

LOMA COMMUNITY PLAN

Mesa County, Colorado | May 1, 2009



OLSSON
ASSOCIATES

Table of Contents

Chapter 1: Foundation

Loma Introduced.....	2
Loma Planning Process	3
Loma Snapshot	4
Appendix of Demographic Terms	17

Chapter 2: Public Facilities

Public Facilities Introduced	19
Public Facilities Assessed	20
Public Facilities Enriched	22

Chapter 3: Transportation

Transportation Introduced	24
Transportation Assessed	25
Map 1: Loma Transportation	27
Transportation Enriched	28

Chapter 4: Neighborhoods

Neighborhoods Introduced	30
Figure 1: Types of Neighborhoods	31
Map 2: Neighborhoods and Gateways Map	32
Neighborhoods Assessed	33
Neighborhoods Enriched	36

Chapter 5: Land Use

Land Use Introduced.....	38
Existing Land Use Assessed	39
Table 1: Existing Land Use	39
Map 3: Existing Land Use Map	40
Population Projections	41
Loma Future Land Use	42
Phase One Land Use	43
Phase Two Land Use	47
Phase Three Land Use	49
Mesa County Future Land Use Plan	51
Additional Land Use Information	52
Land Use Enriched	53

Chapter 6: Community Appearance

Community Appearance Introduced	55
Community Appearance Assessed	56
Map 3: Neighborhoods and Gateways Map	57
Southeast Gateway	58
Northeast Gateway	59
South Gateway	60
Core Gateway	61
Community Appearance Enriched	62

Appendix A: Survey Results

Appendix B: Loma Sewer Service

Acknowledgements

Olsson Associates would like to express our thanks and gratitude to the following individuals for their support, time, energy, and creative contributions to this process and the creation of this plan.

Loma Advisory Committee

Dale Bittle
Pat Bittle
Jim Brach
Jan Collins
Leroy Hays
Steve Hoffman
Tom Huston
Bob Raymond
Allen Reid
Paul Snover

Service Providers

Jeremy Lyon	Ute Water
Alisa Babler	CDOT
Dan Steinkirchner	Xcel Energy
Melissa Callahan	School District 51
Phil Bertrand	Grand Valley Irrigation

Mesa County Staff

Michael Warren	Project Manager
Keith Fife	Long Range Division Director
Kurt Larsen	Department Director
Ron Quarles	Senior Planner
Julie Constan	Public Works
Grant Griffin	Transportation Planner
Stefani Conley	County Administration

Mesa County Planning Commission

Mesa County Commissioners

L O M A C O M M U N I T Y P L A N

Loma Community Plan



Foundation

Loma Introduced

Loma means “Little Hills” in Spanish. By 1899, nearly 17 miles of new ditches were complete in the area; in 1917 the Highline began supplying water to the community.

In 1901, the Colorado Sugar company opened 1,000 acres to settlers interested in growing sugar beets, many of whom were European immigrants. Beets remained a major crop until the mid-1970s when the Delta Sugar Beet Factory was closed.

Verner Z. Reed, known as the “Colorado millionaire,” purchased some 1,200 acres in 1907 for an apple orchard. The Golden Hills Ranch was his showplace, with underground irrigation and nine ranch houses. Reed and the sugar company built a canning factory in Loma which did not reach full capacity. The estate, two miles northeast of Loma, was sold at one the country’s largest auctions in 1923.

School District 23 was organized in 1895. The “Adobe School” was built in 1891, and the Loma School was constructed in 1910 from yellow brick, fired on the grounds. In 1918-19 the Longs moved a small frame school across the frozen river from Horsethief Canyon; this became the Valley View School. Sunset School was built in 1918 and had a horse-drawn bus to take upper-grade children to the Loma School.

Loma has seen three periods of growth: when the Highline Canal was built from 1912-1918, when the federal government resettled 32 families from the Eastern Slope dust bowl, and most recently between 1990 and 2007 as a result of the fringe growth outside of Grand Junction. Electricity came under the Rural Electrification Administration (REA) in 1938-39, Ute Water in 1964-65, and natural gas in 1974-75. A rural mail route began in 1912.

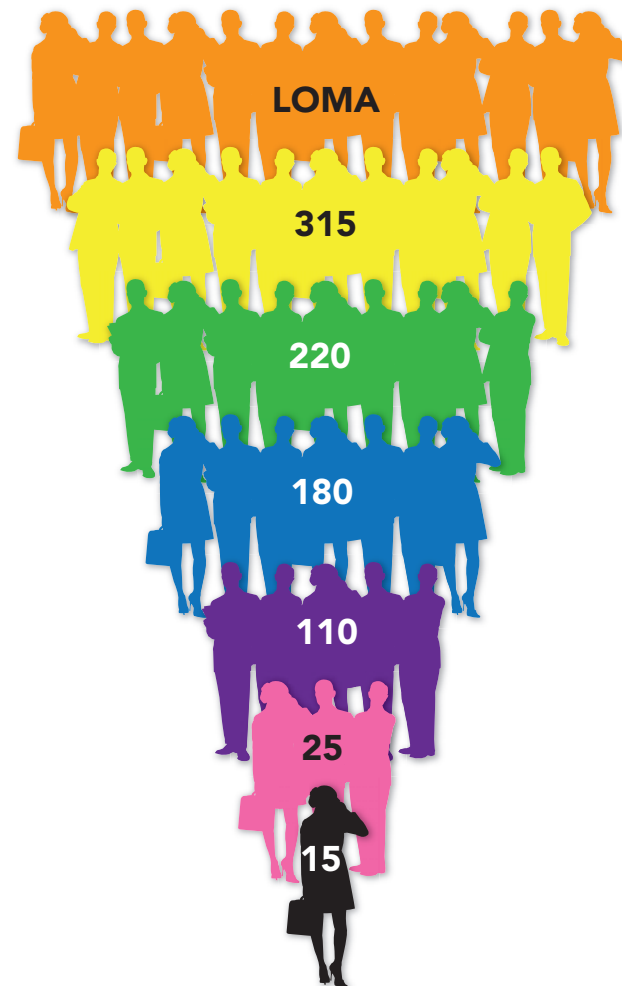
The American Gilsonite Company built a slurry line from Bonanza, Utah to Loma, following the old Uintah Railroad track, which sent crushed gilsonite in water along pipes to the processing plant. There it was refined into gasoline and “gilsapave” and high purity briquettes for aluminum refining, were byproducts. Gary Refining currently owns the plant.

Today, Loma continues to thrive as an agriculture-based community. Loma has experienced significant growth in recent years and has become a very desirable place to live.

Loma Planning Process

- The Community Plan starts with committed county staff, planning commission, and county commissioners. This small nucleus serves as the formal body for plan implementation.
- The Loma Community Plan Advisory Committee was made up of citizens, business owners, planning commissioners, technical staff, volunteers, public safety providers, and community activists. This group represents a cross-section of the Loma community and serves as a “go-between” for citizens and the consulting team.
- The Loma Community Design Charrette provided Loma residents an opportunity to “design” the future of their community. The charrette primarily focused on future land use and community design.
- The Loma Community Plan Process has two major community-wide meetings. The first meeting took place at the Loma elementary School at the beginning of the process and explained the importance of community planning. The second meeting took place at the Loma Sale Barn and provided an opportunity to share the results and hard-work of the advisory committee.
- All Loma residents had an opportunity to complete the community survey, as it was mailed to all addresses within the Loma zip code. The survey is one component of citizen engagement that provides insight into Loma residents wants and desires for the future. The survey had over a 30% response rate, a fantastic response for hard-mail surveys.
- For a community plan to be successful, it must employ the use of technology in its engagement efforts. The Loma project website and project manager blog site offered residents an alternative and supplemental engagement option. The number of “unique” web visits (first-time visits) was very high for the Loma community plan.
- This step in the process represents informal action that will inevitably take place after the plan is formally adopted. The process was designed to provide Mesa County and Loma residents with a foundation for action. The entire Loma community can and should embrace this action plan for a sustainable and thriving Loma.

Loma Community Plan
PARTICIPATION PYRAMID



Loma Snapshot

Simply defined, demographic data is descriptive statistical information about a population group. Demographic data describes the population, social, housing, and economic characteristics of a community. Demographic data also provides historical perspective on community growth and change.

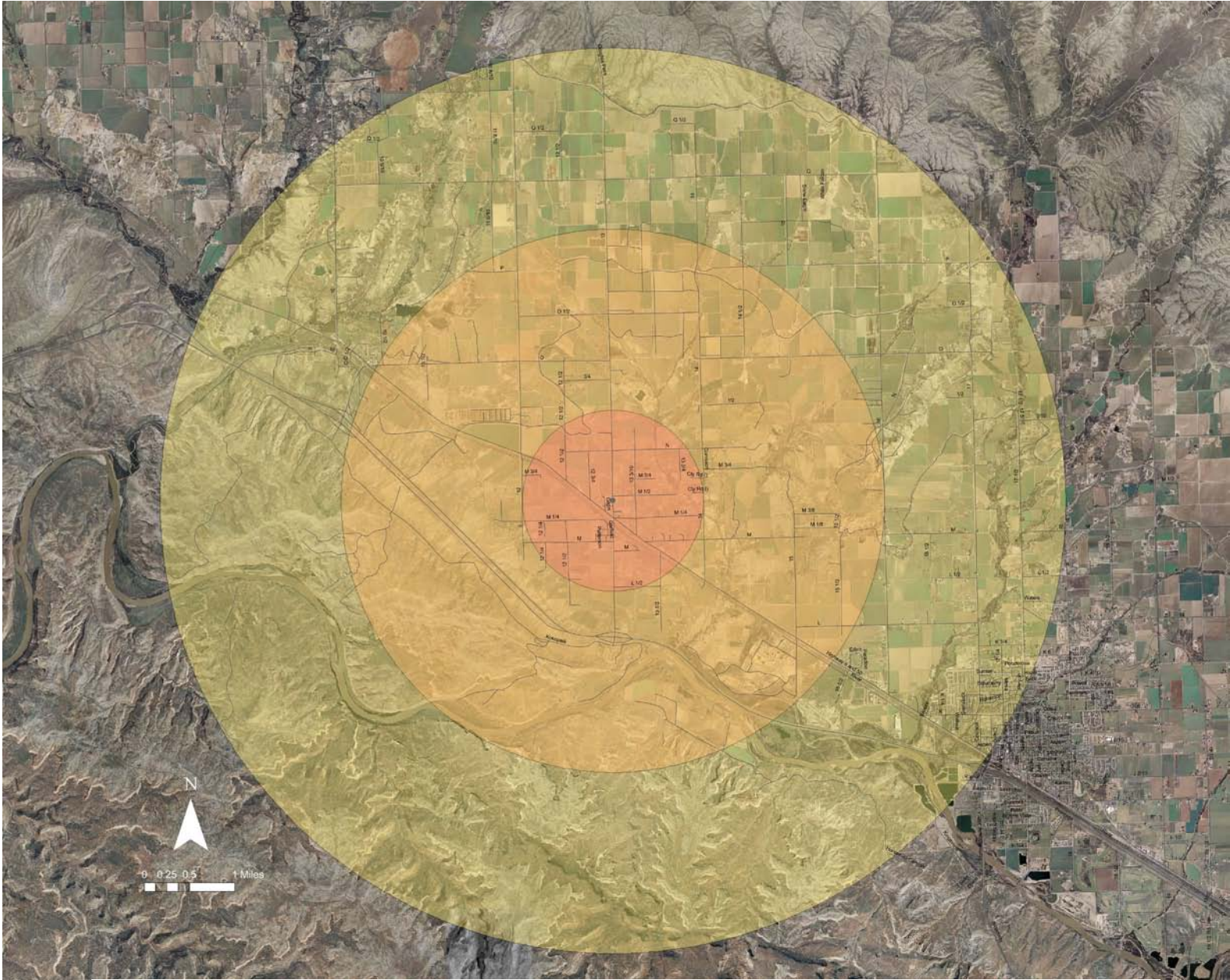
The purpose of the demographic section of the Loma Community Comprehensive Plan is to use objective quantitative data to analyze the makeup and composition of the community. Understanding demographic characteristics is a useful first step in learning about the profile of the community. The Loma Community is unique because it is a large area with relatively undefined boundaries. A "central point" of the Loma was identified as the existing Loma Post Office. For the purpose of relative comparison, radius rings of 1, 3, and 5 miles were drawn from the center point. Demographic data from each of these rings are compared to each other and the entire 81524 zip code.

Loma Demographics (2008 Estimated Data)

This section uses text and graphs to convey characteristic information about the Loma Community. The following demographic data are analyzed:

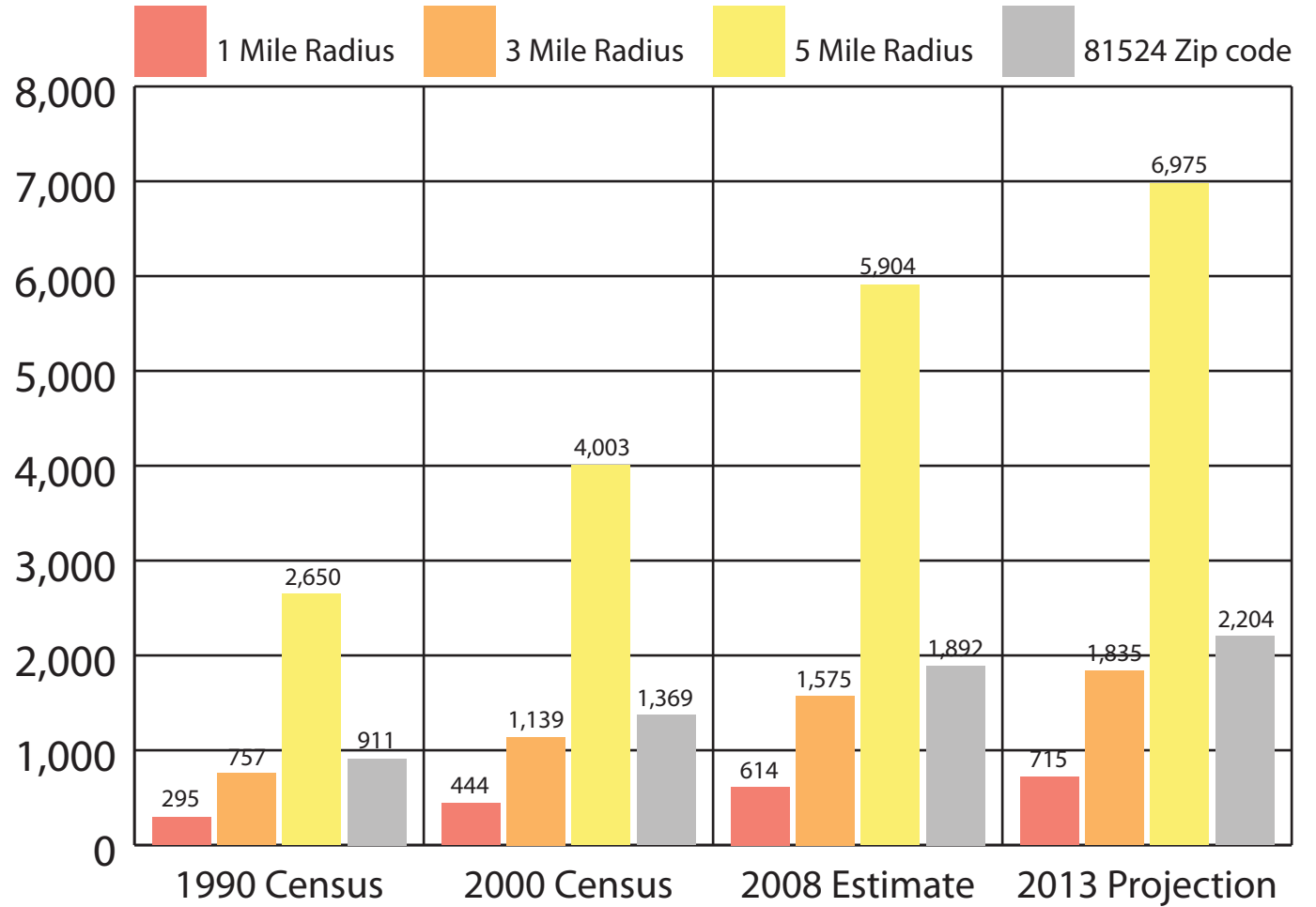
- Population Distribution
- Household Income
- Employment by Occupation
- Year Structure Built
- Value of Loma Homes
- Median Income
- Unemployment Rate
- Poverty Rate
- Divorce Rate
- Median Home Value
- Homeownership Rate

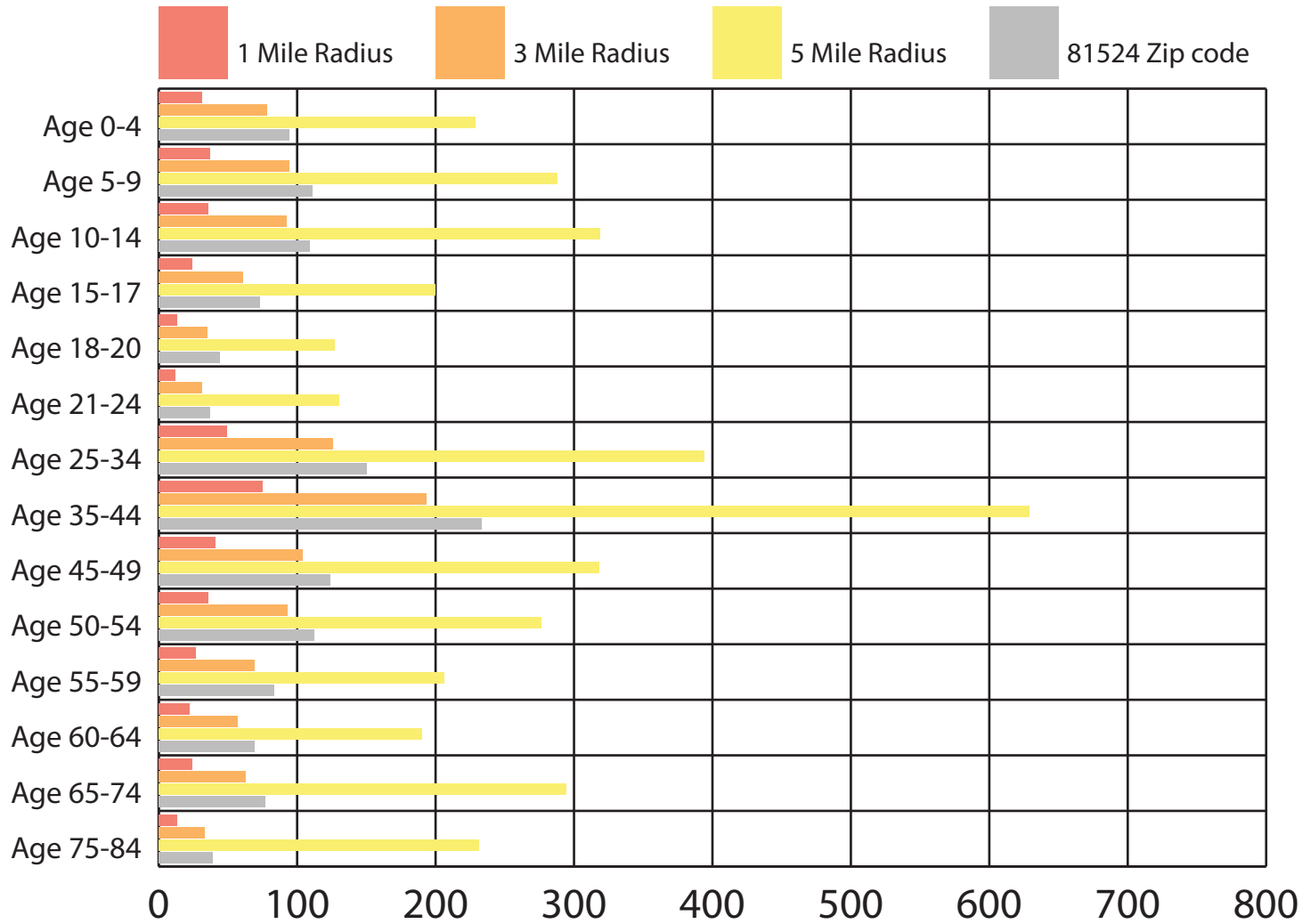
LOMA COMMUNITY PLAN



Population

The 2008 estimated population of the one-mile radius from the Loma core is 614. The planning area of this study is most closely related to that projection for population. The 2013 projection for the same area is 715 residents.

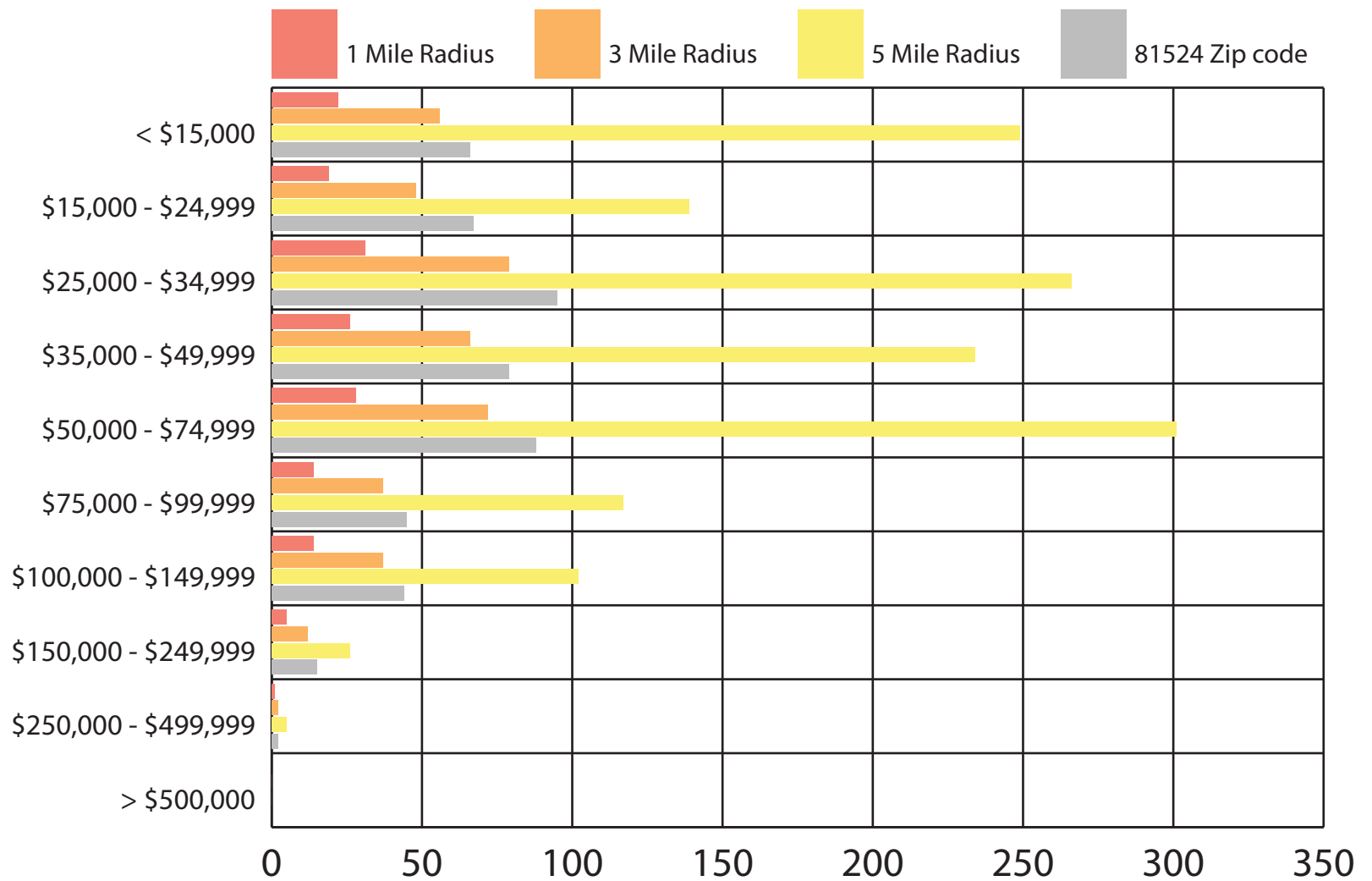


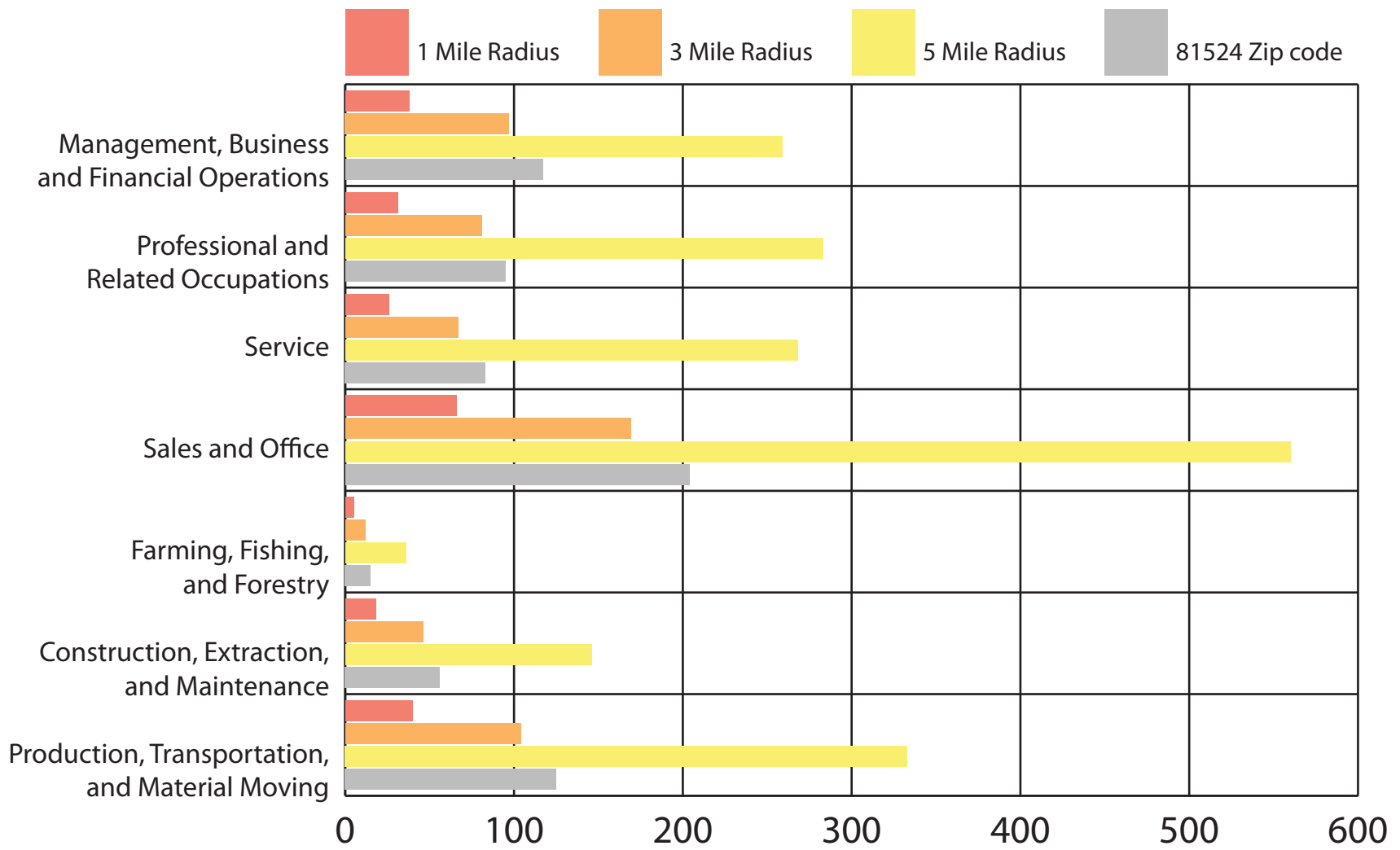


Population Distribution
 This graph displays the distribution of the Loma population by age group (cohort). Within the one-mile area, the 25-34 age group possesses the greatest number of residents.

Household Income

This graph illustrates the distribution of households by household income. The greatest number of households in the one-mile area fall within the \$25,000 -- \$49,999 groups.



