

# **Boulder Design Advisory Board Agenda**

Wednesday, October 14, 2020

Virtual Meeting

4 – 6 p.m.

## **The following items will be discussed:**

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**  
The [June 10, 2020 minutes](#) are scheduled for review.
- 3. PUBLIC PARTICIPATION**
- 4. DISCUSSION ITEMS**
  - A. PROJECT REVIEW: 1313 Broadway**
  - B. Summary of DAB recommendations for 1313 Broadway**
- 5. BOARD MATTERS**
- 6. CALENDAR CHECK**
- 7. ADJOURNMENT**

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### **For further information on these projects, please contact:**

Kalani Pahoia at 303.441.4248 or [pahoak@bouldercolorado.gov](mailto:pahoak@bouldercolorado.gov) or

### **For administrative assistance, please contact:**

Holly Opansky at 303.441.1881 or [opanskyh@bouldercolorado.gov](mailto:opanskyh@bouldercolorado.gov)

For more information call (303) 441-1880. Board packets are available after 4 p.m. Friday prior to the meeting, online at [www.bouldercolorado.gov](http://www.bouldercolorado.gov), or at the Planning & Development Services Center, located at 1739 Broadway, third floor.

**CITY OF BOULDER**  
**DESIGN ADVISORY BOARD MINUTES**  
**June 10, 2020**  
**Virtual Meeting**

A permanent set of these minutes and a tape recording (maintained for a period of seven years) are retained in Central Records (telephone: 303-441-3043). Minutes and streaming audio are also available on the web at: <http://www.bouldercolorado.gov/>

**DAB MEMBERS PRESENT:**

Lauren Folkerts, Chair  
Rory Bilocerkowycz  
Todd Bryan  
Matthew Schexnyder  
John Gerstle, Planning Board Ex-Officio Member  
David Ensign, Planning Board Ex-Officio Member

**DAB MEMBERS ABSENT:**

None

**STAFF PRESENT:**

Kalani Paho, Urban Designer  
Cindy Spence, Administrative Assistant III

**1. CALL TO ORDER**

Chair, **L. Folkerts**, declared a quorum at 4:07 p.m. and the following business was conducted.

**A. Consideration of Rules of Decorum for Virtual Meeting**

On a motion by **R. Bilocerkowycz**, seconded by **T. Bryan**, the Design Advisory Board voted 4-0 to adopt the Rules of Decorum for Virtual Design Advisory Board Meetings.

**2. APPROVAL OF MINUTES**

The board approved the April 22, 2020 Design Advisory Board minutes as amended.

**3. BOARD MATTERS**

**A. Planning Board Ex-Officio Member Introductions**

- **K. Paho** introduced the new ex-officio members, **J. Gerstle** and **D. Ensign**.

**B. Board review structure and recommendations summary**

- **K. Paho** requested that a summary of the board's discussion follow the review of each project to assist with the facilitation of board minutes. The board agreed.

**4. PUBLIC PARTICIPATION**

No one spoke.

**5. DISCUSSION ITEMS**

**A. PROJECT REVIEW: 1123 Walnut Street**

**1) Staff Introduction**

**K. Paho** provided a summary of the project located at 1123 Walnut Street.

**2) Applicant Presentation**

**Jim Bray**, with Bray Architecture, Inc., representing the applicant, presented the item to the board.

**3) Public Participation**

No one spoke.

**4) Board discussion of the best aspects of the project**

**5) Board discussion of referral questions based on:**

- Developing the rear elevation to meet 2.1.E, within the Downtown Urban Design Guidelines, including improved entries or access and screening for back-of-house elements

**6) Board discussion of overall design based on:**

- Concept development
- Site planning and urban design
- Architectural composition and patterning
- Architectural details

**7) Call for additional review and discussion topics**

**8) Summary of the Board Recommendations**

**L. Folkerts** summarized the board's recommendations. The board is comfortable with the proposed metal paneling and the rhythm of the façade as is. They encouraged the design team close look at the floor pattering in front of the building They also thought that an intentional finish of the stucco texture would be important, and the board encouraged looking into a smooth finished cementitious stucco. Regarding the back of house, the board recommended detailing the entries to be more visible. The board requested a balancing of security and visibility in order to see more transparency between the building and the street, especially on the office entrance. If possible, they encouraged continuing that use of layering to the back of the building. Including, potentially using brick on the back side of the building.

**6. CALENDAR CHECK**

**7. ADJOURNMENT**

The Design Advisory Board adjourned the meeting at 6:07 p.m.

**APPROVED BY**

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**Board Chair**

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**DATE**

**DATE:** October 14, 2020  
**PROJECT NAME:** University Hill Hotel  
**CASE NO.:** LUR2020-00040  
**ADDRESS:** 1313 Broadway  
**DESCRIPTION:** University Hill Hotel: Mixed use redevelopment featuring a hotel, restaurants, and retail space.  
**APPLICANT:** Trestle Strategy Group  
**CASE MANAGER:** Elaine McLaughlin

**DESIGN ADVISORY BOARD PURPOSE:**

*DAB is an advisory board that advises and makes recommendations to the Planning Board on architectural and site design related matters.*

*2-3-18 Design Advisory Board - The purpose of the board is to encourage thoughtful, well-design development projects that are sensitive to the existing character of an area or the character established by adopted design guidelines or plans for the area.*

*2-3-18(e) The board shall not involve itself in any review under title 8, "Parks, Open Space, Streets and Public Ways," 9, "Land Use Code," or 10, "Structures," B.R.C. 1981, unless its opinion is requested by the city manager, planning board or city council.*

**RELEVANT GUIDELINES:**

- 29th Street
- Boulder Valley Comprehensive Plan (BVCP)
- Downtown Urban Design Guidelines
- Sub-Community & Area Plans**
  - Junior Academy Area Plan
  - Boulder Transit Village Area Plan (TVAP)/Form-Based Code (FBC)
  - Gunbarrel Community Center Plan (GCCP)
  - North Boulder Subcommunity Plan
  - University Hill Area Plan
  - Downtown Alliance
  - Boulder Plaza Subarea Plan
  - Crossroads East Sunrise Center Area Plan
  - Boulder Valley Regional Center Guidelines (BVRC Design Guidelines)

**Site Review Criteria (Section 9-2-14(h)(2), B.R.C., 1981)**

*The applicant is required to complete a Site Review application process for the proposed project and must demonstrate compliance with all Site Review criteria. Of importance for DAB review are criteria related to building design, livability, and relationship to the existing or proposed surrounding area.*

**Referral from PB, CC or Staff**

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## **PROJECT SUMMARY**

The Hill Hotel proposal is within the University Hill area and located at the southwest corner of University Avenue and Broadway. This application was referred to the Design Advisory Board and is currently undergoing a Site Review. The Design Advisory Board will be reviewing this project for conformance to the [Site Review Criteria](#), specifically sections associated with site and building design.

The applicant proposes redeveloping approximately 1.43 acres with contemporary style, mixed-use buildings. The proposal includes a hotel, conference rooms, ground floor retail spaces, public plazas and structured parking. The site is organized with two buildings connected by skybridge, all located over below-grade parking. The proposal includes public gathering spaces, plazas and circulation space roughly bisecting the site north to south. There is approximately 15' of elevation change from Pleasant Street (south) to University Avenue (north). The buildings are 3 stories and the floors adjust to the grade change across the site.

Figure 1 – Vicinity Map



## KEY ISSUES

### **SITE PLANNING:**

- A. Please review the design and program of the plazas and stair/amphitheater transition. The Retail B/Meeting B massing blocks sightlines into the plazas and potentially confuses the pedestrian's perspective when attempting to interact with the spatial sequence. The vertical column supporting the 2nd level guest rooms above the Retail C building also impedes sight lines through the plazas. The integrated stairs and amphitheater seating separating the upper and lower plazas requires additional design.

The stairs are designed at minimum dimensions (rise and run) which do not work as well at a pedestrian/landscape scale. There may be opportunity to design into the vertical relief of the stairs and seating area integral planters to soften the rigid transition. From above, the seating could be a hazard if not recognized as seating rather than stair risers. Staff would like to make sure that the design includes integral safety features instead having safety railing as an afterthought.

Figure 2 – View into the plaza and stair transition



Lower Plaza looking at Amphitheater

Figure 3 View from the southern plaza toward the amphitheater seating and staircase



Amphitheater looking northeast

Relevant Site Review Criteria:

9-2-14(h)(2) Site Design: Projects should preserve and enhance the community's unique sense of place through creative design that respects historic character, relationship to the natural environment, multi-modal transportation connectivity and its physical setting. Projects should utilize site design techniques which are consistent with the purpose of site review in Subsection (a) of this section and enhance the quality of the project. In determining whether this subsection is met, the approving agency will consider the following factors:

(A) Open Space: Open space, including, without limitation, parks, recreation areas and playgrounds:

- (i) Useable open space is arranged to be accessible and functional and incorporates quality landscaping, a mixture of sun and shade and places to gather;
- (iv) The open space provides a relief to the density, both within the project and from surrounding development;
- (v) Open space designed for active recreational purposes is of a size that it will be functionally useable and located in a safe and convenient proximity to the uses to which it is meant to serve;
- (vii) If possible, open space is linked to an area- or city-wide system.

(B) Open Space in Mixed Use Developments (Developments That Contain a Mix of Residential and Nonresidential Uses):

- (i) The open space provides for a balance of private and shared areas for the residential uses and common open space that is available for use by both the residential and nonresidential uses that will meet the needs of the anticipated residents, occupants, tenants and visitors of the property; and
- (ii) The open space provides active areas and passive areas that will meet the needs of the anticipated residents, occupants, tenants and visitors of the property and are compatible with the surrounding area or an adopted plan for the area.

(C) Landscaping:

- (iv) The setbacks, yards and useable open space along public rights of way are landscaped to provide attractive streetscapes, to enhance architectural features and to contribute to the development of an attractive site plan.

(F) Building Design, Livability and Relationship to the Existing or Proposed Surrounding Area:

- (x) The project incorporates the natural environment into the design and avoids, minimizes or mitigates impacts to natural systems
- (xiii) Cut and fill are minimized on the site, the design of buildings conforms to the natural contours of the land, and the site design minimizes erosion, slope instability, landslide, mudflow or subsidence, and minimizes the potential threat to property caused by geological hazards

**URBAN DESIGN CHARACTERISTICS:**

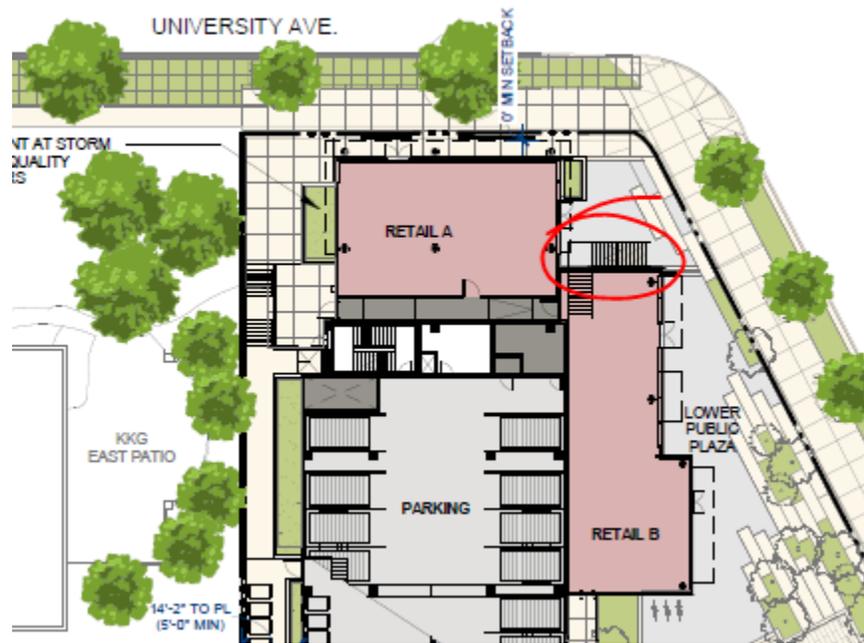
A. Please review and provide recommendations on the design and expression of the staircase located at the prominent northern corner and plaza area.

Figure 4 North elevation and view of the staircase



2 NORTH ELEVATION - MAIN BUILDING  
A13 1/16" = 1'-0"

Figure 5 Northern plaza plan indicating stair location



- B. Please review and provide recommendations on either the material expression of the blank walls or opportunities for utilizing art installations or murals.

Figure 6 Artwork locations identified by the applicant



**Relevant Site Review Criterion:**

9-2-14(h)(2) Site Design: Projects should preserve and enhance the community's unique sense of place through creative design that respects historic character, relationship to the natural environment, multi-modal transportation connectivity and its physical setting. Projects should utilize site design techniques which are consistent with the purpose of site review in Subsection (a) of this section and enhance the quality of the project. In determining whether this subsection is met, the approving agency will consider the following factors:

(C) Landscaping:

(iv) The setbacks, yards and useable open space along public rights of way are landscaped to provide attractive streetscapes, to enhance architectural features and to contribute to the development of an attractive site plan.

(D) Circulation: Circulation, including, without limitation, the transportation system that serves the property, whether public or private and whether constructed by the developer or not

(iii) Safe and convenient connections are provided that support multi-modal mobility through and between properties, accessible to the public within the project and between the project and the existing and proposed transportation systems, including, without limitation, streets, bikeways, pedestrian ways and trails;

F) Building Design, Livability and Relationship to the Existing or Proposed Surrounding Area:

(i) The building height, mass, scale, orientation, architecture and configuration are compatible with the existing character of the area or the character established by adopted design guidelines or plans for the area;

(ii) The height of buildings is in general proportion to the height of existing buildings and the proposed or projected heights of approved buildings or approved plans or design guidelines for the immediate area;

(iii) The orientation of buildings minimizes shadows on and blocking of views from adjacent properties;

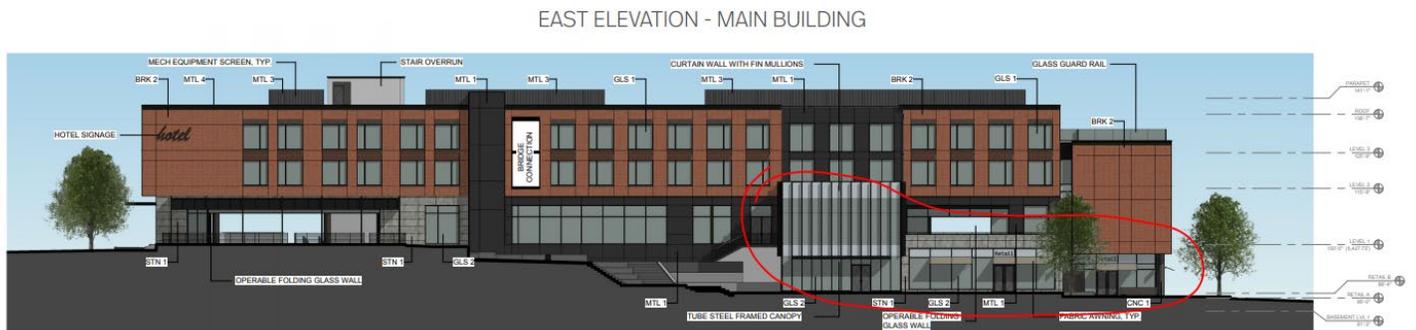
(iv) If the character of the area is identifiable, the project is made compatible by the appropriate use of color, materials, landscaping, signs and lighting;

(v) Projects are designed to a human scale and promote a safe and vibrant pedestrian experience through the location of building frontages along public streets, plazas, sidewalks and paths, and through the use of building elements, design details and landscape materials that include, without limitation, the location of entrances and windows, and the creation of transparency and activity at the pedestrian level;

**ARCHITECTURAL COMPOSITION AND PATTERNING:**

A. Please review the design of the ground floor retail space and the “light box” on the west building for architectural legibility. The lightbox is currently reading opaque with the fin system. Due to the program of the second floor as a conference or other intermittent use staff is curious as to the ability to consistently activate and light the space to capture the design intent.

Figure 7 Elevation of the retail frontage within the northern courtyard.



**Relevant Site Review Criterion:**

9-2-14(h)(2) Site Design: Projects should preserve and enhance the community's unique sense of place through creative design that respects historic character, relationship to the natural environment, multi-modal transportation connectivity and its physical setting. Projects should utilize site design techniques which are consistent with the purpose of site review in Subsection (a) of this section and enhance the quality of the project. In determining whether this subsection is met, the approving agency will consider the following factors:

F) Building Design, Livability and Relationship to the Existing or Proposed Surrounding Area:

*(iv) If the character of the area is identifiable, the project is made compatible by the appropriate use of color, materials, landscaping, signs and lighting;*

*(vii) For residential projects, the project assists the community in producing a variety of housing types, such as multifamily, townhouses and detached single family units, as well as mixed lot sizes, number of bedrooms and sizes of units;*

*(viii) For residential projects, noise is minimized between units, between buildings and from either on-site or off-site external sources through spacing, landscaping and building materials;*

*(x) The project incorporates the natural environment into the design and avoids, minimizes or mitigates impacts to natural systems;*

*(xi) Buildings minimize or mitigate energy use; support on-site renewable energy generation and/or energy management systems; construction wastes are minimized; the project mitigates urban heat island effects; and the project reasonably mitigates or minimizes water use and impacts on water quality;*

*(xii) Exteriors of buildings present a sense of permanence through the use of authentic materials such as stone, brick, wood, metal or similar products and building material detailing;*

#### **ARCHITECTURAL DETAILS:**

- A. No details are identified as key issues at this time. DAB may provide comments related to materials or details at their discretion.

##### Relevant Site Review Criteria:

*9-2-14(h)(2) Site Design: Projects should preserve and enhance the community's unique sense of place through creative design that respects historic character, relationship to the natural environment, multi-modal transportation connectivity and its physical setting. Projects should utilize site design techniques which are consistent with the purpose of site review in Subsection (a) of this section and enhance the quality of the project. In determining whether this subsection is met, the approving agency will consider the following factors:*

##### *F) Building Design, Livability and Relationship to the Existing or Proposed Surrounding Area:*

*(v) Projects are designed to a human scale and promote a safe and vibrant pedestrian experience through the location of building frontages along public streets, plazas, sidewalks and paths, and through the use of building elements, design details and landscape materials that include, without limitation, the location of entrances and windows, and the creation of transparency and activity at the pedestrian level;*

*(xii) Exteriors of buildings present a sense of permanence through the use of authentic materials such as stone, brick, wood, metal or similar products and building material detailing;*

## **PLANNING RESOURCE INFORMATION:**

1. [Codes and Regulations – Boulder Revised Code](#)
2. [Site Review Criteria](#)
3. [Boulder Valley Comprehensive Plan \(BVCP\)](#)
4. [Downtown Urban Design Guidelines](#)
5. [Subcommunity and Area Plans](#)
  - a. Boulder Plaza Subarea Plan
  - b. Boulder Transit Village Area Plan (Boulder Junction)
  - c. Boulder Valley Regional Center Design Guidelines
  - d. Boulder Valley Regional Center Transportation Connections Plan
  - e. Crossroads East Sunrise Center Area Plan
  - f. Downtown Urban Design Guidelines
  - g. Gunbarrel Community Center Plan
  - h. Junior Academy Area Plan
  - i. North Boulder Subcommunity Plan (1995)
  - j. Subcommunities Map
  - k. University Hill Area Plan (1996)
  - l. [Transit Village Area Plan](#)
    - a. [Form-Based Code](#)
6. [Planning and Development Services Website](#)
7. [City of Boulder Development Review Cases](#)
8. [Design Advisory Board \(DAB\)](#)
9. [Capital Improvements Program \(CIP\)](#)
10. [City of Boulder Zoning Map](#)
11. [Previous Planning Board Memos](#)

**BOULDER DESIGN ADVISORY BOARD (DAB) APPLICATION**

**Date of Application** 9/30/2020      **Address of Property for Review** 1313 Broadway, Boulder, CO 80302  
**Applicant's Name** The Nichols Partnership      **Phone** 303.291.2215  
**Address** 1644 Platte St. Suite 130. Denver, CO 80202  
**Relationship to Project (e.g.: architect, contractor, etc.)** Owner  
**Owner's Name and Address** Dan Schuetz (Same as above)      303.291.2215/  
**Phone** dan@nicholspartnership.com

**Project Description:**    The proposed project, located on the northern edge of the University Hill commercial district, is a mixed-use project which includes a 187 room hotel, associated common areas, retail uses, and below grade parking. The property is within the University Hill General Improvement District.

Lot Size	<u>62,765 SF</u>	Proposed Additional Bldg. Sq. Ft.	<u>69,864 SF additional</u>
Total Existing Bldg. Sq Ft.	<u>30,500 SF</u>	Proposed Bldg. Height	<u>53'10"</u>
Existing Bldg Height	<u>12' to 27'</u>		<u>100,364 SF total</u>

**GENERAL INFORMATION**

The Boulder Design Advisory Board generally meets on the second Wednesday of every month. The deadline for submitting your application is 4 p.m. on the last Wednesday of the month; two weeks prior to the meeting date that you wish to attend.

Due to Covid-19 public health restrictions, all meetings are being held virtually until further notice. Please submit all application materials via email or file share to the board liaison and the planning case manager for the project. You can visit our websites for additional information at [www.boulderplandevlop.net](http://www.boulderplandevlop.net) and <https://bouldercolorado.gov/boards-commissions/bdab>.

**For your DAB review please be prepared with the following:**

- A presentation with building drawings including the site plan, floor plan(s), elevations, roof plan, details, and perspectives
- Digital material samples
- An interactive 3-D digital model showing the proposed building(s) in the surrounding context. Please coordinate with staff regarding recommendations for the level of detail of the model and necessary context. Existing 3-D building massing electronic files are available from the City of Boulder Open Data Catalog here: <https://bouldercolorado.gov/open-data/city-of-boulder-3d-buildings/>.

## **DAB APPLICATION SUBMITTAL REQUIREMENTS**

Application requirements for design review will vary depending upon the complexity and scale of the project to be reviewed, and the specific requirements of the reviewing body. In general, the applicant should format their presentation to the review structure and provide the required design materials to fully understand the nature and scope of the proposed project and design considerations.

