

University Hill Commercial District
Moratorium Project:
Phase 1 Report
November 20th 2014
(Revised 12/12/2014)



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I. Executive Summary



I. Executive Summary

This report summarizes the results of Phase One of the University Hill Commercial District Moratorium project. This includes background information, analysis, and preliminary findings.

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

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

Revitalization of Uni Hill is one of Council's top priorities. This project will complement the larger University Hill revitalization and reinvestment efforts already underway, and the moratorium project recommendations will be coordinated and integrated with the Hill Reinvestment Strategy work plan described in Appendix 5.

The goals of the project are to:

- Review and analyze University Hill commercial district history, current use composition, and existing zoning district boundaries, uses, and standards;
- Gain a clear understanding of current market dynamics and property owner needs and desires;
- Identify gaps and conflicts between the adopted Boulder Valley Comprehensive Plan vision for the Hill and the current situation (the goal is not to create a new vision for the hill);
- Identify options, including potential refinements to existing zoning, possible creation of new zoning, and other tools to implement the Hill vision in a way that supports larger community goals;

- Support and coordinate with concurrent Hill Reinvestment Strategy efforts to implement the Hill vision.

Preliminary Findings

One overall findings is that:

The biggest gap between the City's adopted vision for the Hill and the current situation is that the uses do not attract a diversity of users. The proximity of the University provides significant economic, intellectual and cultural benefits and has influenced the Hill's existing unique, student-centric and bohemian character. While it is neither desired nor necessary to change the student-focus of the Hill, diversifying the users and uses will make it more lively year-round and attractive to the community at large.

Specific findings include:

1. There may already be an over-concentration of housing in this small commercial district. There are 103 dwelling units within the Hill Commercial District. This compares with approximately 130 units Downtown, yet the Hill is only 11.5 acres in size whereas the Downtown encompasses approximately 108 acres. While the presence of housing close to any commercial district adds vitality and built-in shoppers, the hill commercial area has an abundance of high density residences on three sides already and residences account for a higher share of square footage than is traditionally expected in a commercial district. Furthermore, the recent economic analysis done by Economic & Planning Systems, Inc. (EPS) concludes that the demand for residences located in the hill commercial area "is almost completely for student oriented housing."¹ More student rentals clustered in this small area could create a party-like atmosphere and noise impacts that conflict with the hill vision as a safe, comfortable place to shop, work, visit, and live.
2. There are very few offices on the hill, yet office uses could potentially play a crucial role in adding a year-round diversity of ages and professions on the hill. There are only 8 office uses housed in only

¹ November 18, 2014, memorandum from Dan Guimond and Matt Prosser; EPS, see Appendix 8.

3% of the total building square footage on the hill, and few more in the immediate neighborhood. Although the EPS re appears to be a strong market for office uses in the core area of the city, few offices have located on the Hill in recent years, despite its proximity to CU and Downtown and its location in one of the most transit-rich locations in the region.

3. The Hill Commercial District has two primary commercial street frontages, each with its own distinct character and relationship to the public realm, and it may be appropriate to identify sub-districts to address the unique opportunities and challenges of each area. 13th Street is the historic heart of the district, with its historic commercial buildings and music venues. Broadway forms the interface with the CU campus and is a bustling street with an eclectic mix of structures. The cross streets of College, Pennsylvania, and Pleasant run perpendicular to, and connect the main streets, and serve as pedestrian corridors between the university and the high density student neighborhoods. These areas have different lotting patterns, building character, and relationships to the public realm.
4. EPS' updated analysis of the market potentials for future development in the Uni Hill area² found that among the barriers to expanding the diversity of uses and users on the Hill are:
 - a. Insufficient public parking, particularly for professional office uses and city-wide-serving retail uses;
 - b. Lack of another attraction or anchor that could change the current market perception of being just for students and market demand to attract a broader visitor mix; and
 - c. The somewhat run-down aesthetic of portions of the hill.

² November 18, 2014, memorandum from EPS, see Appendix 8.

Potential Strategies to Address the Findings

Potential strategies to encourage or require change and that could address the above findings include:

Parking

- A. Promote public/ private redevelopment on the two University Hill General Improvement District (UHGID) surface parking lots to add more parking on the Hill and provide catalyst developments to bring new uses the to the Hill.

Uses

- B. Create a density bonus for office uses
- C. Create an overlay zone in the adjacent RH-5 residential zone to encourage office uses in existing residential structures.
- D. Prohibit new residential uses, but allow existing uses to remain.
- E. Prohibit new residential, except Permanently Affordable or Senior Housing.
- F. Prohibit new residential, with exceptions as in F, but only above the 1st floor.
- G. Allow market rate housing only on partial 3rd floors if in conjunction with rehabilitation of an existing building, or in new buildings when in conjunction with a use or "public benefit" that helps implement the Hill vision.

Financial Incentives

- H. Consider pilot tax rebate program for properties that add desired uses that are difficult to attract or that provide a "public benefit" that helps implement the BVCP vision
- I. Consider National Register Historic District designation, allowing eligible properties to take advantage of up to 50% income tax credits.

Programs

- J. Consider the creation of Innovation/Creative/Arts District. Build on the essential, innate qualities of the Hill including creativity, youthfulness, and energy, and expand it to foster creativity in the broadest sense for a diversity of users.

More detail on these potential strategies is provided in Sections VII. and VIII.

II. Physical Form, Land Uses and Demographics



Visual Character and Identity

University Hill is a neighborhood business district that has its earliest origins as a residential district. The earliest commercial structures were built around the intersection of 13th Street and Pennsylvania Avenue, directly across Broadway from CU's historic Norlin Quadrangle, and a new commercial district grew out from there. This model of a college-oriented business district is typical in American college towns, like Boulder, where the campus was slightly too far from downtown for students to walk for their daily needs in the pre-automobile era. In addition to serving students, The Hill has also served as the broader Uni-Hill neighborhood's local commercial district since its inception.

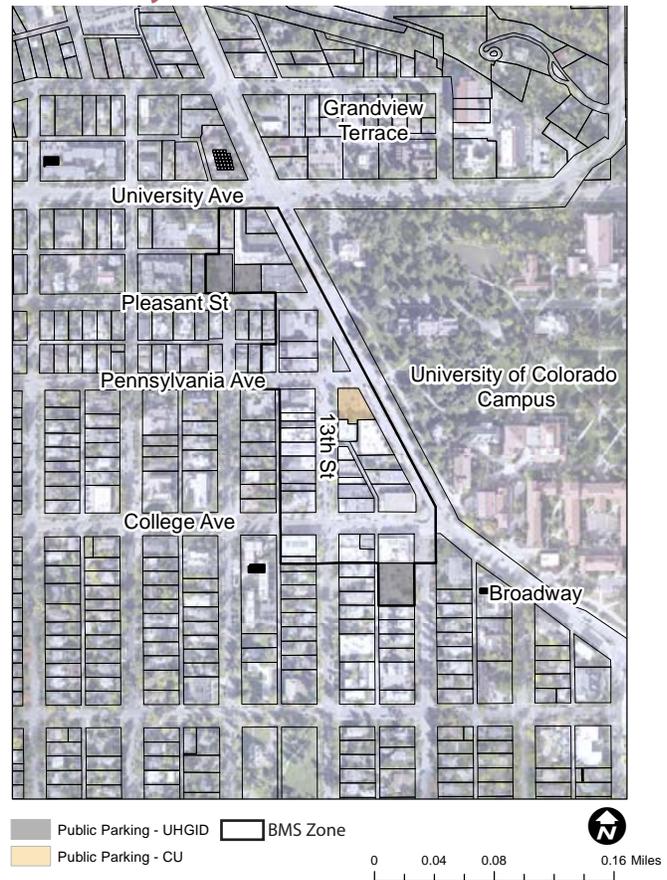
As explained in Section VI. History, many properties on The Hill are in fact homes that include historic commercial additions on the front, as seen in the example below. These buildings are mixed together with the earlier commercial structures, the various music venues, and the low-rise retail structures built throughout the area's history. The district's buildings are currently in a wide variety of conditions, some historic and some non-historic, and some in need of basic maintenance.

The commercial district has two primary commercial street frontages, each with its own distinct character. 13th Street is the historic heart of the district, with its historic commercial buildings and music venues. Broadway forms the interface with the CU campus and is a bustling street with an eclectic mix of structures



1226 Pennsylvania Avenue, home of *The Sink*, with historic commercial addition to an original residential structure.

University Hill BMS Zone



of varying qualities. The cross streets of College, Pennsylvania and Pleasant run perpendicular to, and connect the main streets, and serve as pedestrian corridors between the university and the high density student housing.

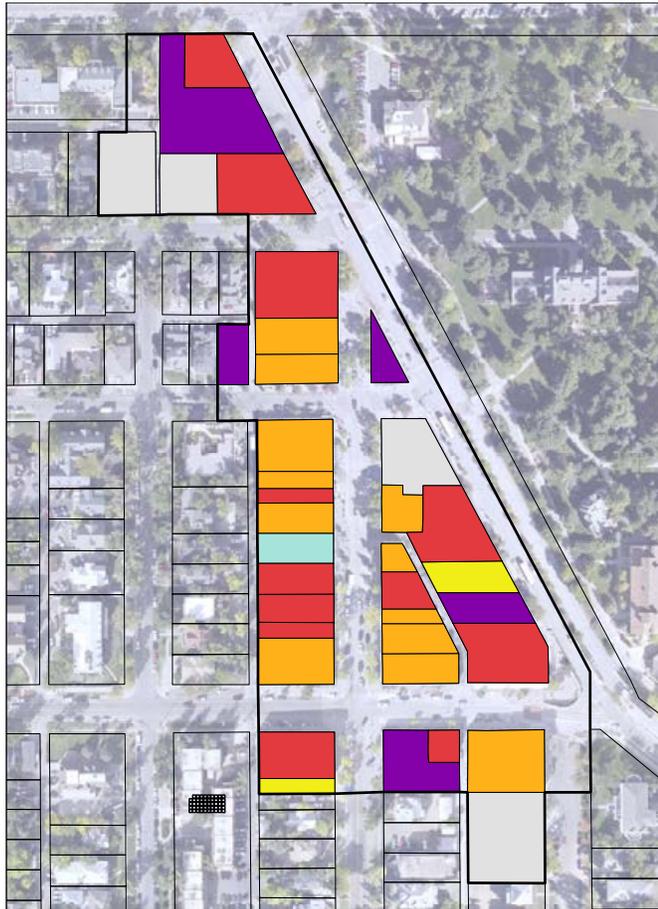
Recently a new wave of mixed-use developments have begun to add a significant amount of residential in the form of small-scale, mixed use buildings with ground floor retail. This has happened either through adaptive reuse of historic structures, or by demolishing structures and building new ones. In addition, there are three vacant lots on The Hill under public ownership. Two are owned by the parking district – UHGID; and one owned by the University of Colorado – at 13th and Pennsylvania. The lot at 14th and College is being considered for a public-private partnership that would create underground parking for the University Hill General Improvement District (UHGID) in exchange for the ability to develop above-ground uses.

II. Physical Form, Land Uses and Demographics

Size of the Area

The University Hill BMS zone contains approximately 11.5 acres of land. This compares to approximately 108 acres in Downtown Boulder and 333 acres in the Boulder Valley Regional Center.

University Hill Land Use Map

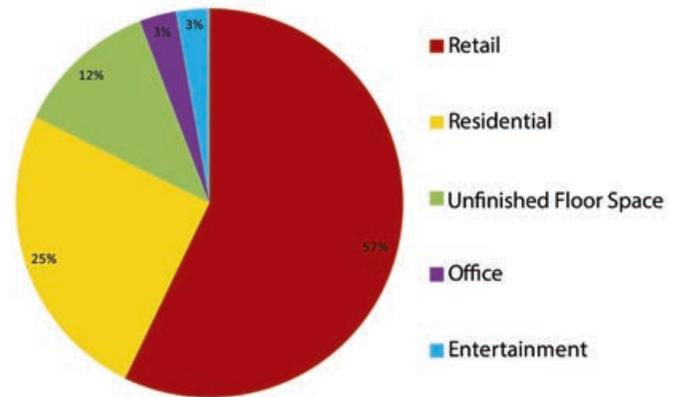


Summary of Land Uses

There are 35 parcels in the University Hill BMS zone. They include a mix of retail, office, residential, or a combination of these uses. The map above shows a breakdown of the mix of uses on each property in the business district. These include retail; retail and residential; retail and office; entertainment; residential only; and unfinished space³. The following pie chart illustrates the percentage share that each use occupies.

³ Parking Lots, Unfinished Space, and Vacant Retail Units have different meanings. Unfinished Space is in SQ FT and is based on assessor's data.

Land Use Share by Square Footage



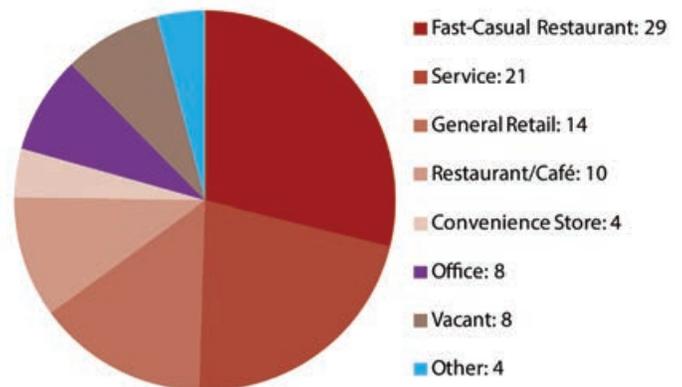
Source: Boulder County Assessor's Data and Property Owner Interviews **DRAFT: 11/25/2014**

The breakdown of these uses by square footage is as follows: Retail - 173,633 sq ft, 57%; Residential - 76,428 sq ft, 25%; Unfinished Floor Space - 36,131 sq ft, 12%; Office - 9,149 sq ft, 3%; Entertainment - 8,500 sq ft, 3%. **DRAFT: 11/25/2014**

Summary of Commercial Uses

Commercial uses in the area include a mix of retail and office types. There are 97 businesses located on The Hill at the time of this report. These uses fall into a number of different commercial categories, with office uses representing a small amount in terms of both number of businesses and square footage. See pie chart below⁴.

Total Number of Commercial Uses by Type



Source: Current Survey of Local Businesses **DRAFT: 11/25/2014**

⁴ Vacant Retail Units are based on a survey of current tenants, and are *not* based on size (SQ FT). Some retail units may be subdivided or combined based on tenant needs.

2014 Economic & Planning Systems Study

A recent market study by Economic and Planning Systems, Inc. (EPS) describes the socioeconomic characteristics of the hill's market area and summarizes the demand for retail and office uses in the commercial district (see Appendix 7).

Housing and Demographics

In the Hill Business District there are 105 dwelling units within an 11.5 acre area, while within the Downtown District (or Central Area General Improvement District) there are 130 dwelling units within a 108 acre area.

University Hill has long been known as Boulder's primary student housing neighborhood. Student housing uses in the area date back to the early 20th century. The Hill remains one of the most desirable areas for students in Boulder, with 7,063 enrolled students in the Market Area; 5,969 of those students being undergraduates⁵.

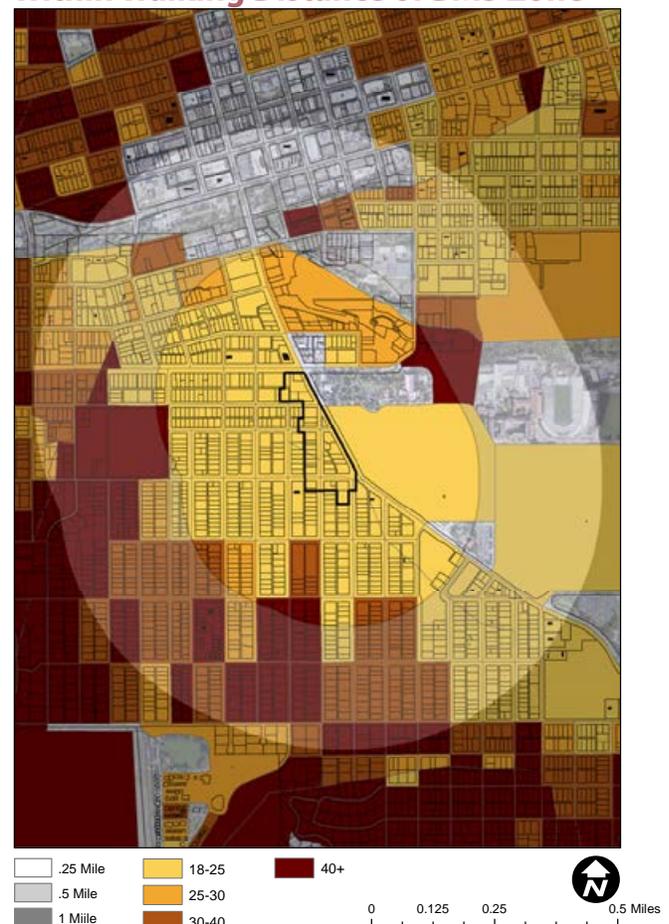
The Hill is by no means however the only student neighborhood in modern Boulder. A recent city housing study estimates that approximately 21,000 of the University's ~31,000 students live in the city limits of Boulder. 15,000 of these students find their housing in the private market (as opposed to on-campus housing), occupying an estimated 7,500 dwelling units in Boulder. This leaves nearly 10,000 students finding their housing in neighboring communities instead, and placing additional demand on the student housing market.

Rental Properties Within Walking Distance of BMS Zone



Location and relative density of rental properties near the Hill, note the clustering of these properties near the University.
Source: City of Boulder Rental Data

Median Resident Age per City Block Within Walking Distance of BMS Zone



2010 Census median age statistics for each city block. This depicts the high concentration of young people near CU, and the relative closeness of the longer-term residents near Chautauqua Park (who tend to have a higher median age).
Source: 2000 Census Blocks

5 Finding from EPS Study, see Appendix 8.

II. Physical Form, Land Uses and Demographics

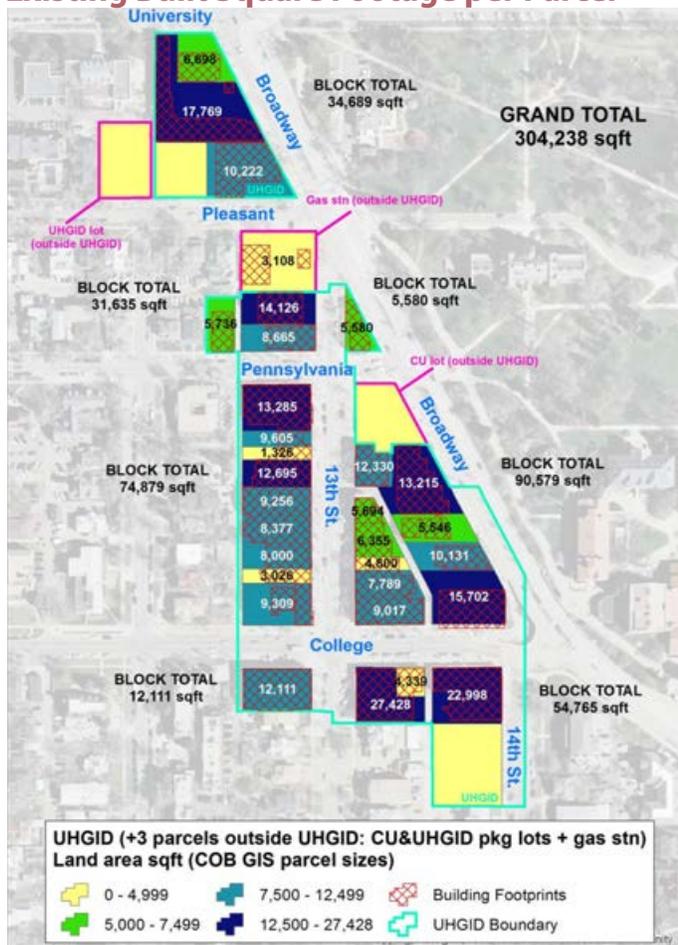
Square Footage and Floor Area Ratio

There are approximately 304,238 built square feet of floor space in University Hill Business District. This amounts to a total gross FAR of 1.04. Since the area is zoned for a maximum FAR of 1.85, this means that 278,504 square feet of built floor space could theoretically still be constructed under current regulations.

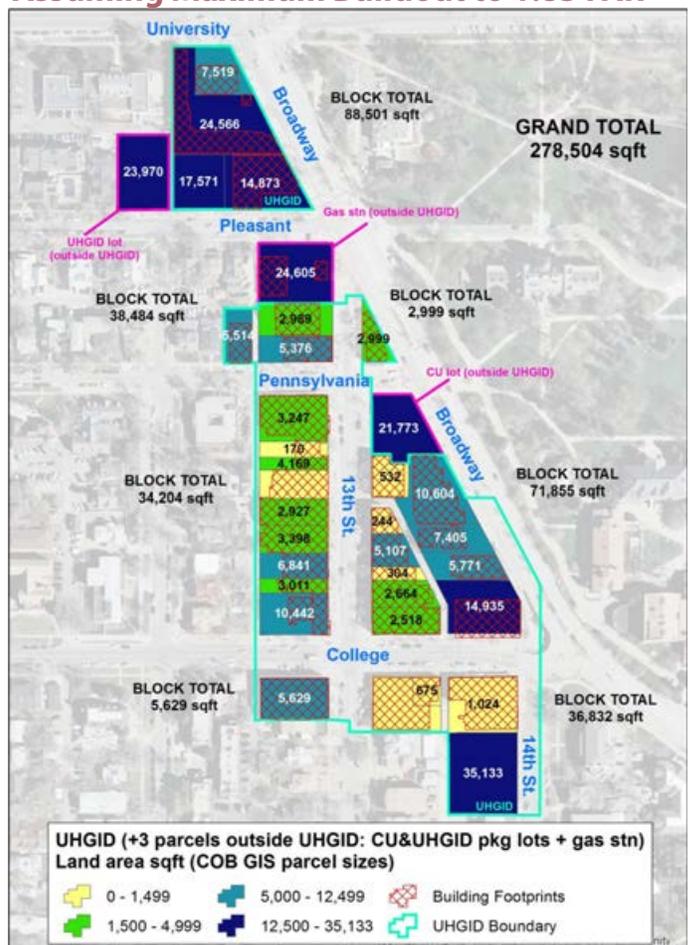
The following maps demonstrate what may be possible in the BMS zone district. The map to the lower left shows a breakdown of existing built square footage per parcel, with yellow representing the least amount of existing square footage and dark blue representing the most. The map on the lower right illustrates additional buildable square footage, in other words the unbuilt sq ft for each parcel that would still be allowed under current zoning. Whether or not it is practical for a given parcel to add this additional square footage varies on a case by case basis, depending on factors such as the parcel's existing floor area, historic designations, setback and parking requirements, etc. For the most part, the parcels with the least square footage already built are the ones with the most additional potential; however there are a few notable exceptions to this trend that can be seen on the maps below.

The historic core of the district is closer to its maximum density than many of the parcels along Broadway; leaving less additional square footage of development possible. This, along with the historic character of these structures, may suggest that adaptive reuse strategies such as was done with "Lofts on the Hill" are more appropriate than wholesale reconstruction in this area.

Existing Built Square Footage per Parcel



Additional Buildable Square Footage Assuming Maximum Buildout to 1.85 FAR



Source: RRC Associates; Boulder County Assessor; City of Boulder GIS, building permit and zoning review records.

III. Desired Mix of Uses - Boulder Valley Comprehensive Plan



III. Desired Mix of Uses - Boulder Valley Comprehensive Plan

Underlying Plans and Vision

Boulder Valley Comprehensive Plan

The Boulder Valley Comprehensive Plan (BVCP) establishes the policies, goals and visions for different areas of the city (as well as undeveloped and developed areas surrounding the city). It is updated every five years through a process that includes public outreach and input. It is adopted by City Council and Planning Board. Although it is not a regulatory document, the Plan informs all city decisions on land use matters and establishes the long-term vision for specific areas.

The Vision for University Hill

The University of Colorado (CU) with the University Hill business district is considered one of three regional serving activity centers in Boulder. Boulder's Activity Centers – commercial, entertainment, educational and civic centers that concentrate activities into nodes at a variety of scales and are distributed throughout the community—play an important function in supporting Boulder's compact, interconnected urban form (see graphic).

As described in the BVCP:

“at the highest level of intensity are the city's three regional centers. They form a triangle at Boulder's geographic center: the Historic Downtown, the Boulder Valley Regional Center (BVRC), and the University of Colorado with the University Hill Business District. The University Hill Business District also serves as a neighborhood center for the surrounding neighborhood. Each of these centers has a distinct function and character.”

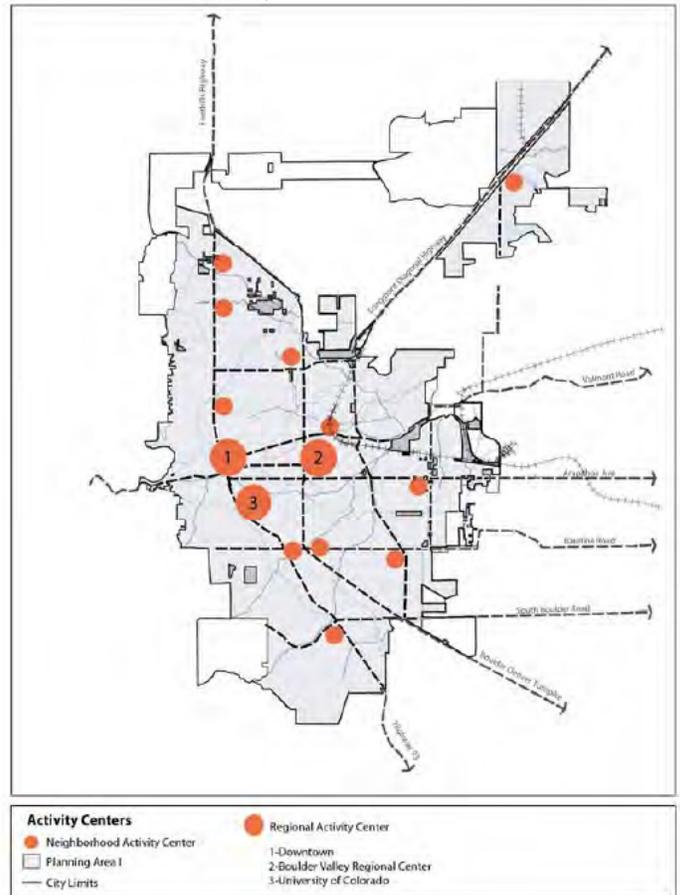
In the more detailed University Hill Area Plan adopted by Planning Board and City Council in 1996⁶ and incorporated into the Boulder Valley Comprehensive Plan, the vision is further described as:

“a safe, comfortable, and attractive place to shop, work, visit and live,” and “an activity center that serves a variety of commercial, entertainment, educational and civic functions,” and “also serves as a neighborhood center for the surrounding area, providing a wide range of activities drawing people from the entire city as well as the region.”

What the Vision means in terms of the desired mix of uses

The BVCP defines the desired land uses in an area on the Land Use Map. The Land Use Map designations that apply to the University Hill business district and surrounding areas are Mixed Use Business in the commercial area, High Density Residential immediately adjacent to the Hill, and low and mixed density residential farther west and south as shown on the following map. The University is designated as Public.

Boulder's Activity Centers



6 Included in Appendix 6

BVCP Land Use Designations On and Near University Hill

These designations are defined in the BVCP as follows:

Mixed Use Business: Areas where business or residential character will predominate. Housing and public uses supporting housing will be encouraged and may be required. Specific zoning and other regulations will be adopted which define the desired intensity, mix, location and design characteristic of these uses.

High Density Residential: High density residential areas allow 14 or more dwelling units per acre.

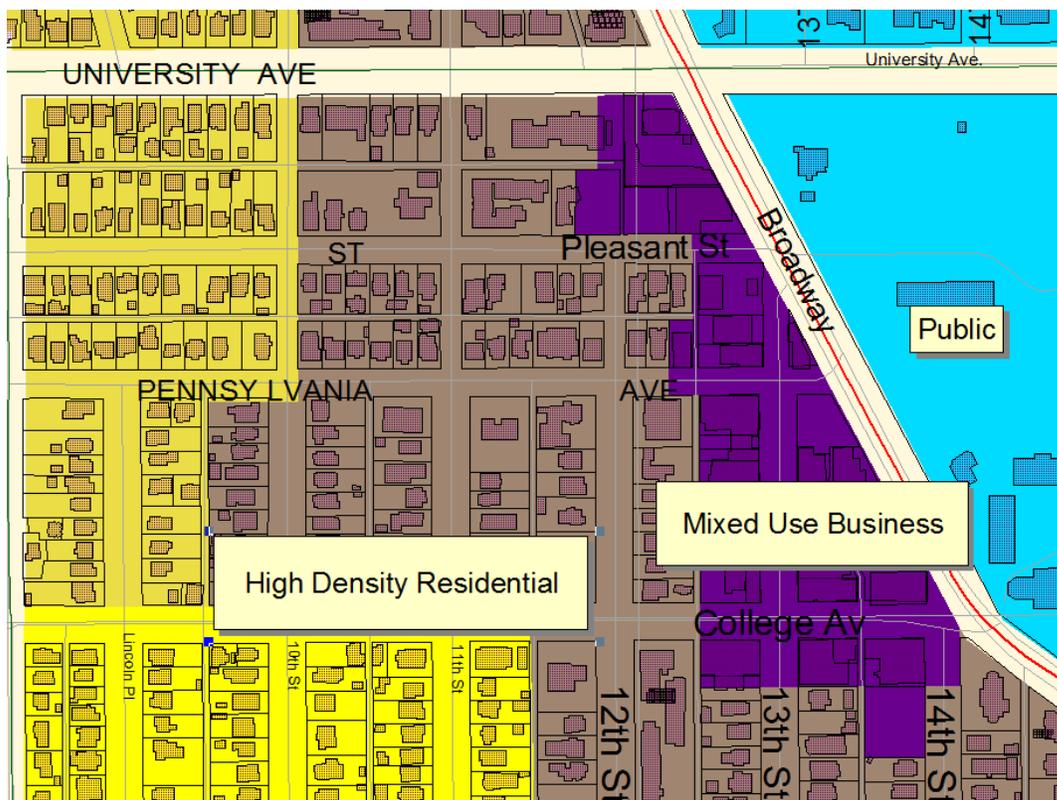
Mixed Density Residential: Mixed density residential areas are permitted for roughly 7 dwelling units per acre.

Low Density Residential: Low density residential areas are permitted for between 2 and 6 dwelling units per acre.

Public: Areas owned and operated by the University of Colorado.



BVCP Land Use Designation Map



IV. Implementing the Vision - Zoning on University Hill



IV. Implementing the Vision - Zoning on University Hill

The city's zoning regulations are one tool to implement the broader goals and policies of the community as established in Boulder Valley Comprehensive Plan (BVCP), and the desired mix of uses. The two zoning districts that apply to the University Hill commercial district are the Business Main Street (BMS) zoning district in the commercial area and Residential High – 5 (RH-5) zoning district immediately surrounding it as shown below. Areas west and south of the University Hill commercial district are zoned RMX-1 (Residential Mixed – 1) and Residential Low – 1 (RL-1) and are generally single-family in character. As the map shows below, areas subject to the university are zoned P (Public). The zoning districts applicable to the University Hill commercial district (BMS and RH-5) are discussed further below.

