

Crossroads East/Sunrise Center Area Plan

Boulder, Colorado

Adopted by:

Boulder Urban Renewal Authority

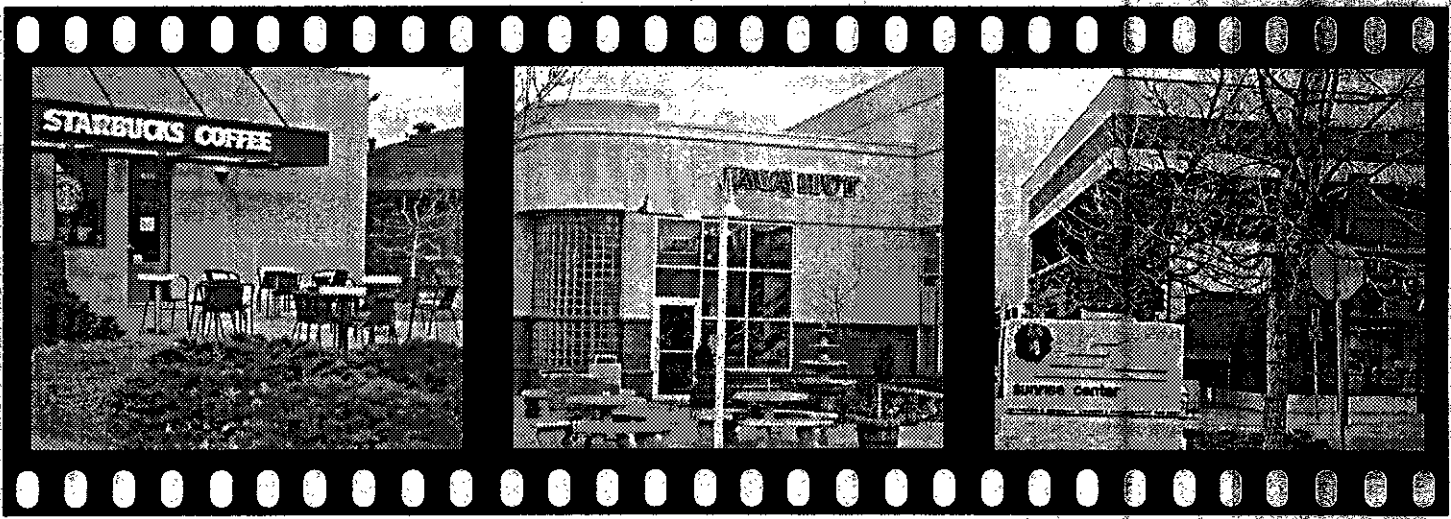
March 19, 1997

Planning Board

September 11, 1997

City Council

December 2, 1997



**Note to parties, interested in development in
the Crossroads East/Sunrise Center Area:**

All property owners, developers or merchants who anticipate any new constructions, additions or remodeling within the Crossroads East/Sunrise Center Area are encouraged to contact the city of Boulder Planning Department for additional documents pertaining to development standards.

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FOREWORD: The Boulder Valley Regional Center, and Area 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, known as the Boulder Valley Regional Center (BVRC). BURA is charged with guiding redevelopment of this 300-acre area.

A 1987 update of the Urban Renewal Plan divided the BVRC into eleven areas for more detailed planning. (See map of BVRC areas on page 4.) The Urban Renewal Plan identifies three characteristics that either define an area and should be maintained, or that should be developed within each area:

- 1) commonality of architecture;*
- 2) walkability;*
- 3) absence of barriers to pedestrian and bicycle travel between developments within the area.*

The purposes of developing an area plan are the following:

- A. To communicate to developers, property owners, merchants and the community:*
 - The overall image desired for the area (including building locations and landscaping);*
 - The pedestrian, bicycle and vehicular circulation and facility requirements for the area; and*
 - The types of uses that the City will encourage in the area.*
- B. To direct the City's evaluation of development proposals in the area, through the City's development review process; and*
- C. To identify implementation techniques to carry out the plan.*

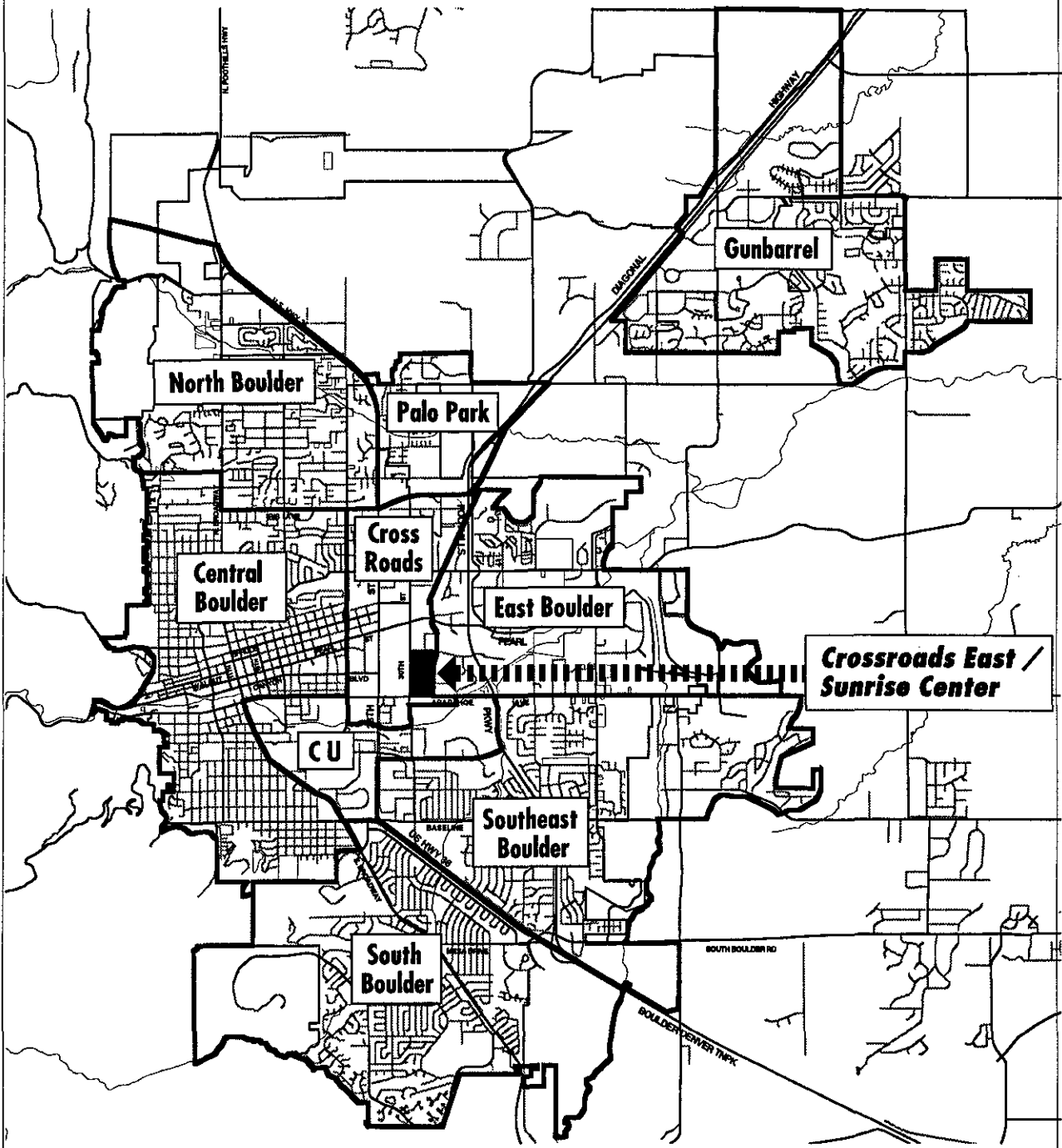
An area plan provides the community, property owners, development-related professionals, City officials, and City staff with a set of goals and objectives to work toward in a particular area, as development and public investment opportunities are presented. An area plan is not a precise blueprint of an area's future. Nor does it determine specific land uses for individual parcels or require actions by property owners who are not contemplating changes for their property.

Each BVRC area plan conforms with BURA Policy Guidelines (1987) and shows how these policy guidelines may be applied in a given area. BVRC area plans are to be used in conjunction with the more detailed standards outlined in the BURA Streetscape, Sign, and Design Guidelines (1985, 1987, 1988). BVRC area plans are adopted by the BURA Board of Commissioners, Planning Board and City Council. The planning horizon for area plans is approximately 15 years. Area plans in the BVRC will be revised and updated as needed.

