

**Town of Superior
Board of Trustees Work Session
Town Center Visioning Process
Summary Notes
June 19, 2006**

This work session was attended by the Board of Trustees (Mayor Muckle, Trustees Chu, D'Souza, Imbierowicz, and Rosenfeld), members of the Planning Commission, Superior Chamber of Commerce, citizens, and Town staff and planning consultant.

Staff reviewed photos taken of area town center projects.

The citizens in attendance were asked to offer their feedback on the photo presentation.

1. No big boxes. The only project that comes close to what was discussed during previous visioning sessions is the Holiday project in Boulder. None of the other projects were mom and pop shops, local, not characteristic of Superior—all were large chains. These projects were all on a larger-scale than what's appropriate here. Boulder, Estes Park, Lafayette, Louisville, Grand Lake, Steamboat Springs have examples of small-town renovations that would be good examples. Aspen has some good ideas for retail areas, if not a downtown. Extremely agitated to see these pictures of large boxes; this is not what was discussed previously. Parking, public transportation, access were focus before. These big-box, busy areas with wide streets are not Superior. Should look at other areas, not these.
2. I was depressed to see these centers, other than Holiday. Liked the row houses. Pedestrian-oriented development is difficult to achieve; parking garages helps promote walkability.
3. Most of the architecture shown here was terrifying. Prospect in Longmont has an interior area with a very charming, 1920s, high-quality, Disney-style main street. The Holiday area in Boulder was "dog patch" real estate 25 years ago; this is updated dog patch that will look very scary in about 15 years; ticky-tack construction. A potential developer at a previous visioning session stated this project is not economically feasible without a big box presence. Small mom and pops need the regional draw to get the necessary traffic. Superior Market Place, with substantial traffic in the area, has seen several businesses fail.
4. Need to pick and choose from these different development examples; uses are too segregated in these projects. We want more actual mixed uses.

5. These projects are fairly underwhelming; they don't achieve what we want, specifically architecture. Big boxes don't actually attract people to surrounding stores.
6. Stapleton has done a good job of attracting family-oriented businesses; has several good places for kids. Founders' Green area has monthly organized events—maintains high level of activity and attracts residents.
7. Agree with need to pick and choose components from different developments; particularly liked Lowry. Need medium-boxes to meet IGA requirements for 250,000 s.f. of retail development.
8. What worked well: shared parking and parking structures, especially when integrated with building facades; water features where kids congregate; amphitheaters; unique street grates, lighting and other design features that identify the project; public art. Find ways to use the creek. Find creative ways to include the retail component that makes sense—look at designing pedestrian-friendly zones for the different retail and office uses. Looking at other smaller areas—Lafayette, etc.—makes sense.
9. Visited all of these developments—many of them look like regular big-box-oriented malls turned inside-out. Englewood has single-wide stores accessible from both sides that allow visitors to go to big-box across the parking lot; housing surrounds the smaller retail area and makes the area very walkable with a more cozy/small feel; has green space integrated.
10. These projects showed many ways to get in and out of these developments; we need to look at benchmarking—maybe show the typical numbers of ingress/egress for a development like what the Town Center will look like. Concerned that one main entrance is shown that will have significant impact to areas west of McCaslin; look at need for good access to the project for it to succeed and its impact on the currently busy traffic situation west of McCaslin and include this in the plan for the project.

Discussion of Town Board Visioning Questions from November 28, 2005

1. How do we see the Town Center geographically? What area is it to include?
 - a. Biella-Menkick with possible spillover to undeveloped properties to the south
2. How do we see the Town Center design in terms of height of buildings vs. openness? Example given was Interlocken with lots of space between buildings, but with lots of height in buildings.
 - a. Look at trading more height to get more open space
 - b. 4 or 5 stories max; no high rises
 - c. Office towers can easily overpower
 - d. Lower profile and wider is better fit; more human-scale

