

Downtown Streetscane Improvemenis


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Aspen Avenue streetscape


July 25, 2013 public event at Civic Center Memorial Park

## A. INTRODUCTION

The Fruita City Council has identified developing the full potential of a strong downtown as a top priority. This includes strengthening the economic, social and cultural base of downtown; recognizing that downtown is a primary foundation of the community; and creating a unique place for residents and visitors to spend time. The 2008 Community Plan includes recommendations for stimulating investment and redevelopment in downtown, as well as identifies the Park Square area, the downtown streetscape, and public spaces as key assets that should be improved.

In February 2012, the City held a downtown meeting to gather public input from citizens, business owners and property owners on how to make downtown Fruita a vibrant place to live, work, and play. To help direct efforts, Fruita became a Candidate City with the Colorado Main Street Program ${ }^{\text {TM }}$, a state program that provides technical assistance to revitalize traditional downtowns. In August 2012, a team assembled by Downtown Colorado Inc.(DCI), a nonprofit organization that works with the Colorado Main Street Program ${ }^{\text {TM }}$, performed a two-day intensive study of downtown Fruita. The results of the study were documented in a report and include recommendations for improving the economic structure, organizational capacity, promotional efforts and design of downtown.

Following this assessment, City Council created the Downtown Advisory Board (DAB), which serves as the principal coordinating body for the advancement of Fruita's downtown. The DAB is comprised of business owners, property owners and other stakeholders in the downtown area. Eight core values for downtown were defined and adopted by the DAB in December, 2012. They were:

1. Preserve history, culture, and community
2. Facilitate community building for local participation
3. Create a sense of place for local families
4. Enhance the relationships of locals
5. Improve inclusiveness of all age demographics
6. Improve economic sustainability
7. Enhance safety and accessibility
8. Respect the needs of past, present and future stakeholders

Between November 2012 and March 2013, multiple public meetings and brainstorming sessions were conducted with City boards and commissions and other interested civic groups by the Parks and Recreation Advisory Board (PRAB), City Staff and the DAB to develop strategies aimed at improving Civic Center Memorial Park. While the 2009 Parks, Open Space and Trails Master Plan does not identify these improvements as a specific project, the park's vitality has become a priority because of its relationship to downtown, as stated in the plan's Principle OPR8.
"The city's parks, trails, and open space system will promote tourism and economic development, serving to attract visitors to the community through the provision of recreational opportunities that are unique to Fruita and the surrounding environment."

The need for integrated planning and festival spaces are policies that support this principle.

In 2012, goals for improvements were established for the park. They include:

- Develop a long-term plan/ design to effectively and efficiently make useful changes/ additions to the park.
- Address park infrastructure to better support current and future festivals, concerts and events.
- Provide park amenities that attract local citizens and Fruita visitors to the downtown area.
- Improve park's relationship with the downtown community.
- Preserve current park amenities and determine best orientation on the site to improve the user experience.
- Maintain and improve aesthetics to ensure that park is inviting and pleasing.

Preliminary alternatives for the park layout were developed by city staff, and comments were received from the public and various boards and commissions. (Results of the brainstorming session and preliminary alternatives are located in the Appendix of this document.)

In 2013, the DAB developed a work plan that identifies five focus areas to help facilitate the revitalization of downtown. Two of the top ranking focus areas are Atmosphere and Stuff To Do. Goals for downtown have also been established within the work plan and the top three include:

- Improve the environment to attract families downtown
- Bring history to the street
- Improve the streetscape and utilization of green spaces

The action associated with realizing these goals was to "hire a design firm to address the streetscape from Peach Street to Triangle Park, a kids play area, and Civic Center Park in a single comprehensive plan." (The full DAB work plan is located in the appendix of this document.)

In June 2013 the city retained Logan Simpson Design Inc. to work with DAB, PRAB, the City, business community and public to develop a conceptual plan for Civic Center Memorial Park, and the Aspen Avenue streetscape. Civic Center Memorial Park anchors the east end of the historic downtown area, and currently functions as the primary concert and festival area for the City. Aspen Avenue runs east-west through the historic downtown area, around Circle Park (Park Square), and terminates on the west end at Triangle Rotary Park.

Throughout the five-month process, the design team met with the DAB and PRAB twice and received frequent updates from the City. Two community meetings were held in July and September, and both were well attended. Comments received from the public at events and on the website, as well as from city staff, property owners and business owners, provided valuable input that shaped the vision, goals, and recommendations found in this master plan.

## B. VISION AND GOALS

The Civic Center Memorial Park and Downtown Streetscape Improvements Plan is based on the following vision and goals statements, which advance the values and goals statements previously expressed by the City, DAB, PRAB and other boards and commissions:

## VISION

Historic Downtown Fruita is the heart and soul of the community, with vibrant businesses that support the needs of residents and visitors, and public spaces that provide opportunities for social interaction, and community celebrations and events. People of all ages have wonderful experiences in Downtown


Fruita Civic Center Memorial Park and Downtown Streetscape Improvements

1. Attract motorists and bicyclists to downtown and direct them to parking areas.

- enhance gateways with landscaping and wayfinding to downtown and public parking.
- create a downtown gateway at Mesa Street and US 6/50.
- create a visual corridor from West Aspen through Circle Park to East Aspen.
- increase on-street parking near Park Square.

2. Gracefully accommodate bicycles.

- create safe, slow-speed roads for bikes and vehicles.
- provide convenient bicycle parking.

3. Create a pedestrian experience that encourages exploration and walking from business to business.

- reduce the impact of vehicles through landscape buffers and traffic calming devices on Park Square.
- minimize conflicts with vehicles by reducing crossing distances at intersections, consolidating access drives, and completing the pedestrian sidewalks on Aspen Avenue and side streets.
- provide interesting pedestrian routes that draw people to the next destination.
- provide pedestrian lighting that is pleasant and inviting.
- screen parking areas.
- connect parking areas with clear pedestrian routes to the historic downtown area.

4. Make it easy to find businesses and public spaces.

- provide visibility for motorists, bicyclists and pedestrians to business signage.
- provide visual and physical connections from sidewalks to public parks.

