

UNIVERSITY HILL COMMERCIAL AREA MANAGEMENT COMMISSION

OFF SITE MEETING – May 21, 2014

9 – 11 a.m.

Grace Lutheran Church, 1001 13th Street

AGENDA

1. Swearing In of New Commissioners
2. Roll Call
3. Approval of the March 19, 2014 Meeting Minutes
4. Police Update
5. Public Participation
6. Public Hearing and Consideration of a Motion to Recommend to City Council the AMPS Work Plan
7. CUSG Update
8. UHNA Update
9. Parking Update
 - Pay by Cell
10. Matters from the Commissioners
 - Topics for Joint District Board Meeting Agenda
 - Retreat Agenda
11. Matters from Staff
 - Hill Reinvestment Strategy Update – Study Session April 22
 - Pilot Parklet Competition Winner
 - Hill Travel Survey Update
 - AMPS – Joint Board Meeting April 23rd Follow Up
 - Summer Schedules

Attachments

- Sales and Use Tax Revenue Reports – February 2014
- Police Stats
- Hill Transportation Survey - https://www-static.bouldercolorado.gov/docs/UHGID_Spring_2014_Surveying_Report_w_Summary_2014-04-03_april_mtg-1-201405091124.pdf
- Hill Study Session Memo 4.22.14
- Parklet Proposal
- AMPS Board Memo
- AMPS List of Work Plan Items

DUHMD/PS 2014 Priorities

University Hill

Hill Reinvestment Strategy Development, Adoption and Implementation

- Capital Improvements
- Marketing and Events
- Organizational Structure
- Clean and Safe
- Innovation

14th Street Mixed Use Development Partnership

“Parklet” pilot

Boulder Junction

Implementation of TDM District

- PILOT payments
- Revised budget projections

UHCAMC 2013 Priorities

- Support the Residential Service District
- Support the Hill Ownership Group
- Create a clear brand identity for the Hill Commercial area that includes a focus on sustainability, creativity, innovation
- Encourage sustainable pilots to meet our energy future
- Think creatively but carefully about affordable housing on the hill
- Provide funding through the CIP for capital projects on the hill
- Develop sustainable partnerships with the University
- Changes to the regulations in the hill commercial area to promote creativity

Depot Square Garage Operations
Parking Plan for future development

Downtown

"Parklet" Study
Civic Area Plan Participation
Civic Use Pad Recommendation
Implementation of Bond Projects:

- 15th Street Streetscape
- West End Streetscape

Parking

AMPS Phase I Implementation: Work Plan Development, Scope and Phased Implementation
Garage Arts Plan
Parking Philosophy
NPP Expansions

Internal

Division Value Goal: Customer Service
Name Change
Office Space Planning and Remodel Phase II

Mission Statement: We serve the downtown, University Hill and affected communities by providing quality program, parking enforcement, maintenance and alternative modes services through the highest level of customer service, efficient management and effective problem solving.

**CITY OF BOULDER, COLORADO
BOARDS AND COMMISSIONS MEETING MINUTES FORM**

NAME OF BOARD/COMMISSION: UNIVERSITY HILL COMMERCIAL AREA
MANAGEMENT COMMISSION

NAME/TELEPHONE OF PERSON PREPARING SUMMARY: Ruth Weiss – 303-413-7318

NAMES OF MEMBERS, STAFF, AND INVITED GUESTS PRESENT:

BOARD MEMBERS: DAHL, MITCHELL, GRIFFITH, RAJ

STAFF: WINTER, WEISS, MATTHEWS, AMEIGH, JOBERT, HERRING, JUDD,
TRUJILLO,

GUESTS: KEVIN RIEDER, MONIQUE COLE, JULIA HELLERMAN, BILL SHRUM

TYPE OF MEETING: Off Site March 19, 2014

AGENDA ITEM 1 – Roll Call: Meeting called to order at 9:12 a.m.

AGENDA ITEM 2 – Approval of the October 1, 2013 Meeting Minutes (Action Item Below)

AGENDA ITEM 3 – Police Update: Trujillo offered information on the St Patrick’s Day weekend and all went well, there were additional officers on for the weekend. A sofa fire incident was mentioned.

AGENDA ITEM 4 – Public Participation: Julia Hellerman introduced herself as a member of the business community with The Second Kitchen, a food coop. Hellerman gave details of the business. Commissioners offered Hellerman suggestions for furthering her business in the community.

AGENDA ITEM 6 – UHNA Update: Monique Cole said that UHNA will meet at Grace Lutheran Church on April 24th at 7 pm, meeting topics include the emerald ash bore, trash issue. Winter will attend and give an update on the 14th Street Public/Private partnership. The Academy is expanding its service to the adjacent community, and the future of the Boulder History Museum was discussed. Winter mentioned the museum may move to the downtown area.

AGENDA ITEM 7 – CUSG Update: Shrum offered thanks for hold this meeting at Spark. CUSG meeting will have new executives after its elections on April 10th. Staff terms are from May to May. Advocacy Day was discussed and CUSG was active to lower tuition increase. In a CU/City meeting in January, the involvement of CU on the Hill was focused. A report is being created to show their direction. Shrum is a board member of Spark, said they are cash flow positive, occupancy continues to increase, Brad Feld will be here all day today, and the hurdle is making it through summer. Judd queried the background and purpose of Spark. Cole asked how the public is informed of events. Shrum replied that this needs to be addressed.

AGENDA ITEM 8 - Parking Services Update: Matthews introduced Patrick Judd, Maintenance Supervisor, and will be the contact for the hill. Matthews said that Top Gun will be doing their hill cleaning prior to CU graduation. Commissioners introduced themselves to Judd. Judd voiced concern with the plants and trees on the hill due to a problem with a water source.

AGENDA ITEM 9 - Public Private Partnership of the 14th Street Lot: Rieder gave details on the project, discussed the parking details, and how it will upgrade the hill with 220 to 230 additional parking spaces, and the MOU is moving forward. Winter continued with parking access details. Rieder continued that 30 student housing units will be developed. Griffith queried the retail situation and the response was that the location is too far off the hill business district. Griffith asked about making the area mixed use and Winter replied that it would be market driven. Aesthetics were discussed. Winter said that an ongoing theme for the hill is diversity of housing and business use. Dahl mentioned the lack of community and student support of YoYo’s. Winter mentioned a Letter of Intent with Del Mar Interests and a meeting with businesses at Spark to get feedback. City Council is the Board of Directors for UHGID and will need to sign off. Raj agreed that there needs to be a shift of perception of the hill.

AGENDA ITEM 9 – Matters from the Commissioners: Recognition of Ron Mitchell and Bonnie Dahl: There was recognition and appreciation of the service of Dahl and Mitchell to the Hill and UHCAMC. Winter said that

UHCAMC recruitment will be reopened, candidates must own property, be a property representative or a business owner on the hill. Winter will send out deadlines.

AGENDA ITEM 10 – Matters from the Staff: Winter mentioned the Hill Coordinator position description will focus on the hill revitalization with a key component on redevelopment strategies for the hill. There will be a Hill Study Session on April 22nd with council and looking for a partnership with CU for funds for the next 2 -3 years. The Parklet Pilot was discussed and the 4 finalist’s materials were presented to the commission. Innisfree Café will assist with watering the pilot project if needed. Winter should have travel survey report for the next meeting. Fox Theater agreed to have mural on their back wall; Tyler Alpern is the artist in residence at Libby Hall and will be installed the weekend of April 20th. Winter discussed a mural that is going on the Dairy Center and a portion of it will be painted on a wall by Innisfree. Winter mentioned the Joint Board Meeting on 4/23. This is a follow up to the last fall’s meeting. There will be another Joint Board Meeting in June with all four boards and would replace all the June board meetings. Raj questioned a retreat and dates. Winter needs to find out when new board members are appointed to make that determination. Winter continued with board attendance issues and noted the attendance policy in the packet. Winter commented on Hill property owners that are not residents of Boulder cannot serve on UHCAMC. Winter said the customer service is a focus of our division for 2014 and it’s an opportunity to see how we can serve you better. Griffith questioned 14th Street parking lot plan and putting it out for design. Winter gave background on the selection of the developer.

Meeting adjourned at 10:49 a.m.

ACTION ITEMS:

MOTION: Dahl approved the October 1, 2013 meeting minutes. Dahl was the only commissioner at the meeting.

FUTURE MEETINGS:

April 16, 2014	Council Chambers	Regular Meeting
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APPROVED BY:	UNIVERSITY HILL COMMERCIAL AREA MANAGEMENT COMMISSION
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Attest:
Ruth Weiss, Secretary

Hillary Griffith, Chair

City of Boulder

Sales & Use Tax Revenue Report

February, 2014

Revised April 25, 2014 (Originally issued April 18, 2014)

This report provides information and analysis related to February 2014 year-to-date sales and use tax collections. Results are for actual sales activity through the month of February, the tax on which is received by the city in the subsequent month. For clarification of any information in this report, please contact Cheryl Pattelli, Director of Finance, at (303)441-3246 or cpattelli@bouldercolorado.gov.

PLEASE NOTE: Pursuant to a vote in November, the sales and use tax rate changed on January 1, 2014 from 3.41% to 3.56%. Therefore, actual dollars collected in the report may show as being higher in 2014 because of the tax increase. However, the actual percentages of change in the report have been normalized to be able to compare the actual increase or decrease for this year compared to the same period in 2013 as if the rates were the same. This normalized percentage allows city staff to readily determine if revenue targets are being met.

REVENUE COMPARISONS TO COMPARABLE PERIOD IN PRIOR YEAR

This February year-to-date report presents summary level sales and use tax collections. Historically, remittances in January and February have been somewhat erratic and do not provide sufficient information to extrapolate trends for taxable tax activity later in the year. A more detailed analysis will be included in the March 2013 report.

TABLE 1

ACTUAL SALES AND USE TAX REVENUE

TAX CATEGORY	% CHANGE IN REVENUE Increase/(Decrease)	% OF TOTAL
Sales Tax	4.39%	77.25%
Business/Consumer Use Tax	(14.63%)	8.02%
Construction Use Tax	4.54%	11.38%
Motor Vehicle Use Tax	14.76%	3.35%
Total Sales & Use Tax	2.88%	100.00%

Table 2 illustrates the historic volatility of February year-to-date revenue, particularly in business/consumer use tax and construction use tax.

TABLE 2

Category	Percent Increase/(Decrease)			
	2011	2012	2013	2014
Retail Sales Tax	5.67%	(0.32%)	8.48%	4.39%
Business/Consumer Use Tax (incl. vehicles)	29.42%	(19.27%)	23.65%	(7.66%)
Construction Use Tax	8.38%	130.37%	(19.63%)	4.54%
Total	9.24%	5.93%	5.98%	2.88%

MEDICAL MARIJUANA RETAIL SALES TAX

February 2014 year-to-date retail sales tax on medical marijuana totaled \$197,167, up by 38.18% from that remitted during the comparable period in 2013. The fact that there are multiple vendors in this category enables the reporting of this data. Such reporting for recreational marijuana will not be possible until multiple vendors begin collecting and remitting tax.

Jan	Feb
\$86,993	\$110,174
25.13%	50.58%

RECREATIONAL MARIJUANA RETAIL SALES TAX AND EXCISE TAX

The first remittances related to sales of recreational marijuana were received in the month of February. We currently expect that a limited number of vendors will complete the licensing process and begin sales during the first quarter of the year. The Municipal Code prohibits providing any information that would identify sales by individual vendors. Therefore, we will not begin reporting on activity in this category until multiple vendors have reported. At such time, to comply with requirements in the Municipal code, we will provide year-to-date data.

ACCOMMODATION TAX

Year-to-date 2014 Accommodation Tax revenue is up by 30.95% from the same period in 2013. In the same vein as other tax types, results can be volatile for limited time periods. While the remittances of some accommodation providers are up fairly substantially, some of the increases appear to be the result of timing, where receipt of the comparative remittances in 2013 was delayed. The hotel industry in Boulder is in a state of flux. The Hampton Inn in Gunbarrel opened in June of 2013 so increases from the comparative 2013 revenue base will be more difficult to achieve in November and December of 2014. It is uncertain if/when other new properties in the pipeline will open. Some upward adjustment in room and occupancy rates may be possible during the transition when the total number of rooms available in the City is down slightly. While we expect this revenue category to be flat or up slightly in 2014, it will take multiple months to be able to extrapolate trends from the tax collection data. Some of the changes follow:

- America Best Value – closed March, 2014 (to be converted to student housing)
- Golden Buff – closed October 2014 (to be redeveloped into two hotels)
- Boulder Outlook – proposed to close November 2014
- Hampton Inn, Gunbarrel – opened June 2013
- Hyatt Place Depot Square – broke ground, projected opening January, 2015
- Other Planned Properties – in concept or site review

ADMISSIONS TAX

Year-to-date 2014 Admission Tax revenue is down by 22.38% from the same period in 2013. Again, while the remittances of certain vendors are down fairly significantly for the first two months of the year, it will take multiple months to be able to extrapolate trends from the tax collection data.

TRASH TAX

Year-to-date 2014 Trash Tax receipts are down by 72.60% due to timing issues. Trash Tax remittances are due on a quarterly basis. Occasionally, smaller vendors or trash haulers will remit outside of that quarterly cycle. Such is the case this year where several larger “off cycle” receipts were received in January of 2013.

Total Net Sales/Use Tax Receipts by Tax Category	FEBRUARY YTD Actual			
	2013	2014	% Change	% of Total
Sales Tax	11,381,972	12,404,038	4.39%	77.25%
Business Use Tax	1,445,587	1,288,437	-14.63%	8.02%
Construction Sales/Use Tax	1,673,920	1,826,833	4.54%	11.38%
Motor Vehicle Use Tax	448,798	537,692	14.76%	3.35%
Total Sales and Use Tax	14,950,276	16,057,000	2.88%	100.00%

Total Net Sales/Use Tax Receipts by Industry Type	FEBRUARY YTD Actual			
	2013	2014	% Change	% of Total
Food Stores	2,034,031	2,039,911	-3.94%	12.70%
Eating Places	1,846,364	2,013,406	4.45%	12.54%
Apparel Stores	455,664	503,548	5.85%	3.14%
Home Furnishings	340,017	405,187	14.15%	2.52%
General Retail	2,989,842	3,043,165	-2.51%	18.95%
Transportation/Utilities	1,286,578	1,473,828	9.73%	9.18%
Automotive Trade	1,093,952	1,205,407	5.55%	7.51%
Building Material-Retail	406,135	491,584	15.94%	3.06%
Construction Firms Sales/Use Tax	1,235,769	1,793,927	39.05%	11.17%
Consumer Electronics	262,869	490,458	78.72%	3.05%
Computer Related Business Sector	1,188,365	917,321	-26.06%	5.71%
All Other	1,810,691	1,679,258	-11.17%	10.46%
Total Sales and Use Tax	14,950,276	16,057,000	2.88%	100.00%

Total Net Sales/Use Tax Receipts by Geographic	FEBRUARY YTD Actual			
	2013	2014	% Change	% of Total
North Broadway	204,917	205,843	-3.78%	1.28%
Downtown	829,247	937,967	8.34%	5.84%
Downtown Extension	80,870	101,282	19.96%	0.63%
UHGD (the "hill")	157,159	186,947	13.94%	1.16%
East Downtown	84,913	106,749	20.42%	0.66%
N. 28th St. Commercial	680,626	719,407	1.24%	4.48%
N. Broadway Annex	53,748	50,182	-10.57%	0.31%
University of Colorado	234,901	255,381	4.14%	1.59%
Basemar	510,860	347,309	-34.88%	2.16%
BVRC-Boulder Valley Regional Center	2,704,386	3,322,494	17.68%	20.69%
29th Street	1,154,500	1,242,089	3.05%	7.74%
Table Mesa	388,300	407,813	0.60%	2.54%
The Meadows	127,778	211,505	58.55%	1.32%
All Other Boulder	806,253	855,844	1.68%	5.33%
Boulder County	104,388	144,041	32.17%	0.90%
Metro Denver	307,172	299,330	-6.66%	1.86%
Colorado All Other	17,211	29,314	63.14%	0.18%
Out of State	1,744,743	1,509,807	-17.11%	9.40%
Airport	1,719	3,884	116.43%	0.02%
Gunbarrel Industrial	967,515	1,446,290	43.19%	9.01%
Gunbarrel Commercial	196,646	179,985	-12.33%	1.12%
Pearl Street Mall	354,743	365,104	-1.42%	2.27%
Boulder Industrial	1,355,101	1,542,535	9.04%	9.61%
Unlicensed Receipts	595,299	75,345	-87.88%	0.47%
County Clerk	448,798	537,692	14.76%	3.35%
Public Utilities	838,483	972,863	11.14%	6.06%
Total Sales and Use Tax	14,950,276	16,057,000	2.88%	100.00%

Miscellaneous Tax Statistics	FEBRUARY YTD Actual		
	2013	2014	% Change in Taxable Sales
Total Food Service Tax	81,784	88,042	7.65%
Accommodations Tax	502,840	658,452	30.95%
Admissions Tax	98,925	76,782	-22.38%
Trash Tax	22,194	6,082	-72.60%
Disposable Bag Fee	0	946	N/A

COMPARISON OF YEAR-TO-DATE ACTUAL REVENUE FOR THE YEAR 2014 TO COMPARABLE PERIOD IN 2013

USE TAX BY CATEGORY			SALES TAX BY CATEGORY			
FEBRUARY YTD Actual			Standard Industrial Code	FEBRUARY YTD Actual		
2013	2014	% Change		2013	2014	% Change
8,976	23,297	148.61%	Food Stores	2,025,054	2,016,614	-4.61%
25,720	26,477	-1.39%	Eating Places	1,820,644	1,986,930	4.54%
3,006	1,658	-47.17%	Apparel Stores	452,658	501,890	6.20%
1,037	1,097	1.33%	Home Furnishings	338,980	404,090	14.18%
158,589	263,022	58.86%	General Retail	2,831,253	2,780,144	-5.94%
22,918	43,394	81.37%	Transportation/Utilities	1,263,660	1,430,434	8.43%
491,799	546,859	6.51%	Automotive Trade	602,152	658,548	4.76%
3,051	3,774	18.49%	Building Material-Retail	403,084	487,811	15.92%
1,205,470	1,773,382	40.91%	Construction Sales/ Use Tax	30,298	20,545	-35.05%
10,193	4,737	-55.49%	Consumer Electronics	252,676	485,721	84.13%
809,093	579,317	-31.42%	Computer Related Business	379,271	338,004	-14.64%
828,450	385,948	-55.38%	All Other	982,242	1,293,309	26.12%
3,568,302	3,652,962	-1.94%	Total Sales and Use Tax	11,381,972	12,404,038	4.39%

