

MINUTES
CITY OF ROELAND PARK, KANSAS
GOVERNING BODY WORKSHOP MEETING
ROELAND PARK
Roeland Park City Hall - 4600 W 51st Street
August 7, 2017 6:00 P.M.

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| <ul style="list-style-type: none"> ○ Joel Marquardt, Mayor ○ Becky Fast, Council Member ○ Tim Janssen, Council Member ○ Ryan Kellerman, Council Member | <ul style="list-style-type: none"> ○ Teresa Kelly, Council Member ○ Sheri McNeil, Council Member ○ Michael Poppa, Council Member ○ Michael Rhoades, Council Member ○ Erin Thompson, Council Member | <ul style="list-style-type: none"> ○ Keith Moody, City Administrator ○ Jennifer Jones-Lacy, Asst. Admin. ○ Kelley Bohon, City Clerk ○ John Morris, Police Chief ○ Jose Leon, Public Works Director |
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Admin	Finance	Safety	Public Works
Poppa	Kelly	Thompson	Kellerman
Fast	Janssen	Rhoades	McNeil

CMBR Fast called the meeting to order at 7:44 p.m. noting all Governing Body members were present.

I. MINUTES

- 1. 6/19/2017 Workshop Minutes**
- 2. 7/17/2017 Workshop Minutes**

The minutes were approved as presented.

II. DISCUSSION ITEMS

1. Logo Design with Vireo

Lindsay French and Triveece Penelton, with Vireo, the firm retained to further the City’s branding process started by Benedictine College made a presentation of the City’s brand as it is now and also to identify aspects of the brand they will develop.

The current tree logo represents a park-like atmosphere and the City’s website and pictures emphasize a small hometown feel. The color palette is earth tones to reflect a look that is natural and wholesome and as well as reliable and elegant. Ms. French asked the Governing Body to identify which aspect of the current brand they want to continue forward with for the re-branding.

Ms. French presented brand/logo concepts developed by Benedictine and asked the Governing Body for their strengths and weaknesses as well as input for the messages, themes and color choices. She also wanted to better identify the word that best describes Roeland Park.

For the first design, CMBR Poppa agreed that Roeland Park has the small hometown feel and they have trees, but that could be said about any city. There was nothing in the color palette that stood out and he did not feel the psychological meaning and emotions of the colors themselves translating into the logo. He felt that most logos are blue and green and would like Roeland Park’s to be able to stand out on paper.

Mayor Marquardt said the tree in the design is appropriate as he has been told that the City has the most tree coverage in the state per square mile. He said the colors and the natural items were good, but the logo looks dated. He would like to see something more flowing with more splashy colors like yellow. He said the brown that was used is bland.

CMBR McNeil would like to see a more realistic tree. She suggested tying into the Neighborhood Watch signs that have people circling around. She would like to see that idea brought forward to go around a tree to show that we're a community and a family. She does like the use of the color brown and green.

CMBR Kelly would like to remove the words "City of Roeland Park" and for the image to be something unique that in itself says Roeland Park. She also likes the use of naturally occurring colors. CMBR Kelly wants to see a more metaphorical imagery representing the things suggested by the citizens.

Ms. French presented the second image and stated that in going through the branding plan from Benedictine it showed an overarching theme that Roeland Park is an oasis where neighbors and nature thrive together just moments from anywhere.

CMBR Poppa said the Benedictine students did the best they could and did not believe this particular image captured Roeland Park as it portrays them as a city next to Kansas City, Missouri. He felt the design was too heavy and would not replicate well when adjusting size and color.

CMBR McNeil said she did not like the idea of Roeland Park being tied to downtown Kansas City and should speak about Roeland Park. She said the logo does not feel warm and homey and Roeland Park's should be welcoming. She does like the center part of the logo where neighbors and nature thrive together and that is more of the Roeland Park that she enjoys.

