TREES MEAN BUSINESS

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Downtown Grand Junction – 1884: Any TREE in sight?

All Historical photos courtesy of the Museum of Western Colorado

Grand Junction Main Street in the early 1990's

What do you see or not see in this picture?

IN STREET GRAND JUNCTION, COLO. ABOUT 1900.

Operation Foresight

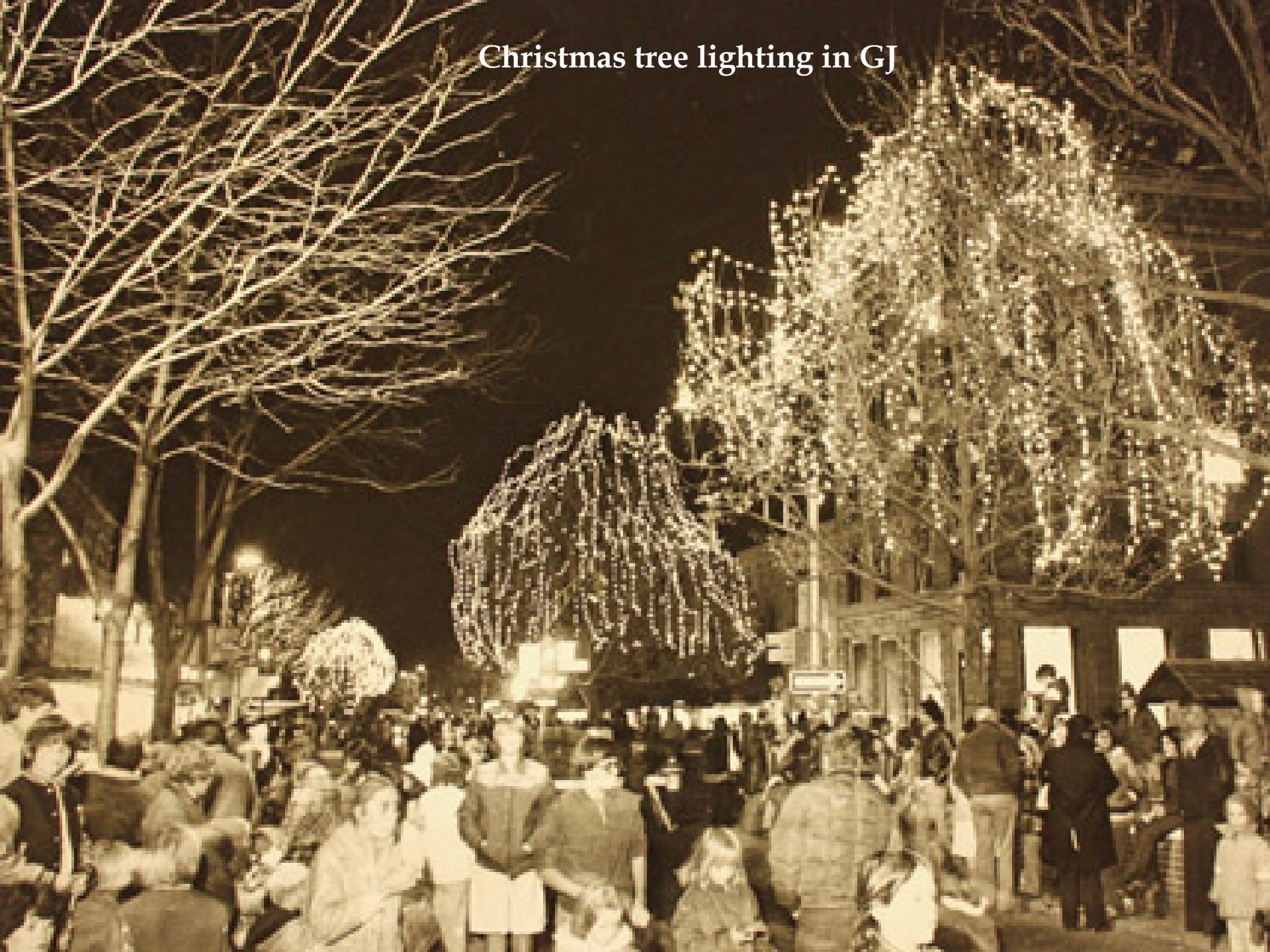
Operation Foresight - 1962

- In the 60's, Grand Junction population was 21,000
- City leaders not happy with nagging problems downtown.
- Operation Foresight vision was created, sold to the public and funded. Construction started in 1962 . Built in five phases.
- **Phase 1** – Install new storm sewer in Colorado Avenue. Existing storm sewer didn't drain storm water in the downtown area, cost $150,000.
