

## Area Plan Kickoff Event Summary

On Wednesday, May 16, the City of Boulder hosted a Kickoff Event to begin the Area Planning Process for two important area plans – the Alpine-Balsam Area Plan and the Civic Area East Bookend Area Plan. The kickoff event included an open house in the North Wing Plaza followed by a presentation in the Canyon Theater at the Boulder Main Library, 1001 Arapahoe Avenue. A [flier](#) announcing the kickoff was widely distributed, along with other web-based communication, in advance of the event. Approximately 80-85 people attended the open house and 43 people attended the presentation.



The kick-off event was designed to respond to questions about areas planning, including:

- ✓ What is included in an area plan?
- ✓ What planning has been done already?
- ✓ What is the schedule for the process?
- ✓ What are the goals for each plan?
- ✓ How can I help shape the area plan?

A [brochure](#) was available with information about the planning process, the expected timeline, and opportunities for getting engaged, including the city's online engagement platform, [Be Heard Boulder](#).

Participants in both the Open House and the presentation portions of the kickoff had the opportunity to weigh in on which of the goals for the two planning areas are most important to them.

The seven goals that have been identified for the **East Bookend Area Plan** include the following:

- A. Create an inclusive destination for residents and visitors to interact with each other and with government in a place that blends “natural” and “built” environments.
- B. Create opportunities for natural beauty, ecological function, recreation, food, innovation, art, and culture.
- C. Integrate the area’s history and landmarks into the site design and celebrate its cultural and historic assets.
- D. Implement a comprehensive multi-modal access and parking strategy that provides connections to, from, and within the area.
- E. Create a welcoming, transparent and inspiring place with city facilities that foster public discourse and community engagement.

- F. Integrate environmentally sustainable strategies and flood safety regulations into the layout and function of the public realm and built environment.
- G. Create an Area Plan that balances city and community needs with physical, economic and financial feasibility to ensure responsible use of community resources.

The seven goals that have been identified for the **Alpine-Balsam Area Plan** include the following:

- A. Create vibrant, beautiful spaces for community life, with a mix of uses, that respect the physical environment and enhance the neighborhood.
- B. Provide engaging, transparent and welcoming city facilities with spaces that can be shared with the community in a variety of ways.
- C. Create diverse and affordable housing.
- D. Implement a comprehensive multi-modal access and parking strategy that provides safe and convenient connections to, from, and within the area.
- E. Integrate environmentally sustainable strategies into the layout and function of the public realm and built environment.
- F. Create a place that reflects input from all interested city residents, property and business owners, as well as future residents and visitors.
- G. Create an Area Plan that balances city and community needs with physical, economic and financial feasibility to ensure responsible use of community resources.

## Open House

A series of informational [posters](#) were provided at the Open House. Employees of the City of Boulder and staff with Civitas (the planning firm that will develop the area plans) were available to answer questions about the information presented on the posters.

In addition, the Open House provided three opportunities for input from community participants. People were:

- invited to post questions to be answered on the Be Heard Boulder website
- submit comments
- provided an opportunity to share their opinions about the importance of the stated goals for each of the two planning areas

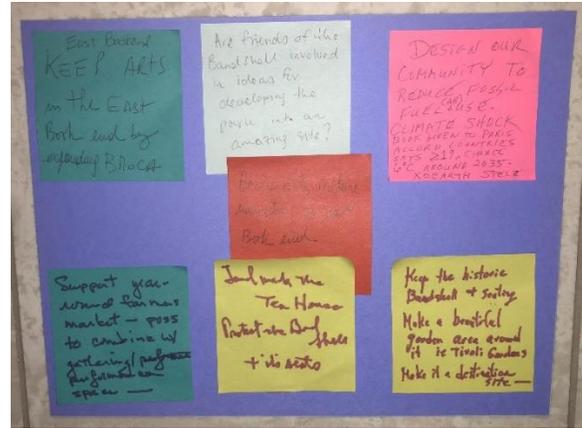


## Questions

An image of the questions about the **East Bookend Area Plan** is included along with a transcription of the questions posed:

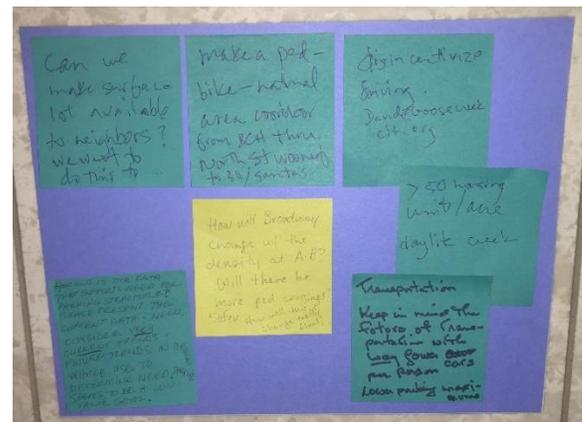
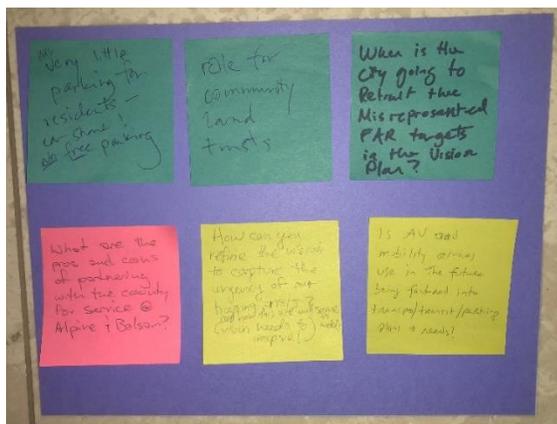
- Keep arts in the East Bookend by expanding BMOCA (Boulder Museum of Contemporary Art).
- Are friends of the Bandshell involved in ideas developing for the park into an amazing site?

