



# WESTMINSTER

## Staff Report

TO: The Mayor and Members of the City Council

DATE: September 28, 2005

SUBJECT: Study Session Agenda for October 3, 2005

PREPARED BY: Barbara Opie, Acting City Manager

*Please Note: Study Sessions and Post City Council meetings are open to the public, and individuals are welcome to attend and observe. However, these meetings are not intended to be interactive with the audience, as this time is set aside for City Council to receive information, make inquiries, and provide Staff with policy direction.*

Looking ahead to next Monday night's Study Session, the following schedule has been prepared:

*A light dinner will be served in the Council Family Room*

6:00 P.M.

### CONSENT AGENDA

None at this time.

### CITY COUNCIL REPORTS

1. Report from Mayor (5 minutes)
2. Reports from City Councillors (10 minutes)

### PRESENTATIONS

1. South Westminster TOD Name

6:30 P.M.

### EXECUTIVE SESSION

1. Possible Land Acquisition
2. Proposed South Westminster Redevelopment Project (WEDA)
3. Personnel Matter – City Attorney Appraisal

### INFORMATION ONLY ITEMS – Does not require Council action

1. Monthly Residential Development Report (Attachment)

Additional items may come up between now and Monday night. City Council will be apprised of any changes to the Study Session meeting schedule.

Respectfully submitted,

Barbara C. Opie  
Acting City Manager



WESTMINSTER

## Staff Report

City Council Study Session Meeting  
October 3, 2005



SUBJECT: Naming and Branding for South Westminster Transit Redevelopment Area

PREPARED BY: Tony Chacon, Senior Projects Coordinator

### **Recommended City Council Action:**

Authorize Staff to proceed with developing plans and promotional materials denoting the South Westminster Transit Area redevelopment project as “Westy Park.”

### **Summary Statement**

- In September 2004, the City Council gave preliminary support to a draft redevelopment plan for the south Westminster Transit Redevelopment Area bounded by 72<sup>nd</sup> and 68<sup>th</sup> Avenues, and Federal and Lowell Boulevards.
- As part of the process, Staff had recommended that City Council establish a brand/name applicable to the redevelopment area that could be used in conjunction with promotional and marketing efforts to lure prospective developers.
- City Council directed Staff to develop a process for establishing a recommended brand/name, and that such process should allow for participation of Council and the community.
- Staff proceeded to secure the services of a public relations firm, Peak Public Relations, Inc., to develop and administer a public participation process to generate a recommended brand/name.
- Thirty-five community advocates, including three Council members, were contacted to discuss their thoughts on a brand/name. Eighteen members of this group also participated in a series of three focus group meetings from which 4-6 potential names were developed.
- In the summer of 2005, a survey was distributed to the 35 participants seeking their input on 5 potential names derived from the phone discussions and focus group meetings.
- A total of 22 persons responded to the survey which resulted in Westy Park being the strongest candidate name followed closely by DeSpain Junction. Westminster Crossing came in as the third strongest candidate name. The results of the survey are attached

**Expenditure Required:** \$ 0

**Source of Funds:** N/A

### **Policy Issue**

Should the City adopt an “official” name for the south Westminster transit redevelopment area in an effort to better market and promote redevelopment efforts, with the understanding that future developments within the area may have their own project name that may not include reference to the “established” name?

### **Alternative**

- Council may choose to select another name for the project area. Staff does not recommend this alternative as Westy Park was chosen through a public participation process, as Council had requested.
- Council may choose not to brand/name the project area. Staff does not recommend this alternative as it could hinder Staff’s ability to promote redevelopment of the area.

### **Background Information**

In late 2004, City Staff worked with Communication Arts, a nationally recognized design and marketing consultant, to develop a potential brand/name and supporting graphic that would be used in promoting and marketing the redevelopment project. A series of names and ideas were developed using the following criteria:

- Establishment of a distinct and easily recognized identity for the redevelopment project;
- Recognition of the transportation focus with an emphasis on commuter rail;
- Recognition of the immediate area’s historic significance, which includes its prominence in including the 1950 -1960 era when the City grew and developed its identity, and,
- Design simplicity, lending itself to marketing and “branding” the area and product.

Given this criteria, a design team involving the consultant and representatives of the City Manager’s Office and Community Development Department, proposed the name Westy Park. This name harkens back to the nickname for Westminster High School and sets the stage for the potential park development along Little Dry Creek, which will occur in conjunction with the transit oriented development (TOD) project in this area.

In September 2004, the name was presented to City Council for discussion. The City Council chose not to proceed with selecting a name for the project area, and instructed Staff to further evaluate naming options. Council also asked that the naming process include a public participation component and include the involvement of interested City Council members. Three City Council members agreed to participate in the process.

