



TOWN OF ELIZABETH

**TOWN OF ELIZABETH
MAIN STREET BOARD OF DIRECTORS
Monday, July 10, 2023 at 8:30 AM
Town Hall, 151 S. Banner Street**

CALL TO ORDER

ROLL CALL

AGENDA CHANGES

UNSCHEDULED PUBLIC COMMENT

CONSENT AGENDA

- [1.](#) Regular Meeting Minutes of June 12, 2023

NEW BUSINESS

- [2.](#) Discussion regarding 5K Run
3. Discussion regarding Mayor's Tree Lighting Event - Linda Bulmer
- [4.](#) Discussion regarding MSBOD Budget and Workplan
- [5.](#) Discussion and possible action regarding Friday Night Market

STAFF REPORT

- [6.](#) Staff Report

BOARD REPORTS

ADJOURNMENT



**MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS
JUNE 12, 2023**

CALL TO ORDER

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, June 12, 2023, at 9:08 AM by Vice President Linda Bulmer.

ROLL CALL

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

Also present were Community Development Director Zach Higgins, Planner/Project Manager Alexandra Cramer, Deputy Town Clerk Harmony Malakowski, Assistant Public Works Director James McErnie, and Community Development Administrative Assistant Dianna Hiatt.

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 May 8, 2023

Motion by Mr. Hussey, seconded by Mr. Prinslow, to approve the minutes from May 8, 2023.

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

NEW BUSINESS

2. Discussion regarding Town of Elizabeth 5K Run



Representatives from the Fire Department, Police Department, and Public Works presented their items of concern to be looked at or addressed during the 5K event.

Motion by Ms. Wedel, seconded by Mr. Hussey, to add a budget line item set for \$100 to allow the hiring of an EMT for the 5K run.

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

3. Discussion regarding Carriage Shoppes proposal

Janet McCracken provided a proposal for updates to the Carriage Shoppes.

The Board provided feedback.

4. Discussion regarding Friday Night Markets

Mr. Higgins provided a sign-up sheet for a tent at Friday Night Markets.

Discussion followed regarding swag and marketing information to be provided. The Board will meet for a workshop on Monday, June 19th, to discuss Friday Night Markets and what is to be presented.

5. Discussion and possible action regarding PA system

Mr. Higgins provided the Board with a couple of items for a sound system to be used at events.

Motion by Mr. Jeffress, seconded by Mr. Hussey, to allocate \$700 from the budget to contribute towards the larger speaker system.

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

STAFF REPORTS

- Mr. Higgins let the Board know that Core Engineering will be providing a block-by-block analysis of the Main Street Streetscape Design to the Board of Trustees on June 27th.
- Mr. Higgins provided an update on the Monument Sign near the Gesin Lot. June 26th at 4:00 pm will be the Kickoff meeting followed by the Design Charette at 6:00 pm. Mr. Higgins would like as many Main Street Board Members as possible to attend the Design Charette portion of the meeting.
- 2023 Christmas Ornament design has been finalized.



- Mr. Higgins provided training updates and reminders.
- Reminder about the Historic Advisory Board District Creation Public Meeting tonight at 6:00 pm here at Town Hall.

BOARD REPORTS

- Vice President Bulmer had a question about getting the striping refreshed down Main Street.
- Mr. Jeffress requested an update regarding Main Street Station.
- Ms. Wedel had a question about how the networking event went. Discussion followed.
- Mr. Hussey wondered if HopsFest would be returning as an event.
- Mr. Jeffress would like to schedule a future workshop to discuss how the Board can help drive business on Main Street. Discussion followed.
- Vice President Bulmer expressed her appreciation for the flowers and the repair work on the sidewalks along Main Street.

ADJOURNMENT

Motion by Mr. Hussey, seconded by Mr. Jeffress, to adjourn the meeting at 10:53 AM.
The vote of those Board Members present was unanimously in favor. Motion carried.

