# University Hill Commercial District Moratorium Project:

## Phase 2 Report: Public Outreach

Draft: Dec. 5, 2014

# UNIVERSITY HILL MORATORIUM PROJECT
# PROCESS AND SCHEDULE

## Purpose of this Report

This University Hill Moratorium Phase Two Report provides an overview of the project process and outreach efforts and summarizes the public feedback as of the end of the second phase of the project.

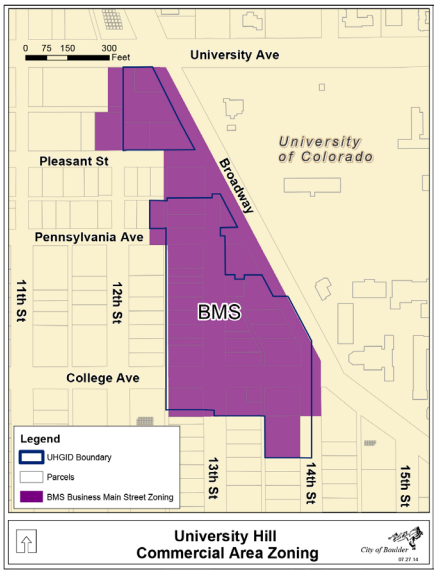
## Project Process and Schedule

The University Hill Moratorium Project was designed to be completed in a short timeframe so as not to prolong uncertainties for affected property owners and interested stakeholders. The process was therefore designed to be extremely efficient and concise as shown in the five phases below.

## Project Phases and Schedule

**Phase 1: Project Start Up, Information Gathering, Issue Identification**
***Sept. and Oct. 2014***

- Form interdepartmental staff team
- Define scope of work and hire economic consultant
- Develop a communications and outreach plan, including online information and feedback options
- Refine project work plan
- Preliminary outreach to affected property owners
- Gather Information, for example:
  - Analyze Business Main Street (BMS) zoning district standards, uses, and boundaries
  - Analyze existing uses and square footages in the BMS district
  - Analyze what can and has occurred under existing zoning-- by right and by site review; and what has worked well and not worked well
  - Gather peer city information-- are other communities facing a similar issue? How have they addressed it?
- Summarize the key issues and results of the economic analysis




**Phase 2: Preliminary Options and Outreach to Stakeholders**
***Nov. 2014***

- Develop and analyze preliminary options
- Vet options with stakeholders
- Check in with Planning Board and UHCAMC

**Phase 3: Refine Options and Develop Staff Recommendation**
***Dec. 2014***

- Refine options
- Develop staff recommendation

**Phase 4: Board and Commission Public Hearings and Recommendations**
***Jan. 2015***

- Finalize materials for Planning Board and UHCAMC meetings
- UHCAMC public hearing and recommendation: Jan. 21
- Planning Board public hearing and recommendation: Jan. 22

**Phase 5: City Council Public Hearings and Decision**
***Feb. and March 2015***

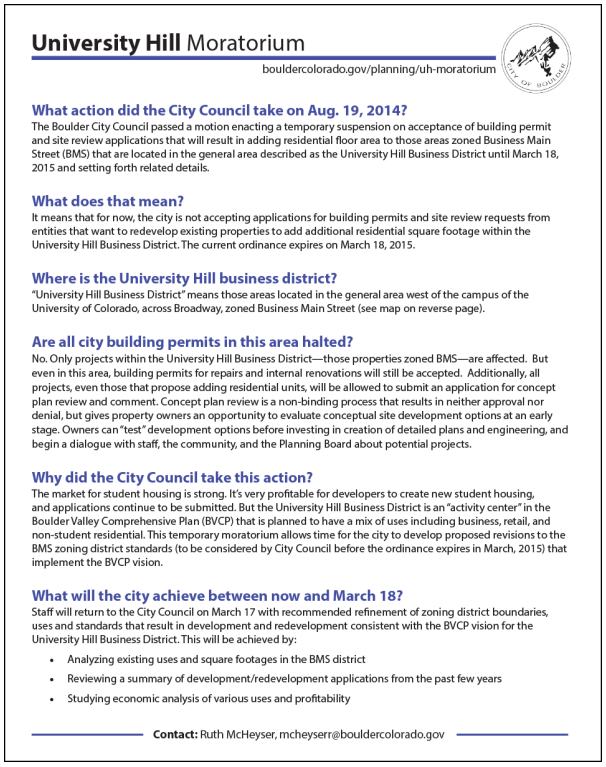
- City Council first reading: Feb. 17
- City Council second reading and public hearing: March 3
- City Council third reading, if needed: March 17
- Ordinance expires: March 18

## Outreach Process

Public outreach was designed to keep stakeholders informed and to get their input at key points in the process. The following key stakeholders were identified:

- Affected property owners
- Hill merchants and business owners
- University of Colorado Boulder (CU)
- CU staff
- CU students
- University Hill neighborhood
- Community at-large

The process was designed to reach out to stakeholders at each phase of the project through a combination of methods, including individual contacts, open office hours, small group meetings, and online communications, as outlined on the chart on the next page.



**University Hill** Moratorium

boulder colorado.gov/planning/uh-moratorium

**What action did the City Council take on Aug. 19, 2014?**
The Boulder City Council passed a motion enacting a temporary suspension on acceptance of building permit and site review applications that will result in adding residential floor area to those areas zoned Business Main Street (BMS) that are located in the general area described as the University Hill Business District until March 18, 2015 and setting forth related details.

**What does that mean?**
It means that for now, the city is not accepting applications for building permits and site review requests from entities that want to redevelop existing properties to add additional residential square footage within the University Hill Business District. The current ordinance expires on March 18, 2015.

**Where is the University Hill business district?**
"University Hill Business District" means those areas located in the general area west of the campus of the University of Colorado, across Broadway, zoned Business Main Street (see map on reverse page).

**Are all city building permits in this area halted?**
No. Only projects within the University Hill Business District—those properties zoned BMS—are affected. But even in this area, building permits for repairs and internal renovations will still be accepted. Additionally, all projects, even those that propose adding residential units, will be allowed to submit an application for concept plan review and comment. Concept plan review is a non-binding process that results in neither approval nor denial, but gives property owners an opportunity to evaluate conceptual site development options at an early stage. Owners can "test" development options before investing in creation of detailed plans and engineering, and begin a dialogue with staff, the community, and the Planning Board about potential projects.

**Why did the City Council take this action?**
The market for student housing is strong. It's very profitable for developers to create new student housing, and applications continue to be submitted. But the University Hill Business District is an "activity center" in the Boulder Valley Comprehensive Plan (BVCP) that is planned to have a mix of uses including business, retail, and non-student residential. This temporary moratorium allows time for the city to develop proposed revisions to the BMS zoning district standards (to be considered by City Council before the ordinance expires in March, 2015) that implement the BVCP vision.

**What will the city achieve between now and March 18?**
Staff will return to the City Council on March 17 with recommended refinement of zoning district boundaries, uses and standards that result in development and redevelopment consistent with the BVCP vision for the University Hill Business District. This will be achieved by:

- Analyzing existing uses and square footages in the BMS district
- Reviewing a summary of development/redevelopment applications from the past few years
- Studying economic analysis of various uses and profitability

**Contact:** Ruth McHeyser, mcheyserr@bouldercolorado.gov

The purpose of Phase 1 outreach was to provide information about the project purpose, scope, and process and to get preliminary feedback from affected property owners about their concerns and perspectives on the issue. A project website was designed and FAQs were developed and distributed to stakeholders.

The purpose of the Phase 2 outreach was to get feedback on the analysis and findings presented in the Phase 1 Report as well as potential strategies to address the findings. The Phase 1 Report was presented to the public at an open house and during drop-in "staff open hours" on the Hill from Nov. 19 - 20. This material is currently posted online. Staff sent a link to report, highlighting the opportunity for the public to fill out the online survey through Dec. 31, to over 100 University Hill stakeholders.

This draft report presents the results of the public outreach and comments to date. It will be updated again once all comments have been received.

| University Hill Moratorium Public Outreach | | | |
|---|---|---|---|
| | **Phase 1** | **Phases 2 - 3** | **Phases 4 - 5** |
| **Property Owners** | • Individual interviews by economic consultants on Oct. 16<br>• Individual meetings and phone conversations with staff on Oct. 15 and 23, and Nov. 10 | • Emails<br>  ° Open House on work in progress (see flyer on the next page): Nov. 19, from 5 - 7 p.m.<br>  ° Staff "Open Hours" : Nov. 19 - 20<br>• Public input at Dec. 10 UHCAMC agenda item<br>• Public input at Dec. 18 Planning Board agenda item<br>• Online survey<br>• Continued individual outreach | Letters and emails about:<br>• When and how to access the staff recommendations<br>• When the public hearings will be held<br><br>Website will include:<br>• Staff memos<br>• Recommendations<br>• Information about the public hearing process and schedule<br><br>Open House:<br>• About staff recommendations<br>• Date to be determined<br>• Prior to Jan. 21, 2015 |
| **Hill Merchants** | • Informal "drop-ins" Oct. 16<br>• Hill Boulder Breakfast Oct. 23 | • Flyers on the Hill and emails to stakeholders<br>• Open House Nov. 19, 5 - 7 p.m. (see flyer)<br>• Staff "Open Hours" for informal drop-ins Nov. 19 - 20 (see flyer)<br>• Public Comment opportunity at UHCAMC meeting Dec. 10<br>• Public input opportunity at Planning Board meeting Dec.18<br>• Online survey | |
| **CU Staff** | Individual outreach to Jeff Lipton and Ben Webster (CU Facilities) | | |
| **CU Students** (through student government reps) | • Meeting with CU Director of City and Neighborhood Relations and Student Representative at-Large): Nov. 7<br>• Email contacts of different departments and student groups | | |
| **Uni Hill neighborhood** | UHNA meeting Oct. 16 | | |
| **Community at-large** | Online | | |

## Earned Media

The news media helped to publicize the project by publishing several articles. As well, staff proactively placed pieces to help disseminate information to the public.

