UNIVERSITY HILL COMMERCIAL AREA MANAGEMENT COMMISSION
REGULAR MEETING – December 10, 2014
9 – 11 a.m.
Council Chambers, 1777 Broadway
AGENDA

1. Roll Call
2. Approval of the November 19, 2014 Meeting Minutes
3. Police Update
4. Public Participation
5. CUSG Update
6. Alliance Update – Rubino
7. UHNA Update
8. Public Hearing and Feedback on the University Hill Commercial District Moratorium Project - McHeyser
9. 2015 Commission Goals
10. Matters from the Commissioners
    - Continued Hill Employee Transportation Survey/Eco-Pass Discussion
11. Matters from Staff
    - AMPS Update – Joint Board Meeting January 21st
    - Joint Board Meeting in January?

Attachments
- Sales and Use Tax Revenue Reports – September 2014
- Police Stats
- Moratorium Phase I Preliminary Findings and Draft Strategies
- Missing Property Owners List
- 2015 Commission Goals Worksheet
- DUHMD/PS 2014 Accomplishments and 2015 Key Initiatives

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

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

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

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

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: **RAJ, GRIFFITH, SOIFER, RUBINO, LIGUORI**
STAFF: **WINTER, WEISS, MATTHEWS, TRUJILLO, WIEBENSON, LANDRITH**
GUESTS: **NANCY BLACKWOOD, ERIN CALDWELL, EILEEN SHERMAN, DAN POWERS**

TYPE OF MEETING: **Regular** **November 19, 2014**

AGENDA ITEM 1 – Roll Call: Meeting called to order at 9:06 a.m.

AGENDA ITEM 2 – Approval of the October 15, 2014 Meeting Minutes (Action Item Below):

AGENDA ITEM 3 – Police Update: Trujillo said the stats in October showed a jump in criminal mischief, same as last years. These stats are accurate and described how student arrival has a trend in the stats. Liguori questioned the liquor law violation stat. Trujillo said they mostly related to bad ID's or open containers. Transients were an issue at Boulder High School, they were an issue on the mall, it's a matter of displacement and it is city wide. Wiebenson commented that the Boulder Hill meeting tomorrow will address the transient issue. Griffith suggested a survey of hill businesses regarding the transient issue. Soifer said he was at the last UHNA meeting and BPD gave a different perspective of stats. Trujillo said he will get a better update on hill issues and that this year is not different from previous years. Trujillo continued that party registration has made a positive difference with students. Blackwood requested that the police get on the UHNA Listserv to give updates on incidents after they occur.

AGENDA ITEM 4 – Public Participation: Dan Powers, Boulder Tomorrow, said that the hill activity is of interest to their members and they would like to help promote and help spread the word. Members are business and property owners.

AGENDA ITEM 5 – CUSG Update: Eileen Sherman said that programs are finishing up for the semester. They are pursuing work on the sexual assault campaign, what can they do on the hill and what can be done in student areas can do on campus. Sherman continued that a video was made by CUSG and Leaders on Campus regarding the sexual assault campaign and another video was made by members of the Greek community. Sherman continued that students cannot get rape kits on campus and planning on partnering with the women's resource center for such kits to be made available.

AGENDA ITEM 6 – Hill Boulder Update: Rubino had their first breakfast last month with a mix of new and old business owners, social media is going well, and tomorrow's meeting will have holiday lighting, and code enforcement on the agenda. Liguori discussed events for the hill such as Tree lighting on 12/ 5. Rail Jam was discussed and working with businesses to bring back Rail Jam to the hill. Rubino mentioned the collective as opposed the individual to finance potential projects. Grenadier at 9am tomorrow is the next Hill Boulder meeting.

AGENDA ITEM 7 – UHNA Update: Nancy Blackwood, UHNA, mentioned that Meet the Spirits was successful at their alternative date of the following weekend, due to inclement weather, and 600 people attended. It is a Historic Boulder event and takes place every other year. Blackwood continued that 9th and College will have a new tenant for a coffee/food shop. Blackwood discussed the student welcome bags with information packets and dry food items. Liguori asked the number of bags distributed and Blackwood replied 100 with CU distributing about 500. Wiebenson asked if a Spring welcome bag was also distributed.

AGENDA ITEM 8 – Hill Employee Transportation Survey Results April 2014: Erin Caldwell distributed a handout to the commission and gave a synopsis of the materials used and the data collected. Businesses were contacted with a 38% response rate from businesses. The intercept survey had 1300 approached with 21% doing the survey. Demographics of the business were discussed. Employers offered that 22% of their employees were CU students. Transportation modes to the hill were discussed. EcoPass program on the hill was discussed. Rubino questioned if RTD could provide a pass program for the hill with its smaller employee base. Winter gave details on the EcoPass program for

downtown and its criteria. Landrith gave specific details on the pass and numbers of users and how it gets tracked. Winter mentioned looking at a master contract potential for the hill, flex pass was mentioned, where are the employees coming from was discussed, Caldwell gave stats from the Spring 2014 Report on where employees were coming from. Blackwood questioned the percentages on the parking section. Caldwell continued with modes per hour and other stats from the survey results.
Soifer questioned a Hill EcoPass and Landrith replied that a community wide EcoPass was being investigated. Wiebenson mentioned doing a study of employees in regard to a pass. Winter offered that there is utilization data on parking.

AGENDA ITEM 9 – Matters from the Commissioners: Winter said that there are questions in the packet that needed response for council's retreat and provide commission response at the December meeting. Winter continued that this is an opportunity to discuss issues directly with council and recommends comments sent to staff to get a consensus. Change in December meeting date was discussed.

