

Woodland Park Downtown Development Authority Board of Directors

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

SPECIAL MEETING MINUTES

November 19, 2013 – 7:30 AM

CALL TO ORDER AND ROLL CALL: Dale Schnitker called the meeting to order at 7:30 AM. **IN ATTENDANCE - Board of Directors:** Dale Schnitker, Merry Jo Larsen, Al Born, Gary Brovotto, Tom Carrick, Tanner Coy, Jan Cummer, Vera Egbert, Michael Faber. **Absent:** None. **Staff:** Brian Fler, Executive Director; Carol Lindholm, Staff. **Others Present:** David Buttery, Sally Riley, Mayor Dave Turley, Brooke Smith, Beth Dodd, Jon DeVaux.

APPROVAL OF AGENDA:

MOTION: To approve the agenda. Larsen/Cummer. Passed 9-0.

TRACTOR SUPPLY: To be discussed in Executive Session.

WOODLAND STATION OVERLAY DISTRICT PROPOSED CHANGES TO SIGNAGE: Fler presented. Fler reported that at the November 5, 2013 DDA Board meeting the Woodland Station Overlay District, Municipal Code Section 18.31.060, was discussed, and is being brought before the Board again today. Currently we are working with Woodland Hardware signage. The reason we are looking at amending the sign code is that when the Woodland Station Overlay District was created, a 22,000 SF building such as Woodland Hardware was not anticipated, so was not addressed in the Overlay District. A hotel might also fit into that category. Also, there was a 28 month review of the City of Woodland Park sign code that has occurred since the Overlay District was established. Since the November 5, 2013 Regular DDA meeting, the Design Review Committee (Tanner Coy and Jan Cummer) have met, along with Brian Fler and Sally Riley to discuss the proposed changes in regard to signage.

Fler then referred to a chart: "Comparison of Signage Standards within the Woodland Station Overlay District" for reference. Fler has already presented the proposed changes to Planning Commission, due to the Planning Commission and City Council meetings schedule for December. If the Board approves the proposed changes, the proposal will go to City Council for initial posting on Thursday, November 21, and then to public hearing on December 5. The Planning Commission has unanimously approved the proposed changes. Fler noted that he invited Jon DeVaux, Planning Commission Chair, to today's meeting as Fler felt there was good dialogue with the Planning Commission, and the changes had unanimous support of the Planning Commission.

Fler noted that he wanted to honor the process which created the Overlay District. It seems that the original creators envisioned a smaller scale retail design.

Fler noted that Kelly Rodarmel, Woodland Hardware, was invited to attend this meeting, and Fler has discussed the proposed changes with Rodarmel.

Fler then reviewed the chart: "Comparison of Signage Standards within the Woodland Station Overlay District" [attached to these minutes] line by line. The general premise is that we are replacing the current Overlay sign code, Section 18.31.060, with the City code, with exceptions.

Backlit signs: There was some discussion regarding backlit signs. Carrick asked for examples of existing backlit signs. Fler mentioned Family Dollar, O'Reilly Auto Parts and others. Fler noted that

currently Woodland Hardware is proposing that "Do It Best" be backlit, but under the original Overlay it was not permitted, and it is proposed that under the amendment, it would still not be permitted. In regard to backlit signs in Woodland Station, Fler noted that the residential area nearby is a consideration. Riley read the definition of backlit/internally illuminated signs. Born asked if the alternative to backlit signs would be front-lit signs. Fler responded that this would be an alternative, an indirectly lit sign. Indirectly lit signs are not addressed here, but are acceptable. Brovotto asked if indirectly lit signs would produce more light than backlit signs. Fler responded that all sign applications are reviewed by the Design Review Committee. The DDA would have some control. Riley gave Donut Mill as an example of indirectly lit signage. Fler noted that there needs to be some way to see the sign at night. Brovotto asked why be restrictive at all – why not just say subject to the approval of the Woodland Station Design Review Committee. Fler said there had been some discussion in this regard. Schnitker remarked that the proposal allows for some continuity, so people will know what to expect. Larsen suggested that there should be guidelines for people before they start a project. Brovotto suggested an attitude of telling people what they "can do" – in regard to attracting business to Woodland Park.