- Meltzer, E. (2014, August 17). Boulder: Extend University Hill residential building moratorium to March. *Daily Camera*. Retrieved from http://www.dailycamera.com/news/boulder/ci_26346166/boulder-extend-hill-moratorium-march.
- Meltzer, E. (2014, August 19). No residential building on Boulder's University Hill until March. *Daily Camera*. Retrieve from http://www.dailycamera.com/news/boulder/ci_26369294/no-residential-building-boulders-university-hill-until-march.
- Meltzer, E. (2014, November 14). Boulder to hold meetings on University Hill building moratorium. *Daily Camera*. Retrieved from http://www.dailycamera.com/news/boulder/ci_26941047/boulder-hold-meetings-university-hill-building-moratorium
- Meltzer, E. (2014, November 19). In wake of development moratorium, Boulder seeks University Hill solutions. *Daily Camera*. Retrieved from http://www.dailycamera.com/news/boulder/ci_26970013/wake-development-moratorium-boulder-seeks-university-hill-solutions.
- Inside Boulder News. (2014, November 21). University Hill Moratorium Open House. Retrieved from https://vimeo.com/112531527.

## "Open House and Open Hours" Invitation Flyer

Interested in discussing the **University Hill** commercial district moratorium on residential development?

Come learn about the results of the project's first phase of analysis and give the city your feedback on some potential options to address the issue. The project timeline is short, **this is a critical time for the city to hear from you!**

***Help us determine:***

- Are the results of our analysis to date accurate and complete?
- Have we identified all of the options?
- Are there others that should be considered?
- What do you think are the pros and cons?
- Which one do you prefer?
- What should our next steps be?

**Open House:**
***Wednesday, Nov. 19***
**5 to 7 p.m.**

**Drop-In Open Hours:**
***Wednesday, Nov. 19***
***Thursday, Nov. 20***
**10 a.m. to 5 p.m.**

*at*
**Spark Boulder**
**1310 E. College Ave.**
*Transit accessible via routes:*
*204, 225, 225D, 225E, AB, ABA, BMX, BV, BX, DASH, DD, DM, GS, HOP, SKIP*

**Contact:** Ruth McHeyser
mcheyserr@bouldercolorado.gov

**bouldercolorado.gov/planning/uh-moratorium**

## Survey (Online and Print)

Below are the preliminary results from the survey that was distributed during the open hours/open house event. A link to the online version of the print survey (with identical questions) was placed on the project website and distributed via email.

## Question 1

*(Answered: 37, Skipped: 1)*

**What do you think of the overall finding from the City's work so far that "The biggest gap between the city's adopted vision for the Hill and the current situation is in providing a rich mix of uses to serve a diversity of users"?**

| | Response |
|---|---|
| 1 | I agree. Safety is already being addressed, with a continued plan to increase operations & lighting improvements. |
| 2 | Creating a reason to come to the Hill; a city muni offices should move to the Hill. Attract shared office like The Hub a new technology offices. Create non-profit community development to get buy in from residents. |
| 3 | Agree. Need some analog of the old "Tulagi" and the 2 actual movie theaters, plus more restaurants catering to adults. |
| 4 | I believe a more diverse mix of users will benefit the Hill commercial district |
| 5 | I agree 100%. The Hill currently serves students; there is very little mixed use. I like interacting with students, but I would like to see more balanced use of the Hill. |
| 6 | I agree. |
| 7 | I agree with the finding. |
| 8 | True but very vague and not that useful in changing the culture. |
| 9 | The city needs to continue to halt development of new student residential housing in order to attract more diversity to the Hill |
| 10 | I concur with the finding. |
| 11 | The Hill certainly seems to have become less diversified in its commercial offerings over the years. This is probably due to the fact that the residential mix in the surrounding neighborhoods has also become much more homogeneous. I think that unless the neighborhoods around the Hill commercial district diversify, the commercial area will continue towards serving a narrower demographic. |
| 12 | I do not know |
| 13 | There is a big gap & I would like to see a bigger diversity. |
| 14 | I guess it's ok; it seems very general, so it's hard to evaluate… |
| 15 | Providing a rich mix of uses to serve a diversity of users is a priority. |
| 16 | I wonder how much physical movement between the two areas also plays a role. I suspect people don't consider the Hill when downtown because of the effort traffic setting to the Hill. |
| 17 | I think the biggest challenge will be enacting residential and zoning aspects. There is limited ability to affect some of the key issues. |
| 18 | Totally agree. |
| 19 | Agreed. Finding a way to still keep the student culture welcome while bringing in locals and tourists. |
| 20 | This seems correct. There are only student services and student housing on the Hill. Embrace the hill for what it is….a student spot. |
| 21 | I agree. |
| 22 | That is part of the problem but wishing it or wanting it is not the solution. |
| 23 | To the detriment of long term residents more single family houses are becoming. Rentals in a low residential area. |

## Question 1
*(continued)*

| | |
|---|---|
| 24 | Yes |
| 25 | Sounds accurate. Also in creating more of a collaborative co-existence between those users. |
| 26 | The devil is always in the details. To what extent do you constrain housing in an area with high demand for housing. Does this address the main issues for lack of diversity? |
| 27 | Fully agree. |
| 28 | "Providing a rich mix of uses to serve a diversity of users" = Glib platitude! Focus on students and university as primary market. Core vision should be non-auto oriented development or higher density residential/ commercial /office. |
| 29 | Current situation = student housing? It's true. |
| 30 | I agree but "The Hill" comprises much more than just the CBD. Any plan should wholelistically address the entire Hill – not just the CBD. |
| 31 | I don't love this. Does it reflect the perception of city staff only or does it reflect the perceptions of business owners/residents, etc? |
| 32 | I think that its not a huge diversity of users. Most people using Hill's services are students. That being said, we do not need more housing. We need adverse array of shops and food. Make same restaurants, nice, some cheat clothing to attract other Boulder people and maybe parking. |
| 33 | What does this mean? |
| 34 | I think this sounds accurate, but also think that we have a rich diversity of businesses and feel passionate that we need to promote this even further. |
| 35 | What is the missing is the diversity of users. |
| 36 | This may be a bit ambitious. A "rich" mix of sues may not be feasible. But certainly a worthy goal. |
| 37 | This is a bullshit survey just like the one from last year that showed a huge majority of the people thought it was a mistake to move forward with Ken Wilson's prohibition curfew rules. The results of that survey were discredited and ignored. Will you be doing the same with this one if it doesn't result in your narrative? I strongly suspect the answer is yes. FU Boulder government. |

## Question 2
*(Answered: 36, Skipped: 2)*

**The issue that precipitated the temporary moratorium on adding residential uses in the Hill business district is that the current economics favor student rental housing over all other uses allowed on the Hill. Given the information presented here about the number of residences and other uses on the Hill today, what do you think of the finding that "there is already an over-concentration of housing in this small commercial district"?**

| | Response |
|---|---|
| 1 | No, there could & should be controlled increase in moderate housing to encourage movement out of unsafe and unfairly priced housing in single family neighborhoods. Those houses can become available for renovation by young adults as permanent family homes. |
| 2 | Absolutely – NO MORE STUDENT HOUSING. Spread the students around to other neighborhoods within Boulder. NO MORE FRATS OR SORORITIES ON THE HILL. These groups need to be spread around the entire parameter of the CU campus rather than concentrated in/around the Hill. |
| 3 | Surprised by "103 units" figure. You don't notice them for the street. |
| 4 | I do agree that over the past half dozen years there has been an over-concentration of residential housing on the Hill. |

## Question 2
*(continued)*

| | |
|---|---|
| 5 | I agree with this assessment. The Hill needs more balanced use. I understand the need for student housing on the Hill and like interacting with students, but it is detrimental to the historic character of the Hill and to neighborhood stability when use is not balanced. Students learn how to be good neighbors by living in a neighborhood with a mix of ages. I think that living in a mixed neighborhood broadens students' sense of community and raises their level of interest in civic engagement. |
| 6 | The facts confirm this. |
| 7 | I completely agree. Placing a moratorium on adding residential uses is the correct thing to do. |
| 8 | I don't have problems with housing as long as there is still room for other uses. |
| 9 | AGREE! There is DEFINITELY over concentration of housing in this small commericial district. We can't allow any new housing to be added or it threatens the neighborhood and diversity as a whole |
| 10 | I agree. |
| 11 | The problem is not more resodences, it is the homogeneous demographic that these residences attract that is the problem. I think that some form of incentive program to encourage a more diverse population is needed. I'm not sure how this would be done within the legal requirements for selling or renting homes that are, ironically, intended to prevent discrimination and the segregation that results from it. But there has to be some way to incentivize young professionals and families to live in the area. This is the key to solving many of the problems on the Hill. |
| 12 | yes |
| 13 | The other population stretches onto the residential part of the Hill which is dense and lonepact – no more over occupancy in residential areas. |
| 14 | If the objective is to provide a mix of uses, the city needs to step up and provide the parking – structured – to facilitate other uses – office, etc. |
| 15 | Taking a consideration for affordable housing. |
| 16 | I agree it seems like a place where students live, rather than a true business district. |
| 17 | I completely agree, and this fits with my previous point. |
| 18 | Totally agree. |
| 19 | I don't really agree. The Hill is under developed in all ways. |
| 20 | Yes, but I liked an old idea of housing for professors. As a way to tamper some of the problems with too much student housing. |
| 21 | I believe a residential component needs to be allowed in new development to help with the economic viability. |
| 22 | Absolutely correct. |
| 23 | TRUE |
| 24 | Is there a way to still support housing for more non-students to live & be part of the Hill community? |
| 25 | I don't think this is a necessary conclusion. It seems more logical that need is creating this demand. The moratorium seems a bit confined about concrete details on how diversity gets created. |
| 26 | Agree as well! |
| 27 | Not true. More housing is good. Problem is rules preventing commercial development. Increase the density without increasing parking. |
| 28 | Not long ago conventional wisdom said there should be much higher residential to keep students out of the neighborhood. I think there is room for more housing but office space is very important. All of it requires getting parking built. |
| 29 | I agree – further too much housing on the Hill has become "student housing" aka "business that rent residential homes for profit". And not single family homes. |
| 30 | In my opinion it is an over concentration of lush-end student housing => huge need for "affordable" housing for working middle-class professional and families could be met with housing here. |

