



WORK SESSION AGENDA

March 19, 2013

6:00 p.m.

Council Chambers - 1100 37th Street

CITY OF EVANS - MISSION STATEMENT

“To provide positive and progressive leadership that promotes smart growth, economic prosperity and cultural diversity while preserving core and family values and a high quality of life that preserves our small town atmosphere.”

1. Joint work session with Planning Commission: New Highway 85 Overlay Standards, Section 19.62 (60 minutes) Baseline Corporation
2. Council Discussion

To: Mayor, City Council, Planning Commission **Project Name:** Highway 85 Standards Amendment
From: Cory Miller & Ethan Watel
Approved By: Vincent Harris, AICP **Through:** Sheryl Trent, City of Evans
Date: March 12, 2013 **Project No.:** EV-12-02

RE: March 19, 2013 Joint Study Session related to upcoming revisions to Chapter 19.62 of the City of Evans Municipal Code

Requested Action/Purpose

To consider providing general and/or specific direction to staff in regards to the vision and content of the upcoming code amendment related to Design Standards for the Highway 85 Overlay District. Staff plans to present a proposed amendment to the Planning Commission on April 23, 2013 and to a City Council on May 7, 2013. The current moratorium ends on June 4, 2013.

Also consider providing staff direction to prepare a new Highway 85 Corridor Plan to replace the last/current plan written in 2002. This step would occur after the Code amendment is completed.

Key Issues

The key issues staff sees are as follows;

- Types of land uses to encourage in the corridor
- Types of land uses to prohibit in the corridor in the future
- Degradation of property maintenance
- Architectural character for the corridor/area/buildings
- Non-conforming uses – vacant buildings
- Landscape characteristics, entry features
- Specific design standards to strengthen the Overlay District
- Color palette for exterior of buildings
- Water for landscaping
- Updates to sign standards
- Increased pedestrian and bicycle accessibility and awareness
- Code Enforcement of standards



Background

The existing Chapter 19.62 was adopted by Resolution 111-02 on December 17, 2002 and has been updated once since, in 2005. On December 4, 2012 City Council approved an ordinance that placed a temporary moratorium on all land use development in the City of Evans in the Highway 85 Corridor Overlay District (Ordinance No. 546-12). The moratorium provided six months for City Staff to revise and make changes to the existing Highway 85 Overlay District Design Standards, Chapter 19.62 of the Evans Municipal Code. Staff members from Baseline Corporation met with Sheryl Trent, Community and Economic Development Director, to discuss the project and assist with the update of Chapter 19.62 that will best reflect the current needs and direction provided from the City of Evans.

Overview

Baseline has met with Sheryl Trent and we have discussed potential needs and expectations for amendments to Chapter 19.62. On Thursday March 7, 2013 we held a public input meeting for all business and property owners located within the Highway 85 Overlay District. The purpose of this meeting was to gather the thoughts and ideas from owners in the area in regards to present conditions along the Highway 85 corridor as well as ideas, thoughts and vision for its future. This information will help inform staff as we work to update the Overlay District's design standards. The open house/meeting took place between 6 and 8pm in the City of Evans Council Chambers. Business and property owners were notified via mail and in total, 14 individuals attended the meeting, but we believe five or six persons did not sign the attendance sheet. Please see the attached attendance sheet.

The meeting was held in an open house format. Three tables were positioned around the room each containing visual references for attendees to utilize. Photographs of the current corridor in addition to images of other developments were provided to stimulate thoughts and visions of potential improvements. Similarly, each station offered a poster



board with several questions aimed at gathering opinions about revisions to Chapter 19.62. The questions were broken into subjects of Character, Landscaping, and Architectural Design. Attendees were asked to write their perspectives and responses to each question on 'post-it' notes and attach their comment to the question boards. Please see an attachment including the list of questions and the compiled responses.

Summary

Character

With regards to Character, questions were formulated to identify existing elements that local owners feel create a sense of place and uniqueness along the Highway 85 corridor. In addition, questions were asked as to how the corridor might be improved.

Existing Highway 85 Corridor



Responses suggest that a more standardized look to the architecture could help enliven the corridor. There is also a strong desire to renovate aging buildings and street infrastructure. Local business and property owners consider the presence of small businesses to be an asset to the corridor. However, better access off of Highway 85, as well as the integration of gateway features, were noted as potential positive improvements.

Local owners are appreciative of the corridor as an industrial business center but recognize that more retail could be integrated to bolster tax revenue. Respondents commented that an “anchor store” would help spur other development in the corridor.

Some of the respondents suggested that stronger design standards are not needed but rather, more coherent standards that will not make it difficult for small businesses to locate along the Highway 85 corridor in the future. Others felt that stricter standards are needed to add quality to the corridor. There is also a desire for the City to take better care of the

Future Retail is encouraged



frontage roads and other city-owned infrastructure as well as a desire for more overall cleanliness in the area.

In general, strong consensus is found that the character of the Highway 85 corridor in Evans needs to be upgraded from its current status.

