



TOWN OF ELIZABETH

**TOWN OF ELIZABETH
MAIN STREET BOARD OF DIRECTORS
Monday, May 13, 2024 at 8:30 AM
Town Hall, 151 S. Banner Street**

CALL TO ORDER

ROLL CALL

AGENDA CHANGES

PUBLIC COMMENT

CONSENT AGENDA

1. Minutes of the Regular Meeting of April 1, 2024

NEW BUSINESS

2. Discussion regarding Gesin Lot RFP
3. Discussion regarding Historic Property parking requirements
4. Discussion regarding Historic Main Street 5K and Color Run

STAFF REPORT

5. Staff Report

BOARD REPORTS

ADJOURNMENT



**MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS
APRIL 1, 2024**

CALL TO ORDER

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, April 1, 2024, at 8:37 AM by Vice President Brandon Jeffress.

ROLL CALL

Present were Vice President Brandon Jeffress, and Board Members Tedd Lipka, Michael Hussey, and Carrie Wedel. President Linda Bulmer, and Members Jeff Struthers and Kurt Prinslow were not present. There was a quorum to conduct business.

Also present were Community Development Director Zach Higgins, Planner/Project Manager Alexandra Cramer, and Deputy Town Clerk Harmony Malakowski.

AGENDA CHANGES

No changes from Staff.

No changes from the Board.

Agenda set.

UNSCHEDULED PUBLIC COMMENT

There was no unscheduled public comment.

CONSENT AGENDA

1. Minutes of the Regular Meeting of March 11, 2024

Motion by Mr. Hussey, seconded by Ms. Wedel, to approve the Consent Agenda.

The vote of those Board Members present was unanimously in favor. Motion carried.

NEW BUSINESS

2. Discussion regarding Walkability and Wayfinding

Director Higgins led the discussion regarding Walkability and Wayfinding. The Board provided



direction to Staff.

STAFF REPORTS

- Director Higgins provided updates regarding:
 - Streetscape.
 - Monument gateway sign on Main Street.
 - Mr. Lipka asked a question regarding parking across from Town Hall.
 - Gesin Lot update.
 - Mr. Hussey provided an update and preliminary design on the 2024 Main Street ornament.
 - Reminder regarding upcoming conference.
 - Maverix Wi-Fi on Main Street.
 - Joint Workshop with the Board of Trustees reminders.
 - Coreflection strategic planning documents were available in the Board's packet.
 - Façade Grant Update. Mr. Hussey volunteered to be on the Façade Grant Committee.
 - Locable update. Vice President Jeffress had a question regarding marketing Locable to businesses.

BOARD REPORTS

No Board Reports presented.

ADJOURNMENT

Motion by Mr. Lipka, seconded by Mr. Hussey, to adjourn the meeting at 9:26 AM.

The vote of those Board Members present was unanimously in favor. Motion carried.

Vice President Brandon Jeffress

Deputy Town Clerk Harmony Malakowski



TO: Historic Advisory Board

FROM: Zach Higgins, Community Development Director
Alexandra Cramer, Planner/Project Manager

DATE: May 13th, 2024

SUBJECT: Discussion Regarding Gesin Lot RFP

Background

The Town, in partnership with the Colorado Main Street Program and Andrew Coburn of Urban Rural Continuum, are in the process of crafting a comprehensive Request for Proposal (RFP) to facilitate the redevelopment of the Gesin Lot. This RFP will detail the desired type of development, design standards if applicable, potentially establish a minimum purchase price of the land, and delineate the terms and conditions of the sale. Serving as a roadmap for prospective developers, the RFP will articulate the Town’s expectations and requirements for the project, encompassing aspects such as proposed land uses, building size, and design elements, including specified building materials.

Request for Input

Given the historical significance of the Gesin Lot and its importance to Main Street, input from the Historic Advisory Board and Main Street Board is being sought to ensure that the RFP reflects the site's history and character appropriately while also considering a future historic district and accompanying guidelines. Recommendations on architectural elements, design guidelines, uses, or other features to be included in the RFP are welcome and encouraged for consideration.

Focus Group Meeting

To refine the specific details of the RFP, a group will meet with the Board of Trustees for a workshop on May 14th. Two (2) representatives from the Historic Advisory Board and two (2) from the Main Street Board are invited to participate in this meeting, along with two members from the Main Street Board of Directors. This collaboration will help ensure that the RFP takes into consideration the collective vision and meets the Town's objectives.

