

# Summary: Stakeholder Meetings

# Boulder Farmers Market

## Key takeaways:

- They would love to see **more activation of the Civic Area Park** (adjacent to the market)
- A long term recommendation may be **access to permanent market space and increased access to public restrooms**, as there are none in the area
- There is a large waitlist for farmers to participate in the market, which implies demand could be accommodated on other days/times. They could see **expanding the market by number of vendors and/or size of the space**.
  - Would need **significant notice** to add another day of the farmers market or program space (such as a stand with revolving farmers)
  - There is a **bureaucratic burden to permitting** - generally needs to apply for 75 permits per year and therefore needs significant advance coordination, planning and cost



Photo credit: Boulder County Farmers Market - bcfm.org

# Downtown Boulder Partnership

## Key takeaways:

- The 2023 DBP **activations proposal for use of city ARPA funding is built to complement the DSaPS project** and respond to people's interest in West Pearl.
- **West Pearl is already “activated” in terms of foot traffic and business activity**; wouldn't recommend a full closure here, but DBP events are planned for the West Pearl area in 2023
- A primary, underutilized **area of downtown that could be well-suited is 13th**
- **Open to the idea of adding more events**, but it would require more resources as DBP capacity is already at its limit.
- Should **integrate DSaPS long term recommendations into the Civic Area Phase IB plan and upcoming Pearl St plan** (both funded with the latest CCS Tax renewal)
- **New shade structures and updated children's play areas** on East and West Pearl could pair with other additional urban design elements to increase public life in a passive way
- **CU's parents weekend and graduation are already heavily activated** with visitors enjoying shopping and dining downtown, so additional active programming / events are not needed to contribute to downtown vibrancy.



Photo credit: Downtown Boulder Partnership Instagram  
- @downtownboulder

# West Pearl business owners' focus group

## Key takeaways:

- Business owners want vibrancy on West Pearl and believe that is returning. Some think there was **permanent consumer behavior change as a result of the closure.**
- Many concerns that the **online questionnaire is “biased toward change” and biased to create change on West Pearl.** Business owners expressed that they chose to site their investment on West Pearl rather than the Bricks purposefully for its design and vehicular access.
- There was general **consensus from restaurants that the temporary closure during COVID hurt their business financially.** Retail owners noticed less of a negative impact to their business, though they did comment that **a full street closure (24/7) is not favorable.**
- From their perspective, **business owners would rather see improvements that help drive people to the West End,** including some light capital upgrades and even some community-focused special events.
- The business owners **do not feel represented or heard** in the many conversations about West Pearl.



Photo credit: Downtown Boulder Partnership  
- boulderdowntown.com

# Community Connectors in Residence

## Key takeaways:

- Less concern about which street segments should be used for the pop-ups; received **more interest in the “what and how”**
- Comments about **feeling like a “stranger” in Boulder with Pearl Street changing so much over the decades**; Pearl used to be smaller with independent shops and entertainers (like jugglers) on the Mall; no sense of a place where you know everyone in a small community to connect
- Any human rights events or activities should be **an opportunity to educate and connect**, and any **cultural events should support local community members** and not be created solely for commodification, appropriation and profit by others
- Would like to see recommendations for kids/teen safety and **safe bike routes from places like Boulder Meadows to downtown**
- Recommendation to **celebrate CU student athletes who are coming to Boulder with Coach Prime** to Boulder from the south and other regions of the country

## Ideas for holiday celebrations:

- ¡Día de los Muertos! (November)
- Nepalese New Year (usually in April)
- Dashain (October)
- Juneteenth (June)

Holiday celebrations should be created with the community; sensitive to the type of celebration; and a learning opportunity.

Request for process on how to celebrate cultural holidays should be more clear and straightforward

# Community Cycles

## Key takeaways:

- Said that **they wouldn't be able to “sustain programming” during the pop-ups** because of the small to no financial return; level of investment of staff/money needed
- Thought **West Pearl was “more welcoming and less formal” than the bricks**, which is why they appreciate the closure despite Downtown already offering a pedestrian mall.
- Thought the project would be **focused more on long-term recommendations, which is where their perspective would likely be more impactful** (getting rid of the one way loop around downtown, bike infrastructure changes, etc).
- Want to see the recommendations translating to policies that could be **be applied in other areas of Boulder.**



Photo credit: Community Cycles  
- communitycycles.org

# Boulder Economic Vitality and Business Support Alliance

## Key takeaways:

- Focus on activation that drives foot traffic, but that **doesn't directly compete with businesses** in the area of activation
- Would love to see places that **capture the culture of Boulder: fun, innovative, diverse**
- Use the pop-ups as an **opportunity to highlight diverse businesses** in Boulder
- Prioritize **addressing public safety, affordable commercial, and co-creation** in this testing phase

## Ideas for pop-up activations:

- Performance and showcase artists, including Latino artists
- Food truck fest
- Art installations
- Informal, unstructured installations



Photo credit: City of Boulder - bouldercolorado.gov

## Alliance Members in Attendance:

- Boulder Chamber
- Boulder Latino Chamber
- Downtown Boulder Partnership
- Boulder Convention & Visitors Bureau
- Boulder Small Business Development Center