

Creating Vibrancy in Downtown Grand Junction Through Connectivity, Placemaking, and Development

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The City of Grand Junction is a hub of economic activity and vibrancy on the Western Slope of Colorado. The community is proud of the small-town vibe, which is characterized by strong, local arts, culture, and history—and at the heart of it all is the downtown. But Grand Junction is growing and changing. With this growth pressure and a Plan of Development that was 38 years-old, the Downtown Partnership did not have a tool to guide development in the downtown reflective of the current community's values or current market demands.



Through a yearlong process branded “Vibrant Together,” Community Builders worked with the Downtown Partnership and local community advocates to develop ideas for how to build on Grand Junction’s current successes and bring a new energy to downtown. Through “walkshops,” focus groups, community surveys, pop-up events, and community open houses, the goals that emerged focused around activating downtown and connecting to the river. A week-long design workshop formulated specific ideas, designs, and strategies of how to achieve these goals with a focus on three key elements of downtown: connectivity, placemaking, and infill development. To help the community better understand the ideas and strategies, we engaged in a social media campaign with project videos, blogs, and a Q&A session that combined reached over 24,000 community members.



The plan was adopted unanimously by council in November 2019.

Following, the Downtown Partnership has been busy executing the plan, starting with a community crosswalk painting. The City and Downtown are also working together on a detailed design for a promenade space at the historic train depot and a pedestrian bridge to the river front. One of the more exciting outcomes is the purchase of an identified opportunity site, the Startek Building, which had been vacant for nearly five years. Inspired by the visualizations and feasibility analysis from the workshop, an international development firm is now working on a catalyst project to bring housing and mixed-use to this key site along the 7th Street corridor.

The Downtown Partnership will continue to work with project partners at the City, Grand Junction Economic Partnership, Arts Commission and many others to keep the momentum of Vibrant Together going.

