

## Confluence Site Redevelopment Plan Grand Junction, Colorado



A view of the Jarvis Property and surrounding area from Confluence Point.

**Services:**

- Site design concept
- Economic development
- Streetscape design
- Parking design

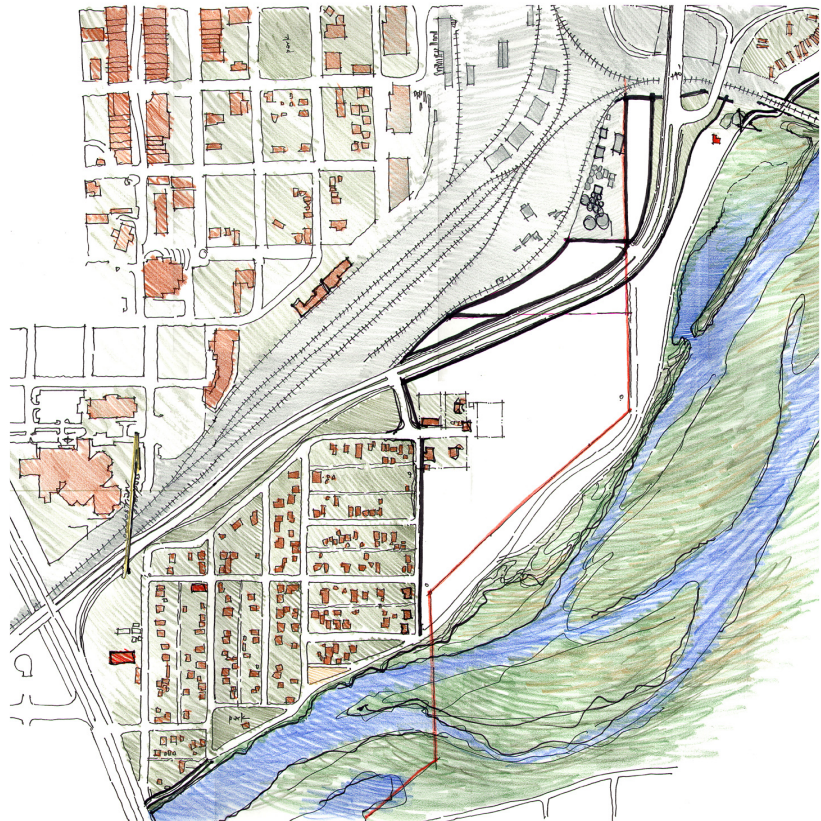
**Client:**

City of Grand Junction

**Date:** 2006

The City of Grand Junction acquired 64 riverbank acres at the confluence of the Gunnison and Colorado Rivers offering views of the surrounding mountains and the Colorado National Monument. This acreage lies within the downtown core, but is separated by active railroads. The site has recently been cleaned of industrial waste and will soon include a new four-lane, tree-lined parkway that will provide direct access to the site and stimulate development opportunities. Because of the site's location along the river, the City sought to identify a development strategy that would make best use of this important resource and expand downtown commercial and residential development.

Winter & Company led an initial planning phase to generate a basic strategy for the site, considering public trails, links to adjacent neighborhoods and access to downtown. Economic analyses identified a program of uses that mixes housing, offices



The preferred development concept, Scenario D- "Village" includes residential uses along the river edge with commercial or industrial uses along the other edge.

## URBAN DESIGN AND PLANNING SERVICES

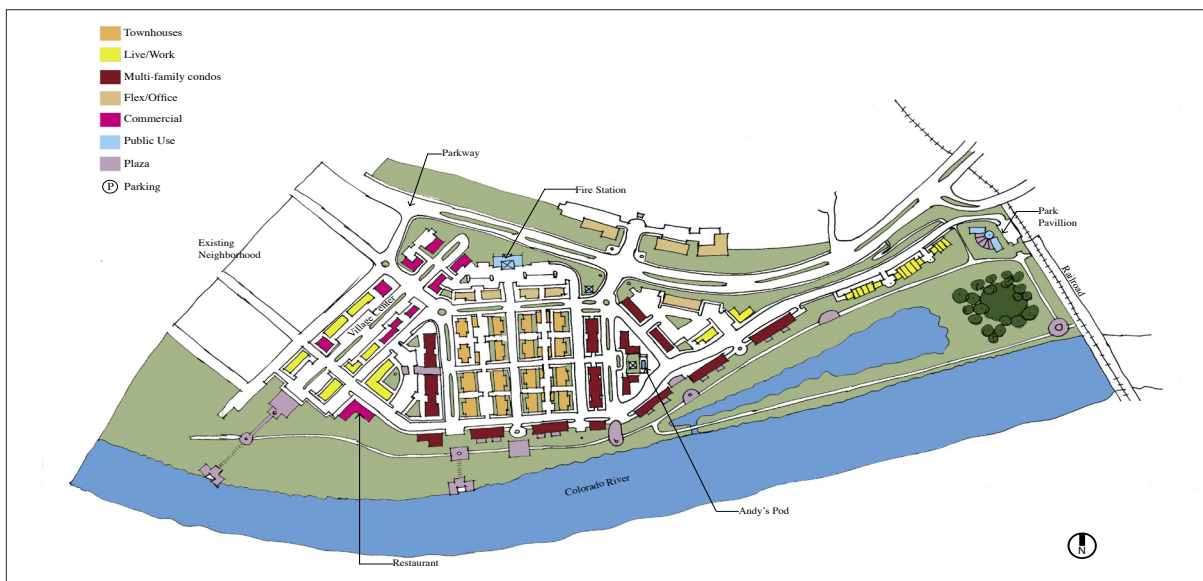


and a limited amount of commercial space in a neighborhood that orients to the river. The team conducted a series of focus group meetings and staged a public open house to collect ideas for the plan concept.

A key feature of the development is the orientation to the river and the integration of an existing residential neighborhood. New development includes a commercial center which houses services for the neighborhood. Access to the riverfront is emphasized and connections to regional trails are maintained.

The project included the formation and facilitation of a Developer's Resource Panel that allowed the City and the consultant team to test preliminary design concepts and economic findings with a panel versed in local and regional markets. This "reality check" was critical to winning public support and assisted decision makers in understanding the limitations and challenges inherent in the redevelopment process.

In a second phase, the team refined the initial concepts with specific building prototypes and street designs. Detailed economics and implementation strategies were explored in the anticipation of the entitlement process, which would allow the potential development team to proceed with the previously approved necessary zoning. The Concept Plan will become part of a marketing package to solicit development teams interested in implementing the project.



Conceptual urban design framework plan