Staff Recommendation



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

Staff recommends that the Main Street Board of Directors discuss their recommendations for the RFP as well as consider two members from their board to serve as their representatives for the discussion on the Gesin Lot RFP with the Board of Trustees scheduled for May, 14th.



TO: Main Street Board of Directors

FROM: Zach Higgins, Community Development Director
Alexandra Cramer, Planner/Project Manager

DATE: May 13th, 2024

SUBJECT: Discussion Regarding Minimum Parking Requirement

SUMMARY

The Historic Advisory Board has been looking for ways to incentivize a future historic district within the Town and Main Street Board has been looking for ways to make development on Main Street more streamlined and desirable. Owners of historic properties have had difficulties complying with the Town’s Site Plan requirements when looking to renovate or add to their historic lots. One potential solution to assist in both of these efforts is for the Historic Advisory Board and Main Street Board of Directors to explore the elimination or reduction of minimum parking requirements for properties within the proposed historic district and those on the local historic register. This initiative would seek to reduce the constraints imposed by parking mandates on historic properties and those within the proposed district. By doing so, it aims to encourage property owners to invest in and improve their historic buildings, allowing them to better utilize their unique spaces and offerings to the public.

The proposed historic district along Main Street represents the oldest part of Elizabeth, with buildings predating the establishment of current zoning codes. Most of these historic buildings are considered legal non-conforming, meaning they were constructed before current zoning regulations were enacted and do not comply with today's Downtown District (DT) zoning requirements. While this is common for historic Main Streets, it poses challenges for property owners seeking to make changes or additions to their properties.

In accordance with the Elizabeth Municipal Code, nearly all proposed exterior work on a property requires the submission of a site plan before a building permit can be issued. This regulatory step is to ensure that planned changes align with current zoning requirements. For instance, if a property like 188 Main Street proposes to add a patio to their property, they must first develop and submit a comprehensive site plan. This plan needs to detail both the existing features of the property and the proposed additions, providing the Town with an understanding of the intended modifications. A challenge arises when dealing with our historic Main Street buildings, many of which were constructed long before the establishment of these zoning requirements. As a result, many lack a previously filed site plan, making it incumbent upon current property owners to develop and submit one. This presents a unique challenge as the Town is then required to review these site plans against current zoning regulations, which may not always be congruent with the architectural and spatial characteristics of these historic structures.

Furthermore, the Downtown (DT) zoning district mandates a minimum parking requirement detailed in Section 16-6-10 of the municipal code. For retail use, one (1) parking space is required for every two hundred (200) square feet of usable floor area. For example, if a retail business with 1,600 square feet of usable floor area were to undergo a site



plan process for a building addition, they would be obligated to fulfill this parking requirement. In the case of the 1,600 square feet business, the code could necessitate eight (8) off-street parking spaces, depending on their proposed layout. The zoning code currently permits a reduction of this requirement by up to twenty percent (20%) for Downtown District, and property owners not able to provide the required off-street parking spaces may opt to pay a fee of five thousand dollars (\$5,000.00) per parking space. Following the same example, if the proposed business cannot meet the parking requirements, they would be subject to a fee-in-lieu of \$30,000. This approach to parking regulation seemingly benefits larger or more corporate developers over small entrepreneurs prevalent on Main Street. Such regulations could influence the types of businesses viable on Main Street, thereby impacting the variety of offerings available to the public in the form of buildings and businesses.

The Town has been proactive about parking on Main Street and has procured properties for parking purposes while also planning for increased and intentional utilization of Town Right-of-Way for parking as part of the Streetscape project. The acquisition of 444 S Main Street is being planned to yield 60 to 70 parking spaces, while 174 S Banner Street is being planned for an additional 25-30 spaces. According to the Town's recently completed Old Town Circulation Study, the projected parking demand for Main Street is 270 spaces. With the combination of on-street Main Street parking, additional programmed side street parking, private lots on Main Street, and planned public lots there is an expected surplus of 34 spaces to serve Main Street. This approach to parking has the potential to increase foot traffic while promoting walkability, encourage adaptive reuse of historic properties, and provide more local less corporate developers a path to infill within the Town's historic core.

STAFF RECOMMENDATION

Staff recommends that the Historic Advisory Board and Main Street Board of Directors discuss the minimum parking requirements for properties within the proposed historic district and those on the local historic register. Staff also recommends that the Historic Advisory Board and Main Street Board consider providing a recommendation to the Board of Trustees regarding this issue.