5. Create daily-use spaces that are funky, beautiful, interesting, comfortable, fun and family-friendly.

- provide adequately-sized places for activities, such as peoplewatching, outdoor dining and sidewalk shopping.
- provide kid-friendly play features.
- provide a variety of sunny and shaded seating areas in front of businesses for people who are waiting for shoppers and as resting areas.
- provide spaces for sculpture, murals and other art pieces.

6. Provide spaces and infrastructure for community festivals, concerts, performances, outdoor markets and special events.

- improve Civic Center Memorial Park and Circle Park as multifunctional spaces.
- provide other multi-purpose plaza spaces throughout downtown.

7. Establish an authentic and memorable identity for downtown.

- incorporate naturalistic landscaping, local materials and construction methods.
- integrate artistic elements that reflect current culture and historic roots of the community.

8. Design improvements to be financially sustainable and environmentally responsible.
9. Identify high priority, catalyst public improvement projects.

## C. DESIGN CONTEXT

The Framework Plan is an analysis of the major physical and land use factors in the downtown area that influence the design of the streetscape and Civic Center Memorial Park (CCMP). It also includes general recommendations for streetscape improvements west and south the historic downtown area.

Aspen Avenue runs east to west, from CCMP to Rotary Triangle Park. Park Square and East Aspen Avenue form the primary retail and social spine through the historic downtown area. While East Aspen Avenue currently looks attractive, there are opportunities to introduce minor streetscape enhancements to make the pedestrian environment function even better, as well as create a great retail, dining and pedestrian experience in Park Square. CCMP is the anchor at the east end of the historic downtown area, providing a place for daily respite for employees, residents and visitors, as well as a space for community gathering and events. The Veterans Memorial within this park honors local veterans who have served in the armed forces, and attracts several visitors each year. During large festivals and events, East Aspen Avenue, Park Square, Circle Park and CCMP are occupied by vendors, performances and people, further solidifying the historic downtown area as the heart of the community. This area, including Park Square and Mesa Street
 to the south, is the focus of the more detailed streetscape and park design effort, which is described in detail in subsequent sections of this master plan.

To the west of Park Square is a transitional downtown area, which has developed in a more automobile-oriented manner, with buildings set back from the street, and large parking lots in front. Along the north side of West Aspen Avenue, houses and small retail parcels have individual driveways and parking strips in front, interrupting pedestrian flow. Sidewalks along Aspen Avenue from Rotary Triangle Park to Park Square should be complete and continuous so that people can walk safely and comfortably throughout the entire downtown area. Through redevelopment, this transitional downtown area can become even more pedestrian-friendly. Current City of Fruita design standards and other requirements of the land development code require the placement of new buildings downtown to be adjacent to the street, access drives to be consolidated, and parking to be placed away from the roadway in order to create a more exciting street environment over time. Adjustments to these design standards may be permitted in some instances in this area, but should be used only in exceptional circumstances in and around the historic downtown area.

Other recommendations in the transitional downtown area include screening parking areas on West Aspen Avenue, and improving Rotary Triangle Park by providing a curbed edge and walk on its north side, moving the horse sculpture to a more visible location and designing a creative park identity sign.

The Framework Plan also recommends creating defined gateways and better entry experiences from Interstate 70 and US 6/50 to the historic downtown area, as well as clear routes to downtown and public parking lots. Gateways along these highways should be apparent and inviting through high-quality bridge design, enhanced landscaping, and sculptural elements. Directional signage should be provided at key decision points to guide motorists. Sculptural elements along Hwy 340 could visually link the broad spans created by the highway and railroad bridges, and parking areas could be screened from view to create a more pleasant entry experience between Interstate 70 and Aspen Avenue.

The 2008 Community Plan identifies Mulberry Street as a major entry into downtown. However, the Framework Plan in this document identifies South Mesa Street as the primary entry from US $6 / 50$ because of three factors: it provides a shorter connection; it ends at Circle Park, which is an obvious visual terminus; and it runs through the middle of an area that is has great potential to redevelop with residential and mixed-use projects.


Historic Park Hotel


Bicycle sculpture at Civic Center Memorial Park


Circle Park
The gateway at the south end of Mesa Street should have directional signage, improved landscaping and low walls that are similar to those that currently exist in downtown. The streetscape along Mesa Street should be improved to provide continuous sidewalks and create a character that is complementary to the streetscape in the historic downtown area.

Streetscape improvements and redevelopment work synergistically together to help create more sustainable downtowns. New highquality infill and redevelopment, including higher density housing


Example of mixed use development
and additional employers, are needed to increase the day and night population. These downtown residents and workers create a more constant demand for goods and services, which is necessary for long-term business health. The area south of Park Square on both sides of South Mesa Street may redevelop more quickly if the visual quality and pedestrian experience were enhanced with streetscape improvements. The intent is to extend a newer downtown character to the south along Mesa Street, improve the entry experience to downtown, and at the same time, encourage private investment and


Example of active street environment
mixed-use redevelopment along the corridor. Streetscape improvements along South Mulberry Street and North Mesa Street, as well as other streets in the downtown area may be desirable over time as well. However, it is the conclusion of this master plan that priority be placed on East Aspen Avenue, Park Square and Mesa Street, in order to realize the most substantial benefits to short and long term growth of downtown.

To be a desirable place to live, work and play, there must be things to do downtown, including shopping and leisure-time activities. The


Sculpture in Triangle Rotary Park
public ream must also be attractive and safe. Pedestrian-friendly downtowns have relatively short walking distances from housing and parking areas to goods, services, dining, entertainment, and parks. Establishing a fine-grained pedestrian network using existing streets and alleys, and a new connection from Mesa Street to the large grocery store (City Market) to the west, is recommended. The character of these key connections, and other connections to and through downtown, should support the overall vision and achieve the specific goals listed in this plan.

## D. DOWNTOWN STREETSCAPE CONCEPT

The conceptual master plan for the downtown streetscape is shown in the adjacent illustrative plan. This plan is intended to convey the overall concept, and will need to be further refined as more detailed design plans are prepared. The plan addresses the Aspen Avenue streetscape from Plum Street to Elm Street, including Park Square, as well as the high priority segments on Mesa Street north and south of Park Square. It also illustrates recommendations for alley improvements south of Park Square. The concepts that are shown on the plans can be applied to other areas of the downtown as well.

