



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: OCTOBER 8, 2021
Re: WEEKLY INFORMATION UPDATE

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Monday's Special City Council Workshop @7p.m.

As a reminder, we are hosting a special City Council Workshop on Monday night at 7 p.m. to discuss two items. We will begin with a discussion on broadband and potential next steps for Fruita and will conclude with an overview of the short-term rental program from Planning and Development. Our workshop will be held in the North Council Chambers.

Irrigation Water Update

Public Works is tentatively scheduled to turn off irrigation water on Monday, October 18, 2021. Since there is the potential for below freezing temperatures next week, PW staff is monitoring the weather and may shut off the water soon to prevent damage to pumps and irrigation lines. We will provide any updates on this date (if it were to change) on our Facebook [page](#). If you live in a HOA Community, irrigation water may be shut off on a different date – please check with your HOA.

Boards and Commission Vacancies

The City of Fruita is currently accepting applications for resident volunteers to serve on many of the City's Boards and Commissions. These groups play an important role by providing information and recommendation policies to staff and the City Council. Currently, there are openings on the [Board of Adjustments](#), the [Historic Preservation Board](#), the [Planning Commission](#), the [Arts and Culture Board](#), the [Downtown Advisory Board](#), and the [Livability Commission](#). To find an application to join a Board or Commission, you can visit this [link](#).

2022 Proposed Budget (Continued)

At our workshop in September, I was pleased to present the proposed 2022 Municipal Budget for the City of Fruita. In the 2021 Community Survey, the city received exceptional reviews from residents, and the organization is prioritizing this feedback into the proposed budget. Proposed are significant investments in the city's infrastructure and delivery of core services, two priorities for residents. To help fund these efforts, we are projecting that City and regional sales tax collections will remain strong, as they have for four years in a row. 2021 is on track to be another

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

record-breaking year for sales tax collection, and this reflects the success of our local businesses. To view the entire proposed budget and highlights of changes, you can visit this [link](#) on our website. Until the budget is adopted, there will be departmental presentations on each individual program at each City Council meeting and possible adjustments and changes.

General Updates

- **Parks and Recreation Director.** I am excited to announce that Marc Mancuso will be joining the City of Fruita as the next Parks and Recreation Director. Marc will be starting the position in early November. Marc is a native of the Western Slope has been working with the City of Grand Junction for the past 20 years in a variety of different Parks and Recreation roles. We appreciate all of the staff and volunteers that provided feedback on the hiring process, and we look forward to Marc joining us.
- **Fruita Branch of Mesa County Motor Vehicle Closed.** The Fruita Branch of Mesa County Motor Vehicle was closed this week and will continue to be closed until further notice. We will provide an update here once we receive more information.
- **FTI Meeting.** Thursday morning, staff and I met with the Fruita Trails Initiative (FTI) to discuss the progress of the environmental assessment out at the North Fruita Desert, and other projects. The environmental assessment is well underway, and the Bureau of Land Management staff just closed the first public comment period and received over 70 comments. There will be a second public comment period on the proposed trail projects in November. After the second comment period, staff can include those comments in the environmental assessment, and hope to wrap it up early next year. After that, construction on new trails (assuming no issues with the assessment) can begin. The group brainstormed potential grant opportunities that may be available next year in addition to what has already been applied for and volunteer build opportunities.
- **Question regarding sky divers near Rustler's Loop.** The Bureau of Land Management (BLM) confirmed that, occasionally, smoke divers train at Kokopelli and will land on Rustlers Loop. Usually, the BLM informed us, that this occurs with less than three hours of local notice and there is not enough time to put up signs informing trail users of it. Really interesting!
- **GJEP Strategic Plan Survey.** The Grand Junction Economic Partnership (GJEP) has launched a short two-minute survey for their strategic plan, the "Grand Vision." The Grand Vision is a strategic plan to meet long-term, visionary goals for the community. The backbone of the plan is the community survey that delves into quality-of-life metrics and priorities. If you have a few minutes and would like to participate, you can view the survey [here](#).
- **Recovery Roadmaps and Resiliency Process.** Working with state agencies, we participated in a robust, first of three-session extending into next week to narrow down our focus on efforts for this two-year process. We bring our partners of all cities in the county, the county, all chambers, school districts and other economic development partners.
- **Bray September Report** (Attached below). The report indicates 345 residential properties sold in Fruita from Jan. 1 – Sept. 30, 2021. This compares to 390 in GJ and in Palisade. Check out more detail by price and active listings in the report.
- **ECycle Event.** We had a great turnout for last Saturday's ECycle Event with Waste Management here at the Fruita Civic Center. Fruita residents filled up a roll-off dumpster, as well as several

