



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JUNE 3, 2022
Re: WEEKLY INFORMATION UPDATE

325 E Aspen
Suite 155
Fruita CO 81521

Phone:
970-858-3663

Fax:
970-858-0210

E Mail
fruita@fruita.org

Web Site
fruita.org

City Manager's Office
970-858-3663

City Clerk/Finance
970-858-3663

Community
Development
970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

Tuesday's City Council Meeting

The meeting begins with two proclamations recognizing Juneteenth and Pride Month, followed by a presentation on Total Maximum Daily Loads (TMDL) appeal process by Carrie Gudorf with Mesa County. Following the consent agenda, there is a quasi-judicial hearing for the liquor license at the Riverfront Concert series and then administrative updates on capital projects and pending grant requests and the City's sewer plan. The meeting will end with City Manager reports and council updates. Click [here](#) to access the agenda and packet.

Mike the Headless Chicken Festival This Weekend!

The Mike the Headless Chicken Festival returns this weekend to downtown Fruita! A full schedule of events can be found at the festival's new website [here](#). Head downtown for games, vendors, live music, the Wheels West Colorado Exhibition Car Show, the Run/Walk 5k, and more. Please note that due to the festival, there are a few traffic impacts in downtown Fruita throughout the weekend. Beginning today, Friday June 3, 2022, the Civic Center Parking lot, as well as Elm Street and Peach Street (between the Civic Center and Aspen Avenue) will be closed. Additionally, Aspen Avenue will be closed (between Peach and Elm) for the festival. We hope to see you there, Fruita!

City of Fruita Awarded Revitalizing Main Streets Grant for S. Mesa Street Improvements

This week, it was announced that the City of Fruita was awarded a \$1.7 million grant from the Colorado Dept. Of Transportation (CDOT) Revitalizing Main Streets program, for improvements to S. Mesa Street (from Circle Park to Hwy 6 & 50). This project is the second phase of our Fruita Civic Center Memorial Park and Downtown Streetscape Improvements Plan and will increase safety along S. Mesa Street. Improvements include converting on-street parallel parking to diagonal parking to increase the number of spots, consolidating some of the access drives, constructing a continuous sidewalk, adding planting islands to enhance the street scape, and replacing approximately 600 feet of sewer line. We are excited to partner with CDOT

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on these much-needed safety improvements and thank them for their continued partnership with the City of Fruita. More information can be found [here](#).

Fruita Adopt a Street/Trail Program

The City of Fruita, via the Fruita Livability Commission, has created an Adopt a Street/Trail program for our community. The program allows local families, businesses, and community groups to perform a valuable community service by adopting a section of a Fruita street or trail to keep clear of litter and debris. We hope that the program will help beautify the City, encourage greater participation in the City affairs, and foster civic pride. A list of 15 trails and roads that can be adopted has been created, and if you are interested in participating, more information can be found on our website [here](#).

N. Mulberry Street Community Engagement Outcomes

Between April and May of 2022, the City of Fruita engaged with the community on whether or not the space on N. Mulberry Street should be a permanent plaza with new amenities. The community had the opportunity to provide feedback through an online survey and in-person at the Fat Tire Festival. There were over 1,200 responses to the online survey and over 125 participants at the Fat Tire Festival. In addition, the City of Fruita held meetings and met with businesses one on one to collect input from stakeholders. To learn more about the project, review the results of the engagement process, and stay up to date on what the next steps are, please visit the Fruita website [here](#).

Street Repaving Project (Continued)

Last Thursday, June 2, the City began the 2022 road overlay/paving project.

The community can expect to see road repaving on the streets listed below. Partial road closures occurred yesterday, June 2, and today, June 3 while full road closures will occur on June 12 and 13. In between these dates, roads will be fully open, but users can expect the roads to be bumpy. The following streets will be affected: W. Ottley Ave. From Highway 6 to the Co-Op Country Entrance; Mesa St. From Ottley Ave. to the north end of the bridge on Ottley Ave.; Cherry St. to Mesa St.; and Pabor Ave. from Coulson St. to Cherry St. Project timelines may change depending on the weather. For more information and project updates [click here](#).



Radio Show – Discover Fruita

Tune in to the City of Fruita’s new radio show, Discover Fruita! On the third Tuesday of each month at 12 pm, the community can tune in to KAFM 88.1 to learn what’s happening behind the scenes at the City. We will dive into a variety of stories to inform the community on city services, projects, and more! These shows will also be available as podcasts and can be listened to wherever you get your podcasts. The first Discover Fruita show will showcase the history, present day, and future of the Fruita Community Center.

- **For the Love of Fruita!** At the end of each show, we will be sharing positive stories about the Fruita community. Tell us why you love living in Fruita by [filling out this quick form here](#) or by emailing us at communications@fruita.org.

Weekly FAQ

In every weekly update, we will be answering one question we get asked often from the community. These questions will cover a variety of topics from all city departments. If you have any questions you think would be valuable for us to share, let us know by emailing communications@fruita.org.