## Question 2
*(continued)*

| | |
|---|---|
| 31 | I agree. It's ridiculous. |
| 32 | Don't agree – Student/other housing over retail at street level (i.e. Starbucks) would locate students in center of Hill district. |
| 33 | 103 residences is mind boggling. Bring more retail please. |
| 34 | Marginally true. |
| 35 | I agree with this finding. Not only is there an over concentration of housing, there is an over concentration of students in many of the residences. There is a need for more and better enforcement of occupancy limits. |
| 36 | *Repeat answer of previous comment by same respondent. |

## Question 3
*(Answered: 37, Skipped: 1)*

### What do you think about the suggestion of trying to attract more office uses on the Hill?

| | Response |
|---|---|
| 1 | Good idea – easy access during normal business hours without using private cars. |
| 2 | Good idea as I think it could attract different businesses (vendors) for office staff * customers. It could raise the maturity of the guests coming to the Hill. |
| 3 | Definitely good idea, but how do you convince most adults (office owners/workers) they'd want to share sidewalks (!!!!) with boarders and cyclists. Safety issue! Police need to patrol sidewalks and ticket violators. Our next door neighbor was struck by a college student "long-board" rider as she was coming thru the Broadway underpass. She broke her hip, been using a walker for past month. Student was "late for class" and didn't see her. |
| 4 | I strongly support attracting more office use on the Hill. Before there can be any success with office space on the Hill, a parking resolution must be found. |
| 5 | This is a good idea. |
| 6 | Agree with this suggestion although development economics may require a mix of uses which include some residential and of course some retail. |
| 7 | I think it's a great idea and, if successful, will drive a more diverse set of users in The Hill area. |
| 8 | Would be great but you must have visible parking. |
| 9 | Great suggestion |
| 10 | Both more office uses and a better mix of retail (non-fast food and non-student retail) also need to be attracted to commercial locations on the Hill. |
| 11 | The Hill should be an attractive place for startups and creative class businesses if affordable and flexible space is available. My guess is that it is not affordable and the space that is available is probably not well suited to the kinds of businesses that might locate there. The price of creating suitable new spaces would likely price them out of the market for the kinds of businesses that would want to have an office there. |
| 12 | I do not know |
| 13 | Maybe along with more parking |
| 14 | See above |
| 15 | Mix use will definitely benefit office and housing. |
| 16 | I think that will draw more upscale lunch restaurants, but I wonder how much more. |

## Question 3
*(continued)*

| | |
|---|---|
| 17 | I like it. Particularly having business that then interacts and is visible to the student population, young working professionals could be a good example and pos. affect on students if they don't reify the party culture. |
| 18 | Totally support this. |
| 19 | Positive. It will bring traffic to the restaurants and shops. Greatly increasing revenue. |
| 20 | Sure, good luck. Why would a business want to be on the Hill? Business on the Hill is stupid just like housing downtown. |
| 21 | Ok, but better is something for the neighborhood just outside the Hill. We'd utilize senior and food for families. A dry cleaner and things we'd all use. |
| 22 | Requires changes to make those uses viable and sustainable. |
| 23 | Good idea – if they supply parking. |
| 24 | Good idea – Some real barriers have been identified. Massage, nails, therapy, keep these small businesses. In mind, not just "office " businesses? |
| 25 | While office spaces may attract a more diverse range of people during the daytime, I think it is unlikely they would inhabit the Hill afterward or participate in other business. |
| 26 | I like the idea in theory but I am not sold on density bonuses for office space |
| 27 | I like the idea in theory. Will be hard to convince landowners though. |
| 28 | Good idea. |
| 29 | Strong but it needs parking to support it. |
| 30 | All for it. |
| 31 | Excellent idea requiring parking |
| 32 | Office uses are just as bad as housing although it would bring in a different age group. This area should be for students primarily. |
| 33 | Great. |
| 34 | I think it would be a better use than additional residential. |
| 35 | Ok to try. Doubtful success. |
| 36 | It would be ok – parking on issue for officers or any other uses that might attract a non-student population. |
| 37 | *Repeat answer of previous comment by same respondent. |

## Question 4
*(Answered: 25, Skipped: 13)*

**Do you have comments about the economic and market study to date? (www.bouldercolorado.gov/links/fetch/22958) Among the consultants' findings are that key barriers to expanding the diversity of uses and users on the Hill are insufficient public parking, particularly for professional office uses, and 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.**

| | Response |
|---|---|
| 1 | Limiting all residential development will only drive up prices of existing housing and drive more students into family neighborhoods. Vitality of Hill requires a decent percentage of permanent residents. |
| 2 | Median Age Data is not correct even in 2010. Way off. Look at the Academy block for example. My block is not correct. |
| 3 | Nice job of exploring the issues graphically. |

## Question 4
*(continued)*

| | |
|---|---|
| 4 | Completely agree with the findings. In order to have a strong commercial district, the market must attract non-student members from the community. |
| 5 | We need a parking garage on the Hill; it should be compact and designed to fit in rather than stand out so as to preserve the Hill's character. |
| 6 | "Determining the appropriate parking necessary for development is the crux of all new projects. Utilization of existing UGHID parking properties through integration into new development will both contribute to parking supply and encourage new development with preferred uses.<br>University Hill development should continue to be CU oriented. Commercial office and retail uses will likely continue be related to the academic institutions, students, and faculty. There are few properties suitable for additional dimensionally efficient parking locations; therefore much of future development will need to be reliant on transit and other alternative modes. This will influence the type of tenants and customers." |
| 7 | Agree with parking issues -especially since the parking we have is not visible. Not only is the hill only for students but a minority of students who want fast food and cheap coffee. |
| 8 | I believe that the parking issue would not matter so much if the area is made desirable enough. There are places all over the country where parking is tight and expensive, yet everyone seems to live and work there. The Hill is well served by transit and probably one of the most walkable places around - things that both Millennials and retirees are looking for. I think the parking issue is a short-sighted one. The presence of an attraction that would draw a diverse crowd would help immensely. An urban-style grocery, with underground parking accessed from Broadway and a pedestrian entrance on 13th Street would be ideal, but is probably a pipe-dream for now. But not an impossible dream. An example of this is the Harris Teeter in downtown Charlotte, NC. Of course, the 50-story luxury condo building across the street probably helped Harris Teeter decide to open there. I'm not suggesting a 50-story condo building for The Hill, but Boulder may need to think outside the box we have created for ourselves and let go of a few sacred cows to solve some of its problems. Something a little more realistic would be a brew-pub or tavern that would attract a more diverse crowd, but this has been shot down already and I doubt any potential operators would be willing to try it again. |
| 9 | I agree with the consultant's findings |
| 10 | "The parking question is silly. Most people in Boulder walk.<br>Consultants always want more parking???<br>I think that we are a University area; General studies ummm?<br>The Hill is not a general area." |
| 11 | Sorry; I need to read it in more detail before commenting. |
| 12 | No. |
| 13 | Not sure I fully understand all of the economic factors. |
| 14 | Seems right on. |
| 15 | Focus should be on buildings not uses. If they are offices today and houses tomorrow that is fine. |
| 16 | They have over built on the Hill with apartments. |
| 17 | High end student housing is a short term boom, but community destroying in the long run. |
| 18 | Without connecting this to an overall strategy to bring others here and address the parking, noise, perception, nothing works. |
| 19 | Haven't reviewed the material in detail enough to make comment. |
| 20 | Have not found it. Where is it? |
| 21 | I think that limiting the scope of the study to the CBD was a bad idea. Given that the other plans such as the campus (Gov't) from 9th-14th about the Hill - For example. |
| 22 | Some of your population, age & density info is not correct for surrounding neighborhoods! |
| 23 | I'm not informed. |
| 24 | It appears to have identified major issues. |
| 25 | *Repeat answer of previous comment by same respondent. |

