

**Woodland Park Downtown Development Authority Board of Directors**

**City Hall – City Council Chambers  
220 W. South Avenue, Woodland Park, CO**

**REGULAR MEETING MINUTES**

**July 1, 2014 – 7:30 AM**

**CALL TO ORDER AND ROLL CALL:** Chairman Dale Schnitker called the meeting to order at 7:30 AM.

**IN ATTENDANCE - Board of Directors:** Dale Schnitker (Chair), Merry Jo Larsen (Vice-Chair), Al Born (Secretary/Treasurer), Jan Cummer, Tom Carrick, Tanner Coy, Vera Egbert, Michael Faber. **Absent:** Gary Brovetto. **Staff:** Brian Fler, Executive Director; Carol Lindholm, Staff. **Others Present:** David Buttery, Sally Riley, Debbie Miller, Beth Dodd, Wendy Bergman (Freeman Signs), Bill Page, Noel Sawyer, Arden Weatherford, Steve Randolph, April McMicken, Brian Babin, Mark Weaver.

**ELECTION OF OFFICERS:** Lindholm explained that according to the DDA bylaws, the Board is to elect officers at the first meeting in July. The bylaws specify a Chair, Vice Chair, Secretary and a Treasurer. In past years, the Board has elected to combine the offices of Secretary and Treasurer. Larsen moved for the re-appointment of the previous slate of officers. There was no discussion.

**MOTION:** To re-elect the previous slate of officers (Dale Schnitker, Chair; Merry Jo Larsen, Vice Chair; Al Born, Secretary/Treasurer). Larsen/Born. Passed 8-0.

**APPROVAL OF AGENDA AND MINUTES:**

**MOTION:** To approve the Agenda, and to approve the Minutes of the June 3, 2014 Regular Meeting. Larsen/Cummer. Passed 8-0.

**WOODLAND STATION:**

**Woodland Hardware Signage:** Fler introduced Wendy Bergman of Freeman Signs who would explain the design of the signage and answer questions. Fler referenced renderings of the proposed signage. Fler reported that he had met with the DDA Design Committee, composed of Tanner Coy and Jan Cummer. Sally Riley and Wendy Bergman also attended that meeting. Fler noted that when the Board amended the Overlay District the only changes that were made were in regard to additional square footage allotment. Freestanding signs and backlit signs are still not permitted in the Overlay District.

**South Facing Signage:** Fler first discussed the southern portion of the building. All signage that is being proposed is within the confines of the ordinance, and it received a favorable recommendation from the Design Committee. Fler reviewed the rendering for the southern side of the building. There is no internal lighting. There is externally lit lighting, LED lighting directed downward. Fler will ask for approval of the design for the south signage, which will then move forward to the Planning Department. Carrick asked what the changes were from the last meeting. The fundamental change is that the previous signage was internally lit; this is externally lit. Originally there was discussion of going through a variance process. The Rodarmels agreed that it was not efficient to go through that process. Fler noted that Woodland Hardware and Home has been selected by their corporate office as the Store of the Year, and there will be photographs in August, therefore signage needs to be complete.

**MOTION:** To approve the design for the Woodland Hardware signage as presented in regard to the south side of the building only. Faber/Larsen. Passed 8-0.

**Northwest Corner Signage:** Fler noted that at the June meeting, the Rodarmels were proposing a freestanding sign at the northwest corner of the building. This was not able to be approved as a function of the overlay, and the Design Committee did not recommend approval of this. Rodarmels elected to pull their request for the freestanding sign. Fler referred to the rendering showing Woodland Hardware & Home on the north wall and the Do It Best sign on the west wall. The Do It Best sign would be externally lit, meeting the standard of the ordinance and this was approved by the Design Committee. However, the corporate office did not accept it. Fler asked Bergman for comments. Corporate wants the Do It Best sign to appear to the left of Woodland Hardware & Home. That won't work on one wall. Fler said that he discussed with Kelly Rodarmel to go back to the drawing board with the possibility of a monument sign; a lower sign with some rock facing. Even that kind of sign is not allowed in the ordinance. It would have to be a variance.