TO: Main Street Board of Directors

FROM: Zach Higgins, AICP, Community Development Director
Alexandra Cramer, Planner/Project Manager

DATE: May 13th, 2024

SUBJECT: Discussion Regarding Historic Main Street 5K & Family Color Run

SUMMARY

Staff is underway with the planning of the 5K and Family Color Run that will take place on September 7th. The Town has hired an event coordinator for the event. Their responsibilities encompass managing vendor and sponsor relations, coordinating with PD and medical personnel, and serving as the primary contact on the day of the event.

This year's route will utilize the Town's trail system that extends northward into Casey Jones Park. To enhance the professionalism of the event, we have partnered with Colorado Race Timing for race timing services. Their expertise will ensure accurate timing for all participants through the use of timing chips, alleviating the need for additional staff or volunteers in this capacity.

The services of a DJ, face painter, and the American Legion have been secured, while items such as color run equipment and medals have been received. We intend to maintain continuity by utilizing last year's logo, but on a different colored shirt. The order for the shirts, along with participant bags, will be placed in the coming month.

We anticipate launching the event's website sign-up page within the next week, with an accompanying social media announcement. Throughout the summer months, we will continue with targeted social media campaigns, leveraging paid advertisements to drive traffic to the website.

Additionally, the Town has recently launched a volunteer program aimed at supporting events. Through a dedicated sign-up page on our website, members of the public can now volunteer for specific job duties related to the 5K. We anticipate that this initiative will significantly alleviate the need for our Main Street Board members to be fully committed in race operations, allowing them the opportunity to engage with participants and the public during the event along Main Street.

RECOMMENDATION

Staff recommends the MSBOD provide any feedback about the event coordination thus far and start the dialogue around day of participation by each board member.



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: May 13, 2024
SUBJECT: Staff Report

STAFF REPORT

1. Streetscape Design Update

- a. The Board of Trustees approved the PSA with CORE Engineering for the Streetscape Design on 01/11/2022.
- b. The certified letter was distributed to property owners and business owners on 01/14/2022.
- c. The Revitalizing Main Street Grant application was completed and sent to CDOT on 02/04/2022 before the deadline.
- d. Second Public Meeting occurred on June 30th at 6:00pm.
- e. A second certified letter has been distributed to property owners to notify regarding the second public meeting on June 7th.
- f. The third public meeting has been set for 10/13/2022.
- g. The Board of Trustees have heard progress on the project and provided further direction at their 09/13/2022 workshop.
- h. Streetscape Design Check In meeting was held and feedback received. The feedback received will be presented to the BOT in a memo at their 11/15/2022 meeting.
- i. The Add Services agreement with CORE was approved by the BOT on 11/29/2022.
- j. The BOT heard Main Street recommendations from Stolfus related to their Old Town Traffic Study at their 02/14/2023 BOT meeting.
- k. Staff received direction from the BOT at their 02/14/2023 regarding parking and traffic movement on Main Street. The BOT tabled the resolution to update the street cross-sections in order to obtain additional information.
- l. MSBOD and BOT met on 04/01/2023 for a work session. BOT gave direction on Streetscape. Staff is working on implementing direction.
- m. The Streetscape Amendment #2 has been approved by the BOT on 05/09/2023.
- n. Manny presented the options based on block-by-block analysis on 06/27/2023.
- o. Staff is seeking formal direction based on the block-by-block analysis on 07/11/2023.
- p. The BOT has given formal direction to accept the block-by-block recommendations from CORE Engineering. They have also given direction to save the four trees in the 500 block of Main Street and remove parking from the



West side of that block. CORE Engineering is working on providing the cross-sections required for adoption by resolution.

- q. A Streetscape meeting took place on 08/24/2023 here at Town Hall. CORE presented their updated CAD layout and DHM presented their updated landscaping and street furniture design.
- r. Staff met with CORE's lighting consultant to discuss streetlights.
- s. Staff submitted the Revitalizing Main Street Grant in September and was successful in receiving an award of funds. Staff is still working with CDOT in regards to the details around the award.
- t. Staff has submitted a \$1,000,000 grant request to the DOLA EIAF TIER II grant program on December 1st. Staff has presented to the Grant committee in February, 2024.
- u. Updated designs to accommodate less demolition have been created and will be presented to the MSBOD and BOT in early March.
- v. Staff has formally received notice of funding of \$1,000,000.00 through the DOLA EIAF Tier II Grant Program.
- w. Staff is working with CORE Engineering to receive final draft bid documents by May 15th.