AGENDA ITEM 10 – Matters from the Staff: Winter said that 2A passed and the Pay as You Go is a tax will need to be collected and determine the best timing. Event Street will be hugely impactful to businesses in the area, lighting feedback was provided and a need to contact to stakeholders for their comments. Winter said the lighting was a request from CUSG. The Event Street needs to be designed. Wiebenson gave suggestions on interim solutions for the three projects. The Hill Revitalization Strategy needs to be reviewed for going forward. The downtown Spring Green annual project was discussed by Winter. Tree irrigation and hill beautification was discussed. Winter said that at the planter area it will be impactful with construction. Rubino questioned the length of time for such a project and Winter replied that it is not known.
Wiebenson reported on commercial vacancies: that Chase is not leaving, but the sign indicates office space for lease in the same building; former Red Mango, Boulder Bowls is moving into Qidoba; Mamacitas is being remodeled; Four Star is relocating on the hill; Yoyo's closed; and there are five vacancies total.
Hill Moratorium has an open house at the Spark today and tomorrow. Housing unit comparison was discussed between the hill and the mall. Winter said that they are not making recommendation on the moratorium yet and suggested the commission review the preliminary findings and looking for feedback. The moratorium expires in March 2015. Wiebenson will send out to the commission the pie chart of usage of space on the hill commercial area.
Commissioner recruitment will begin in January 2015.
Soifer asked about snow removal on the sidewalks. Matthews offered that the city removes a portion and the business owner is responsible for the rest. A maintenance responsibility chart will be distributed to commercial sites.

Meeting adjourned at 10:46 a.m.

ACTION ITEMS:

MOTION: Liguori motioned to approve the October 15, 2014 meeting minutes. Raj seconded. Motion passed 5 -0.

FUTURE MEETINGS:

December 10, 2014	**Council Chambers**	**Regular Meeting**

APPROVED BY: UNIVERSITY HILL COMMERCIAL AREA MANAGEMENT COMMISSION

Attest:
Ruth Weiss, Secretary

Hillary Griffith, Chair

City of Boulder
Sales & Use Tax Revenue Report
September, 2014

Issued November 14, 2014

This report provides information and analysis related to September 2014 year-to-date sales and use tax collections. Results are for actual sales activity through the month of September, 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 pattellic@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 solely because of the tax rate increase. However, the actual percentages changes included in this 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 better reflects the underlying economic activity in the city and enables city staff to readily determine if revenue targets are being met.

REVENUE COMPARISONS TO COMPARABLE PERIOD IN PRIOR YEAR

As reflected in Table 1, YTD "normalized" Sales and Use Tax has increased from the 2013 base by 8.01%.

TABLE 1

ACTUAL SALES AND USE TAX REVENUE

TAX CATEGORY	% CHANGE IN REVENUE Increase/(Decrease)	% OF TOTAL
Sales Tax	6.32%	78.04%
Business/Consumer Use Tax	36.94%	11.24%
Construction Use Tax	(8.19%)	7.84%
Motor Vehicle Use Tax	18.39%	2.88%
Total Sales & Use Tax	**8.01%**	**100.00%**

Retail sales tax from recreational marijuana is a new revenue source in 2014. Therefore, adjusted numbers are provided in Table 2 to better illustrate underlying retail sales and related tax, excluding revenue from recreational marijuana. Further, due to a number of uncertainties in costs related to the sale of this new commodity, much of this revenue is being reserved to pay for costs associated with this new business segment, and is not available for other purposes.

TABLE 2

SALES AND USE TAX REVENUE ADJUSTED TO EXCLUDE RECREATIONAL MARIJUANA

TAX CATEGORY	% CHANGE IN REVENUE Increase/(Decrease)	% OF TOTAL
Sales Tax	4.83%	77.81%
Business/Consumer Use Tax	36.83%	11.36%
Construction Use Tax	(8.19%)	7.93%
Motor Vehicle Use Tax	18.39%	2.91%
Total Sales & Use Tax	**6.83%**	**100.00%**

MACRO ISSUES TO CONSIDER

September YTD Sales and Use Tax revenue continues to be encouraging. The next question, when considering committing revenue to on-going expenditures might be, what do the 2014 trends portend for the future?

Although total Sales and Use Tax revenue is up in total by 8.01%, some of this revenue is for newly taxable retail commodities and may not show similar rates of increase in the future. Excluding revenues from sales of both medical and recreational marijuana for both 2014 and 2013 reflects that our traditional retail sales tax revenue source from brick and mortar stores in the city is up by a more modest 4.66%.

Other tax components (Business Use Tax and Motor Vehicle Use Tax) are currently trending upward and may continue to be strong for the short term as we recover from the recession, but they will ultimately settle back down to lower rates of increase or even decrease somewhat from current levels.

Although difficult to quantify, other trends impacting spending on taxable goods in the city follow:

- Unemployment continues to decline, increasing earned income and consumer confidence.
- Housing prices continue to increase. The U.S. stock market is also up significantly. These factors contribute to what is often called "the wealth effect" where people with increased assets feel more comfortable spending money on both taxable and non-taxable items and services.
- Recent declines in the cost of gasoline should increase disposable income, at least until next spring and summer when gasoline prices are expected to rise again.
- Housing prices for new purchasers (with associated higher mortgage payments) and rents continue to increase, possibly decreasing disposal income available for the type of retail purchases that we rely on as our retail sales tax revenue base.
- Paying off large student loans may reduce disposable income for a relatively large segment of our population.
- Increasing internet sales (those upon which retail sales tax is not collected by the vendor) will continue to divert some of the disposable income that was previously a part of the retail sales tax base for the City of Boulder. For 2014 this amount is estimated to be four million dollars in lost tax collections.
- Business spending on new capital equipment tends to occur in cycles and the end of the recession may have triggered a high point in this cycle.
- Auto purchases were relatively slow during the recession with the average age of the vehicle fleet in the country approaching eleven years. When new purchases decrease the age of the fleet, replacements may slow.

DETAILED ANALYSIS OF MAJOR CATEGORIES

The following monthly information is provided to identify trends in the various categories. While this information is useful, it is important to remember that relatively small aberrations (like the timing of remittances by certain vendors) can make relatively large monthly variances.

