



City Manager's Office
300 LaPorte Avenue
Fort Collins, CO 80521
970.221.6505
970.224.6107 - fax
fcgov.com

Memorandum

DATE: February 2, 2012
TO: Mayor & City Councilmembers
THRU: Darin Atteberry, City Manager *DA*
FROM: Kelly DiMartino, Employee & Communication Services Director *KD*
RE: Work Session Summary – January 31, 2012 re: Convention & Visitors Bureau

On January 31, 2012 Council, staff and representatives from the Fort Collins Convention & Visitors Bureau (FCCVB) met in work session to review the services provided by the FCCVB and to get feedback on Council's goals and priorities for FCCVB services in preparation for the 2013-2014 budget process.

FCCVB Director Jim Clark, FCCVB Board President Dr. Joseph O'Leary, FCCVB Board Vice President Jackie O'Hara, and FCCVB Liaison Kelly DiMartino presented Council with a summary of the work of the CVB and its impact on the local economy. They reviewed highlights of the FCCVB's current strategic position in the market and discussed future opportunities, threats and priorities.

The following Councilmembers were present: Mayor Karen Weitkumat, Mayor Pro Team Kelly Ohlson and Councilmembers Gerry Horak and Wade Troxell. Council encouraged the FCCVB to pursue additional opportunities with the City's industry clusters and find new ways to leverage the unique assets in Fort Collins. Meetings with industry clusters are currently being scheduled. Councilmembers raised questions about the economic impact of the FCCVB and group business. Councilmembers expressed various opinions about the likeliness of a lodging tax increase should the FCCVB decide to consider it in the future.

Council requested that the FCCVB provide additional information about the following:

- Total number of hotel room nights (see below)
- Economic impact of the group room nights and how group room nights are distributed amongst various hotels (to be provided as part of the FCCVB Budget Offer).

Hotel Occupancy – 2011

Total number available room nights – 527,790

Total occupied (61%) - 322,480

**Source: Rocky Mountain Lodging Report, produced by the Colorado Hotel and Lodging Association.
(Includes rooms in the City limits; does not include properties in the Special Lodging District)



Planning, Development & Transportation Services

Community Development & Neighborhood Services
281 North College Avenue
P.O. Box 580
Fort Collins, CO 80522.0580

970.416.2740
970.224.6134- fax
fcgov.com

February 3, 2012

TO: Mayor and City Councilmembers

TH: Darin Atteberry, City Manager *DA*

Diane Jones, Deputy City Manager, Planning, Policy and Transportation *DJ*

Karen Cumbo, Planning, Development and Transportation Director *KC*

Laurie Kadrich, Interim Community Development and Neighborhood Services Director *LK*

FM: Megan Bolin, City Planner *MB*

RE: January 31, 2012 Work Session Summary – Planned Development Overlay District

The purpose of the work session was to present the draft Ordinance of the Planned Development Overlay District (PDOD), an optional zoning tool designed to encourage quality infill development and redevelopment. The session focused on the primary concepts of the PDOD and how development projects would be processed differently than what standard development review requires. The item was initiated with an overview of the detailed information contained in the videotaped presentation. Emphasis was placed on why the flexibility offered by the tool is beneficial for infill/redevelopment, and staff had a few simple examples to illustrate the issues PDOD would resolve. Council was asked for direction on the following questions:

1. Is Council clear regarding the purpose and use of the PDOD?
2. Does Council have any questions or concerns about implementing the PDOD?
3. Should staff proceed with Council consideration of the PDOD Ordinance on March 6?

Councilmembers present included Mayor Karen Weitkunat, Mayor Pro Tem Kelly Ohlson, Wade Troxell, and Gerry Horak.

The overlay boundary was discussed, and staff explained that it was adapted from two previously adopted boundaries: the Transit Oriented Development (TOD) overlay zone and the targeted infill and redevelopment areas mapped in City Plan. The intent was to keep the PDOD boundary consistent with the City's previous efforts to focus and encourage infill/redevelopment in key areas, and that the boundary encompasses the vast majority of sites that would be ideal for PDOD. Staff noted that there are likely sites outside of the boundary that could benefit from an alternative process like PDOD and, as a result, an "opt-in" process was incorporated into the tool so that sites outside the boundary can request to use PDOD if certain criteria are met.