President Tedd Lipka

Deputy Town Clerk Harmony Malakowski



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: July 10, 2023
SUBJECT: Town of Elizabeth 5k

SUMMARY

Staff is considering opportunities which could promote Historic Main Street and its businesses. Many surrounding communities hold 5k runs as family friendly events that serve their own communities as well as draw crowds from outside their own Town boundaries. Staff feels that the Main Street Board could fund, seek sponsorships, organize, and help run a 5k to promote the Town's Historic Main Street. Given the planning that would be required, Staff suggests the race to occur sometime between July and September 2023.

Staff has found the following general items make up the bulk of planning for a 5k:

- Choose a theme
- Plan your route
- Get the proper permits and permissions
- Set a budget
- Set an official date and time
- Create an event page or website
- Recruit sponsors
- Marketing
- Order Race Day gear and essentials
- Recruit and organize race volunteers
- Coordinate with local government for police and medical assistance
- Coordinate cleanup effort

BUDGET

The Main Street Board currently has a full yearly budget of \$33,000. The MSBOD has taken the 5K Committee's recommendation and allocated \$16,000 of that budget leaving \$4,875 currently unallocated.

The 5K Committee has put together an event budget which totals \$16,000.

This includes:

- T-shirts & medals: \$5,000 (150 each)
- Signage, advertising: \$2,500

- Event Coordinator: \$2,500
- Running Company Rentals:
 - Arch - \$100
 - Generator - \$50
 - Timing Clock - \$75
 - Bibs - \$20 per 100
- Porta Pot Rental: \$1,000 (2 regular, 1 handicap)
- Photographer: \$500 (\$250/hour)
- DJ: \$1,000
- Breakfast: \$1,000 (~\$7/150 ppl for pancakes)
- Drinks: \$750 (\$5/150ppl)
- Fun Run Equipment: \$1,000 (100 kids)
- Miscellaneous Expenses: \$425

Tentative Event Coordination Timeline:

March – Decide on Theme, Vet additional scope items, set a budget, set official date and time

April – Decide on a design for Marketing/T-shirts, permits and permissions

May – Reach out to vendors and other stakeholders with details, create event page or website, recruit sponsors

June – Begin formal advertising

July – Continue advertising/open ticket sales, order race day gear, recruit and organize race volunteers

August – Coordinate cleanup effort

September – 09/23/2023 Event Date

STAFF RECOMMENDATION

Continue to provide Staff with direction regarding the creation of a Town of Elizabeth 5k. Assign tasks to MSBOD members and 5K Committee to meet milestones.

ATTACHMENT(S)