Each of the high priority areas is discussed in more detail.


Downtown streetscape concept

## PARK SQUARE

The potential for Park Square to become a destination downtown shopping and dining experience is immense. Historic buildings frame the south and east edges, and an iconic public park is in the center. It is on axis with the major entrance to downtown on Mesa Street, and Aspen Avenue from the west, making it a natural landmark.

There are two major barriers that prevent this space from becoming a wonderful pedestrian environment: lack of adequate width sidewalks for outdoor retail activities, and the way in which asphalt and vehicular traffic dominate the area. The sidewalks in front of the historic buildings are approximately 10 feet wide, which results in eight feet of clear walking area after vehicles overhang the edge of the curb. This is too narrow to allow for outdoor retail sales or dining.

To determine appropriate walk widths around Park Square, design studies were prepared to demonstrate how different walk widths ( $16^{\prime}, 20^{\prime}$ and $24^{\prime}$ ) create dynamic street environments with varied spaces for outdoor sales and dining, benches for resting, lighting, small bicycle racks and other site amenities. A $16^{\prime}$ wide walk was determined to be appropriate because it accomplishes these objectives when the street is very active with outdoor displays and designated dining areas, while maintaining adequate width for two people to walk side by side. A broader walk would create too much open area and feel a bit barren unless it was broken up with planter areas, which are expensive to construct and maintain. The $16^{\prime}$ width has proven to be a wonderful dimension for street activity in downtown Fort Collins, one of the communities that was used as a case study, and is the recommended width for sidewalks around Park Square.


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16 ' wide walk study sketch


20' wide walk study sketch


The need to improve pedestrian access to, and the environment around, Circle Park is identified in the 2009 Parks, Open Space and Trails Master Plan. Park Square is currently a one-way road with two lanes of traffic: a center lane that is continuous around the park, and an outside lane that starts and terminates at each intersection. Two lanes are unnecessary to accommodate current and future traffic demands. Additionally, they create very long, diagonal pedestrian crossings to Circle Park and result in large expanses of asphalt, which is hot in the summer and unattractive.

Narrowing the loop around Circle Park to a one 20-foot wide shared vehicle and bicycle lane will calm traffic, provide space for curb bulbouts that reduce crosswalk distances, and provide space for parking courts for an improved pedestrian environment. This shared lane is wide enough to accommodate the turning radii of cars, recreational vehicles and large semi-trucks.

There are currently 38 parking spaces around Park Square, including 3 ad hoc parallel spaces in front of the bank on the northwest corner. This master plan recommends creating parking courts in all four corners, which can accommodate approximately 44 parking spaces, including four handicap accessible spaces. The final number of parking spaces will be contingent upon the detailed configuration that is determined when the project is engineered.


Fruita Civic Center Memorial Park and Downtown Streetscape Improvements

Parking courts should be designed with pavement that is different than the asphalt used on roadways in order to make them more attractive and alert motorists that they are entering a high pedestrian zone. Creating pedestrian zones where cars move slowly is becoming more common in downtowns throughout the United States, and has been standard practice in Europe for decades. Planters that mark the edge of Park Square provide visual interest and spaces for sculpture while buffering shaded seating plazas from the roadway. The seating plazas can be protected from parking vehicles with stone bollards and a band of different colored pavement around the plaza to warn motorists.


Conceptual design of parking courts and the pedestrian alley

The alley running east-west behind the buildings south of Park Square can be another pedestrian route that accommodates vehicles. The connection from Mesa Street to the west towards the grocery store provides an important link for people who live or work in downtown, and should be extended west as properties redevelop.


Example of alley improvement, before and after


Existing condition

The visual simulation compares the existing condition in the southeast corner of Park Square to how it could look after a parking court, curb bulb-outs, crosswalks and widened sidewalks are constructed. A typical pedestrian gathering and resting area is shown in the southeast corner of Park Square This space could have seating centered on a sculpture or outdoor fire pit, and could be used for outdoor performances and exhibits. The other corners of Park Square allow vehicles through them for access to drive-up banks and alleys. A broad drive access on the east side of the gas station at the southwest corner allows for large recreational vehicles and trucks to enter and exit the site. These drives should have special pavements like the parking courts to give pedestrians priority over vehicles and create areas where cars are more likely to move slowly because drivers know that it is a pedestrian zone.


Proposed southeast corner of Park Square

## ASPEN AVENUE

The majority of the existing streetscape along Aspen Avenue from Park Square to CCMP is currently quite attractive, with historic buildings at the edge of the sidewalk, minimal drive accesses for vehicles, native stone planters, pedestrian lights, and curb bulb-outs to reduce the crossing distance. The sidewalks are approximately 11 feet wide, which limits the outdoor use areas to four feet in width in order to have five to six feet of clear area in front of vehicles overhanging the curb. Because of this, it is important to provide nodes on the corners and mid-block where possible, for larger outdoor use areas.

Existing restaurants have used the narrow area along the walks, and areas created by extending the curbs for outdoor dining areas, to create a lively street environment. The corner bulb-outs can be extended to increase the available space for outdoor activities and reduce the crossing distances of side streets, including Elm, Peach, Mulberry, Mesa, and Park Square. The crosswalks can be paved with colored concrete to mark the pedestrian pathway and alert motorists.

The south mid-block segment between Mulberry and Peach has a wider sidewalk on the south side with tree grates and no trees in them. The pavement in this area should be replaced to provide a uniform surface, and is an ideal location for outdoor dining and merchandise displays. This area could be further enlarged by eliminating two parking spaces and extending the curb to mirror the curb bulb-out on the north side. This bulb-out should include a tree for shade and seating walls. The kiosk on the north side of the street is aging in appearance, and the space can be better utilized as a seating area designed to match the newly created bulb-out on the south side.

Balancing the increase in sidewalk width with on-street parking is important. On-street parking buffers pedestrians from traffic and reduces walking distances to businesses. Three parking spaces can be added back to the street, and the edge of the public parking lot can be screened by closing the drive access on Aspen Avenue. The result will be a public space that encourages businesses to occupy, which will further activate the streetscape with no loss of parking.