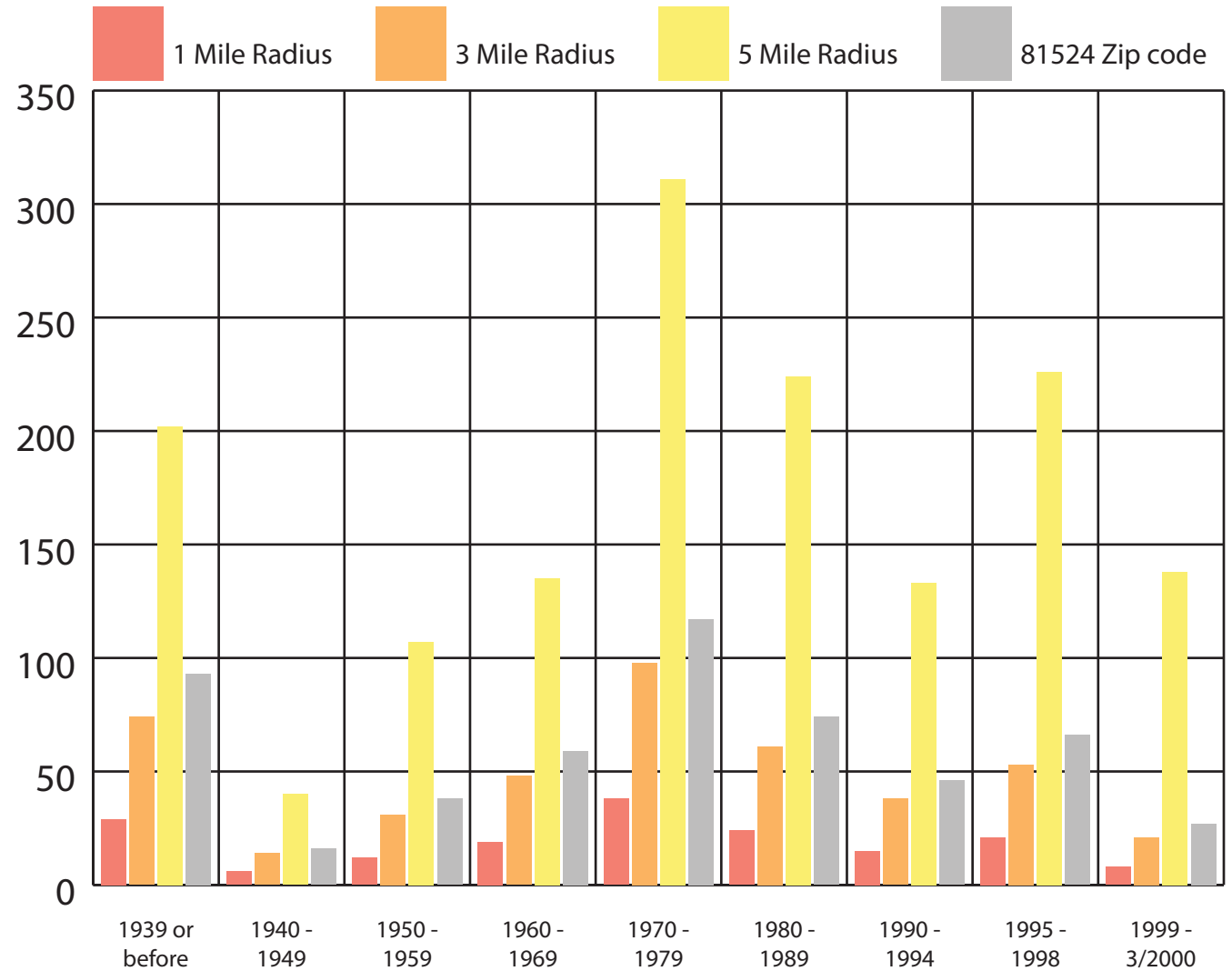


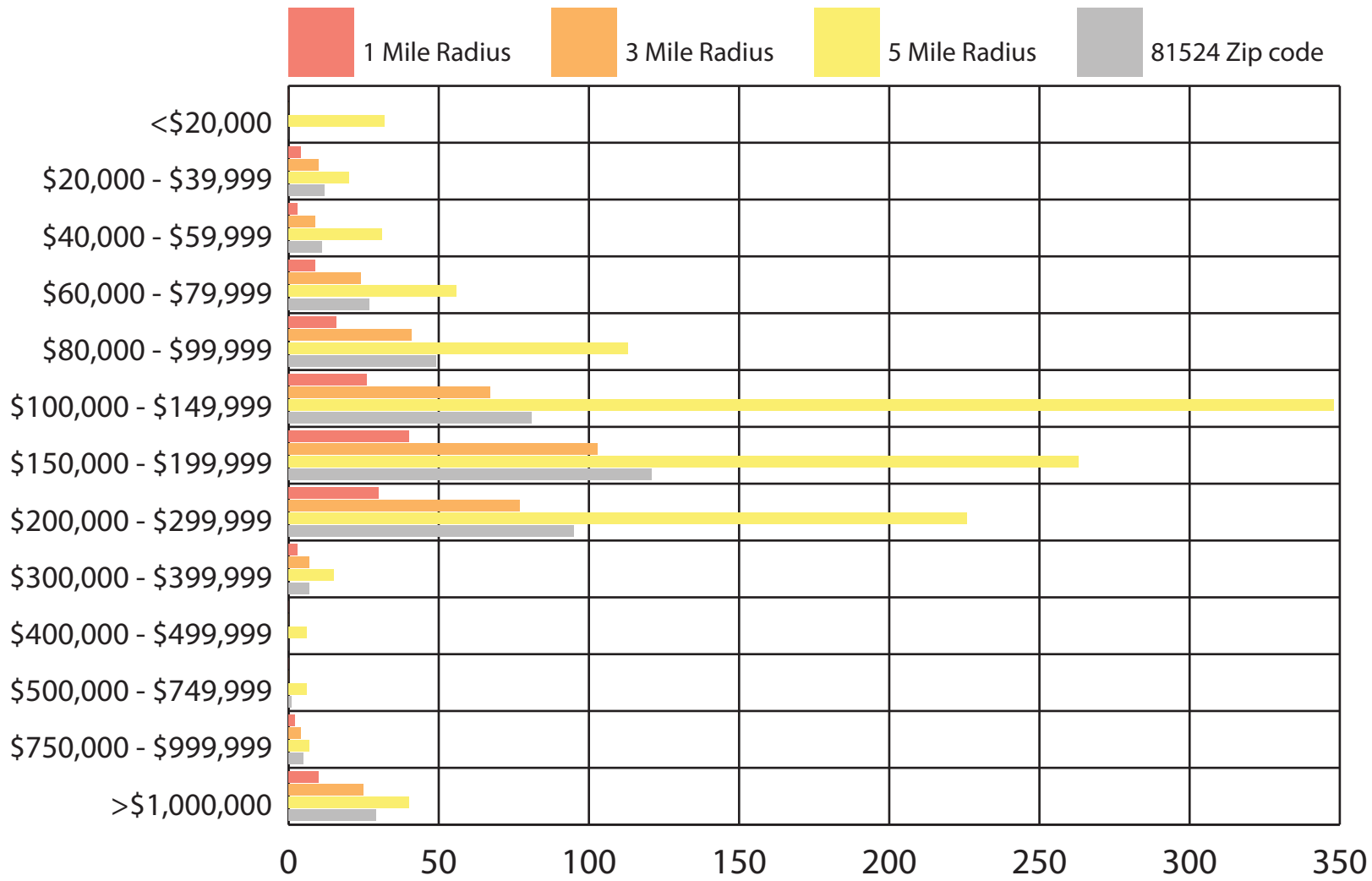
Employment by Occupation

This graph illustrates employment by occupation. Within the one-mile radius, the Sales and Office designation contained the greatest number of workers.

Year Structure Built

This graph illustrates the year housing structures were built by time frame. In the one-mile radius, the greatest number of houses were built between 1970 - 1979. This graph does include include building information past March of 2000.



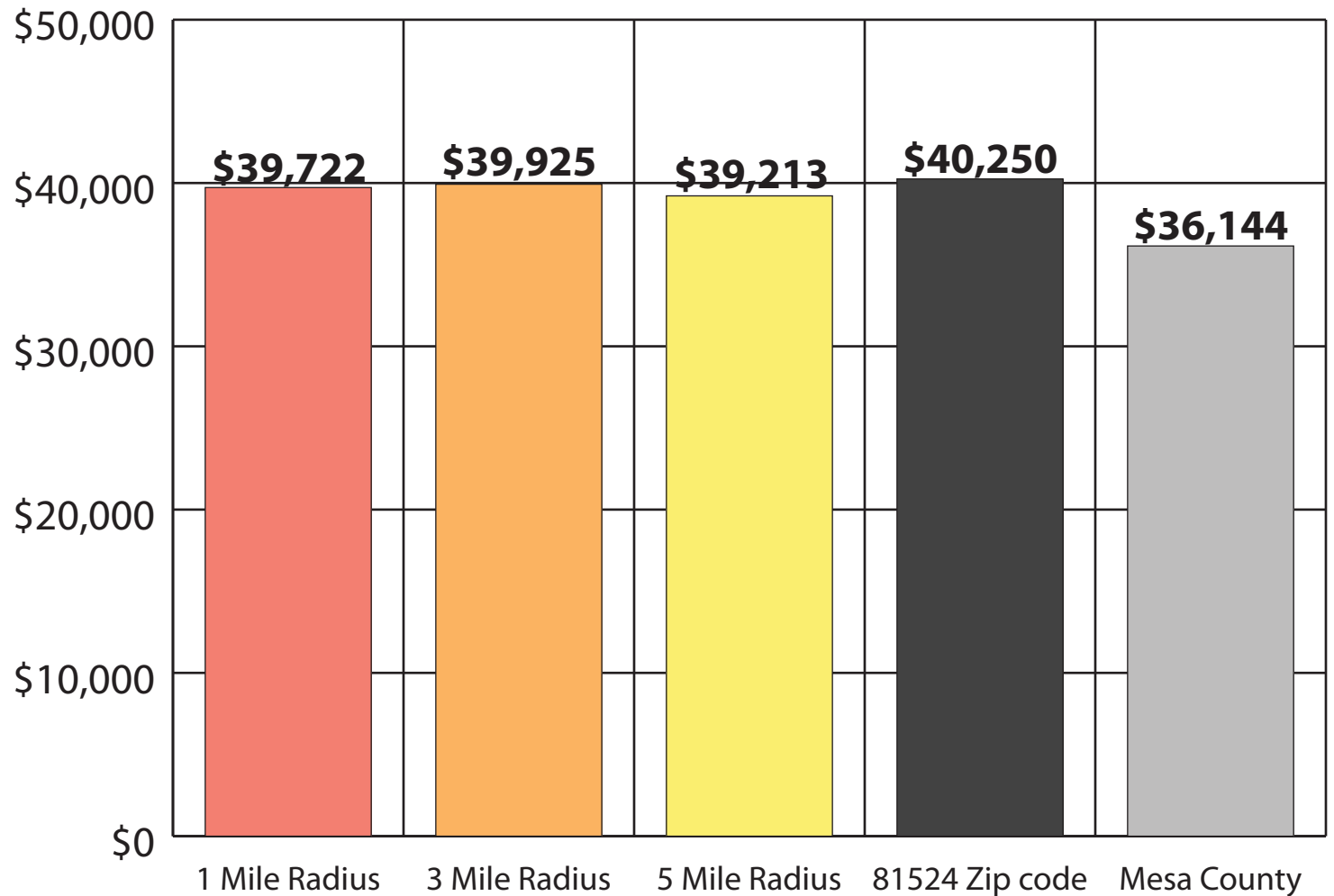


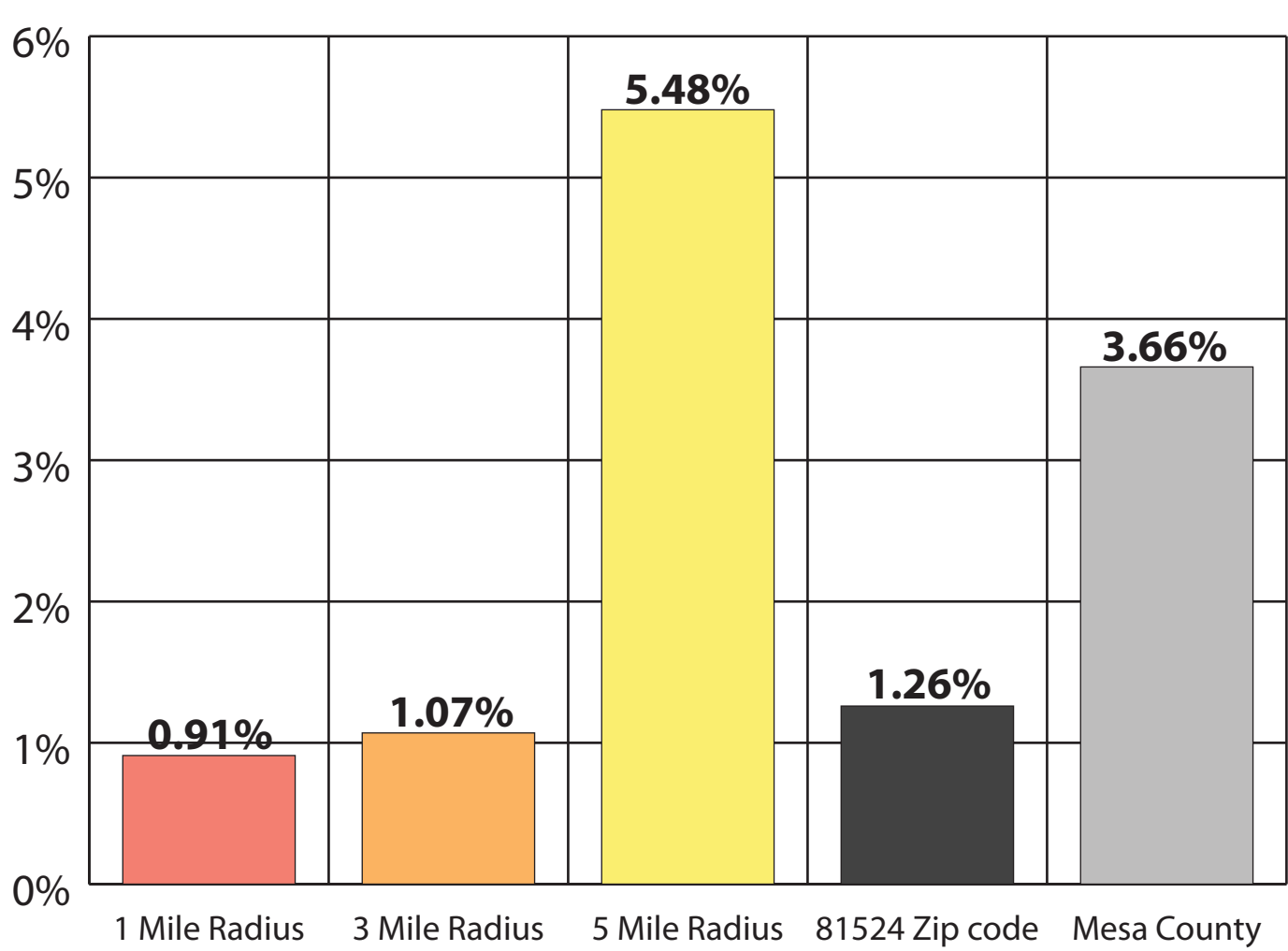
Value of Loma Homes

This graph illustrates the value of Loma homes broken into value-ranges. In the one-mile radius, the greatest number of Loma homes fall within the \$150,000 - \$199,999 value range.

Median Family Income

This graph illustrates the Median Family Income. The 81524 zip code has the highest median family income of the compared areas by a slight margin.

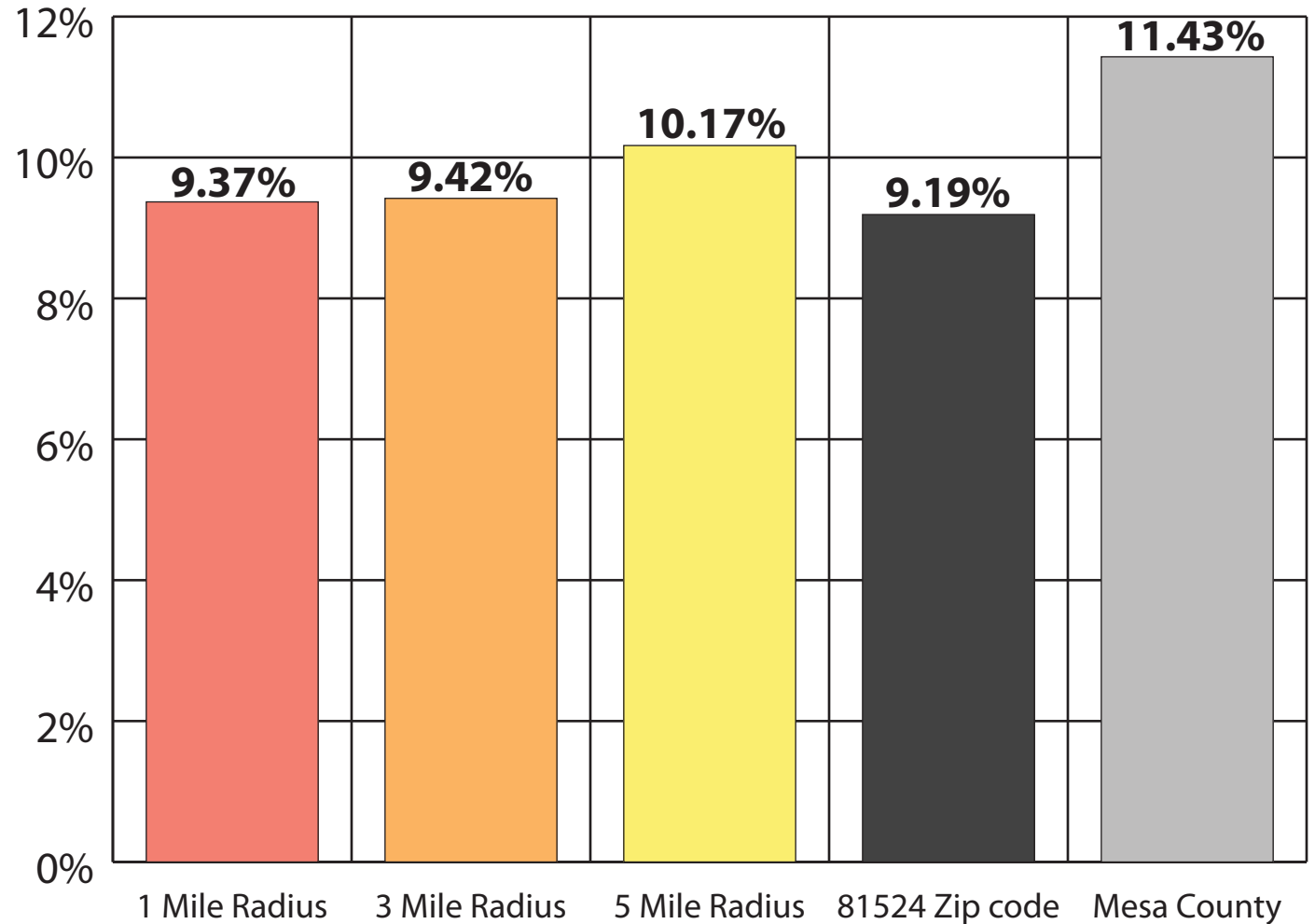


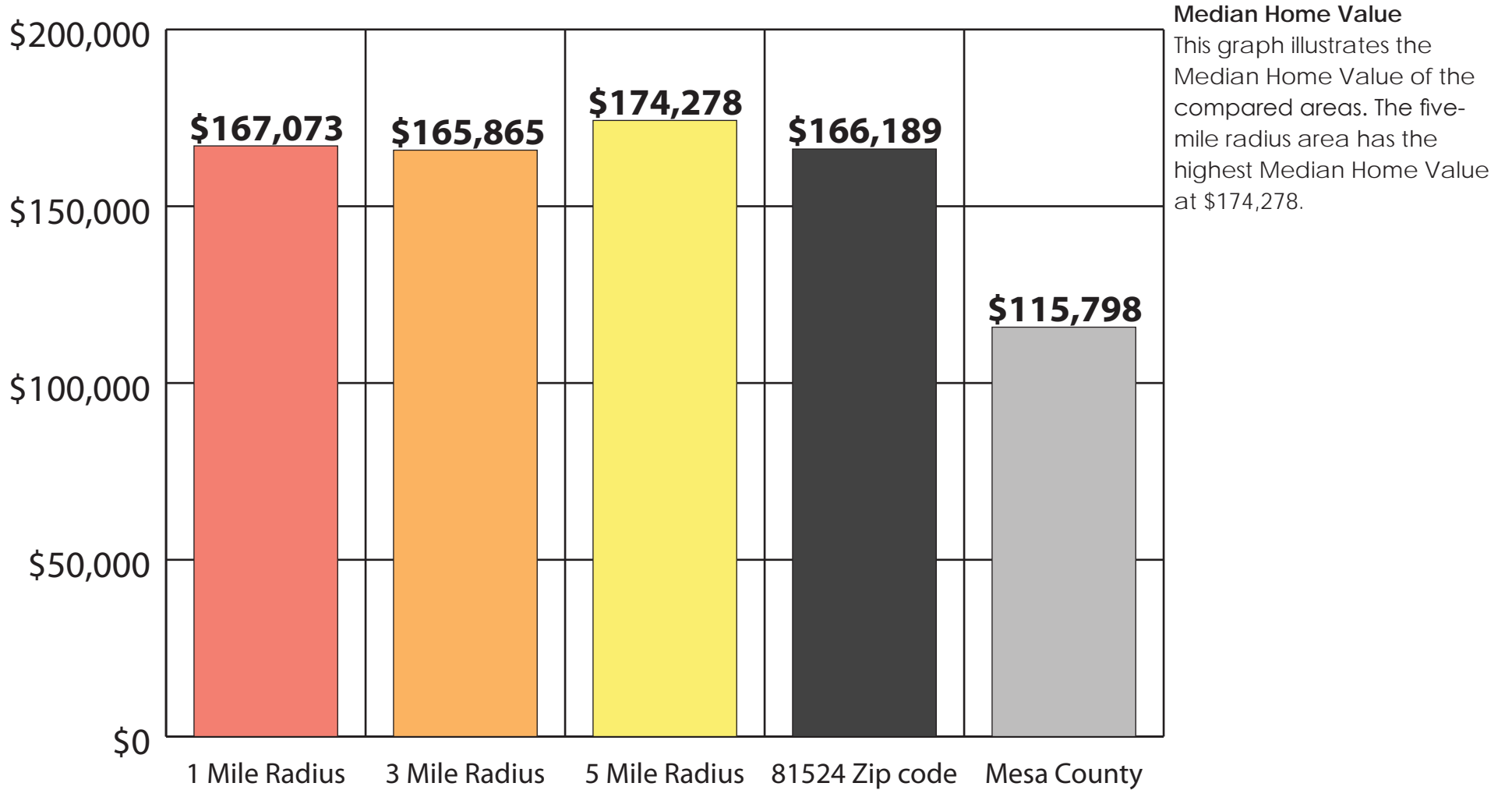


Unemployment Rate
 This graph illustrates the Unemployment Rate for the compared areas. The one-mile area has the lowest unemployment rate at 0.91 percent.

Divorce Rate

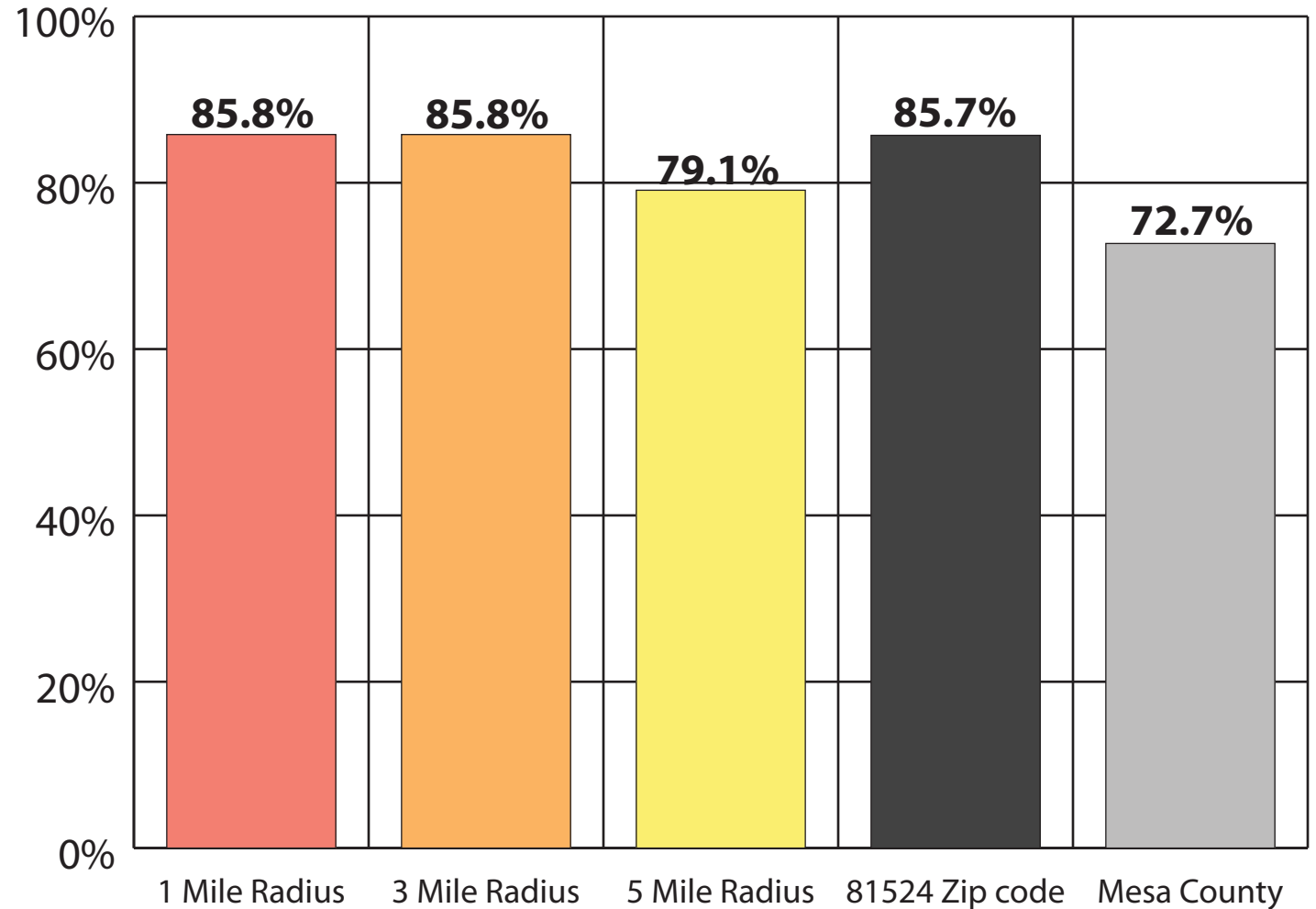
This graph illustrates the Divorce Rate for the compared areas. The 81524 zip code area has the lowest divorce rate at 9.19 percent.





Homeownership Rate

This graph illustrates the Homeownership Rate for the compared areas. The one-mile and three-mile areas has the highest homeownership rate at 85.8 percent.



Appendix of Demographic Terms

Population

The population as documented by the U.S. Census Bureau.
*Estimated Population

Population Distribution

Population Age Cohorts are groups of similar aged individuals.

Household Income

Household income is defined as the sum of the gross income earned by all members of a household.

Median Family Income

In the displayed data, median family income includes the income of the householder and all other individuals 15 years old and older in the household, whether they are related to the householder or not.

Unemployment Rate

The unemployment rate represents the percentage of individuals, within the available civilian workforce, currently unemployed.

Poverty Rate

The poverty rate represents the number of persons in poverty divided by the number of persons for whom poverty status is determined, expressed as a percent. To determine a person's poverty status, one compares the person's total family income with the federally established poverty threshold appropriate for that person's family size and composition.

Divorce Rate

The divorce rate is the percentage of individuals whose marriage ends in dissolution before the death of either spouse.

Median Home Value

Median home value is the numerical middle value of all homes within the community.

Home Ownership Rate

The home ownership rate represents the percentage of owner-occupied housing units within the community.

Educational Attainment

The educational attainment rate represents the percentage of individuals, over the age of 35, who have achieved either an Associate's, Bachelor's, Master's, or Doctorate degree.

Loma Community Plan



Public Facilities

Public Facilities Introduced

Public facilities and services include schools, public safety services, utilities, parks, and community buildings. These facilities and services educate our youth, keep us safe, deliver water and sewer services to our homes, and offer public places to congregate. Quality schools, efficient utility systems, and effective public safety make a community appealing, both for residents and potential residents. This chapter of the comprehensive plan assesses and evaluates the existing public facilities and services within Loma and their ability to adequately serve a growing community.

Public Facilities

Public facilities and services are defined as any facility or service, including but not limited to buildings, property, and recreation areas, which are operated or funded by a governmental body or public entity.

Parks

Parks are designed to provide residents of all ages places to play, converse, relax, and enjoy the natural environment. Neighborhood parks provide gathering places for residents and can help foster a sense of community. Parks, and especially trails, are wonderful venues for physical exercise and activity and may contribute to improved public health. Parks and trails also can boost property values.

Utilities

Utilities are public services (i.e. water, sewer, electricity) that are provided by either private or public entities. Utility lines are often buried beneath the ground and are therefore easily forgotten and taken for granted. However, utility services provide city residents with convenience and contribute to a high standard of living.

Public Facilities Assessed

Community Hall

The Loma community Hall was constructed in the early 1900s and is listed on National Register of Historic Places. The Lower Valley Fire district currently operates and maintains the facility.

Police Protection

Law enforcement is provided to Loma through the Mesa County Sheriff's office and Colorado State Highway Patrol. There are very few problems in the area.

Fire Protection

The Lower Valley Volunteer Fire District provides service to Loma. The headquarters is in Fruita and there is a substation in Loma at 1341 13 Road. The department depends on volunteer staff and , and is being challenged by declining numbers of active volunteers and people willing to step forward to replace them.

Post Office

The Loma Post Office is at the southwest corner of M1/2 and 13 roads.

Water System

The Ute Water Conservancy District serves Loma.

Sewer System

Loma does not have a public wastewater sanitation district or sewer treatment facility. All residences and businesses are served by private or individual sewage disposal systems. The Mesa County Health Department authorizes and regulates individual sewage disposal systems.

Gas / Electricity

The community of Loma has no gas services. Its electricity is provided by Grand Valley Power.

Irrigation / Drainage

Irrigation water is supplied by the Government Highline Canal. The water comes from dams on the Colorado River.

Drainage is a concern because the area is highly susceptible to flash flooding from storm water. Drainage in Loma is managed by the Grand Valley Drainage District.



Photo 1: Loma Fire Substation



Photo 2: Loma Post Office



SCHOOLS: DISTRICT 51

Loma Elementary

Loma Elementary School is at 1360 13 Road. The target capacity is 365 kindergarten through fifth grade students.

Fruita Middle School

Fruita Middle School is at 239 Maple Street, in Fruita. Fruita Middle School serves the Loma Community. The middle school is approximately five miles from Loma.

Fruita Monument High School

Fruita Monument High School serves Loma and is at 1815 Wildcat Avenue in Fruita.



PARKS

Loma Community Park

The Loma Community Park is on 13 Road, south of highways 6 & 50.

Kokopelli Trail

This 142-mile, multi-use trail that goes from Loma, Colorado to Moab, Utah. The trail is primarily used as a through route for mountain bikes. Trail surface varies; the trail utilizes dirt roads (of varying degrees of difficulty), paved roads and some small portions of narrow track. A multi-day Kokopelli's Trail outing requires extensive planning.

Kokopelli's Trail includes eight small camping areas (two-three campsites each) along its length. Each camping area has a toilet; some have picnic tables. It is important to remember that there is no water anywhere along the trail.

Public Facilities Enriched

The primary recommendation of the Loma Public Facilities Chapter is near completion. Throughout this planning process, Olsson Associates has been analyzing the general feasibility of the Loma area to receive public sewer service. This parallel study has been completed in conjunction with the Loma Community Plan and is completely intertwined with the proposed Loma Future Land Use Plan.

As with all Community Plans, this chapter and its recommendations will need to be readdressed in five to seven years for new updates. This chapter, in particular, may need significant revisions if public sewer service is provided to the Loma area and the area begins to experience significant growth. Under the projected growth scenarios, Loma would need substantial upgrades to vehicular and pedestrian infrastructure, education facilities, public safety services, and other urban amenities.

Please refer to the Technical Memorandum for Loma Sewer Service submitted on behalf of Olsson Associates to Mesa County Department of Public Works for additional information.

Loma Community Plan



Transportation

Transportation Introduced

The transportation element of a community plan identifies the general location and extent of existing and proposed arterial, collector, and local streets. This chapter addresses the need for, use of, and characteristics of the Loma transportation systems. The transportation chapter describes the framework for the movement of people and goods, and supports the development patterns discussed in the Land Use chapter of the Loma Community Plan. A community's role as a center of activity has been and will continue to be dependent on its transportation network's mobility and accessibility. Successful planning efforts in the Loma community will be measured (in part) by the ability to resolve transportation issues and satisfy the demands of the users. The goal of transportation planning is to move people and goods safely and efficiently through a community.

Transportation planning is not limited to vehicular traffic. Other transportation options examined include pedestrian, trails and rail. All of these modes are viable means to safely and efficiently transport people and goods from one place to another. While used in varying degrees, all of these modes of transportation exist in the Loma Community.

An accurate assessment of the existing transportation systems yields an appropriate action plan to address existing needs and anticipate future needs. Given the current projections for growth and development within Loma, the future transportation system will need to accommodate a larger population and more intense uses. The predominant means of travel in Loma is by individual, private automobile trips. The nature of agricultural and ranching operations, that once dominated the area, necessitated private automobile travel. Similarly, when Loma was primarily agricultural and ranching uses, there were fewer property owners and less traffic. This unincorporated area of Mesa County has historically not had the need or the population to support transit services.

It is important to plan for the potential impacts of population growth in the area including safer intersections on US 6 and Highway 139 and local streets to provide safe, efficient travel throughout the community as well as contribute to a sense of place. The roadway network for the community of Loma is illustrated on the transportation map in this section. The Mesa County Regional Transportation Planning Office (RPTO) provides ongoing traffic analysis using adopted land use plans and community travel data. These analyses help determine the transportation infrastructure necessary for all modes of travel.

