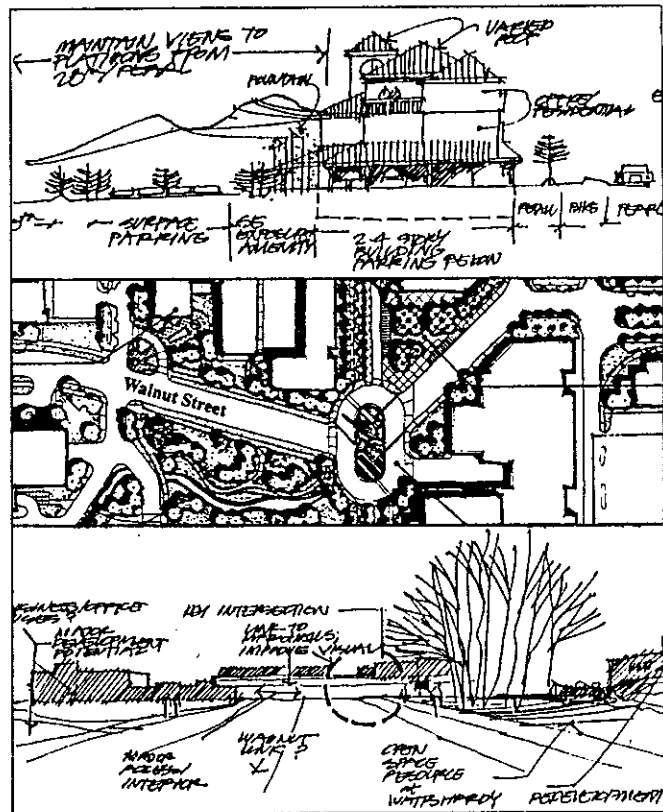


# Boulder Plaza Subarea Plan

Boulder, Colorado



Adopted by:  
Boulder Urban Renewal Authority  
Boulder Planning Board  
Boulder City Council

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## **BACKGROUND: SUBAREA PLANNING**

In 1979, the City of Boulder created the Boulder Urban Renewal Authority (BURA) and adopted the Boulder Valley Regional Center Urban Renewal Plan. The purpose of this action was to revitalize and expand the existing Crossroads Shopping Center, originally built in 1961, and to prevent the deterioration of the surrounding area. The creation of BURA provided for the redevelopment and master planning for a 300 acre area called the Boulder Valley Regional Center (BVRC).

The Urban Renewal Plan envisioned several phases in its revitalization effort. The first phase was the expansion of Crossroads Shopping Center. The remaining phases were more general in nature but included goals for the ultimate redevelopment of the regional shopping area. These subsequent phases were intended to stabilize and provide additional supplementary commercial, office and residential development opportunities to serve the needs of the regional area.

The 1987 update to the Urban Renewal Plan divided the BVRC into eleven subareas for planning purposes. Subareas are defined and will be developed in a manner that will result in each being characterized by:

- 1) commonality of architecture;
- 2) being of a size that a pedestrian network and movement are feasible;
- 3) containing no barriers that block pedestrian movement between developments within the subarea.

Once a customer has arrived and parked within a subarea, it is a major objective to have a pedestrian environment within each subarea that will encourage him/her to stay on foot. As an extension of this concept, it is also important to provide a convenient vehicular connection between subareas to enable shoppers to easily reach areas that are beyond a comfortable walking distance.

This subarea plan updates and replaces the description of the Boulder Plaza subarea in the BURA document entitled "Boulder Valley Regional Center Subarea Descriptions (1987)." This study is in conformance with the BURA adopted "Policy, Streetscape and Design Guidelines for the BVRC (1985, 1987)." These guidelines are incorporated throughout the report on a site specific, detailed basis.

In 1989, the City of Boulder hired the consulting firm of Freilich-Ogbum to review the City's development review system and make recommendations for needed changes. The consultant's report suggested that there is a gap in the City's mid-level planning; that Boulder has been successful in planning at the broad, comprehensive planning scale, and at the site-specific planning scale, but not at the "in-between", or mid-level planning scale. Subcommunity and subarea planning were recommended as a way to better address issues at this scale. Subcommunity and subarea planning add a new dimension to the City's long range planning efforts. The hierarchy is as follows:

The Boulder Valley Comprehensive Plan (BVCP) provides the general statement of the community's long term vision for the future. The comprehensive planning areas include the Service Area which includes the existing City and that area that is planned for annexation and service provision within the 15 year planning period.

Included in the Service Area are nine subcommunity planning areas, including the Crossroads subcommunity. Within each subcommunity are one or more subareas. Subareas have an identity distinct from other areas within the subcommunity and can consist of neighborhoods, employment centers, retail centers or a combination of these land uses. Subarea plans address planning issues at a more detailed level than the Comprehensive Plan or the subcommunity plans. (See "Subcommunity and Subarea Planning" description in the BVCP for further detail).

Subarea Plans are intended to provide the community, City Council, Planning Board, BURAs, and City staff with a long-range vision for development opportunities in the BVRC. Subarea Plans are flexible in nature and seek to explore general development scenarios for each area. It is not the intention of Subarea Plans to determine specific uses for individual parcels.

Note to parties interested in development in the Boulder Plaza Subarea:

All property owners, developers or merchants who anticipate any new construction, additions, or remodeling within the Boulder Plaza Subarea are encouraged to contact the City Planning Department to identify which documents should be reviewed for more specific information regarding development standards and criteria for the proposed development.

## 1. INTRODUCTION

The Boulder Plaza Subarea Plan is a guide for development. The Plan provides City of Boulder development review staff, City Council, City boards and commissions, and developers with a vision for the future. This vision is a refinement of the overall BVRC Urban Renewal Plan as it relates to the specific area known as the Boulder Plaza Subarea. The vision is contained within the first four sections of the Plan. Section five presents the implementation strategy for the Plan and details elements of the Plan that are required or recommended for inclusion in development plans.

All recommendations contained within this plan are based on what we know now about the present and what we predict to see in the future. If these assumptions or conditions change, the Subarea Plan is flexible enough to reflect these changes.

Boulder Plaza Subarea is located between 28th Street, Folsom Street, Pearl Street and Canyon Boulevard. In a larger context, Boulder Plaza serves as a transition parcel between the older residential neighborhoods to the west, the storage/residential/commercial area to the north, Crossroads Mall/high intensity commercial area to the east and "The Village" shopping area to the south. Properties north of Pearl, although outside of the Boulder Plaza Subarea, are included in the study area. The goals and recommendations specifically related to development along the Pearl Street corridor between Folsom and 28th Street apply to this area in order to promote unified design and compatible development character within and around, the Boulder Plaza Subarea.

Boulder Plaza is one of twelve subareas that make up the Boulder Valley Regional Center (BVRC). Using 28th Street, the main thoroughfare through Boulder, as an approximate centerline, the BVRC includes the commercial areas east of 30th Street and west of Folsom, and extends from the commercial area north of Pearl south to Boulder Creek, resulting in an area of approximately .5 square miles (or 300 acres). Boulder Plaza is approximately 14% of the BVRC.

The BVRC is located almost entirely within the Crossroads Subcommunity of the BVCP. Properties in the BVRC west of Folsom from just south of Arapahoe to Pearl Street are contained within the Central Boulder Subcommunity. All of the Boulder Plaza Subarea is contained with the BVRC and the Crossroads Subcommunity.

### 1.1 Purpose

The purpose of developing a Subarea Plan for Boulder Plaza Subarea is threefold:

- 1.1.1 To provide guidance to developers, property owners, and merchants regarding:
  - The types of uses that the City would encourage in the subarea;
  - The overall image desired for the subarea (including building massing and landscaping); and
  - Pedestrian and vehicular circulation.

- 1.1.2 To guide the City's evaluation and recommendation of each specific development proposal as it goes through the City's discretionary review process; and
- 1.1.3 To identify implementation techniques to carry out the Plan.

## 1.2 Overall Urban Design Goals

The urban design goals are as follows:

### 1.2.1 Develop an identity for the subarea that includes a mix of uses, such as office, retail and residential-

- Redevelopment of properties along Pearl Street and the subarea's northeast corner;
- Reuse or redevelopment of the former Watts-Hardy Dairy site;
- Consider the short and long term design treatment of the west (back) side of Marshall's Plaza to enhance the opportunity for a wide range of land uses near the adjacent Watts-Hardy site;
- Establish character districts to differentiate between the diverse areas of the Boulder Plaza Subarea and capture their individual potentials.

### 1.2.2 Promote pedestrian activities through the subarea's built and natural interior linkages -

- Develop an internal pedestrian network. This will depend on:
  - a. the urban design character given to 26th Street and its linkages, and
  - b. the construction of sidewalks and other paths to functionally tie separately owned properties together.

### 1.2.3 Clarify transitional design relationships to surrounding areas -

- The Boulder Plaza Subarea must reflect four different surrounding land uses without losing an identity of its own.
  - a. The west side must respect the nearby residential neighborhoods. This is shown in the more modest scale and unassuming character of businesses and buildings along Folsom;
  - b. On the east side, commercial development should relate to the intensive development of Crossroads Mall;
  - c. To the south, reflect the diversity and pedestrian scale of The Village;
  - d. To the north, develop an urban character along both sides of Pearl as a transition to the Downtown area.



#### 1.2.4 Improve traffic/circulation -

- Use Walnut and 26th Streets to define a basic internal circulation framework;
- Consider specific needs for access and circulation for uses that front on major streets, particularly along 28th Street;
- Develop alternative transportation modes to nearby uses (Crossroads Mall and Downtown).

#### 1.2.5 Develop implementation priorities and strategies to take the goals for this area from plans to reality

## 2. KEY PLANNING CONCEPTS

The following factors have been identified as the key planning concepts that should be addressed in the implementation strategy for this Plan:

### 2.1 Building placement and orientation:

There are three dimensions to this concept. First is the placement of buildings relative to the street. To create a better sense of enclosure along street corridors, buildings should be placed at a minimum setback from the street. This is part of what gives Downtown Boulder its special character and is what is recommended along Pearl Street and 26th Street.

Second is the location of the building relative to its off-street parking. Shopping center development has often been characterized by a large area of parking separating the building from the street. In order to achieve the development of a streetwall effect the Plan calls for the placement of off-street parking behind buildings so that it is the building that fronts along the street.

Third is the orientation of the building to the street. Building orientation plays a major role in our understanding of the built environment. Buildings may either "turn in" to a public place, such as a plaza or informal alley/street, thus enclosing the space (examples: The Village shopping center near McGuckins and Boulder Bookstore), or they may "turn out", exposing themselves to a more formal street system (example: Marshall's Plaza). "Turning out" creates a public space that is linear, ongoing and framed by the edges of buildings. This space can also be defined by the term "streetwall".

When adjacent buildings are oriented in different directions the rhythm of the streetwall is lost. When this happens repeatedly within an area, the buildings eventually lose our attention (examples: L.A. Diner, Wendy's and Marshall Ford).

Boulder Plaza is currently lacking in building orientation. In other words, if we were to take all the facades that "reached out" or appeared inviting, and drew arrows from the facade's point of interest to its audience (pedestrian, bike or motorist), we would find few of these buildings "reaching out" in the same direction.

Some buildings do not actually "reach out" at all but instead "internalize," appearing as very private places. This can be necessary and appropriate, such as in the case of The Golden Buff Motel. The motel turns inward, probably to allow guests a more quiet and private entrance to their rooms. This can also be discomforting, as in the case of some buildings in the subarea that tend to internalize either by minimizing the entrance or through their use of materials (no windows or heavily tinted windows that refuse passers-by a look inside). You must walk inside to observe the building's function.

Before a street can become lively it must achieve the status of a public place. This is achieved through orienting a certain percentage of the buildings towards the street.

## **2.2 Key Development Parcels:**

These properties may be under single or multiple ownership, but due to their locations have a major impact on the character of the subarea. As these parcels redevelop they will play a key role in the success of the subarea as a whole. These parcels include the Watts-Hardy site, the northeast section of the subarea (south of Pearl Street to the north side of Marshall's Plaza between 26th and 28th Streets), and the properties along Pearl Street.

## **2.3 Open Space/Amenities:**

As properties redevelop it will be increasingly important to maintain some of the elements that make the Boulder Plaza Subarea unique. Examples include the irrigation ditch and the landscaped area north of the Watts Hardy building.

## **2.4 Gateways/Corners/Entries:**

Gateways are areas of the City that signal important transitions between major activity centers or neighborhoods. The Pearl Street corridor between 28th Street and Folsom Street and the major intersection at 28th and Pearl Streets is such a gateway between Crossroads and the Downtown.