Zoning of Business District and Immediate Surrounding the District

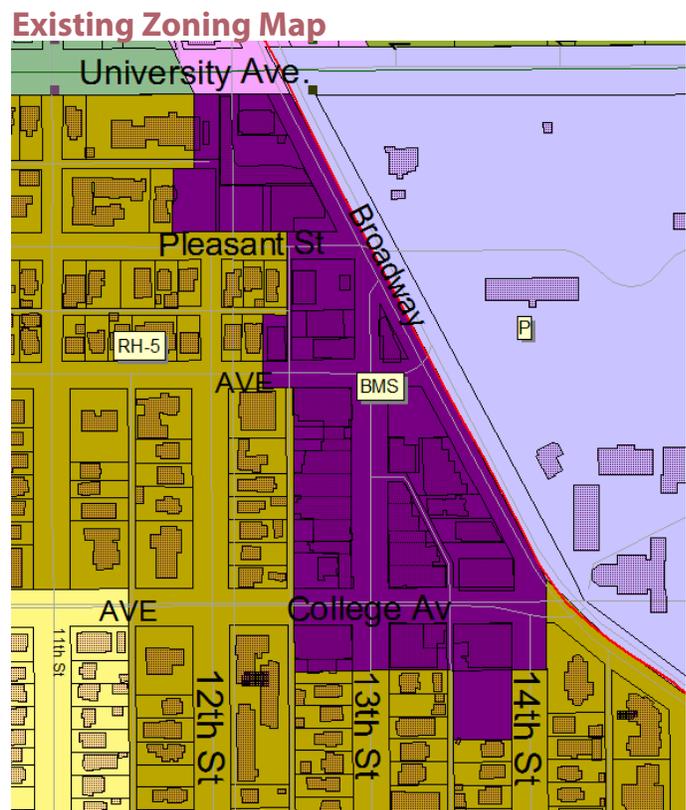
Commercial/Mixed-Use District (BMS): *The BMS zone is a commercial mixed-use zoning district patterned after the character of historic Main Street business districts. BMS is designed to encourage development in a pedestrian-oriented pattern, with buildings built up to the street; retail uses on the first floor; residential and office uses above the first floor; and where complementary uses may be allowed. The zoning district is applied to three other areas in the city, and although they share many similar characteristics and goals with Uni Hill (e.g., mixed-use, pedestrian-oriented land use pattern), they are quite different in other ways (e.g., primarily neighborhood-serving and outside a parking district with lower intensity standards). Because of these differences, the zoning is structured so as to call out certain separate standards for Uni Hill (“areas within a parking district”), most notably, the maximum Floor Area Ratio (FAR; total floor area divided by the lot area) for the Hill is 1.85 in comparison to 1.00 FAR for other areas. This recognizes that, because of its location in a city-managed parking district, properties are not required to provide their own on-site parking, except for residential uses.*

Adjacent Residential Area (RH-5): *Immediately surrounding the business district is the Residential High – 5 (RH-5) zoning district. RH zones are high density residential areas primarily used for a variety of types of attached residential units, including without limitation, apartment buildings, and where complementary uses may be allowed.*

RH-5 zones permit densities of 14 or more dwelling units per acre. Residential uses are allowed by-right and non-residential uses like offices or retail can be permitted with approval of Use Review application from the Planning Board. Other uses that would present more impacts on the neighborhood are prohibited.

The area has traditionally contained a mix of single-family and attached housing units that have been converted to student housing over time.

Site Review is required for any projects on a site greater than 2 acres or proposing 20 or more units. There are no FAR limits in the RH-5 zoning district. Building size limits are instead based on meeting other zoning district standards (e.g., open space, minimum lot area per unit, parking etc.).



IV. Implementing the Vision - Zoning on University Hill

Summary of Recent Developments

Most development on University Hill has occurred by-right (without Site Review) This is largely because the threshold for Site Review is relatively high at 50,000 square feet or redevelopment on a lot greater than 3 acres⁷. Further, because many of the design/form and bulk standards (e.g., setbacks, height, building location requirements) in the BMS zoning district are prescriptive and support the massing and context already seen on the Hill, projects have been able to be approved with a building permit.

Some recent redevelopment examples are:

The Lofts on the Hill: Construction of a mixed-use development at 1143 13th per approved Landmark Alteration Certificate. 5 dwelling units. 3,241 square feet for ground floor retail, 8,335 square feet for residential units on 2nd and 3rd floors. Total square footage: 11,576 square feet.

1155 13th: 6 dwelling units. 2,458 parking area, 2072 square feet restaurant/mercantile, 6,258 sf residential; Total square footage: 9605 sf floor area. (2009)

1350 College: Redevelopment of Jones' Drug site at the corner of College and 14th Street. Entailed the construction of two buildings and a parking structure, retail and restaurants on the first level and 13 dwelling units on levels two and three. Total square footage of two buildings: 7,987 and 15,000 square feet. (2010)

Analysis of How the Existing Zoning Implements the BVCP vision

An analysis of the BMS and RH-5 zoning districts for consistency with the adopted vision for the University Hill business district is provided in Appendix 4. The key findings from the analysis are summarized below.

BMS was applied to University Hill in recent history considering the zone's intent of allowing a mixture of uses and forms consistent with historic 'main street' neighborhood centers. BMS has been successfully implemented in other areas of the city, but in the case of the Hill, may be less successful given the intended vision of the area being both neighborhood and regional serving and the fact that the two primary commercial street frontages differ in building type and character. The Hill also differs in that it is within a general improvement district – UHGID – that was created to provide shared, unbundled district-wide parking and public space maintenance. This may suggest the need to create a more tailored zoning district for the Hill commercial district at some point.

Unlike other regional commercial areas, there is no transition between the Hill commercial area and the adjacent residential neighborhoods. Office uses can provide a good transition between commercial areas and adjacent residential neighborhoods; however, because of an existing Use Review criterion that discourages conversion of existing residences into offices, this use is very restricted in the existing High Density Residential zoning district next to the commercial area (i.e., RH-5). This may suggest creating a micro zone or overlay zone for a portion of the adjacent RH-5 zoning district where office uses could be encouraged.

⁷ As noted in the Zoning District analysis in Appendix 4, staff believes this threshold is an error that occurred in reformatting the zoning code in recent years and should be corrected to set the Site Review Threshold in BMS at 15,000 square feet.

V. Access, Parking Supply and Demand, and Potential “Catalyst” Development Sites



V. Parking Supply and Demand and Development Potential

Access, Parking Supply and Demand

The University Hill commercial area has an overlay parking tax district that was created in the 1970s to supply shared and unbundled parking for the historic commercial district. The district, University Hill General Improvement District – UHGID – is similar to parking districts in the downtown and in Boulder Junction. The district owns and manages two of the three public parking lots in the hill commercial area – one on Pleasant Street, the other on 14th Street. The third parking lot on Pennsylvania is owned and managed by the University of Colorado. Commercial properties within parking districts are not required to provide on-site parking; new residential units are required to provide at least one space per unit. The city manages the UHGID parking as well as the on-street supply.

University Hill has variety of access options for all travel modes. Its location along the Broadway corridor affords it excellent transit access on multiple bus routes, including the high frequency Skip service. The transit stop with the highest boardings in the entire RTD system is several blocks away at Broadway and Euclid. The circulatory bus, the Hop, also provides service to the hill connecting it to the CU campus, downtown and the Boulder Valley Regional center. Being centered between the main campus of the University and adjacent high density student housing provides excellent and easy pedestrian access. Several “last mile” multi-modal options also exist on the hill: a B-cycle station was installed on the hill in 2014 and the Eco car sharing service has a location in the 14th Street district lot for easy access when an automobile is needed.

In the spring of 2014 the city conducted a Transportation Study in the commercial district in order to better understand the travel patterns of hill employees, business owners and visitors. The study also solicited feedback on the hill’s strength and weaknesses. Here are some of the key findings:

Business Survey:

- 62% of employees typically drive alone to work
- 66% of employees live in Boulder
- 22% of employees are CU students
- The average size of hill businesses are 10.2 employees

Intercept Survey:

- 50% walk to hill
- 36% of those surveyed drove; 9% took the bus and 5% biked
- Of those walking, 26% were passing through the hill
- 52% were CU students.

In order to plan for future parking demand, UHGID funds studies that project future development within the entire commercial area. A 2013 development and parking study⁸ projected a “build-out” scenario with a range of a different uses – both commercial and residential – that anticipated a commercial parking demand of between 690 and 612 additional parking spaces assuming a 20% reduction in demand based on multi modal use. In order to meet that demand, both UHGID parking lots would need to be redeveloped adding a total of 490 spaces to the existing parking supply.



“Catalyst” Sites

From as early as the 1993 Hill Plan, the role of “catalyst” sites has been a primary strategy for Hill revitalization. Catalyst sites are defined as key properties that are sufficiently substantial in size to accommodate redevelopment projects that can contribute to implementing the City Council vision for a greater diversity of uses, stakeholder partnerships and multi-modal access. Catalyst sites also provide the opportunity to achieve other Hill priorities such as creating public gathering areas, increasing public art and increasing parking which has been identified as a key foundation to attracting more office use,

8 2013-2014 University Hill Parking Analysis and Transportation Studies. See Appendix 7.

V. Parking Supply and Demand and Development Potential

entertainment and retail.

A diversity of business/residential uses in the Hill commercial district would help to create a year-round vitality to support business retention and attract new businesses. Business diversity has been hard to achieve within the existing historic buildings, and given the shortage of parking for additional office workers and business customers. Redevelopment of larger sites would offer an opportunity to address both these barriers to year-round vitality.

As in many historic areas, the existing surface parking lots present the greatest opportunity for redevelopment efforts. On the Hill, there are three surface parking lots – two are owned by the parking district (UHGID) and one by the University of Colorado. These sites and the gas station at the corner of Pleasant and 13th Street have been repeatedly identified over time as the four opportunity catalyst sites.

Partnerships play an essential role in the redevelopment of Hill catalyst sites for a variety of reasons.

First, as determined by the 2005 Hill Business Plan Study, the size of the Hill commercial district parcels are relatively small and do not provide the economic feasibility and scale of redevelopment to accommodate underground parking. Combining multiple parcels and/or utilizing the UHGID sites enables a scale of development with the highest likelihood of economic feasibility. Currently, negotiations are underway with a private developer for the redevelopment of the UHGID 14th Street parking lot which aggregates the parking lot with a property on 13th Street in order to provide access to the project's proposed underground parking garage from 13th rather than transgressing through the residential neighborhood along 14th Street.

Second, the need for replacing and accommodating parking, along with other multi-modal strategies, is fundamental to providing the infrastructure to create more diverse uses such as office and retail and entertainment that attracts a citywide or regional audience. Due to the confined space on the hill and basic urban design principles, the majority of parking provided within these redevelopments would be underground which is very expensive to build and operate. Creating a large enough building footprint affords a greater efficiencies of scale and parking layout. Should the hill remain a commercial district

primarily catering to the basic needs of CU students as they travel between home and classes, then the need for additional parking would be questionable.

Thirdly, the property tax based parking district, UHGID, lacks the financial resources and muscle to finance the construction of structured and/or underground parking. Again, due to the constrained size of the district the property tax revenue generated within UHGID is \$28,127 (compared with CAGID \$1,110,605). According to analysis by the city's financial advisor, Piper Jaffrey, the UHGID district would not have the property tax valuation and revenues that would justify selling bonds to cover the garage construction costs repayment. This district financing method has been successfully employed to finance and build structured and underground parking facilities in the downtown. Hence, UHGID must explore innovative public/private partnerships with other entities including private developers and potentially new incentives to achieve the parking necessary to support the goals of the hill revitalization efforts.

VI. History





1301 Pennsylvania c. 1949, Constructed in 1909.

In 1930, this was J. Quine's drug store and R. Mayes Harrison's Beauty shop. Today it is Buchanan's Coffee Shop and the Mac Shack. Photo courtesy of the Carnegie Branch Library for Local History.

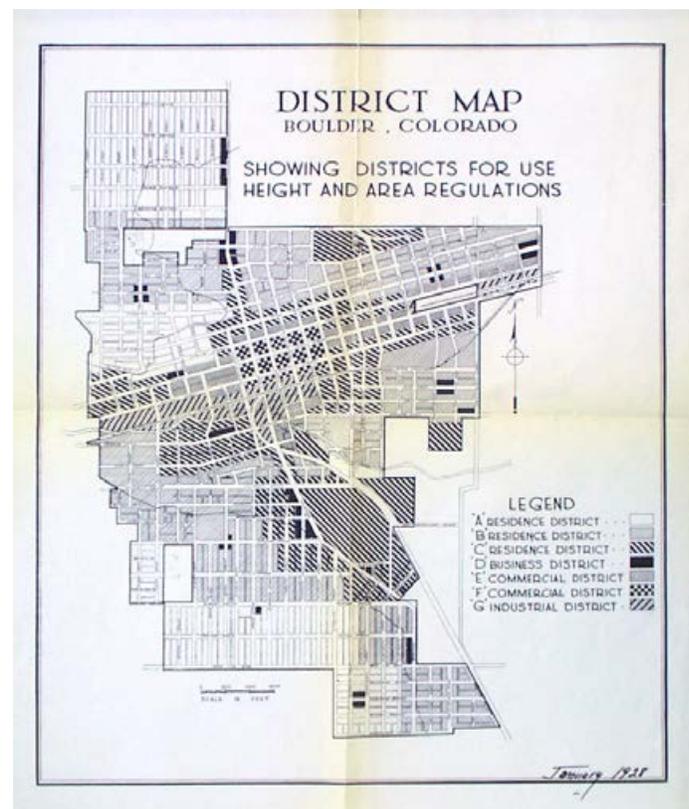
University Hill History

Development in the University Hill neighborhood began in 1899 with the establishment of Chautauqua and a streetcar connecting University Hill with downtown. By 1906, steady growth of the neighborhood resulted in the construction of the University Hill School. The area attracted professors and employees of the university, families who planned to send their children to CU, business and professional workers, and university students. Boarding houses sprang up in the area due to limited dormitory space on campus, along with many fraternity and sorority houses. A connection between the university and commercial district existed from the beginning of the area's development, driving demand for a commercial district near the campus. The first commercial building constructed in the area was the McConnell and Crane drug store at 1301 Pennsylvania Avenue. Four other buildings, including one to house the Women's Athletic Association, were constructed in the 1910's.

By 1919, the slogan "on the Hill" was already being used in advertisements for the University Hill area. During the 1920's, University Hill experienced its most dramatic period of residential growth. The Hill commercial district also experienced significant growth, as a wall of commercial building emerged along the west side of the 1100 block of 13th Street. Faced with the changing character of the neighborhood, residents on the west side of the street began converting their

dwellings to commercial uses, principally through the construction of additions onto the fronts and sides of existing houses. This "wrapping" of homes with business additions of incompatible styles engendered the desire among many University Hill residents that the business district be limited. These concerns resulted in the adoption of Boulder's first zoning ordinance in 1928. During the 1920s, the Hill became a popular site for student gatherings and celebrations. The Sunken Gardens, the Co-op and Greenman's were popular student hangouts.

Due to the Great Depression and the onset of World War II, there was little commercial development during



Boulder's very first, 1928 Zoning Map

the 1930s and 1940s on the Hill. The depression era brought the first reports of students causing damage to property on the Hill. The neighborhood was evolving into an area where students massed to voice concerns, celebrate news, and display anger – a home away from home. The 1940's showed little growth in the Hill commercial district. World War II brought a decrease in enrollment at CU, leaving popular student hang out areas deserted. The 1950s, on the other hand, brought

VI. History



1101 13th Street c. 1950, Constructed in 1896. Originally the Phi Delta Theta Fraternity, a commercial addition was later added. This commercial addition, in the foreground, is now Yeye's Cafe. Photo courtesy of the Carnegie Branch Library for Local History.



Sanborn Map of the Hill in 1931 with the boundaries of the modern day BMS zone superimposed.

booming enrollment, and with its large commercial development on the Hill, including the construction of the Flatirons Theater and Tulagi's. Both Tulagi's and the Sunken Gardens received their liquor licenses after some protest from the public, and once again, the Hill was a site for off campus celebration.

The 1960s brought the construction of six new buildings in the Hill commercial district, along with political unrest. Student activities changed from the usual homecoming parades and pep rallies to protests against the Vietnam War, resulting in confrontations, teach-ins, and mass student meetings. Police were assigned foot patrol on the Hill to enforce the new ordinances adopted to combat the increased loitering, panhandling, and vandalism on the Hill.

Following repeated breakage of the University Bookstore's windows, many of them were removed and replaced by graphics painted on the concrete inserts, which were vandalized as well. In the 1990s and 2000s, several businesses that had attracted customers from across the city closed and were replaced by uses catering to university students. Closures included two professional men and women's clothing stores--Kingsley and Company and The Regiment--a high end jewelry store and florist, and the Flatirons movie theater.

No new development occurred on the hill from the 1970's to 2009, when two projects were constructed. The first one included additions above the existing buildings at 1143 and 1155 13th Street and the second one was the redevelopment of the former Jones' Drug site at the SW corner of College and 14th Street. Both projects added student rental housing above retail stores.

Over the decades, the hill commercial district has been shaped by the interplay between the university and the adjacent residential neighborhoods, as well as the political and social issues of the times. To this day, the Fox is an entertainment venue that attracts nationally known musical acts of the day.

VII. Existing and Potential Future Incentives



VII. Existing and Potential Future Incentives

Existing Programs

Economic Vitality

The City of Boulder's Office of Economic Vitality offers two programs that are used to support both existing businesses and business attraction efforts. The Flexible Rebate program started as a pilot program in 2007 and is now funded annually, with \$350,000 in funding budgeted in 2014. Primary employers (50% or more of revenues from outside Boulder) may apply for tax and fee rebates. The second program is a revolving loan fund operated by the City in partnership with the Colorado Enterprise Fund. The micro-loan fund targets businesses that may not qualify for conventional loans.

City of Boulder Permanently Affordable Housing Program

The City administers a variety of programs to ensure a supply of affordable ownership and rental units. Since the late 1980s, the city has created over 3,250 units (includes 242 shelter and group home beds) that are considered affordable. Of those approximately 35 percent are ownership units and 65 percent are rental units owned and managed by city partners. The City adds new units every year with a goal of permanently affordable housing units accounting for 10 percent of overall housing stock. At the end of 2013, 7.2 percent of all housing units in Boulder were permanently affordable.

The City uses a variety of funding mechanisms to create and maintain a stock of affordable homes. In addition to federal HOME Investment Partnerships Program and Community Development Block Grant (CDBG) funds, the programs are funded through local Community Housing Assistance Program (CHAP) and Affordable Housing Funds (AHF). The sources of the local funds are property tax revenue, Inclusionary Housing cash-in-lieu contributions, the downtown linkage fee and the Housing Excise Tax.

One major source of affordable units is Inclusionary Housing. Adopted in 2000, Boulder's Inclusionary Housing (IH) ordinance requires that new residential development contribute at least 20 percent of the total units as permanently affordable housing. Inclusionary Housing options for meeting this requirement include constructing on-site permanently affordable units, dedicating off-site units (existing or newly built) as permanently affordable, dedicating vacant land for affordable unit development or paying cash in lieu. Affordable units produced through IH are priced to be affordable to low- and moderate-income households and have deed restrictions which limit appreciation and require they be sold or rented to income-qualified households in perpetuity.

The cash provided in lieu of providing affordable units is combined with other local and federal funds and used to: develop new affordable homes, acquire and rehabilitate existing building as affordable, fund programs such as new home buyer training and foreclosure prevention, rehabilitate and maintain existing affordable rental units and to purchase land (land banking) for future affordable housing development.

There are two types of units in the Affordable Housing Program – ownership and rental. The City does not own any permanently affordable units. Ownership units are owned by the individual and rental units are owned and maintained by city partners (i.e. Boulder Housing Partners, Thistle).

Ownership Program

The Division of Housing administers the Homeworks program. Homes are sold at below market-rate prices to income eligible buyers. Homes are permanently affordable and governed by an Affordability Covenant that limits the resale price and places other restrictions on the home. Eligibility for the program is a combination of income and assets (shown below). Homes for sale in this program are listed on the Division of Housing website.

VII. Existing and Potential Future Incentives

Income Max

Homes are available for two income groups:

	1 person	2 people	3 people	4 people	5 people
low/moderate income	\$51,490	\$58,850	\$66,220	\$73,520	\$79,450
middle income	\$76,400	\$87,360	\$98,330	\$109,110	\$117,990

Based on gross income for standard employees and net income for self-employed people

Assets Max

	1 person	2 people	3 people	4 people	Each Additional Person
low/moderate income	\$55,000	\$70,000	\$85,000	\$100,000	+\$15,000
middle income	\$140,000	\$155,000	\$170,000	\$185,000	+\$15,000
recently divorced	\$85,000	\$100,000	\$115,000	\$130,000	+\$15,000
permanently disabled	\$140,000	\$155,000	\$170,000	\$185,000	+\$15,000
retired	\$85,000	\$100,000	\$115,000	\$130,000	+\$15,000

Exempt Retirement Assets

Retirement assets can be deducted based on this chart. Assets must be in a designated retirement account to be exempted.

Age	Exempt Amount
Under 40	\$30,000
40-55	\$55,000
Over 55	\$110,000

Rental Program

Eligibility for rental units is typically determined by income and other factors. For example, Thistle requires two years of satisfactory rental history and a combined gross income of three times the monthly rent. Income limits are based on household size (see chart).

Household Size	1 Person	2 People	3 People	4 People	5 People
Max Income Allowed	\$38,520	\$43,980	\$49,500	\$54,960	\$59,400

Additional limits vary by property and may include no felony arrests or convictions within five years, no evictions within five years, no monies owed to current or previous landlords, no bankruptcy that has not been discharged, and no wage garnishments which cause the applicant to be outside the rent to income ratio of 30-40 percent.

Students in Affordable units

Permanently affordable ownership units are available to a large segment of the Boulder population. Traditional Boulder students (18-22 years old) are unlikely to qualify to purchase an affordable home through the Homeworks Program. These requirements include documenting paid work that averages a minimum of 30 hours per week and having sufficient income to qualify for a mortgage. By design this program is intended to provide workforce housing solutions and not student housing.

VII. Existing and Potential Future Incentives

Affordable rental units are also not intended to serve traditional Boulder students. For example, rentals utilizing federal tax credits are allowed to serve households comprised entirely of full time students only under very limited circumstances. Thistle only allows full time students with two years of successful rental history that meet one of the following conditions: participants in Aid to Families with Dependent Children, or a federal/state/local job training program, single parent, married filing joint tax returns.

Potential Incentives

Innovation/Creative/Arts District for the University Hill Commercial District

Building on the essential, innate qualities of the Hill Commercial District including creativity, youthfulness, and energy, and Innovation/Creative/Arts District is envisioned to transform the Hill from a primarily student-services center to an area fostering creativity in the broadest sense. This multi-faceted approach would not be confined specifically to the “arts” in the traditional sense but on the creative process producing a climate and culture of innovation, interaction, inclusion, experimentation and vibrancy within the Boulder context. A special focus could be to recapture and build on the musical tradition of the Hill including such resources as the Fox Theater, Tulagi’s, and Albums on the Hill. The potential strategies include:

- Collaborate with the university’s entrepreneurial, cultural, scientific, and arts programs to bring these creative endeavors across Broadway, including the Conference on World Affairs and Maymester programs;
- Create community partnerships and incentives to develop facilities that would include innovation/creative/artistic components;
- Create incentives for business and redevelopment which fit this special district criteria, including media, design, technology and web based sectors;
- Promote, fund and encourage public arts and arts programming;

- Consider innovative regulations and new approaches to encourage experimentation; becoming a “test site” for new ideas;
- Create innovative public spaces that promote the arts and creativity such as the Event Street on Pennsylvania Avenue recently approved as part of the Community, Culture and Safety ballot initiative.

Several initiatives have been undertaken to explore this concept. An Urban Land Institute (ULI) Technical Advisory Panel (TAP) was commissioned which offered concepts for district arts and marketing; an application was submitted to the State of Colorado in the first year for a creative district designation which was not received; the CU Maymester workshop about civic engagement and the arts was conducted; the International Town Gown Association Conference hosted events on the Hill; and murals have been painted on the Flatiron and Fox Theaters in 2011 and 2014 by students in the CU Libby Residential Academic Program (RAP). The city’s first pilot parklet was commissioned and installed for six months in 2014, and Spark, a CU student co-working space focused on innovative entrepreneurship was opened at the beginning of 2014.

Financial Rebate Program

To expand upon the city’s existing programs, the city could consider a pilot rebate program for properties on the Hill that add a specified amount of office use or otherwise do something that addresses the needs that have been identified to fully implement the BVCP vision. Rebates could be related to construction use tax or the city portion of property tax for a specified period (e.g., 5 years, 10 years). Exploring this option will require analysis of what criteria would be used to qualify, what level of incentive would have the needed impact that would justify the city’s investment, and what an appropriate application and approval process would look like. Also, if pursued, the concept of an Innovation/Creative/Arts District role in shaping incentives that meet an agreed upon vision.

Historic Preservation Tax Credits

Federal and state tax laws provide tax incentives for historic preservation projects that follow the Secretary of the Interior's Standards for Rehabilitation and are listed on the national or state register.

In 1996 and 2008, the University Hill Commercial District was surveyed and identified as a potential local and National Register Historic District. Additional survey and community engagement efforts would be required before consideration is given to designating the area. If designated, property owners would be eligible for tax credits of up to 50% of costs for interior and exterior rehabilitation.

Federal Tax Credits

Federal Tax Credits are available for income-producing properties that are listed in the National Register of Historic Places: The 20% tax credit is available to properties that are either listed individually or as a contributing building to a district.

The 10% federal tax credit is available for properties built before 1936 and are not individually eligible. The minimum project cost to be eligible for credits is typically \$5,000, with no maximum credit.

A 20% reduction in the amount of income tax owed is available to owners of properties meeting specific criteria. In brief, the property must be income producing (i.e. owner occupied residential structures are not eligible) and listed or eligible for listing in the National Register of Historic Places, or a contributing building to a National Register District. Work must follow the Secretary of the Interior's Standards for rehabilitation, be approved by the State Historic Preservation Officer, the National Park Service, and the IRS.

A 10% reduction in the amount of income tax owed is available to owners of historic properties meeting less stringent criteria than the 20% tax credit. This 10% credit is available for properties that are not eligible for the National Register and are not considered contributing to a historic district. The building must be income producing, built before 1936, and reviewed by the IRS.

State Tax Credits

The State Income Tax Credit is available for properties that are locally designated and there is a \$5,000 minimum rehabilitation cost and a maximum credit of one million dollars. In 2014, State legislation was passed to further strengthen the tax credit programs in Colorado. Beginning in 2015, the project cap for state tax credits will increase from \$50,000 to one million dollars per property and the credits

are now allowed to be transferred. Projects with qualified costs over one million dollars are eligible for a 20% state tax credit, while projects under one million are eligible for a 25% tax credit. Additionally, communities such as Boulder that have been declared a disaster relief area by the governor or president are eligible for an additional 5% tax credit available, increasing the potential State Tax Credit to 30% for projects with qualifying costs under one million dollars. Qualifying costs include work to the interior and exterior, such as re-roofing, refinishing floors and replacing or repairing the plumbing and electrical systems.

In Boulder, Tax Credit Applications are reviewed by city Historic Preservation Staff. Additional information on the available programs is available online at www.historycolorado.org/oahp/available-programs.

Local Historic District Incentives

Owners of locally designated properties may be eligible for the following incentives:

- Sales tax waiver on construction materials if at least 30% of the value of materials is for the building's exterior.
- Waivers from certain provisions of the International Building Code if approved by the Director of Development and Inspection Services. For example, lower railing heights may be permitted if historically compatible and safe.
- The potential for the Board of Zoning Adjustment to grant a variance for a historic building if it is determined that the development in conforming locations on the lot or parcel would have an adverse impact upon the historic character of the individual landmark or the contributing building in a designated historic district. Section 9-2-3 (4)
- An exception to the solar access requirements for additions to properties in an historic district to encourage compatible roof designs. Section 9-8-14(6)(D)
- Eligibility for the Colorado State Historical Fund. Grants are available for projects in the following categories: acquisition and development (must be a local landmark or on the State or National Register), education projects, and survey and planning projects.

See Appendix 3 for a table of Historic Preservation Tax Credits., Available Programs and information on implications of designation at the national, state, or local level.

VIII. Preliminary Findings and Potential Strategies to Explore Further



Preliminary Findings

One overall findings is that:

The biggest gap between the City's adopted vision for the Hill and the current situation is that the uses do not attract a diversity of users. The proximity of the University provides significant economic, intellectual and cultural benefits and has influenced the Hill's existing unique, student-centric and bohemian character. While it is neither desired nor necessary to change the student-focus of the Hill, diversifying the users and uses will make it more lively year-round and attractive to the community at large.

Specific findings include:

1. There may already be an over-concentration of housing in this small commercial district. There are 103 dwelling units within the Hill Commercial District. This compares with approximately 130 units Downtown, yet the Hill is only 11.5 acres in size whereas the Downtown encompasses approximately 108 acres. While the presence of housing close to any commercial district adds vitality and built-in shoppers, the hill commercial area has an abundance of high density residences on three sides already and residences account for a higher share of square footage than is traditionally expected in a commercial district. Furthermore, the recent economic analysis done by Economic & Planning Systems, Inc. (EPS) concludes that the demand for residences located in the hill commercial area "is almost completely for student oriented housing."⁹ More student rentals clustered in this small area could create a party-like atmosphere and noise impacts that conflict with the hill vision as a safe, comfortable place to shop, work, visit, and live.
2. There are very few offices on the hill, yet office uses could potentially play a crucial role in adding a year-round diversity of ages and professions on the hill. There are only 8 office uses housed in only 3% of the total building square footage on the hill, and few more in the immediate neighborhood. Although the EPS re appears to be a strong market for office uses in the core area of the city, few offices

have located on the Hill in recent years, despite its proximity to CU and Downtown and its location in one of the most transit-rich locations in the region.

3. The Hill Commercial District has two primary commercial street frontages, each with its own distinct character and relationship to the public realm, and it may be appropriate to identify sub-districts to address the unique opportunities and challenges of each area. 13th Street is the historic heart of the district, with its historic commercial buildings and music venues. Broadway forms the interface with the CU campus and is a bustling street with an eclectic mix of structures. The cross streets of College, Pennsylvania, and Pleasant run perpendicular to, and connect the main streets, and serve as pedestrian corridors between the university and the high density student neighborhoods. These areas have different lotting patterns, building character, and relationships to the public realm.
4. EPS' updated analysis of the market potentials for future development in the Uni Hill area¹⁰ found that among the barriers to expanding the diversity of uses and users on the Hill are:
 - a. Insufficient public parking, particularly for professional office uses and city-wide-serving retail uses;
 - b. Lack of another attraction or anchor that could change the current market perception of being just for students and market demand to attract a broader visitor mix; and
 - c. The somewhat run-down aesthetic of portions of the hill.

9 November 18, 2014, memorandum from Dan Guimond and Matt Prosser; EPS, see Appendix 8.

10 November 18, 2014, memorandum from EPS, see Appendix 8.

VIII. Preliminary Findings and Potential Strategies to Explore Further

Potential Strategies to Address the Findings

Following public input on this Phase 1 Report, the City will work with EPS to understand the financial gaps that hinder the development of office and other desired uses on the Hill today, and to identify potential approaches the city could take to encourage or require change. Potential strategies that could address the above findings and may be appropriate to analyze further include:

Parking

- A. Promote public/ private redevelopment on the two University Hill General Improvement District (UHGID) surface parking lots to add more parking on the Hill and provide catalyst developments to bring new uses to the Hill.

Uses

- B. Create a density bonus for office uses. (Would need to determine the “base” allowable density; direction to date from city council is not to increase currently allowable FAR. Would also need to determine type of office spaces that would be eligible and what the level of bonus would be.)
- C. Create an overlay zone in the adjacent RH-5 residential zone to encourage office uses in existing residential structures.
- D. Prohibit new residential uses, but allow existing uses to stay by defining them as “conforming” uses.
- E. Prohibit new residential, except Permanently Affordable or Senior Housing.
- F. Prohibit new residential, with exceptions as in E, but only above the 1st floor.
- G. Allow market rate housing only on partial 3rd floors if in conjunction with rehabilitation of an existing building, or in new buildings when in conjunction with a use or “public benefit” that helps implement the Hill vision. (Would need to define what constitutes public benefit.)

Financial Incentives

- H. Consider pilot tax rebate program for properties that add desired uses that are difficult to attract or that provide a “public benefit” that helps implement the BVCP vision. (Would need to define what constitutes “public benefit”, could be in combination with Option I.) Exploring this option would also require analysis of what criteria would be used to qualify, what level of incentive would have the needed impact that would justify the city’s investment, and what an appropriate application and approval process would look like.
- I. Consider National Register Historic District designation, allowing eligible properties to take advantage of up to 50% income tax credits (20% for federal income tax credits plus 30% state income tax credits beginning in 2015). Can be used for maintenance and repair as well as rehabilitation.