From a wider perspective, the BVRC is located within the Crossroads Subcommunity. The goals of each BVRC area plan shall be incorporated into any long-term plan (subcommunity plan) that is developed for the Crossroads Subcommunity.

The Crossroads East/ Sunrise Center Area boundary extends just east of the BVRC, to 33rd Street, to enable more comprehensive circulation planning and urban design.

**CITY OF BOULDER
SUBCOMMUNITIES**



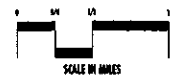
CROSSROADS EAST / SUNRISE CENTER

Area Plan
Boulder Valley Regional Center

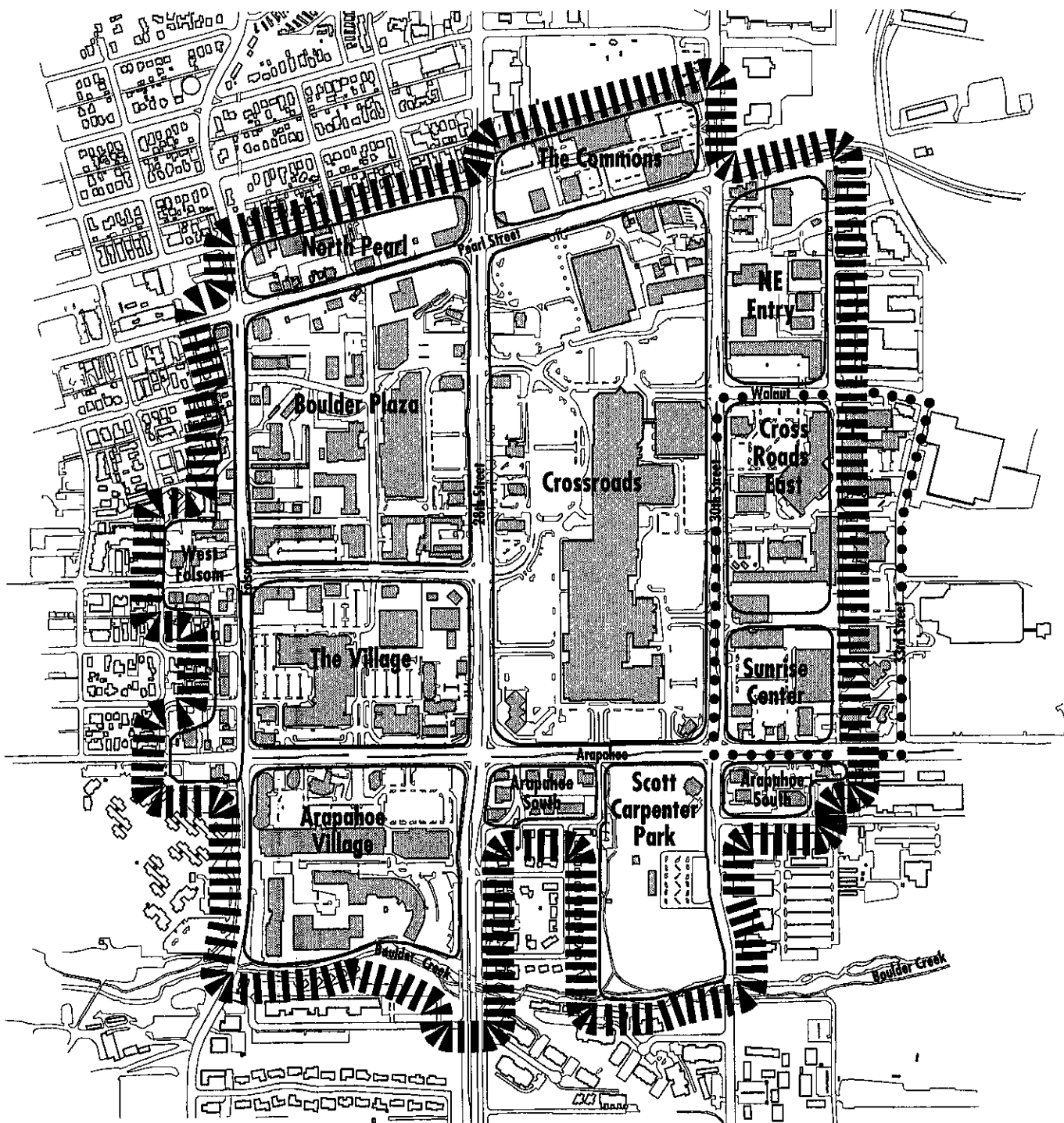






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Boulder Urban Renewal Authority
City of Boulder Planning Department

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SHAPIRO
ASSOCIATES



BVRC AREAS MAP



- LEGEND**
-  Boulder Valley Regional Center
 -  BVRC Areas
 -  Crossroads East/Sunrise Center Planning Area
 -  Existing Structures Within BVRC Area

CROSSROADS EAST / SUNRISE CENTER
 Area Plan
 Boulder Valley Regional Center



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 City of Boulder Planning Department
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SHAPINS ASSOCIATES



INTRODUCTION

ABOUT THE PLAN

The Crossroads East/Sunrise Center Area Plan is a guide for the redevelopment of the eastern-most portion of the Boulder Valley Regional Center (BVRC) over the next 15 years. Significant redevelopment is anticipated in this Area and will offer valuable opportunities to achieve the vision for the Area. In particular, the Area needs better transportation circulation and access and a more cohesive and attractive image. This plan is needed to provide direction toward those objectives, as private redevelopment and public improvements occur. Developers, property owners, City of Boulder staff, City Council, City boards and commissions, and Boulder citizens will use this plan to review development applications and plan public improvements in the Crossroads East/Sunrise Center Area. By providing objectives that have been agreed upon and officially endorsed by the City, the plan should facilitate approval of appropriate development applications.

The plan includes a description of the long-term vision (beyond the 15-year planning horizon) for the Area. However, the bulk of the plan are its goals and objectives. These are improvements that will contribute to realizing that vision and that could realistically be accomplished in the next 15 years. The goals are general improvements applicable to any development proposal in the Area. The objectives are specific to development in particular locations.

The Crossroads East/ Sunrise Center Area Plan will be revised when community desires change or when conditions change significantly in the Area or adjacent areas, such as the Crossroads Mall property directly to the west.

ABOUT THE AREA

The Crossroads East/Sunrise Center Area is located between 30th and 33rd Streets, Arapahoe Avenue and Walnut Street. For planning purposes, it includes the properties along the west side of 33rd, even though they are not located within the BVRC Urban Renewal District. (See the BVRC Areas Map on page 4.)

The Crossroads East/Sunrise Center Area functions as a transition area between the high-intensity retail district along 28th Street and the industrial/office park area to the east. Shopping centers and office buildings predominate the Area. It has more office space than any other part of the BVRC. The Crossroads Mall regional shopping center is located immediately west of the Area. Plans are being formulated for the redevelopment of the mall. If necessary, the goals and objectives of the plan will be revised to coordinate with the design, layout, and uses of the redeveloped mall.

Immediately adjacent to the south are several large office buildings and small-scale retail development. Further south are the University of Colorado research laboratory campus, the Boulder Creek path, Scott Carpenter Park, and residential neighborhoods largely occupied by students.

Adjacent to the north side of the Area are industrial and retail uses, although their scale and pattern is less intensive than those located to the east. Further north is Boulder Junction, the area between

