

GRAND JUNCTION CITY COUNCIL
READINESS SESSION

MONDAY, OCTOBER 14, 2013, 5:00 P.M.
CITY AUDITORIUM
250 N. 5TH STREET

To become the most livable community west of the Rockies by 2025

- 1. Avalon Theatre Naming Rights:** This request is to review and approve the recommendation for naming opportunities for the theatre. The Avalon Theatre Naming Rights Committee includes Debbie Kovalik, Stuart Taylor, Bennett Boeschstein, Jay Valentine, Robin Brown, John Halvorson, Karen Hilderbrandt, and Kathy Hall. Establishing naming opportunities now will make it possible for campaign committee members to go out and generate additional private contributions for the Avalon Theatre renovation project. [Attach R-1](#)
- 2. Prohibition of Parking along Main Street during Parade of Lights:** The Downtown Partnership is requesting the prohibition of parking along Main Street during the Annual Parade of Lights, and the authorization of towing of vehicles in violation of the prohibition. City Staff concurs with the recommendation to prohibit the parking. [Attach R-2](#)
- 3. Addition of City Property to the DDA District:** The City and DDA Staff are recommending the annexation of a number of City-owned parcels into the DDA district. [Attach R-3](#)
- 4. Other Business**



Date: October 7, 2013

Author: Debbie Kovalik

Title/ Phone Ext: ECVS Director:

Ext. 4052

Proposed Meeting Date:

October 14, 2013

CITY COUNCIL STAFF REPORT READINESS SESSION

Attach R-1

Topic: Avalon Theatre Naming Rights
Staff (Name & Title): Debbie Kovalik, ECVS Director

Summary:

This request is to review and approve the recommendation for naming opportunities for the theatre. The Avalon Theatre Naming Rights Committee includes Debbie Kovalik, Stuart Taylor, Bennett Boeschstein, Jay Valentine, Robin Brown, John Halvorson, Karen Hilderbrandt, and Kathy Hall. Establishing naming opportunities now will make it possible for campaign committee members to go out and generate additional private contributions for the Avalon Theatre renovation project.

Background, Analysis and Options:

The Avalon Theatre Naming Rights Committee met on September 16th to review the list of existing donors (both paid in full and pledged) and develop a list of possible naming rights/opportunities. The opportunity to name sections of the theatre is a way of bringing additional private capital into the funding of the project.

The Committee agreed that it was important to give these naming possibilities a “range” of donations rather than a specific amount. This is necessary in order for the campaign committee to negotiate possible interest from future donors as well as options for existing donors. Cash contributors will get first right of refusal. Many of the donors are not expecting naming rights and will likely be pleased with recognition on the donor wall in the Main lobby.

Board or Committee Recommendation:

The committee recommends the following list of levels for naming rights:

Avalon Theatre Building (for advanced future naming)	\$4 Million or Greater (Targets Phase II)
The Multi-Purpose Room	\$600,000 to \$1 Million
The Rooftop Terrace	\$500,000 to \$750,000
Lobby – Main Floor	\$200,000 to \$500,000
Lobby – Mezzanine	\$100,000 to \$200,000
Orchestra – Main Floor – 3 naming levels	\$100,000 to \$250,000
Mezzanine – Level One and Level Two	\$100,000 to \$250,000

Balcony – One Level	\$100,000 to \$250,000
Elevator	\$50,000 to \$75,000
Hearing Loop	\$30,000 to \$50,000
Concessions – 4 possibilities	\$50,000 to \$100,000
Seats – Recognition will be on Donor Wall	\$1,000 to \$2,500

Financial Impact/Budget: The Naming Rights Program allows additional opportunities for additional private donations.

Legal issues: Contractual terms and timing of agreements.

Other issues: Tax-deductible status and duration of naming rights.

Previously presented or discussed: This was discussed previously at a pre-meeting.