Retail Sales Tax – September YTD retail sales tax revenue was up by 6.32% from that received in 2013. Without the tax revenue from the sale of recreational marijuana (which was not in the comparative 2013 base) the YTD increase would have been 4.83%. A portion of the February increase was due to audit revenue collected during that month. Also, beginning in April, the sale of recreational marijuana has improved the variance as there is no comparative revenue in the prior year. The negative percentage change in June is due primarily to revenue from a very large business computer provider in 2013 that was not duplicated in 2014.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
2.83%	5.87%	2.92%	11.09%	8.05%	(0.19%)	9.16%	8.87%	9.64%

Food Stores - Retail sales tax revenue for food stores is up 6.81% YTD. A portion of the variable performance in this category is due to timing issues where the vendor files 13 tax returns per year and the extra return does not occur in the same month each year.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
3.70%	(11.10%)	8.47%	12.32%	13.68%	0.83%	8.76%	10.08%	15.65%

Sales at **Eating Places** are both an important revenue source (Eating Places comprise approximately 13.00% of sales/use tax) and are often an indicator of the health of the economy in the city. This discretionary category is often correlated with disposable income and consumer confidence. Total September YTD retail tax at Eating Places is up by 5.55%.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
1.47%	7.57%	(1.30%)	6.34%	10.01%	0.13%	4.71%	4.52%	16.72%

Apparel Store retail sales are up by 7.65% YTD. A portion of the monthly fluctuations is due to the timing of receipt of certain remittances.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
(1.35%)	13.85%	15.64%	(18.70%)	(0.60%)	9.12%	8.99%	36.31%	4.42%

General Retail is down by 2.60% YTD. While a downward trend appears to be consistent with retail trends on the national level, timing also impacts the results in September because certain remittances did not make the cut-off for the month.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
(16.62%)	6.07%	3.91%	4.62%	(2.89%)	(4.09%)	3.83%	(7.83%)	(6.28%)

Public Utilities (primarily retail sales tax on natural gas and electricity) are up by 2.47% YTD. Tax on Public Utilities comprises approximately 5.00% of total sales and use tax revenue. Even as natural gas prices and rates increase, the direction for this category may be uncertain if conservation strategies are successful and businesses significantly cut their energy use. According to a 2006 study by the City of Boulder, commercial and industrial sector energy use makes up 83% of Boulder’s energy use.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
5.63%	9.85%	9.89%	(0.98%)	(0.31%)	9.27%	4.59%	0.13%	5.82%

MEDICAL MARIJUANA RETAIL SALES TAX

Total YTD retail sales tax revenue collected in this category is $849,863, up by 20.19% from the same period in 2013. Monthly sales tax revenue and the percentage change by month, is presented below. This industry segment represents approximately one percent of total sales/use tax collections.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
$86,993	$110,174	$75,274	$63,256	$79,663	$85,190	$91,897	$144,791	$112,625
25.13%	50.58%	(11.38%)	(17.65%)	9.92%	10.70%	17.22%	60.98%	32.64%

RECREATIONAL MARIJUANA RETAIL SALES TAX AND EXCISE TAX

The first remittances related to sales of recreational marijuana were received in the month of February. The Municipal Code prohibits providing any information that would identify sales by individual vendors. Beginning with April data, enough vendors have reported to obscure individual data. Therefore, we will begin to report year-to-date revenue related to the sale of recreational marijuana. September YTD retail sales tax collections for the sale of recreational marijuana were $912,280.

Significant YTD increases / decreases by tax category are summarized in Table 3.

TABLE 3

2014 YTD RETAIL SALES TAX (% Change in Comparable YTD Collections)	
STRENGTHS: ▪ Food stores up by 6.81% ▪ Eating Places up by 5.55% ▪ Apparel Stores up by 7.65% ▪ Home Furnishings up by 11.46% ▪ Transportation/Utilities up by 5.78% ▪ Automotive Trade up by 2.33% ▪ Building Material Retail up by 7.92% ▪ Consumer Electronics up by 12.98% ▪ All Other (including marijuana sales) up by 35.32% ▪ Downtown up by 9.80% ▪ Basemar up by 2.23% ▪ UHGID up by 12.93% ▪ N. 28th St. Commercial up by 11.45% ▪ BVRC (excl 29th St) up by 13.44% ▪ Table Mesa up by 4.26% ▪ The Meadows up by 14.35% ▪ Pearl Street Mall up by 9.62% ▪ Boulder Industrial up by 8.64% ▪ Public Utilities up by 2.47%	WEAKNESSES: ▪ General Retail down by 2.60% ▪ Computer Related Business down by 27.62% (Use Tax in this category up by 19.95%) ▪ University of Colorado down by 1.88% ▪ TwentyNinth St down by 2.13% ▪ Out of State down by 0.36% ▪ Gunbarrel Industrial down by 8.03% ▪ Gunbarrel Commercial down by 3.67%

2014 USE TAX (% Change in YTD Comparable Collections)	
STRENGTHS: ▪ Business Use Tax up by 36.94% ▪ Motor Vehicle Use Tax up by 18.39%	WEAKNESSES ▪ Construction Use Tax down by 8.19% (when adjusted to exclude dedicated Boulder Junction tax, down by 11.96%)

BUSINESS USE TAX

YTD Business Use Tax is up significantly (36.94%) through the month of September. This tax category can be very volatile as it is associated primarily with the amount and timing of purchase of capital assets by businesses in the city and the amount and timing of audit revenue. September 2014 YTD audit revenue was approximately $2 million. While we expect this revenue category to be up for the year due to increasing business confidence and related spending, it may be unrealistic to expect this high rate of increase to continue.

MOTOR VEHICLE USE TAX

September YTD Motor Vehicle Use Tax is up by 18.39%. This tax category applies to the purchase of vehicles registered in the city. As individuals and businesses become more confident about jobs and the economy, they are replacing their vehicles and thus reducing the average age of their fleet. It appears that 2014 will be a strong year for motor vehicle sales, but at some point the rate of increase will slow as the average age of the total vehicle fleet in the city declines and the comparative numbers from the prior year become more difficult to meet or exceed.