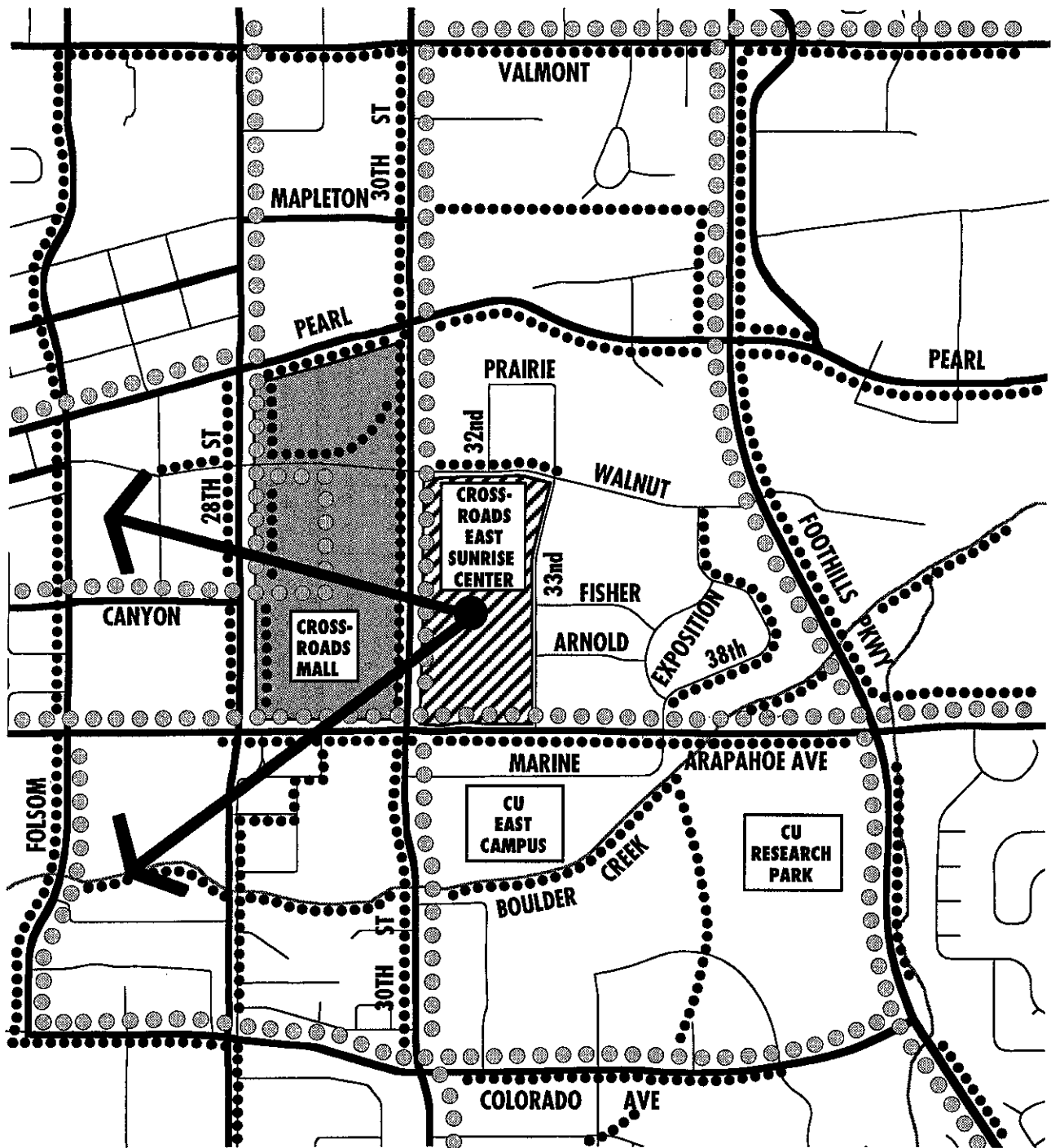
Pearl Street and Valmont, from 28th Street to the Burlington-Northern Railroad tracks. Significant redevelopment is expected there.

Appendix B describes the Area's existing conditions, particularly aspects that need improvement. Also see the Existing Conditions Map on p. 9.

SIGNIFICANT REDEVELOPMENT LOCATIONS

The Area has significant potential for positive and profitable change. The central portion of the Crossroads East/Sunrise Center Area, including the Crossroads East shopping center and the Olympic site, is the most likely location for significant building and site redevelopment over the next fifteen years. The Sunrise Center shopping center also has the potential for substantial redevelopment. Specifically, King Soopers may expand, and the buildings that front Arapahoe Avenue could be consolidated and redeveloped. Several of the office buildings in the central portion of the Area could be expanded or redeveloped. The Public Safety facility on the 33rd Street may expand as well. Redevelopment will be initiated by area property owners, not by BURA. The Market Square shopping center at 30th Street and Walnut Street is relatively recently built; significant structural alterations are not anticipated during the 15-year planning period.

Besides enhancing an individual property, each redevelopment project also should contribute positively to the overall visual image and transportation efficiency of the Area. Future capital improvement projects also will improve how the Area looks and functions.



Legend



Major Vehicular Routes



Views



Bicycle Facilities /
Multi Purpose Paths



Transit Routes

CROSSROADS EAST / SUNRISE CENTER

Area Plan
Boulder Valley Regional Center

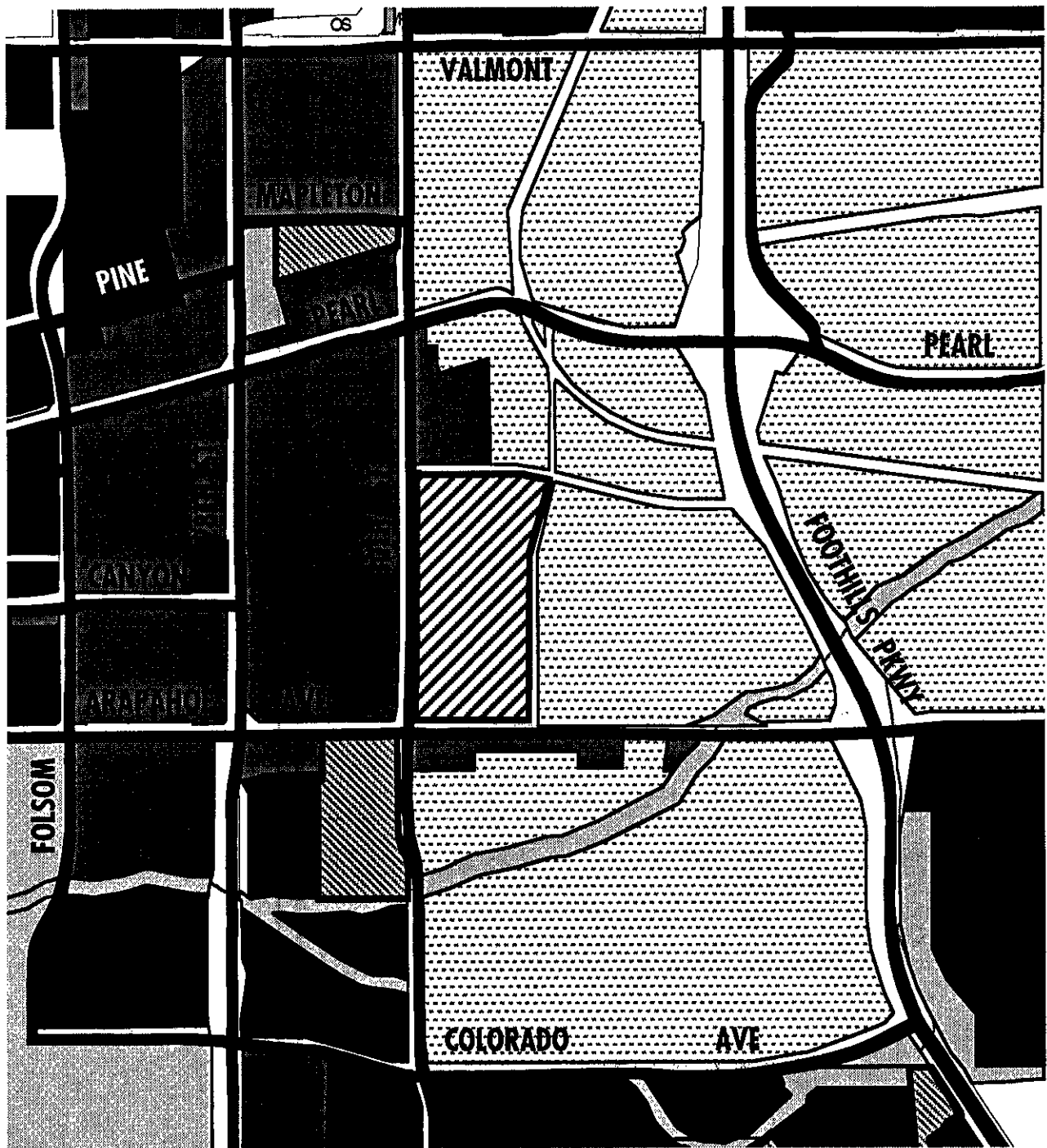


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LAND USE MAP



Legend

- | | | |
|---|---|--|
|  Public |  Retail / Office |  Parks |
|  Residential |  Industrial / Office |  Crossroads East / Sunrise Center |