Attachments: None



Date: 10/4/13

Author: Harry M. Weiss

Title/ Phone Ext: DDA ED/4134

Proposed Meeting Date:

10/14/13

CITY COUNCIL STAFF REPORT READINESS SESSION

Attach R-2

Topic: Prohibition of Parking along Main Street during Parade of Lights

Staff (Name & Title): Harry Weiss, DDA/BID Director

Summary:

The Downtown Partnership is requesting the prohibition of parking along Main Street during the Annual Parade of Lights, and the authorization of towing of vehicles in violation of the prohibition. City Staff concurs with the recommendation to prohibit the parking.

Background, Analysis and Options:

In years past there has been no restriction of on-street parking on Main Street during the Annual Parade of Lights. As attendance at the Parade has grown a number of problems have arisen.

- A minority of Parade attendees park vehicles along Main Street starting Friday afternoon before the Saturday evening Parade to secure an exclusive viewing spot. By Friday evening, most if not all of the 60+ legal parking spaces from 3rd to 7th Streets are taken with more vehicles occupying the loading zones and 10-minute parking zones.
- Customer parking for Main Street businesses is obstructed by the vehicles monopolizing parking for the 36 hours leading up to the Parade, thus impeding customer convenience and commerce on one of the busiest weekends for downtown.
- Vehicles lining the Parade route, especially large trucks, obstruct the view of the Parade for the pedestrians who make up the vast majority of folks attending the Parade.
- Pedestrians now crowd along the edge of the travel lane to watch the Parade, creating a serious public safety concern as the Parade floats and vehicles thread their way through the crowded street. A number of Parade entrants have told us that they may no longer participate as they fear someone will get hurt.
- The Parade experience is further undermined by those folks who turn their vehicles on to keep warm while watching the Parade, thus spewing exhaust into the crowd and adding vehicle noise.

- Immediately after the end of the Parade, parked vehicles start to pull out to leave, further endangering pedestrians lining the Parade route.

To address these issues, the Downtown Partnership requests that the City prohibit parking along Main Street after 3:00 PM Saturday until the end of the Parade, and authorize the towing of vehicles in violation of the prohibition. The Downtown Partnership will coordinate with the City in publicizing the change, and will post signs along Main Street Friday morning providing notice of the new parking restriction and the towing provision. This arrangement is the similar to what we do for Farmers Market nights in the summer. We suggest that vehicles towed be taken to the gravel lot on the east side of 7th Street between Ute & Pitkin (opposite the GJFD) where owners can more readily retrieve their vehicles.

Board or Committee Recommendation:

The DDA/BID Board endorsed the parking restriction and towing provision during the Parade of Lights at their September 26, 2013 meeting.

Financial Impact/Budget:

Vehicles violating the parking prohibition for Parade of Lights can be cited for violation with or without a fine. Individuals whose vehicles are towed are responsible for towing costs unless the City/DDA make alternate provisions with a towing service.

Legal issues:

The City may, in accordance with GJMC §§ 10.04.200 and 10.04.210 impose temporary restrictions on parking, including the temporary suspension of the meters and limitations on parking before and during the parade.

Other issues:

To minimize the prospect of towing vehicles, it may be possible to contact the owners of vehicles who have parked to view the Parade and give them notice to move their vehicles. City staff will consult with GJPD about the possibility of running license plates to identify owners and alerting them before towing commences.

Previously presented or discussed:

This has not been previously discussed.

Attachments:

None.



Date: 10/4/13
 Author: Harry M. Weiss
 Title/ Phone Ext: DDA ED/4134
 Proposed Meeting Date:
10/14/13

**CITY COUNCIL STAFF REPORT
 READINESS SESSION**

Attach R-3

Topic: Addition of City Property to the DDA District
Staff (Name & Title): John Shaver, City Attorney Harry Weiss, DDA, Executive Director

Summary:

The City and DDA Staff are recommending the annexation of a number of City-owned parcels into the DDA district.