## Question 5

*(Answered: 9, Skipped: 29)*

### What comments do you have about potential strategies to consider and evaluate further in the next phase of the project? (Note: List of potential strategies can be found at www.bouldercolorado.gov/planning/uh-moratorium)

| | Response |
|---|---|
| 1 | Lift the moratorium with guidelines to "acceptable" residential. |
| 2 | Great idea. Who defines affordable senior housing and what is workforce hosing? Less residential city based housing? |
| 3 | I think the highest priority should be to figure out how to proceed with a public/private parking project. Once the parking issue is figured out, attracting office users becomes more realistic. |
| 4 | I support strategies A, B, C, and D. I support limiting residential uses but am undecided about how best to go about achieving that goal. Considering National Register Historic District status is well worth looking into. My favorite strategy is to create an Innovation/Arts District that brings people of all ages together. We need more places to interact. |
| 5 | Public Private opportunities are associated with UGHID properties. Consolidation and assemblage of properties should be ncouraged where possible.Tax abatement (both for properties and tenants) and density bonuses can be effective incentives for office development given unproven market conditions. Attraction/anchor/office development should inherently be considered public benefit; Boulder's development standards and rigorous entitlement processes insure public benefit. Context sensitive infill is necessary for remaining development parcels. Development economics should be integral to decisions; property owners and probable real estate developers should be included in the process as should qualified architects to understand the physical consequences of ordinance changes. Conclusions by EPS should be reviewed and confirmed by those who may develop properties. |
| 6 | See my comments in #4. But I really believe that the best way to diversify the commercial mix on the Hill is to diversify the mix of the neighborhood around it. As I said earlier, this may be difficult but not impossible, especially if the University would be willing to participate. For example, could CU create staff and faculty housing distributed throughout the neighborhood? They already seem to own properties around there. What if they created housing that was available only to university staff and faculty? This would bring in more diverse residents. Could the City of Boulder do the same and create staff hapising for city employees? Or how about an incentive program for buyers similar to the ones that allow buyers in transit-friendly locations to qualify for larger loans? The program could offer incentives (low cost loans, easier qualifying, etc.) to people with full-time jobs located within walking distance of the Hill, or something like that. |
| 7 | Businesses have to be good for students and permanent residents. We may not overwhelm either. A strategy of uniting the town arts associations and the internships at the CU with the Dairy or BMoCa in an arts building. We could rent the parking at the Lutheran Church. |
| 8 | Include the whole Hill |
| 9 | *Repeat answer of previous comment by same respondent. |

## Question 6

*(Answered: 23, Skipped: 15)*

### Do you have other comments about or suggestions for this project?

| | Response |
|---|---|
| 1 | It's about time! I have watched the deterioration of the Hill in general, but especially the commercial district for 2 decades. We want city support. An updated but safe & friendly and financially viable district. |

## Question 6
*(continued)*

| | |
|---|---|
| 2 | Changing image of the Hill will be challenging….Many of the CU students feel that living on the Hill is a rite of passage and have little respect for any of the properties on the Hill. Landlords need to be held more accountable in terms of condition of property and now removal, trash, etc…Other neighborhoods in Boulder do not have near the problem of upkeep of rentals as the Hill. |
| 3 | See #3 above |
| 4 | I do not support an outright ban on residential because I believe it will discourage new development. However I do support limiting new residential to the third floor of new developments. |
| 5 | We need to keep the conversation going--talking across differences and coming to understand multiple perspectives is key to achieving a better balance on the Hill. Could the City hold a series of dialogues--not discussions or debates, where people come in with a position and aim to defend it--but open conversations with no "agenda" where people can exchange perspectives--share their own experiences and perspectives and listen to the experiences and perspectives of others. |
| 6 | Focus on vacant properties or likely assemblages of properties that are available for redevelopment or as catalytic sites. These are the properties that will likely most influence the future of the Hill. This would include the CU property. Select and evaluate similar university oriented mixed use districts in college towns as case studies. Other college communities have dealt with the same issues and staff may learn from these precedents. Would be helpful to talk to other planning directors and staff for insight. The efforts to date by staff, Ruth McHeyser, and others are impressive. The Phase One report is excellent as are the graphics and communication. Bravo! |
| 7 | I would like to see CU being a vital part to this project. Would CU staff come over if it was more desirable - I'm talking about business's not window dressing such as lighting or planters. |
| 8 | Only that I am skeptical that truly innovative solutions will result from this process. It will take more radical solutions than the band-aid ones that are likely to get enough support to move forward. But kudos for trying. |
| 9 | "A good food market would be good forthe students and the non students. The basemar market (WF) is full with students.<br>To add a town Art Association together with the internships at the U and The Dairy classrooms may be an idea for the old History Museum. This idea would attract all people. A strategy of a multipurpose Arts building for all residents and students as Aion has done." |
| 10 | Florist, office space, university continuing education center. |
| 11 | Please consider a gondola system connecting the Hill with Pearl St. I think this would create a more fluid pedestrian movement between the two areas. |
| 12 | No. |
| 13 | Increase the FAR for Offices. Allow 4 floors on Broadway w/ a mix of housing/office. |
| 14 | How about a "hill delivery" to bring things to families in adjacent neighborhoods? |
| 15 | Beach Park – belongs to City of Boulder – if you want us residents to walk, you need to clear the pathway of ice and keep the lighting in the Park. 2 lights were out and I had to visit the emergency as I slipped on the ice and injured my pelvis on Nov. 18. 2011. |
| 16 | I like option J the most. |
| 17 | Move away from the "too many student" rhetoric. |
| 18 | Create incentives for landlords to rent to desired uses. |
| 19 | Work closer with university to encourage more student housing on campus. |
| 20 | The city has a credibility /trust problem with stakeholders. Get them involved sooner than later! |
| 21 | Biggest problem for retail/services is the boom/bust of student presence (summer vs. school yr., vacation periods, etc.) |
| 22 | The area around the business district is solid student rentals to a distance between ¼ and ½ mile. Older people do not feel welcome. |
| 23 | *Repeat answer of previous comment by same respondent. |

