

East View, Inc.

6700 LOOKOUT ROAD
SUITE 5
BOULDER COLORADO 80301
303.443.4050

November 1, 2017

Mr. Charles Ferro
Development Review Manager
City of Boulder | Planning & Development Services
1739 Broadway, Third Floor | P.O. Box 791
Boulder, Colorado, 80306-0791

RE: Mockingbird in Fabulous Gunbarrel Green
Concept Application Report - 2017

Dear Mr. Ferro:

East View, Inc. - in collaboration with Grimshaw Architects, P.C., Trestle Strategy Group, stök, Designing Minds, Scott, Cox & Associates, ACRE CRE, LSC Transportation Consultants, Inc., and the George Williams, LLLP - are delighted to present to the City of Boulder our further iterated vision for a sustainable and community oriented development located at 6700 Lookout Road and 6712 Lookout Road in the City of Boulder's Gunbarrel Greens Community, at the base of the 6th hole of the Boulder Country Club. The work conducted, focusing on process, and intent, aims to have result a product that provides practical services currently lacking, and fill a void in both culinary demand, targeted office space, heuristic retail offerings and sensible, limited housing that functions for the benefit of the growing and dynamic community based in Gunbarrel.

In response to our pre-application report and submission, with subsequent response from the City of Boulder, our team got to work.

We conducted dozens of off-site visits to various Food Halls around the United States of America and Europe. We explored what makes a growing community livable, vibrant and walkable. We asked ourselves what kind of a place we would want to live next door to ourselves, since we actually live next door. Let us design a site that encourages pedestrian traffic and reduces single-occupant vehicle trips. We asked our team to dive deep into how scale, massing, mobility would impact our surroundings, what restrictions exist and how do we best incorporate a functional, Boulder-like parking system on the 2.4 acres site in Gunbarrel, where 'everyone' seemingly wants to drive a vehicle?

The existing curtain wall adjacent to the site as an example, we asked how can we emphasize setback, and scale, to enhance the aesthetic, as one finds in a pedestrian and bicycle friendly environment like Amsterdam, Netherlands, as opposed to build a box with some pretty shingles on the walls. Resultant from this, we began offering a series of open houses at our office on site, every week, which will go on for a calendar year, to find out. We wanted to know so badly how to build height and make it attractive for a place like Gunbarrel, we conducted a workshop focused on that conundrum, in Amsterdam, Netherlands, with David Burke of Grimshaw, our lead architect, and other members of our team.

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Then we asked basic livability questions, like, how do we maintain the view shed to the west, and emphasize and encourage a meadow-like environment that enhances one's day and brings joy to the simple act of interacting with nature, or a multiuse path? How do we minimize, and mitigate environmental impact, what strategies and techniques exist that may be utilized?

These questions strike the heart of Mockingbird in Fabulous Gunbarrel Green ['Mockingbird']. And we have set out to answer them and many more ...

Our team's thoughtful programming and concept design work has resulted in the narrative of work presented in the accompanying 'Mockingbird in Fabulous Gunbarrel Green - Concept Application Report - 2017' document and addresses in detail the information that would otherwise be contained in the 'written statement' component of the Land Use Review Application.

SITE INFORMATION

6700 and 6712 Lookout Road is comprised of 2 lots totaling 2.4 acres. 6700 Lookout Road includes an existing 1-story 8,320 square foot office building built in 1966. 6712 Lookout Road is the location of a former restaurant aptly named 'Mockingbird', but is now a vacant lot. Access is currently provided off both Lookout Road and Gunpark Drive. We have elected to 'give-up' the Lookout Road access with the intention of maintaining two entrances to the site from Gunpark Drive for purposes of circulation and mobility. The site is zoned BR-2 and the property is located within the Gunbarrel Community Center Plan area. The Gunbarrel Community Center Plan area is included in Appendix J [Areas Where Height Modifications May be Considered] of Ordinance No. 8029 enabling the structure to reach 55-feet in height pending approval through site review, which is required due to proposed use for the Food Hall. The property is not within any designated or future floodplains, however, a major ditch runs along the eastern property line.