USE TAX BY CATEGORY			SALES TAX BY CATEGORY			
FEBRUARY YTD Actual			Geographic Code	FEBRUARY YTD Actual		
2013	2014	% Change		2013	2014	% Change
11,715	10,179	-16.77%	North Broadway	193,202	195,664	-2.99%
75,038	149,929	91.39%	Downtown	754,209	788,038	0.08%
19,638	32,281	57.45%	Downtown Extension	61,231	69,001	7.94%
2,194	18,272	697.73%	UHGID (the "hill")	154,965	168,675	4.26%
10,450	22,678	107.87%	East Downtown	74,463	84,071	8.15%
58,453	6,577	-89.22%	N. 28th St. Commercial	622,173	712,830	9.74%
3,337	-4,018	-215.33%	N. Broadway Annex	50,411	54,200	2.99%
7	667	9027.09%	University of Colorado	234,894	254,714	3.87%
230,929	67,646	-71.94%	Basemar	279,932	279,662	-4.31%
43,412	64,816	43.01%	BVRC	2,660,973	3,257,678	17.27%
17,417	10,252	-43.62%	29th Street	1,137,082	1,231,838	3.77%
6,663	2,712	-61.01%	Table Mesa	381,637	405,101	1.68%
4,030	53,009	1159.94%	The Meadows	123,749	158,496	22.68%
429,575	446,215	-0.50%	All Other Boulder	376,679	409,628	4.17%
8,123	30,543	260.16%	Boulder County	96,264	113,499	12.94%
17,745	30,478	64.52%	Metro Denver	289,427	268,852	-11.02%
1,334	892	-35.95%	Colorado All Other	15,878	28,421	71.45%
304,955	143,899	-54.80%	Out of State	1,439,788	1,365,908	-9.13%
484	2,525	399.71%	Airport	1,235	1,359	5.40%
764,914	1,319,972	65.29%	Gunbarrel Industrial	202,600	126,318	-40.28%
1,538	12,859	700.86%	Gunbarrel Commercial	195,108	167,126	-17.95%
9,062	11,386	20.35%	Pearl Street Mall	345,681	353,718	-1.99%
541,002	608,290	7.70%	Boulder Industrial	814,099	934,245	9.92%
543,723	51,077	-91.00%	Unlicensed Receipts	51,576	24,268	-54.93%
448,798	537,692	14.76%	County Clerk	0	0	0.00%
13,768	22,133	53.99%	Public Utilities	824,715	950,730	10.42%
3,568,304	3,652,962	-1.94%	Total Sales and Use Tax	11,381,971	12,404,038	4.39%

TOTAL CITY SALES AND USE TAX COLLECTIONS

REVENUE CATEGORY	YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change in Taxable Sales
RETAIL SALES TAX	2007	5,118,353	5,014,615	6,918,421	4,965,981	5,500,701	6,712,841	5,565,371	6,393,028	6,954,377	5,747,963	5,695,703	8,411,484	72,998,838	9.34%
Rate Chg 3.56%>3.41%	2008	5,197,400	5,105,109	6,005,946	5,331,447	5,488,450	6,572,335	5,508,796	6,258,640	6,820,535	5,382,779	5,255,155	7,443,455	70,170,045	0.35%
Rate 3.41%	2009	4,919,570	4,659,632	5,850,038	5,077,648	5,131,444	6,428,343	5,206,770	5,790,533	6,093,314	5,170,325	4,735,769	7,814,230	66,877,613	-4.69%
	2010	4,576,034	5,386,190	6,196,697	5,320,225	5,470,595	6,895,283	5,522,076	5,943,315	6,855,385	5,652,938	5,240,211	8,414,157	71,473,106	6.87%
	2011	5,394,367	5,132,437	6,692,597	5,630,200	5,708,608	7,016,826	5,580,953	6,531,707	7,286,644	5,765,805	5,830,545	8,390,145	74,960,833	4.88%
	2012	5,363,541	5,129,096	6,754,740	5,599,150	5,988,770	7,304,270	5,551,489	7,062,958	7,502,227	6,188,194	5,693,025	9,604,529	77,741,989	3.71%
	2013	5,557,163	5,824,808	7,171,949	5,707,649	6,197,302	7,968,604	6,161,076	6,944,797	7,500,133	6,591,707	6,120,225	9,739,609	81,485,022	4.81%
Rate 3.56%	2014	5,965,991	6,438,048											12,404,038	-85.42%
Change from prior year (Month)		2.83%	5.87%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		
Change from prior year (YTD)		6.55%	13.24%	-31.11%	-47.99%	-58.80%	-67.12%	-71.50%	-75.63%	-78.88%	-80.97%	-82.56%	-84.72%		
CONSUMER USE TAX (Includes Motor Vehicle)	2007	763,650	574,006	975,178	888,726	733,196	858,072	975,456	652,501	923,667	732,463	716,317	1,575,908	10,369,140	-6.63%
Rate 3.41%	2008	818,034	991,472	1,109,160	669,214	736,901	1,067,769	732,334	596,399	899,934	989,683	599,876	1,253,267	10,464,043	5.35%
	2009	909,558	657,250	1,062,587	997,891	531,724	790,819	858,325	1,299,767	989,089	741,578	698,452	1,600,457	11,137,497	6.44%
	2010	687,502	778,796	913,223	701,931	662,382	945,800	620,328	633,593	909,315	752,143	618,493	1,366,131	9,589,636	-13.90%
	2011	1,247,135	650,595	1,034,670	727,395	850,561	1,166,185	958,724	771,357	1,044,032	703,092	903,665	1,410,793	11,468,205	19.59%
	2012	763,425	768,580	859,971	976,451	1,212,071	1,033,899	729,829	940,127	957,894	1,417,818	737,310	1,469,940	11,867,314	3.48%
	2013	1,132,015	762,369	979,120	866,143	911,993	963,938	768,003	1,338,726	1,121,736	807,130	1,522,486	12,008,722	1,826,129	1.19%
Rate 3.56%	2014	924,895	901,234												-85.43%
Change from prior year (Month)		-21.74%	13.23%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		
Change from prior year (YTD)		-21.74%	-7.66%	-39.13%	-53.23%	-62.40%	-68.85%	-72.88%	-75.77%	-79.56%	-81.93%	-83.32%	-85.43%		
CONSTRUCTION USE TAX	2007	293,078	347,860	112,016	293,061	621,413	430,207	1,119,425	259,226	421,376	286,524	376,978	253,590	4,814,755	-13.02%
Rate Chg 3.56%>3.41%	2008	330,080	347,219	748,549	454,797	327,855	241,649	100,759	442,652	347,954	217,885	107,831	381,753	4,048,982	-12.21%
Rate 3.41%	2009	944,905	111,907	425,028	776,511	279,761	995,132	721,209	676,301	235,485	223,169	591,970	1,467,798	7,449,176	83.96%
	2010	591,599	242,591	245,829	362,619	226,230	1,921,675	1,075,078	467,423	245,361	234,021	406,868	531,670	6,550,964	-12.06%
	2011	622,872	281,210	274,661	240,970	2,150,036	352,336	352,846	455,211	478,988	314,958	177,137	471,157	6,172,383	-5.78%
	2012	385,392	1,697,323	315,856	503,719	342,448	375,499	595,334	214,896	422,866	473,523	799,552	371,254	6,497,662	5.27%
	2013	732,539	941,380	298,613	577,351	366,959	728,141	845,123	1,182,131	1,196,147	876,749	622,491	1,511,632	9,879,257	52.04%
Rate 3.56%	2014	716,119	1,110,714											1,826,833	-82.29%
Change from prior year (Month)		-6.36%	13.02%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		
Change from prior year (YTD)		-6.36%	4.54%	-11.29%	-31.37%	-40.01%	-51.99%	-61.03%	-69.15%	-74.52%	-77.41%	-79.09%	-82.29%		
TOTAL FOR MONTH & CHANGE FROM PREVIOUS YEAR (MONTH & YTD)	2007	6,175,081	5,936,481	8,005,615	6,147,768	6,855,311	8,001,120	7,660,252	7,304,754	8,299,420	6,766,951	6,788,999	10,240,982	88,182,732	5.73%
Rate Chg 3.41%>3.56%	2008	6,345,513	6,443,800	7,863,654	6,455,459	6,553,206	7,881,753	6,341,889	7,297,891	7,868,423	6,590,347	5,962,862	9,078,475	84,683,070	0.26%
Rate 3.41%	2009	6,774,033	5,428,789	7,337,653	6,852,049	5,942,929	8,214,294	6,786,304	7,766,601	7,317,887	6,135,072	6,028,191	10,882,485	85,464,286	0.92%
	2010	5,855,134	6,407,577	7,355,749	6,384,774	6,359,207	9,762,758	7,217,482	7,044,332	8,010,061	6,639,102	6,265,572	10,311,957	87,613,708	2.51%
	2011	7,264,374	6,064,242	8,001,928	6,598,565	8,709,205	8,535,347	6,892,523	7,758,275	8,809,664	6,783,855	6,911,348	10,272,096	92,601,421	5.69%
	2012	6,512,359	7,594,999	7,930,567	7,079,320	7,543,289	8,713,668	6,876,652	8,217,981	8,882,987	8,079,535	7,229,887	11,445,723	96,108,966	3.79%
	2013	7,421,717	7,528,557	8,449,682	7,151,142	7,476,254	9,660,683	7,841,262	8,894,931	10,035,006	8,590,192	7,549,846	12,773,727	103,373,001	7.56%
	2014	7,607,004	8,449,996	0	0	0	0	0	0	0	0	0	0	16,057,000	-85.12%
Less Refunds	2008	-40,302	-5,272	-22,761	-363	-5,099	0	0	-7,568	-806	-5,947	-406	-16,773	-105,296	
	2009	0	-38,291	-2,013	-729	-9,326	-14,547	-14,440	-677	0	-5,963	0	-5,015	-91,001	
	2010	-978	0	-46,974	-1,409	0	-2,375	-445	-9,493	-1,429	0	-48,521	-500	-112,123	
	2011	-3,335	0	0	-1,111	-602	-692	-967	-3,520	-2,747	-179,087	-65,331	-26,376	-283,770	
	2012	-3,469	-68,130	-35,924	-1,444	-43,920	-3,832	-1,648	-4,204	-7,969	0	-12,480	-214	-183,234	
	2013	-8,569	-2,479	-1,188	-2,918	0	0	-7,175	0	0	-162	0	-140,199	-162,690	
Adjusted total	2007	6,175,081	5,898,190	8,003,602	6,147,039	6,845,984	7,986,572	7,645,812	7,304,077	8,299,420	6,760,886	6,788,999	10,235,987	88,091,731	5.76%
Rate 3.41%	2008	6,344,538	6,443,800	7,816,890	6,454,050	6,553,206	7,879,378	6,341,444	7,288,198	7,866,995	6,590,347	5,914,341	9,077,975	84,570,947	0.23%
	2009	6,770,698	5,428,789	7,337,653	6,850,938	5,942,327	8,213,602	6,785,337	7,763,080	7,315,140	5,955,985	5,960,860	10,856,109	85,180,517	0.72%
	2010	5,851,665	6,399,447	7,319,826	6,383,330	6,315,288	9,758,926	7,215,634	7,040,127	8,002,092	6,639,102	6,253,092	10,311,744	87,430,472	2.64%
	2011	7,255,808	6,061,763	8,000,739	6,595,647	8,709,205	8,535,347	6,885,348	7,758,275	8,809,664	6,783,693	6,911,348	10,131,697	92,438,731	5.73%
	2012	6,512,359	7,594,999	7,930,567	7,079,320	7,543,289	8,713,668	6,876,652	8,217,981	8,882,987	8,079,535	7,229,887	11,445,723	96,108,966	3.97%
	2013	7,421,717	7,528,557	8,449,682	7,151,142	7,476,254	9,660,683	7,841,262	8,894,931	10,035,006	8,590,192	7,549,846	12,773,727	103,373,001	7.56%
	2014	7,607,004	8,449,996	0	0	0	0	0	0	0	0	0	0	16,057,000	-85.12%
% Change (month)		-1.82%	7.51%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		
% Change (YTD)		-1.82%	2.88%	-34.27%	-48.66%	-59.55%	-67.75%	-72.30%	-76.13%	-79.34%	-81.48%	-83.02%	-85.12%		

Sales and Use Tax Revenues Generated in the UHGID Area by Standard Industrial Classification

	Food Stores	Eating Places	Apparel Stores	Home Furnish.	Gen. Merchandise	Construction	All Others	GRAND TOTAL
2011 (sales tax rate of 3.41%)								
January	4,508	50,480	1,204	2,400	41,579	900	607	101,659
February	4,634	46,447	973	2,297	14,556	3,724	741	73,373
March	4,870	51,591	1,994	2,249	16,375	9,059	963	87,101
April	5,438	66,217	1,834	2,458	18,772	298	(1,084)	93,933
May	4,175	54,508	1,611	1,950	23,506	25,023	711	111,486
June	4,024	50,603	2,424	2,264	15,395	1,257	1,133	77,100
July	4,386	49,952	2,253	2,261	17,963	2,280	557	79,652
August	5,529	54,052	2,960	2,839	55,427	478	787	122,071
September	6,123	66,496	5,588	2,284	28,241	638	1,602	110,953
October	5,946	64,799	3,410	3,019	19,015	43	(5,330)	90,904
November	4,833	50,027	3,257	2,999	14,365	3,215	573	78,970
December	3,754	45,380	3,688	2,629	16,701	499	1,026	73,678
2011 TOTAL	58,221	650,532	31,199	29,330	281,896	47,416	2,286	1,100,879
2012 (sales tax rate of 3.41%)								
January-December	74,987	637,659	28,068	30,800	257,134	21,390	10,190	1,060,228
2012 TOTAL	74,987	637,659	28,068	30,800	257,134	21,390	10,190	1,060,228
2013 (sales tax rate of 3.41%)								
January	5,943	42,867	692	1,897	31,839	307	1,769	85,314
February	6,733	47,024	793	2,316	14,252	233	494	71,845
March	7,356	58,287	2,599	2,239	14,377	9	1,150	86,017
April	8,177	60,975	1,098	2,254	14,143	1,364	574	88,585
May	7,428	44,596	1,141	1,945	17,981	51	502	73,644
June	6,202	49,221	2,797	1,675	15,803	1,783	1,316	78,797
July	6,778	45,052	1,410	1,929	14,021	223	506	69,919
August	7,880	59,050	2,478	2,320	30,234	826	655	103,443
September	9,034	58,377	2,276	1,593	33,195	342	1,355	106,172
October	9,092	75,238	1,588	2,109	20,456	296	628	109,407
November	7,239	55,042	1,019	1,854	14,400	6,281	473	86,308
December	6,413	41,638	1,692	1,783	27,202	115	4,075	82,918
2013 TOTAL	88,275	637,367	19,583	23,914	247,903	11,830	13,497	1,042,369
2014 (sales tax rate of 3.56%)								
January	6,674	44,901	549	1,698	29,309	14,291	617	98,039
February	7,481	60,702	527	1,677	17,706	268	548	88,909
March	-	-	-	-	-	-	-	-
April	-	-	-	-	-	-	-	-
May	-	-	-	-	-	-	-	-
June	-	-	-	-	-	-	-	-
July	-	-	-	-	-	-	-	-
August	-	-	-	-	-	-	-	-
September	-	-	-	-	-	-	-	-
October	-	-	-	-	-	-	-	-
November	-	-	-	-	-	-	-	-
December	-	-	-	-	-	-	-	-
2014 TOTAL	14,155	105,603	1,076	3,375	47,015	14,559	1,165	186,948
% Change from 2011-2012	28.80%	-1.98%	-10.03%	5.01%	-8.78%	-54.89%	345.85%	-3.69%
% Change from 2012-2013	17.72%	-0.05%	-30.23%	-22.36%	-3.59%	-44.69%	32.45%	-1.68%
% Change from 2013-2014	6.96%	12.53%	-30.60%	-23.27%	-2.29%	2482.51%	-50.69%	13.94%
% Change from previous year month	6.43%	23.65%	-36.34%	-30.64%	19.00%	10.18%	6.26%	18.54%

Sales Tax Revenues Generated in the UHGID Area by Standard Industrial Classification