Fler then continued to review the chart.

Flags: There was some discussion in regard to flags. Flags are not currently addressed in the Overlay District. Suggested now is that flags not be permitted unless approved by the Woodland Station Design Review Committee. Fler noted that it was not the intent to not allow the American flags. The intent would be to follow the existing City standards. The Design Review Committee and the Planning Commission felt very comfortable with that. Buttery wanted to clarify if the intent was to follow existing City code. Fler said that the understanding that the Design Review Committee would follow City code, so is the question why is that not stated? Yes, Buttery pointed out that the chart says "not permitted..." Coy noted that he had no problem with the American flag, but he does have a problem with certain other types of flags in Woodland Station. Born asked Coy about how the State flag or MIA flag would fit in. Riley read the definition in the code in regard to non-commercial flags vs. commercial flags. Schnitker suggested removing the words "not permitted" from the definition on the chart; change the verbiage. Fler suggested "permitted as allowed by the current sign code and as approved by the Woodland Station Design Review Committee" so the Design Review Committee gets a review and uses the code as a basis of the decision. Coy asked if that would allow for any flag as long as reviewed by the Design Review Committee, or is that making an exception just for the American flag. Schnitker responded that the Design Review Committee get a shot at every flag that gets put up that's within the code. Buttery said that per the code a commercial flag needs to be married to a non-commercial flag. Buttery gave the Dinosaur Resource Center as a good example of that concept: the U.S. flag, the Colorado flag and the Dinosaur Resource Center flag. The current code would not allow them to fly just the Dinosaur Resource Center flag. Coy preferred that American and State flags be allowed, and no others unless approved by the Design Review Committee. Larsen remarked that there needs to be some control regarding flags. Buttery reported that military installations only allow one U.S. flag pole and it's at the headquarters. This could be an idea for Woodland Station. Brovotto liked the idea of one big American flag as an attraction. Coy agreed that this would be ideal. Fler asked if this was the consensus of the Board. Fler asked if Board wanted to distinguish between the American flag, the State flag, etc. Schnitker remarked that this is what the committee is for.

Fler understood the consensus to be one flag location for non-commercial flag(s) per City code. Coy wanted to avoid every tenant having flags when there could be 50+ tenants in Woodland Station. Larsen asked about flags displayed on holidays. Fler did not think this would be a problem.

Fler understood the new wording regarding flags to be "Permitted in one location as per the City of Woodland Park sign code and as reviewed by the Design Review Committee."

Fler asked for any other comments in regard to the proposed sign changes.

DeVaux noted that the original idea of the Design Review Committee was to report to the DDA Board and nobody else. They were originally appointed to meet with architects, and went beyond signs. The committee does not report to the Planning Commission, just to the DDA Board. Turley added an example of the Utilities Advisory Committee – this is an advisory committee; they do not make decisions. Similarly, the Parks and Recreation Advisory Committee; these committees make recommendations.

Fleer reported that in the Overlay District it talks about the Design Review Committee, but does not specifically say how it interacts with the Board; but it seems to be the intent that it comes back to the Board, understanding that there is a City staff role as well.

Carrick added that originally the Woodland Station philosophy was a “village” concept vs. a downtown strip mall. The idea was to impose some structure. Often when banners go up they never go down. We need to go back to the “village” philosophy and consider the neighbors in regard to lighting. We do need the framework, but we need to take a broad view.

Schnitker noted that Coy and Cummer forming the Design Review Committee have already spent time on this. Coy noted that he was comfortable with the Board making decisions, not the committee. The committee would bring recommendations to the Board. DeVaux stressed the need for flexibility within the structure. Also, sign technology has changed a lot in recent years. Larsen noted that the DDA has always wanted to promote housing in Woodland Station, so we need to keep in mind that people will be living there year-round.