Corners are significant points at major street intersections that signal the boundaries of the subarea itself. For Boulder Plaza this includes Pearl and Folsom, Canyon and Folsom, and Canyon and 28th.

Entries are found at street intersections along the major street corridors that define the Subarea boundaries. These entries signal that important access to the Subarea is found at these locations. For Boulder Plaza these include 26th and Pearl, Walnut and 28th, 26th and Canyon, and Folsom and Walnut.

This hierarchy of urban design features also implies a hierarchy of design treatments. Gateways are more important than corners which are, in turn more important than entries. The landscape and urban design treatments should reflect this hierarchy.

**2.5 Access:**

The two main roads in the subarea, 26th and Walnut, will be enhanced through realignment and streetscaping. Cut-through traffic will be discouraged and pedestrian access and public transit will be encouraged.

**2.6 Streetscape Development:**

Landscaping and pedestrian amenities that connect various properties must be developed to create an internal core within the subarea that is lively and functional and that enhances the corridor along Pearl Street.

**2.7 Land Use/Redevelopment:**

Redevelopment, especially for residential use, will be encouraged through incentives. Additional building height over the 35 foot "by-right" limit may be appropriate as long the height review standards of the land use regulation are satisfied.

**2.8 Relationship to Surrounding Subareas:**

It is important that new development or redevelopment be compatible with adjacent subareas. Coordination of planning efforts should be achieved along both sides of the Pearl Street corridor.

### **3. CHARACTER DISTRICTS**

#### **3.1 Introduction**

##### **3.1.1 Rationale**

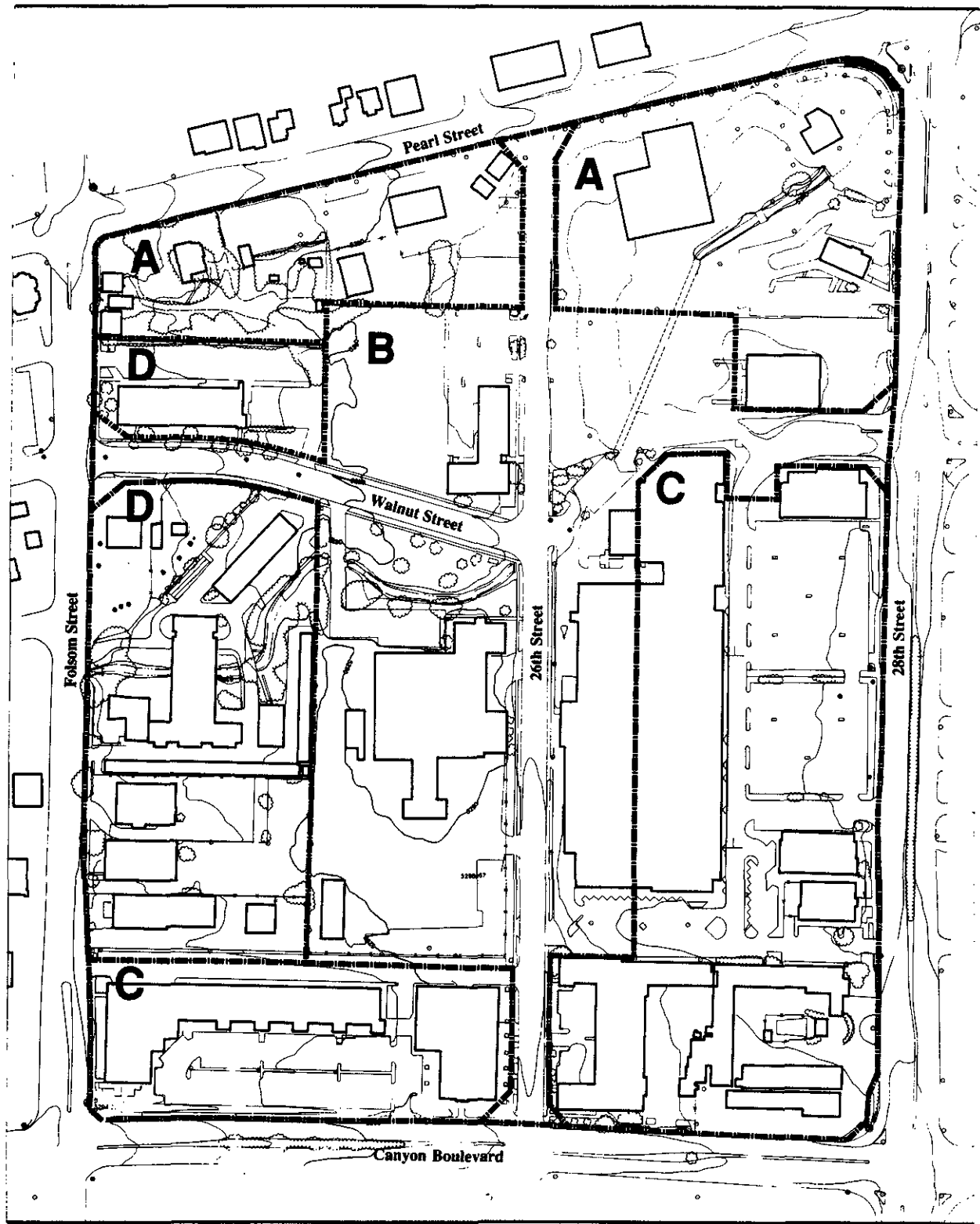
Because of the varied access and development pattern at Boulder Plaza, and because of the true mixed use character of the area, different "character districts" have been identified to develop a design framework that responds to the context of the area. The character districts are intended to:

- Encourage a special development pattern/character that reflects the varied design characteristics of the subarea.
- Encourage a more diverse character than Crossroads and draw examples from other successful projects in the BVRC, i.e., Water Street, The Village.

##### **3.1.2 Boundary**

The following boundaries define the character districts. These boundaries reflect the different attributes described in the existing conditions analysis (See Appendix I), and are as follows:

- Pearl Gateway: Properties along Pearl Street on the northern perimeter of the subarea
- Watts Hardy/26th: Major interior properties adjacent to 26th and accessible from Walnut Street
- Roadside: Newly developed areas along 28th/Canyon, including Marshall's Plaza, Golden Buff Hotel, and Water Street
- Folsom Transitional: Older developed parcels along Folsom Street



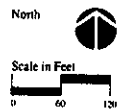
## Subarea Character Districts

- A** PEARL GATEWAY
- B** WATTS-HARDY/26TH/PEARL
- C** ROADSIDE
- D** FOLSOM

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**SUBAREA PLAN**  
 BOULDER VALLEY REGIONAL CENTER

Prepared for:  
**BOULDER URBAN RENEWAL AUTHORITY**

Prepared by:  
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## **3.2 Design Objectives**

### **3.2.1 Pearl Gateway:**

*Objective one: Establish a gateway along Pearl Street by encouraging the development of unified architectural form and urban design.*

Buildings and site design should integrate principles of consistent and similar orientation, height/massing, setbacks, and architectural design to produce orderly and distinctive development along the Pearl Street corridor. The following criteria should be considered in the location and design of buildings along Pearl Street between 28th and Folsom:

Buildings should enhance the BVRC identity while creating an individual identity along the Pearl Street corridor.

As compared with the whole corridor from 28th and Folsom, distinctive building height and orientation should be established at 28th and Pearl to reinforce the gateway.

Buildings should be compatible with surrounding and adjacent properties.

New buildings and streetscape design on both sides of Pearl Street should be similar in orientation, height/massing, setbacks, and architectural materials.

Visual continuity of building design should be established by the repetitive use of similar building materials and textures, horizontal alignment of architectural features, and the application of consistent massing, heights and setbacks.

The development of buildings with interest at the pedestrian scale should be encouraged through the application of first story details such as awnings, facade details, and pedestrian scale signs. Long blank street level facades or parking lots along the street frontage should be discouraged.

Building materials should be chosen for their functional suitability, permanence, and human scale proportions.

*Objective two: The corner at 28th and Pearl will be the focus of the Pearl Street gateway.*

This corner should receive a special feature to identify it as a gateway. Integrating a fountain, public art or even a highly visible outdoor cafe into the corner development will visually emphasize and draw people's attention

into the gateway. The design of the building or buildings at this corner should reflect a sophisticated environment while remaining sensitive to surrounding natural features such as mountain views.

*Objective three: The streetscape will be formal with elements chosen to unify both sides of Pearl Street.*

Landscaping, surface paving, pedestrian lighting, and street furniture must all reinforce the Pearl Street corridor. The BVRC design guidelines define formal landscaping as, "regularly spaced street trees, sometimes placed in tree grates, brick-paved sidewalks, planters, and distinctive screen walls." Formal landscaping should be incorporated "along pedestrian-oriented streets and streets with streetscape widths too narrow (buildings close to the street) for informal planting." The Pearl Street corridor should provide an attractive pedestrian environment that is safe and well-lighted, with a comfortable walking surface.

*Objective four: The views of the mountains at the gateway corner at 28th and Pearl Street should be maintained and framed by the physical development.*

This could be achieved on the corner with a stepped setback. Another opportunity for framing mountain views is on the south side of the intersection of 26th and Pearl Streets. There should be at least one mid-block opening in future buildings between 26th Street and Folsom Street.

*Objective five: Parking along the Pearl Street corridor should be de-emphasized and less visible than parking in other parts of the subarea.*

With minimum building setbacks, parking will be located behind buildings. To encourage drivers to use these "less obvious" parking facilities, entrances must be well-defined with attractive pedestrian paths from car to building. Parking facilities should not use more than 50% of the site. Structured parking or enclosed parking courtyards with mountain views are encouraged and should be addressed as part of the financing portion of the implementation strategy. At the corner of Pearl and 28th Streets, if surface parking is necessary, there should be internal landscaping and buffering of the parking lot from 28th Street.

*Objective six: Uses in this area should be mixed to encourage the development of a full-time character for the subarea. Office and residential with retail uses on the street level and office uses or lodging above is encouraged.*

### 3.2.2 Watts-Hardy/26th

*Objective one: An urban streetscape image should be created by using 26th Street as a center around which activity is focused.*

26th Street must be identified as a "place" by the use of lighting and streetscaping, including landscaped medians. Public sign graphics will give this area a sense of place and unity. Signs directing and informing pedestrians can indicate an area sensitive to both people and cars.

*Objective two: To complete the concept of a structured urban streetscape, the west facade of Marshall's Plaza should be remodeled to add life to 26th Street.*

In the short-term, the back of the shopping center could be screened and 26th Street landscaped. In the long term, however, the back could be built up with attractive facades with large storefront windows allowing the shopper to "peek inside". This development connects the structures to the street by building up to the sidewalk's edge to maintain a streetwall and give 26th Street a more intimate feeling.

*Objective three: Slow down traffic along 26th Street and discourage any cut-through traffic.*

This can be done with a number of design schemes. A landscaped traffic circle at 26th and Walnut could prevent cut-through traffic and add a strong design element to the streetscape. Internal circulation will connect parking areas through non-direct passages to prevent speeding.

*Objective four: Critical to the smooth flow of circulation within the subarea is the reconstruction of access from 28th Street to 26th Street on Walnut Street (north of Marshall's Plaza).*

A visible entrance with street medians and clear signage would differentiate between parking areas and roads.

*Objective five: Redevelopment along 26th will rely in part, on the redevelopment or reuse of the Watts-Hardy property.*

This building should be reused or redeveloped as a large public facility; arts center, recreation center or conference center. In addition, the Watts-Hardy development should include public amenities and "people places" such as courtyards and landscaped gathering places.



*Objective six: Increased development will require additional parking to prevent overflow at 26th and Canyon.*

Recommendations for parking include small scale parking courtyards with landscaping. These courtyards could be shared by several businesses.

*Objective seven: A shuttle bus should be taken into consideration at the conceptual stage of planning.*

All plans should provide for access and stops by the shuttle. If the realization of a shuttle is beyond the improvements on 26th Street, the shuttle lane could be used for parking in the interim. Shuttle stops should be designed to enhance the area's image and placed in locations where parking-to-shuttle access is simple.

*Objective eight: Housing should be encouraged in this character district.*

Any noise or traffic problems must be mitigated through landscape buffers and setbacks between Horizon West condominiums and the activity on 26th Street.

### 3.2.3 Roadside

The Roadside character district contains all development that faces outward toward the main portion of 28th Street and Canyon Blvd. The overall concept for this district is to maintain and enhance existing development character and vehicular access priorities.

*Objective one: Improve the Walnut/ 28th Street entry.*

Landscaping and signage will direct and slow traffic flow and help to differentiate between the street and parking.