	Food Stores	Eating Places	Apparel Stores	Home Furnish.	Gen. Merchandise	All Others	GRAND TOTAL
2011 (sales tax rate of 3.41%)							
January	4,508	50,434	1,204	2,400	41,573	607	100,726
February	4,634	46,429	973	2,297	14,543	671	69,547
March	4,870	51,312	1,994	2,249	16,370	668	77,463
April	5,438	63,130	1,834	2,458	18,769	(1,169)	90,460
May	4,175	54,496	1,611	1,950	23,499	529	86,261
June	4,024	50,581	2,424	2,264	15,386	619	75,299
July	4,386	49,870	2,253	2,261	17,955	532	77,257
August	5,529	54,031	2,960	2,839	55,422	777	121,559
September	6,123	66,479	5,588	2,264	28,218	997	109,669
October	5,946	63,727	3,410	3,019	19,015	(5,330)	89,788
November	4,833	50,013	3,257	2,699	14,365	548	75,716
December	3,754	45,248	3,688	2,629	16,701	797	72,817
2011 TOTAL	58,221	645,750	31,199	29,330	281,816	246	1,046,562
2012 (sales tax rate of 3.41%)							
January-December	74,972	630,882	28,068	30,800	254,698	8,615	1,028,035
2012 TOTAL	74,972	630,882	28,068	30,800	254,698	8,615	1,028,035
2013 (sales tax rate of 3.41%)							
January	5,943	42,419	663	1,897	31,839	663	83,444
February	6,733	46,945	793	2,316	14,240	494	71,521
March	7,356	58,210	2,599	2,239	14,365	933	85,702
April	8,177	60,898	1,098	2,254	14,133	566	87,126
May	7,428	44,535	1,141	1,945	17,979	502	73,530
June	6,202	49,128	2,797	1,675	15,800	1,084	76,686
July	6,773	43,431	1,410	1,929	14,014	506	68,063
August	7,880	58,942	2,478	2,320	30,225	655	102,500
September	9,034	58,301	2,276	1,593	33,190	1,032	105,426
October	9,092	75,153	1,588	2,109	20,452	622	109,016
November	7,239	54,518	1,019	1,854	14,389	473	79,492
December	6,413	41,556	1,692	1,783	27,202	3,852	82,498
2013 TOTAL	88,270	634,036	19,574	23,914	247,828	11,382	1,025,004
2014 (sales tax rate of 3.56%)							
January	6,674	44,572	549	1,698	29,308	617	83,418
February	7,481	57,318	527	1,677	17,706	548	85,257
March	-	-	-	-	-	-	-
April	-	-	-	-	-	-	-
May	-	-	-	-	-	-	-
June	-	-	-	-	-	-	-
July	-	-	-	-	-	-	-
August	-	-	-	-	-	-	-
September	-	-	-	-	-	-	-
October	-	-	-	-	-	-	-
November	-	-	-	-	-	-	-
December	-	-	-	-	-	-	-
2014 TOTAL	14,155	101,890	1,076	3,375	47,014	1,165	168,675
% Change from 2011-2012							
	28.77%	-2.30%	-10.03%	5.01%	-9.62%	3405.74%	-1.77%
% Change from 2012-2013							
	17.74%	0.50%	-30.26%	-22.36%	-2.70%	32.12%	-0.29%
% Change from 2013-2014							
	6.96%	9.21%	-30.17%	-23.27%	-2.27%	-3.55%	4.26%
% Change from previous year month							
	6.43%	16.95%	-36.34%	-30.64%	19.10%	6.26%	14.18%

City Wide Yearly Summary
UHGID Sales and Use Tax as a Percent of Total City Wide Sales and Use Tax

	Food Stores	Eating Places	Apparel Stores	Home Furnishings	Merch	All Other	Total
2014	\$ 2,039,911	\$ 2,013,406	\$ 503,548	\$ 895,645	\$ 3,043,165	\$ 7,561,325	\$ 16,057,000
	1%	5%	0%	0%	2%	0%	1.2%
2013	\$13,454,838	\$13,174,730	\$3,774,426	\$4,692,270	\$20,776,166	\$47,500,571	\$103,373,001
	1%	5%	1%	1%	1%	0%	1.0%
2012	\$13,060,743	\$12,937,276	\$3,717,039	\$4,850,986	\$20,402,962	\$41,137,961	\$96,106,967
	1%	5%	1%	1%	1%	0%	1.1%
2011	\$12,241,084	\$11,838,300	\$3,426,738	\$5,259,120	\$19,948,416	\$39,725,073	\$92,438,731
	0%	5%	1%	1%	1%	0%	1.2%
2010	\$11,130,533	\$10,930,482	\$2,690,372	\$4,459,406	\$19,279,577	\$38,940,102	\$87,430,472
	0%	6%	1%	1%	2%	0%	1.3%
2009	\$11,160,109	\$10,572,840	\$2,626,020	\$4,304,383	\$17,515,062	\$39,002,103	\$85,180,517
	0%	5%	2%	1%	2%	0%	1.2%
2008	\$11,204,475	\$10,910,035	\$2,819,260	\$4,827,635	\$18,101,297	\$36,708,245	\$84,570,947
	1%	5%	2%	1%	2%	0%	1.3%
2007	\$11,205,584	\$10,888,135	\$2,804,311	\$5,522,090	\$18,040,152	\$39,631,459	\$88,091,731
	1%	5%	3%	1%	2%	0%	1.3%
2006	\$10,392,069	\$9,582,212	\$2,424,694	\$4,611,056	\$15,402,540	\$37,371,060	\$79,783,631
	1%	5%	4%	1%	2%	0%	1.3%
2005	\$10,046,723	\$8,995,846	\$2,362,366	\$4,465,788	\$14,587,419	\$35,882,350	\$76,340,492
	1%	5%	4%	1%	2%	0%	1.3%
2004	\$10,148,861	\$8,637,718	\$2,232,147	\$3,118,312	\$14,123,007	\$32,171,342	\$70,431,387
	0%	5%	4%	1%	2%	0%	1.5%
2003	\$9,052,658	\$7,847,285	\$2,046,951	\$3,922,549	\$13,185,423	\$31,552,637	\$67,607,503
	0%	5%	5%	1%	2%	0%	1.4%
2002	\$9,294,397	\$8,133,237	\$2,346,305	\$4,164,992	\$13,572,651	\$33,815,600	\$71,327,182
	0%	5%	4%	1%	2%	0%	1.3%

UHGID Yearly Summary
Sales and Use Tax Breakdown by Industry Category

	Food Stores	Eating Places	Apparel Stores	Home Furnishings	Merch	All Other	Total
2014	\$14,155	\$105,603	\$1,076	\$3,375	\$47,015	\$15,724	\$186,948
	8%	56%	1%	2%	25%	8%	100%
2013	\$88,275	\$637,367	\$19,583	\$23,914	\$247,903	\$25,327	\$1,042,369
	8%	61%	2%	2%	24%	2%	100%
2012	\$74,987	\$637,659	\$28,068	\$30,800	\$257,134	\$31,560	\$1,060,228
	7%	60%	3%	3%	24%	3%	100%
2011	\$58,221	\$650,532	\$31,199	\$29,330	\$281,896	\$49,701	\$1,100,879
	5%	59%	3%	3%	26%	5%	100%
2010	\$40,028	\$604,913	\$37,852	\$30,571	\$355,637	\$81,746	\$1,150,748
	3%	53%	3%	3%	31%	7%	100%
2009	\$49,066	\$578,900	\$44,712	\$24,213	\$326,839	\$34,018	\$1,057,749
	5%	55%	4%	2%	31%	3%	100%
2008	\$60,686	\$568,892	\$63,307	\$24,768	\$333,780	\$12,073	\$1,063,507
	6%	53%	6%	2%	31%	1%	100%
2007	\$56,250	\$588,610	\$72,142	\$30,921	\$353,173	\$19,270	\$1,120,367
	5%	53%	6%	3%	32%	2%	100%
2006	\$56,511	\$525,911	\$86,527	\$33,045	\$321,897	\$19,261	\$1,043,152
	5%	50%	8%	3%	31%	2%	100%
2005	\$58,421	\$493,955	\$98,605	\$28,891	\$288,004	\$29,024	\$996,900
	6%	50%	10%	3%	29%	3%	100%
2004	\$47,446	\$461,253	\$87,695	\$25,958	\$301,938	\$124,607	\$1,048,897
	5%	44%	8%	2%	29%	12%	100%
2003	\$43,618	\$417,782	\$94,036	\$35,450	\$304,099	\$46,965	\$941,951
	5%	44%	10%	4%	32%	5%	100%
2002	\$42,268	\$407,606	\$89,454	\$34,104	\$313,795	\$41,419	\$928,646
	5%	44%	10%	4%	34%	4%	100%

UHGID Sales Tax Revenues (NO use tax)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	100,032	99,422	98,853	118,058	120,247	113,123	110,986	112,825	100,726	85,100	83,445	83,418
February	63,769	64,521	72,140	79,436	78,684	81,957	76,043	73,913	69,547	84,232	71,520	85,257
March	69,760	72,985	72,060	75,944	75,112	72,996	78,172	83,309	77,463	93,790	85,702	
April	62,055	66,129	74,662	82,378	79,016	91,281	80,517	84,060	90,460	84,564	87,124	
May	62,078	65,583	61,131	68,638	90,603	74,823	71,299	74,711	86,261	84,923	73,530	
June	69,726	73,693	69,085	72,486	71,063	66,754	62,685	74,080	75,299	69,958	76,685	
July	48,079	53,263	65,768	56,168	67,097	65,755	62,034	71,846	77,257	67,462	68,064	
August	125,801	124,050	144,466	109,263	118,556	145,179	149,212	138,971	121,559	96,703	102,501	
September	104,739	108,698	99,702	147,416	149,898	117,567	118,373	121,834	109,669	121,503	105,425	
October	81,351	82,562	93,865	89,472	101,034	93,772	82,191	89,506	89,788	90,290	109,016	
November	67,097	64,189	65,915	60,321	71,082	65,404	70,564	71,343	75,716	74,312	79,492	
December	74,835	72,674	62,359	72,197	79,696	64,029	83,085	77,446	72,817	75,198	82,497	

Totals	929,322	947,770	980,005	1,031,777	1,102,088	1,052,642	1,045,162	1,073,843	1,046,562	1,028,035	1,025,001	168,675
Tax Rate	3.26	3.41	3.41	3.41	3.56	3.41	3.41	3.41	3.41	3.41	3.41	3.56
\$ change from f	22,438	18,448	32,235	51,772	70,311	-49,446	-7,480	28,681	-27,281	-18,527	-3,034	
% change from	2.5%	2.0%	3.4%	5.3%	6.8%	-4.5%	-0.7%	2.7%	-2.5%	-1.8%	-0.3%	
3 year avg chan	0.3%	1.3%	2.6%	3.6%	5.2%	2.5%	0.5%	-0.8%	-0.2%	-0.5%	-1.5%	



CITY OF BOULDER
STUDY SESSION

TO: Members of City Council

FROM: Jane S. Brautigam, City Manager
David Driskell, Executive Director of Community Planning and Sustainability/Interim Housing Director
Molly Winter, Director of Downtown/University Hill Management Division and Parking Services (DUHMD/PS)
Greg Testa, Interim Police Chief
Jennifer Korbelik, Community Coordinator
Kurt Matthews, Manager Parking Services, DUHMD/PS
Lane Landrith, Business Coordinator, DUHMD/PS
Sandra Llanes, Senior Assistant City Attorney
Tom Trujillo, Police Commander
Jack Walker, Police Commander
Jennifer Riley, Code Enforcement Supervisor
Michelle Allen, Inclusionary Housing Program Manager
Eric M. Ameigh, Senior Project Manager

DATE: April 22, 2014

SUBJECT: University Hill Reinvestment Strategy

I. PURPOSE

The purpose of the study session is to update council on the proposed University Hill Reinvestment Strategy and to seek feedback on the overall approach as well as some specific components of the effort.

II. QUESTIONS FOR COUNCIL

- 1 Does Council have questions or feedback on the proposed University Hill Reinvestment Strategy?
- 2 Does Council support staff taking a comprehensive approach to revitalizing the Hill by working with key community partners and stakeholders to design and implement appropriate structure and strategies?

- 3 Does Council support staff exploration of new potential organizational structures and funding options for a future University Hill management entity to ensure ongoing community development work?
- 4 Does Council support the proposal to fund a multi-year Residential Service District pilot from existing funding sources?

III. EXECUTIVE SUMMARY

University Hill occupies a special place in the hearts and imaginations of many Boulderites, CU alumni, current residents and business owners. The business district is designated as one of the three major business centers in Boulder and has a rich historic past as a shopping and music center for the area. The residential neighborhood is one of the city's oldest, full of beautiful architecture and tree-lined streets. Across Broadway is the main campus of the University of Colorado with its abundant academic and cultural facilities. But in recent history, it has been widely acknowledged that University Hill faces challenges and is in need of some level of revitalization if it is to achieve its promise as one of Boulder's most important neighborhoods.

A number of revitalization efforts have been undertaken in the past but have not had the desired impact. City Council once again affirmed its desire to improve conditions in the neighborhood when it adopted University Hill as one of its top priorities for the 2014-2015 council term.

To support council's goals, staff has developed a phased strategy that builds on the good work done in the past, devotes more resources to the Hill, engages the Hill stakeholders (the city, CU, students, businesses, property owners and managers, Hill institutions and residents), explores a new "tool box" of revitalization options, enhances coordination of city services with the goal of long term sustainability. The strategy includes the work done in development of a Pilot Residential Service District that would provide maintenance services in the high density residential district surrounding the University Hill business district. The strategy focuses on the following:

- **Quality of Life:** public safety, code enforcement including property conditions, trash, and noise, and urban design beautification efforts.
- **Organizational Structure and Funding:** a new two-year, fixed-term revitalization coordinator and a new stakeholder organization, structure to be determined, that will be comprised of neighborhood stakeholders and will manage Hill affairs in a financially sustainable way.
- **Catalyst Sites:** identification and redevelopment of key sites that will alter the character of the Hill commercial district in a positive way.

Staff is already implementing parts of the strategy, including public art projects such as murals and a "parklet" on Pennsylvania Avenue and the addition of a full time, fixed-term University Hill Revitalization Coordinator.

IV. BACKGROUND

History of University Hill Revitalization

University Hill (the Hill) has been a vital neighborhood of the Boulder community since the main campus of the University of Colorado was located in Boulder in 1877. The Hill is roughly defined from University to Baseline, Broadway to 9th, and consists of three distinct areas – the commercial district along Broadway, the higher density student housing area adjacent to the west and single family residences occupying the majority of the area towards the foothills.

The Hill has been shaped by the interplay between the university, the business district and the residential area. Similar to other town/gown communities, the hill has experienced its share of tension between the student lifestyle and the established, single family residences, balanced with the significant economic, intellectual and cultural benefit of the proximity to the main campus of the University of Colorado.

The business district has a rich history which has evolved over time. Once the center for Boulder's music culture and a prime shopping venue, it has also been the center for student protests in the 1960's and disturbances in the 1990's. Influenced by the revitalization of the downtown, the 28th Street area and other neighborhood commercial centers, as well as development of Boulder's robust and connected transportation system, the Hill business district still maintains its unique, student-centric and bohemian culture which defines its character.

With the background of stakeholder distrust which had characterized the Hill relations in the last several decades, a group of Hill stakeholders convened in 2009 as the Hill Ownership Group (Group) (see Attachment A) to take a different approach: owning the complex Hill issues, committing to bridge the differences within the different Hill stakeholders, creating a positive vision for the Hill and changing the culture of community expectations and interactions while maintaining and appreciating the Hill's special character. The Group is made up of concerned stakeholders (Hill residents, property owners and managers, CU students and administration, and city staff). The Group, in collaboration with the University Hill Commercial Area Management Commission (UHCAMC) developed two "big ideas for catalytic change" that were among others presented to a joint meeting of Planning Board and City Council in April 2010 (Attachment B) – (1) the residential service district (RSD) to clean up the Hill and (2) the Arts/Innovation District to shift the focus of the commercial district.

Hill Ownership Group Big Idea #1 – Residential Service District

The RSD was one of the two "big" ideas to come from the Group and UHCAMC. The goal of the RSD was to change the quality of life for residents on the Hill and address one of the long-standing Hill problems – litter and graffiti in the right of way of the high density residential district, or RH5 Zone. In order to implement the RSD, the Group developed a plan for the creation of a General Improvement District (District) in the residential area surrounding the business district to take care of routine maintenance through the taxation of property owners. Boundaries were proposed and a scope of

services was identified. Part of the process included a Pilot RSD funded by private and public resources. This pilot lasted approximately three months, and was deemed a partial success; however, much was learned. The group further defined the scope and boundaries and then held several community meetings. Feedback was varied. The primary concern focused on additional tax (cost) on top of other regulations placed on the property owners by the City.

The Group shepherding the effort then proceeded to draft a leaner budget that would reduce the amount of tax required by property owners by providing a reduced scope of services. The Group landed on the concept of a four day per week litter pick-up and graffiti removal with an RSD employed coordinator. The petition process necessary to place the question of forming an RSD on the ballot was then considered and raised several issues including the tax exempt status of Greek organizations within the proposed pilot boundary which would require a special payment in lieu of taxes (PILOT) agreement. Also issues emerged regarding the qualifications of the electors to create the RSD. These obstacles were difficult to overcome by a volunteer committee and could possibly require consideration of ordinance changes to District formation by city council. As a result, the idea of forming a taxing district was tabled. As an alternative, staff is proposing a 2.5 year RSD pilot financed by the city with potential support from other stakeholder groups as a component of the HRS.

Hill Ownership Group Big Idea #2 – Innovation/Creative/Arts District

The other “big idea” proposed by the Hill Ownership Group was an Innovation District. Building on the essential, innate qualities of the Hill commercial district including creativity, youthfulness, and energy, an Innovation District is envisioned to transform the Hill from solely a student-services center to an area focused on creativity in the broadest sense, not confined specifically to the “arts” in the traditional sense but on the creative process producing a climate and culture of innovation, interaction, inclusion, experimentation and vibrancy within the Boulder context. The strategies selected for future exploration included:

- Collaborate with the university’s entrepreneurial, cultural, scientific and arts programs;
- Create community partnerships to redevelop facilities;
- Create incentives for business and redevelopment which fit the innovation district criteria;
- Promote and encourage public art and arts programming;
- Consider innovative regulations and new approaches to encourage experimentation; becoming a “test site” for new ideas

Several initiatives were undertaken to explore this concept (some of which are directly related to the proposed Hill Revitalization Strategy and are described in greater detail later in this memo). An Urban Land Institute (ULI) Technical Advisory Panel (TAP) was commissioned; an application was submitted to the state of Colorado in the first year for a creative district designation; the CU Maymester workshop about civic engagement and the arts was conducted; the International Town Gown Association Conference hosted

events on the Hill; a mural was painted on the Flatiron Theater in 2011; and a special signage district was considered to create a funding source for the arts and programming. And more recently, a student co-working space called SPARK was opened at the beginning of the year.

Development of Draft Hill Strategy

At the City Council retreat in January 2014, Hill revitalization became a priority. Council's vision for the Hill included enforcement of property maintenance, retain and encourage lively streets, retain and encourage single family housing, and a vital business and cultural district (See Attachment C). The outcomes Council desires are:

- Consider a short term staff position with experience in economic development to coordinate the revitalization effort.
- Explore tools to promote innovation in the commercial district
- Find the appropriate mix of parking and alternative modes
- Encourage arts and beautification in the commercial district including programming
- Ensure there is appropriate transitional zoning between the business and residential district – gateway zones to the Hill
- Emphasize code enforcement:
 - Bears and trash
 - Litter
 - Expanding licensing requirements to capture parents
 - Rentals and licensing.