- **Question:** Does the City maintain maps of Fruita available to the public?
- **Answer:** Yes! The City maintains an online GIS system to help inform the public and help city staff stay up to date on Fruita's infrastructure, amenities, and land use. The system allows users to view different layers such as subdivisions, city limits, Fruita’s Urban Growth Boundary, and more. There is also a map for transportation showing speed limits, traffic counts, trails, parking, and more. [Click here to view the map.](#)

General Updates

- **City of Fruita's response to the Mesa County Land Use Code Text Amendment/Ordinance for Licensing and Regulation of Marijuana Businesses in unincorporated Mesa County.** Below is the letter we sent to the Mesa County Commissioners on the Land Use Code Text Amendment for the Ordinance for Licensing and Regulation of Marijuana in unincorporated Mesa County. We are requesting that the Mesa County Commissions exclude marijuana cultivation, manufacturing, production, and testing within the AFT zoned parcels with in the Fruita Urban Development Boundary/201-10.
- **State of the Community Breakfast.** Wednesday morning, Mayor Kincaid, Councilor Miller, Shannon and I attended the Fruita Chamber State of the Community breakfast. We heard updates from federal, state, and locally elected officials. If the Council is ever interested in hearing an update from one of our representatives, we can invite them to a Council meeting, as we have done in the past, and most important, good job Mayor Kincaid!
- **Grand Junction Chamber of Commerce Housing Committee.** Planning & Development Director Dan Caris and I presented by invitation to the committee and discussed the City's strategic efforts related to workforce housing attainability. The strategies were well received.
- **EV Charger Installed at Dinosaur Journey Museum.** A level II electric vehicle charging station is now available for use at Dinosaur Journey Museum. This has been a project that Dinosaur Journey and the Dinosaur Diamond Highway has been working on for a few years and we are excited to see it finished. As a partner, we wrote letters of support for the grant application that helped fund the station. Congratulations on completing the project Dinosaur Journey! Below is a picture of the newly installed charger.



Parks and Recreation

- ***Fruita Parks and Rec Bimonthly Newsletter.*** The latest edition of the Fruita Parks and Recreation bimonthly newsletter can be found here: [Mike the Headless Chicken Festival this weekend!](#) It includes information on the festival this weekend, upcoming youth programming, park shelter information, upcoming athletics, and more.
- ***Mike the Headless Chicken this weekend, June 3 and 4*** Come by the festival at Civic Center Park on Friday and Saturday to celebrate our famous headless chicken.
 - 5k Race and Disc golf Tournament on Saturday morning, day of registration available.
 - Peep and Wing Eating Contest Saturday at 12:30.
 - Wheels West Car Show Saturday 9:00am-3:00pm.
 - FREE live music from Josh Gracin at 7:30pm on Friday, and Natural Chemistry at 7:30pm on Saturday
 - For more information visit www.miketheheadlesschicken.org

Planning & Development

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

Major/ Minor Subdivisions:

- Sycamore Estates Minor Subdivision (Approved) (945 E. Pabor Ave, Fruita CO 81521) (9 Lots)
- Kimston Minor Subdivision (Under Review) (1930 Hwy 6 & 50) (2 Lots)
- Orchard Ridge 4 (Under Review) (17 Road & K3/4 Road) (21 Lots)
- Shannon Minor Subdivision (Under Review) (377 N. Pine Street) (2 Lots)
- Rose Creek Preliminary Plan (Intersection of 19 & K Road, Fruita CO 81521)
- Cider Mill Estates Final Plan (Under Review) (960 Stone Mountain Drive. Fruita, CO 81521) (47 Lots)

Site Design Review/ Other Applications:

- 111 S. Mesa Street Site Design Review (Under Construction) (111 S. Mesa St, Fruita CO 81521)
- 204 S. Mulberry Street Site Design Review (Under Construction) (204 S. Mulberry St, Fruita, CO 81521)
- Monumental Provisions (Issued) (155 N Mulberry St.)
- Grand Skye Site Design Review (Under Review) (715 E. Grand Ave.)
- Grand Valley Storage (Under Review) (1930 Hwy 6 & 50)
- Fruita Apartments (Under Review) (614 Raptor Road)
- West Pabor Right-of-Way Vacation (north of 535 W. Pabor Avenue)
- North Mulberry Street Conceptual Street Design

Police Department

- ***Welcome Javier!*** Welcome to our newest Police Officer, Javier Mariscal. Javier is a recent graduate of the police academy at Technical College of the Rockies in Delta.

Public Works

- **General Update.** Road Maintenance will be helping with traffic control for Mike the Headless Chicken Festival this weekend. The Utilities department completed jetting and camera work on Coulson St. They responded to 9 irrigation call outs and completed 43 utility locates. The crew also helped out the Parks department by cleaning and flushing irrigation systems for two parks. Building Maintenance did window and door repairs to the Civic Center.
- **Admin Update.** Public Works Director and Wastewater Reclamation Facility Superintendent met with the city's engineering firm to review the design of the granular sludge vortex capital project.