N/A



ELIZABETH MAIN STREET PROGRAM WORK PLAN 2023

Projects	Tasks to achieve project	Start Date	Date to be completed	Status	Budget/ Funding source	Main Street Point
Training	Attend two of the four quarterly trainings provided by DOLA	Quarterly	Quarterly	Staff send training opportunities to MS BOD	\$8,000: DOLA Scholarship; MS BOD; DOLA technical assistance	Organization
	Main Street Manager's Summit	November	November	Pending DOLA		Organization
	Main Street NOW Conference	March	March	Register and make reservations for Board and Staff in January		Organization
	Downtown Colorado Inc. In the Game Conference	April	April	Register and make reservations for Board and Staff		Organization
	Main Street Communities Field Trip	April	TBD	Schedule with DOLA		Organization
Planning	Maintain a multi-year strategic plan	Ongoing	Ongoing	-	N/A	Organization
	Annual budget preparation and submission to BOT	August	December	-	N/A	Organization
	Submit annual workplan to DOLA and BOT	December	December	Send in December after adoption by MS BOD	N/A	Organization
Move up to Graduate Status	Have a succession/transition plan for your staff, board, and volunteers as applicable	TBD	TBD	-	N/A	Organization
	Update your building/property inventory of your Main Street district (including ownerships patterns, building conditions, vacancies, building square footage, use, average rents, and more)	TBD	TBD	-	TBD	Organization
	Solidify your volunteer management program and develop a volunteer recognition/award program	TBD	TBD	-	\$1,000: Main Street Board of Directors	Organization
	Update your business inventory of your Main Street district (including business types, contact information, number of employees, and more)	TBD	TBD	-	N/A	Organization
Operational/Administrative	Quarterly reporting to BOT	January, April, July, October	January, April, July, October	-	N/A	Organization
	Election of officers	December	December	December meeting agenda	N/A	Organization
	Designated meeting posting place	1st meeting in January	January	January meeting agenda	N/A	Organization
	Submit annual mini-grant application	As needed	As needed	-	N/A	Organization
	Redeem annual scholarship from DOLA system	As needed	As needed	-	N/A	Organization
	Redeem annual mini grant from DOLA system	As needed	As needed	-	N/A	Organization
	Host DOLA site visit	November	November	Schedule work session pending DOLA	N/A	Organization
	Report quarterly business stats to Main Street Board	Quarterly	Quarterly	-	N/A	Organization
	Submit quarterly reports to DOLA	January 15th, April 15th, July 15th, October 15th	January, April, July, October	-	N/A	Organization
	Submit annual report to BOT	January	February	-	N/A	Organization; Promotion
	Retain membership of National Main Street Center	January	February	-	\$375; MS BOD	Organization
	Storymap	April	October	Pending DOLA	N/A	Organization; Promotion
	Webpage/ social media maintenance	Ongoing	Ongoing	-	N/A	Organization; Promotion
	Coordination with local stakeholders (SBDC, Parks and Recreation, ENG, ECC, EACC, Elizabeth area business owners and residents)	Ongoing	Ongoing	-	N/A	Organization; Promotion
	Coordination with local, state, and federal agencies (BOT, ToE advisory boards, Elbert County, CTO, DOLA)	Ongoing	Ongoing	-	N/A	Organization; Promotion
	Maintain business inventory	Ongoing	Ongoing	-	N/A	Organization
Maintain property inventory	Ongoing	Ongoing	-	N/A	Organization	
Networking event/ meeting with EMMA	February	May	Book Thursday evening, 1st or 2nd week of May, at EBC; Book Legion to cater	\$1,000: MS BOD	Organization; Promotion	



ELIZABETH MAIN STREET PROGRAM WORK PLAN 2023

Create a friendly and diverse atmosphere that is welcoming to a wide range of ages and interests.

Projects	Tasks to achieve project	Start Date	Date to be completed	Status	Budget/ Funding source	Main Street Point
Promote Main Street	Update and distribute promotional maps and materials	Ongoing	Ongoing	-	\$200: MS BOD	Economic Vitality; Promotion
	Ornament Program	January	October	Survey businesses in Spring to follow up on 2022 sales	\$2,000: MS BOD	Economic Vitality; Promotion
Gesin Lot (165 Main St) Use and Development	Development	Ongoing	Ongoing	BOT considering Developer's proposal	N/A	Design; Economic Vitality
	Development of Clock Tower/Monument Sign	March-23	Dec-23			
Mayor's Tree Lighting	Event coordination	January	December	Appoint leads; Budget; Explore contract	\$15,000: Community Development Department	Economic Vitality; Promotion
Friday Night Market (formerly known as "Elizabeth Farmers Market")	Event contract w/ EBC	January	February	Discuss partnership and decide on each party's obligations	\$15,000; Community Development Department	Economic Vitality; Promotion; Design
	Music Licenses	Fall	Fall	Follow up re 2023	Town Clerk	
	Book bands	January	February	Pending cost information from EBC	TBD	
	Interns/Volunteer program to facilitate market on behalf of Town	April	September	Create volunteer position description; Decide on stipend	TBD/MS BOD	
	Little Dumpster Trash Service	April	September	Book trash service	PW to book with CD funding	
	Schedule Town MCs	April	September	Assign various Town MC's to market dates	-	
	ADA Accomodations	TBD	TBD	TBD	TBD	
	Marketing	April	September	Create graphic for postcards, website, Our Community	Community Development Department	
	Entrance/Exit/Stage lighting	April	June	Installed	PW Installed	
	Vendors	January	June	EBC/Book produce and food trucks	N/A	
	Porta potties and sanitization stations	April	September	Reserve	\$4,000: Community Development Department	
Recreation	CIP Plan for new Running Creek Park	TBD	TBD	TBD	TBD	Design, Economic Vitality
	Start capital improvements for Running Creek Park	TBD	TBD	TBD	TBD	Design, Economic Vitality



ELIZABETH MAIN STREET PROGRAM WORK PLAN 2023

Foster small town charm through retaining and preserving the historical character of buildings and the environment.