Faber asked for Design Committee comments about the freestanding sign. Coy noted that he did not feel that the previously proposed pole sign was in line with the vision for Woodland Station and violates the standards. This would set a wrong precedent. Coy noted that this does not mean that the committee would not consider other options for freestanding signs or backlit signs. The committee discussed this in depth. The committee talked about a monument sign, or lowering the sign, or adding a little more stone, bringing it out from the building; very much like they have it with a slightly different design to improve the look at the corner at the entrance to Woodland Station.

Buttery asked specifically what corporate objected to. Bergman answered that the Do It Best needs to be to the left of Woodland Hardware & Home. Buttery asked if the Do It Best sign could go on the north end of the building, with Woodland Hardware & Home on the west side. Per Bergman, it has to be in line.

Fler noted that they would look at some other options, and those would come back to the Design Committee and the Board for a variance request. This would then go to the Planning Department and then to the Board of Adjustment for the variance.

Fler also noted that there might be possibility for signage on a Woodland Station monument sign on Highway 24, but this would be a year away and there is no policy or design yet for this signage.

Cummer asked if the Do It Best logo could be placed on the north of the building, to the left of Woodland Hardware and Home. Bergman replied that it won't fit and it goes too far down the alley.

Fler noted that the Design Committee strongly wanted to stay within the Overlay District Ordinance. Fler explained that the Design Committee recommended disapproval of the freestanding pole sign, but that the Board could still discuss and there would be an option to move forward with it. Faber asked if this would now take another month to resolve. Fler responded, yes. And after that would be the variance process. Fler hopes to come back to the August meeting with a recommendation. Schnitker asked for consensus from the Board to accept the Design Committee's recommendation/disapproval of the freestanding pole sign. There was a consensus in agreement with the Design Committee.

**Memorandum of Understanding (MOU): Lot 2:** Fler explained that this has been a process of working with Steve Randolph, Kip Unruh and Arden Weatherford. A number of things have transpired with Woodland Station in the last 60-90 days. Fler noted the potential for the

Aquatic Center, the conversations regarding the Vectra Bank lot and a discussion about CDOT requirements as relates to the build-out of Woodland Station. It was thought best to continue the development of Lot 2, and to do an MOU which basically sets the requirements for development and sets off-site expectations. This process is an attempt to nail down the most critical items. Fler will come back to the Board in August with any changes and will ask for approval at the August meeting. The MOU will be signed by the development team and the DDA. The development team is moving forward with design of initial lots within Lot 2. There has been discussion with Sally Riley, Planning Director, regarding subdivision and final platting for Lot 2. What this sets up is a framework where by the end of the year we will have conveyed a portion of Lot 2 for both development and the Beer Garden. The MOU will have a few adjustments prior to the August meeting. One of the critical components is that the DDA will conduct an updated traffic study with the concept plan that was completed by N.E.S. We need better data from CDOT as to what the off-site requirements are. This was one of the concerns of the development team. Fler referred to Exhibit B of the MOU which shows the three parcels which will be final-platted initially. Parcel 3 might be somewhat amended before the August meeting. Unruh is working through a development sequence on Parcel 2, which is parallel to Center Street. Part of the MOU specifies that they have Zoning Development Permits for Parcel 2 by the end of the year, to be constructed starting in the spring of 2015. Weatherford is working through a development consideration for the Beer Garden, which will be spelled out in the MOU. Regarding Parcel 3, when Pine Street is extended to the south through the Amerigas parcel there will be some orientation of development. The off-site requirements to the south, which are shown in Exhibit C, will include curb and gutter, parking, stormwater, wet and dry utilities and other development required infrastructure. There will be a trigger point when development reaches a certain square footage for off-sites to be built. If the Aquatic Center goes through, the City will have a certain responsibility for road improvements in Woodland Station that will mesh with the Lot 2 improvements. If the Family Entertainment Center starts construction in 2015, they will have requirements on Saddle Club Avenue. If the Aquatic Center is built, it is anticipated to start construction in 2015 and end in 2016. So, all the entities are involved in the build-out of the improvements. Fler has had conversations with Paul Benedetti, DDA Attorney, about the sequence. Fler asked for questions from the Board.