Transportation Assessed

LOCAL CIRCULATION/STREETS

There are specific transportation functions for urban land use densities/intensities as depicted in the Future Land Use Map of the Loma Community Plan 2009. A local street network provides access to individual parcels and serves short length trips to and from collector and higher order streets. Trip lengths on local streets should be short with a lower volume of traffic along with slower speeds. Design of local streets occurs through the development process and will be in accordance with the adopted Mesa County Standard Specifications for Road and Bridge Construction and the Road Access Policy. Local circulation requirements are tied to larger area circulation networks identified and defined in the Mesa County Rural Circulation Plan.

MESA COUNTY RURAL CIRCULATION

The sequence of land development typically does not occur in a predictable order, rendering it difficult to depict on maps the exact alignment of all future roads/streets, particularly those internal to a subdivision or smaller geographic areas. As a result, roads depicted on the Transportation Map in this section of the Plan includes all classifications of roads from arterials to some local roads. Absent their depiction on transportation plans, future local roads shall also meet the goals and standards set forth in the Mesa County Standard Specifications for Road and Bridge Construction including the Road Access Policy.

Local road networks and land development patterns shall not detract from the efficiency of adjacent higher order roads. Management of access to higher volume roads, both public and private and driveways is necessary to ensure that efficiency and safety are not compromised. Key factors include minimizing the number of major road intersections while selectively placing them to obtain safety and efficiency

US HIGHWAY 6 AND COLORADO HIGHWAY 139 ACCESS MANAGEMENT PLANNING

Access management plans are in place for many stretches of highways in Mesa County. At this time, Colorado Department of Transportation (CDOT) and Mesa County are in the process of conducting an Access Control Plan for US 6 and State Highway 139. The access study for Highway 139 extends from 200' north N ¼ Road to Interstate-70 on the south (but not the interchange itself). The access study for Highway 6 extends from 200' west of 12 Road on the west, to the City of Grand Junction several miles to the east.

The plan underway by the Colorado Department of Transportation (CDOT) for Highways 6 and 139 will consider spacing requirements for access points and intersections, while balancing traffic safety and circulation and allowing ample opportunity for access on existing street networks. Access points and intersection spacing will be managed for optimum spacing. Ultimately

a 2009 CDOT Access Management Plan will be the governing access control document on these State administered highways through an intergovernmental agreement between the State Transportation Commission and the Mesa County Board of County Commissioners.

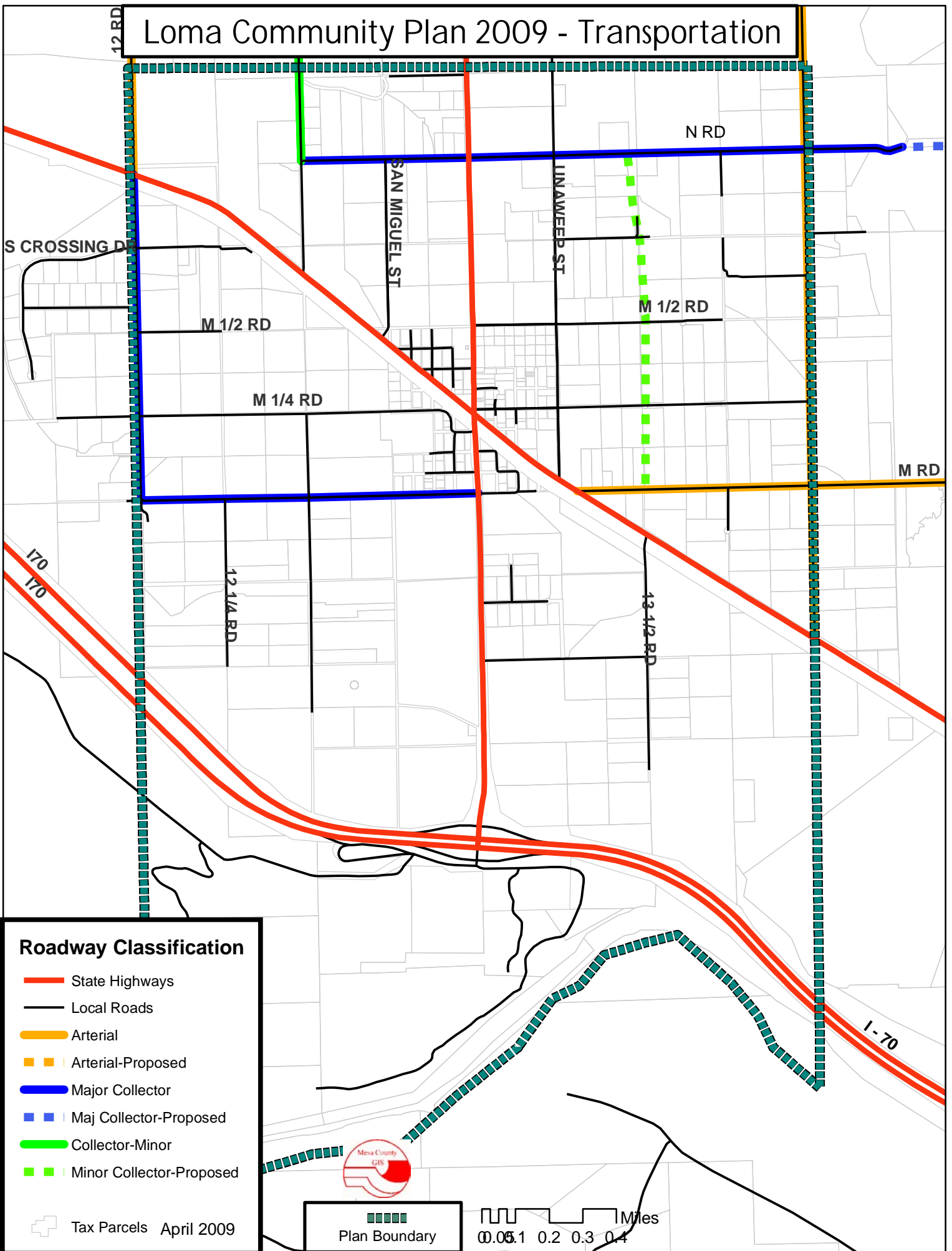
PEDESTRIAN AND TRANSIT NETWORKS

Pedestrian networks are limited to Loma and are, overall, inadequate from a safety standpoint. Mesa County and its municipal partners fund and operate Grand Valley Transit (GVT) system; routes are limited to the core of the valley. No routes are anticipated within the Loma area. As the area evolves into a residential community, bicycle and pedestrian traffic will become more evident.

The currently adopted County rural road standards were intended to accommodate farm-to-market traffic. Such roads were never intended to accommodate the pedestrian, bicyclist or even the occasional equestrian. To safely accommodate the mixture of transportation modes in a rural residential community, application of the Mesa County urban road standards will be necessary in Loma. Ideally, bicyclists need a minimum, paved, shoulder width of 4 ft. and pedestrians need a paved, separated walking path at least 8 feet in width along major collectors and higher classified roadways. If equestrians are to be accommodated, a trail separated from the pedestrian path is also necessary. Accommodating the varied transportation facilities will likely require a total right-of-way width of 80 ft. on major collector roads

with an asphalt mat width of 30 feet. Due to the proposed urban land uses and related changes in character of traffic in the area, these standards may need to be applied to newly constructed and existing major collectors and higher classified roads. Local roads will be required to meet local road standards.

Loma Community Plan 2009 - Transportation



Roadway Classification

- State Highways
- Local Roads
- Arterial
- Arterial-Proposed
- Major Collector
- Major Collector-Proposed
- Collector-Minor
- Minor Collector-Proposed

Tax Parcels April 2009



Plan Boundary

Miles
0 0.1 0.2 0.3 0.4

Transportation Enriched

Objective #	LOMA TRANSPORTATION ACTION PLAN
1	<ul style="list-style-type: none"> <input type="checkbox"/> Implement the adopted Intergovernmental Agreement (IGA) US 6 and State Highway 139 Access Management Plan <input type="checkbox"/> Implement and update the Mesa County Rural Circulation Plan as required
2	<ul style="list-style-type: none"> <input type="checkbox"/> Internal Circulation (site) will provide access to commercial uses along the east and west side of Highway 139 where multiple highway access point are not permitted by CDOT or Mesa County <input type="checkbox"/> Require all new development conform with the Loma Transportation Plan
3	<ul style="list-style-type: none"> <input type="checkbox"/> Continue to refine and update the Transportation Element of the Loma Rural Community Plan as the community develops <input type="checkbox"/> Adopt the Loma Transportation Element of the Loma Rural Community Plan into the Regional Transportation Plan for Mesa County <input type="checkbox"/> Update the Rural Transportation Plan (GVCP) with the adoption of the Loma Community Plan <input type="checkbox"/> Continue to coordinate transportation planning with land use planning in the development review process

Transportation Goal #1

To ensure a safe, efficient capacity, access, and circulation of federal, state, and county roads and transportation infrastructure in Mesa County and, specifically, in and around, the Loma Rural Community.

Transportation Goal #2

To protect, enhance, and mitigate the aesthetic appearance of the community through sensitive circulation and access planning, design, and development.

Transportation Goal #3

To create circulation routes that are both functional and lend to a sense of place.

Loma Community Plan



Neighborhoods

Neighborhoods Introduced

Communities are essentially a collection of neighborhoods. The social fabric of all communities is directly intertwined and dependent upon neighborhood strength and vitality. Neighborhoods provide residents with a sense of place, pride of community, opportunity for social interaction, and recognizable community character. A neighborhood can be defined as a network of individuals, families, households, businesses, and organizations that share several characteristics. These include geographic location, cultural dynamics, activity patterns, organizational relationships, jurisdictional boundaries, social interests, public facilities and services, schools and parks.

Successful neighborhoods can be defined by the diversity of housing types, styles, and price ranges. Many communities have established neighborhoods located near the original town site. These classic neighborhoods are successful because they offer a variety of housing choices that appeal to people of all ages and socioeconomic levels. These neighborhoods are also successful because they contain ample open space and have good access for motorists and pedestrians.

The fabric and composition of today's neighborhoods contain different characteristics than neighborhoods of the past. However, successful neighborhoods of any era include common ingredients. Rich and diverse neighborhoods result from the preservation, restoration, and use of historic and classic structures. Neighborhoods that embrace the conservation and restoration of environmental resources provide more value for residents. Public spaces or civic buildings like libraries, schools, community activity centers, or post offices help define a neighborhood and influence its character. Interconnected streets with attractive landscapes provide pedestrians with pleasant, safe and interesting places to walk. Green spaces include block parks, school playgrounds, biking trails, and linear trails.

The challenge facing the Loma community is unique because of its existing rural development pattern. As the community continues to grow, establishing "neighborhoods" through the development pattern, design, building material, and more urban amenities will be essential in preserving the desired rural character. Neighborhoods serve as an opportunity to bridge the gap between urban services and rural character.

TYPES OF NEIGHBORHOODS

There are three types of “urban” neighborhoods:

Block Neighborhood

This neighborhood is defined as two sides of one street between intersecting streets. The primary focus of a block neighborhood is interpersonal relationships and small-scale change. Residents know others within the neighborhood on a “first-name” basis.

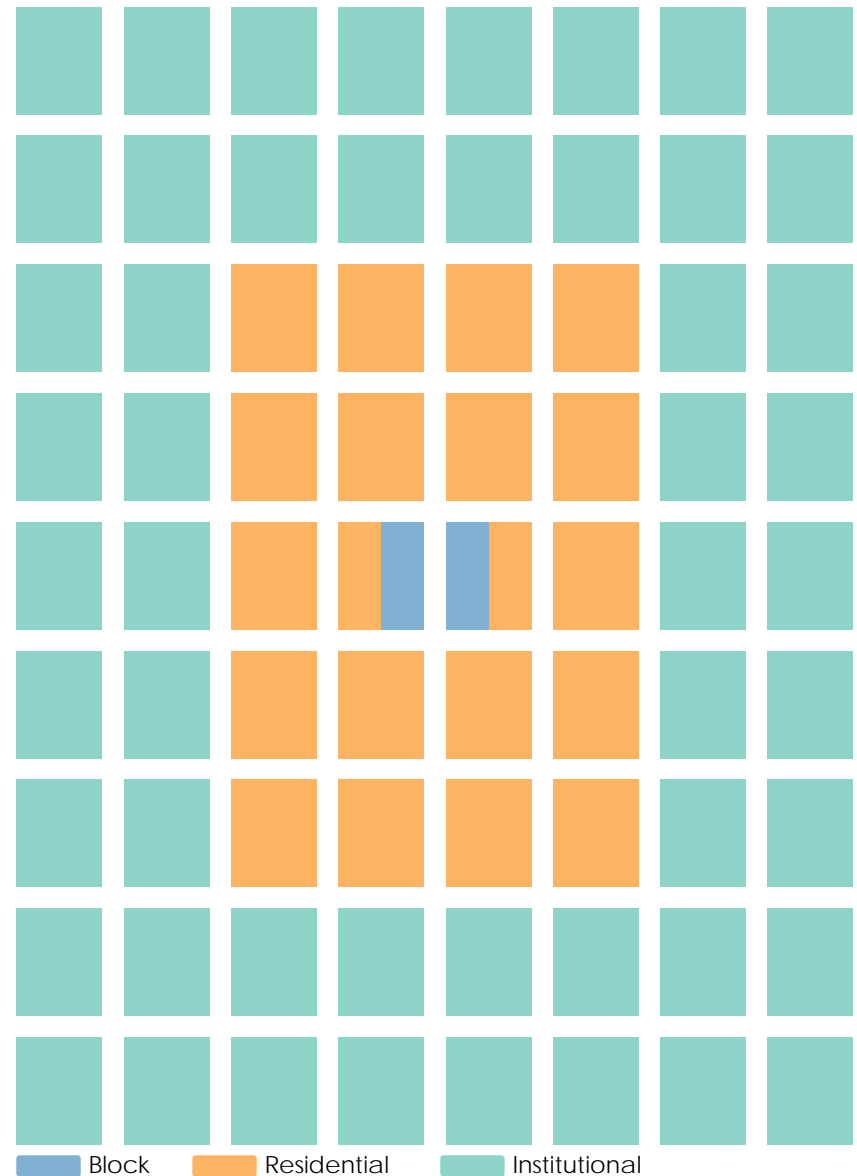
Residential Neighborhood

This neighborhood is focused on neighborhoods as places to live. It is made up of several block neighborhoods and serves as a direct link to the greater community. Primary concerns within a residential neighborhood include quality of life, parks, commercial amenities, transportation access, and connectivity. While direct contact with all members of this neighborhood may be difficult, residential neighborhoods convey a sense of place and pride among members.

Institutional Neighborhood

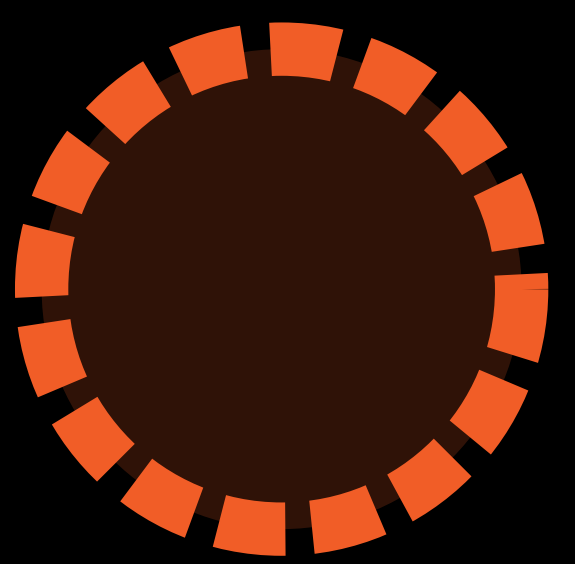
This neighborhood is a larger social unit which carries some kind of official status within the greater community. Examples of institutional neighborhoods include census tracts, voting wards, and zip codes. Institutional neighborhoods may encompass several residential neighborhoods or segments of different residential neighborhoods.

Figure 1: Types of Neighborhoods

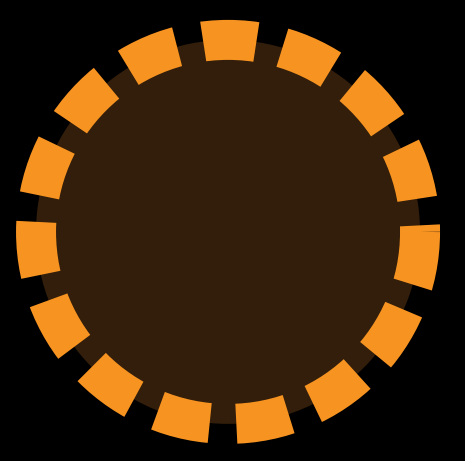


GATEWAY AND NEIGHBORHOOD MAP

Loma, Colorado



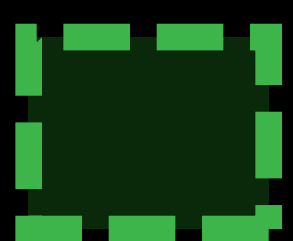
- Major Gateway



- Minor Gateway



- "Old" Loma Neighborhood



- Transitional Neighborhood



- Greater Loma Neighborhood



- Public Facilities

Greater Loma Neighborhood (81524)

12 Road



12 1/2 Road

12 3/4 Road

US Highway 139/13 Road

13 3/10 Road

13 3/4 Road

14 Road

N 1/4 Road

N Road

M 3/4 Road

M 1/2 Road

M 1/4 Road

M Road

Loma Elementary School

Transitional Neighborhood

Loma Community Hall

"Old" Loma Neighborhood

US Highway 6/50

L 1/2 Road

Interstate 70

Neighborhoods Assessed

“Old” Loma Neighborhood

This neighborhood is generally bounded by M ½ Road on the north, M Road on the south, 12 ¾ Road on the west, and 13 3/10 Road on the east. The neighborhood contains US Highway 139, US Highway 6, and the railroad, all major transportation corridors.

The streets and roadways in this neighborhood are generally in good condition. The organization of the streets resembles a traditional grid pattern, however, the low density of development at this time limits roadway growth. Outside of the major roadways, many of the streets are private drives for surrounding residential uses. It is estimated that existing residential density in the neighborhood is about five acres per residential unit.

This neighborhood, like all of Loma, has a very rural character. The lack of consistent residential setbacks and sidewalks contributes to this rural “feel.” At this time, there are no formal streetscape elements. Housing units in the neighborhood vary in age and condition, however to the eye, it seems many of the units were built in the 50s, 60s, or 70s. There is no overarching theme in building material among houses.

The predominant land use in the neighborhood is rural residential. The neighborhood includes the local fuel station, post office, Old Loma school, Loma Community Hall, and the Loma Community Park. Without a fluid development pattern, transitions between uses are unpredictable and typically consist of open land. This neighborhood is really the identifiable area of the Loma community. The Old Loma School and Loma Community Hall serve as significant community landmarks.





Transitional Neighborhood

This neighborhood is generally bound by N 1/4 Road on the north, north-bank of the Colorado River on the south, 12 Road on the west, and 14 Road on the east. The neighborhood contains US Highway 139, US Highway 6, and the Interstate 70 interchange, all major transportation corridors.

The streets and roadways in this neighborhood are generally in good condition. There is not an established street pattern at this time given the very low density of development. Outside of the major roadways, many of the streets are private drives for homes or minimally-used county roadways. It is estimated that the existing residential density in the neighborhood is greater than 10 acres per residential unit. The existing road grid is 1-mile, 1/2-mile, and 1/4-mile increments with most road classifications being rural-collectors.

This neighborhood has a very rural character. It has a rural character, demonstrated by a lack of consistent setbacks, consistent sidewalks and absence of other urban features. Housing units vary in age, however, this neighborhood has two new subdivisions, with housing units built since 2000. These subdivisions are primarily made up of large houses, which are generally consistent in design and building materials.

The predominant land use is rural residential. This neighborhood does contain the Loma Elementary School. Areas around the Loma Elementary School and Interstate 70 are areas suitable for future development.



Greater Loma Neighborhood (81524)

This neighborhood is generally bounded by the Loma zip code (81524). The “neighborhood” does not match a typical neighborhood description in terms of size or uses, however, its large lots and agricultural nature epitomize a rural character. In addition, Loma residents very much consider the entire Loma zip code has part of the Loma community.

The streets and roadways in this neighborhood are generally in good condition. There is not an established street pattern at this time, largely due to the sparse development pattern. It is estimated that the existing residential density is more than 10 acres per residential unit. The existing road network grid is similar in nature to the transitional neighborhood, however in some places, incremental roadways (1/2, 1/4, etc...) are less consistent.

The neighborhood lacks consistent setbacks and sidewalks. Housing units vary in age and are arranged in an unpredictable pattern. As growth continues to occur and more individuals seek a rural lifestyle, this neighborhood could become a popular destination for new Loma residents. The predominant land use is agriculture and large-acreage residential.



Neighborhoods Enriched

Objective #	LOMA NEIGHBORHOODS ACTION PLAN
1	<p>Maintain the “Old” Loma Neighborhood as the Loma community core</p> <ul style="list-style-type: none"> <input type="checkbox"/> Initiate commercial design standards for the “Old” Loma Neighborhood that emphasize rural character and architectural distinctness <input type="checkbox"/> Work with local outdoor enthusiast groups to establish potential interest in niche retail shops and living units within the “Old” Neighborhood <input type="checkbox"/> Identify areas for the provision of sidewalks within the “Old” Loma Neighborhood, particularly areas providing connectivity to the Loma Elementary School
2	<p>Establish connectivity between the “Old” Loma Neighborhood, Transitional Neighborhood, Kokopelli Trailhead, and the Loma Elementary School</p> <ul style="list-style-type: none"> <input type="checkbox"/> Identify areas for an internal trail that runs along or parallel to State Highway 139 from the Loma Elementary School to the Kokopelli Trail <input type="checkbox"/> Require new developments to include future sidewalk areas in site planning <input type="checkbox"/> Work with Loma Elementary students, parents, and staff to determine high student foot-traffic areas for future sidewalk additions

Neighborhoods Goal #1

Preserve the rural appearance and the distinctive character of Loma neighborhoods as growth occurs.

Neighborhoods Goal #2

Promote and create, through development and design, cohesive, diverse, safe, and connected neighborhoods in the Loma Community

Neighborhoods Goal #3

Create neighborhood design and development that promotes neighborhoods as “communities” within the greater Loma community as a tool to ease the transition from rural to urban.

Loma Community Plan



Land Use

Land Use Introduced

The Land-Use chapter is a vital component of the Loma Community Plan. This section of the community plan inventories existing uses, analyzes development trends and patterns, and projects future uses and placement. This “blueprint” for growth will serve as a guide for zoning changes, future land uses, redevelopment opportunities, and potential acquisition areas. It defines where and how future development is to occur. The components of this chapter will help to facilitate the desired growth pattern for Loma.

Existing Land-Use Analysis

The existing land-use subsection categorizes all existing uses, calculates total acreage for all uses, and analyzes past and existing development trends and patterns. This analysis becomes the foundation for all future projections.

Future Land-Use Descriptions

Future land-use categories will emphasize form and density. In other words, this subsection will identify and describe the types of future uses that are encouraged within the community of Loma. All future uses should enhance community image and minimize growth costs.

Preferred Growth Concept

The land-use chapter addresses the preferred growth plan, which aims to guide responsible and desirable growth for the community of Loma. More than any other community plan chapter, the land-use chapter incorporates several types of input. Objective and measurable data is combined with suggestions and sentiments expressed through community participation to develop an individualized growth plan most appropriate for Loma.

The Loma preferred Land Use concept in this plan only addresses the areas between N ¼ Road, 12 Road, 14 Road, and the north bank of the Colorado River. The future land use designation of those areas of greater Loma, not within these planning boundaries, will remain as identified in the Mesa Countywide Land Use Plan (See Mesa County Future Land Use Plan on page 50).

Additional Information

The Land-Use Chapter will also provide information on Public Improvement Districts (PIDs) and general information regarding annexation and incorporation.

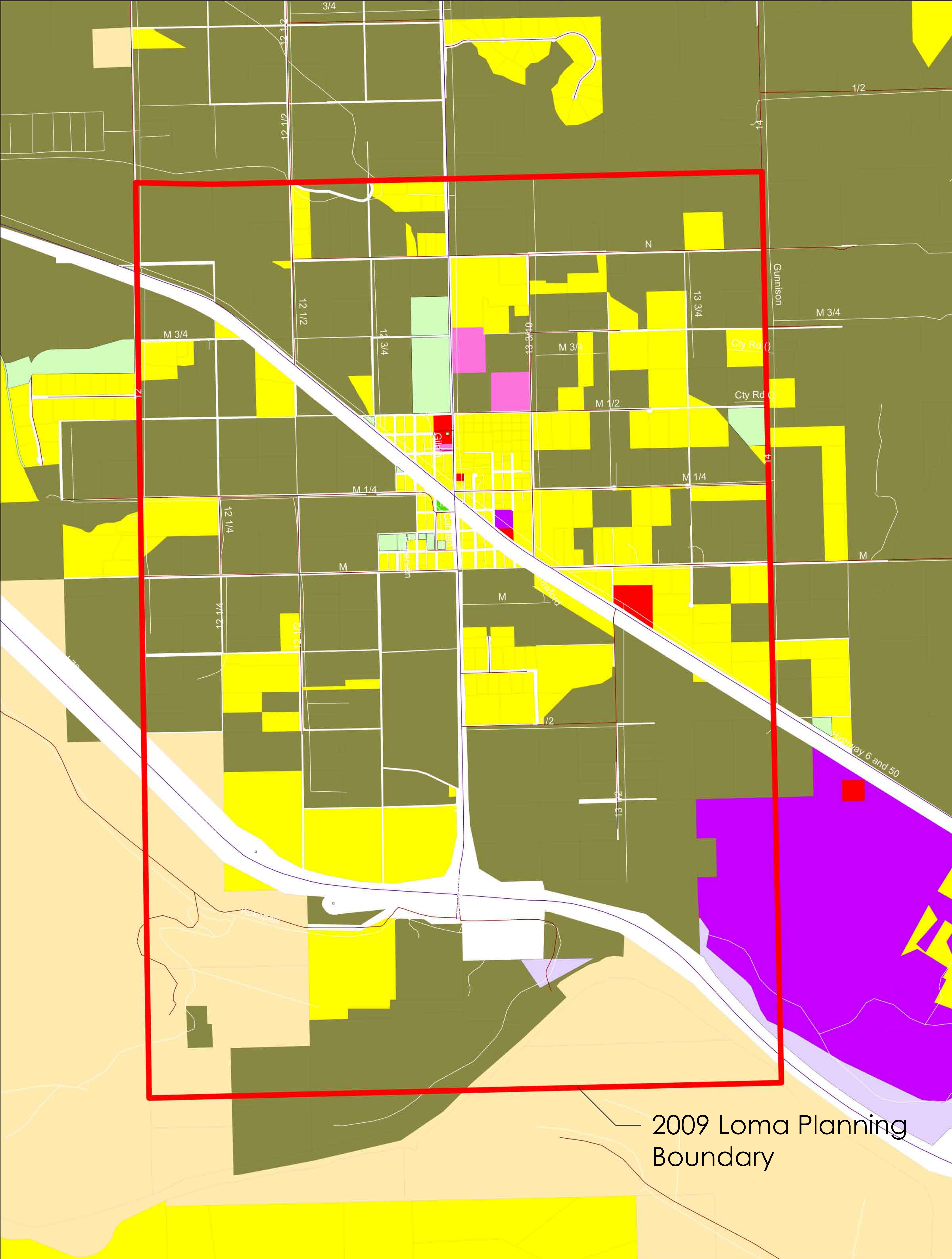
Existing Land Use Assessed

Existing land-use is a description of how each parcel of land is currently being occupied or utilized (A Planner's Dictionary, 2003). The Existing Land-Use Map and corresponding table highlight the previous and existing growth pattern within the Loma community. The table summarizes the existing land use patterns and provides an acreage approximation and percent of total land use within the Loma community.

The Loma planning area, as identified in the adjoining map (Map 2: Existing Land Use Map), is approximately 3,725.5 acres. The predominant uses within Loma are agricultural, residential, and Bureau of Land Management (owned) land. The Loma community can be characterized as a rural community based on its significant percentage and acreage of agricultural land. Its rural nature contributes to lower acreage counts and land-use percentages for commercial and residential uses. Older residential single-family homes lie within the original core area. Growth continues to occur in Loma, and can most notably be seen in the recent development of rural residential subdivisions on the north and south side of the community. These large-lot residential units are not as rural in character and represent a growing land use trend in Loma.

Table 1: Existing Land Uses






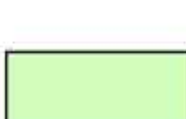
Land use	Acres	% of Total
Agriculture	1947	59.44%
Residential	712	21.74%
Commercial	27	0.82%
Industrial	91	2.78%
Public	92	2.81%
Park	0.5	0.02%
BLM	378	11.54%
Unidentified	28	0.85%
Total:	3275.5	100.00%



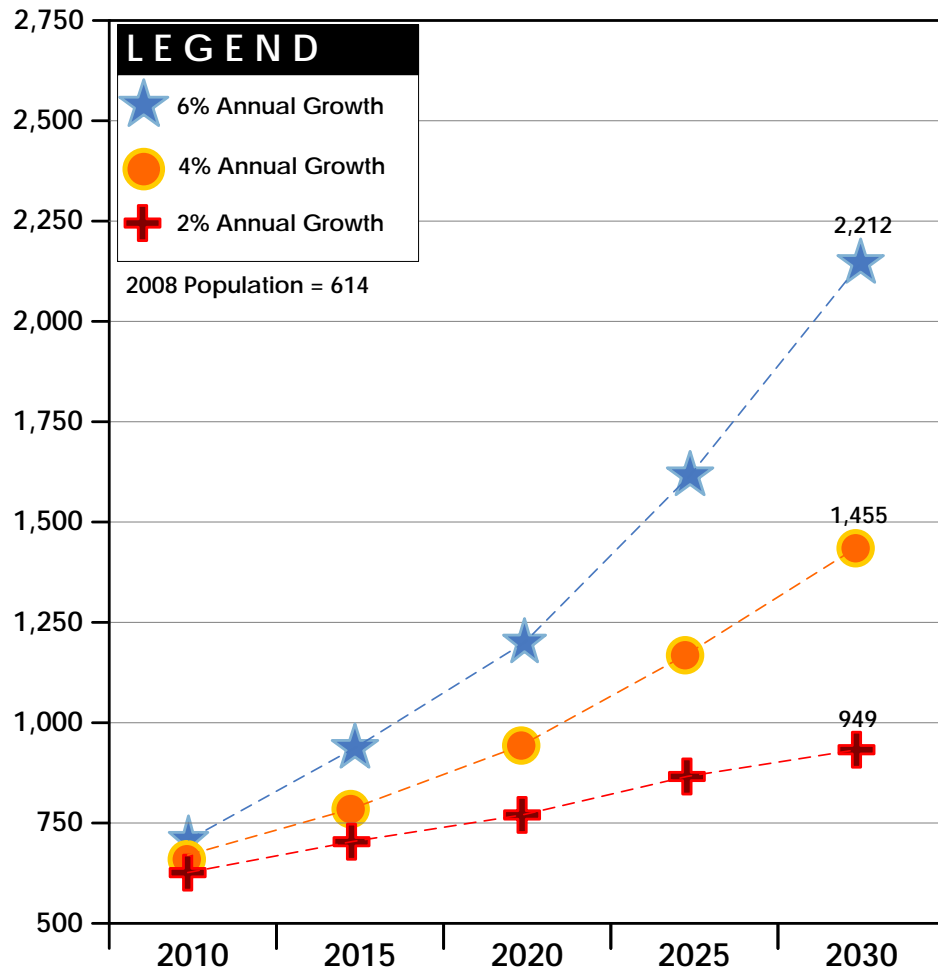
2009 Loma Planning Boundary

Loma, CO

Existing Land Use

- | | |
|---|---|
|  Residential |  Public Parks |
|  Agriculture |  Public Property |
|  Commercial |  BLM Land |
|  Industrial |  Unidentified |

Population Projections



Population Projections

Population forecasting significantly influences community planning efforts. A community's growth rate affects school enrollment, housing needs, and, in the case of Loma, the potential expansion of sewer infrastructure.