The board will review projects in the following format to cover the applicable design-related criteria during the meeting:

- **CONCEPT DEVELOPMENT**

The applicant shall define the design problem(s) they are developing solutions for and shall communicate the larger design concept(s) that provided the framework for decision making throughout the design process. DAB will consider these conceptual ideas during the design review.

- **SITE PLANNING & URBAN DESIGN CHARACTERISTICS**
- **ARCHITECTURAL COMPOSITION & PATTERNING**
- **ARCHITECTURAL DETAILS**

Applications should be well organized and contain sufficient information to allow reviewers to fully understand the proposed building design or alteration, including relevant information listed below. **At a minimum, BDAB applications should include the following information submitted in a pdf digital format:**

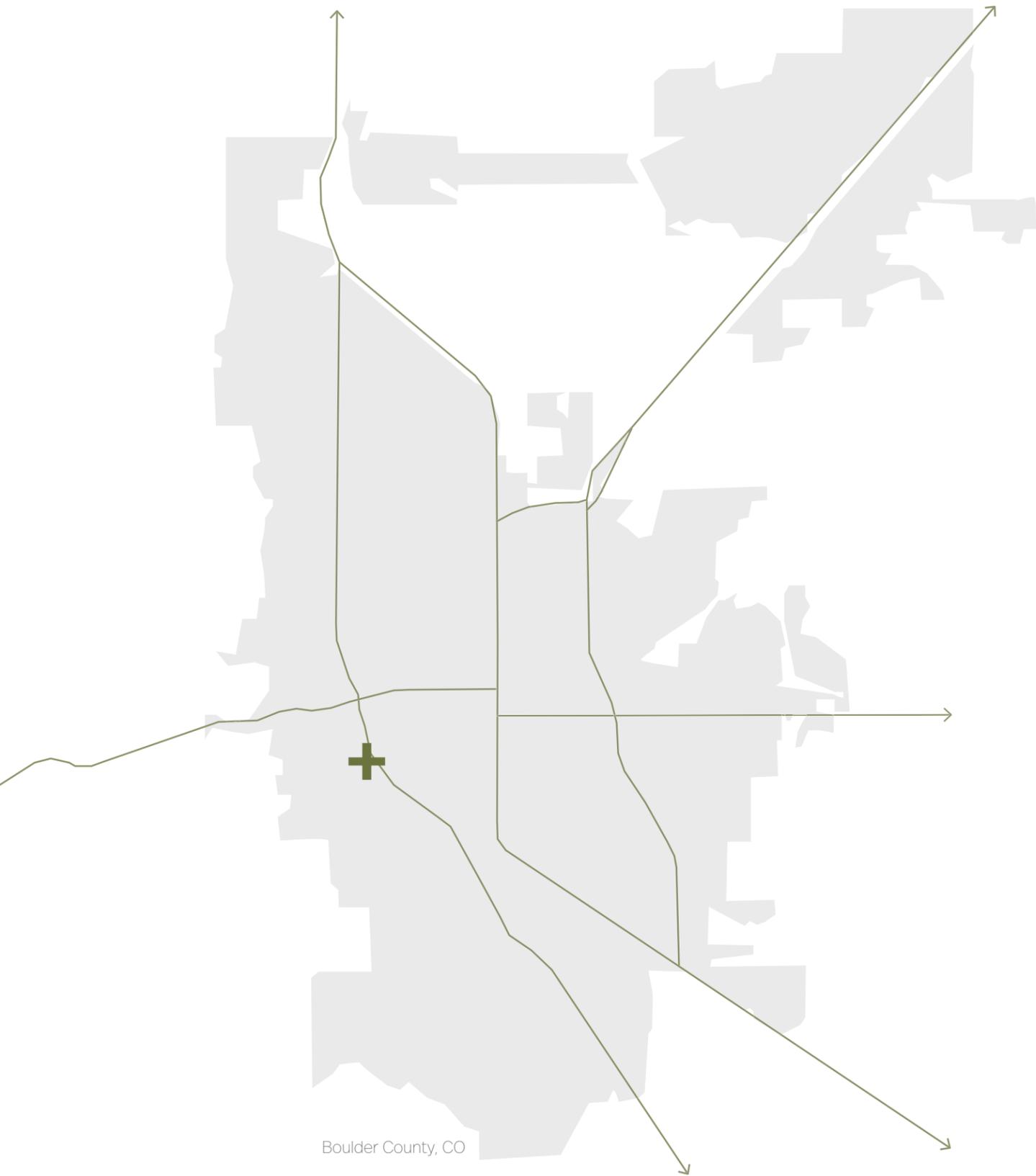
- A narrative defining the problem(s) and design concept(s) supplemented with visual aids such as: parti diagram(s), precedent imagery, or relevant case studies
- A map illustrating the location of the project
- Photographs of the project site and the surrounding context
- A site plan in a clear graphic style should be presented in the context of the city blocks surrounding the project. Site boundaries and dimensions should be clearly marked and special issues such as floodplain, shadows, land restrictions and the existing site conditions need to be highlighted.
- Floor plans, roof plan, exterior elevations, building sections, and building details should be illustrated at a scale sufficient to fully understand the proposed design. All exterior wall elevations should be in color showing material and color selections.
- A digital material board of photographs of the exterior building materials to adequately demonstrate the proposed design.
- Color perspective sketches and 3-D model static images illustrating the proposed project and its surroundings, from the street level, to present the project from the pedestrian's viewpoint. Include various close-up views to illustrate the composition of the building(s) and other architectural details.
- An analysis of the shadow impact of the proposed project is important, especially for projects on the south side of downtown streets and projects interfacing with solar access protected areas.

# University Hill Hotel

Shears Adkins Rockmore + The Nichols Partnership + BMC Investments

Site Review | Written Statement | September 30, 2020



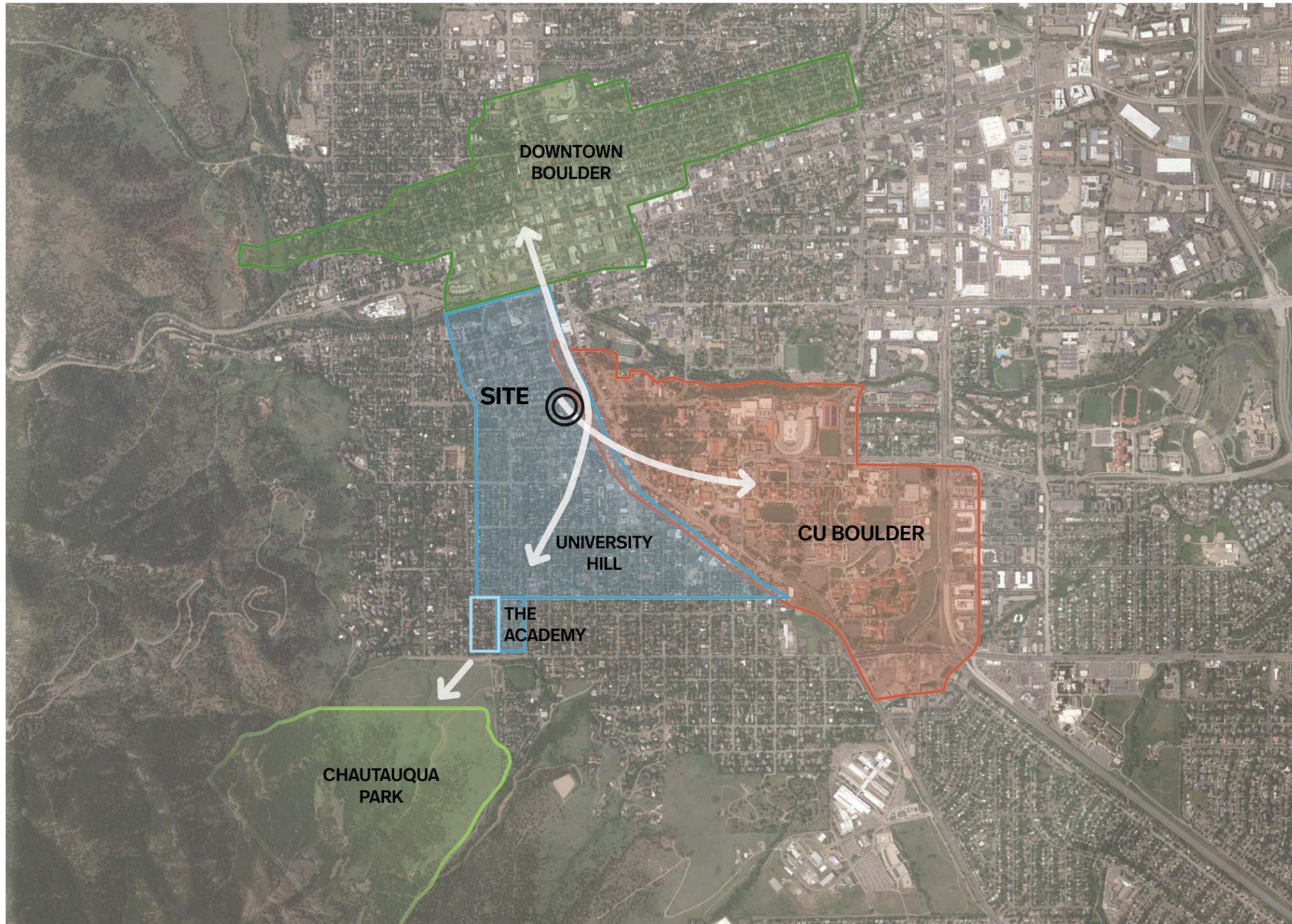


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# A point of convergence

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The Hill is the intersection of the community and the University, the city and the foothills, academia and business, live music and football games; a diverse population of faculty, students, residents, and business owners with a rich history of events that have influenced the culture of the town. These events are about art, sports, entertainment, social unrest, and ideas associated with the intellectual rigor of a great university. Boulder's Broadway, just as the famed corridor in Manhattan, slices diagonally through the hill, creating a clear boundary between town and gown. The hill serves as the transition zone between where you learn and where you live. Broadway reveals the "Hill" as the first urban commercial center one experiences and one of the first impressions of the community.

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# Narrative

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The “Hill” is the representative of what makes Boulder a valued and great community.

All places and buildings are a product of history. Physically, the commercial district is diverse with buildings representing every period of its history - beginning at the turn of the century and distinguished and woven together as a gritty inconsistency. This inconsistency has a character and a sense of place that feels comfortable; integral and memorable to the life of students, residents, and visitors. The Hill Hotel will take its place in this history as a new contemporary building

referencing the history but also honestly expressing its function as a hotel with adjacent diverse commercial spaces and an activated and unique plaza and gathering place. The surrounding elements of this building will define an active public realm of plazas, landscape, local retail, and a sense of place for all generations. Building and plaza, inside and outside, a spirit of place; a meaningful gathering place which will capture the essence of the Hill.



# Design Objectives

The team has been considering an appropriate use for this property for a few years, have shared ideas with the community, and have explored various programs and conceptual solutions. This hotel is an important contribution to the community vitality of University Hill.

- Create a vibrant mixed-use development that revitalizes the University Hill
- Thoughtfully integrate this project into the community
- Design spaces where buildings, social areas, and connections offer a unique destination and experience
- Create a destination that provides community benefit



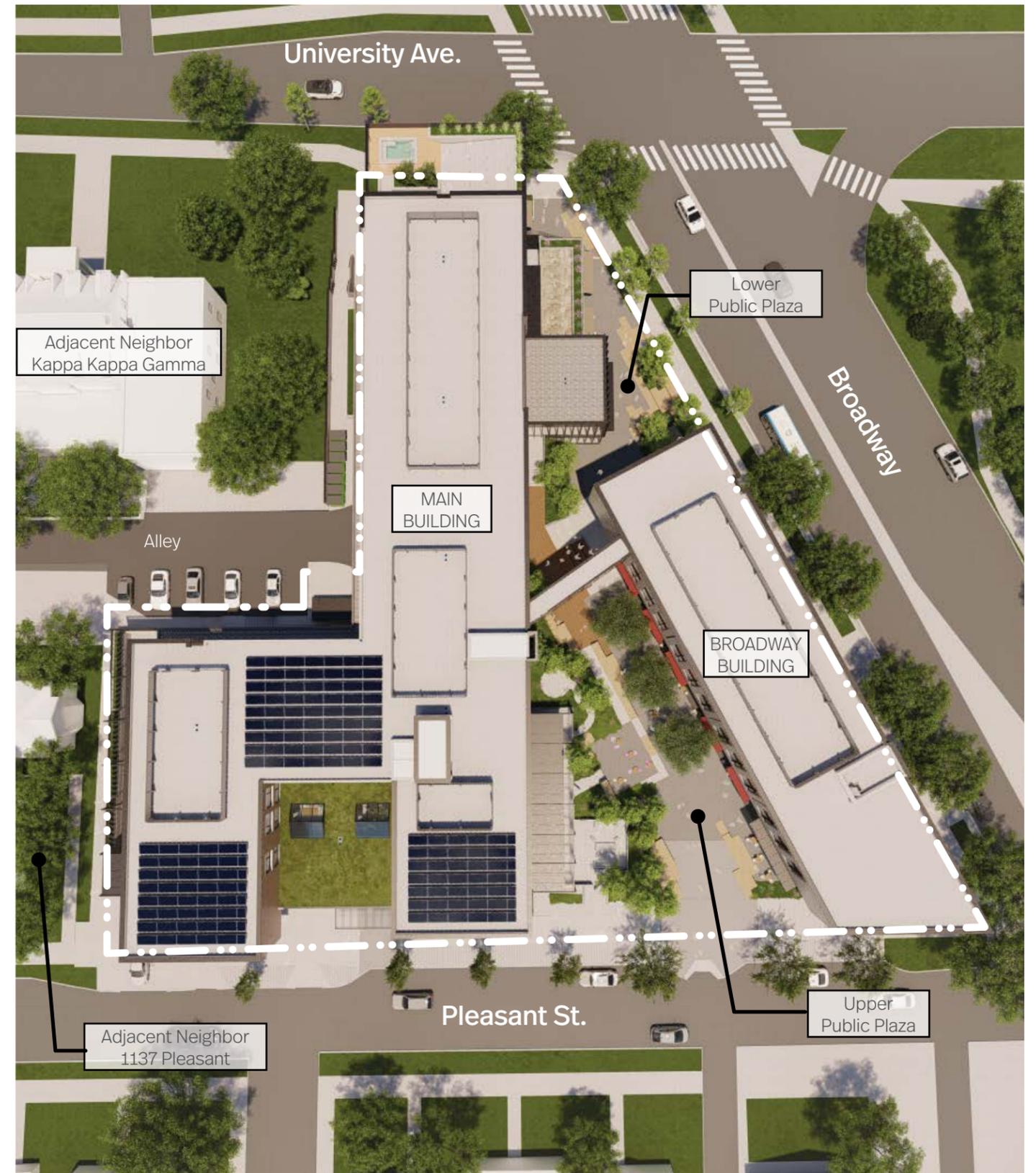
Preliminary Sketch



Aerial view looking north



Aerial view looking south



Aerial plan view

## Zoning

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Business Main Street

## Site Area

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1.43 Acres/62,287 SF

## Building Area

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116,350 Overall Building GSF

100,364 Total Floor Area

90,790 SF Hotel Space

9,574 SF Retail Space

187 Guestrooms

1.6 FAR (1.85 permitted)

3 Stories

Up to 55 feet in Height

## Open Space

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30.7% (15% minimum required)

18,764 SF Land Area

## Parking

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48 Standard Spaces

2 Accessible Spaces

76 Bicycle Spaces

## Program

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The proposed concept recognizes the height, mass and scale of existing buildings in the neighborhood. The development pattern along Broadway is consistent with that of existing buildings along this street that cuts diagonally across The Hill. The proposed massing along Pleasant Street and University is consistent with the scale of adjacent structures and will act as a gateway that connects The Hill to downtown Boulder and the CU campus. This project, introducing a hotel use, is important to the future vitality and financial stability of this important neighborhood center.

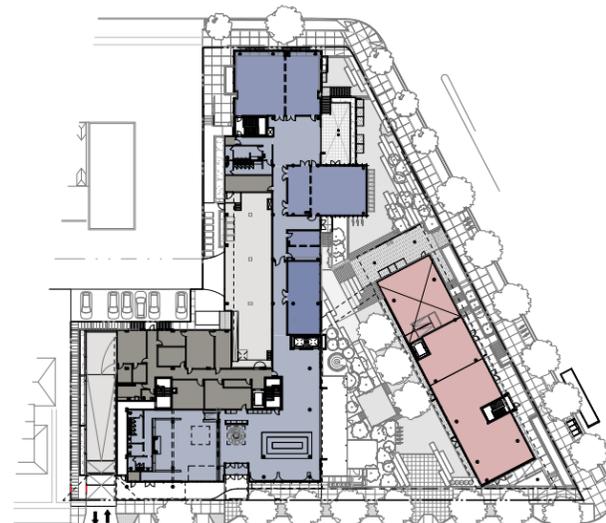
# University Hill Hotel Program

Proposed Floor Area: 100,364 SF  
 Hotel Area: 90,790 SF  
 Retail Area: 9,574 SF

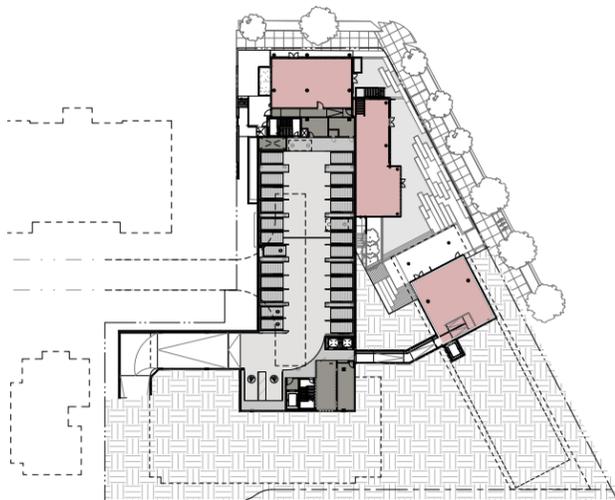
187 guestrooms  
 50 below grade parking spaces