*Objective two: Enhance the 28th Street and Canyon corner.*

Streetscaping to identify this corridor should be considered when property at this intersection redevelops.

*Objective three: Enhance pedestrian access from this area to the interior of the subarea.*

### 3.2.4. Folsom Transitional

*Objective one: Maintain and enhance a transitional office/retail development character.*

*Objective two: Residential development in this character district should be protected and new residential development encouraged.*

*Objective three: An informal yet unified streetscape should be developed along both sides of the Folsom corridor.*

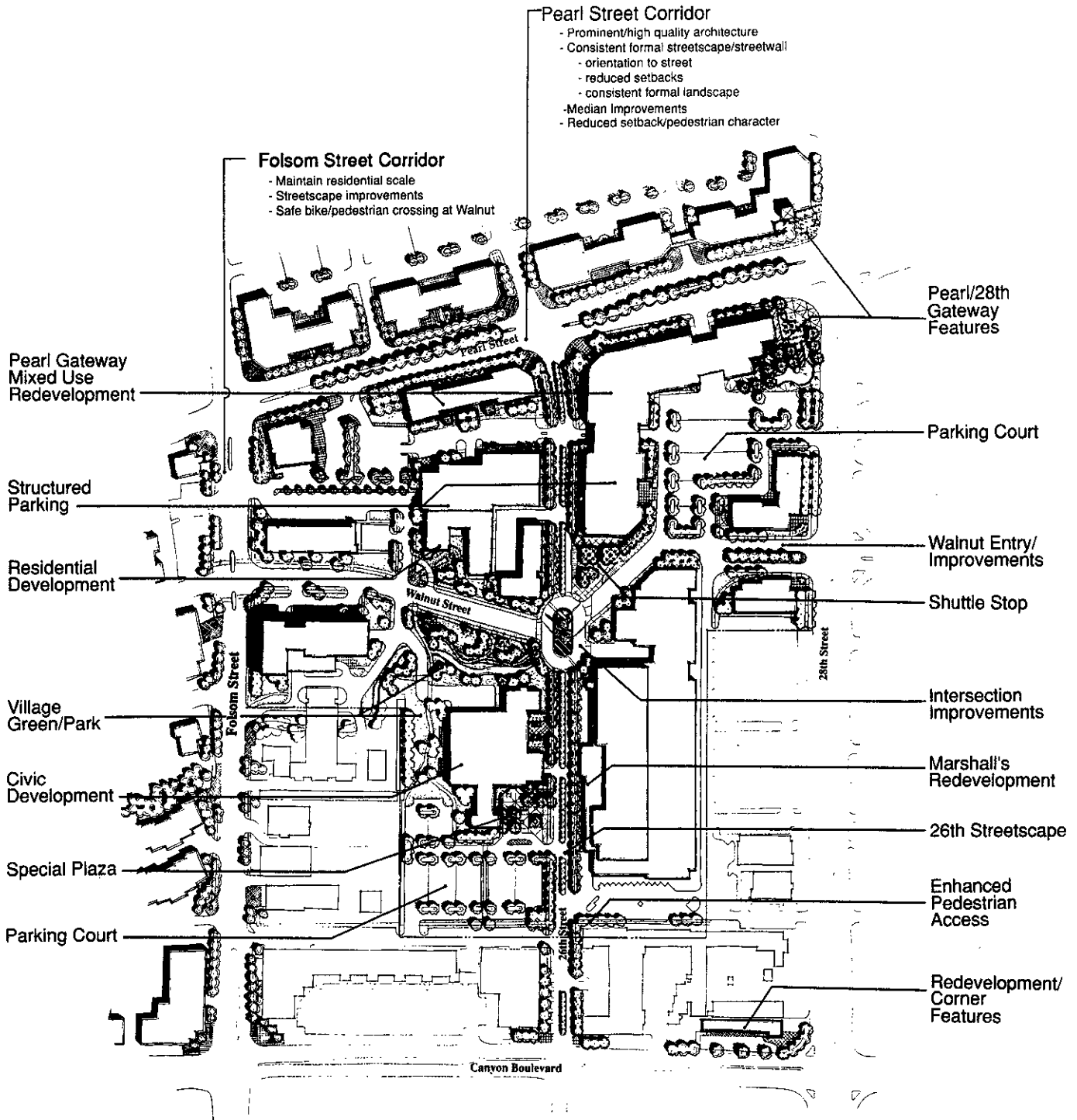
This will serve to unify the area's image and will reinforce the residential and pedestrian character.

*Objective four: Provide safe pedestrian and bicycle crossings at Walnut and other key areas that will serve to link the Boulder Plaza Subarea with the West Folsom Subarea.*

## 4. ILLUSTRATIVE CONCEPT PLAN

The long term illustrative concept plan presents many of the primary elements of the Boulder Plaza Subarea Plan as a vision of one possibility of many scenarios for potential development. The plan illustrates the following features that could develop in a 20 year time frame:

- A landscaped turn-around at 26th/Walnut that organizes vehicular circulation, provides a central urban design amenity, and slows down cut-through traffic.
- A special plaza serving the Watts-Hardy building. The plaza has an automobile drop-off lane and could function as a shuttle bus stop for nearby parking.
- The Watts-Hardy building as a public building such as a performing arts center or recreation center.
- The irrigation ditch and surrounding open space area that form a small pocket park and taking advantage of the site's only water feature.
- The Pearl Street gateway is emphasized with streetscaping and a special feature at the corner of 28th and Pearl.
- Consistent streetscape treatment and new development on both sides of Pearl Street.
- Consistent streetscape treatment and a safe pedestrian/bikeway crossing at Walnut to illustrate suggested improvements along both sides of Folsom Street.
- Structured parking in the northern portions of the site that allow for a higher F.A.R. along the Pearl Street corridor. Structured parking would be incorporated into new mixed use buildings. Structured parking would allow retail establishments to cluster together without the visual constraint of large areas of surface parking.
- Full build out of development on the north side of Pearl Street that illustrates minimum setbacks, parking in the rear, and special features at the 28th/Pearl Gateway.



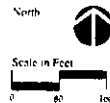
## Illustrative Concept Plan

This drawing is a version of one possibility of many scenarios of potential development. It is a summary characterization of the concepts and objectives of the Subarea Plan, and should be used as a general framework to guide future growth and development

**BOULDER PLAZA**  
**SUBAREA PLAN**  
 BOULDER VALLEY REGIONAL CENTER

Prepared for:  
 BOULDER URBAN RENEWAL AUTHORITY

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## **5. IMPLEMENTATION STRATEGY**

### **5.1 Introduction**

The Boulder Plaza Subarea Plan has resulted in a wide array of recommendations to enhance the architectural and urban design character of this critical subarea in the Boulder Valley Regional Center. The purpose of the implementation strategy is to create an action plan for realizing the recommendations of the Plan. Four different implementation strategies are suggested. The implementation strategy is intended to apply to all properties within the study area. The study area includes the Boulder Plaza Subarea and the north side of Pearl Street between Folsom and 28th Streets.

### **5.2 Implementation Strategy Elements**

#### **5.2.1 Education**

The first implementation strategy is to convey the results of the Boulder Plaza Subarea Plan to those in a position to implement its recommendations. First and foremost, this audience is the property owners within the subarea. Without their support, the other implementation strategies will be less successful. The Plan results should also be communicated to interest groups such as the Boulder Area Board of Realtors and the Boulder Chamber of Commerce; they are in a position to "market" the Plan to business and development interests who can implement the Plan through investment decisions. Finally, City departments with a role to play in implementing the Plan should be familiarized with the Plan and its goals.

#### **5.2.2 Land Use/Development Review Options**

There are three options for incorporating the results of the Boulder Plaza Subarea Plan into the development review process of the City.

The first option, which is not recommended, would be to incorporate the recommendations of the Plan that address land use, site planning, building design and landscape architecture into the standards for "by-right" development in the zoning district. This subarea is primarily in the RB-E (Regional Business-Established) zoning district. However, this zoning district also covers the Crossroads shopping center and many other subareas of the BVRC. Specific revision of the development standards for the entire RB-E zoning district would be inappropriate since most subareas have different development characteristics. An alternative approach would create "sub-zoning" districts that address each of the areas within the BVRC. However, this alternative would create such a complex system of "by-right" development standards as to defeat the idea of "by-right" development in the first place.

The second option, which is recommended, is to adopt the Subarea Plan and revise the land use regulation to make consistency with the implementation section of the adopted Plan a criterion in the standards for planned unit developments. Since all projects in the BVRC are required to go through a planned unit development process, this option would effectively tie together the Plan goals and the development review process.

A third option represents an innovative approach to achieve the design goals of the Boulder Plaza Subarea Plan while at the same time allowing for an expedited review process for development proposals that meet the goals of the Plan. Under this option, the City would initiate its own planned unit development (PUD) for the subarea with the participation of the affected property owners. A planned unit development that describes the physical development of the subarea would be approved through the City review process. Thereafter, plans that are consistent with the PUD would be granted a building permit automatically. Development proposals that depart from the development plan would be required to go through their own PUD process. This option would be most appropriate in the subareas within the BVRC where significant redevelopment is expected.

As this concept is refined, staff recommends that BURA consider this strategy.

Not all of the design goals of the Boulder Plaza Subarea Plan are essential. Many of the goals are more appropriately described as suggestions or recommendations. Required elements are listed first; these will be included with other development review criteria in the discretionary review process. Those elements that could possibly be served as well through alternative design solutions and that are recommendations are listed second.

### **5.2.3 Required Plan Elements in Development Review**

- a) New developments along Pearl Street should have consistent character along both sides of the street.
- b) Along the Pearl Street corridor, a pedestrian scale environment shall be developed through the construction of buildings that are one to two stories high at sidewalk level. In the case of taller buildings, the building shall then be stepped back from the street to reach its ultimate height.
- c) Setbacks for buildings along the Pearl Street corridor shall be approved at property line. Exceptions to required setback will be considered on a case by case basis. The setback shall provide space to incorporate bike path and streetscape amenities as illustrated in the Boulder Plaza Subarea Plan.

- d) A formal streetscape will be developed along the Pearl Street corridor. Street trees will be spaced at regular intervals. Other formal elements can include: tree grates, street furniture, lighting, specially paved sidewalks, planters, and distinctive walls to screen parking. Along Pearl Street, elements shall be chosen that will unify both sides of the street.**
- e) The northwest and southwest corners of 28th and Pearl will be a focus of the Pearl Street gateway. These corners should receive a special feature to identify it as a gateway (such as a fountain, outdoor cafe, public art, or plaza).**
- f) Building design at the corner of Pearl and 28th Streets should reinforce the gateway theme.**
- g) Parking areas at the corners of Pearl and 28th Streets should be screened from 28th Street and landscaped internally.**
- h) As part of the overall redevelopment of 26th Street, each development should incorporate common lighting and streetscaping.**
- i) New development along 26th Street should be oriented toward the street.**
- j) For the property north of Marshall's Plaza, reconstruct access to 26th from 28th along Walnut to include street medians, signage and clear separation between parking and road areas.**
- k) All development plans which front on 26th Street shall provide for access and stops by the shuttle or a similar form of alternative transportation.**
- l) The Watts Hardy "park" (north of existing buildings) shall be preserved and enhanced.**
- m) Development should be connected to adjacent properties through continuous sidewalks and complimentary landscape materials.**
- n) Parking areas should be accessible from adjacent properties to allow internal circulation.**
- o) Buildings exceeding 35 feet in height may be supported when residential development is proposed and the standards of the land use regulation are satisfied. In addition, heights may reach a maximum of 55 feet where the development provides for: 1) protection of views from existing residential or public areas and 2) buildings are stepped to maintain the pedestrian scale of the street.**

- p) Existing residential areas shall be buffered from new development or redevelopment by use of landscaping.

#### 5.2.4 Recommended Plan Elements in Development Review

- a) The majority of buildings (including front door, windows, architectural detailing) should be oriented in the same direction, towards the street.
- b) In the case of buildings oriented to internal courtyards, buildings are to be positioned in such a way as to avoid "turning their backs" to the street.
- c) For properties north and south of Pearl Street between Folsom and 28th Street:
  - i) A corridor through the BVRC and into the Downtown will be created along Pearl Street between 28th and Folsom that unifies development on both sides of Pearl Street.
  - ii) Maintain and frame views of the mountains from public areas such as streets. In order to prevent a narrow "canyon-like" effect along Pearl Street, buildings should be stepped back at corners. Incorporation of openings in building envelopes will help minimize this effect.
  - iii) Buildings should incorporate some of the following elements: minimal setbacks, first floor windows, and be massed to appear as single large buildings with multiple users.
  - iv) Building design should incorporate outdoor spaces or sun pockets.
  - v) Parking should be de-emphasized and less visible than in other parts of the subarea: the majority of surface parking will be located behind buildings; parking facilities should not use more than 50% of the site; and structured parking should be integrated into the building design to increase and intensify activity in the area.

