



DISTRICT PLAN COMMISSION

Agenda Packet

June 25, 2020

2:00 p.m.

(typically fourth Thursday of the month)

Virtual Meeting via Zoom:

<https://us02web.zoom.us/j/84613962022>

or join by phone: (253)215-8782, PIN: 846 1396 2022#

COMMISSION MEMBERS

Alan Hale (Chair)

Amanda Griffin (Vice Chair)

Christy Dowling (Secretary)

Adam Kniss

Holly Peterson

Wayne Scott

Michelle Seubert

Dennis Tonsager

Wayne Walvoord

1. **Call to Order/Roll Call/Pledge of Allegiance**
2. **Approve minutes from May 28, 2020 meeting (p. 2-4)**
3. **Public Comment**
4. **Staff updates (p. 5-6)**

Regular Business:

5. **Front Range Trail update (I)**
6. **Officer Elections (A)**
7. **Announcements, Suggestions & Comments**
8. **Adjournment**



brightonco.gov/SplendidValley

The following links have been shared by Commission members or staff and are being provided for informational purposes only. These resources do not reflect the positions of Adams County or the City of Brighton.

Shared Resources	Work Plan Tactic(s)
The Producers: After Covid-19 nearly uprooted the planting season, Colorado farmers brace for uncertain harvest , 6/18/20, Denver Business Journal. (subscription required)	33

Please contact Anneli Berube at aberube@brightonco.gov or (303)655-2252 with questions or if you require special accommodations.



Type of meeting: Regular

Date: Thursday, May 28, 2020

Location: Virtual Meeting via Zoom

1. Call to Order/Roll Call/Pledge of Allegiance

Meeting called to order by A. Hale at 2:07 p.m.

Members present: Mr. Alan Hale (Chair), Ms. Amanda Griffin (Vice Chair), Ms. Christy Dowling (Secretary), Mr. Adam Kniss, Ms. Holly Peterson, Mr. Wayne Scott, Ms. Michelle Seubert, Mr. Dennis Tonsager, Mr. Wayne Walvoord

Members absent: None

Staff present: Anneli Berube (Adams County/City of Brighton), Scott Blaha (Adams County), Aaron Clark (Adams County), Thad Gourd (CSU Extension), Kate Lesser (City of Brighton), Holly Prather (City of Brighton), Kyle Sylvester (City of Brighton), Libby Tart (Adams County)

Public present: None

2. Approve minutes from February 27, 2020 meeting

- A. Kniss moved to approve the minutes from the January 23, 2020 meeting. C. Dowling seconded.

Minutes from February 27, 2020 meeting were approved unanimously.

3. Public Comment

No public comments were made.

4. Staff Updates

Q1 Monitoring Report update for 2020

A. Berube opened up the floor for staff to provide any additional updates not addressed in the Q1 Monitoring Report.

C. Dowling inquired on the status of the compilation of information from the Local Foods Workshop. A. Berube provided the update that staff has started to compile information from the workshop and it is still going to be completed, but COVID-19 has impacted this project.

5. Historic Splendid Valley Wayfinding Signage Project update

A. Berube presented the [Historic Splendid Valley Wayfinding Signage Program Update PowerPoint](#).

W. Walvoord expressed his appreciation for the definition of agritourism that A. Berube included.

W. Scott inquired as to whether Sonflower Ranch would be included within the boundary for the signage.

A. Berube confirmed that it is intended for Sonflower Ranch to be included in the wayfinding signage program. It was also noted that additional signage might be necessary so that members of the public could find it after turning off Bromley Lane.

W. Scott inquired as to whether the boundary could be expanded at any point to include farms outside of the current Historic Splendid Valley boundary.

A. Berube stated that the Historic Splendid Valley brand has a broad, less-defined geographic area which offers some flexibility. Expanding the boundaries of the District Plan area, however, would need to be discussed and would require an amendment to the District Plan document. The owner's reason for wanting to join (brand usage versus land preservation, for example) would be an important consideration.