Accordingly, City Staff proceeded to hire Peak Public Relations, Inc. as a consultant to work with the community, Council members and Staff to develop a name for the project area. A group of 35 south Westminster community advocates was compiled. From this list, the consultant contacted all prospective participants by phone to discuss ideas and invite them to participate in a series of focus group meetings. The results of these conversations were shared with 18 persons who participated in three focus group meetings. The focus group meetings were then used to reduce the number of prospective names down into a manageable list of five prospective names that were incorporated into a survey sent to all 35 participants. The five names included in the survey were:

- Southside
- Creekside at Westminster
- DeSpain Junction
- Westy Park
- Westminster Crossing

A survey was produced by the consultant that asked prospective respondents to evaluate the prospective names relative to a series of criteria. The criteria included:

- Brief/short
- Trendy
- Fresh/new
- Attracts inter-generational population
- Sense of place
- Respects multi-cultural aspects of community

The survey was distributed to the 35 participants by e-mail or mail. The consultant received responses from 22 of the participants. The consultant, also, made followup phone calls to ensure everyone interested in responding was able to do so. The results of the survey indicated two of the names showed relatively high level of support, those being “Westy Park” and “DeSpain Junction” respectively. This was due primarily to their brevity of name, the newness or freshness, and being more trendy. The name Westminster Crossing received the third highest ranking. The consultant felt either Westy Park or DeSpain Junction provided a name that would significantly benefit the City’s promotion and marketing efforts for the TOD area. The consultant did voice concern that while Westminster Crossing was a worthy name, it may not be the best candidate given the redundancy in the use of “Westminster” and that the term “Crossing” has been used extensively in the Denver metro area.

By proceeding with the selection of a brand/name for the south Westminster TOD project area, Staff will be able to move forward with the preparation of promotional and marketing materials.

Respectfully submitted,

Barbara Opie  
Acting City Manager

Attachment: Survey Results



WESTMINSTER

Staff Report

Information Only Staff Report
October 3, 2005



SUBJECT: Monthly Residential Development Report

PREPARED BY: Shannon Sweeney, Planning Coordinator

Summary Statement:

This report is for City Council information only and requires no action by City Council.

- The following report updates 2005 residential development activity per subdivision...
The table below shows an overall decrease (-60.8%) in new residential construction for 2005 year-to-date compared to 2004 year-to-date totals.
Residential development activity so far in 2005 reflects decreases in single-family detached (-52.5%), single-family attached (-71.2%), and multi-family (-100%), and no change in senior housing development when compared to last year at this time.

NEW RESIDENTIAL UNITS (2004 AND 2005)

Table with columns: UNIT TYPE, AUGUST (2004, 2005, % CHG.), YEAR-TO-DATE (2004, 2005, % CHG.). Rows include Single-Family Detached, Single-Family Attached, Multiple-Family, Senior Housing, and TOTAL.

### **Background Information**

In August 2005, service commitments were issued for eight new housing units within the subdivisions listed on the attached table. There were a total of eight single-family detached and no single-family attached, multi-family, or senior housing building permits issued in August.

Beginning in August 2005 with the implementation of the City's new permit-tracking software (Accela), service commitments for new residential projects are awarded as the utility permits are issued (typically with the Certificate of Occupancy) for each new unit, which occurs at the end of the construction process. Prior to August 2005, service commitments were awarded when the building permits were issued (just before the start of construction), and previous monthly residential development reports included the new units early in the stage of construction. As this new process is implemented, please note that the monthly totals in these reports for the next six months or so may indicate a smaller number of new residential units since the totals will no longer reflect recently-issued building permits.

The column labeled “# Rem.” on the attached table shows the number of approved units remaining to be built in each subdivision.

Total numbers in this column increase as new residential projects (awarded service commitments in the new residential competitions), Legacy Ridge projects, build-out developments, etc. receive Official Development Plan (ODP) approval and are added to the list.