Historic population trends, birth and death rates, and migration patterns affect future population projections. It should be noted, the population projections cannot anticipate severe economic declines that affect housing and growth.

The Loma population projections **only** account for the planning area in this particular plan. Each of the three projections started with a 2008 estimated population of 614 in this planning area. As the graph depicts, at 2 percent annual growth, the projected 2030 population of the planning area would be 949 residents. At 4 percent annual growth, the 2030 population of the planning would be 1,455. Finally, at 6 percent annual growth, the population of the planning area would be 2,212.

Since 1990, the planning area has grown at an incredible rate of 7 percent annually. However, since 2000, the growth rate has decreased to 5 percent annual growth. Given all of the factors described, the 4 percent annual growth figure seems to be the most credible figure for future growth in Loma.

It must be stated that the provision of public sewer infrastructure and service could increase the growth rate of the planning area. However, it is unlikely the planning area could sustain a growth rate exceeding 6 percent.

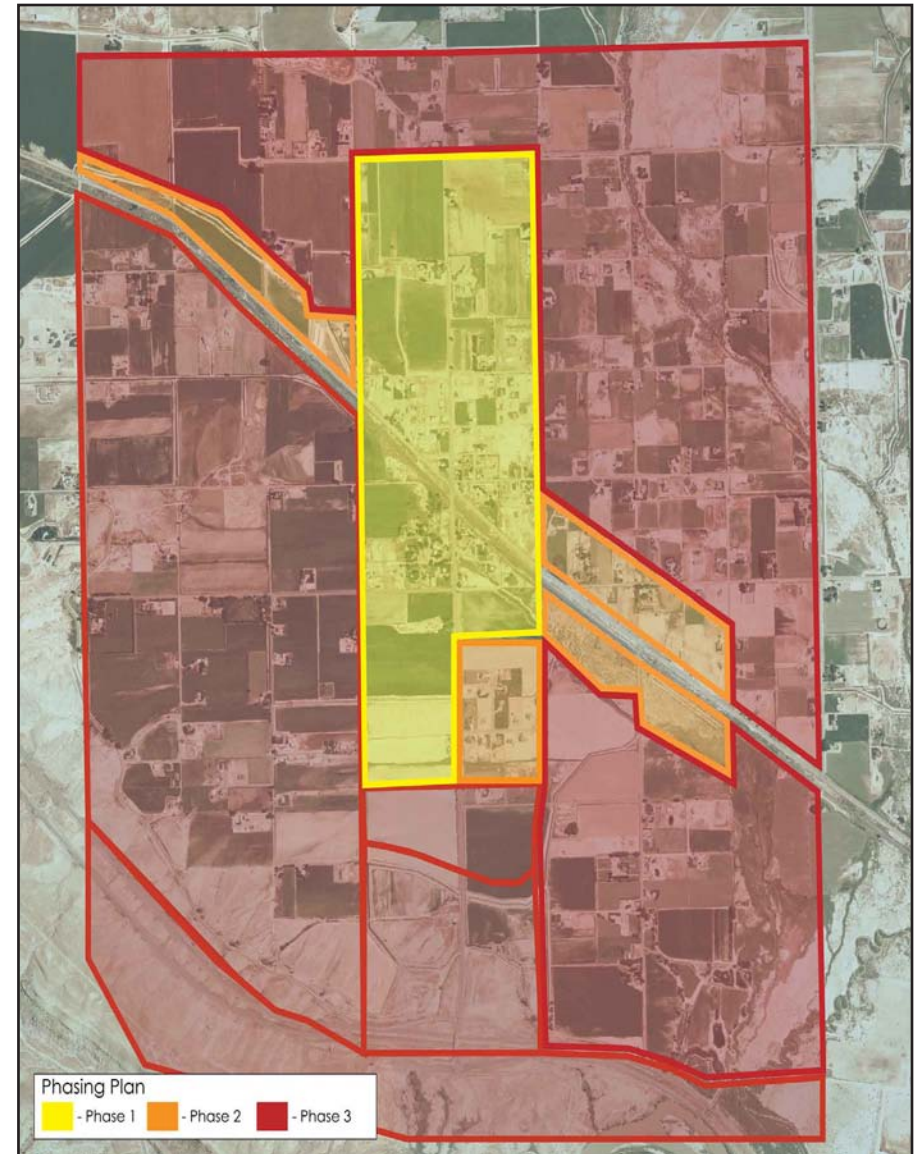
Loma Future Land Use

Future Land Use

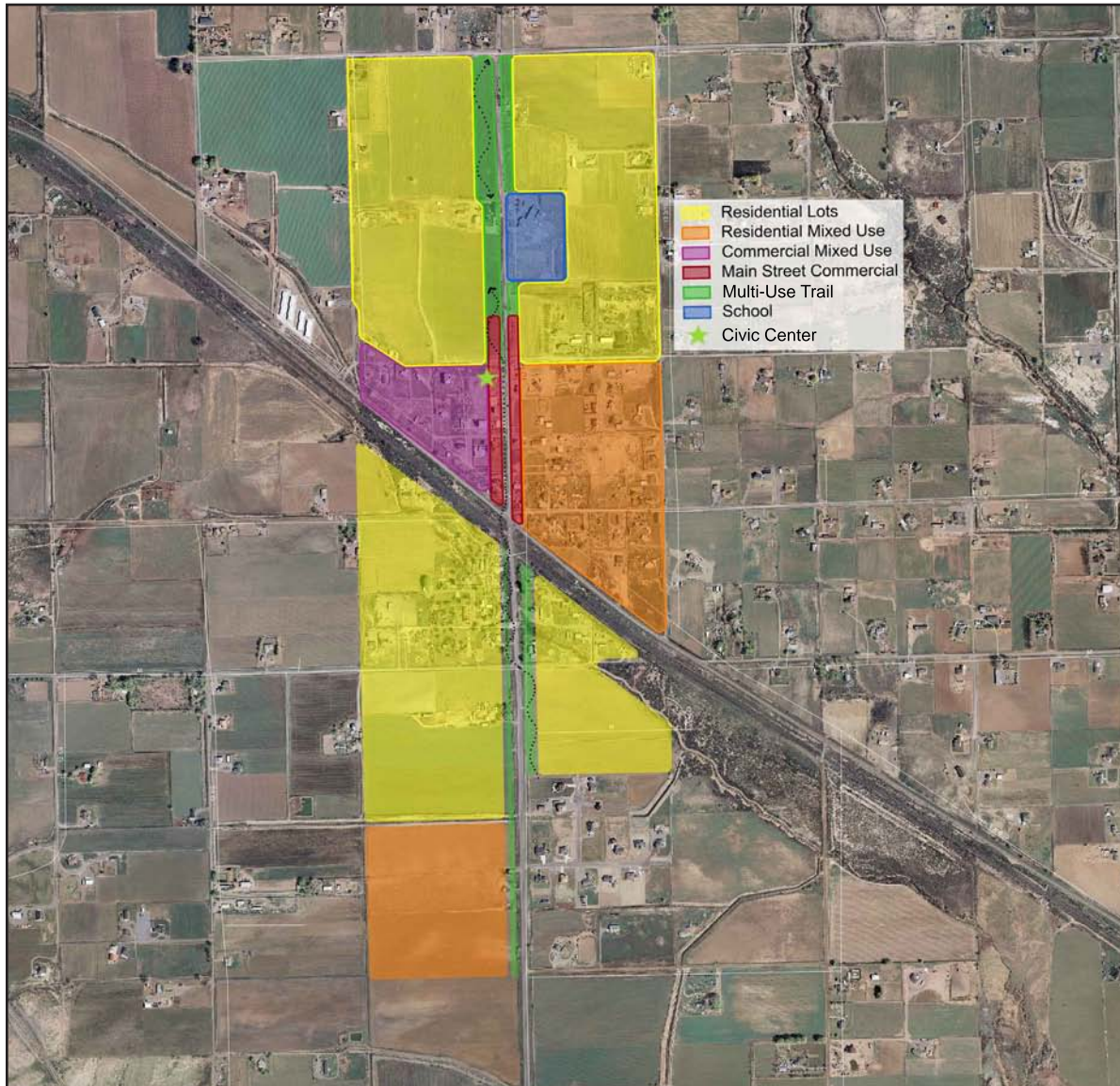
The future land use plan was developed through the Loma Community Charrette and advisory committee meetings. The future land use plan is a recommended plan that has been designed to accommodate growth and the potential of public sewer service. The provision of public sewer and the necessary infrastructure to support sewer has not been approved by the Mesa County Board of Commissioners. The future land use plan is congruent with the goals and values identified by the Loma advisory committee. The Loma future land use plan, as identified within this plan, should remain in place until public sewer service becomes available.

The Loma future land use plan is a phased growth plan. The phasing ties to sewer infrastructure and the preservation of community character. Rather than opening the entire planning area to immediate growth, the phasing plan identifies a sequential plan for future growth areas. All areas of greater Loma outside the future land use planning area, are to remain under the Mesa County Master Use Plan as depicted in the map on page 50.

Future Land Use directly affects transportation and future circulation patterns in Loma as well. As the future land use plan comes to fruition, potential transportation-related changes include, but are not limited to: street alignment changes, street expansion, street closings, access management requirements, and changes in street classifications.



Loma Future Land Use Plan -- Phase One



Phase One -- Full Buildout

Under the proposed densities and land uses, full “buildout” of Phase One will result in the following land uses:

- 519 **NEW** residential units
- 240,250 square feet of **NEW** commercial mixed use
- 6 acres of **NEW** “Main Street” commercial
- 10.75 acres of natural open space
- Nearly 1,200 **NEW** Loma residents

Predominant Themes and Key Features of Phase One Growth Area***Residential Medium-Low to Residential Medium-High Density
(Residential Lots)****Summary / Description*

This range of density in the land use designation also incorporates all housing styles and types with a preferred housing density between two and 12 units per acre. Areas with these designations are encouraged to incorporate a mix of lots sizes, house sizes, and housing styles. This designation encourages well-connected neighborhood-style development that includes parks, public spaces, and neighborhood commercial. These areas should be inviting and conducive to pedestrian activity.

Encouraged Uses and Functions

Uses and functions are to be primarily residential in the Residential Medium-Low and Residential Medium-High land use designations. Allowable uses include single-family homes, townhomes, duplexes, multiple-family units, and apartments. These designations encourage the formation of traditional neighborhoods that emphasize walkability. Other allowable uses include parks and recreation, public uses, and religious-related uses. The formation of these uses should be such that higher density and more intense residential uses are located closer to neighborhood activity centers or neighborhood cores. These developments must also accommodate changes in scale between uses and provide appropriate transitions in size and landscape. All uses should be complementary and compatible with residential functions.

Residential Mixed Use*Summary / Description*

The Residential Mixed Use land designation incorporates a variety of land uses including residential, live-work units, retail and office. This designation is designed to mix uses in a particular area, but not mix uses within the same structure. These areas should promote easy pedestrian access, connectivity, and a diversity of uses. The combination of these elements should help to create self-sustaining neighborhoods with several housing styles and types, commercial areas, and places of work all connected through linked streets, sidewalks, and green spaces. Housing density should be between 7 and 10 units per acre within this designation.

Encouraged Uses and Functions

Uses and functions are to be primarily residential in this designation. Allowable uses include single-family homes, townhomes and duplexes. Other allowable uses include parks and open spaces, trails, religious-related uses and public uses, such as a pool, library or school. All uses should be complementary and compatible with residential functions.

Location in the future land use plan

The Loma future land use plan proposes this designation in Phase Three. All Phase Three areas fall under this land use designation.

Commercial Mixed Use / Activity Centers (MUC -- AC)*Summary / Description*

The primary purpose of a Commercial Mixed Use / Activity Center land use designation is to create a pedestrian-scale village that allows residents to work, shop, live, worship, congregate, and socialize within walking distance to other surrounding residential areas. Activity centers typically adhere to several development principles:

- Contain a concentrated mix of uses.
- Preserve and integrate environmentally-sensitive areas into site design.
- Connect green spaces, linear parks, and other open spaces whenever possible. This excludes canals, drainage areas, and ditch banks.
- Use public facilities, institutions, or public spaces to serve as centers to neighborhoods.
- Adhere to a compact and pedestrian-oriented style of development
- Follow high design standards that emphasize quality and variety of building material and landscape design.

Activity Centers are not:

- Strip malls
- Big-box developments with deep setbacks
- Single-use zoning districts
- Auto-oriented developments

Encouraged Uses and Functions

This land use designation is intended to contain a concentrated mixture of uses including commercial, retail, office, residential,

entertainment, and public. About 60 to 70 percent of the uses in the Community Activity Center will be for service, office or other commercial purposes. A variety of residential uses including rowhouses, apartments, single and multiple-family units, townhomes, and condominiums also are encouraged. Uses and functions within a Neighborhood Activity Center include day-to-day commercial functions which compliment a surrounding neighborhood. These types of centers are designed to provide services for a 2-mile radius.

“Main Street” Commercial*Summary / Description*

The Downtown Commercial land use designation, also known as a central business district, is usually a previously established commercial area. Each individual commercial business in this designation is not dependant on direct automobile access; rather, each business is a part of a greater commercial district that promotes pedestrian access and sociability. Other characteristics of these areas include attached buildings, uniform and small front setbacks, and on-street parking. All development within this land use designation should conform or enhance existing character and building form.

Encouraged Uses and Functions

Uses and functions within this designation are to be primarily commercial and public. Commercial and retail uses should be of scale to conform to existing character. Adaptive reuse of vacant structures is encouraged. Other allowable uses include pocket parks, public spaces, and second story residential and office uses.

Undeveloped parcels may be used for parking.

Location in the future land use plan

The Loma future land use plan proposes this land use designation along Highway 139, north of Highway 6. This designation can be found in Phase One under “Main Street Commercial.”

Loma Future Land Use -- Phase Two

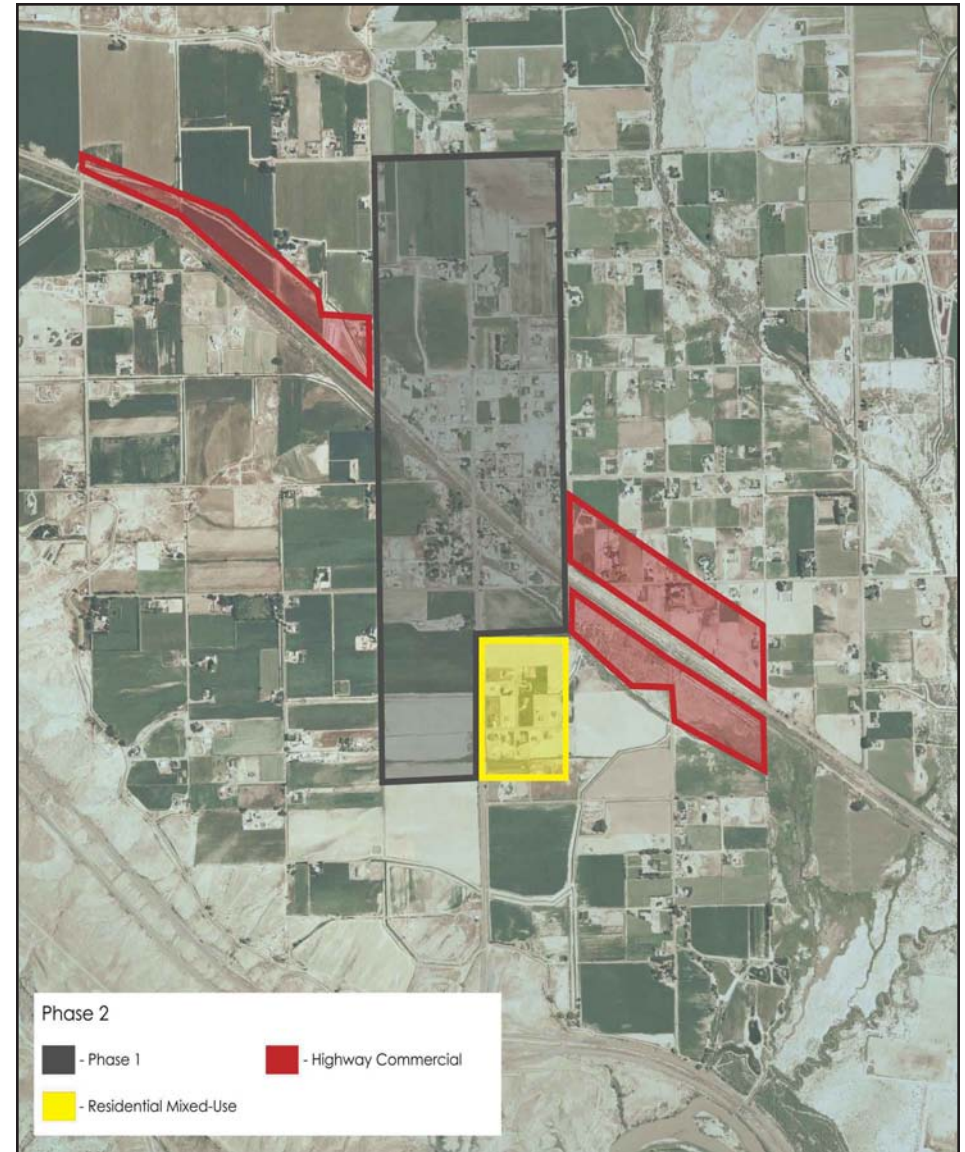
Residential Mixed Use

Summary / Description

The Residential Mixed Use land designation incorporates a variety of land uses including residential, live-work units, retail and office. This designation is designed to mix uses in a particular area, but not mix uses within the same structure. These areas should promote walkability, connectivity, and a diversity of uses. The combination of these elements should help to create self-sustaining neighborhoods with several housing styles and types, commercial areas, and places of work all connected through linked streets, sidewalks, and green spaces. Housing density should be between 7 and 10 units per acre within this designation.

Encouraged Uses and Functions

Uses and functions are to be primarily residential in this land use designation. Between 60 to 70 percent of the total site area should be allocated residential in this designation. The remainder of the site should be retail, office, and neighborhood services. Allowable uses include single-family homes, townhomes, duplexes, multiple-family units, apartments, retail, and office. Other allowable uses include parks and open spaces, public uses, and religious-related uses. Ideally, higher-intensity residential uses and commercial-oriented uses should create a neighborhood activity center in the core of these areas. Uses and functions within this designation should promote sociability.



Highway Commercial

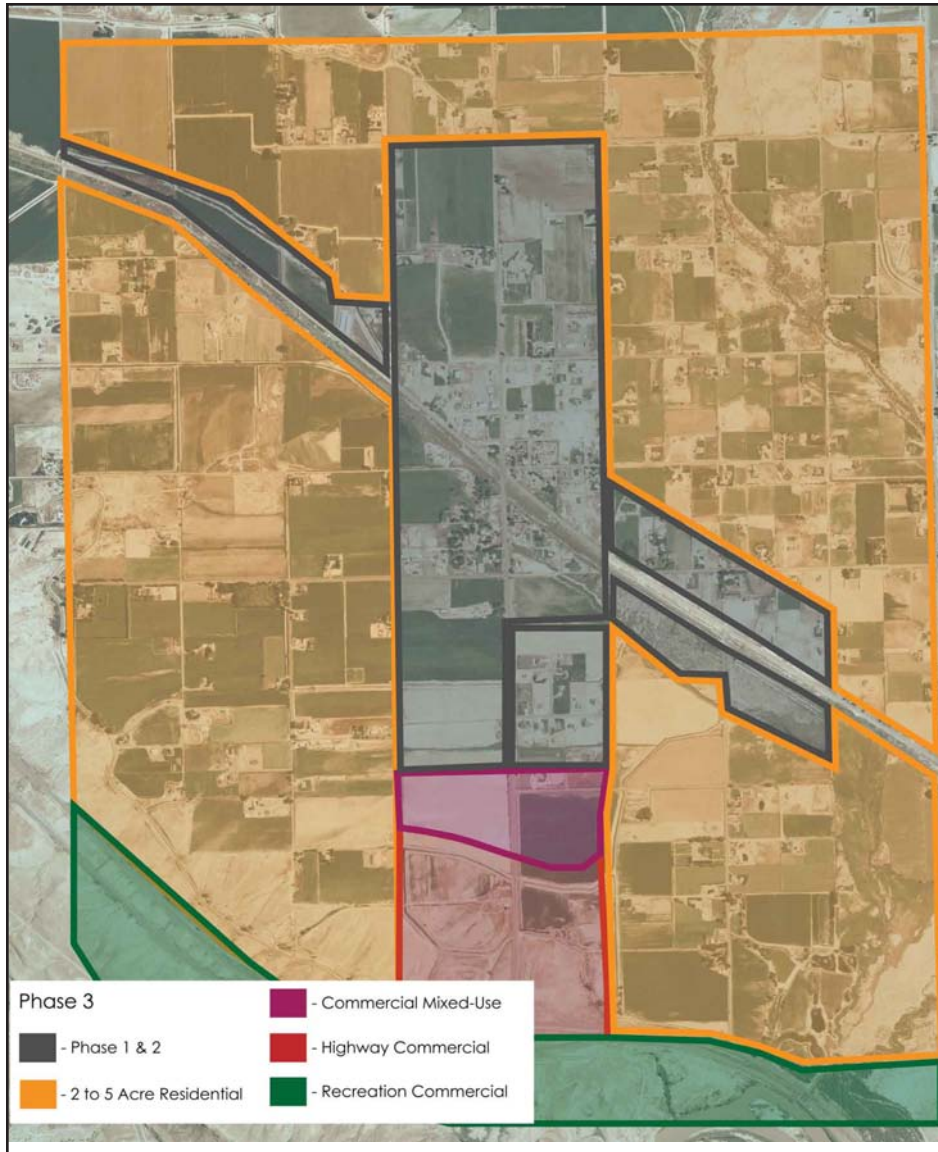
Summary / Description

The Highway Commercial land use designation incorporates mostly automobile-oriented commercial businesses and services. These commercial areas are designed to be at major interchanges or along major arterials. Typical characteristics of these commercial areas include larger setbacks, internal street systems, individual pad-sites, and an emphasis on auto mobility. These commercial areas should be designed to incorporate local character and enhance the pedestrian environment. Site design should be cognizant of scale, noise, lighting, and traffic implications on surrounding residential areas.

Encouraged Uses and Functions

Primary uses in this designation include more auto-oriented commercial, retail, office, and service-related business. These include general retail, drive-through and sit-down restaurants, fuel stations, and lodging. Other allowable uses include parks and open spaces, public spaces, and offices. Site function should include pedestrian access when available.

Loma Future Land Use -- Phase Three



Highway Commercial

Summary / Description

The Highway Commercial land use designation incorporates mostly automobile-oriented commercial businesses and services. These commercial areas are designed to be located at major interchanges or along major arterials. Typical characteristics of these commercial areas include larger setbacks, internal street systems, individual pad-sites, and an overall emphasis on auto mobility. These areas can also include lodging-related retail. These commercial areas should still be designed to incorporate local character and enhance the pedestrian environment. Site design should be cognizant of scale, noise, lighting, and traffic implications on surrounding residential areas.

Encouraged Uses and Functions

Primary uses in this designation include more auto-oriented commercial, retail, office, and service-related business. These include general retail, drive-through and sit-down restaurants, fuel stations, and lodging. Other allowable uses include parks and open spaces, public spaces, and offices. Site function should include pedestrian access when available.

Commercial Mixed Use

Summary / Description

The primary purpose of this Commercial Mixed Use land use designation is to serve as a transition between service-oriented commercial and the residential areas identified in phase one. Commercial Mixed Use is a step-down in intensity from service commercial and includes some higher density housing units as well.

Encouraged Uses and Functions

This land use designation is meant to contain a concentrated mix of uses including commercial, retail, office, residential, entertainment, and public. The intention is for more than 75 percent of the area to be commercial uses, however, they should be designed at a pedestrian scale.

Low-Density Residential (Rural Residential) (Estate)*Summary / Description*

Low Density Residential is a land use designation that incorporates all housing types and styles, but encourages rural development patterns and densities of two to five acres per unit. At this density, Loma can continue to offer “rural lifestyle” – large lot residences – and still provide urban style housing in other areas of the community. Providing other urban services, such as paved roadways and sidewalks should be at the discretion of the homeowner or rural subdivision. These low density developments should however, continue to provide transitions to higher density areas and the Loma core area.

Encouraged Uses and Functions

Uses and functions should be primarily rural residential in this designation. These areas do not support public provision of urban services such as sewer. Other allowable uses include recreational agriculture production (large gardens) and “life-style” (hobby) animal uses (horses).

Recreational Commercial*Summary / Description*

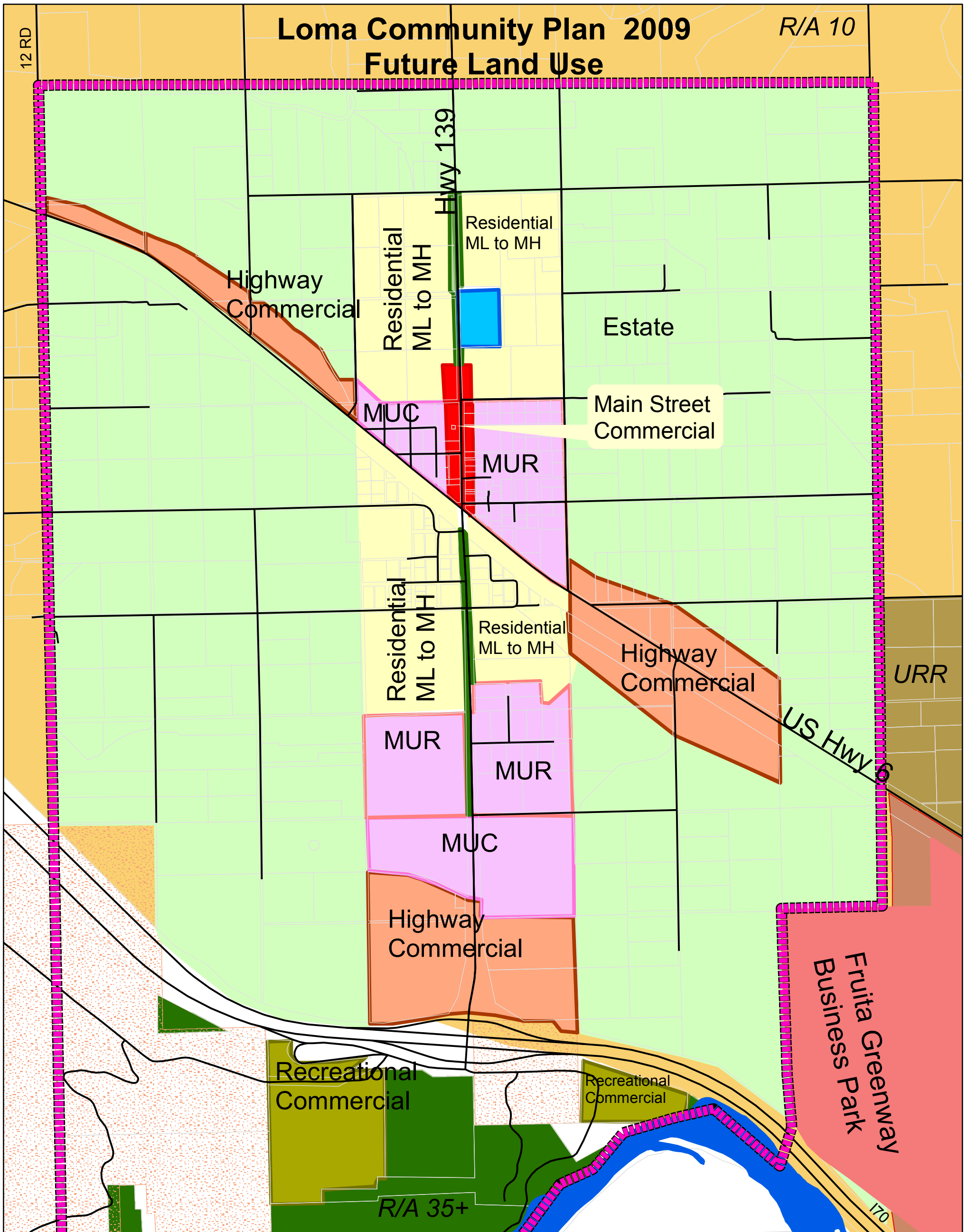
The Recreational Commercial land use designation incorporates primarily tourism-based commercial geared towards outdoor enthusiasts, Kokopelli trail users, and Loma Boat Dock users. These commercial areas could be designed to be a pedestrian “village” that promotes walkability and sociability among visitors, although they should not prohibit ATV or horse access to trails. Given the proximity and relation to natural / outdoor recreation, these areas should be designed in a manner consistent with surrounding character. Site design should be cognizant of scale, noise, lighting, and traffic implications on the Loma community.

Encouraged Uses and Functions

Primary uses and functions within this designation should be tourism-based commercial, including hospitality, niche retail, and recreation-based business.

Loma Community Plan 2009 Future Land Use

R/A 10



FUTURE LAND USE

- Roads
- Colorado River
- Recreational Commercial
- Loma School
- Loma Green
- Main Street Commercial
- Mixed Use Residential (MUR)
- Mixed Use Commercial (MUC)
- Highway Commercial
- Residential Medium Low to Medium High
- Estate
- BLM



0 0.125 0.25 0.5 Miles

April 2009
Corrected July 2009

This map does not stand alone: it must be used in concert with the goals and policies in the Loma Community Plan. This map does not necessarily reflect current zoning.

Additional Land Use Information

Public Improvement Districts

A Public Improvement District (PID) is a requirement for public sewer service in unincorporated areas of Mesa County. These districts are formed to provide urban services, such as sewer, that are traditionally not offered in rural areas. In the case of Loma, residents would be required to join the existing Lower Valley Public Improvement District (LVPID) to obtain public sewer service. Each landowner within the sewer serviceable area of Loma would have to petition into the Lower Valley Public Improvement District. The LVPID only offers public sewer service.

In addition to joining the existing LVPID, Loma would also need to form an additional Urban Services PID for other urban services that may include street lights, parks, additional public safety coverage, street sweeping, and other public services. An urban services PID allows the identified district to establish a mill levy in the district and a sales tax. The formation of an urban services PID requires approval of a ballot question in a general election by property owners in the proposed Public Improvement District. In theory, a single developer could become the sole property owner of a particular area and be the only voter on a ballot question. The monies raised through the levy and sales tax are used to pay for the urban services as the community grows. In addition, a district can include a "trigger point" for an identified number of dwelling units, whereby the initial mill levy increases to a greater value when the trigger is hit.