Background, Analysis and Options:

In the course of the City Legal Department’s preparation to replat the multiple parcels upon which the Public Safety Complex sits into a single parcel, the County Assessor noted that two of the eight existing parcels are included in the DDA district. Similarly, the City-owned gravel parking lot on the east side of 7th Street across from the Public Safety campus is made up of two lots, only one of which is in the DDA district. The Assessor will not allow for only a portion of a parcel to be included in a taxing district. To remedy the situation, the new single parcels should be either included or excluded from the district. Staff recommends inclusion.

City Attorney Shaver requested that the DDA Director review the matter and make recommendations for other boundary adjustments concurrent with the clean-up of the Public Safety site. The DDA identified a number of odd parcels in the vicinity of Las Colonias Park and the Botanical Gardens for inclusion in the district. DDA also suggested that Emerson Park be added to the district as it serves as the eastern anchor of the blocks including Whitman Park and the Public Safety complex.

Board or Committee Recommendation:

The DDA reviewed and endorsed the inclusion of the identified City-owned parcels at its October 10, 2013, meeting.

Financial Impact/Budget:

None. These City-owned properties are tax-exempt and generate no tax revenues; nor will they have any effect on the DDA’s TIF.

Legal issues:

Inclusion of property in the DDA district is by voluntary petition of the property owner. There is no authority to annex property unilaterally.

Other issues:

None.

Previously presented or discussed:

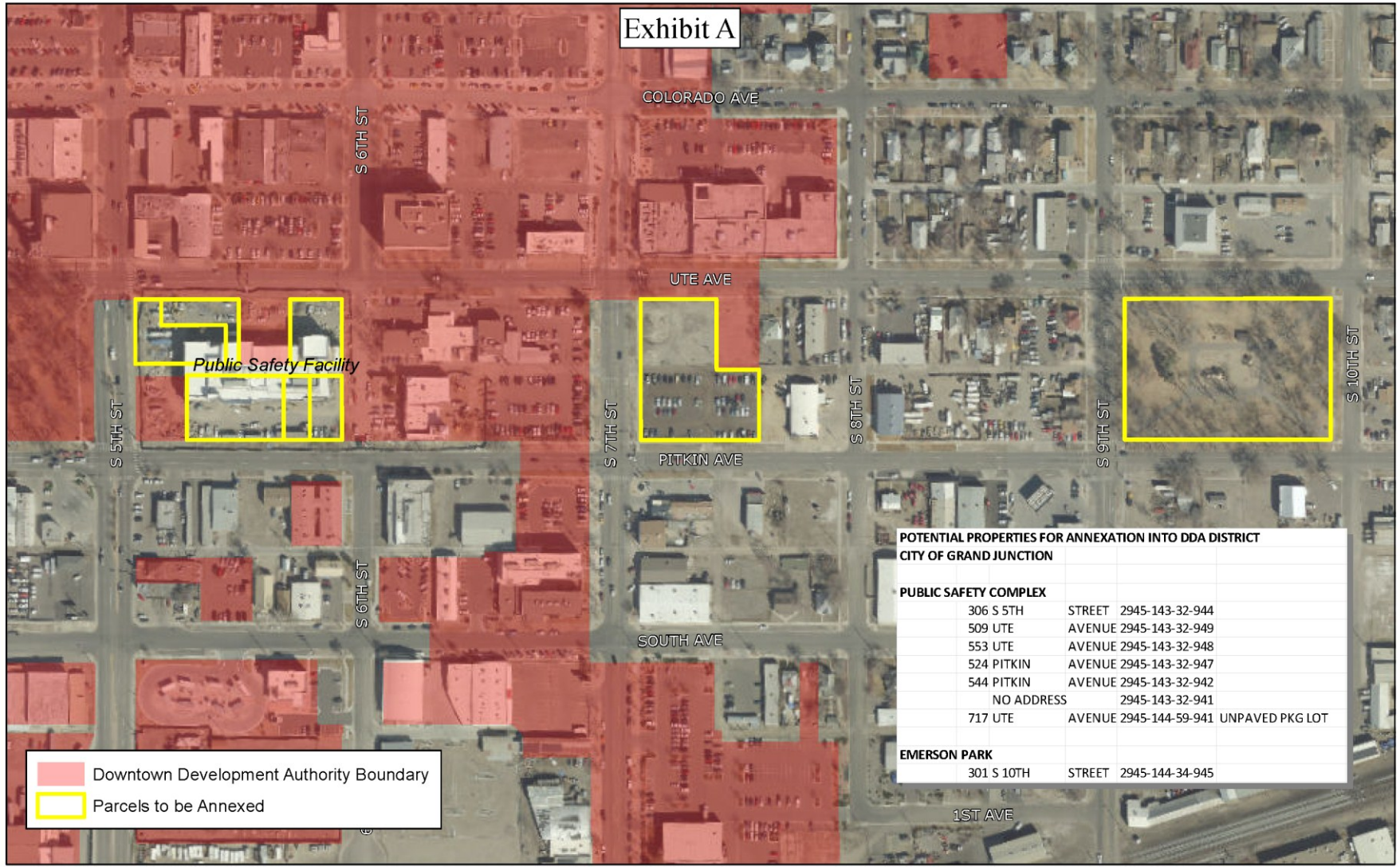
NA.