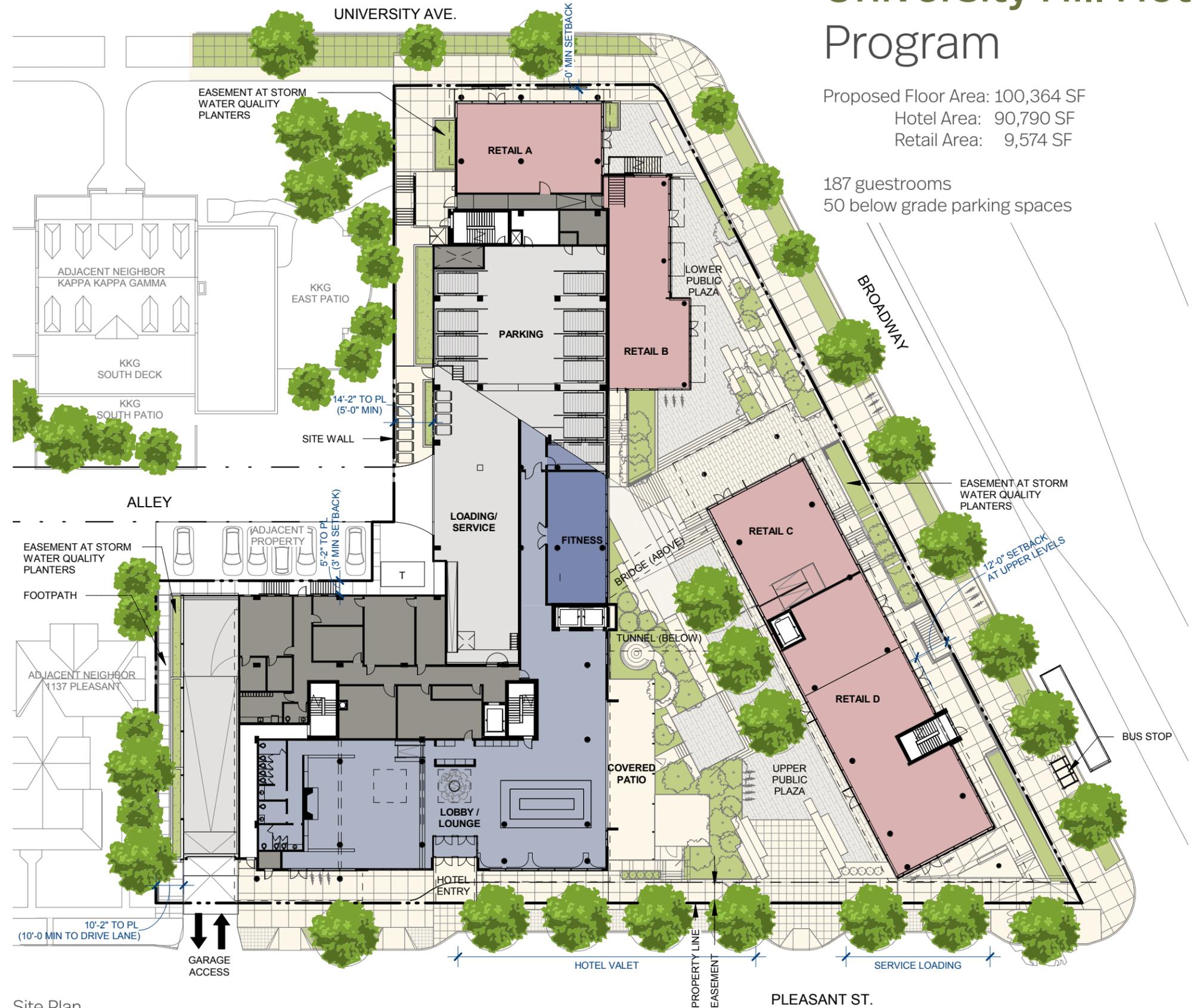
Levels 2 & 3



Level 1



Level B1



Site Plan

# Key Project Elements

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**1** Public Plazas

**2** Community Rooms

**3** Neighborhood Confluence

**4** Architectural Authenticity

**5** Mobility → Micro and Macro

**6** Boulder Engagement

# 1. Public Plazas

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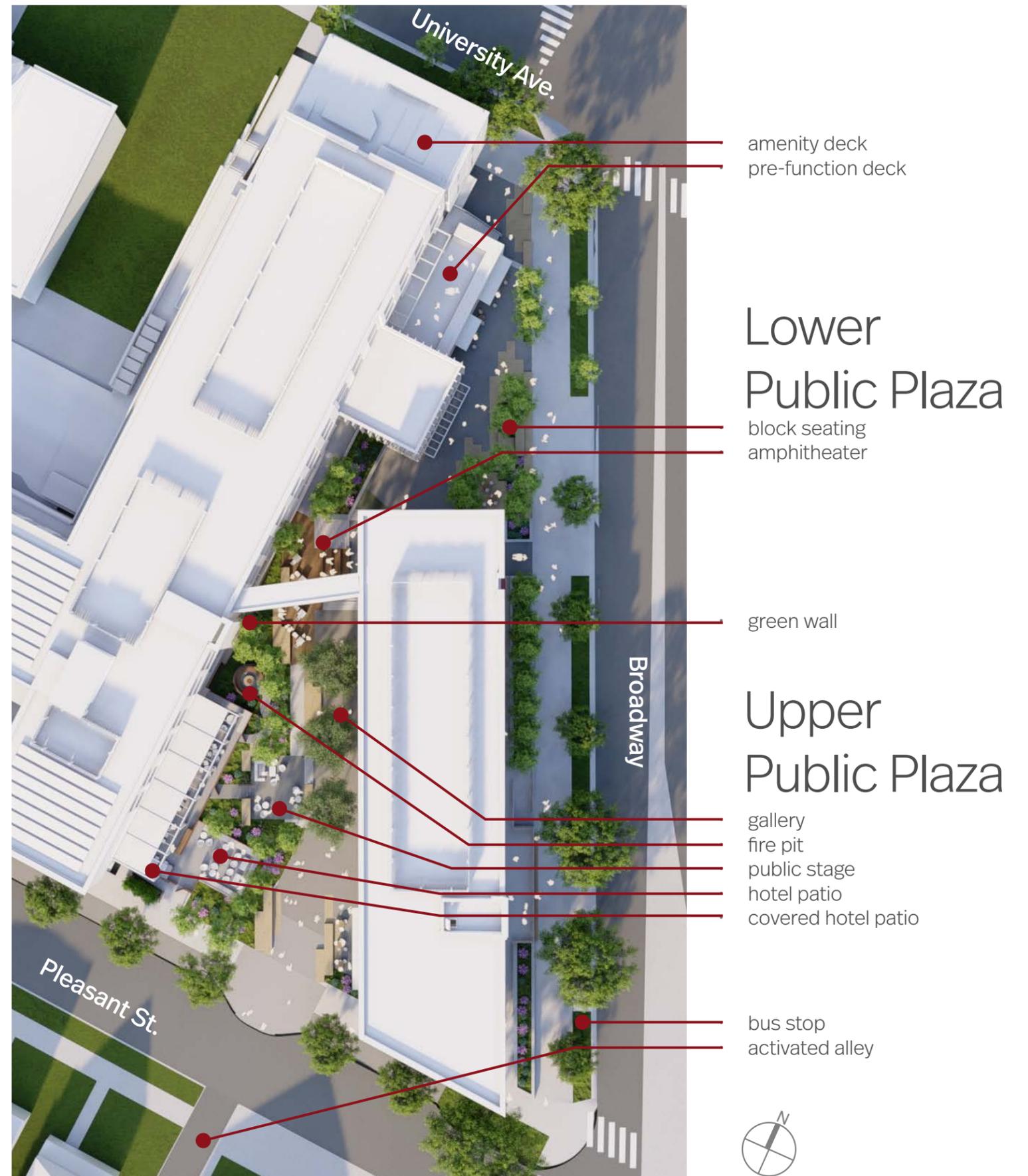
The building envelope defines **terraced, public plazas** - which along with the sidewalks and streetscape of the public realm, are **as important as the buildings.**



Lower Plaza looking south



Plaza Entry from Pleasant St. looking north





Lower Plaza aerial view looking south



Upper Plaza aerial view looking north

The public plaza is positioned in between the two proposed buildings connecting Pleasant Street, on the Hill, with the intersection at Broadway Street and University Avenue. It is a continuous public plaza formed by a series unique outdoor spaces, primarily due to elevation changes, that provide different experiences and micro-climates (sun and shade)

The plaza is designed for day to day gatherings and for larger events and is intended to be the center of public life for the Hill. A central gathering near Pleasant Street, the upper plaza, is for markets, art festivals, food trucks, and music. A key feature of the upper plaza is an elevated space that can function as a stage for music or performances, and during the day can also be used as a place for leisurely gatherings.

At the edges of the upper plaza are the hotel's private patio spaces and retail and café space along the Broadway Building which will add vibrancy to the plaza. At the edges of the public and private spaces are groves of trees, with a rich landscape understory, that will provide shade and comfort in the summer months while also mediating the public and private zone. Nestled into the trees are additional public benches and café style tables for gathering.

From Pleasant street to University Avenue, the site has nearly sixteen feet of vertical elevation change. The plan creates an amphitheater-like seating area to resolve the elevation change and create a special space for events, people watching, or enjoying a cup of coffee. The lower plaza is lined with commercial and retail uses on the ground floor that will spill out onto the plaza. This space includes seating and gathering at the edge of the plaza and the Broadway Street sidewalk at the location of the Broadway/ University bus stop.

There is a generous building setback on both Pleasant and Broadway Streets respectively which creates wider areas in the sidewalk zone for pedestrians, street trees, and ground floor activities that can spill onto the street.

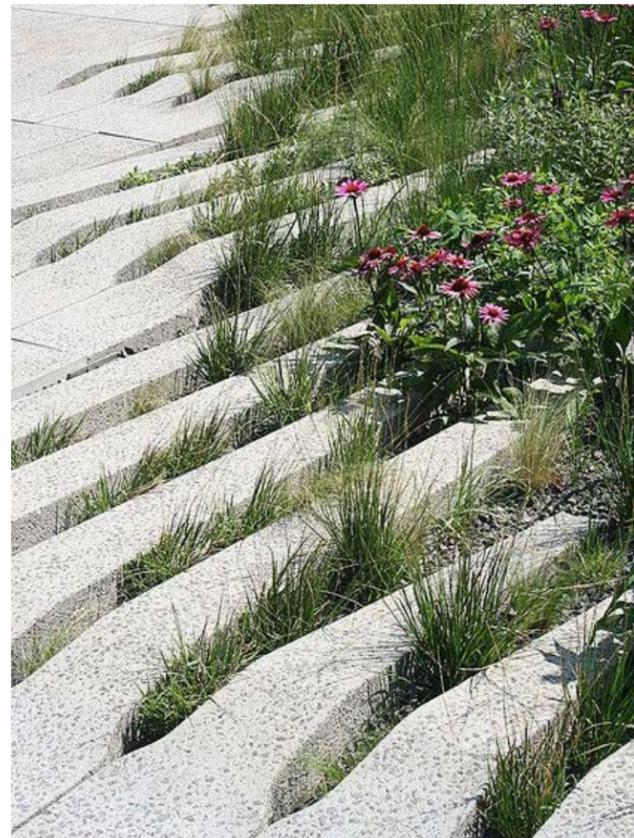


Lower Plaza looking west from Broadway

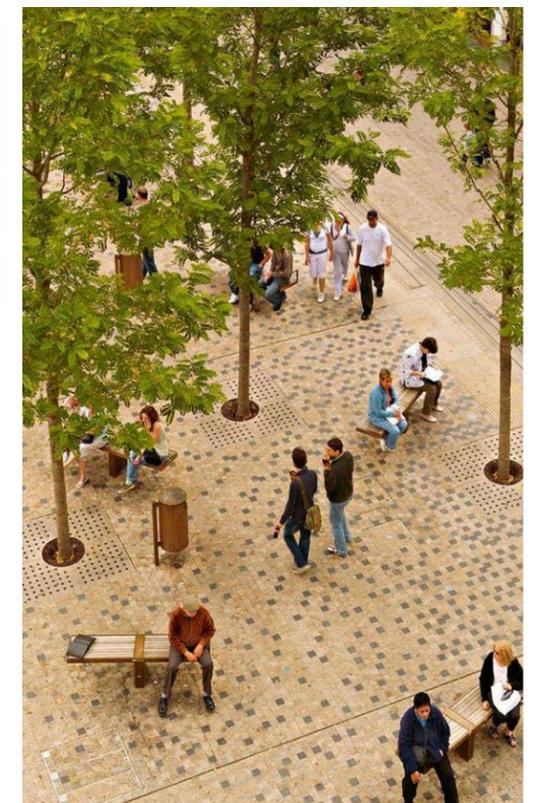
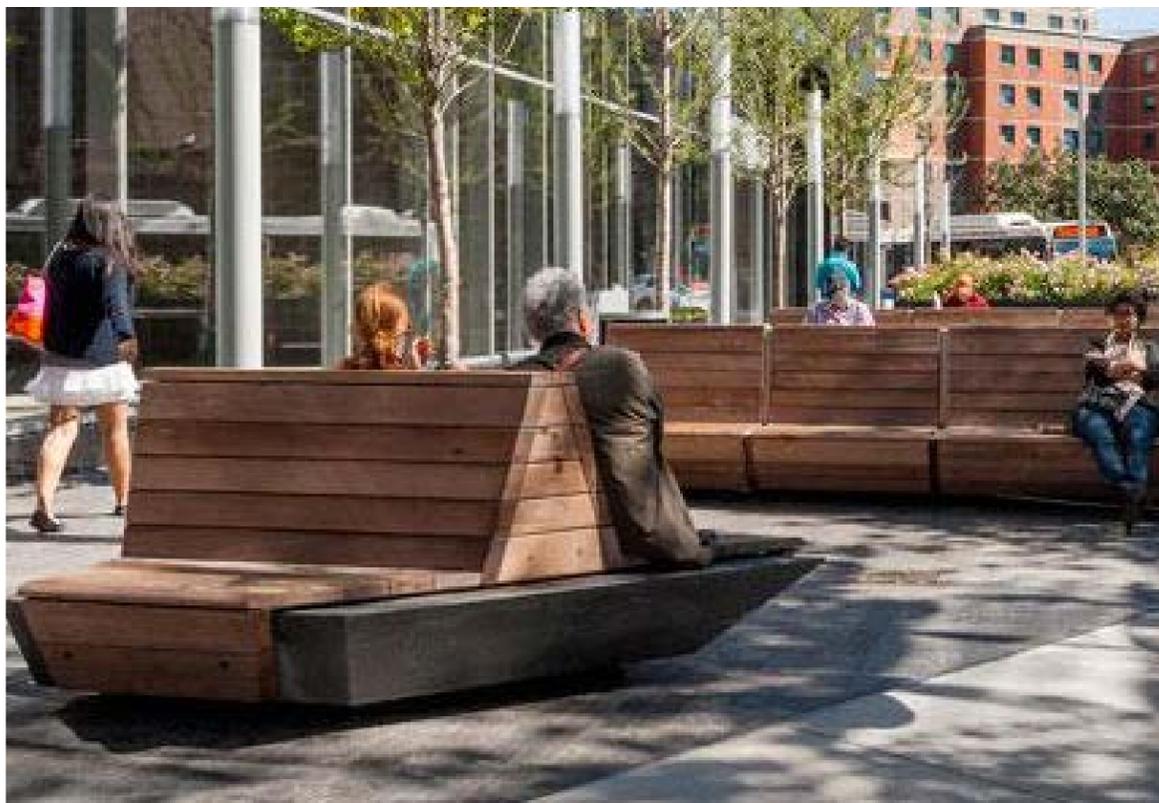


Amphitheater seating looking southwest

On the northern edge of the Hill commercial district, the site becomes **a stepped transition or threshold** into the Hill neighborhood. \_\_\_\_\_



These two plaza spaces will be designed to encourage **active and passive use.** —

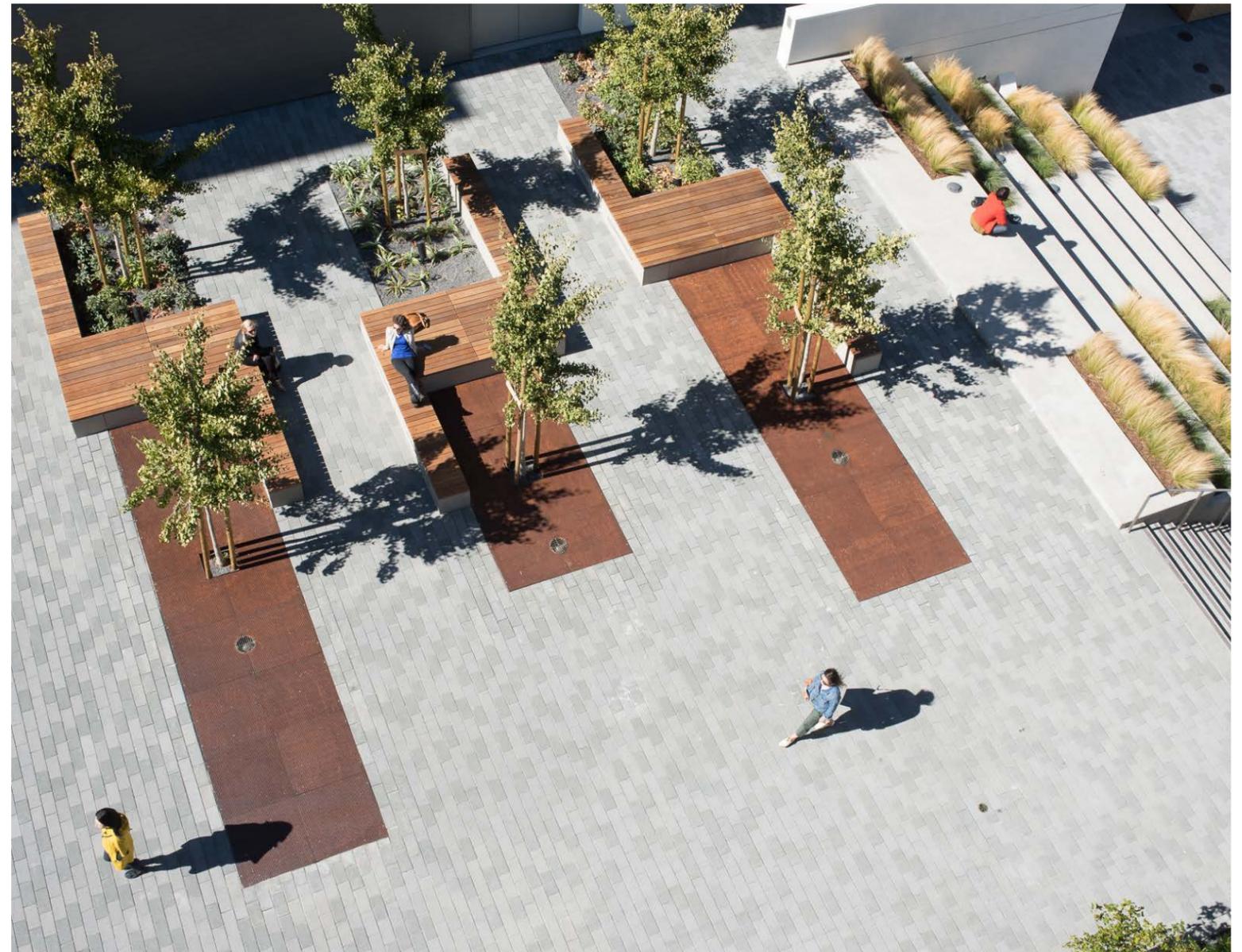


Precedent Images and Inspiration



The grade change is an opportunity for **stepped terracing** and local art.

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Precedent Images and Inspiration

## 2. Community Rooms

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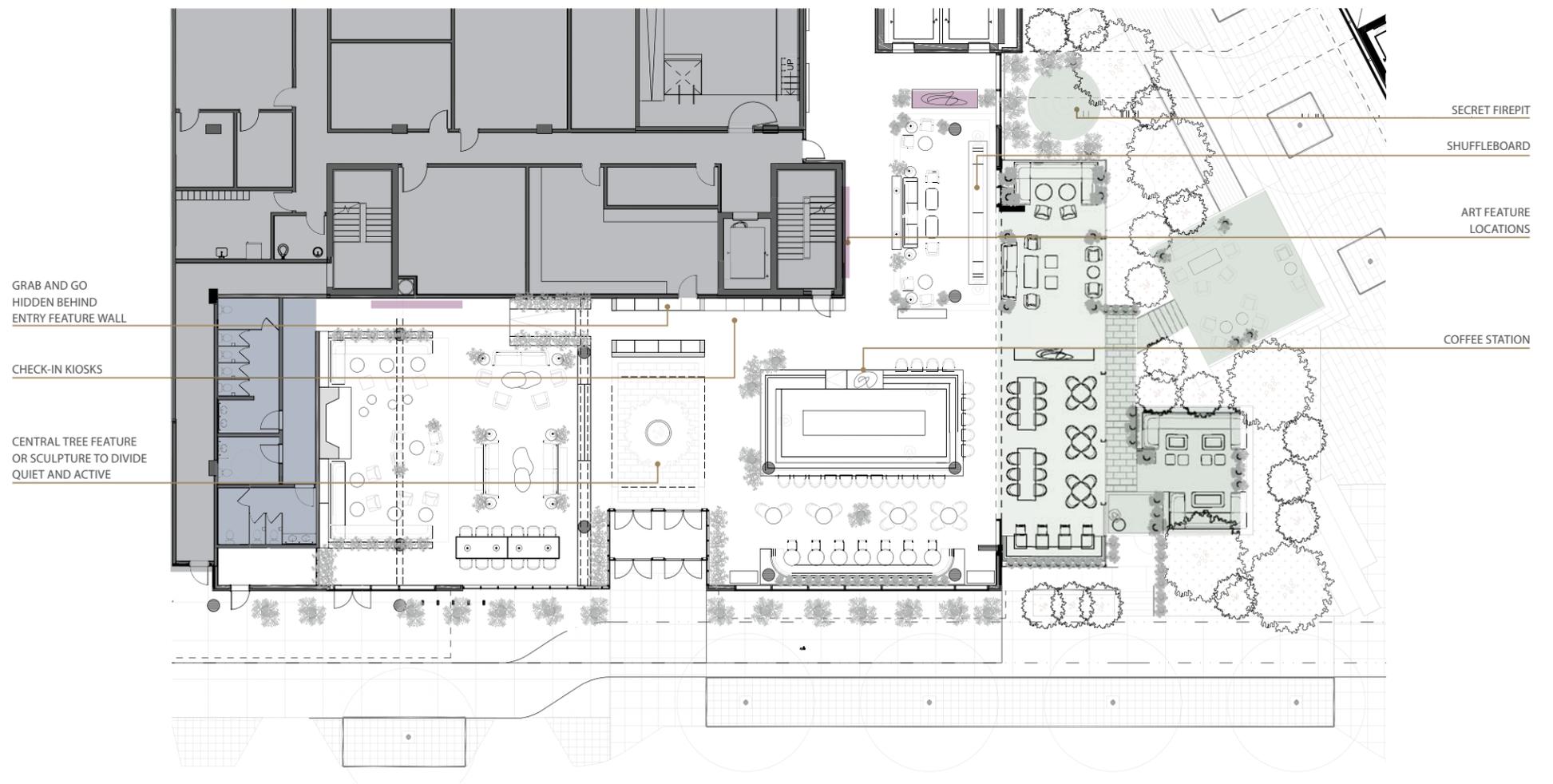
# The hotel lobby will offer comfort and inclusivity acting as a **public living room** for the Hill. \_\_\_\_\_

The Lobby interiors have been dubbed “The Neighborhood Living Room” - and that’s exactly what we intend it to be. At the heart of The Hill, we draw inspiration from academia, local artists, and Boulder’s surrounding topography to unite it’s residents and visitors alike. The materials nod to the fragmented Flatirons and layered textures found in nature. Windows and skylights emphasize connectivity to the outdoors, while a large fireplace creates warmth and a sense of home. A mix of seating types meet multiple use needs and preferences, and artful layers celebrate local culture. Community, inclusivity, and adventure anchor the programmatic and functional development throughout.





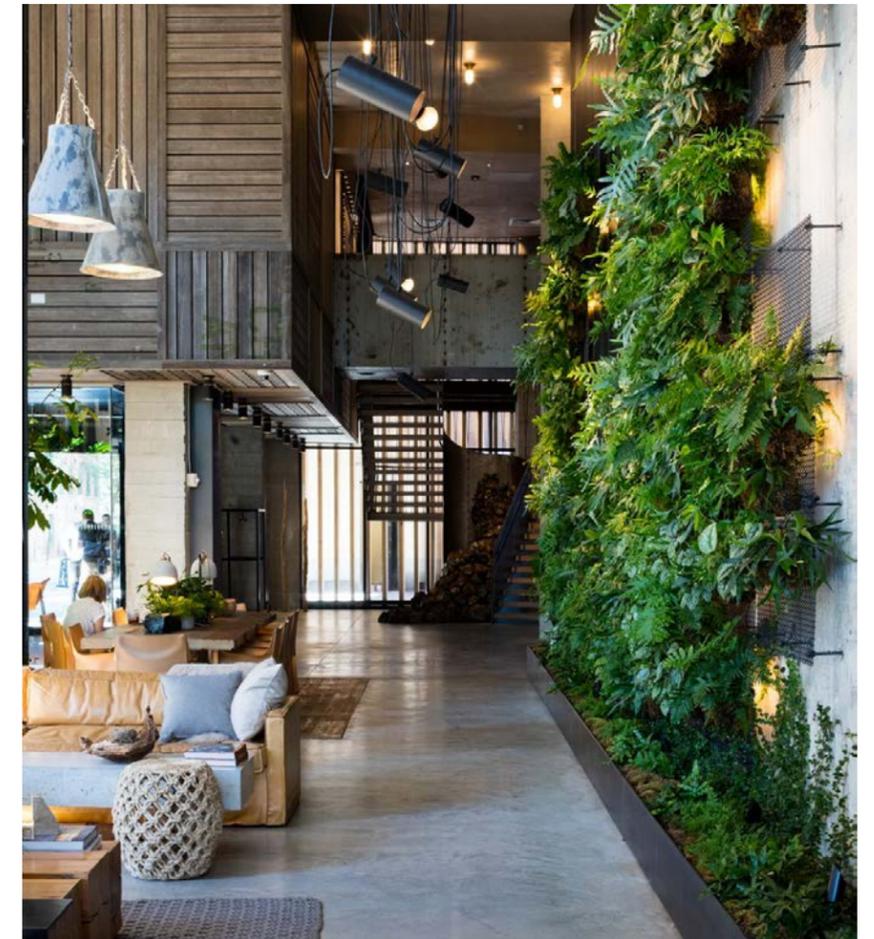
Hotel lobby to be open and inclusive: a communal gather place for the neighborhood, students and faculty, and visitors - everyone.