Programs

- J. Consider the creation of Innovation/Creative/Arts District. Build on the essential, innate qualities of the Hill including creativity, youthfulness, and energy, and expand it to foster creativity in the broadest sense for a diversity of users. Potential strategies could include:
 - Collaborate with the university’s entrepreneurial, cultural, scientific, and arts programs to bring these creative endeavors across Broadway, including the Conference on World Affairs and Maymester programs;
 - Create community partnerships and incentives to develop facilities that would include innovative/creative/artistic components;
 - Create incentives for business and redevelopment which fit this special district criteria, including media, design, technology, and web based sectors;
 - Promote, fund and encourage public art and arts programming;
 - Consider innovative regulations and new approaches to encourage experimentation; become a “test site” for new ideas;
 - Create innovative public spaces that promote the arts and creativity such as the Event Street on Pennsylvania Avenue recently approved as part of the Community, Culture and Safety ballot initiative.

Appendix 1

Uni Hill Moratorium Project Background

On July 29, 2014, City Council approved an emergency ordinance, to expire on August 20, that suspended acceptance of all building permits or site review applications that would add floor area of *any kind* in the Hill Business District. On August 19, 2014, City Council adopted a substitute ordinance that more narrowly suspends the acceptance of building permit and site review applications to add *residential floor area* within the University Hill business district until March 18, 2015.

The purpose of the ordinance is to provide the time necessary to address a current economic environment that strongly favors student rental housing in the University Hill commercial district, making it difficult for more diverse uses that could help to preserve and enhance the neighborhood's character to compete in the market place.

The timeframe for this project is very tight, so it is important that the scope remain narrowly focused on zoning district standards, uses, and boundaries. The project is not intended to create a new vision nor to address all of the issues surrounding implementing the larger vision for the area.

Although the project will attempt to address some issues related to market dynamics and what it will take to make implementing the Hill vision financially feasible, it will not solve them. Rather, the focus is on preventing a short-term economic situation from imposing long-term changes to the character of the Hill.

Solving the underlying issues and implementing council's goals for the Hill will require a variety of longer-term efforts, including those that are currently underway as part of the city's overall Hill Reinvestment Strategy¹ that consolidate the past efforts and concepts² into a three-pronged approach as directed by Council (e.g., public safety/code enforcement, beautification, pilot residential services district; redevelopment of catalyst sites, and creating organizational structures that can represent the diverse interests of Hill stakeholders and identify funding sources to sustain the vitality of the Hill over time).

The official vision for the University Hill Business District is described in Boulder Valley Comprehensive Plan (BVCP), adopted in 2010 and the University Hill Area Plan Summary, adopted in 1996. In short, both descriptions are of a an activity center that is pedestrian-oriented, with a rich mix of uses to serve the university, adjacent University Hill neighborhood, the city as a whole and the region.

The goals for this moratorium project are to:

- Refine zoning district boundaries, uses, and standards to bring them in line with the BVCP vision for the area
- Demonstrate a clear understanding of market dynamics and property owner needs and desires, as well as those in the adjacent university and surrounding neighborhood
- Identify and/ or develop incentives that make implementing the Hill vision economically feasible
- Support and coordinate with concurrent efforts to implement the Hill vision

Over the years, the University Hill Commercial district has been the subject of many plans and studies as described in Appendix 4. Therefore, this project is not starting over, but rather building on the work that has already been done.

The project includes the following phases and schedule:

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

This report summarizes the results of Phase 1. A separate report summarizing the results of the Options and Public Outreach will be prepared at the end of Phase 2.

1 See Appendix 4 for a description of the components of the Hill Revitalization and Reinvestment Strategy

2 See Appendix 5 for a summary of past Uni Hill studies and planning efforts

Appendix 2

Detailed Parcel and Land Use Inventory

1) 1335 Broadway



Year Built: 1977

Uses: Restaurant, Residential

2) 1313 Broadway



Year Built: 1958

Uses: Fast Food, Retail, Office, Service

3) 0 and 1155 Pleasant



1153 Pleasant St., c. 1949

1155 Pleasant St., c. 1949



1215 Pleasant St., c. 1949

1223-1225 Pleasant St., c. 1949

Before this parking lot was constructed, this was the location of a few residential homes. 1153 Pleasant St., constructed in 1896, was the home of R. Emmett Arnett, a boulder pioneer and owner of the Arnett Hotel.

Historic photos of selected properties in this section courtesy of the Boulder Carnegie Branch Library for Local History.

4) 1301 Broadway



Year Built: 1925

Uses: Retail, Restaurant

5) 1275 13th Street



Year Built: 1987

Uses: Convenience Store

6) 1211 13th Street



1211 13th Street, c. 1949

Year Built: 1912

Uses: Retail, Fast Food, Residential

This first opened up as the Varsity Hall in the 1910s. Later businesses in the 1930s and 1940s included the Dinner Bell Café, Banta Alf, and “Dugout” cleaners.

7) 1203 13th Street



1203 13th Street, c. 1954

Year Built: 1912

Uses: Unfinished Area, Retail, Residential

This building was originally a fraternity house. In the 1950s, a commercial addition was added. Businesses included Heflin's Jewelry and a dentist's office. Today it is the Innisfree Poetry Bookstore & Café.

8) 1219 Pennsylvania



1219 Pennsylvania Ave., c. 1949

Year Built: 1928

Uses: Retail, Office, Residential

Originally the Tavern restaurant in 1928, this building was later Ross Chiver's athletic goods store in the 1950s. Today it is Al's Barber Shop.

9) 1301 Pennsylvania



1301 Pennsylvania Avenue, c. 1949

Year Built: 1909

Uses: Retail, Restaurant

In 1930, this was J. Quine's drug store and R. Mayes Harrison's Beauty shop. Today it is Buchanan's Coffee Shop and the Mac Shack.

10) 1226 Pennsylvania Avenue



1226 Pennsylvania Avenue, c. 1953

Year Built: 1923

Uses: Retail, Restaurant, Office, Residential

This was originally a house occupied by J.W. and Eva Mott in the 1910s. By 1930, this was Sommer's Sunken Gardens restaurant. Today it is the Sink restaurant.

11) 1155 13th Street



1155 13th Street, c. 1957

Year Built: 1954 - Individual Landmark

Uses: Restaurant, Residential

This first opened as Kinsley & Co. which was a men's clothing store and haberdashery. Today this is the Project Pie restaurant.

12) 1149 13th Street



1149 13th Street, c. 1949

Year Built: 1910

Uses: Restaurant

Businesses in this building during the 1930s included a barber shop and shoe shiner. In the 1940s the barber shop was renamed the University Barber Shop. Today this is Mamacita's restaurant.

13) 1143 13th Street



1143 13th Street, c. 1949

Year Built: 1920 - Individual Landmark

Uses: Restaurant, Residential

Originally the Silver and Gold Cleaners in the 1920s, other tenants included a shoe shop, a post office, and the Buffalo Press. Today it is a Five Guys restaurant.

14) 1135 13th Street



1135 13th Street, c. 1952

Year Built: 1926 - Individual Landmark

Uses: Entertainment

Originally the Rialto Theater, this building also functioned as a dance hall and night club in the 1930s and 1940s and as a cafeteria in the 1950s. Today, it is the Fox Theater.

15) 1129 13th Street



1129 13th Street, c. 1952

Year Built: 1952

Uses: Retail, Restaurant

This building first opened as Tulagi's, a night club and concert venue. It closed in 2003. Today this building is occupied by Boss Lady Pizza and Red Mango smoothie bar.

16) 1121 13th Street



Year Built: 1965

Uses: Unfinished Area, Retail

17) 1119 13th Street



1119 13th Street, c. 1955

Year Built: 1955

Uses: Retail

Originally Scott's Ltd. women's clothing store, today this is a Qdoba restaurant.

18) 1101 13th Street



1101 13th Street, c. 1950

Year Built: 1896

Uses: Restaurant, Residential

Originally the Phi Delta Theta Fraternity, a commercial addition was later added. Tenants included The Elms and McDowell's House of Photography. Today it is the Espresso Roma Café.

19) 0 Broadway



0 Broadway (1165 Broadway), c. 1949

Uses: Parking Lot

Before this parking lot was constructed, the building at 1165 Broadway was located here. It functioned as the Alpha Tau Omega fraternity. The chapter functioned from 1901 to 2002.

20) 1144 13th Street



1144 13th Street, c. 1952

Year Built: 1917

Uses: Unfinished Area, Retail, Residential

In the 1920's, businesses included A&B Kash-Karry Grocery, P.B. Paddock Men's furnishings, and University Hill shoe repair. Today this is the Lollicap Café, Brazil on the Hill, and Doomd Ink.

21) 1130 13th Street



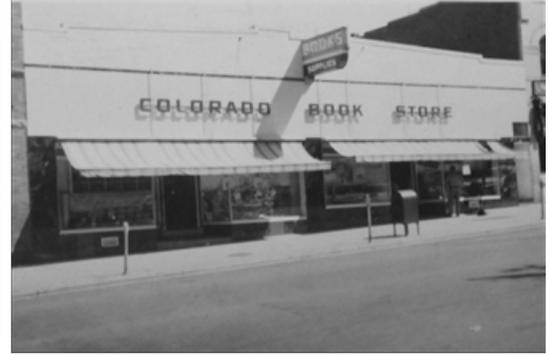
1130 13th Avenue, c. 1949

Year Built: 1900

Uses: Unfinished Area, Convenience Store, Residential

In 1916, this was the University Store. From 1920 to the 1950s, Greenman's Drug Store and University Store Booksellers occupied the building. Today this is the University Hill Market & Deli.

22) 1124 13th Street



1124 13th Street, c. 1949

Year Built: 1939

Uses: Restaurant, Retail

Originally the Colorado Book Store, this building is now occupied by Abo's Pizza and an album store.

23) 1118 13th Street



Year Built: 1911

Uses: Unfinished Area, Retail, Residential

24) 1110 13th Street



Year Built: 1913

Uses: Restaurant, Residential

25) 1321 College Avenue



Year Built: 1927

Uses: Retail, Restaurant, Residential

26) 1089 13th Street (Flatirons Theater)



1089 13th Street, c. 1951

Year Built: 1950 - Individual Landmark

Uses: Retail

Since its opening in 1951, this building has functioned as the Flatirons Theater. The architect Byron Hale Kaufman designed the theater with about 1,000 seats, a fireproof projection room, and a nursery.

27) 1083 13th Street



Year Built: 1979

Uses: Residential

28) 1135 Broadway



Year Built: 1960

Uses: Retail

29) 1127 Broadway



Year Built: 1925

Uses: Residential

30) 1121 Broadway



Year Built: 1964

Uses: Office, Retail

31) 1111 Broadway



Year Built: 1965

Uses: Unfinished Area, Retail

32) 1310 College (Hilltop Building)



Year Built: 1965

Uses: Unfinished Area, Restaurant, Office, Retail

33) 1324 College



1324 College Avenue, c. 1949

Year Built: 1949

Uses: Restaurant

Past businesses of the 1950s included the Little Polar Bar Ice Cream shop and the French Boot Shop. Today it is the Waffle Brothers, Deli Zone, and Illegal Pete's.

34) 1350 College



Year Built: 2011

Uses: Attached Garage, Retail, Residential

35) 0 14th Street



1077 14th St. c. 1958

1061 14th St. C. 1949



1069 14th St. c. 1949

Uses: Parking Lot

Before this parking lot was constructed, this was the location of three residential homes. In the 1950s, 1077 14th St. was the location of the Episcopal Student Center.

Number	Address	Existing Square Footage	Square Footage of Each Land Use		Dwelling Units	Projected additional square foot per RRC study	Businesses
1	1335 Broadway	6,698	Restaurant	3,530		7,519	Vacant The Rib House - 1335 Broadway
			Second Floor	2,928			
2	1313 Broadway	17,769	Fast Food	192		24,566	All Businesses at 1325 Broadway
			Retail	17,577			Bova's Frozen Yogurt Bova's Pantry Vacant Santiago's Cosmo's Pizza University Cleaners High on the Hill Glass Hookah House Kim Food to go Doozy Duds Buff Tans Ameritech Construction Dot's Diner on the Hill
3	0 and 1155 Pleasant	0	Parking Lot	N/A		23,970 & 17,571	
4	1301 Broadway	10,222	Retail	3,172		14,873	The Goose - 1301 Broadway The Fitter - 1303 Broadway Tra-Lings - 1305 Broadway You and Mee Noodle House - 1311 Broadway
			Restaurant	7,050			
5	1275 13th Street	3,108	Convenience Store	3,108		24,605	Everyday Store - 1275 13th
6	1211 13th Street	14,126	Retail	2,083	18	2,969	Full Cycle - 1211 13th Half Fast Subs - 1215 13th Peace Pipe Hookah Lounge and Smoke Shop
			Fast Food	2,083			
			Off St. Retail	2,160			
			Second Floor	7,800			
7	1203 13th Street	8,665	Unfinished Area	1,820	11	5,376	Cafe Aion - 1235 Penn Innisfree Poetry Bookstore and Care - 1203 13th Rush Bowls - 1207 13th
			Retail	1,855			
			Retail	1,750			
			Second Floor	3,240			

Number	Address	Existing Square Footage	Square Footage of Each Land Use	Dwelling Units	Projected additional square foot per RRC study	Businesses	
8	1219 Pennsylvania	5,736	Residential	987	1	5,514	Al's Barber Shop - 1219 Penn Grenadier Advertising - 1221 Penn. Ste. 10
			Office	3,383			
			Retail	1,182			
9	1301 Pennsylvania	5,580	Retail	507		2,999	K & K Piercing - 1212 13th The Mac Shack - 1301 Penn. Buchanan's - 1301 Penn. Four Star on the Hill - 1301 Penn.
			Off St. Retail	1,691			
			Restaurant	3,382			
10	1226 Pennsylvania Avenue	13,285	Restaurant	1,900	2	3,247	Sushi Hana - 1220 Penn. The Sink - 1165 13th Boulder Vapor House - 1155B 13th 1 Office (Unnamed)
			Restaurant	5,700			
			Third Floor	1,800			
			Second Floor	1,500			
11	1155 13th Street	9,605	Deck Area (X3)	74, 65, & 96	6	170	Project Pie
			Restaurant	1,894			
			Second Floor	4,332			
			Third Floor	4,243			
12	1149 13th Street	1,326	Deck Area	700		4,169	Mamacita's
			Restaurant	1,326			
13	1143 13th Street	12,695	Restaurant	2,652	8	0	Five Guys
			Second Floor	5,026			
			Third Floor	4,732			
14	1135 13th Street	9,256	Unfinished Area	756		2,927	Fox Theater
			Restaurant	8,500			
15	1129 13th Street	8,377	Retail	2,400		3,398	Boss Lady Pizza Vacant Core Power Yoga (2nd Floor)
			Restaurant	5,947			

Number	Address	Existing Square Footage	Square Footage of Each Land Use	Dwelling Units	Projected additional square foot per RRC study	Businesses
16	1121 13th Street	8,000	Unfinished Area Retail	4,000 4,000	6,841	Vacant Jimmy John's - 1125 13th
17	1119 13th Street	3,026	Retail	3,026	3,011	Boulder Bowls
18	1101 13th Street	9,309	Basement Restaurant Second Floor Third Floor	2,059 1,982 1,979 3,289	7 10,442	Yeye's Cafe - 1101 13th Salvaggio's Deli - 1107 13th Wild Side Smoke Shop - 1111 13th
19	0 Broadway	0	Parking Lot	N/A	21,773	
20	1144 13th Street	12,330	Unfinished Area Retail Second Floor	4,110 4,110 4,110	8 532	Brazil on the Hill - 1140 13th Lollicup Coffee and Tea - 1142 13th
21	1130 13th Street	5,694	Unfinished Area Convenience Store Second Floor	1,898 1,898 1,898	3 244	University Hill Market & Deli - 1134 13th
22	1124 13th Street	6,355	Restaurant Retail	1,950 1,405	5,107	Illegal Pete's Albums on the Hill - 1128 13th
23	1118 13th Street	4,800	Unfinished Area Retail Second Floor	960 1,920 1,920	5 304	Meow Meow
24	1110 13th Street	7,789	Unfinished Area Restaurant Second Floor	2,000 4,733 3,056	5 2,664	The Fat Shack

Number	Address	Existing Square Footage	Square Footage of Each Land Use	Dwelling Units	Projected additional square foot per RRC study	Businesses	
25	1321 College Avenue	9,017	Retail Restaurant Second Floor	6,081 1,237 1,699	1	2,518	Shipping on the Hill Iphone Repair Off Campus Cuts - 1319 College Tribal Rites - 1309 College The Corner - 1100 13th Budget Alterations - 1106 13th
26	1089 13th Street	12,111	Retail	9,112		5,629	S&G Barber Shop - 1087 13th 7-Eleven - 1091 13th Rose Hill Wine and Spirits - 1087 13th Beat Cycle - 1262 College Cost Cutters - 1264 College
27	1083 13th Street		Basement First Floor Second Floor	2,169 1,332 1,332	4	Not Studied (Outside UHGID)	100% Residential
28	1135 Broadway	13,215	Retail Retail	4,306 8,909		10,604	Meininger Art Supply - 1135 Broadway Cycle Urbano - 1135 Broadway Freaky's - 1135 Broadway
29	1127 Broadway	5,546	Unfinished Basement Ground Floor (Res.) Second Floor	160 2,735 2,651	13	7,405	100% Residential
30	1121 Broadway	10,131	Office Off St. Retail Retail	3,309 3,231 3,591		5,771	Gebau Engineering The Root of the Hill Terra Thai Illegal Pete's Commissary
31	1111 Broadway	15,702	Unfinished Area Retail	6,161 9,541		14,935	Colorado Bookstore

Number	Address	Existing Square Footage	Square Footage of Each Land Use	Dwelling Units	Projected additional square foot per RRC study	Businesses	
32	1310 College	27,428	Unfinished Area Restaurant Office Retail	5,988 8,380 4,680 8,380	0	Spark Boulder #100 Boulder Salad #200 "Mami's Mexican Cafe" #210 Thai Avenue #220 Gurkhas on the Hill #230 Goody Monster Korean Eats #235 Vacant #250 BoCo Cafe #260 Chase Bank #300 Vacant #310 Vacant #320 Vacant #330 Princeton Review #400 Flatiron Meal Plan #475 Peterson Development Police Station - 13th Street	
33	1324 College	4,339	Restaurant	4,339	675	Illegal Pete's - 1320 College Brooklyn Hero's Deli Zone - 1322 College Classic Eyebrow Threading - 1326 College	
34	1350 College	22,998	Attached Garage Retail Retail Second Floor Third Floor	5,285 2,206 3,729 8,672 6,333	13	1,024	College Optical - 1350 College Silver and Gold Barbers - 1350 College Starbucks - 1352 College Aspen Tan - 1352 College
35	0 14th Street	0	Parking Lot	N/A (Size of the lot)		35,133	

Appendix 3

Historic Preservation Tax Credits Available Programs

	Federal 20%	Federal 10%	State 20-25% (25-30% in 2015 for Boulder) ¹
Building must be:	Listed individually in the National Register; OR considered eligible for listing; OR a contributing building in a historic district listed in the National Register	Built before 1936; not individually eligible for listing in the National Register; AND not contributing to a historic district	More than 50 years old; listed in the State Register OR land-marked by a Certified Local Government (CLG)
Eligible Buildings:	Income-producing properties, including commercial, industrial, agricultural, or rental residential	Income-producing (non-residential)	All buildings meeting the requirements listed above
Minimum Cost of Rehabilitation	More than \$5,000 OR the adjusted basis of the property, whichever is greater	More than \$5,000 OR the adjusted basis of the property, whichever is greater	More than \$5,000
Maximum Credit	Unlimited	Unlimited	\$50,000
Time Limit	24 months; if in phases, 60 months total	None	24 months
Credits can be carried forward:	20 years (also back one year)	20 years (also back one year)	10 years
Rehab requirements:	Must follow the Secretary of the Interior's Standards for Rehabilitation	50-75% of the building's walls must remain	Must follow the Secretary of the Interior's Standards for Rehabilitation
Fees:	\$250 for Part 2; \$0- 6,500 for Part 3 (depending on rehabilitation costs)	None	\$250 for Part 1 (may be waived in some cases); \$250-750 for Part 2 (depending on rehab costs)
Reviewed by:	SHPO and NPS; IRS	IRS	CLG (City of Boulder); State Dept. of Revenue
Credits claimed:	The year in which the building is placed in service; for phased projects & buildings open during work, the year substantial rehabilitation test is met	The year in which the building is placed in service; if building is open during work, the year substantial rehabilitation test is met	The year work is completed; official verification (Part 2) is needed
Process:	Part 1 determination of eligibility (if needed) Part 2 reviewed; Part 3 reviewed; Project certified File IRS Form 3468	Part 1 determination of non-eligibility (if needed) Project approved File IRS Form 3468	Part 1 reviewed by CLG or SHPO; Part 2 reviewed (and project certified) by CLG or SHPO *No application needed if also claiming 20% federal credit

¹ Projects with qualified costs over one million dollars are eligible for a 20% state tax credit, while projects under one million are eligible for a 25% tax credit. Additionally, communities such as Boulder that have been declared a disaster relief area by the governor or president are eligible for an additional 5% tax credit available.

Levels of Designation:

National

The National Register of Historic Places is managed by the National Park Service in conjunction with the State historic Preservation Office. Unless a property is exceptionally significant, a structure must be at least 50 years old to be considered. The National Register is strictly honorary, and does not carry additional regulation or protection from demolition.

State

The State Register is managed by History Colorado's Preservation Office. Properties listed on the National Register are automatically listed on the State Register. Buildings can also be listed separately on the State Register. Like the National Register, buildings must be at least 50 years old to be considered, and are not protected from demolition.

Local

In 1974, the Historic Preservation Ordinance was adopted, providing recognition and protection for buildings and sites that are architecturally, historically and/or environmentally significant to Boulder's history. Today, Boulder has ten historic districts and nearly 170 individual landmarks, totaling over 1,300 designated properties. Exterior changes to designated properties requires review and approval through a Landmark Alteration Certificate, and the work must meet the General Design Guidelines and district-specific guidelines.

Appendix 4

BMS Zoning District Analysis

History of zoning in the University Hill commercial area

Historically, University Hill was zoned for a mix of uses all the way back to the city's first zoning ordinance in 1928. At that time, the "D" business zone was applied to the area, which was experiencing an evolution from predominantly residential uses to commercial uses along 13th Street at the turn of the last century. After a series of "business" zones, the area was zoned CB-E (Commercial Business – Existing) in 1971.

The CB-E zone was based on a more suburban, auto-oriented land use pattern, with large front yard setbacks and parking lots inconsistent with the established character. For this reason, the University Hill Area Plan (1996) recommended various zoning changes and development of design guidelines to better reflect the Hill's unique character.

The current BMS zoning district was created to implement the North Boulder Subcommunity Plan's concept of a village center – a place with a full complement of neighborhood-scale services for residents and employees to visit and congregate. The BMS zone was applied to other areas of the city where this kind of mixed-use center was desired. These include Pearl Street west of Ninth Street and Boulder Junction on the east side of 30th near Bluff, and on 29th Street and Bluff. Because the zone supported a mix of uses and similar form and massing as the Hill, it was applied to the Hill area in 1997.

A summary of zoning changes that have affected the Hill since 1997 are listed below:

- 1997- University Hill Business District rezoned BMS-X given the contextual and use similarities to other areas zoned BMS-X.
- 2002- Ordinance passed to allow restaurants greater than 1,500 square feet but no larger than 4,000 square feet to be allowed on the Hill through staff level conditional use review instead of Use Review. Businesses operated after 11pm would still require Use Review.
- 2004- Code changed to permit buildings within the BMS-X zone to be built up to 38 feet by-right. The previous limit was 35 feet.
- 2006- Land Use Code Simplification (LUCS) project approved. BMS-X renamed BMS. Reorganization of floor area ratio and floor area standards erroneously makes 15,000 sf building maximum standard not subject to modification in the code.
- 2010- Floor area regulations updated to exempt basement space from the floor area calculation in BMS to incentivize redevelopment.
- 2013- New conditional use standards created for restaurants and taverns on the Hill. No new Use Reviews can be requested for establishments open after 11pm. New establishments without a liquor license can operate after 11pm with approval, but those with liquor licenses would have to close at 11pm. New standards on amount of food service also added.

Existing Business Main Street (BMS) Zoning District on the Hill

The BMS zone is a commercial mixed-use zoning district patterned after the character of historic Main Street business districts. BMS is designed to encourage development 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.

Key features of the BMS zone in terms of scale and character are as follows:

- There is a mixture of one-, two- and three-story buildings along the street with retail uses on the first floor, pedestrian interest windows lining the street, and office and residential uses above or below the first floor. Third stories must be setback 20 feet so they have limited visibility from the street. Buildings are permitted up to 38 feet by-right.
- Buildings have a pedestrian scale and are flexible to allow for changes in use over time (maximum by-right building sizes is 15,000 square feet).
- Buildings are oriented to the street, not to parking lots, and front doors face the street.
- Buildings are located up to and continuously along the sidewalk with very few gaps (parking is not allowed in front of buildings except for on-street, and a minimum of 70% of building lot frontage must have a building along it.)
- Sidewalks are wide and lined with street trees planted in tree grates.

BMS floor area and parking regulations:

The total permitted floor area ratio (FAR; total floor area divided by the lot area) on BMS properties in locations other than properties within a parking districts, such as the Hill, is up to 1.0: 1. The base FAR is 0.67. However, if residential uses are proposed within a project, the FAR is permitted to increase by 0.33 FAR to a total of 1.0 in order to encourage residential uses and mixed uses.

In general improvement parking districts like University Hill, however, the allowable FAR is higher at a maximum of 1.85. This correlates to the historic character of the Hill with three story buildings built up to the street, with the third story set-back approximately 20'. Due to the proximity of city managed on-street and off-street parking, on-site non-residential parking is not required for commercial uses on the Hill.

BMS Analysis in relation to the BVCP vision for the Hill

A detailed analysis of the BMS zoning district standards and uses was prepared by city staff. Below is a summary of the preliminary findings of this analysis.

1. BMS was applied to University Hill in recent history considering the zone's intent of allowing a mixture of uses and forms consistent with historic 'main street' neighborhood centers. BMS has been successfully implemented in other areas of the city, but in the case of the Hill, may be less successful given the intended vision of the area being more regional serving. The Hill also differs as it is within a general improvement district.
2. While the BMS zoning permits a diversity of uses, it does not guarantee uses that would be more regional serving or beneficial to wider neighborhood consistent with the BVCP vision for the area.
3. The size of the BMS zone as a commercial district is relatively small and without more specific use standards the diversity of uses could be impacted by an over-concentration of uses contrary to more regional and neighborhood serving uses.
4. While diversity of uses is important on the Hill, there are some uses that are permitted that are not conducive to the pedestrian-oriented setting and the intent to create streetscape activity.
5. The current BMS zoning does not necessarily protect and preserve the variety of unique contexts present in the University Hill business district as evidenced by the different character along Broadway vs. along 13th Street etc.
6. Some design standards that apply to buildings in BMS have not been successful and have resulted in low quality products that are not necessarily pedestrian friendly and harmonious with existing historic building patterns.

1. There appears to be an error in the zoning code that has hindered the option of discretionary reviews, which could have resulted in more high quality projects. The current minimum Site Review threshold of 50,000 square feet of building area was originally 15,000 square feet, was unintentionally changed, and should be corrected.

Adjacent Residential Area (RH-5)

Immediately surrounding the business district is the Residential High – 5 (RH-5) zoning district. RH zones are high density residential areas primarily used for a variety of types of attached residential units, including without limitation, apartment buildings, and where complementary uses may be allowed.

RH-5 zones permit densities of 14 or more dwelling units per acre. Residential uses are allowed by-right and non-residential uses like offices or retail can be permitted with approval of Use Review application from the Planning Board. Other uses that would present more impacts on the neighborhood are prohibited.

The area has traditionally contained a mix of single-family and attached housing units that have been converted to student housing over time.

Site Review is required for any projects on a site greater than 2 acres or proposing 20 or more units. There are no FAR limits in the RH-5 zoning district. Building size limits are instead based on meeting other zoning district standards (e.g., open space, minimum lot area per unit, parking

Appendix 5

Hill Reinvestment Strategy Update

Summary

In spring 2014, the Boulder City Council made it a priority to improve the quality of life on University Hill for its residents, visitors and businesses. The University Hill Reinvestment Strategy provides a framework for pursuing the improvements, with the City acting as a catalyst for sustained public/private partnerships and private investment over the long term. The City Council vision for University Hill includes: business and residential diversity; the arts; multi-modal access; health and safety; stakeholder partnerships; and code enforcement.

2014/2015 Implementation

Implementation of the University Hill Reinvestment Strategy began in spring 2014, under the oversight of the Downtown & University Hill Management Division/Parking Services (DUHMD/PS) division and an inter-departmental Hill Staff Planning Group. Initial efforts included:

- Pilot Parklet on Pennsylvania Avenue;
- Alley Mural Projects behind the Fox Theater and the former Flatirons Theater;
- Installation of the Boulder-based B-Cycle bike sharing station on College Ave: www.boulder.bcycle.com;
- Partnership with the Boulder-based non-profit eGO car sharing service for a location at the 14th Street University Hill General Improvement District (UHGD) parking lot: www.carshare.org;
- Support for the formation of a University Hill merchants association, The Hill Boulder: www.thehillboulder.com;
- Entered into a MOU for the mixed use redevelopment of the 14th Street UHGID parking lot;
- Completed a study of Hill commercial district employee/visitor transportation mode shares; and,
- Completed preliminary plans for three projects to be funded by the Community, Culture and Safety tax: creation of an event street on Pennsylvania Ave; commercial area street tree improvements and irrigation; and pedestrian lighting improvements in the Hill residential area.

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

- Drafting of an inter-departmental work program to pursue the Hill Reinvestment Strategy;
- Updated and expanded the stakeholder distribution list for regular communications about Hill activities and opportunities. To be added to this list, write to: wiebenson@bouldercolorado.gov;
- Initiated a pilot program with CU student organizations to provide regular cleanup of the commercial district;
- Partnered with CU on a banner program in the commercial district;
- Began the Residential Service District (RSD) as a multi-year pilot cleanup program in high-density residential areas; and,
- Supported the inter-departmental Moratorium effort to investigate possible code changes or other policy measures to pursue a balanced mix of uses in the Hill commercial district for year-round vitality.

The Hill Reinvestment Strategy is notable for its emphasis on strategic partnerships between public and private stakeholders, including the City of Boulder, the University of Colorado (CU), CU Student Government (CUSG), the University Hill Neighborhood Association (UHNA), The Hill Boulder merchants association and

Hill property owners. Efforts completed in 2014 by these partner organizations include:

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

Next Steps

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

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

Contact:

Sarah Wiebenson, Hill Community Development Coordinator at 303-413-7335 or wiebensons@bouldercolorado.gov

Appendix 6

Overview of Past Studies and Planning Efforts in the Uni Hill Area

1996 University Hill Area Plan (shown below) adopted by Planning Board and City Council: established goals to make the area comfortable, safe, and attractive and resulted in a package of civic improvements and land use regulation changes in the business district.

2001 Market Based Study sponsored by the University Hill General Improvement District (UHGID): included a competitive analysis, niche strategy and recommendations for the Hill commercial district.

2004 Ross Consulting Report sponsored by UHGID: studied redevelopment from the property owner/developer perspective noting specific issues that could facilitate development.

Boulder Valley Comprehensive Plan: revised in 2005 to reflect the Hill's unique role as a neighborhood center and - with the adjacent University of Colorado (CU) - an area that also provides education, culture, and entertainment to a large portion of Boulder's population

2007 New Hill Company's Hill Commercial Context Study (HCCS): A privately sponsored urban design study that involved residents, businesses, and property owners.

2008 University Hill Commercial Area Historic District Re-evaluation: produced for the Planning Department: an analysis of the Hill's historic and cultural resources.

2011 Urban Land Institute (ULI) Technical Advisory Panel (TAP): Urban Land Institute convened a Technical Advisory Panel to review and assess revitalization strategies for the University Hill commercial area. The ULI TAP recommendations are organized in three areas: programming, organization, and bricks and mortar, and provide a road map for Hill revitalization. Generally the panel urged Boulder "to revitalize, don't reinvent" the Hill as it is not completely broken and does not need a sweeping fix.

UNIVERSITY HILL AREA PLAN

UNIVERSITY HILL GENERAL IMPROVEMENT DISTRICT

Adopted By Planning Board: December 14, 1995
Adopted By City Council: March 18, 1996

Prepared By:
SHARPE ASSOCIATES
Urban and
Landscape Architects
(610) 328-1100

CITY OF PHILADELPHIA
Public Works Department
Planning Department

Broadway Character



On select corners provide special features including landscaping, and rest areas which create comfortable and interesting places with unifying elements carried throughout the site.