Faber asked what the penalties would be if any dates are not met. Fler explained that within the Lot 2 development agreement is a right to re-enter, or take back the property before the property is conveyed. Fler thinks the dates are reasonable. Fler has made some changes to the dates in the timeline in the Lot 2 development agreement, which are shown in Exhibit A. Faber noted that the timeline is a part of the development agreement, but is not referenced in the MOU. Fler said it's not a part of the contract, it's supplementary, and will be approved by the Board. The MOU will be a way to move forward with the development sequence. The MOU was developed to clarify, particularly regarding the off-sites, what the development requirements were.

Fler clarified that 2014 is a year of design and planning. Steve Randolph has been functioning as a project manager. Randolph remarked that there a number of issues that were very detailed, but there were some issues that were fairly critical, that the team needed to know who does what. The MOU spells out the requirements. Fler noted that Unruh is moving forward with building design. Randolph reported that Unruh will be present at the August meeting.

Carrick asked for clarification of the lots indicated in Exhibit C. Fler reviewed the updated concept plan which now includes the potential Aquatic Center. Fler noted that the Center will not be located in prime retail area. At some point, a contract for proposal will need to come to the Board. The election will be in November. Fler explained that Woodland Station is a preliminary plat which can be molded to fit the needs that the DDA sees. For example, the Family Entertainment Center would not take all of Lot 3, it would be combination of Lot 5 and Lot 3. We will have to modify the preliminary plat before final plat. A preliminary plat does not

restrict us from making modifications. The MOU spells out who pays for what in regard to infrastructure, and sets a clear path for development.

**Update to Master Development Agreement and Lot 2 Agreement:** Fler explained that following all the discussions regarding Lot 2, the development team elected not to move forward with the Master Developer Agreement. Instead, they would like to revert to the amended Lot 2 agreement that was previously executed by the Board [AGREEMENT FOR DISPOSITION AND DEVELOPMENT (Lot 2 Woodland Station)], with modifications. Part of the modifications will be some date changes in the schedule, which is Exhibit A of the MOU. Fler and the team are working with Riley in the sequence of the subdivision. Some things have changed since the Master Developer Agreement came to the Board. At one time the team was interested in buying the Vectra Bank lot; that is not the case now, and now there is a scenario whereby the DDA would purchase that. That would tie in with the potential of an Aquatic Center. Finally, Fler feels it's in the best interest of the DDA to control the traffic study. Fler will bring the agreement in an amended form to the August DDA Board meeting. There will be a different entity name - Woodland Village LLC. Construction is anticipated for 2015.

Schnitker asked that the Board receive the amended Lot 2 agreement and the MOU prior to the August meeting. Fler added that there might be a Finance Subcommittee meeting prior to the August meeting as well.

**GOLD HILL SOUTH – T.I.F. POLICY PROPOSAL:** Fler noted that this will be the third DDA meeting where this issue has been discussed. Fler noted that Bill Page, Owner and Manager for Gold Hill South was in the audience. Page has asked for a T.I.F. restriction policy for any potential outgoing current Gold Hill tenants into any other DDA territory. At the last meeting the Board reviewed a potential policy that had been crafted following a Finance Subcommittee meeting. That policy only addressed DDA owned property, following the advice of the DDA attorney. There was a three year timeline within that proposed policy. Since the June meeting, there have been a lot of conversations about Page's request. We have looked at a situation in Castle Rock and done a lot of homework on this proposal. This could have significant impact for the DDA in regard to future policies. In the last Finance Subcommittee meeting there was extensive discussion about the policy. The subcommittee elected not to go forward with a T.I.F. restriction. Fler said the Schnitker would read the policy statement into the minutes, which follows:

*July 1, 2014 DDA Meeting*

*Downtown Development Authority – Requested TIF Restriction Policy*

*On June 24, 2014, a DDA Finance subcommittee meeting was held to discuss the Gold Hill South TIF Restriction Policy that was presented at the June 3 DDA meeting. The following DDA members attended: Vera Egbert, Merry Jo Larson, Michael Faber, Tanner Coy and Dale Schnitker, along with staff members Brian Fler and Carol Lindholm.*

*The TIF Restriction Policy was developed at the request of the owner and manager of Gold Hill South. The owner essentially requested that, going forward, Gold Hill South tenants who elect to move to other DDA properties outside of Gold Hill South be restricted from receiving a TIF agreement.*

*The DDA Finance subcommittee through unanimous consensus recommends to the full DDA Board the following:*