Further east on Aspen Avenue, additional curb bulb-outs are recommended on Elm Street, as well as on Aspen Avenue where the bus shelter is located. Currently the bus stops in an area of striped pavement at the southeast corner of CCMP. The bus stop and streetscape can be greatly enhanced by extending the curb and creating planting and seating areas.

West of Park Square on Aspen Avenue, the sidewalk is detached on the north side and attached on the south side. A convenience store/ gas station occupies the south side, which requires a wide driveway to accommodate large vehicles. This plan recommends moving the curb north to narrow the vehicle lane to 12 feet, allowing for enhanced landscaping along Aspen at the corners.

A vacant lot exists along the north edge, and the detached walk is separated from the road by a gravel strip with shade trees and wood barrel planters. This lot should be designed to include buildings that are adjacent to the right-of-way on the corner of Aspen Avenue and Park Square to create a downtown character (as is required by the current Land Use Code), and serve as landmark architecture to mark the entrance to the historic downtown area from the west. In the meantime, replacing the planters with larger, higher quality concrete planters would improve this area's appearance.


Aspen Avenue between Peach Street and Elm Street


## MESA STREET

Mesa Street currently provides parallel parking on both sides and numerous access drives to businesses on the east side, south of Park Square. The conceptual master plan recommends converting on-street parallel parking to diagonal to increase the number of available parking spaces; consolidating some access drives; constructing continuous sidewalks; and adding planting islands at drive accesses to protect the ends of the diagonal parking spaces and enhance the streetscape. This concept is appropriate for the remainder of Mesa Street, as well as other streets that are wide enough in the downtowna area.

Large vehicles, such as RV's and trucks pulling trailers, could occupy several parking spaces if signs were installed that indicated this was allowable. Alternatively, specific areas for parallel parking could be designated for large vehicles, however this would reduce the overall number of parking spaces. The city should consider conducting a detailed traffic and parking study to define the need for parking oversized vehicles.

Relocating the existing private parking lot to the south on the west side of the street allows for the construction of the pedestrian connection and new alley access that was described previously. The parking lot and west alley project is contingent upon crafting mutually acceptable agreements with the existing property owners, and acquisition of the property upon which the parking lot is shown, which would be done on a willing seller basis only.


Mesa Street

## E. CIVIC CENTER MEMORIAL PARK CONCEPT

Civic Center Memorial Park (CCMP) is a little less than one acre in size and is located south of Fruita's Civic Center, a historic building that was once a school but has since been converted to City offices and meeting rooms. The park is heavily used during warmer months for concerts and festivals, as well as by residents, employees and visitors on a daily basis. Although the park is frequently used, its current layout does not relate well to downtown or pedestrian circulation. Additionally, the park's appearance is outdated and event facilities and the Veterans Memorial require improvements.

Two alternatives were prepared by the design team which were evaluated by the $D A B, ~ P R A B$, the public and the City. Through this process, a preferred concept was developed. (The alternatives are contained in the appendix of this report, as well as previous concepts that were developed by the City in 2012.)

The stage with an arbor structure and backdrop is currently located in the southwest corner of the site, creating a visual and physical barrier for pedestrians who approach from the west. Relocating the stage to the
east end of the park opens the park to views downtown, inviting visitors to explore the site, participate in festival activities, and discover the park's amenities. Moving the stage to the east end of the park results in more sun in performer's eyes during afternoon performances compared to its current location, however many community festivals and concert venues are oriented in this direction in order to create a more enjoyable experience for the audience, with the sun at their backs. Early alternatives explored locating the stage in the northwest corner, backing up to Peach Street, or at the southern edge of the parking lot for the Civic Center. Given the size of the park, the need to create a structure that is a great multi-purpose space (e.g. park shelter when not used for performances), the need for festivals to flow between the parking lot and the park space, and the potential for creating a dynamic entry to the south entrance of the Civic Center, the east end was determined to be the best location for the performance stage and cover. The characteristics of this proposed space are discussed later.

The visual simulation compares the existing condition in the southwest corner of CCMP to how it could look after the stage is relocated, and entry courts, curb bulb-outs, and crosswalks are constructed. Opening up this corner allows views across the park to the Civic Center building and the sheltered stage/picnic area, and allows for the creation of a seating area that also serves as the entry to the park.


Existing condition


The park entry can be framed with seat walls and raised planters, while preserving the shade trees. The park's name can be etched into a boulder if desired, but a free-standing identity sign is not recommended in this location because it would be visually dominant.

The main park space is turf grass so that it can accommodate festivals, performance seating, and open space activities. The turf is framed on the west and south by a wide band of fine rock, which provides areas for sitting and picnicking, existing and future sculptures, and children's play under shade trees. This fine rock area would also be used by festival vendors to set up tables and tents to show their wares. The prehistory of the region can be celebrated by including a sculptural dinosaur skeleton play element along the western edge of the park.

An oval walk and new stairway provide a more graceful approach to the southern entrance to the Civic Center from the bus stop and Aspen Avenue. The oval functions as a front lawn area associated with the park shelter, which is adjacent to its east edge. This location for the shelter/performance stage complements the massing of the existing building, and frames the approach. The three flag poles are located at the entrance to the oval, signifying the importance of this government institution and veteran's memorial site.


The park currently contains military veterans memorials, flag poles, and a Howitzer canon that are somewhat randomly placed in the turf in the east portion of the site. Alternative ways to group the memorials in a more cohesive way were explored, and the preferred location is away from the most active areas of the park, in a contemplative space east of the Civic Center building.

The memorial garden is designed with a raised planter to provide enclosure from Elm Street. This planter can support the plaques that are currently mounted to the brick planters, and has room for more if desired. The freestanding memorials are shown in an area near the walk adjacent to the Civic Center building. The building provides scale to the tall memorials, and the walk and pavement around them allows visitors to view all sides. The pentagon shaped memorial should be reconstructed using stone veneer and with a weather-proof cap. Benches are placed in a flower garden between the freestanding memorials and the raised planter, creating a place for people to sit. If desired, this configuration can be repeated to the north, on the other end of the Civic Center, to create a symmetrical design around the main entrance. The Howitzer canon can be placed to the south of the main entry walk.