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

- [Happy Trails: In western Colorado, marvelous tour through 50 million years of geology.](#)
- [Seismic activity strikes outside Cisco, Utah.](#)
- [Mesa County hit with not one, but two earthquakes.](#)
- [Memorial Day ceremony photos.](#)
- [GJHS hosts groundbreaking ceremony for new school.](#)
- [9 Things to do in Colorado this weekend: June 3-5.](#)
- [Weekend things to do around Denver and beyond.](#)
- [Farmer markets set to open for 2022 growing season.](#)
- [Western Colorado Motorcyclists Sought for Fruita Teen's Birthday Party.](#)

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.):*

- **June 3-4, 2022** – Mike the Headless Chicken Festival, downtown Fruita.
- **June 9 – August 11, 2022** – Thursday Night Concert Series, Civic Center Pavillion, 7:30 p.m.
- **June 10, 2022** – Food Truck Fridays, Reed Park, 5:30 p.m.
- **June 11, 2022 – October 29, 2022** – Farmers Market, Reed Park, Saturdays 8:30 a.m.
- **June 23-25, 2022** – Country Jam, Open Venue, Country Jam Ranch
- **June 30, 2022** – Fruita City Council Ice Cream Social, Civic Center Lawn, 7:30 p.m.
- **July 3, 2022** - Fireworks Display, City of Fruita, Dusk
- **July 12, 2022** – Coffee with the City Manager and Councilmember Amy Miller at Aspen Street Coffee, 9:00 a.m.
- **July 26, 2022** – Ice Cream with the City Manager and Mayor Kincaid, 4:00 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



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May 27, 2022

Cody Davis, District #1
Scott McInnis, District #2
Janet Rowland, District #3
Mesa County Commissioners
544 Rood Avenue
Grand Junction, Co 81501

The Fruita City Council is requesting the Mesa County Commissioners exclude marijuana cultivation, manufacturing, production, and testing within AFT zoned parcels in Fruita's Urban Development Boundary/201-10.

The City of Fruita and Mesa County have a rich, longstanding history of cooperation in long-range planning efforts for the benefits of Mesa County residents. The Mesa County Land Development Code Table 7-1: AFT Density stated purpose reads:

"In order to provide more certainty regarding appropriate levels of development on land within the Rural Planning Area, the County has adopted the provisions of this section to govern density in the AFT Zoning District."

Table 7-1: AFT Density recognizes the future land use classification of Fruita's Urban Development Boundary/201-10 as likely to urbanize within the City of Fruita. The City has conducted several long-range planning efforts led by the community. In fact, the recent update to the City's Comprehensive Plan, which reviews and establishes the future land use map and is a process that the City engaged Mesa County in, over 4,000 Fruita and County residents engaged during a year-long process. Subsequent master plans have since been updated to reflect these values, priorities, and future land uses. Fruita's Urban Development Boundary/201-10 encompasses a significant land mass of existing County AFT zoning with the future land use designation of Community Residential. In the proposed ordinance and text amendment, Mesa County excludes residential zone districts from cultivation, manufacturing, processing, and testing; whereas the City of Fruita's future residential areas have not received the same consideration.

Mesa County's proposed ordinance and text amendment will result in a less predictable development pattern by negatively impacting large financial investments in sewer and street infrastructure and create more probability of leapfrog development. In this scenario developers and builders will be solely responsible for the extension of infrastructure along the frontage of cultivation, manufacturing, processing, and testing sites.

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The Mesa County 2021 Ballot Question 1C read,

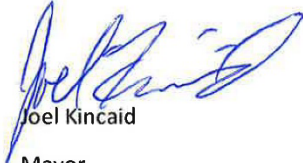
“Shall Mesa County permit optional premises cultivation operations licenses to allow marijuana cultivation, manufacturing, and testing facilities within unincorporated areas of Mesa County, Colorado?”

The above ballot language does not contemplate the zoning will be specific to the AFT. The ballot language merely posed the question of whether cultivation, processing, manufacturing, and testing should be allowed in the unincorporated areas within Mesa County. It seems reasonable to assume voters were expecting the regulating agency “Mesa County” to determine if there were specific areas to allow this within the unincorporated area as evidenced by the current process.

The City of Fruita strongly urges Mesa County to consider the long-term planning, financial decisions, and community engagement that has resulted in decades of planned residential development within Fruita’s Urban Development Boundary/201-10. In the County’s Land Development Code precedent has already been set to handle land use decisions differently in the 201-10 than the rest of AFT.

The Fruita City Council requests the Mesa County Commissioners exclude marijuana cultivation, manufacturing, production, and testing within AFT zoned parcels in Fruita’s Urban Development Boundary/201-10. In the event exclusion is not considered, the Fruita City Council requests a continuance to better understand the future implications of this land use decision.

Thank you,



Joel Kincaid

Mayor

City of Fruita



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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.