In order to implement City Council's vision and outcomes, staff, with feedback from the Group, recommends that the city take a leadership role in initiating positive and immediate actions and proposed a Hill Reinvestment Strategy (HRS), described in detail later in this memo.

A number of studies, planning efforts and community engagement processes aimed at revitalizing the University Hill Business District and creating a common vision for the Hill have been completed in the last decade (see Attachment D for a complete list). While there have been some positive outcomes, they have been isolated and have not achieved the long term sustainable revitalization that has been hoped for. It has become clear that a more comprehensive revitalization strategy involving a variety of community partners is needed to rejuvenate the area.

In the summer of 2013 as the challenges of implementing the RSD were becoming clearer, staff began to brainstorm alternative ideas that could represent meaningful progress and action steps in the revitalization efforts. Because the nature of revitalization work is so complex, staff widened the field of vision to consider other areas of work beyond just the maintenance efforts of a potential RSD and the possibilities of an Innovation District.

V. HILL REINVESTMENT STRATEGY

Envisioning these areas of work and the subsequent tasks within them took some imagination. When a place is not functioning for decades as the community would like it to, and the reasons are fundamentally social and economic, there are very few silver bullets. For example, planning and land use regulation are of limited use when market demand is too low for the development of desired uses. Capital investment, by itself, cannot revitalize a neighborhood where market forces are holding back desired progress. The negative behavior of people who live in large and concentrated numbers is difficult to control. Issues surrounding alcohol consumption create tension amongst the stakeholder groups. Since revitalization work is not any one thing, it becomes a mix of many things and they must be coordinated or sequenced in a way that will facilitate positive momentum.

The Hill Reinvestment Strategy (HRS) recognizes the multifaceted nature of this work and focuses on three broad but critical areas of work (See Attachment E for strategy framework). They are as follows:

1. Quality of Life: This category covers public safety, code enforcement including property conditions, trash, and noise, and urban design beautification efforts.
 - RSD Pilot. The possible RSD pilot, discussed previously in the memo and again below, is one important component of this area of work.
 - Code Enforcement. Sustained and coordinated code enforcement is an integral part of the strategy and was discussed at a council [study session on Apr. 8, 2014](#).
 - Public Safety. The Boulder Police Department has taken significant steps toward preserving and enhancing public safety on the Hill through its Neighborhood Impact Team (Team). The Team is responsible for the geographic area between Baseline Road to the south, Spruce Street to the north, and extends into the Goss/Grove neighborhood. The Team has an authorized strength of 12 officers and 1 sergeant.

Each member of the Team is responsible for working directly with at least one fraternity or sorority. This has proven to be a very successful program, since the leaders of the fraternities and sororities are familiar with a specific officer. At the beginning of each school semester, the Impact officers take advantage of opportunities to address the leadership of the fraternities and sororities and advise them about ways to maintain a healthy relationship with the Hill Neighborhood and the City of Boulder.

The Team works to address problems at all parties on the Hill, including overcrowding, underage consumption of alcohol, loud noise/music and trash among other issues that arise. In addition, the Team is aware of the problems caused to the community when large groups leave the downtown bars at 2 a.m.

The Impact Team saturates the affected areas as much as possible at “bar close” to attempt to minimize these problems.

Members of the Team also work on special operations in their area of responsibility to address identified crime trends including burglaries, sex assaults and other pattern crimes. During these operations the Team members may work plain clothes assignments in an attempt to apprehend the perpetrators of these crimes.

The Team is working to address violations of municipal and state ordinances, which negatively impact the quality of life of the community, that are committed by the increasingly large transient population. This includes open-air drug dealing, open container violations, violence, trespassing and littering.

Team officers are also assigned as liaisons with establishments on the Hill and Downtown Mall which serve alcohol. These officers frequently walk through these establishments and meet with the management of the establishments to address problems.

- Parklet Pilot. A number of beautification projects are also expected to improve the quality of life on the Hill over the next few years. Staff from the Downtown University Hill Management Division and Parking Services (DUHMD/PS) is exploring the use of parklets in strategic locations in the public right of way with the intent to provide enhanced public space in our commercial districts. A parklet repurposes portions of the street and/or parking areas into public space. Parklets may include a variety of public amenities such as seating, art, and landscaping. The University Hill commercial district provides an ideal opportunity for such a creative use of space; particularly since it does not have a public park or gathering area. In cooperation with Innisfree Poetry Bookstore, staff has solicited proposals to transform one to two on-street parking spaces on Pennsylvania Avenue into a temporary pilot parklet. The parklet will be installed by late spring 2014 and remain in place through the summer and fall until the end of October, 2014. (See Attachment F for information about the four finalists.) The pilot parklet provides a “living laboratory” to study and evaluate how parklets can influence street vitality and understand the operational characteristics and needs. The results of this pilot will provide valuable information for the parklet plan being developed with the Access Management and Parking Strategies (AMPS) project.
- Murals. The first of an ongoing series of artistic Hill wall murals was completed in September, 2011 at the Flatirons Theater and set the stage for future collaborative community-based endeavors. This highly visible project was coordinated by city staff, designed and supervised by CU faculty, staff and students, and University Hill residents brought their children by to participate. In April 2014, the Hill will again see a major collaborative effort take place in the alleyway on the Fox Theatre building with another mural orchestrated by Tyler Alpern, CU Associate Director of the Libby RAP program. And, also in April, a

mural by South American artist, David Ocelotl Garcia, will be painted as part of the America's Latino Festival arts festival on the south facing wall of the Innisfree Bookstore and Café. The image will be a detail from a larger mural painted on the exterior of the Dairy Center for the Arts. Staff continues to seek locations on private properties for additional murals.

- Capital Projects. Several unfunded city Capital Improvement Projects are being considered as part of the “pay as you go” proposal. These include revisiting Pennsylvania Avenue, between 12th and 13th Streets, to create the next iteration of the “complete street” concept, called an “event street,” making the block more amenable to all modal options but also a venue to host festivals and events. This is particularly important on the Hill as there is no public space dedicated to public gatherings. The addition of gateway art features are envisioned at key locations marking the gateway between the business district and high density residential zone. It is an opportunity to demarcate the transition from a residential area to a commercial district. And finally, a street tree plan in the business district would provide an irrigation system as well as select new trees and tree grates and guards to ensure the long term sustainability of the trees and to meet city standards. The improvements would also free up maintenance staff to focus on other task such as graffiti removal and other landscaping rather than hand watering the trees.

2. Organizational Structure and Funding: This category covers the creation of a sustainable organization that can represent the diverse interests of all Hill stakeholders (the city, University, businesses, the University Hill General Improvement District, property owners, students, residents (both short and long term) and other entities on the Hill including the churches) and identify an ongoing, sustainable funding source to maintain the organization and thus the vitality of the Hill. The HRS cannot be successful, nor will the long term hopes of the Hill be achieved and sustained, if there is no entity that ties together and intentionally manages the implementation of the hill vision agreed upon by the stakeholders. Developing a recommendation and building the right Hill organizational structure will be a critical component of the HRS.

Although the exploration of organizational models is only at an early stage, the following are some of the possibilities under review. The descriptions have been provided by Progressive Urban Management Associates (PUMA), the city's consulting firm helping to analyze these options (see Attachment G for more detail). The final outcome could be one of these, a combination, or something altogether different:

- Business Improvement District: A business improvement district (BID) is a private sector initiative to manage and improve the environment of a business district with services financed by a self-imposed and self-governed assessment. Similar to a common area maintenance (CAM) charge commonly found in shopping malls and office parks, a BID can help a business district increase its competitiveness in the regional marketplace. Services financed by a BID are intended to enhance, not replace, existing City services.

- Downtown Development Authority: Downtown Development Authorities (DDAs) are quasi-public agencies that can provide both organizational focus and financing to support downtown improvements. DDAs facilitate partnerships, joining businesses and property owners with local government. In addition, DDAs create a self-sustaining organization to champion downtown for the long-term.

A DDA is authorized by the city or town council and managed by a board of directors appointed by the municipality. It is funded primarily through Tax Increment Financing (TIF) funds generated by the anticipated increase in sales and property taxes in the district. TIF funds are then reinvested into the business area. If approved by the city and the voters, the DDA can also impose up to 5 mills for DDA operations.

- Community Development Corporation: Community development corporations, or “CDCs”, have been an integral part of American community revitalization strategies for more than 40 years. CDCs are generally non-profit 501(c)3 organizations that are initiated on a grassroots level. They tackle public benefit projects and other redevelopment activities in areas that have difficulty attracting private capital or lack development expertise to undertake complicated public/private financing strategies.

Another important piece of organizational capacity will be the hiring of a Hill Revitalization Coordinator, a role which is described in greater detail later in this memo.

3. Catalyst Sites: This category covers sites identified, today or in the future, as opportunities to alter the character of the neighborhood in a positive way. The physical redevelopment of the Hill commercial district is an important component of the HRS. Prior to the last five years, there was not any significant reinvestment in the private buildings within hill commercial district for decades. While the student market is a substantial force on the Hill, there is a universal desire for greater diversity of uses and experiences, whether through a greater mix of residents within the high density residential area, a greater mix of types of retail businesses beyond convenience retail and restaurants (such as Innisfree Poetry Bookstore and Café, Café Aion and Frisk), and/or additional opportunities for professional office space (such as Spark and Gredier Advertising). In the last five years, \$20 million have been invested in the commercial district with the new projects at 1155 and 1143 13th Street and 1350 College Avenue. A number of catalyst sites have been identified:

- 14th Street Parking lot. The redevelopment of the University Hill General Improvement District (UHGID) 14th Street Parking lot into a public/private mixed use development is one example. The [City Council, at the December 17, 2013 meeting](#), approved in concept a non-binding MOU between UHGID and Del Mar Interests including additional public outreach to further pursue a public private partnership for additional district parking and housing. Del Mar Interests (DMI) proposes to finance, design and build the project under a long-term ground lease from UHGID. Del Mar would lease back to UHGID approximately 200 parking

spaces. DMI is proposing UHGID pay the developer 90% of the annual net operating income generated by the UHGID public parking. The city and Del Mar interests are finalizing the terms of the MOU. Public outreach for the proposed partnership included feedback at the March UHCAMC meeting, an open house for hill businesses on April 9, presentation at the University Hill Neighborhood Association on April 24 and a presentation to the Transportation Advisory Board in May.

Before entering into a final agreement with Del Mar Interests, UHGID will be working with consultant to conduct the necessary due diligence with legal, design and financial feasibility analyses and pursue further negotiations with the developer in order to make a final recommendation to City Council for approval.

- Other opportunities exist at another UHGID surface parking lot on Pleasant, the University of Colorado parking lot at Pennsylvania and Broadway and the gas station at 13th and Pleasant. In addition, there are other redevelopment tools and strategies including programs to encourage commercial building façade enhancements, and creating an interface/gateway zone between the commercial district and the RH5 high density residential zone that would allow a mix of uses including offices. A priority for the Hill coordinator will be exploring these redevelopment opportunities as well as working with the businesses to develop commercial area marketing, events and programs to help energize and revitalization the Hill.
- Access Demand. In order to facilitate development of catalyst sites, it is critical to understand the implications for parking demand. To that end, and as background for the 14th Street Public Private Partnership, staff commissioned two studies: a survey of employee and visitor travel habits by the National Research Center and an analysis of projected future parking demand by Fox Tuttle.

The Travel Study by National Research Center, which used a survey of businesses and employees and an intercept survey, found that the proximity to CU and the student market is a great strength of the neighborhood but it also revealed a strong desire by Hill employers and employees for improved parking (see Attachment H).

Fox Tuttle, the city's transportation consultants, used development projections developed by RRC in conjunction with city planning staff to estimate the future University Hill General Improvement District (UHGID) parking demand based on current parking ratios. An additional square footage of 194,736 is estimated at ultimate build out of UHGID which would result in a total parking demand of 690 parking spaces based on the current rate of two spaces per 1000 square feet. The ultimate parking demand for the district will be dependent upon the types of uses within the commercial spaces as well as the pace of development. If both UHGID parking lots redevelop with some additional parking, the district will meet the parking demand of the district with a variance of 40 parking spaces. If future uses

on the Hill begin to attract a more city-wide or regional audience, there would be a higher demand for parking. Staff will be using the studies to help define a multi-modal access strategy for the Hill.

VI. KEY ISSUES

A. Role of the Hill Coordinator and Hill Team

Work related to University Hill has been a shared responsibility from several staff across the city organization. While this work does fall under the purview of several city staff in different departments, there has not been a single staff person whose job it is to focus their full attention to the Hill. There is a need within the city organization for a dedicated position to coordinate and connect the work of staff across the city as well as provide a dedicated full-time focus on the revitalization of the Hill.

The role of the Hill Coordinator will be to manage and coordinate both the internal and external Hill revitalization work as well as bridging the two and develop a comprehensive work plan. The revitalization strategy that the coordinator will be responsible for implementing is a comprehensive, multi-faceted approach based on broad-based community involvement. A key element of the current efforts is addressing the diverse components that impact the Hill, both residential and commercial, as well as building stakeholder engagement to affect positive change.

The city, through the role of the Hill Coordinator, can leverage the existing collaborative relationships among Hill stakeholders. In recent years, partnerships have developed among a broad spectrum of community stakeholders including property managers, investment property owners, local business owners, the Responsible Hospitality Group, Convention and Visitor's bureau, permanent Hill residents, student organizations, CU Faculty and staff, city staff and others. Programs and initiatives that have grown from these relationships include the Hill Ownership Group, the RSD, and the Addressing Alcohol Concerns Together coalition. The Hill Coordinator will be charged with creating a broad array of opportunities for interaction, as well as, develop an organizational structure that will formalize the relationships and partnerships that are essential to effect sustainable change and make them integral to the Hill revitalization work.

The other key component of the Hill revitalization is the work of existing city staff. As mentioned above, Hill revitalization involves several departments across the city and it is important that these respective staff share a common goal and work together towards achieving it. As part of this focused revitalization effort, an expanded staff team has been assembled with representation from, Downtown University Hill Management Commission and Parking Services, Municipal Court, City Manager's Office, Code Enforcement, Police Department, Community Planning and Sustainability, Housing and City Attorney's Office. The Hill coordinator will coordinate and track the work of this team and ensure that each department's work aligns with the broader revitalization goals as well as the sustainability framework.

This comprehensive and coordinated approach is key to creating the environment for a cultural shift towards a more vibrant and collaborative atmosphere for University Hill.

B. Future analysis on Organizational Structure and Financial Sustainability

The development and implementation of a stakeholder organization is a critically important but highly complex undertaking. At this time, the combined efforts of the city, the business community, student volunteers, and permanent neighborhood residents can only achieve a portion of the strategic goals for the Hill. Many communities that are successful in their efforts to improve are able to do so because of an organization that provides a variety of robust management capabilities. Downtown Boulder Inc, with the Downtown Boulder Business Improvement District, is one example of an organization that effectively manages its area in partnership with the city.

At the current time, it is unknown exactly what type of stakeholder organization would be best for the Hill. The exploration will have to take into account the needs and desires of multiple stakeholder groups. If it takes the form of a special taxing district of some sort, it may require an election and/or council action. If the organization takes the form of a private non-profit entity like a community development corporation, its relationship to the city will need to be firmly outlined from both governance and funding perspectives. Financial sustainability will be extremely important. As in the case of the RSD, the willingness of the stakeholder groups to contribute financially to the organization and its activities will determine, in large measure, the viability of the revitalization effort.

One potential funding avenue is a non-profit media district in the commercial area, similar to the one in the theater district in downtown Denver and another in Portland, which could provide revenue for revitalization efforts. (See link: <http://www.denvertheatredistrict.com/>) The commercial electronic signs could have artistic standards in addition to financial value but the city's sign code does not currently allow such signs on University Hill. Further discussion and analysis will be necessary to evaluate the benefits and impacts.

C. Funding for RSD Pilot

The pilot RSD program is planned to be a contracted service with a part time independent coordinator. The RSD coordinator would be responsible for managing contracted cleanup crews (Ready to Work from the Bridge House has been considered a possibility), being the coordinator for mobilizing volunteer and community service programs, and acting as a contact for the community. Substantial person-power can be leveraged from the CU and Greek volunteer projects and court mandated public service programs to supplement contracted services. An annual budget is estimated at approximately \$95,000. Staff is proposing a 2.5 year pilot program, beginning prior to the start of the fall semester in 2014, that would be funded from city reserves and other stakeholder contributions. A focus will be placed on evaluating the success of the pilot and monitoring the impacts and results. Creating a cleaner environment in the high density residential is an important component to creating a culture shift to a more respectful and civil environment and enhanced quality of life.

VII. NEXT STEPS

The following activities are all anticipated to be completed by the end of the second quarter of 2014:

- The Fox Theatre and Innisfree murals will be completed (scheduled for weekend of Apr. 19, 2014).
- The Pennsylvania Avenue parklet will be installed.
- The Hill coordinator will be hired and begin work.

The following activities will take place in the third quarter of 2014:

- A comprehensive work plan for the HRS will be created.
- Implementation of 2.5 year RSD pilot will begin.
- Council will be updated on the public/private partnership for the 14th Street lot.
- Council will be updated on the implementation status of the HRS.

VIII. ATTACHMENTS

A: Hill Ownership Group Information

B: April 12, 2010 Joint Planning Board and City Council Study Session on the Hill

C: City Council 2014 Goals

D: Past Planning Initiatives

E: Framework for Hill Reinvestment Strategy

F: Parklet Proposals

G: Tools and Toolboxes for Urban Development – Progressive Urban Mgmt. Associates

H: Draft Hill Travel Study March 2014

DOORS OPEN, C'MON IN!