Projects	Tasks to achieve project	Start Date	Date to be completed	Status	Budget/ Funding source	Main Street Point
Streetscape	Complete design	January-22	June-23	PSA Approved/Work Ongoing	\$269,000: \$75k Legacy Village, \$194,000 Street Capital;	Design
	Artist Design of Streetscape Features	January	TBD	-	-	Design
	Apply for streetscape construction grant	March	April	Ongoing	N/A	Design
	Apply for art/creative district grant	October	November	-	N/A	Design
	Start streetscape construction	August	TBD	-	TBD	Design
Downtown zoning	Increase maximum under-roof lot coverage	TBD	TBD	Pending staff	N/A	Design; Economic Vitality
	Increase maximum principal building height to allow for 3 stories	TBD	TBD	Pending staff	N/A	Design; Economic Vitality
Main Street Station	Site Plan	-	TBD	Pending submittal of complete application	N/A	Design; Economic Vitality
	Discuss public parking (if provided parking exceeds requirement) and/or EV charging station	-	TBD	-	TBD	Economic Vitality
Historic Preservation	Support HAB with Historic District Creation and Design Guidelines Update	February-23	Sep-23	Ongoing	N/A	Design; Economic Vitality
Main Street Improvements	Flower plantings	April	May	-	\$550: MS BOD	Design

MSBOD BUDGET TOTALS (\$33,000 BUDGETED)		
YTD		
TRAINING	\$8,000	\$ 6,981.86
ANNUAL MEMBERSHIP	\$375	
NETWORKING EVENT	\$1,000	\$ 300.00
FLOWER PLANTINGS	\$550	\$ 494.00
MAPS AND MATERIALS	\$200	
ORNAMENT PROGRAM	\$2,000	
MAIN STREET 5K	\$16,000	\$ 800.00
UNALLOCATED	\$4,875	
TOTAL	\$33,000	\$8,576



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: July 10, 2023
SUBJECT: Town of Elizabeth – Friday Night Markets

SUMMARY

The Main Street Board has expressed interest in attending and working a vendor booth at the Friday Night Markets this summer. The Town has reserved a booth space for all the markets which may be utilized by the Board of Trustees, Historic Advisory Board, and Main Street Board of Directors. Main Street Board members have met to discuss possible “swag” items for giveaways at these events. A larger prize was also discussed to be associated with a small business “passport” program.

Attached are pricing for swag items and a staff recommendation for a passport prize. The passport prize staff recommendation is a 24x36” canvas print of Main Street. This print retails at \$345. The MSBOD will need to formally allocate additional funds from their budget for promotional items and marketing to purchase these items.

STAFF RECOMMENDATION

Provide Staff with direction regarding any materials you would like provided for the Friday Night Markets. Formally allocate additional funds for promotional items and marketing from the unallocated funds in your budget.

ATTACHMENT(S)

Swag pricing
Canvas Print Option

SWAG

Cotton Creations - tea Towel 18 x 28 (from Cotton Creations)

Direct to Garment printing in 4/c

GSM260 Tea Towel with loops:

48 – 143 - \$7.45 each

144 – 1007 - \$7.35 each

1008 + - \$7.30 each

No set up

GSM480 Tea Towel with loops:

48 – 143 - \$8.20 each

144 – 1007 - \$8.10 each

1008 + - \$7.15 each

No set up

Assorted Koozies:

<https://www.vpbrand.com/can-huggers>

I like this one because we can do a 4/c imprint all around and on the bottom. They print it and then assemble it.

<https://www.vpbrand.com/can-huggers-sp>

Screen printed version, prints in one color.