Create a uniquely designed wall at the parking lot at 12th Street and Pennsylvania Avenue which incorporates distinctive art elements, identifies the public rest, screens cars, and provides a special image for a highly visible corner.

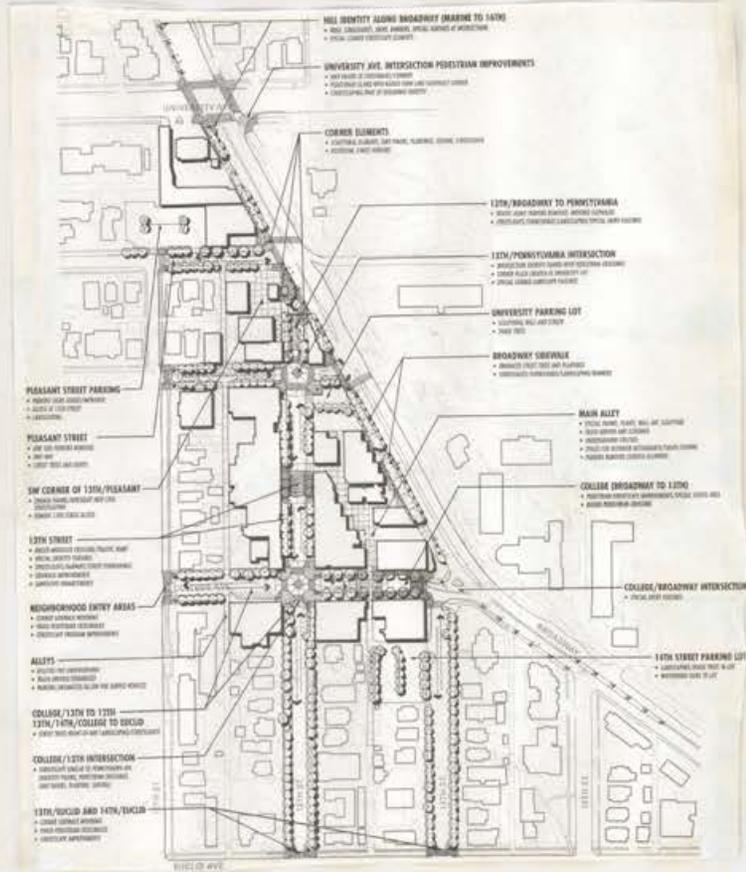


Add colorful flower pots, street trees, and pedestrian scale lights along Broadway to create a more attractive and pedestrian friendly environment.

Vision

To Make the University Hill Commercial Area a Safe, Comfortable, and Attractive Place to Shop, Work, Visit, and Live

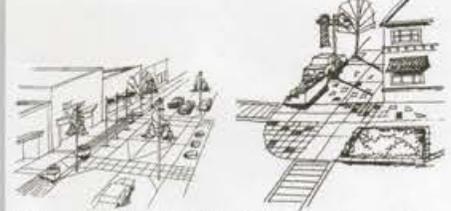
The Civic Improvement Plan



Core Area Character



Create a "mini park" on the southeast corner of 13th Street and Pennsylvania Avenue which provides special features such as a fountain, pedestrian scale lights, colorful banners, and artistic paving.



Develop special improvements in front of the Fox Theater to create a multipurpose pedestrian setting and to calm traffic on 12th Street. These improvements include a specially paved raised pedestrian crossing, amphitheater seating, street trees, pedestrian scale lighting, banners and other artistic elements. The development of corner landscape components and unique paving patterns will also express the playful and youthful spirit of the Hill.



The typical section above illustrates a gateway monument feature that will identify the historic commercial area. Two locations are proposed, one at College Avenue, just west of 14th Street, and the other at 13th Street, just south of Broadway Avenue. The purpose of the monument features is to identify the core area from Broadway, and to provide a friendly and attractive welcome to the shopping area. The design will incorporate the timeless character of civic improvements in the area, identification signs, and public art.



Decorative pedestrian scale streetlights, a banner program, and a new area identification program are proposed to more clearly identify the commercial area, to improve safety, and to enhance the image of the area.

Goals & Principles

1. Encourage an attractive urban village image and development character that is active, inviting, and accessible to all modes of travel, and which strengthens connections with the surrounding community.
2. Promote a diverse mix of neighborhood and community uses to provide the opportunity to live/work/shop/play within the area, and to appeal to a wide variety of users.
3. Develop a transportation system that is designed for pedestrians, bicycles, transit, and cars, and which connects to the regional transportation system.
4. Improve the retail quality and operations within the district to better serve residents, the University, and the surrounding community, and to provide an economically healthy area with opportunities for careful redevelopment.
5. Improve the safety of the public right-of-way so that many different users can participate and enjoy the commercial area.

UNIVERSITY HILL AREA PLAN

UNIVERSITY HILL GENERAL IMPROVEMENT DISTRICT

Adopted by Planning Board, December 14, 1995
 Adopted by City Council, March 19, 1996

Prepared By
DRAPING ASSOCIATES
 1200 HWY
 UNIVERSITY HILL
 DRAPING ASSOCIATES
 GAITHERSBURG

CITY OF BOWLING GREEN
 Planning Department

Background

The Area Today
 The University Hill commercial area is surrounded by the University of Colorado to the east and a high density residential area to the south and west. To the north, the area transitions between high density residential and commercial in an irregular fashion. The University Hill commercial area is very compact and includes restaurants, bars, entertainment venues, personal services, and specialty retail uses. The primary uses in the area include a retail grocery store, a drug store, and two hair salons. There is limited off-street parking and a high percentage of on-street parking.

There is a significant need to improve the commercial area between Broadway Avenue and the University Hill. There are several parking lots within the district and several streets that provide access to the area. The area is currently served by a mix of public and private transit services. The existing streets are not designed for delivery vehicles or for pedestrians.

The area has a "multi-modal" character with a 2.5-hour transit service. The "Hill" is the central identity for the area and there is a strong sense of place. The area is currently served by a mix of public and private transit services. The existing streets are not designed for delivery vehicles or for pedestrians.

There is a lot of diversity and an eclectic mix of buildings in the commercial area. The historic buildings give a unique character to the area. However, many of these historic buildings are not well maintained and many have been replaced with modern buildings. Many of the commercial buildings are not well maintained and many have been replaced with modern buildings. Many of the commercial buildings are not well maintained and many have been replaced with modern buildings.

Purpose of the Plan
 The University Hill Area Plan was undertaken in order to give the University Hill General Improvement District (UGID) guidance on how to improve the area and to deal with problems and concerns the plan was addressing. The community was concerned with the area's appearance and economic health. It was determined that a "vision plan" for the area should be developed to guide UGID in making improvements.

- The objectives of the plan were:
- To gain an understanding of the area and concerns of neighborhood residents, property owners, contractors, the University, students, and businesses.
 - To build a plan based on the district and community needs and desires.
 - To develop strategic strategies to address the issues including the development of a design plan, and marketing campaigns necessary to enhance the district's image.
 - To develop implementable designs and financing strategies.

Implementation Strategy

The Strategy
 The strategy of this plan means that the University Hill General Improvement District will be responsible for the area's appearance and economic health. It was determined that a "vision plan" for the area should be developed to guide UGID in making improvements.

- The Projects**
 The projects fall into four major categories:
- Transportation Improvements: traffic calming and pedestrian and bike infrastructure projects.
 - Area Improvements: underground utility and reconstructing utility above ground and to improve function.
 - UGID Improvements: lighting, signage, landscaping, seating and civic areas, and image program.
 - Neighborhood/Transitional Zone Improvements: pedestrian area lighting and trees and landscaping immediately outside of UGID or the residential neighborhood.

Transportation Traffic Calming and Pedestrian & Bike Access Projects
13th Street Improvements
 Install new raised pedestrian crossings, one between Pennsylvania and Broadway Avenues and one located west block at front of the Fox Theater.

Close driveway access on 13th Street between Pleasant Street and Pennsylvania Avenue.
 Remove intersection at 13th Street and Pennsylvania Avenue and College Avenue and install pedestrian crossings, one between Pennsylvania and Broadway Avenues and one located west block at front of the Fox Theater.

Neighborhood/Transitional Zone Improvements
 Add pedestrian area lighting, trees, and landscaping outside of UGID's boundaries in the following transitional zones:
 • 13th Street (east of district toward Buckle Avenue)
 • College Avenue (west of district toward 13th Street)
 • Pennsylvania Avenue (west of district toward 13th Street)
 • 14th Street (east of district toward Buckle Avenue)

Financing The Plan
Improvement Costs
 The total cost of the plan improvement plan is estimated at \$2,000,000. The UGID is responsible for the majority of the costs. The City will contribute to the cost of the plan. The City will contribute to the cost of the plan. The City will contribute to the cost of the plan.

Area Underpinning and Reconstruction Projects
 The plan will be implemented in a phased manner. The first phase will be to improve the area's appearance and economic health. The second phase will be to improve the area's appearance and economic health. The third phase will be to improve the area's appearance and economic health.

- Goals of the Plan**
 The following goals stem from the basis of the plan:
- Improve connectivity and relationships to the surrounding community.
 - Improve the area's appearance and economic health.
 - Improve the area's appearance and economic health.

Promises of the Plan
 The plan promises to improve the area's appearance and economic health. The plan promises to improve the area's appearance and economic health. The plan promises to improve the area's appearance and economic health.

- Enhance Pedestrian and Bicycle Access and Safety**
 The pedestrian and bicycle access and safety improvements will include:
 - Install new raised pedestrian crossings, one between Pennsylvania and Broadway Avenues and one located west block at front of the Fox Theater.
 - Close driveway access on 13th Street between Pleasant Street and Pennsylvania Avenue.
 - Remove intersection at 13th Street and Pennsylvania Avenue and College Avenue and install pedestrian crossings, one between Pennsylvania and Broadway Avenues and one located west block at front of the Fox Theater.
- Improve Area Appearance and Economic Health**
 The area's appearance and economic health will be improved by:
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Community Input
 A working group consisting of members representing the various Hill community groups helped draft this plan. The plan was developed in a series of public meetings. The plan was developed in a series of public meetings. The plan was developed in a series of public meetings.



Aerial view looking southeast over Broadway. UGID boundaries are shown by white lines.

Land Use



High Density Residential Zone
 The high density residential area surrounding the commercial area to the south and west. The area is currently served by a mix of public and private transit services. The existing streets are not designed for delivery vehicles or for pedestrians.

Community Business Zone
 The business area is located on 13th Street between College and Pennsylvania Avenues. The area is currently served by a mix of public and private transit services. The existing streets are not designed for delivery vehicles or for pedestrians.

Historic Area
 The historic area is located on 13th Street between College and Pennsylvania Avenues. The area is currently served by a mix of public and private transit services. The existing streets are not designed for delivery vehicles or for pedestrians.

Transportation



The System Today
 There is a significant need to improve the commercial area between Broadway Avenue and the University Hill. There are several parking lots within the district and several streets that provide access to the area. The area is currently served by a mix of public and private transit services. The existing streets are not designed for delivery vehicles or for pedestrians.

- Major transportation improvements are proposed at the intersections of 13th Street and Pennsylvania Avenue.
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Appendix 7

2013-2014 Parking and Transportation Studies

See Documents Attached to the Following Pages



2014 University Hill Business and Employee Surveys for Transportation and Hill Area Intercept Survey and Mode Count

November 19, 2014



Study Background

Goal of UHGID:
Learn more about transportation
to and **from** as well as **through**
the Hill commercial area



Study Background

Four data collection efforts:

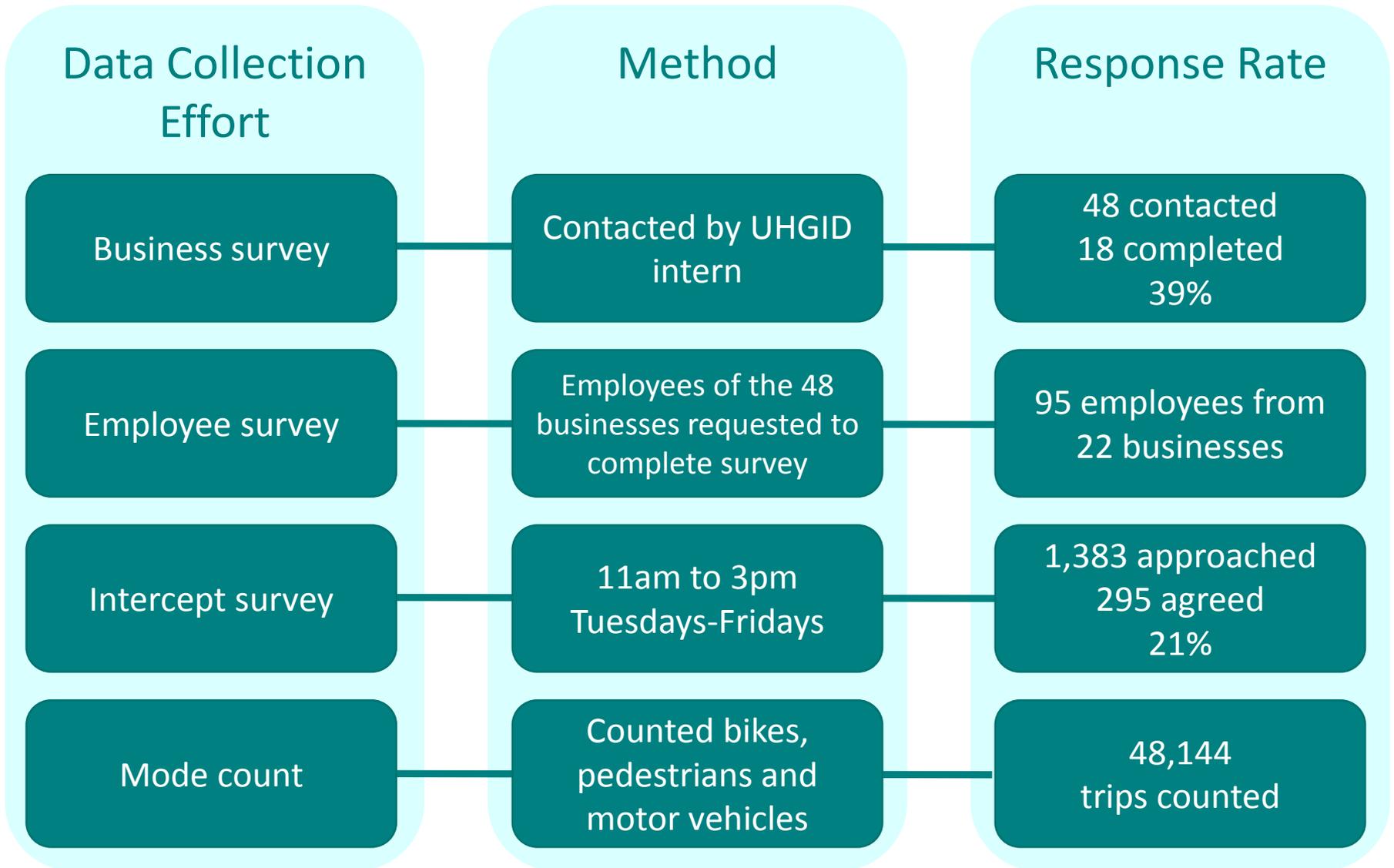
- 1) Survey of Hill business owners/managers
- 2) Survey of Hill employees
- 3) Intercept surveys of those walking in the Hill commercial area
- 4) Counts of the transportation modes being used in the Hill commercial area

Worked with UHGID
to craft questionnaires

Developed data
collection
protocols

Assisted with some data
collection and provided
tables of results

Study Background



Business Demographics



Business Demographics

10.2

4.2 full time
5.5 part time

Average number of employees

22%

Percent of employees who were CU students

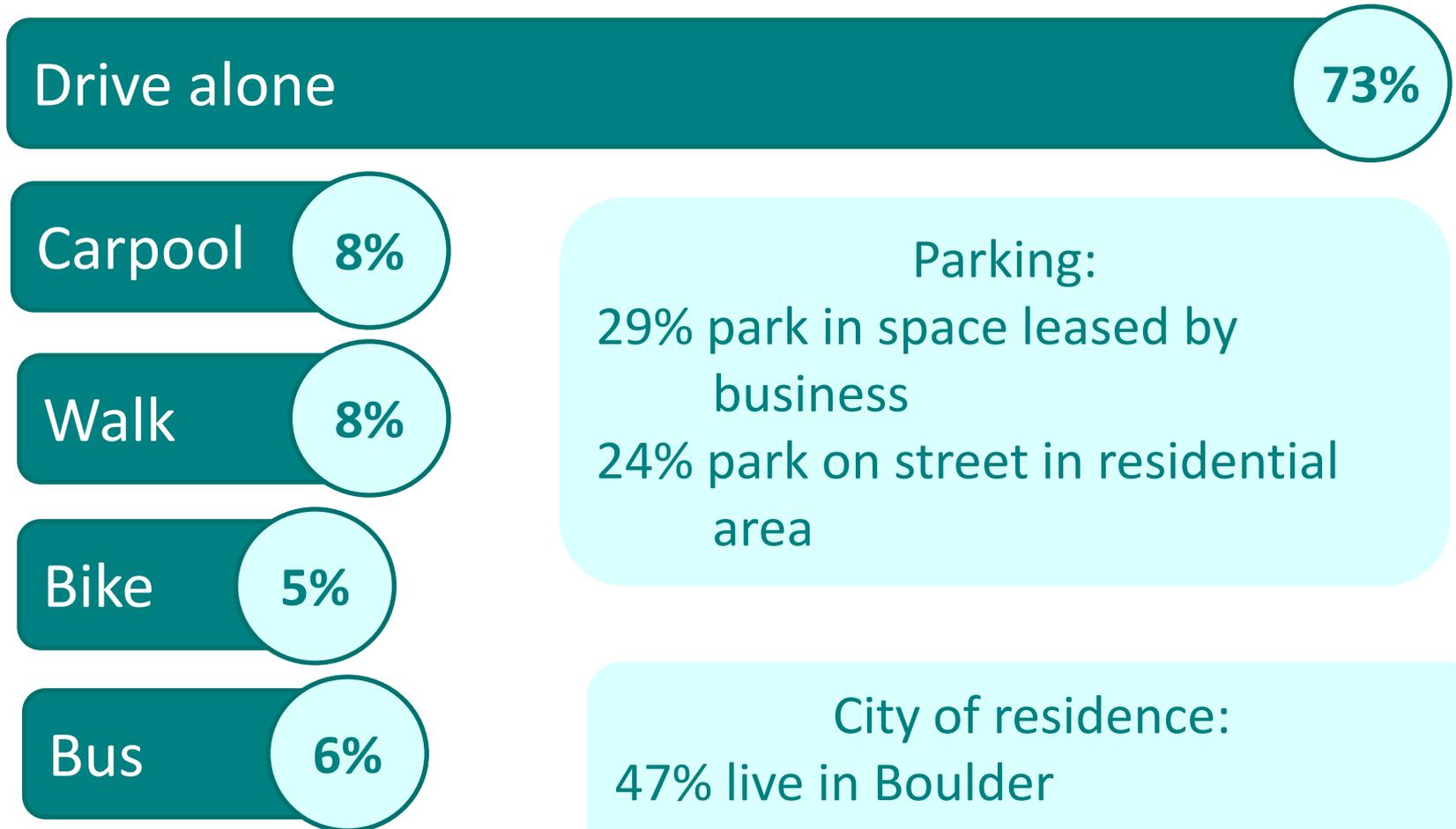
56%

*Percent of employees with a weekday,
daytime schedule*

0%

*Percent of employers participating in
Eco-Pass program*

Business Owner/Manager Typical Work Commute



Parking:
29% park in space leased by business
24% park on street in residential area

City of residence:
47% live in Boulder

Employee Typical Work Commute

Drive alone

62%

Carpool

8%

Walk

12%

Bike

11%

Bus

6%

Parking:

16% park in space leased by
business

27% park on street in residential
area

City of residence:

66% live in Boulder

Mode Count

Modes per hour	Number of Modes		Percent of Modes	
	Average	Median	Average	Median
Pedestrians per hour	512	502	55.7%	55.5%
Vehicles per hour	374	374	40.8%	41.1%
Bikes per hour	32	30	3.5%	3.3%

Intercept Survey

59%

Percent Male

52%

Percent CU students

76%

Percent alone (1 person in group)

1%

Percent with children in group

72%

Percent who live in Boulder

71%

Percent who have a car available to them

Intercept Survey

95%

*Percent interviewed while walking
(4% biking, 1% in vehicle)*

Coming from or going to one or more
places on the Hill

69%

“Just passing through”

26%

To/from home

79%

To/from campus

82%

Intercept Survey

15%

Over half going
to or from work

*Percent of those interviewed who were
Hill business owner or employee*

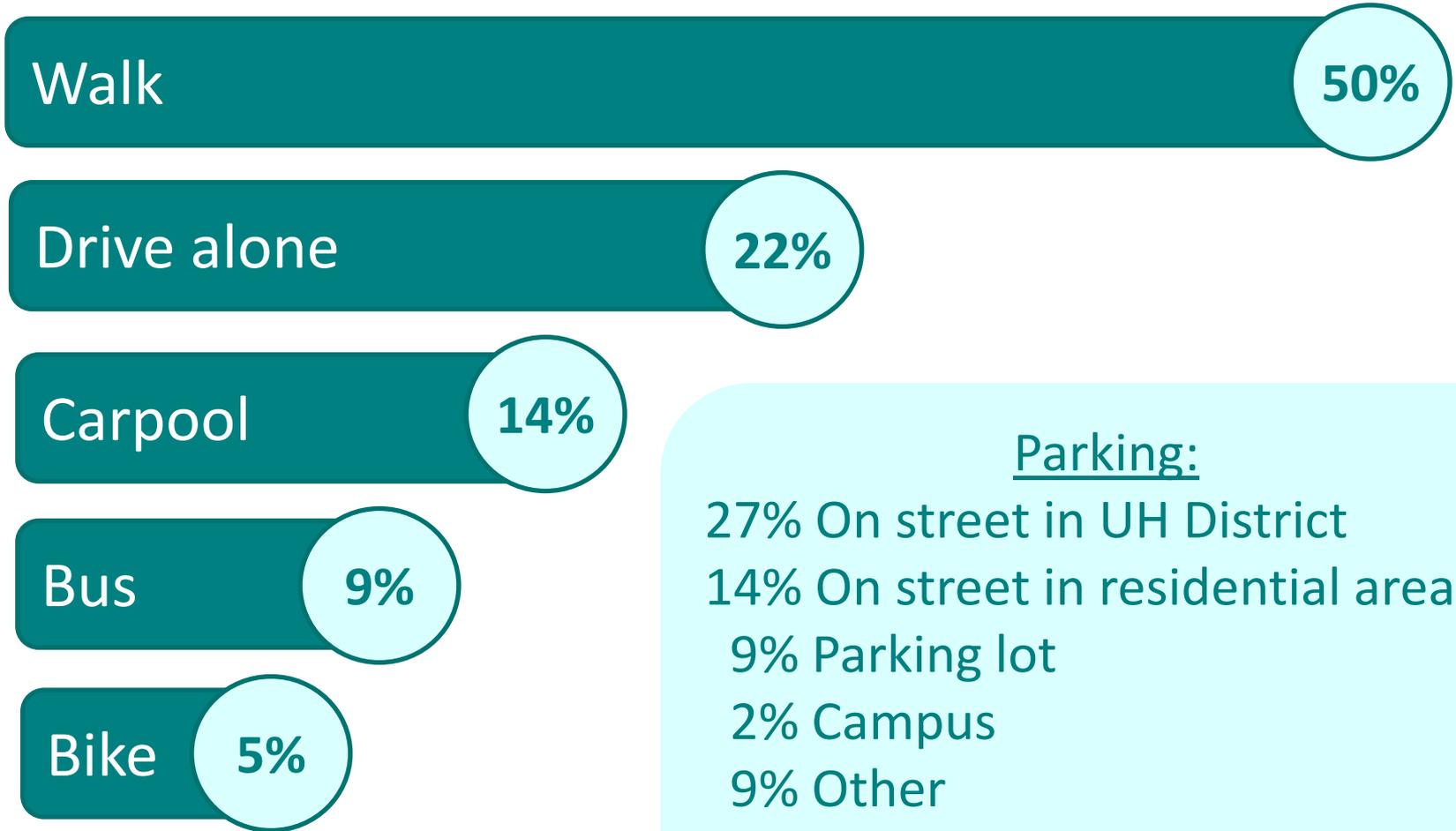
41%

Percent visiting one store or business

27%

Percent visiting more than one store or business

Mode of Travel to Hill



Parking:
27% On street in UH District
14% On street in residential area
9% Parking lot
2% Campus
9% Other
38% Didn't drive

Adds to more than 100% as respondents could choose more than one mode

Perceived Strengths of the Hill

Employers

- Location close to campus
- Student/customers
- Diverse mix of businesses

Employees

- Location close to campus
- Food: quick/restaurants
- Unique area/district/shops
- Variety of uses available

Interceptees

- Easy to get around/transit
- Food: quick/restaurants
- Lots of variety
- Good atmosphere

Desired Improvements for the Hill

Employers

- Parking
- More diversity of uses

Employees

- Parking: Free, More, Better, Cheaper
- More diversity/variety in businesses
- More alcohol licenses/restaurants/establishments
- Cleanliness
- Safety and security

Interceptees

- Parking: Free, More, Better, Cheaper
- Clean it up
- Ease of transportation/less congestion

Thank You!

Erin Caldwell
erin@n-r-c.com
303-226-6992



MEMORANDUM

To: Molly Winter

From: Bill Fox

Date: February 7, 2013

Project: University Hill Parking Analysis

Subject: Buildout Parking Projections Using Current RRC Land Use Scenarios

I have recalculated the projected parking supply needed using the two revised land use scenarios provided by David Becher in his memorandum dated 1/31/13. The results are summarized in the following table, and key assumptions are detailed below.

UHGID Buildout Parking Supply and Demand Projections:

Parameter / Scenario:	Updated density – high commercial	Updated density – high residential
<i>Land Use Projections:</i>		
Total Floor Area (sq. ft.)	499,000	499,000
Commercial Floor Area (sq. ft.):	345,000	306,000
Residential Dwelling Units:	168	203
Residential Bedrooms:	415	526
<i>Commercial Parking Demand / Supply:</i>		
Commercial Parking Demand:	690	612
Potential UHGID Parking Supply:		
On-street:	160	160
Pleasant Lot Joint Venture:	247	247
14 th Street Lot Joint Venture:	243	243
Total UHGID Supply:	650	650
UHGID Surplus or Deficit:	-40	+38
<i>Additional Residential Parking Supply Needed:</i>		
Total Parking Supply Needed:	942	917

Key Assumptions:

- 100% of area reaches buildout density as defined in the RRC projections.
- UHGID develops parking supply with two large joint ventures using both existing lots. These projections are consistent with current planning on the 14th Street lot and historic projections related to the Bova parcel and the Pleasant Street lot.

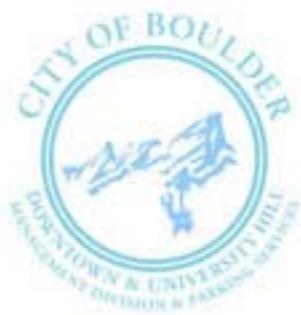
-
- Residential parking demand has been calculated at 1.5 spaces per DU. This is based on the current RRC projection of approximately 2.5 bedrooms per DU, and the assumption that on average, one occupant per DU does not need to park a car on the Hill.
 - Commercial parking demand at 2.5 spaces per 1,000 sq. ft. (which is higher than existing demand rate), plus a “20% Boulder reduction factor”. Net demand of 2.0 spaces per 1,000 sq. ft.

With these projections it appears that UHGID will have a small deficit (less than 50 spaces) in the commercial parking space supply in the High Commercial scenario, and a small surplus (less than 50 spaces) in the High Residential scenario. It is important to note that residential developers will need to provide an additional 250 to 300 parking spaces for the residential units, depending on the land use scenario.

Key questions that remain include:

- Are the two large joint venture parking supply projects reasonable? They are critical to UHGID’s ability to provide the necessary commercial parking.
- Can the necessary residential parking spaces be physically supplied within the UHGID or surrounding area? If not, what will be the impact on surrounding residential areas and NPP zones?
- Is it a valid assumption that the character of the Hill area will change (intensify) as it builds out such that the parking demand rates (per commercial floor area) will increase over time relative to today?

I hope this helps the conversation. Let me know if you have any questions.



2014 University Hill Business and Employee Surveys for Transportation and Hill Area Intercept Survey and Mode Count Report of Results

March 2014



Image from evan hunter via Flickr, Creative Commons Attribution.



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Figures

No table of figures entries found.

Executive Summary

Business and Employee Demographics

With numerous discussions currently taking place about potential reinvestment strategies on University Hill, it became clear at a very early stage that a better understanding of who is the University Hill commercial area community is and how they travel to and from the district would be critical to making well-informed strategic decisions regarding the district. The survey sent to business owners and managers asked questions regarding the nature of their business and demography of employees, and both employers and employees were asked how they travel to and from work, and in what other ways do they use University Hill. This was combined with our intercept surveys to have a more robust picture of the different groups of users who intersect in the shared district.

Of the categories supplied to describe the type of business (Question #3), retail use described 22.2% (N=4), restaurants comprised 16.6% (N=3), and both professional service and health care services responded with 11.1% (N=2) of the total. 6 businesses, 35.3%, responded in the “other” category, all of which would be considered services when asked for further details. The average age of the business responses (Question #5) was 13.2 years in business, with the oldest in business for 54 years.

The University Hill businesses who responded to the survey had an average of 10.2 employees per business (Question #6) averaging 4.2 full-time and 5.5 part time staff. However, a surprising finding was that only 22.1% of the employees, on average, were current CU students (Question #7). Of the employees, 56.2% averaged a weekday, daytime schedule (Question #8) with the second-most popular shift being ‘variable/rotating schedule’ at 20.9%. Only 5.9% and 5.6% of the staff worked weekday and weekend evenings accordingly.

Business Owner Transportation Trends

A combined 83.3% (N=15) either didn’t know if they were eligible for an EcoPass or were not eligible for an EcoPass (Question #10), yet of those that were eligible (N=3) they unanimously used the pass more than once per week. (Question #11). Of the business owners, 70.6% drove alone (N=12) (Question #12) and only 11.8% (N=2) biked. Of those owners who drove, 3 parked in one of the UHGID parking lots, 4 parked in a space leased by the business, 2 parked on the street in the UHGID district, and 2 parked on the street in the University Hill residential area (Question #13). Nearly 80% responded that they typically drive alone (74%) or carpool (5.8%) while every other modal use comprised only 20.2% of the business owner trips (Question #14). When asked ‘when you drive to work, where do you usually park?’ 29.4% (N=5) responded that they park in a space leased by the business, followed by the second highest total, 23.5% (N=4) responding that they usually park on the street in the University Hill residential area (Question #15).

This trend continues to the employees, when asked the business owners responded that 68.6% of their staff usually travel to work by driving alone or carpooling (Question #18) when they do. 5

responded that their employees park in private lots or leased spaces, 3 businesses each have employees park on the street in the UHGID district and in the University Hill residential area, and 2 have their employees park on one of the UHGID parking lots. Of the business owners, 47.1% (N=8) live within Boulder city limits, 17.6% (N=3) live in Longmont, and 17.6% (N=3) live in Broomfield, Westminster, or Arvada (Question #27).

Perceived Strengths and Weaknesses of University Hill

In an open-ended question, business owners were asked to comment on ‘what do you see as the strengths of the University Hill Commercial District?’ (Question #20). A number of respondents mentioned similar themes, as follows:

- Location to campus (x7)
- Students/ Customers (x4)
- Diverse mix of businesses (x3)

Employees were asked the same question (table 49: Question #9) and these are some of the most frequently cited among the 55 responses supplied.