PENNSYLVANIA AVENUE PARKLET - BOULDER, COLORADO

APRIL 7, 2014 - FINAL SUBMITTAL PACKAGE



OPPORTUNITY KNOCKS

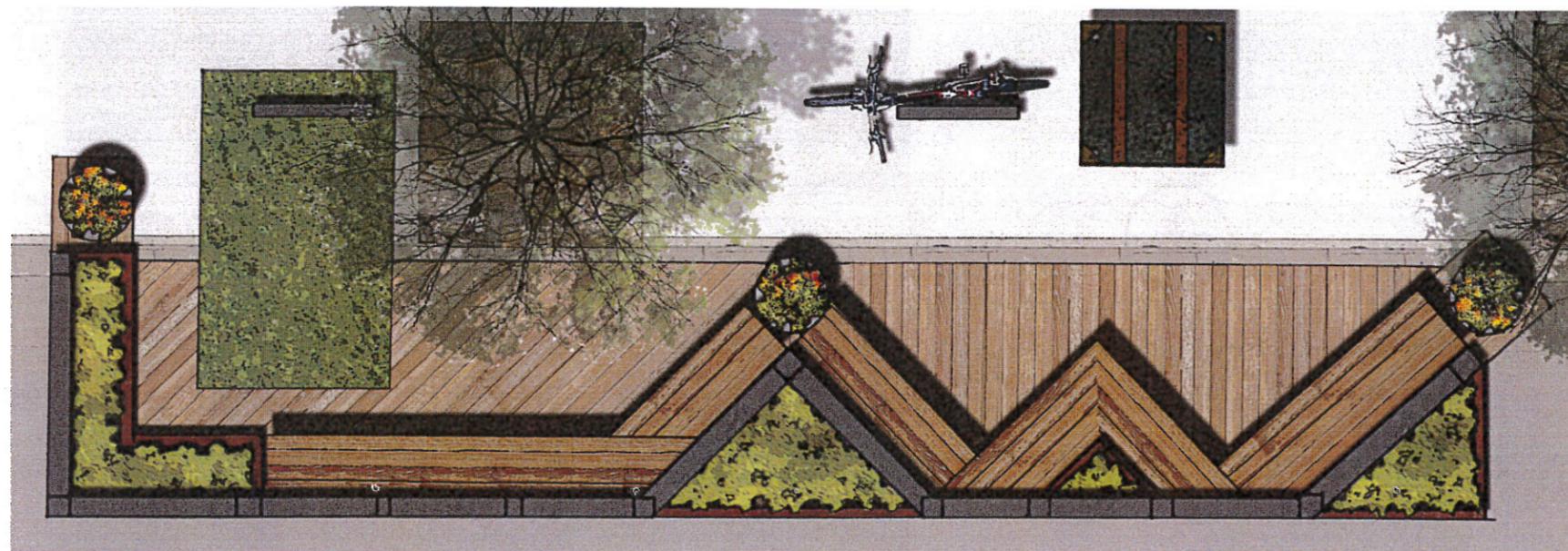
Doors Open Team Members: Sandy Brown, Tracy Colling, Marleen Hagen, Josie Kohnert, Angie Nelson, Aaron Stoddard and Susan Wade

OPPORTUNITY KNOCKS



Parklet Elevation

0' 1' 2' 4'



Parklet Plan

0' 1' 2' 4'

DESIGN CONCEPT:

Using a combination of recycled doors, windows, transoms and other materials available at The ReSource Yard, we will build the parklet as an outdoor room:

- The exterior wall is composed of a seven-foot tall mosaic of repurposed door and window frames that provide shade and enclosure from Pennsylvania Avenue. Window placement creates a variety of unique views into the surrounding community.
- Since the configuration of the room requires a strong structure, our design team includes a metal fabricator who will construct the frame from recycled steel. The frame will include simple supports for benches constructed of recycled wood, arranged to form multiple seating areas.
- Even the smallest details of this outdoor room create opportunities that reflect the Boulder culture. A combination of steel and repurposed beer kegs – a nod to the popularity of the craft brewing industry in Boulder – create planters that contain small, ornamental grasses which soften the surrounding hardscape. Contained within some window frames will be chalkboards suitable for visitors to sign their names, record their thoughts or even create a quick sketch.



6 VIEW FROM STREET 01
2.0



3 VIEW FROM STREET 02
2.0



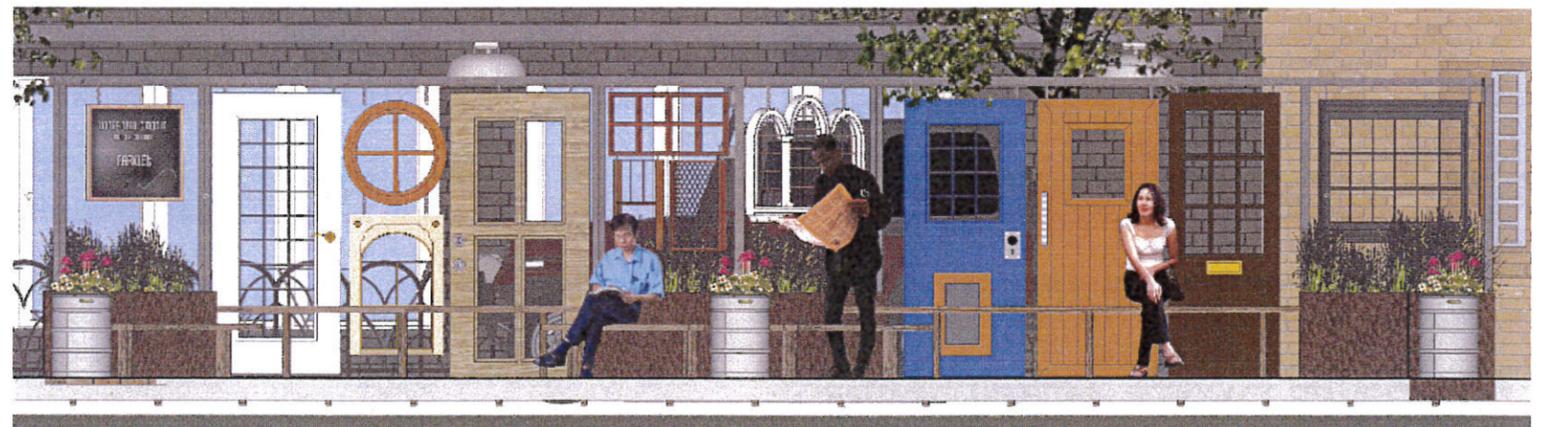
5 VIEW FROM WALK 02
2.0



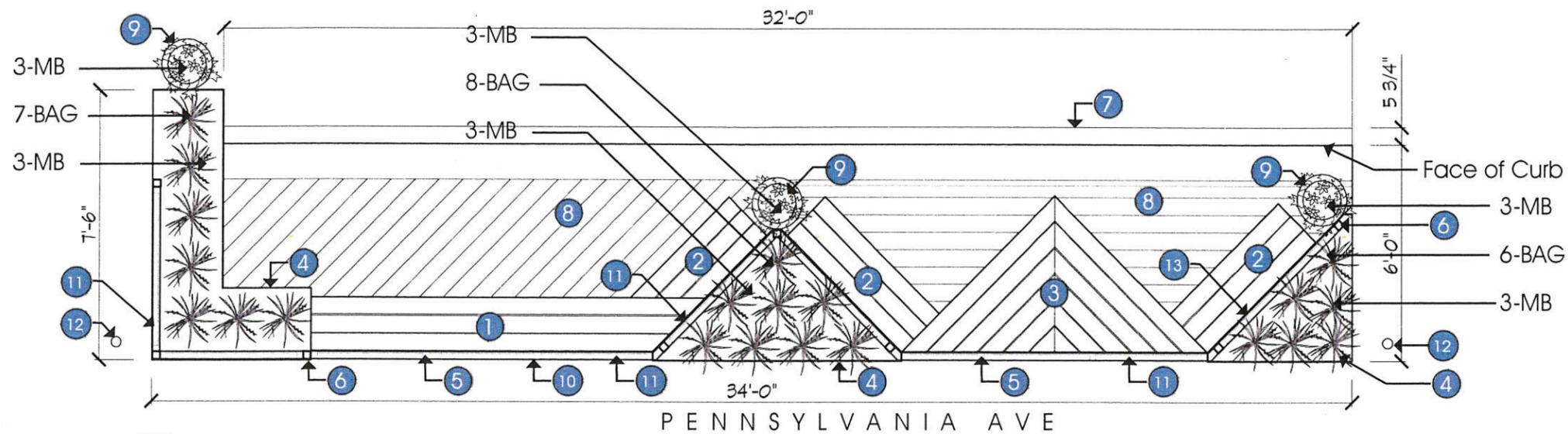
2 STREET SIDE ELEVATION
2.0



4 VIEW FROM WALK 01
2.0



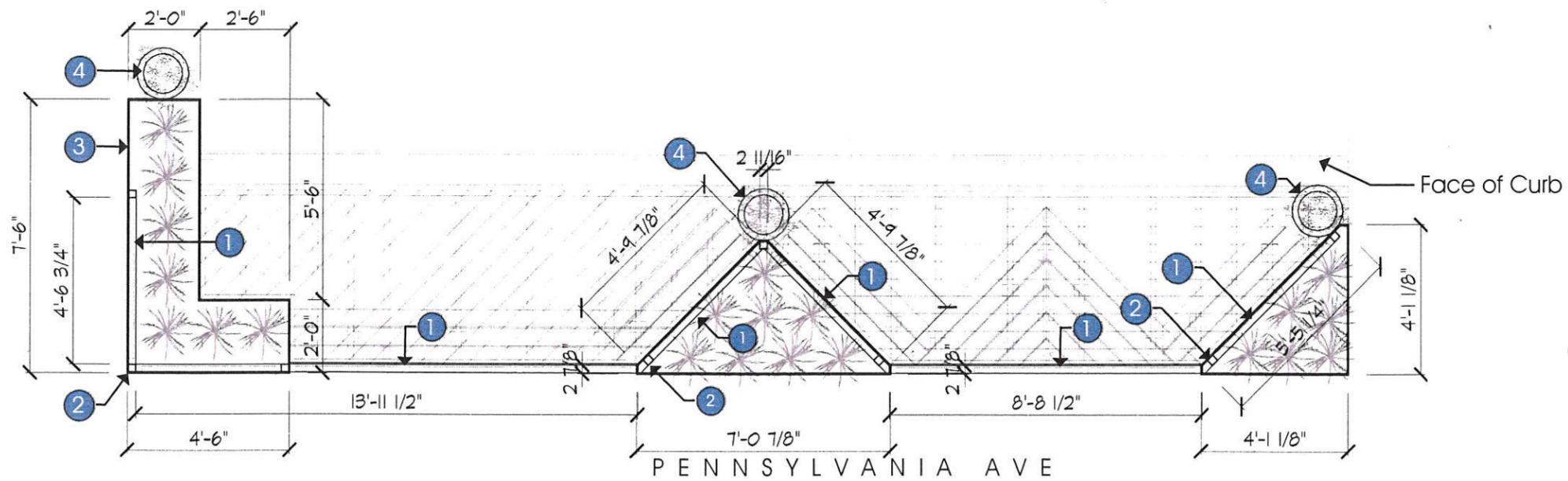
1 WALK SIDE ELEVATION
2.0



1 GENERAL LAYOUT PLAN/LANDSCAPE PLAN
3.0

- 1 WOODEN BENCH A
- 2 WOODEN BENCH B (TYPICAL)
- 3 WOODEN BENCH C
- 4 STEEL PLANTER
- 5 STEEL TOP RAIL
- 6 STEEL POST (TYPICAL)
- 7 WOODEN A.D.A. THRESHOLD
- 8 WOODEN FLOOR/DECK
- 9 CIRCULAR PLANTER (TYPICAL)
- 10 METAL FRAME BELOW
- 11 DOORS AND WINDOWS
- 12 3-1/4" DIAMETER SURFACE MOUNT DELINEATOR
- 13 PARKLET SIGN

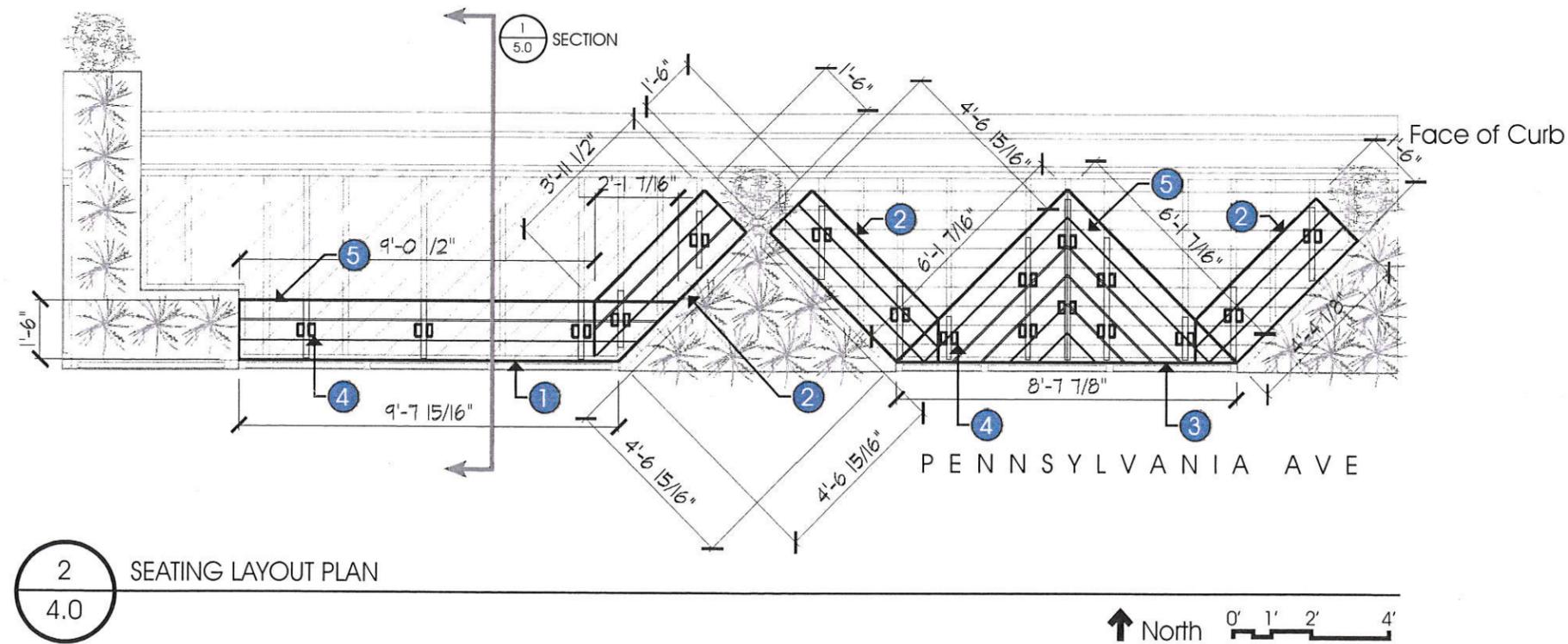
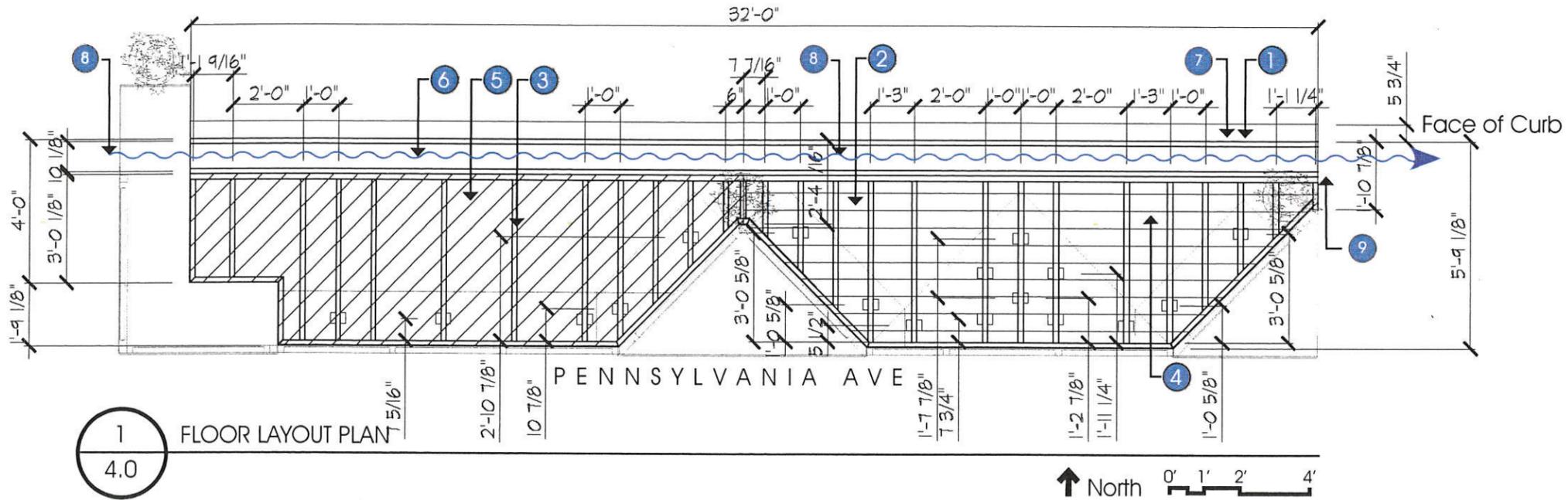
MB-MILLION BELLS VINE
BAG-BLUE AVENA GRASS



2 METAL FRAME & PLANTER LAYOUT PLAN
3.0

- 1 STEEL FRAME (TYPICAL, SEE NOTE BELOW)
- 2 2-1/2" TUBULAR STEEL POST (TYPICAL)
- 3 STEEL PLANTER, WELDED, 30" HIGH, TYPICAL
- 4 CIRCULAR PLANTER, 30" HIGH, CONSTRUCTED OF METAL KEG (OR COMPARABLE), ANCHORED TO SIDEWALK OR PARKLET. PLANTERS/FOUNDATION. TOP OF KEG WILL BE CUT OFF ALLOWING FOR PLANTING.

