



**ECONOMIC VITALITY & TOWN CENTER TASK FORCE  
MEETING #3, May 30, 2018  
Meeting Summary**

**Attendance**

Task Force Members	Attendance
Steve Cox, Chair	Present
Adam Bettcher, Vice Chair	Present
Ronald Skinner	Present
Sarah Bayle	Present
Jerry Osborn	Present
Linda Rogers	Present
Victor Eskenazi	Present
Joe Mustach	Present
Wade Heyer	Present
Marie Landsverk	
Mike Lavigne	Present
City Council Liaisons	
Councilmember Doug McCardle	Present
Councilmember Laura Sonmore	Present
Planning Commission Liaisons	
Commissioner Alice Kier	
Commissioner Nick Bautista	Present
Project Consultants – SCJ Alliance	
Dan Penrose – Planning Manager	Present
Brett Bures – Project Manager	Present
Staff Liaisons	
Stephen Clifton, Assistant City Manager	Present
Christy Osborn, Community and Economic Development Director	Present
Bill Trimm, FAICP, City Consultant	Present

### **Open Task Force Meeting #3**

- The Chair opened the meeting

### **CAI Final Report Phase 1 – Demographic and Economic Profile**

- Brett announced that the Phase 1 Market Analysis is complete and finalized.
- Brett also announced that the Phase 2 Market Analysis will be presented at the June 12<sup>th</sup> Task Force Meeting
- It was noted by some of the group members that Brier should be included into the market analysis

### **Recap of Task Force Meeting #3**

- Brett presented information regarding the Public workshop and talked about how it was well attended, how the exercises have yielded great data, and how eager people were willing to participate.
- Brett asked the Task Force group what their thoughts, comments, and surprises were from the Public Workshop some themes that were discussed included: Veteran's Memorial Park pathway, Public Workshop responses were similar and consistent with the previous Task Force responses, Civic Square can become a contributing factor for revitalization.

### **Zoning Code Analysis – What does the Code Say?**

- Brett presented and discussed a brief looking into the Municipal Code to highlight some potential hurdles to development. Floor Area Ratio was discussed as well as development standards, zoning code requirements, and required land uses in the Town Center.
- It was discussed that Floor Area Ratio can be a very useful tool in development, it sets the parameters for bulk and size.
- It was discussed that if the minimum lot size, maximum impervious surface standards, and height requirements (to name a few) are met than Floor Area Ratio is just an additional code requirement that needs to be met.
- Parking counts were discussed. The Town Center Code requires 2 stalls per 1,000 sq. ft., typical counts for retail are 4 to 5 stalls per 1,000 sq. ft.
- The Chair invited people to discuss some concerns regarding the existing Town Center zone.

### **Town Center Boundary**

- Bill spoke about guiding principles that are needed to analyze, select, and recommend for updates to an area such as the Town Center. Bill suggested the following principles:
  - Identifiable edges – promote the boundaries of the Town Center with interesting buildings, streetscapes, art, etc.
  - Town Centers typically have a corridor running into it that feeds the core
  - Civic presence into the Town Center promotes a commitment of a city to the area, provides a gathering place for the community, and continually has business happenings during the work week.
  - Town Centers need to be identifiable. Currently, the Town Center cannot be seen from Interstate 5. Interesting ideas should apply to make the Town Center identifiable.
  - Walkability is important to transit, retail, office, etc.
  - Single family residential adjacent to a Town Center is okay.
- Dan provided a list of planning principles that are typically applied to area updated.

- Dan outlined and conducted a boundary exercise in groups

### **Next Meeting**

- It was outlined that the next meeting is scheduled for June 12, 2018.
- Items under consideration for the June 12<sup>th</sup> meeting are:
  - CAI, Inc. Town Center Market Analysis
  - Developer Input
  - Code Analysis