The existing performance stage structure does not protect performers from the rain, and its design does not encourage people to occupy the space when it is not being used. The conceptual plan recommends construction of a multi-purpose park structure with a solid roof on an elevated platform that encourages people to relax and picnic under it.

Steps along the front of the stage allow for open viewing and access for park uses. During a performance, the tables and chairs can be moved, a backdrop lowered on its east side, and lights and speakers mounted as needed. Trees and shrubs around the shelter create a more garden-like space and buffer from the adjacent streets. A solid screen of shrubs and trees is not recommended so that there is visibility into the shelter area from the street, and a walk connection from the shelter to Elm Street is shown. The large shade trees adjacent to Elm Street are declining in health and may need to be removed within a few years.

The controls and electrical supply for the performances should be located at the western edge of the oval walk, approximately 65 feet away from the stage. This will require reconstruction of the electrical system, and it is assumed that the entire irrigation system for the park will need to be replaced.


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## F. IMPLEMENTATION AND COSTS

While this master plan has gone far in identifying concepts for improving CCMP and the pedestrian realm in downtown, there is more work that needs to be done to implement the vision. The project will have to be phased over many years and cannot be accomplished without securing funding. The City will need to commit to continue working with landowners, tenants and the community at large to ensure projects appropriately balance the needs of individual businesses and property owners with the adopted goals and policies of this plan. The balance of community-wide needs with individual needs is critical to the effective implementation of this plan. More detailed design plans will need to be prepared to solidify the exact roadway geometry, sidewalk grading, paving materials, site details, utility infrastructure and landscape plans. Phasing plans must be prepared to match the funding streams, and temporary facilities must be included to ensure that access to existing businesses are maintained during construction.

The streetscape enhancements have been separated into four parts: Park Square, Aspen Avenue, Mesa Street, and Alley and Parking Lot. The estimate for Park Square is divided into two sections, Curb Bulb-outs and Parking Courts, in order to facilitate phasing decisions.

Constructing the curb bulb outs in Park Square could be a good first phase to establish a narrowed roadway around Circle Park and provide safer, shorter pedestrian crossings to the park. The two bulb-outs, crosswalk, and walk connections associated with each intersection at Circle Park are estimated to cost approximately $\$ 224,000$. All four may cost approximately $\$ 898,000$. The
parking courts could be constructed one at a time, and are estimated to cost approximately $\$ 419,000$; each including the widened sidewalks in front of the buildings. However, there may be cost savings associated with implementing all corners at one time because materials suppliers reduce costs when greater quantities are purchased, and contractors need to mobilize only one time rather than four. The total estimated cost to construct all of the improvements shown on the conceptual plan is $\$ 2,572,000$, not including sculptures or other specialty elements.

The Aspen Avenue improvements are estimated to cost a total of $\$ 739,000$, and could be implemented one intersection and area at a time as funding allows. Mesa Street improvements are estimated to cost a total of $\$ 456,000$, and can be implemented in a similar manner. The east west alley and parking lot on Mesa Street is estimated to cost approximately $\$ 534,000$ without land acquisition costs.

Civic Center Memorial Park improvements can be independent of streetscape improvements, and are estimated to cost approximately $\$ 500,000$ if fully implemented. Relocating the picnic shelter/ performance stage is linked to constructing the memorial gardens, entry plaza, and updated irrigation system, so these improvements must happen simultaneously. (Budgetary cost estimates are included in the appendix of this report.)

## APPENDICES

## APPENDIX 1: CIVIC CENTER MEMORIAL PARK BRAINSTORMING SESSION RESULTS

## Civic Center Park Improvements

## Project Goals, December 2012

1. Upgrade electrical service and other infrastructure to better support special events/festivals.
2. Improve Park connection to Downtown.
3. Improve Stage area to include:
a. Covered area
b. Storage and/or staging area
c. A/V Capabilities
d. Stage Lighting
4. Add Shelter(s) to provide amenities to a wider variety of user groups and can be used during special events as well.
5. Incorporate other features such as a playground, restrooms, fountain, fire feature, etc. that promote park use during times other than just special events.
6. Preserve Veteran's memorial and improve visibility if possible.
7. Incorporate civic plaza area for people to congregate.
8. Improve ability to allow vendors to use park during special events.
9. Make aesthetically pleasing and inviting.

## Stage Ideas:

1. Renovate Stage in current location to function as "Two-Way" stage such that performances can be directed toward the park or towards downtown.
2. Relocate Stage to improve connectivity of Park to downtown area.
3. Relocate Veterans Memorial elements to increase space available to larger special events.
a. Seems to be acceptable to move to east side of Civic Center building.

## Shelters Ideas:

1. Install shelters near areas accessible by vehicles for loading and unloading.
a. May be willing to decrease Civic Center parking areas?
2. Shelters to match Covered Stage structure.

## Civic Plaza Ideas:

1. Install near southwest corner of park to tie into downtown area.
a. May be willing to decrease parking near corner (increased bulb-out area).
2. Incorporate more interactive elements in plaza (i.e. splash pad, something for kids to climb on, etc.) Parks staff concerned about maintenance associated with a splash pad.

## Other Considerations:

1. Can we relocate or better incorporate bus stop.
2. Large elm trees along Elm Street nearing end of life span and are hazardous. Would prefer to remove. Would like to preserve most other trees.
3. Improve South entry of Civic Center building if renovating that area?
4. How much do we really want to spend???

## APPENDIX 2: 2012 PRELIMINARY CIVIC CENTER MEMORIAL PARK ALTERNATIVES





# APPENDIX 3: 2013 FRUITA DOWNTOWN ADVISORY BOARD WORKPLAN 

Fruita Downtown Advisory Board<br>Work Plan<br>Adopted: April 2013

## BACKGROUND

The Fruita Downtown Advisory Board (DAB) met and discussed goals and objectives to revitalize our downtown area. The DAB identified five areas of focus that need to be addressed. They are: 1) Atmosphere, 2) Organization, 3) Historical Preservation, 4) Stuff To Do, and 5) Economic Development. Of these five areas, two areas were determined to be the top priority and the areas to address first. They are: 1) Atmosphere and 2) Stuff to Do. Themes, goals, and actions for each area of focus are outlined below. This work plan outlines both short-term and multi-year projects. As progress is made on each of these benchmarks, additional focus areas, themes, goals, and actions will be identified and acted upon.

