
THE BEACH

Guiding Principles Working Draft

02.09.2024

Guiding Documents

- 2020 Fruita in Motion Comprehensive Plan
- Fruita Parks Health Recreation Open Space and Trails Master Plan

The following guiding principles are written and agreed upon by the City of Fruita City Council and 2 Forks Ventures to guide the redevelopment of the The Beach neighborhood. These guiding principles shall guide future City Council members, 2 Forks Ventures staff, investors, and all involved in redeveloping this community asset into the future.

General Guiding Principles

The Beach Neighborhood shall:

- Enhance the quality of life and economic vitality of the City of Fruita.
- Create inclusive public amenities and complimentary private development for all Fruita's residents.
- The Fruita community is strengthened by providing uncompromised, safe, quality, public access to the Colorado River and the Little Salt Wash.
- Provide accessible public amenities including open park space, a variety of family friendly and youth focused features, and consideration for family friendly special event spaces.
- Complement, not compete with, downtown re-development.
- Serve residents, businesses, and visitors, that fit Fruita's funky ambiance around the arts, farming, ranching, and recreation.
- Support connectivity of the Fruita community to public lands, especially the Colorado River, the riverfront trail system, and Snooks Bottom.
- Support accessibility for all mobilities, including expanding walkable and bikeable paths.
- Create a public friendly boat ramp.
- Support and create a family friendly place for events.
- Serve the Fruita community.

Inspiring and Guiding Beliefs for the Public Amenities

The Beach neighborhood's public amenities shall:

- "Play like a local"
- Provide Fruita with safe, enticing access to the Colorado River for all.
- Provide a location for socially interactive and inclusive events for Fruita residents and visitors.
- Provide safe, accessible enticing amenities.
- Protect, restore, and promote natural environments and provide programs to teach the importance of them.
- Create a gradient of active to passive recreation and developed to natural environments across the site.
- Provide a powerful intersection of trail networks and river access with event and social opportunities.
- Provide unique and expanded opportunities for Rec Dept programming.
- Provide shade.

Inspiring and guiding beliefs for the private development

Flexible, market responsive development that serves Fruita's economic development goals.

- Community serving approach to private development.
- Incremental master plan with flexibility and responsiveness.
- A variety of commercial uses that serves needs of Fruita's local and new businesses that are strategic targets for economic development.
- A variety of innovative and funky residential options that help diversify Fruita's housing stock.
- Commercial uses that complement the public parks spaces - such as a destination restaurant and general store.

Make full use of the Innovation and Flexibility Future Land Use District

- Live/work/play
- Light manufacturing/retail
- Innovative multi-family
- Destination restaurant

- “This area could be considered for multiple types of underlying zoning to give it maximum flexibility for development.”

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REFERENCES

FRUITA IN MOTION PLAN:

https://www.fruita.org/sites/default/files/fileattachments/ordinance/25301/2020-09_exhibit_a.res_.pdf

Quality of Place

Inclusivity

Small town feel

Vibrant/Thriving Downtown

Proximity to Public Lands

Live work and play

Safe neighborhoods

Family friendly events

Walking and biking

Responsive to citizens

Prioritizes high-impact services and projects

Foster a fun and funky ambiance by celebrating the arts, farming and ranching, and recreation

Economic Health

Lifestyle

Efficient Development

Community first approach

Connectivity – Bike, walk, drive and to public lands.

Strategic Economic Development – recruiting businesses that are well suited for Fruita.

PHROST PLAN:

[https://www.fruita.org/sites/default/files/fileattachments/community_development/page/348/fruita_phrost mp 04 2021.pdf](https://www.fruita.org/sites/default/files/fileattachments/community_development/page/348/fruita_phrost_mp_04_2021.pdf)

More introductory level activities

Improved access to services

Parking

Shade

Access to snooks bottom

More water access

Pickleball courts

Disc golf courses

Youth development and engagement

GOAL #1 Put on recreational programming and events that provide opportunities for residents to be mentally, physically, and socially active.

GOAL #2 Invest in the health of the local community and make a positive impact through programming initiatives, partnerships, and infrastructure.

GOAL #3 Enhance the City's trail system to allow residents and visitors to walk and ride safely within the city and to surrounding trail systems

GOAL #4 Strengthen outdoor recreation in greater Fruita through partnerships, funding, and city facilities. The Fruita area is renowned for its outdoor recreation opportunities.

GOAL #5 Ensure the City's parks and recreational facilities are a well-maintained, accessible resource of active and passive recreation spaces for all residents.

GOAL #6 Preserve the natural features of the city and surrounding landscape through partnerships with local land managers and organizations.

CITY COUNCIL STRATEGIC PLAN:

https://www.fruita.org/sites/default/files/fileattachments/community_development/page/348/city_council_strategic_objectives_final.pdf

Economic Development - Goal #6. Define an incentives policy appropriate for targeted industries and specific areas of the city.

GENERAL NOTES:

Belief – A belief statement is something that inspires and guides all of the below.

Vision - A vision statement is the direction, where you see yourself going, and what you'll do to get there.

Values - A values statement should be the characteristics, qualities, and traits that you value the most, both from your people internally and from the people you seek and serve externally.

Mission - A mission statement is your directives, clear, actionable things that you are doing in order to achieve or arrive at your vision.