- Design our community to reduce fossil fuel (ab)use. Climate shock book given to Paris Accord Countries says greater than 1% chance 6-degree C around 2035.
- Bring arts, culture, innovation to the East Bookend.
- Support year-round farmers market - possibly combine it with gathering/performance space
- Landmark the Tea House. Protect the bandshell and its seats
- Keep the historic bandshell and seating. Make a beautiful garden area around it (i.e., Tivoli Gardens). Make it a destination site.



Two images of the questions about the **Alpine-Balsam Area Plan** are included along with a transcription of the questions posed:

- Very little parking for residents. Car share. No free parking!
- Role for community land trusts
- When is the city going to retract the misrepresented FAR targets in the Vision Plan?
- What are the pros and cons of partnering with the county for service at Alpine & Balsam?
- How can you refine the vision to capture the urgency of our housing crisis? How will this site serve as a model? Vision needs to inspire!
- Is AV and mobility services us in the future being factored into transportation/transit/parking plans and needs?
- Can we make surface lots available to the neighbors? We want to do this to make a ped-bike natural area corridor from BH through North St Woonerf to 311/Sanitas. Disincentivize driving.
- How old is the data that supports the need for a parking structure? Please present current data and need. Consider very current trends in the personal vehicle use to determine needs. Parking seems to be a low value goal.
- How will Broadway change with the density of A-B? Will there be more and safer ped crossings? How will this change traffic flows?
- Transportation: Keep in mind factors of transportation with lower cars per person, lower parking maximums.
- More than 50 housing units per acre Daylite Creek.



## Comment Forms

The comment forms invited people to indicate if they work in Boulder, live in Boulder, and/or serve on a board or council. No commenters indicated service on a board or council.

The following comments were submitted on the **East Bookend Area Plan**:

Work in Boulder	Live in Boulder	Comment on the East Bookend Area Plan
x	x	As Boulder gets more crowded, it's important that things be made more walkable.
x	x	A Civic Area should drive and reflect the vibrancy of a city. Right now, the East Bookend almost seems boarded up with the exception of the Teahouse and the BMoCA. How can the plan build on the arts and cultural experience that is provided by the Teahouse and BMoCA and enliven the area? I don't think the answer is bringing more city offices!
x		BMoCA can provide both cultural component for East Bookend and serve as an event and meeting space. BMoCA expansion can also provide small incubator offices for arts related businesses. BMoCA can provide several coffee and restaurant. BMoCA can also serve as an innovation center for providing space that startups that have a connection to the arts.
	x	I hope the Atrium building will remain. If you do as great a job as you did with the park, this will be GREAT! Thank you!
	x	It would be helpful in the decisions that are "written in stone" were identified on communications about this project. And if there are such unchangeable decisions, the justification for those should be made clear. For example, one information panel indicated that 150,000 square feet of Alpine-Balsam would be allocated for city services. Polling does not indicate that this is preferred by the public, which would indicate that it should be reconsidered. How decisions are made and what impact public engagement might have is also unclear.
x	x	Please identify and landmark all historically significant eligible buildings and site. Celebrate this rich and varied history and keep the texture and varied massing of spacial (sic) relationships of areas. Make the buildings and sites a vehicle for learning about Boulder's rich history.
	x	Please save the bandshell where it is and the benches. I am too old to sit on the ground.
x	x	Strong reasons to landmark the Atrium: 1) It is historic, 2) well known architect, 3) of all the buildings that could go there, this one building would help to maintain the "Green Feel" to our beautiful park, 4) It is a multi-use building

The following comments were submitted on the **Alpine-Balsam Area Plan**:

Work in Boulder	Live in Boulder	Comment Related to the Alpine-Balsam Area Plan
x	x	As Boulder gets more crowded, it is important that things be made more walkable.
	x	As someone who lives here and pays taxes here, I am very concerned about the density of living units.

Work in Boulder	Live in Boulder	Comment Related to the Alpine-Balsam Area Plan
		Supportive of project. Concerned about density and height. Would like to be maximum height of 2 or 3 stories (except perhaps the existing buildings). Neighborhood is low density residential and commercial. The project should be compatible with that. FAR 1.0 - 1.5.
	x	Very concerned about density and the pressure that will be increased on public services including a) schools, b) fire and rescue, and c) infrastructure (water and sewer)
x	x	I live north of Alpine-Balsam on the Broadway corridor. Right now, I feel the Alpine-Balsam area is not conducive to me biking or walking despite my proximity. Can this area plan improve this? Please!! Also, can the artists being faced with limited studio space be accommodated in the plan? Nobo Arts District extended south?
	x	We are Newlands neighborhood are going to be supportive of projects that incorporate sufficient parking/traffic prevention strategies. Concerned about parking spilling into the neighborhood if sufficient parking spaces are not built.