**d) Watts-Hardy/26th Character District**

- i) An urban streetscape image should be created using 26th as a center around which activity is focused.**
- ii) At the time of redevelopment of Marshall's Plaza, the west facade of the buildings should be remodeled. In the short term, the back could be screened. Eventually however, the back side shall be remodelled to connect the structure to the street by extending the building up to the sidewalk's edge. This will maintain a sense of enclosure and will give 26th Street a more urban character.**
- iii) Watts Hardy dairy site shall be redeveloped or reused in a manner that brings increased pedestrian activity to the core of the subarea. Buildings and property shall be reused or redeveloped as a large public facility (arts center, recreation center or conference center). Redevelopment shall include public amenities and "people places" such as courtyards and landscaped gathering places.**
- iv) Shared parking and deferred parking will be encouraged among developments.**

**e) Gateways/Corners/Entries**

**The Gateway is Pearl and 28th Street. Corners are located at:**

- Folsom and Canyon**
- 28th and Canyon**
- Folsom and Pearl**

**These corners should be reinforced through distinctive siting of buildings, pedestrian amenities, absence of parking (directly on corner), and landscaping.**

**Entries are located at:**

- Folsom and Walnut**
- 26th and Canyon**
- Walnut and 28th**
- Pearl and 26th**

**These entries should be reinforced through absence of parking (directly on corner) and landscaping.**

- f) Office/retail/residential character in the "transitional" district along Folsom shall be maintained and enhanced through construction of 1-2 story buildings at street level that can then be stepped back to the east in order to achieve desired density.**



- g) In order to increase activity in the core of the subarea, pedestrian access (sidewalks) from the exterior portions of the subarea to interior areas shall be provided.

### 5.2.3 Financing

Some of the goals of the Boulder Plaza Subarea Plan can best be achieved through direct funding. There are four sources for such funds: direct funding by property owners or developers, BURAs, the City of Boulder capital improvements program and through the formation of an improvement district. Private investment decisions will facilitate new development and redevelopment throughout the subarea. However, City-initiated improvement projects may be necessary to stimulate the level of private investment required to fulfill the goals of the Plan. BURAs could fund public improvement projects such as parking or streetscaping from the Crossroads land sale fund and from other revenue generated from the BVRC area. The capital improvement program could finance major infrastructure projects including reconstruction of the street and access systems surrounding and within, the subarea. Property owners could form an improvement district in the subarea in order to address shared concerns such as parking, landscaping and maintenance.

The following chart summarizes the goals in the subarea that can be best implemented through direct funding. Possible financing techniques are identified after each goal statement.

## FINANCING TECHNIQUE

GOAL	Property Owner/ Developer	BURA	Capital Improvmt. Program	Improvmt. District
Structured parking north and south of Pearl Street	✓	✓		✓
Common lighting, streetscaping, sign graphics on 26th Street	✓	✓	✓	
Screen west wall of Marshall's Plaza (short term)	✓	✓		
Reconstruct access to 26th from 28th along Walnut, incl. medians, signage, separation of road/parking areas	✓	✓	✓	
Redevelopment will include "people" places such as courtyards and landscaped gathering places	✓	✓		
All development to provide access for shuttle or other alternative transportation system	✓			
Provide pedestrian amenities & landscaping at gateways/corners & entries	✓	✓	✓	
Connect development through continuous sidewalks & complementary landscape materials	✓	✓	✓	✓
Provide pedestrian access from exterior of subarea to the interior	✓	✓	✓	✓

## APPENDICES

### I. EXISTING CONDITIONS ANALYSIS

#### Surrounding Area Influences and Relationships

The Boulder Plaza Subarea is a critical link and transition hub that reflects many of Boulder's typical urban characteristics. Just beyond the western edge of the subarea, older residential neighborhoods meet Folsom Street where small businesses appear, some of them in converted houses. Office uses are also located west of Folsom and include the Boulder Chamber of Commerce building. The north boundary of the study area is Pearl Street. The properties located outside of the subarea immediately west of Folsom Street and north of Pearl Street, (the West Folsom and North Pearl subareas), have been included in the study area. Existing development along Pearl Street could (at its best) be defined as roadside architecture. Two car dealerships and a vacant gas station building are typical developments in this area.

Directly north of Pearl Street and extending to Spruce Street is a warehouse/industry area. Several retail establishments are located along the north side of Pearl Street including Cox Lawnmower, Boulder Security Center and Terra-Tek Computers. The Subarea Descriptions define this area as "an important entry gateway to the BVRC and to the Downtown and as an important transition to residential scale development north of Spruce Street." Redevelopment in this area will have a profound effect on Boulder Plaza Subarea and the developing character of Pearl Street as it continues to the west.

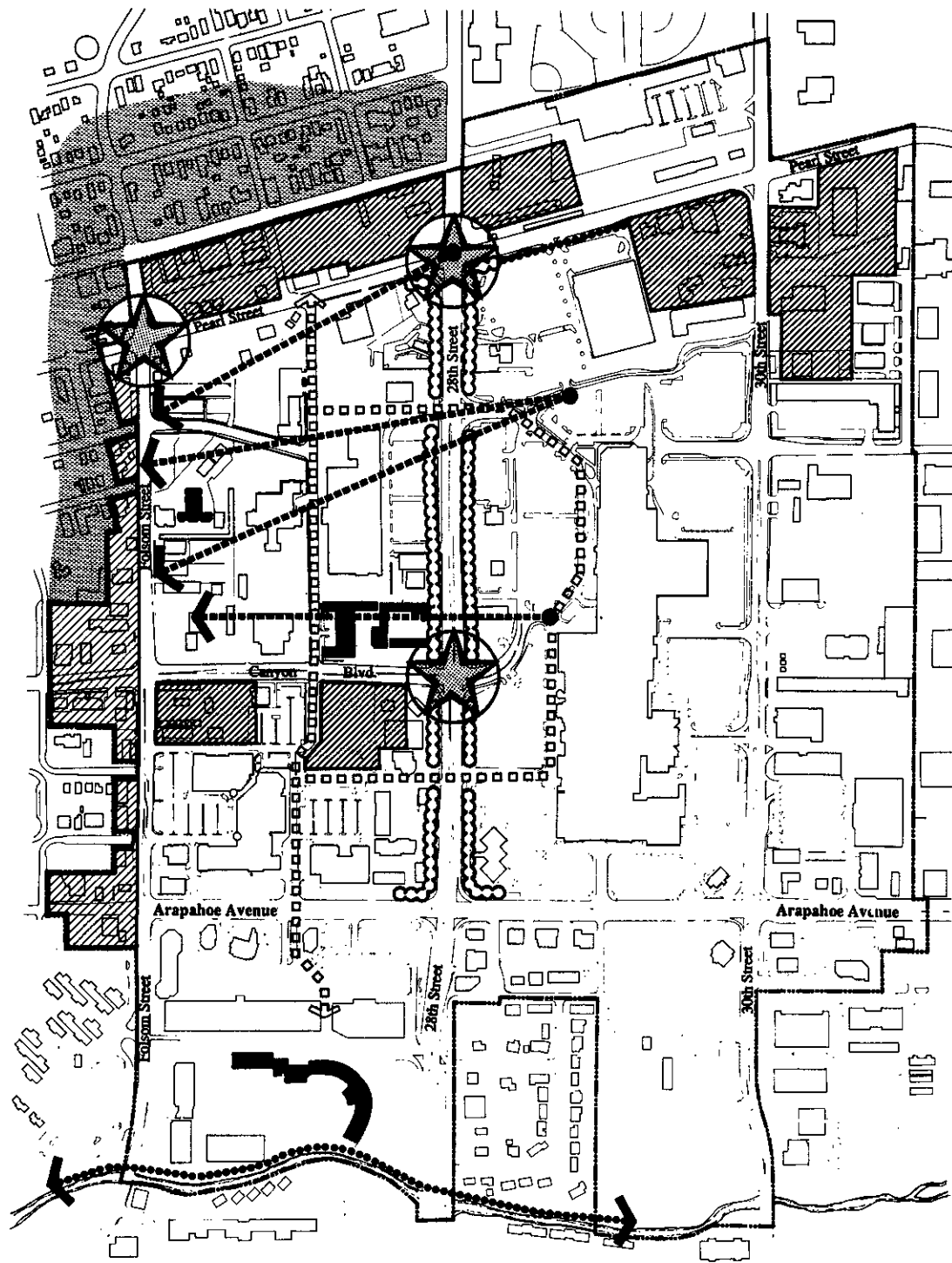
To the south of Boulder Plaza, connected by 26th Street is The Village shopping center, described in the Subarea Descriptions as a "good example of integrated pedestrian connections, attractive landscaping and coordinated architectural design." The proximity of The Village provides a good opportunity for continuity of character between these two subareas via 26th Street, which connects them.

Marshall's Plaza on the east is a newly renovated shopping center. It is typical of the strip shopping center most often located near a larger, regional mall. Several restaurants have "pad" spaces such as Chili's Restaurant and the Last American Diner in the vicinity of Marshall's Plaza.











Boulder Plaza is highly visible from the Crossroads Mall area. Despite heavy traffic and large parking lots on 28th Street, 28th remains a heavily landscaped corridor that imparts a sense of visual connection from one side of the street to the other.

**Boulder Plaza Subarea's location on 28th Street (the primary road into Boulder) suggests important intersections at Pearl Street and Canyon Boulevard. Pearl Street provides a straight link between the downtown Pearl Street Mall and Crossroads Mall. Canyon provides direct access to downtown and the mountains.**

**The surrounding influences and relationships stress the importance of protecting the quality of neighborhoods west of Folsom and north of Pearl while encouraging more residential/lodging uses and commercial/office in Boulder Plaza. This concept is stressed throughout this report. Mountain views should be considered when developing the subarea.**



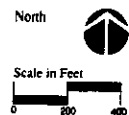
## BVRC/Surrounding Area

- |   |  |
|---|--|
|  MAJOR REDEVELOPMENT POTENTIAL |  MAJOR PEDESTRIAN CORRIDORS |
|  WEST FOLSOM TRANSITION AREA   |  IMPORTANT VIEW CORRIDORS   |
|  RESIDENTIAL AREAS             |  PROPOSED SHUTTLE CORRIDOR  |
|  28TH ST. FORMAL STREETSCAPE   |  BVRC BOUNDARY              |
|  IMPORTANT GATEWAYS            |  RESIDENTIAL/HOTEL          |

**BOULDER PLAZA**  
**SUBAREA PLAN**  
 BOULDER VALLEY REGIONAL CENTER

Prepared for:  
 BOULDER URBAN RENEWAL AUTHORITY

Prepared by:  
 B&W Inc. 4441 S. Utter Street, Suite 1100 Denver, Colorado 80237



## Physical Conditions

Physical Conditions are divided into four areas; landscape, buildings, parking and views.

Landscape: Formal street landscaping exists along 28th Street and along Canyon with some landscaping following through on 26th Street and Folsom. Informal street landscaping, trees and greenery planted without a systematic pattern, can be found along either side of Folsom, part of Walnut Street and the west side of 26th Street. The landscaped area along the White Rock Ditch at 26th Street and Walnut (part of the Watts-Hardy Dairy property) along with land adjacent to Horizon West offers a more open park landscape. Mature unkempt vegetation grows in the North Pearl and West Folsom areas and natural grasses and weeds are found in isolated patches throughout the study area.

Buildings: Buildings have been classified into 5 categories as follows:

*Category 1. Distinctive/Contributing:* Buildings with good design and character. These buildings lend a special identity to the area. Distinctive/contributing buildings include Horizon West and the Water Street Development.

*Category 2. Ordinary/Newer/Contributing:* Buildings built most recently although they are not distinctive. The architecture uses clean lines and the siting is good. Included in this category is Marshall's Plaza, its related pad structures and the Chamber of Commerce building.

*Category 3. Ordinary/Older/Contributing:* Older buildings most often constructed of brick. Similar to the previous category, these buildings represent sound architecture as seen in the Golden Buff Motel, the IBM building and the office buildings along both sides of Folsom.

