SPECIAL STUDY SESSION NOTES CITY OF WHEAT RIDGE, COLORADO

City Council Chambers 7500 W. 29th Avenue **January 23, 2017**

Upon adjournment of Regular City Council Meeting

Mayor Joyce Jay called the Special Study Session to order at 8:52 p.m.

Council members present: George Pond, Janeece Hoppe, Kristi Davis, Monica Duran, Tim Fitzgerald, Zachary Urban, Genevieve Wooden, and Larry Mathews

Also present: City Clerk, Janelle Shaver; City Attorney, Jerry Dahl; City Manager, Patrick Goff; Administrative Services Director, Heather Geyer; other staff and interested citizens.

CITIZEN COMMENT ON AGENDA ITEMS

none

APPROVAL OF AGENDA

1. Investing for the Future – 2E Marketing/Branding Presentation

Mr. Goff gave a status report on the 2E projects.

<u>Wadsworth</u>: The subcommittee continues with the EAS. There may be two different bond runs. CDOT is still working with staff on the final design.

<u>Clear Creek Crossing</u>: The hook ramps look to have a mid-year start. Evergreen has closed on the property. Evergreen will be taking care of the construction bids, which will relieve some stress on staff. There are some conflicts with the Denver water line – scheduling, and the fact that their bore under I-70 is where the hooks ramps will go. This may delay the project 18 months. Staff is working with them to relocate.

<u>Gold Line</u>: Development work continues. This is a more complicated site to figure out how to spend the dollars. Staff is working on a strategy to leverage the funds. <u>Anderson Park</u>: Joyce Manwaring has an RFQ out to hire a developer.

Sara Spaulding, public information officer, presented on branding, images and themes. In order to keep the community informed and engaged in the progress of the four projects a visual brand has been developed for use in the City's communication efforts.

A communication subcommittee came up with "Investing 4 the Future". They consulted with an artist who lives in Applewood. He produced four icons representing roads, transit, parks and vitality. They will be used for Wadsworth, Ward Road, Anderson Park and Clear Creek Crossing.

Included in the communications plan are:

- New quarterly e-newsletter
- Dedicated webpage for 2E
- Detailed signage for the Rec Center, City Hall, the Active Adult Center and Localworks buildings

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- Signage at the projects that are visible from the road
- · Regular updates on social media
- Articles in the quarterly Connections newsletter
- Articles in the Mayor's Matters and the Economic Development e-newsletters
- Calendar updates for ribbon cuttings/ground breakings, community meetings
- Community presentations
- Videos for Top of the Hour (Channel 8)
- Media outreach including press releases, columns, articles (e.g. Denver Business Journal, Neighborhood Gazette, Transcript, Colorado Real Estate Journal and local TV/radio stations

From Council questions

- There is currently no budget for signage. Signs will be produced in-house.
- Can we include the WR Chamber of Commerce? Yes.
- Parks is really one park Anderson. Roads is really one road Wadsworth.
- Unsure of taxpayer benefit of a sign at a work site.
- It's an integrated approach to train the citizens to look for those icons.
- It creates opportunities for advertising partnerships.
- Caution to be careful how much money we spend on advertising.

There was unanimous consensus for staff to proceed with the branding.

There were a few closing questions from Council.

- Mr. Goff advised that Evergreen's application for the ramps will be a three-party agreement – Evergreen, the City and CDOT.
- He also agreed that staff will do some research on large day cares in residential zones.

ADJOURNMENT The Special Study Session adjourned at 9:24p.m.

Jahelle Shaver, City Clerk

APPROVED BY CITY COUNCIL ON February 13, 2017

Shaver

George Pond, Mayor pro tem