NOTE: METAL FRAME TO SUPPORT DOORS AND WINDOWS CONSISTS OF 2-1/2" TUBULAR TOP RAIL AND 2-1/2" X 7'-6" POSTS SPACED AT REGULAR INTERVALS AS SHOWN. BOTTOM OF FRAME CONSISTS OF 4" LINEAR ANGLE IRON, ANCHORED TO ASPHALT WITH 8" X 1/2" STAKES - 22 ANCHORS TOTAL (DIRECTLY BELOW TOP FRAME BETWEEN PLANTERS)



- 1 WOODEN THRESHOLD, 6" WIDE, EASES GRADE BETWEEN SIDEWALK AND PARKLET FLOOR
- 2 WOODEN FLOOR, CONSTRUCTED IN TWO SECTIONS. FRAMEWORK OF 2" X 4" JOISTS, 24" ON CENTER, AND 1" X 6" DECKING. SEE CONSTRUCTION DETAILS/SECTION. JOISTS AT 12" ON CENTER WHERE EXTRA SUPPORT IS NEEDED FOR BENCH POST BASE. JOISTS WITH IRREGULAR SPACING ARE LABELED IN PLAN.
- 3 2" X 4" JOISTS (TYPICAL)
- 4 1" X 6" DECKING PARALLEL TO CURB (TYPICAL)
- 5 1" X 6" DECKING AT 45 DEGREES TO CURB (TYPICAL)
- 6 2" X 12" PLANK OVER DRAINAGE BELOW (SEE SECTION)
- 7 2"X6" JOIST ATTACHED TO CURB WITH CONCRETE ANCHOR BOLTS
- 8 GUTTER CREATED BETWEEN JOISTS AND UNDER STEEL PLANTER TO ALLOW FOR DRAINAGE IN CURB GUTTER PAN.
- 9 2" X 6" JOIST
- 1 WOODEN BENCH A, 18" DEEP X 20" HIGH
- 2 WOODEN BENCH B, 18" DEEP X 15" HIGH
- 3 WOODEN BENCH C, 20" HIGH
- 4 WOODEN BENCH SUPPORTS, 2" X 4" POST ATTACHED TO JOIST BELOW, WITH 2" X 4" CROSS BRACE SUPPORT FOR BENCH DECK PLANKS (TYPICAL)
- 5 WOODEN BENCH 2" X 6" TOP PLANKS (TYPICAL)

SITE LAYOUT

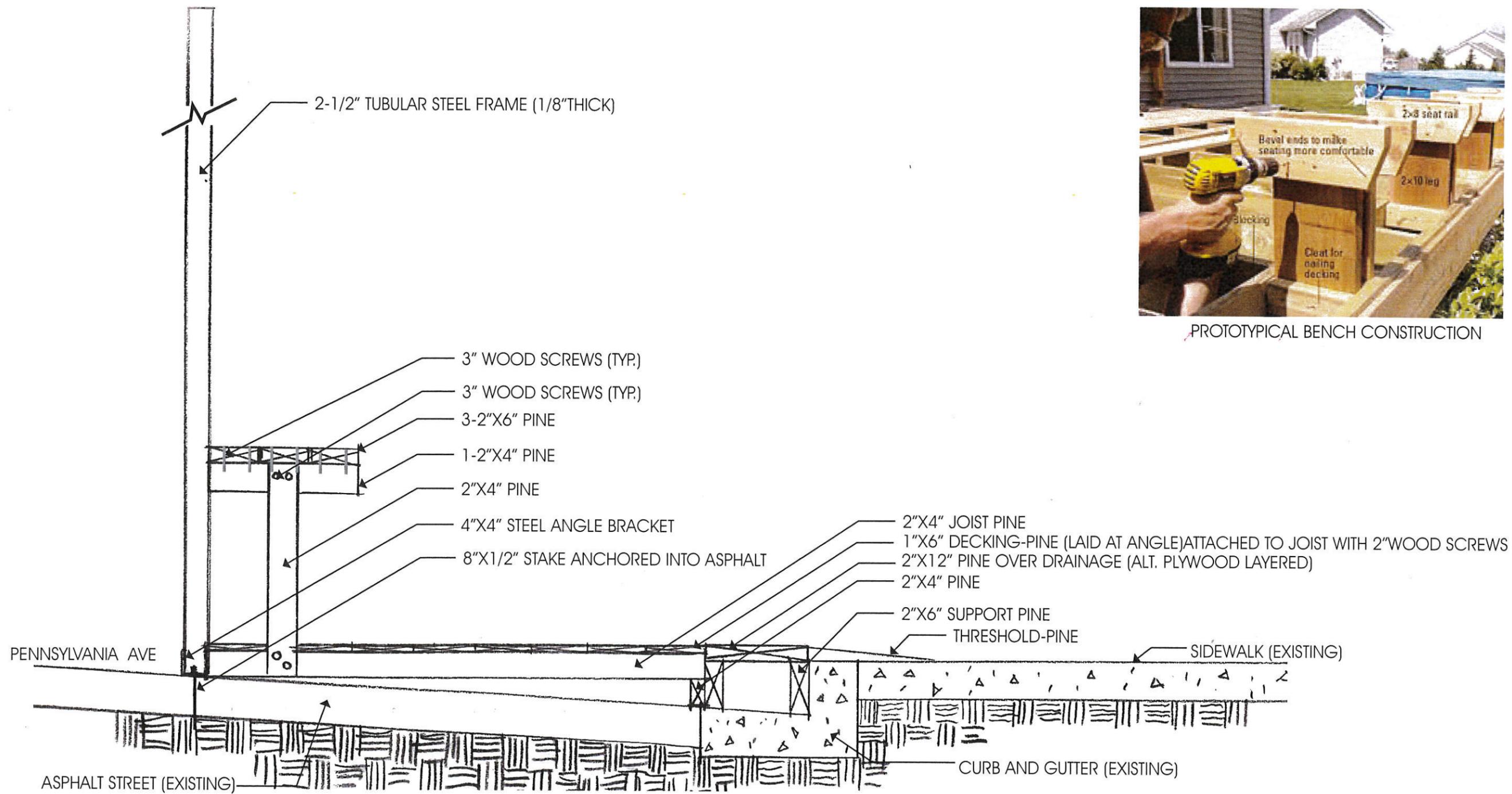
SITE LAYOUT

April 7, 2014 - Final Submittal Package

Doors Open, C'mon in!

Pennsylvania Avenue Parklet - Boulder, Colorado

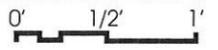
Sandy Brown, Tracy Colling, Marleen Hagen, Josie Kohnert, Angie Nelson, Aaron Stoddard and Susan Wade

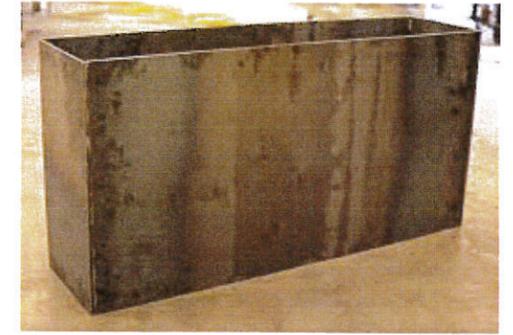
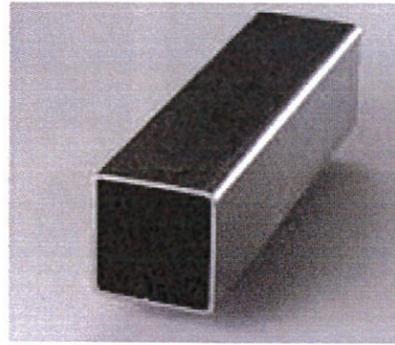
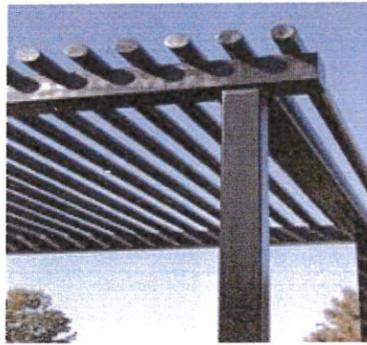


PROTOTYPICAL BENCH CONSTRUCTION

1
5.0

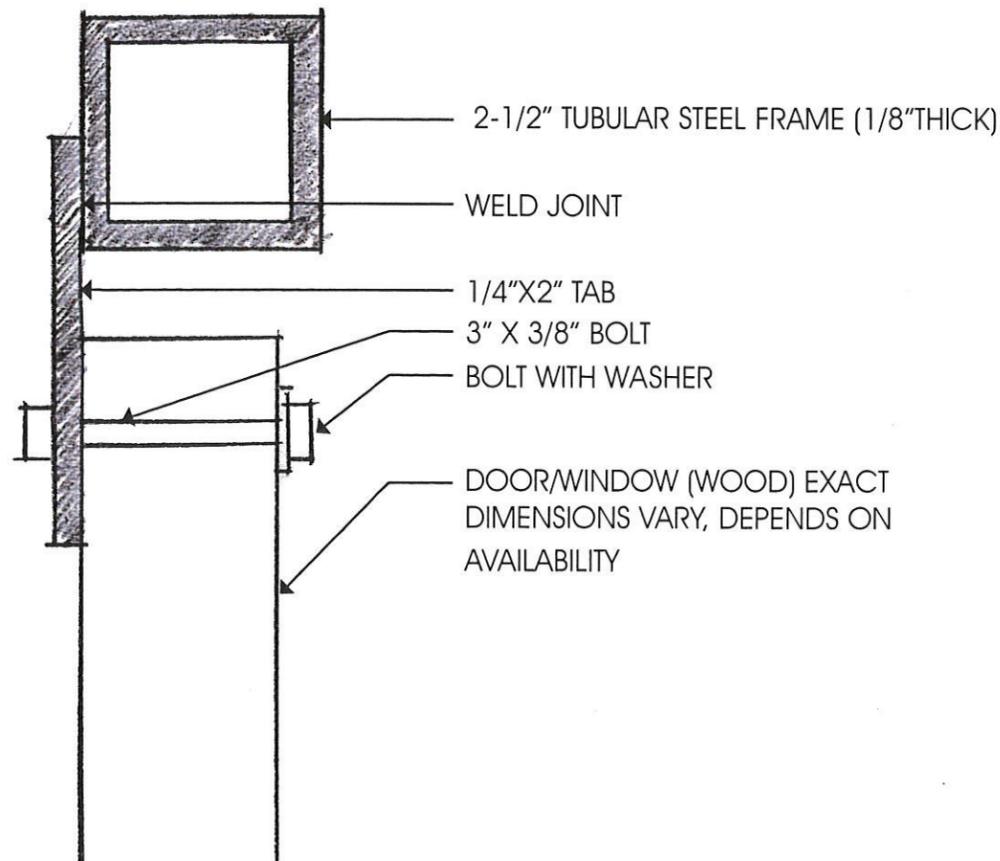
DECKING, BENCH, AND FRAME-SECTION (TYP.)



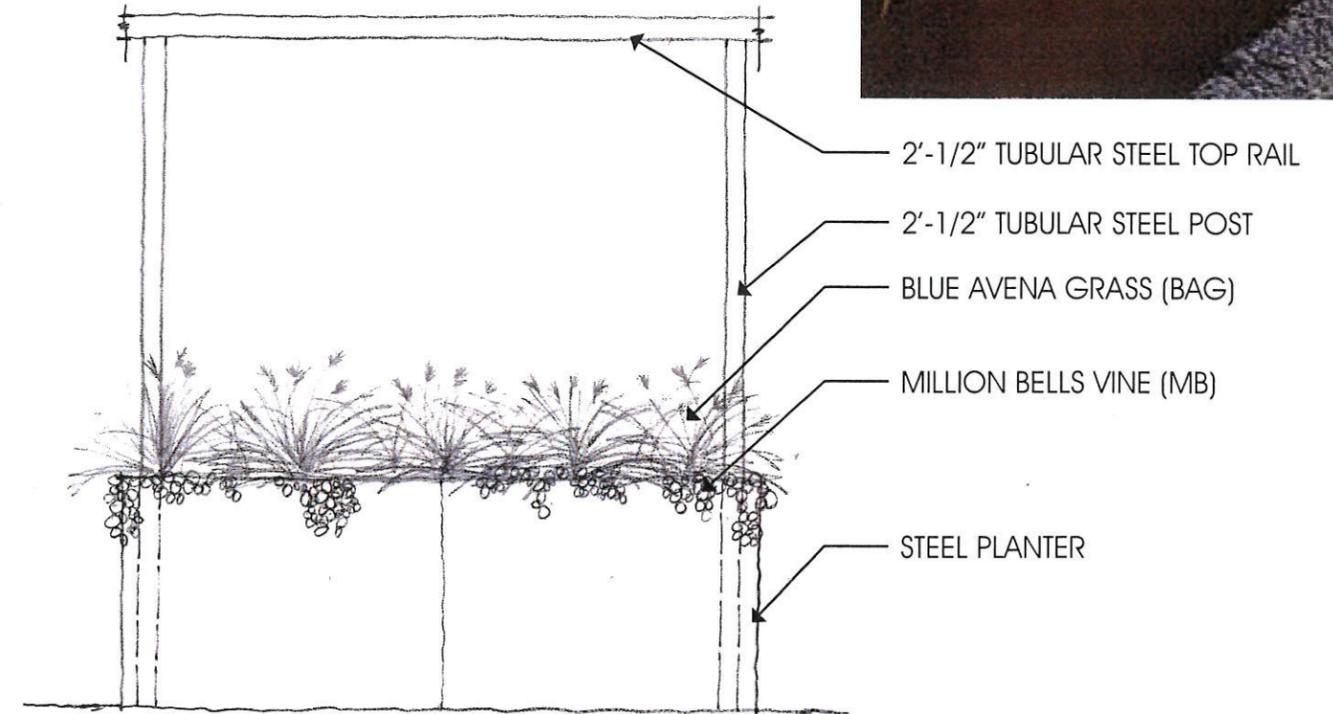
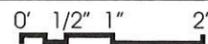


STEEL PLANTER NOTES:

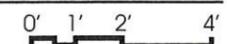
- PLANTERS ARE CONSTRUCTED OF WELDED STEEL PANELS, 1/8" THICK, 30" TALL, WITH DRAINAGE HOLES DRILLED INTO BOTTOM.
- PLANTERS WILL SIT ON ASPHALT OR CONCRETE WALK.
- 2-1/2" TUBULAR STEEL POSTS ON INTERIOR OF PLANTERS SUPPORT THE TOP RAIL AND WELDED TO THE STEEL PLANTER
- PLANTER FILLED AS FOLLOWS:
 - ONE LAYER 6-8" DIAMETER COBBLE
 - GROUND CLOTH
 - ONE LAYER 2-3" DIAMETER COBBLE
 - MINIMUM 18" LAYER COMMERCIAL GRADE POTTING SOIL
 - BLUE AVENA OAT GRASS & MILLION BELLS VINE
- PLANTERS & METAL FRAMEWORK WILL BE PRIMED AND PAINTED BRONZE-BROWN.



2 STEEL FRAME CONNECTION (TYP.)
6.0



1 STEEL PLANTER AND FRAME (TYP.)
6.0





DOORS:

The team has visited ReSource and ReStore on numerous occasions to determine what type of doors are generally in stock. While style and supply vary, if the team is awarded the project we are confident that we can find suitable door frames that are sturdy and interesting, such as those pictured here (photographed at ReSource/ Boulder).

STEEL PLANTERS/POSTS:

Steel planters will be constructed with sheets of 1/8" thick steel, welded at the corners, with drainage holes at the bottom. At 30" tall, they will be the perfect anchors to the steel framework and parklet 'walls'. Like the doors, windows and decking, we will try to use recycled steel components. Framework will be constructed from 2 1/2" tubular steel.

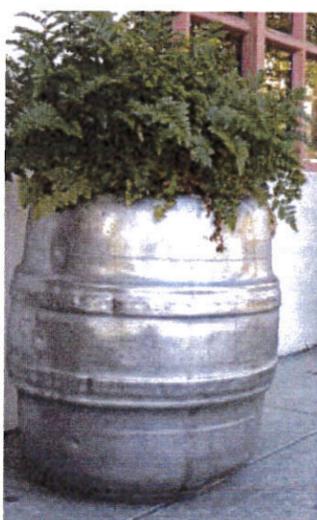


WINDOWS:

Like the doors, all window frames will be purchased at either ReSource or ReStore, and actual frames will depend on availability. Glass, screens and other insert materials will be removed, as will protruding hardware or anything sharp that may cause injury. Some window frames will surround signs that acknowledge the City of Boulder, team members, donors and sponsors, and one sign will warn visitors not to climb on the structure. Also, some windows will contain chalkboards for visitors to sketch or record their thoughts.

PLANT MATERIAL:

Our palette of plant materials consists of only two species. Blue Oat Grass (*Helictotrichon sempervirens*) has blue-gray blades and buff-colored seed heads, and it is drought tolerant. Blue Avena Grass will create a graceful silhouette and soften the corners of the parklet. At key corners we'll add a flowering vine called Million Bells (*Calibrachoa* sp.) which is available in many colors.



REPURPOSED PLANTERS:

While our initial submittal featured beer kegs as planters at three corners, we have encountered difficulty in locating or affording them. If we cannot secure kegs, we will use some other repurposed material, possibly corrugated metal pipe or trash barrels. Both repurposed planters and steel planters will be filled with commercial grade potting soil that consists of 3 parts organic matter, 1 part sphagnum peat moss and 1 part sand or perlite.

FLOORING/BENCHES:

The floor will be constructed of wood or, if it is available at ReSource or ReStore, composite decking, in 1x6 dimensions. If neither wood nor composite decking are available, we will use sheets of plywood and paint them to look like decking.