ACCOMMODATION TAX

YTD 2014 Accommodation Tax revenue is up by 12.87% from the same period in 2013. 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, many unknowns will define the actual collections. 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 11.71% from the same period in 2013. Admissions Tax collections are dependent on the number of taxable productions and events held in the City and the level of attendance at such events.

TRASH TAX

Year-to-date 2014 Trash Tax receipts are up by 44.18%. Trash Tax remittances are due on a quarterly basis. Occasionally, smaller vendors or trash haulers will remit outside that quarterly cycle, resulting in variances.

REVIEW OF VARIOUS ECONOMIC DATA & PREDICTIONS FOR THE FUTURE

On October 22, 2014, the Secretary of State released the *Quarterly Business and Economic Indicators Report* for the third quarter of 2014.

> With new business filing fees just $1 during a fee holiday, the third quarter saw a record increase in new business filings. Employment is projected to continue expanding in the final quarter of 2014 and the first quarter of 2015.
>
> "The increase in virtually all categories of filings supports the sustained growth currently observed in the economy and forecasted for the next two quarters," said Richard Wobbekind of the Leeds School of Business.

The *Conference Board Consumer Confidence Index* Rebounds (issued October 28, 2014)

> The Conference Board Consumer Confidence Index®, which had decreased in September, rebounded in October. The Index now stands at 94.5 (1985=100), up from 89.0 in September. The Present Situation Index edged up from 93.0 to 93.7, while the Expectations Index increased sharply to 95.0 from 86.4 in September.
>
> Says Lynn Franco, Director of Economic Indicators at The Conference Board: "Consumer confidence, which had declined in September, rebounded in October. A more favorable assessment of the current job market and business conditions contributed to the improvement in consumers' view of the present situation. Looking ahead, consumers have regained confidence in the short-term outlook for the economy and labor market, and are more optimistic about their future earnings potential. With the holiday season around the corner, this boost in confidence should be a welcome sign for retailers."

A September 12, 2014 article in the *Christian Science Monitor* titled "Retail sales bounce back in August. Why consumers are feeling confident" discusses trends in national retail sales:

> Retail sales looked like a drag on US economy for much of the summer, as stagnant wages and other financial uncertainties kept shoppers out of stores. But things got a little better in August.
>
> US retail sales increased 0.6 percent last month, according to new figures released Friday by the Commerce Department. That doesn't seem like much, but it's the indicator's best performance in four months. Additionally, retail sales growth for June and July was revised slightly upward, from flat to 0.3 percent and from 0.2 percent to 0.4 percent respectively. "Today's report helps put the spending data more back in line with improving fundamentals," Joshua Shapiro, chief US economist with MFR, Inc. writes via e-mailed analysis.
>
> The growth for August was broad-based: a strong month for auto sales led the charge (up 1.5 percent), with furniture, building materials, electronics, and sporting goods enjoying strong sales as well. The biggest slump was gasoline's 0.8 percent slide, which was likely due to uncommonly cheap gas prices during the summer months. The only other two categories in the negative were general merchandise and department stores, which fell 0.1 percent and 0.4 percent respectively. Cumulative, retail sales are up 1 percent for the third quarter of 2014 so far.
>
> Upbeat consumer sentiment data, also released Friday, bolstered analysts' notions that US consumers are slowly but surely starting to spend money again. The University of Michigan's Consumer Sentiment index increased two points from August to September, according to preliminary readings.

Total Net Sales/Use Tax Receipts by Tax Category	SEPTEMBER YTD Actual 2013	2014	% Change	% of Total
Sales Tax	59,033,482	65,522,271	6.32%	78.04%
Business Use Tax	6,603,847	9,440,965	36.94%	11.24%
Construction Sales/Use Tax	6,868,385	6,582,951	-8.19%	7.84%
Motor Vehicle Use Tax	1,953,523	2,414,464	18.39%	2.88%
Total Sales and Use Tax	**74,459,236**	**83,960,651**	8.01%	100.00%

Total Net Sales/Use Tax Receipts by Industry Type	SEPTEMBER YTD Actual 2013	2014	%Change	% of Total
Food Stores	9,612,776	10,750,084	7.12%	12.80%
Eating Places	9,813,931	10,795,745	5.37%	12.86%
Apparel Stores	2,639,751	2,964,460	7.57%	3.53%
Home Furnishings	1,869,829	2,180,550	11.70%	2.60%
General Retail	14,816,972	16,128,736	4.27%	19.21%
Transportation/Utilities	5,725,114	6,436,217	7.68%	7.67%
Automotive Trade	5,135,566	5,791,316	8.02%	6.90%
Building Material-Retail	2,667,649	2,997,286	7.62%	3.57%
Construction Firms Sales/Use Tax	6,093,107	6,136,762	-3.53%	7.31%
Consumer Electronics	1,594,478	1,815,592	9.07%	2.16%
Computer Related Business Sector	5,083,556	5,344,209	0.70%	6.37%
All Other	9,406,506	12,619,694	28.51%	15.03%
Total Sales and Use Tax	**74,459,236**	**83,960,651**	8.01%	100.00%