Annexation

Through this process, Loma residents have displayed their strong sense of community and individual identity. There is a strong and vocal desire to avoid annexation by neighboring Fruita, and in some cases, an interest in incorporation. At this time, incorporation seems unlikely, however depending on future growth this could become a viable option. There are some general facts about annexation that must be presented:

- The inclusion of Loma into the Lower Valley (Mack) Public Improvement District would not serve as defense to potential annexation. Joining this district does not preclude Loma from being annexed.
- Mesa County does not contain the legal authority to prevent annexation by Fruita.
- The only sure way to prevent annexation is through municipal incorporation.

Loma Without Sewer Service

In the event that Mesa County Commissioners determine sewer service is not feasible for the Loma community, the land uses identified within these phases will become invalid. The land uses and densities identified require urban services for health, safety, and welfare concerns. Without sewer service, it is the recommendation of this plan, that all land within the 2009 Loma Planning Boundary (N ¼ Road, 12 Road, 14 Road, and the north bank of Colorado River) be designated as Lower Density Residential (1 acre / unit) in the Phase One Residential Land Use Areas. In addition, commercial areas identified should continue to allow for commercial / retail businesses as individual septic systems allow. The remaining areas should return to Low-Density (2-5 acres / unit) residential.

Land Use Enriched

Objective #	LOMA LAND USE ACTION PLAN
1	<p>To implement the Future Land Use Plan and Map so that the result will create diversity in development density and patterns, economic vitality and community identity</p> <ul style="list-style-type: none"> ❑ Develop and adopt into the Mesa County Land Development Code a Highway Commercial and Highway Recreation zone district and design guidelines
2	<p>To minimize development impact costs to Mesa County and Loma residents by following the development phasing plan set forth in this land use chapter</p> <ul style="list-style-type: none"> ❑ Require new development to be consistent with the recommended Future Land Use densities and require petition into the Lower Valley Sewer District and hook to the sewer service
3	<p>To continue to integrate transportation management – circulation, parking, access, and multimodal elements – into land use development projects and planning</p> <ul style="list-style-type: none"> ❑ When complete, implement the CDOT and partner US 6 Access Management Plan ❑ Develop a Rural Circulation Plan that is consistent with the Future Land Use Map and Plan
4	<p>To require new development to be consistent with recommended Future Land Use densities and require petition into the Lower Valley Sewer District and hook to the sewer service</p> <ul style="list-style-type: none"> ❑ Demonstrate through a site plan depiction and narrative that redevelopment potential for a lot is available when Individual Sewage Disposal Systems are used instead of sewer in “Out of Phase Development” ❑ In an “Out of Phase” development a cost-of-service report that identifies infrastructure expenditures and estimated tax revenues for development will be required

Land Use Goal #1

Develop a future land use plan that promotes contiguous growth and recognizes the variety of land uses and development patterns available to Loma.

Land Use Goal #2

Provide for a range of housing types, lot sizes, and commercial spaces in order to accommodate an evolving and growing Loma population.

Land Use Goal #3

Minimize impact costs and encourage the efficient use of land resources by promoting new development occur in a consistent manner with the phasing plan set forward within this plan.

** Existing zoning regulations will take precedence if and when there are future discrepancies between future land use designations and existing zoning.*

Loma Community Plan



Community Appearance

Community Appearance Introduced

The Community Appearance Chapter introduces the importance of community design, assesses existing appearance, and provides strategies for community appearance form improvement. While the land use chapter is very much about function, the community appearance chapter is very much about form. If land use defines where and how future development is to occur, community appearance provides direction for how a community presents itself. The appearance of any community, in a way, is the front door to residents and visitors alike. Areas of high visibility, such as gateways, major corridors, and commercial districts reflect community character through design and appearance. Communities that value design and appearance recognize the value in providing parameters for design in the form of design guidelines and design standards.

This chapter is comprised of two major components; an existing condition assessment, and strategies for appearance improvement.

Existing Conditions Assessment

All communities should desire to become areas of distinct character through the design and appearance of gateways, major corridors, historic structures, wayfinding systems, and major commercial districts. This section of the chapter assesses areas of high visibility based on design and appearance. This assessment provides insight into the **existing** “look and feel” of the community.

Community Appearance Enriched

This section provides strategies for future appearance improvement. The intent of these strategies is to further the design goals of Loma, promote high quality and cohesive development, and establish a framework for the **preferred** “look and feel” of future development. These strategies are not intended to restrict imagination, innovation, or design variety, but rather, provide basic parameters that promote high quality and aesthetic development.

Community Appearance Assessed

The Community Appearance assessed section evaluates primary community appearance elements; community gateways and prominent corridor streetscapes.

Gateways

A community gateway is just that, a gateway or entryway in to the community. It serves as a first impression to visitors as they enter into a community. Thus, the layout and design of the gateway should attract visitors to stop, explore, and eventually leave with a definitive image of Loma.

Streetscapes

A streetscape is the elements within and along the street right-of-way that define its character and functionality, including building material and design, land uses, street furniture, landscaping, trees, sidewalks, and paving materials. Effective streetscapes create a memorable pedestrian experience.

What makes a great place?

Public spaces include parks, civic centers, public markets, gateways, and streetscapes. All great places possess characteristics from four key attributes; Access and Linkages; Comfort and Image; Uses and Activities; and, Sociability.

Access and Linkage: One can judge the accessibility of a place by its connections to its surroundings. A great place is easy to get to and get through; and, is visible, both at a distance and up close.

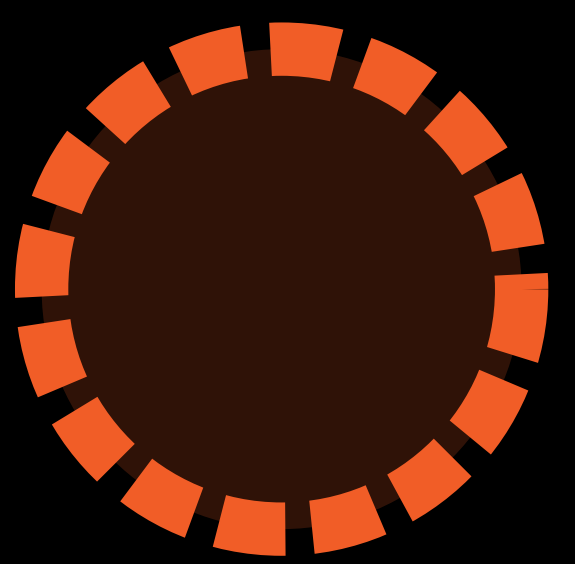
Comfort and Image: The way a place presents itself is critical to its success. Residents and visitors, alike, must perceive it to be safe, clean and have plenty of places to rest and relax.

Uses and Activities: These are the basic building blocks of creating an inviting place to stay, visit and return. Activities, coupled with compatible uses, create destination places, which offer residents and visitors opportunities for fun and enjoyment.

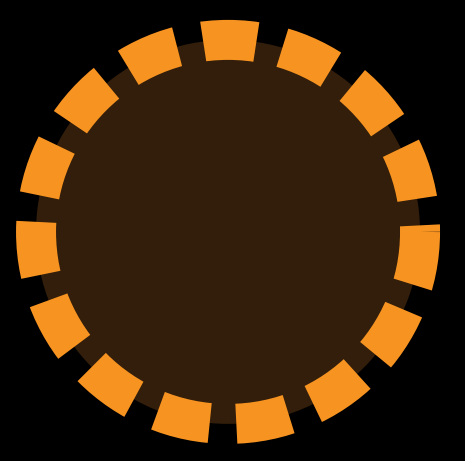
Sociability: This is the kind of quality that attracts people to visit, or want to live in, a place. It offers opportunities to build community among residents and make strangers feel welcome. It is a difficult attribute to achieve, but is easy to recognize when it exists.

GATEWAY AND NEIGHBORHOOD MAP

Loma, Colorado



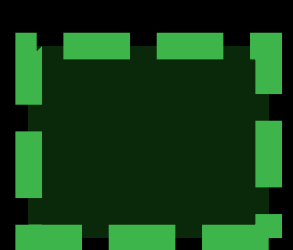
- Major Gateway



- Minor Gateway



- "Old" Loma Neighborhood



- Transitional Neighborhood



- Greater Loma Neighborhood



- Public Facilities

Greater Loma Neighborhood (81524)

12 Road



12 1/2 Road

12 3/4 Road

US Highway 139/13 Road

13 3/10 Road

13 3/4 Road

14 Road

N 1/4 Road

N Road

M 3/4 Road

M 1/2 Road

M 1/4 Road

M Road

Loma Elementary School

Transitional Neighborhood

Loma Community Hall

"Old" Loma Neighborhood

US Highway 6/50

L 1/2 Road

Interstate 70

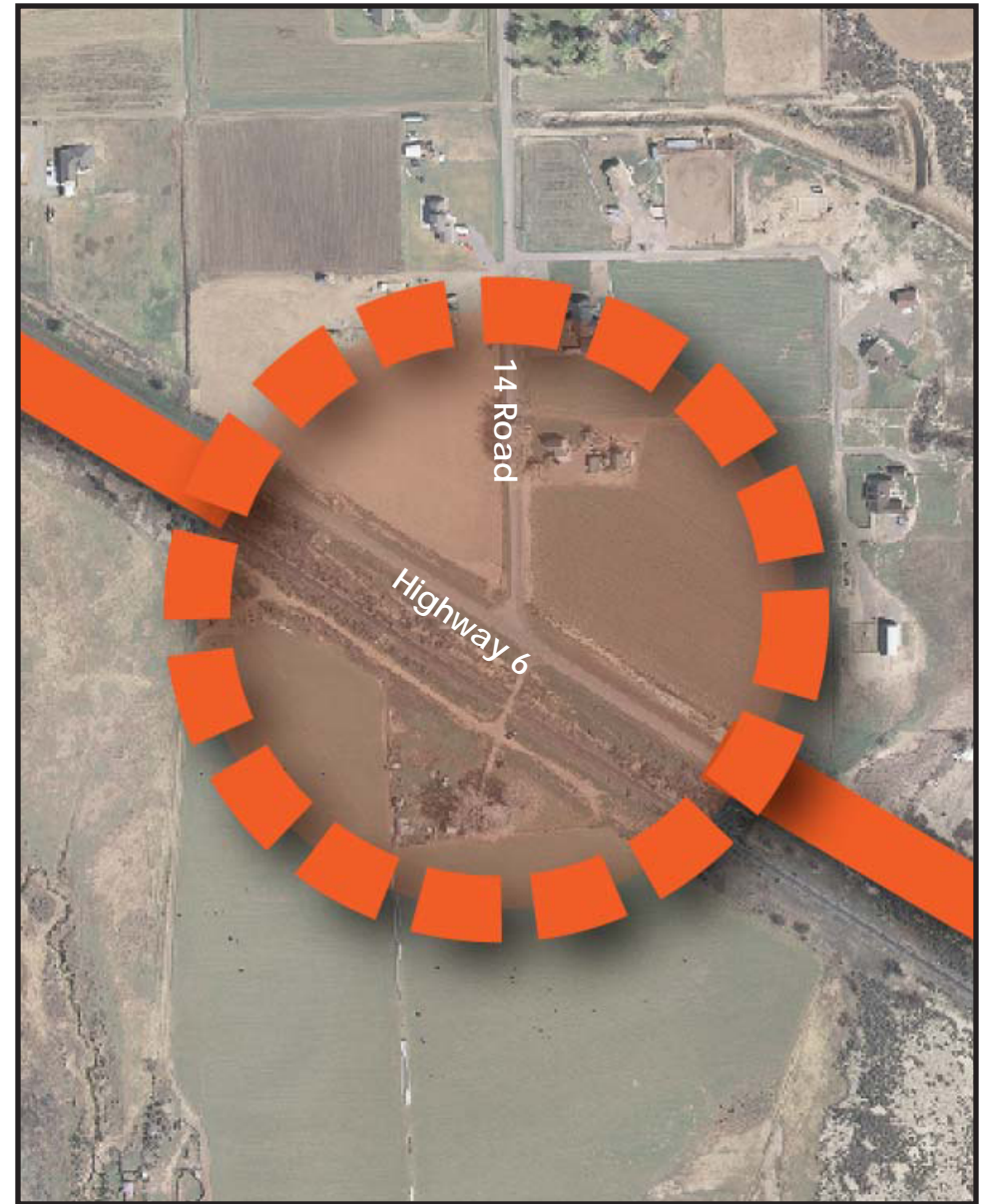
Southeast Gateway

The southeast gateway into the Loma community is near Highway 6 and 14 Road, ushers in visitors from Grand Junction and Fruita. This gateway is a prominent entryway for the Loma community.

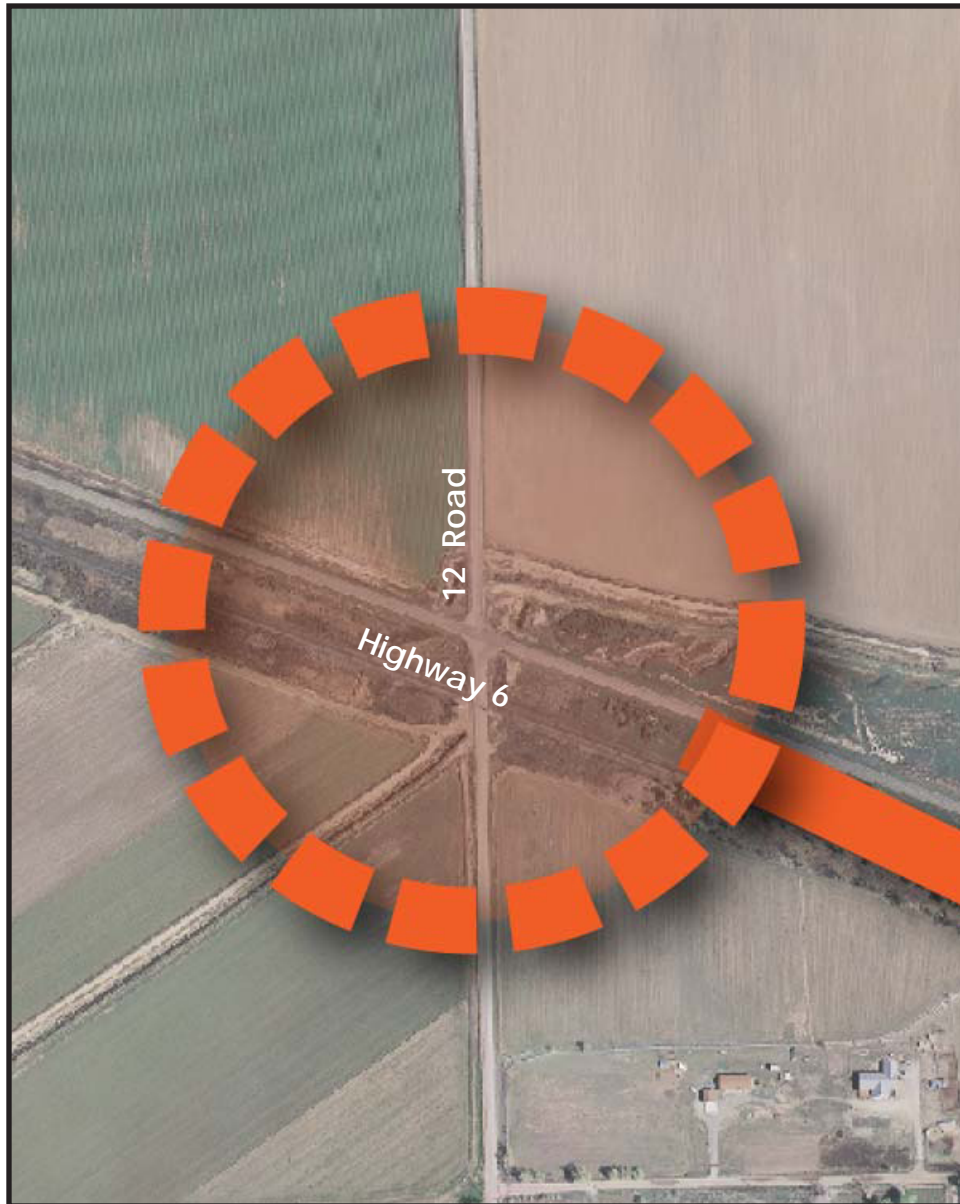
At this time, the gateway does not offer a memorable first impression. A very small "Loma" sign is the only clue to visitors that they have arrived in Loma. The general gateway area lacks aesthetic elements to make the entry memorable.

US Highway 6 is a major transportation corridor with highway speed limits (55+ mph). This serves as a positive for future development as it accounts for higher traffic counts. It also poses a challenge for future gateway development. Successful gateways employ natural and built features which convey a community's unique identity. As the area develops, it will be important to establish entryway design guidelines to ensure preservation of rural character.

In addition, the gateway would benefit greatly from wayfinding signage that highlights the surrounding historic landmarks (Old School and Community Hall) and the Loma Elementary School.



Map 5: Southeast Gateway



Map 6: Northwest Gateway

Northwest Gateway

The northwest gateway into the Loma community is near Highway 6 and 12 Road, brings in visitors from Mack and the remainder of Western Colorado.

At this time, the gateway does not offer a memorable first impression. However, the new Livestock Auction sale barn, does provide the gateway with a distinct business operation. This serves as a magnet for traffic in and out of the gateway, further emphasizing the need for aesthetic elements.

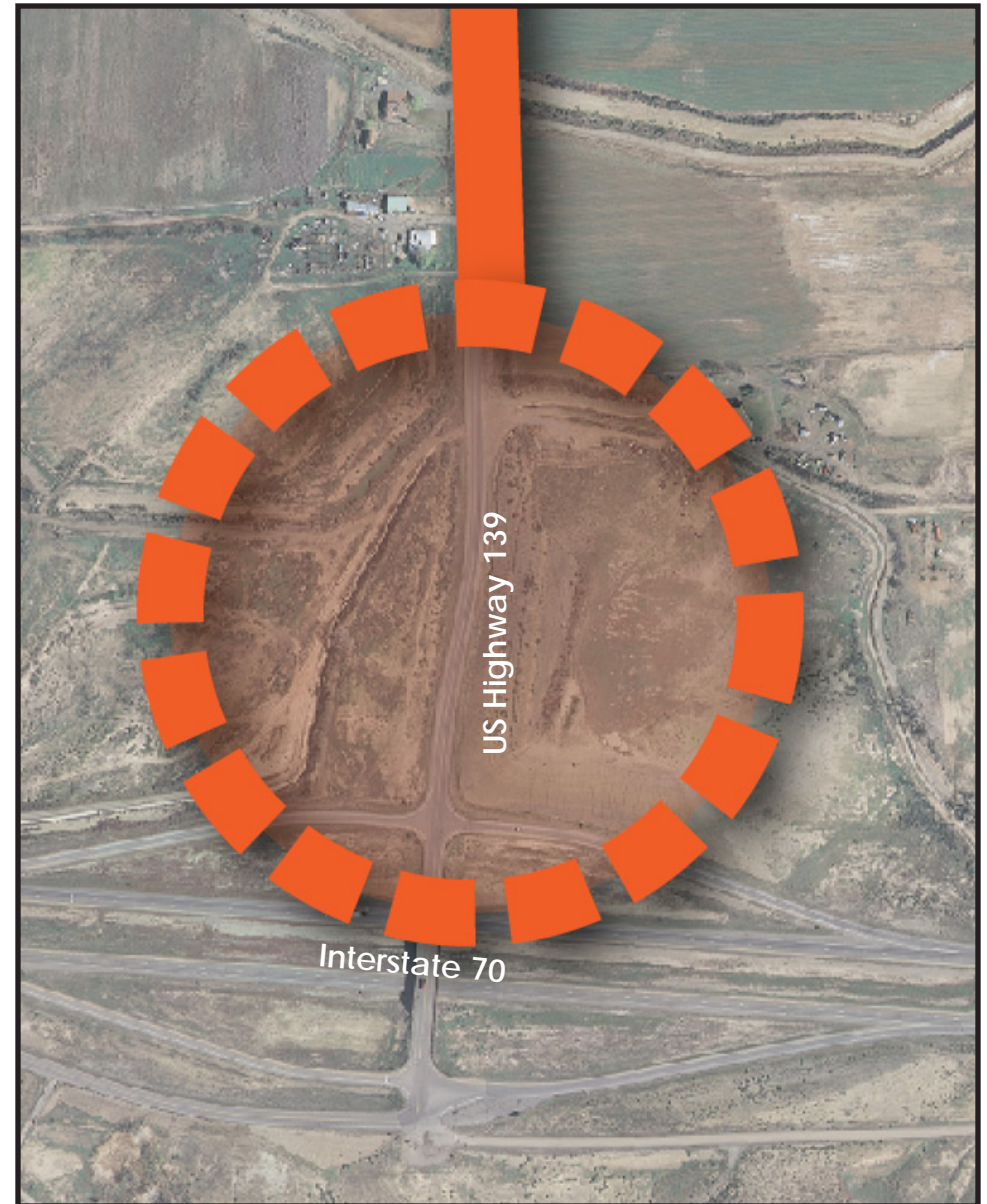
Highway 6 is a major transportation corridor with highway speed limits (55+ mph). Like the southeast gateway, this will continue to have both positive and negative impacts on the gateway. As the area continues to develop, the gateway need to include better entry features and wayfaring signage the promotes community landmarks.

South Gateway

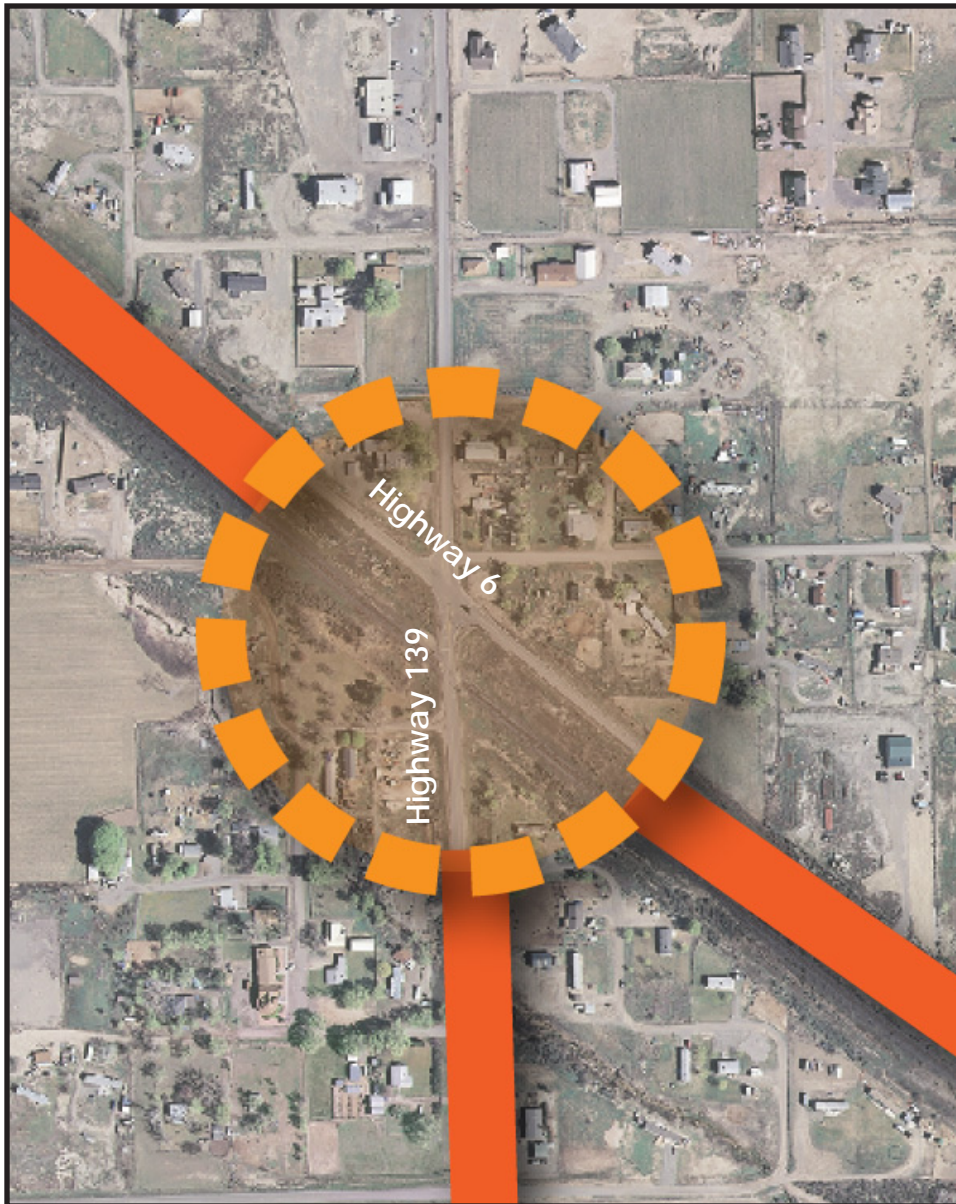
The south gateway into the Loma community is near Interstate 70 and US Highway 139, brings visitors and residents from I-70 into the Loma community. The gateway also serves as the entryway from the Kokopelli Trail Head, a regional outdoors destination.

At this time, the gateway is undeveloped and lacks any entryway elements. The gateway possesses a unique element in topography. The existing topography is such that, coming from I-70 north into the Loma community, the breadth and depth of visibility is great. This element, greatly enhances the potential for a memorable gateway.

The I-70 interchange will surely face development pressures in the future. It's important to devise design guidelines before that development occurs to protect the area's rural character.



Map 7: South Gateway



Map 8: Core Gateway

Core Gateway

The community core gateway is at the intersection of Highway 139 and Highway 6. This gateway has a significant impact on community appearance given its prominent location. Visitors and residents from all directions travel through this entryway.

At this time, the gateway does not offer a memorable impression. However, the area's existing features present the potential to create a lasting impression on people traveling through the area. On the north and south, vehicles are required to stop, and vehicles moving east and west are slowing down in many cases. These factors contribute to a very attractive area for development and / or entryway features.

The gateway is surrounded by existing uses, predominantly residential. The Loma Community Park is in the southwest corner of the gateway. An active rail line runs parallel to Highway 6 on the south side of the road. The gateway also includes an active at-grade rail crossing which presents challenges to development and pedestrian accessibility at the intersection. The gateway would benefit greatly from additional wayfaring signage that promotes community activity centers and the elementary school. In addition, an entryway feature for the entire Loma community would be appropriate at this gateway.

Community Appearance Enriched

Community Appearance Goal #1

Improve the visual image and identity of Loma through streetscape and gateway design, commercial design standards, and the incorporation of natural features in project design.

Community Appearance Goal #2

Integrate existing character and community history in streetscape design, location of uses, and building design.

Community Appearance Goal #3

Develop a vibrant community with a welcoming image and attractive physical appearance that celebrates community heritage through quality development, appropriate redevelopment, and preservation of historic, paleontological, and cultural resources.

Objective #	LOMA COMMUNITY APPEARANCE ACTION PLAN
1	<p>Ensure that all design – roadway, public rights-of-way, architectural – respect and enhance the existing character of the Loma community.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Identify historic and other resources that merit preservation and initiate official recognition of these resources <input type="checkbox"/> Formally establish a Loma Community Group that serves as a Design Review Agency within the Loma Planning Area established within this plan <input type="checkbox"/> Establish design standards for key gateway areas <input type="checkbox"/> Establish roadway designs standards for major corridors that reflect the open, rural character of the area <input type="checkbox"/> Establish commercial design standards that address height, bulk, circulation, setback, landscape, and other design requirements for the core Loma area and adopt them into the MCCDC <input type="checkbox"/> Establish a public art program that encourages the integration of community-produced or funded art along major corridors <input type="checkbox"/> Establish an “approved” building materials and landscape features list for homeowners, business owners, and interested developers <input type="checkbox"/> Encourage Loma Community Association to identify a design theme for Loma to reference as the community grows over time <input type="checkbox"/> Develop an entryway-features plan for entryways that welcome people to Loma

Loma Community Plan



Appendix A: Survey Results

Loma Survey Methodology

The Loma Community Survey was administered through a mass-mailing to all households within the 81524 area code (“Loma”) and the community plan project Web site. The survey was available to all Loma citizens with access to the internet.

These results analyze responses from people living in, or owning property in the identified “planning” area of Loma. There were 105 surveys returned that qualified for this analysis. *In the first 11 graphs, the grey bar represents the answer from the entire Loma zip code and the **blue bar represents the answer from those living in the core area.***

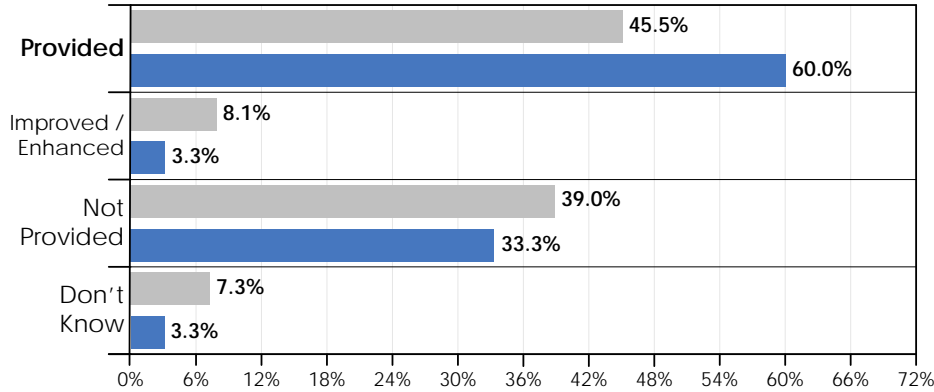
While the survey lacks statistical validity, the results provide insight into citizen’s perceptions about community services, community parks, housing issues, land use, and economic development among other items. Survey results are used to monitor community progress, develop recommendations, and guide the consulting team and county staff in planning for the future of Loma.

The graphical survey results are color coded to reflect the chapter of the comprehensive plan to which they apply. The following elements are represented in the survey:

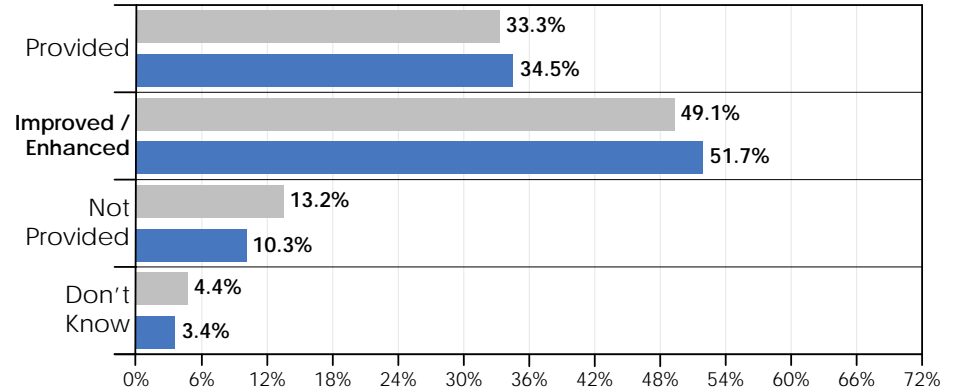
- Quality of Life (Foundation)
- Public Facilities and Services
- Neighborhoods
- Housing
- Land Use
- Community Appearance
- Demographic Information

Loma Survey Results

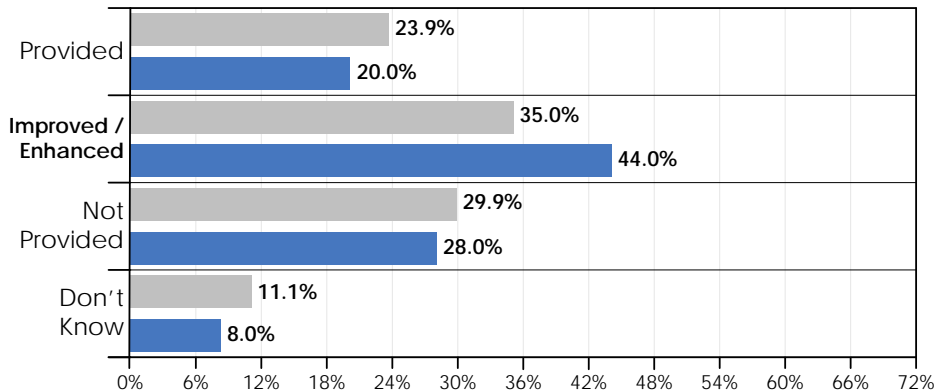
I would like to see public sewer service...