boxes, of electronic waste. About 150 people recycled electronics at the event. Below is a photo from the event. We look forward to bringing this event back on an annual basis.



Engineering

- **Active Circulation Plan.** A draft plan was received by staff this week. Staff will review the document over the next week.
- **Fremont Street Design.** The 90% plans have been received and submitted to CDOT in anticipation of the FOR (90%) Review meeting with them.
- **Wayfinding Signage.** This project has an advertisement going out this weekend for bids to be due on October 22, 2021, at 12:00 pm. Documents will be available for view on Monday.

Human Resources

- **Blood Drive at Civic Center.** The St. Mary's Bloodmobile will be at the Civic Center Parking lot on Tuesday, October 19, 2021 from 1:30 p.m. to 3:30 p.m., hosting a blood drive. If you are interested in donating, please visit this [link](#) to register. Thank you for helping save lives.

Marketing and Promotion

- **Resident Sentiment Survey.** The City of Fruita and Town of Palisade are currently going through a strategic planning process with the Colorado Tourism Office on the "Bookends of the Grand Valley" marketing partnership. As part of this planning effort, Fruita and Palisade are asking residents to take a short survey on attitudes toward tourism. Responses are anonymous and will help both organizations better understand resident sentiment on tourism and the best ways to develop and manage tourism locally. If interested in taking the survey, you can find it [here](#).

Planning & Development

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

Land Use Code Amendments:

- Vested Right Code Amendment (Approved)
- Development Agreements Code Amendment (Approved)
- [Zoning and Density Bonus Code Amendments](#). (Approved)
- Short Term Rental Code Amendments can be found as this [page](#).(Approved)
- [Parking Standards](#) (Approved)
- Design Standards: The links to the Code Amendments can be found at this [page](#). (Approved)

Major/ Minor Subdivisions:

- Dwell PUD Preliminary Plan (Approved) (1136 17 ½ Road, Fruita CO 81521)
- Grand Valley Estates 3 (Approved) (1848 J Road, Fruita CO 81521)
- Rose Creek Preliminary Plan (Under Review) (1892 K Road, Fruita CO 81521)
- Patron Annexation and Zoning (Under Review) (1123 19 Road, Fruita CO 81521)
- VACC Final Plat (Under Review) (1176 18 Rd, Fruita CO 81521)
- Epic Minor Subdivision (Under Review) (1092 Wallace St, Fruita CO 81521)
- Cider Mills Rezone (Under Review) (960 Stone Mt Drive, Fruita CO 81521)
- Red Cliffs 3 Preliminary PUD Plan (Under Review) (280 Clements Way, Fruita CO 81521)
- Grand Valley Estates 3 Final Plat (Under Review) (1848 J Road, Fruita CO 81521)
- 1930 Highway 6 & 50 Annexation and Zoning (Under Review) (1930 Hwy 6 & 50 Fruita CO 81521)
- Orchard Ridge 3 Final Plat (Under Review) (Orchard Ridge Subdivision, Fruita CO 81521)
- Sycamore Estates Minor Subdivision (Under Review) (945 E. Pabor Ave, Fruita CO 81521)
- Fruita Copper Creek Annexation and Zoning (Under Review) (954 19 Rd, Fruita CO 81521)
- Fruita Mews PUD Amendment (WITHDRAWN) (1138 18 ½ Rd, Fruita CO 81521)

Site Design Review/ Other Applications:

- Monument Powder Coating (1596 Cipolla) (Under Construction)
- Raptor Crossing Concept Plan (853 Raptor Rd) (Under Review)
- Lake Fruita Site Conditional Use Permit and Design Review (Under Review) (1571 Cipolla Rd, Fruita CO 81521)
- 111 S. Mesa Street Site Design Review (Under Review) 111 S. Mesa St, Fruita CO 81521)

Parks and Recreation

- ***Bimonthly Newsletter.*** The latest edition of the Fruita Parks and Recreation Bimonthly Newsletter can be found here: [Spooky Season](#). It includes information on upcoming events including Truck N Treat and the Pumpkin Dunk, Senior Programming, and upcoming recreation leagues.
- ***LSW Trail Open.*** Early this week, Parks crews completed clean up along the Little Salt Wash Trail (between Hwy 6&50 and James M. Robb State Park in Fruita) and it is now open again for use.

Public Works

- **FOGs Program Update.** PW received the Final document for Fats, Oils, and Grease Best Management Practices and we will be spending time discuss implementation.
- **Building Maintenance Update.** Building Maintenance staff completed monthly elevator inspection at the Civic Center and continues to work with FWorks on improvements to their space. Staff is also troubleshooting leaks in the building from recent rain.
- **Road Maintenance Update.** Road Maintenance and Traffic Safety completed patch on Ottley, has started crack sealing in parking area at the Fruita Community Center and worked with Engineering on proof rolling in the Iron Wheel subdivision. Crews continue to mow weeds around town and completed some housekeeping items at the PW facility.
- **Wastewater Update.** Wastewater staff has started isolating and cleaning of I-70 wet wells and completed 39 utility locates.
- **PW Administration Update.** Public Works staff is attending the Water and Wastewater Conference in Grand Junction on October 6th and 7th to receive required continuing education/training units for their certifications. PW Director met with Engineering and the Grand Valley Drainage District to discuss possible grant opportunities to address stormwater flooding. Attended the Permits Webinar with the Colorado Department of Public Health & Environment.

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

- [The affordable housing crisis on Colorado's Western Slope is showing no sign of easing.](#)
- [Local economic indicators positive for Mesa County.](#)
- [Expect the Unexpected on the Palisade Plunge, Colorado's Newest Epic Trail.](#)
- [Clifton and Fruita DMV closed until further notice.](#)
- [Ice rink reopening as River City, with Avalanche's backing.](#)
- [GJEP launches 'Grand Vision' survey.](#)
- [Mesa County real estate sales volume climbs to record height.](#)

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.):*

- **October 23, 2021** – Truck N'Treat, Downtown Fruita, 10:00 a.m. to 12:00 p.m.
- **October 29, 2021** – Trick or Treat Street in Downtown Fruita, 3:00 p.m. - 5:00 p.m.
- **October 30-31** – Trek Dirt Bike Camp at Little Salt Wash Park, 8:00 a.m. to 1:00 p.m.
- **November 6, 2021** – Rimrock Marathon, 8:00 a.m. to 2:00 p.m., Colorado National Monument and Fruita Community Center.
- **December 11, 2021** – Holiday Arts and Crafts Fair at the Fruita Community Center, 10:00 a.m. to 3:00 p.m.
- **December 11, 2021** – Hometown Christmas and Parade of Lights, Parade is at Dusk, in Downtown Fruita.
- **December 15, 2021** – Cookies N Claus at the Fruita Community Center – 6:30 p.m.

CC. Department Directors

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



The Bray Report

Residential Real Estate Statistics — Mesa County, CO

SEPTEMBER 2021

	2021	2020	Change
Total Sold			
Month—SEPTEMBER	347	376	-8%
Year to Date	3103	2964	+5%
Median Price - YTD	\$328,000	\$285,000	+15%
Days on Market - YTD	46	57	-19%
Volume - YTD	1.1 B	920 M	+23%
Active Listings - SEPT	438	405	+8%

