

North Avenue Advisory Committee

July 25, 2012

Welcome and Ground Rules: Dave Thornton welcomed members and passed out the basic ground rules concerning the North Avenue Advisory Committee (NAAC) meetings.

Old Business

1. Meeting notes were distributed to members to review.
2. Dave Thornton gave a brief follow up of the June 27, 2012 meeting.
3. Dave Thornton briefed the committee on the meeting held with City Council and City Staff. Tim Moore, Lisa Cox, Dave Thornton, Kevin Bray and Poppy Woody gave City Council an update on the status of the NAAC. City Council seemed to be supportive at this point. Some of the items discussed were:
 - a. The desire to make overlay more incentive based;
 - b. Gave developers/business community an option to stay with the C-1 zone or choose the overlay plan
 - c. Achieving the committee's vision while doing the right thing (wider sidewalks, better lighting, safety for pedestrians);
 - d. Encouraged monument signs rather than pole signs (bring height of signs down); and
 - e. Make corridor a safer place.

Implementation Tools: Update by Poppy Woody and Kevin Bray on property/business owner's group.

1. The new name of the owner's group was chosen – North Avenue Owner's Association.
2. Boundaries were determined to be Highway 50 on the west and 30 Road on the east.
3. They wished to be an inclusive group consisting of owners, businesses and residents assuring each that they did have a voice.
4. The association would like to develop an incentives list to present to the City.
5. The next meeting will be held on **August 6, 2012 @ 6:00 PM @ Fiesta Guadalajara.**

New Business

1. News articles regarding the North Avenue Corridor project were distributed to the group.

North Avenue Overlay Zone District: Dave Thornton presented a PowerPoint presentation:

1. The Overlay Zone Districts main goals were: Multi-modal (pedestrian/bicycle friendly); cohesive look (wide/detached sidewalks, building setbacks close to street); safe and efficient transit stops; adequate lighting; landscaping.

Discussion:

- ✧ Concern was expressed regarding installing bike lanes on North Avenue. The concern was that Grand Junction High School students would use the bike lines for walking.
- ✧ Another concern was if bike lanes were installed on North Avenue, the streets would be too narrow for delivery trucks to travel safely.

2. Vacancy rates on North Avenue decreased from 12.4 percent in April 2012 to 12.2 percent in June 2012.
3. NAAC concerns – incentive based, site constraints, existing run down nature of North Avenue, reduction to the amount of required landscaping.

Discussion:

- ✧ It was good to get the perspective of former residents on the current conditions on North Avenue. They saw the corridor when it was bustling in the 1980's.
 - ✧ It was suggested that the committee come up with a theme/plan to improve the corridor and include input from CMU, the community and the City.
 - ✧ Streetscape (front door access) was a draw to the community.
 - ✧ Suburban style and urban style shopping centers were discussed.
 - ✧ It was suggested that removal of power poles and installation of wider sidewalks could be done now and would have a large impact on the corridor.
4. Elements to the Overlay: Streetscape; site design; ROW; incentives (encourage – not mandate); removing barriers.

Discussion:

- ✧ Overlay was incentive based. Tree landscaping could be reduced if buildings were brought close to street. Tree landscaping would only be required in parking lot.
- ✧ The City's Comprehensive Plan supported a thriving City Center where there were more density and intensity of development supporting the reduction of less landscaping.
- ✧ 8' detached sidewalk and 8' parkstrip
- ✧ Changing front, side and rear setbacks to zero.
- ✧ Possibly having awnings hang over 6' into ROW.
- ✧ Building entry standards – front access to street.
- ✧ Access to buildings – shared driveways where possible.
- ✧ Business signage – monument signs instead of pole signs.
- ✧ Parking standards – shared parking; on street parking for corner lots.
- ✧ Concern was expressed that reduced landscaping was not the only incentive option given for redevelopment. The committee would like to see some other incentives offered.
- ✧ Did the County have the ability to give tax credits or rebates from property taxes to businesses if they redevelop their property to newer standards?
- ✧ Could the City waive or reduce certain fees (Impact fees; TCP fees)?
- ✧ If large businesses annexed into the City and increased the revenue the City were collecting, could rebates be given back to that business?
- ✧ Were businesses along North Avenue willing to invest more money into the association (similar to the DDA)? Businesses needed to be educated on the benefit of investing into their association.
- ✧ John Shaver, City Attorney, was a good resource if anyone had any questions regarding TIF's and BID's.

Next meeting will be held on August 22, 2012 from 3:30 PM to 5:00 PM at County Courthouse Annex, 544 Rood Avenue, Third Floor, Training Room A.