INTENTION

Mockingbird in Fabulous Gunbarrel Green begins with the combination of both parcels of land - 6700 Lookout Road and 6712 Lookout Road - and anchors the site with a 14,000 square foot FoodHallen ['Food Hall' in English] - a place where one consumes food, beverage and is merry. FoodHallen will feature a varying scale of options that cater to the Gunbarrel community and showcase 9-15 stalls, 2 bars and an outdoor amenity fronting the base of the 6th hole of the Boulder Country Club [Detailed information on page 47 of the Concept Application Report - 2017]. This accompanies a 1000 square foot corner library - the Gunbarrel branch of the Boulder Public Library - directly on the corner of Lookout Road and Gunpark Drive. Gunpark Drive is further enhanced by 6,800 square feet of practical retail that services the needs of the folks that live in Gunbarrel - coffee shop, barber shop, salon, dispensary, bicycle shop, yoga studio, ice cream shop and a small corner cafe, or 'European Pub'.

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Both a multiuse path and an internal multimodal path will provide connectivity and reduce single-occupant vehicle use on the site. An 11,000 square foot hotel, titled 'Rockford', will front the east side of the site and offer an upscale amenity for Gunbarrel's residents that aims to feature live music and stunning views. 7,000 square feet of creative office and medical office space ties the remaining portion of the site together and activates the site program at different opportune times of the day, intent on the spaces designed at Mockingbird on having more than one life, functionality, identity, or purpose. This description is not inclusive of 31,590 square feet of parking that will be needed on the site.

OUR PROJECT

Working together over the past year and a half, East View has developed goals and aspirations for the project that were presented in the Pre-Application Report 15 May 2017 that reflected three distinct schemes.

After having established preliminary architectural intentions and planning strategies for the site, we studied a series of programmatic and site planning options based on these schemes. Further developing a framework of operational requirements, we studied programmatic criteria, scales and adjacencies. General arrangements were researched, evaluated and agreed upon. A series of studies resulted reflecting likely scale and spacial requirements for the program components described above, specifically, parking requirements, structural placement, commercial and retail space and other items, all as they relate to the FoodHallen and supporting amenities and public spaces. We identified multiple factors related to site mobility, ease of movement, view sheds, traffic generation, or how to avoid it, tree preservation and vernal neighborhood impact related to Mockingbird.

We do not offer a design solution in this report but rather an intent, and seek to enhance this framework during Schematic Design following comment from the City of Boulder. Accordingly, we will aim to resolve any preliminary conceptual ideas into a preferred architectural approach for Mockingbird following. The intent to guide Mockingbird to a development that is sustainable, robust, and responsive to the community and landscape around it.

Mockingbird in Fabulous Gunbarrel Green - Concept Application Report - 2017 begins with the project's story and 70-year history, then evolves to team information moving then into pragmatic information regarding use, the neighborhood, access and context. We then move into our 'Community Aspirations' section on pages 18 and 19, detailing our efforts related to the Gunbarrel Community Center Plan.

From here we move to 'Innovation-Drive Ideas', or the heart of Mockingbird. Site constraints and concept principles are outlined and we identify key community and public spaces throughout Mockingbird that may be exploited for good. A 'Range of Location' is offered and leads to the presentation of 'Program Typology' and presents a 'Level Plan'.

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To conclude, the team offers two points of study, or 'Design Inspiration', based on our research. Second, a vertical, 'Flatiron' inspired work competes with, first, a horizontally inspired 'Oxbow River'. This intent is meant as a call to action that will inspire further candid discussion and collaboration among the Planning Board and East View, Inc.

With diligent work and effort, we respectfully await your comments and hope that you enjoy our presentation. Thank you for your time - it means a lot.

We welcome you to Mockingbird in Fabulous Gunbarrel Green.

Sincerely,

Thysson George Williams
Chief Executive Officer
East View, Inc.

Enclosures:

1. Mockingbird in Fabulous Gunbarrel Green | Concept Application Report
2. City of Boulder, Land Use Review Application Form
3. 6700 & 6712 Lookout Road - Context Map [Folded]
4. 6700 & 6712 Lookout Road - Schematic Drawing [Folded]