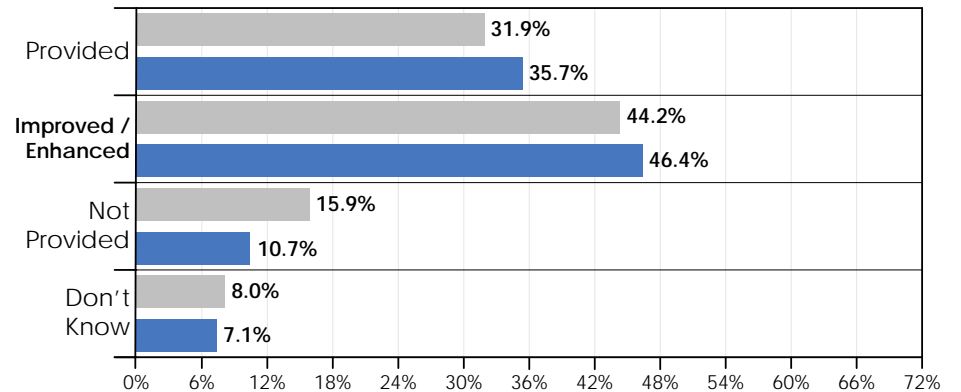
I would like to see fire protection...



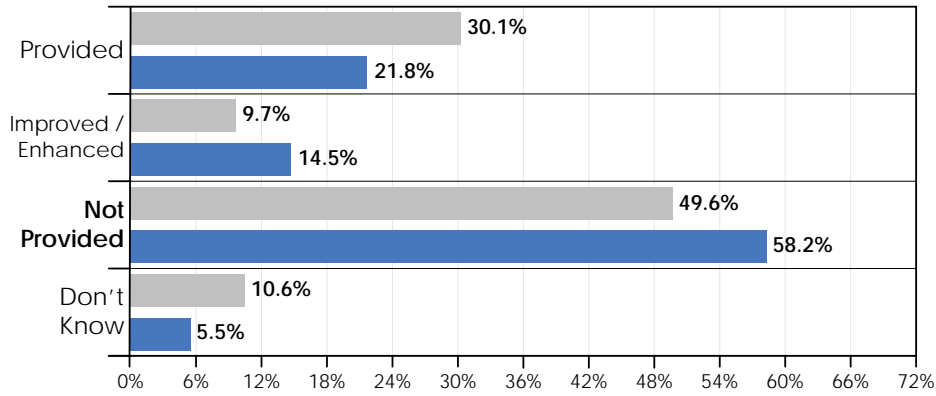
I would like to see police protection...



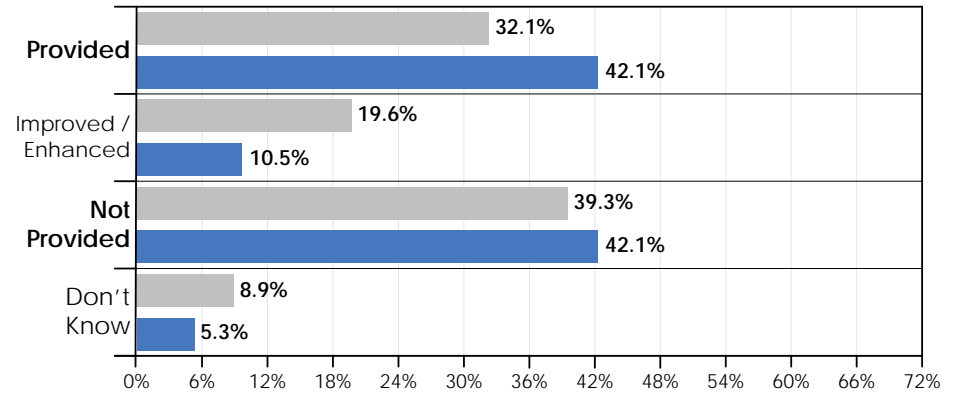
I would like to see ambulance service...



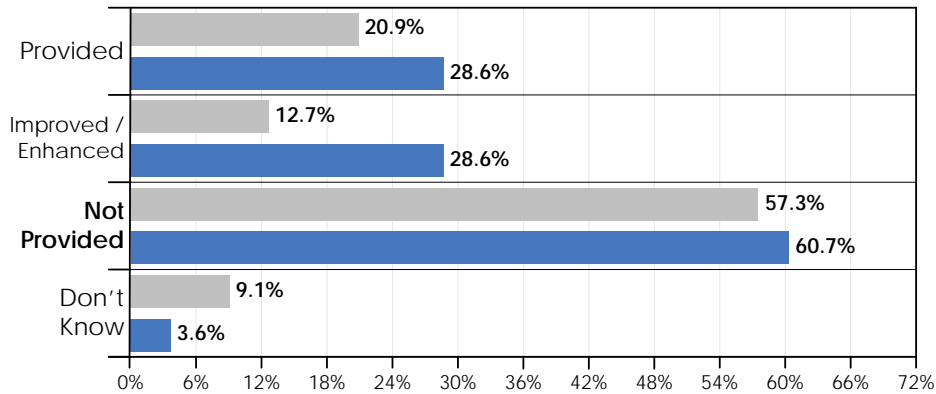
I would like to see a Middle / High School...



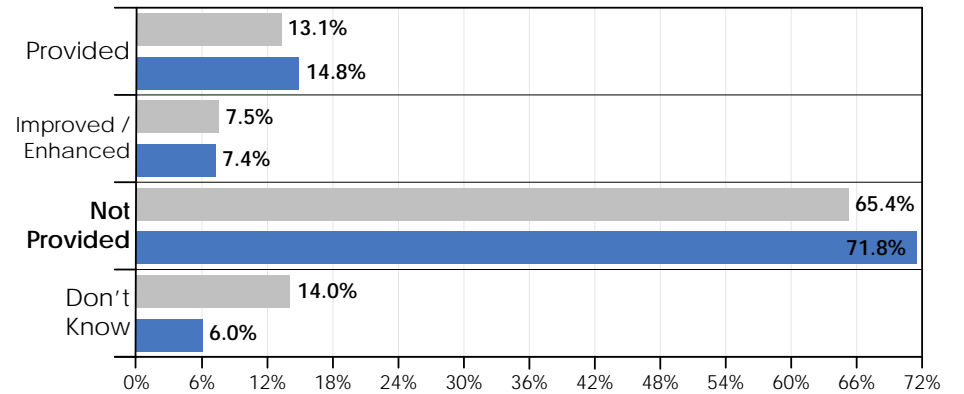
I would like to see parks...



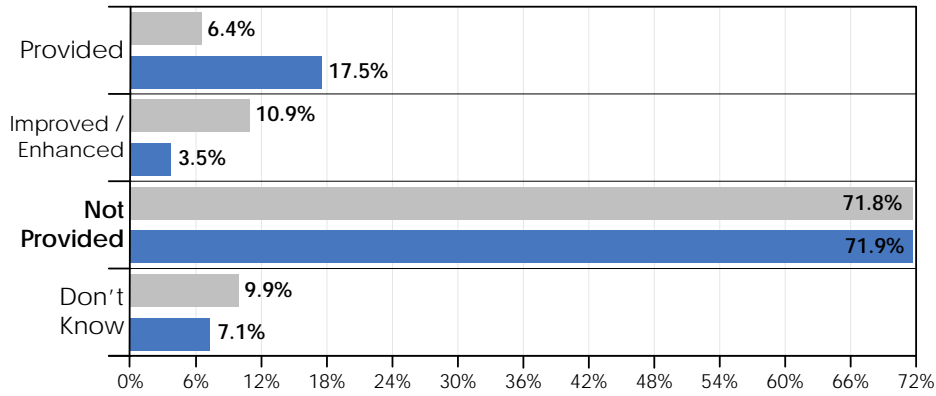
I would like to see recreation programs...



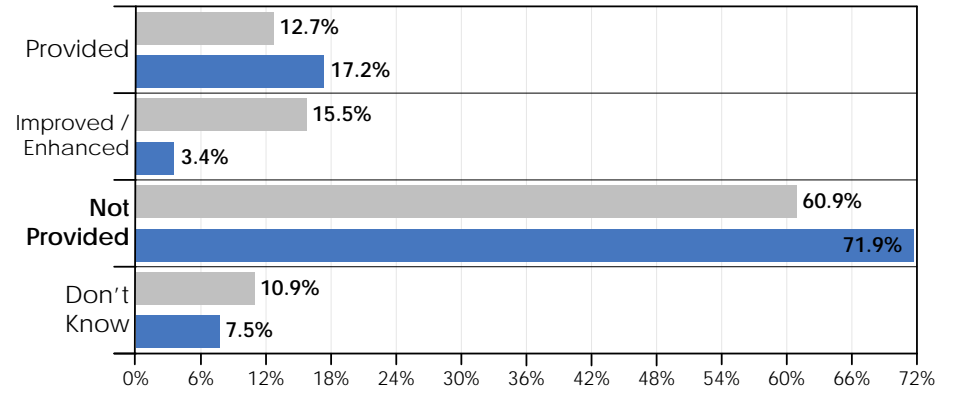
I would like to see a library...



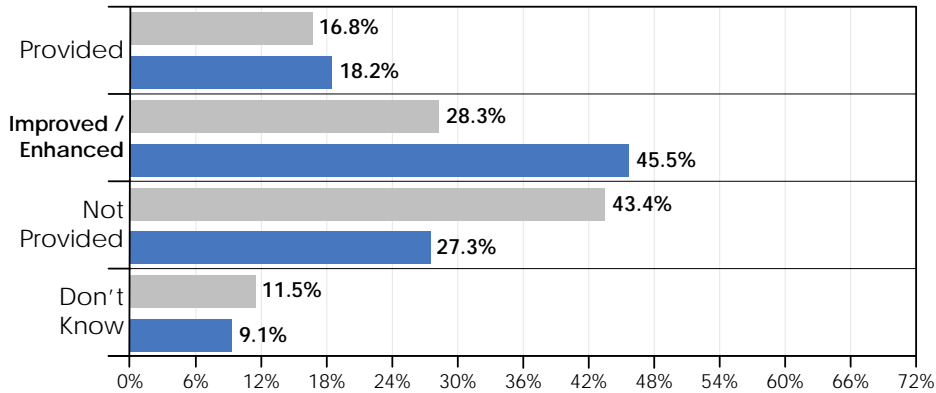
I would like to see street sweeping...



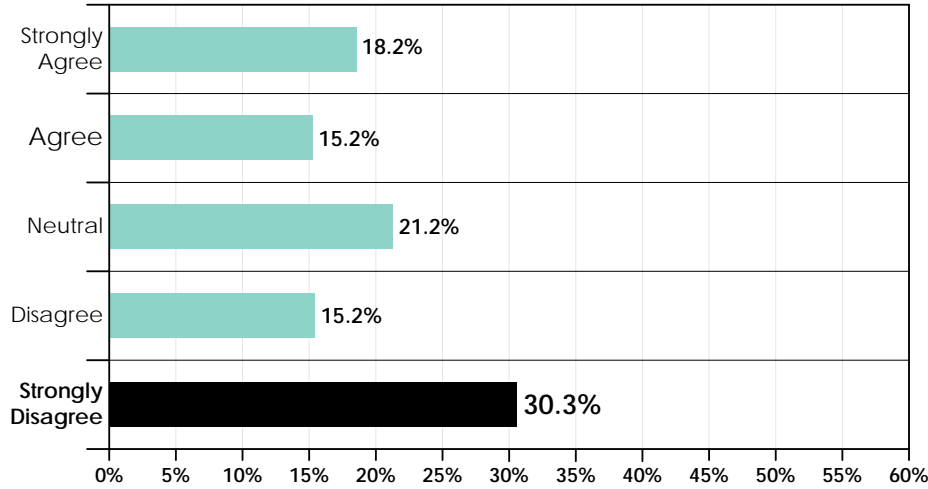
I would like to see street lighting...



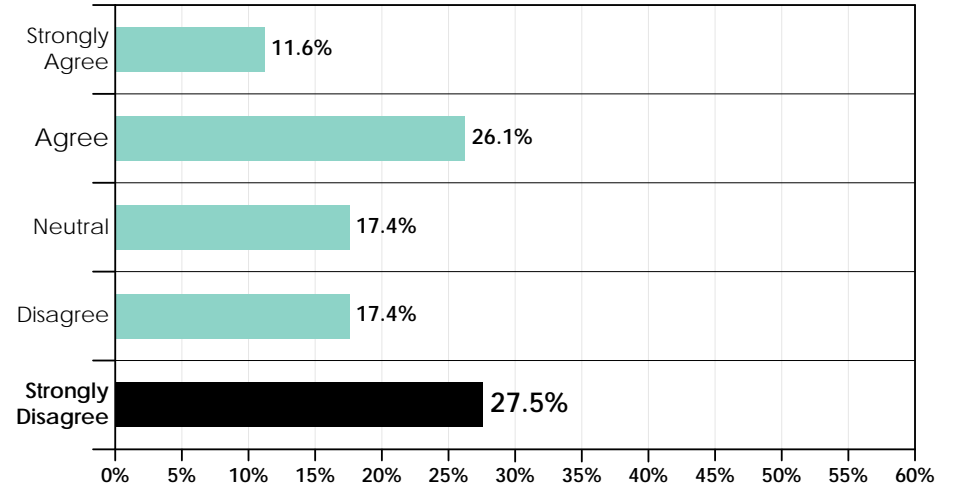
I would like to see traffic law enforcement...



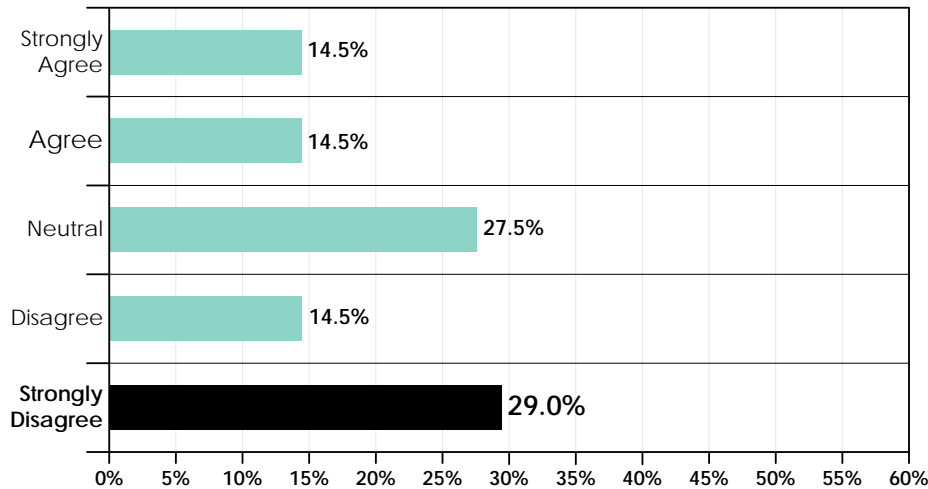
I believe that recreational facilities need to be updated and enhanced. (CORE)



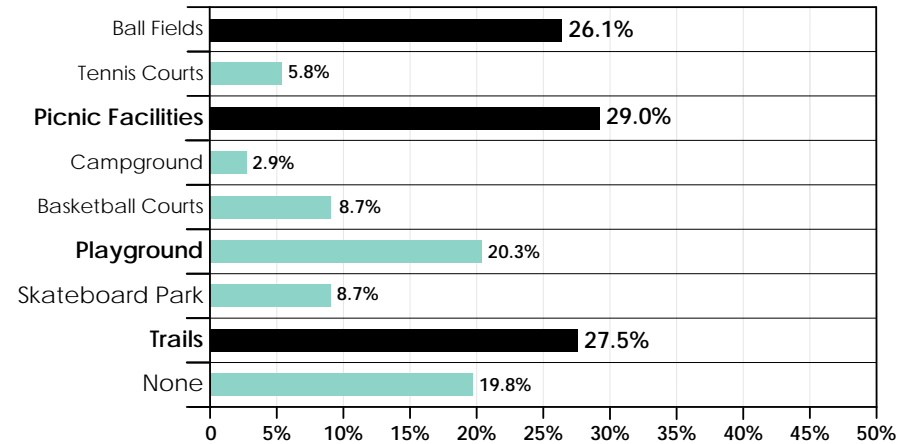
Providing recreation opportunities is important. (CORE)



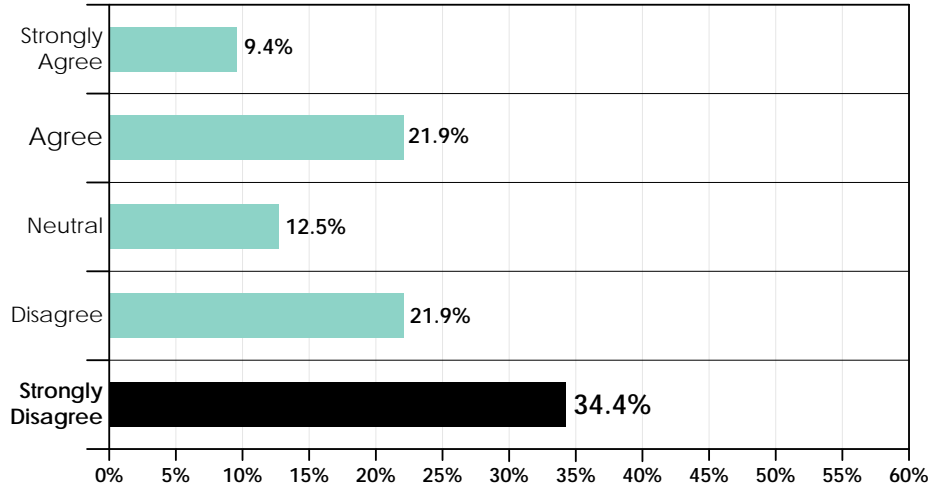
New community parks should be incorporated into all new residential development. (CORE)



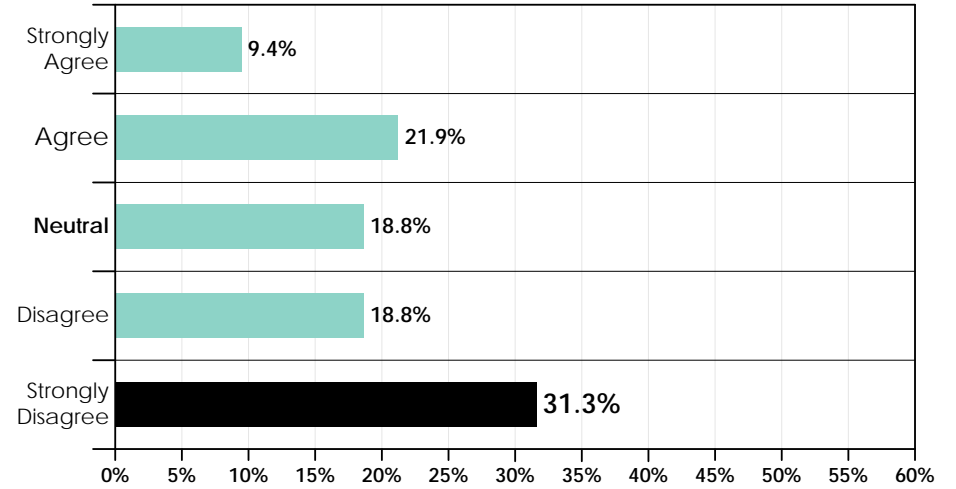
What additional recreational facilities are most needed in Loma? (CORE)



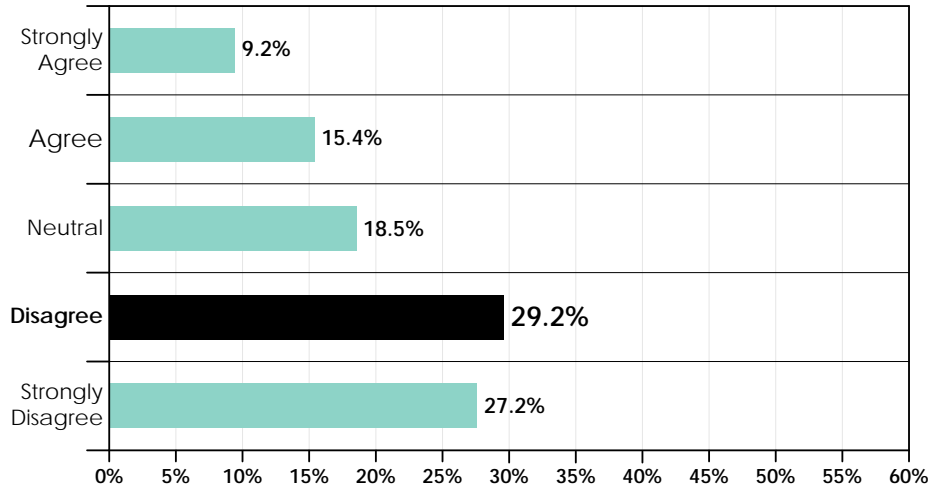
I am willing to pay additional taxes or fees to provide new services and facilities in Loma. (CORE)



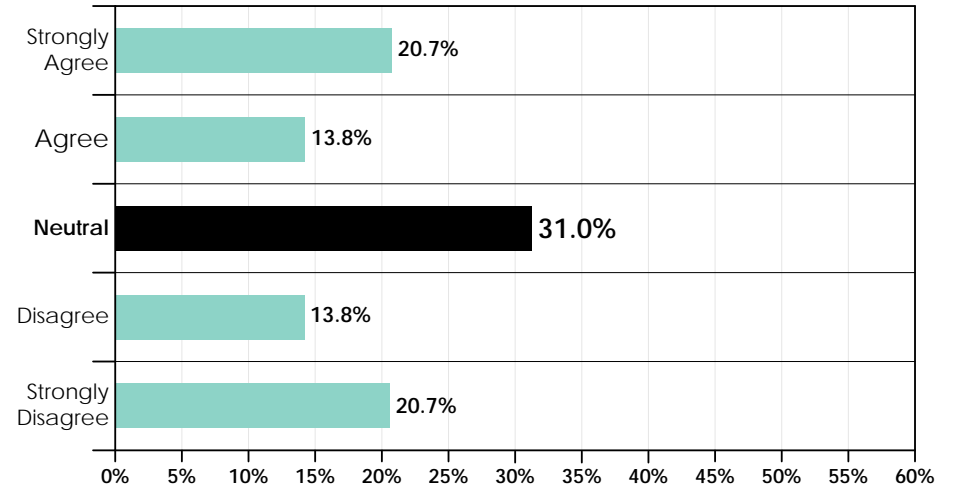
I am willing to pay additional taxes and fees to improve or enhance existing services and facilities in Loma. (CORE)



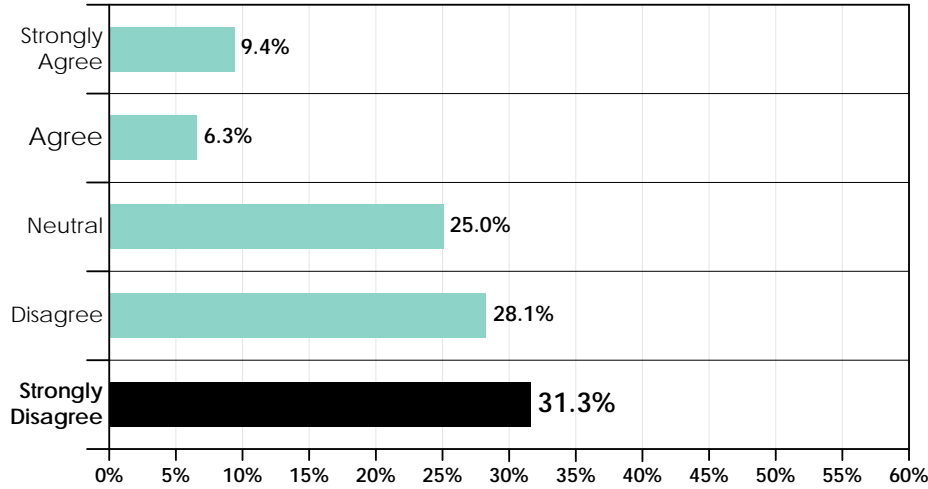
Development of multi-use trails is important. (CORE)



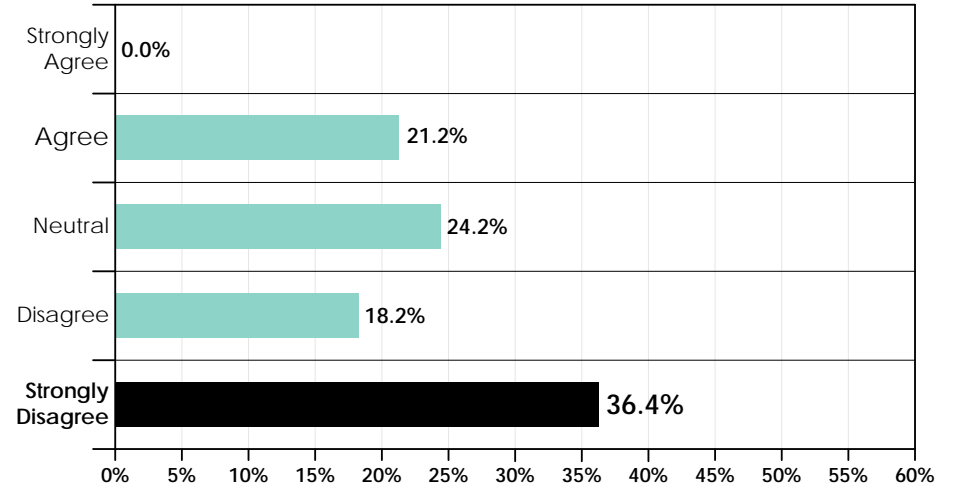
I would like to see the roadways improved in Loma. (CORE)



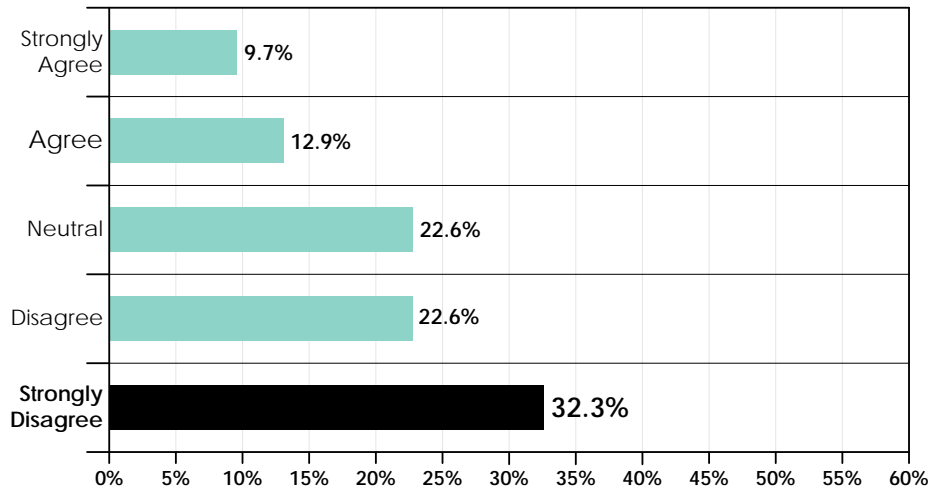
Sidewalks should be developed or upgraded in residential areas. (CORE)



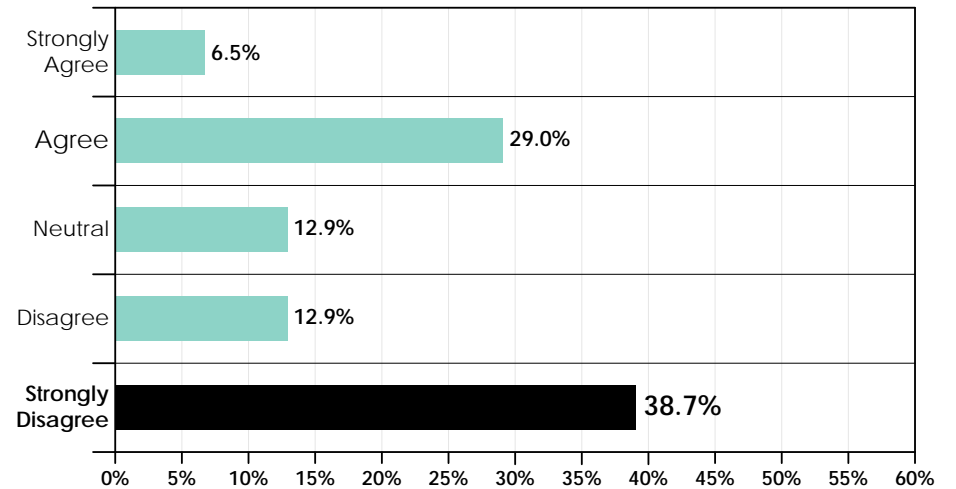
I am willing to pay additional taxes and fees for improvements to existing community facilities and services. (CORE)



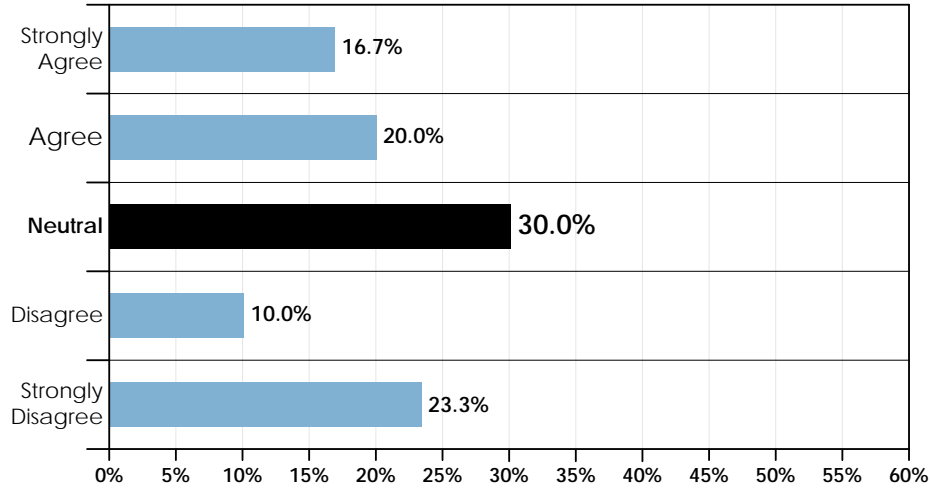
Sidewalks should be developed or upgraded in commercial areas. (CORE)