Conceptual renderings for programmatic study only, not representational of material selection.



The indoor and outdoor program elements will be intertwined - **biophilic design** will be used to connect to nature. \_\_\_\_\_



Precedent Images and Inspiration

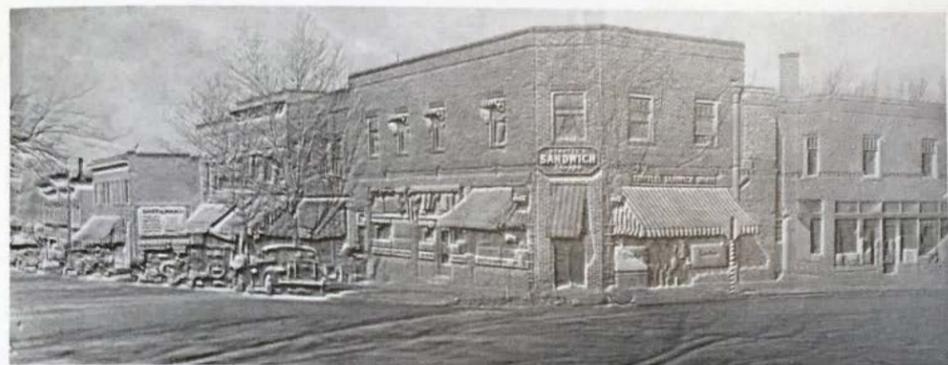
# 3. Neighborhood Confluence

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# University Hill Boulder, Colorado

Like many other college town commercial districts, The University Hill has a blend of character: well-educated neighborhood residents, authentically gritty college students, the Greek sorority and fraternity life, live music fanatics, a love of all things outdoors, and uniquely Boulder.





Looking Northeast From Thirteenth and College Streets

# UNIVERSITY HILL — Then and Now

By Richard Nossaman, '36

*A City in Itself -- That Is the University Hill of Today. Thirty Years Ago It Took Courage to Start a Store; Today There Are Dozens of Them, and Others Are Being Added Regularly*

About thirty years ago, in 1907, so contemporary stories go, a courageous and enterprising business man by the name of Wright rented a building at what is now 1223 Pennsylvania street, where the Palace Studio stands, loaded the shelves with a stock of groceries, and tacked a sign on the front of the building to inform University Hill residents that they would not have to walk down town for groceries again.

Soon after he opened his store, Wright noted with pleasure that a group of people were gathering in front of his establishment. However, his pleasure lasted but a few moments. They were not customers, but somewhat irate University Hill women who resented this intrusion of business into what had been exclusively a residential district.

At the end of three days, Wright hoisted the white flag and departed.

### Today's Business Section

But that was 30 years ago. Today the section of Boulder immediately

*Long acquaintance with the C. U. student body makes E. A. Greenman one of the best-known men in the state of Colorado. Most alumni know him, and he, in his turn, knows as many alumni as any other man living. With him in the picture to the left is Walter Carlson, chemical engineering student, son of Milton Carlson, LL.B., '14, and Augustine Walter Carlson, ex-'15, Denver.*

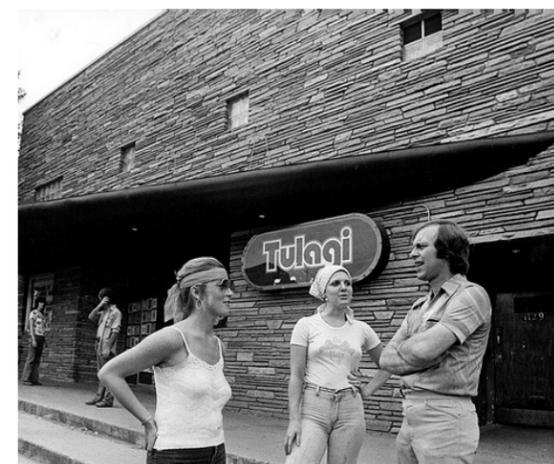


adjoining the campus on the west is the city's largest outlying business area, and is zoned as such by the city. Here may be found:

- Six beauty shops.
  - One garage.
  - Seven restaurants, including a cafeteria.
  - Four cleaning and pressing establishments.
  - Three barber shops.
  - A branch of the U. S. postoffice.
  - Three women's wear establishments.
  - One jewelry store.
  - Four shoe repair shops.
  - Two grocery stores. (There are several other grocery stores scattered over the University Hill residential section.)
  - Two drug stores.
  - One shoe shining parlor.
  - One bus station.
  - One men's wear establishment.
  - One photographer's studio.
  - One book store. (In addition there is the University book store in the basement of Macky.)
  - Three filling stations.
  - Two or more private homes serving meals to order.
- With only a few exceptions, these business establishments are housed separately, and many of them carry on another business as a side line.
- Quite a change in three decades. Thirty years ago, University Hill was only a small residential district; today it is a city in itself with a transient population that greatly outnumbers its permanent residents.



“A City in Itself - That is the University Hill of Today. Thirty Years Ago It Took Courage to Start a Store; Today There Are Dozens of Them, and Others Are Being Added Regularly.”  
Richard Nossaman  
Boulder Daily Camera



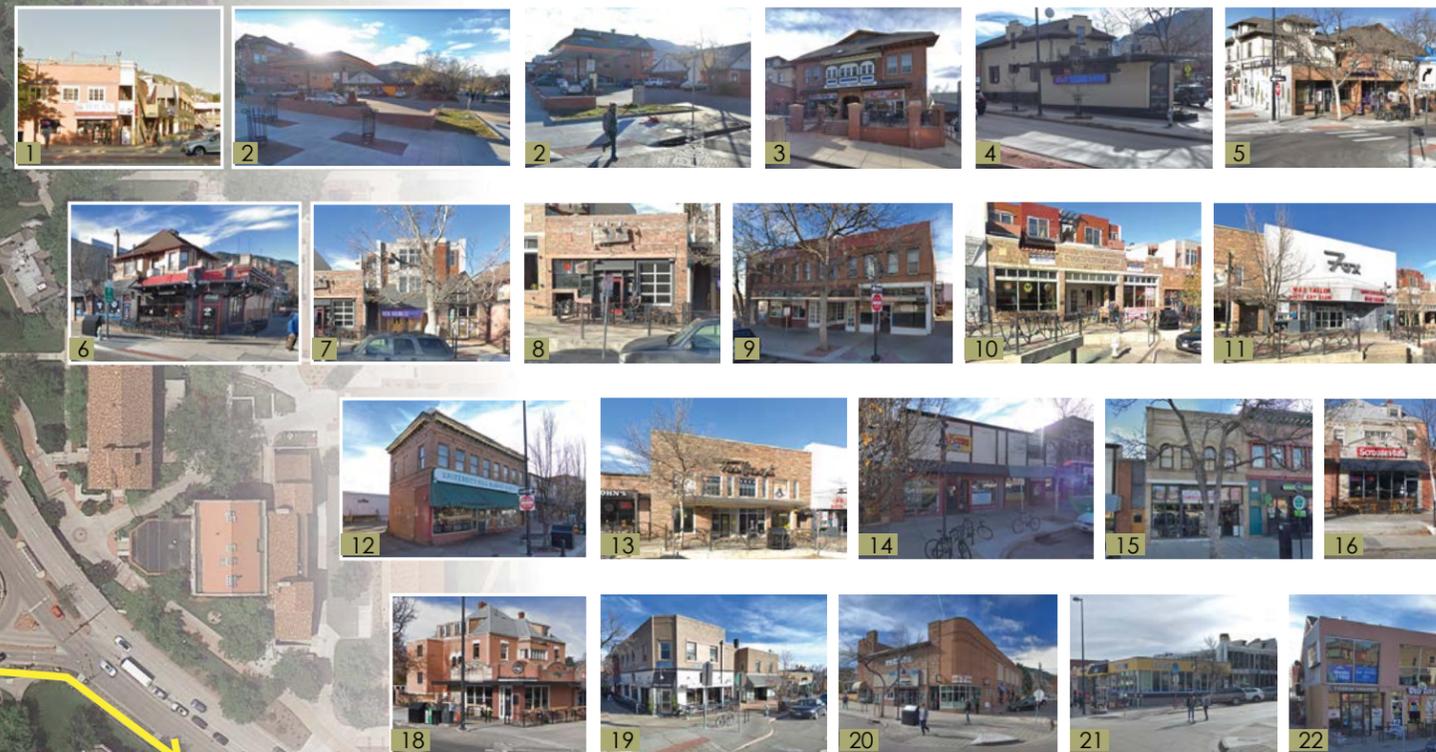
## A deeply rooted history of culture & community

# Historic Context on the Hill



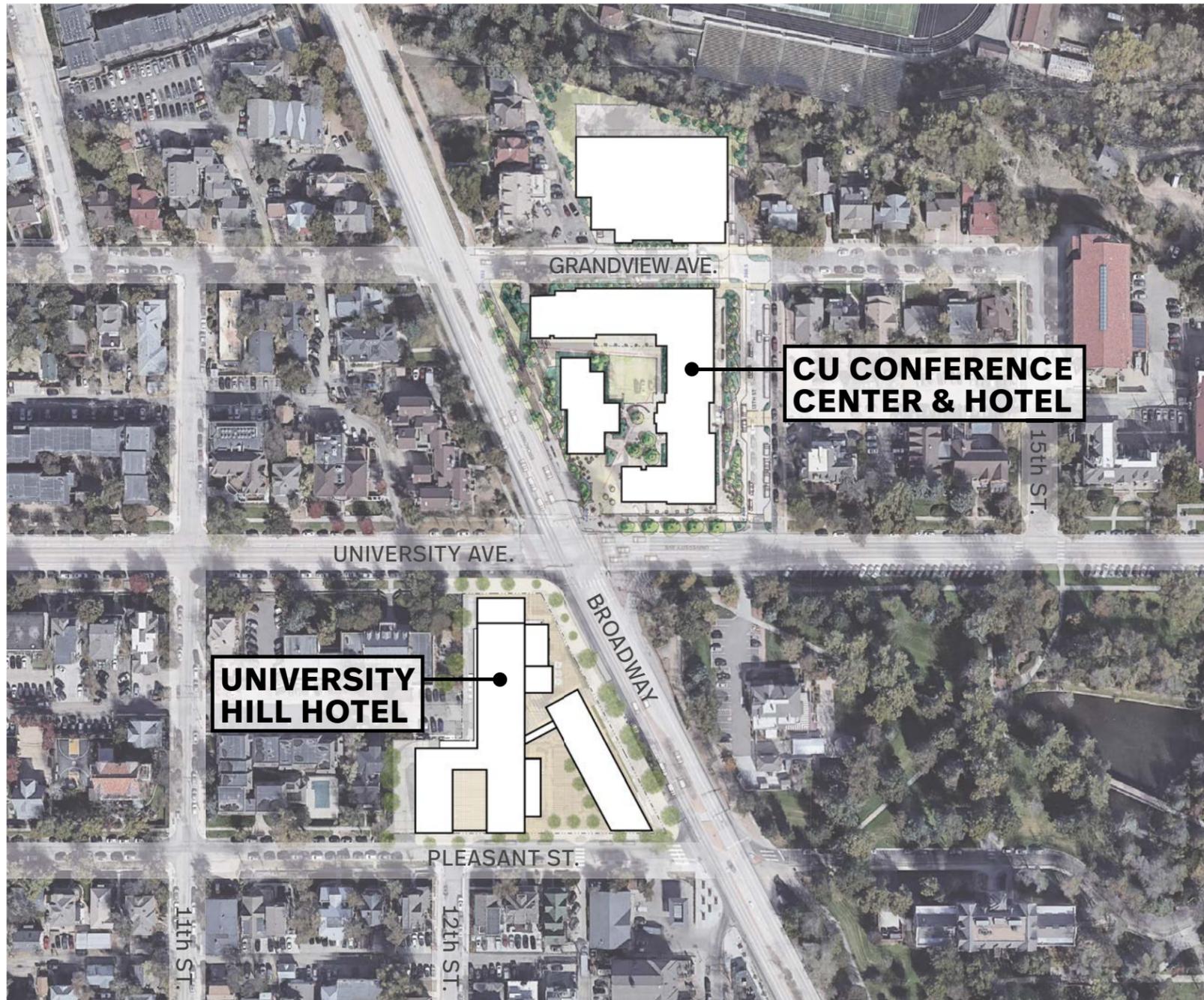
## THEN

Our site (1) is part of a unique network of structures along the 13th street commercial corridor. This thoroughfare has helped support the local community for over a century.



## NOW

Today, many of these historic buildings remain unchanged, while some have been modified and updated to accommodate the demand associated with changes in use. The diversity and inconsistency of style, form, material, and function is what makes this district so interesting and lively.



Companion projects contributing to **culture & economic vitality**\_\_\_\_\_

# Contextual right-of-way **development pattern.**



## The Hill 13th Street

~14ft - 16ft (plus 4ft - 6ft lower walkway)  
to face of building from back of curb

- Loading Zone  
(Lower Walkway)
- Amenity Zone / Tree Lawn
- Sidewalk
- Outdoor Patio

## The Hill College Ave

~18ft - 19ft  
to face of building from back of curb

- On-Street Parking
- Amenity Zone / Tree Lawn
- Sidewalk
- Outdoor Patio

## West End Pearl Street

~13ft - 15ft  
to face of building from back of curb

- On-Street Parking
- Amenity Zone / Tree Lawn
- Sidewalk
- Outdoor Patio

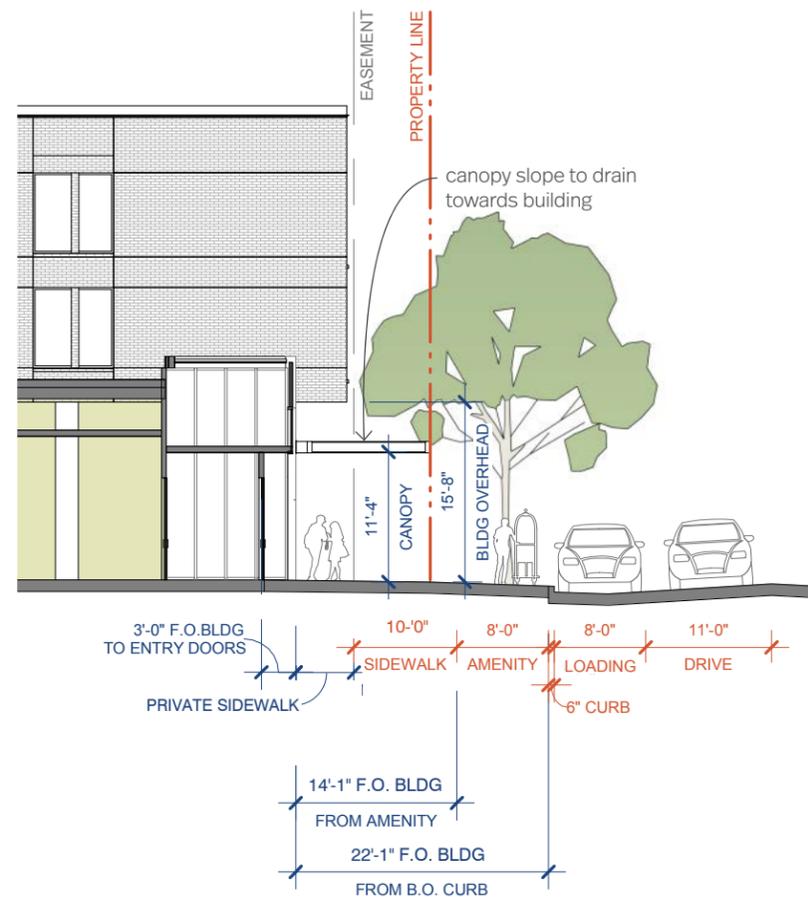
## Boulderado 13th Street

~18ft - 20ft  
face of building from back of curb

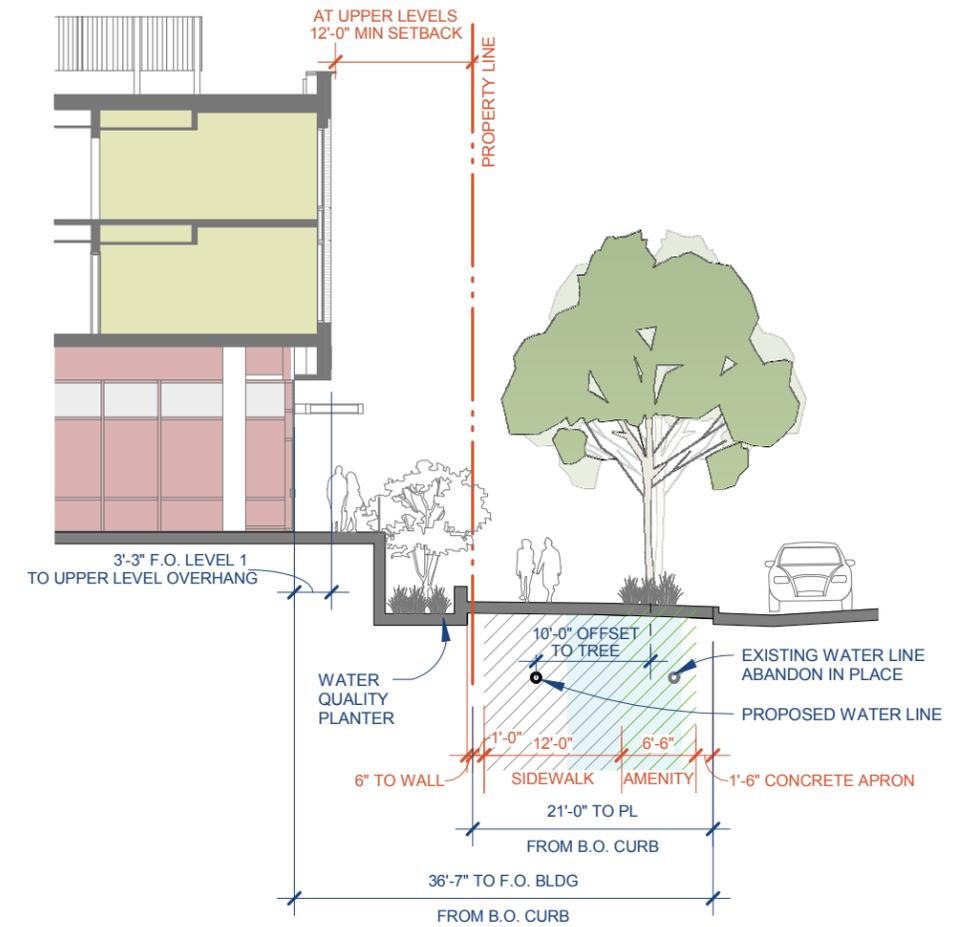
- Hotel Drop-off
- Amenity Zone / Tree Lawn
- Sidewalk with Canopy



University Ave. ROW Section Looking East



Pleasant St. ROW Section Looking East



Broadway ROW Section Looking North

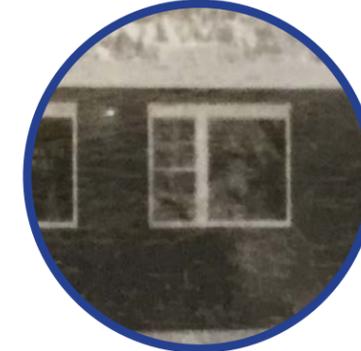


Proposed **right-of-way development** patterns discussed with City staff.



## University Hill Fenestration Patterns

- Vertical proportions
- Paired groupings of windows
- Masonry between paired windows
- Recessed masonry header
- Pronounced sill





Kappa Kappa Gamma on University - the Hill



The Sink on Pennsylvania - the Hill



Pennsylvania storefront - the Hill

Contextual  
**material use**  
**and fenestration**  
patterns.



