



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: Fruita City Council and Mayor

FROM: Planning & Development Department

DATE: July 26, 2022

AGENDA TEXT: North Mulberry Final Conceptual Design

BACKGROUND

The section of North Mulberry Street just north of Aspen Avenue had been temporarily closed in 2020 as a response to COVID. After high utilization of the closure and the receipt of a Rural Economic Development (REDI) grant in September 2021, the City explored the idea of turning this space from a temporary closure to either a flex space, a partial closure, or a permanent closure.

In January 2022 Design Workshop was hired by the City of Fruita to create a site design concept for North Mulberry Street. A part of Design Workshop's scope of work was community engagement. On March 17, 2022, three stakeholder meetings were held with the downtown business owners, City Council and Planning Commission members and City of Fruita boards and commissions. On May 6-7, 2022, the City of Fruita and Design Workshop engaged with the community at the Fat Tire Festival with a pop-up booth. In addition, an online community survey was open from April 15 – May 15 to gather feedback that resulted in over 1200 unique responses and separated by residents and visitors.

The online survey results indicated interest in a permanent plaza in place of the road section and that the public had concerns about the loss of parking. With direction from City Council to move forward with a permanent closure with the addition of parking on both ends of the closure, Design Workshop created a Conceptual Design for North Mulberry Street.

Design Workshop will present the Final Concept Design for North Mulberry to staff and City Council for discussion and feedback.