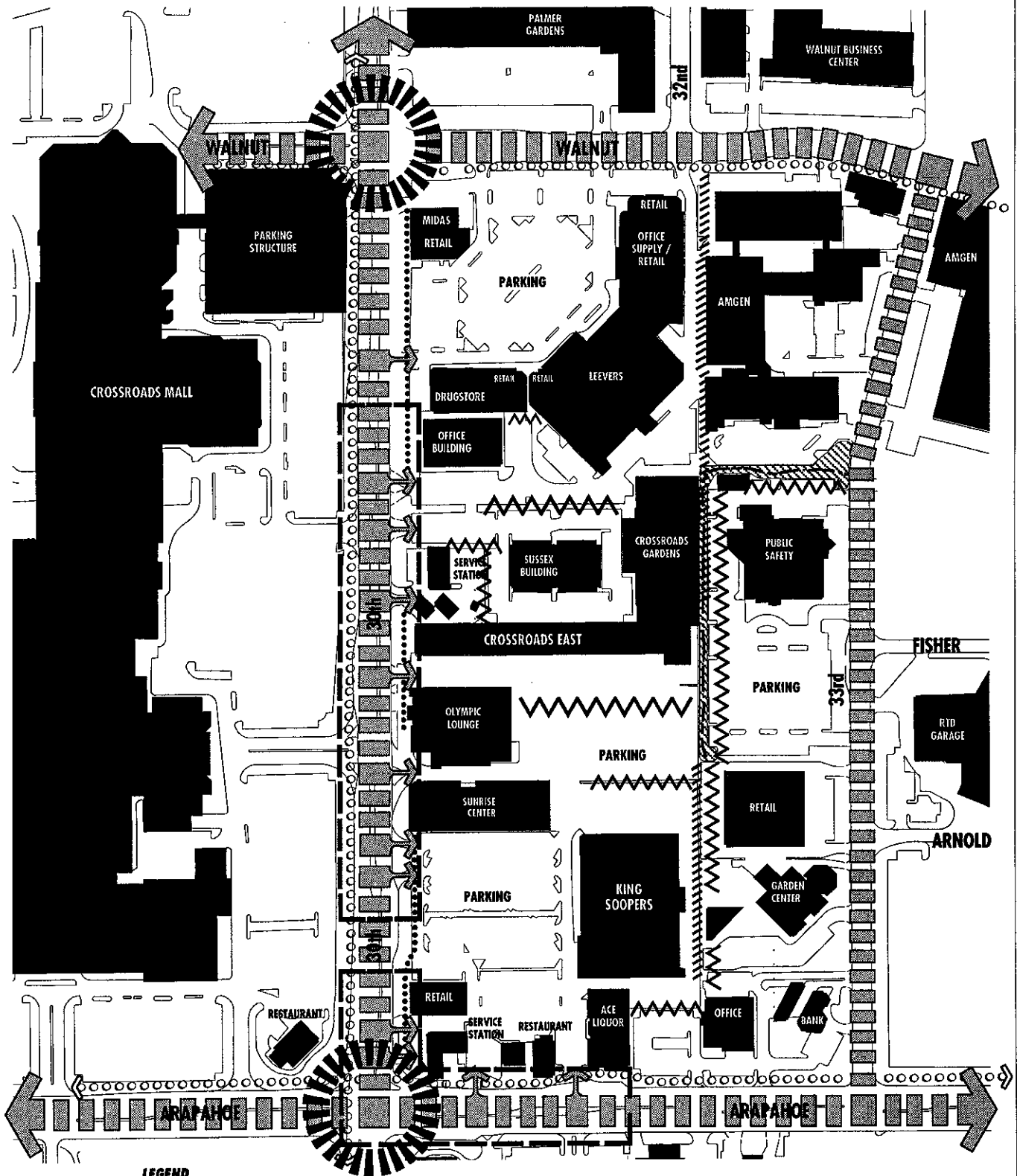
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 Area Plan
 Boulder Valley Regional Center



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LEGEND

Access:

VEHICULAR CIRCULATION WITH CURB CUTS

PRIMARY PEDESTRIAN / BIKE ROUTES

MAJOR INTERSECTIONS

Access, cont:

VEHICULAR & PEDESTRIAN ACCESS BARRIER

MULTIPLE CURB CUTS

Image / Urban Design:

REAR BUILDING SERVICE / TRANSITION AREAS

OVERHEAD POWER LINES

IRRIGATION DITCH

CROSSROADS EAST / SUNRISE CENTER

Area Plan
Boulder Valley Regional Center



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IMPLEMENTATION

OUTREACH

The first implementation strategy is to distribute the Crossroads East/Sunrise Center Area Plan to Area property owners and developers. The City departments and boards who will play a role in implementing the plan will be familiarized with the plan. As opportunities arise, the goals of the plan also will be communicated to community groups who are in a position to lend support as the plan is implemented.

REDEVELOPMENT

Most of the improvements called for in this plan will be made when individual properties redevelop. The pace of redevelopment in the Area will largely determine how quickly this plan's vision is realized. Any proposed development in the Area that is required to complete the Site Review process (per the Boulder Revised Code, Section 9-4-10) will be evaluated for compliance with this plan through the review process. This applies to Area properties both within the BURA boundaries (west of 32nd Street alignment) and outside the boundaries (east of the 32nd Street alignment).

Although the plan's goals and objectives are requirements, they may be modified through the review process to fit the scope and nature of the proposed redevelopment. For example, a minor redevelopment will not be expected to carry out plan objectives that relate to parts of the property that will not be redeveloped or that would entail an investment out of proportion with the proposed changes. An alternative solution to a specific objective will be acceptable, as long as it meets the intent of the original objective.

Planning and BURA staff will determine what modifications may be made to the plan's goals and objectives and whether a development application complies with the plan. In some cases (identified in the Boulder Land Use Regulations), Planning Board and City Council will make these final determinations.

Besides Site Review applications, the plan also will be applied to applications for Minor Modification Review (for previously approved projects) and Use Review. Only portions of the plan directly related to the application must be considered.

The most important goals and objectives in the plan are underlined, to provide direction when trade-offs and choices must be made. Also, a checklist of plan requirements is provided in Appendix A to assist applicants, staff, and officials during the review process. It is not intended to be used as a project scorecard.

FINANCING

The improvements outlined in this plan that occur with redevelopment will be funded by the property owner/developer, as part of the development process. BURA may loan funds to property owners/developers for property improvements that can be enjoyed by the general public, such as streetscaping.

Although all plan improvements could occur as part of private redevelopment, there are some design goals that, alternatively, could be achieved through public funding or an improvement or assessment district. These financing options should be considered if individual property redevelopment is proceeding slowly, or if there is a desire to create a more uniform appearance in public areas than can be accomplished through individual efforts, or for major infrastructure projects.

Public funds may be used for improvements in the public right-of-way or in publicly accessible areas and would come from the City of Boulder Capital Improvement Program or from BURA. An improvement or assessment district could be formed by Area property owners and would pool property owner funds to address shared concerns. The following plan goals could be realized by an improvement or assessment district:

- Parking lot enhancements
- Structured parking
- Landscaping
- Blank wall/facade upgrades
- Site entry features
- Common area maintenance

Plan goals that could be accomplished by either a district or public funding include:

- Streetscaping for Arapahoe Avenue and 30th Street
- East-west connection linking 30th and 33rd streets
- Off-street north-south pedestrian corridor from Arapahoe to Walnut
- Pedestrian, bicycle and transit facility improvements (mid-block crossings, transit shelters, bike parking, paths)
- Gateway features
- Mini-park

THE LONG-TERM VISION FOR CROSSROADS EAST/ SUNRISE CENTER AREA

The long-term vision for Crossroads East/ Sunrise Center Area is that of an attractive, cohesive commercial neighborhood, comprised of stores and office space, as well as civic and possibly residential space. The Area will be easy to circulate within and convenient to get to from surrounding area. More vehicular linkages than presently exist will make it possible to bike and drive between adjacent destinations within the Area.

Many of the Area's visitors will arrive on foot, bicycle, or bus from nearby areas: the employment centers directly adjacent to the east, south, and north; Crossroads Mall to the west; and the residential neighborhoods off 30th Street further south and north. New bikeways will lead into the Area from all directions. The Area will be served by frequent shuttle service, connecting to neighboring areas as well as downtown Boulder. Once there, customers and workers will be able, and even motivated, to walk among different destinations within the Area. The Area will have a complete network of sidewalks and internal paths. Separate developments will interconnect, building facades will be interesting to walk along, and parking lots will be a walkable size. The Area will be rich in plazas, benches, landscaping, and art.

This vision will evolve incrementally over the coming decades, through private redevelopment and public improvements. This plan outlines steps toward realizing the vision that are realistic within the next 15 years. Progress in achieving this vision will be reviewed periodically, and the plan, along with the vision, will be revised and updated accordingly.

CROSSROADS EAST/SUNRISE CENTER GOALS

The following general goals apply to all development proposals in the Crossroads East/ Sunrise Center Area. Goals that apply to specific locations within the Area are described in the next section, "District-Specific Objectives."