## Atmosphere

| Theme: | Improve the environment to attract families |
| :--- | :--- |
| Goal: | Develop a kids play area |
| Action: | Hire a design firm to address the streetscape from Peach Street to Triangle Park, a kids play area, and Civic Center Park in a single <br> comprehensive plan. This will require an effective, very inclusive public input process. |

Theme: Bring history to the street

Goal: Develop the project of placing historical pictures in front of, or in the windows of, downtown building
Action: 1) Locate downtown businesses that are willing to hang historic pictures in their windows or have them located on the sidewalk in front of the building
2) Find appropriate pictures
3) Write downtown grant and request $\$ 5,000$ for this project
4) Once businesses and picture are identified and funds are in place, execute.

| Theme: | Improve and Utilize Green Spaces |
| :--- | :--- |
| Goal: | Beautify streetscape from Triangle Park to Elm Street |
| Action: | Hire a design firm to address the streetscape from Peach Street to Triangle Park, a kids play area, and Civic Center Park in a single <br> comprehensive plan. This will require an effective, very inclusive public input process. |

## Stuff To Do

Theme: Have something for kids to do downtown

## Goal: Develop a kids play area

Action: $\quad$ Hire a design firm to address the streetscape from Peach Street to Triangle Park, a kid play area, and Civic Center Park in a single comprehensive plan. This will require an effective, very inclusive public input process.

## Theme: Business Development

## Goal: Take advantage of existing strengths to create opportunities for stuff to do downtown

Action: Develop and maintain a contact list of downtown business and property owners and a current list of available properties in the downtown area including costs.

Develop and conduct a business survey

## Theme: Events

Goal: Continue to improve and increase promotion of Fruita $4^{\text {th }}$ Fridays by getting more business involvement
Action: Focused efforts to continue to improve Fruita $4^{\text {th }}$ Fridays by getting more businesses involved and increased promotion of the event.
Promote Fruita Fourth Fridays at the Thursday Night Concerts via flyers.

Create a process to let businesses know how to participate in Fruita Fourth Fridays and communicate clearly that anyone can participate.
Develop and coordinate new activities to strengthen the to Fruita Fourth Friday Event.

## APPENDIX 4: INITIAL STREETSCAPE STUDY, JULY 2013



[^2]APPENDIX 5: CIVIC CENTER MEMORIAL PARK ALTERNATIVE DESIGNS, JULY 2013


Concept A

## APPENDIX 5: CIVIC CENTER MEMORIAL PARK ALTERNATIVE DESIGNS, JULY 2013



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## APPENDIX 6: BUDGETARY COST ESTIMATE

Fruita Downtown Streetscape and Civic Center Memorial Park Master Plan Budgetary Cost Estimate
Date: October 31, 2013
Item Description
CIVIC CENTER MEMORIAL PARK
Site Demolition

## Pavement <br> Landscape

Trees
Brick Benches
Performance Stage Structure
Bus Shelter
Irigation piping and heads
Other Misc.
Electrical Service and Enclosure for Performances
Relocate Vietnam Memorial and Reconstruct Pentagon
Memorial
Relocate Flagpoles
Concrete Stairs @ Building
Curb and Gutter
Concrete Sidewalks
Special Plaza Pavers at SW Corner
Crushed Rock Paths/ Park Perimeter
Ramp at Stage
Stage Steps
Park ID Sign
Park Shade Structure
Dinosaur Play Sculpture
Raised Planters
Raised Memorial Planters
Seatwalls
Misc. Signs
Tables w/ Chairs
Picnic Tables
Concrete Edger
Landscape Boulders
Turf Sod
Shrub/ Perennial Beds
Trees
Quantity Unit Unit Cost

Item cost
Assumptions/ Notes
Area includes all improvements within Civic Center Memorial Park from back of walk on Aspen Avenue into Civic Center property.

| 3,500 | SF | \$ | 1.50 | \$ | 5,250.00 | Concrete Paths and Stage |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 17,000 | SF | \$ | 0.15 | \$ | 2,550.00 | Shrubs, Turf |
| 2 | EA | \$ | 25.00 | \$ | 50.00 |  |
| 1 | LS | \$ | 400.00 | \$ | 400.00 |  |
| 1 | EA | \$ | 2,500.00 | \$ | 2,500.00 |  |
| 1 | EA | \$ | - | \$ | - | (Relocation in aspen ave costs) |
| 1 | LS | \$ | 3,000.00 | \$ | 3,000.00 |  |
| 1 | LS | \$ | 1,500.00 | \$ | 1,500.00 |  |
| 1 | LS | \$ | 25,000.00 | \$ | 25,000.00 |  |
| 1 | LS | \$ | 8,000.00 | \$ | 8,000.00 |  |
| 1 | LS | \$ | 2,000.00 | \$ | 2,000.00 |  |
| 200 | SF | \$ | 50.00 | \$ | 10,000.00 | Includes Rail |
| 130 | LF | \$ | 16.00 | \$ | 2,080.00 | North Edge of Park Adjacent to Parking Lot |
| 4,800 | SF | \$ | 6.00 | \$ | 28,800.00 | Standard Gray @ 4" thick |
| 575 | SF | \$ | 12.00 | \$ | 6,900.00 |  |
| 5,500 | SF | \$ | 2.25 | \$ | 12,375.00 | 5 " Depth |
| 80 | SF | \$ | 50.00 | \$ | 4,000.00 | Includes Rail |
| 180 | SF | \$ | 50.00 | \$ | 9,000.00 |  |
| 1 | LS | \$ | 5,000.00 | \$ | 5,000.00 |  |
| 1 | EA | \$ | 80,000.00 | \$ | 80,000.00 | 1,400 SF, with lighting and electrical |
| 1 | EA | \$ | 38,000.00 | \$ | 38,000.00 |  |
| 120 | LF | \$ | 200.00 | \$ | 24,000.00 | Sandstone Planter 30" Tall |
| 60 | LF | \$ | 220.00 | \$ | 13,200.00 | Sandstone Planter 36" Tall for Memorial |
| 40 | LF | \$ | 150.00 | \$ | 6,000.00 | Sandstone Seatwall 18" Tall |
| 5 | EA | \$ | 150.00 | \$ | 750.00 | Vehicular Signs |
| 4 | EA | \$ | 2,000.00 | \$ | 8,000.00 | Standard Catalog Item; under shade structures |
| 8 | EA | \$ | 1,000.00 | \$ | 8,000.00 | Standard 8' Long Picnic Tables |
| 450 | LF | \$ | 6.00 | \$ | 2,700.00 | 1' Wide @ 6" Deep |
| 7 | EA | \$ | 1,200.00 | \$ | 8,400.00 | Size Varies: 4'-6'L X 4'-6'W X 2'-3'H |
| 21,000 | SF | \$ | 0.50 | \$ | 10,500.00 |  |
| 3,800 | SF | \$ | 3.00 | \$ | 11,400.00 |  |
| 4 | EA | \$ | 400.00 | \$ | 1,600.00 |  |
| 21,000 | SF | \$ | 1.30 | \$ | 27,300.00 | Replace park irrigation system |
| 3,800 | SF | \$ | 0.80 | \$ | 3,040.00 |  |
|  |  |  |  | \$ | 371,295.00 |  |
|  |  |  |  | \$ | 111,388.50 |  |
|  |  |  |  | \$ | 482,683.50 |  |
|  |  |  |  | \$ | 72,402.53 |  |
|  |  |  |  | \$ | 555,086.03 |  |