Open Doors Parklet - Cost Estimate

April 7, 2014

Item	Qty	Unit	Unit Price	Cost	Source	Alternate Item
<u>Metal Framework</u>						
Steel Tubular 2.5" x 2.5" x 1/8"	103	L.F.	\$ 4.00 /L.F.	\$ 412.00	R & S Steel	
Angle Iron 4" x 4"x 1/4"	20	L.F.	\$ 5.00 /L.F.	\$ 100.00	R & S Steel	
Steel Tabs 3/16" x 2"	81	L.F.	\$ 1.25 /L.F.	\$ 101.25	R & S Steel	
Bolt 3"x 3/8"	81	Ea.	\$ 1.46 /Ea.	\$ 118.26	Lowes	
Stakes/Anchor 8" x 1/2"	25	Ea.	\$ 1.50 /Ea.	\$ 37.50	R & S Steel	Rebar 1/2"
Primer paint	2	gal	\$ 30.00 /Ea.	\$ 60.00	Home Depot	
Paint, Bronze brown (Spray)	3	gal	\$ 30.00 /Ea.	\$ 90.00	Home Depot	
<u>Steel Planters</u>						
Steel sheets, 1/8"- 5 ft. x 10 ft	5	Sheets	\$ 200.00 /Ea.	\$ 1,000.00	R & S Steel	
Soil, Potting	120	C.Y.	\$ 3.75 /C.Y.	\$ 450.00	Home Depot	
Rock 2" (for Drainage)	50	C.F.	\$ 6.00 /C.F.	\$ 300.00	Home Depot	
Ground Cloth	40	S.F.	\$ 0.25 /S.F.	\$ 10.00	Home Depot	
BAG - Blue Avena Grass - (Helictotrichon sempervirens)	24	Gal.	\$ 18.00 /Ea.	\$ 432.00	Alameda Wholesale	
MB - Million Bells -(Calibrachoa Sp.)	21	Quart	\$ 10.00 /Ea.	\$ 210.00	Alameda Wholesale	
<u>Walls</u>						
Doors	5	each	\$ 40.00 /Ea.	\$ 200.00	ReSource or ReStore	
Windows	11	each	\$ 20.00 /Ea.	\$ 220.00	ReSource or ReStore	
Plywood inserts for signs 4' x 8'	1	sheet	\$ 20.00 /Ea.	\$ 20.00	ReSource or ReStore	
Exterior latex paint (for chalkboards)	1	gallon	\$ 30.00 /Ea.	\$ 30.00	Home Depot	
<u>Repurposed Planters</u>						
Keg - 15.5 Gal	3	Ea.	\$ 100.00 /Ea.	\$ 300.00	Ebay	Wine Barrels
<u>Foundation/Floor/Decking</u>						
Pine 2" x 4" joist	180	L.F.	\$ 0.45 /L.F.	\$ 81.00	Lowes	Plywood
Pine 2" x 6" joist	75	L.F.	\$ 0.67 /L.F.	\$ 50.25	Lowes	
Pine 1" x 6" (Decking)	150	S.F.	\$ 1.10 /S.F.	\$ 165.00	Lowes	
Shims (sm pkg)	3	Pkg.	\$ 10.00 /Ea.	\$ 30.00	Lowes	
Wood Screws 3" (250 Count box)	1	Box	\$ 39.00 /Ea.	\$ 39.00	Lowes	
Wood Screws 2" (100 Count box)	1	Box	\$ 15.60 /Ea.	\$ 15.60	Lowes	
Plywood 4'x8' sheet	2	Sheet	\$ 20.00 /Ea.	\$ 40.00	ReSource or ReStore	
Threshold 12" tall	32	L.F.	\$ 1.50 /L.F.	\$ 48.00	Lowes	
<u>Benches</u>						
Pine 2" x 4 "	90	L.F.	\$ 0.45 /L.F.	\$ 40.50	Lowes	
Pine 2" x 6 "	120	L.F.	\$ 0.67 /L.F.	\$ 80.40	Lowes	
Angle Iron Steel 2.5" x 2.5"	20	L.F.	\$ 3.00 /L.F.	\$ 60.00	R & S Steel	
Exterior Stain, Thompsons Weather Sealent	2	gallon	\$ 18.50 /Ea.	\$ 37.00	Home Depot	
<u>Misc.</u>						
Donation Plaque	3	each	\$ 5.00 /Ea.	\$ 15.00	Lowes	
Surface Mount Delineators 3.25"	2	each	\$ 32.50 /Ea.	\$ 65.00	Tapco (City of Bldr)	
SubTotal				\$ 4,857.76		
Contingency 15%				\$ 728.66		
TOTAL				\$ 5,586.42		

Notes: 1. Permit fees will be waived by the City of Boulder. 2. All labor is voluntary.

NOTES:

- Actual door and window frames, round planter materials and lumber will be sourced at Center for ReSource Conservation's ReSource Yard or Habitat for Humanity's ReStore. Steel and metal will be sourced at R&S Steel or purchased, as necessary.
- All materials will be recycled when the Parklet is dismantled in October.
- Applicant requires construction schedule to be modified to incorporate weekends on either side of the projected installation dates so that we can use volunteer labor for construction. Construction will occur May 10-18.
- We recognize that our budget exceeds the \$5,000 allocation, it is possible that some of our materials can be donated by the city or other local merchants. We will continue to investigate resources.
- All labor is voluntary.

CITY RESPONSE:

The jury voiced the following concerns regarding the initial Doors Open submittal:

1. Concern about having any glass which can be broken: what is the surface, Plexiglass? What about using openings for climbing – how is this addressed?
All window and door inserts such as glass, plastic or screen will be removed. Interior edges will be smoothed so there is no danger of injury. While door and window frames will be anchored to the top and bottom rails with metal tabs, they are not secure enough to support human beings. A cautionary sign will be posted.
2. Need photos of actual doors and windows to be used – demonstrate sturdiness.
We have included photos of doors and windows (pg. 7) that are currently available at ReSource Boulder. If we are the Parklet winner and these particular doors and windows are still obtainable, we will purchase them. Selection of actual door and window frames will depend upon availability.
3. Need to demonstrate ADA accessibility from sidewalk to Parklet platform due to high crown in street.

A cross section on page 5 and construction detail 1, page 5 illustrates accessibility. We have also removed the turf rug as it could potentially be a tripping hazard.

4. Who owns the transformer? Need permission to paint – please research this.
We have learned that the transformer is owned and operated by Excel Energy. We spoke with Excel's Electric Construction Manager for Boulder and he stated that transformers could not be painted or decorated in any way at all. This component of our original Parklet submittal has thus been removed.
5. Need to add a Parklet sign.
The original Doors Open submittal included an elevation that illustrates the Parklet sign. Actual sign content will include the City of Boulder, team members, sponsors and donors, as stated in project requirements.
6. What is the budget?
All labor and some materials may be donated, but most materials alone will consume the entire, \$5000 budget allocation. A budget outline is included on page 8.
7. How will the kegs be anchored?
The team is unable to afford/secure kegs to be used as planters. Instead, we will utilize something like the cylinder show on page 7 as planters at three key points in the parklet layout. Actual planter materials will be dictated by supply at ReSource Boulder. Planters will be bolted to the foundation/floor so they cannot be moved.
8. What will the parklet look like from the street?
The SketchUp model allows the team and the jury to view the Parklet from various perspectives. Page 2 of this application features multiple viewpoints and perspectives including one from Pennsylvania Ave.
9. The area can be 34 feet long: need to add rubber bumpers and safety bollards.
The City agreed to install wheel stops East and West of the Parklet on Pennsylvania. Safety bollards or 'Surface Mount Delineators' specified by the City's Signs and Markings Department are itemized in our budget and shown the "General Layout Plan" on page 3.

CALL FOR ENTRIES - DESIGN AND BUILD A PARKLET!

The City of Boulder is organizing a design competition to guide a community-based selection process for a parklet to be used by people living, working and visiting our community. The City is interested in exploring the use of parklets in strategic locations with the intent to provide enhanced public spaces.

The City of Boulder invites community members, including architects, designers, artists, landscape architects and any and all creative thinkers - both professionals and

students - to submit a proposal detailing their vision for a functional installation to transform one to two on-street parking spaces on Pennsylvania Avenue into a temporary parklet. This parklet competition will result in the first pilot parklet within the city – on University Hill along the north side of Pennsylvania Avenue west of 13th Street, adjacent to Innisfree. As a pilot project, the temporary installation is envisioned to be complete by late spring 2014 and in place through the summer and fall until the end of October, 2014.

What is a parklet?

San Francisco's Parklet program describes a parklet as: "A parklet repurposes part of the street into a public space for people. They are intended as aesthetic enhancements to the streetscape, providing an economical solution to the need for increased public open space. Parklets provide amenities like seating, planting, bike parking, and art..... and are publicly accessible to all."

Competition Process and Schedule

Date	Description
7 March	Entries are due to the City (See "Include in Your Submission" for more information)
14 March	Design review panel completes review and selects 3 finalists <i>Three Finalists will each receive a \$200 stipend to further develop their proposals</i>
4 April	Finalists submit detailed plans . At a minimum, detailed plans must include: Dimensioned and labeled layout plan Construction details and materials specifications Cost estimate demonstrating project is within budget <i>Note: Finalists must team with a licensed contractor/builder who will implement the project. The city will work with the finalist to obtain necessary permits.</i>
11 April	Project is awarded and fabrication begins. Winner is awarded up to \$5,000 for design, construction and installation.
12-16 May	Targeted installation
24 October	Targeted breakdown and removal by the project winner

Initial Entry Requirements:

Four hard-copy submittals and a PDF on disk are required by 4 pm Friday March 7.

One 11x17 sheet in your proposal may be used for public display on the Hill. The City reserves the right to use any submitted materials for publication.

Deliver to: Downtown and University Hill Management Division/Parking Services
Attn: Ruth Weiss
City of Boulder Parking Services
1500 Pearl Street, Suite 302
Boulder, CO 80302



For questions or more information, contact: Lane Landrith, City of Boulder, LandrithL@bouldercolorado.gov
A CAD file and PDF of the existing conditions can be requested from weissr@bouldercolorado.gov

Include in your submission:

- 1. Parklet Narrative**
 - Describe your parklet concept – What will it look like? What materials will be used? Who will build it? What are the maintenance needs? How will community members use the space?
 - Constructability – How easy will it be to build? To dismantle?
 - Ideas for programming the parklet
 - Ideas about how the community can participate in the creation or stewardship of the parklet
 - Does it include public art?
 - How will it respond to the context of the Hill and enhance the Hill area?
- 2. Parklet Plan**
 - Site plan drawn to scale
The City will provide a CAD file and PDF of the parklet area.
Contact Ruth Weiss at: weissr@bouldercolorado.gov
- 3. Parklet Sketches**
 - Illustrative sketches, sections, elevations or other imagery (as needed) to convey the design intent.

Design Criteria

The parklet must:

- be built within the city's construction budget of \$5,000.
- be ADA accessible and have a maximum 2% cross slope
- fit within the identified area
- maintain positive drainage in the street (along the curb)
- leave a minimum of 5 feet of sidewalk clear for circulation
- have a railing or other barrier 3 feet high on the street side
- be graffiti and vandal resistant
- be designed for easy removal (seasonal installation)
- have built-in seating only – no movable furniture
- not have an overhead structure
- have a location for a sign ("open to the public" and credits – COB, Designer/Builder, Contributors)

Note: Live plant material is encouraged. Local businesses and/or the city will maintain and water.

Selection Criteria

Contextual design including its relationship to the surrounding streetscape. Specific criteria include:

Intuitive: function is obvious and how to use the space is clear to community members.

Safe: vandal-proof and durable

Artistic: aesthetically pleasing and user friendly, incorporates public art

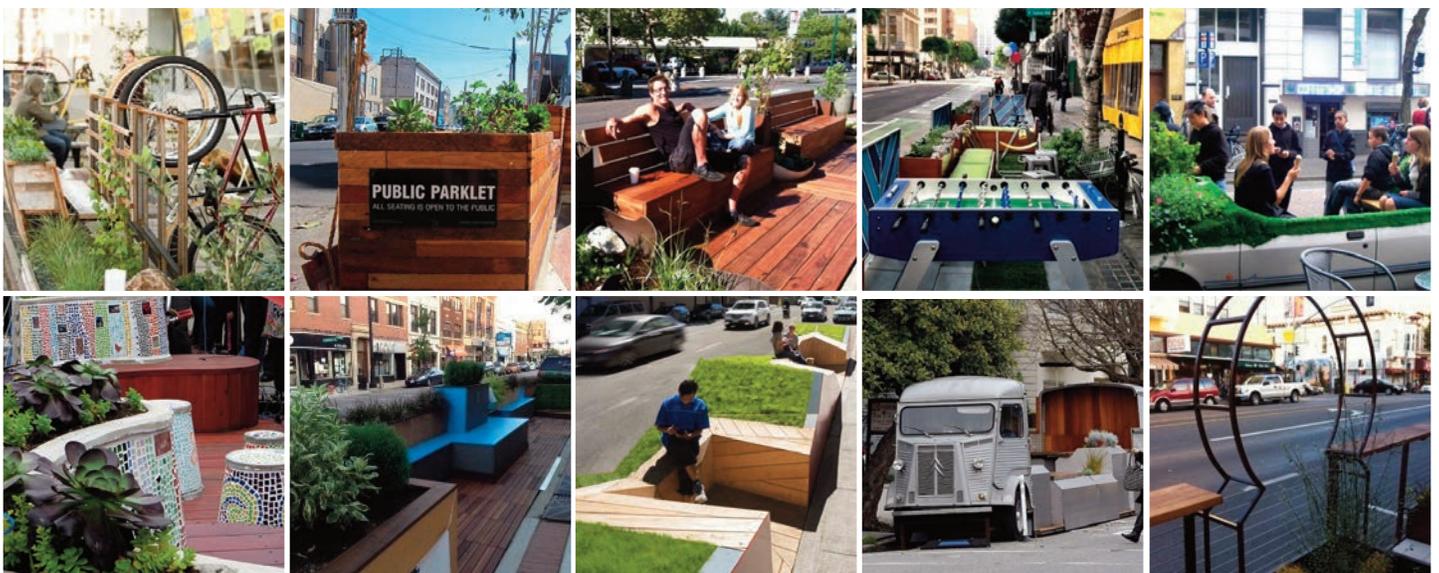
Relationship: fits well into surrounding area and in relation to other streetscape fixtures/objects, does not impede movement of people or other uses of the space. Is an expression and enhancement of the Hill area

Functional: meets design criteria

Sustainable Design: incorporates sustainable design features (such as locally sourced materials, recycled materials, ease of maintenance)

Creativity and Quality of Submission

Cost effective to fabricate, maintain, and deconstruct. Minimal routine and long-term maintenance issues



CALL FOR ENTRIES - DESIGN AND BUILD A PARKLET!



MEMORANDUM

To: Transportation Advisory Board (TAB)
Planning Board (PB)
Downtown Management Commission (DMC)
University Hill Commercial Area Management Commission (UHCAMC)
Boulder Junction Access Districts Commissions (BJAD)

From: Molly Winter, Director, Downtown and University Hill Management Division/
Parking Services
Kathleen Bracke, GO Boulder Manager
Lesli Ellis, Comprehensive Planning Manager
Jay Sugnet, Senior Planner

Date: May 1, 2014

Subject: Update on the Access Management and Parking Strategy (AMPS)

EXECUTIVE SUMMARY

The purpose of the briefings to the various city Boards is to:

1. Receive feedback on the draft Access Management and Parking Strategy (AMPS) project purpose, goals, and guiding principles;
2. Review progress since 2013 Council Study Session on AMPS; and,
3. Receive feedback on proposed 2014 schedule and work program.

The city of Boulder's parking management system has a long history. Parking meters were first installed on Pearl Street in 1946. Over the past decades, Boulder's parking system has evolved into a nationally recognized, district-based, multi-modal **access** system incorporating all modes of travel (walking, biking, transit, and autos) to meet community goals, including support for the vitality of the city's historic commercial and employment centers, and livability of its neighborhoods.

The AMPS encompasses updating the current access and parking management policies and programs and developing a new, overarching citywide strategy for access and parking management in alignment with city-wide goals. The project goal is to evolve and continuously improve Boulder's citywide access and parking management strategies and programs tailored to address the unique character and needs of the different parts of the city.

The AMPS project approach emphasizes collaboration among city departments and acknowledges the numerous current and anticipated planning efforts and initiatives such as the Transportation Master Plan (TMP) Update, Economic Sustainability Strategy, and Climate Commitment.

Elements of the AMPS project approach are:

- AMPS is a **strategy** which is defined as an integrated planning approach coordinated with other master planning efforts and plans which focuses on a particular set of goals and principles that are cross-cutting and create an adaptable set of tools and methods allowing the city to continually improve and innovate to achieve its goals.
- Evaluating existing parking and access management policies and practices within existing districts and across the community based on the city's Sustainability Framework.
- Developing context appropriate strategies using the existing districts as role models for other transitioning areas within the community and incorporating national best practices research.

Outreach to the city advisory boards and the public is essential with the dual purpose of educating the community about the multi-modal access system and seeking input and ideas about the future opportunities for enhancements. City Council is holding a Study Session on the AMPS project on June 10, 2014. Staff will share feedback from the May Board meetings with City Council as part of the June Study Session.

Questions for Board Members

1. Does the Board have feedback regarding the draft project purpose, goals, and guiding principles?
2. Does the Board have questions or feedback on the proposed approach and timeline for AMPS?
3. Does the Board have feedback on the AMPS list of 2014 work program topics? Are any missing?

DRAFT PROJECT PURPOSE, GOALS, AND GUIDING PRINCIPLES

Purpose

Building on the foundation of the successful multi-modal, district-based access and parking system, the Access Management and Parking Strategy (AMPS) will define priorities and develop over-arching policies, and tailored programs and tools to address citywide access management in a manner consistent with the community's social, economic and environmental sustainability principles.

Goals

The Access Management and Parking Strategy (AMPS) will:

- Be consistent with and support the city's sustainability framework: safety and community well-being, community character, mobility, energy and climate, natural environment, economic vitality, and good governance.

- Be an interdepartmental effort that aligns with and supports the implementation of the city’s master plans, policies, and codes.
- Be flexible and adapt to support the present and future we want while providing predictability.
- Reflect the city’s values: service excellence for an inspired future through customer service, collaboration, innovation, integrity, and respect.

Guiding Principles

1. Provide for All Transportation Modes: Support a balance of all modes of access in our transportation system: pedestrian, bicycle, transit, and multiple forms of motorized vehicles—with the pedestrian at the center.
2. Support a Diversity of People: Address the transportation needs of different people at all ages and stages of life and with different levels of mobility – residents, employees, employers, seniors, business owners, students and visitors.
3. Customize Tools by Area: Use of a toolbox with a variety of programs, policies, and initiatives customized for the unique needs and character of the city’s diverse neighborhoods both residential and commercial.
4. Seek Solutions with Co-Benefits: Find common ground and address tradeoffs between community character, economic vitality, and community well-being with elegant solutions—those that achieve multiple objectives and have co-benefits.
5. Plan for the Present and Future: While focusing on today’s needs, develop solutions that address future demographic, economic, travel, and community design needs.
6. Cultivate Partnerships: Be open to collaboration and public and private partnerships to achieve desired outcomes.

