

City of Greeley, Colorado
CITY COUNCIL WORK SESSION REPORT
May 28, 2024

1. Call to Order

Mayor John Gates called the meeting to order at 6 p.m. in the City Council Chambers at 1001 11th Avenue, Greeley, Colorado, with hybrid participation available via the City's Zoom platform.

2. Pledge of Allegiance

Mayor Gates led the Pledge of Allegiance.

3. Roll Call

City Clerk Heidi Leatherwood called the roll.

The following members of Council were present:

Councilmember Tommy Butler, attended remotely via that City's Zoom platform

Councilmember Deb DeBoutez

Mayor Pro Tem Dale Hall

Councilmember Payton

Councilmember Johnny Olson

Councilmember Melissa McDonald

Mayor John Gates

4. Reports from Mayor and Council Members

Councilmember McDonald announced that it has been 6 months since she became councilmember. She attended the "Meet the Fleet" event with various departments to view the large equipment and trucks. It was attended by 100+ participants.

5. Downtown Overlay District

Community Development Director Brian McBroom and Planner III Douglas May introduced the item at 6:02 p.m.

Mr. McBroom announced that this item is best described as Phase 1 of an overlay district to the Downtown. It was initially the updated Downtown Master Plan adopted in January 2023 by the City Council. Mr. McBroom noted that the Downtown Development Authority (DDA) has been a very involved thought partner. He introduced Doug May to proceed with the presentation.

Mr. May described the project as one that creates new design standards and guidelines for Downtown that focus on consistent treatment to the public realm, streetscape, building frontages and character. The hope is to encourage redevelopment in Downtown Greeley and better connections between the University of Northern Colorado (UNC) campus and

downtown area by expanding the general improvement district. The idea is to extend the General Improvement District (GID) along 8th Avenue from 11th Street to 17th Street.

Mayor Pro Tem Hall asked for clarification on the difference between urban versus suburban development. Mr. McBroom explained the current development code required many steps for urban style development. The goal of the overlay is to achieve similar development with a simpler process.

Mayor Pro Tem Hall asked if this would allow more hardscape rather than landscape. Mr. McBroom replied that was true.

Councilmember Olson asked if parking reductions were due to the new state law. Mr. McBroom replied that the new law affects affordable housing.

Councilmember DeBoutez inquired how this change would help with providing public open space or parks. Mr. McBroom noted that this is a key question and that allowing more urban style development along the corridor would in some ways change the nature of the development in those areas. If the development does not have sufficient parking, then the public rights of way would need to have parking available for the uses we expect to see. And if the development code requires a private park, this overlay would no longer require that. Yet in some cases, developers do provide private open space areas on site anyway.

Phase one overlay is specific to the property that fronts 8th Avenue. Mr. McBroom responded to Mayor Pro Tem Hall's inquiry on building heights, at this point that it had not been anticipated. Councilmember Olson commented that the responsibility for open space and maintenance should not fall on the City, this should be included in the development fees.

Mayor Gates asked about the communication efforts with long-term businesses. Mr. May noted that a presentation had been shared with the DDA and so for those business owners being part of the DDA, they were informed. Currently no other long-term outreach has been conducted.

Council consensus was to proceed with the proposal.

6. Small Business Land Use Center Overview

Community Development Director Brian McBroom introduced the item at 6:21 p.m.

The Small Business Land Use Center is a response to a challenge that staff noticed. The development review process and city's development standards over time are more complicated. This is a function of changes in the principles and practices of regulating land use development and a response to the City's interest in attracting high quality development and keeping pace with practices and best practices. However, for small businesses unfamiliar with development review, the process can be difficult, confusing

and time-consuming. Key staff are being identified to serve as leaders to work more closely with small businesses seeking development approvals, especially for the first time.

The Small Business Land Use Center would provide a higher level of service to small businesses navigating the process. Additional services such as qualified professional list, financial assistance grants and potential code changes may be incorporated in later phases. Mr. McBroom asked for council feedback and questions. Next steps are to roll out the programs, track results and prepare for possible requests of additional funds.

Mayor Pro Tem requested clarification on the definition of “small business.” Mr. McBroom replied that this will be defined with the development of the program, the intent is not to define “small” in terms of footprint. He provided an example of a new business that is a non-franchise business.

Councilmember McDonald asked how this would work with the Small Business Development Center (SBDC) and stated realtors should be considered as well. Mr. McBroom expressed that there is a reciprocal opportunity to promote through SBDC and communicate awareness of the program with businesses that they interact with.

Councilmember DeBoutez showed her support and suggested having a basic website that provides information about buildings. She also noted the importance of knowledgeable staff providing positive first-encounter experiences with potential new business owners.

Council consensus: Support for the concept of the project.

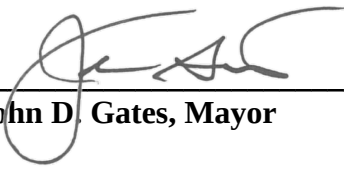
7. Scheduling of Meetings, Other Events

Mayor Gates reminded staff of the Habitat for Humanity Grand Opening event at Hope Springs, located between 32nd Street and 23rd Avenue, on Thursday, May 30, 2024 at 12 p.m.

8. Adjournment

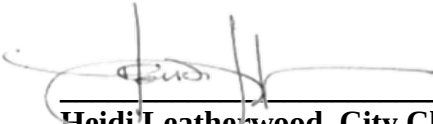
Mayor Gates adjourned the meeting at 6:33 p.m.

Approved:



John D. Gates, Mayor

Attest:



Heidi Leatherwood, City Clerk