CMBR Kelly shared some of the same feelings that CMBR Poppa and CMBR McNeil expressed. If you take the words "Roeland Park" out of the picture you don't know it's Roeland Park. The colors are not very welcoming. She said the logos were literal translations of what the words were and again stated she would like to see something more metaphorical. She also does not want to see things in the logo that are not elemental to Roeland Park. She also does not particularly like the word "oasis." The City has its own identity. For the record, CMBR Kelly said she did not like any part of this logo.

CMBR Thompson would be opposed to having images for another city being part of Roeland Park's brand. She said they have a lot to offer other than being next to Kansas City and that is what they should focus on. She said she did not like the literal interpretation of the City and feels they have more to offer than just being an oasis in the city and also did not like this logo.

Mayor Marquardt said it is an interesting graphic. He said it was too busy on the bottom and would be too much to reduce. Mayor Marquardt said the word "oasis" is probably okay, but is undefined and is used as a proximity word to Kansas City. If oasis meant trees, nature, family, friendly and walkable, then that is what they should be projecting.

CMBR Kellerman stated he did not support Concept Number 1.

CMBR Rhoades said the City is close to a lot of cool stuff and is one of the reasons why a lot of people move to and live in Roeland Park. Proximity is important and needs to be said, but he feels that he's hearing from the Council that that is not important.

Ms. French said proximity can be brought up in other messaging forms and other materials, such as in brochures, the website, and other ways they write about the City.

CMBR Janssen agreed with the Mayor's comments about the attributes of the City. The question about what brought or kept someone in Roeland Park, location was by far the number one answer from citizens. He said that is an important point and is what has kept him in Roeland Park as well as it being a safe city.

CMBR Fast said she did not like any of the colors and they seemed more like Halloween with the orange and black. She said most of the concepts presented were too busy and would like to see something simple. She said one of the previous themes for many years was that Roeland Park was the gateway to Johnson County. She felt this graphic focused more on them being a gateway to Kansas City, Missouri. She likes the diversity, the small town feel, and the quiet.

Ms. French presented the logo with a theme that was more of a small town feel in the middle of the metro. The homes were modeled after homes in Roeland Park, along with the trees and the location of elements of Kansas City.

CMBR Poppa said this logo felt very nondescript and busy and did not believe it would scale well. It also focused on location and some cool stuff, but Roeland Park is cool and unique in itself.

CMBR Kelly said the colors were better in this one. She agreed that part of what makes Roeland Park cool is their proximity, but doesn't necessarily want the icon of the City to identify that aspect.

CMBR Thompson did not like the literal interpretation. She did like the aqua and the dark blue colors.

CMBR Kellerman like #10 as a secondary logo. He thought he could see that on Public Works shirts. He doesn't necessarily like the color scheme, but did like the tree in the background and the backwards "R."

Mayor Marquardt said this used to be his favorite when it started as a black house with white windows and doors. It looked homey and you could think about going into the house and there was life in there, and then they removed it. He did not like the dark blue color, but did like more of the natural colors.

CMBR Rhoades likes more of the blue pallet. He said they should keep in mind if they are putting the logo on Public Works vehicles, it needs to be simpler and this one is too busy.

CMBR Janssen said he likes the City name at the bottom of the logo and how it anchors everything else above it. He likes the color palette, but still feels it's a little dark.

CMBR McNeil said she likes the green trees and the background, but did not like only using the initials. It wouldn't make much sense to someone unfamiliar with Roeland Park.

CMBR Fast said the response she received was this one looked like a logo for a funeral home with rest in peace with the tree in the middle of "R" and "P."

Ms. French said the third option seemed less developed as a theme and a color palette.

CMBR Poppa said the lettering was simple and you could read Roeland Park.

CMBR Kelly also liked the simple lettering and it's different since it's a round design.

CMBR Thompson liked the shape of the tree.

Mayor Marquardt also liked the medallion shape of the logo. He was unsure whether there was a way to put a round logo onto things such as letterhead, or that it might be too awkward.

Ms. French stated that the people's perception of Roeland Park is that it's a quiet, friendly and a safe city that's convenient in proximity and community.

CMBR Fast said she did not like the word oasis as it reminds her of being in the Bahamas, which is not how she would define Roeland Park.