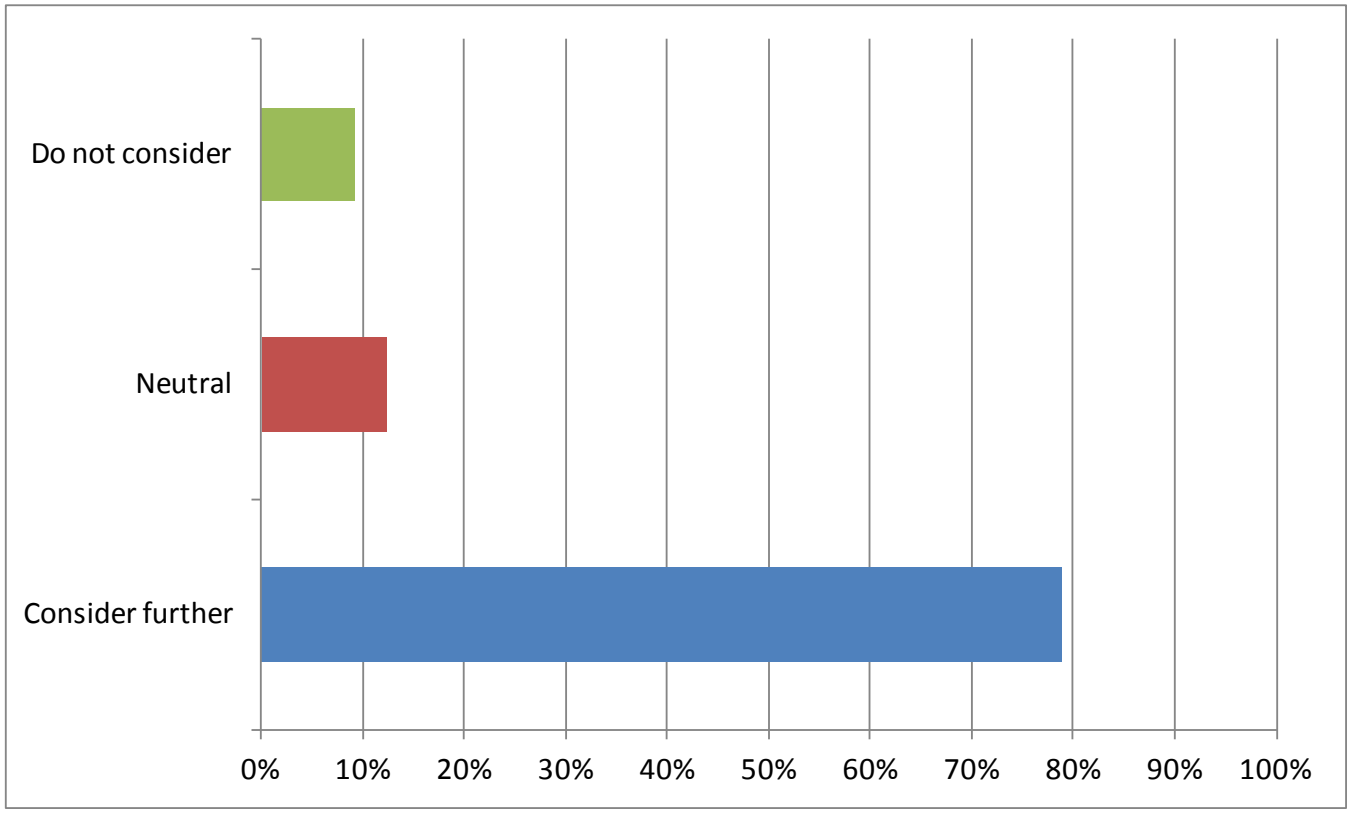
## Question 7

*(Answered: 35, Skipped: 3)*

### Menu of Ideas: Please tell us what potential strategies you think should be considered further.

| | |
|---|---|
| 1 | Office space should be encourages as it fits well with access availability by bus, bike, foot, eliminating many private care arrival & departure. Approve residential, 2nd & 3rd floors only, some affordable, some market rate. As a senior, I do not see how this is a good choice for designated senior. Young employees of Hill businesses, who may or may not also be students deserve affordable options. They should be a target market. |
| 2 | Get more adults to work here, to create a market for "non-exclusively collegiate" enterprises. "Aion" is not enough. |
| 3 | Consider parking to be central to redevelopment and TDM as part of the efforts moving forward. |
| 4 | Get the University involved. Get the Dairy involved. |
| 5 | Here is a slam-dunk. The Hill commercial district needs a Paul Hester type (the former Downtown Mall maintenance manager) and crew – on the street, five days a week. This crew would clean graffiti and stickers, clean sidewalks, planter pots. They would know the managers of businesses and apartments, keep an eye out for bad behavior (notify the police when needed). They would "own" the Hill commercial district and care for it. Currently, neighbors/adults stay away from the Hill because it's a DUMP. No one cares! When the Hill is once again cared for, users/customers/neighbors will start coming back. |
| 6 | Gondola between Pearl St and the Hill |
| 7 | I think all of the proposed ideas are part of a comprehensive approach that would be needed to create successful change. |
| 8 | Make the hill an entertainment district. Bring back Tulagi! Bring back bars. Buy windows & AC for homeowners in noise zone. |
| 9 | Make it Tennison (?) St w/ restrictions on surrounding houses |
| 10 | A clear vision on identity needs to be established for the district. |
| 11 | Keep the liquor laws and not after 10pm if possible. |
| 12 | Close down 13th between Penn & alley south of College. Allow kids to party in the district. |
| 13 | Less government visioning. More acceptance of private sector initiatives. They know what works. Where can we find info on: Residential Service District pilot? Catalyst sites? Sustainable Organizations? |
| 14 | Allow zoning leniency for programmed entertainment |
| 15 | Tax the rental properties outside the CBD at a MUCH higher rate! Not just on the hill, but also along Arapahoe, etc. There is a housing shortage for permanent residents in Boulder and the dilapidated rentals in this town suffering from deferred maintenance need to be encouraged to revert to single family residences. These residences also happen to be in "prime" locations relative to both the hill CBD & downtown. |
| 16 | What is the plan/strategy to engage stakeholders who will be necessary to create/support the new "sustainable organizational structures"? And will they be engaged at the front end of the project planning? (p.13-14) |
| 17 | Please focus on students |
| 18 | Residential density has to go hand in hand w/ owner occupied upkeep of premises. |
| 19 | More parking would be beneficial for businesses and students. We really appreciate the push to conserve the business district that we love so much. No residential unless it is above the 1st floor please!! |
| 20 | CU adult ed classes |
| 21 | *Repeat answer of previous comment by same respondent. |

## A) Promote public/private redevelopment on the two UHGID surface parking lots to add more parking and provide catalyst developments to bring new uses the to the Hill:

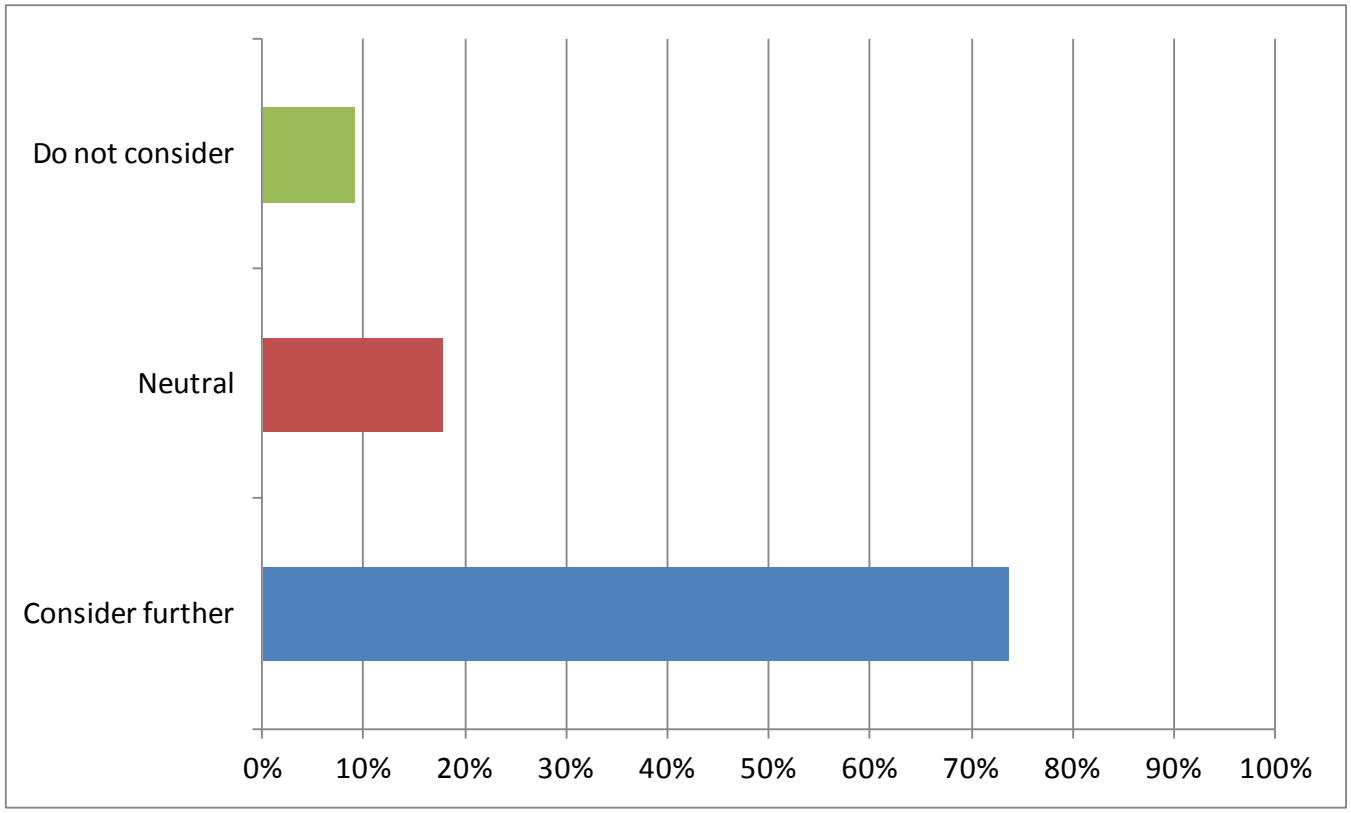



| Consider Further | Neutral | Do Not Consider | Total |
|---|---|---|---|
| **78.79%**<br>26 | **12.12%**<br>4 | **9.09%**<br>3 | 33 |

**Comments**

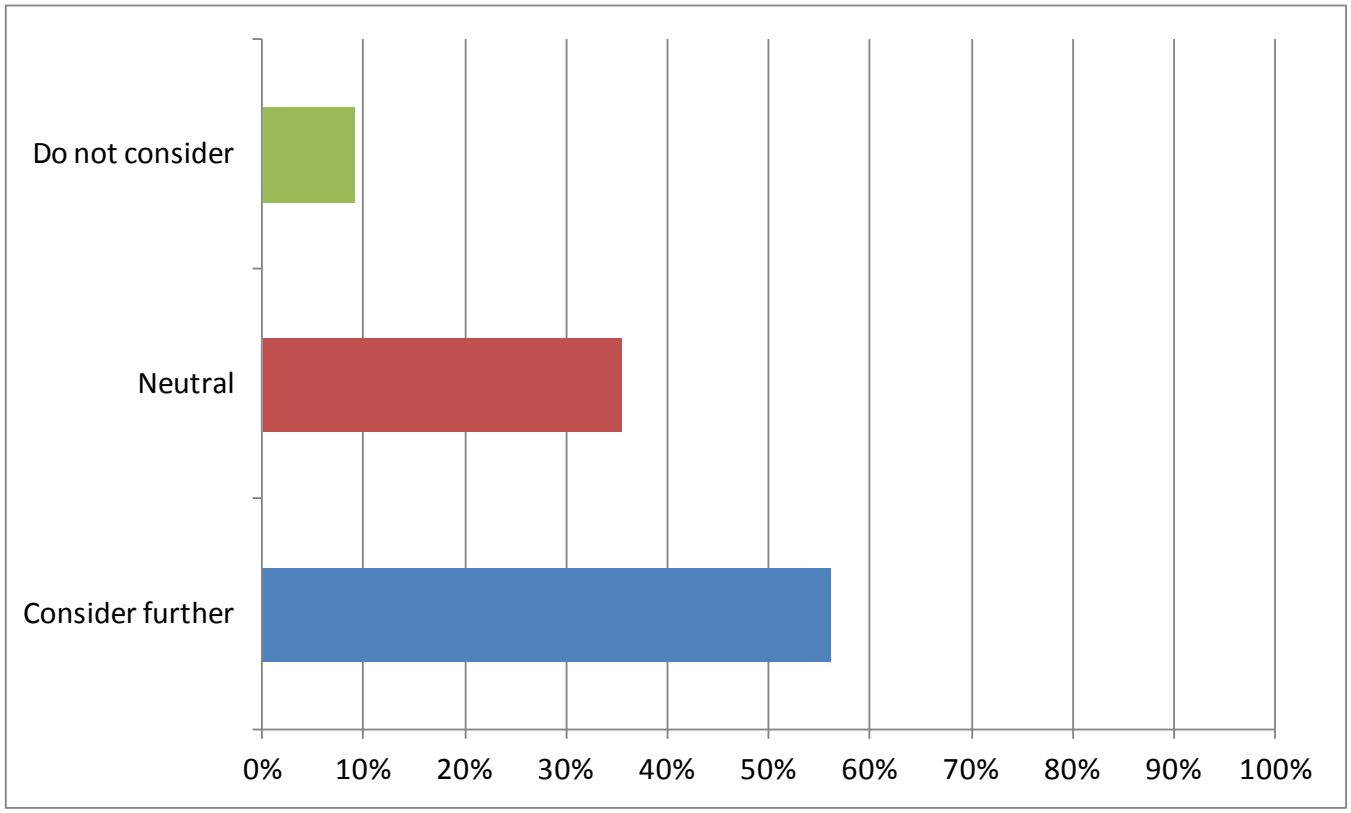
- Maybe try finding a plan for the northern location which is in a higher density area – IF nearby businesses are in favor – southern location lot is too close to lower density residential and a transition zone.
- Yes; if the requisite parking to "fuel" sufficient other uses (office, etc.) maybe the city needs to use the 2A monies to purchase additional property – rather than a too-small "event street" hidden on Penn. Ave.
- Yes! Very important
- No added parking
- Suspicious of "catalyst developments".