- e. 4 stories along main street area is too high; results in cavern effect
 - f. Lowry is a good example, which is a combination of 1 and 2 stories along its main street
 - g. Look at using the hillside to mask height
 - h. No more than 3 stories along main street near the creek; lower buildings near the creek and higher buildings as move south
 - i. Town center projects are the “flavor of the day”; domination of parking is a concern with these type of projects; timeless design quality should be the goal; shouldn’t necessarily be tied to a particular height.
3. What is the role of public transportation? Do we wait for public transportation?
 - a. No, don’t wait
 - b. No; look at how to move people between Market Place and this project—shuttles, walkways, other methods
 - c. No; leave options open to incorporate public transportation later
 4. What kind of big box (s) do we want, if any? Would one be enough? Is three too many?
 - a. Look at breaking up facades; incorporating 2-story structures
 - b. Concern that big-boxes draw only their own customers, and these customers don’t support surrounding businesses
 - c. Not convinced that 250,000 square feet of retail is viable
 - d. There is some cross-shopping
 - e. Office supports these businesses
 - f. Need to diversify our sales tax revenue generation; meet IGA requirements; medium-box is necessary; look at 2 stories
 - g. Tattered Cover and small-version IKEA
 - h. Stapleton box stores seemed smaller and more pedestrian-oriented
 - i. Whatever is built needs to be walkable
 5. What kind of regional draw would we desire if not a big box?
 - a. Restaurant row (needs office to support)
 - b. Family-oriented uses (bowling alley, ice rink, creek, water features) could become our brand/identity
 - c. Gold Crown center in Lakewood (6 full basketball courts in one place); corporate-sponsored; visit area stores to shop and eat
 - d. Indoor soccer/lacrosse
 - e. Senior uses with organized and localized activity opportunities; provide opportunity to age in place
 6. What types of retail, commercial and residential do we want to see here? Do we want stand-alone multi-family facilities?
 - a. The big chunks of different uses shown in these pictures—blocks of townhouses, 16-plexes, concentrated retail in one area with residential surrounding it—aren’t what we’re looking for; this is poor use of land; more height with a lot more green around the development makes more sense; more mixed-use within buildings and less separation

- b. In developments shown in photos, there isn't street access to apartments; these show access around or behind the units
 - c. More mixed-use within the same area
 - d. Focus on high-quality; senior housing component—look at getting federal funding
- 7. How do we keep the ice rink facility in Town? What other kinds of public facilities would we want to see included in this project?
 - a. Do smaller private uses sooner rather than wait (i.e., bowling alley)
 - b. Only support TIF if the Town get more than roads and utility infrastructure—needs to provide public facilities as well (library, parking structure)
- 8. What should be the transportation connection of the Town Center to Rock Creek Ranch? Should there be roadway connections? Trail connections? Both?
 - a. Should be connected by a small meandering road; not a frontage road
 - b. It's a limiting factor to say one way in is it to potential developers
 - c. Need to prepare traffic estimates of impact at intersections along McCaslin
 - d. This road ties community together
 - e. Look at necessary amount of ingress/egress points
 - f. Trails connecting Rock Creek to Original Town need to be separated from road—safer, look at soft trails, increases pedestrian-friendliness
- 9. What level(s) of tax revenues can we expect from this development?
 - a. Need to be careful in determining amount of housing—800 units vs. 2,000 units; staff has prepared and will refine models looking at this information based on valuation and other data.
- 10. Should the Town undertake and finish the drainage studies for this site?
 - a. Why do now? Is first piece on any development project—is a method to encourage development; impacts on roads; location of ponds
 - b. Staff to forward cost estimates for Town to do the drainage studies
 - c. Historic flows cannot be exceeded
- 11. What are we trying to achieve with this development project?
 - a. Identity
 - b. Revenue diversification
 - c. Provide a full-service hotel
 - d. Provide amenities for residents
 - e. Provide high quality office space
- 12. What makes this a Town Center?
 - a. Skip
- 13. What are the effective uses of parking structures in a project of this type?
 - a. Like the façade ideas used in Belmar; mixed-uses in the structure that incorporates retail; look at terraced parking option to minimize visual impacts

- b. Break-up the parking around the entire area; look at smaller parking areas that are more integrated overall
 - c. Belmar's parking was obviously parking
 - d. Don't overpark; don't just build to Code
 - e. Look at shuttle-type options
 - f. Parking structures are dark at night—safety concerns
 - g. Recognize importance of on-street parking
14. How do we design this project to most effectively get people out of their cars?
- a. Address as move to design; ensure high level of walkability and bikeability

Next Steps

1. Board to discuss hiring a sketch artist or firm to create visions and/or concept plans? Staff to forward cost estimates, examples, timeline for different options.
2. Look at Lafayette or other smaller centers for ideas to pick and choose from.