</b>	<b>\$320,019</b>
<b>Estimated Cost Range w 20% Contingency</b>					<b>\$4,365,411</b>	<b>\$3,472,495</b>





**Wayfinding Priorities:** The components within the wayfinding priorities are more tangible, and therefore the estimated costs are more discernable. As noted, the final choice of materials and finishes can vary, and with these decisions the costs will vary. The use of plate steel, vs. stainless steel, vs. aluminum will impact cost, and in some cases the size of the finished product aids in determining the most economic material and metal cutting technique. Costs have been provided for each of the seven components in the proposed wayfinding family. Some of the components are single- that is there is only one; others are modular and can be repeatedly used. For the modular components a 'per each' cost is provided. A 20% contingency has been incorporated into each Wayfinding Priority component cost. A Costing Graphic for the Wayfinding Priorities follows this spreadsheet.

<b>ESTIMATE OF PROBABLE COST Date 12/1/2016</b>					
<b>Fruita Gateway Enhancements, Conceptual Cost Estimate for WAYFINDING PRIORITIES</b>					
City of Fruita Engineering					
Ciavonne, Roberts & Associates					
	QUANTITY	UNIT	COST/UNIT	COST/ITEM	TOTAL
<b>EXISTING ROUNDABOUT WALL ENHANCMENTS</b>					
<b>South Roundabout</b>					
Wall Scoring / Chisel / Hammer	400.0	LF	\$1.50	\$600	\$600
Cap Rock	250.0	LF	\$45.00	\$11,250	\$11,250
Lettering	1.0	LS	\$2,000.00	\$2,000	\$2,000
<b>South Roundabout Cost Range w/ 20% Cont.</b>					<b>\$16,620</b>
<b>North Roundabout</b>					
Wall Scoring / Chisel / Hammer	400.0	LF	\$1.50	\$600	\$600
Cap Rock	250.0	LF	\$45.00	\$11,250	\$11,250
Lettering	1.0	LS	\$2,000.00	\$2,000	\$2,000
<b>North Roundabout Cost Range w/ 20% Cont.</b>					<b>\$16,620</b>
<b>PRIMARY DIRECTIONAL SIGNAGE</b>					
<b>Westbound Ramp Intersection with Hyw 340</b>					
Concrete Base	4.5	CY	\$400.00	\$1,800	\$1,800
Caprock	21.0	LF	\$45.00	\$945	\$945
Sign Mass Metalwork (Enamel Paint)	1.0	LS	\$11,000.00	\$11,000	\$11,000
Sprokets (Aluminum)	1.0	LS	\$6,200.00	\$6,200	\$6,200
Lettering	1.0	LS	\$1,000.00	\$1,000	\$1,000
<b>WB Ramp Intersection with 340 Cost Range w/ 20% Cont.</b>					<b>\$25,134</b>
<b>THEME MONUMENTS (Estimated cost per EACH ... 5 suggested)</b>					
Concrete Base	1.0	CY	\$400.00	\$400	\$400
Caprock	1.0	LF	\$45.00	\$45	\$45
Sign Mass Metalwork (Enamel Paint)	1.0	LS	\$4,100.00	\$4,100	\$4,100
<b>WB Ramp to Aspen Median Cost Range w/ 20% Cont.</b>					<b>\$5,454</b>
<b>ENTRY MONUMENTS (Estimated cost for 1 ... 4 suggested)</b>					
Concrete Base	15.0	CY	\$400.00	\$6,000	\$6,000
Caprock	100.0	LF	\$45.00	\$4,500	\$4,500
Sign Mass Metalwork (Enamel Paint)	1.0	LS	\$14,500.00	\$14,500	\$14,500
Sprokets (Aluminum)	1.0	LS	\$8,250.00	\$8,250	\$8,250
<b>Mesa Street Entry Cost Range w/ 20% Cont.</b>					<b>\$39,900</b>
<b>PEDESTRIAN FENCING / BRIDGE FENCING</b>					
Ped: 4' x 8' Mesh Fence Panel with Theme Gear (Aluminum)	630.0	LF	\$129.00	\$81,270	\$81,270
Bridges: 4' x 8' Mesh Fence Panel with Theme Gear (Aluminum)	1,000.0	LF	\$120.00	\$120,000	\$120,000
<b>ALT</b> - Bridges: 8' x 16' Mesh Fence Panel with Theme Gear (Aluminum)	1,000.0	LF	\$240.00	\$240,000	
<b>Impact Area 3 Cost Range w/ 20% Cont.</b>					<b>\$241,524</b>
<b>KIOSKS (Estimated cost per EACH)</b>					
Concrete Base	1.0	CY	\$400.00	\$400	\$400
Caprock	5.5	LF	\$45.00	\$248	\$248
Sprokets (Steel) and Chain (Real)	1.0	LS	\$8,000.00	\$8,000	\$8,000
<b>Impact Area 4 Cost Range w/ 20% Cont.</b>					<b>\$10,377</b>
<b>Estimated Cost Range including 20% Contingency</b>					<b>\$355,629</b>



## Summary

There is a lot of Community Support for both the Paleontology (Dinosaurs) and Recreational (Bike Riding and much more) features that are associated with the City of Fruita. The recreational support is exemplified in the new City logo. For this reason you have seen a continuation of those potential 'themes' throughout this document, with the Paleontological examples suggested within the larger Impact Areas and the Recreational examples suggested within the Wayfinding Priorities.

When 'art' becomes the means of developing and enhancing a community, it is a wonderful opportunity for unique identification. It is also 'touchy' because one person's definition of art will often differ from another's. There are artistic components within both the Impact Areas (Large Sculpture / Highway Slope Treatments) and the Wayfinding Priority Areas (Final Design Details). This is an opportunity for Community Leaders to gather and better define the permanent large art for Fruita, possibly considering using a nationwide art search called Call for Art in soliciting artwork that would best represent the desired Fruita Image; and to work through the final design details for the 'family' of Wayfinding components.

Within the pictorial examples displayed in the Impact Area portion of this study there are numerous examples of wayfinding components that are tried and tested, are attractive and affordable, and are 'valid' candidates for use in Fruita. But in recognizing Fruita as having a unique identity defined by its setting, its established reputation, and its people, a one-of-a-kind 'family' of Fruita Theme Based Wayfinding Components has been suggested. The proposed theme of the monoliths and gears is unique, strong, and contemporary, but what is also important to the proposed features is consistency, compatibility, cost, and maintenance. Maybe the concepts provided are spot on; maybe they need some tweaking; maybe they identify and establish the various wayfinding needs of Fruita but can be accomplished with a differing conceptual theme. Regardless, the Wayfinding Priorities should be a cohesive 'family' of components.

Within this study 'Gateway Enhancements' have been better defined, prioritized, and cost estimated. Ideas and concepts have been presented, but they can and do remain flexible. With the support of the City of Fruita decision makers, this document can be used as the framework to enter into discussions with the Colorado Department of Transportation (CDOT) on required permitting in implementing the concepts within CDOT ROW, as well as potential funding sources available through CDOT. With the majority of the proposed improvements lying within CDOT ROW, this is critical to the design development and final design moving forward.

