

**Town of Superior
Board of Trustees Work Session
Town Center Visioning Process
Summary Notes
April 17, 2006**

This work session was attended by the Board of Trustees (Mayor Muckle, Trustees Chu, D'Souza, Gourgouris, Imbierowicz, Rosenfeld, and Skumatz), members of the Planning Commission (Joe Cirelli and Phyllis Hardin), citizens (Ann Shanahan, Tim Shanahan, Rita Dozell, Shaffer Day, Joyce Welch, Steve Burns), and Town staff and planning consultant.

The Town Manager updated those in attendance on the current state of the Town Board's visioning process for the Biella-Menkick parcels and described the one-foot contour scale topographical model the Town had created for this process. In addition to the Biella-Menkick parcels, the model shows the Superior Plaza development to the north and the Aweida, Spicer, and Schuck parcels to the south.

The citizens in attendance were asked to offer their opinion and vision of what would be the best uses for properties in this area. These included:

1. Should include a "town street" that fits with current uses in the area and meets development criteria that were negotiated in the past; not too much density or retail; retain feel of an old-fashioned town center.
2. Do not construct a thoroughfare that connects Marshall Road to South Coal Creek Drive. Business access should be from either Marshall or South Coal Creek Drive and then loop out via McCaslin, and not connect through. It's important to include opportunities to access the area without driving as the only option to get there, like Superior Marketplace.
3. Be conscious of the amount of traffic pulled into our community via this development. A through road is not necessary—would be dangerous.
4. Public facilities—community space, library space/branch, meeting space/social events—there's nothing here now. The popularity of the current community events demonstrates the need for community gathering space.
5. Funneling all traffic out of the development onto McCaslin is not a good option. Marshall Road and South Coal Creek Drive should connect, but with traffic-calming measures constructed.
6. If retail is located predominantly in the northern section of the development, then it may not be necessary to have direct automobile access from Rock Creek.
7. Need to balance the needs of retailers for convenient vehicle access.
8. Explore a meandering connecting road across the property, possibly with roundabouts.

9. Traffic on Marshall is horrible now; this development could cause even more chaos. Explore constructing community parking lots (i.e., Estes Park, Pearl Street, 16th Street Mall) on each end of development as destinations for vehicles and then pedestrian movement from there, maybe using shuttles to get around within the development.
10. Make sure trails connections to cemetery and hospital are maintained.

Discussion Items:

1. We need to start thinking about how to show concepts on this map.
2. Start by showing current requirements: 250,000 s.f. of retail development and the Menkick senior facility.
3. Discuss pros and cons of higher buildings, but with fewer constructed and increased amount of green space that would result.
4. Should “main street” be closer to creek or further south? Taller buildings further away from Rock Creek neighborhoods makes more sense—where topo is already there to incorporate more height—or build them closer to US 36.
5. One idea that has been presented is to move McCaslin Boulevard—make it a ribbon road through the Biella-Menkick parcel. This would bring the Town together, but would be extremely expensive. This type of expense must be weighed against other possible uses or improvements possible with the TIF funding that will likely be used to move this project forward.
6. Start with the idea of “main street” closer to the creek with side streets emanating from there; a pedestrian walk along the creek; plaza-type small retail and restaurants near the creek; then box stores along US 36; and active senior residential project adjacent to cemetery (agreement allows 120 units, 140,000 s.f.)—and then consider clustering with other buildings/uses in this area.
7. Is there an agreement to maintain a view corridor from Town Hall to Superior Cemetery? Does this still make sense?
 - a. *Staff response: this provision is not included in the current annexation agreements governing the potential Town Center parcels.*
8. A curved “main street” along the creek should be able to take traffic and volume, both pedestrian and vehicles, from uses on both sides of creek. An old-fashioned main street surrounded by larger-scale buildings with connection and access points on both sides of the creek could be successful.
9. Previous discussions included putting a high-end hotel on the US 36 side of the creek, and constructing trail connections from there.
10. The occupancy rates of hotels on Louisville side of US 36 are high—it’s a location close to Boulder, but with cheaper rates. Vision is for a spa hotel—i.e. the St. Julien in Boulder which is a destination itself—a smaller full-service hotel with restaurant(s) and shopping on the first floor.
11. What kind of sales tax would this generate—a hotel with first-floor retail?

a. *Staff response: general estimate of \$200 per square foot of annual retail sales.*