The project's public outreach process was discussed, and Council expressed concern that the general public did not have an opportunity to provide feedback on the PDOD. Staff was asked to expand public engagement to include additional community organizations and specifically include those with a focus on environmental protection, neighborhoods, and affected property owners to more thoroughly vet the tool.

Council asked for clarification regarding sites outside of the PDOD boundary that could qualify to use the tool. A map was suggested to provide a visual of the areas in the community that could "opt-in". Council suggested that an overall re-evaluation of the boundary might be in order to be sure it encompasses the areas truly in need of flexibility.

Staff was asked why certain Sections of Article 3 (3.4.1 Natural Habitat and Features, 3.4.7 Historic and Cultural Resources, and 3.6.2 Streets, Streetscapes, Alleys and Easements) must be adhered to in their entirety. Staff explained those particular Sections are more processed-based and not prescriptive, so they would not infringe on the goal of providing flexibility. In addition, there is overlap with Municipal Code standards that would apply to PDOD.

Clarification was given regarding the items contained in the performance matrix (e.g. asking a project to include a three-bin system for recycling, trash and composting) that they are, in fact, items that go beyond the City's current minimum code standards and provide enhancements to projects.

Concern was expressed that it remains unclear how an actual project would be processed with the PDOD. Clarification is needed to understand the differences between the standard development review process and PDOD, especially when considering the point requirements of the performance matrix. Staff needs to illustrate through several project examples how flexibility is applied and how, through PDOD, a better project is achieved for the site.

Staff was also asked to consider performance metrics to measure the success of PDOD. Should it get adopted, how will the City judge whether it is accomplishing its intended goals?

Overall, Council expressed support for the concept of the PDOD and agreed there is a need for a better infill/redevelopment tool. That said, Council agreed it is not ready for adoption and wants staff to gather additional community input and refine the PDOD if necessary. After public outreach is completed, staff was asked to provide a memo update to Council to report on the feedback received and any changes in the PDOD as a result. Council would also like to know whether the Planning and Zoning Board supports the Ordinance. At that time, Council will decide whether another work session is necessary or whether staff can proceed with consideration to adopt the Ordinance.

Follow-up items include:

1. A map showing the PDOD boundary with riparian areas and natural features included.
2. A map showing the areas outside the PDOD boundary that are eligible to opt-in.



Planning, Development & Transportation

Traffic Operations
626 Linden
P.O. Box 580
Fort Collins, CO 80522.0580

970.221.6630
970.221.6282 - fax
www.fcgov.com/traffic

MEMORANDUM

TO: Mayor and City Councilmembers

THROUGH: Darin Atteberry, City Manager *DA*
Diane Jones, Deputy City Manager *DJ*
Karen Cumbo, Planning, Development, and Transportation Director *kc*

FROM: Joe Olson, City Traffic Engineer *JO*

DATE: February 2, 2012

RE: January 31, 2012 Work Session Summary – Traffic Safety

Councilmembers present: Mayor Weitkunat, Wade Troxell, Kelly Ohlson, and Gerry Horak.

City staff present: Karen Cumbo, Planning, Development and Transportation Director; Joe Olson, City Traffic Engineer; Kathleen Bracke, Transportation Planning, and John Hutto, Police Chief.

Summary

Staff presented traffic crash information from the "Traffic Safety Summary Report" completed by the Traffic Operations Department in 2011. It was noted that the crash data is being used as 1) a performance measure and 2) as a tool to best address traffic safety concerns in a cost effective manner. Staff also briefly discussed the City's pedestrian crossing policy as adopted in the City's Pedestrian Plan.

Discussion focused on the need for education particularly in three areas: 1) targeting young drivers and emphasizing issues with distracted driving, 2) a community wide effort focusing on pedestrian issues – particularly related to laws regarding crosswalks as well as the rights and responsibilities of motorists and pedestrians at street crossings and 3) general education regarding traffic signs, markings and signals.

Council provided generally positive feedback on the information presented and the approach being used by staff. However, Council expressed a desire for more consistency with crosswalk treatments and a concern for safety at the crossings on Mountain Avenue at Remington.

Requested Follow Up

- Can Police School Resource Officers conduct traffic safety training at high schools?
- Who operates the photo radar vans – Police or private contractors? Can we operate more than two photo radar vans?
- Information on traffic enforcement resources – is it still part of the culture to do traffic enforcement during time without calls? Are six traffic officers enough?
- More information on how we are making pedestrian crossings more consistent throughout the City.