Fleer summarized the discussion. Fleer understood that the Board wants one change; that is the language regarding flags: scratch the word “not”, so: Permitted in one flag location as per the City Code and as reviewed and approved by the Design Review Committee.” Brovotto noted, not “approved” by the Design Review Committee, but reviewed by the Design Review Committee and approved by the DDA.

Fleer added that as a matter of policy, as he has not seen it drafted in any language, so will state for the record today that the policy of the Woodland Station Design Review Committee is to review sign applications and other design considerations as well. The recommendation then comes back to the Board for recommendation to then go through the City process. Buttery added that from a practical perspective, to keep the City in the loop during the process.

Born asked about Woodland Hardware signage; is “Do It Best” backlit. It can be, per Fleer, but it is not always backlit. Born asked what will be allowed now? Fleer has told him that consensus to date would be no backlit signs. Potentially it will be indirectly lit. That is the current conversation with Woodland Hardware. The current proposal is on the south side of the building; they’re not looking at anything on the west, not looking at any roof signage or anything on the north side of the building or on the east side of the building. There will be some discussion possibly about signage on the “monument” sign [Woodland Station entry signage] – there will be discussion about that in the next thirty days, possibly.

MOTION: To approve the changes to the Woodland Station Overlay District in regard to signage and forward to City Council; with the changes as noted on flags #6 [Permitted in one location as per the City of Woodland Park sign code and as reviewed by the Woodland Station Design Review Committee]. Faber/Born. Passed 9-0

GENERAL DISCUSSION: Egbert noted a Business After Hours at Peoples today.

Fleer announced the Volunteer Holiday Celebration on December 11 at the Cultural Center. All DDA Board members will be invited.

Brovetto informed the Board that he had met yesterday with Susan Edmondson of the Colorado Springs Downtown Partnership. They are heavily focused on arts. Brovetto sees the formation of a Creative Arts District in Woodland Park as beneficial. There are currently 14 small towns involved. Grants and consultation in regard to a marketing plan could be the benefits. There could also be tax incentives available. The idea would promote tourism through art. Brovetto invited the Board to a presentation by Edmondson on January 15 at 7:00 PM in City Council Chambers.

AUDIENCE PARTICIPATION: Buttery asked permission from the Board to use Woodland Station for fireworks during the 2013 Christmas parade. There was a consensus from the Board to allow the fireworks. Schnitker encouraged everybody to drive into Woodland Station to see how good it looks. Egbert noted that the circus would come to Woodland Park in May of 2014 and asked for input on a location.

ADJOURN TO EXECUTIVE SESSION: For the purpose of determining positions relative to matters involving development projects within the City of Woodland Park Downtown Development Authority District: C.R.S. 24-6-402 (4)(e). Chair Schnitker read the purpose of the Executive Session into the record.

MOTION: To adjourn to Executive Session. Larsen/Coy. Passed 9-0.

Meeting adjourned to Executive Session at 8:40 AM.

RECONVENE REGULAR MEETING: Following the Executive Session, Schnitker re-convened the regular meeting at 9:15 AM.

The following persons were in attendance at the Executive Session: Dale Schnitker, Merry Jo Larsen, Al Born, Gary Brovetto, Tom Carrick, Tanner Coy, Jan Cummer, Vera Egbert, Michael Faber. **Staff:** Brian Fler, Carol Lindholm. **Others Present:** David Buttery, City Manager.

Schnitker stated: "If any person who participated in the Executive Session believes that any substantial discussion of any matters not included in the motion to go into the Executive Session occurred during the Executive Session, or that any improper action occurred during the Executive Session in violation of the Open Meetings Law, I ask that you state your concerns now." Hearing none, the Board returned to the regular meeting.

ADJOURNMENT:

MOTION: To adjourn the meeting. Larsen/Cummer. Passed 9-0.

Meeting adjourned at 9:16 AM.

Recorded by:



Carol J. Lindholm, DDA Staff
Program Manager, Economic & Downtown Development

APPROVED THIS 7 DAY OF JANUARY, 2014


Al Born, Secretary/Treasurer