12. We should focus on vision first, then move things around to address revenue concerns.
13. The Mayor summarized as follows: the group is interested in small-scale, circuitous street near creek that maintains convenient pedestrian access and crossings; slower speeds; and developing event space/fields in the floodplain.
14. There are regional examples of mixed-use projects that have been successful. A mix of uses across buildings could be a better use of this area—with a regional draw (i.e., comedy club, trader joe's, ikea, in & out burger).
15. We need to target unique opportunities and decide how to go after these potential uses.
16. We need to remember that the biggest drivers in this equation are rooftops—which we're not doing much more of in this community—and office space to support the retail.
17. We need more focus on economic development follow-up.
18. The Chamber does some and we've done some, but we haven't followed up to determine what would be a successful regional draw here—and be something our residents want.
19. Grad students could do this type of survey work as part of a research project. They could look at who should be here and how would they would be supported, which would provide evidence of where we want "main street" to go.
20. How to go actively get businesses is an important part of this discussion. There's been a half-dozen proposals made for this area over the years, and they've shown a wide variety of uses. Let's be proactive and determine our own vision and determine what we're looking for; others can respond to this vision rather than us waiting for them. We need to be realistic about square footages necessary for the project to be financially viable. Remember that any user that really wants to be here, is here already. So now the issue gets to what should we go after if the onus is on us? We need to look at incentivizing or other ideas to draw what we're looking for.
21. What height should we be looking at along the creek and for a hotel between the creek and US 36? Probably 2 or 3 stories max.
22. Louisville is interested in increasing the creek flows year-round.
23. Do we need medium- or big-boxes near US 36? Yes, to make project financially viable.
24. Is Coal Creek Drive planned to connect across the street to this development? This is not in any plans considered to date. An intersection has been part of the Rogers Farm discussion but many Original Town residents are opposed to this.

25. The western portion of Menkick property has not been shown on any plans to have buildings on it. But the annexation agreement doesn't restrict this from happening—office could be built there.
26. Seven stories right next to US 36 would cause a canyon effect—some feel this may not be a good option since it is important to consider how Superior looks from a regional perspective. Others feel the opposite—that it is more important how the development looks from Original Town and Rock Creek.
27. Bigger buildings along US 36 could be a draw—would show activity in the area.
28. Boxes shouldn't be next to McCaslin.
29. We need to think about how to segue from "main street" area to medium- and big-boxes to seven-story office buildings.
30. The reason for boxes? "Main street" would never happen otherwise. The property is too expensive to justify development without big-boxes. Question: How important is it for this small-town "main street" to happen? It was in the past, but is the desire still there from our residents? Should taller buildings be allowed in order to get the project built? Can a one-street downtown be successful, survive, be interesting to our residents? Is one small-town "main street" enough to survive or generate enough interest to be successful? Maybe the whole area (approximately 3 original town blocks wide and 2 long) could be successful as a small-town downtown.
31. Other places (California, Chicago, Florida, West Virginia, Washington, D.C.) have small-feeling downtown streets that are 2 or 3 blocks long among big-boxes and residential areas. In Miami, a hotel area along a busy street has a 2-block long street behind it that is wonderful, with families out with their kids. And this area is surrounded by industry. On this street it is quiet, homey, with a small-town feel with second story mostly apartments/loft-living and businesses below. This could work here.
32. There's a question of whether we have identified what Superior's residents think would work here. Past survey work has shown that 65% of citizens felt development was necessary in this area, and 69% felt it should be a Town Center development. Most commonly mentioned uses that were suggested for this area: small restaurants and restaurants, small retail, services/dry-cleaning, hotel, education, arts, offices, church, and info/tech, in that order.
33. In order to get these uses, other larger uses will be a necessary part of this development.
34. Many feel big-box retail is necessary to get the smaller-scale uses our citizens are looking for.
35. Office is necessary since these are the people buying lunch. Big-box alone isn't the answer, or we could end up with Superior Market Place situation where we have only fast-food restaurants that may not be doing well now.

36. Even with a lot of office space available in this corridor, there are segments of the office market that could be successful here. Not all office needs have been met by Interlocken. Louisville's office buildings along US 36 have filled up—they were there, they were empty, and the rents worked for the current tenants.
37. Interlocken workers often come to Louisville for lunch. Going from Interlocken to Superior restaurants works. Flatrons Mall isn't appealing at lunch—too crowded, waits are too long to get into restaurants, and parking is too far away. This small town "main street" is our draw. It may not happen for 10 years, but this visioning sets our expectation when a developer does come.
38. Small businesses cannot locate here. Superior residents who own or start-up small businesses here have located in Louisville to get the space and rent they need.
39. There needs to be a public safety presence in the development to respond to emergencies.
40. The project will be using TIF financing, so all property tax revenue that would have been collected by the Town will be unavailable for 20 years. The reason is that development of this property is too expensive. We need to identify what are citizen expectations for this level of public support to build this project. Is a small "main street" area enough? Or something more? If so, what?
41. Meeting space, library, or a recreation center would be ideal. The development needs to be a focal point. It should bring the two parts of Superior together. It should be accessible to all parts of the community and easy to get to.
42. What happened to the discussion of a community theater/events complex in Superior? It went to Broomfield.
43. We can play off this development in Broomfield by building retail to draw the people attending those events, or having them stay at a high-end hotel in this Town Center project.
44. Coming over the hill from Broomfield I enjoy seeing open space. I don't want to see another downtown Boulder or Denver. The original mining town look and feel should be extended across to the Town Center, not a Galt Sports atmosphere.
45. Constructing multiple small streets makes the most sense here; integrate with bigger-scale users/streets nearby. Vail is an example of this European feel. More small streets that extend the coal mining motif makes sense. Two to three stories has worked for these types of town center projects in other areas.
46. How have the lofts done in Louisville? They're selling well, but they're horrible.
47. Does the Board want to commission a survey of residents about what users or retailers would be the best fit in the Town Center?
48. This is a great idea—we received some of this information on the types of users already in previous survey work. We can ask residents about