- Location to campus (x5)
- Food: quick/ restaurants/ etc. (x5)
- Unique area/ district/ shops (x4)
- Variety of needs available (x6)

The employers had a variety of comments about what might make the hill better (Question #21), but there was more agreement on a singular solution. Overall there was a variety of proposals for making the Hill better from the 17 owners, but the most prominent themes were:

- Parking (x7)
- More diversity of use (x5)

The employees working on University Hill were much more united in what they felt would be one thing that would make the University Hill commercial district a better place. The most popular themes of the 55 responses were the following (table 50: Question #10):

- Parking (x32)
 - Better (x6)
 - Cheaper (x3)
 - Free (x9)
 - More (x7)
- More diversity/ variety in businesses (x8)

And relative to other hot topics regarding the Hill:

- Safety and security (x2)
- Wanting more alcohol licenses/ restaurants/ establishments (x4)
- Cleanliness (x3)

Employee Transit Patterns

56 employees responded to the survey asking them about how they travel to work and how they use University Hill. Previously employers revealed that only 22% of their employees were CU students, so that is an important perspective when considering the expected employee transit patterns compared to the actual survey results. If they drove to work (Table 39: Question #2), and 25% (N=14) did not, the most common parking location was 21.4% (N=12) saying they parked in the University Hill residential area and 3 'Other' responses were also in this area, followed by 16.1% (N=9) saying they parked in a private lot or space leased by the business. Overall, a combined 25% (N=14) stated that they parked in the UHGID district, either in one of the parking lots or on the street. The employees were much less likely than the business owners to travel once coming to work (Table 44: Question #5) with a plurality 30.9% (N=17) saying they did so 'less than once a month'. Between 10% and 15% (N=6: N=8) replied to each response that they travel two or more times a day, once a day, or several times a week.

12 of the respondents in the employee survey qualify for an EcoPass (Table 46: Question #6), and of those half of the employees either did not pick up the EcoPass (N=3) or use it less than once a month (N=3) (Table 48: Question #8). Another quarter (N=3) responded that they use the EcoPass more than once a week. It is worth noting that under Table 50: there was only one response calling for employee EcoPasses to be free.

Regarding other modes of transit to and from work, Table 41: Question #3 revealed that the respondents would walk 16% of the time, bike 10.5% of the time, and use the bus 4.6%. Roughly 16.4% (N=9) noted they never drive to work (Table 42: Question #4), less than the total of those eligible for a CollegePass, but combined with walking and bus frequency this is likely the 20-22% of the University Hill employees who are CU students who are likely biking or walking. Of the employees, 76.4% (N=42) responded that they do have access to a motor vehicle (Table 52: Question #12) and 45.5% have access to a bike (N=25) (Table 53: Question #13), only 2 employees were members of eGo CarShare (Table 54: Question #14), and none were members of Boulder B-cycle (Table 55: Question #15).

There are more University Hill employees that live within Boulder (Table 56: Question #16), 65.5% (N=36) saying they lived in town and another 3.6% (N=2) living in Gunbarrel. 16.3% (N=9) employees live in Denver or other metro-area suburbs, and the remaining employees all stated that they lived in Boulder County.

This employee housing profile is relatively similar to another study conducted by NRC in the Downtown Boulder DBI in 2011. However, according to the study 43% of employees commuted

to work by driving alone, whereas 22% used transit. According to the recent findings, more University Hill employees drive alone to work (60.3%) than the employees of Downtown Boulder, and significantly less utilize transit (4.6%) than Downtown Boulder employees.

Findings From the Intercept Survey

Over the course of 400 hours of surveillance and interview time, 288 randomly selected people participated in the intercept survey. According to Table 77, 200 of them (69.4%) were coming from or going to one or more places on the Hill, while 88 were 'just passing through'. Of those passing through, 79% (N=51) said they were coming from or going home (Table 78: Question #1a) and 82.1% (N=55) said they were coming from or going to campus. 14.5% (N=41) of those stopped were a Hill business owner or employee (Table 81: Question #2), and of those 41, 52.6% (N=20) said they were going to or coming from work.

Somewhat mirroring a lack of Hill employee travel among the Hill while at work, of the 246 respondents, a near majority of them 47.6% (N=117) mentioned they were only coming to the Hill to visit a single place of business on this trip (Table 83: Question #3). 22.4% (N=55) planned to visit two locations on University Hill, and 10.5% (N=26) planned to visit 3 or more locations. Of those who provided an answer, some of the more popular responses were:

- 7-eleven (x22)
- Buchanans (x11)
- Innisfree (x19)
- Half-fast subs (x13)
- The Sink (x16)

Of the 55 respondents who mentioned one or more business location that they would visit on the single trip, the most popular locations in a multi-stop trip were as follows:

- 7-eleven (x14)
- Innisfree (x9)
- Chase Bank (x6)
- Freaky's (x5)
- Illegal Pete's (x5)
- Buchanans (x5)
-

Parking and Transit

Roughly 63% (N=107) of those who participated in the intercept survey Table 88: Question #6 said they drove to the Hill, and of those 26.7% (N=26) parked on the street within the UHGID district and 15.1% (N=26) parked in the University Hill residential area. Only 1.8% (N=3) parked at either the 1205 Pleasant lot or the 14th and College lot. However, when asked 'what one thing would make the University Hill commercial district a better place' (Table 103:

Question #18) a total of 84 respondents mentioned a need for more/better/free parking on the Hill.

A slight majority, 50.2% (N=148) of all the people participating in the intercept survey walked to the Hill commercial area (Table 85: Question #5). 22.4% (N=66) drove alone, 14.2% (N=42) drove with at least one other person, 8.5% (N=25) rode a bus, and 5.4% (N=16) biked to the Hill. It is worth noting that of the 293 total respondents in the intercept survey, only 71.7% (N=210) live in Boulder (Table 92: Question #8). This clearly indicates that there is some transit activity from Denver to Boulder either via bus, bike, or carpool. 71.1% (N=209) said that a car was available to them to use (Table 98: Question #13) so it is also clear those who have a car are choosing alternative methods of travel, but the survey did not cross-tabulate the options those with a car chose or what percentage of them were CU students who walked instead. Only 2.4% (N=7) were members of eGo CarShare (Table 100: Question #15), and 1.4% (N=4) were members of Boulder B-cycle (Table 101: Question #16).

CU Student Analysis of Use

How students use the Hill commercial area was another major question the survey tried to illuminate, and in Table 111, the intercept survey reveals 63.9% of CU students were coming from or going to one or more places on the Hill, while 32.7% were just passing through to campus or home. Table 112 shows that of the previous 32.7%, 89.5% of them were coming or going home specifically, and Table 113 reveals that of the 32.7% passing through, 92.7% of them were coming from or going to campus. This shows there is slightly more of a draw from students on campus coming to the Hill than students in the neighborhood. Of the total student response to Table 111, only 15.4% of students were coming from or going to work (Table 115), which trends with the previously revealed 22.1% rate of student employment on the Hill.

CU students were more likely to take a bus to the Hill (9.9%) than the total respondent average (Table 117: Question #5), and were most likely to walk (65.1%) compared to the average (45.5%). Students by a small margin were also the most likely (48.9%) to visit only one store or business when coming to the Hill (Table 116: Question #3). This shows that it is very common for students to not necessarily loiter or hang out on the Hill, instead using the area for a specific purpose and leaving. Of the Hill respondents who were *not* CU students, only 51.1% lived in Boulder (Table 121: Question #8) while 90.7% of CU students surveyed live in Boulder.

Of the days of the week within the survey, CU student use of the Hill trended higher than the total respondent average for Tuesday, Wednesday, and Thursday, while dipping lower on Friday. (Table 135: Question #F). The following results compare the overall use and the CU student use on the Hill from Tuesday to Friday:

	Overall	CU students
Tuesday	19.2%	23.1%
Wednesday	32.6%	31.3%
Thursday	19.7%	21.8%
Friday	28.5%	23.8%

Report of Results

Survey Background

The City of Boulder's University Hill General Improvement District (UHGID) desired to learn more about transportation to and from as well as through the Hill commercial area. Several data collection efforts were undertaken to obtain this information: 1) a survey of Hill business owners/managers, 2) a survey of Hill employees, 3) intercept surveys of those walking in the Hill commercial area, and 4) mode counts of the transportation modes being used in the Hill commercial area.

UHGID contracted with National Research Center, Inc. to help develop a data collection strategy and to design the questionnaires and data collection instruments. With guidance from UHGID, NRC drafted the various questionnaires. These questionnaires underwent several iterations as they were reviewed by UGHID and revised by NRC before being finalized. Copies of the questionnaires and data collection forms can be found in *Appendix E: Survey Instruments*.

A total of 48 businesses were requested to complete the business survey; 18 did so, for a 38.5% response rate. Employees from 48 businesses were asked to complete the employee survey; 57 employees from 21 businesses did so.

Intercept surveying took place from 11am to 3pm for two weeks on Tuesdays through Fridays. Additional shifts were also completed on Thursday from 1pm-3pm the following week. Two interviewers were assigned to work each of these shifts. One would approach individuals to do the interview, the other would count transportation modes. Copies of the instructions given to the interviewers can be found in *Appendix E: Survey Instruments*. A total of 1,383 people were approached to do a survey, of these, 295 did so, for a response rate of 21%. Of the 1,088 people who refused to do the survey, 62% said they too busy or did not have enough time, 33% "didn't want to," 2% said they had already been surveyed, less than 1% did not speak English, and 3% gave an "other" response. None of those approached to be interviewed who refused had children in their group, while about 1% of those who were interviewed had children in their group. The average party size of those who refused to be interviewed was 1.4 people, compared an average party size 1.3 for those who agreed to be interviewed; 67% of those who refused to be interviewed were one-person parties compared to 76% of those who were interviewed.

Survey Results

Appendix A: Responses to the Business Survey

The following pages contain a complete set of responses to each question on the University Hill Business Survey.

Table 1: Question #2

Are the owner or a manager of the business?	Percent of Respondents	Number of Respondents
Owner	76.5%	N=13
Manager	17.6%	N=3
Other	5.9%	N=1
Total	100.0%	N=17

Table 2: Question #2 Other

Are the owner or a manager of the business? Other responses
Partner (1 of 5) and Managing Director

Table 3: Question #3

Which category best describes the type of business you own/manage?	Percent of Respondents	Number of Respondents
Retail: clothing , accessories, jewelry, gifts etc.	0.0%	N=0
Retail: grocery, convenience, etc.	0.0%	N=0
Retail: bookstore	5.9%	N=1
Retail: office supplies, art	5.9%	N=1
Retail: other	11.8%	N=2
Restaurant	17.6%	N=3
"Fast food"	0.0%	N=0
Concert/entertainment venue	0.0%	N=0
Finance, insurance, accounting, banking, etc.	0.0%	N=0
Real estate, rental and leasing	0.0%	N=0
Information or computer services	5.9%	N=1
Advertising/Design/Architect	5.9%	N=1
Health Care Services (inc. medical marijuana and massage therapy)	11.8%	N=2
Other	35.3%	N=6
Total	100.0%	N=17

Table 4: Question #3 Other

Which category best describes the type of business you own/manage? Other responses
Co-working office and event space
Hair Salon
off campus prepaid card
Retail Services / Shipping (maybe this is Retail: Other)
Service: Tattoo and Piercing
Services

Table 5: Question #4 and #5

Question #4 and #5	Average	Median	Minimum	Maximum	Number of Respondents
About how many years has your business been in operation in the University Hill District?	13.2	10	0	54	N=17
About how many hours a week do you spend at this business?	39.0	38	5	80	N=17

Table 6: Question #6

Including yourself, how many full-time, part time and contract employees do you have at this location?	Average	Median	Minimum	Maximum	Number of Respondents
Full time employees	4.2	4	0	12	N=17
Part time employees	5.5	4	0	22	N=17
Contract workers	0.5	0	0	3	N=17
Total number of employees (including contract workers)	10.2	11.0	2	22	N=17

Table 7: Question #7

Question #7	Average	Median	Minimum	Maximum	Number of Respondents
Including yourself, how many of your employees are students at CU Boulder?	2.3	1	0	12	N=17
Percent of employees who are students at CU Boulder	22.1%	9.8%	0.0%	80.0%	N=17

Table 8: Question #8

Roughly, what percent of employees at your worksite work the following schedules:	Average	Median	Minimum	Maximum	Number of Respondents
Weekdays, daytime	56.2%	70.0%	0.0%	100.0%	N=17
Weekdays, evenings and/or nights	5.9%	0.0%	0.0%	20.0%	N=17
Weekends, daytime	11.5%	10.0%	0.0%	30.0%	N=17
Weekends, evenings and/or nights	5.6%	0.0%	0.0%	30.0%	N=17
Variable/rotating schedule	20.9%	0.0%	0.0%	100.0%	N=17

Table 9: Question #9

Do you or does your employer participate in the EcoPass program, in which an employer purchases EcoPasses which are annual passes that allow unlimited bus rides?	Percent of Respondents	Number of Respondents
Yes	0.0%	N=0
No	100.0%	N=17
Total	100.0%	N=17

Table 10: Question #10

Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? (Please check all that apply.)	Percent of Respondents*	Number of Respondents
Don't know if I am eligible for an EcoPass or CollegePass	47.1%	N=8
No, I am not eligible for an EcoPass or CollegePass	35.3%	N=6
Yes, through my employer, or through the program I have set up for my business	0.0%	N=0
Yes, through my neighborhood program	11.8%	N=2
Yes, a CU Boulder student CollegePass	5.9%	N=1
Yes, a CU Boulder faculty/staff CollegePass	0.0%	N=0
Yes, other pass:	0.0%	N=0

* Percents may add to more than 100% as respondents could give more than one answer

Table 11: Question #11

On average, how often do you use your EcoPass or CollegePass (for work AND non-work trips)?	Percent of Respondents	Number of Respondents
I did not pick up my EcoPass or CollegePass	0.0%	N=0
less often than once a month	0.0%	N=0
about once every two weeks	0.0%	N=0
about once a month	0.0%	N=0
about once a week	0.0%	N=0
more than once a week	100.0%	N=3
Total	100.0%	N=3

* Question only asked of those who were eligible to have an EcoPass or CollegePass

Table 12: Question #12

How did you get to work today? (Please check all that apply.)	Percent of Respondents*	Number of Respondents
Drove alone	70.6%	N=12
Drove with at least one other person	5.9%	N=1
Walked	5.9%	N=1
Biked	11.8%	N=2
Rode a bus or buses	5.9%	N=1
Carried a bike on a bus or buses	0.0%	N=0
Used a Park-n-Ride	0.0%	N=0
Other	5.9%	N=1

* Percents may add to more than 100% as respondents could give more than one answer

Table 13: Question #12 Other

How did you get to work today? (Please check all that apply.) Other responses
delta jet "coach-class"

Table 14: Question #13

If you drove a car to work today, where did you park?	Percent of Respondents	Number of Respondents
Didn't drive today	12.5%	N=2
Parking lot at 1205 Pleasant	12.5%	N=2
Parking lot at 14th St	6.3%	N=1
Parking lot at Pennsylvania and Broadway	0.0%	N=0
Private lot or parking space owned or leased by this business	25.0%	N=4
On the street in the University Hill District	12.5%	N=2
On the street in the University Hill residential area	12.5%	N=2
On the CU campus	0.0%	N=0
Other	18.8%	N=3
Total	100.0%	N=16

Table 15: Question #13 Other

If you drove a car to work today, where did you park? Other responses
Church
colorado book store
Private lot owned by another business

Table 16: Question #14

In a typical week, how many days do you commute to work using each of these transportation modes? (Percent of days)	Average	Median	Minimum	Maximum	Number of Respondents
Driving alone	74.0%	100.0%	0.0%	100.0%	N=17
Driving with others (carpooling)	5.8%	0.0%	0.0%	50.0%	N=17
Walk	8.8%	0.0%	0.0%	100.0%	N=17
Bike	5.3%	0.0%	0.0%	50.0%	N=17
Bus	6.1%	0.0%	0.0%	66.7%	N=17
Multiple modes (e.g., bike to bus stop, take bus, bike to workplace)	0.0%	0.0%	0.0%	0.0%	N=17
Other	0.0%	0.0%	0.0%	0.0%	N=17
Total	100.0%	100.0%	100.0%	100.0%	N=17

Table 17: Question #15

When you drive to work, where do you usually park?	Percent of Respondents	Number of Respondents
Never drive to work	0.0%	N=0
Parking lot at 1205 Pleasant	11.8%	N=2
Parking lot at 14th St	11.8%	N=2
Parking lot at Pennsylvania and Broadway	0.0%	N=0
Private lot or parking space owned or leased by this business	29.4%	N=5
On the street in the University Hill District	11.8%	N=2
On the street in the University Hill residential area	23.5%	N=4
On the CU campus	0.0%	N=0
Other	11.8%	N=2
Total	100.0%	N=17

Table 18: Question #15 Other

When you drive to work, where do you usually park? Other responses
book store parking lot
Private lot owned by another business

Table 19: Question #16

About how often when you are at your business do you make trips away from your business for work?	Percent of Respondents	Number of Respondents
Two or more times a day	12.5%	N=2
About once a day	18.8%	N=3
Several times a week	31.3%	N=5
About once a week	18.8%	N=3
About once every two weeks	6.3%	N=1
About once a month	0.0%	N=0
Less than once a month	12.5%	N=2
Other	0.0%	N=0
Total	100.0%	N=16

Table 20: Question #17

About how often when you are at your business do you make trips away from your business for reasons OTHER than work?	Percent of Respondents	Number of Respondents
Two or more times a day	5.9%	N=1
About once a day	17.6%	N=3
Several times a week	11.8%	N=2
About once a week	23.5%	N=4
About once every two weeks	17.6%	N=3
About once a month	5.9%	N=1
Less than once a month	17.6%	N=3
Other	0.0%	N=0
Total	100.0%	N=17

Table 21: Question #18

What percent of work commute trips would you estimate the employees of this business (not including yourself) make by these transportation modes?	Average	Median	Minimum	Maximum	Number of Respondents
Driving alone	64.8%	70.0%	0.0%	100.0%	N=17
Driving with others (carpooling)	3.8%	0.0%	0.0%	25.0%	N=17
Walk	16.7%	0.0%	0.0%	99.0%	N=17
Bike	7.4%	0.0%	0.0%	25.0%	N=17
Bus	7.5%	0.0%	0.0%	40.0%	N=17
Other	0.3%	0.0%	0.0%	5.0%	N=17
Total	100.0%	100.0%	100.0%	100.0%	N=17

Table 22: Question #19

When they drive to work, where do you your employees usually park?	Percent of Respondents	Number of Respondents
Never drive to work	5.9%	N=1
I don't know	5.9%	N=1
Parking lot at 1205 Pleasant	11.8%	N=2
Parking lot at 14th St	.0%	N=0
Parking lot at Pennsylvania and Broadway	0.0%	N=0
Private lot or parking space owned or leased by the businesses	29.4%	N=5
On the street in the University Hill District	17.6%	N=3
On the street in the University Hill residential area	17.6%	N=3
On the CU campus	0.0%	N=0
Other	11.8%	N=2
Total	100.0%	N=17

Table 23: Question #19 Other

When they drive to work, where do you your employees usually park? Other responses
book store parking lot
Permitted spaces

Table 24: Question #20

What do you see as the strengths of the University Hill commercial district?
A few shops where the owners are in.
Diverse services and retail outlets
Foot traffic
Fun, quirky character; more affordable rent vs. Pearl St./Boulder proper; diversity of stakeholders; proximity to campus/student labor force; The Hill has every opportunity to become a hotbed of entrepreneurial/startup activity.
Great business owners and great student customers
Interesting place to be
Located near campus
Location in proximity to campus. /
Location to Campus. Students. Local businesses.
Location, mix of small businesses
Lots of places to eat.
lots of vacancy
Proximity to campus
the customer base
The students.
The walk by traffic generated by the students, and the proximity to local neighborhoods.
Vicinity to the college and housing for our direct target market. Movement towards businesses that aren't restaurants. Serious capital investments.

Table 25: Question #21

What one thing would make the University Hill commercial district a better place?
1) PARKING STRUCTURE. There are 3 or more downtown. Why are there not any on the Hill? Poeples won't stay if they can't park, and the parking naz... err enforcement officers are sticklers. I understand given the limited amount of spaces on the Hill. However, we want consumers to have a place to park without it costing them \$15 if they reach their two hour time limit. / 2) Allow the students and residents feel like it is more of a destination. Lift the ridiculous liquor sanctions, and make it eadier for bars and restuarants to serve beer and liqour. The Hill used to be a place where people wanted to congrugate. Now it seems like it is more of a transient consumer destination. Everyone goes downtown now. It used to be different many years ago.
a cohesive vision & plan
A commitment from the city to address district streetscape/beautification/street and sidewalk trash mitigation - also a district coordinator who can serve as a liason between Hill business owners, the city, and other stakeholders; as well as programming of events and activities on the Hill that showcase it as more than a destination for head shops and fast food.
A more diverse retail area. Not so may resteraunts, more parking.
All new buildings with simultaneous lower rent. / / But since my first option is not realistic, I would shoot for Improved coordination of energy & waste management. Coordinated / consolidated dumpsters. I also would shoot for a higher quality street scape, and further investment in making a walk through The Hill both safe and enjoyable.
City investment of both concern and money.
filling empty store fronts...there is too much vacancy!
free parking
Less bums, more diversity in customer base and businesses, cheaper rents and common sense liquor licensing. Sorry, that's 4.
Make 13th a pedestrian zone between College and Pennsylvania
Maybe more professional services, dentist etc....
More diversity of uses, instigated by higher parking capacity and employment.
More Parking
More shopping variety.
Parking
Treating restaurant owners like others in the city are treated
upgraded infrastructure, we still have phone lines coming in on a nuts and bolts board and no cable or good internet options

Table 26: Question #22

Question #22	Average	Median	Minimum	Maximum	Number of Respondents
At present, how many motorized vehicles – cars, vans, or light trucks – does your household have the use of?	2.4	2	1	4	N=17

Table 27: Question #23

Is a car or other motor vehicle usually available to you for commuting to work?	Percent of Respondents	Number of Respondents
Yes	100.0%	N=17
No	0.0%	N=0
Total	100.0%	N=17

Table 28: Question #24

Is a bicycle usually available to you for commuting to work?	Percent of Respondents	Number of Respondents
Yes	47.1%	N=8
No	52.9%	N=9
Total	100.0%	N=17

Table 29: Question #25

Are you a member of eGo CarShare?	Percent of Respondents	Number of Respondents
Yes	11.8%	N=2
No	88.2%	N=15
Total	100.0%	N=17

Table 30: Question #26

Are you a member of Boulder B-cycle (bike share)?	Percent of Respondents	Number of Respondents
Yes	5.9%	N=1
No	94.1%	N=16
Total	100.0%	N=17

Table 31: Question #27

Where do you live?	Percent of Respondents	Number of Respondents
Boulder (within the city limits)	47.1%	N=8
Unincorporated Boulder County	0.0%	N=0
Ward/Nederland/Jamestown	0.0%	N=0
Lyons	0.0%	N=0
Superior	0.0%	N=0
Lafayette	0.0%	N=0
Louisville	0.0%	N=0
Longmont	17.6%	N=3
Erie	0.0%	N=0
Broomfield	5.9%	N=1
Westminster	5.9%	N=1
Arvada	5.9%	N=1
Denver or other metro-area suburb	5.9%	N=1
Berthoud/Loveland/Fort Collins	0.0%	N=0
Weld County	0.0%	N=0
Other	11.8%	N=2
Total	100.0%	N=17

Table 32: Question #27 Other

Where do you live? Other responses
Adams County, Henderson
Park City, UT

Table 33: Question #28

Are you a student at CU Boulder?	Percent of Respondents	Number of Respondents
Yes, an undergraduate student	5.9%	N=1
Yes, a graduate student	0.0%	N=0
No	94.1%	N=16
Total	100.0%	N=17

Table 34: Question #29

In which category is your age?	Percent of Respondents	Number of Respondents
Under 18	0.0%	N=0
18-24 years	0.0%	N=0
25-34 years	41.2%	N=7
35-44 years	35.3%	N=6
45-54 years	17.6%	N=3
55-64 years	5.9%	N=1
65 years or older	0.0%	N=0
Total	100.0%	N=17

Table 35: Question #30

What is your gender?	Percent of Respondents	Number of Respondents
Female	17.6%	N=3
Male	82.4%	N=14
Total	100.0%	N=17

Table 36: Question #31

[If you have more than 5 employees] Would you be willing to send an email to your employees asking them to participate in a brief survey about their work commute, or to distribute paper surveys to them?	Percent of Respondents	Number of Respondents
Yes	76.9%	N=10
No	23.1%	N=3
Total	100.0%	N=13

Appendix B: Responses to the Employee Survey

Complete Set of Responses to the Employee Survey

The following pages contain a complete set of responses to each question on the University Hill Employee Survey.

Table 37: Question #1

How did you get to work today? (Please check all that apply.)	Percent of Respondents*	Number of Respondents
Drove alone	61.4%	N=35
Drove with at least one other person	7.0%	N=4
Walked	17.5%	N=10
Biked	8.8%	N=5
Rode a bus or buses	8.8%	N=5
Carried a bike on a bus or buses	.0%	N=0
Used a Park-n-Ride	.0%	N=0
Other	.0%	N=0

*Percents may add to more than 100% as respondents could give more than one answer

Table 38: Question #1 Other

If drove with at least one other person, how many others?
Of those who drove with others, none drove with any persons under age 16
Of those who drove with others, 1 drove with 1 other person, 2 drove 2 others, and 1 drove with 3 others

Table 39: Question #2

If you drove a car to work today, where did you park?	Percent of Respondents	Number of Respondents
Didn't drive today	25.0%	N=14
Parking lot at 1205 Pleasant	10.7%	N=6
Parking lot at 14th St	5.4%	N=3
Parking lot at Pennsylvania and Broadway	1.8%	N=1
Private lot or parking space owned or leased by this business	16.1%	N=9
On the street in the University Hill District	8.9%	N=5
On the street in the University Hill residential area	21.4%	N=12
On the CU campus	1.8%	N=1
Other	8.9%	N=5
Total	100.0%	N=56

Table 40: Question #2 Other

If you drove a car to work today, where did you park? Other responses
12th and Far away
9th and college
Cemetery on 9th st
parking where needs to be paid

Table 41: Question #3

In a typical week, how many days do you commute to work using each of these transportation modes? (Percent of days)	Average	Median	Minimum	Maximum	Number of Respondents
Driving alone	60.3%	80.0%	.0%	100.0%	N=57
Driving with others (carpooling)	8.0%	.0%	.0%	100.0%	N=57
Walk	16.0%	.0%	.0%	100.0%	N=57
Bike	10.5%	.0%	.0%	100.0%	N=57
Bus	4.6%	.0%	.0%	100.0%	N=57
Multiple modes (e.g., bike to bus stop, take bus, bike to workplace)	.0%	.0%	.0%	.0%	N=57
Other	.7%	.0%	.0%	40.0%	N=57
Total	100.0%	100.0%	100.0%	100.0%	N=57

Table 42: Question #4

When you drive to work, where do you usually park?	Percent of Respondents	Number of Respondents
Never drive to work	16.4%	N=9
Parking lot at 1205 Pleasant	10.9%	N=6
Parking lot at 14th St	7.3%	N=4
Parking lot at Pennsylvania and Broadway	1.8%	N=1
Private lot or parking space owned or leased by this business	20.0%	N=11
On the street in the University Hill District	14.5%	N=8
On the street in the University Hill residential area	18.2%	N=10
On the CU campus	1.8%	N=1
Other	9.1%	N=5
Total	100.0%	N=55

Table 43: Question #4 Other

When you drive to work, where do you usually park? Other responses
9th and pleasant
9th and college
Cemetery on 9th st
somewhere free
9th and pleasant

Table 44: Question #5

About how often when you are at your business do you make trips away from your business for work?	Percent of Respondents	Number of Respondents
Two or more times a day	14.5%	N=8
About once a day	10.9%	N=6
Several times a week	10.9%	N=6
About once a week	7.3%	N=4
About once every two weeks	5.5%	N=3
About once a month	12.7%	N=7
Less than once a month	30.9%	N=17
Other (all who said "other" wrote in "Never" or "None")	7.3%	N=4
Total	100.0%	N=55

Table 45: Question #6

About how often when you are at your business do you make trips away from your business for reasons OTHER than work?	Percent of Respondents	Number of Respondents
Two or more times a day	1.8%	N=1
About once a day	10.9%	N=6
Several times a week	12.7%	N=7
About once a week	7.3%	N=4
About once every two weeks	9.1%	N=5
About once a month	14.5%	N=8
Less than once a month	32.7%	N=18
Other (all who said "other" wrote in "Never" or "None")	10.9%	N=6
Total	100.0%	N=55

Table 46: Question #7

Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? (Please check all that apply.)	Percent of Respondents*	Number of Respondents
Don't know if I am eligible for an EcoPass or CollegePass	27.3%	N=15
No, I am not eligible for an EcoPass or CollegePass	50.9%	N=28
Yes, through my employer	.0%	N=0
Yes, through my neighborhood program	.0%	N=0
Yes, a CU Boulder student CollegePass	20.0%	N=11
Yes, a CU Boulder faculty/staff CollegePass	.0%	N=0
Yes, other pass:	1.8%	N=1

* Percents may add to more than 100% as respondents could give more than one answer

Table 47: Question #7 Other

Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? Other responses
I have been offered through my employer who received it for their pearl street business which I delivered to.

Table 48: Question #8

On average, how often do you use your EcoPass or CollegePass (for work AND non-work trips)?	Percent of Respondents	Number of Respondents
I did not pick up my EcoPass or CollegePass	25.0%	N=3
less often than once a month	25.0%	N=3
about once every two weeks	.0%	N=0
about once a month	16.7%	N=2
about once a week	8.3%	N=1
more than once a week	25.0%	N=3
Total	100.0%	N=12

* Question only asked of those who were eligible to have an EcoPass or CollegePass

Table 49: Question #9

What do you see as the strengths of the University Hill commercial district?
A lot of shops in one central location
Accessibility to the CU Boulder campus.
Affordable rent
as a district business owners try to get better businesses and try for better parking as it is the #1 worst issue/ complaint by clients/ customers
close to campus
close to campus, good place for quick meals
Closer to North Boulder and 36 for commuting
constant revolving customer base
Cool area, interesting people watching
Density and proximity to the CU campus.
Diversity, character and convenience
Diversity, local, unique, art-friendly, memorable
everything is close
Food
food
good variety
great little community
Great place for students/ residents to hang out, eat, and shop
great place to relax/ study and hang out
i don't
It covers a variety of needs that cater well to the desires of the collegiate populace.
its pretty creative, lots of commotion, people are good
Local businesses
Location..
Lots of customers
none, parking sucks - only the restaurants/ business
Spark Boulder
Strong walking traffic, enjoyable vibe of the businesses and spectacular view of the flatirons.
student population
Student Traffic, main thoroughfare
Thai Avenue
The students are for the most part extremely friendly and easy to deal with.
Unique dinning and social experiences. / Tremendous exposure to the University of Colorado students
Unique local businesses like Rush, Albums on the Hill, Innisfree, and The Sink.
unique shops and restaurants, friendly employees
Unite as one
variety of businesses, location

Table 50: Question #10

What one thing would make the University Hill commercial district a better place?
parking better assortment of businesses & restaurants
A better sense of community
ACTUAL SUPPORT FROM THE CITY. / The hill has been shunned because it's the "college" area of Boulder, but without those kids and the intangible things they bring this city wouldn't have nearly as large a school or worldwide appeal. / / Plain and simple, stop hurting the people who have built this damn town.
Allow all employees of businesses on the Hill to get a free bus pass like folks in the Pearl Street district can. / Cleaner streets, alleys.
better and cheaper parking space for businesses
Better parking
better parking and lower cost for employees on the hill - if it should cost something, free for employees would be best
Better parking for those employed on the Hill
Better Parking options.
better/ accessible non \$ parking
Bus passes for workers. Parking passes for workers
Cheaper parking.
Cleaner, better parking, better choice of businesses (like Aion, The Corner)
Free parking
free parking
FREE parking for the Hill employees, more security
FREE parking for Uni Hill employees, less transients, more security
Free parking or "limited" time parking
Free parking space
Higher quality food with fewer poisonous elements.
If it were more friendly to local businesses...too many local ones are going out of business and franchises are swooping in the available real estate (starbucks, five guys, 7 eleven). This takes away from the charm, the community, the sense of the Hill as being a one-of-a-kind area. Its losing tis heart. And it makes it even more of a challenge for local businesses attempting to foster communities of art, friends, and conversation like Innisfree to stay afloat.
if the parking people stopped giving me parking tickets, or if there was parking close by.
Improved parking. More diversified businesses. More partnerships with the University.
Incentive for more small, local businesses to open shop. Fewer corporate entities that rob the hill of its unique Boulder appeal.
less liquor restrictions
Less trash
More ample parking, easier access to liquor licenses for restaurants
More community cooperation
more diversity in the type of retail shops, i.e catering to professionals who work on the hill
more free employee parking, allow businesses to sell alcohol again!
more late-night places w/ alcohol, stronger retail shops

What one thing would make the University Hill commercial district a better place?