**B) 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:**



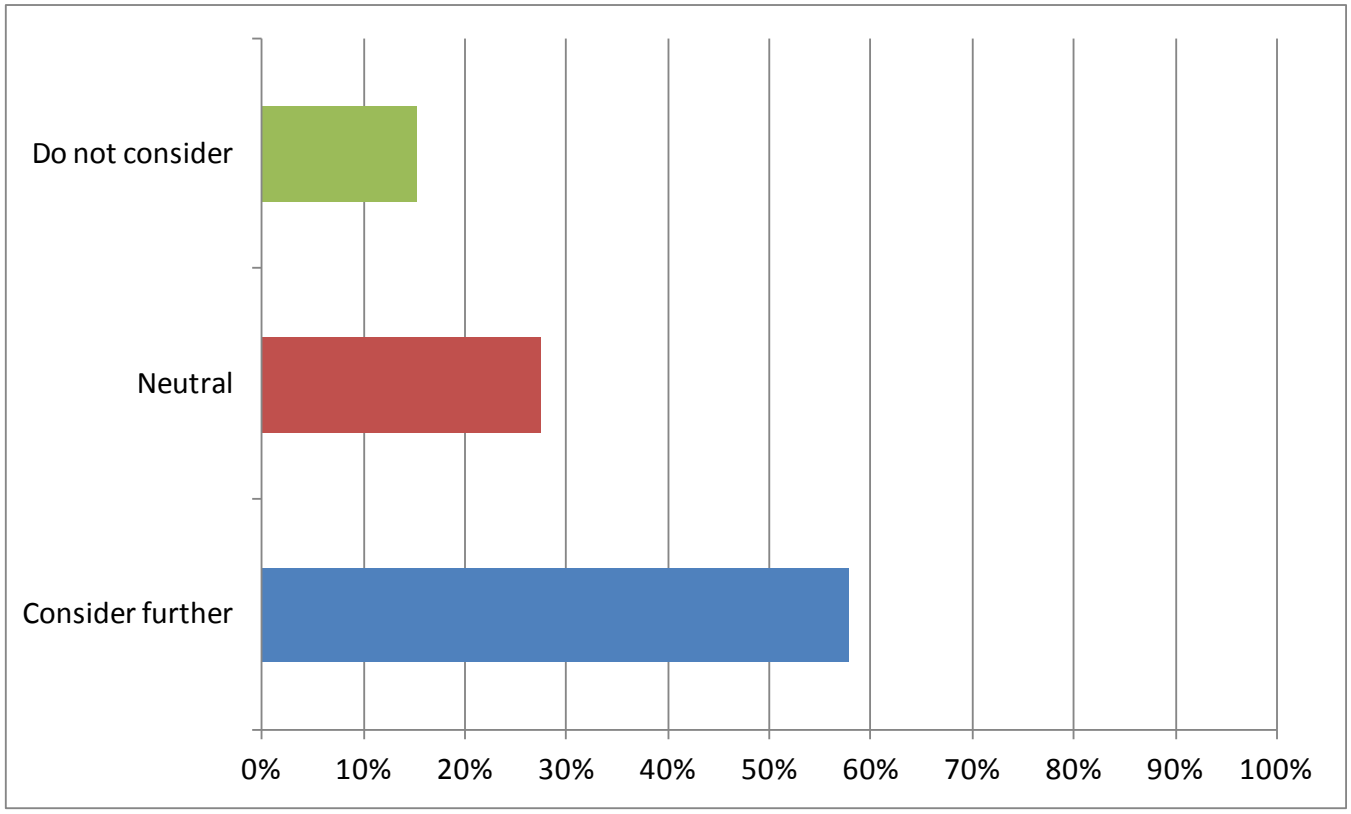

| Consider Further | Neutral | Do Not Consider | Total |
|---|---|---|---|
| **73.53%**<br>25 | **17.65%**<br>6 | **8.82%**<br>3 | 34 |
| **Comments** | | | |
| • No developer bonuses or tax rebates | | | |

## C) Create a density bonus for office uses:




| Consider Further | Neutral | Do Not Consider | Total |
|---|---|---|---|
| **55.88%**<br>19 | **35.29%**<br>12 | **8.82%**<br>3 | 34 |
| **Comments** | | | |
| • No developer bonuses or tax rebates | | | |

## D) Create an overlay zone in the adjacent RH-5 residential zone to encourage office uses in existing residential structures:

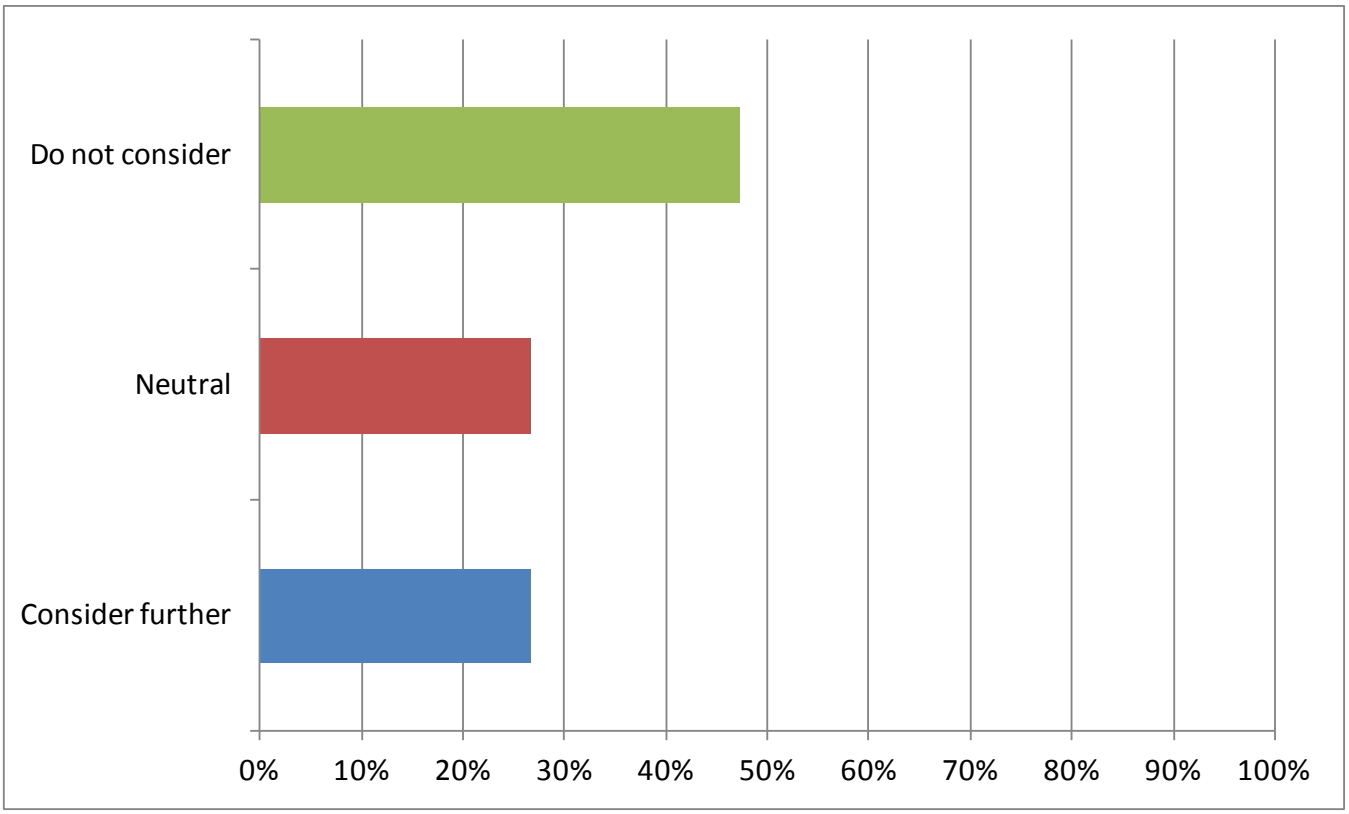



| Consider Further | Neutral | Do Not Consider | Total |
|---|---|---|---|
| **57.58%**<br>19 | **27.27%**<br>9 | **15.15%**<br>5 | 33 |