<https://www.vpbrand.com/bottle-huggers>

For a 12 oz. bottle, fits like a glove

4/c imprint all around and on the bottom.

<https://www.kooziegroup.com/US/koozie-britepix-can-cooler-45448>

4/c Koozie, \$.99 each, 200 minimum

Assorted Personalized Photo Calendars:

Halo has a program for custom calendars under 500 units and over 500 units. This quote is for under 500 units version that really goes up to 1,000 plus. If we are going to do 1,000 or more, I will research other options

<https://inspiration.halo.com/link/3105/>

Go to pages 55 and 56 please.

J30350-24 on page 55

You can see the format there.

12 month, 13 sheet calendar

All 4/c process

Free set up

Start any month you wish

10-7/8" x 8-3/8", vertical format

Wire-O Bound, stapled is a little less expensive.

All art and photos supplied to Halo specs.

3 grid choices to choose from

50 – 99 - \$8.90 each
100 – 249 - \$7.80 each
250 – 499 - \$7.40 each
500 – 749 - \$6.50 each
750 – 999 - \$6.05
1,000 plus – \$5.95
Envelopes - \$.25 each
Calendars inserted into the envelopes - \$1.25 each

Page 56, horizontal format
You can see the format there.
12 month, 13 sheet calendar
All 4/c process
Free set up
Start any month you wish
10-7/8" x 8-3/8", horizontal format
Stapled
All art and photos supplied to Halo specs.
Two grid choices to choose from
50 – 99 - \$10.80 each
100 – 249 - \$9.40 each
250 – 499 - \$9.00 each
500 – 749 - \$8.15 each
750 – 999 - \$8.00
1,000 plus – \$7.95
Envelopes - \$.25 each
Calendars inserted into the envelopes - \$1.25 each

Personalized Wrapped Hard Candies:

<https://nccustom.com/product/PP-CFM/us>

FlavorBurst Crystal Fruit Candies
Grape, orange, Lemon, sour apple, cherry
White wrapper with a one color imprint
2 case minimum - \$68.05
Set up of \$60
Make the wrapper a solid color for \$10 more.

<https://nccustom.com/product/PP-RSM/us>

Red Stiped Peppermint
2 case minimum
\$68.05 per case
Set up of \$60
White wrapper with a one color imprint
Make the wrapper a solid color for \$10 more

<https://nccustom.com/product/4CP-PP-CFM/us>

4/c wrapper, 5 assorted flavors of FlavorBurst Candies: Red Striped Peppermint, Green Stiped Spearmint, Cherry,

Grape, orange, lemon and Green apple
3 case minimum (3,000)
4/c imprint packaging
\$115.43 per case
Set up if \$120

<https://nccustom.com/product/PP-FBP/us>

Soft Peppermint
2 case minimum
White wrapper with a one color imprint.
Upgrade to a colored wrapper for \$10 per case.
\$80.22 a case (per 1,000)
\$60 set up

Locally made acrylic key chains - \$1.25-\$1.50/item



POSSIBLE PASSPORT PRIZE CANVAS PRINT





TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: July 10, 2023
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.

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.

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.

4. Training Update/Reminder

- a. Alert Staff of any trainings you feel are relevant.
- b. DOLA Main Street Program provides monthly trainings online.
- c. CO APA Conference will be held at the Cheyenne Mountain Resort 09/27-09/29. Please let staff know if you would like additional information.

5. WiFi on Main Street

- a. Town working with Maverix to provide wireless internet service to Main Street and possibly Running Creek Park

6. First quarter stats have been submitted to DOLA.

7. HAB District Creation and Design Guideline Update

- a. **The HAB held their second public meeting on Historic District Creation and Design Guideline update on 06/12 at Town Hall.**

Elizabeth Gateway Sign Kick-Off Meeting and Design Charette June 26th, 2023 1:00 PM

Attendees:

Zach Higgins – Community Development Director
Alexandra Cramer – Planner/Project Manager
Dianna Hiatt – Community Development Administrative Assistant
Carrie Wedel – Main Street Board of Directors
Brandon Jeffress – Main Street Board of Directors
Kurt Prinslow – Main Street Board of Directors
Mark Wilcox – DHM
Kaitlin Weber - DHM