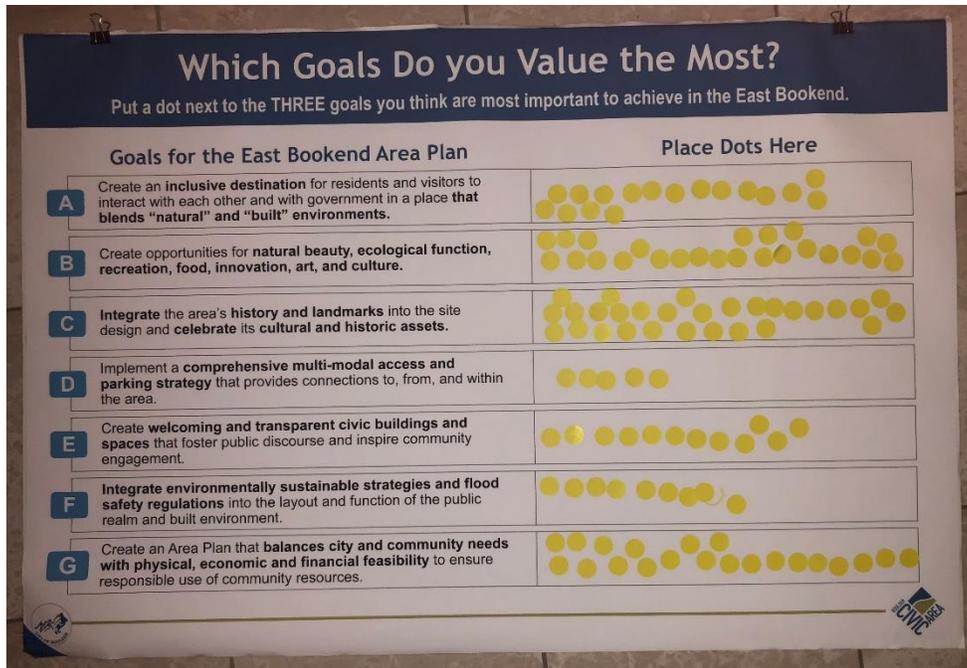
The following topics were addressed in during conversations with city and/or Civitas staff during the open house:

- Density and heights of buildings to be considered
- Transportation impacts and options to be considered
- Definition of the term “affordable housing”
- Location of city offices
- Critical need for affordable housing
- Housing and jobs are needed for mentally disabled
- The desirability of an innovative mixed-use, walkable community that is pedestrian-focused with no additional parking

### Dot Polling

Participants were provided the opportunity to place up to three dot labels to indicate which of the goals identified for each of the area plans were most important to them. An image of the final results for the East Bookend Area Plan follows:

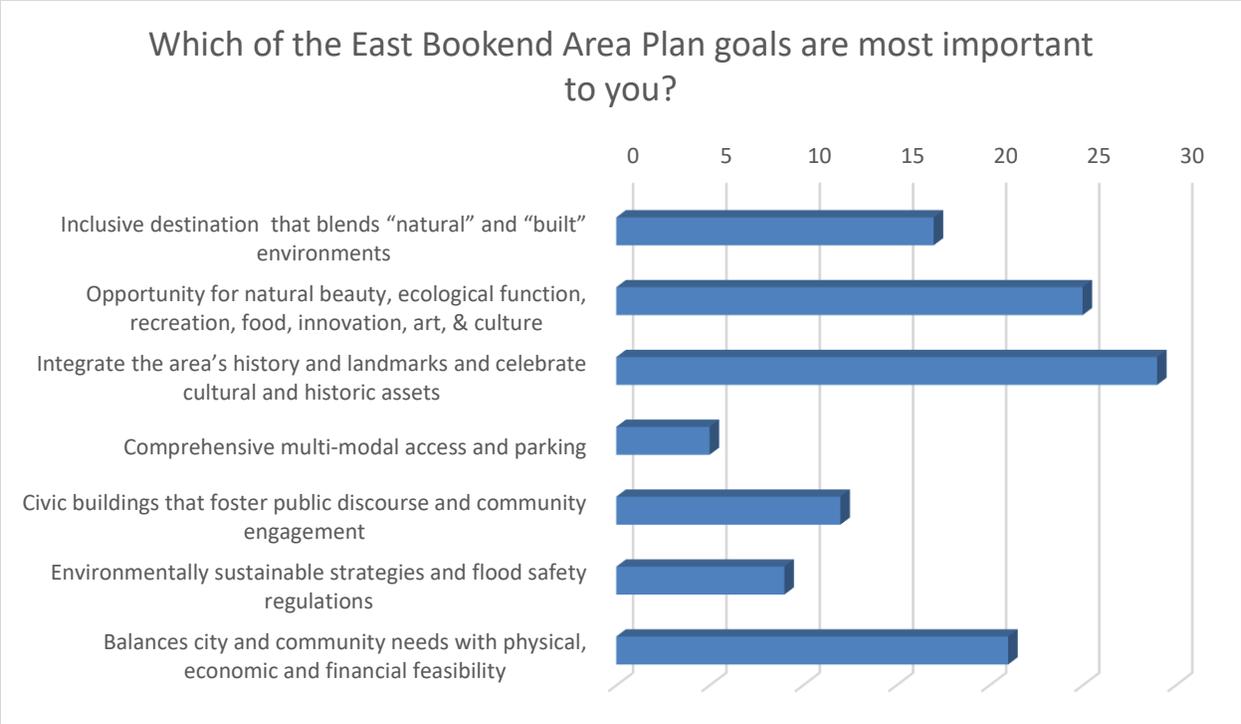




Following is the number of dots that were affixed for each goal identified for the **East Bookend Area Plan**.