- **Enrich Area's image and design quality**

A more consistent development pattern should be established to bring visual order to the Area's disparate properties. Also, a more human-scale, pedestrian-friendly environment should be cultivated. To achieve this, redevelopment should include the following design characteristics:

- Buildings should be placed close to the streets and oriented toward them, with entrances provided on the street-side as well as the parking lot side.
- Parking should be located behind and beside the buildings and apportioned into smaller lots. Landscaping and buildings should be used to separate lots. For large developments, below-grade or above-grade parking is encouraged.
- Intersperse plazas and linear parks among buildings.
- Buildings should be located and designed to preserve views to the west from adjacent public areas. Useable open space should be located to take advantage of views to the west.
- Any large building should be broken into smaller, pedestrian-scale volumes. Reduce the apparent size of a large building by varying facade forms, materials and colors.
- Buildings should be attractive from all sides and should be enriched with clear windows and architectural detailing, particularly on the ground-level.
- Pedestrian paths should interconnect buildings, parking, public sidewalks, and adjacent properties.
- Pedestrian paths should be inviting and clearly articulated. Use attractive paving for walkways, such as colored concrete or unit pavers. Frame paths by using landscaping, architectural elements, and pedestrian-scale lighting. Separate paths from moving traffic with a landscaped buffer or parking.
- Wherever a path must cross a street, internal drive, or parking aisle, a highly visible crossing should be provided.
- Street trees should line all streets.
- Landscaping and outdoor furnishings should be generously provided throughout the site and along its perimeter.
- Distinctive landscape treatments should be installed at Area gateways, street corners and site entryways.

- **Improve vehicular circulation**

To improve vehicular circulation (and walkability), more transportation connections are needed within the current superblock that stretches from Walnut Street to Arapahoe Avenue. These connections will help knit together parts of the Area that are presently isolated from each other. The goals for the next 15 years are to create vehicular links between adjacent properties and to establish at least one east-west multi-modal connection through the Area. The travel barriers (walls and fences) that now separate adjacent parking lots should be removed as properties redevelop. Circulation between properties will work best if the layouts of adjacent parking lots are compatible.

That way, adjacent parking lot drive aisles can be joined or shared. See the "District-Specific Objectives" section for more information on the east-west drive.

Every curb cut is a potential collision point for vehicles and pedestrians or bicyclists. Existing curb cuts should be reduced where they are over-abundant -- 30th Street, 33rd Street and Arapahoe Avenue.

- **Improve the pedestrian network**

There should be a better pedestrian network to and throughout the Area. Additional off-street paths should be provided linking buildings entrances, parking, public sidewalks, bus stops and street crossings. Specific locations for pedestrian paths are described in the next section, "District-Specific Objectives." High priorities are pedestrian corridors in the middle of the Area and pedestrian access to Crossroads Mall and the employment centers to the east. There should be pedestrian breaks in long buildings to facilitate convenient pedestrian circulation.

- **Improve bicycle access**

With residential neighborhoods to the south and north and the Boulder Creek Path close-by, the Crossroads East/ Sunrise Center Area has the potential to attract a significant amount of bicycle traffic. In addition, Walnut Street is designated by the Transportation Master Plan as a primary east-west bicycle facility, connecting downtown, the BVRC, and the employment areas east of 30th Street.

The BVRC Bicycle Connections Plan (1997) recommends adding or improving bicycle facilities for this Area along 30th Street, 33rd Street and Arapahoe Avenue. An on-street bike lane or off-street multi-use path is proposed for the east side of 30th Street and the south side of Arapahoe Avenue. (Further study is needed by the Transportation Department to determine which of these two types of facilities is desirable and feasible for each street.)

The 30th Street bicycle facility is a top priority. The Connections Plan also proposes on-street bike lanes for 33rd Street, as a longer-term improvement. Better intersection treatments are needed at 30th & Arapahoe (currently scheduled in the Capital Improvements Program) and 30th & Walnut, which has a high accident rate and is scheduled for hazard evaluation and additional signage. All of these improvements will be publicly funded.

Internal bicycle circulation should be improved by providing central north-south and east-west bicycle routes, which continue through and beyond the Area boundaries. Specific route locations are listed in the next section.

Additional and better bike parking should be provided throughout the Area. Bike parking should be located near the main entrance(s) of every building. The parking area should be well-lighted and sheltered, and curb ramps should provide easy access. The City's Transportation Master Plan calls for 2 bicycle spaces for every 10 automobile parking spaces. The inverted-U type rack is preferred. (One "U" rack provides 2 bike spaces.)

- **Upgrade parking facilities**

Parking lots where circulation is confusing, awkward and/or fragmented should be reconfigured as redevelopment occurs. This will aid bicyclists and pedestrians, as well as motorists. Parking lots should:

- Provide access to abutting properties.
- Share curb cuts with adjacent properties, if possible.
- Be screened from the street using low walls or landscaped earth berms.
- Share parking spaces with nearby buildings, when possible.
- Include: landscaped interior islands and central medians, well-defined walkways and crosswalks, and pedestrian-scale lighting.
- Provide clear direction for both motorists and cyclists on where to park and how to circulate, using signage, pavement markings, view corridors and other visual cues.

Several smaller parking areas are preferable to one expansive parking lot. Below-grade parking is encouraged wherever feasible. Above-ground parking structures are acceptable also, but should be incorporated into the structure of the building they serve or “wrapped” by commercial space on the ground level.

- **Improve transit facilities**

Improving transit services is a fundamental goal of the Boulder community. In the future, a shuttle similar to The Hop could provide access to Crossroads East/Sunrise Center Area and the employment centers further east. GO Boulder, the alternate modes division of the Transportation Department, has information about current and future transit routes and stops. Proposed development projects that are adjacent to transit stops should work with GO Boulder to ensure the stop is:

- conveniently located, close to building entrances
- easily accessible for all types of users
- sheltered, lighted and buffered from moving traffic
- enhanced with outdoor furnishings, such as benches, bike parking, newspaper racks, and designed as a visual asset, not a strictly utilitarian facility.

An on-site, pedestrian-scale sign(s) indicating the location of the stop is also encouraged.

- **Desired Uses**

Presently the Crossroads East/Sunrise Center Area primarily serves community retail and office needs. These should continue to flourish in this Area. However, civic and entertainment uses would be favored additions, and mixed use projects (office/retail, housing/office, housing/retail) also are encouraged. These uses are presently allowed by the zoning designation (RB-E) for most of the area.

DISTRICT-SPECIFIC OBJECTIVES

Several distinct parts, or districts, have been identified within the Crossroads East/Sunrise Center Area (see Districts Map on page 17.) Specific objectives have been established for each district, based on its unique conditions and opportunities. A number of transportation-related objectives cross district boundaries. These are described in "Cross-District Objectives." Individual parts of cross-district facilities are listed in the appropriate district section, for easy reference in project review.

Conceptual Illustration 1 (p.18) illustrates how the Plan's goals and objectives could be realized in the Area. Conceptual Illustration 2 (p.19) shows more extensive changes.