*Category 4. Non-Contributing:* These buildings do not contribute visually to the subarea and are considered unattractive or unrelated to the rest of the subarea. Such buildings include the L.A Diner, Cycles of Boulder, Smooth Motors, Good Times Hamburgers and various Pearl Street buildings.

*Category 5. Historic:* There are currently no historic landmark structures or properties within the subarea.

Parking: Parking is divided into two categories: landscaped and unlandscaped. Most of the landscaped parking lots are new, have clean edges, are partially bordered with landscaping and some have internal lights. The unlandscaped lots are typically asphalt, informally laid, and contain rough edges with areas of disrepair.

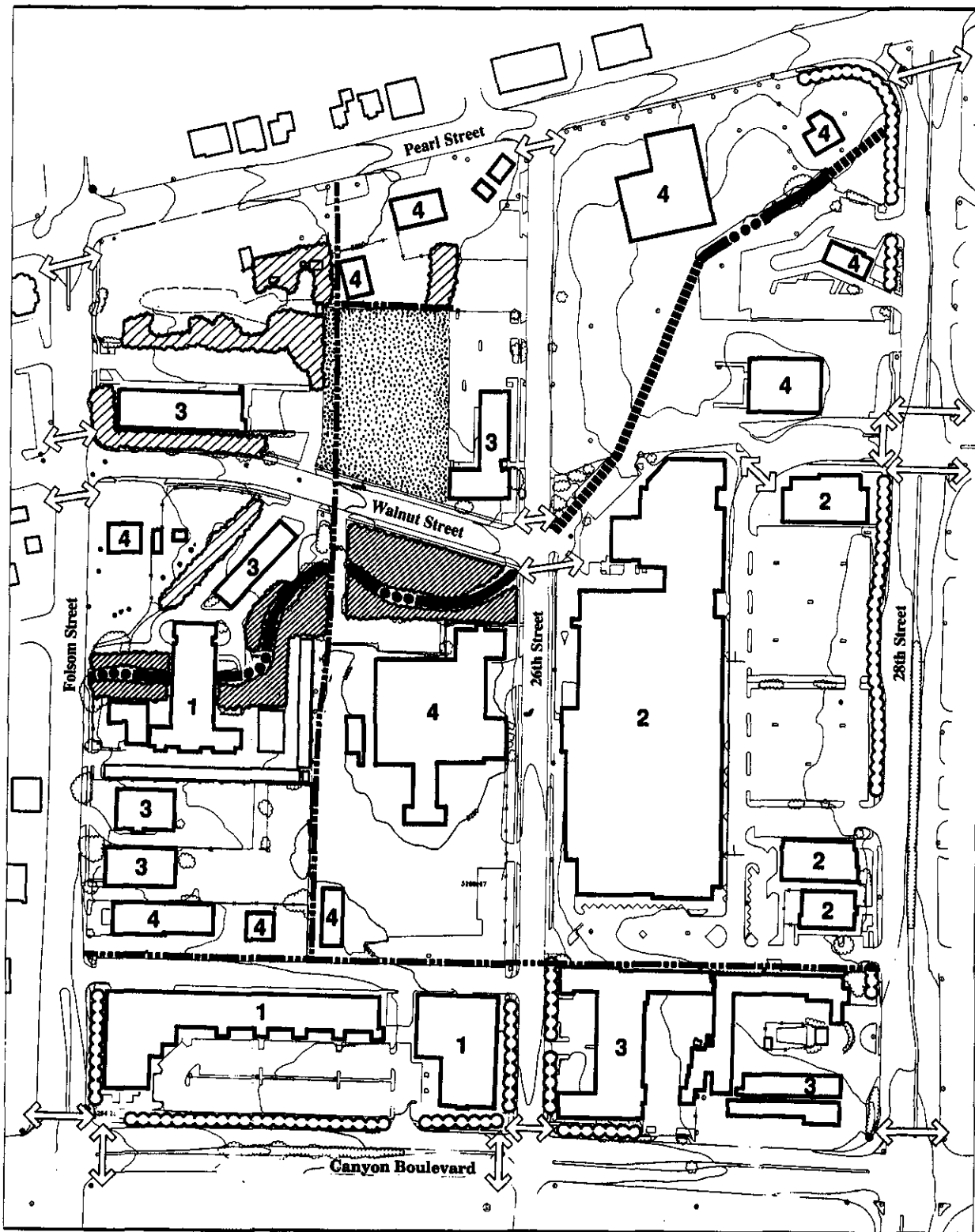
**Views:** Views are one of Boulder's finest resources. From the Boulder Plaza Subarea, views of the mountains are prominent. The mountain view corridors cross the subarea from the north and northwest, continue through the interior of the area and over the buildings in the southwest corner.

**Opportunities**

Several opportunities for redevelopment can be identified from the map of physical conditions. New development along both sides of Pearl Street presents an opportunity for more design unity while creating a visual gateway into the heart of Boulder.

Walnut and 26th Streets present a strong framework for pedestrian movement and linkages between properties. Pocket parks, formal and informal streetscaping provide a base for the preservation and enhancement of vegetation and for creating a unique subarea identity.

Throughout the site development should try to preserve one of the more significant assets of the subarea: the view of the mountains.







## Existing Conditions





### LANDSCAPE

-  FORMAL STREETSCAPE
-  MAINTAINED LANDSCAPE AMENITIES
-  MATURE WOODY VEGETATION
-  NATIVE LOT GRASSES
-  VACANT/UNLANDSCAPED PARKING LOTS

### BUILDINGS

-  1 DISTINCTIVE/CONTRIBUTING DESIGN CHARACTER LANDMARK/SCALE
-  2 ORDINARY/NEWER/CONTRIBUTING LOW SCALE RETAIL
-  3 ORDINARY/OLDER/CONTRIBUTING LOW SCALE/BRICK
-  4 NON-CONTRIBUTING ISOLATED/UNRELATED

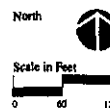
### MISCELLANEOUS

-  PEDESTRIAN CROSSINGS
-  OPEN IRRIGATION DITCH
-  COVERED IRRIGATION DITCH
-  MAJOR OVERHEAD POWER LINE

# BOULDER PLAZA SUBAREA PLAN BOULDER VALLEY REGIONAL CENTER

Prepared for:  
BOULDER URBAN RENEWAL AUTHORITY

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## **Vehicular/Pedestrian Circulation**

Motorized travel occurs more heavily on the streets forming the outer boundaries of the subarea; Folsom, Pearl, 28th and Canyon, rather than on the roads internal to the subarea. The segment of Walnut that connects 28th to Marshall's Plaza is heavily used. This section curves south becoming the main road through the shopping center.

Moderate to heavy bicycle traffic can be seen along 26th Street and on the segment of Walnut Street between Folsom and 26th. A bike route currently runs along Walnut Street west of the study area.

Curb cuts to the many small parking lots are frequent and often dangerous for the unexpected pedestrian.

Sidewalks in this area are not heavily used. Most pedestrian traffic is scattered and consists of people walking from their cars to retail establishments. The park-like area north of the Watts-Hardy building is frequently used as a destination, however most people arrive by car. Informal pedestrian crossings were observed in front of both McDonalds and Burger King across heavily traveled 28th Street. The Crossroads side of 28th Street is lacking convenient and direct pedestrian access from 28th Street into the Mall. Although there are three outdoor cafe/eating establishments in the southern portion of the subarea (Chill's, Water Street, Golden Buff), pedestrian circulation and orientation are missing.

Pedestrian Circulation: The most noticeable change in circulation will be the improvement on 26th Street. With streetscaping, 26th Street will serve vehicles, a possible shuttle bus and especially pedestrians. When the Watts-Hardy building is reused or redeveloped and if the west side of Marshall's Plaza is renovated, 26th Street may become full of pedestrian activity with shopping during the day, night life in the evening. 26th Street allows Boulder Plaza the greatest opportunity for creating a special identity.

A critical factor in traffic management is creating pedestrian links with features that attract foot traffic: wide, safe, walking surfaces, landscaping, street level interest, lighting and an occasional shelter against bad weather. Pedestrian access should be provided on the edge of the subarea as well as throughout the core (Walnut and 26th Streets being the obvious choice of routes). Marshall's Plaza provides a good, sheltered walk in front of and in the back of its center.

Informal crossing is often difficult and dangerous from Marshall's Plaza to Crossroads. While improved crossings would be helpful, the long-term solution to this problem will most likely be accomplished through an alternative mode, such as a shuttle.

**Shuttle:** The subarea's goal is to have each shopper park only once. This goal can be attained by providing each person with convenient pedestrian and shuttle circulation.

A potential shuttle route could be planned to enter the subarea at Marshall's Plaza and connect with 26th Street where it will then travel south into "The Village". The importance of this shuttle route must be emphasized here. The shuttle will serve those wishing to shop throughout the BVRC without having to drive to and park at each desired stop.

**Parking:** Parking will play another key role in attaining the "park once" goal. Fortunately, the subarea provides many opportunities for existing and future parking. Existing uses provide adequate close-in parking for customers. Additionally, vacant land exists for additional parking adjacent to Watts-Hardy and in the southwest corner of the Watts-Hardy property.

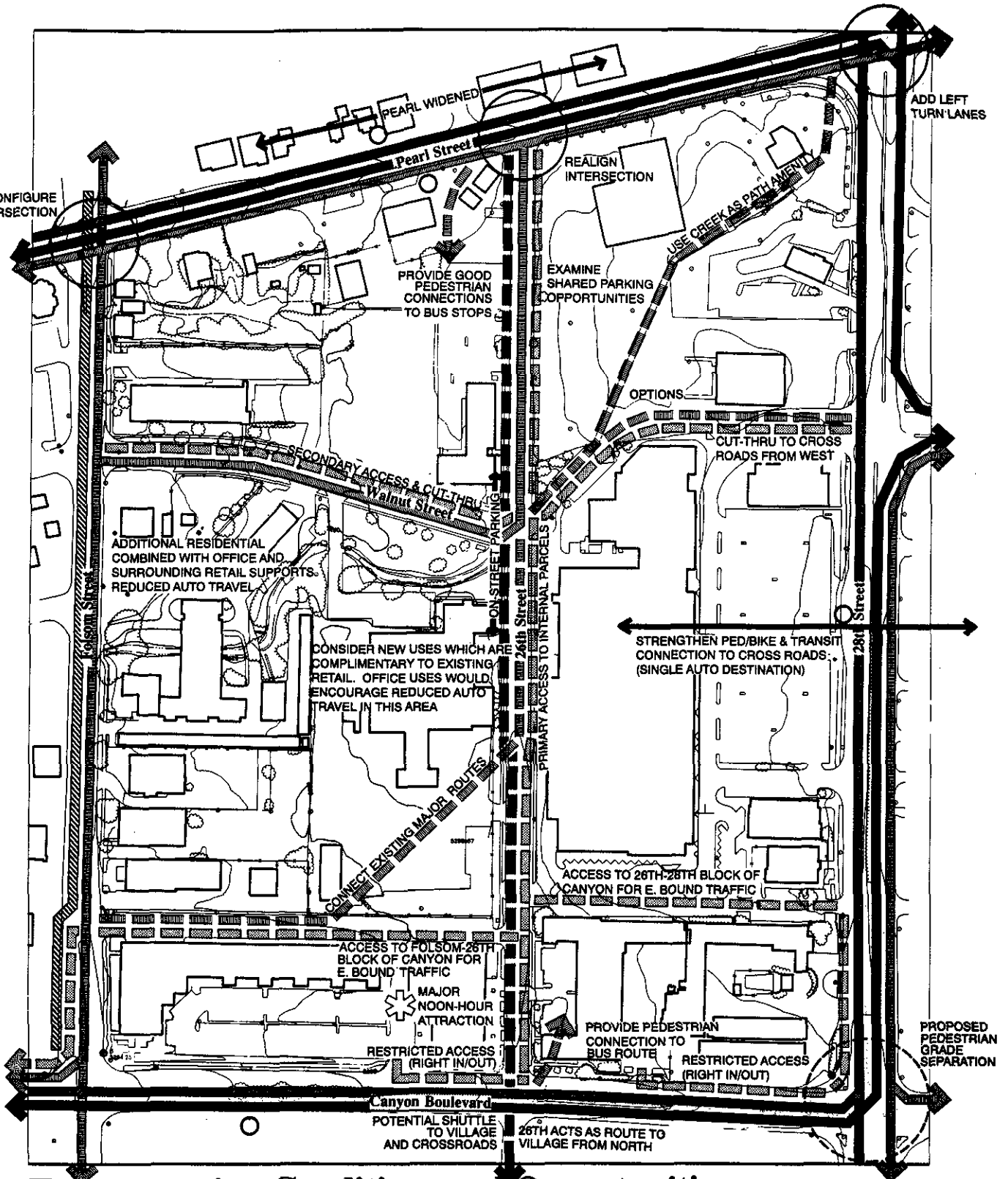
If an overall parking district were established for the subarea, then internal parking areas present good opportunities for central parking for the subarea.