East Bookend Area Plan Goal	Count	Percent
Inclusive destination that blends “natural” and “built” environments	17	14%
Opportunity for natural beauty, ecological function, recreation, food, innovation, art, & culture	25	21%
Integrate the area’s history and landmarks and celebrate cultural and historic assets	29	25%
Comprehensive multi-modal access and parking	5	4%
Civic buildings that foster public discourse and community engagement	12	10%
Environmentally sustainable strategies and flood safety regulations	9	8%
Balances city and community needs with physical, economic and financial feasibility	21	18%
<b>Total</b>	<b>118</b>	<b>100%</b>

The dot polling for the **East Bookend Area Plan** is depicted graphically below.



An image of the results for the **Alpine-Balsam Area Plan**:

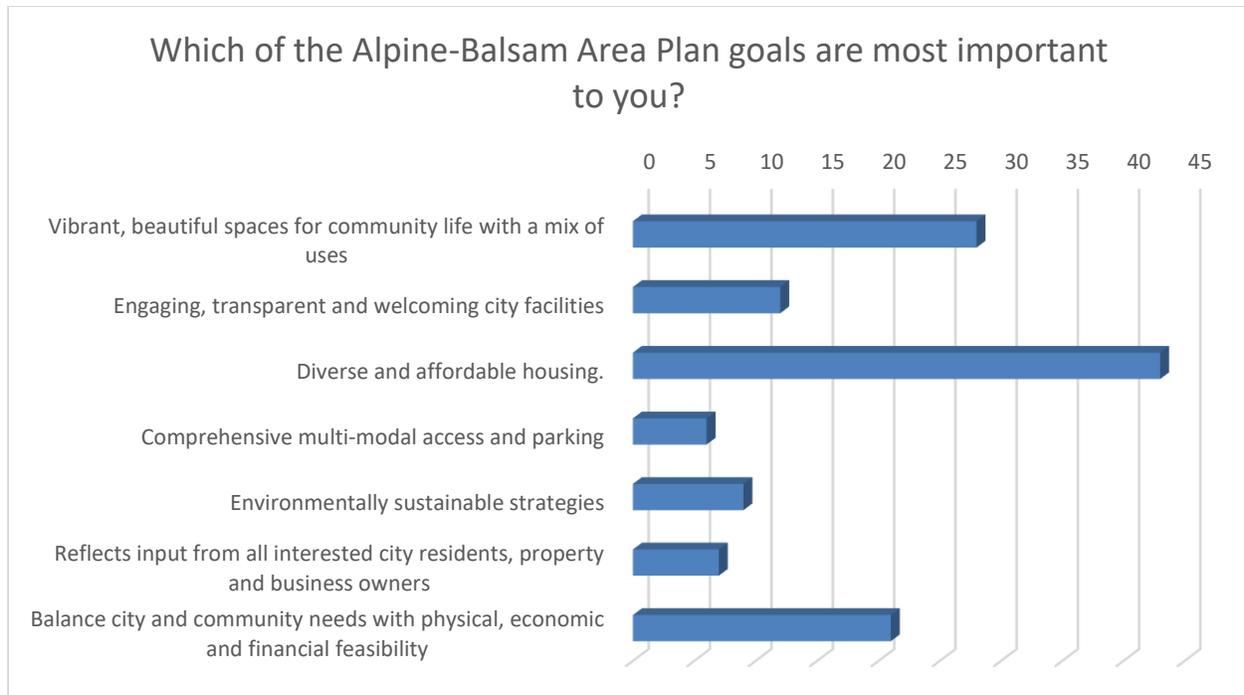


Following is the number of dots that were affixed for each goal identified for the **Alpine-Balsam Area Plan**.

Alpine-Balsam Area Plan Goal	Count	Percent
Vibrant, beautiful spaces for community life with a mix of uses	28	22%
Engaging, transparent and welcoming city facilities	12	10%

Diverse and affordable housing.	43	34%
Comprehensive multi-modal access and parking	6	5%
Environmentally sustainable strategies	9	7%
Reflects input from all interested city residents, property and business owners	7	6%
Balance city and community needs with physical, economic and financial feasibility	21	17%
<b>Total</b>	<b>126</b>	<b>100%</b>

The dot polling for the **Alpine-Balsam Area Plan** is depicted graphically below:



## Presentation

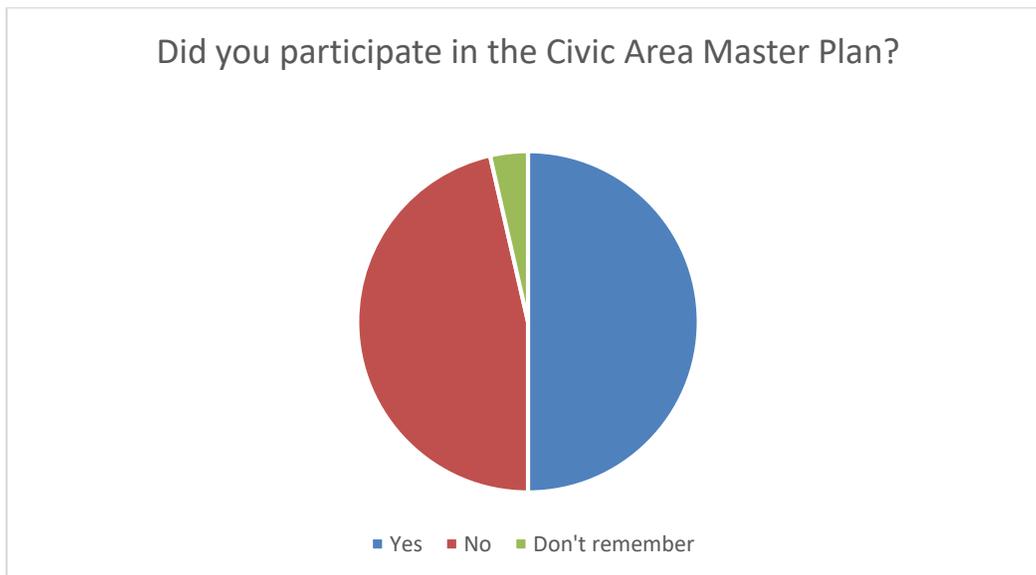
Jean Gatza, Senior Planner with the City of Boulder’s Department of Planning, Housing, and Sustainability provided a [presentation](#) sharing information about what has been done to date, the two planning areas, opportunities that the planning process will address, and upcoming opportunities for interested community members to participate. Isa Reeb from Civitas also presented information about the area planning process.



## Goal Area Polling

Participants with smart phones had the opportunity to participate in a polling exercise to share their views with the city. Please note that not everyone in attendance participated in the polling. It is unknown whether the results are representative of the sentiments of everyone who attended the presentation.

Before indicating their preferences related to the goals that have been identified for the East Bookend Area Plan, participants were asked if they had previously participated during the city’s efforts to develop the Civic Area Master Plan. 18 people responded: 14 indicated that they had participated, 13 had not, and 1 person did not remember. The following graph illustrates prior participation in the Civic Area Master Plan:



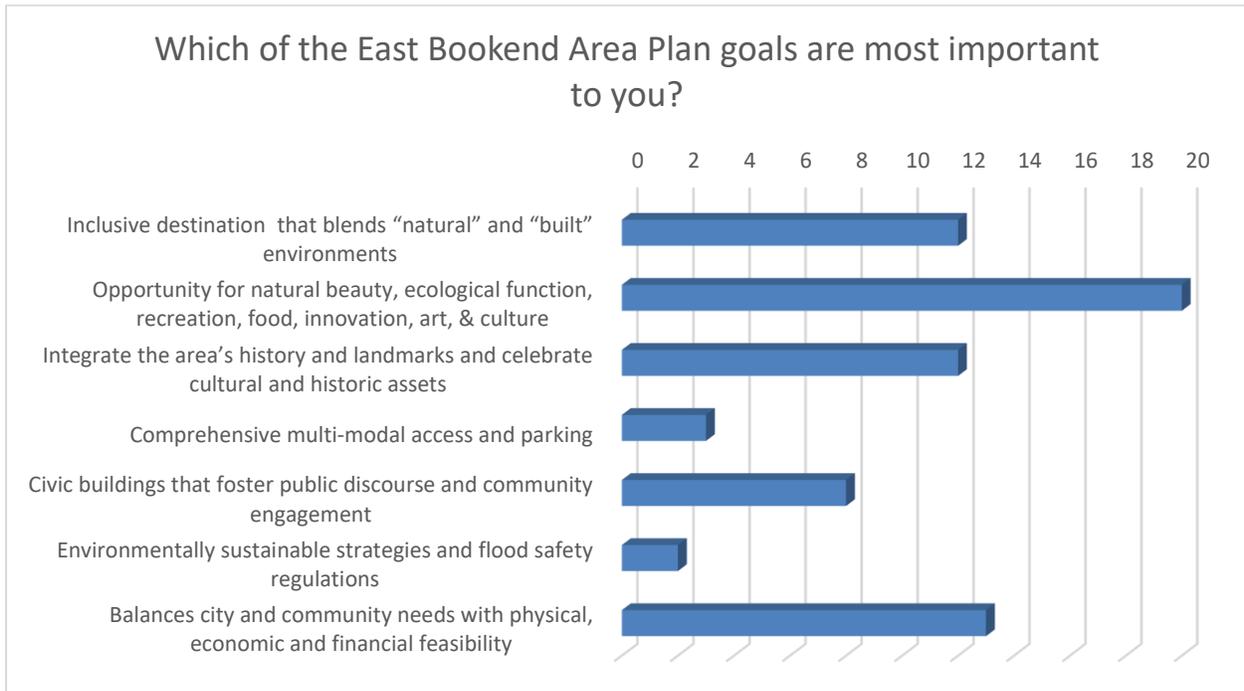
Then participants were invited to indicate their preferences related to the goal areas identified by the city. Participants were invited to choose up to three goals that they felt were most important. A total of 29 people participated in the presentation polling for this question.