District Plan Commission meeting notes



- H. Peterson inquired about the flexibility of the signs if farms change their offerings, for example.
- A. Berube affirmed that the signs are permanent, but the individual placards are easily changeable to keep them updated.
- A. Griffin expressed her concern that the terminology “reasonable proximal distance” leaves room for a lot of subjective determination and questioned whether there were any other established criteria beyond this definition to assure some level of consistency.
- A. Berube appreciated the question and stated that at this stage keeping the wording vaguer would be more beneficial to the brand, but the wording could be amended over time if there are enough questions to warrant it.
- W. Walvoord commented that having the mileage on the signs would be extremely valuable and that the moniker should include the Splendid Valley website for the public to access more information.
- A. Berube stated that the idea of adding the website was brought up at a Discover Brighton Agritourism Subcommittee meeting and it was agreed that people would not be able to get the whole website or QR code while driving past. Berube also noted that the moniker below the logo will say Brighton and Adams County.
 - W. Walvoord expressed that making those changes to the moniker seemed like a good compromise.
- H. Peterson asked if the Commission has a friendly URL to be able to at least put a shortened version on the sign.
- A. Berube confirmed that the City and County do own the splendidvalley.com URL, but noted that this would be a permanent aspect of the sign which could not be easily edited if the URL changed. She suggested that it would be just as easy for the public to Google the website, and that the Communications team could ensure the page would come up when people search for it.
 - A. Griffin commented that an established URL which has gained equity should not be lost/changed because it can reflect poorly on the establishment and then reputation management would need to be done.
- A. Griffin questioned whether any criteria has been established to determine the order of the placards on the sign. She was also concerned that some entities might not be able to participate in this program. She said that the program is largely being promoted through the Discover Brighton Agritourism Subcommittee, which is a program of the Greater Brighton Chamber of Commerce, and it seems like the subcommittee might be becoming “pay-to-play”.
- A. Berube explained that the placards will be hung in ascending order of distance from the sign. She affirmed that most of the farms with an agritourism component in the Brighton area participate in these meetings. It was also noted that she has spoken with the Chamber, and if the Chamber’s agritourism program becomes strictly pay-to-play, the relationship to Historic Splendid Valley will need to be reevaluated.
 - C. Dowling stressed that this is an Inter-Governmental Agreement which is essentially funded by taxpayer dollars to assist farms while providing local preservation and community education and was not intended to be a membership. As such, participating in this project should not require paying for a membership with the Chamber.
 - A. Berube agreed and added that the money secured with the Lodging Tax Grant which was matched by the City of Brighton and Adams County is only paying for the sign posts and logo at the top. It is intended for businesses to pay for their own individual placards on the signs to avoid the impression that government funds are being used to promote specific businesses.
- A. Hale suggested reconsidering having the URL on the sign and suggested that it could have its own placard at the bottom so that they can promote the brand as best as possible in the digital age.
- W. Walvoord concurred and noted that searching for Splendid Valley in a search engine produced the correct URL.
 - A. Berube explained that the URLs are owned by the City and County but they aren’t linked to anything right now. She noted that she can’t promise anything due to space and other considerations with the signs, but she will keep the group informed.



District Plan Commission meeting notes



A. Hale suggested that the Commission use the website to help control the image of the brand.

W. Walvoord and A. Griffin were in agreement.

W. Walvoord expressed that there are plans to have a main access to Riverdale Park on 120th and requested that the Commission keep an eye on this project and potentially include a Splendid Valley sign at this location.

A. Berube affirmed that this is being monitored by staff.

A. Hale recommended sharing signs with other existing entities, for example the Regional Park sign on 85.

W. Walvoord mentioned that the Anythink Library on Bridge has a digital sign which perhaps could be used.

A. Griffin said that the signs at Anythink Library, City Hall, Historic City Hall, and Eagle View Adult Center all have digital signs which belong to the City. The Pavilions has also been willing to offer their sign space for a fee.

6. Announcements, Suggestions & Comments

C. Dowling asked about updates on the Brighton Housing Authority for the health and housing collaborative.

A. Berube mentioned that Shannon McDowell is now working for the City of Brighton as a Long-Range Planner and will be taking over some of what Aja Tibbs had been working on for the committee. They are discussing funding and exploring options to help with COVID-19 relief, and working with local farmers has been encouraged as something to explore.