- **Phase 2** – Rood, Colorado & Main Streets widened from 3rd to 7th Street. Make the four blocks of Main Street a Shopping Park with TREES, shrubs and flowers. "This was to be the heart of Operation Foresight, which would make Grand Junction the only city of its kind". Most of the $400,000+ cost was to be picked up by the downtown property owners.
- **Phase 3** – Provide off-street parking for downtown shoppers
- **Phase 4** – Modernize store fronts on Main Street.
- **Phase 5** – Build well-lite walkways to connect off-street parking with the downtown shopping area.

Corner of 3rd and Main Street Looking East to the Grand Mesa

Operation Foresight Construction Starts

Trees are growing up


Christmas tree lighting in GJ

Functional Benefits of Trees

- Cool people and buildings
- Traffic calming
- Moderate wind and temperature
- Reduce heat island effect

Plants reduce the heat absorbed by buildings in the day and stored heat re-radiated at night.

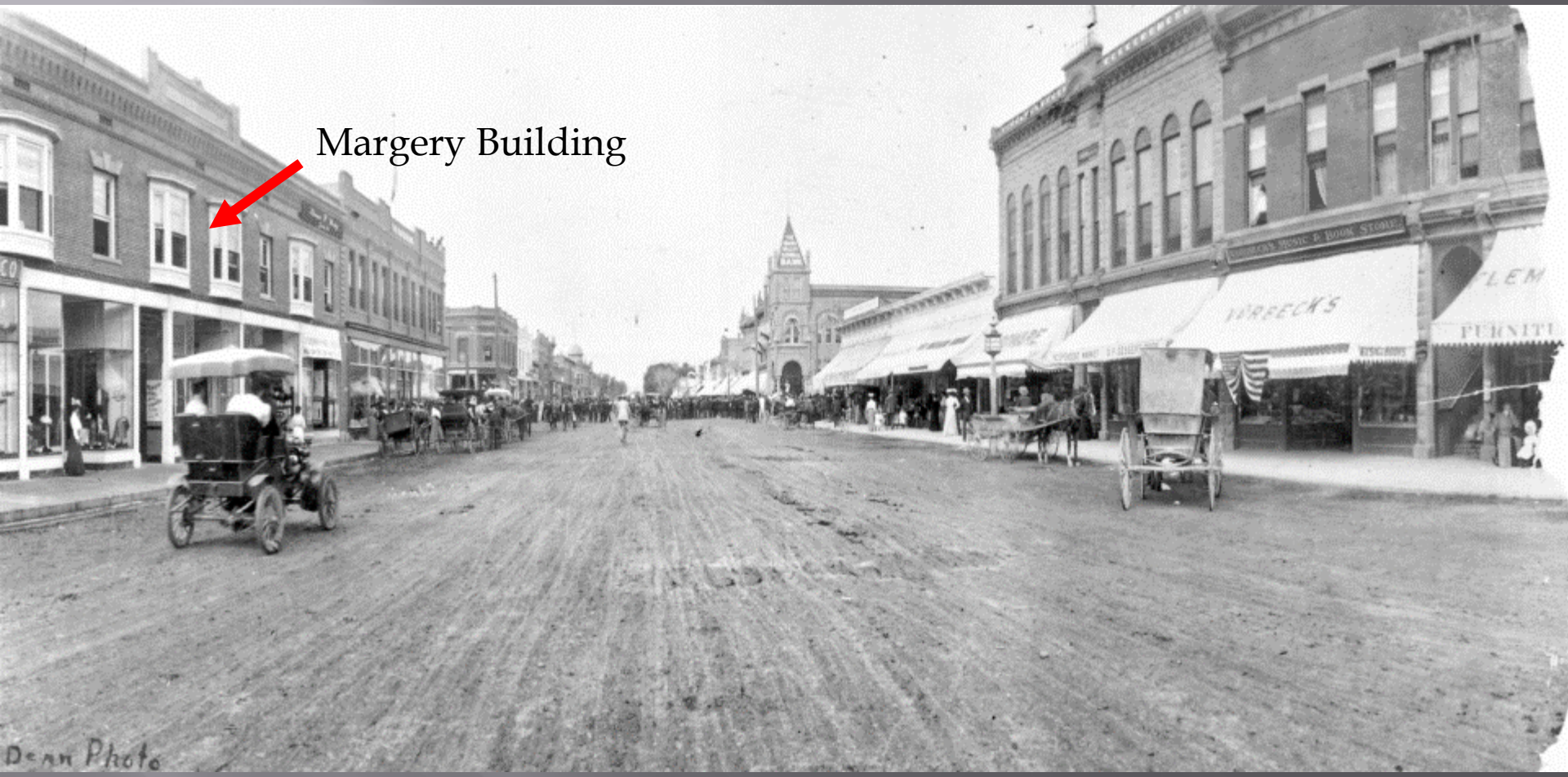
Hot south facing building.