Following are the results on the presentation polling for the goals identified for the East Bookend.

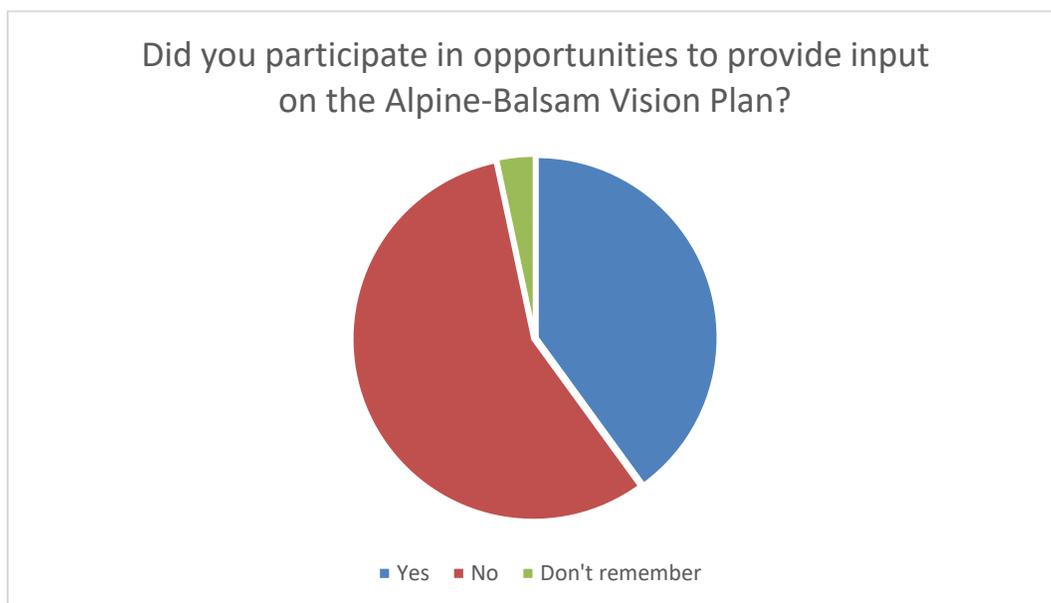
East Bookend Area Plan Goal	Count	Percent
Inclusive destination that blends “natural” and “built” environments	12	17%
Opportunity for natural beauty, ecological function, recreation, food, innovation, art, & culture	20	29%
Integrate the area’s history and landmarks and celebrate cultural and historic assets	12	17%
Comprehensive multi-modal access and parking	3	4%
Civic buildings that foster public discourse and community engagement	8	11%

Environmentally sustainable strategies and flood safety regulations	2	3%
Balances city and community needs with physical, economic and financial feasibility	13	19%
<b>Total</b>	<b>70</b>	<b>100%</b>

The presentation polling for the **East Bookend Area Plan** is depicted graphically below:



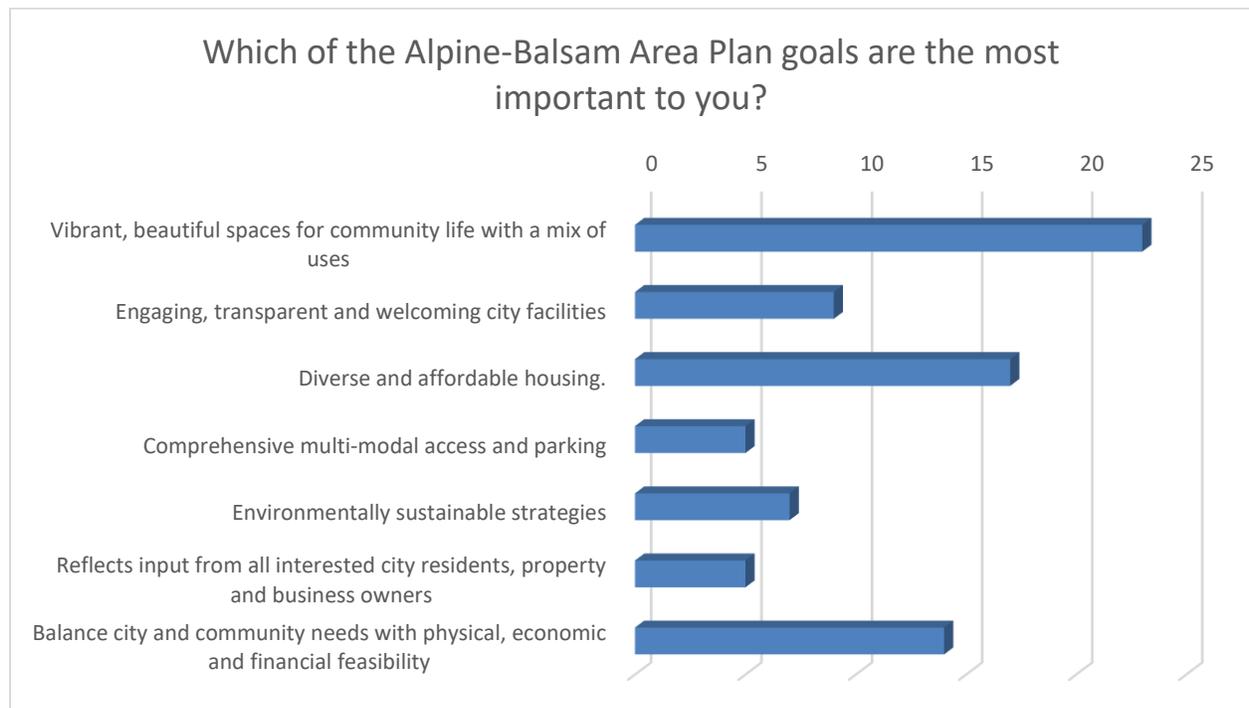
Before asking participants to react to the goal areas for the Alpine-Balsam Area Plan, they were asked if they had provided input to the city during development of the Alpine-Balsam Vision Plan. Thirty people participated in the presentation polling for this question: 12 recalled participating the Vision Plan process, 17 did not, and 1 indicated s/he didn’t remember. The following depicts their reactions to that question:



Following are the results of the presentation polling for the goals identified for the **Alpine-Balsam Area Plan**.

<b>Alpine-Balsam Area Plan Goal</b>	<b>Count</b>	<b>Percent</b>
Vibrant, beautiful spaces for community life with a mix of uses	23	29%
Engaging, transparent and welcoming city facilities	9	11%
Diverse and affordable housing.	17	21%
Comprehensive multi-modal access and parking	5	6%
Environmentally sustainable strategies	7	9%
Reflects input from all interested city residents, property and business owners	5	6%
Balance city and community needs with physical, economic and financial feasibility	14	18%
<b>Total</b>	<b>80</b>	<b>100%</b>

The presentation polling for the **Alpine-Balsam Area Plan** is depicted graphically below:



## Who is in the Room?

In addition to the polling related to how participants felt about the goals, additional questions were asked to provide insight into who was participating in the kick-off event. The following tables present information about how people responded to a series of questions about who was participating.

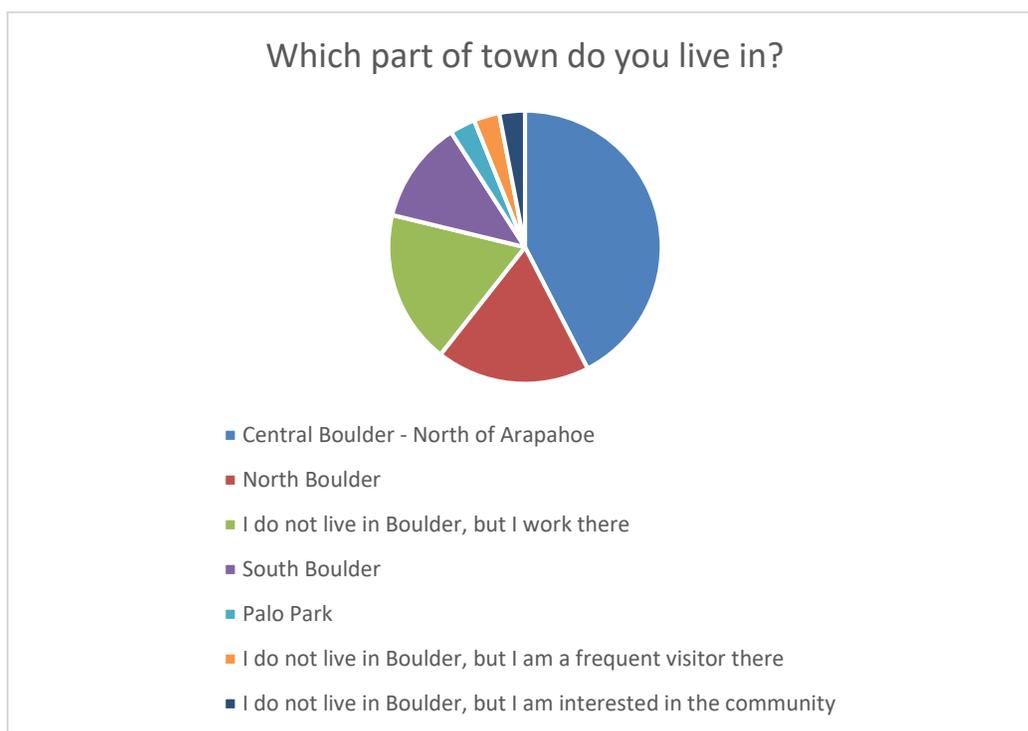
### Where do you live?

A total of 33 people responded to a question about where they live.