Two basic objectives should be kept in mind when developing parking lots in the subarea:

- Provide clear direction on where to park and how to circulate within the parking area;
- Maximize the potential for internal circulation among parking areas.

RECONFIGURE INTERSECTION

ADD LEFT TURN LANES



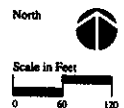
## Transportation Conditions and Opportunities

- |  |   |  |                           |
|--|---|--|---------------------------|
|  | EXISTING/PLANNED PEDESTRIAN/BIKE FACILITIES   |  | MINOR ARTERIAL STREETS    |
|  | POTENTIAL ADDITIONS TO PEDESTRIAN/BIKE SYSTEM |  | ACCESS TO PARCELS ON SITE |
|  | EXISTING RTD ROUTES                           |  | POTENTIAL SHUTTLE         |
|  | MAJOR ARTERIAL STREETS                        |  | BUS STOP                  |

**BOULDER PLAZA**  
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### **Existing Land Use/Redevelopment Potential Description**

Land uses in the subarea are divided into seven categories: shopping center uses 22%, other retail 22%, vacant 19%, combined office/retail 9%, office 8%, lodging 6%, residential 6%.

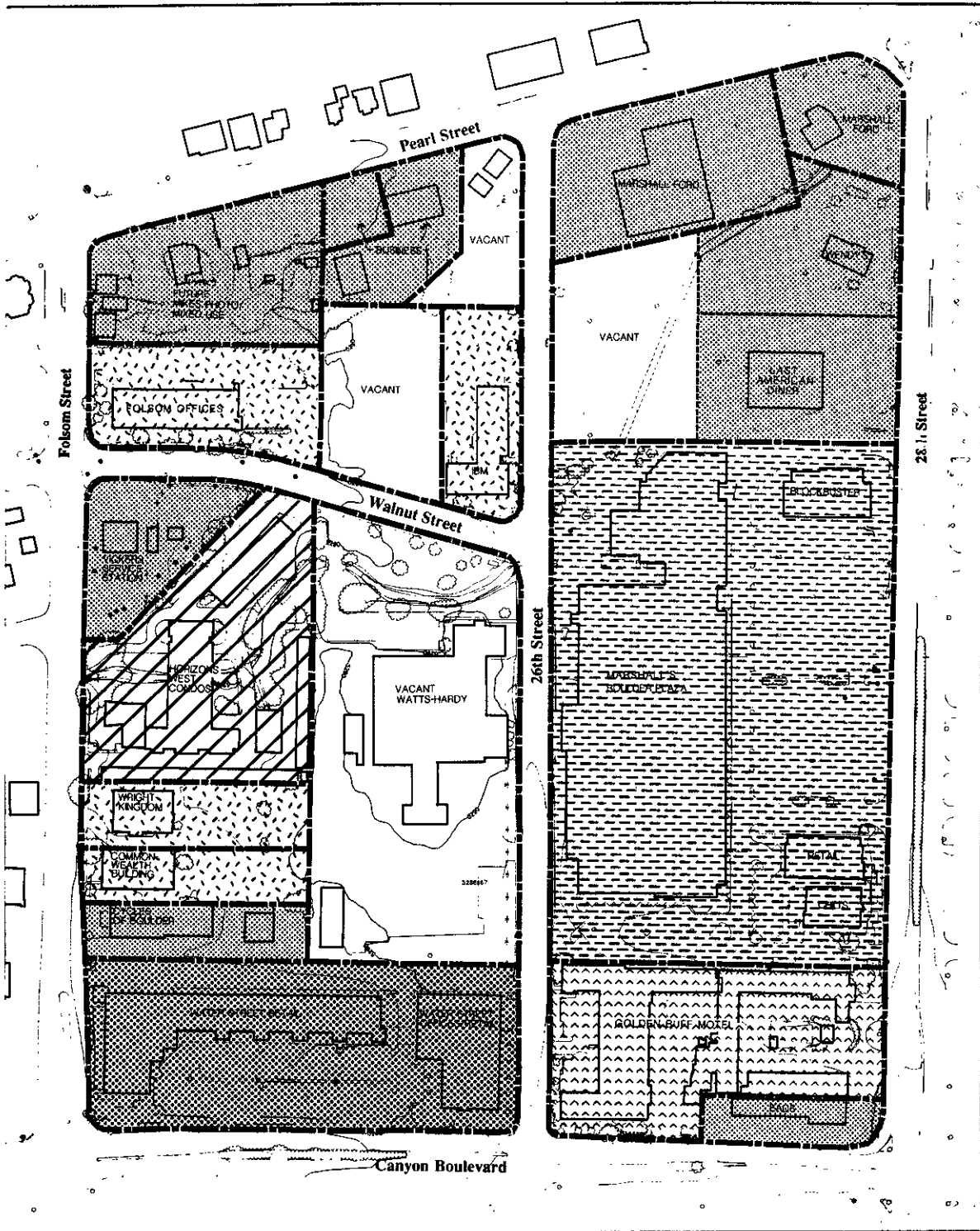
The high percentage of vacant lots (19%) is an indicator that the subarea is in transition and ready for redevelopment. There is presently a high percentage of commercial and retail uses. Redevelopment should incorporate additional office and residential development to provide a diversity of uses.

There are two prime opportunities for redevelopment in the subarea:

- Redevelopment of the Watts-Hardy site; and
- Redevelopment along Pearl Street.

The reuse/redevelopment of the Watts-Hardy site for a public use such as a performing arts center, conference facility, etc. could serve as a catalyst to develop the lively character of 26th Street.

Redevelopment along both sides of Pearl could prompt a new, more attractive image for the northern portion of the subarea and serve as a transition or gateway to the Downtown.



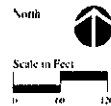
### Existing Land Use/Ownership

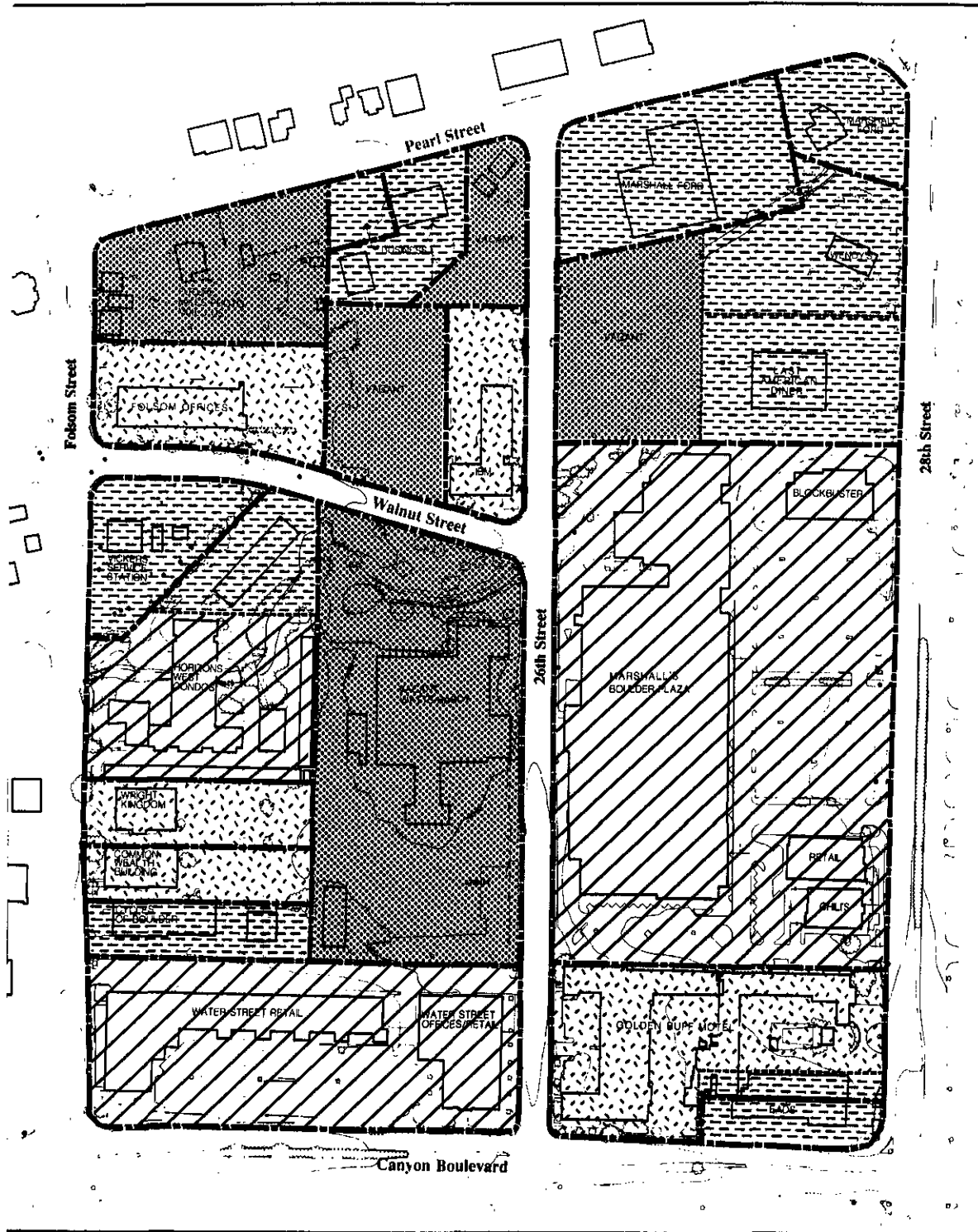
- |  |                                   |  |                        |
|--|-----------------------------------|--|------------------------|
|  | EXISTING PROPERTY LINES/OWNERSHIP |  | RETAIL/SHOPPING CENTER |
|  | OFFICE/RETAIL                     |  | OFFICE                 |
|  | LODGING                           |  | RESIDENTIAL            |
|  | RETAIL                            |  | VACANT                 |

## BOULDER PLAZA SUBAREA PLAN BOULDER VALLEY REGIONAL CENTER





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BOULDER URBAN RENEWAL AUTHORITY

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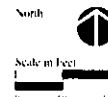
## Redevelopment Potential

- |  |   |
|--|---|
| <p> <b>HIGH</b><br/>VACANT LANDS/STRUCTURES</p> <p> <b>MODERATELY HIGH</b><br/>- UNDERUTILIZED SITES<br/>- EXCELLENT ACCESS/FRONTAGE<br/>- NON-CONTRIBUTING ARCHITECTURE/<br/>SITE DEVELOPMENT</p> | <p> <b>MODERATE</b><br/>- VITAL USES<br/>- OLDER DEVELOPMENT<br/>- ORDINARY ARCHITECTURE</p> <p> <b>LOW</b><br/>- VITAL USES<br/>- NEWER DEVELOPMENT<br/>- DISTINCTIVE ARCHITECTURE<br/>DEVELOPMENT</p> |
|--|---|

**BOULDER PLAZA**  
**SUB AREA PLAN**  
BOULDER VALLEY REGIONAL CENTER

Prepared for:  
BOULDER URBAN RENEWAL AUTHORITY

Prepared by:  
+  **BRW** BOULDER REDEVELOPMENT WORKSHOP



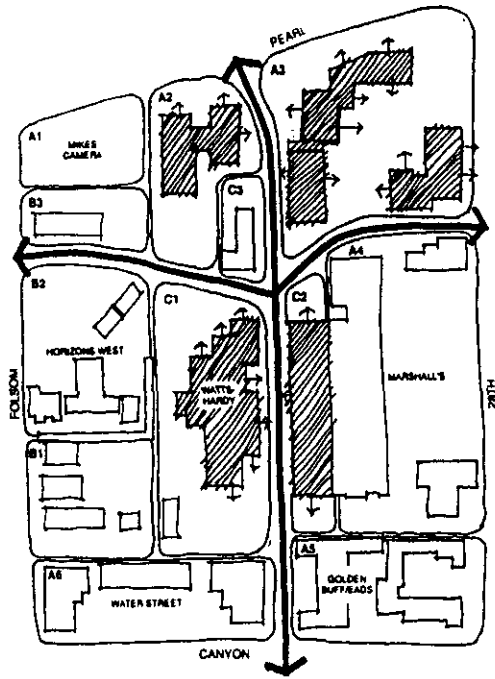
## **II. REDEVELOPMENT FRAMEWORK CONCEPTS**

The following section describes more specific development options that should be used as a guide for future redevelopment.