More parking

more parking

More Parking

More parking

more parking meters pauable in 2scont intervais

more parking, more diversity of business

more parking, more retail

more pizza

more shops and restaurants, parking garage

More variety of shops

New and better designed buildings. MORE ART!

One thing?? Cleaner

parking

Parking Passes for Employees

PARKING! Take over the parking lot off of Boulder please! And extend the time limit to 3-4 hours. More free parking would be incredibly helpful as well.

parking, less empty businesses

strict traffic regulation for students and drivers

Table 51: Question #11

Question #11	Average	Median	Minimum	Maximum	Number of Respondents
At present, how many motorized vehicles – cars, vans, or light trucks – does your household have the use of?	1.9	2	0	6	N=57

Table 52: Question #12

Is a car or other motor vehicle usually available to you for commuting to work?	Percent of Respondents	Number of Respondents
Yes	76.4%	N=42
No	23.6%	N=13
Total	100.0%	N=55

Table 53: Question #13

Is a bicycle usually available to you for commuting to work?	Percent of Respondents	Number of Respondents
Yes	45.5%	N=25
No	54.5%	N=30
Total	100.0%	N=55

Table 54: Question #14

Are you a member of eGo CarShare?	Percent of Respondents	Number of Respondents
Yes	3.6%	N=2
No	96.4%	N=53
Total	100.0%	N=55

Table 55: Question #15

Are you a member of Boulder B-cycle (bike share)?	Percent of Respondents	Number of Respondents
Yes	.0%	N=0
No	100.0%	N=55
Total	100.0%	N=55

Table 56: Question #16

Where do you live?	Percent of Respondents	Number of Respondents
Boulder (within the city limits)	65.5%	N=36
Unincorporated Boulder County	.0%	N=0
Ward/Nederland/Jamestown	.0%	N=0
Lyons	.0%	N=0
Superior	1.8%	N=1
Lafayette	1.8%	N=1
Louisville	3.6%	N=2
Longmont	7.3%	N=4
Erie	.0%	N=0
Broomfield	1.8%	N=1
Westminster	1.8%	N=1
Arvada	1.8%	N=1
Denver or other metro-area suburb	10.9%	N=6
Berthoud/Loveland/Fort Collins	.0%	N=0
Weld County	.0%	N=0
Other (both wrote in "Gunbarrel")	3.6%	N=2
Total	100.0%	N=55

Table 57: Question #17

Are you a student at CU Boulder?	Percent of Respondents	Number of Respondents
Yes, an undergraduate student	14.8%	N=8
Yes, a graduate student	5.6%	N=3
No	79.6%	N=43
Total	100.0%	N=54

Table 58: Question #18

In which category is your age?	Percent of Respondents	Number of Respondents
Under 18	.0%	N=0
18-24 years	38.2%	N=21
25-34 years	41.8%	N=23
35-44 years	12.7%	N=7
45-54 years	3.6%	N=2
55-64 years	1.8%	N=1
65 years or older	1.8%	N=1
Total	100.0%	N=55

Table 59: Question #19

What is your gender?	Percent of Respondents	Number of Respondents
Female	36.5%	N=19
Male	63.5%	N=33
Total	100.0%	N=52

Crosstabulations of Employee Survey Results by CU Student Status

The following pages contain tables of responses to each question on the University Hill Employee Survey by the CU student status of the respondent.

Table 60: Question #1 by CU Student Status

How did you get to work today? (Please check all that apply.)*	CU student	NOT a CU student
Drove alone	9%	74%
Drove with at least one other person	18%	5%
Walked	36%	14%
Biked	27%	5%
Rode a bus or buses	18%	5%
Carried a bike on a bus or buses	0%	0%
Used a Park-n-Ride	0%	0%
Other	0%	0%

* Percents may add to more than 100% as respondents could give more than one answer

Table 61: Question #2 by CU Student Status

If you drove a car to work today, where did you park?	CU student	NOT a CU student
Didn't drive today	55%	17%
Parking lot at 1205 Pleasant	0%	14%
Parking lot at 14th St	0%	7%
Parking lot at Pennsylvania and Broadway	0%	2%
Private lot or parking space owned or leased by this business	0%	21%
On the street in the University Hill District	9%	10%
On the street in the University Hill residential area	27%	19%
On the CU campus	0%	2%
Other	9%	7%
Total	100%	100%

Table 62: Question #3 by CU Student Status

In a typical week, how many days do you commute to work using each of these transportation modes? (Percent of days)	CU student	NOT a CU student
Driving alone	23%	71%
Driving with others (carpooling)	14%	7%
Walk	34%	11%
Bike	26%	7%
Bus	2%	3%
Multiple modes (e.g., bike to bus stop, take bus, bike to workplace)	0%	0%
Other	0%	1%
Total	100%	100%

Table 63: Question #4 by CU Student Status

When you drive to work, where do you usually park?	CU student	NOT a CU student
Never drive to work	36%	10%
Parking lot at 1205 Pleasant	0%	14%
Parking lot at 14th St	0%	10%
Parking lot at Pennsylvania and Broadway	0%	2%
Private lot or parking space owned or leased by this business	0%	26%
On the street in the University Hill District	36%	10%
On the street in the University Hill residential area	18%	19%
On the CU campus	0%	2%
Other	9%	7%
Total	100%	100%

Table 64: Question #5 by CU Student Status

About how often when you are at your business do you make trips away from your business for work?	CU student	NOT a CU student
Two or more times a day	18%	14%
About once a day	18%	9%
Several times a week	9%	12%
About once a week	0%	9%
About once every two weeks	0%	7%
About once a month	9%	12%
Less than once a month	45%	28%
Other	0%	9%
Total	100%	100%

Table 65: Question #6 by CU Student Status

About how often when you are at your business do you make trips away from your business for reasons OTHER than work?	CU student	NOT a CU student
Two or more times a day	0%	2%
About once a day	27%	7%
Several times a week	18%	12%
About once a week	0%	7%
About once every two weeks	9%	9%
About once a month	18%	14%
Less than once a month	18%	37%
Other	9%	12%
Total	100%	100%

Table 66: Question #7 by CU Student Status

Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? (Please check all that apply.)	CU student	NOT a CU student
Don't know if I am eligible for an EcoPass or CollegePass	9%	30%
No, I am not eligible for an EcoPass or CollegePass	9%	63%
Yes, through my employer	0%	0%
Yes, through my neighborhood program	0%	0%
Yes, a CU Boulder student CollegePass	82%	5%
Yes, a CU Boulder faculty/staff CollegePass	0%	0%
Yes, other pass:	0%	2%

** Percents may add to more than 100% as respondents could give more than one answer*

Table 67: Question #8 by CU Student Status

On average, how often do you use your EcoPass or CollegePass (for work AND non-work trips)?	CU student	NOT a CU student
I did not pick up my EcoPass or CollegePass	22%	33%
less often than once a month	22%	33%
about once every two weeks	0%	0%
about once a month	22%	0%
about once a week	11%	0%
more than once a week	22%	33%
Total	100%	100%

** Question only asked of those who were eligible to have an EcoPass or CollegePass*

Table 68: Question #11 by CU Student Status

Average number of vehicles	CU student	NOT a CU student
At present, how many motorized vehicles – cars, vans, or light trucks – does your household have the use of?	1.55	2.07

Table 69: Question #12 by CU Student Status

Is a car or other motor vehicle usually available to you for commuting to work?	CU student	NOT a CU student
Yes	55%	84%
No	45%	16%
Total	100%	100%

Table 70: Question #13 by CU Student Status

Is a bicycle usually available to you for commuting to work?	CU student	NOT a CU student
Yes	73%	40%
No	27%	60%
Total	100%	100%

Table 71: Question #14 by CU Student Status

Are you a member of eGo CarShare?	CU student	NOT a CU student
Yes	18%	0%
No	82%	100%
Total	100%	100%

Table 72: Question #15 by CU Student Status

Are you a member of Boulder B-cycle (bike share)?	CU student	NOT a CU student
Yes	0%	0%
No	100%	100%
Total	100%	100%

Table 73: Question #16 by CU Student Status

Where do you live?	CU student	NOT a CU student
Boulder (within the city limits)	100%	56%
Unincorporated Boulder County	0%	0%
Ward/Nederland/Jamestown	0%	0%
Lyons	0%	0%
Superior	0%	2%
Lafayette	0%	2%
Louisville	0%	5%
Longmont	0%	9%
Erie	0%	0%
Broomfield	0%	2%
Westminster	0%	2%
Arvada	0%	2%
Denver or other metro-area suburb	0%	14%
Berthoud/Loveland/Fort Collins	0%	0%
Weld County	0%	0%
Other	0%	5%
Total	100%	100%

Table 74: Question #17 by CU Student Status

Are you a student at CU Boulder?	CU student	NOT a CU student
Yes, an undergraduate student	73%	0%
Yes, a graduate student	27%	0%
No	0%	100%
Total	100%	100%

Table 75: Question #18 by CU Student Status

In which category is your age?	CU student	NOT a CU student
Under 18	0%	0%
18-24 years	73%	28%
25-34 years	18%	49%
35-44 years	9%	14%
45-54 years	0%	5%
55-64 years	0%	2%
65 years or older	0%	2%
Total	100%	100%

Table 76: Question #19 by CU Student Status

What is your gender?	CU student	NOT a CU student
Female	40%	36%
Male	60%	64%
Total	100%	100%

Appendix C: Responses to the Intercept Survey

Complete Set of Responses to the Intercept Survey

The following pages contain a complete set of responses to each question on the University Hill Intercept Survey.

Table 77: Question #1

Have you come from or are you going to a store, restaurant or other place of business in the University Hill commercial area, or are you passing through on your way to somewhere else?	Percent of Respondents*	Number of Respondents
Came from or going to one or more places of business on the Hill	69.4%	N=200
Other	4.5%	N=13
Passing through	26.0%	N=75
Total	100.0%	N=288

Table 78: Question #1a

Are you coming from or going home?*	Percent of Respondents	Number of Respondents
Yes	79.7%	N=51
No	20.3%	N=13
Total	100.0%	N=64

*Note: Question was only asked of those who said they were "passing through" the Hill area

Table 79: Question #1b

Are you coming from or going to campus?*	Percent of Respondents	Number of Respondents
Yes	82.1%	N=55
No	17.9%	N=12
Total	100.0%	N=67

*Note: Question was only asked of those who said they were "passing through" the Hill area

Table 80: Question #1 "Other" responses

Have you come from or are you going to a store, restaurant or other place of business in the University Hill commercial area, or are you passing through on your way to somewhere else? Other responses		
Albums on the hill	Look around	Visiting
Canvassing	Rush	Walking
Doing business	School	Wandering
Hustling	Taking surveys	

Table 81: Question #2

Are you an owner or an employee of a business on The Hill?	Percent of Respondents	Number of Respondents
No	85.5%	N=241
Yes	14.5%	N=41
Total	100.0%	N=282

Table 82: Question #2a

Are you going to or coming from your workplace?*	Percent of Respondents	Number of Respondents
No	47.4%	N=18
Yes	52.6%	N=20
Total	100.0%	N=38

**Note: Question was only asked of those who said they were a Hill business owner or employee*

Table 83: Question #3

About how many stores or businesses have you/will you visit on your trip to this area.	Percent of Respondents	Number of Respondents
None	19.5%	N=48
One	47.6%	N=117
Two	22.4%	N=55
Three	5.7%	N=14
Four	2.0%	N=5
Five or more	2.8%	N=7
Total	100.0%	N=246

Table 84: Question #4

Which businesses did you/will you visit?*			
1/2 fast	Chase	Half fast subs	Resturant, house
10 for project	Chase	Half fast subs	Root, fitter, freakys
4star	Chiba hut	Half fast subs	Rose hill
7-eleven	Chiba hut	Half fast subs	Rose hill, 7-eleven
7-eleven	Chibatlot	Hana sushi	Rush
7-eleven	Christy construction	Hold fast sub	Rush
7-eleven	Coffee and tea to go	lc	Rush, meningers
7-eleven	Coffee buchanan's	Illegal petes	S&g backer shop
7-eleven	Coffee shop, book store	Illegal petes	Sabajos, illegal petes, fresh
7-eleven	Coffee, innisfree	Illegal petes, boca	Silver and gold barka, innisfree
7-eleven	Coffee/food	Illegal petes, smelly deli	Sink
7-eleven, 5 goy	Core power	Innisfree	Sink, bookstore
7-eleven, 5 guys	Corner	Innisfree	Sink, bookstore, college corner, buffstuff
7-eleven, boss lady pizza	Corner	Innisfree	Sink, innisfree, tea house
7-eleven, illigle petes, u market	Corner coffee express	Innisfree	Sink, rush
7-eleven, sink 4-star	Corner, 7-eleven	Innisfree	Smelly deli
A restaurant tbd	Corner, salvascos	Innisfree	Smelly deli, deli zone, chase bank
Aion	Cosmos	Innisfree	Smiley deli mamacitas
Albums on the hill	Cosmos, freakys, 7-eleven	Innisfree,	Spark
Albums on the hill	Deli	Innisfree, buchanans	Spark
Alfalfas, boxcar	Deli zone	Innisfree, five guys, fatshack	Spark boulder illegal petes

Which businesses did you/will you visit?*			
Alterators	Dots diner, chase bank	Innisfree, hana	Starbucks
Cheba hut	Everyday, smelly deli	Innisfree, illegal petes, coffee	Starbucks
Art store	Fat sandwich	Jec	Starbucks
Art store, gift	Fat shack	Jimmy johns	Starbucks
Bake salad, 7-eleven	Fat shack	Jimmy johns	Starbucks
Bank	Fitter, 5 guys	Lady bugs, jimmy johns, 7-eleven, 5 guys	Tattoos
Bank	Food	Liquor store	The corner
Bcco	Food court	Lolaicup	The corner, 7-eleven
Book store, supplies	Food court salad bar	Lolicup, girkas	The corner, chase
Bookstore	Food court, innisfree	Looking for job	The fitter, frekys, shipping on the hill
Bookstore	Food, 7-eleven, bank	Lunch	The fox
Boss cady pizza	Food, bar	Mac shack	The sink
Boss lady	Food?	Music shop	The sink
Boulder salad, boco café	Food-the corner	Not sure	The sink
Boulder salad, petes	Fox	Not sure	The sink
Boulder vapor pass	Freakys	Petes	The sink
Brazil on the hill, owner, mamacitas for lunch	Freakys, chase	Pottery lab, dispensaries	The sink
Buchanans	Freakys, full cycle	Qdoba	The sink
Buchanans	Full cycle	Qdoba	The sink
Buchanans	Fundraising	Qdoba	The sink
Buchanans	Half assed subs, 7-eleven	Qdoba	The sink
Buchanans coffee	Half fast	Qdoba	The sink
Buchanans innisfree	Half fast	Qdoba, albums on the hill	Tribal rite
Buchanans, innisfree	Half fast	Qudoba jimmy john	Wildside, 7-eleven
Buchanans, the sink	Half fast foods	Restaurant	Work
Buchanans, vapor	Half fast subs	Restaurant	Yoga, college optical,
Chaba hut	Half fast subs	Restaurant, 7-eleven	

* Only asked of those who were visiting/had visited one or more businesses or stores.

Table 85: Question #5

How did you get to the Hill commercial area today? (Please check all that apply.)	Percent of Respondents*	Number of Respondents
Drove alone	22.4%	N=66
Drove with at least one other person	14.2%	N=42
Walked	50.2%	N=148
Biked	5.4%	N=16
Rode a bus or buses	8.5%	N=25
Carried a bike on a bus or buses	0.0%	N=0
Used a Park-n-Ride	0.0%	N=0
Other	1.7%	N=5

* Percents may add to more than 100% as respondents could give more than one answer

Table 86: Question #5a

How many people were in the vehicle (for vehicle trips)	Average	Median	Minimum	Maximum	Number of Respondents
Number of people in vehicle (including those who drove alone)	1.8	1.00	1.00	6.00	N=295
Number of adults in vehicle (including those who drove alone)	2.02	2.00	0.00	5.00	N=295
Number of children in vehicle (including those who drove alone)	0.02	0.00	0.00	2.00	N=295
Number of people in vehicle (only those with 2 or more)	3.02	3.00	2.00	6.00	N=295
Number of adults in vehicle (only those with 2 or more)	2.05	2.00	0.00	5.00	N=295
Number of children in vehicle (only those with 2 or more)	0.03	0.00	0.00	2.00	N=295

Table 87: Question #5h "other" responses

How did you get to the Hill commercial area today? (Please check all that apply.) Other responses
Caught a ride
Hitch hike
Long board.
Skateboard
Skateboard

Table 88: Question #6

If you drove to the Hill, where did you park?	Percent of Respondents	Number of Respondents
Didn't drive today	37.8%	N=65
Parking lot at 1205 Pleasant	1.2%	N=2
Parking lot at Pennsylvania and Broadway	7.0%	N=12
Parking lot at 14th St	0.6%	N=1
On the street in the University Hill District	26.7%	N=46
On the street in the University Hill residential area	15.1%	N=26
On the CU campus	2.3%	N=4
Other	9.3%	N=16
Total	100.0%	N=172

Table 89: Question #6 "other" responses

If you drove to the Hill, where did you park? "Other" responses
13th and aurora
9th street
Church
Co. Parking lot
Downhill
Dropped off
Illegally at wine store
Lot, behind business
Off campus alley
Rented space at church up the street
Size of campus
Spot at church

Table 90: Question #7

Where did you come from before you got to the Hill? Did you come from . . .	Percent of Respondents	Number of Respondents
Home	48.8%	N=144
Shopping or errands in another part of town	3.4%	N=10
CU Campus	30.5%	N=90
Workplace on the Hill	0.3%	N=1
Workplace somewhere other than CU Campus or the Hill	4.4%	N=13
Eating a meal	0.7%	N=2
Other	11.9%	N=35
Total	100.0%	N=295

Table 91: Question #7 “other” responses

Where did you come from before you got to the Hill? Did you come from . . . “Other” responses	
Boulder	Home of a friend
Brothers house	Jail
Denver	Kansas
Denver	Mountains
Denver	Nist
Denver	North boulder
Denver	Open lane
Denver looking at colleges, from conn.	Rec center
Dia	School
Doctor	Skiing eldora
Dog park	Sority haus
Estes park visiting campus for tour	Visiting out of town
Farm	Volunteering
Fort collins	Winter park, skiing from ma here on tour
Frat house	

Table 92: Question #8

Do you live in Boulder?	Percent of Respondents	Number of Respondents
No	28.3%	N=83
Yes	71.7%	N=210
Total	100.0%	N=293

Table 93: Question #9

Are you a student at CU Boulder?	Percent of Respondents	Number of Respondents
Yes, an undergraduate student	45.9%	N=134
Yes, a graduate student	6.2%	N=18
No	47.9%	N=140
Total	100.0%	N=292

Table 94: Question #10

In which category is your age?	Percent of Respondents	Number of Respondents
Under 18	1.4%	N=4
18-24 years	55.8%	N=163
25-34 years	17.1%	N=50
35-44 years	6.8%	N=20
45-54 years	8.2%	N=24
55-64 years	5.5%	N=16
65 years or older	5.1%	N=15
Total	100.0%	N=292

Table 95: Question #11

Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? (Please check all that apply.)	Percent of Respondents*	Number of Respondents
don't know if I am eligible for an EcoPass or CollegePass	13.0%	N=38
no, I am not eligible for an EcoPass or CollegePass	26.7%	N=78
yes, through my employer, or through the program I have set up for my business	6.8%	N=20
yes, through my neighborhood program	2.7%	N=8
yes, a CU Boulder student CollegePass	45.2%	N=132
yes, a CU Boulder faculty/staff CollegePass	4.8%	N=14
yes, other pass	1.0%	N=3

* Percents may add to more than 100% as respondents could give more than one answer

Table 96: Question #11 "other" responses

Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? "Other" responses	
Discount pass	Work

Table 97: Question #12

On average, how often do you use your EcoPass or CollegePass (for work AND non-work trips)?*	Percent of Respondents	Number of Respondents
I did not pick up my EcoPass or CollegePass	7.1%	N=13
less often than once a month	25.7%	N=47
about once every two weeks	8.7%	N=16
about once a month	7.1%	N=13
about once a week	8.2%	N=15
more than once a week	43.2%	N=79
Total	100.0%	N=183

**Only asked of those who were eligible for an EcoPass or CollegePass*

Table 98: Question #13

Is a car or other motor vehicle usually available to you for commuting to work?	Percent of Respondents	Number of Respondents
Yes	71.1%	N=209
No	28.9%	N=85
Total	100.0%	N=294

Table 99: Question #14

Is a bicycle usually available to you for commuting to work?	Percent of Respondents	Number of Respondents
Yes	57.1%	N=168
No	42.9%	N=126
Total	100.0%	N=294

Table 100: Question #15

Are you a member of eGo CarShare?	Percent of Respondents	Number of Respondents
Yes	2.4%	N=7
No	97.6%	N=286
Total	100.0%	N=293

Table 101: Question #16

Are you a member of Boulder B-cycle (bike share)?	Percent of Respondents	Number of Respondents
Yes	1.4%	N=4
No	98.6%	N=287
Total	100.0%	N=291

Table 102: Question #17

What do you see as the strengths of the University Hill commercial district?	
A lot available, convenient	Girls
A lot of people, relaxing	Good bus system
Access	Good cash flow to the area
Accessibility to students	Good community
Accessibility,	Good food, close to campus
Accessible, affordable businesses	Good food, hanging out, nice environment
Add parking, business district	Good food, the fox is fun
Air is good, good music, legal pot, nice people	Good parking and transit
Albums on the hill, the fox	Good public transit
Ample parking	Good public transit
App-next bus	Good restaurants
Art store, coffee shops	Good restaurants
Atmosphere	Good shops, food
Beautiful	Good stores
Beautiful, nice atmosphere	Good transit
Better then home	Great food, party, people
Blinders off	Handy and close
Build well for peds.	Handy live on the hill
Building community	I don't know
Bus	I don't know
Bus system	I don't know
Bus system on broadway	Innisfree
Buses, transit are helpful	Innisfree
Business/homes concentrated	Keep it as is, don't expand
Businesses	Local businesses
Businesses	Local businesses,
Businesses, location	Local shop
Busses that are more eco friendly	Localized/ centralized shopping
Campus academics	Location
Can usually find parking	Location
Caters to college street, cheaper than pearl st.	Location
Central	Location
Central party location, fun beautiful, good times, fox	Location
Chase bank only chase that works	Location
Cheap food	Location stores
Clean	Location vibes and atmosphere
Close	Location. Diversity
Close knit community, walking accessible	Lot of food, really close, easily walkable

What do you see as the strengths of the University Hill commercial district?	
Close to campus	Lots of food and stuff
Close to campus	Lots of food places open late
Close to campus	Lots of small shops, not a lot of chains
Close to campus	Lots of variety
Close to campus	Lots of variety
Close to campus, flatiron meal plan, easy access late night	Love the fox, restaurants, proximity to campus
Close to campus, social area for food and drink	Lunch
Close, convenient	More community feel, not a lot of big chains
Close, convenient	Multiuse many things here
Coffee	Near university location
Coffee place, convenience	Neat little shops
Coffee shops	Nice paths, well lit at night
Community, dense	No strengths! She hates the hill!
Community, lots of people	Not much coffee shops
Compact	Off campus place for students to gather
Concise, compact, got what you need.	Old buildings, lots of students, good place to eat
Condensed	Pay to park-simple
Convenience	People
Convenience, little bit of everything	People
Convenient	People
Convenient	People pleasant, selection of business
Convenient	People that go to school here and come back
Convenient	Pleasantly designed
Convenient for food and drinks	Postage, eatery
Convenient, fun innisfree, food good	Pretty
Convenient, serves existing population.	Pride in being party animals
Convenient, variety	Proximity
Cool stores and restaurants	Proximity of campus
Couple of good places to eat	Proximity of food
Culturally diverse	Proximity of shops
Cute and inviting	Proximity to campus
Decent businesses close together but pricey	Proximity, small shops
Decent dining or coffee	Public transit
Demographics	Quality of service, character, unique
Denx, accessible	Quick food, location, parties, friends
Diff. Than other places in boulder	Remodel on buchanans, city working to improve
Different foods, cool atmosphere	Restaurants
Different types of food, location	Restaurants
Diversity	Restaurants,

What do you see as the strengths of the University Hill commercial district?	
Diversity	Selection
Diversity	Sense of community
Diversity of stores	Shops conceatrate
Diversity of stores	Slope skateboarding
Easy to get around	Social meeting
Easy to walk around	Sorority house close by
Eateries	Stores appeal to college population, reasonably priced food, the fox
Environment	Students, food
Everything	System is great
Everything	The hop bus, variable schedules
Fast access	Transit is accessible and inexpensive
Fast food restaurants	Transit is good
Food	Transit, buses
Food	Variety
Food	Variety close to campus
Food	Variety convenient location
Food is over rated	Variety of food, cafes where you come and work, college optical,
Food options	Variety of shops, lively community
Food rather than commercial goods	Variety of stores, bars, restaurants,
Food unique, people watching, convenient, pedestrian friendly	Variety restaurants.
Food vibes	Vibe is good
Food, approximity	Walking access
Food, friendly business, outdoor seating	Walking around
Foot traffic	Walking distance
Fulfilling, divirse	Walking, not too much traffic
Full of character, lots going on.	Water
Fun	Weak
Fun	Yough

Table 103: Question #18

What one thing would make the University Hill commercial district a better place?	
Accessible parking for owners, cheaper parking	More bike lanes
Additional bike parking, small grocery/market.	More cafes
Angled parking for more spaces!	More coffee
Another illegal petes, wth coin style margs.	More development
Areas look grungy	More diverse food selection. Local foods, no starbucks
Bars-near, would make it	More diverse shops
Being more people in the summer/fall when businesses have a hard time repeal 10cent bag tax	More diversity of business
Better coffee shops	More free parking
Better education about trash and recycling	More free parking
Better food	More good restuarants like mamacitas
Better parking	More independent
Better parking, traffic circulation	More inviting atmosphere
Better plowing	More local businesses
Better restaurants	More local businesses, less chains, penn. And 13th intersection safer
Café like roma	More parking
Cheaper	More parking
Cheaper and better parking	More parking
Cheaper or free parking	More parking
Cheaper parking	More parking
Cheaper parking	More parking
Cheaper prices	More parking
Cheaper rents for businesses	More parking
Clarity in cross walks	More parking
Clean it up	More parking
Clean it up, classier buildings, make buildings nicer	More parking
Clean streets west of broadway	More parking
Clean up trash	More parking
Cleaner	More parking
Cleaning it up	More parking and cheaper parking
Clothing shops	More parking areas, larger parkint lot
Coffee shop	More parking for customers
Community business awareness events. Business with staying power	More parking for non residents
Create pedestrian mall	More parking for students
Cut down on drunk and disorderly people	More parking on campus
Decent restaurants	More parking, all day parking
Dirty and traffic	More ped. Crossings

What one thing would make the University Hill commercial district a better place?	
Dispensaries	More public parking, create larger parking lot
Dispensary	More quaility business
Dispensary	More recreational venues for under 21 hookah bar
Don't change it	More short term parking, cheaper parking
Don't feel safe walking after 8pm	More snow
Don't know	More space parking
Don't know	More stops, public transit, more bus routes on the hill
Don't know	More stores where parking lot is more franchises, hot dog stand, fancier places
Easier to get quick food	More study places to sit and hang out for free
Ecopass more businesses	More than just food
Enforce drinking, litter, noise regulations	Movie theater, multipurpose theater. Less expensive parking, cleaner annual river clean up
Expensive parking	Multi storie parking
Face lift, better bar scene.	Need bagel, doughnut store
Fine as	Need more parking
Fine as is	Need more parking, cheaper parking
Fine as is	No cars, get rid of them
Fine as is	No complaints
Fine as is	No grocery store, cheaper liquor store
Fine as is, inn/out	No loitering
Fines for littering, locking trash lids	No parking
Free buses	Noise after 2am
Free parking	Not friendly to new people in area
Free parking	Not well lit, enough at night. Hard to park
Free parking	Nothing
Free parking	Nothing
Free parking	Nothing- only a freshman hasn't explored area much yet
Free parking	Nothing really
Free parking	Open spaces, more liveliness
Free parking for less than an hour parking	Pain to park, free parking to students
Free parking for short term	Painted crosswalk, repaint
Free parking, parking enfocement	Parades, fireworks, inn n out, chick fila
Free parking, short term an hour or less	Parking
Free short term parking	Parking
Fresh ingredients, real food	Parking
Friendly individuals	Parking
Get rid of commision	Parking
Get rid of paid parking	Parking
Grocery store	Parking

What one thing would make the University Hill commercial district a better place?	
Grocery store	Parking
Grocery store, less expensive	Parking
Hard to say	Parking
Hassle to have street vendors	Parking
Have more smoke shops	Parking
Headshop/dispensary	Parking for non residents
Healthy food options	Parking garage
High class restaurants	Parking garage, take off 2hr parking limit
Homeless	Parking is expensive
I don't know	Parking lot at pa and 13th is way too expensive would like an ice cream shop for kids
I don't know	Parking needs to be cheaper
I don't know	Parking needs to be cheaper
I don't know	Parking sucks
I don't know	Parking, more lots, all day parking
I don't know	Parking, too expensive, parking lot
I don't know	Pay to park doesn't always work
I don't know	Permit access per residents
I don't know	Pie shop
I don't know	Quieter
I don't know	Re open espresso roma, movie theater
I don't know	Rents are too high for small businesses
I like it the way it is!	Revitalize dying stores
Image of alchohol use	Rowdiness at night
Jones drug store and fedex, post office, we need this	Safer
Lacks diversity	Serve alchohol, earlier!
Large parking lot for customers and workers	Shoveling sidewalks
Less car traffic	Shuttle from downtown
Less cars	Smash burger
Less expensive	Solutions to traffic, without parking
Less expensive parking more time parking	Something nice-restaurant
Less fast food	Starbucks
Less strict parking rules/enforcement	Stop cracking down on the bars
Less students	Student discounts
Less traffic	Tax incentive for business owners
Lights	Too crowded for parking
Longer term parking, 4 hours or more	Too little street parking for residents, need large parking lot for rec center and library
Lower rent on businesses	Transportation, better transport/parking
Lower taxes	Transportation, less traffic

What one thing would make the University Hill commercial district a better place?	
Make it friendly to non students	Turn 13th into green space, mini park, ped. Mall
Make parking in the commercial district	Variety of shops
Me	Vary business more
Mediterranean food	Wider roads, better with clearing snow
More affordable parking	Wider streets, more parking
More affordable shops	Work on light rail
More amenities to attract young adults not university students	Work on the congestion
More bars, less starbucks, no smoke shop	Yoga

Table 104: Question #A

What was the sex of the respondent?	Percent of Respondents	Number of Respondents
Male	59.4%	N=170
Female	40.6%	N=116
Total	100.0%	N=286

Table 105: Question #B

Mode When Interviewed	Percent of Respondents	Number of Respondents
walking	95.4%	N=271
biking	3.5%	N=10
in vehicle	1.1%	N=3
Total	100.0%	N=284

Table 106: Question #C

Number of people in group	Percent of Respondents	Number of Respondents
1	76.4%	N=220
2	18.8%	N=54
3	2.4%	N=7
4	1.4%	N=4
5	1.0%	N=3
Total	100.0%	N=288

Table 107: Question #D

Children in group?	Percent of Respondents	Number of Respondents
yes	1.4%	N=4
no	98.6%	N=280
Total	100.0%	N=284

Table 108: Question #E

Site	Percent of Respondents	Number of Respondents
13th and College	52.6%	N=152
13th and Pennsylvania	47.4%	N=137
Total	100.0%	N=289

Table 109: Question #F

Day	Percent of Respondents	Number of Respondents
Tuesday	24.5%	N=70
Wednesday	30.8%	N=88
Thursday	18.9%	N=54
Friday	25.9%	N=74
Total	100.0%	N=286

Table 110: Question #H

Weather	Percent of Respondents	Number of Respondents
sunny, dry	66.4%	N=190
sunny, wet	1.0%	N=3
rainy	0.0%	N=0
cloudy, dry	28.3%	N=81
cloudy, wet	4.2%	N=12
snow	0.0%	N=0
Total	100.0%	N=286

Crosstabulations of Intercept Survey Results by Whether Respondent Was Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

The following pages contain tables of responses to questions from the University Hill Intercept Survey by whether respondent was visiting businesses or passing through, owner/employee status of respondent and CU student status of respondent.