<b>Where do you live?</b>	<b>Count</b>	<b>Percent</b>
Central Boulder - North of Arapahoe	14	42%
North Boulder	6	18%

Where do you live?	Count	Percent
I do not live in Boulder, but I work there	6	18%
South Boulder	4	12%
Palo Park	1	3%
I do not live in Boulder, but I am a frequent visitor there	1	3%
I do not live in Boulder, but I am interested in the community	1	3%
Central Boulder - University Hill (South of Arapahoe)	0	0%
Crossroads	0	0%
East Boulder	0	0%
University of Colorado	0	0%
Southeast Boulder	0	0%
Gunbarrel	0	0%
<b>Total</b>	<b>33</b>	<b>100%</b>

The information regarding where people live is depicted graphically below:

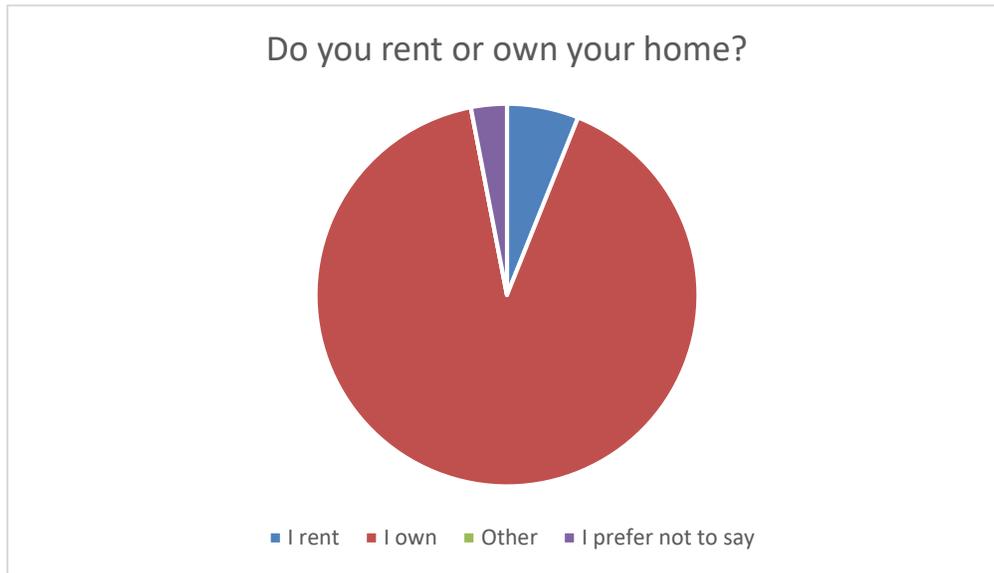


### Do you Rent or Own Your Home?

A total of 33 people participated in the presentation polling regarding home ownership, as follows:

Do You Rent or Own Your Home?	Count	Percent
I rent	2	6%
I own	30	91%
Other	0	0%
I prefer not to say	1	3%
<b>Total</b>	<b>33</b>	<b>100%</b>

The information regarding home ownership is depicted graphically below:

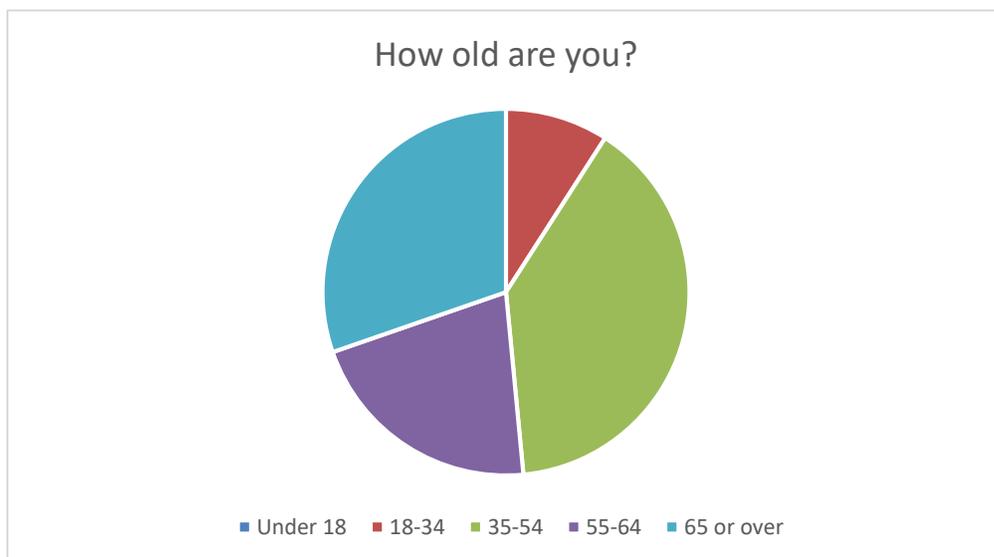


### How Old are You?

A total of 33 people responded to the presentation poll about their age as follows:

How Old Are You?	Count	Percent
Under 18	0	0%
18-34	3	9%
35-54	13	39%
55-64	7	21%
65 or over	10	30%
<b>Total</b>	<b>33</b>	<b>100%</b>

The information regarding the age of participants is depicted graphically below:



### What gender to you most identify with?

A total of 34 people responded to the presentation poll as follows:

What gender do you most identify with?	Count	Percent
Female	14	41%
Male	18	53%
I do not identify with either gender OR I do not identify with one gender more than the other	2	6%
<b>Total</b>	<b>34</b>	<b>100%</b>

The information regarding the gender identity of the participants is depicted graphically below:

