



Staff Report

Planning and Community Development Commission

January 10, 2022

ITEM NAME

Code Modification Ordinance Updates – Commercial Design Guidelines & Development Review Process

STAFF

Philip Strom, Interim Town Planner

INFORMATION

Outreach

- Email blast to local businesses, property owners, and developers providing the proposed code modifications and requesting feedback – no comments or feedback was provided
- Direct outreach to 7 stakeholders:
 1. **Neil Sullivan – St. Vrain Market & Spirit Hound**
 2. **Laura Levy – Laura Levy Group**
 3. **Asa Firestone – A-Lodge**
 4. **Betsy Burton – Farmette**
 5. Eric Kean – MainStage Brewing
 6. Dan Sidall – Gateway Realty Group
 7. Gil Sparks
- Meetings were held with 5 of the 7 stakeholders (**bold indicates meeting held**)
- Open Planning Hours were held at Town Hall for 3 days with different time windows, with a single stakeholder attending
- Economic Vitality Commission

Design Guidelines

Overall Takeaways, Guidelines should provide:

- Confidence to businesses that Town decision makers will be consistent
- Clarity for both sides to eliminate surprises
- Balance to allow business common sense decision making with protection of Town character
- Allowance for individuality and uniqueness of business to be included in process and design
- Flexibility to business owners and developers
- Emphasis continuity of design over guidelines
 - Most relevant to expansion and additions to existing buildings
 - Allows developer to construct design consistent with original construction
- Relief to developments that are smaller, expansions of existing businesses, or reusing current buildings
- Allowance for further modification as necessary, especially include the Comprehensive Plan goals



Staff Report

Planning and Community Development Commission

January 10, 2022

- Opinion that past comprehensive plan goals has been abandoned in decision making of Town
- There is a concern that staff changes could have disparity in interpretation of guidelines
- This will also require the Town to build trust with business/development community
- Align with Zoning Districts, specifically Downtown Guidelines Overlay with Commercial Downtown District
- Reduced length and clarity

Detailed Feedback

- Eastern corridor is an important opportunity and should be detailed to ensure that the first impression to the Town expresses the character of the Town
- More prescriptive on use of sandstone, this is iconic to the history of the Town and should be more detailed
 - Review CU Campus Guidelines
- Include river rock as well as sandstone
- More concentration on climate change preparedness
- Concern with art section, feel should be reduced to allow more individual decisions based on aesthetic and safety

Development Review Process

- BOT final approval requirement is excessive considering PCDC approval is required, prefer for PCDC approval only
 - BOT has ability to overrule any decision by PCDC
 - Feel PCDC is a more level decision making body than BOT based on terms and limits
- Development in off-season is extremely critical and should be expedited
- Changes are good but communication between applicant and Town remains crux of process
- Concern with upfront costs and should try to be reduced as much as possible

Next Steps

- Continue targeted outreach
- Anticipate 2nd Reading at 2/7/22 BOT Meeting

COMMISSION ACTION

None.

ATTACHMENTS

None.