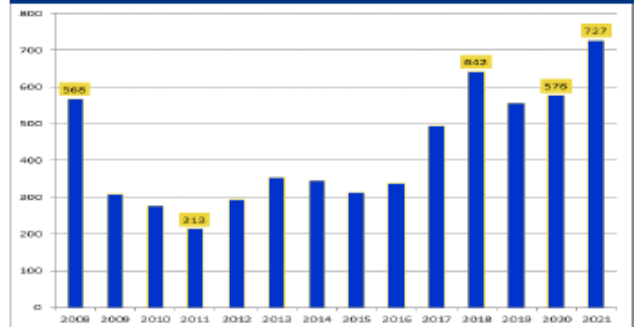
Months of Inventory

Price Range	SEPTEMBER Sold	Current Active Listings	Months of Inventory
<99k	13	7	0.54
100-199k	24	18	0.75
200-299k	88	75	0.85
300-399k	104	93	0.89
400-499k	51	85	1.67
500-750k	50	87	1.74
750k+	17	73	4.29
Total	347	438	1.26

Active Residential Listings 2013-2021

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2013	773	797	876	968	1001	1028	1089	1114	1153	1093	1017	908
2014	965	1006	1064	1146	1156	1197	1204	1185	1180	1134	1098	983
2015	989	976	964	964	972	1009	1005	1006	988	966	921	830
2016	821	802	872	937	977	932	961	1080	1075	1035	947	863
2017	821	862	867	922	891	960	975	959	953	886	801	675
2018	653	699	743	823	807	883	941	929	949	763	702	643
2019	645	643	626	677	759	790	794	797	781	764	682	585
2020	557	520	596	605	555	496	431	431	405	374	351	281
2021	223	213	156	166	217	293	356	400	438			

Building Permits



Total building permits were up 26% year to date over 2020.

Active Residential Listings: 438

Area	<99k	100-199k	200-299k	300-399k	400-499k	500-749k	750k+
Clifton (33 total)	4	3	9	6	2	2	6
Collbran/Mesa (33)	0	2	6	3	5	8	9
De Beque (6)	0	0	2	1	1	1	1
EOM/Palisade (19)	0	2	2	1	4	1	9
Fruita (29)	0	1	3	5	6	8	6
Glade Park (11)	0	0	1	1	3	3	3
Grand Junction City (45)	1	6	13	15	8	0	2
Loma/Mack/NW/W (30)	0	0	0	1	7	14	8
Northeast (42)	0	3	10	19	10	0	0
North (55)	1	0	4	7	14	22	7
Orchard Mesa (34)	0	0	12	6	8	7	1
Redlands (55)	0	0	2	4	13	18	18
Southeast (37)	1	1	11	22	2	0	0
Whitewater/Gateway (10)	0	0	0	2	2	3	3
Totals (438)	7	18	75	93	85	87	73

SOLD Residential Properties Jan 1 - Sep 30, 2021

Area	<99k	100-199k	200-299k	300-399k	400-499k	500-749k	750k+
Clifton (242 total)	40	48	113	29	4	7	1
Collbran/Mesa (48)	3	6	11	5	6	8	9
De Beque (17)	1	4	2	3	2	3	2
EOM/Palisade (79)	7	4	7	21	19	14	7
Fruita (345)	5	21	47	121	81	61	9
Glade Park (18)	0	0	3	2	3	8	2
Grand Junction City (390)	16	58	162	115	31	8	0
Loma/Mack/NW/W (93)	0	6	9	20	18	28	12
Northeast (431)	3	27	135	200	62	3	1
North (462)	6	28	78	123	109	98	20
Orchard Mesa (291)	5	27	123	63	51	21	1
Redlands (313)	1	9	35	60	54	106	48
Southeast (343)	9	31	146	150	6	1	0
Whitewater/Gateway (31)	0	1	6	8	6	7	3
Totals (3103)	96	270	877	920	452	373	115

Above data shows residential properties only, in Mesa County. *Data is deemed reliable but not guaranteed. Historical sales data may change slightly as sales are input into MLS throughout the month. Source: GJARA Multiple Listing Service. Revised: October 6, 2021.
 Bray Real Estate (970) 242-3647 1015 N. 7th St. Grand Junction, CO 81501



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.