2. Gesin Lot

- a. The Board of Trustees was presented with a proposal regarding the Gesin Lot by Gene Gregory. The Town is acquiring property valuation before continuing discussions with Mr. Gregory.
- b. The Board of Trustees is exploring additional options for the Gesin Lot before continuing conversations with Mr. Gregory.
- c. Mr. Gregory presented his latest proposal to the BOT on 02/28/2023. The Town is putting together a price for the property to be considered.
- d. The Board of Trustees has decided to not pursue Mr. Gregory's proposal further at this time.
- e. Staff will be seeking a site feasibility study for the Gesin Lot through DOLA.
- f. The monument sign/clock tower RFP has been distributed. The proposals will be reviewed on 05/11 at 2pm.
- g. DHM Design has been awarded the contract by DOLA. The Kick-Off meeting took place on 06/26 followed by the Design Charrette.
- h. DHM Design held their second meeting, to review and give feedback on three options on 08/14/2023 at Town Hall. The archway over Main Street was chosen by the group. DHM is working on additional design development before presenting to the BOT.



- i. The MSBOD made a design recommendation to the BOT. The BOT have moved forward with the MSBOD design recommendation at their 11/28/2023 BOT meeting.
- j. The Town will be seeking grant funding for this project through the T-Mobile Hometown Grant in the first quarter of 2024.
- k. The Town is starting the process of creating an RFP for the design and development of the Gesin Lot.
- l. DHM has presented the 60% design set to the Town for review of the Main Street Archway Sign.

3. Ornaments

- a. Tom Pollard has provided pricing for this year's ornaments. The total will be \$2,195.00 which includes art and tooling, 200 ornaments, boxes with info sheet, and shipping.
- b. The Town has received this year's ornaments. Ornaments are available for purchase by the Main Street businesses.
- c. All 200 ornaments have been purchased from the Town for 2023.
- d. Michael Hussey has provided the MSBOD with a draft for the 2024 Ornament.

4. Training Update/Reminder

- a. Alert Staff of any trainings you feel are relevant.
- b. DOLA Main Street Program provides monthly trainings online.
- c. Zach, Tedd, and Carrie attended the Main Street NOW Conference held May 6th-8th in Birmingham, AL

5. WiFi on Main Street

- a. The Town is working with Maverix to provide wireless internet service to Main Street and Running Creek Park. Maverix to met with the BOT on October 10th, 2023.
- b. BOT has approved Maverix contract and Maverix team is moving forward with infrastructure improvements.

6. 2024 First quarter stats were submitted to DOLA on April 15.

7. HAB District Creation and Design Guideline Update

- a. The HAB is starting a new effort for Design Guideline creation for 2024.
- b. The HAB has distributed their initial survey regarding the Design Guideline effort.

8. MSBOD, HAB, PC, and BOT Joint Workshop

- a. Tentative BOT and MSBOD Workshop schedule:
 - i. COMPLETED 01/23/2024 – 5pm (Gesin Lot Discussion)
 - ii. COMPLETED 04/23/2024 – 6:30pm
 - iii. 07/23/2024 – 6:30pm
 - iv. 09/24/2024 – 6pm (Advisory Board Budget Requests)



9. Strategic Planning with Melissa Antol, COREFLECTION

- a. COMPLETED - Please complete the survey by 01/15 @5pm
- b. COMPLETED - In-person workshop 01/29 4-8pm
- c. COMPLETED - Virtual workshop 01/30 6-8pm
- d. COMPLETED - Follow up during regular meeting on 02/12

10. Town of Elizabeth - Façade Grant

- a. The BOT has approved the Town of Elizabeth Façade Grant Program on 03/26/2024.
- b. The MSBOD needs to provide a Façade Grant Committee Member for 2024.
- c. First round of Façade Grant applications will be accepted from June 1st-June 30th.

11. Locable

- a. Staff has purchased the Locable package as directed and is in the process of starting the website.
- b. Staff is compiling a list of businesses and partners to provide to Locable. Locable will hold a kickoff call and subsequent virtual community meeting.
- c. Locable has completed a draft of the website which will continue to be updated as Staff and the MSBOD provide feedback. The website will be ready for a “soft launch” at the MSBOD Networking Event.

12. Main Street Flowers

- a. Main Street Board needs to discuss plan of action for obtaining flowers and coordinating with Public Works to have them placed on Main Street.