During the initial concept development for the Boulder Plaza Subarea, three overall urban development alternatives were considered based on realignment options for 26th. These alternatives are:

1. Use existing roadways. Concentrate on the improvement of existing streets and existing land parcels.
2. Reroute 26th Street to the eastern border of the "transition" district.
3. Reroute 26th Street to the West side of Watts-Hardy; but not as far west as alternative "2".

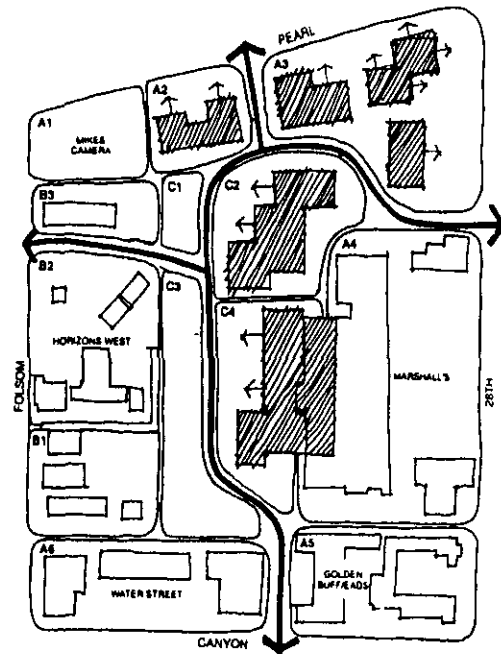
Alternative "1" was chosen with the feeling that there was not enough to be gained through re-routing of 26th Street to justify the expense.



CHARACTER DISTRICTS/DEVELOPMENT (1)

District Key Name	Building Orientation	Preliminary Uses	Streetscape Theme	Other
A Roadside	Pearl, 28th Canyon	Retail/Office	Formal	Maximize Frontage
B Transition	Folsom	Residential/Business	Informal	Long Term
C Internal	26th	Civic/Cultural/Parking	Formal 26th East Walnut	Marshall's Update the Civic Rec.

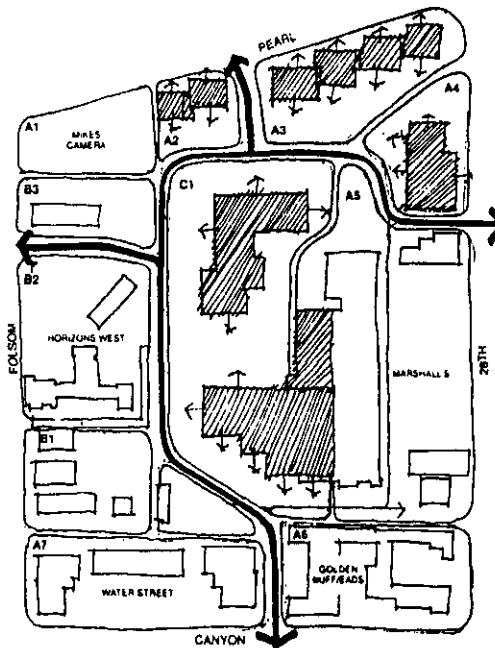
T Building Orientation



CHARACTER DISTRICTS/DEVELOPMENT (2)

District Key Name	Building Orientation	Preliminary Uses	Streetscape Theme	Other
A Roadside	Pearl, 28th Canyon	Retail/Business	Formal	Gateway Frontage
B Transition	Folsom	Residential/Business	Informal	Long Term
C Internal	New Loop Road	Retail/Mixed Use	Informal	Along 18th Marshall's Dr./Pearly Access

T Building Orientation



CHARACTER DISTRICTS/DEVELOPMENT (3)

District Key Name	Building Orientation	Preliminary Uses	Streetscape Theme	Other
A Roadside	Pearl 28th Canyon and Intersect Courts	Retail/Office	Formal	Parking Interior Pearl Buildings
B Transition	Folsom	Residential/Business	Informal	Long Term
C Internal	26th	Civic/Retail/Rec and Parking	Informal "Village"	Marshall's Update Pearl 18th Loop Rd

T Building Orientation

# BOULDER PLAZA

## ALTERNATIVE CIRCULATION CONCEPTS

BOULDER URBAN RENEWAL AUTHORITY



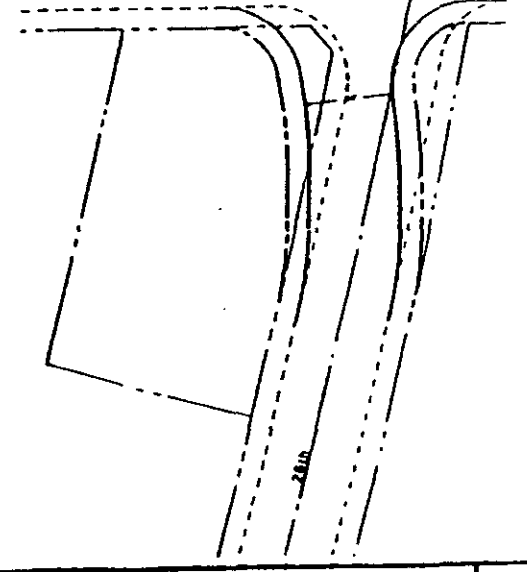
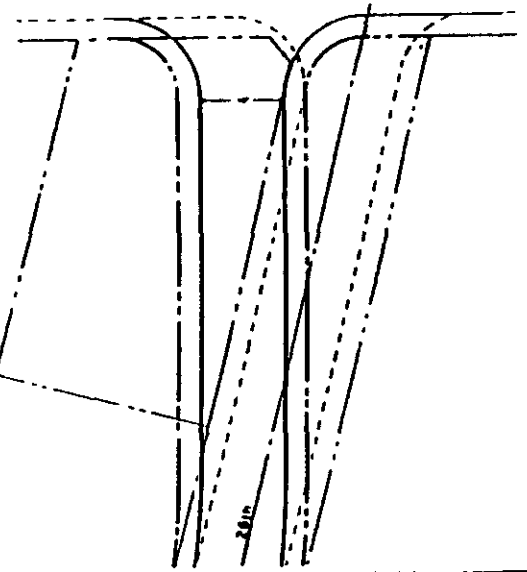
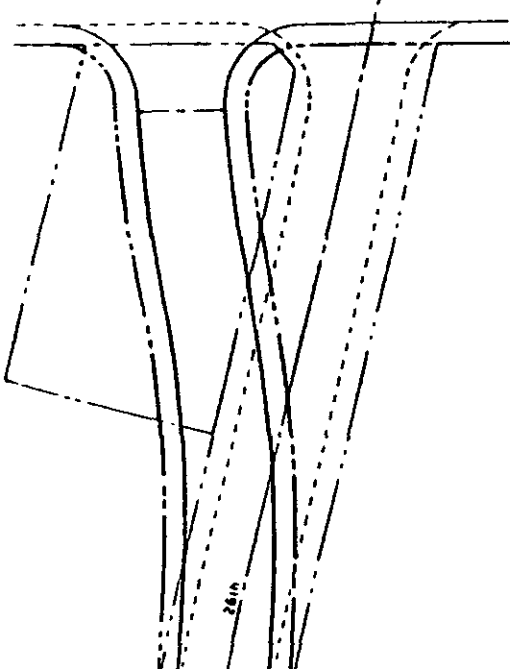
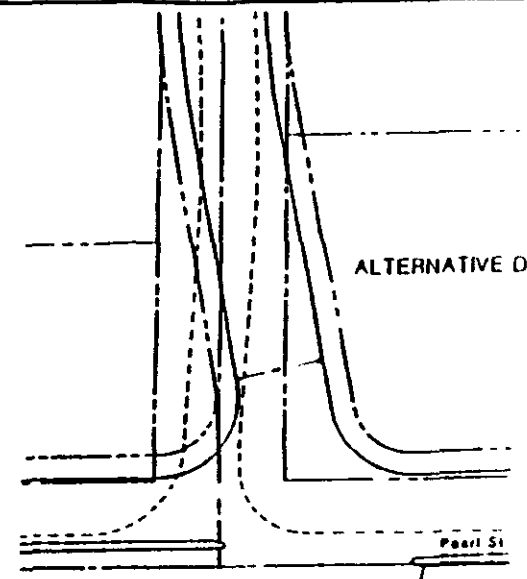
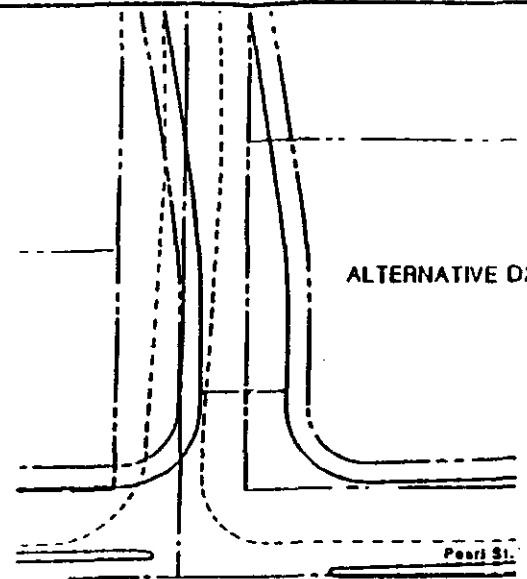
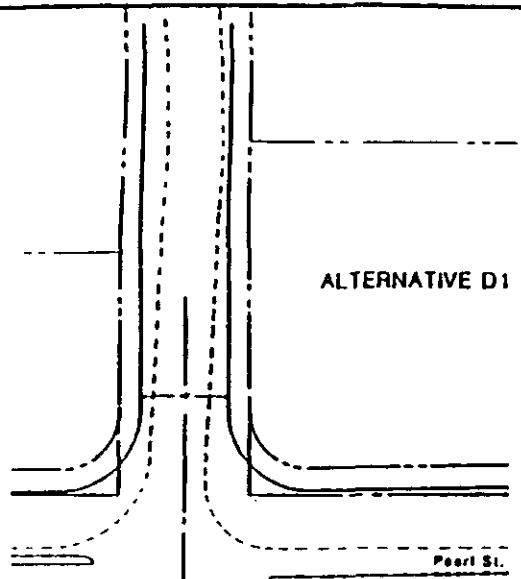
### **III. 26TH STREET/PEARL STREET INTERSECTION ALTERNATIVES**

26th Street is currently on different alignments north and south of Pearl Street. Instead of meeting at a single intersection with Pearl, the two alignments form adjacent "Tee" intersections with a 90 foot offset. Signalization of Pearl Street at 26th would require realignment of 26th Street to eliminate the offset, resulting in a single intersection.

Given the probability of intensified land uses along this section of Pearl Street and the subsequent need to signalize this intersection, the question arises as to how to address the existing offset of the intersection.

Three possible realignment scenarios were explored (under the scope of another study under the direction of BURA and the City Division of Transportation) and all three were found to be technically feasible.

The catalyst for realignment of the intersection will be redevelopment itself and the types of land uses that will occur. Given the unknown progression of redevelopment of the properties adjacent to this intersection, it is unknown at this time exactly which scenario for realignment will predominate. (See illustration of alternatives)



	<p><b>Pearl / 26th</b> <b>INTERSECTION ALIGNMENT ALTERNATIVES</b></p>	<p>TP-8996 4/27/90</p>
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FIGURE D

#### **IV. PEARL STREET CORRIDOR STUDY**

As part of the effort to develop a subarea plan for the Boulder Plaza area, BURA and the City Transportation Division jointly funded a study of the Pearl Street Corridor between Folsom and 30th. The purpose of the study was to define the number of travel lanes needed, the treatment of bicycle and pedestrian facilities, and the landscape treatment of the right-of-way.