A. Hale inquired about the next meeting and if there is any news about the City or County reopening.

A. Berube mentioned that there will be a City Council meeting on June 2, 2020 to discuss reopening plans. The County is discussing reopening buildings but staying closed on Mondays. Due to the uncertainty and a number of people still working from home, it was suggested that the Commission still plan on meeting virtually for at least another month before reevaluating.

W. Walvoord and A. Griffin asserted that they would not be ready to meet in person yet anyways.

D. Tonsager suggested holding a meeting at one of the farms in Splendid Valley this summer so that everyone could still participate while social distancing.

A. Hale inquired about the Adams County Fair and whether it has been decided to have the event or not.

A. Berube responded that she has not heard anything about this event yet.

W. Scott asked if there were any updates regarding the former Ritchey property and a possible mining application.

A. Berube stated that District Plan Staff have not heard anything. C. Dowling stated that on Next Door there has been discussion regarding a possible reapplication for a gravel pit on Highway 7.

A. Hale stated that Mick Richardson is looking at building houses in the Farmlore development starting in 2022.

7. Adjournment

Meeting adjourned at 3:29 p.m.

Recorded by: K. Lesser

June 2020 Update

TO: District Plan Commission
FROM: Anneli Berube, Ag Innovation Specialist, for District Plan Staff
DATE: June 25, 2020
SUBJECT: June 2020 Update to Q1 2020 District Plan Monitoring Report

The following report is a monthly update to the Q1 2020 Monitoring Report. It provides updates on activities and deliverables that will be worked on or completed in the second quarter of 2020 (Q2).

Deliverable & Tactic Updates:

Deliverables for Commission Review Q2 2020: Below are the two deliverables or key tasks that will require the Commission's feedback in Q1.

- Historic Splendid Valley Wayfinding Signage program criteria, general design, and locations
- Local Foods Workshop summary and related resources

Tactics Underway: Below are updates on the tactics that will be worked on in Q2.

- **Tactic #2: Local Foods Workshop** – no updates.
- **Tactic #9: Zoning overlay or design guidelines** – no updates.
- **Tactic #10: Transfer of Development Rights (TDR) and/or Cluster Standards** – worked on clarifying some questions for the consultant, completed data sharing. It was decided that potential receiving areas can be included that are outside of the District Plan boundary, but are labeled “Local District Mixed Use” future land use.
- **Tactic #15: Marketing campaign** – a shortened version of the Historic Splendid Valley farmers press release was printed in the [June issue of the Brighton Buzz](#). In addition, Fox 31/Channel 2 reached out about a possible piece on Splendid Valley farmers and COVID-19 impacts. The original date was postponed, but it will hopefully be rescheduled. Four farmers stepped up and agreed to participate on very short notice. Staff also reviewed updated draft content for a Historic Splendid Valley exhibit that will be displayed at the Brighton City Museum later this year.
- **Tactic #16: Marketing capacity for local products** – staff shared specific, timely grant opportunities with Historic Splendid Valley farms who have been impacted by COVID-19, or that are choosing to make adjustments as a result of COVID-19.
- **Tactic #18: Wayfinding signage** – continued work on sign design and locations, including potential County locations if code amendments do not come through in time to allow signs to be installed in the City.

Tactics Ongoing: Below are updates on activities for Ongoing tactics.

No updates at this time to ongoing tactics.

June 2020 Update

Meeting and Event Updates

- **CO Farm & Food Systems Response Team calls:** Staff has participated in these weekly calls since they started on 4/2/20. These calls discuss the current and future impacts of the COVID-19 crisis on Colorado small to medium-sized farms and the markets they serve.
- **Discover Brighton Agritourism subcommittee meeting:** Ag Innovation Specialist participated in the 6/9/20 meeting. The Chamber shared information about the plan for the CTO funding received, including information about a “Farm-to-Table” event currently scheduled for 8/29/20.