## Fruita Downtown Streetscape and Civic Center Memorial Park Master Plan Budgetary Cost Estimate

Date: October 31, 2013
Item Description
Quantity Unit Unit Cost
Item cost Assumptions/ Notes

## PARK SQUARE

PARK SQUARE CORNER PARKING COURT

Traffic Control and Temporary Facilities to Buildings Site Demolition: Pavement
Mountable Curb and Special Pavement
Curb and Gutter
Special Pavement
Parking area
Walk
Striping, Parking Spaces
Seatwall
Raised Planter
Trees
Shrub/ Perennial Beds
Tree Grates
Trash Receptacles
Bike Racks
Picnic Tables
Planters
Stone Bollards
Pedestrian Lights
Misc. Signs
Landscape Irrigation Drip rrigation Supply
Roof Drains
$\frac{\text { Misc. Utility Adjustments }}{\text { SUBTOTALCORNER PARKING COURT A }}$
$30 \%$ GENERAL CONDITIONS AND ESTIMATIN

| CONTINGENCY | $\$$ | $83,997.00$ |
| ---: | ---: | ---: |
| SUBTOTAL | $\$$ | $363,987.00$ |
| $15 \%$ ENGINEERING/DESIGN | $\$$ | $54,598.05$ |
| TOTAL CORNER PARKING COURT A | $\$$ | $418,585.05$ |
| THREE REMAINING PARKING COURTS (B, C, D) | $\$$ | $1,255,755.15$ |
| TOTAL PARK SQUARE PARKING COURTS | $\$$ | $\mathbf{1 , 6 7 4 , 3 4 0 . 2 0}$ |
| TOTAL PARK SQUARE IMPROVEMENTS | $\mathbf{\$}$ | $\mathbf{2 , 5 7 2 , 0 4 2 . 8 5}$ |

## Fruita Downtown Streetscape and Civic Center Memorial Park Master Plan Budgetary Cost Estimate

## Date: October 31, 2013

Item Description Quantity Unit Unit Cos

## ASPEN AVENUE

|  |  |  |  |  |  |  | pavement and landscape treatments. |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Traffic Control | 1 | EA | \$ | 5,500.00 | \$ | 5,500.00 | 6 weeks $1 / 2$ time \$40/hr. + signs |
| Site Demolition: Pavements | 21,000 | SF | \$ | 1.50 | \$ | 31,500.00 | Curb/ Gutter; Asphalt; Concrete |
| Curb and Gutter | 1,100 | LF | \$ | 16.00 | \$ | 17,600.00 |  |
| Drainage Chases | 950 | LF | \$ | 95.00 | \$ | 90,250.00 | Concrete channel with bolt-down decorative grate in locations of existing gutters that are removed for bulbouts |
| Storm Drain Adjustments | 1 | LS | \$ | 15,000.00 | \$ | 15,000.00 | Adjust storm drain inlets on Peach Street, allowance for new manhole and reconstructing two inlets |
| Miscellaneous Utility Adjustments | 1 | EA | \$ | 10,000.00 | \$ | 10,000.00 | Allowance for unforseen utility conflicts. |
| Miscellaneous Vehicular Signs | 10 | EA | \$ | 150.00 | \$ | 1,500.00 | Allowance |
| Crosswalks | 4,000 | SF | \$ | 17.00 | \$ | 68,000.00 | Special pavement with vehicular load thickness |
| Corner Ramps | 24 | EA | \$ | 1,500.00 | \$ | 36,000.00 | Special pavement with vehicular load thickness |
| Special Pavement | 7,150 | SF | \$ | 8.50 | \$ | 60,775.00 | Colored, scored concrete in bulbouts |
| Concrete Walk | 2,000 | SF | \$ | 6.00 | \$ | 12,000.00 | Standard gray color, including walk on west side of existing parking lot. |
| Screen Walls | 125 | LF | \$ | 200.00 | \$ | 25,000.00 | 36" Tall; Includes Structural and Veneer |
| Seatwalls | 265 | LF | \$ | 150.00 | \$ | 39,750.00 | Sandstone Seatwall 18" Tall |
| Bus Stop Shelter Relocated | 1 | EA | \$ | 2,500.00 | \$ | 2,500.00 |  |
| Pedestrian Lights | 9 | EA | \$ | 4,500.00 | \$ | 40,500.00 | Includes electric lines |
| Trees | 15 | EA | \$ | 400.00 | \$ | 6,000.00 |  |
| Shrub/ Perennial Beds | 5,750 | SF |  | 3.00 | \$ | 17,250.00 |  |
| Tree Grates | 1 | EA | \$ | 2,500.00 | \$ | 2,500.00 |  |
| Irrigation Supply | 2 | EA | \$ | 4,000.00 | \$ | 8,000.00 | Allowance for 2 connections - new taps not included |
| Landscape Irrigation Drip | 5,750 | SF | \$ | 0.80 | \$ | 4,600.00 |  |
| SUBTOTAL |  |  |  |  | \$ | 494,225.00 |  |
| 30\% GENERAL CONDITIONS AND ESTIMATING |  |  |  |  |  |  |  |
| CONTINGENCY |  |  |  |  | \$ | 148,267.50 |  |
| SUBTOTAL |  |  |  |  | \$ | 642,492.50 |  |
| 15\% ENGINEERING/DESIGN |  |  |  |  | \$ | 96,373.88 |  |
| TOTAL ASPEN AVENUE |  |  |  |  | \$ | 738,866.38 |  |