Total Net Sales/Use Tax Receipts by Geographic Area	SEPTEMBER YTD Actual 2013	2014	% Change	% of Total
North Broadway	1,025,619	1,024,936	-4.28%	1.22%
Downtown	4,821,092	6,090,801	21.01%	7.25%
Downtown Extension	521,602	580,081	6.53%	0.69%
UHGID (the "hill")	763,737	921,862	15.62%	1.10%
East Downtown	485,485	677,036	33.58%	0.81%
N. 28th St. Commercial	3,478,095	3,760,562	3.57%	4.48%
N. Broadway Annex	568,387	353,787	-40.38%	0.42%
University of Colorado	776,368	934,442	15.29%	1.11%
Basemar	1,803,958	2,123,780	12.77%	2.53%
BVRC-Boulder Valley Regional Center	13,854,745	16,356,660	13.08%	19.48%
29th Street	5,977,728	6,075,229	-2.65%	7.24%
Table Mesa	1,807,234	1,959,416	3.85%	2.33%
The Meadows	583,411	741,879	21.80%	0.88%
All Other Boulder	4,560,774	5,246,929	10.20%	6.25%
Boulder County	864,766	924,802	2.44%	1.10%
Metro Denver	2,898,013	2,866,658	-5.25%	3.41%
Colorado All Other	242,384	266,710	5.40%	0.32%
Out of State	7,501,716	7,962,392	1.67%	9.48%
Airport	57,488	43,315	-27.83%	0.05%
Gunbarrel Industrial	4,652,733	6,520,666	34.24%	7.77%
Gunbarrel Commercial	911,604	889,240	-6.56%	1.06%
Pearl Street Mall	2,104,232	2,405,444	9.50%	2.86%
Boulder Industrial	7,023,818	7,865,360	7.26%	9.37%
Unlicensed Receipts	1,597,633	1,051,711	-36.94%	1.25%
County Clerk	1,953,523	2,414,464	18.39%	2.88%
Public Utilities	3,623,091	3,902,485	3.17%	4.65%
Total Sales and Use Tax	**74,459,236**	**83,960,651**	8.01%	100.00%

Miscellaneous Tax Statistics	SEPTEMBER YTD Actual 2013	2014	% Change in Taxable Sales
Total Food Service Tax	457,224	475,842	4.07%
Accommodations Tax	4,072,325	4,596,304	12.87%
Admissions Tax	434,581	383,672	-11.71%
Trash Tax	921,176	1,328,151	44.18%
Disposable Bag Fee	64,633	207,575	221.16%
Rec Marijuana Excise Tax	0	268,561	#DIV/0!

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

USE >< SALES

USE TAX BY CATEGORY / **SALES TAX BY CATEGORY**

SEPTEMBER YTD Actual (Use)				SEPTEMBER YTD Actual (Sales)		
2013	2014	% Change	**Standard Industrial Code**	2013	2014	% Change
96,734	139,384	38.02%	Food Stores	9,516,042	10,610,700	6.81%
134,481	129,652	-7.65%	Eating Places	9,679,450	10,666,093	5.55%
14,019	13,545	-7.45%	Apparel Stores	2,625,732	2,950,915	7.65%
13,816	20,933	45.13%	Home Furnishings	1,856,013	2,159,617	11.46%
1,031,328	2,110,293	96.00%	General Retail	13,785,644	14,018,444	-2.60%
160,397	290,939	73.74%	Transportation/Utilities	5,564,718	6,145,278	5.78%
2,032,813	2,476,646	16.70%	Automotive Trade	3,102,753	3,314,670	2.33%
16,711	10,451	-40.10%	Building Material-Retail	2,650,938	2,986,835	7.92%
5,810,849	5,847,463	-3.61%	Construction Sales/ Use Tax	282,258	289,299	-1.82%
84,414	34,525	-60.82%	Consumer Electronics	1,510,064	1,781,067	12.98%
3,026,257	3,789,598	19.95%	Computer Related Business	2,057,299	1,554,612	-27.62%
3,003,936	3,574,952	13.99%	All Other	6,402,570	9,044,741	35.32%
15,425,754	**18,438,380**	14.49%	**Total Sales and Use Tax**	**59,033,482**	**65,522,271**	6.32%

USE TAX BY CATEGORY / **SALES TAX BY CATEGORY**

SEPTEMBER YTD Actual (Use)				SEPTEMBER YTD Actual (Sales)		
2013	2014	% Change	**Geographic Code**	2013	2014	% Change
55,158	49,467	-14.10%	North Broadway	970,460	975,470	-3.72%
368,867	987,033	156.31%	Downtown	4,452,225	5,103,768	9.80%
33,685	45,482	29.33%	Downtown Extension	487,916	534,599	4.95%
9,740	32,911	223.66%	UHGID (the "hill")	753,997	888,951	12.93%
43,568	157,478	246.22%	East Downtown	441,916	519,559	12.62%
307,850	72,064	-77.58%	N. 28th St. Commercial	3,170,245	3,688,498	11.45%
235,514	9,125	-96.29%	N. Broadway Annex	332,873	344,662	-0.82%
496	139,647	26868.35%	University of Colorado	775,872	794,795	-1.88%
346,686	568,442	57.06%	Basemar	1,457,272	1,555,338	2.23%
285,099	286,718	-3.67%	BVRC	13,569,646	16,069,943	13.44%
103,538	73,282	-32.20%	29th Street	5,874,190	6,001,947	-2.13%
34,708	30,016	-17.16%	Table Mesa	1,772,526	1,929,400	4.26%
21,141	70,626	220.00%	The Meadows	562,270	671,253	14.35%
2,154,318	2,450,838	8.97%	All Other Boulder	2,406,455	2,796,091	11.30%
98,766	170,171	65.04%	Boulder County	766,000	754,631	-5.64%
931,654	499,346	-48.66%	Metro Denver	1,966,359	2,367,312	15.32%
11,969	80,667	545.57%	Colorado All Other	230,415	186,043	-22.66%
757,906	947,572	19.76%	Out of State	6,743,810	7,014,821	-0.36%
36,109	20,707	-45.07%	Airport	21,379	22,609	1.30%
3,756,986	5,660,626	44.32%	Gunbarrel Industrial	895,748	860,040	-8.03%
58,061	30,889	-49.04%	Gunbarrel Commercial	853,543	858,351	-3.67%
30,518	32,335	1.49%	Pearl Street Mall	2,073,714	2,373,109	9.62%
2,505,992	2,741,260	4.78%	Boulder Industrial	4,517,826	5,124,100	8.64%
1,199,977	750,678	-40.08%	Unlicensed Receipts	397,656	301,033	-27.49%
1,953,523	2,414,464	18.39%	County Clerk	0	0	0.00%
83,922	116,535	33.01%	Public Utilities	3,539,169	3,785,950	2.47%
15,425,754	**18,438,380**	14.49%	**Total Sales and Use Tax**	**59,033,482**	**65,522,271**	6.32%