Attachments:

Exhibits A & B (GIS maps depicting the parcels)

Potential Properties for Annexation into DDA District

Exhibit A

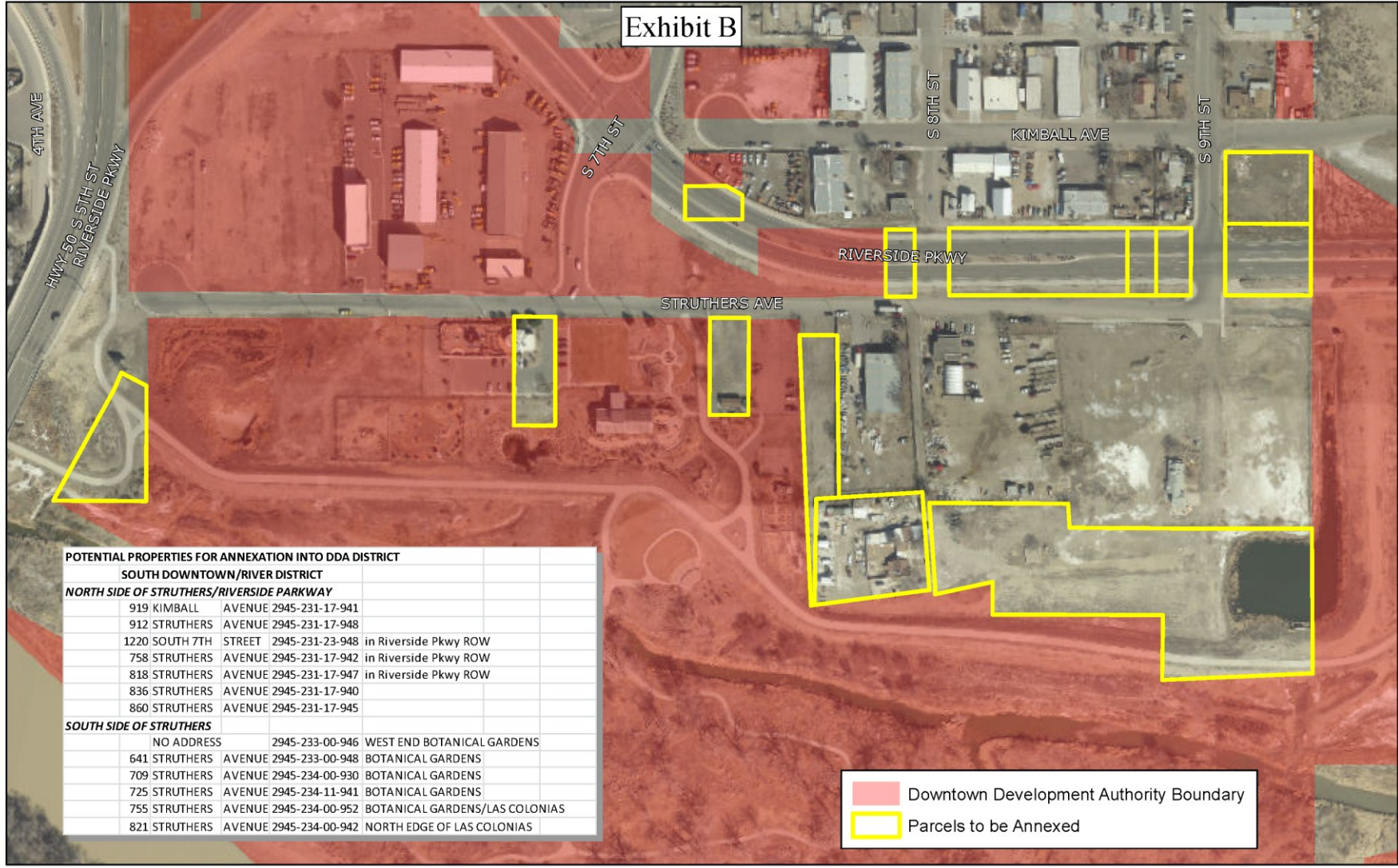


Downtown Development Authority Boundary
 Parcels to be Annexed

POTENTIAL PROPERTIES FOR ANNEXATION INTO DDA DISTRICT CITY OF GRAND JUNCTION			
PUBLIC SAFETY COMPLEX			
306 S 5TH	STREET	2945-143-32-944	
509 UTE	AVENUE	2945-143-32-949	
553 UTE	AVENUE	2945-143-32-948	
524 PITKIN	AVENUE	2945-143-32-947	
544 PITKIN	AVENUE	2945-143-32-942	
	NO ADDRESS	2945-143-32-941	
717 UTE	AVENUE	2945-144-59-941	UNPAVED PKG LOT
EMERSON PARK			
301 S 10TH	STREET	2945-144-34-945	

Potential Properties for Annexation into DDA District

Exhibit B



POTENTIAL PROPERTIES FOR ANNEXATION INTO DDA DISTRICT			
SOUTH DOWNTOWN/RIVER DISTRICT			