The Districts

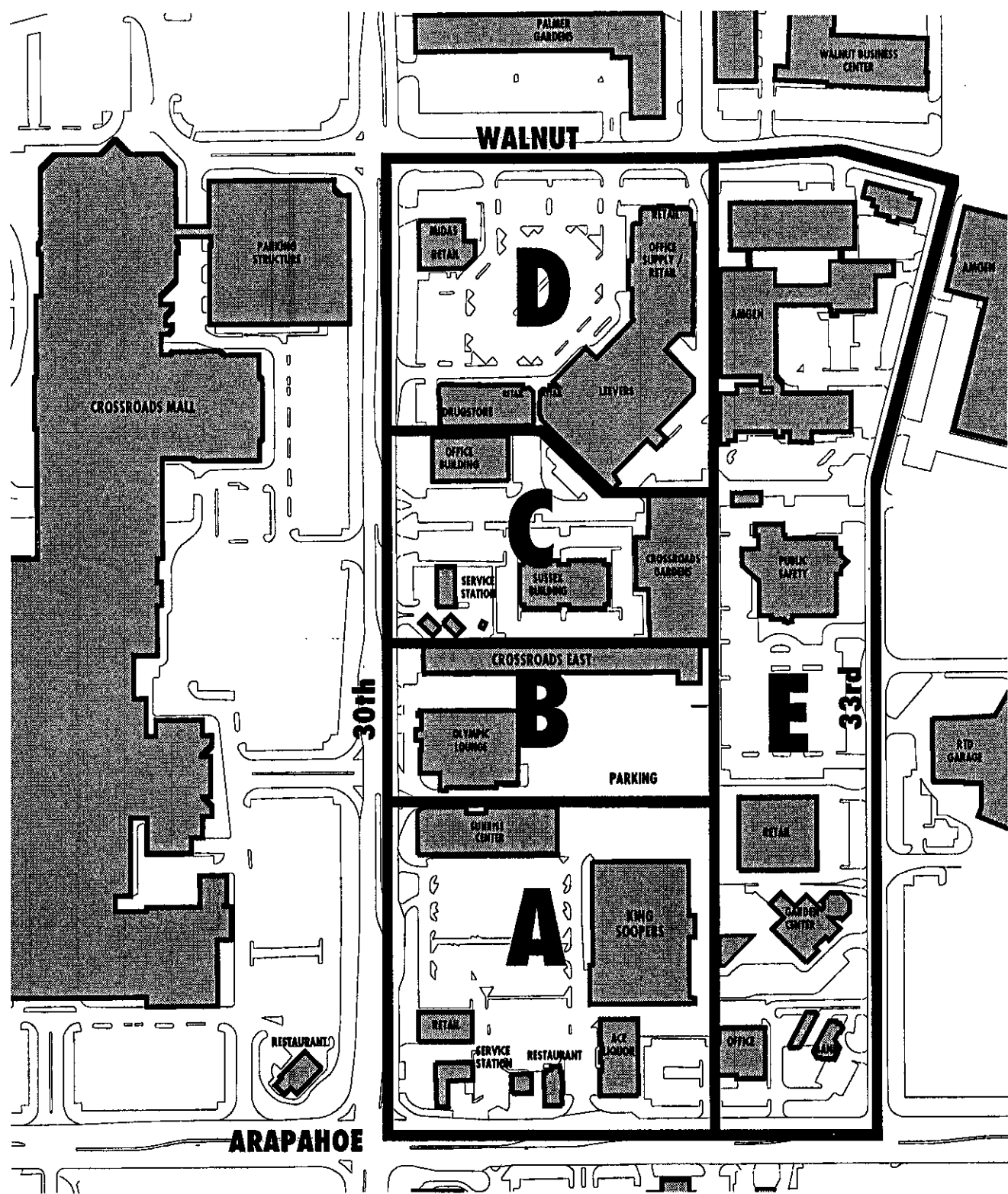
- A Sunrise Center:** The Sunrise Shopping Center, at 30th Street and Arapahoe Avenue, includes King Soopers and several adjacent retail buildings. A gasoline service station is located on the southern perimeter of the district.

- B Crossroads East:** This area, located immediately north of Sunrise Center contains the Crossroads East Shopping Center, the Olympic site and the extensive parking area in the southeast corner.

- C Crossroads Gardens:** The Crossroads Gardens district includes a gasoline service station, three office buildings and associated parking lots.

- D Market Square:** This area consists of the Market Square Shopping Center at the intersection of 30th and Walnut Streets.

- E 33rd Street Corridor:** This area is located between 33rd Street and the 32nd Street alignment, from Arapahoe Avenue to Walnut Street. From south to north, it contains an office building, two retail buildings, the City of Boulder Public Safety Building and the Amgen office/industrial complex. This district is located outside of the urban renewal district, but is functionally associated with the properties adjacent to the west. As with the other districts, proposed redevelopment of properties in this district must meet the district objectives.



LEGEND

- A Sunrise Center**
- B Crossroads East**
- C Crossroads Gardens**
- D Market Square**
- E 33rd Street Corridor (Outside of BVRC)**

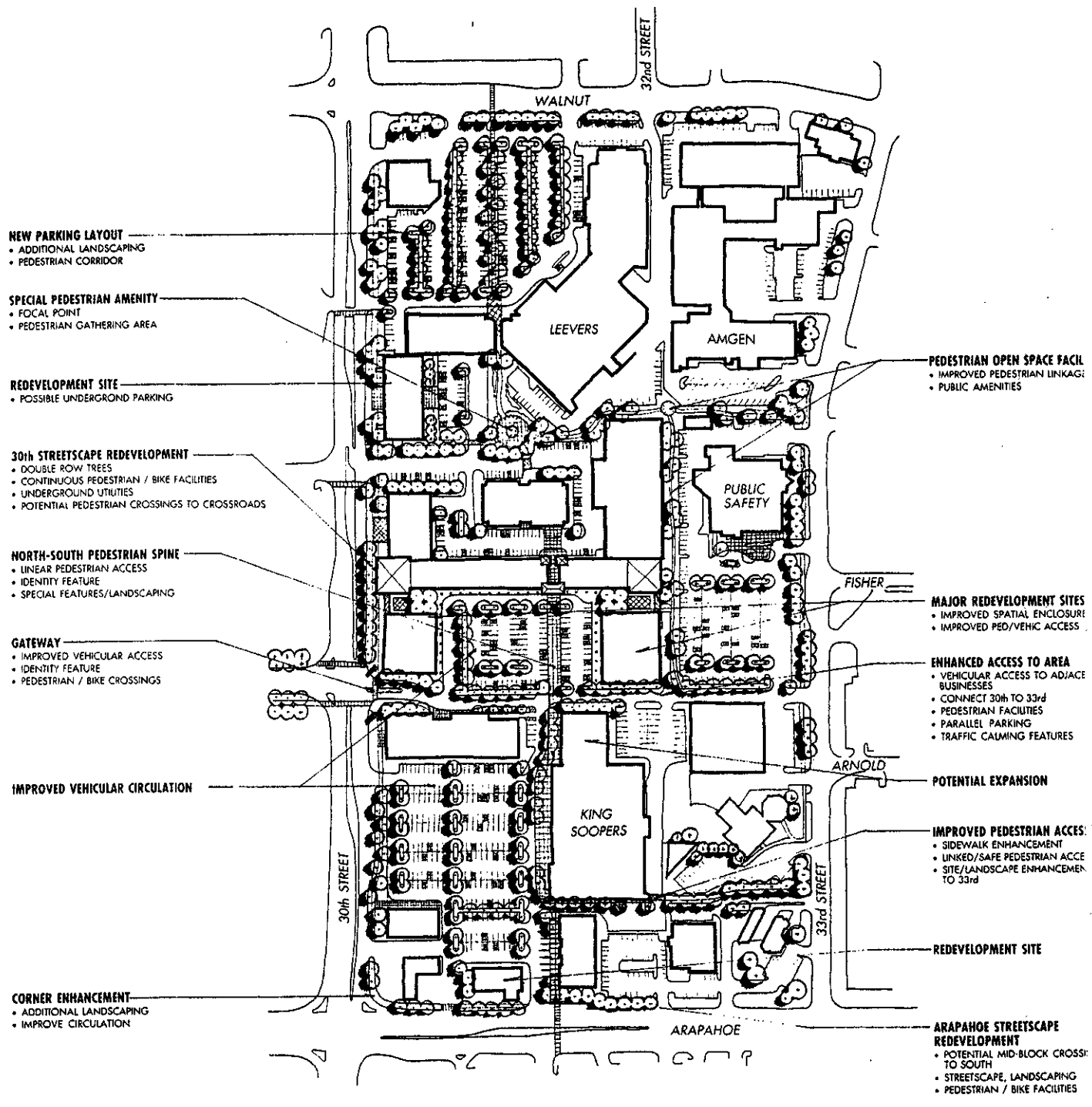
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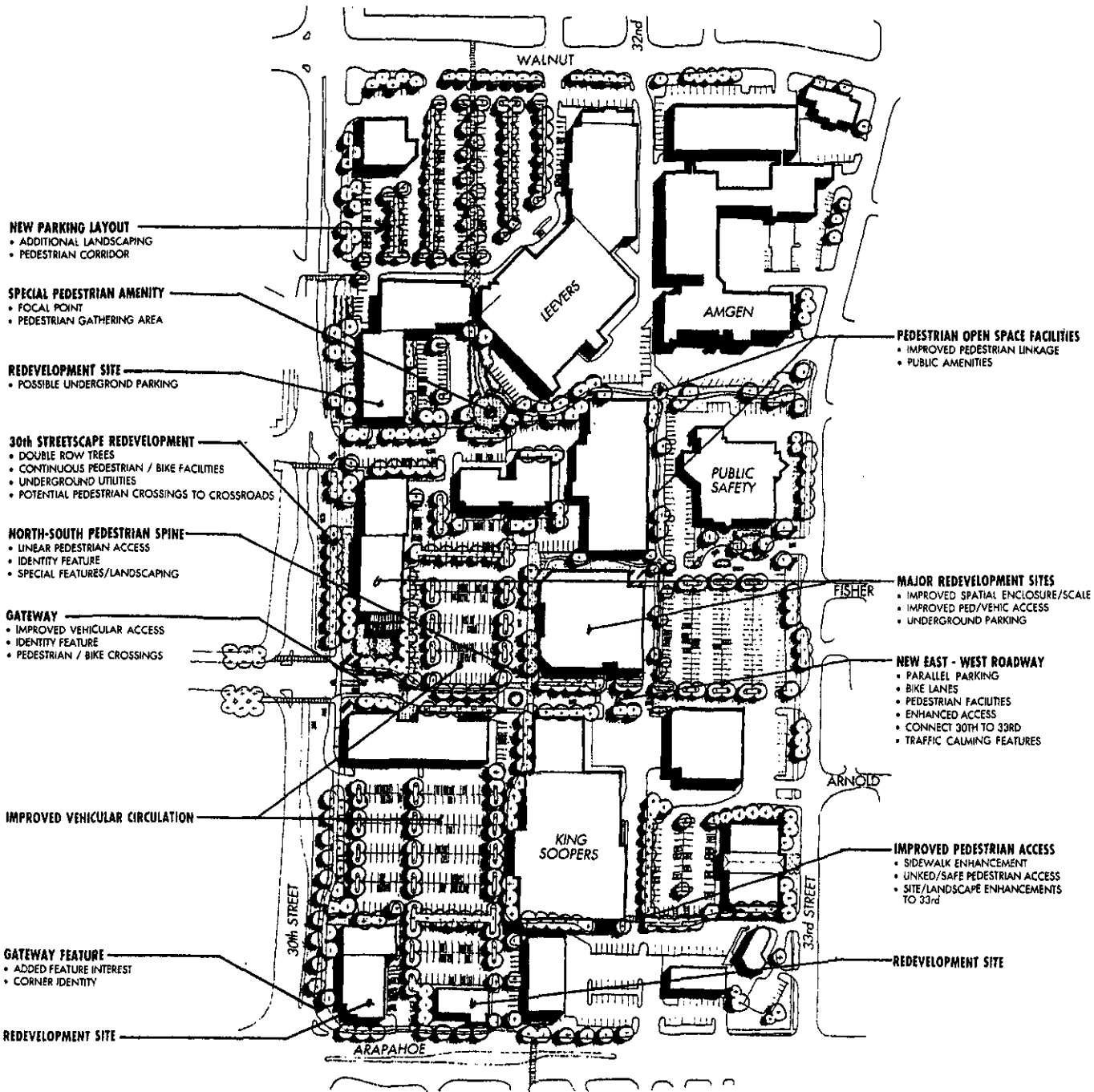