Table 111: Question #1 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Have you come from or are you going to a store, restaurant or other place of business in the University Hill commercial area, or are you passing through on your way to somewhere else?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Came from or going to one or more places of business on the Hill	100.0%	0.0%	87.2%	67.4%	63.9%	74.6%
Other	0.0%	14.8%	2.6%	5.1%	3.4%	5.8%
Passing through	0.0%	85.2%	10.3%	27.5%	32.7%	19.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 112: Question #1a by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Are you coming from or going home?*	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes	66.7%	80.8%	66.7%	80.8%	89.5%	65.4%
No	33.3%	19.2%	33.3%	19.2%	10.5%	34.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Note: Question was only asked of those who said they were "passing through" the Hill area

Table 113: Question #1b by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Are you coming from or going to campus?*	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes	55.6%	85.7%	71.4%	81.5%	92.7%	65.4%
No	44.4%	14.3%	28.6%	18.5%	7.3%	34.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Note: Question was only asked of those who said they were "passing through" the Hill area

Table 114: Question #2 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Are you an owner or an employee of a business on The Hill?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
No	82.4%	93.9%	0.0%	100.0%	92.4%	78.7%
Yes	17.6%	6.1%	100.0%	0.0%	7.6%	21.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 115: Question #2a by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Are you going to or coming from your workplace?*	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
No	30.8%	81.8%	36.7%	80.0%	84.6%	26.1%
Yes	69.2%	18.2%	63.3%	20.0%	15.4%	73.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Note: Question was only asked of those who said they were a Hill business owner or employee

Table 116: Question #3 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

About how many stores or businesses have you/will you visit on your trip to this area.	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
None	3.8%	65.5%	33.3%	17.7%	22.1%	17.0%
One	59.3%	15.5%	42.9%	47.9%	48.9%	47.3%
Two	26.9%	6.9%	19.0%	23.3%	22.1%	22.3%
Three	6.0%	3.4%	4.8%	6.0%	5.3%	5.4%
Four	1.6%	3.4%	0.0%	1.9%	1.5%	1.8%
Five or more	2.2%	5.2%	0.0%	3.3%	0.0%	6.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 117: Question #5 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

How did you get to the Hill commercial area today? (Please check all that apply.)*	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Drove alone	24.0%	18.2%	39.0%	20.3%	13.8%	31.4%
Drove with at least one other person	17.5%	8.0%	17.1%	14.1%	7.2%	21.4%
Walked	45.5%	60.2%	36.6%	52.3%	65.1%	35.0%
Biked	6.5%	3.4%	2.4%	6.2%	5.3%	5.7%
Rode a bus or buses	8.0%	9.1%	4.9%	7.5%	9.9%	6.4%
Carried a bike on a bus or buses	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Used a Park-n-Ride	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.5%	4.5%	0.0%	2.1%	1.3%	2.1%

* Percents may add to more than 100% as respondents could give more than one answer

Table 118: Question #5a by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

How many people were in the vehicle (for vehicle trips)	Came from/going to 1+ Hill store/business		Passing through or other		Hill business owner or employee		Not an owner or employee		CU student		NOT a CU student	
	Average	Median	Average	Median	Average	Median	Average	Median	Average	Median	Average	Median
Number of people in vehicle (including those who drove alone)	1.84	1.00	1.70	1.00	1.78	1.00	1.76	1.00	1.61	1.00	1.88	1.00
Number of adults in vehicle (including those who drove alone)	1.94	2.00	2.43	2.00	2.71	2.00	1.80	2.00	2.09	2.00	2.00	2.00
Number of children in vehicle (including those who drove alone)	0.03	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.05	0.00
Number of people in vehicle (only those with 2 or more)	2.97	3.00	3.29	2.00	3.57	3.00	2.82	3.00	2.80	2.00	3.13	3.00
Number of adults in vehicle (only those with 2 or more)	1.97	2.00	2.43	2.00	2.71	2.00	1.82	2.00	2.10	2.00	2.03	2.00
Number of children in vehicle (only those with 2 or more)	0.05	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.07	0.00

Table 119: Question #6 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

If you drove to the Hill, where did you park?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Didn't drive today	36.2%	44.2%	15.4%	42.3%	54.9%	26.3%
Parking lot at 1205 Pleasant	1.6%	0.0%	3.8%	0.7%	0.0%	1.0%
Parking lot at Pennsylvania and Broadway	8.7%	2.3%	7.7%	7.0%	5.6%	8.1%
Parking lot at 14th St	0.8%	0.0%	3.8%	0.0%	0.0%	1.0%
On the street in the University Hill District	28.3%	23.3%	19.2%	28.2%	14.1%	35.4%
On the street in the University Hill residential area	13.4%	18.6%	30.8%	12.0%	12.7%	17.2%
On the CU campus	2.4%	2.3%	0.0%	2.8%	4.2%	1.0%
Other	8.7%	9.3%	19.2%	7.0%	8.5%	10.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 120: Question #7 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Where did you come from before you got to the Hill? Did you come from . . .	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Home	49.0%	48.9%	68.3%	44.4%	40.8%	57.1%
Shopping or errands in another part of town	3.0%	4.5%	2.4%	3.7%	1.3%	5.0%
CU Campus	29.0%	34.1%	24.4%	32.0%	47.4%	12.9%
Workplace on the Hill	0.5%	0.0%	2.4%	0.0%	0.0%	0.7%
Workplace somewhere other than CU Campus or the Hill	4.0%	4.5%	0.0%	5.0%	1.3%	7.9%
Eating a meal	1.0%	0.0%	0.0%	0.8%	0.7%	0.7%
Other	13.5%	8.0%	2.4%	14.1%	8.6%	15.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 121: Question #8 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Do you live in Boulder?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
No	30.7%	23.9%	29.3%	28.5%	9.3%	48.9%
Yes	69.3%	76.1%	70.7%	71.5%	90.7%	51.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 122: Question #9 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Are you a student at CU Boulder?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes, an undergraduate student	41.1%	56.8%	27.5%	47.9%	88.2%	0.0%
Yes, a graduate student	6.6%	3.4%	0.0%	7.5%	11.8%	0.0%
No	52.3%	39.8%	72.5%	44.6%	0.0%	100.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 123: Question #10 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

In which category is your age?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Under 18	2.0%	0.0%	0.0%	1.7%	0.0%	2.9%
18-24 years	50.8%	67.4%	41.5%	58.4%	82.8%	26.8%
25-34 years	17.1%	16.3%	24.4%	15.5%	14.6%	20.3%
35-44 years	7.5%	4.7%	12.2%	5.5%	2.6%	11.6%
45-54 years	10.6%	3.5%	14.6%	7.1%	0.0%	15.9%
55-64 years	7.0%	2.3%	4.9%	5.9%	0.0%	11.6%
65 years or older	5.0%	5.8%	2.4%	5.9%	0.0%	10.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 124: Question #11 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Are you eligible to have an EcoPass or CollegePass, an annual bus pass that allows you unlimited bus rides? (Please check all that apply.)	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
don't know if I am eligible for an EcoPass or CollegePass	12.6%	13.8%	12.2%	13.0%	8.0%	17.9%
no, I am not eligible for an EcoPass or CollegePass	28.8%	23.0%	41.5%	24.8%	2.7%	52.1%
yes, through my employer, or through the program I have set up for my business	7.6%	4.6%	9.8%	6.7%	3.3%	10.7%
yes, through my neighborhood program	3.0%	2.3%	4.9%	2.5%	0.0%	5.7%
yes, a CU Boulder student CollegePass	41.4%	52.9%	24.4%	47.9%	86.0%	2.1%
yes, a CU Boulder faculty/staff CollegePass	6.1%	2.3%	7.3%	4.2%	0.0%	10.0%
yes, other pass	1.0%	1.1%	0.0%	1.3%	0.7%	1.4%

** Percents may add to more than 100% as respondents could give more than one answer*

Table 125: Question #12 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

On average, how often do you use your EcoPass or CollegePass (for work AND non-work trips)?*	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
I did not pick up my EcoPass or CollegePass	5.8%	10.3%	5.0%	6.5%	4.3%	15.6%
less often than once a month	25.0%	27.6%	35.0%	25.5%	29.0%	15.6%
about once every two weeks	10.8%	5.2%	10.0%	9.2%	8.0%	11.1%
about once a month	7.5%	6.9%	15.0%	6.5%	6.5%	8.9%
about once a week	7.5%	10.3%	15.0%	5.9%	9.4%	4.4%
more than once a week	43.3%	39.7%	20.0%	46.4%	42.8%	44.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Only asked of those who were eligible for an EcoPass or CollegePass*

Table 126: Question #13 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Is a car or other motor vehicle usually available to you for commuting to work?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes	73.9%	65.9%	78.0%	70.0%	68.4%	73.6%
No	26.1%	34.1%	22.0%	30.0%	31.6%	26.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 127: Question #14 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Is a bicycle usually available to you for commuting to work?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes	58.8%	53.4%	56.1%	57.1%	59.9%	53.6%
No	41.2%	46.6%	43.9%	42.9%	40.1%	46.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 128: Question #15 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Are you a member of eGo CarShare?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes	2.5%	2.3%	2.5%	2.5%	2.6%	2.1%
No	97.5%	97.7%	97.5%	97.5%	97.4%	97.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 129: Question #16 by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Are you a member of Boulder B-cycle (bike share)?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Yes	1.5%	1.1%	2.5%	1.3%	1.3%	1.4%
No	98.5%	98.9%	97.5%	98.7%	98.7%	98.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 130: Question #A by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

What was the sex of the respondent?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Male	60.8%	57.6%	70.0%	56.7%	51.4%	68.1%
Female	39.2%	42.4%	30.0%	43.3%	48.6%	31.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 131: Question #B by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Mode When Interviewed	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
walking	93.7%	98.8%	97.5%	94.8%	95.9%	95.6%
biking	4.7%	1.2%	0.0%	4.3%	3.4%	3.7%
in vehicle	1.6%	.0%	2.5%	0.9%	0.7%	0.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 132: Question #C by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Number of people in group	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
1	70.6%	87.4%	85.0%	74.5%	79.1%	73.7%
2	22.2%	12.6%	15.0%	19.6%	17.6%	19.7%
3	3.6%	0.0%	0.0%	3.0%	1.4%	3.6%
4	2.1%	0.0%	0.0%	1.7%	1.4%	1.5%
5	1.5%	0.0%	0.0%	1.3%	0.7%	1.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 133: Question #D by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Children in group?	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
yes	2.1%	0.0%	0.0%	1.7%	0.0%	3.0%
no	97.9%	100.0%	100.0%	98.3%	100.0%	97.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 134: Question #E by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Site	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
13th and College	51.8%	55.2%	57.5%	50.4%	53.7%	51.8%
13th and Pennsylvania	48.2%	44.8%	42.5%	49.6%	46.3%	48.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 135: Question #F by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Day	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
Tuesday	19.2%	36.0%	30.0%	23.9%	23.1%	25.0%
Wednesday	32.6%	25.6%	27.5%	30.8%	31.3%	30.9%
Thursday	19.7%	18.6%	12.5%	20.1%	21.8%	15.4%
Friday	28.5%	19.8%	30.0%	25.2%	23.8%	28.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 136: Question #H by Whether Visiting Businesses or Passing Through, Owner/Employee Status and CU Student Status

Weather	Came from/going to 1+ Hill store/business	Passing through or other	Hill business owner or employee	Not an owner or employee	CU student	NOT a CU student
sunny, dry	68.9%	64.0%	80.0%	65.2%	62.8%	71.1%
sunny, wet	1.0%	1.2%	0.0%	1.3%	1.4%	0.7%
rainy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
cloudy, dry	27.5%	31.4%	20.0%	28.8%	30.4%	25.9%
cloudy, wet	2.6%	3.5%	0.0%	4.7%	5.4%	2.2%
snow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix D: Tabulation of Mode Count Data Collection

The following pages contain the tabulation of results to the Mode Count data collection.

Table 137: Number and percent of modes per hour

Modes per hour	Number of Modes		Percent of Modes	
	Average	Median	Average	Median
Westbound bikes per hour	12	10	6.1%	4.3%
Westbound pedestrians per hour	178	165	75.2%	70.8%
Westbound vehicles per hour	65	82	19.1%	26.3%
Northbound bikes per hour	8	7	3.6%	3.2%
Northbound pedestrians per hour	132	129	56.7%	56.6%
Northbound vehicles per hour	93	87	41.5%	40.9%
Eastbound bikes per hour	6	5	2.6%	2.3%
Eastbound pedestrians per hour	102	96	48.8%	48.1%
Eastbound vehicles per hour	101	98	48.6%	50.0%
Southbound bikes per hour	6	6	2.8%	2.6%
Southbound pedestrians per hour	105	105	45.3%	45.7%
Southbound vehicles per hour	120	118	51.9%	51.5%
Bikes per hour	32	30	3.5%	3.3%
Pedestrians per hour	512	502	55.7%	55.5%
Vehicles per hour	374	374	40.8%	41.1%

Appendix E: Survey Instruments and Data Collection Forms

The following pages contain the survey instruments and data collection forms used for the Spring 2014 UHGID Surveys.

Appendix 8

Economic and Planning Systems, Inc.
University Hill Preliminary Market Assessment

See Document Attached to the Following Pages

MEMORANDUM

To: Ruth McHeyser; City of Boulder Planning Department

From: Dan Guimond and Matt Prosser; Economic & Planning Systems

Subject: University Hill Preliminary Market Assessment

Date: November 18th, 2014

The purpose of this memorandum is to summarize Economic and Planning Systems' preliminary findings regarding the market potentials for future development in the University Hill area of Boulder, CO. The intent of the summary is to highlight the market opportunities and barriers for potential development including multifamily housing, student housing, retail, and office uses.

The Economics of Land Use



*Economic & Planning Systems, Inc.
730 17th Street, Suite 630
Denver, CO 80202-3511
303 623 3557 tel
303 623 9049 fax*

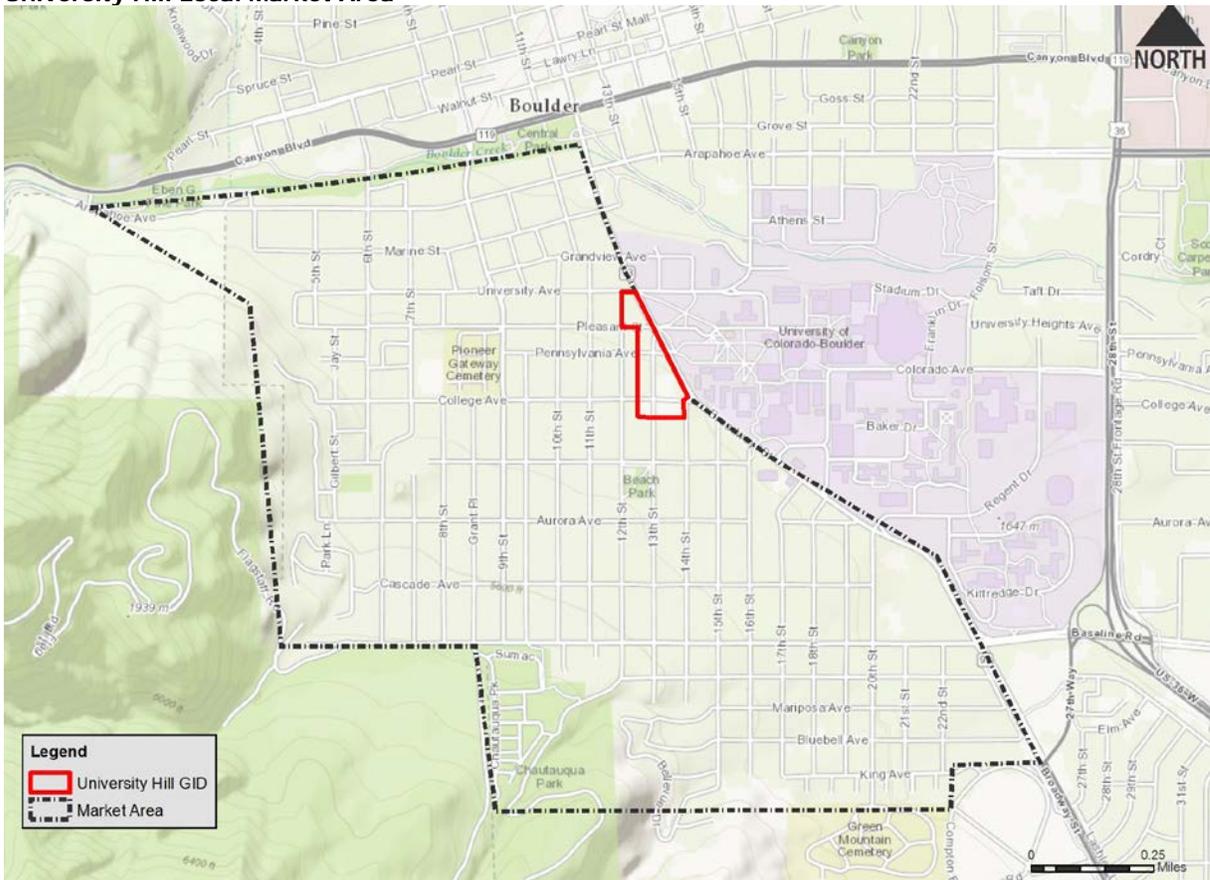
*Oakland
Sacramento
Denver
Los Angeles*

www.epsys.com

Demographic Framework

The socioeconomic characteristics make-up of the University Hill area was evaluated to qualify the split of student and non-student residents. The make-up of the Hill area residents was also analyzed to assess the retail market potentials in the University Hill commercial district. A University Hill Market Area (Market Area) was established and is shown in **Figure 1**.

Figure 1
University Hill Local Market Area



The population of the Market Area is 11,343 residents in 4,305 households, as shown in **Table 1**. The majority of households (66 percent) in the Market Area are renter occupied, which is expected due to the proximity to the University of Colorado. The average household size in the Market Area is 2.44 for owner occupied units and 2.38 per renter occupied units.

Table 1
Market Area Population and Households

	#	%	HH Size
Population	11,343		
Households	4,305		
Housing Units	4,619		
Occupied Housing Units	4,305		
Owner Occupied	1,449	34%	2.44
Renter Occupied	2,856	66%	2.38
Vacant	314	7%	

Source: ESRI; Economic & Planning Systems

H:\143073-Boulder University Hill Economic Analysis\Data\143073-Demo.xlsx\Pop and HH

The majority of residents (57 percent) of the Market Area are enrolled in undergraduate or graduate school, as shown in **Table 2**. The number of residents enrolled in undergraduate school is nearly 6,000, which is over half of the market area population and makes up the majority of enrolled students.

Table 2
Market Area Population Enrolled in School

Enrolled in School	#
Grade School/Preschool	729
Undergraduate College	5,969
Graduate or Professional College	<u>365</u>
Total in School	7,063
% of Total Population	63%
% of Population in College	57%

Source: ESRI; Economic & Planning Systems

H:\143073-Boulder University Hill Economic Analysis\Data\143073-Demo.xlsx\school pop

The average age of residents of the Market Area is 23.5 years old. Fifty percent of the residents are between the age of 20 and 24 years old, as shown in **Table 3**. Twenty-six percent of residents are over the age of 35 years old.

Table 3
Market Area Residents by Age

Residents by Age	#	%
Under 15	724	7%
15 to 19	1,038	9%
20 to 24	5,501	50%
25 to 34	866	8%
35 and older	2,869	26%

Source: ESRI; Economic & Planning Systems

H:\143073-Boulder University Hill Economic Analysis\Data\143073-Demo.xlsx]Age

The households in the Market Area have a varied economic status. The average household income of Market Area residents is \$89,489, while the median household income is \$37,461. The average household income by age of householder is shown in **Table 4**, and indicates the widely divergent income levels of residents. Households with head of householders who are between 45 and 64 years old earn on average \$131,017 annually. The college age householders, under the age of 25, have an average annual income of \$17,730.

Table 4
Market Area Household Income

	#	
Less than \$15,000	1,114	26%
\$15,000 to \$24,999	521	12%
\$25,000 to \$34,999	378	9%
\$35,000 to \$49,999	579	13%
\$50,000 to \$74,999	517	12%
\$75,000 and greater	1,197	28%
Median HH Income	\$37,461	
Average HH Income	\$89,489	
Per Capital Income	\$34,893	
Householder Age under 25	\$17,730	
Householder Age 25 to 44	\$57,560	
Householder Age 45 to 64	\$131,017	
Householder Age over 64	\$58,219	

Source: ESRI; Economic & Planning Systems

H:\143073-Boulder University Hill Economic Analysis\Data\143073-Demo.xlsx\Income

The Market Area, demographically, is therefore split between college students and relatively wealthy residents generally older than 35. These two resident types have significantly different market preferences and demands. The wealth of non-student residents illustrates the high-end demand for housing in the Market Area, specifically single-family households. The current retail mix in the University Hill commercial district illustrates that the commercial uses are oriented to the student residents of the hill. The high incomes and related high spending power of non-student residents should generate demand for higher end retail uses, which are all but non-existent on the Hill.

Housing Development

The Market Area is evenly split between single-family housing and attached/multifamily housing. Single-family detached housing is the most prevalent with 43 percent of all units. Multifamily units (buildings with 5 plus units) are the second most prevalent with 34 percent of units, as shown in **Table 5**. As shown previously, two-thirds of the households are renter occupied in the market area, which would indicate that there are likely nearly as many single-family rental units as multifamily rental units.

Table 5
Market Area Housing Units by Type

Units by Type	#	%
Single Family Detached	1,998	43%
Single Family Attached	195	4%
2 to 4 Units	859	19%
5+ Units	1,567	34%

Source: ESRI; Economic & Planning Systems

H:\143073-Boulder University Hill Economic Analysis\Data\143073-Demo.xlsx\Units by Type

The BBC Housing Market Analysis completed in 2013 found that students occupy 30 percent of the rental units in Boulder. Within the Market Area, students are estimated to occupy about 90 percent of rental units. The BBC study estimated that 21,000 students live in Boulder and approximately 15,000 live in rental housing throughout Boulder in approximately 7,500 units. EPS' estimate of 2,800 to 2,900 student units in the Market Area would therefore account for about 35 to 40 percent of all student rental housing in the City.

The rental market in Boulder is historically one of the tightest markets in Colorado due to the student demand and lack of supply of units in Boulder. The current vacancy rate in Boulder is 3.1 percent according to the Denver Metro Apartment Association Survey of Vacancy and Rents. The Boulder University submarket vacancy rate is 2.3 percent. Boulder rental units also have among the highest average rental rates among submarkets in the Denver metro area. The average rental rate for apartment units is in Boulder (excluding the university areas) is \$1,388 and \$1,339 in the Boulder University submarket, as shown in **Table 6**.

Table 6
City of Boulder Average Apartment Rent by Unit Size

Submarket	Studio	2 Bed		3 Bed	Other	All	
		1 Bed	2 Bath				
City of Boulder - Except University	\$1,183	\$1,132	\$1,198	\$1,801	\$2,137	\$1,850	\$1,388
City of Boulder - University	\$822	\$1,355	\$1,555	\$2,473	\$2,417		\$1,339
Boulder/Broomfield Counties	\$914	\$1,147	\$1,200	\$1,517	\$1,618		\$1,287
Metro Denver	\$893	\$1,006	\$1,078	\$1,370	\$1,592		\$1,145

Source: Metro Denver Assoc. Apartment Survey; Economic & Planning Systems

H:\143073-Boulder University Hill Economic Analysis\Data\143073-Apartment data.xlsx]Sheet1

The newly constructed rental units built in the University Hill district are student-oriented units. These units are rented by bedroom with separate leases for each renter. The average rental rate for the new units is \$1,000 to \$1,100 per bedroom. These units are typically three or four bedroom units, which equates to \$3,000 per month for a three bedroom unit and \$4,000 per month for a four bedroom unit. These rates are significantly higher than the average for 3 bedroom and larger units in the Boulder-University submarket. A cursory analysis of rental units listed on Craigslist within the Hill area indicated that bedrooms rent for an average of \$1,000 to \$1,300 monthly. The units found vary greatly by size, quality and building configuration.

Housing Considerations

The assessment of housing conditions in the Market Area indicates the demand for multifamily housing is almost completely for student oriented housing. Units in the Market Area and near the University Hill area rent for higher rates on average than the City as a whole meaning renters pay a premium to be located on the Hill. Multifamily housing is most typically and economically provided within larger 50 units or more buildings. Recent developments in the Hill district have been smaller but have been able to achieve top of the market rental rates. There is likely a limit to the demand of high end, student units. The majority of student housing demand is for lower cost units, which would likely need to part of larger redevelopment projects.

There is a demand for affordable housing throughout Boulder. Rental units that have rental rates below market rate are in high demand despite the location, but are even more attractive in areas near downtown or the campus. Housing restricted to non-students is possible on the Hill but would need to be rented at or below market rate. Market rate or above rental or for-sale products are not likely viable because renters/buyers would prefer options that are located elsewhere in Boulder and can likely find cheaper, higher quality options elsewhere in the City.

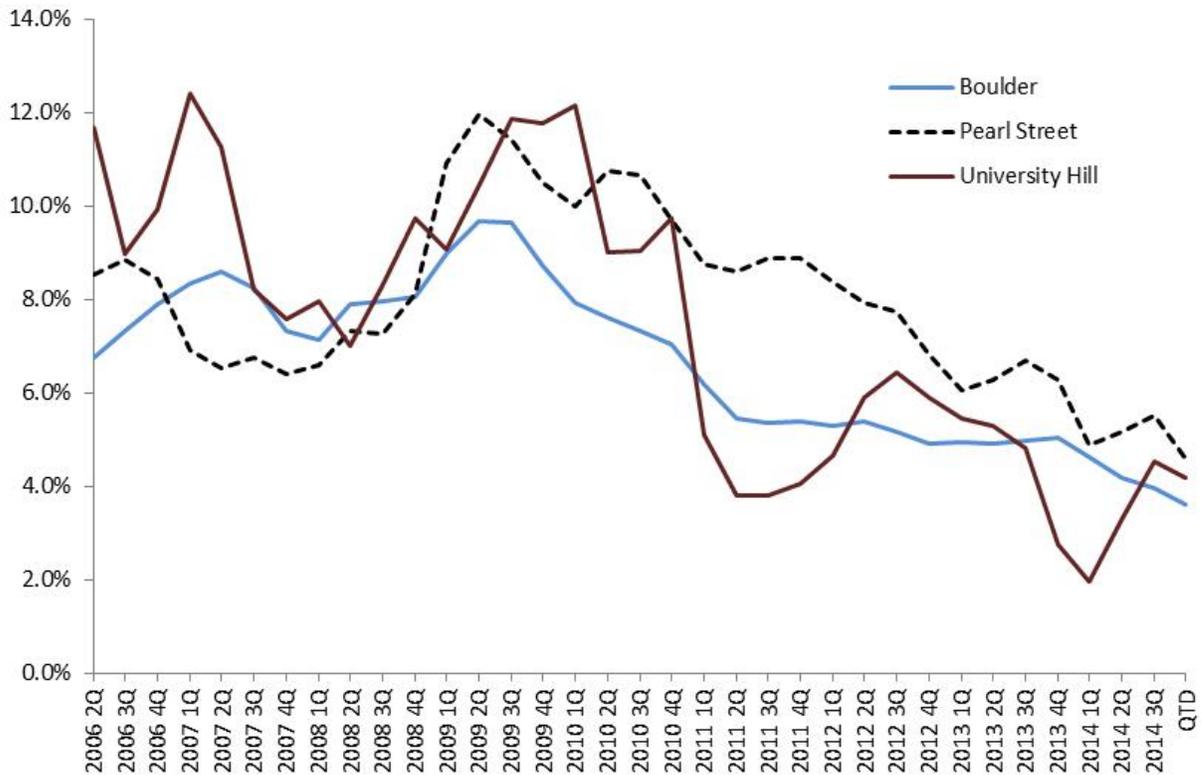
Retail Development

The University Hill District retail development conditions and potentials are analyzed below with a focus on the demand for retail uses serving the Market Area.

Boulder Retail Conditions

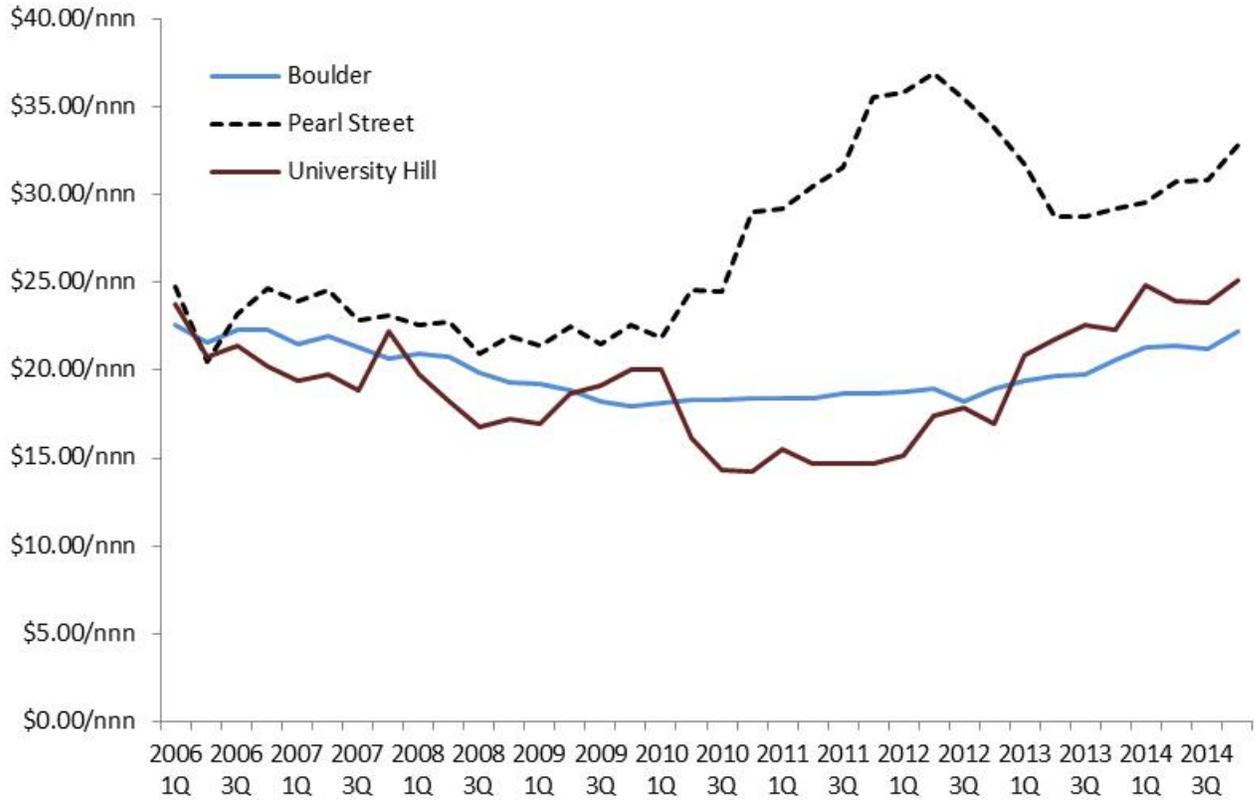
Retail conditions have been improving since the ending of the recession in 2010. Vacancy rates for retail space in Boulder have dropped from 9 percent to under 4 percent from 2009 to 2014, as shown in **Figure 2**. Vacancy rates for retail spaces along Pearl Street (7th Street to 19th Street, Canyon to Walnut) and the University Hill district were 12 percent in 2009 and higher than the City average. Vacancy rates have decreased in University Hill District to close to the City average currently.

Figure 2
City of Boulder and University Hill Retail Vacancy Rates



Despite a slightly higher vacancy rate, rental rates for retail spaces along Pearl Street are significantly higher than retail spaces elsewhere in the City of Boulder and on University Hill. Average rental rates for spaces along Pearl Street are over \$30 per square foot (triple net) and approached \$40 per square foot in 2012. The average rental rates for space on University Hill was slightly higher than the City average from 2012 to 2014, and currently stands at about \$25 per square foot, as shown in **Figure 3**.