Landscaping & Amenities

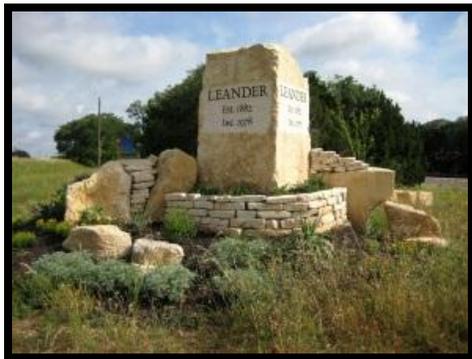
Several questions concerning landscape appearance along the Highway 85 corridor were asked in addition to their opinions regarding additional pedestrian spaces, and street lighting.

The majority of responses were in favor of additional landscaping along the Highway 85 corridor. However concerns were made about the individual property owners' additional costs associated with installation and maintenance.

Xeriscaping



Gateway/Entry Features



Xeriscaping (low-water demand plantings) is also strongly encouraged in the responses. However a mixture of colorful, more water-intensive, plantings was also mentioned as desirable.

Attendees were unanimous to support more pedestrian sidewalks and bike paths in the area, as well as increased signage to promote awareness of existing facilities. In addition, the attendees are quite open to additional street lighting.

Architectural Design

Design questions were formatted from an architectural perspective. Attendees were asked their opinions on the types of materials and colors they felt were appropriate along the Highway 85 corridor.

The majority of responses indicated a desire to have more uniformity with regards to the color and materials used for building façades. However,

Development with Architectural Uniformity



some felt that a mix of colors brings more character to the area.

Generally, the responses reflect a desire to have the freedom to choose the type of advertisement and signs to help promote existing businesses. The possibility for the addition of LED electronic style signs in the code is also desired by people who commented about signs.

Next Steps

Beginning with and after this joint City Council-Planning Commission Study Session, staff will spearhead the proposed wording changes that should be entertained to amend the Design Standards for the Highway 85 Overlay District. Staff needs to hear from City Council and Planning Commission about your opinions, suggestions, ideas, and expectations for inclusion in this upcoming Code Amendment. Please convey your comments at the joint meeting as we would appreciate hearing your opinions. If any thoughts or ideas come to you after this joint meeting, please send comments via email or phone call to Sheryl Trent. Sheryl will work with Baseline to consider all suggestions and desires.

In addition, once this code amendment (Chapter 19.62) is completed with the intent to assist with new investments and new development in the corridor, it should be considered to move forward with preparing a new Highway 85 Corridor Plan to replace the plan adopted in 2002, or 11 years ago. Once this Corridor plan is in place, it can be used as a basis to create new Zoning Districts specifically for the properties in the Highway 85 corridor and planning area.

Attachments:

- Corridor Neighborhood meeting (March 7, 2013) attendance sheet
- Compiled responses from attendees at the Neighborhood meeting

ATTENDANCE—Sign-in Sheet

Evans Highway 85 Corridor Meeting

Time: Thursday, 6pm to 8pm

Date: March 7, 2013

Location: Evans City Hall

	Print Name		
1.	JOEL OLIVA		
2.	ANDI WYBORN		
3.	GLEN MARTINDALE		
4.	Jim Schonebeck		
5.	DAVE BRADLEY		
6.	KARLA BRADLEY		
7.	William Jenkins		
8.	Bryan Specht		
9.	Ruth Goetzel		
10.	Jim Ell		
11.	CHRIS KIM		
12.	John Beattie		
13.	Angus Beattie		
14.	MIKE GIBSON		
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Compiled Responses from March 7, 2013 Highway 85 Corridor Meeting

Board 1: Character

1. *What do you like or consider to be special attributes of the Highway 85 corridor?*
 - Access N & S 85. E & W 34. Rail siding
 - Can you introduce an element of history?
 - Wildflowers
 - Most businesses are mom & pop stores

2. *What elements do you feel do not contribute favorably to the Highway 85 corridor?*
 - Landscaping
 - Run down buildings (x2)
 - Landscape and landscape maintenance is horrible
 - 85 access can be difficult
 - Run down streets
 - Not enough standardization
 - Not enough landscaping
 - Acknowledgement of city entrances

3. *What types of future businesses do you envision along the Highway 85 corridor?*
 - Industrial. Leave it alone and finish the 35th Avenue project for future development
 - Has been industrial. Would like more retail.
 - Tax generating retail.
 - Anchor store
 - Retail tax generating businesses
 - Ideal warehouse distribution center x2
 - Restaurants, shopping, service-based businesses (i.e. salons, nail shops, etc.)
 - Supermarket. I hate going to Greeley.

4. *What types of businesses would you prefer not be located along the Highway 85 corridor?*
 - No bars/clubs
 - No junkyards
 - Industrial. Keep industrial in industrial parks
 - Salvage/junk yards

5. *What kind of perspectives or thoughts do you have about big box businesses?*
 - Could bring in with a big chain “anchor store”
 - Box stores are bad
 - Not too big, limit size
 - I like/support small businesses. Makes area more personable and gives more character (boutique-like)

Compiled Responses from March 7, 2013 Highway 85 Corridor Meeting

6. *Would you support stronger design standards for the Highway 85 corridor? If yes, are there specific elements along the corridor you would like improved? If no, please tell us your concerns about stronger design standards.*

- Not against billboards
- Be careful and do not make it too difficult for businesses to operate or locate here
- Not necessarily. Needs to be neat but not standardized.
- Yes. Landscaping.