Respectfully submitted,

Barbara Opie  
Acting City Manager

Attachment

**ACTIVE RESIDENTIAL DEVELOPMENT**

| <b><u>Single-Family Detached Projects:</u></b> | <b>Jul-05</b> | <b>Aug-05</b> | <b>2004 YTD</b> | <b>2005 YTD</b> | <b># Rem.*</b> | <b>2004 Total</b> |
|--|---------------|---------------|-----------------|-----------------|----------------|-------------------|
| Asbury Park III (94th & Teller)                | 0             | 0             | 0               | 0               | 0              | 1                 |
| Asbury Acres (94th & Wadsworth Bl.)            | 1             | 0             | 0               | 4               | 0              | 2                 |
| Bradburn (120th & Tennyson)                    | 2             | 0             | 32              | 23              | 120            | 51                |
| CedarBridge (111th & Bryant)                   | 0             | 0             | 4               | 0               | 6              | 4                 |
| Covenant (115th & Sheridan)                    | 0             | 0             | 6               | 0               | 0              | 6                 |
| Hazelwood Annexation (147th & Huron)           | 0             | 0             | 1               | 0               | 0              | 1                 |
| Huntington Trails (144th & Huron)              | 0             | 0             | 0               | 0               | 210            | 0                 |
| Legacy Ridge West (104th & Leg. Ridge Pky.)    | 8             | 1             | 130             | 44              | 10             | 152               |
| Lexington (140th & Huron)                      | 0             | 0             | 0               | 0               | 5              | 0                 |
| Maple Place (75th & Stuart)                    | 0             | 0             | 4               | 0               | 0              | 4                 |
| Meadow View (107th & Simms)                    | 2             | 0             | 3               | 4               | 10             | 6                 |
| Park Place (95th & Westminster Blvd.)          | 0             | 0             | 0               | 0               | 100            | 0                 |
| Quail Crossing (136th & Kalamath)              | 0             | 0             | 9               | 0               | 0              | 9                 |
| Ranch Reserve (114th & Federal)                | 0             | 0             | 2               | 1               | 2              | 3                 |
| Ranch Reserve II (114th & Federal)             | 1             | 0             | 9               | 2               | 7              | 15                |
| Ranch Reserve III (112th & Federal)            | 0             | 0             | 10              | 0               | 1              | 10                |
| Savory Farm (112th & Federal)                  | 0             | 0             | 4               | 0               | 0              | 4                 |
| Various Infill                                 | 0             | 0             | 3               | 2               | 13             | 3                 |
| Village at Harmony Park (128th & Zuni)         | 8             | 7             | 56              | 52              | 71             | 79                |
| Wadsworth Estates (94th & Wads. Blvd.)         | 0             | 0             | 5               | 0               | 1              | 5                 |
| Winters Property (111th & Wads. Blvd.)         | 0             | 0             | 0               | 0               | 8              | 0                 |
| Winters Property South (110th & Wads. Blvd.)   | 0             | 0             | 0               | 0               | 10             | 0                 |
| <b><i>SUBTOTAL</i></b>                         | <b>22</b>     | <b>8</b>      | <b>278</b>      | <b>132</b>      | <b>574</b>     | <b>355</b>        |
| <b><u>Single-Family Attached Projects:</u></b> |               |               |                 |                 |                |                   |
| Alpine Vista (88th & Lowell)                   | 0             | 0             | 0               | 0               | 84             | 0                 |
| Bradburn (120th & Tennyson)                    | 0             | 0             | 67              | 18              | 55             | 92                |
| CedarBridge (111th & Bryant)                   | 0             | 0             | 0               | 0               | 2              | 0                 |
| Cottonwood Village (88th & Federal)            | 0             | 0             | 10              | 0               | 72             | 10                |
| East Bradburn (120th & Lowell)                 | 0             | 0             | 0               | 0               | 117            | 0                 |
| Highlands at Westbury (112th & Pecos)          | 21            | 0             | 27              | 25              | 71             | 75                |
| Hollypark (96th & Federal)                     | 0             | 0             | 0               | 0               | 20             | 0                 |
| Legacy Village (113th & Sheridan)              | 0             | 0             | 0               | 0               | 94             | 0                 |
| Ranch Creek Villas (120th & Federal)           | 0             | 0             | 16              | 0               | 0              | 32                |
| Summit Pointe (W. of Zuni at 82nd Pl.)         | 0             | 0             | 4               | 0               | 58             | 4                 |
| Sunstream (93rd & Lark Bunting)                | 2             | 0             | 2               | 2               | 22             | 4                 |
| Walnut Grove (108th & Wadsworth)               | 0             | 0             | 30              | 0               | 0              | 30                |
| <b><i>SUBTOTAL</i></b>                         | <b>23</b>     | <b>0</b>      | <b>156</b>      | <b>45</b>       | <b>595</b>     | <b>247</b>        |
| <b><u>Multiple-Family Projects:</u></b>        |               |               |                 |                 |                |                   |
| Bradburn (120th & Tennyson)                    | 0             | 0             | 0               | 0               | 54             | 0                 |
| Mountain Vista Village (87th & Yukon)          | 0             | 0             | 0               | 0               | 24             | 0                 |
| Prospector's Point (87th & Decatur)            | 0             | 0             | 17              | 0               | 29             | 17                |
| South Westminster (East Bay)                   | 0             | 0             | 0               | 0               | 64             | 0                 |
| South Westminster (Harris Park Sites I-IV)     | 0             | 0             | 0               | 0               | 12             | 27                |
| <b><i>SUBTOTAL</i></b>                         | <b>0</b>      | <b>0</b>      | <b>17</b>       | <b>0</b>        | <b>183</b>     | <b>44</b>         |
| <b><u>Senior Housing Projects:</u></b>         |               |               |                 |                 |                |                   |
| Covenant Retirement Village                    | 0             | 0             | 0               | 0               | 32             | 0                 |
| Crystal Lakes (San Marino)                     | 0             | 0             | 0               | 0               | 7              | 0                 |
| <b><i>SUBTOTAL</i></b>                         | <b>0</b>      | <b>0</b>      | <b>0</b>        | <b>0</b>        | <b>39</b>      | <b>0</b>          |
| <b>TOTAL (all housing types)</b>               | <b>45</b>     | <b>8</b>      | <b>451</b>      | <b>177</b>      | <b>1391</b>    | <b>646</b>        |

\* This column refers to the number of approved units remaining to be built in each subdivision.