CMBR McNeil said she likes quiet, friendly and safe. She also said “home” is a real strong word to her.

CMBR Janssen said those three words are representative of how he feels along with location.

Mayor Marquardt said he feels it is quiet because of the tree canopy and the trees growing over the street down Roe, and that part of that quietness is the natural environment. He also likes “friendly.”

CMBR Kellerman does not like the logo, but the three terms that come out of the citizen survey are what matches the City.

CMBR Thompson said those terms importantly convey what the citizens think of the City.

CMBR Kelly agreed with those terms, but there are some more words that are equally as important. She said “community” and “diversity” are two strong words they use a lot. She likes “walkable” and “all ages” and would like to see those four terms added as well.

Mayor Marquardt agreed with CMBR Kelly’s comments.

CMBR Poppa said the terms are from the mouths of their residents and accurately describes the City on a basic level.

Ms. French said she has heard other terms being used such as being fun and wanting to attract young millennials, wanting to be artsy, and having some colors and splash. They have different connotations to them from quiet, friendly, hometown feel.

CMBR Kelly said what she hears from young residents who have moved to Roeland Park is that it’s hip and safe and a place where they can put down roots and enjoy the amenities. They want to live somewhere dynamic, not boring and everyone wants to feel safe.

CMBR Thompson said the word she would use to describe Roeland Park is “unique” in that they have set themselves apart from the rest of Johnson County who is somewhat cookie-cutter which is not at all how Roeland Park is perceived.

CMBR Kelly has been told by other people and other politicians that everybody watches Roeland Park as they tend to tackle tough issues in the City and move forward on those issues, all while still remaining a close-knit community.

CMBR Kellerman would like to be able to define their small town feel without coming across as sleepy.

CMBR Rhoades said they need something that will resonate with everyone without alienating anyone. He acknowledged it’s hard to do just that.

CMBR Janssen said what comes to mind is, “Roeland Park, the best kept secret.”

CMBR McNeil said she likes “Welcome Home to Roeland Park.” She said the word “friendly” could go for both hip people and old folks, and safe, everybody wants to be safe.

Ms. French said they will gather all of their comments and come up with six to nine logo concepts to present to the Governing Body at their next meeting.

2. Voting Delegates to the League of Kansas Municipalities Annual Conference

City Clerk Bohon said the dates for the annual conference are September 16-18, 2017 in Wichita.

CMBR Poppa said he would check his schedule and get back with staff as to his availability.

3. Aquatic Center Ad-Hoc Update

City Administrator Moody will send the minutes from the Aquatics ad hoc meeting out to the Governing Body. The information included in the packet is the brief. Staff will also send the letter to JCPRD and ask in the neighborhood of \$170,000, which is similar to what they currently pay and it's based upon utilization percentages.

4. Bike Trail Easement

City Administrator Moody said the City Attorney and the attorney for the Boulevard Apartments have both approved the easement language. There is a subordinate agreement that their insurer has requested which has been attached to the information.

CMBR Kellerman said the Boulevard Apartments can vacate the easement with no notice. City Administrator Moody stated the Boulevard has the authority to say they no longer want the easement to be there. CMBR Kellerman said hypothetically once the trail goes through, they can say they no longer want the trail there. City Administrator Moody said they could pay them for that portion of the ground, but on the flip side the City is not investing a great deal monetarily into the trail

CMBR Poppa asked if there is a way to connect to the City's portion of the trail if the Boulevard portion was closed in the future. City Administrator Moody said they would be able to use the City's portion of the trail, but it wouldn't be as long, but most of the trail is on City property.

The Governing Body agreed to the easement agreement with a five year guarantee of use.

5. Update on Tennis Court Replacement Project

City Administrator Moody reported that they have received the second round of review comments from USTA. There are a number of edits that they would like them to make to the plans and the specifications. The engineer is working on that. They will make those final submittals before the end of the week. They do not have any problems with putting the project out for bid before notification regarding the grant. They cannot, however, award the bid before the notification of the grant. Staff will likely have it out for bid for 30 days and hopefully by then they'll hear back concerning the grant. The Governing Body will then have a firm number to decide whether they want to move forward with or without the grant.