**Comments**

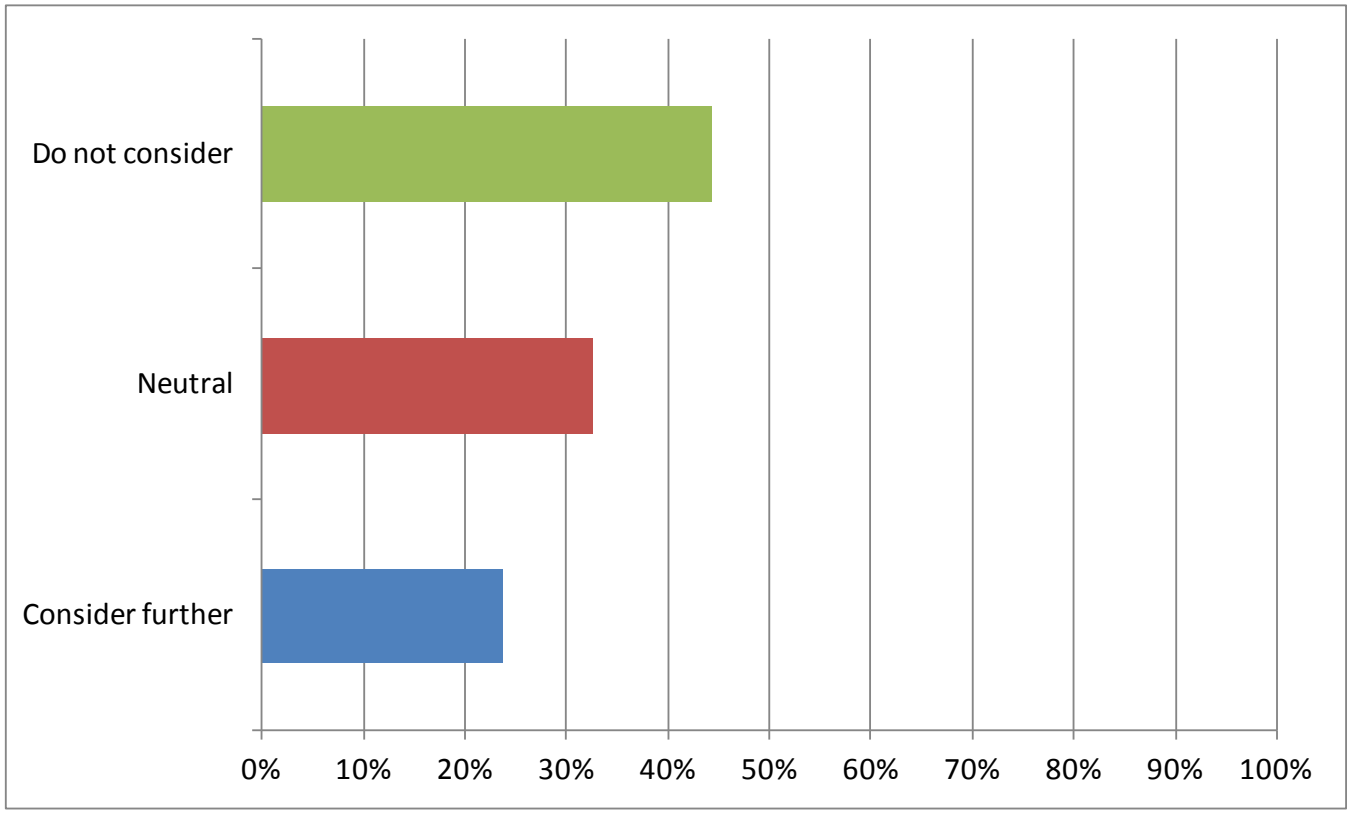
- On the Hill? Office with students living in the same structure? Good luck leasing that!
- Maybe…urban planners know more about the impact of these strategies. Hard to see how it would be more lucrative than rentals though
- Add options for cafes, studio space
- Expand beyond RH-5 to get more 9th & College, 5th & Highland type stores & services
- Could get out of hand

## E) Prohibit new residential uses:



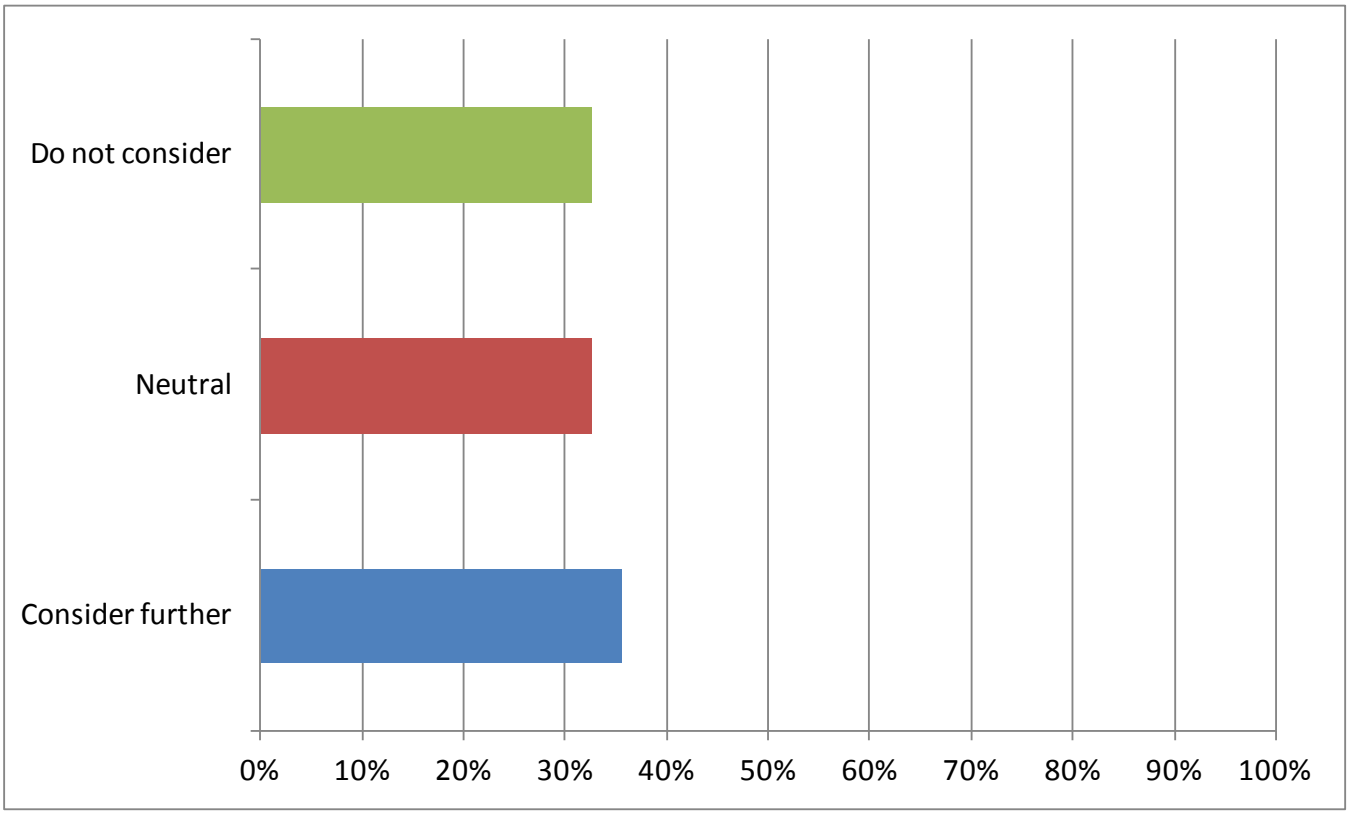

| Consider Further | Neutral | Do Not Consider | Total |
|---|---|---|---|
| **26.47%**<br>9 | **26.47%**<br>9 | **47.06%**<br>16 | 34 |
| **Comments** | | | |
| • Yes, no more housing<br>• It will stop viable projects | | | |

## F) Prohibit new residential, except Permanently Affordable or Senior Housing:



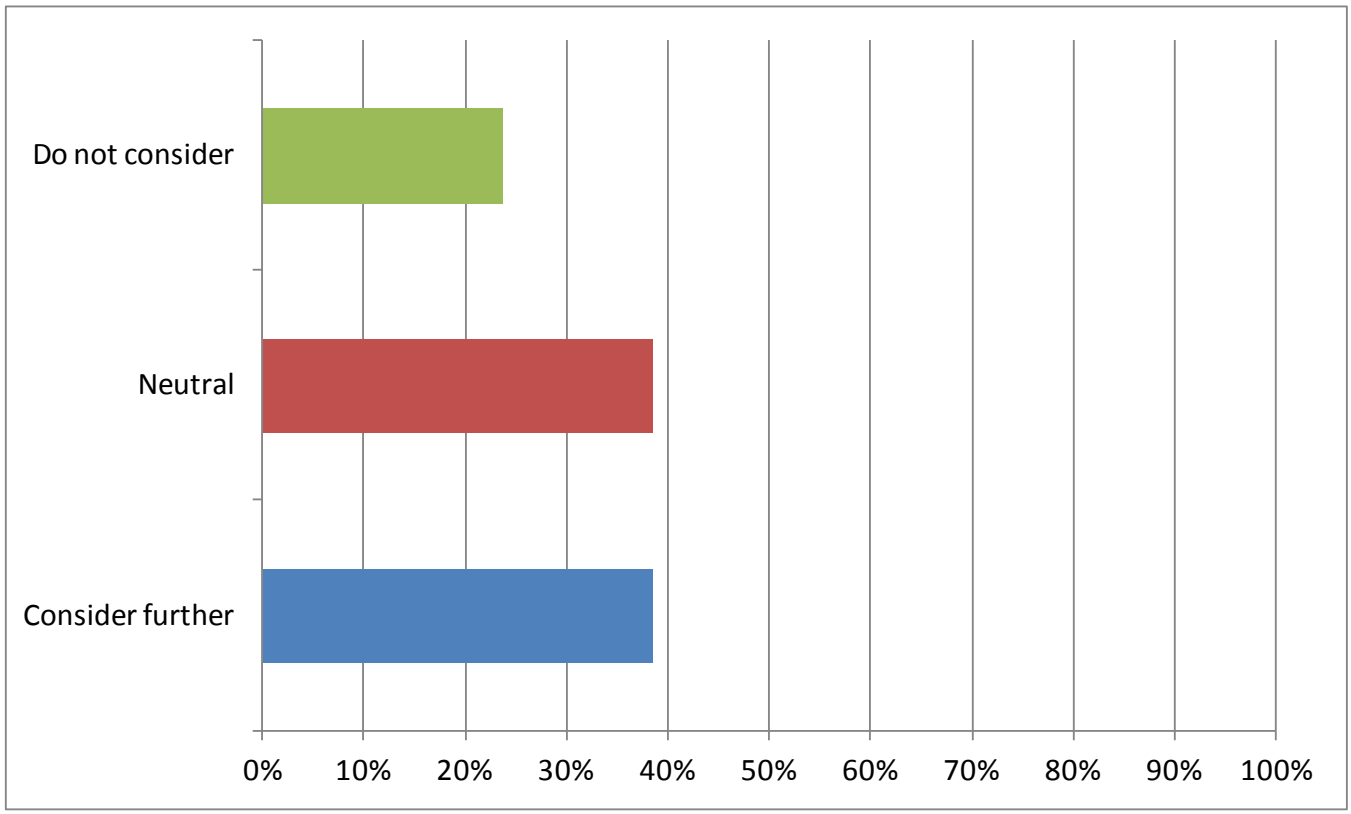

| Consider Further | Neutral | Do Not Consider | Total |
|---|---|---|---|
| **23.53%**<br>8 | **32.35%**<br>11 | **44.12%**<br>15 | 34 |
| **Comments** | | | |
| • It will stop viable projects | | | |

