

(DRAFT) VISION STATEMENTS

What is a Vision Statement?

Vision statements are future-based, aspirational and meant to give direction about the future of a place. These Vision Statements are intended to describe for city leadership, staff and the community how the community envisions citywide goals outlined in the Boulder Valley Comprehensive Plan (BVCP) should be applied, specifically to East Boulder, in the future.

How will Vision Statements be used?

These statements will help guide future decision-making, by asking the community: *Does this change or recommendation align with your vision for the future of East Boulder?* The East Boulder Working Group (EBWG) will use these Vision Statements as a tool to make decisions about the value of potential recommendations to land use or transportation options. While all these visions for East Boulder may be desired, they may not all have the opportunity to be realized. It will be up to the community to weigh associated trade-offs and prioritize how these visions should be realized to create a healthy balance.

How were these Vision Statements created?

Vision statements examine each of the BVCP focus areas and citywide goals and describe how these should be realized in the East Boulder subcommunity. The focus areas and citywide goals were adopted by City Council during the 2015 BVCP update.

These draft vision statements were crafted through review of community input received through the following formats:

- 12 East Boulder Working Group meetings and follow up discussions with working group members
- Growing Up Boulder sessions and report
- Focus Group sessions and report
- Be Heard Boulder IDEAS page
- Subcommunity Stories interviews
- Vision comments received during the “Who Are We?” phase



FOCUS AREA: SMALL LOCAL BUSINESS

CITYWIDE GOALS:

- Pro-actively support small local business
- Retain small local business
- Provide affordable business space

1ST DRAFT EAST BOULDER VISION STATEMENT: In the future, over 90 percent of businesses located in East Boulder will continue to be small local businesses. The network of local businesses and workforce members will enjoy their work-day experiences in East Boulder's environment.

REVISED STATEMENT: In the future, the city will protect affordable business space, support a wide variety of businesses and deliver attractive neighborhoods for employers, employees and customers in order to help local businesses thrive in East Boulder.

East Boulder 2020 by the numbers...

- There are approximately 820 businesses located in East Boulder
- Most businesses in East Boulder are considered “small” – over 90 percent of East Boulder businesses have fewer than 50 employees
- 300 of the city's primary employers are located in East Boulder. Primary employers generate more than half their revenue from sales outside Boulder County. These companies bring in “new money” to the Boulder economy and support secondary employers such as restaurants and retailers.
- 41 percent of manufacturing businesses in the city are located in East Boulder
- There are approximately 17,000 people working in East Boulder. This represents about 17 percent of all workers in the city. The industries that employ the largest number of people include manufacturing (26%), professional and technical services (22%) and health care (13%).
- East Boulder houses approximately 2.1 million total square feet of leased office space, representing 29 percent of the total leased office space in Boulder.
- There is approximately 4.3 million of total square feet of leased industrial or flex space in East Boulder, making up 41 percent of the city's total.



FOCUS AREA: ARTS & CULTURE

CITYWIDE GOALS: Support arts and cultural experiences as essential to community well-being.

1st DRAFT EAST BOULDER VISION STATEMENT: In the future, East Boulder will be known as the place in Boulder where Makers make. This will be reflected and celebrated in the subcommunity's culture, affordability, structures, businesses, and public spaces.

REVISED STATEMENT: In the future, the city will play an active role in facilitating East Boulder's development of art spaces, installations, businesses and venues that reflect the subcommunity's local culture.

East Boulder 2020 by the numbers...

- Three of the city's 100 public art pieces are located in East Boulder.
- Creative sector businesses have cited area's affordability as one of the area's most attractive qualities for their work. The rental rate for industrial and flex space in East Boulder ranges from \$11.75 to \$21 per square foot.
- A recent "Census of Boulder Artists" revealed a couple of citywide challenges for East Boulder artists:
 - Artists find it difficult to thrive in Boulder as a result of the costs of housing and professional space to create and perform.
 - The number one "emotional felt need" for artists in Boulder is greater connection to other arts professionals
 - Despite the city's high concentration of artists (Boulder has the third highest density of artists in the country, after Los Angeles, CA and Santa Fe, NM) Boulder is not perceived as having a thriving, vibrant or highly visible arts scene. Artists view the city as largely defined by its outdoor lifestyle, technology, science and commercial success



FOCUS AREA: DESIGN QUALITY & PLACEMAKING

CITYWIDE GOALS: Ensure that redevelopment and infill deliver buildings and public spaces of high-quality design

Create pedestrian-oriented neighborhoods

EAST BOULDER VISION STATEMENT: In the future, East Boulder will radiate a wicked beauty. A little unpolished, a little gritty and a whole lot of soul determine the aesthetic character of East Boulder's places and spaces. The area will not only tolerate, but welcome experimentation in design and construction, reflecting East Boulder's creative and diverse community.

EAST BOULDER VISION STATEMENT: Kids love East Boulder too! In the future East Boulder will include amenities that encourage a diversity of users and build stronger neighborhoods around the area's youth attractions like Valmont City Park, the Humane Society of Boulder Valley, Arapahoe Ridge High School and the Boulder Creek Path.

REVISED STATEMENT (ONLY ONE): In the future, East Boulder will evolve to include walkable neighborhoods whose aesthetic character reflects the subcommunity's unconventional personality and industrial past. The area will welcome experimentation in design and construction to build enduring and engaging places.

East Boulder 2020 by the numbers...

