

DOWNTOWN DEVELOPMENT AUTHORITY  
February 4, 1994 Board Meeting

Present: Joe Skinner, Glen Dennis, Mark Hermundstad, Ed Chamberlin, Jean Sewell, City Council Representative Dan Rosenthal, DDA Counsel Kathleen Killian, DDA Director Barbara Creasman, DDA Secretary Wendy Schade.

Also present: Bennett Boeschstein and Mark Achen.

Absent: Mancel Page, Bruce Hill, Bill Petty.

CALL TO ORDER

The meeting was called to order at 7:35 AM by Chairman Joe Skinner.

MINUTES

Glen made a motion to approve the minutes of January 7. Jean second. Approved.

FINANCIAL REPORT

There was no Financial Report, since it was discussed at January's workshop.

DIRECTORS REPORT

**Historic Survey**

Enclosed in the meeting's packet is a memo from Kristen with an update on the Historic Survey.

Ed Chamberlin is the DDA Board's representative. He reiterated the fact that the object of this survey is to have Downtown be named an Historic District. He also stated the importance of knowing the pros and cons of being included in the district and encouraged that this information be presented at a DDA meeting. There are certain tax credits and benefits. Being in the district doesn't restrict an owner's decision to remodel, however, certain changes could remove the property from the district.

**Avalon**

The Avalon has received a \$5,000 grant from the State Historical Society to do a facade feasibility study. Ed negotiated with one of the Avalon board members and has agreed to complete this study.

It's likely that the the current owner of the Avalon will want to use Enterprise Zone credits--a cash donation back and an in-kind donation. Pat Gormley and Barbara will talk to Mark Achen and Dan Wilson. The necessary paperwork needs to be completed before the option runs out.

Renovation of the Avalon will be completed in steps, so there will not be a lot of down time, when the theatre cannot be used for performances.

### Grand Avenue Project

Mark Relph has received initial feedback from city staff. They believe there is not enough money for low level lighting throughout the entire corridor. Estimated cost is \$200,000. There is enough funding for low level lighting at the 4th and 7th Street intersections. Ed thinks the 5th Street intersection should also be included.

### Other Developments

Four different Downtown property owners are looking at new developments or rehab of existing spaces and would like public participation with parking, because it is more expensive Downtown. In a downtown location, purchasing existing property many times requires the expense of demolition or creating a parking structure.

There are two potential sales on existing buildings--both are concerned about parking.

The Depot building has sold. Plans are to do full, historic remodel.

### REGIONAL TRANSPORTATION PLAN - BENNETT BOESCHENSTEIN

A 20-year Transportation Plan is being done statewide, funded by the State. For the first time, the State is analyzing more than just highways. It is looking at historic preservation, bike trail, train and bus transportation, etc.

Work on this project has been going on for about a year. A draft has been completed. After public meetings, a final Transportation Plan will be sent to Denver.

This Plan is very important, since projects not shown in this Plan, won't be funded. It is very difficult to anticipate 20 years in advance.

Downtown is shown as a major center for residential, employment, and cultural. Using the 1990 census map, Downtown is listed as one of four of the highest employment centers in the region. The projection is that Downtown will remain heavy for employment through 2015.

The backbone of transportation through 2015 will be the existing highway system. No major new highways will be constructed except possibly the 29 Road connection. It will be similar to Patterson Road, not a super highway. There will be driveway cuts, urban stop and go.

Another major road will be Riverside Drive extension, connecting to 5th Street somehow. A new viaduct is planned for 12th, continuing to River Road.

Bennett does have trail maps available, which show bike and pedestrian routes. Main Street will be a bike route and signage will be erected.

The Transportation Plan will include parking. The Plan Ed presented on the Museum should be incorporated into this. Currently, it is very difficult to get to coordinate the trails with existing roads.

Although the canals are in the plan, the time has not quite come. The plan is an excellent one, which integrates the four canals with the trails. The Bureau of Reclamation is very interested, but the canal companies oppose such a move. They are concerned about vandalism and liabilities. Currently there are 60,000 user days--people using the canals illegally.

### **Museum**

Ed is still working with the Museum, where plans are to link the current Museum with C.D. Smith. 20-25 parking spaces are planned for Whitman Park, entrance to be located on 4th Street.

Ed has also met a couple times with the Parks Board, who is concerned about the impact the Museum will have on the Whitman Park, which will provide parking spaces for approximately 20 vehicles. Only one tree and a couple of bushes will be cut down. The parking spaces will be established by working around the existing trees, using lots of islands and curves.

The Museum has options on the south half of the block between 5th and 6th on Colorado. Sterling has control on the remaining. There are lots of possibilities for additional parking. It is possible for the bus depot to move next to the train depot. The DDA needs to invite Rich Persky, CDOT, to an upcoming meeting to discuss their plans.

Streetscape is planned to make the Museum look like an urban renovated area, thus encouraging people to stop. Outdoor exhibits are planned for Whitman Park, linking it to the Museum. The Museum is in the final stage of finding an exhibit designer.

Due to the one way traffic, it will not be easy to stop and turn around to get to the Museum. Earlier signage on 5th and 6th, leading into the Museum, would be valuable. No change is anticipated in the one-way streets.

The Museum is interested in linking their facilities with Downtown--possibly an arcade and rear entrance. However, a rear entrance would present difficulties for ticket-taking.

The city is encouraging the State to renovate all the way to Ute with the 5th Street viaduct project. Since the State is delaying construction until 1996, there is still time to change their minds.

## DOWNTOWN/SOUTH DOWNTOWN REDEVELOPMENT PLANNING - MARK ACHEN

### Avalon

Mark Achen attended the meeting to discuss recent council discussions, concerning Downtown/South Downtown Development and the Avalon Theatre.

City Council would like the Avalon Board to remain in charge as long as it is successful. The City does have to own the property, however, in order for the Avalon to qualify for certain grants and opportunities, such as insurance.

The Avalon needs to have a market feasibility study completed. It is in the City's best interests for them to pay for this study, in order to avoid a situation such as the theatre in San Diego has experienced. This theatre requires \$1.5 million subsidy a year. It is important that a theater is not too big. People don't want to go to a theater that is half empty. It is better to expand later rather than start with a facility that is too big.

City Council's commitment to the Avalon is \$100,000 to help purchase the theatre, and then to subsidize operations for the first five years (\$20,000/yr. for 5 years).

### Other Developments

The redevelopment specialist at the council's recent retreat recommended doing a market feasibility to recruit development. Most potential developers will complete a market study before undertaking a major project. If the City pays for the study, it can use the information as a tool to sell land and projects. Such a study would have benefited the proposed office project.

Incentives could be offered. Land could be sold initially at a discount and then reappraised when the project reached maturity. If the property value increased, the owner of the developed project would agree to pay additional taxes. Offering cash could be another incentive.

The DDA has sent out packets to several hotels and developers with a cover letter, listing the goals of Downtown and the desire to have a multi-use project, which would work as a catalyst and anchor.

The DDA has done two market feasibility studies for hotels--one in 81-83, and then updated in 85.

Barbara would like to talk to the redevelopment specialist. The DDA had completed a space/need study to determine if ADL's information was correct. The study showed a need for a subsidy. Had this information been presented to Council, it may have changed their minds. Better communication with Council is vital. Council had heard contrary information from others in the community.

Barbara - There's a need for office space Downtown. Possible developer is looking for subsidy for parking, since development in older areas is often more expensive (demolition/structure). Council is not supportive. We have to make Downtown as attractive as possible and development costs equitable, so developers choose Downtown. Public participation is needed in financing, if we want public use/rights.

Mark - Council feels North Avenue desperately needs reinvestment. How do they judge who gets what money?

Since the DDA did not favor stipulating parking requirements for redevelopment of existing buildings, the Council believes there is adequate parking Downtown, although not ideally located. DDA wanted shared public parking rather than required parking by owners. It does not want private businesses to chain off parking lots from public use.

Mark - Government must have a good reason for subsidizing a private project, which will compete with existing private businesses. Council feels TIF is the limit to public subsidy. It will end in 2007 without another vote. City Council is not willing to give additional support beyond TIF, the lots owned by the City, and undergrounding.

The Museum came to City Council, -stating their plans long before they ever asked for money. DDA needs to do the same. It is important not only to state goals, but to reiterate, keeping them in front of the Council.

The City does not feel that a \$2 million subsidy on an \$8 million project is a wise business decision. They are not convinced that more office space is needed Downtown, even though office space has been at 95% capacity for the past three years. If additional space is not created, Downtown will lose businesses to other areas of town.

City needs to be given projections, scenarios of additional revenues that will be generated from a specific project.

City believes a redevelopment specialist is needed to help make decisions. A specialist would need to talk to businesses who are moving out. Barbara - Maybe we need a business retention study.

Mark - City staff does not have the ability to do a market study. Barbara - Staff should be included in discussions.

At the next retreat with City Council the DDA should concentrate on sharing their five and ten year plans. Barbara believes this needs to be discussed before next fall.

Ed believes a redevelopment specialist is better than a marketing study, which is basically data. Can learn from other negotiations around the country (public \$/private \$). Ed suggested that Barbara talk to Winter and Company.

ADJOURNMENT

The meeting was adjourned at 9:50 AM. DDA workshop is scheduled for Friday, February 18, 7:30 AM.