*As noted in the DDA Foundation Plan, it is the objective of the DDA to prevent blight through sound land development practices. It is felt that the Gold Hill South ownership has contributed much to our community during the past 40 years. It also has had ample opportunity to plan and redevelop the center in order to:*

*maintain current tenants*

*to provide an environment that is aesthetically relevant for both tenants and customers;  
and*

*to be financially competitive with other shopping centers within the DDA district.*

*The DDA Finance Subcommittee does not recommend creating a policy that will restrict the free flow of commerce in Woodland Park. In the subcommittee's opinion, it would not be fair to restrict existing businesses in favor of new and/or emerging businesses in regard to TIF opportunities. Nonetheless, the DDA Board will scrutinize proposed TIF agreements for existing Gold Hill South businesses that simply move a business from one shopping center to another without expanding the City's economic base, or, providing new retail opportunities.*

*The DDA Finance Subcommittee encourages the Gold Hill South ownership team to work with City and DDA staff to work through options that present a competitive and design-oriented shopping center beneficial to existing and potential new tenants.*

***Recommendation:*** *The DDA Finance Subcommittee does not recommend that the Board enact a TIF Restriction Policy. Instead, we should encourage other proposals from the Gold Hill South ownership that allow the existing tenants to thrive and grow within the existing footprint of Gold Hill South, or, development scenarios that support long-term success for Gold Hill South.*

Fleer asked for any comments from the Board in regard to the statement. Larsen remarked that what we need in Woodland Park is a business plan to recruit the kinds of businesses we need. Fleer responded that we are in the process of hiring a retail consultant who will also conduct a leakage study. Information will be available to shopping center owners such as Page. We will be looking at national retailers as well as "mom and pop" retailers and restaurant owners. Larsen stated that she is seeing more people looking for things we don't have in Woodland Park.

Schnitker asked if there were questions or concerns in regard to the statement. There was no discussion. Fleer remarked that he would work with Page in regard to moving forward.

**GENERAL DISCUSSION:** Larsen complimented the business/tear-off maps that had been distributed to the Board. Born asked how those maps would be distributed, and Lindholm explained.

Lindholm noted that she would be working on the summer newsletter this week, and asked for any suggestions from the Board. Lindholm also distributed an issue of the Colorado Springs Business Bureau newspaper, in which Woodland Park was featured. Brian Fleer was interviewed for an article, as well as others in the community.

**AUDIENCE PARTICIPATION:** Miller reported that Charis is conducting a bible college this week. The Chamber has had several hundred additional visitors in June. Miller attended a CDOT organizational meeting regarding protocol for Highway 24 road closures. There will be eyes on Waldo Canyon, not just a weather forecast in order to close the Highway. Buttery

added that there was great representation from Region 2, but there was also a CDOT representative at the meeting from the CDOT Headquarters. One of the attendants was equivalent of the COO of CDOT. Miller notified CDOT of the dates of all major Woodland Park events.

Riley reported that there is a new front counter person in the Planning Department, David Burgess; plus a half-time employee, Terry Waller. Riley reviewed development projects within the DDA. Tom Lichina is adding one repair bay and is doing a façade update. At Gold Hill North, a new bakery has submitted plans and is going through the process. Page remarked that this is a mother/daughter family business. Riley noted that the bakery has a booth at the Farmers Market. Riley then reported on projects outside the DDA. The new Starbucks submitted a multi-tenant project; Starbucks plus two additional tenants. Fred's Towing is adding U-Hall rentals. Charis has submitted foundation plans for a second phase. The facility will double in size.

Buttery alerted that we are just two dry days away from a fire. There was a fire in Westcreek yesterday. There will be fireworks on the 4<sup>th</sup> of July and on the 5<sup>th</sup> at the Symphony.

Randolph reported he had seen a brand new Tractor Supply in Pagosa Springs, and it was a flat, cinderblock building. There were no architectural elements like the Woodland Park store, and no landscaping, as is required with Woodland Park design standards.

**ADJOURNMENT:**

**MOTION:** To adjourn the meeting. Coy/Larsen. Passed 8-0.

Meeting adjourned at 8:38 AM.

Recorded by:



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Carol J. Lindholm, DDA Staff

APPROVED THIS 5 DAY OF AUGUST, 2014



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Al Born, Secretary/Treasurer