City Administrator Moody said SKW put together the plans for the proposal as they had done all the preliminary work and saves the City from having to pay for the same work a second time.

There was consensus for staff to put this project out to bid.

6. Discussion of Insurance Coverage Amount for Dangerous Animals

7. Bella Roe – Sale of Lot 6 of TIF 1B

Ms. Jones-Lacy said Jim Lambie of Lambie Homes is under contract with the owner of the vacant land at the southwest corner of 50th Terrace and Cedar. This parcel is part of TIF 1B which requires any sale of property to be approved by the City Council prior to sale. If they go through with the sale, the property would have to go through

the City's rezoning process as it is zoned CP-2, general business district. Mr. Lambie would like an indication from the Governing Body if they would be willing to approve this. If not, then there would be no need for him to purchase the property.

Mr. Lambie said site is approximately 3/4 of an acre and has a 12-14 foot from the back to the front which is a little unusual and would make it pretty much impossible to put in office or retail, which is what it is zoned for. He has done preliminary designs with single family homes that would go into the hillside and use the slope, but it's a different project than what they did at 48th and Parrish. These homes would have garages and kitchens on the first floor, have two bedrooms and include ranch and two-story plans. The lots vary in size and offset from the properties across the street.

The Councilmembers expressed concerns with the small size of the lots.

CMBR Fast said during the storms the street floods and this is a hill where families go sledding. She expressed concerns of flooding in the houses.

CMBR McNeil asked what they would do with the water since they are taking away the permeable ground for the other houses.

Mr. Lambie said they have not done the drainage studies. In the past they have created pits in the ground for the water to drain into which saturates the soil or they would drain into the street.

CMBR Fast reiterated that the street already floods and she would like to see further investigation on the water issue.

Mr. Lambie said with residential construction there is a lot less pavement versus construction of a commercial building. He added he wanted to get feedback from the Governing Body on this project. If there was no interest, then he would not purchase the property. He also added that he did not believe a commercial project would ever be put in on that site.

CMBR Thompson said she would like to see that parcel used for residential.

CMBR Rhoades said the residents behind that parcel would prefer to look at residential homes rather than the back of a strip mall with a grease trap and a dumpster. He did not like the width of the lots.

CMBR McNeil said she has heard from residents that they would like a coffee shop, or a small restaurant, small scale and walkable.

CMBR Poppa asked for an overall idea of how the Council felt on this project. He said he would support furthering the discussion on rezoning to residential, but seven homes may be too many on that piece of land.

CMBR Kelly said she would entertain residential construction as best use for that piece of property.

City Administrator Moody addressed the issue of property width noting that all the homes widths met the minimum requirements and setbacks of the City. He added that the neighbors were not at the meeting and he expected concerns expressed by residents about the proposed homes being denser than what they currently have. The homes' appearance would have an impact on the comments they could expect from residents. Staff would first deal with the current zoning and what does the Comprehensive Plan anticipate for a future land use. They would need to justify why they would deviate from the plan in saying it's been vacant for a long time, noting the property has not been developed under its current zoning and it is unlikely to develop for its current zoned use. The topography is also factor. He does believe there are reasons that exist that would justify a deviation in use. He cautioned the Governing Body in getting too far in looking for plans.

Mr. Moody said this is a policy decision to be made by the Council. Staff has shared the policy documents. He added that the Councilmembers have lived in the City for a long time and know the neighborhood and they can come to their own conclusion as to whether they feel this is a good development for this area.

CMBR Kelly said the fact that it has remained vacant that rezoning to residential would be a better use of the property. In looking at the pros and cons, even to address stormwater, there's going to be more percolation opportunities with residential and lawns than there is with parking lots. In zoning and in their requirements for building they do not have rain gardens and permeable concrete as directives for development, but she would support moving this towards residential.

CMBR Thompson said as a general concept she would support residential.

CMBR Kellerman said given the history of it, he would be supportive of reverting back to residential. He would like staff to look into the amount of houses that used to be here or find pictures of what it used to look like.