Conceptual Illustration 1

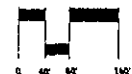
This drawing is one version of many possible scenarios of potential developm It is a summary characterization of the concepts and objectives of the Area Plan should be used as a general framework to guide future growth and developer





Conceptual Illustration 2

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



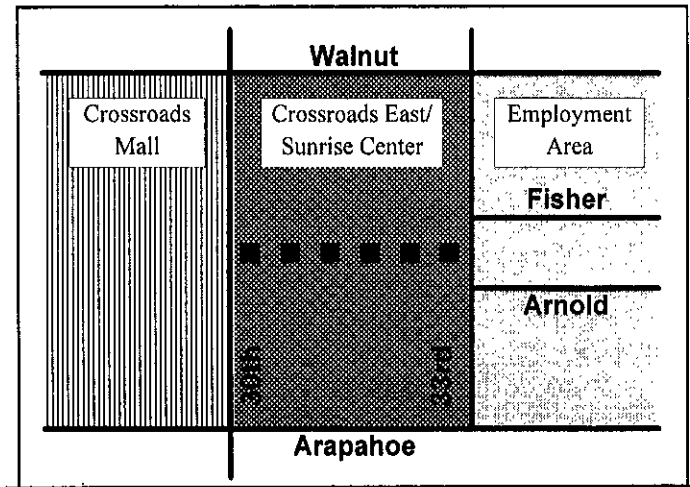
CROSS-DISTRICT OBJECTIVES

- The Arapahoe Avenue (north side) streetscape should be enhanced. Improvements should include: (applies to Sunrise Center District and 33rd St. Corridor District)
 - street trees and additional plantings in the landscape strip (between the curb and multi-use path)
 - clearer definition of the existing multi-use path
 - consolidation of closely spaced curb cuts
 - after, more visible crossings at curb cuts, and better crosswalks at the 30th and 33rd Street intersections
 - more comfortable and attractive bus stop
 - landscaping entry feature at Arapahoe and 30th gateway
 - possible mid-block crossing.

- Develop a more attractive and safer streetscape on 30th Street (east side), including: (applies to Sunrise Center, Crossroads East, Crossroads Gardens and Market Square Districts)
 - double alternating rows of street trees, and additional planting in the landscape strip
 - detached sidewalk and bike lanes, or detached multi-use path (to be determined by Transportation Department)
 - consolidation of curb cuts
 - safer, more visible crossings at curb cuts and at intersections with Arapahoe Ave. and Walnut St.
 - relocation of overhead power lines
 - possible mid-block crossings to Crossroads Mall

- At least one east-west vehicular drive with pedestrian and bicycle facilities should connect 30th and 33rd streets. (applies to Crossroads East and 33rd St. Corridor Districts)

The diagram on the next page illustrates the concept of this connection. The connection will join together separate parts of the Area and provide better access to the central portion of the Area from both directions. Workers from the eastern employment area will be able to drive (or walk or bike) to the middle and west side of Crossroads East/Sunrise Center Area without having to travel on Walnut, Arapahoe or 30th. Likewise, shoppers and workers from Crossroads Mall will be able to reach the east side of Crossroads East/Sunrise Center Area and beyond without going around the entire perimeter of the Area. The improved access will also give businesses internal to the Area better visibility.



The preferred alignment for the drive is as an extension of the existing access from 30th Street immediately north of Sunrise Center and south of the Olympic Bowl building (shown on Conceptual Illustrations 1 and 2, pgs. 18 and 19). This alignment has several advantages: It uses the existing traffic signal; it directly connects with a major entry drive to Crossroads Mall; and it follows property ownership lines its entire distance. The western part of this proposed drive is privately owned. On the eastern portion, access easements would be negotiated for the City of Boulder Public Safety site or possibly the property immediately adjacent to the south (or a combination).

The main pedestrian walkway should be on the north side, in order to maximize sun exposure and continue the Crossroads Mall entry drive sidewalk. Existing delivery access on the north side of Sunrise Center should be maintained, although that area will need to be retrofitted to accommodate nearby pedestrian and vehicular passage.

Two alternative alignments may be feasible:

- A. The vehicular drive could terminate at the east side of the Olympic site. A pedestrian/bicycle path would continue to 33rd Street along the southern portion of the Public Safety Building parking lot.
- B. The other alternative, which is the least-favored, would go through or along the Crossroads East Shopping Center site and continue to 33rd Street between the Public Safety Building and its parking lot. This alternative would be feasible only if there were substantial redevelopment on or near the Crossroads East site.

Regardless of location, the drive should be designed as a low-speed, local facility. Its purpose is to improve interior access and circulation, not serve cut-through traffic. The connection should have traffic-calming features, such as an indirect alignment, narrow drive lane widths, raised crossings, and adjacent landscaping. These elements will discourage cut-through traffic and slow vehicular traffic for the benefit of pedestrians and bicyclists traveling east-west and north-south.

The drive also should include sidewalks and street trees. A special crossing treatment should be provided where it intersects the north-south pedestrian/bicycle corridor (see next bullet). Any

new development along the drive should provide a street-side entrance. Existing blank walls should be enhanced with pedestrian-scale treatments.

- A major north/south pedestrian/bicycle corridor should be developed through the center of the Area from Arapahoe Avenue to Walnut Street. (applies to Sunrise Center, Crossroads East, Crossroads Gardens and Market Square Districts). It will likely be constructed in stages, as individual properties are upgraded or redeveloped. This should be enhanced with landscaping, shade trees, decorative paving, distinctive crosswalks, directional signage, furnishings, special lighting and bollards. Landscaping and an informal mini-park or plaza are encouraged along the corridor.
- Three east-west pedestrian/bicycle connections should be established between 30th and 33rd streets: (applies to all districts)
 - along the south side of Market Square and Amgen
 - along the proposed east-west drive
 - along the south side of King Soopers..

These paths should offer distinctive paving, adjacent landscaping and perhaps directional signage. Nearby blank walls should be enhanced.