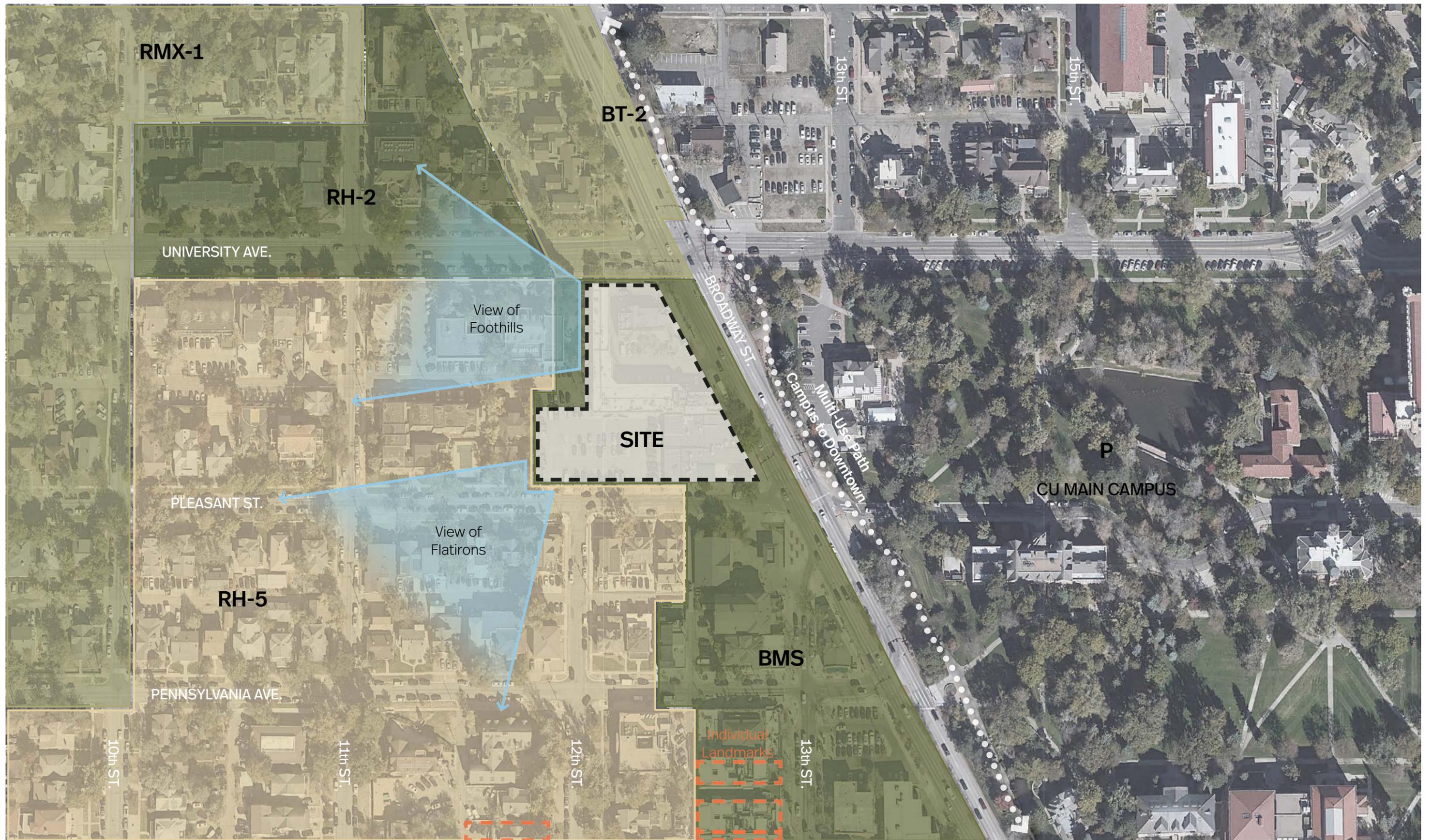
Old Main - CU campus



Hellems - CU campus



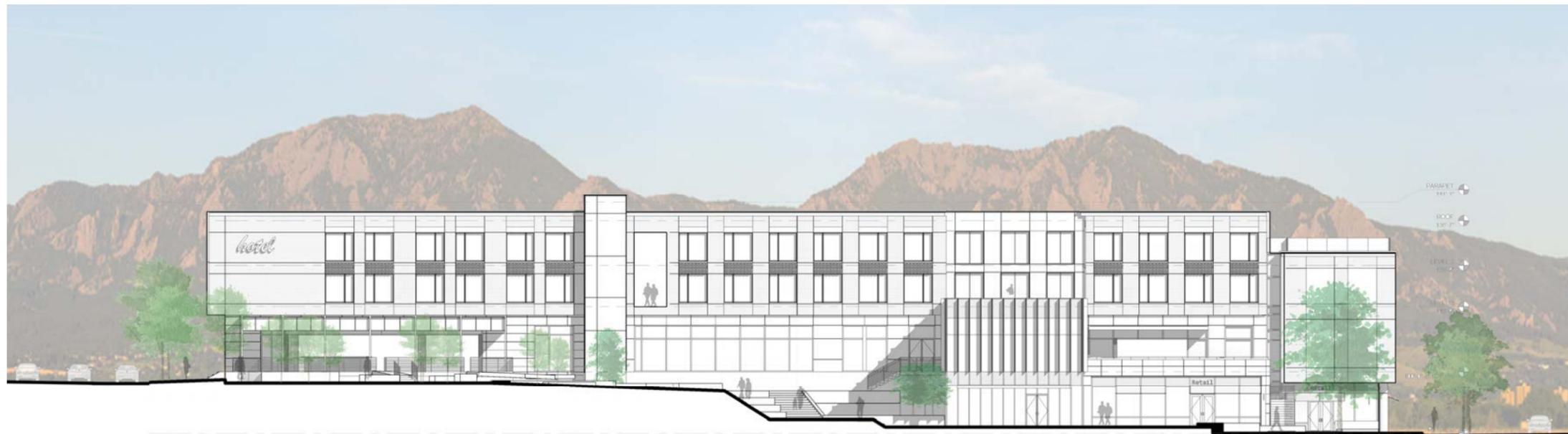
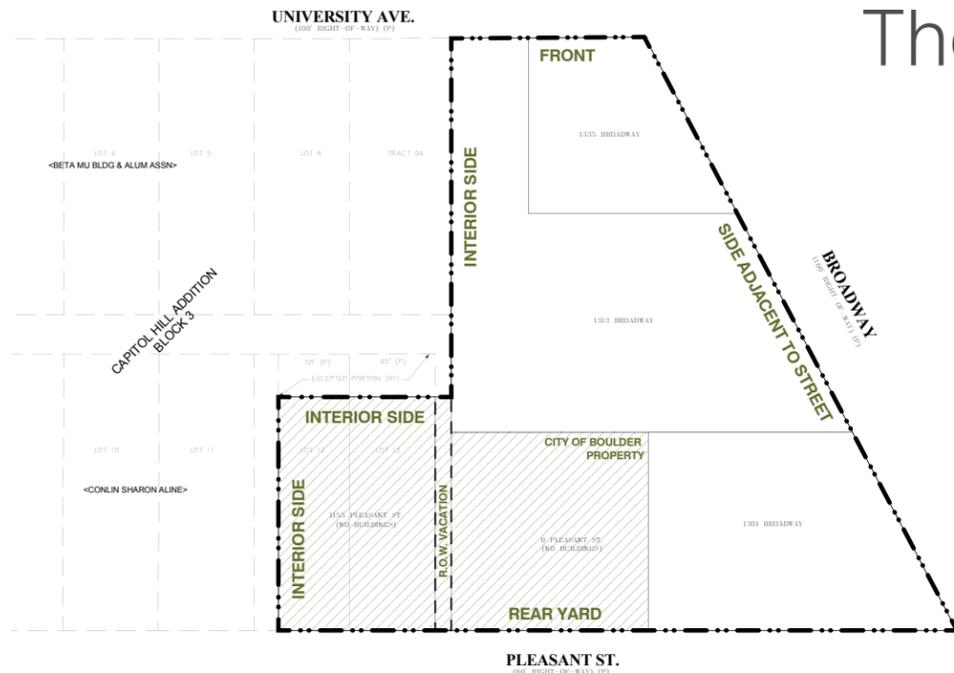
13th St. storefront - the Hill



## The property introduces some challenges

- The property is deep and a unique shape.
- There exists 16 feet of elevation change south to north.
- Auto and service access is limited to Pleasant Street.
- The service alley dead ends.
- Existing city infrastructure in ROW - shallow sanitary line at low end of site and waterline below existing tree lawn.

These challenges, call them constraints or opportunities, influence the design concept.



Site section through plaza looking west

# Protect **solar access** for adjacent rooftops

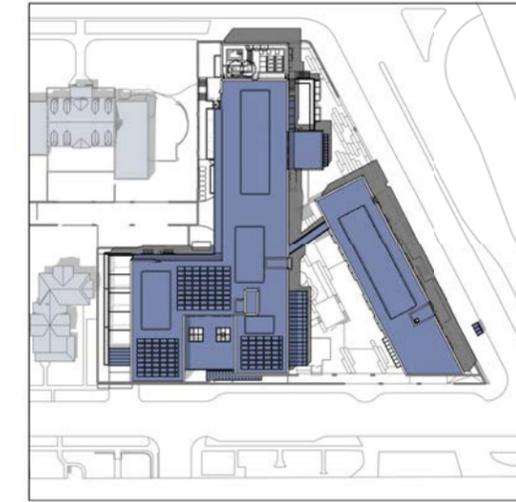
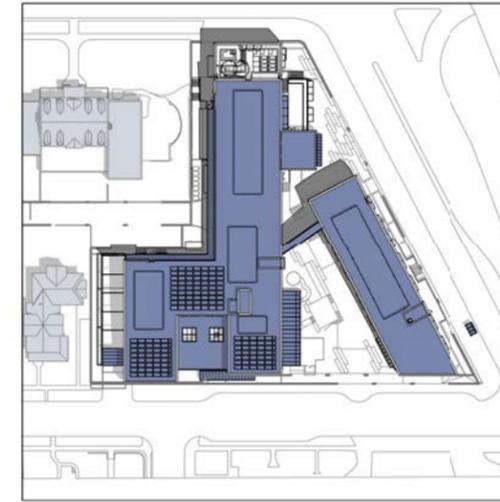
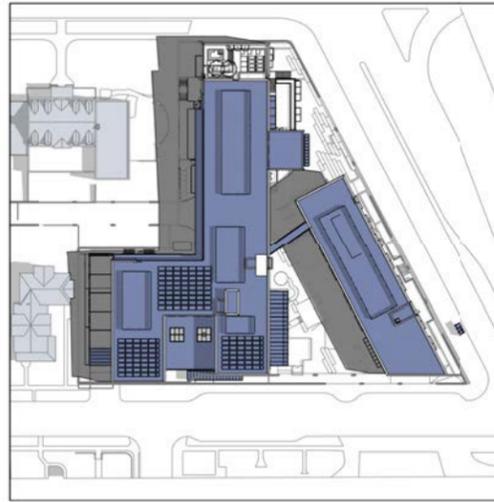
9.9.17 Solar Access Area III

-  Proposed Building / Shadow
-  Adjacent Rooftop / Shadow

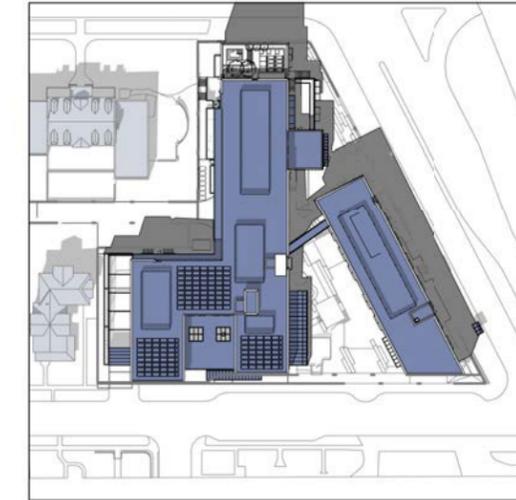
10:00 am

12:00 pm

2:00 pm



Summer Solstice  
June 21st



Equinox  
March/September 21st

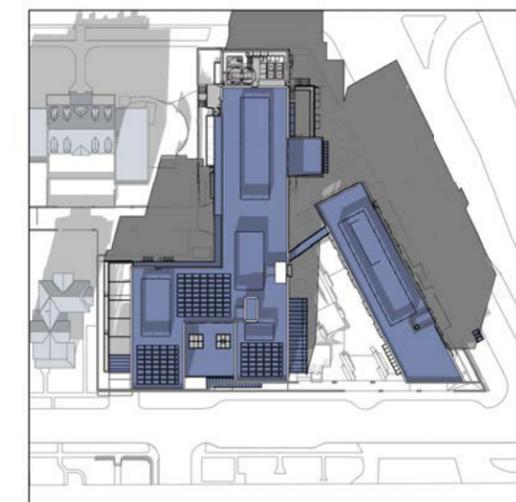
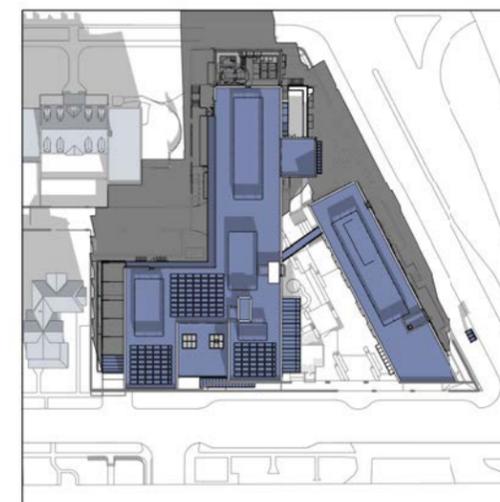
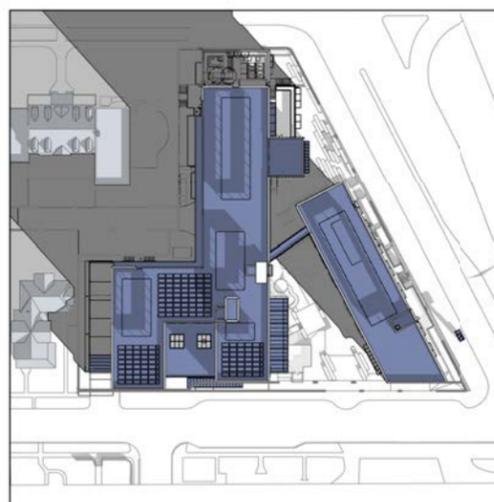
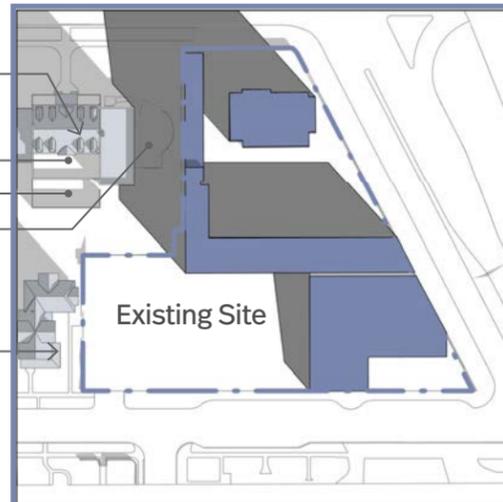
10:00 am  
December 21st

Adjacent Neighbor  
Kappa Kappa Gamma

south deck  
south patio  
east patio

Adjacent Neighbor  
1137 Pleasant St

Existing Site



Winter Solstice  
December 21st

## 4. Architectural Authenticity

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# Floor Plan LEVEL B1

# University Hill Hotel Program

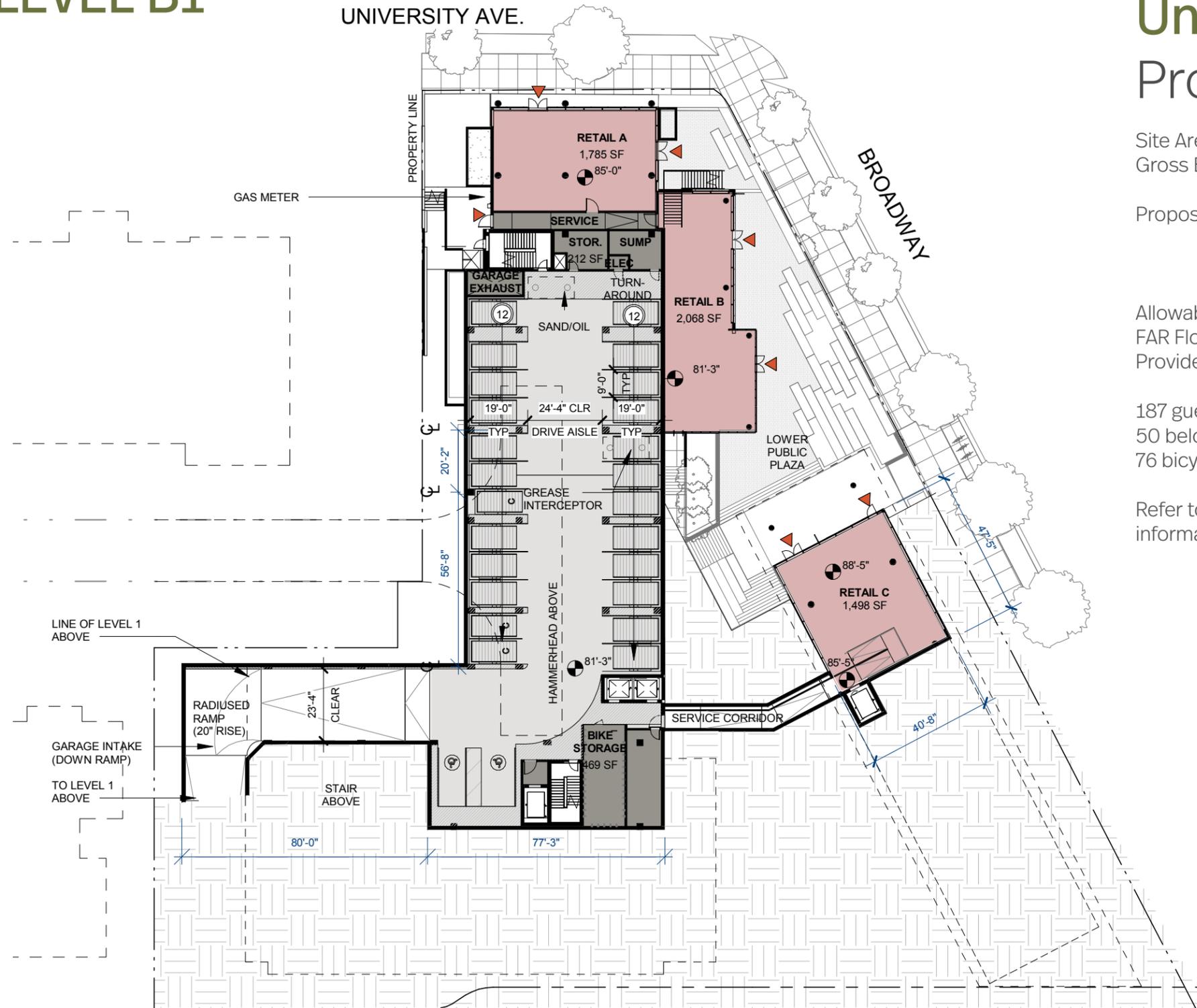
Site Area: 62,765 SF  
 Gross Building Area: 116,350 SF

Proposed Floor Area: 100,364 SF  
 Hotel Area: 90,790 SF  
 Retail Area: 9,574 SF

Allowable FAR: 1.85  
 FAR Floor Area / Site Area: 100,364 SF / 62,765 SF  
 Provided FAR: 1.60

187 guestroom  
 50 below grade parking spaces  
 76 bicycle parking spaces

Refer to architectural drawings for additional program information and break down.



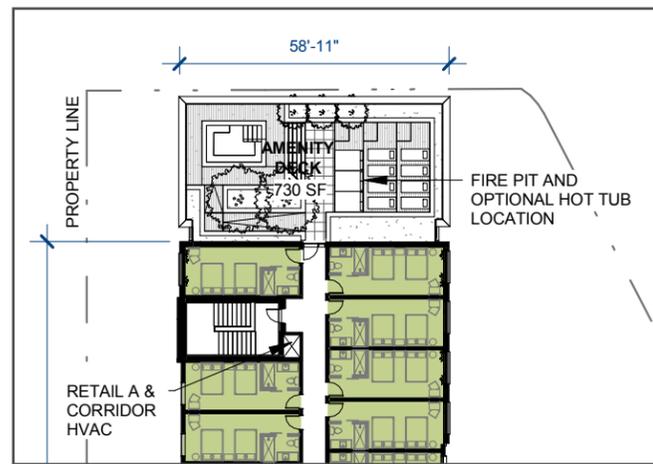
- Retail
- Micro Unit
- Hospitality
- Hospitality - Larger Room
- Hospitality - Atypical
- Lobby
- Meeting
- Fitness
- Circulation
- BOH
- Parking



# Floor Plan LEVEL 1



# Floor Plan LEVEL 2 & 3



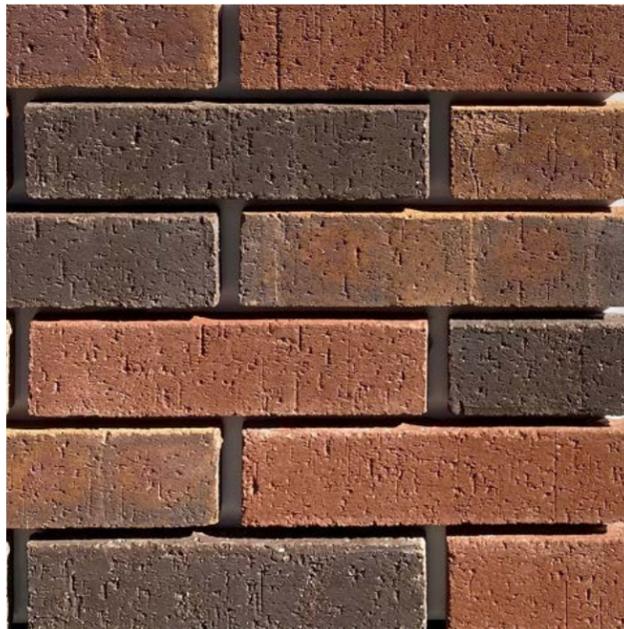
Level 3 variation



- Retail
- Micro Unit
- Hospitality
- Hospitality - Larger Room
- Hospitality - Atypical
- Lobby
- Meeting
- Fitness
- Circulation
- BOH
- Parking