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 Chg3.56%>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	6,620,535	5,382,779	5,255,155	7,443,455	70,170,045	0.35%
Rate3.41%	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	7,706,036	6,619,759	6,990,628	8,303,288	7,020,977	7,893,039	8,584,506				65,522,271	-22.98%
Change from prior year (Month)		2.83%	5.87%	2.92%	11.09%	8.05%	-0.19%	9.16%	8.87%	9.64%	-100.00%	-100.00%	-100.00%		
Change from prior year (YTD)		2.83%	4.39%	3.82%	5.53%	6.04%	4.75%	5.36%	5.83%	6.32%	-4.36%	-12.52%	-22.98%		
CONSUMER USE TAX	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%
(includes Motor Vehicle)	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%
Rate 3.41%	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	835,063	768,003	1,338,726	1,121,736	807,130	1,522,486	12,008,722	1.19%
Rate 3.56%	**2014**	924,895	901,234	1,328,607	1,727,986	666,706	2,541,847	1,056,846	1,297,348	1,409,960				11,855,429	-5.44%
Change from prior year (Month)		-21.74%	13.23%	29.98%	91.10%	-29.98%	152.58%	21.23%	61.81%	0.88%	-100.00%	-100.00%	-100.00%		
Change from prior year (YTD)		-21.74%	-7.66%	5.16%	25.06%	14.27%	38.02%	35.84%	38.60%	32.70%	17.32%	8.29%	-5.44%		
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%
RateChg3.56%>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%
Rate3.41%	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	83.98%
	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%
	2014	716,119	1,110,714	600,580	430,524	571,269	1,688,472	373,129	379,130	713,014				6,582,951	-36.17%
Change from prior year (Month)		-6.36%	13.02%	92.65%	-28.57%	49.12%	122.12%	-57.71%	-69.28%	-42.90%	-100.00%	-100.00%	-100.00%		
Change from prior year (YTD)		-6.36%	4.54%	17.88%	7.36%	12.61%	34.49%	17.13%	-0.87%	-8.19%	-18.59%	-24.64%	-36.17%		
TOTAL FOR MONTH & CHANGE FROM PREVIOUS YEAR (MONTH & YTD)															
Rate Chg 3.41%>3.56%	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%
Ratechg3.56%>3.41%	2008	6,345,513	6,443,800	7,863,654	6,455,459	6,553,206	7,881,753	6,341,889	7,297,691	7,868,423	6,590,347	5,962,862	9,078,475	84,683,070	0.26%
Rzte3.41%	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	6,026,191	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	87,613,706	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	96,106,966	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	9,635,223	8,778,269	8,228,603	12,533,607	8,450,951	9,569,517	10,707,479	0	0	0	83,960,651	-22.20%
Less Refunds	2006	-40,302	-5,272	-22,761	-363	-5,099	0	0	-7,568	-806	-5,947	-406	-16,773	-105,296	
	2007	0	-38,291	-2,013	-729	-9,326	-14,547	-14,440	-677	0	-5,963	0	-5,015	-91,001	
	2008	-978	0	-46,974	-1,409	0	-2,375	-445	-9,493	-1,429	0	-48,521	-500	-112,123	
	2009	-3,335	0	0	-1,111	-602	-692	-967	-3,520	-2,747	-179,087	-65,331	-26,376	-283,770	
	2010	-3,469	-68,130	-35,924	-1,444	-43,920	-3,832	-1,648	-4,204	-7,969	0	-12,480	-214	-183,234	
	2011	-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	6,760,988	6,788,999	10,235,967	88,091,731	5.76%
	2008	6,344,536	6,443,800	7,816,680	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%
Rate3.41%	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	6,339,447	7,319,826	6,383,330	6,315,288	9,758,926	7,215,834	7,040,127	8,002,092	6,639,102	6,253,092	10,311,744	87,430,472	2.64%
	2011	7,255,806	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	10,131,897	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	96,106,966	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	9,635,223	8,778,269	8,228,603	12,533,607	8,450,951	9,569,517	10,707,479	0	0	0	83,960,651	-22.20%
% Change (month)		-1.82%	7.51%	9.23%	17.58%	5.43%	24.27%	3.23%	3.05%	2.21%	-100.00%	-100.00%	-100.00%		
% Change (YTD)		-1.82%	2.88%	5.17%	8.07%	7.55%	10.94%	9.85%	8.91%	8.01%	-3.16%	-11.23%	-22.20%		

MEMORANDUM

To: University Hill Commercial Area Management Commission

From: David Driskell, Executive Director of Community Planning + Sustainability
Susan Richstone, Deputy Director of Community Planning + Sustainability
Ruth McHeyser, University Hill Moratorium Project Manager

Date: December 10, 2014

Subject: Public Hearing and Feedback to Staff on the results of the first two phases of the University Hill Commercial District Moratorium Project, including Preliminary Findings and Potential Strategies to Address the Findings

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The purpose of this agenda item is to update UHCAMC on the University Hill Moratorium Project and seek the Commission's feedback on the work- in-progress.

The project was initiated by City Council to address a concern that the current economic environment strongly favors student rental housing in the Hill commercial district, making it difficult for other more diverse uses to compete in the market place. Over-concentration of any single use in this small commercial district would conflict with the community's vision for the Hill, defined in the Boulder Valley Comprehensive Plan (BVCP) as ***"****a safe, comfortable, and attractive place to shop, work, visit and live,"* and *"an activity center that serves a variety of commercial, entertainment, educational and civic functions,"* and *"also serves as a neighborhood center for the surrounding area, providing a wide range of activities drawing people from the entire city as well as the region."*

In August, 2014, Council passed a temporary moratorium on residential uses in the Business Main Street (BMS) zoning district on the Hill to allow time to analyze and present options to address the concern. The moratorium expires in March, 2015.