- specific things they would like to see and we can easily ask residents to provide this feedback and make suggestions on the website.
49. We can also work with the Chamber; rekindle some of the energy to do some of this type of data collection. How specifically do we want to work with them, i.e. get retailer X to build in location Y? We could work with them to receive input via the Internet.
 50. Can grad students look at this? Maybe grad students or a consultant can put together some potential designs and take straw poll to get reactions.
 51. Higher-end townhouses could be a good fit south of the “main street” area on Menkirk’s property. This could work as a clustered development with some greater heights mixed in to get more open areas. It could look different, more like Calmante. It will draw residents to the businesses, and the senior housing nearby is a logical next step for these residents.
 52. Townhomes take up more space at 2 stories—3 to 4 stories could help preserve view corridors and open space.
 53. Access from Coal Creek golf course has been maintained under US 36—could this be used to extend 9 holes into the Town Center development and be integrated with open areas?
 54. If we say exactly where we want everything it may become more difficult to get a developer for the project. It’s a good idea to determine what we want, what types of stores, feel, community facilities we’re looking for. Also, if using TIF funding here, do we want to go after certain developers from across the country that we think would be good fit here, and actively solicit developers who have done other projects of similar size/nature to come take a look at this project? I’m concerned that if we set this out in stone that it will never happen.
 55. Our goal is to have an example of the type of development we’re looking for to show a developer, and to also maintain the flexibility to work with a developer’s proposal.
 56. What will be the process for getting this vision on paper to show developers these concepts?
 57. We need some ideas to start this process. We could challenge people to take a map of this area and draw their own vision. Make it a contest. This is an opportunity to get people involved in this project.
 58. We need to ensure this presentation is professional.
 59. We want to establish whether or not 250,000 s.f. of retail is possible. We want to determine what’s reasonable for this project, an acceptable feel, what’s right number and realistic for us.
 60. The project could include from 400 to 2,000 new housing units. This will drive the developers’ profit level. This is the cash cow, not the commercial—developers don’t care if commercial is ever built. Developers can respond to this vision, and tell us otherwise if it isn’t feasible.
 61. We need to determine what are the trade-offs for getting this project done? Are mid- or big-boxes a given? All of these assumptions should be questioned. To say it is a given is brainwashing.

62. There are things we can get in specific areas that we may want, and then maybe not be as concerned with area along US 36.
63. We need some retail for this project and it makes sense to put near US 36 if this is more attractive for commercial developers—this will help our tax base. This is valuable and will draw business to smaller shops.
64. Are the community facilities/amenities we'd like to see even possible with the amount of residential necessary to make a profit for the developer and the amount of commercial square footage we've agreed to with Louisville? Where does community fit in?
65. Remember that "community" is more than hard facilities—we need to be willing to look at other opportunities.
66. Remember we're using TIF money to get some community desires achieved as part of this project.
67. These visioning ideas will be used by developers. Their goal is to get a project done and this information can help them get there. They're looking for ideas from the community leaders and will address them to show they're interested in responding to residents and are acting in good faith.
68. Potential developers recognize they're providing community amenities as part of this project.
69. Why not get architecture and planning students to assemble potential concepts?
70. We need to look at other resources, like Google Earth simulations, and smartgrowth.org to show what these ideas might look like.
71. Possible next steps in this process: provide opportunity for people to come in and put together their ideas and take digital photos and collect these; need more work on context of this development; this group maybe too big, maybe form a subcommittee that could work with students; need for continual communication on all these interim items.
72. Any potential developers need to know that they're welcome to present any plans while this process is going on.

Direction:

1. Contact universities to find out if there are classes that could create potential concept plans for the Town Center development as a project.
2. Use the website to receive community-wide input on specific uses or stores that citizens feel would be a good fit for this development. We also need to receive feedback on which community amenities would be the highest priority for our citizens.
3. Make the topographical model available for people to come by Town Hall to show their ideas for the development, and then take digital photos to record these visions.
4. Work with the Chamber to receive input from business community and work with them on the website.
5. Make some smaller building blocks for the model.

6. Advertise on website, newsletter and Channel 8 that model is here and available for citizens to show and record their ideas.
7. Put map of the property on the website that citizens can print out and draw on.
8. Look at some previously built town center developments for ideas.