NORTH SIDE OF STRUTHERS/RIVERSIDE PARKWAY			
919	KIMBALL AVENUE	2945-231-17-941	
912	STRUTHERS AVENUE	2945-231-17-948	
1220	SOUTH 7TH STREET	2945-231-23-948	in Riverside Pkwy ROW
758	STRUTHERS AVENUE	2945-231-17-942	in Riverside Pkwy ROW
818	STRUTHERS AVENUE	2945-231-17-947	in Riverside Pkwy ROW
836	STRUTHERS AVENUE	2945-231-17-940	
860	STRUTHERS AVENUE	2945-231-17-945	
SOUTH SIDE OF STRUTHERS			
	NO ADDRESS	2945-233-00-946	WEST END BOTANICAL GARDENS
641	STRUTHERS AVENUE	2945-233-00-948	BOTANICAL GARDENS
709	STRUTHERS AVENUE	2945-234-00-930	BOTANICAL GARDENS
725	STRUTHERS AVENUE	2945-234-11-941	BOTANICAL GARDENS
755	STRUTHERS AVENUE	2945-234-00-952	BOTANICAL GARDENS/LAS COLONIAS
821	STRUTHERS AVENUE	2945-234-00-942	NORTH EDGE OF LAS COLONIAS

Downtown Development Authority Boundary
 Parcels to be Annexed