Revitalization of Uni Hill is one of Council's top priorities. This project will complement the larger University Hill revitalization and reinvestment efforts already underway. It is a focused effort to address a short-term economic situation and will build on past studies and recommendations to address issues in this area. It is not intended to create a new vision for the Hill.

The process and schedule for this project are as follows:

1. Project Start Up, Information Gathering, Issue Identification *Sept. and Oct. 2014*
2. Preliminary Options and Outreach to Stakeholders *Nov. 2014*
3. Refine Options and Develop Staff Recommendation *Dec. 2014*
4. Planning Board & UHCAMC Public Hearings and Recommendations *Jan. 2015*
5. City Council Public Hearings and Decision *Feb. and March 2015*

Attached are two reports that summarize the results of the first two phases of the project:

- The *Phase One Report* compiles the background research and analysis on the project and includes preliminary findings along with potential strategies to address the findings. It also includes a preliminary University Hill Market Assessment prepared by Economic and Planning Systems, Inc., consultants hired by the city for this project. The *Phase One Report* was presented to the public at an Open House and during drop-in "staff open hours" on the Hill November 19th and 20th. This material is currently posted on-line. Staff sent a link to report, highlighting the opportunity for the public to fill out the on-line survey through December 10th, to over 100 University Hill stakeholders.

- The draft *Phase Two Public Input Report* contains a compilation of all public comments received to date and a chart summarizing the outreach efforts during the project. We received about 50 public comment forms during the open house and staff open hours and are continuing to receive input via the online survey.

These reports represents the work of an interdepartmental City staff team.

Questions for the Commission:

1. Does the Commission have any questions or comments about-
   - The Phase One preliminary findings
   - The potential strategies
   - The public input to date?
2. Which strategies should be explored further?
3. Are there other strategies that should be considered?

Next Steps:

The staff team is in the process of reviewing public input, refining the materials that were presented at the open house, and assessing what additional analysis is needed and which strategies to pursue and refine further. UHCAMC and Planning Board input will also be considered.

In the next few weeks, the staff team will develop recommendations about a combination of regulation changes, incentives and possible new programs to address the concerns that precipitated the moratorium. These recommendations will be presented to the UHCAMC at its January 21 meeting and to the Planning Board at its January 22 meeting. City Council hearings will occur in February and March.

ATTACHMENTS:

A. *University Hill Moratorium Phase One Report*: Preliminary Findings and Potential Strategies

B. *University Hill Moratorium Phase Two Report*: Summary of the Public Outreach and Comments on Preliminary Findings and Potential Strategies

1275 13th Street	Listed Name: SUPER AMERICA LLC Owner Contact: 1360 W 13TH AVE, Broomfield
1211 13th Street	Listed Name: ELLWOOD RENTALS LLC Owner Contact: 2212 JUNIPER CT, Boulder
1203 13th Street	Listed Name PENN LLC Owner Contact: 5280 SPINE RD, Boulder
1219 Pennsylvania	Listed Name: 1221 PENNSYLVANIA AVENUE LLC Owner Contact: 630 COLLEGE AVE, Boulder
1301 Pennsylvania	Listed Name: OCONNOR CHARLES L F ET AL Owner Contact: 3434 47TH ST UNIT 220, Boulder
1149 13th Street	Listed Name: CARMEN EPSTEIN HOLDINGS LLC Owner Contact: 2820 ILIFF ST, Boulder
1129 13th Street	Listed Name: PARIS SUMMER LLC Owner Contact: PO BOX 120, Hygiene
1101 13th Street	Listed Name: BOYD PATRICIA WEIGT Owner Contact: PO BOX 59, Santa Barbara, CA
1144 13th Street	Listed Name: COOK GARY R Owner Contact: PO BOX 9392, Denver
1130 13th Street	Listed Name: COOK GARY R Owner Contact: PO BOX 9392, Denver
1124 13th Street	Listed Name: COOK GARY R Owner Contact: PO BOX 9392, Denver

1118 13th Street	**Listed Name: COOK GARY R** **Owner Contact: PO BO 9392, Denver**
1321 College Avenue	**Listed Name: UNIVERSITY HILL PARTNERSHIP LTD** **Owner Contact: 3665 ENDICOTT DR, Boulder**
1083 13th Street	**Listed Name: DYKES NEIL** **Contact: 1140 US 287 #400-290, Broomfield**

If you can add information to this list, please bring to UHCAMC meeting on 12/10.

Thank you.

University Hill Commercial Area Management Commission (UHCAMC)

2015 Commission Goals: Worksheet

Background

The University Hill Commercial Area Management Commission (UHCAMC) was established by the Boulder City Council in 2008 as an advisory board to combine the considerations of University Hill General Improvement District (UHGID) parking and maintenance with other aspects of the University Hill Commercial Area including health, safety, maintenance, aesthetics, economic vitality and sustainability.

Specifically, UHCAMC provides recommendations to the City Council on the following matters:

- UHGID improvements, including land acquisition, construction and repairs;
- UHGID business affairs, including management and operations;
- UHGID parking user charges and penalties but not times, rates or penalties for on-street metered parking;
- UHGID leasing of parking facilities;
- A general description of UHGID improvements and a parking program, including but not limited to: parking; leasing and improvements in connection with the provision of parking facilities; other facilities designed to improve parking and convenience of the district; pedestrian and cyclist amenities, including benches, trees, landscaping, bike racks, signage, banners and trash receptacles; improvements to enhance the attractiveness and convenience of the district; incentive programs to encourage the use of means of transportation to and from the district other than automobiles; maintenance of the UHGID facilities and improvements in the public right-of-way.