Figure 3
City of Boulder and University Hill Retail Rental Rates per Square Foot



According to CoStar, the inventory of retail space on University Hill is 211,396 square feet as shown in **Table 7**. The retail vacancy rate on the Hill currently is 3.2 percent which is lower than the City average of 3.5 percent. The average rental rates is \$25.10 per square foot, which is higher than the City average but over \$7.00 per square foot lower than the Pearl Street average (\$32.80 per sf) and the average for newly constructed (retail built after 2005) retail space in the City (\$26.96 per sf).

Table 7
City of Boulder and University Hill Retail Inventory

Retail Space	Univ. Hill	Pearl Street	Boulder
Inventory	211,396	2,762,264	6,209,974
Vacancy	3.2%	4.5%	3.5%
Average Rental Rate (NNN ¹)			
All Buildings	\$25.10	\$32.80	\$22.26
Built after 2005	---	---	\$26.96

¹ Net of taxes, insurance, and maintenance feeds

Source: CoStar; Economic & Planning Systems

H:\143073-Boulder University Hill Economic Analysis\Data\143073-Office-Retail.xlsx]Summary

Interviews with University Hill property owners and developers were completed to augment the data analysis. The property owners quoted retail rental rates between the low \$20's to low \$30's for their retail spaces. The newer or renovated retail spaces were able to achieve higher rental rates. The presence of newer retail has allowed for owners to achieve higher rates and pulled the average rates for the area higher than the City average. The turnover of retail on the Hill is higher than elsewhere in the City. The frequency of turnover does not appear to be result of building age or condition but rather the retailers/restaurants ability to achieve adequate sales volumes to cover the rental rates.

The lack of non-student oriented retail was acknowledged as a concern by some property owners. Possible reasons given for the lack of non-student oriented retail uses and restaurants included existing perception of the Hill, streetscape and aesthetic of the Hill, and lack of parking.

University Hill Market Area Retail Demand

Retail expenditure potential was estimated for the four market segments that could be attracted to the Hill: Market Area Student and Non-Student residents, CU students and faculty, and Boulder residents.

University of Colorado Generated Demand

The demand for retail generated by weekday CU students, faculty and staff was estimated based on the existing campus population and average spending patterns. The current student enrollment at CU is 30,265, as shown in **Table 8**. There are also 4,146 faculty and 3,609 staff persons employed by CU and therefore are part of the daytime campus population.

Table 8
University of Colorado Boulder Campus Population

CU Boulder Population

Student Enrollment	30,265
Freshman Enrollment	5,869
Faculty	4,146
Staff	<u>3,609</u>
Total Population	38,020

Source: University of Colorado Office of Planning, Budget and Analysis

H:\143073-Boulder University Hill Economic Analysis\Data\143073-Demo.xlsx\CU Pop

EPS used average weekly spending data for national office workers from 2013 provided by the International Council of Shopping Centers to estimate demand for retail from the campus. Estimates for weekly office worker spending were used to approximate faculty/staff and student spending. The population of faculty/staff and students was discounted by 25 percent to account for students and employees who are part time and may work/study not on the main campus. The faculty/staff are estimated to generate an annual retail expenditure potential of \$13 million and the students generate an estimated retail expenditure potential of \$55 million, as shown in **Table 9**.

Table 9
University of Colorado Boulder Campus Retail Expenditure Potential

	Weekly Spending	Annual Spending ¹	Faculty/Staff ²	Students ³
Population			5,816	24,396
Restaurants	\$26.29	\$973	\$5,657,641	\$23,730,721
Goods and Services				
Drug Stores	\$6.13	\$227	\$1,319,184	\$5,533,257
Grocery	\$15.98	\$591	\$3,438,916	\$14,424,379
Clothing	\$3.25	\$120	\$699,404	\$2,933,619
Shoe	\$2.43	\$90	\$522,939	\$2,193,444
Sporting Goods	\$2.16	\$80	\$464,835	\$1,949,728
Electronics/Phone/Computers	\$4.86	\$180	\$1,045,878	\$4,386,889
Jewelry	\$3.92	\$145	\$843,589	\$3,538,396
Office Supplies	\$7.37	\$273	\$1,586,033	\$6,652,545
Other Goods	\$3.95	\$146	\$850,045	\$3,565,475
Personal Care	\$7.83	\$290	\$1,685,026	\$7,067,765
Personal Services	\$3.16	\$117	\$680,036	\$2,852,380
Goods and Services Total	\$83.55	\$3,091	\$17,980,064	\$75,416,575
Total	\$61.04	\$2,258	\$13,135,884	\$55,097,878

1 - Annual is estimated as 29 weeks to reflect school schedule

2 - Discounted 25 percent to reflect part time workers and persons employed off main campus

3 - Does not include Freshman who have a prepaid meal plan. Discounted 25 percent to reflect students studying part-time or abroad

Source: ICSC; Economic & Planning Systems

H:\143073-Boulder University Hill Economic Analysis\Models\143073-TPI Model 11-18.xlsx\Campus Population Spending

University Hill Retail Expenditure Potential

The expenditure potential for retail and restaurants on the Hill is comprised of four consumer groups the Market Area residents (students and non-students), CU Campus students or employees, and the City of Boulder. The estimated student population in the Market Area is 6,334 people, who reside in 2,866 households. Using the median household income for the market area of \$37,000 the total personal income for this group is estimated by multiplying households by average household income. The average Colorado household spends 20 percent of their income on retail goods at neighborhood and community oriented retail centers and shops within three store categories; convenience goods, other shopper's goods and eating and drinking. The total personal income is multiplied by 20 percent to estimate retail expenditure potential for this group, which is \$22 million.

The permanent population in the Market area is estimated to be 5,009 people in 1,439 households. The average household income for householders over 25 years old is estimated to be \$107,000. The estimated retail expenditure potential is \$31 million, as shown in **Table 10**.

As shown previously, the estimated retail expenditure potential from the CU Campus is \$68 million including spending potential from staff, faculty and students. Lastly, EPS estimates the Hill area captures approximately \$10 million in sales from Boulder residents who are not students and do not live in the Market Area.

Table 10
University Hill Retail Expenditure Potential

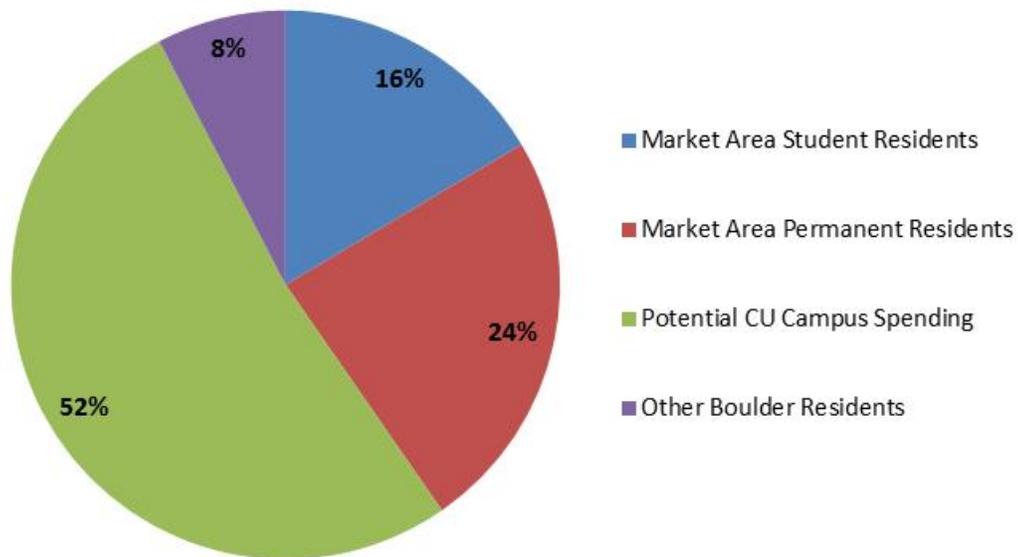
Group	TPI / Exp. Potential
Market Area Student Residents	
Estimated Population	6,334
Estimated Households	2,866
Estimated HH Income	<u>\$37,000</u>
Student Total Personal Income	\$106,044,344
Retail Expenditures (20%)	\$21,587,250
Market Area Permanent Residents	
Estimated Population	5,009
Estimated Households	1,439
Estimated HH Income	<u>\$107,000</u>
Non-Student Total Personal Income	\$153,966,222
Retail Expenditures (20%)	\$31,342,618
Potential CU Campus Spending	
Faculty	\$13,135,884
Students	<u>\$55,097,878</u>
Total	\$68,233,762
Estimated Capture from Boulder Residents	\$10,000,000

Source: ESRI; Economic & Planning Systems

H:\143073-Boulder University Hill Economic Analysis\Models\143073-TPI Model 11-18.xlsx\TPI

The percent of retail expenditure by each consumer group is shown in **Figure 4**. The retail expenditure potential from daily visitors to the campus, both students and staff, constitutes half the retail demand. The Market Area student residents are an estimated 18 percent. Combined nearly 70 percent of the potential retail demand on the Hill is from students or campus workers.

Figure 4
University Hill Retail Expenditure Potential by Consumer Group



The estimated retail expenditure potential was translated into demand for retail space within the three major retail categories present on the Hill, convenience goods, other shopper's goods (retail goods non including general merchandise), and eating and drinking. Based on average household and office workers expenditure patterns in each retail category, the estimated demand for retail space generated by each group was estimated to further illustrate the demand from each group.

The demand from Campus weekday users accounts for 65 percent of the retail space demand, with demand for 280,000 square feet. The demand from Market Area permanent residents is 83,000 square feet, as shown in **Table 11**. This estimated demand is the total retail demand generated within store categories that could potentially located on the Hill and also does not account for existing retail on the Hill or elsewhere in Boulder and Colorado. The Hill competes with Pearl Street Mall, 29th Street and Flatirons Mall for retail sales in many of these categories. These three areas are major retail destinations with major retail anchors and attractions.

Table 11
University Hill Retail Supportable Space

Store Type	Per Sq. Ft.	MA Students	MA Non-Students	Campus Demand	Boulder Demand	Total Demand
Convenience Goods						
Supermarkets and Other Food Stores	\$400	16,577	24,068	44,658	0	85,302
Convenience Stores	\$400	2,386	3,464	11,039	0	16,889
Beer, Wine, & Liquor Stores	\$300	3,216	4,669	0	0	7,884
Health and Personal Care	\$400	<u>4,454</u>	<u>6,467</u>	<u>21,882</u>	<u>0</u>	<u>32,804</u>
Total Convenience Goods		26,632	38,668	77,579	0	142,879
Other Shopper's Goods						
Clothing & Accessories	\$350	3,460	5,023	18,141	0	26,624
Furniture & Home Furnishings	\$250	3,266	4,742	0	0	8,009
Electronics & Appliances	\$500	1,419	2,060	10,866	0	14,344
Sporting Goods, Hobby, & Music Stores	\$350	2,078	3,016	6,899	0	11,993
Miscellaneous Retail	\$250	<u>2,961</u>	<u>4,299</u>	<u>82,274</u>	<u>1,372</u>	<u>90,905</u>
Total Other Shopper's Goods		13,183	19,141	118,179	1,372	151,875
Eating and Drinking	\$350	17,090	24,814	83,967	7,917	133,788
Total Retail Goods		56,906	82,622	279,725	9,288	428,542

Source: Economic & Planning Systems

H:\143073-Boulder University Hill Economic Analysis\Models\143073-TPI Model 11-18.xlsx\Supp. Sq. Ft.

Retail Development Considerations

The demand analysis for retail on the Hill illustrates that students constitute the majority of demand for retail. The student orientation also complicated by the seasonal nature of demand for students, with the Hill business struggling through periods when students are not on campus, especially the summer. The potential demand from Market Area residents that are non-students is a major component but not sizeable enough to drive the retail demand on the Hill. This group could generate demand for a modest commercial district embedded in the neighborhood but the sheer size and market power of the student population has driven the Hill to be predominately student oriented.

There a limited demand for non-student oriented retail or restaurants, but these retailers may not be able to overcome the stigma of the Hill as a student area and the rental rates that other retailers are able to pay. Parking is another barrier to non-student oriented retail. The majority of shoppers access the district on foot from surrounding housing and the campus. The district is not well suited for a larger number of customers to come in cars from outside the Market Area. While the UHGID does provide two lots with rates and hours that accommodate retail, the parking that supports the Hill is limited to a small number of on-street spaces, a small number of private spaces, the CU owned lot at 13th and Pennsylvania, and the two UHGID lots. The UHGID lots are both difficult to access and are not visible from Broadway, 13th Street, or College Avenue.

The Hill also lacks in attractions or "go to"/destination retailers or restaurants that are attractive to outsiders. In its past, the Hill had a collection of theatres and entertainment venues, including Tulagi's, the Flatirons Theatre, and the Fox Theatre, which drove visitation from throughout Boulder and even the region. The Fox Theatre is the only remaining entertainment venue.

Visitors to Boulder, game day CU fans, and campus visitors are not attracted to the Hill businesses with the exception of perhaps The Sink. These visitors are more often attracted to Pearl Street or elsewhere in Boulder.

To increase demand for non-student oriented retail the City can explore ways to grow the market potential from groups that are not students and address ways to make the area more easy to access and attractive. The two potential approaches are to increase the number of non-student households or increase the number of non-student visitors to the Hill. There does not appear to be ample buildable land in the Market Area to generate enough non-student households to significantly impact demand. The other approach is to generate demand from visitors. This approach could include attracting an employment base, increase the quality of retail offerings, increasing access and parking, increasing visitation to the campus, and/or increasing visitation to the Hill to the existing destinations (i.e. Fox Theatre) or a potential new attraction or anchor use.

Office Development

Office Trends and Conditions

Figures 5 and 6 below summarize office inventory, vacancy and rent trends in the City from 2004/2006 to 2014. The office space inventory in Boulder decreased from 2009 to 2014. There has been approximately 31,000 square feet per year of new Class A and Class B office space built in Boulder over the last decade. No true Class A office space has been completed in Boulder since 2008, and only 60,200 was built in the last decade. Similarly, only 36,000 square feet of Class B office space has been built since 2008.

One broker interviewed stressed the need not only for additional Class A office space in Boulder, but more specifically for large floor plate options. Such options might help retain some of the Boulder start-up companies that are being pushed out of the City to Interlocken or other metro Denver locations that can offer larger contiguous spaces.

The average vacancy rate for office space has fallen from above 10 percent in 2009 to 4 percent in 2014, as shown **Figure 5**. Class A office space is essentially 100 percent occupied as of 2013 and occupancy rates have increased approximately 10 percent over the last 5 years. The current market benchmark of 100 percent occupancy is unusual for any market and is well above the equilibrium threshold. Class B occupancy rates have increased 16 percent over the last 10 years.

The average lease rate for office space in Boulder is \$23.59 per square foot (full service rent). Class A lease rates have increased \$15.32 from the bottom of the cycle in 2007, an increase of 77 percent. The average for Class A office was \$36.10 at the end of 2013, as shown in **Figure 6**. One broker interviewed even noted a \$5 per square foot increase in Class A office space in Downtown Boulder between mid-December, 2013 and late January, 2014. This recent spike in Class A lease rates shows the effects of "100%" occupancy.

Figure 5
Boulder Office Space Inventory and Vacancy Rate, 2006 to 2014

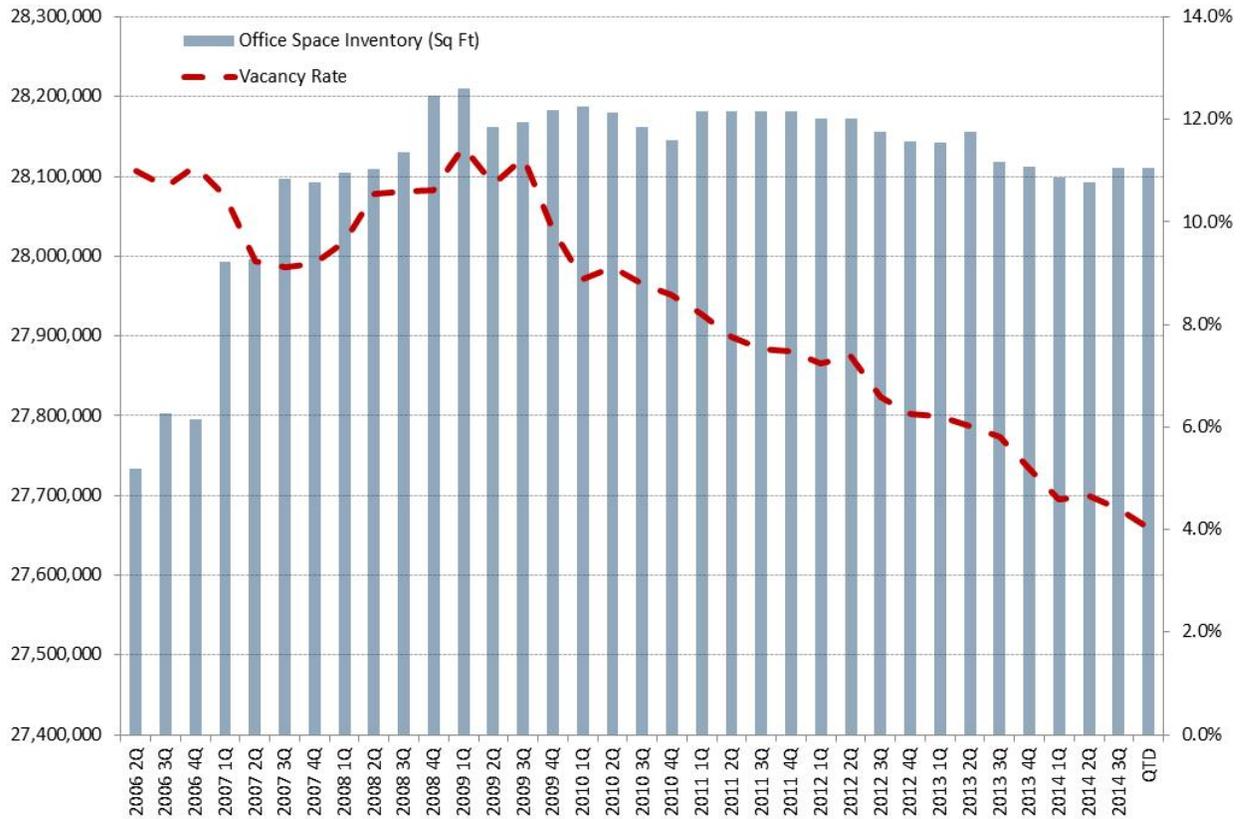


Figure 6
Average Gross Office Lease Rates, City of Boulder, 2004-2013

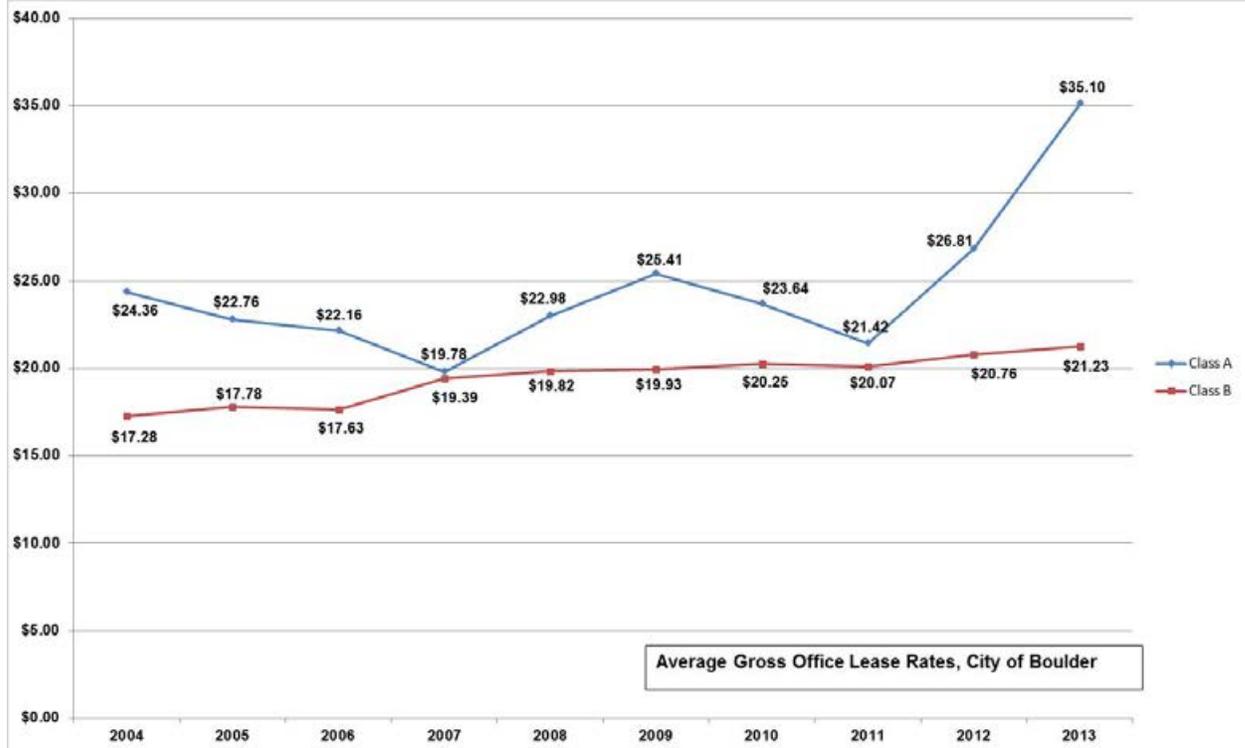
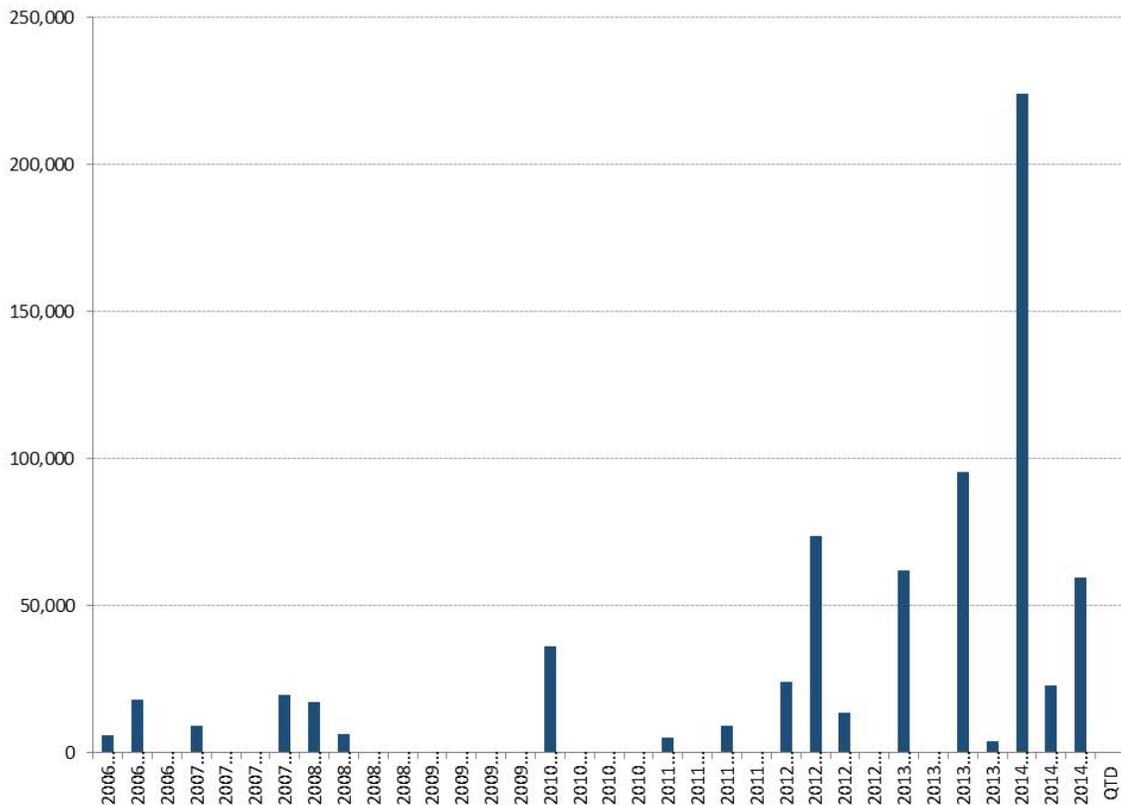


Figure 7 shows the square feet of office space built by quarter from 2006 to 2014. There was a limited amount of new office space built from 2006 to 2010. However, in the past two years the office space development in Boulder has increased significantly, with new office space brought to market in 10 of the past 12 quarters including over 200,000 square feet in first quarter 2014.

Figure 7
New Office Space Built in Boulder by Quarter, 2006-2014



EPS analyzed office square footage along Pearl Street and the Hill to compare to the City of Boulder averages, which is shown in **Table 12**. There is 28 million square feet of office space in Boulder, with 2.1 million along Pearl Street. Both areas have a vacancy rate of 4 percent. The downtown/Pearl Street area is the most attractive office location in Boulder and office space in this area achieves the highest rental rates. The average rent for office space in Boulder is \$23.59 per square foot (full service or gross) while the average for Pearl Street is \$33.51 per square foot. New office space (space built after 2005) rents for an average \$27.54 per square foot. There were two spaces listed for lease on the Hill within the CoStar inventory, a small, 1,500 square foot space in the Buchanan’s Coffee Pub building and third floor office space in the Hilltop Building at 13th Street and College Ave. The average listed lease rate for the two spaces was \$21.00 per square foot.

Table 12
Boulder Office Space by Subarea, 2014

Office Space	Univ. Hill	Pearl Street	Boulder
Inventory	---	2,055,922	28,110,661
Vacancy	---	4.1%	4.0%
Average Rental Rate (Full Service)			
All Buildings	\$21.00	\$33.51	\$23.59
Built after 2005	---	---	\$27.54

Source: CoStar; Economic & Planning Systems

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A review of significant office projects proposed in the Boulder development “pipeline” indicates a potential for approximately 560,000 square feet if all projects were completed (**Table 12**).

The proposed Baseline Zero and the Eleventh and Pearl redevelopment under construction at the former Daily Camera building will, together, add significant supply (320,000 square feet) to the market. The list of projects in **Table 13** illustrates an interesting divergence in office development in Boulder and nationally – large floor plate office needs in contrast with the emerging trend for “micro” office spaces and more innovative and collaborative office environments. The Daily Camera project may succeed at both ends of that spectrum with the ability to offer larger spaces, as well as housing the second Colorado outpost of Galvanize, a collaborative workspace and community. The office space at Spark is proposed to be accommodated among several smaller buildings, and the proposed The James development is included in this list not because it would add significant inventory to the Boulder market, but because it responds to the increasing demand for smaller/“micro” office spaces and collaborative work environments.

Table 13
Proposed Office Development Projects, City of Boulder

Project Name	Location	Approximate # Sq. Ft.
1738 Pearl Street - addition		16,655
The James	1750 14th Street	8,517 Office & 1,570 Micro-Offices
909 Walnut	909 Walnut	8,900
Spark	Old Sutherland's Site	207,168
Baseline Zero	2700 Baseline Road	180,000
<u>Eleventh & Pearl</u>	<u>Former Daily Camera Building</u>	<u>140,000</u>
Total		562,810

Source: Economic & Planning Systems

Note: Eleventh & Pearl Office space is an estimate out of the total 180,000 square feet

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Office Broker Interviews

EPS interviewed office real estate brokers active in Boulder to assess the trends in office space in Boulder and to try and get an understanding of the office potentials on the Hill. The information and the data points shared in these interviews is summarized below.

Generally, the office market in Boulder is concentrated in three locations: Downtown/Pearl Street, Central Boulder, and East Boulder. The average rental rates decrease and vacancy rates increase farther east. The market for office space is fairly diversified among different businesses types including; technology companies, start up businesses in all industries, bio-technology and "clean" technology firms, the outdoor recreation industry and natural foods companies. The majority of office development is resultant of either growth of small, start up companies, or acquisition of existing Boulder companies by larger outside firms, both of which also lead to natural growth of professional services firms (i.e., lawyers, accountants). The minimum office rents need to support new office construction was estimated to be in the mid-twenty dollars per square foot range and higher.

Downtown/Pearl Street has the desired amenities for many companies including the place making and worker amenities along with a high concentration of employment, professional environment, and adequate parking within a mixture of private and public structured parking lots. However, there is limited amount of office space in the area and it is largely smaller spaces. As companies grow and expand in employment, the area and Boulder is often unable to retain employers who seek large buildings and floor plates in offices spaces in eastern Boulder or outside of the City.

The brokers interviewed all expressed that the Hill was not a good multitenant office location and generally did not think trying to attract office uses was viable. There is currently only a handful of office uses on the Hill, which are primarily campus/student oriented with few exceptions. Several factors were cited as barriers to office users being attracted to the Hill including; lack of a professional environment, lack of parking, lack of access, difficulty and traffic accessing the Hill, the perception of the area as only a student area and a lack of interest from employers in the area.

Despite current perceptions, some brokers identified the potential for Niche Office Space for smaller businesses needing small or flexible spaces of less than 3,000 square feet. Creative, start-up, computer oriented, and technology firms may seek out the Hill if space is less expensive than the Pearl Street area and if their business had a nexus or benefited from locating next to campus. Incubation space was cited as potential uses, but lower rents are needed to make it attractive to new firms. In general, to attract office users to the Hill both an attractive rental price and some sort of incentive/motivating factor is needed. Co-working or shared office space type configurations may work well to support the incubation nature of potential office users. This type of development would need to be of high quality, highly attractive, and have associated professional amenities.

A market anchor or destination was cited as a way to potential change the culture and dynamic of the Hill enough to attract some office spaces. A hotel was cited as a potential use that could be developed in concert with office space to help catalyze the market. The brokers interviewed did not think that a stand-alone office building could be developed and that any development with office space needed to be done in connection to another driving use such as a hotel or destination retail/restaurant.

Future Market and Development Considerations

The future market potentials on the Hill can be accommodated by two types of development; redevelopment of existing buildings or rehabilitation or expansion of existing buildings. There are major barriers to both types of development.

Redevelopment of existing uses and businesses requires in most cases the purchase of an existing income producing asset whether it be a retail space, rental housing, or parking. The price for land or development sites on the Hill is generally higher than \$200 per square foot due to the relatively high rental rates even the lowest quality retail space can capture on the Hill. To support new development on these sites, the use or at least one of the uses needs to be able to achieve rental or sale prices that are higher than market averages and demand a premium. The only two uses that have shown to achieve higher than average market rates are student housing and student housing with first level retail. Retail space is limited to only street fronting, ground floor space and is not viable on basement or second story locations. Office spaces on the Hill currently are rented for less than City averages and new space would need to be priced low enough to generate demand. Market rate rental or for-sale housing that is not student housing lacks demand from the market and rates are likely more attractive in other areas of Boulder.

The rehabilitation or expansion of existing buildings also has barriers that are driven by the market for uses on the Hill. An increase in the quality of retail spaces on the Hill could generate demand for non-student oriented retailers, which could be achieved within existing buildings. However, existing rental rates for retail provide little incentive for owners to invest significantly into buildings, especially since the price premium gained from new space is not substantial. Many of the existing buildings have second floor residential units. The conversion of these spaces to office uses would be difficult because office uses likely cannot support rental rates high enough to pay for renovation costs or increase revenue for the owner. The building owners interviewed cited many functional and structural issues that become a problem once expansion is considered. The requirement to bring buildings to current building codes, and provide access needs and ADA amenities are needed and costly. Many of the buildings lack adequate parking currently, which would be exacerbated if they expanded without parking. Like redevelopment, the expansion of buildings needs new uses that can demand a price premium to support costs.

Further examination is needed to understand the feasibility of redevelopment and rehabilitation/expansion. This analysis will help identify the financing gaps present and help show potential approaches the City could take to incent or require change. This analysis needs definition and alignment with the City's planning process, but potential development forms to be tested should include:

- Expansion of existing buildings with office and housing, both student and workforce oriented, uses.
- Redevelopment projects with a mixture of either retail and office uses or retail and housing uses.
- Rehabilitation existing buildings to create better quality and functioning retail spaces.

Other issues need to be examined to determine the costs and feasibility addressing barriers. These issues include the role of parking and identification and feasibility of anchor/destination uses.

Lastly, the impact of potential land use and development policies need to be analyzed in context of the development scenarios tested to understand the pros and cons of each approach. These

policies should include incentives provided by the City, requirements or restrictions on uses, and alternative financing approaches and sources. The ultimate goal is identify potential actions the City should take to get the current condition of the Hill to better reflect the City's vision for the Hill.