Southwest Corner of 5th and Main Street - 1963

Southwest Corner of 5th and Main Street - 2008

Forty five years later, cooling buildings and people.

Grand Junction's Main Street in the Early 1900's



Straight roads = faster car speeds

Main Street - 2008

The Urban Tree-scape moderating temperatures for buildings and people

Cooling surfaces reduce heat island effect and prolongs life of asphalt

Aesthetic Benefits of Trees

- Pleasing to the eye
- Pleasing to the nose
- Comfort factor

Tree lilac – showy and aromatic

Mock orange is very fragrant

Winter King hawthorn – 3 season attraction

Tatarian maple – seeds

Trees create a comfortable and inviting environment

Educational Benefits of Trees

- Test new varieties
- Educate the public
- Generate demand for trees and shrubs

UNION BLOCK
First Class Trav

Main Street Uplift – 2011
Design – based Makeover

Start with a Plan

Some of the Operation Foresight trees stay

Major Construction Tackled a Block at a Time

GALLERY

ALL STORES OPEN
DURING CONSTRUCTION
Come Visit Us!
the downtown uplift
A DOWNTOWN PARTNERSHIP PROJECT

Saving Trees by Saving Roots

Root Retention as Needed

BREAKFAST

Soil for new trees and shrubs is pre-mixed ; low in salt, loamy texture, 5% Organic Matter

Planter - Before

After

Old and New Trees
Growing together

Important Steps to Follow

- Community leaders must support the project, because it will need public funding.
- Community business owners must buy in to project, because it will impact their business during construction as well as the follow up maintenance.
- Your community must support the project, because ultimately they will own it.

Thanks to my friend Tom Ziola for the City of Grand Junction pictures in this presentation

Corner of 3rd and Main Street Looking East to Grand Mesa - 2008

Town of Cedaredge

- Completed 2014
- Impacted 3 blocks of Main Street
- Cost – 1 million dollars
- Improved sewer and water lines under street
- Created Bulb- outs with plantings
- Goal to slow down traffic and create pedestrian crossings

MAIN ST.
GALLERY

ONE WAY

City of Carbondale

- Project started in 2002
- Improvements included new bulb-outs, new trees and grates, irrigation lines for trees and power for seasonal lighting.
- Cost was $400,000 and was paid for by a 10 year property tax increment city-wide.

STOP

TREES MEAN BUSINESS

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