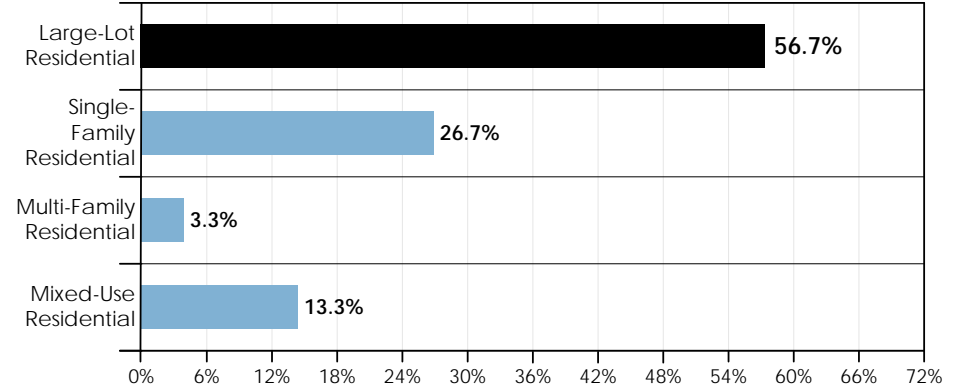
I would be willing to pay additional taxes or fees for new services and facilities in Loma. (CORE)



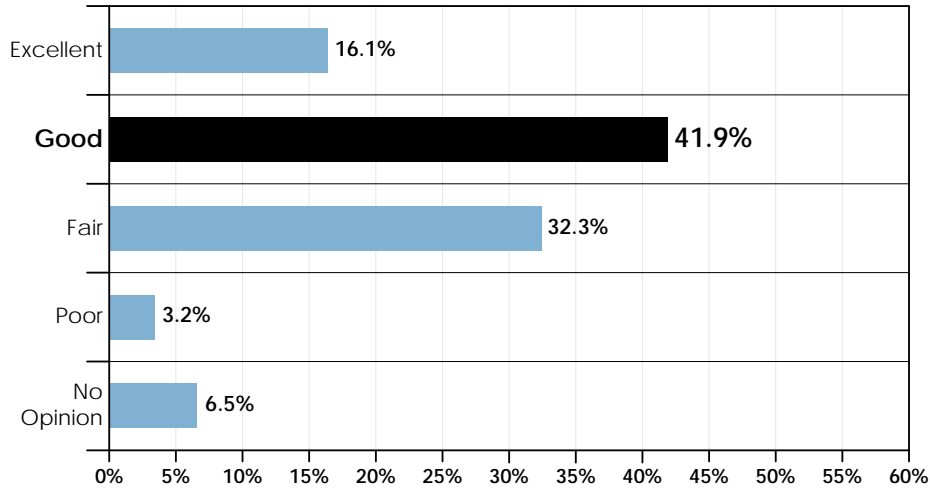
It is important to be able to safely walk or bike to school, shopping, local business, etc... (CORE)



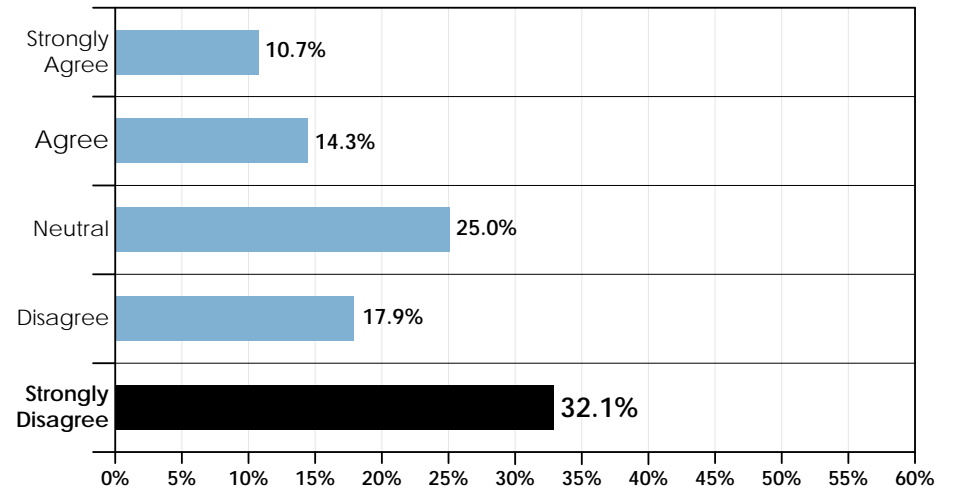
What type of future housing types and styles would you most like to see in Loma? (CORE)



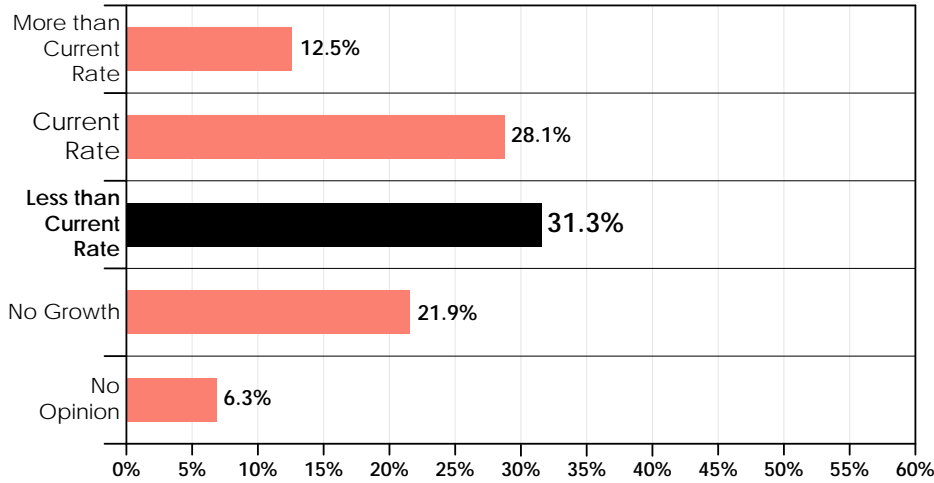
How would you rate the overall quality of housing in Loma? (CORE)



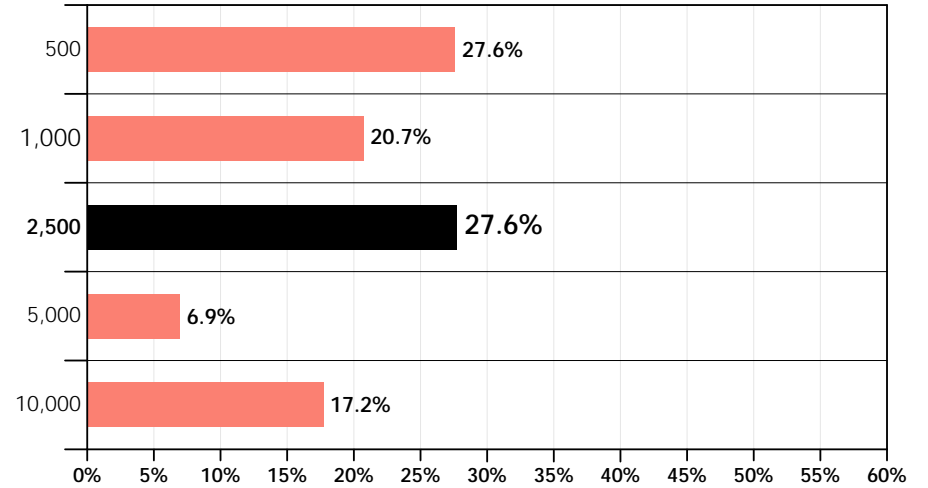
Deteriorated and dilapidated buildings and structures are a problem in Loma. (CORE)



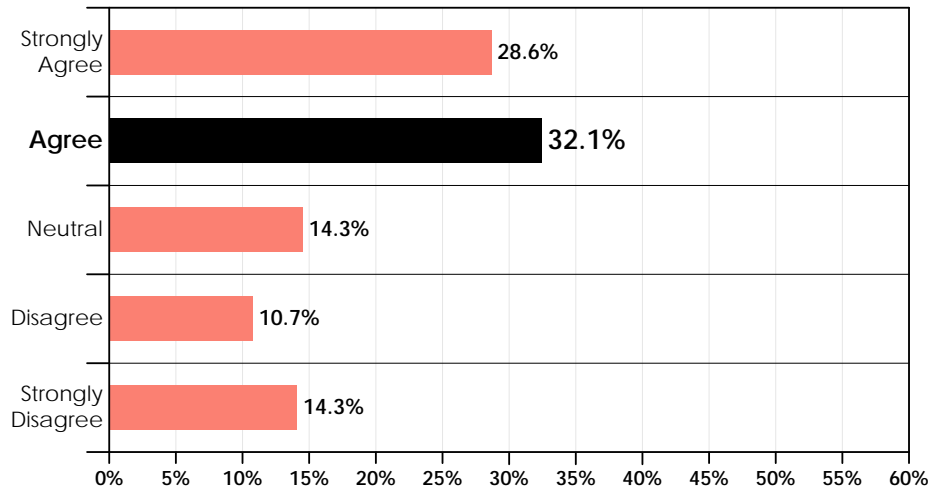
At what rate would you like to see population growth occur in Loma?
(Current rate is 4% annually) (CORE)



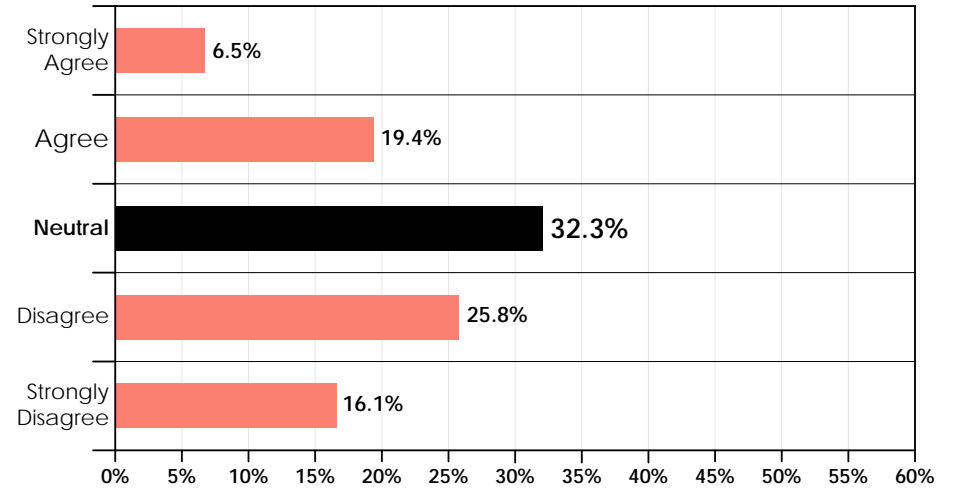
The ideal population of Loma would be... (CORE)



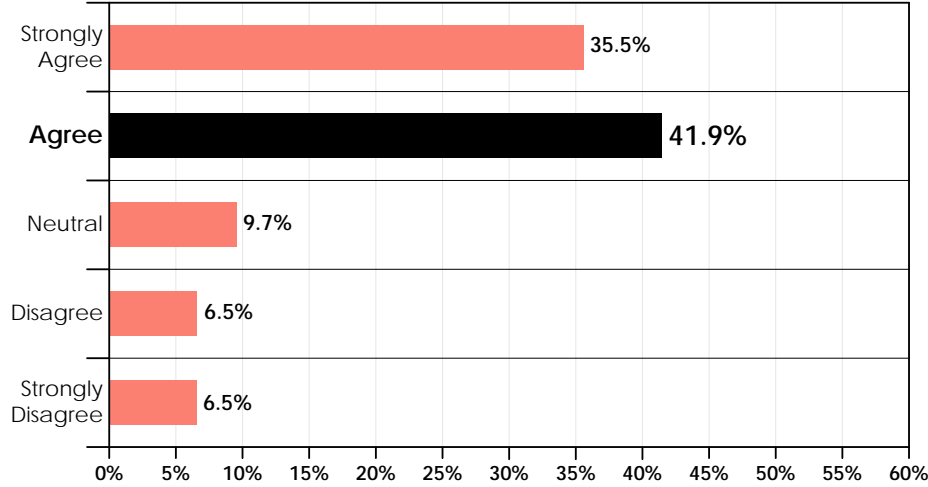
Loma should not accept / approve development unless it strictly follows the adopted Loma Plan. (CORE)



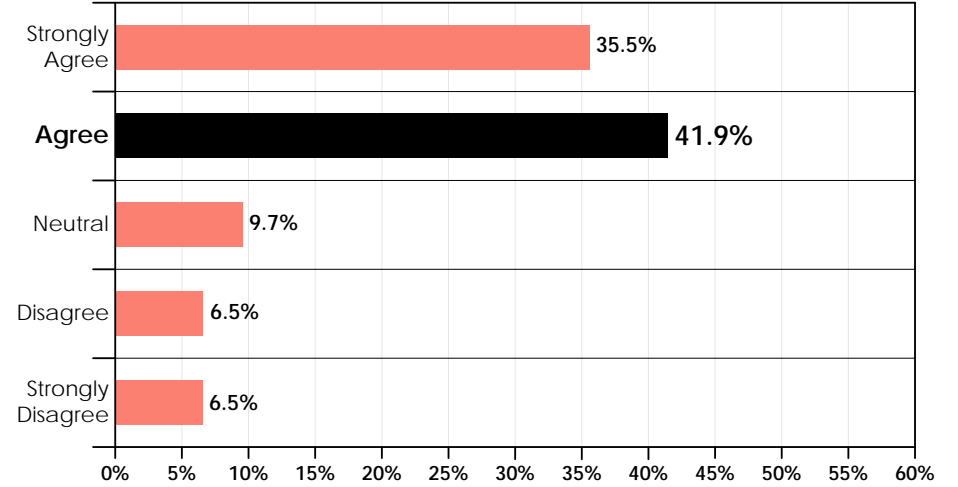
Mixed use development should be encouraged in Loma. (CORE)



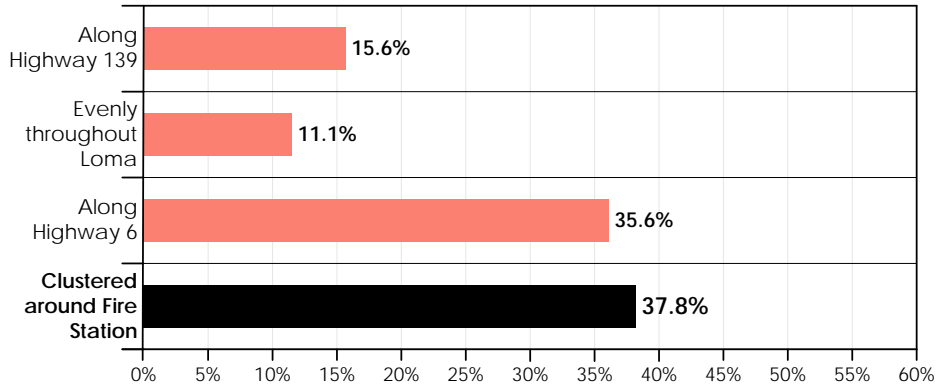
Preservation of cultural and historic sites and structures is important. (CORE)



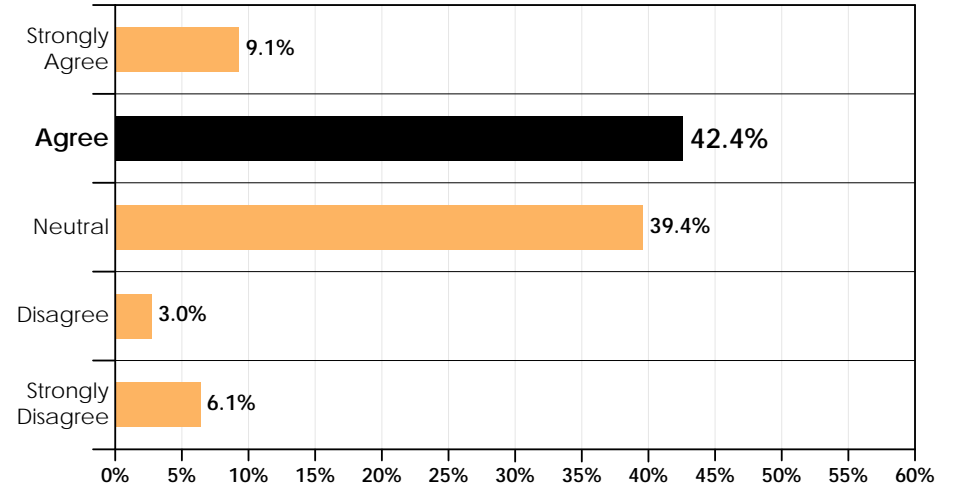
Preservation of cultural and historic sites and structures is important. (CORE)



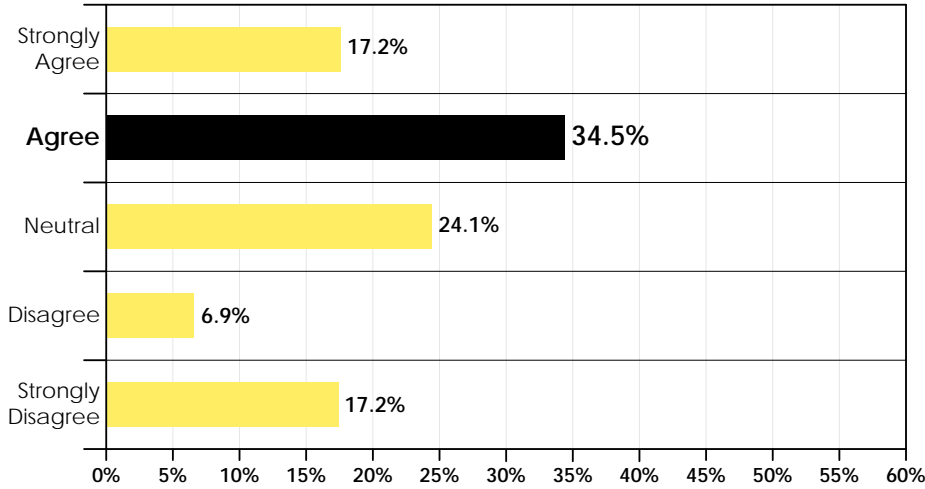
The placement of new business should primarily occur... (CORE)



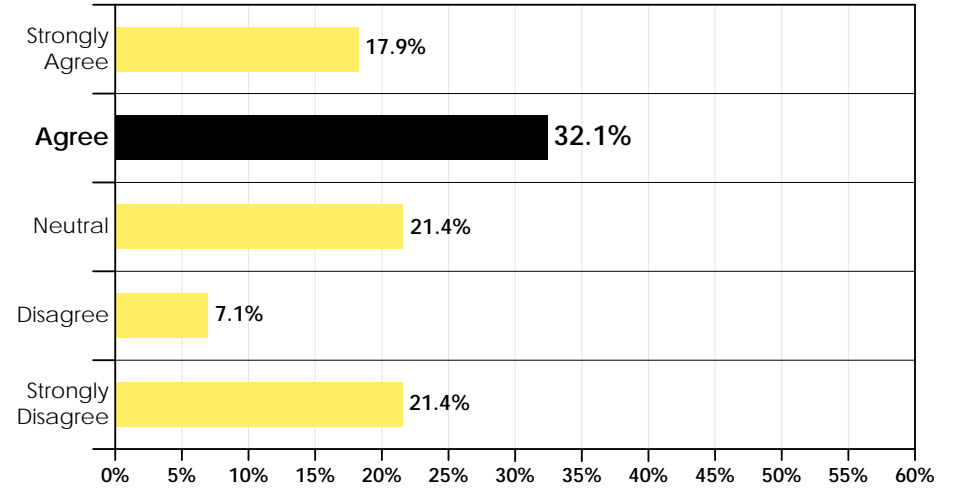
Loma has strong neighborhoods. (CORE)



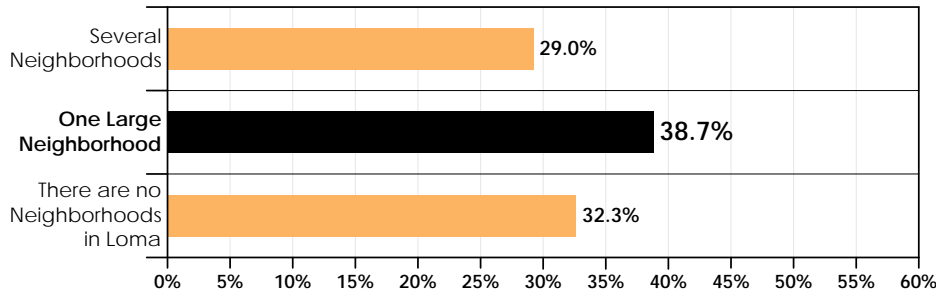
The design and appearance of new buildings in my community is important. (CORE)



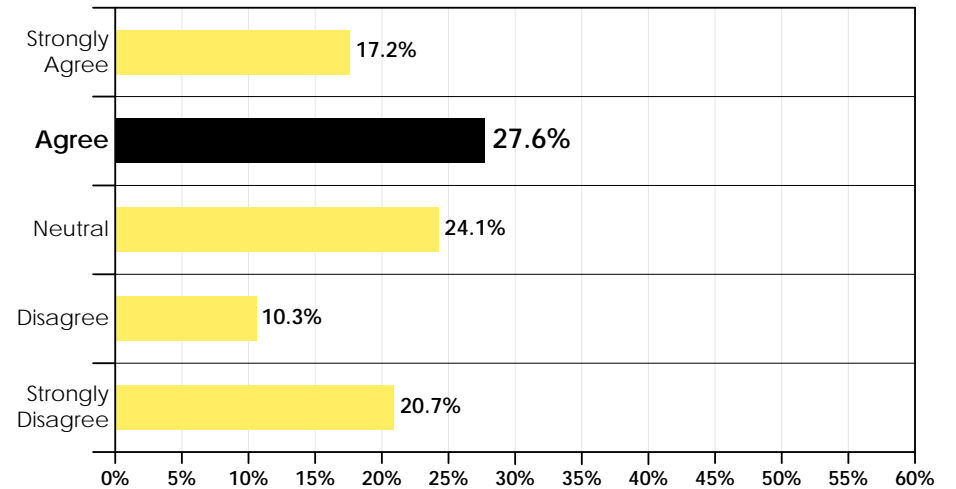
The design and appearance of new commercial or advertisement signage is important. (CORE)



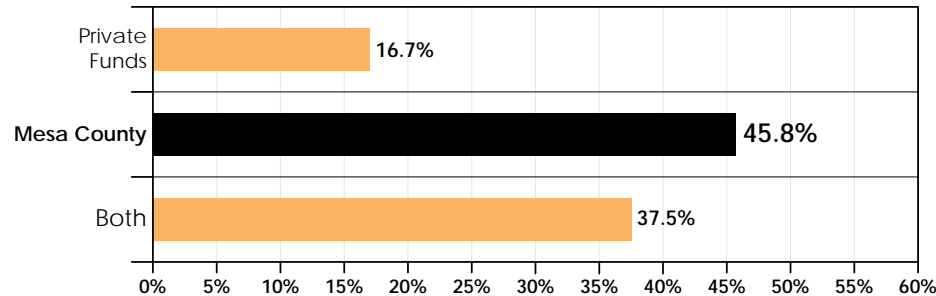
I would describe Loma as... (CORE)



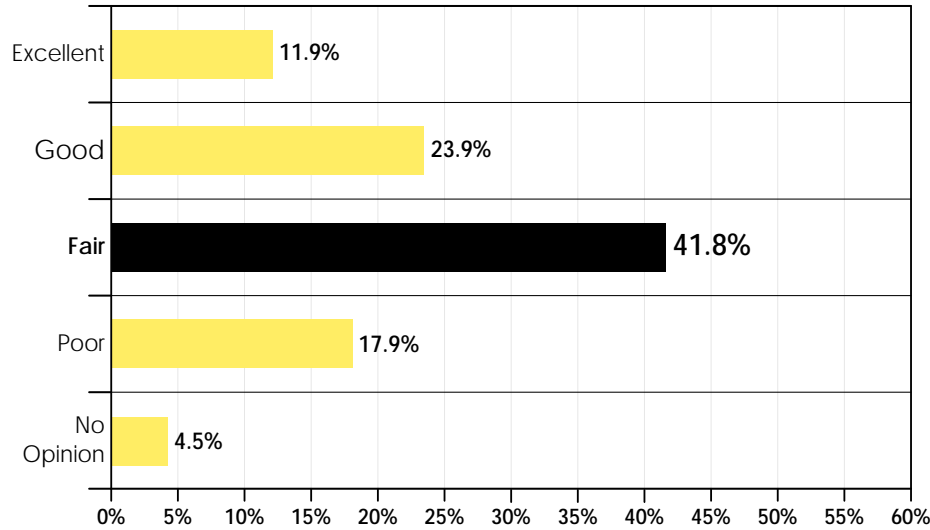
Establishing design standards for future commercial development is important. (CORE)



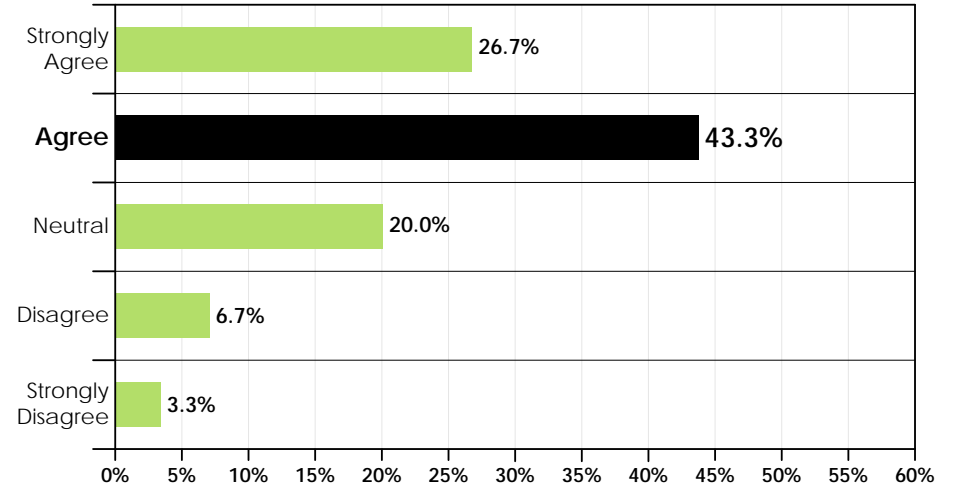
Who should pay for sidewalk upgrades? (CORE)



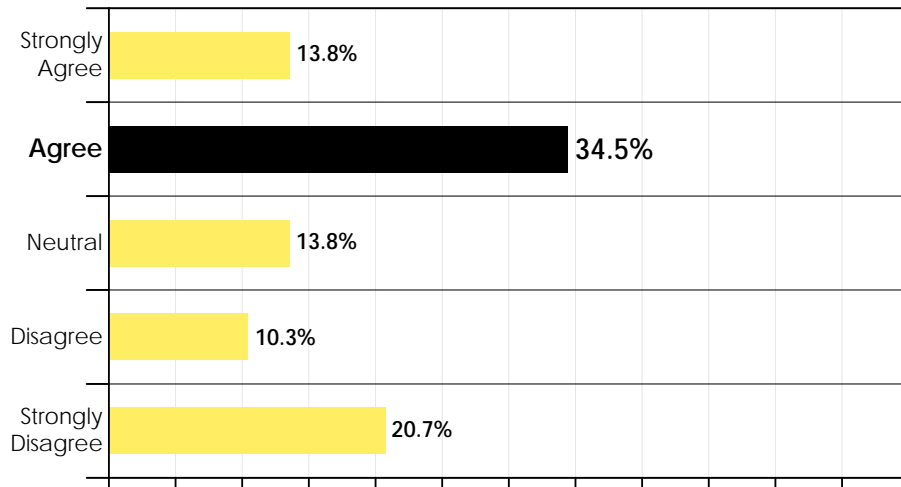
How would you rate the overall appearance of Loma? (CORE)



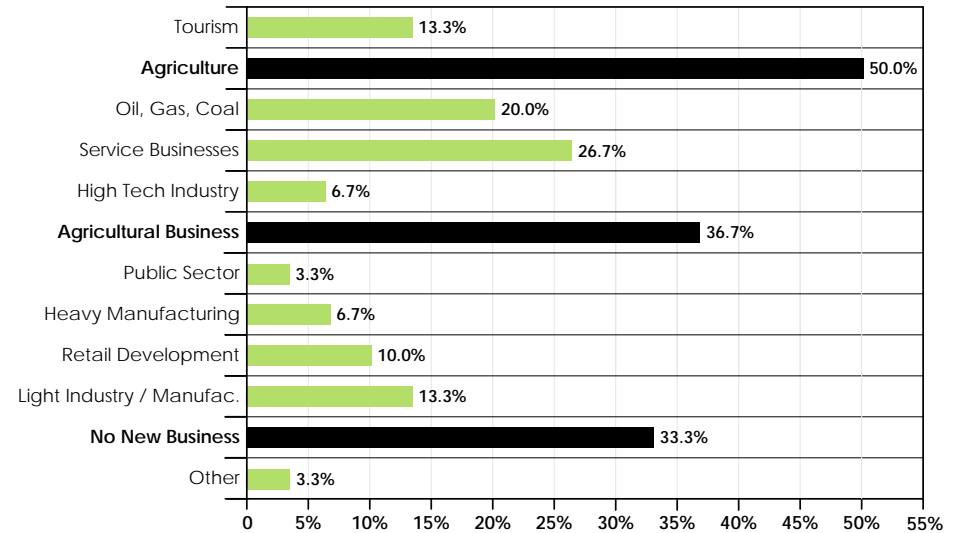
An economic development policy that balances economic growth and preserves community character is important. (CORE)



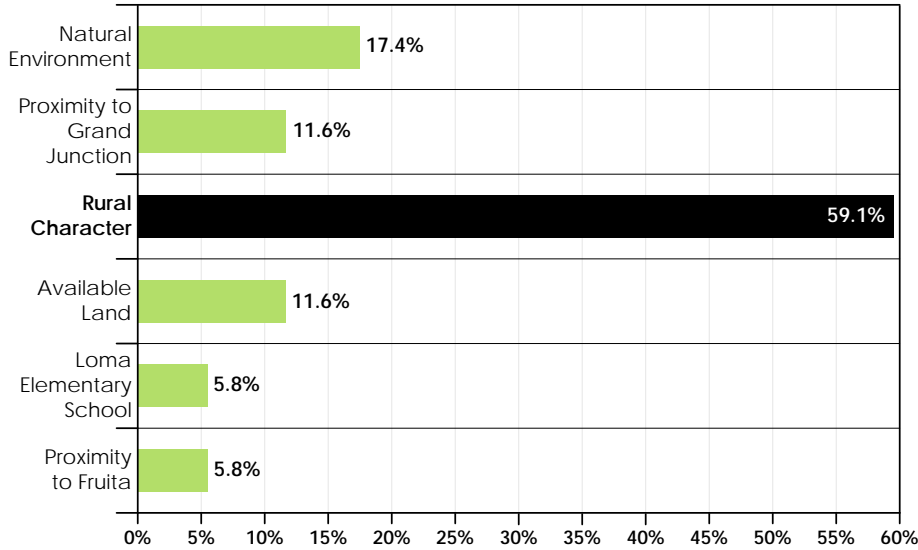
Establishing design standards for entries / gateways into the community is important. (CORE)