City Council Work Plan: 2014-15 Implementation

As part of a broader Council/Staff work plan for 2014-15, the following items were implemented in 2014:

- Pilot Parklet on Pennsylvania Avenue;

- Alley Mural Projects behind the Fox Theater and the former Flatirons Theater;

- Installation of the Boulder-based B-Cycle bike sharing station on College Ave: www.boulder.bcycle.com;

- Partnership with the Boulder-based non-profit eGO car sharing service for a location at the 14th Street University Hill General Improvement District (UHGID) parking lot: www.carshare.org;

- Support for the formation of a University Hill merchants association, The Hill Boulder: www.thehillboulder.com;

- Entered into a MOU for the mixed use redevelopment of the 14th Street UHGID parking lot;

- Completed a study of Hill commercial district employee/visitor transportation mode shares; and,

- Completed preliminary plans for three projects to be funded by the Community, Culture and Safety tax: creation of an event street on Pennsylvania Ave; commercial area street tree improvements and irrigation; and pedestrian lighting improvements in the Hill residential area.

In September 2014, the City hired its first Hill Community Development Coordinator to work full-time on strategy implementation and building strategic partnerships. Since September, additional progress has been made, including:

- Drafting of an inter-departmental work program to pursue the Hill Reinvestment Strategy;

- Updated and expanded the stakeholder distribution list for regular communications about Hill activities and opportunities. To be added to this list, write to: wiebensons@bouldercolorado.gov;

- Initiated a pilot program with CU student organizations to provide regular cleanup of the commercial district;

- Partnered with CU on a banner program in the commercial district;

- Began the Residential Service District (RSD) as a multi-year pilot cleanup program in high-density residential areas; and,

- Supported the inter-departmental Moratorium effort to investigate possible code changes or other policy measures to pursue a balanced mix of uses in the Hill commercial district for year-round vitality.

The Hill Reinvestment Strategy is notable for its emphasis on strategic partnerships between public and private stakeholders, including the City of Boulder, the University of

Colorado (CU), CU Student Government (CUSG), the University Hill Neighborhood Association (UHNA), The Hill Boulder merchants association and Hill property owners. Efforts completed in 2014 by these partner organizations include:

- Move-in Orientation and 'Welcome Bags' for CU students moving into rental housing on the Hill (CU, UHNA and Four Star Realty);
- Party Registration program (CU, Boulder Police Department); and,
- 'Walk this Way' pedestrian safety and noise reduction effort (CU, CUSG).

Next Steps
Current efforts to coordinate the Hill Reinvestment Strategy are focused on developing partnerships and building coalitions among Hill stakeholders to eventually support a longer-term, sustainable governance structure for continued improvements. The form of this governing organization will be determined as an essential part of the Hill Reinvestment Strategy process.

Additional long-term projects include a looking at the feasibility of incentives to promote desired uses on the Hill, including: enhanced transit access for Hill employees; structured parking on the UHGID sites; additional office uses; permanently affordable housing; an arts/innovation district program; and public open space.

City Council Questions for Boards and Commissions 2015

- What are your top priorities within the framework of the current Council work plan adopted at the last City Council retreat?
- What would you like to see done that would further advance the Council Goals?
- How can your board specifically help reach the current Council goals?
- Are there City policies that need to be addressed that would enable your board to function at a higher level?
- Are there other priorities outside of the Council Goals that your Board/Commission would like to address in the coming year?

Please email your responses to Sarah Wiebenson – wiebensons@bouldercolorado.gov by December 8th.

<u>DUHMD/PS 2014 Accomplishments</u>

Access and Parking:

- Initiated the interdepartmental Access Management and Parking Strategy including a Best Practices Report and first phase proposals
- Developed a RFP for downtown garage access system and technology replacement
- Launched an on-street pay by phone option
- Long term parking permit rate increase adopted
- Installed a solar-powered electric charging station in a downtown surface parking lot
- Initiated an innovative pilot with a local start up to develop real-time parking space occupancy data
- Completed the 2014 Downtown Employee Travel survey
- Began the Boulder Junction Access District, Travel Demand Management programs
- Supported Boulder Bcycle in system expansion
- Exploration of shared parking potential with Trinity Lutheran Church.

Hill Reinvestment Strategy:

- Hired a Hill Coordinator to oversee Hill revitalization and stakeholder coordination
- Developed an inter-departmental work program to implement the Hill Reinvestment Strategy
- Updated and expanded the stakeholder distribution list for regular communications about Hill activities
- Began the Residential Service District as a multi-year pilot
- Completed a study of Hill commercial district employee/visitor transportation mode shares
- Supported the creation of The Hill Boulder merchants association
- Initiated a pilot program for CU student volunteer cleanup of the Hill commercial district
- Initiated a CU banner program for the Hill commercial area
- Entered into a MOU for the mixed use redevelopment of the UHGID 14th Street parking lot
- Installed Boulder's first "parklet" as a pilot on Pennsylvania Avenue
- Completed preliminary plans for three Hill projects to be funded by the Community, Culture and Safety tax: creation of an event street on Pennsylvania Ave; commercial area street tree improvements and irrigation; and pedestrian lighting improvements in the Hill residential area.

Other:

- Completion of the downtown 2011 Capital Bond Projects: Pearl Street Mall Interactive Information Kiosk, and the 15th Street Design District and West End streetscape improvements
- Development of an alley management plan for the West End private construction projects
- Developed a concept with the St. Julien Partners and the Civic Use Task Force to create a civic use benefit space in the pad adjacent to the St. Julien Hotel
- Completed office renovations
- Updated Pearl Street Mall ordinances

DUHMD/PS Key Initiatives for 2015

Parking and Access

- Completion of the Boulder Junction Depot Square parking garage and commencement of operations
- Continuation and implementation of the Access Management and Parking Strategy including:
    - Policy development including car share access, 72-hour on street parking regulation, parking fines, edge parking, new district development
- Replacement of downtown garage access and technology systems
- Development of a downtown garage arts plan
- Completion of a downtown parklet plan

Other:

- Development of a civic use benefit space with the St. Julien Hotel

Hill Reinvestment Strategy

- Implement the hill reinvestment strategy work program
- Development of a mixed use public private partnership for the UHGID parking lot
- Development of design and implementation schedule for the hill Community, Culture and Safety hill improvement projects