Substantially **masonry and glass** with some wood and metal

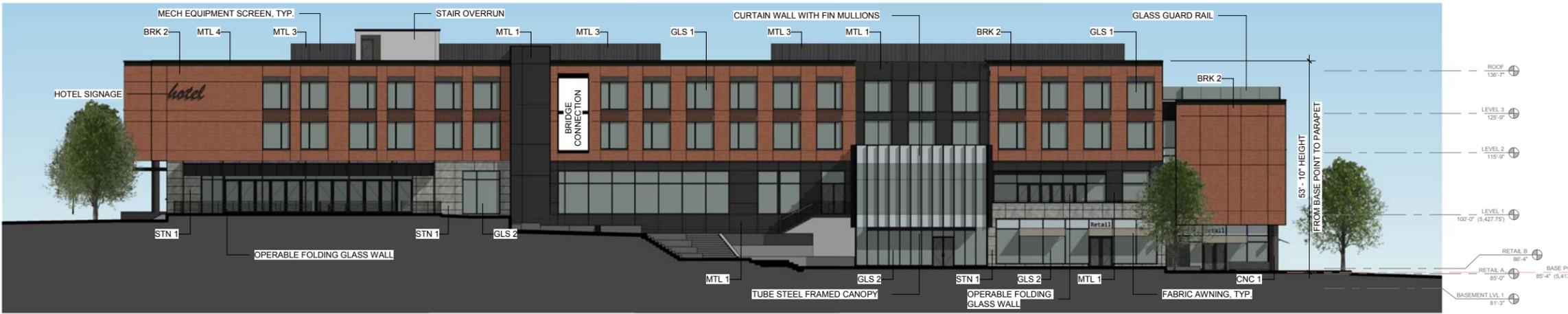


Red brick blend at Main Building

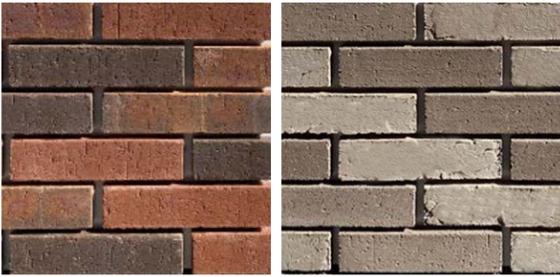
Grey brick blend at Broadway Building



NORTH ELEVATION - MAIN BUILDING  
 1/32" = 1'-0"



EAST ELEVATION - MAIN BUILDING  
 1/32" = 1'-0"



Red brick blend at  
Main Building

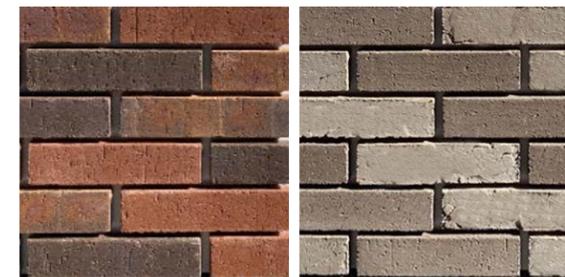
Grey brick blend at  
Broadway Building



SOUTH ELEVATION - MAIN BUILDING  
1/32" = 1'-0"



WEST ELEVATION - MAIN BUILDING  
1/32" = 1'-0"

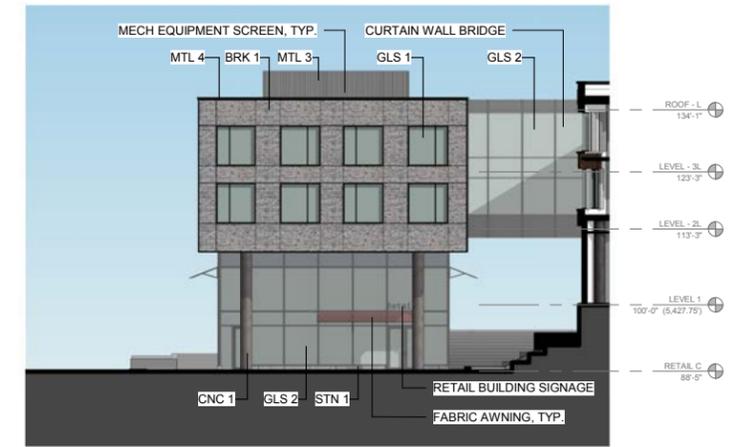


Red brick blend at  
Main Building

Grey brick blend at  
Broadway Building



WEST ELEVATION - BROADWAY BUILDING  
1/32" = 1'-0"



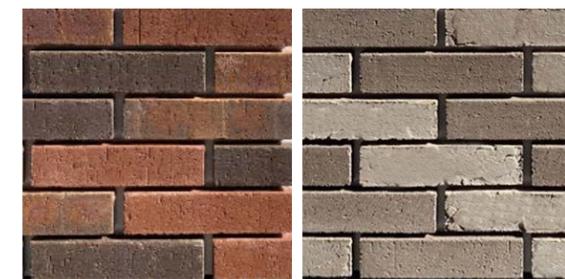
NORTH ELEVATION - BROADWAY BUILDING  
1/32" = 1'-0"



SOUTH ELEVATION - BROADWAY BUILDING  
1/32" = 1'-0"



EAST ELEVATION - BROADWAY BUILDING  
1/32" = 1'-0"



Red brick blend at  
Main Building

Grey brick blend at  
Broadway Building



East Fenestration at Main Building



South Fenestration at Broadway Building



East Fenestration at Broadway Building

Southern upper plaza is on axis with the **proposed alley improvement** from the commercial core of The Hill to the south. \_\_\_\_\_



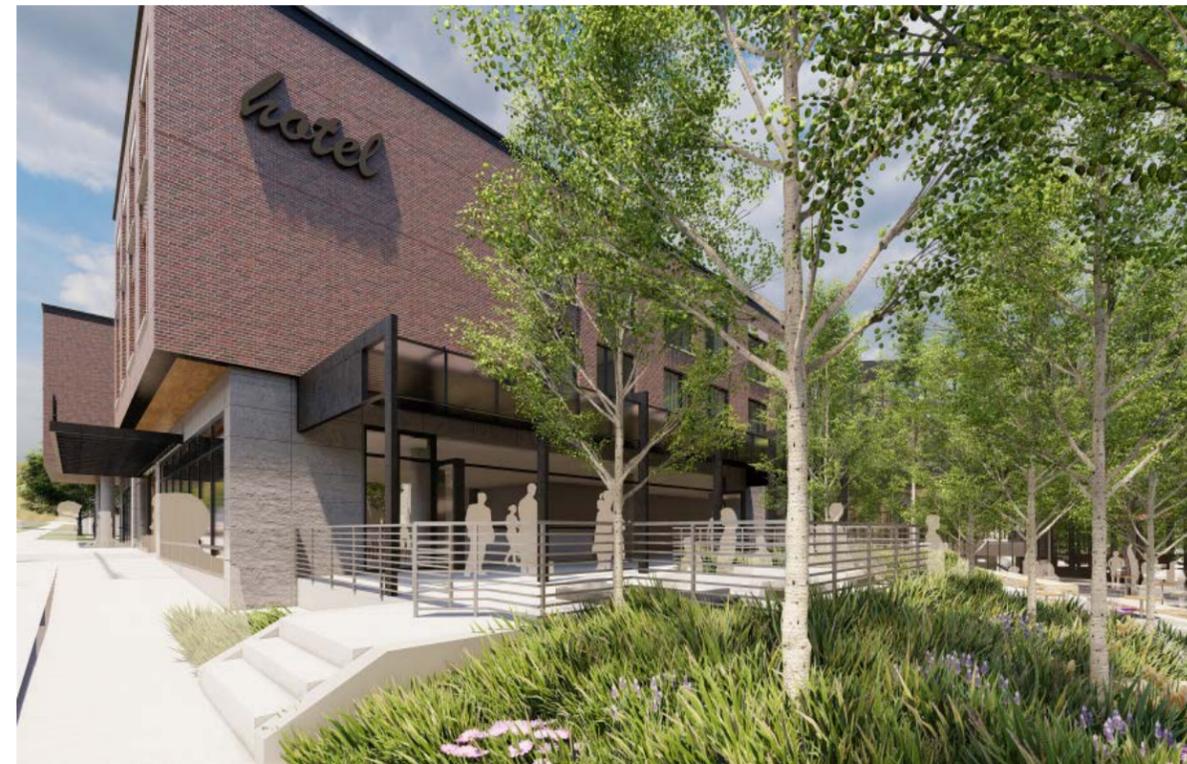
Pleasant St looking north



Pleasant St looking north



Hotel Entry on Pleasant St



Covered hotel patio



Broadway looking northwest

The architecture of the Broadway Building responds to the more **commercial activity** along Broadway. The ground level retail activates all four sides.



Broadway looking west



Upper Plaza Gallery looking north



Amphitheater looking northeast



Broadway looking west at Lower Plaza



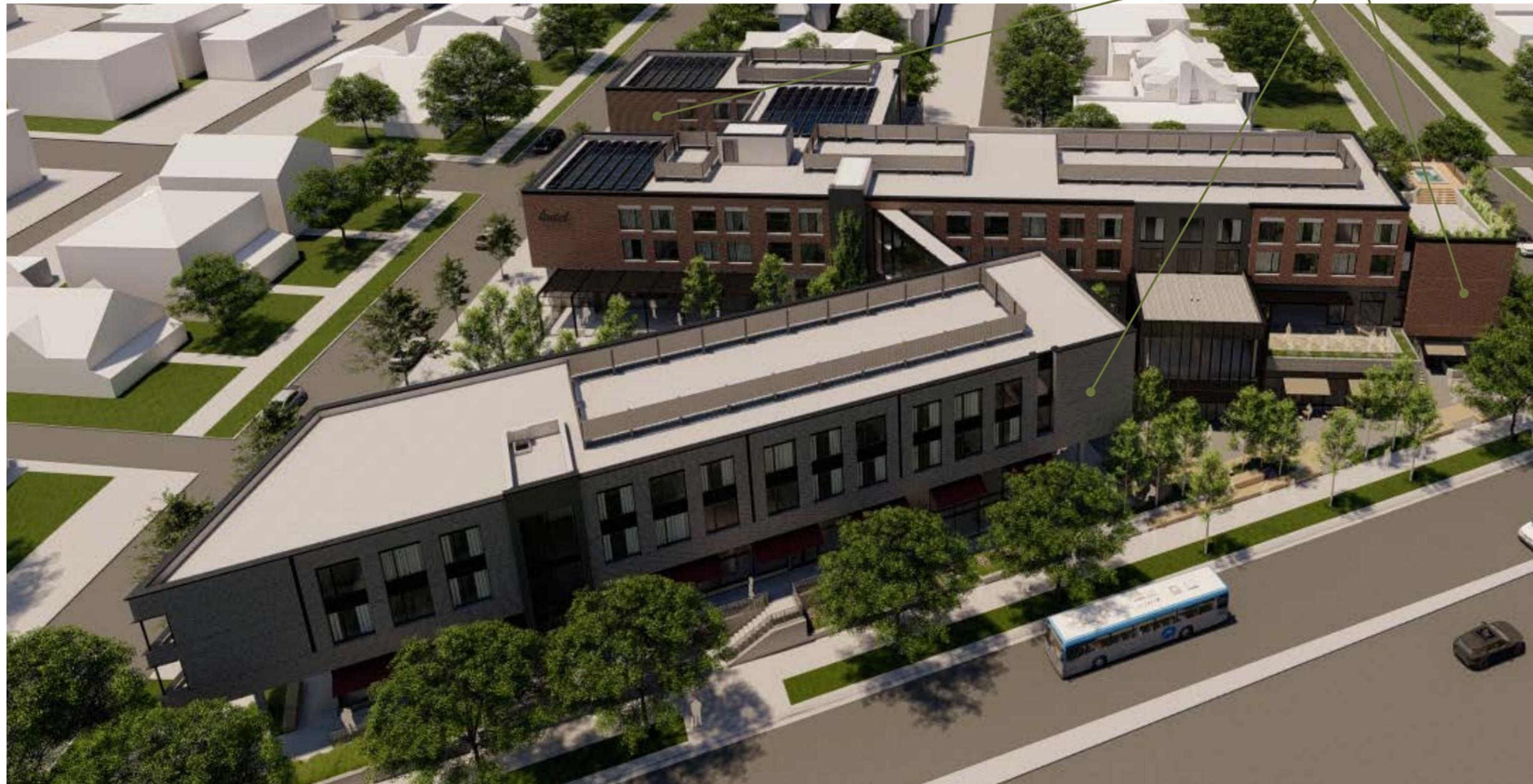
Lower Plaza looking at Amphitheater

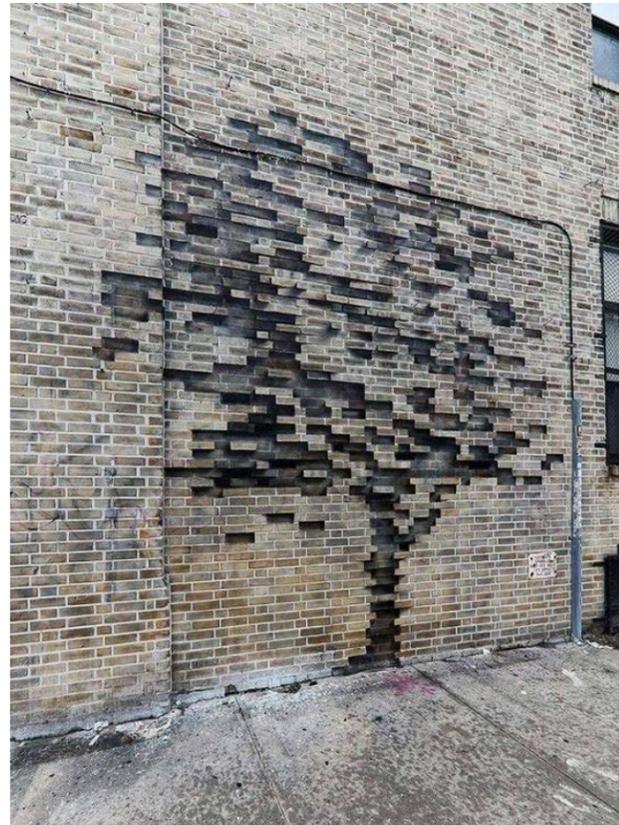
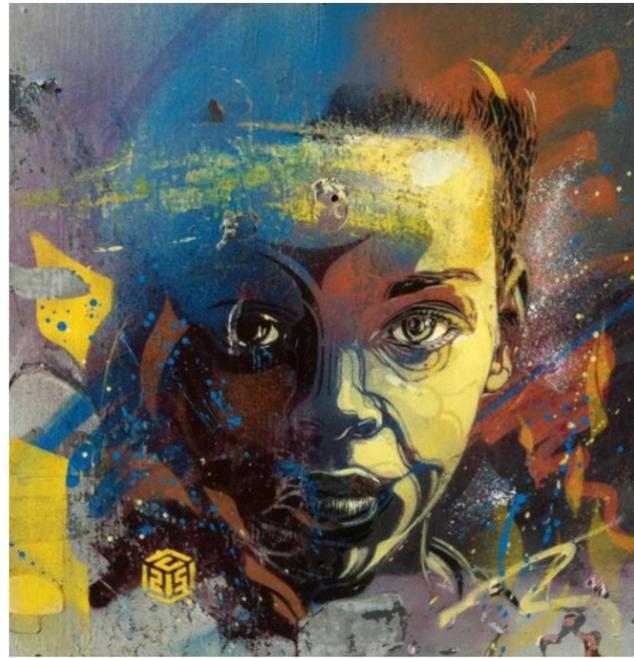


Street-activated retail, **complementary to existing uses** on The Hill, with maximum transparency contributing to activity along both Broadway and Pleasant. \_\_\_\_\_

Precedent Images and Inspiration

Unique opportunities for art by Boulder artists or architectural craftsmanship to embrace the Hill culture - education, music, climbing - and it will reinforce the identity of the place - **funky, college town vibes.**





Precedent Images and Inspiration



**Welcoming gestures** from the north from downtown Pearl Street and CU's Conference Center & Hotel.

View from upper floor at CU Conference Center and Hotel



Broadway & University looking southwest



Broadway looking southwest

The vibrant mixed-use development will **revitalize** the University Hill. \_\_\_\_\_

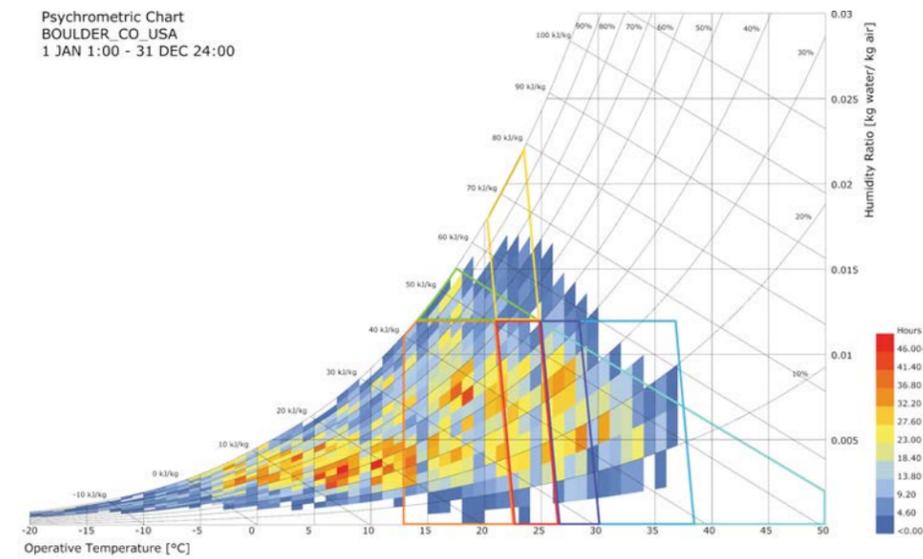


Aerial image looking west  
**before**

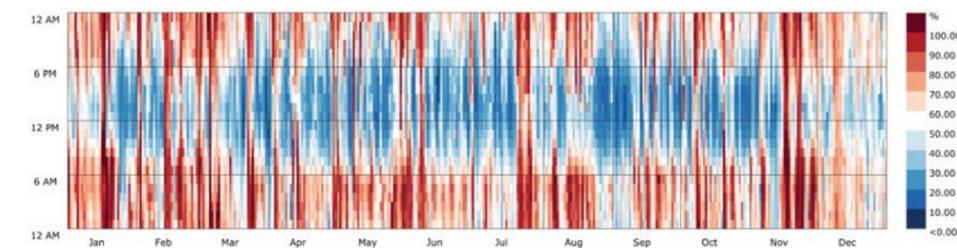
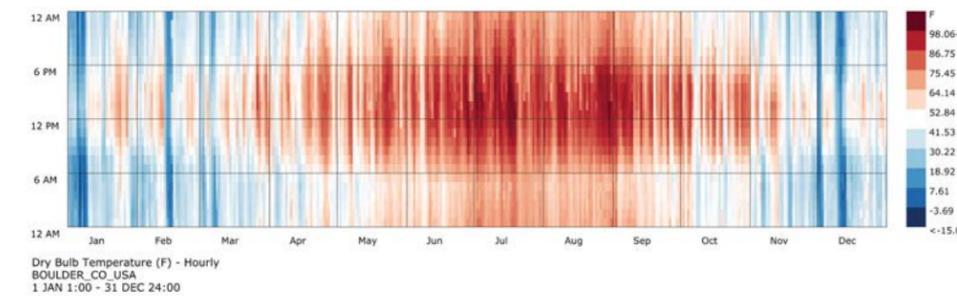


Aerial view looking west  
**after**

**PSYCHROMETRIC CHART**



**RELATIVE TEMPERATURE & HUMIDITY**



Shears Adkins Rockmore Architects supports the AIA 2030 commitment, with a goal of designing all projects to be carbon neutral within the next ten years

**Energy modeling** and climate analysis is integral to the design phases of the project.

**Energy:**

Perform energy modeling early and often to evaluate building performance. Anticipate incorporation of on-site renewable energy.

**Water:**

Reduce overall use, utilize site features for water quality

**Materials:**

Limit Red-List materials, pursue Declare labeled products, bias to local and responsibly sourced products, consider biophilic opportunities

**Indoor Air Quality & Daylighting:**

Model daylighting, maximize views, spec appropriate materials and ventilation

**Connectivity:**

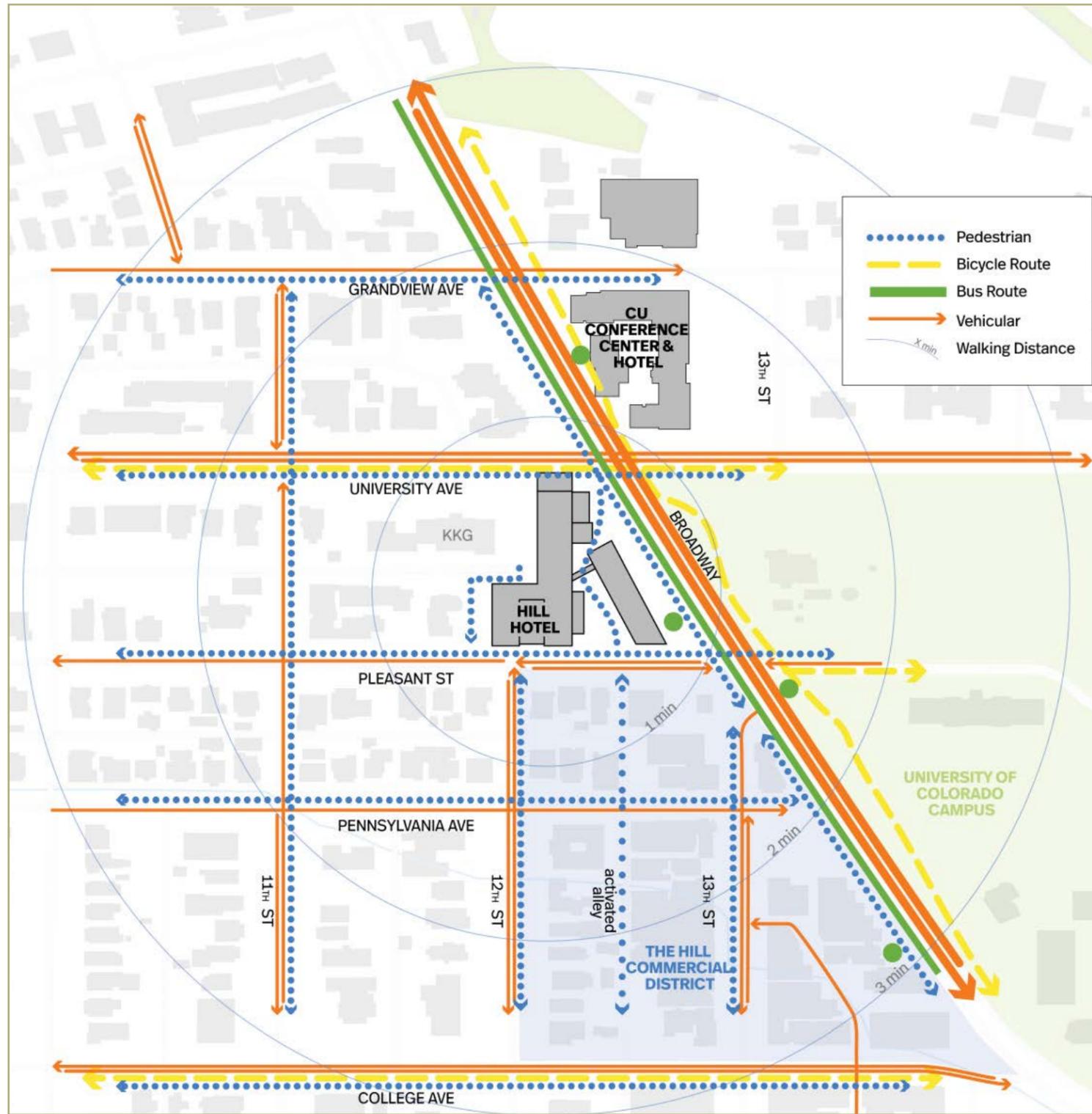
Accommodate bike commuting, enhance pedestrian and transit connectivity, minimize parking footprint

**Life Cycle:**

Evaluate embodied and operational carbon and end of cycle reuse

## 5. Mobility | micro and macro

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The site is at an intersection in the community, and complements the **circulation patterns** of the neighborhood.

