



Town of Frederick
Board of Trustees Agenda
Frederick Town Hall
Board Chambers
401 Locust Street
Tuesday, June 1, 2021

5:30 P.M.
Work Session and Special Meeting

In order to promote social distancing and to protect the health and safety of our Board members, staff, and community this meeting will be conducted via Zoom Video Communications. Interested parties are encouraged to access the meeting either via the web or by telephone. The meeting information is as follows:

Topic: Board of Trustee Meeting - Work Session, Special Meeting, Executive Session
Time: Jun 1, 2021 05:30 PM Mountain Time (US and Canada)

Join Zoom Meeting
<https://zoom.us/j/94885369969>

Meeting ID: 948 8536 9969
One tap mobile
+16699006833,,94885369969# US (San Jose)
+12532158782,,94885369969# US (Tacoma)

Dial by your location
+1 669 900 6833 US (San Jose)
+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)
+1 929 436 2866 US (New York)
+1 301 715 8592 US (Washington DC)
+1 312 626 6799 US (Chicago)

Meeting ID: 948 8536 9969
Find your local number: <https://zoom.us/u/acQjyYp5DY>

Built on What Matters.



Town of Frederick
Board of Trustees Agenda
Frederick Town Hall
Board Chambers
401 Locust Street
Tuesday, June 1, 2021

5:30 P.M.

Work Session:

1. Highway 52 Presentation – Kevin Ash, Engineering Director
2. Economic Development – Ryan Johnson, Economic Development Director

Special Meeting:

Call to Order – Roll Call:

Pledge of Allegiance:

Approval of Agenda:

Executive Session:

For the purpose of determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and/or instructing negotiators under C.R.S. Section 24-6-402(4)(e)(1) regarding economic development.

Mayor and Trustee Reports:

Adjournment:

Built on What Matters.



TOWN OF FREDERICK BOARD OF TRUSTEES INFORMATION MEMORANDUM

Tracie Crites, Mayor

Rusty O'Neal, Trustee
Mark Lamach, Trustee
Adam Mahan, Trustee

Dan March, Trustee
Kevin Brown, Trustee
Windi Padia, Trustee

Development Update

Agenda Date: Town Board Work Session - June 1, 2021

Attachments: None

Submitted by: Ryan Johnson
Economic Development Director

Approved for Presentation: _____
Town Manager

Detail of Issue/Request:

For many years, the Board of Trustees along with Town staff have identified the need to attract and develop opportunities for high quality retail development in the Frederick community. Furthermore, the Board recently established a strategic priority to develop and implement a retail strategy for Frederick. Paramount to this vision includes providing much needed amenities to the residents in Frederick, preserving the character and culture of the community as new development comes in as well as diversifying the sales tax base in Frederick.

While the pandemic has taken a significant toll on various industries not the least of which include portions of the retail industry, certain segments are beginning to show signs of exploring opportunities in a post-pandemic environment. Over the past few months there has been an increased interest from retail developers at the intersection of Colorado Boulevard and Highway 52. Staff continue to work with real estate brokers, developers as well as Frederick's (recently added) retail consultant to attract high quality retail development to this and other areas in the community.

At the June 1st work session, a retail development group with significant experience in the Denver metro area will be present to introduce themselves, their company and outline at a high level a proposed development concept they are exploring. While no official action is required at this time, the developer would like to present their concept to the Board for input and begin to foster a partnership. At this time, the developer has not made any official applications with the Town. It is anticipated that a future request

Built on What Matters.

to adjust boundaries of where one zoning district ends and another begins would need to be made in order to align with such a proposal. Other anticipated issues include access in to and out of the site as well as water for commercial development are also critical. However, those issues will be addressed later depending on the Board's level of interest and receptivity to this proposed concept.

Staff have worked with our retail consultant who has reviewed the proposed concept plan and comments from the retail consultant will be provided at the June 1st meeting. The developer is seeking initial feedback from the Board for general support of their concept plan at this time. This feedback is critical in order for the developer to determine if there is adequate interest in the proposal before spending close to a million dollars in entitlement expenses and making an official application to the Town for review. All other items ordinarily reviewed and considered during the development review process would occur as outlined in our adopted policies regarding development review and in accordance with other adopted design standards and codes.

Alternatives/Options:

The Board could choose not to receive this presentation or provide feedback to this potential developer. This option is not desired as the costs associated with preparing plans and going through the entitlement process are significant especially if there is no support for a project of this scope from the outset.

Financial Considerations:

No financial considerations exist at this time. It is anticipated there will be some discussions going forward about potential financial resources to help this project should the developer move forward. That request would be separate at a future date and start at the staff level. This may include utilization of urban renewal which is already approved for the site(s) in question.

Staff Recommendation:

Staff recommends receiving the presentation and providing high level feedback to the potential developer on their proposed concept. This feedback is not anticipated to include comments on site planning elements or other items that would be addressed during the development review process. Those considerations would be managed by staff during that time if and when the developer makes an official submittal to the Town for review.