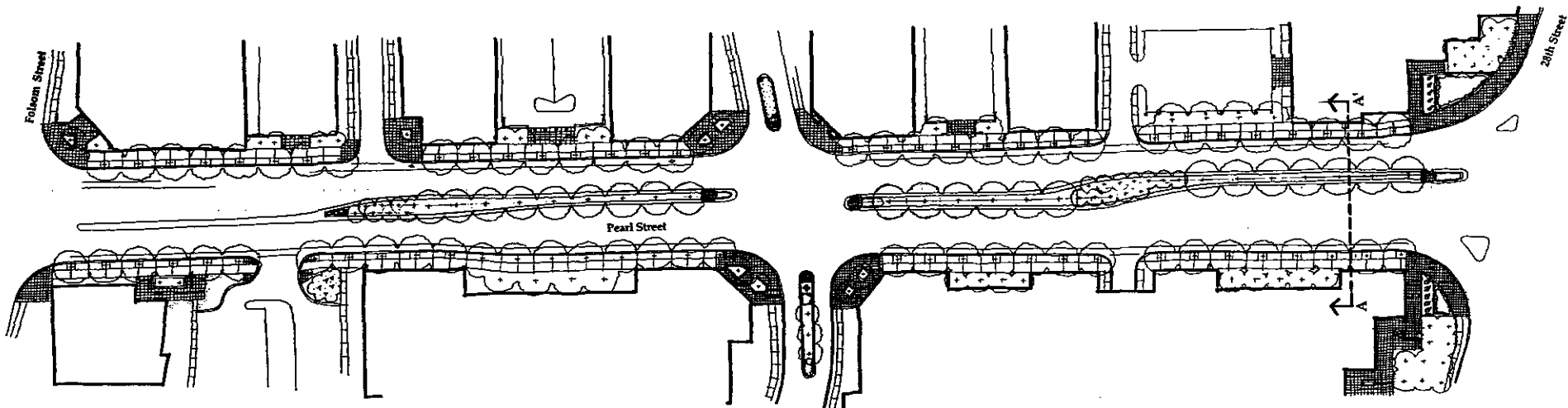
Both the BURA Commissioners and the Planning Board consistently expressed discomfort with the number of travel lanes called for along Pearl Street between Folsom and 28th Streets. However, both groups accepted that the street geometry is the direct outgrowth of the assumptions of the Transportation Master Plan. In the end, only the assumption about the ultimate right-of-way needed to accommodate the Pearl Street section was adopted as part of the Boulder Plaza Subarea Plan. In addition to this assumption, the following strategies to limit the need to expand the width of Pearl Street between Folsom and 28th Street were developed:

- 1) Develop incremental improvements to Pearl Street between Folsom and 28th Street. Starting with the existing street section, the next stage would be a wider right-of-way with a significant median. If an additional eastbound lane is needed, a portion of the median could be used for that lane. By using an interim plan building locations can be fixed, public improvements can be made to the area between the curb and buildings, a major gateway feature can be developed within the median, and the flexibility to add a travel lane, if necessary, can be maintained.

A plan view of Pearl Street between Folsom and 28th Street including a section at 28th Street follows which illustrates the interim design. A photo simulation also shows the change in the view from 28th Street looking west along Pearl Street if the interim design were to be implemented in combination with the development of buildings near the street.

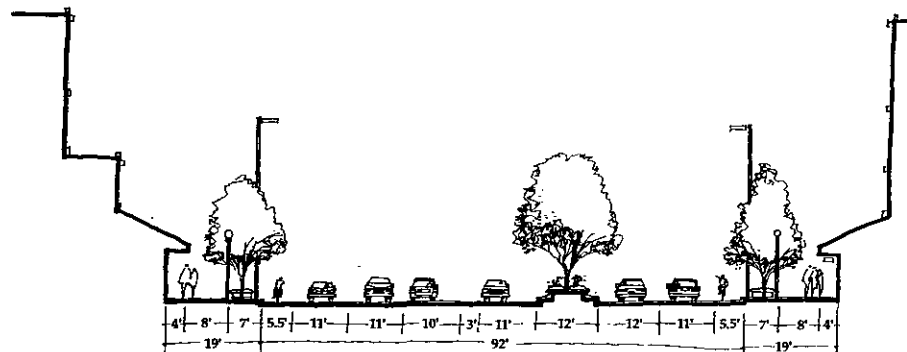
- 2) As part of the major update to the Boulder Valley Comprehensive Plan (BVCP) which will occur in 1994, reevaluate the assumptions of the Transportation Master Plan and evaluate alternative land use scenarios to determine if the widening of street sections and intersections can be avoided. This work will begin in 1993.
- 3) Develop a transportation demand management strategy for the BVRC to avoid widening streets and intersections. BURA has included this item in its 1993 work program and proposed budget. If funded, the strategy could address issues surrounding pedestrian and bicycle circulation, potential use of a shuttle system and parking requirements and management.

The Pearl Street Corridor Study (November 1991) conclusions regarding the right-of-way requirements for Pearl Street between Folsom and 28th Street are adopted as part of the Boulder Plaza Subarea Plan and will be the basis of right-of-way negotiations in the development review process.



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Plan View

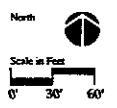


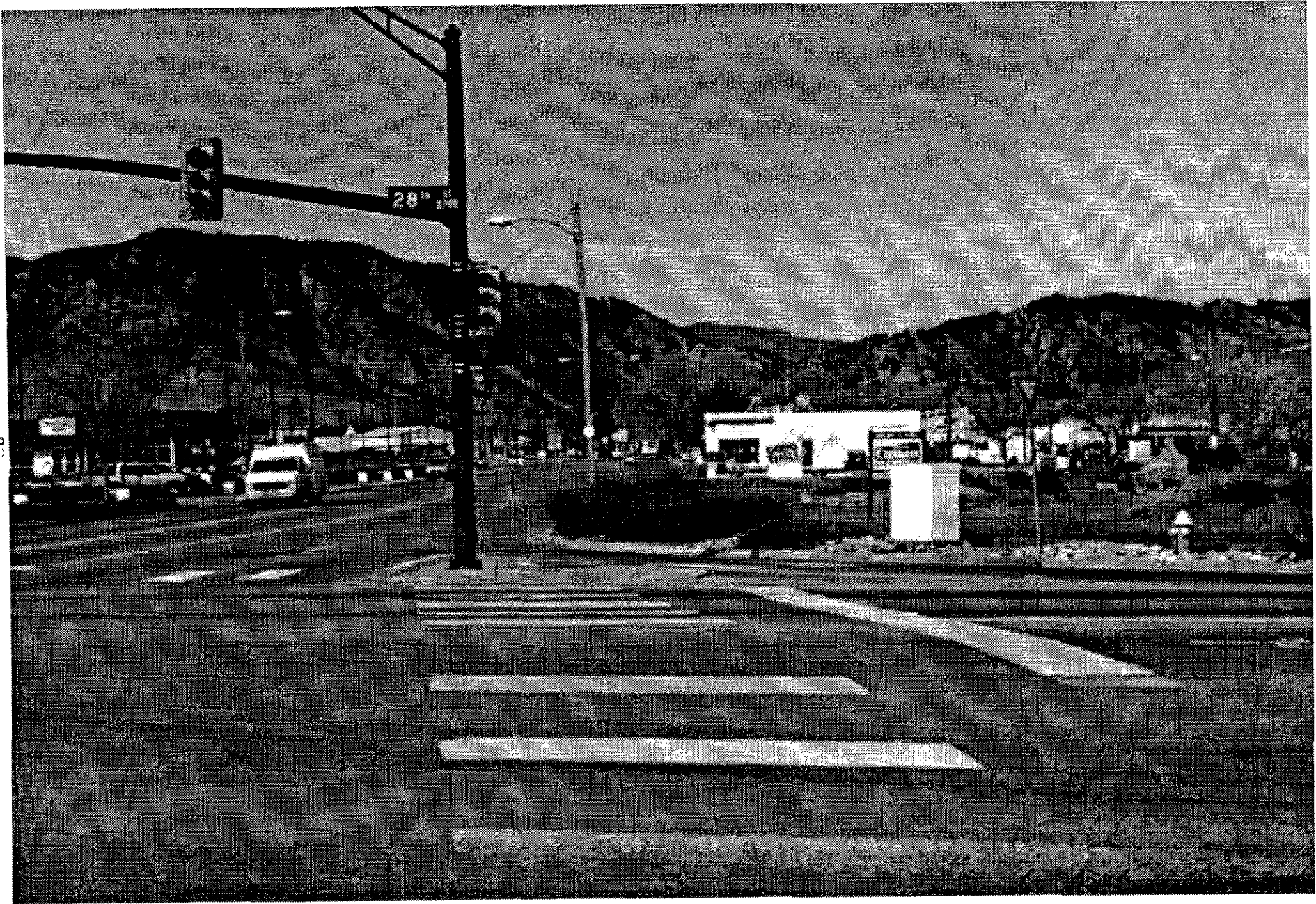
Section A - A' SCALE: 1"=8'

**BOULDER PLAZA**  
**SUBAREA PLAN**  
 BOULDER VALLEY REGIONAL CENTER

Prepared for:  
 BOULDER URBAN RENEWAL AUTHORITY

Prepared by:  
 SHAPPS ASSOCIATES



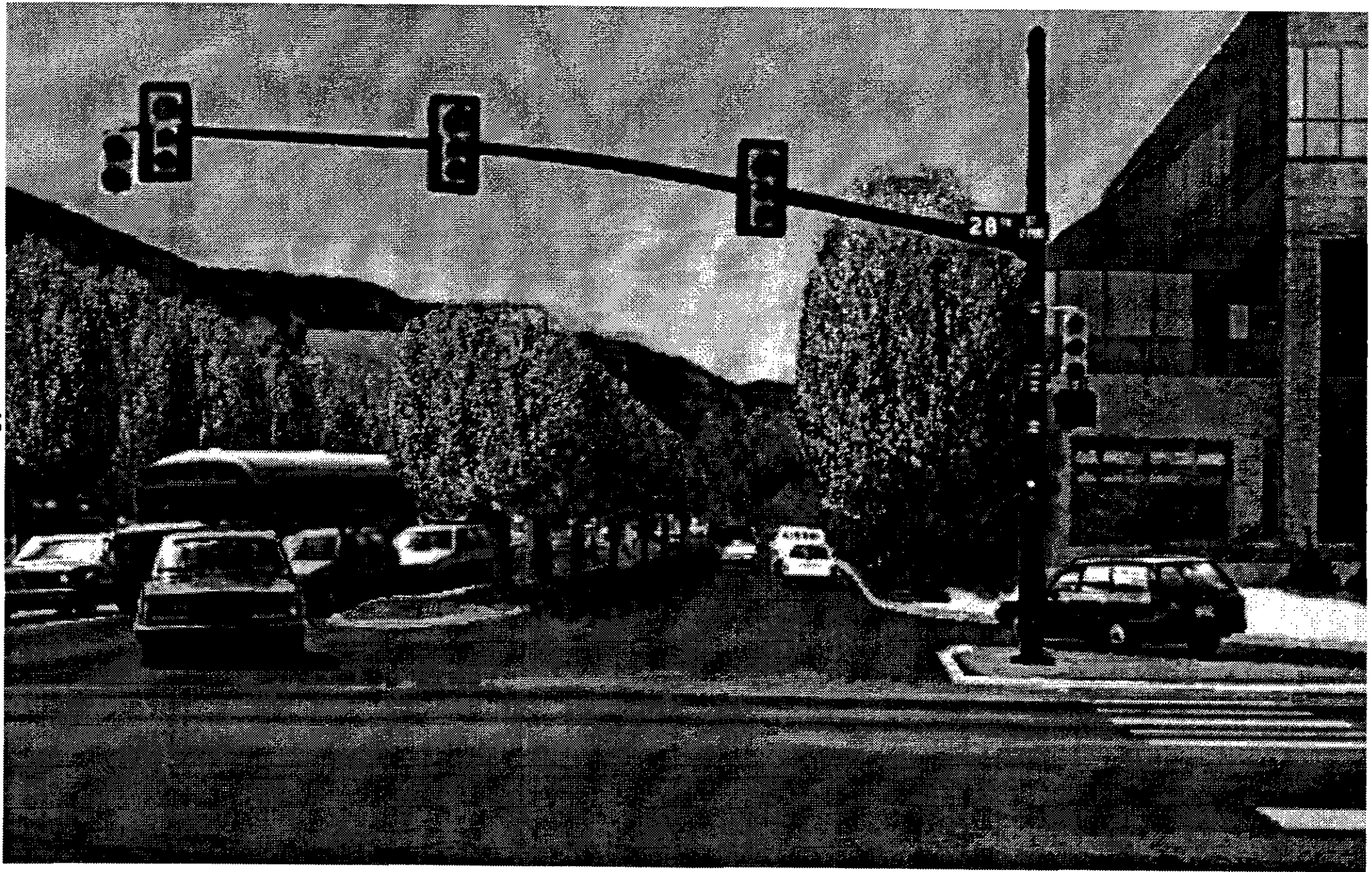


View West from 28th/ Pearl Street



SHAPINS  
ASSOCIATES

Before



View West from 28th/ Pearl Street



SHAPINS  
ASSOCIATES

After