| MESA STREET |  |  |  |  |  |  | All road improvements on Mesa, from back of walk. These improvements include bulbouts, curb and gutter and landscaping from north of Town Circle to McCune Avenue |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Traffic Control and Temporary Facilities | 1 | EA | \$ | 10,000.00 | \$ | 10,000.00 | Allow |
| Site Demolition: Pavement | 6,800 | SF | \$ | 1.20 | \$ | 8,160.00 | Curb/ Gutter; Asphalt; Concrete |
| Curb and Gutter | 700 | LF | \$ | 16.00 | \$ | 11,200.00 |  |
| Rollover Curb | 50 | LF | \$ | 16.00 | \$ | 800.00 |  |
| Concrete Walk | 2,300 | SF | \$ | 8.00 | \$ | 18,400.00 |  |
| Pedestrian Lights | 10 | EA | \$ | 4,500.00 | \$ | 45,000.00 | Includes Electric Lines |
| Misc. Signs | 6 | EA | \$ | 150.00 | \$ | 900.00 | Vehicular Signs |
| Trees | 13 | EA | \$ | 400.00 | \$ | 5,200.00 |  |
| Shrub/ Perennial Beds | 5,500 | SF | \$ | 3.00 | \$ | 16,500.00 |  |
| Landscape Irrigation Drip | 5,500 | SF | \$ | 0.80 | \$ | 4,400.00 |  |
| Irrigation Supply | 4 | EA | \$ | 4,000.00 | \$ | 16,000.00 | Allowance for 4 connections - new taps not included |
| Irrigation Controller | 1 | EA | \$ | 7,500.00 | \$ | 7,500.00 |  |
| Drainage Chases | 230 | LF | \$ | 95.00 | \$ | 21,850.00 | Concrete channel with bolt-down decorative grate in locations of existing gutters that are removed for bulbouts |
| SUBTOTAL MESA STREET |  |  |  |  | \$ | 165,910.00 |  |
| 30\% GENERAL CONDITIONS AND ESTIMATING |  |  |  |  |  |  |  |
| CONTINGENCY |  |  |  |  | \$ | 49,773.00 |  |
| SUBTOTAL |  |  |  |  | \$ | 215,683.00 |  |
| 15\% ENGINEERING/DESIGN |  |  |  |  | \$ | 24,886.50 |  |
| TOTAL MESA STREET |  |  |  |  | \$ | 456,252.50 |  |

Fruita Downtown Streetscape and Civic Center Memorial Park Master Plan Budgetary Cost Estimate
Date: October 31, 2013
Quantity Unit Unit Cost

Item Description

## ALLEY/ PARKING LOT ON MESA

Traffic Control and Temporary Facilities
Site Demolition:
Pavement
Existing Buildings
Misc.
Asphalt
Asphalt
Curb and Gutter
Curb and Gutter
Concrete Walk
Special Alley Pavement
Striping, parking spaces
Screen Walls
Parking Lot Sign
Misc. Signs
Pedestrian Lights
Trees
Shrub/ Perennial Beds
Landscape Irrigation Drip
Irrigation Supply
Roof Drains and Storm Drainage

| Roof Drains and Storm Dr |
| :--- |
| Misc. Utility Adjustments |

Quant
1

Item cost
ptions/ Notes
Includes special pavement for improved alley; asphalt, curb and gutter for improved parking lot and landscaping north of Police Department. Does not include land acquisition costs. 10,000.00 Allow

10,740.00 Curb/ Gutter; Asphalt; Concrete
20,000.00 3 Existing Buildings (assumes no environmental issues)
5,000.00 Fence, Existing Landscape, 2 Raised Planters; Other
30,600.00 New Parking Lot
6,400.00 Around New Parking Lo
12,000.00 South of Parking Lot and Walk Connections to Alley
156,000.00
200.00
,000.00 36" Tall; Includes Structural and Veneer
3,000.00
750.00 Vehicular Signs

45,000.00 Includes Electric Lines
1,600.00
7,200.00
1,920.00
6,000.00 allowance for 2 connections - new taps not included
20,000.00 allowance
25,000.00 allowance
368,410.00

| $30 \%$ GENERAL CONDITIONS AND ESTIMATING |  |  |
| ---: | ---: | ---: | ---: |
| CONTINGENCY | $\$$ | $110,523.00$ |
| SUBTOTAL | $\$$ | $478,933.00$ |
| $15 \%$ ENGINEERING/DESIGN | $\$$ | $55,261.50$ |

## TOTAL PROJECT ESTIMATED COST SUMMARY

| Civic Center Memorial Park | $\$$ | $555,086.03$ |
| :--- | ---: | ---: |
| Park Square | $\$$ | $2,572,042.85$ |
| Aspen Avenue | $\$$ | $738,866.38$ |
| Mesa Street | $\$$ | $456,252.50$ |
| Alley/Parking Lot | $\$$ | $534,194.50$ |
| PROJECT GRAND TOTAL | $\mathbf{\$}$ | $\mathbf{4 , 8 5 6 , 4 4 2 . 2 5}$ |


[^0]:    Existing walks around Park Square are 10 feet wide

[^1]:    Performance area

[^2]:    Preliminary design concept for the historic downtown area

[^3]:    Concept B