- There are approximately 35 miles of pedestrian walkways in East Boulder, including 6.9 miles of paved multiuse paths and 0.7 miles of Open Space trail (surrounding KOA lake)
- 15 roadways in East Boulder are missing sidewalk segments (see page 72 of the Inventory and Analysis Report for a list)
- Approximately 41 percent of the pedestrian network in East Boulder is considered to be High Stress by the city's 2019 Pedestrian Plan
- There are 2 designated historic landmarks in East Boulder: the Platt Farmhouse (3160 Airport Road) and the Roney Farmhouse (5172 Valmont Road)
- Over half of the area's building stock was constructed between 1970 and 1989;
- There are 360 acres of surface parking lots in EB
- Recent parking study found that some office parks in EB have an oversupply of parking by 24-33 percent



FOCUS AREA: HOUSING AFFORDABILITY & DIVERSITY

CITYWIDE GOALS: Increase the number of affordable units in the city
Increase the diversity of housing types
Increase the number of housing units in commercial and industrial areas

1ST DRAFT EAST BOULDER VISION STATEMENT: In the future, East Boulder will be home to diverse neighborhoods with homes that offer walk-to-work and bike-to-work options for Boulder’s workforce. A substantial amount of new housing will reflect the subcommunity’s unique aesthetic qualities and affordable reputation.

REVISED STATEMENT: In the future, East Boulder will be home to a substantial amount of new housing that complements existing uses, includes a diverse mix of product type and ownership models and extends live-work-play choices to those interested in living in Boulder.

East Boulder 2020 by the numbers...

- San Lazaro Mobile Home Park is the only residential community in the boundaries of the subcommunity – it is outside the city limits (in unincorporated Boulder County) and is eligible for annexation; there are 313 units and over 500 community members. They do not have access to city services and depend on unreliable water and sanitation services.
- Recent survey found that Boulder’s in-commuters have preference for home ownership (as opposed to renting) – only 6% were willing to rent in Boulder if they could afford to buy outside the city
- 2015 Middle Income Housing Study recommends focusing on du-/tri-/four-plex developments and townhomes; These are the types of attached products middle-income commuters indicated they would be most willing to accept in order to live in Boulder (74 percent would live in a townhome and 62 percent would live in a “plex” product) – product type is considered under-represented in Boulder’s housing stock



FOCUS AREA: RESILIENCE & CLIMATE COMMITMENT

CITYWIDE GOALS: Achieve energy system resilience
Improve community capacity and resilience to natural and economic disruptions
Reduce carbon emissions

1ST DRAFT EAST BOULDER VISION STATEMENT: In the future, East Boulder will be considered a national demonstration project for systems transformation towards a climate positive and resilient subcommunity through its innovation in integrating energy, ecosystems, resources, finance and land use.

1ST DRAFT EAST BOULDER VISION STATEMENT: In the future, East Boulder will thrive despite future natural and economic disruptions

REVISED STATEMENT (ONLY ONE): In the future, changes in East Boulder will reinforce the area's natural resources and employ advancements in technology to manage the subcommunity's most significant disruptions, including storm events, ensure all residents have equitable and safe access to services, and work towards achieving climate goals.

East Boulder 2020 by the numbers... :

- Bear Creek, Goose Creek and Wonderland Creek have their confluence with Boulder Creek in the East Boulder subcommunity (South Boulder Creek and Fourmile Canyon Creek flow into Boulder Creek just outside the northeast limits of the boundary)
- There are 7 ditches in East Boulder Creek
- 415 acres of regulatory wetlands are located in East Boulder (394 acres are classified as high functioning)
- 4.9 percent of land in East Boulder offers canopy coverage. The citywide goal is 16 percent coverage
- 57 percent of land in East Boulder lies within a mapped floodplain
- In 2019 City Council declared a climate emergency
- 99% of Boulder's emissions come from burning fossil fuels to produce electricity, provide heat and power our transportation system
- City intends to reduce emissions by 80% by 2030



FOCUS AREA: ACCESS & MOBILITY

CITYWIDE GOALS: Increase access to alternative modes of transportation

EAST BOULDER VISION STATEMENT: In the future, getting to, from and around East Boulder will be a pleasant, safe and easily navigable experience for all travelers and all modes of travel.

EAST BOULDER VISION STATEMENT: In the future, less than 70 percent of commuters will drive to work.

REVISED STATEMENT (ONLY ONE): In the future, people and goods will easily and safely travel to, from, and through East Boulder by variety of efficient and affordable modes, employing advanced transportation technology where appropriate.

East Boulder 2020 by the numbers...

- There are approximately 41,500 vehicles on Arapahoe Rd at Foothills Parkway daily
- 76% of commuters to East Boulder drive alone to work as their primary method of work commute
- There is no formal shared parking in the subcommunity
- There is no neighborhood parking permit areas within the subcommunity
- There are no ecopass districts
- 55th and Arapahoe has the greatest number of BUS boardings/alightings in the subcommunity
- 4 percent of employers in East Boulder provide ecopasses
- Only 11 (15%) bus stops in the subcommunity have a shelter
- Ridership in East Boulder is low compared with other subcommunities
- There are approximately 29 miles of bikeway in the subcommunity (16.5 on-street and 12.5 off-street)
- Half of the bike facilities in East Boulder are considered “high stress” facilities by GOBoulder
- There is one B-Cycle station located at the hospital
- There are approximately 35 miles of pedestrian walkways in East Boulder, including 6.9 miles of paved multiuse paths and 0.7 miles of Open Space trail (surrounding KOA lake)
- 15 roadways in East Boulder are missing sidewalk segments (see page 72 of the Inventory and Analysis Report for a list)
- Approximately 41 percent of the pedestrian network in East Boulder is considered to be High Stress by the city’s 2019 Pedestrian Plan