

DOWNTOWN DEVELOPMENT AUTHORITY
May 6, 1994 Board Meeting

Present: Glen Dennis, Mark Hermundstad, Ed Chamberlin, Mancel Page, Bill Petty, Jean Sewell, Bruce Hill, City Council Representative Linda Afman, DDA Director Barbara Creasman, DDA Secretary Wendy Schade.

Also present: Larry Timm, City Community Development.

Absent: Joe Skinner, DDA Counsel Kathleen Killian.

CALL TO ORDER

The meeting was called to order at 7:33 a.m. by Vice Chairman Mark Hermundstad. Mark introduced Linda Afman, new City Council representative to the DDA Board.

MINUTES

Linda Afman raised the following questions for clarification.

- DHE, \$10,000 to match Block Grant money

According to the last City Council meeting, the City of Grand Junction is the grant applicant. The City of Grand Junction will sign an agreement with DeBeque.

- Payback on Block Grant loans

For new loans, generally 3% payback is required. However, no payback was required on loans from the 1983 program.

Mike Casey made the following statement - "Two studies (City and County) should not cost much more than one."

With no other comments, Glen moved to approve the minutes. Bill second. Approved.

FINANCIAL REPORT

As of the March financial report, the DDA has a positive monthly cash flow.

Barbara will be working with the Finance Committee to change the format for Special Projects, so the carryover offsets the negative numbers. Funds are not transferred until received so there are no actual negatives in EZ special projects. Reports should indicate administrative charges collected.

Bill made a motion to approve the report. Bruce second. Approved.

MARKET FEASIBILITY

This topic has been discussed many times in the past several months. In order to proceed, we need to make the following decisions:

- Whether we want a study.
- What should be the scope, property specific or entire Downtown/South downtown area.
- Process to go through and who to work with at the City.

Larry Timm has contacted 3 or 4 firms that create market feasibility studies. He handed out a table of contents from a very comprehensive study undertaken by the City of Lakewood and the City and County of Denver.

A feasibility study is normally a marketing tool. This is important to establish credibility with potential business owners/developers and will help Council to make decisions.

Bill - Study should consist of the Downtown Enterprise Zone, which would cover Downtown and South Downtown, not a specific property.

Linda referred to studies for Orchard Mesa and South Downtown. These primarily deal with zoning. However, Downtown is unique. Zoning is already pretty much in place. Downtown's focus should be the economic question.

Glen observed that information for most studies comes from the community, but the person hired puts their name on the document.

Linda endorses what Glen is saying, may not need an outside person. However, we probably need somebody just to confirm what we are saying.

Larry - The study is useful as a guide to keep the Downtown strong. It helps raise the interest of those who are pursuing a business location. Most businesses seriously contemplating a move Downtown will also complete their own in-depth study for their project.

The DDA should do some of the initial research and review the Plan of Development before hiring someone to complete the study. Bruce agrees that we need to know what direction we are going first. It is important that the person hired have some specific direction from us.

The Avalon has not done a market feasibility study, but rather more of a programmatic review of operations and the renovation project. The cost was \$5,000 for consultant's fees.

This process is similar to the DDA's proposal to bring in a panel from the International Downtown Association. This panel would cost \$7,500 - \$10,000 and would provide an objective view of our plans, strategies and project priorities.

Larry - The DDA has less constraints than the City and could pick a qualified consultant from Denver to advise us what they think we need. Then we could either hire them or put out an RFP. Mancel agrees that hiring somebody from Denver, who has been successful, would be a good idea. We should ask for an estimated cost of a feasibility study and what we should be looking for.

Bill - A feasibility study requires expertise, more than we have available in the DDA or the City. Also, existing City and DDA staff don't have time to devote to this project, which needs concentrated effort. We are not quite sure what we want to know.

Mancel - Johnson, Johnson, and Roy completed an all encompassing study of Downtown for \$75,000 in 1981. Maybe we should ask them to update their report. It is unlikely, however, that the same people would still be on staff.

The Downtown Development Strategy and The Plan of Development have revitalization strategies that could be updated, but do not include a market analysis. They do address zoning, land use, priority projects, and overall goals for downtown.

Larry suggested we should determine a process, determine who best to frame the issues and get a cost estimate.

Market study should come first, then Land Use Plan then more detailed plan for Downtown, which would update the existing downtown plan.

Larry is not planning any market analysis, nor is the county in their land use planning. Larry would be glad to help the DDA in any way. Linda Afman agreed that we should work with Larry as our City contact.

A committee consisting of Joe, Glen, and Mancel, was set up to pursue this issue further. Recommendations will be brought before the full Board at a workshop.

LARRY TIMM - City Community Development

Land Use Plan Update

Sent out RFPs to 12 consulting firms and have had a preproposal meeting. Complete proposals are due in June.

The scope of work is very parallel to what the County is doing. Boundaries for this work have been revised. The City will look at only City and those areas the City anticipates will be within their boundaries in the next year or so. The City will participate with the County in other areas, so there won't be an overlap of studies.

Some areas are over-zoned or under-zoned. We have enough industrial areas designated for a city of 350,000 people.

Want to look at entrances to the City. Look at G Road, which will be developed in the future. Need to promote more infill (less urban sprawl), which is a better use of existing infrastructures.

DDA will be involved when the City begins looking at the Downtown area. Will be asking consultant to give DDA a schedule. Anticipated the entire process will take 1 1/2 to 2 years.

Because of existing downtown zoning, the City will continue to get more requests for rezoning Downtown. Larry - Zoning isn't inhibiting development Downtown. When requests are made that make sense, zoning can be changed.

Barbara - The St. Regis is an example of zoning restrictions that need to be amended. The owner wants to offer kitchenettes for suites, offices, or apartments. However, the code does not allow this, under the current C-2 zoning because kitchen facilities constitute living units which are not allowed in a heavy commercial zone. Main Street is zoned B-3, which allows living units.

After a consultant is chosen for the land use planning, a timeline will be negotiated. The DDA is welcome to give input. This should be done fairly soon.

Larry Timm would like to attend our meeting when Keith Fife, County Planning, presents the county's planning process to us.

Parking Model

This is the model that was presented to the Board at a previous workshop. Ed Del Duca had worked on the Downtown model in Tempe, Arizona. Need to look at all parking spaces, determining the different demands of different businesses and then put it altogether to determine needs. Such a study would prevent businesses from being required to provide a specific number of parking spaces.

If this model is used, it should include the entire downtown area. Anticipated cost for model and inventory is \$21,700. However, costs could be substantially lower if someone would assist. May have opportunity for student interns to help with studies. The cost is \$350 per block. There are certain blocks such as City Hall, County Courthouse which should not have to be surveyed. Costs could also be reduced since a count was done 2 years ago.

Mark Relph is supportive of this study and feels the model could be purchased through the Parking Fund, which would need to be updated periodically.

ANNUAL DINNER - May 12

Joe Lacy will be the guest speaker. He was City Manager in Grand Junction from 1960-66 when the Shopping Park was developed. Joe still does consulting work out of Silverthorne but has moved back to Grand Junction.

DIRECTOR'S REPORT

Arts Commission

Barbara has met with the Arts Commission. They are moving forward with plans to hire a part-time staff person in June. This position will be housed in the DDA office.

Enterprise Zone

The State has reviewed the law in regards to in-kind Enterprise Zone credits. The original credit format consisted of a minimum \$1 cash donation for every \$1 in-kind. Administrative guidelines have been changed to reflect a 25% credit for in-kind without cash match. This will greatly benefit large in-kind contributions such as land. To maximize the in-kind donations, a cash donation of \$1 to in-kind of \$3 appears to be optimum.

Art On The Corner

Thirty artists will be installing new works for Art On The Corner on May 14. Two crews are lined up for this busy day.

Two sculptures for the new show require fountains. Due to limited time, the fountains will not be constructed by next Saturday. However, the sculptures will be installed. Locations have been chosen by availability of electricity and water.

A reception will be held at the St.Regis from 6:00 - 8:00 p.m. to welcome our artists and give people an opportunity to visit with them. Lodging will be provided at the Hilton Hotel for our 17 overnight guests.

Sculptures that will be or have been purchased from the '93 collection include:

- "Sir" was chosen as the People's Choice and is our latest addition to our permanent collection. Funds will be raised in '94 to complete this purchase.
- Plans are being made for a group to purchase "Music To My Eyes".
- An anonymous donor is purchasing "Black Beauty" and donating it to the exhibit.
- "Terra Firma" has been purchased by someone in Florida.

Because three sculptures were purchased last year, AOTC is over budget. AOTC is in the process of filling out a grant application to El Pomar. AOTC receives a 25% commission on works sold.

Two new additions to the Art On The Corner committee are Katherine Ransom and Kitty Nicholason.

The VCB on Horizon Drive will also display a sculpture. Every year, one sculpture will be chosen to remain on display for a second year at the VCB.

Since this is the 10th Anniversary of Art On The Corner, a banner will be displayed to promote the sculpture change and also the Arts and Crafts' Festival, which is a fund-raiser for AOTC.

The Golf Tournament is scheduled for August 19.

Bond Issue

We need to keep up on development downtown and consider when a new bond issue will be appropriate. Barbara will keep the board informed.

Woolworths

Bruce - Would like the DDA to be more aggressive in securing new businesses for this location. Need to get together with the three owners and find out what they want to do. Would like to get permission from these owners to write Woolworth's corporate office.

Barbara - More than one concern is interested in buying or leasing this building. Do refer interested parties to owners but Woolworth controls the building under current lease agreements.

Plump & Luscious

DDA needs to decide how to raze the Plump & Luscious building. Barbara will see if Partners is an option. Bruce expressed concern about how long it has taken on the other building.

Parking

Parking at 3rd & Main continues to be a problem. Employees use the spaces that should stay open for customers. Need to send notices to nearby business, informing them of the change to two hour parking. Alternatives should be offered. Would like to encourage downtown employees to park south across Main Street. Should also include notification in next newsletter.

Policy regarding out-of-state parking tickets has not been established. Linda said it was a legal question and Council asked Dan Wilson to look into it. She suggested businesses might pay for a meter and then cover with a sign that says, "Free parking, compliments of _____."

Barbara asked Linda if we could receive information Dan Wilson puts together on this issue so we can keep downtown businesses/users informed.

OTHER

Bruce suggested that June's meeting be held at the Crystal Cafe. Barbara will check into this.

ADJOURNMENT

The meeting was adjourned at 9:04 a.m.