## G) Prohibit new residential, except Permanently Affordable or Senior Housing and only above the first floor:




| Consider Further | Neutral | Do Not Consider | Total |
|---|---|---|---|
| **35.29%**<br>12 | **32.35%**<br>11 | **32.35%**<br>11 | 34 |
| **Comments** | | | |
| • The Hill has a behavior problem – a terrible mix with Senior housing.<br>• Seniors on the above ground floors? | | | |

## H) Allow market rate housing only on partial third 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:

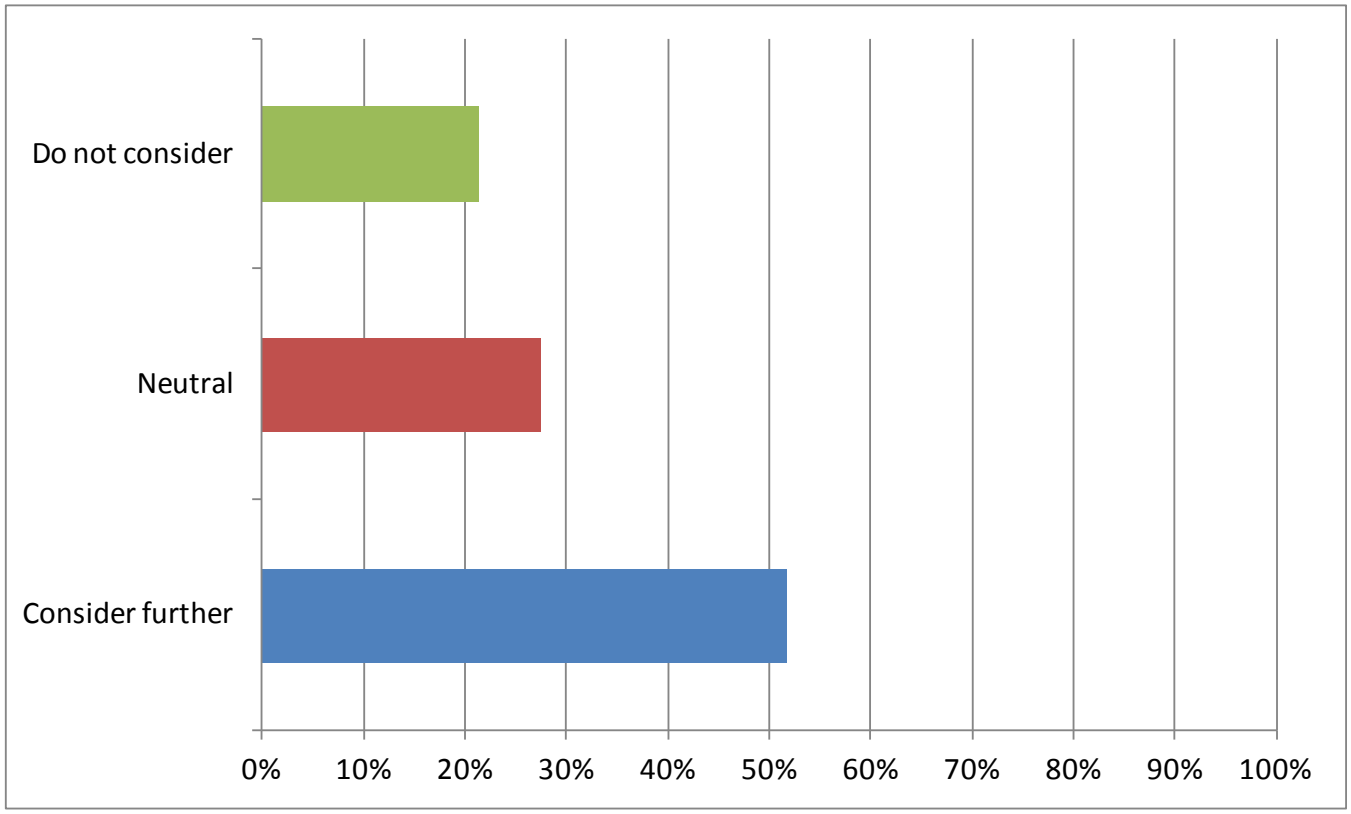



| Consider Further | Neutral | Do Not Consider | Total |
|---|---|---|---|
| **38.24%**<br>13 | **38.24%**<br>13 | **23.53%**<br>8 | 34 |

**Comments**

- I think you need to consider market-based strategies (like more quality parking) rather than legal/zoning strategies. It starts sounding a bit like East Germany.
- Another developer perk
- Boulder makes too many exemptions which favors developers over the populace

## 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):

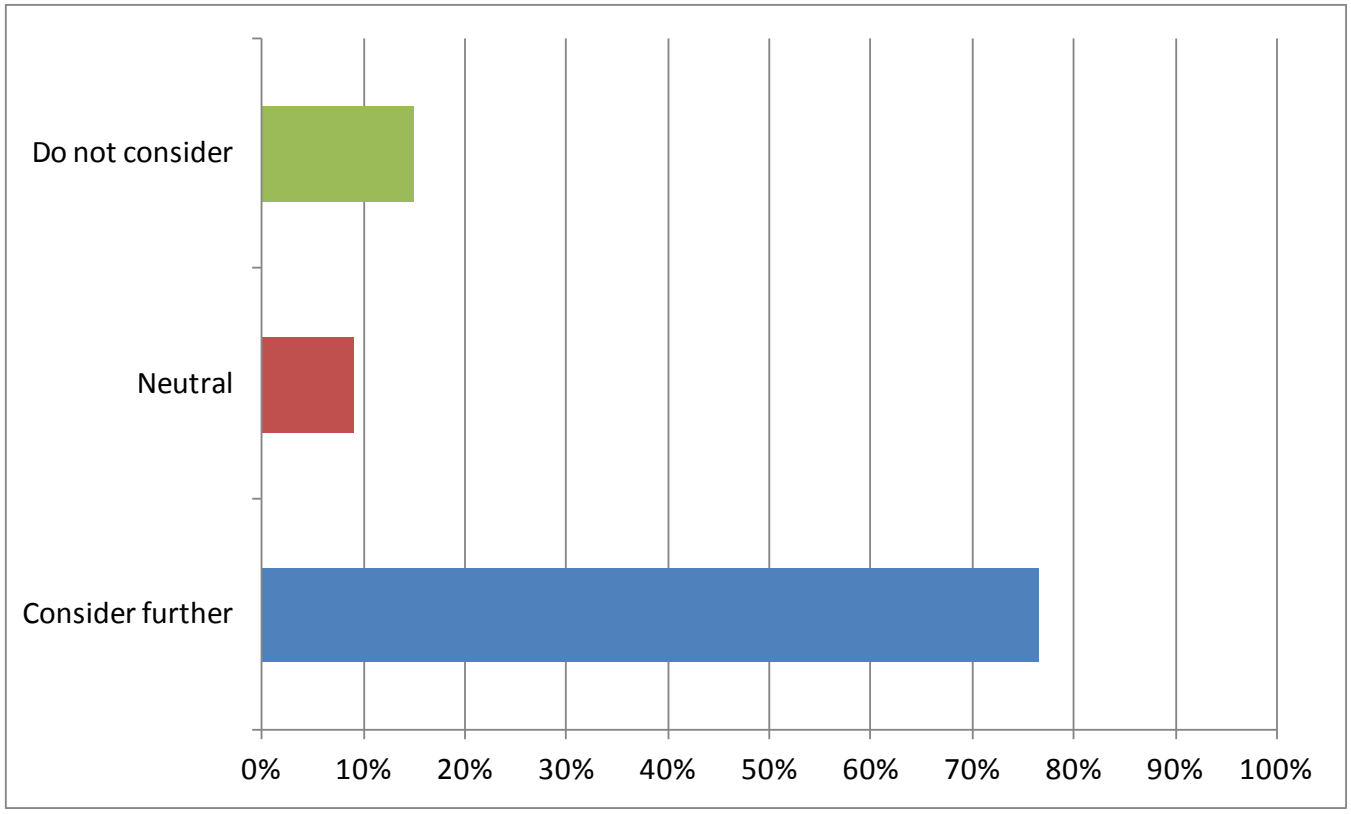



| Consider Further | Neutral | Do Not Consider | Total |
|---|---|---|---|
| **51.52%**<br>17 | **27.27%**<br>9 | **21.21%**<br>7 | 33 |

**Comments**

- If it's economically viable.
- Would people take advantage of this given the powerful market forces driving development?
- We all have seen how well that has worked on Mapleton Hill! Having lived/or have relatives in historic cities (Charleston, SC; New Orleans; Nantucket). Boulder has laid poor groundwork for this.
- No perks, tax credits, bonuses

## J) Consider the creation of Innovation/Creative/Arts District. To build on the essential, innate qualities of the Hill including creativity, youthfulness, and energy, and expanding it to foster creativity in the broadest sense for a diversity of users:




| Consider Further | Neutral | Do Not Consider | Total |
|---|---|---|---|
| **76.47%**<br>26 | **8.82%**<br>3 | **14.71%**<br>5 | 34 |

**Comments**

- Sorry, this language is so mushy! What does it really mean? What, specifically, is the city willing to actually do? Too often, the city engages in "promo-speak" to make it appear that something is being done when it's not. What are you (city) willing to do?
- Best option
- Artificial
- Too artificial. However, some galleries would be nice.
- Usual word is "vibrant" more talk. Tell us the specific.