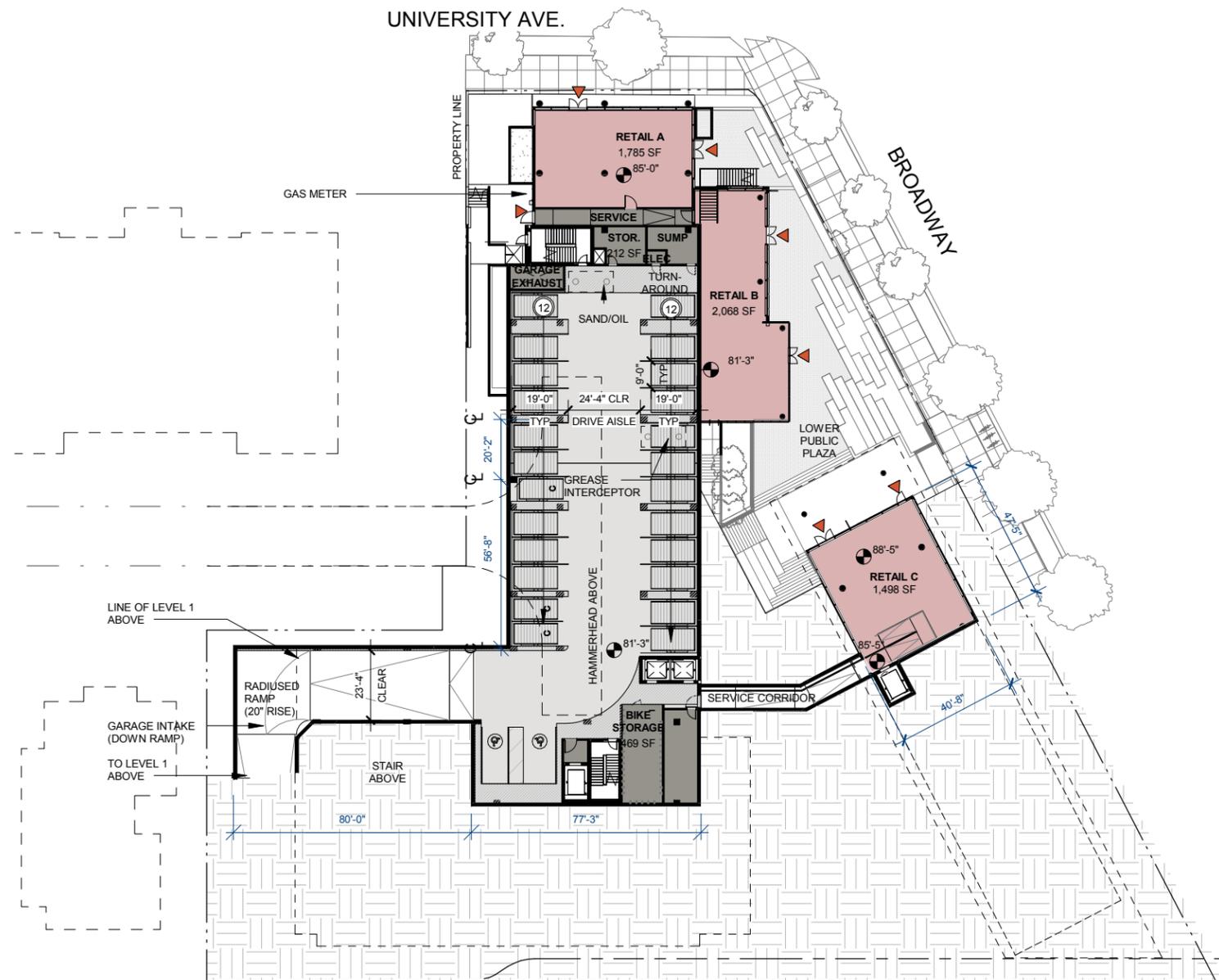


University looking southeast

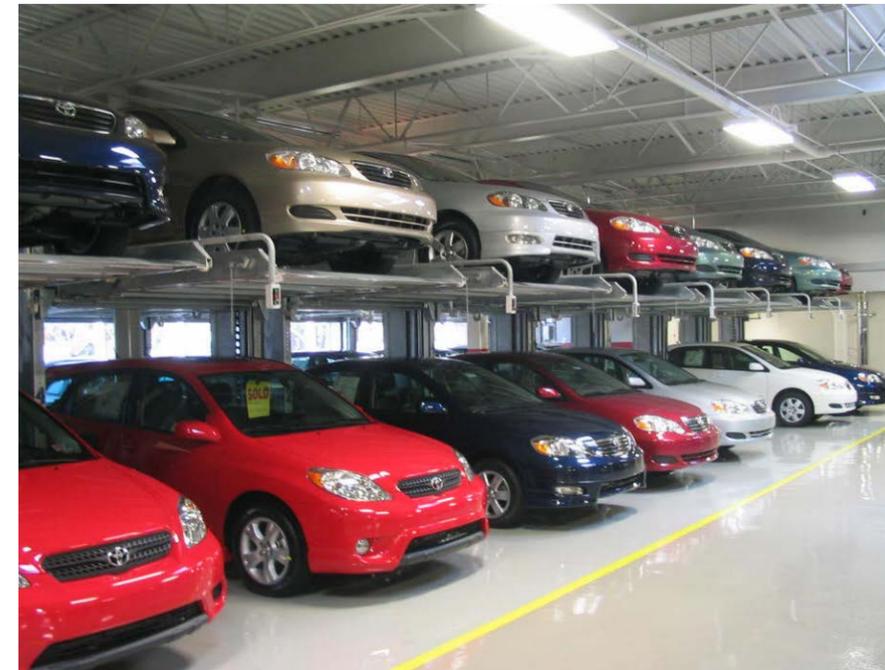


Alley looking southeast





Level B1



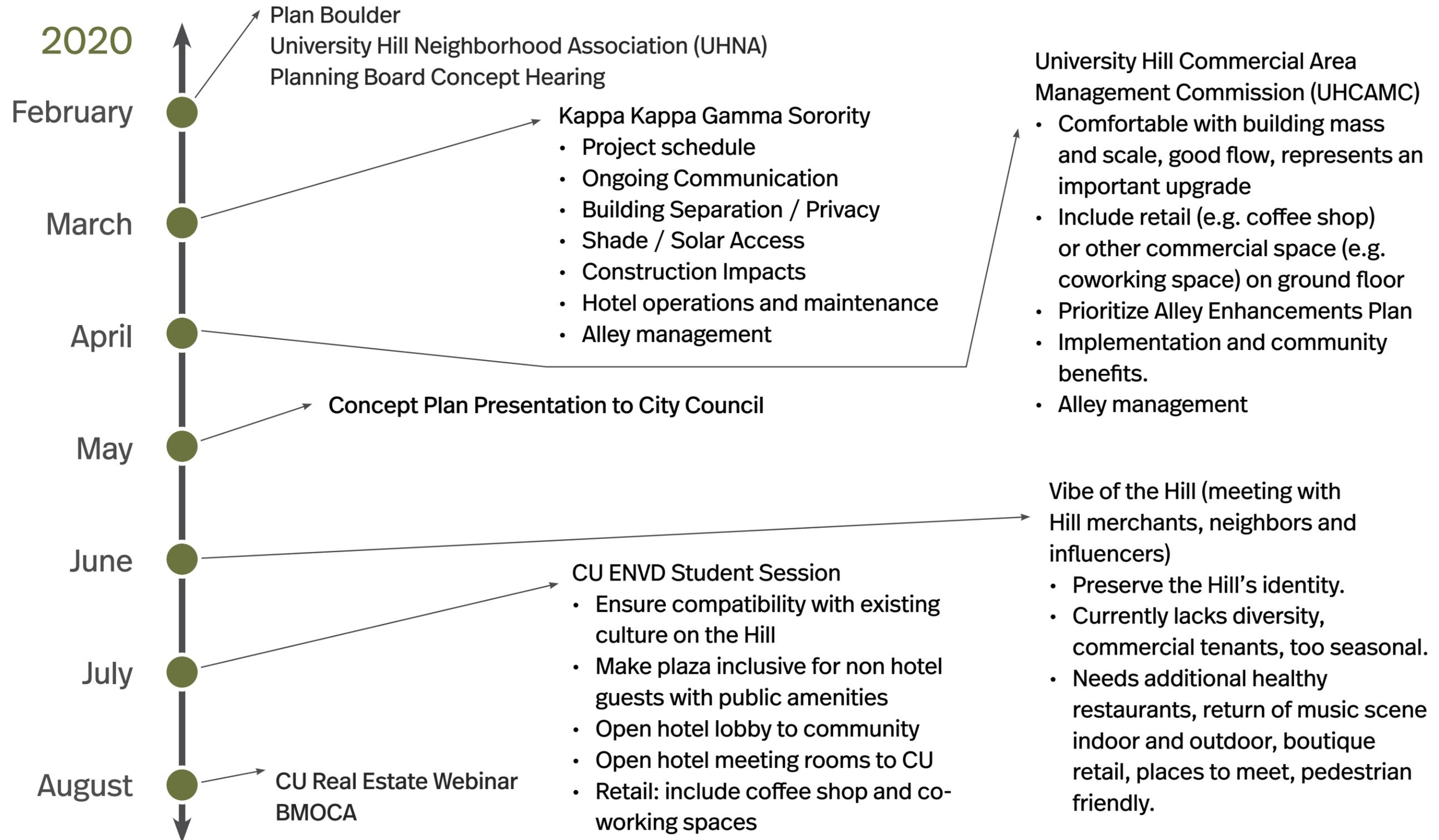
A 24/7 valet will service the **50 parking spaces** (utilizing a stacking system for 48 cars, plus 2 accessible spaces), satisfying the requirements for a hotel of this size in this location.

## 6. Boulder Engagement

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# Community Engagement



# Community Benefit



Tenant Relocation  
\$200k in assistance fund



Public Plaza/Open Space  
25% Open space  
Full depth tree planting (no garage)



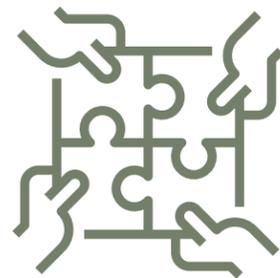
Transportation Demand Management  
EcoPass, Charge Parking,  
Bike Parking, BCycle



Hill Revitalization  
Year-round economic vitality



Student Opportunities  
Work study & management  
training in hospitality



Community Access & CU Partnership  
Student friendly public lobby/preferred rates  
for faculty and CU visitors

# Project Schedule

Note: estimated project schedule is subject to change.

2020

Nov 2019 - Feb 2020  
**Concept Design**

May 2020 - Aug 2020  
**Schematic Design**

Aug 2020 - Nov 2020  
**Design Development**

2021

Nov 2020 - Mar 2021  
**Construction Documents**

2022

Dec 2021  
**Construction Starts**  
18.5 month duration

# BVCP Policies

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The University Hill Hotel redevelopment project is supportive of the following key policies:

- 1.07 Adapting to Limits on Physical Expansion
- 1.21 Channeling Development to Areas with Adequate Infrastructure
- 2.03 Compact Development Pattern
- 2.09 Neighborhoods as Building Blocks
- 2.10 Preservation & Support for Residential Neighborhoods
- 2.14 Mix of Complementary Land Uses
- 2.16 Mixed Use & Higher-Density Development
- 2.17 Variety of Centers
- 2.19 Neighborhood Centers
  - 1. Meet every day needs of neighboring communities.
  - 2. Ensure appropriate scale transitions to neighboring residential uses
  - 3. Encourage a richness of transportation amenities.
  - 4. Encourage parking management strategies.
  - 5. Ensure comfort and safety.
- 2.20 Role of the Central Area
- 2.24 Commitment to a Walkable & Accessible City
- 2.33 Sensitive Infill & Redevelopment
- 2.36 Physical Design for People
- 2.37 Environmentally Sensitive Urban Design
- 2.38 Importance of Urban Canopy, Street Trees & Streetscapes
- 2.41 Enhanced Design for All Projects
- 4.07 Energy-Efficient Land Use
- 5.01 Revitalizing Commercial & Industrial Areas
- 5.03 Diverse Mix of Uses & Business Types
- 5.04 Vital & Productive Retail Base
- 5.05 Support for Local Business & Business Retention
- 5.06 Affordable Business Space & Diverse Employment Base
- 5.07 Industry Clusters
- 5.09 Role of Tourism in the Economy
- 5.10 Role of Arts, Cultural, Historic & Parks & Recreation Amenities
- 5.14 Responsive to Changes in the Marketplace
- 5.15 Economic Resilience
- 6.11 Access Management & Parking
- 6.12 Transportation Impacts Mitigated
- 6.14 Integrated Planning for Regional Centers & Corridors
- 6.18 Neighborhood Streets & Alleys Connectivity

# Criteria

## Site Review Criteria

## Response

### 1. Boulder Valley Comprehensive Plan

**(A) The proposed site plan is consistent with the land use map and the service area map and, on balance, the policies of the Boulder Valley Comprehensive Plan.**

The land use map for the area associated with this proposal, designates the entire property as Mixed Use Business (MUB). The proposed mix of uses include a hotel, restaurant space(s), commercial office, and commercial retail space which will anchor the furthest north portion of the MUB land use designated area on the hill, will act as a gateway to the University Hill General Improvement District (UHGD), and will reinvigorate and annually support the hill's various business and economy. The project is in conformance with many BVCP Policies as identified in the BVCP Policy Analysis and supports the BVCP's Core Values in the following ways:

**Sustainability:** From green building strategies, to building materials, to site sustainability with extensive open space throughout, and community economic stabilization, and multi-modal transportation options, University Hill Hotel is a development in which this policy is evident.

**Culture of Creativity and Innovation:** With a truly mixed-use development, in which creativity and difference were set forth early on in the programming and site design, the culture is sure to inspire innovation amongst the users and site visitors; specifically those visiting the plaza areas. A mix of ground floor retail and dining uses throughout the project along with the two open and public plazas will create a unique and activating environment for travelers, neighboring residents, students, shoppers, diners, entrepreneurs, and small businesses.

**Identity and Sense of Place:** With extensive design ideas and thought over the entirety of the concept phases for the project, the theme of the development became not just how the design might evolve around the two plazas, but also how the Hill's urban pattern would inform the flow into the exterior and around the exterior of the site. It's become an overarching goal for this development to create something different, that provides community benefit, absolutely has identity and undoubtedly creates a sense of place that is a true destination for Boulder.

**Compact, Contiguous Sustainable Urban Form:** The development is designed on urban principles and the density proposed has been compacted to allow for greater open space (plaza) enjoyment, which creates a sustainable community and the mix of uses allows for cross interaction amongst the users.

**Open Space Preservation:** This urban infill redevelopment project will not encroach upon nor impact any existing open space.

**Neighborhoods and Public Spaces:** The project will provide public gathering spaces for the University Hill neighborhood, it's visitors, and the larger Boulder community. All of the spaces have been designed to create a sense of place and belonging. The large majority of usable open space within this development will be publicly accessible and designed for both active and passive recreation, as well as allow for larger gatherings and more intimate private spaces.

**Environmental Stewardship and Climate Stewardship:** This development is committed to green building principles, innovative and educational stormwater strategies and spaces, and a conscious effort to layout buildings and open spaces to maximize passive environmental appreciation. In addition, all buildings will meet the high energy standards of the recently adopted City of Boulder building code.

**Economy:** The mix of uses proposed includes hotel, retail, restaurant and office, which provides for a rich balance of economic engines. These uses work in conjunction with each other to allow for interaction and dependencies on one another without relying on unnecessary vehicular travel. The design of the spaces, the mix of uses, and integrated design will support walkability and other means of alternative transportation. The area, already recognized as one of the major regional and neighborhood centers within Boulder, can benefit from reactivation to help return the economy to the existing retail/restaurant and office located nearby and in turn the new development can attract users nearby to enjoy the plaza and open spaces provided in this type of redevelopment.

**Housing:** While no housing units are proposed on the property, the project will directly support the City's affordable housing goals via the linkage fees.

**Transportation:** The project features a robust Transit Demand Management Plan that strives to meet the needs of the project and the UGHID area.

**Health, Safety, and Well-Being:** Social interaction and healthy living are primary goals of more compact mixed-use developments. The creation and design of the plaza can provoke emotion and overall physical well-being amongst users by drawing them out into the outdoors.

Site Review Criteria	Response
<p><b>(B) The proposed development shall not exceed the maximum density associated with the Boulder Valley Comprehensive Plan residential land use designation. Additionally, if the density of existing residential development within a three-hundred-foot area surrounding the site is at or exceeds the density permitted in the Boulder Valley Comprehensive Plan, then the maximum density permitted on the site shall not exceed the lesser of:</b></p>	<p>Not applicable - The BVCP land use designation for the property is Mixed Use Business (MUB) which falls within the BVCP's business category.</p>
<p><b>(C) The proposed development's success in meeting the broad range of BVCP policies considers the economic feasibility of implementation techniques require to meet other site review criteria.</b></p>	<p>The proposal is fully committed to considering the economics when implementation can be so critical to the developments success. While it is challenging to balance the revenue and costs, whether it be due to commercial density restrictions, hotel room counts, or engineering requirements, the project has been focused on how it can best provide community benefits. In doing so, the project feels it is providing a contributing mix of uses in intensity while creatively enhancing the community vitality of the University Hill neighborhood.</p>
<p><b>2. Site Design</b></p>	
<p>Projects should preserve and enhance the community's unique sense of place through creative design that respects historic character, relationship to the natural environment, multi-modal transportation connectivity and its physical setting. Projects should utilize site design techniques which are consistent with the purpose of site review in subsection (a) of this section and enhance the quality of the project. In determining whether this subsection is met, the approving agency will consider the following factors:</p>	<p>Creative design is the framework from which University Hill Hotel has developed. Sense of place is critical to the long-term success of any project. Careful thought has been given to various site characteristics as mentioned throughout the written statement.</p>
<p><b>(A) Open Space: Open space, including, without limitation, parks, recreation areas, and playgrounds:</b></p> <p>(i) Useable open space is arranged to be accessible and functional and incorporates quality landscaping, a mixture of sun and shade and places to gather;</p>	<p>The connected southern and northern plaza areas are available for public access and use. Arrangement of the open space, as shown on the submitted drawings, has been carefully addressed to provide both active and passive areas for gathering. Landscaping has been used extensively to soften the buildings and hardscape, as well as to enhance or define appropriately scaled spaces throughout the development. The north to south orientation of the open spaces will allow for a balance of sun and shade to maximize use and allow for gathering areas in a variety of climate conditions. The relationships between exterior and interior spaces are designed to flow together so that a sense of place and character are easily defined and reflective of the spaces that people desire.</p>
<p>(ii) Private open space is provided for each detached residential unit;</p>	<p>Not applicable as this mixed-use project does not incorporate residential uses. The Hotel use is categorized as a lodging use.</p>

Site Review Criteria	Response
(iii) The project provides for the preservation of or mitigation of adverse impacts to natural features, including, without limitation, healthy long-lived trees, significant plant communities, ground and surface water, wetlands, riparian areas, drainage areas and species on the federal Endangered Species List, "Species of Special Concern in Boulder County" designated by Boulder County, or prairie dogs ( <i>Cynomys ludovicianus</i> ), which is a species of local concern, and their habitat;	All of the site is currently fully developed; however this redevelopment project is mitigating its environmental impact by preserving the existing healthy and long-lived street trees.
(iv) The open space provides a relief to the density, both within the project and from surrounding development;	As stated, the site design provides more open space than is required and provides less overall density than allowable under the proposed zoning. Within the development, the open space is not only centrally located within the site, but also provides open space buffering adjacent to each building. The design reflects the use and intent of each space with regard to the interior of the buildings. With a wide variety of uses on site, each space, including the streetscape along Broadway and University, gives an opportunity for interaction amongst the visitors, tenants, patrons, and the greater public to add the social benefit of community. From the surrounding development, careful attention has been given to placement and type of circulation as well as balancing the form and massing of buildings with the character of the open space for permeability. By placing all parking below grade, the allowance for the open space to be dominated by pedestrians is a premium, and due to the majority being public it becomes an inviting element for community benefit.
(v) Open space designed for active recreational purposes is of a size that it will be functionally useable and located in a safe and convenient proximity to the uses to which it is meant to serve;	While providing an extensive amount of open space within the development, careful consideration in the design has been given to how users might interact with the spaces. Day to day, large expansive areas without any defined reason to be there or that might feel uncomfortable and out of scale should be avoided. This does not mean active uses are not encouraged, as places for play are still evident in the plans and take advantage of the urban environment that is created. The project has appropriately scaled spaces for day to day activity and interaction, but has intended for areas to become convertible for larger, and generally less common, programmable events.
(vi) The open space provides a buffer to protect sensitive environmental features and natural areas;	The project strives to protect and buffer all environmental and natural areas; however, as this is an urban infill/redevelopment project, there are no adjacent nor on site natural areas that haven't already been developed.
(vii) If possible, open space is linked to an area- or city-wide system.	Not applicable as no existing or planned open space is located near the property.
<p><b>(B) Open Space in Mixed Use Developments (Developments that contain a mix of residential and non- residential uses)</b></p> <p>(i) The open space provides for a balance of private and shared areas for the residential uses and common open space that is available for use by both the residential and non-residential uses that will meet the needs of the anticipated residents, occupants, tenants, and visitors of the property;</p>	Not applicable as this mixed-use project does not incorporate residential uses. The Hotel use is categorized as a lodging use.