7. *Please provide any other thoughts, ideas or suggestions to us for review and consideration.*

- Lead by example and have the City improve and upkeep its landscaping, streets, and infrastructure before changing regulation on businesses
- For the City to always take care for their properties - weeds, trash, etc.
- Clean up properties just south of Fast Break Convenient Store and other residential properties.
- City of Evans needs to keep the frontage roads up as businesses along 85 use these roads
- As far as an entrance sign and landscaping around it, the City had one on the south end near the river and let it all die due to lack of care by City.

Board 2: Landscaping and Amenities

8. *Are you pleased with the existing landscaping along the Highway 85 corridor? If yes, what do you like or consider a special attribute.*

- What Landscaping?
- There is no Landscaping.
- Anything (more landscaping) would be an improvement
- No! additional landscaping requires unwanted maintenance

9. *If you feel the landscaping could be improved, what would you like to see?*

- Seasonal plantings under the main Evans sign as you enter the city
- Clean up the trash and improve the nasty buildings
- Foliage, more mulch and additional landscaping maintenance is needed
- A mixture of xeriscaping and nice flowers
- Bluebonnets and wildflowers

10. *Consideration needs to be given to the use of water for landscaping. Would your preference be for low-water demand plantings or higher water demand plantings, such as a grass lawn?*

- Something nice but more economical
- Low-water demanding plants
- Low-water demanding plants
- a mixture of low-water and more water intensive plants
- Low-water demanding plants
- Non-potable water would be nice to tap into

Compiled Responses from March 7, 2013 Highway 85 Corridor Meeting

11. *What types of architectural characteristics would you like to see along the Highway 85 corridor?*

- Metal roofs acceptable (opposed to shingles), low maintenance preferred
- Something inviting and clean
- Need pitch (Roofs)
- No mansard roofs
- Mansard or flat roofs are great!
- Modernized, while keeping some of its character. Not a total transformation

12. *Do you feel that there are property maintenance issues along the Highway 85 corridor?*

- Walkway, trees, and tagging along walkways. Needs to be cleaned up
- More than I can say
- Yes absolutely x 3
- Not so much maintenance issues. Should be beautified though. Again, not enough landscaping.
- No sidewalk or bike path

13. *Would you support special entry features in the Highway 85 corridor?*

- Absolutely!
- Yes x 2
- Yes, for a nice entrance sign
- Yes, but only after corridor has been established
- Yes, monument entry

14. *Please provide any other thoughts, ideas or suggestions to us for review and consideration.*

- City needs to do a better job in maintaining current properties (trash weeds etc.) x 2
- Try not to over-regulate for it will run businesses out x 2
- The corridor needs better turn lanes!

Board 3: Architectural Design

15. *Would you like to see better pedestrian and bicycle circulation in the Highway 85 corridor?*

- Yes and throughout the city
- Yes x 3
- Bike path signs

16. *Would you support design standards that regulate building color? What colors do you feel are appropriate?*

- Yes - not bright like neon
- Color is a form of self expression and should be allowed
- Consistency is key
- To an extent, yes, while a mix of colors brings character to an area, it should be somewhat managed to conform with the City's vision

Compiled Responses from March 7, 2013 Highway 85 Corridor Meeting

17. *Do you like the type and quality of the existing signs in the Highway 85 corridor?*

- Uniformity is key
- No paint on windows for signs
- Signs are personal advertising and can't be uniform
- Jake brake signs
- I think the type of signage is good. Maybe cleaning up unused portions of the sign, changing out dead bulbs, etc. will help the look and feel of the renewal zone.

18. *Would you support a standard requiring only monument signs (signs no taller than 12 feet in height?)*

- No
- No, absolutely not
- Probably not. My business needs a lot visibility, which would be difficult to achieve without 12 foot signs.

19. *Would you support LED electronic signs along the Highway 85 corridor?*

- Yes
- Current regulations are fine.
- LEDs are too bright and Vegas-like, so no
- Probably not. I think it would take a lot of the character away

20. *Would you like to see a special street light, street furniture and landscape design in the Highway 85 corridor?*

- Better lighting and landscape
- Yes, better lighting on Highway 85
- Yes x2
- Not so much furniture, perhaps a sculpture. Train.
- Landscaping yes. Furniture possibly. Special street light possibly

21. *Please provide any other thoughts, ideas or suggestions to us for review and consideration.*

- Signs need to be updated
- 37th and St. Vrain needs better circulation around Envision School. The exit onto 37th stymies traffic.
- I think good landscaping will attract developers and really help beautify the corridor
- Both north and south access on 85 and 39th Street. Now you can't turn east going south on 85.
- Access to West Service Road from 37th Street - once closed, how will the City keep traffic from blocking St. Vrain?