WORK SINCE 2013 COUNCIL STUDY SESSION AND WORK PROGRAM

Over the course of the last year, work on AMPS has proceeded on several levels. Consultant firms have been hired – Kimley Horn with Urban Trans as a sub consultant, and Fox Tuttle. Joint board workshops focusing on the TMP Update, Climate Commitment and AMPS were conducted in August 2013 and April 23, 2014, as well as individual board outreach providing valuable feedback. Finally, a public open house is scheduled on May 12 in conjunction with the Comprehensive Housing Strategy.

Staff teams in the seven focus areas have developed detailed work programs for each of the seven focus areas, including both the short and long term tasks. Each topic has a link to a detailed matrix that provides additional descriptions and issue identification.

- District Management (includes review of existing districts as well as exploration of future opportunities for new managed parking districts community-wide), https://www-static.bouldercolorado.gov/docs/amps_District_Management_matrix-1-201405020821.pdf;
- On and Off-Street Parking,; https://www-static.bouldercolorado.gov/docs/AMPS_On_and_Off_Street_matrix-1-201405020828.pdf;

- Transportation Demand Management (TDM), https://www-static.bouldercolorado.gov/docs/amps_Travel_Demand_Mgmt_Programs_matrix-1-201405020846.pdf;
- Technology and Innovation, https://www-static.bouldercolorado.gov/docs/AMPS_Technology_and_Innovation_matrix-1-201405020849.pdf;
- Code Requirements (includes exploration of parking maximums) https://www-static.bouldercolorado.gov/docs/AMPS_Parking_Code_Requirements_Matrix-1-201405020904.pdf,
- Enforcement, https://www-static.bouldercolorado.gov/docs/amps_Enforcement_matrix-1-201405020906.pdf; and,
- Parking Pricing (includes exploration of various pricing strategies/mechanisms), https://www-static.bouldercolorado.gov/docs/AMPS_Parking_Pricing_Matrix-1-201405020908.pdf.

The first phase of work, April through September 2014, includes:

- A draft report on best practices on incorporating Transportation Demand Management (TDM) in Development Review, available at: www.BoulderTMP.net and described in more detail in the following section below;
- Based on the best practices report, opportunities to refine and enhance the city's [Transportation Options Tool Kit](#) for private development will be considered as a component of the Transportation Master Plan (TMP) Update and the AMPS work program.
- Miscellaneous “quick fix” parking code changes such as updating the code to match current Americans with Disabilities Act (ADA) standards, and adjusting parking requirements for aircraft hangers and warehouses to more appropriate parking levels not based on floor area. Exploration of potential parking code changes to consider parking maximums will occur as part of AMPS 2014 work program;
- Best practices research will be conducted on topics in all AMPS focus areas;
- Assessment and recommendations will be made for replacement of the garage parking access and revenue control equipment;
- Development of parking and access management demand software;
- Design of the public and stakeholder engagement process; and,
- Development of an integrated planning framework to provide an overall structure for all the AMPS focus areas.

Concurrently, ongoing projects are in process or have been completed in the following areas:

District Management:

- Analysis, outreach and negotiations for a public private partnership between the University Hill General Improvement District (UHGID) and Del Mar Interests for a mixed use (residential and parking) development on UHGID's 14th Street parking lot;
- Initial analysis and access demand projections for a range of development options for the Civic Area Plan;

- Feedback on options for access and parking management as part of the North Boulder Plan Update;
- Update of development projections and access demand for the Boulder Junction Access District;
- Discussions with Trinity Lutheran Church regarding CAGID's role in providing parking in the Trinity Commons project;
- An update to the downtown development projections and future access and parking demand for the downtown area including the Civic Area; and
- Development of an alley management program associated with the public and private construction projects in the West End area.

On and Off Street Parking:

- Commencement of a “parklet” planning process with the pilot “parklet” competition and installation in the Hill commercial district May through October 2014; and,
- Installation of a variable messaging system in the five downtown CAGID garages.

Code requirements:

- Research of peer communities on “best practice” parking regulations;
- Consultation of American Planning Association (APA) publications and other planning resources on suggested updates to parking codes;
- Development of list of short-term “quick fix” parking changes and long-term, more comprehensive parking changes; and
- Analysis of existing shopping center parking requirements and coordination with the airport manager on updates to the parking code for aircraft hangers.

Technology and Innovation:

- Introduction of pay by cell on-street parking payment option with Parkmobile in all access districts;
- Inventory of existing technology systems in preparation for a system-wide evaluation; and
- Installation of a solar-powered electric charging station in the Broadway Spruce parking lot in downtown Boulder.

The second phase of work will be influenced by the results of the Phase I best practices research and will include next steps that could include analysis of options, program development or refinement, or policy review and recommendations depending on the topic. There will be on-going integration with other planning efforts such as the Transportation Master Plan Update, North Boulder Plan Update, Envision East Arapahoe and the Climate Commitment dependent on those project schedules. The final phase will be crafting the overarching, citywide access and parking management strategy and finalizing the document. The AMPS is projected to be completed by June 2015.

PROJECT OVERVIEW

Attachment A is a graphic representation of the project and the list of topics proposed to be address. It is referred to as “the compass.”

TIMELINE AND ENGAGEMENT OPPORTUNITIES

Attachment B includes a timeline of the project – along with major milestones and outreach activities.

EARLY ACTION ITEM – UPDATES TO TDM TOOL KIT FOR PRIVATE DEVELOPMENT

As an early action item for AMPS as well as the TMP Update, the city is exploring opportunities to enhance the existing Transportation Demand Management (TDM) program’s [Transportation Options Tool Kit](#) for new development projects. Findings from the Best Practices Report, currently available as a draft report at www.BoulderTMP.net, are being used to identify potential new tools and strategies that can be used to improve the options and effectiveness of the toolkit as well as identification of innovative parking strategies, infrastructure improvements and TDM programs that can maximize the benefits associated with TDM in the city.

The draft Best Practices Report explains how other communities with effective demand management programs have incorporated transportation options into the development review process. The communities included in the report are Fairfax County, Virginia; Montgomery County, Maryland; Bloomington, Minnesota; Cambridge, Massachusetts; and Pasadena, California. For each best practice city, the following information was sought:

- The process communities use to develop TDM plans;
- What TDM and parking strategies they require;
- What triggers TDM requirements;
- How TDM program funding is guaranteed and sustained;
- Internal staffing costs;
- Enforcement policies;
- Incentives to encourage developer participation;
- Processes for benefit estimation;
- Inclusion of bike- and carshare requirements;
- Funding of transportation management organizations (TMOs) to meet TDM requirements
- Land use regulations that enhance TDM plans; and,
- Lessons learned.

The Best Practices Report will be used to develop potential recommendations for refining the Transportation Options Toolkit. The toolkit is used by staff and developers to design TDM plans to mitigate the impacts of new commercial and residential developments on the transportation system and sets expectations on what strategies should be included in TDM plan for Planning Board as they evaluate the design of new developments. It will also identify methods to measure the impacts associated with combinations of TDM strategies and the costs and resource requirements associated with strategy implementation for new developments.

All draft recommendations for toolkit changes will be reviewed through a public outreach process with developers, the TAB and Planning Board, community and City Council. Feedback obtained from that process will be used to update and improve the draft recommendations. Final recommendations will include estimates of the toolkit’s impacts on vehicle trip generation and the community cost savings associated with anticipated vehicle trip, vehicle miles traveled and greenhouse gas (GHG) reductions.

Within the TDM program, city staff is working with Boulder Transportation Connections (formerly Boulder East), Boulder's non-profit transportation management organization, to implement a TDM Plan evaluation program that will measure the effectiveness of TDM plans currently in place for recent commercial and residential developments. This evaluation program will also inform recommended adjustments to the toolkit over time.

NEXT STEPS

City Council will hold a work session on June 10 to review similar project materials. Input from the Boards will be incorporated into staff's memo to City Council and Board members will receive a link to the full Council packet of information. Staff will continue to engage stakeholders over the summer and fall and return to Council in October with the results of the policy and code analysis along with program options.

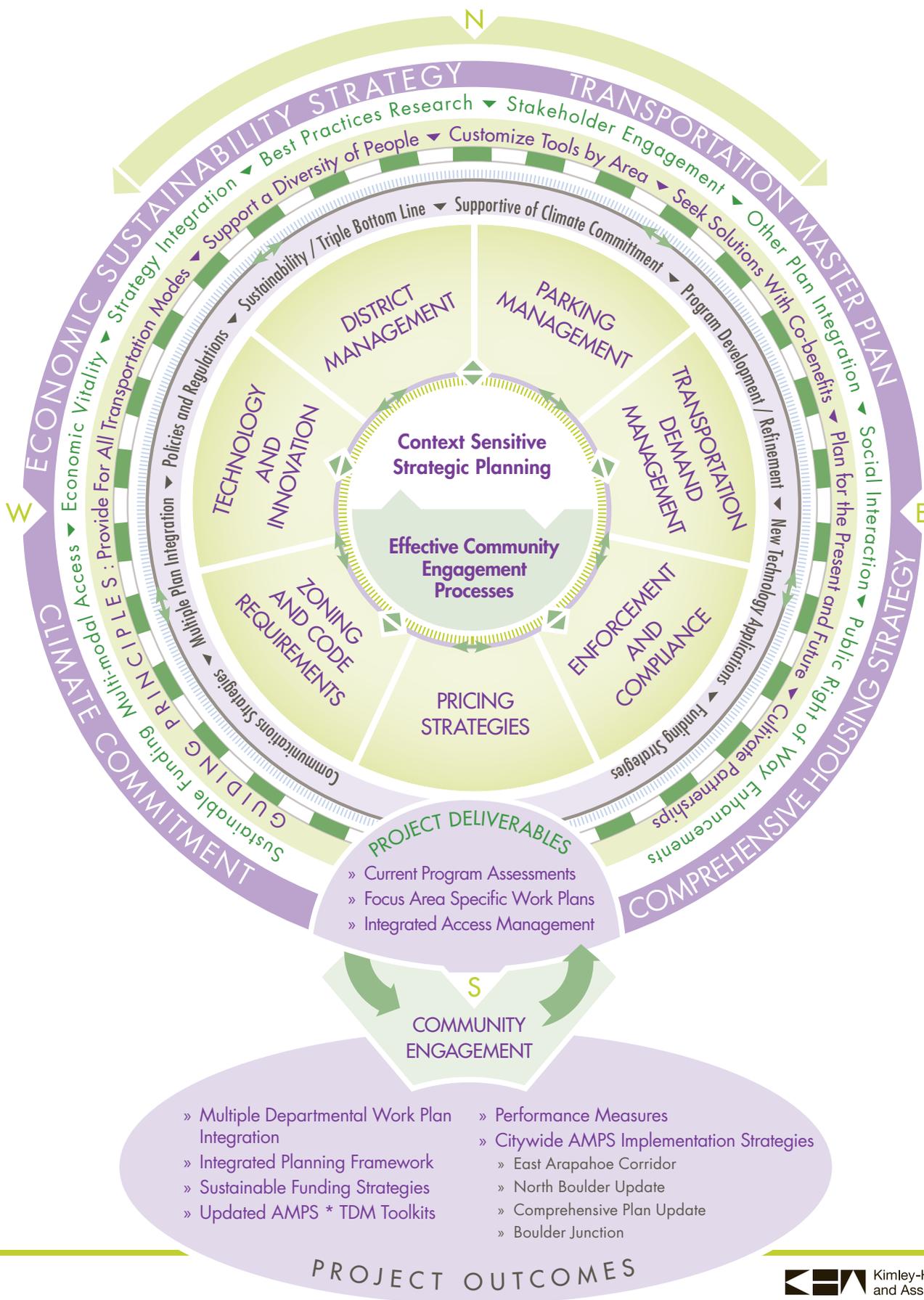
Staff will return to the Boards at key milestones throughout the project and Board members are encouraged to participate in the broader community outreach as described in attachment B.

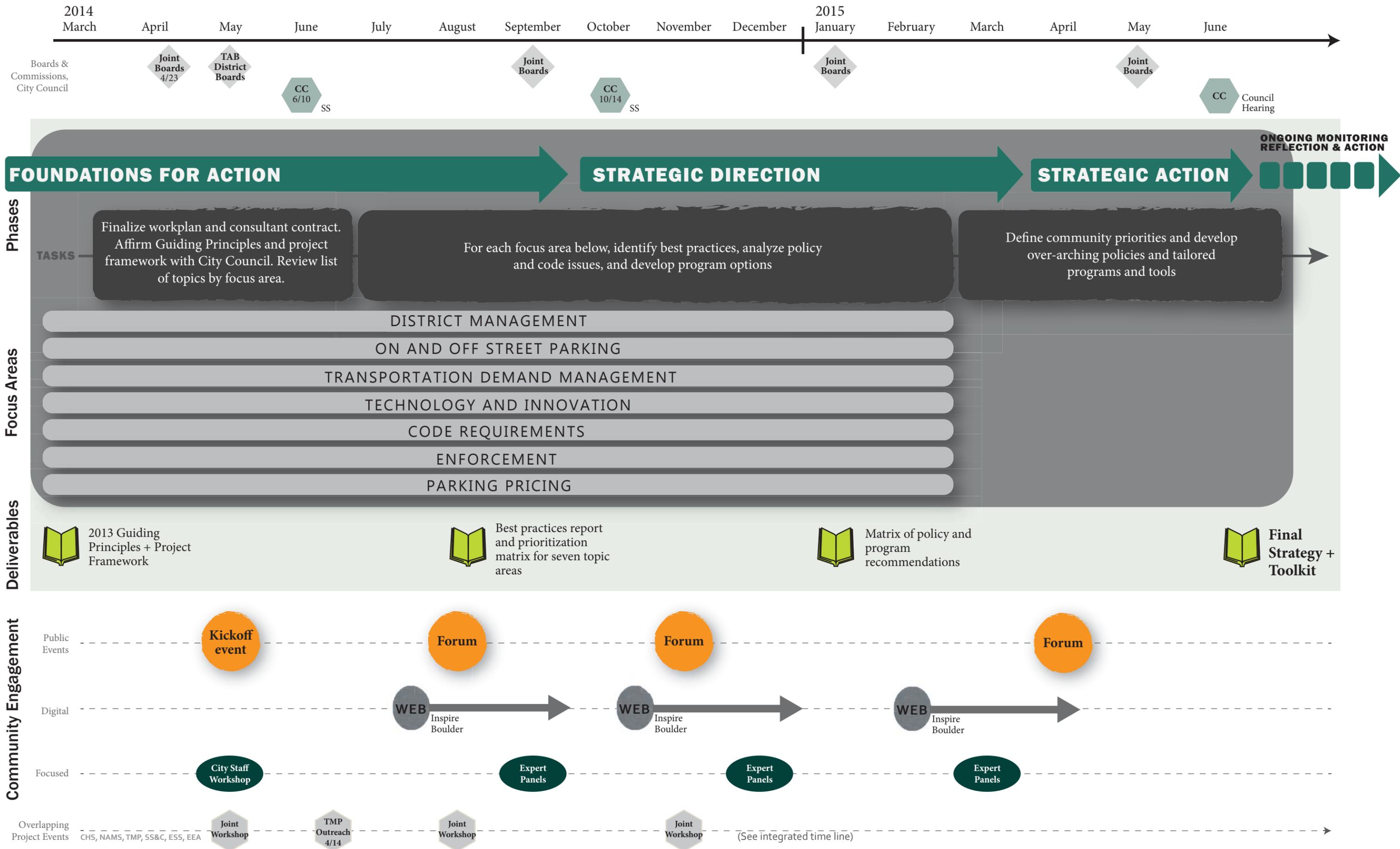
For more information, please contact Molly Winter at winterm@bouldercolorado.gov, or Kathleen Bracke at brackek@bouldercolorado.gov or www.bouldercolorado.gov/amps.

ATTACHMENTS

A: Project Overview – Compass Diagram

B: Project Timeline







Access Management and Parking Strategy

List of Topics by Focus Area (overlap of topics and discussion is expected)

- 1) District Management
- 2) On and Off Street Parking
- 3) Transportation Demand Management
- 4) Technology and Innovation
- 5) Code Requirements
- 6) Enforcement
- 7) Parking Pricing

Summary of Work Plan Topics by Focus Area:

DISTRICT MANAGEMENT

- Partnerships with private parking providers
- Integration between districts
- Green Parking Council and International Parking Institute Program certifications
- Future integration of access districts into other districts (eco-districts, arts, innovation)
- District development projections
- Parking/access demand planning software
- Guidelines for the creation of new districts
- Carshare, carpool, charging station strategies to support access districts
- Public private partnerships
- Civic Area Plan access and parking strategy
 - City of Boulder and downtown employees, library and public short term parking
 - Replacement strategy

ON and OFF STREET PARKING

- 72-hour parking limitation
- Back in parking to facilitate bike traffic
- Move bike lanes between curb and parking lane
- Loading zone management
- Disabled parking designation and location
- Time zones and a management tool
- Neighborhood Parking Program (NPP)
- Edge parking – areas on the edge of town for commuter parking
- On-street car sharing
- City employee parking
- Bike corrals
- Parklets
- Variable message signage
- Replacement of gate access system

Incorporation of public art
Electric vehicle charging stations

TRANSPORTATION DEMAND MANAGEMENT (TDM)

RTD smart card impact on pricing
“Last mile” strategies
One access card for parking, transit, and share programs
Enhanced pedestrian amenities
Bike parking options citywide
Implementing Boulder Junction TDM district
Community wide EcoPass
Parking cash out
Alternative work schedule
Carpool / vanpool
Bike corrals
TDM Tool Kit for private development

TECHNOLOGY and INNOVATION

Integration of existing five technology systems
Consideration of new technologies

- Apps for parking availability, mobile phone payments, variable messaging signage, etc.

CODE REQUIREMENTS

Off-street parking standards
Parking requirements by use rather than zone
Parking minimums and maximums
Compact and tandem parking standards
Area specific parking standards
Oversupply of parking
Unbundling parking, on-street permit or metering
Shared parking
Bike parking standards
Car share/car pool/electrical vehicle policies

ENFORCEMENT

Responsibility of enforcement within city
License plate recognition system
Fine amounts in relation to parking pricing

PARKING PRICING

Neighborhood Permit Program

- Evaluate the commuter, resident and business permits
- Evaluate the process for minor additions or exclusions

Evaluate the full range of fees from parking feeds to on-street and garage rates
Variable and performance based pricing options

- Pricing dependent on time, duration and location

Parking fine amount