Mayor Marquardt said it does look like a 1,400 square foot home would fit on the lots assuming there would be 35-foot setbacks. He acknowledged it would be very tight. His big issue would be the homes would be looking at the side of Lowe's. He did not understand how housing would retain value at that small size looking into the parking and storage area. He likes that Mr. Lambie has done work and has confidence in the sight and he's definitely willing to look at that.

CMBR Rhoades said he liked the concept. He doesn't like the idea of the super-thin lots, and it should be six lots not seven from the space there. He added if it was a good commercial spot it would be commercial right now. Adding six houses would add an average of \$6,000 to the City annually.

CMBR Janssen said he would support some residential development on the lot.

CMBR McNeil said she would not support the project. She knows people that live behind Lowe's that cannot sell their property because of the trucks in and out all night long loading. They also have huge lights that shine at night. She felt they should stick with their plan at least one time.

CMBR Fast agreed with CMBR McNeil. She said the houses on Briar, a lot of them are rentals, have the lights of Roe and Price Chopper in them and there is a constant turnover in the houses. She thought that could be part of a redevelopment area when Walmart leaves. For this project they would need to mitigate the water runoff. She said all the things they're talking about in the logo they would be losing with this project. The City wants greenspace, walkability, and on the other hand it wants to develop every inch of the City so it's all sidewalk.

CMBR Rhoades and CMBR Poppa said the City does not own the property and it's not under their control. CMBR Fast responded the Governing Body has a say in whether the land use is changed.

CMBR Poppa said Mr. Lambie had six Governing Body members saying they would like to move forward.

Mr. Lambie said he would like to have the entire Council.

Ms. Jones-Lacy said she will put this item on the next Council agenda pending a formal request from the current property owner.

The Governing Body thanked Mr. Lambie for coming.

CMBR Thompson asked Ms. Jones-Lacy what it is that keeps getting passed to her to sign. Ms. Jones-Lacy said this is the budget certification that needs to be signed by the Council. It does not need to be signed by everybody, but

by a majority stating that they adopted the budget. It is a state form that shows the amount of each fund, the mill rate, the total taxes levied and the amount budgeted for the non-levied funds and is submitted to the county.

8. Discuss Community Center Fitness Room Restrooms

9. Discussion of Extension to Cell Tower Lease Agreements

City Administrator Moody said this will extend the agreement ten years into a 20-year agreement. The lessees like the site and they want to stay. They also want an assurance that they're going to have access to the tower. The agreement reflects the same increase in rates which is basically three percent per year, but goes up on the fifth year which equates to 15 percent every five years.

There was consensus to place this on New Business at the August 21 City Council meeting.

10. Discussion of the Rocks Retaining Wall, Sanitary Sewer Realignment and Stormwater Detention

City Administrator Moody said this process has yielded an opportunity to save about \$50,000 on the sanitary sewer work and its realignment. The savings can go towards the retaining wall or a regional stormwater facility that would be built underground on Lot Number 4. The lots are going to require stormwater retention. Lot 4 is the least valuable and is also a building challenge with fairly steep grades. It does add value to the other three lots because they will not have to build their own stormwater detention storage or provide surface water detention. The retaining wall also adds value, but as they do not yet know exactly how Lot #2 or Lot #3 are going to be developed building the retaining wall creates less flexibility and could affect the ultimate development on those two sites. The cost of either of these projects is within the resources available from the TIF. There is not enough money, however, to do both.

CMBR Janssen since they have already approved the retaining wall that's where he would apply the funds.

There was discussion about building the retaining wall and not knowing exactly what is going in at that area and possibly limiting the type of business that would be in there.

There was consensus to move this for further discussion New Business.

11. Discussion of Sink Holes near 57th & Roeland Drive

III. NON-ACTION ITEMS

City Clerk Bohon said the first September Workshop would be affected by the Labor Day holiday.

There was a consensus to move the meeting to September 11.

IV. ADJOURN

CMBR Fast adjourned the meeting.

(Roeland Park Governing Body Workshop Adjourned)