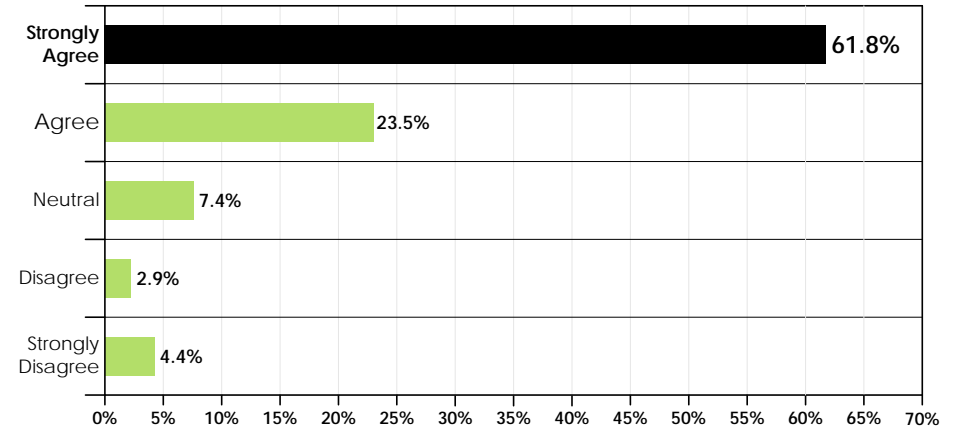
What types of businesses and industries do you believe are most important for Loma to attract? (CORE)



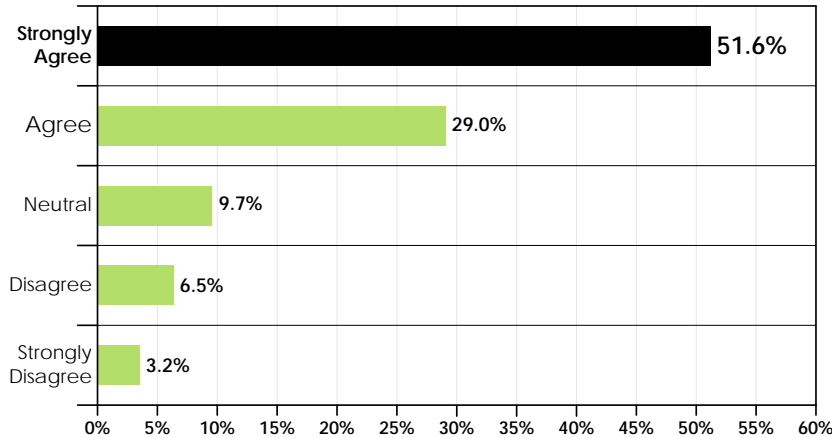
What is the Loma Community's greatest asset? (CORE)



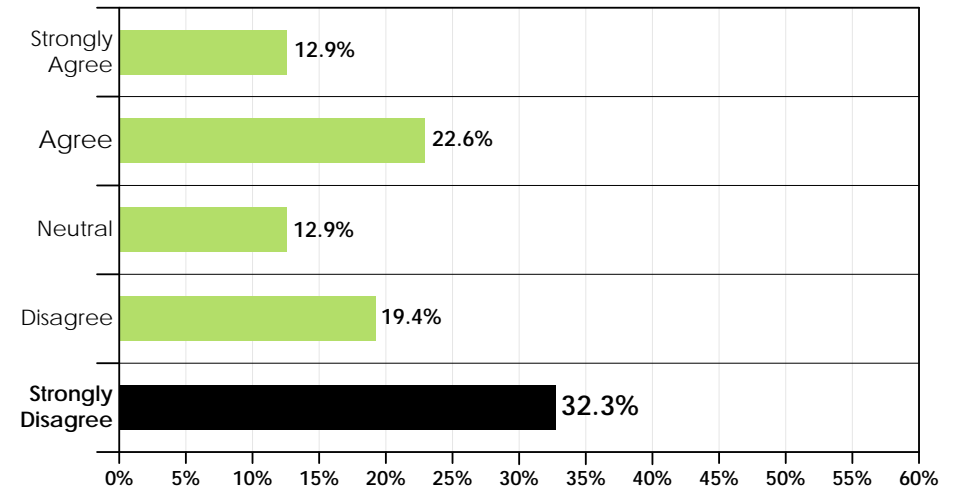
Maintaining the rural atmosphere of Loma is important for future development. (CORE)



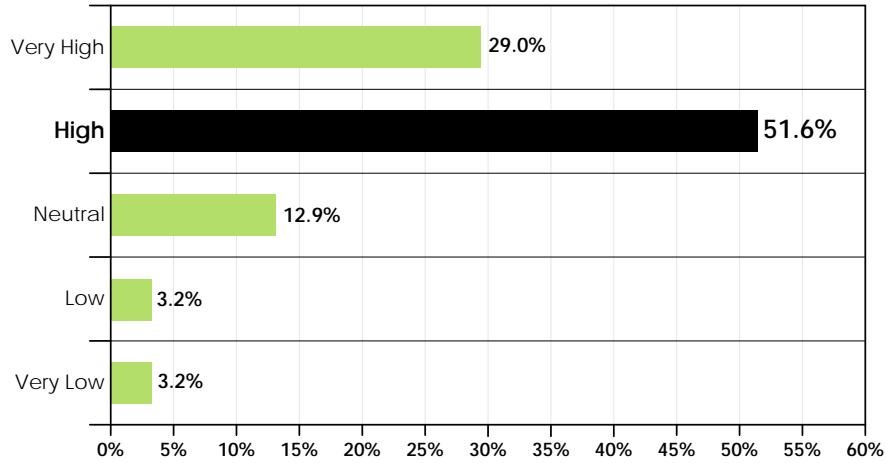
The protection of floodplains, wildlife habitats, woodlands, open spaces, and groundwater is important. (CORE)



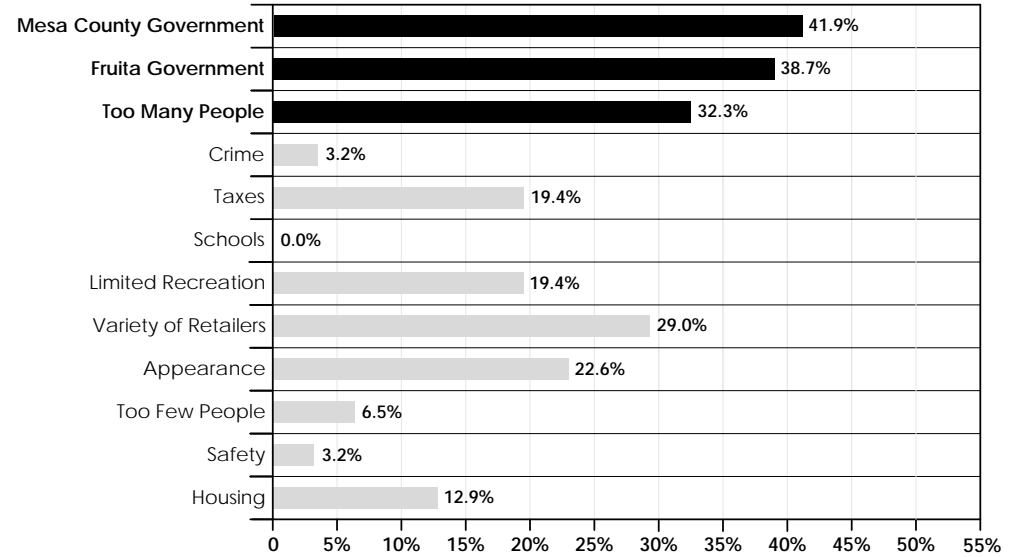
I support the use of taxes to preserve environmentally sensitive areas. (CORE)



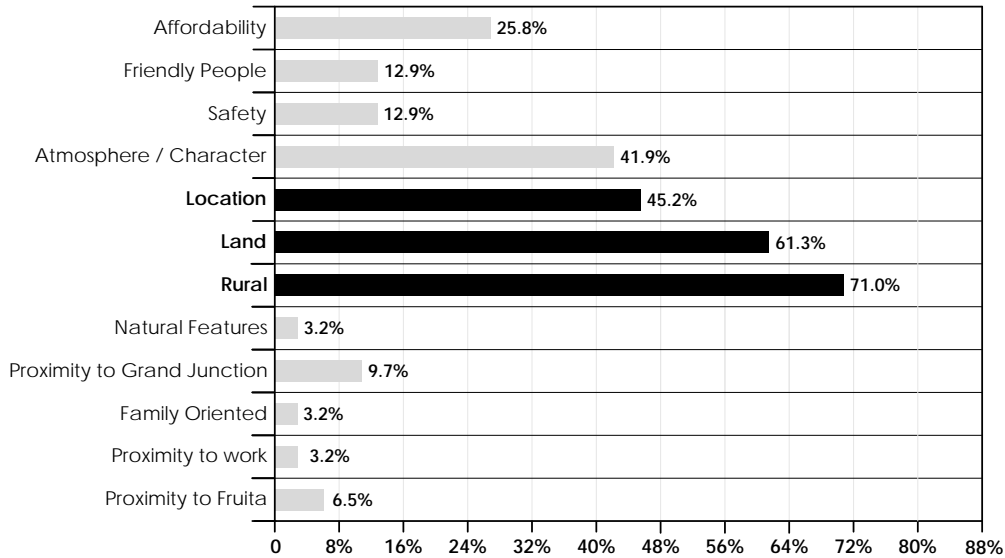
How would you rate the overall quality of life in Loma. (CORE)



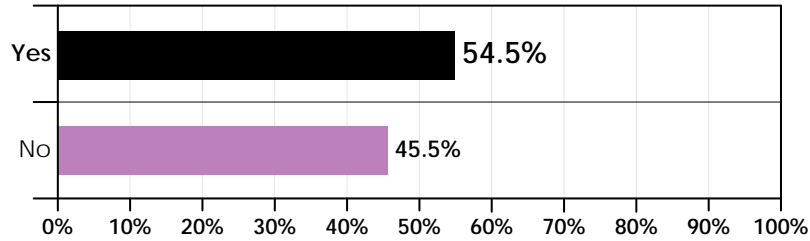
What are the "top 3" things you like least about living in Loma? (CORE)



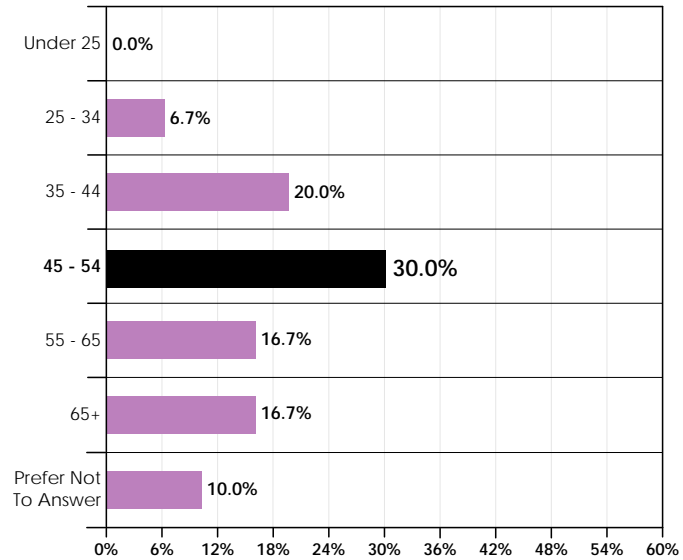
What are the "top 3" reasons why you choose to live in Loma? (CORE)



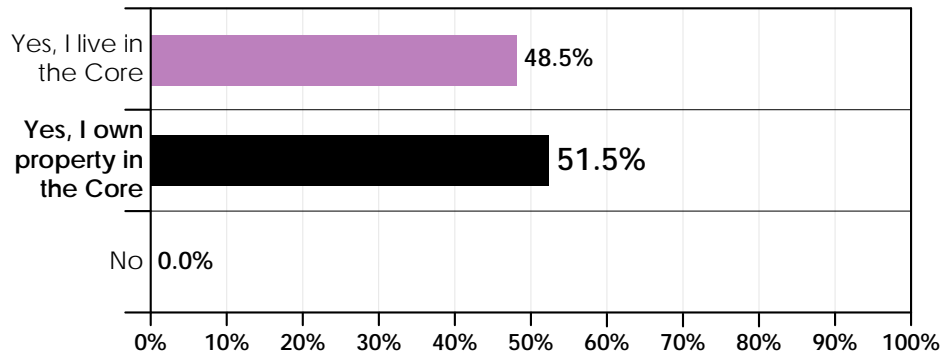
Were you aware of the Loma Community Plan prior to receiving this survey? (CORE)



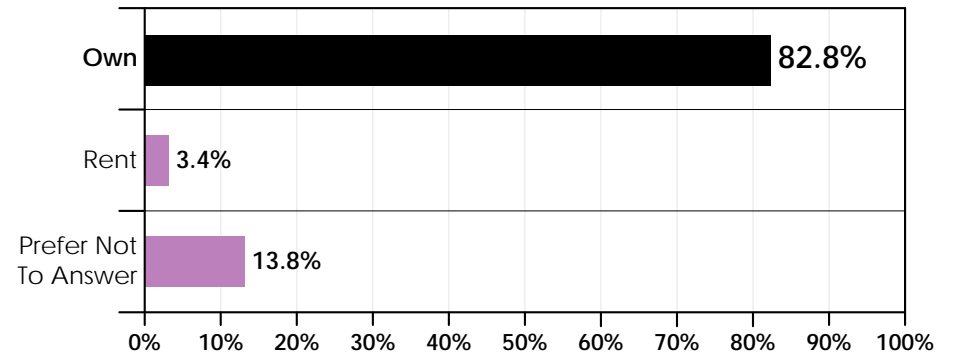
What is your age? (CORE)



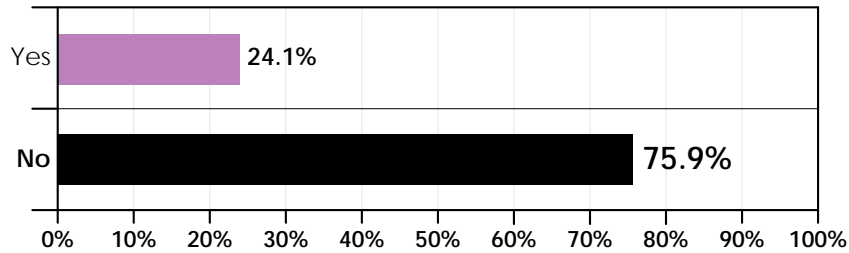
Do you live within or own property within the Loma Rural Community Core? (CORE)



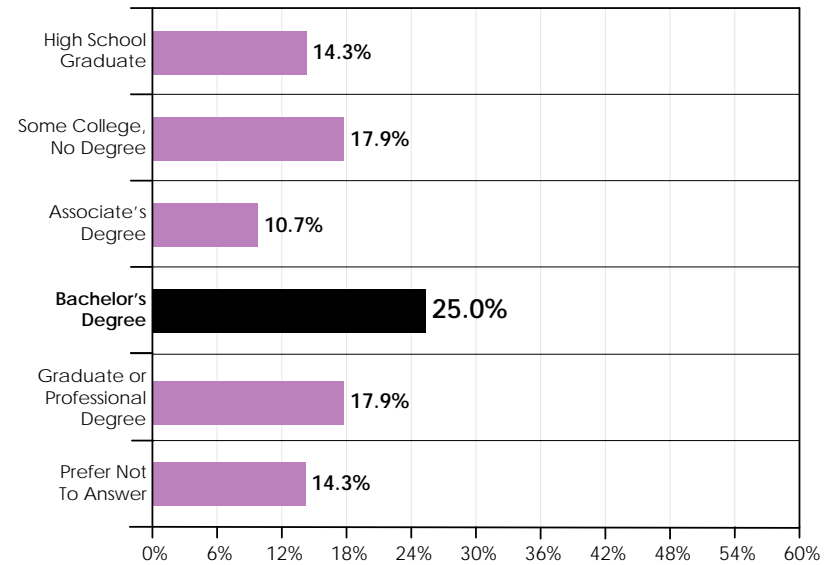
Do you own or rent your current address? (CORE)



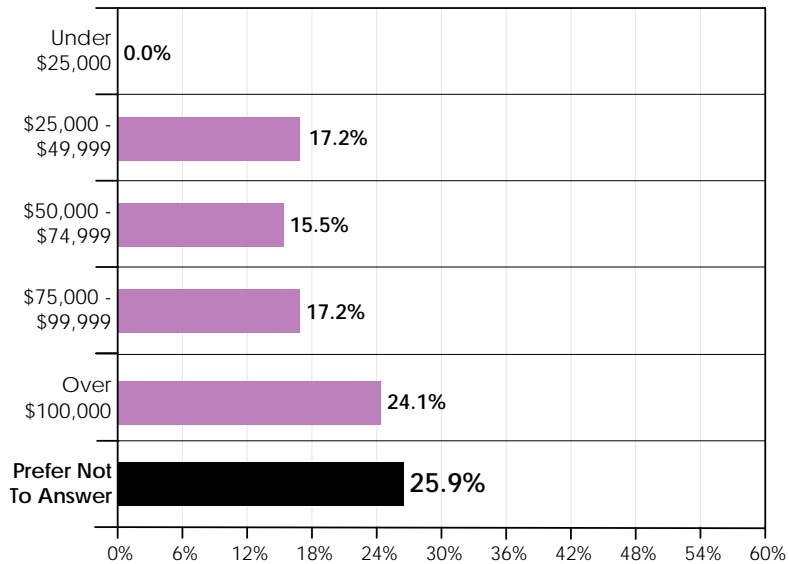
Do you currently have children attending District 51 schools? (CORE)



What is your highest level of education achieved? (CORE)



What is your annual household income? (CORE)



Loma Community Plan



Appendix B: Loma Sewer Service

TECHNICAL MEMORANDUM

TO:	Julie Constan, Mesa County Department of Public Works
FROM:	Brad Simons
RE:	Loma Sewer Service – Fruita Option
DATE:	March 2, 2009
PROJECT #:	008-2033
PHASE:	500
CC:	Nick Bowden, Olsson Associates

In accordance with Mesa County's request, Olsson Associates has analyzed the general feasibility of the Loma area receiving sewer service from the City of Fruita at the City's proposed wastewater treatment facility site south of 15 Road and Highway 6 and 50.

Figure 1 depicts one possible alignment for a raw sewage transmission system from the original lift station site near 13 Road to the general location of Fruita's new wastewater treatment facility. Figure 2 is a topographical profile of the Figure 1 alignment. The total length of the line is approximately 15,500 feet, with a topographical difference of 45 feet. The overall slope available for this alignment is 0.29 feet per 100 feet. The Figure 1 alignment has been analyzed in two separate segments.

Segment 1 begins at the original lift station site and ends at the crossing of the Loma Drain near 13 ¾ Road. The total length of segment 1 is approximately 5,400 feet, with a topographical difference of 46 feet. The overall slope available for this segment is 0.80 feet per 100 feet. This line has previously been evaluated during the initial analysis of providing sewer service to the Loma area.

Segment 2 begins at the crossing of the Loma Drain near 13 ¾ Road and ends at Fruita's new wastewater treatment facility. The total length of segment 2 is approximately 10,100 feet, with a topographical difference of 2 feet. The overall slope available for this segment is 0.02 feet per 100 feet. Taking into account minimum (3 feet) and maximum (15 feet) pipe bury depths, the slope of the segment 2 pipe could achieve 0.14 feet per 100 feet.

Figure 1 – Fruita Interceptor Alignment

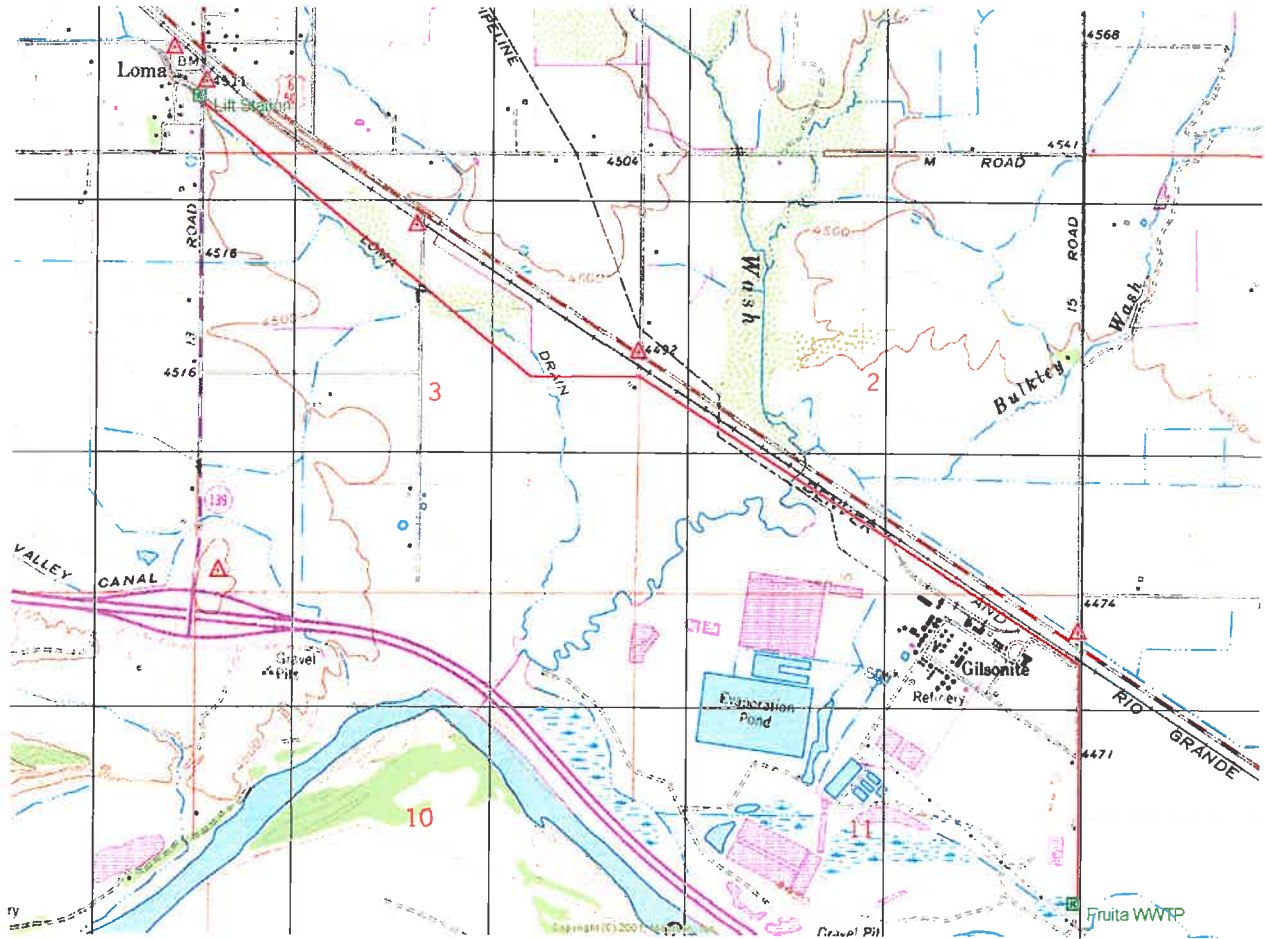
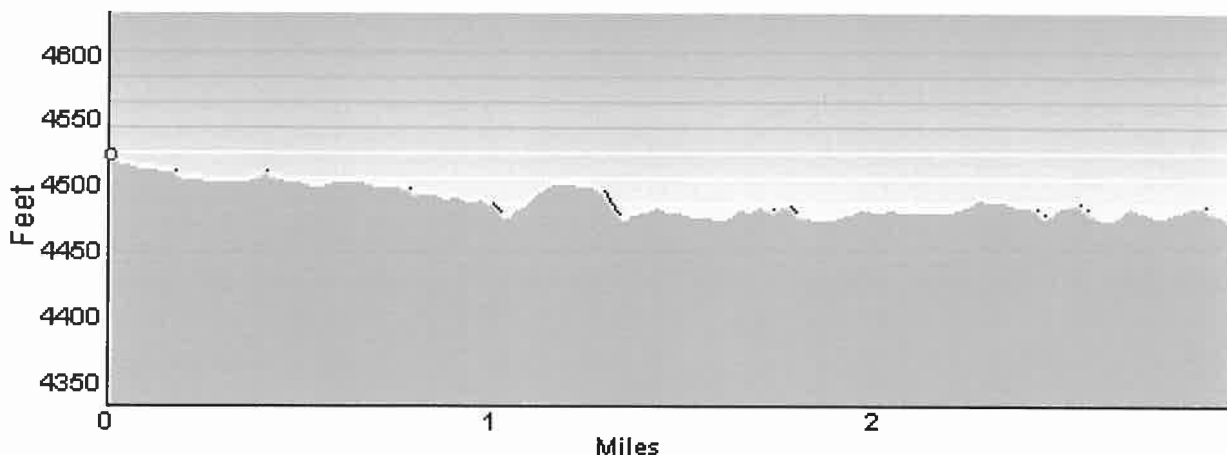


Figure 2 – Fruita Interceptor Topography



A 30-inch diameter sewer is proposed for the segment 2 alignment to accommodate future usage across the overall basin. Table 1 summarizes the velocities for the sanitary sewer line flowing partially full using Manning's equation. From the table, it is apparent the gravity line will require considerable maintenance early on to prevent solids deposition in the line. In accordance with the State of Colorado Design Criteria Considered in the Review of Wastewater Treatment Facilities (Policy 96-1), all sewers should be designed and constructed as to transport average sewage flows at mean velocities of 2.0 feet per second. The 2.0 feet per second velocity will not be attained until the depth of flow within the pipe approaches six and one-half inches (6.5").

Cost estimates for segment 2 of the Figure 1 alignment are presented in Table 2. In accordance with Policy 96-1, manholes should be installed at distances not greater than 500 feet for sewers 18 inches to 30 inches in diameter.

On February 12, 2009, Olsson Associates spoke with Clint Kinney, Fruita's City Manager. According to Mr. Kinney, the City's community plan has two growth areas – the current Urban Growth Area and the future Growth Management Area. Loma is not currently included in either growth area. The City's current policy is to not provide sewer service outside its current boundaries. In the past, the City has provided sewer service to properties outside the City, but the plant investment fees get doubled. The City's current wastewater plant investment fee (PIF) is \$6,400 per equivalent residential unit (ERU), meaning any potential PIF to property outside the City would cost \$12,800 per ERU. Mesa County staff has projected the plant investment fee for the future Mack PID wastewater treatment facility to be approximately \$3,000 per equivalent residential unit.

Table 1 – Interceptor Sewer Calculations

**Loma
Sewer**

3/2/2009

Velocities in Sanitary Sewer Line Flowing Partially Full Using Manning's Equation

Depth of Flow		Hydraulic Radius (R)	Velocity (ft/sec)	Flow (mgd)
(%)	(in)			
0%	0.0	0.000	0.00	0.000
5%	1.5	0.081	0.80	0.047
10%	3.0	0.159	1.25	0.206
15%	4.5	0.232	1.61	0.480
20%	6.0	0.301	1.91	0.864
25%	7.5	0.367	2.18	1.352
30%	9.0	0.427	2.41	1.933
35%	10.5	0.484	2.62	2.596
40%	12.0	0.536	2.81	3.327
45%	13.5	0.583	2.97	4.112
50%	15.0	0.625	3.11	4.936
55%	16.5	0.662	3.23	5.782
60%	18.0	0.694	3.34	6.632
65%	19.5	0.720	3.42	7.467
70%	21.0	0.741	3.48	8.265
75%	22.5	0.754	3.53	9.002
80%	24.0	0.760	3.55	9.649
85%	25.5	0.758	3.54	10.172
90%	27.0	0.745	3.50	10.521
94%	28.2	0.724	3.43	10.618
95%	28.5	0.716	3.41	10.607
100%	30.0	0.625	3.11	9.871

Horizontal Length (ft) =
 Vertical Length (ft) =

n =

S =

Diameter (in) =

Manning's Equation: $V = (1.486/n)R^{2/3}S^{1/2}$

Velocities should stay between 2-10 ft/sec

Maximum flow occurs at 94% depth

Table 2 – Interceptor Sewer Construction Costs

Item	Quantity	Unit	Unit Cost	Cost
30" Sewer Pipe	10,100	lf	\$150.00	\$1,515,000
5' Manhole	21	ea	\$10,000	\$210,000
Contingency	15%			\$259,000
Total Estimated Construction Cost				\$1,984,000

Accordingly, Table 3 and Table 4 present summaries of the anticipated costs to serve the equivalent of 750 residential units in the Loma area. Table 3 represents the cost estimates to convey sewage to the future Mack PID wastewater treatment facility, while Table 4 presents the estimated costs to send raw sewage to the City of Fruita. The total cost, when distributed across the 750 ERUs, results in a fee of approximately \$9,400 per ERU for the Mack PID option and approximately \$19,200 per ERU for the Fruita option.

Table 3 – Mack PID Option

Infrastructure	Estimated Cost	Comments
Collection System to 13 Road		
Current Core	\$1,485,800	
South Comm./Resid.	\$1,222,450	
North Residential	\$951,050	
Interceptor to 13 ¾ Road	\$426,650	
Lift Station Share	\$210,833	1/3 of total (\$632,500)
Mack Force Main Share	\$243,033	1/3 of total (\$729,100)
Mack Interceptor Share	\$243,000	1/3 of total (\$729,100)
Fruita Interceptor Share	N/A	
	\$6,176,650	Total PID Cost
	\$4,782,850	Loma PID Cost
	750	ERUs
	\$6,377	Loma PID Cost/ERU
	\$3,000	Mack PID PIF/ERU
	\$9,377	Loma PID Fee/ERU

Table 4 – Fruita Option

Infrastructure	Estimated Cost	Comments
Collection System to 13 Road		
Current Core	\$1,485,800	
South Comm./Resid.	\$1,222,450	
North Residential	\$951,050	
Interceptor to 13 ¾ Road	\$426,650	
Lift Station Share	N/A	
Mack Force Main Share	N/A	
Mack Interceptor Share	N/A	
Fruita Interceptor Share	\$661,250	1/3 of total (\$1,984,000)
	\$6,069,309	Total PID Cost
	\$4,746,809	Loma PID Cost
	750	ERUs
	\$6,329	Loma PID Cost/ERU
	\$12,800	Fruita PIF/ERU
	\$19,129	Loma PID Fee/ERU

Finally, for informational purposes, Table 5 presents a summary of anticipated costs to operate the lift station discharging to the future Mack PID wastewater treatment facility at a rate of 1.0 million gallons per day.

Table 5 – Lift Station Pumping Costs

Item	Value	Unit
Lift Station Elevation	4490	ft MSL
High Point Elevation	4590	ft MSL
Elevation Head	100	feet
Force Main Length	15,840	feet
Head Loss/100 Feet	0.88	ft/ft
Head Loss	139	ft
Suction Lift	20	ft
Total Head	259	ft
Pressure	112	psi
Horsepower Computed	66	Hp
Pump Horsepower Required	75	Hp
KwH/1000 Gallons	1.17	KwH/1000 Gallons
KwH/Day	236	KwH/Day
\$/KwH	\$0.10	\$/KwH
\$/Day	\$23.64	\$/Day
\$/Year	\$8,628	\$/Year
\$/ERU/Month	\$0.96	\$/ERU/Month