1. **Recap on agenda, project outline and schedule**
 - a. August 14th – tentative public meeting date
 - i. Diana will be the town’s resource for public process
2. **Reviewing sign location and Main Street Corridor to determine site constraints and existing conditions**
 - a. Currently several existing road signs along 86th as you enter Elizabeth. These signs get lost and currently don’t bring any value or identity to the town.
 - b. CDOT owns 86th – gateway sign should remain on Town property or sign would need to hold to CDOT standards and receive approval.
 - i. CDOT contact for Elizabeth in Region 4 is Georgia Thomas
 - c. Maximum height of structure to not exceed 30 ft.
 - d. Traffic Study
 - i. The town/ CDOT is currently exploring the addition of a turn lane onto Main Street.
 - ii. Traffic Engineer will provide DHM with R.O.W information and traffic study once complete
 - e. Existing parking lot property is still under consideration and is undergoing conversation about redevelopment. Keep this in mind for sign size, location and placement
 - f. Site has heavy vehicle traffic and low pedestrian priority
3. **Identifying project goals**
 - a. Gateway sign should be an “Identity Marker”
 - b. Enhancement to the site
 - c. Consider lighting
 - d. Long lasting
 - e. Size of text should be legible from a driver distance
 - f. Artistic element that sets the stage for Elizabeth’s Main Street Corridor
 - g. Sign should not distract from vehicle traffic
 - h. Welcoming element that draws you into Main Street and downtown
 - i. Sign should be thought of as a “Monument or Gateway” for the Town of Elizabeth
 - j. Integration of historic elements

- k. Readable from both east and west and potentially double sided

4. **Discussing character, theming, materials and design preferences**

- a. Board members preferred an arch style with minimal footprint
- b. Design Charette attendees preferred an artistic, sculptural gateway monument
- c. General public noted interest in a clock tower
- d. Historic town elements for potential sign theming:
 - i. Railroad
 - ii. Pine Trees
 - iii. Deer
 - iv. Cattle
 - v. Timber
 - vi. Ranching, farming
 - vii. Dairy
- e. Use of natural materials and a “rustic feel”
 - i. Steel
 - ii. Wood
 - iii. Stone
 - iv. Rails

5. **Reviewing precedent imagery**

- a. Board members and design charette group liked the following precedents:
 - i. Town of Fairplay
 - o Sculptural aspect of sign took priority as opposed to lettering
 - o Liked the materials and theming
 - ii. Arches – Town of Golden, Manitou Springs
 - o Smaller footprint
 - o Uses airspace as opposed to impeding on pedestrian zone
 - o Minimal impact to parking lot property
 - o Wouldn't compete with existing road signs
 - iii. Vertical Sign – Summit Bechtel Reserve
 - o Liked the idea of verticality to bring long range visibility
 - iv. Silhouettes – Cripple Creek and Buena Vista
 - o Allows for integration of town historic elements and silhouetting
 - v. Traditional Ranch Style – South Fork Colorado and Valley View Acres
 - o Fits within town architecture and character
 - o Combination of materials, like the rustic style

6. **Brainstorming gateway ideas and design**

- a. Railroad elements used for base/ character of sign
- b. Arch Style
 - i. Silhouettes
 - o iconic historic downtown shops
 - o Pine trees, railroad, deer and cattle
 - o Farming scene similar to Fairplay
 - ii. Needs to be located farther south along Main Street, so to be visible from 86th and draw you into downtown

DHM DESIGN

- c. Concrete storywall highlighting historic town elements
- d. Sawmill blade that cuts through wood as the base of sign
- e. Integration of town logo
- f. Sculpture that would bend or cantilever over street
 - i. Need to determine CDOT standards if impeding on 86th roadway.

Next Steps:

1. DHM to develop 2-3 concepts and 3D renderings
2. Public Meeting to discuss concepts and receive feedback
 - a. Tentatively August 14th – DHM to confirm with Town

-