Site Review Criteria	Response
(ii) The open space provides active areas and passive areas that will meet the needs of the anticipated residents, occupants, tenants, and visitors of the property and are compatible with the surrounding area or an adopted plan for the area.	Not applicable as this mixed-use project does not incorporate residential uses. The Hotel use is categorized as a lodging use.
<b>C) Landscaping:</b> (i) The project provides for aesthetic enhancement and a variety of plant and hard surface materials, and the selection of materials provides for a variety of colors and contrasts and the preservation or use of local native vegetation where appropriate;	The soft and hardscape have been designed to provide interest and define spaces while giving enhancement to buildings and an overall high aesthetic quality to the development. Plant selections have been chosen to provide color and texture interest and can be found on the Plant Schedule within the drawings.
(ii) Landscape design attempts to avoid, minimize, or mitigate impacts to important native species, plant communities of special concern, threatened and endangered species and habitat by integrating the existing natural environment into the project;	The site is largely impervious and little vegetation exists. Extensive planting both within and around the open space will mitigate the lack of existing plant material and is vital to the overall aesthetics of the development. One unique aspect of the development is that while the parking has all been placed below-grade, which can prohibit natural tree planting and is usually extended to all sides within the property to maximize the footprint, the proposed site layout provides numerous areas on-site for natural planting depth by not expanding the garage to the full extent of the site.
(iii) The project provides significant amounts of plant material sized in excess of the landscaping requirements of sections 9-9-12, "Landscaping and Screening Standards" and 9-9-13, "Streetscape Design Standards," B.R.C. 1981;	In both the streetscape and internal site areas there are significantly more shrubs proposed than the quantities required which will achieve the aesthetic desires of this development as well as provide for sufficient plant material in the extensive open space.
(iv) The setbacks, yards, and useable open space along public rights-of-way are landscaped to provide attractive streetscapes, to enhance architectural features, and to contribute to the development of an attractive site plan.	Full detail and attention regarding landscape has been paid to all visible areas of the University Hill Hotel project including the streetscape, setbacks, and open space.
<b>(D) Circulation: Circulation, including, without limitation, the transportation system that serves the property, whether public or private and whether constructed by the developer or not:</b> (i) High speeds are discouraged or a physical separation between streets and the project is provided;	Connections required by this project to the site are not meant to encourage high speeds and all traffic within the site will be by foot as no new streets are proposed on site. Around the perimeters of the site where higher speeds are supported by existing streets, physical separation is provided with wide planting areas and wide sidewalks.

Site Review Criteria	Response
(ii) Potential conflicts with vehicles are minimized;	In trying to minimize potential conflicts with vehicles, the site design is encouraged to draw pedestrians into the site's plazas and away from the high-traffic Broadway. Street trees along Broadway and University will continue to provide additional safety from pedestrians traveling along these streets.
(iii) Safe and convenient connections are provided that support multi-modal mobility through and between properties, accessible to the public within the project and between the project and the existing and proposed transportation systems, including, without limitation, streets, bikeways, pedestrian ways and trails;	Due to the existing urban pattern on the Hill, particularly to the south, the plazas have been oriented to draw pedestrians into the site and away from high-trafficked Broadway. Wide walks around the property will remain providing safe and adequate circulation around the perimeter of the site. The site is ADA compliant through various access points and ramps.
(iv) Alternatives to the automobile are promoted by incorporating site design techniques, land use patterns, and supporting infrastructure that supports and encourages walking, biking, and other alternatives to the single-occupant vehicle;	With 50 parking spaces located entirely underground, walking and other alternative transportation modes are strongly encouraged within the project's Transportation Demand Management Plan.
(v) Where practical and beneficial, a significant shift away from single-occupant vehicle use to alternate modes is promoted through the use of travel demand management techniques;	A robust Transportation Demand Management Plan is included in this submittal that promotes alternative transportation modes.
(vi) On-site facilities for external linkage are provided with other modes of transportation, where applicable;	Not applicable as the City's Transportation Master Plan does not depict any proposed or missing links on the property.
(vii) The amount of land devoted to the street system is minimized;	No land is being devoted to the street system.
(viii) The project is designed for the types of traffic expected, including, without limitation, automobiles, bicycles, and pedestrians, and provides safety, separation from living areas, and control of noise and exhaust.	The two plazas areas and the perimeter circulation pattern are appropriately designed for the pedestrian experience and his/her safety; ADA considerations have been taken into account in the form of ramping. Vehicle access into the below-grade parking area is located in the corner of the site with access being taken from the least-trafficked street where potential vehicle-pedestrian conflict is lowest. Noise and exhaust related to circulation will not be increased as a result the project.
<b>(E) Parking:</b>	
(i) The project incorporates into the design of parking areas measures to provide safety, convenience, and separation of pedestrian movements from vehicular movements;	The drive to the parking area has been designed and located to quickly enter and exit the development and all of the parking has been located in a below-grade garage. The entire open space network and streetscape has been linked by pedestrian walkways separate from the vehicular movements.

Site Review Criteria	Response
(ii) The design of parking areas makes efficient use of the land and uses the minimum amount of land necessary to meet the parking needs of the project;	All parking is located below-grade to maximize the efficiency of open space and optimize building placement. While all parking is below grade, the design has kept the footprint of the garage as minimal as is efficient in order to maximize natural planting areas and only provide the required parking.
(iii) Parking areas and lighting are designed to reduce the visual impact on the project, adjacent properties, and adjacent streets;	Due to all parking located below-grade, the site lighting design is associated with pedestrian safety and building lighting requirements which will reduce impacts on adjacent parcels significantly versus the lighting generally associated with surface parking lots.
(iv) Parking areas utilize landscaping materials to provide shade in excess of the requirements in Subsection 9-9-6 (d), "Parking Area Design Standards," and Section 9-9-14, "Parking Lot Landscaping Standards," B.R.C. 1981.	Landscape plant material has been designed to provide a mix of sun and shade and located throughout the site for optimal growth. The design responds to the open spaces and buildings for aesthetic qualities, but also proposes landscape which will reduce visual impacts of the internal required drives and provide shade to reduce heat island effect.
<b>(F) Building Design, Livability, and Relationship to the Existing or Proposed Surrounding Area:</b>	The building facades are composed substantially of masonry and glass with some wood and metal to best blend into the existing character of the Hill while incorporating modern elements. A unique mural art by Boulder artists will embrace the Hill culture - education, music, climbing - and it will reinforce the identity of the place - funky, college town vibes. The street-activated retail, complementary to existing uses on The Hill, with maximum transparency contributes to the activity along both Broadway and Pleasant. Building orientation and plaza design located to best accommodate and strengthen the pedestrian experience within the Hill's existing urban flow. A height increase is requested as the site is located within an area the City permits height increases.
(i) The building height, mass, scale, orientation, and configuration are compatible with the existing character of the area or the character established by an adopted plan for the area	
(ii) The height of buildings is in general proportion to the height of existing buildings and the proposed or projected heights of approved buildings or approved plans for the immediate area;	A height increase is requested as the site is located within an area the City permits height increases.
(iii) The orientation of buildings minimizes shadows on and blocking of views from adjacent properties;	The site's location on a southwest corner of the intersection and the buildings' mass and scale limit the negative viewing impacts others will have of the mountains and flatirons. A shadow study was conducted and is included in the submitted documents.
(iv) If the character of the area is identifiable, the project is made compatible by the appropriate use of color, materials, landscaping, signs, and lighting;	As mentioned in (F)(i), the character of the buildings, plazas, and overall site appropriately reflects the existing character of the Hill area.

Site Review Criteria	Response
(v) Projects are designed to a human scale and promote a safe and vibrant pedestrian experience through the location of building frontages along public streets, plazas, sidewalks and paths, and through the use of building elements, design details and landscape materials that include, without limitation, the location of entrances and windows, and the creation of transparency and activity at the pedestrian level;	With the overriding theme of the development related to creating a destination that is focused on visitor experience and University Hill revitalization, the pedestrian is thought of first in all aspects of the design. A mix of uses have been envisioned for the street frontage which provides transparency, pedestrian activity, and multiple building entrances. Outdoor dining areas, passive seating areas, and walkways for strolling that flow into the streetscape and plaza areas provide opportunities for highly vibrant social interaction.
(vi) To the extent practical, the project provides public amenities and planned public facilities;	The plaza has been designed as a public amenity.
(vii) For residential projects, the project assists the community in producing a variety of housing types, such as multifamily, townhouses and detached single family units, as well as mixed lot sizes, number of bedrooms and sizes of units;	Not applicable.
(viii) For residential projects, noise is minimized between units, between buildings, and from either on- site or off-site external sources through spacing, landscaping, and building materials;	Not applicable.
(x) A lighting plan is provided which augments security, energy conservation, safety, and aesthetics;	See the submitted photometric and lighting plan which expands on this with the proposed design. Lighting for nighttime use is important to a mixed-use development where businesses require visibility and visitors require safe, well-lit environments. Careful attention to the selection of LED or high-efficiency fixtures will adhere to a safe, secure, and aesthetic quality desired by all uses proposed on-site. As with all other aspects of sustainability, energy conservation is at the core of both fixture selection and desired lighting levels that still meet the desired levels in an urban environment.
(xi) The project incorporates the natural environment into the design and avoids, minimizes, or mitigates impacts to natural systems;	Two plazas featuring natural elements help maintain a natural-urban feel of the development, while existing street trees are preserved to limit negative natural impacts the redevelopment project may have.

Site Review Criteria	Response
(xii) Buildings minimize or mitigate energy use; support on-site renewable energy generation and/or energy management systems; construction wastes are minimized; the project mitigates urban heat island effects; and the project reasonably mitigates or minimizes water use and impacts on water quality.	The project team is exploring all opportunities related to Green Building principles to be sure that their associated benefits are proven and justified for this site. While stormwater, mechanical, and water use strategies will all be effective in minimizing energy usage, certain elements such as reducing construction waste will be sought. Light colored rooftops and heavy landscape within the hardscape areas will help to reduce the heat island effect. Solar panels are also being used for on-site energy generation.
(xiii) Exteriors or buildings present a sense of permanence through the use of authentic materials such as stone, brick, wood, metal or similar products and building material detailing;	As is synonymous with authentic materials, so too is proper proportions in the design of buildings. The project has proposed buildings, which incorporate authentic materials into the building facades recognizing that with such presence on streets, all sides need to be treated like a highly visible façade. More importantly, the buildings have been designed to be simple and elegant, without a need to be consistently different or repetitive. The buildings proposed offer a variety of façade articulations and aesthetic visual cues so that the development does not look the same throughout. Subtle architectural differences have been applied to the mix of uses in a manner that is consistent with the permanence and theme of this community.
(xiv) Cut and fill are minimized on the site, the design of buildings conforms to the natural contours of the land, and the site design minimizes erosion, slope instability, landslide, mudflow or subsidence, and minimizes the potential threat to property caused by geological hazards;	The site will require cut to connect to the property to the east. Additionally, the cut and fill is affected most by the desirability to build all parking underground. Proper techniques will be used to minimize erosion and instability during construction and special care will be given when considering all waste diversion for any soil not repurposed on site.
(xv) In the urbanizing areas along the Boulder Valley Comprehensive Plan boundaries between Area II and Area III, the building and site design provide for a well-defined urban edge; and	Not applicable. The project is located in Area I well within the City's boundaries.
(xvi) In the urbanizing areas located on the major streets shown on the map in Appendix A of this title near the Boulder Valley Comprehensive Plan boundaries between Area II and Area III, the buildings and site design establish a sense of entry and arrival to the City by creating a defined urban edge and a transition between rural and urban areas.	Not applicable. The project is located in Area I well within the City's boundaries.

Site Review Criteria	Response
<p><b>(G) Solar Siting and Construction: For the purpose of ensuring the maximum potential for utilization of solar energy in the City, all applicants for residential site reviews shall place streets, lots, open spaces, and buildings so as to maximize the potential for the use of solar energy in accordance with the following solar siting criteria:</b></p> <p>(i) Placement of Open Space and Streets: Open space areas are located wherever practical to protect buildings from shading by other buildings within the development or from buildings on adjacent properties. Topography and other natural features and constraints may justify deviations from this criterion.</p>	<p>The plazas have been designed as a public amenity to best flow with the existing pedestrian experience on the Hill. While minimal shading of the plaza may exist during some times throughout the year, building placement should not have a negative shading effect on other buildings. Site topography and downward sloping to the north do cause some shading during certain times of the year.</p>
<p>(ii) Lot Layout and Building Siting: Lots are oriented and buildings are sited in a way which maximizes the solar potential of each principal building. Lots are designed to facilitate siting a structure which is unshaded by other nearby structures. Wherever practical, buildings are sited close to the north lot line to increase yard space to the south for better owner control of shading.</p>	<p>The plazas have been designed as a public amenity to best flow with the existing pedestrian experience on the Hill. The buildings have been oriented in a mostly north to south configuration to allow maximum solar potential for the open spaces which occur in between. Careful thought has been given to the width of these open spaces in relation to the height and massing of buildings to allow for a mix of sun and shade within the space, but so as not to fully shade the adjacent buildings.</p>
<p>(iii) Building Form: The shapes of buildings are designed to maximize utilization of solar energy. Buildings shall meet the solar access protection and solar siting requirements of section 9-9-17, "Solar Access," B.R.C. 1981.</p>	<p>The form of these buildings has considered all aspects for balancing the utilization of solar energy, the special attention giving to the open space in prioritizing the pedestrian, and developing a site plan which adheres to many principles of good urban design where buildings address the streets.</p>
<p>(iv) Landscaping: The shading effects of proposed landscaping on adjacent buildings are minimized.</p>	<p>The project is striving to preserve existing street trees. These healthy and long-lived trees may generate some shade on the new buildings. The benefits of tree canopy should help reduce the site's heat island effect.</p>
<p><b>Criteria for sections (H), (I), (J), (K), &amp; (L)</b></p>	<p>Not applicable.</p>

## Use Review Criteria

## Response

### 1. Consistency with Zoning and Non-Conformity:

The use is consistent with the purpose of the zoning district as set forth in Section 9-5-2, "Zoning Districts," B.R.C. 1981, except in the case of a non-conforming use;

The entire property is zoned Business Mainstreet which the City defines as "Business areas generally anchored around a main street that are intended to serve the surrounding residential neighborhoods. It is anticipated that development will occur in a pedestrian-oriented pattern, with buildings built up to the street; retail uses on the first floor; residential and office uses above the first floor; and where complementary uses may be allowed." This proposed mixed use development will anchor the northern end of the University Hill General Improvement District in a welcoming and pedestrian-oriented manner where all parking is located below grade. The mix of uses includes ground floor retail and restaurants to provide additional opportunities for the surrounding residential neighborhoods and the University (CU) visitors, while the hotel provides needed accommodations for on-campus CU events as well as future events at the planned and nearby CU conference center. This northern edge anchor to the University Hill area provides additional and needed resources that will help revitalize the University Hill area.

### 2. Rationale:

The use either:

a. Provides direct service or convenience to or reduces adverse impacts to the surrounding uses or neighborhood;

b. Provides a compatible transition between higher intensity and lower intensity uses;

**c. Is necessary to foster a specific city policy, as expressed in the Boulder Valley Comprehensive Plan, including, without limitation, historic preservation, moderate income housing, residential and non-residential mixed uses in appropriate locations, and group living arrangements for special populations; or**

d. Is an existing legal non-conforming use or a change thereto that is permitted under Subsection (f) of this Section;

The proposed non-residential mixed use urban infill redevelopment project will foster several key BVCP policies related to the revitalization of the University Hill and the importance of Regional and Neighborhood Centers. The project helps support BVCP Policy 2.20 Role of the Central Area in that project helps the area remain as a primary active center and focal point within the Boulder Valley, while the hotel, the other uses, and the plaza provides a wide range of activities, creates a unique sense of place, and draws from the City, from within the City, and from a 15-minute walking neighborhood.

The project supports Policy 2.33 Sensitive Infill & Redevelopment in that the property has been identified as both within the regional and neighborhood center, as opportunity site, and as a catalyst site as a part of the University Hill Moratorium Study. The project will strengthen existing assets and opportunities to fill in missing service and economic gaps and will create an anchor for the business district.

The project supports Policy 5.01 Revitalizing Commercial & Industrial Areas in that the proposed project is planned as a redevelopment in a location identified as "catalyst site" for the University Hill Revitalization Strategy. This policy specifically targets the University Hill commercial district as an area that is intended for revitalization of the commercial area. The mix of uses featuring lodging will help revitalize the area.

## Use Review Criteria

## Response

### 3. Compatibility

The location, size, design, and operating characteristics of the proposed development or change to an existing development are such that the use will be reasonably compatible with and have minimal negative impact on the use of nearby properties or for residential uses in industrial zoning districts, the proposed development reasonably mitigates the potential negative impacts from nearby properties;

The development is appropriately located within business district adjacent to other commercial and retail uses. The mix of uses development features will strongly support the high density residential neighborhood (RH-5) that lies west of the property and will strongly support events on CU's campus and events at the future CU convention center located nearby. The design features welcoming, open, and public plazas that draw pedestrians into the site and away from the high-trafficed Broadway Ave (state highway).

### 4. Infrastructure

As compared to development permitted Section 9-6-1, "Schedule of Permitted Land Uses," B.R.C. 1981, in the zone, or as compared to the existing level of impact of a nonconforming use, the proposed development will not significantly adversely affect the infrastructure of the surrounding area, including, without limitation, water, wastewater, and storm drainage utilities and streets;

A site review application has also been submitted to ensure sufficient services are provided and planned with the City.

### 5. Character of Area

The use will not change the predominant character of the surrounding area;

The predominant character of University Hill will remain the same. The public plaza supports the existing high-traffic pedestrian nature of the area, while the mix of uses adds to the existing mix of uses present in the UHGID area.

### 6. Conversion of Dwelling Units to Non-Residential Uses.

Not Applicable.

# Management Plan

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## Hours of Operation

The hotel will operate 24 hours a day. On site property management will be present Monday – Friday from 9am to 5pm while a 24 hour concierge service will be present at all times. The hotel will be operated by an estimated 30 part and full time employees.

## Guest Arrival and Departure Times

Traditional hotel check in / check out times are expected. Arrival check in times will take place after 4pm and departure check out times before 11am. Guests are welcome to come and go as they desire. The 24 hour concierge service and day time on-site property management will ensure guest and property safety are maintained. Guests will have access to the hotel at all times.

## Parking Management

Guest parking will be provided in the form of curb-side valet services 24 hours a day. The valet services location is provided by 2 on street parking spaces that are paid for by the hourly rate that matches the on street prevailing rate in this district. Vehicle parking for those who use the hotels valet service is to be located in the hotel's 50 below grade spaces as well as additional off site valet parking as necessary to service demand.

## Amenities Offered

- Kitchen: Food prep equipment in the kitchen will be limited to a single convection microwave used to heat the limited grab and go food offerings available in the hotel's lobby. There will be no on site kitchen available for guest use.
- Laundry: There will be no on site laundry facilities.
- Bicycle Parking: Bicycle parking will be provided at a ratio of 1 bicycle parking space per 3 guest rooms plus another 1 bicycle parking space per 750 sf of leased retail space in the project. This equates to a total of 35 long term bicycle spaces plus another 41 short term bicycle spaces.
- Gym: A small onsite exercise room will be provided to guests. This room will be inspected daily by the management team to ensure overall cleanliness and equipment safety.
- Meeting Space: There will be 5700 sf of meeting space that can be reserved for functions.

## Coordinated Times for Deliveries and Trash Collection

Deliveries to the Hill Hotel will include mail, consumable supplies, and some larger equipment. Mail

deliveries may be expected on as many as 6 days per week (per USPS) and deliveries by Fedex/UPS up to 5-6 times per week. Trash, compost and recycling pickups will take place once per week per Western Disposal's collection schedule. All dumpsters will be located in the rear of the building to ensure all trash is properly contained.

## Techniques and Strategies to Mitigate Impacts

The on-site property management and 24 hour concierge staff will ensure loitering does not take place and that property / facility security are maintained. Employee staff will be responsible for preventing littering and maintaining an orderly appearance of the property and facility.

## Security Plan

On-site employees and on-site cameras will provide continual surveillance and monitoring of the property and guest safety. All individual hotel rooms will be locked and made accessible to guests in accordance with standard hotel practices.

## Drug and Alcohol Policy

The hotel is a smoke free hotel and does not permit smoking of any kind anywhere on the premises. The hotel will have a full bar.

## Neighborhood Outreach and Communication

The Hill Hotel is committed to being a good neighbor to the surrounding community. We plan on continuing to engage in an active dialogue with surrounding community members and the City of Boulder to provide timely and transparent information regarding the construction and operation of the hotel. Proper engagement methods and best practices include maintaining open lines of communication while implementing an open door policy with our neighbors that builds face to face relationships and alleviates any issues that may arise. Using our proposed engagement framework, Hill Hotel intends to develop long lasting relationships that strengthen the Hill community.

## Sustainability Initiatives

The Hotel will implement multiple sustainability measures as feasible to reduce the overall environmental impact. Sustainability initiatives will include water conservation, efficient lighting and mechanical systems, on site solar power generation and onsite water quality treatment.