DISTRICT-SPECIFIC OBJECTIVES

DISTRICT A: Sunrise Center

Objective One: Preserve, but reconfigure parking and internal vehicular circulation at the time of major renovation.

- The existing one-way circulation pattern and angle parking is confusing and difficult to navigate. Besides improving circulation, re-design of the parking lot should include landscaping and better pedestrian facilities.

Objective Two: Establish north-south pedestrian/bicycle corridors through Sunrise Center.

- The primary corridor should be aligned along the west face of King Soopers and the retail building to the south. It should start at Arapahoe Avenue and continue north beyond King Soopers. The path should be wide enough to also accommodate pedestrians entering and leaving the stores as well as retailing activities along the store fronts. Also see Cross-District Objectives.
- A secondary north-south corridor should be established through the middle of the parking lot, linking Arapahoe Avenue, the Sunrise Center southwest pad building, and the Sunrise Center north building.

Objective Three: Establish east-west pedestrian corridors through Sunrise Center.

- One pedestrian facility will be part of the east-west vehicular connection of 30th and 33rd Streets. It will go along the north side of the Sunrise Center north building. Also see Cross-district Objectives.
- The other corridor will be established to connect 30th and 33rd streets along the south face of King Soopers and the north face of the Sunrise Center southeast pad building. Also see Cross-District Objectives.

Objective Four: Redesign access points along Arapahoe Avenue and 30th Street.

- The short deceleration lane on westbound Arapahoe Avenue for Sunrise Center access interrupts the existing Arapahoe bicycle path. This access should be reconfigured to improve safety.
- There are numerous curb cuts near the intersection of Arapahoe Avenue and 30th Streets. Transportation staff and property owners should explore whether some of the curb cuts could be eliminated or combined, in order to improve safety. New sidewalks are also needed in this area.
- The City should consider installing a mid-block crossing of Arapahoe Avenue between 30th Street and the 32nd Street alignment, connecting Sunrise Center with the employment area to the south. The Transportation Department will determine whether such a crossing is warranted.

Objective Five: Enhance the gateway intersection of Arapahoe Avenue and 30th Street by establishing a focal point at the northeast corner.

- This highly visible corner could project a positive image for the entire Area. Redevelopment of the gas station should include landscaping and an entry feature at the corner.
- In case of major redevelopment of this site, a building should be placed closer to the corner to help define the gateway. Vehicular and pedestrian access to the interior parking lot should be provided.

Objective Six: Future expansion of King Soopers and the renovation of other retail buildings should provide human-scale architectural improvements, which will enhance the pedestrian experience.

- In case of expansion, the scale and facade of King Soopers should relate to the adjacent pedestrian corridors and should promote pedestrian activity.

Objective Seven: Mitigate the visual impacts of existing blank building walls, using landscaping, architectural features and/or art work, such as murals and bias relief.

- Blank walls include the north facade of the north Sunrise Center building, the south facade of King Soopers, and the south facade of the southwest pad building. Also, all service areas should be screened.

DISTRICT B: Crossroads East

Objective One: Provide better east-west access.

- An east-west drive should be established between 30th and 33rd Streets to improve access to the central portion of the Area. It should accommodate pedestrians and bicycles, as well as vehicles. See Cross-District Objectives for more information.

Objective Two: Establish a north-south pedestrian/bicycle corridor through the Crossroads East parking lot

- This corridor should become a major amenity within the District and could be used for events and gatherings, such as sidewalk sales. See Cross-District Objectives for further description.

Objective Three: Redevelop the Crossroads East parking lot to improve parking efficiency and enhance the visual character of the district.

- The parking lot is currently used by workers at offices to the north and Sunrise Center employees and customers. The lot has underutilized space that could provide additional parking. Also, the lot is unattractive and pedestrian-unfriendly. Parking lot redevelopment should include the following:
 - an assessment of current and future utilization and demand, including building expansion
 - reconfiguration of the layout
 - landscaping
 - pedestrian and bicycle facilities

Objective Four: Encourage redevelopment that will enhance the vitality and image of the area, and develop a more unified land use and development pattern.

- Short-term options include upgrading the Crossroads East Shopping Center with a new facade and upgrading or replacing the Olympic building. The following objectives should be achieved as part of an upgrade:
 - widening and enhancement of the existing pedestrian break in the Crossroads East building, or creation of a more central break in the building, to facilitate pedestrian circulation and help knit together the north and south sides of the Area, which are currently separated by the building; architectural features, monuments, trees, and/or other landscaping should draw attention to this amenity from a distance
 - more attractive building facades, particularly south, north, and west
 - a landscape feature at the southwest corner of the Crossroads East building
- An alternative or long-term redevelopment option would combine the Crossroads East and Olympic properties, remove the existing buildings, and construct a large commercial building on the eastern portion of the Olympic site and a smaller, street-oriented building along 30th Street. Parking in the center, surrounded by buildings, would open interior visibility to the

Sunrise Center district. Underground parking would be encouraged. A plaza off 30th Street would attract pedestrian attention and activity to the district.

- Any new building or building expansion should maintain or strengthen the street wall along 30th Street.

DISTRICT C: Crossroads Gardens

Objective One: Improve pedestrian/bicycle circulation to the south

- A safe and continuous pedestrian/bicycle connection should be made through the Sussex building property, so that it is no longer a barrier to north-south circulation. See Cross-District Objectives for more information.

Objective Two: Provide an east-west pedestrian/bicycle path, ultimately connecting to 33rd Street.

- This path should be located south of Market Square. A focal point landscape treatment should be installed where the path intersects with the main north-south pedestrian/bicycle spine.

Objective Three: Redevelop the Crossroads Gardens parking lot.

- Pedestrian circulation through the existing parking lot is difficult. Parking lot redevelopment should include:
 - replacement of existing Russian Olive trees with more pedestrian-friendly, thornless species
 - removal of cobblestone mulch in areas where people walk
 - curb ramps and paths cutting through interior landscape medians
 - a better pedestrian connection to the Market Square pedestrian cut-through.

Objective Four: Encourage future redevelopment to locate buildings along 30th Street.

- New buildings should create a street wall along 30th Street. They should be oriented toward the street and provide a street-side entrance. This will open up the interior of the site for parking, and enhance the overall visibility and image of the district.

Objective Five: Consolidate the curb cuts located along 30th Street.

- This district has more curb cuts than elsewhere in the Area.

Objective Six: Consider whether a mid-block pedestrian crossing of 30th Street should be installed to better connect this district to Crossroads Mall.

- One potential location for a crossing is near the access drive to Crossroads Mall. The City Transportation Department will determine whether a crossing would be warranted. Improvements to the Crossroads Gardens parking lot and future redevelopment plans should accommodate any new crossing by providing connecting paths.

DISTRICT D: Market Square

Objective One: Provide an east-west path that will connect to 33rd Street, between Amgen and Public Safety

- In addition to providing the path, the southwest and southeast facades of Market Square should be enhanced, as they are highly visible from this and other proposed walkways.

Objective Two: Improve the pedestrian cut-through west of Leever's Market.

- Utility equipment in the passageway should be screened. To create a stronger visual and functional connection, the wall on the south side of the cut-through should be removed or re-designed and, if building renovation is proposed, the service entrance should be removed or re-configured.

Objective Three: Enhance the Market Square parking lot and continue the desired north-south pedestrian/bicycle spine from the cut-through to Walnut Street.

- Landscaping should be added to the Market Square parking lot. Parking should be reconfigured in order to improve auto circulation and incorporate a north-south pedestrian/bicycle passage. This would be an extension of the spine starting at Arapahoe Avenue.

Objective Four: Consider whether mid-block crossings should be installed on 30th Street and Walnut Street to facilitate pedestrian connections to adjacent retail areas.

- A mid-block crossing of 30th Street should be considered to better connect Market Square with Crossroads Mall. The west end of Market Square (Walgreen's) and the Mervyn's entrance to the Mall are relatively close to each other. The City Transportation Department will determine whether a crossing is warranted.
- The City also should determine whether a mid-block crossing of Walnut Street should be installed at a location between 30th and 32nd Street.

DISTRICT E: 33rd Street Corridor

Objective One: Develop pedestrian/ bicycle links between Crossroads East/Sunrise Center Area and the office/industrial area to the east.

- An east-west path should be provided along the existing landscaped area between the City of Boulder Public Safety Building and Amgen. Adjoining that, a north-south path should be developed in the landscaped area along the west side of the Public Safety property, extending south to the proposed east-west drive between 30th and 33rd Street. Both paths should be designed as linear green spaces, with at least one small park-like seating area.

- Continue the east-west path along the south side of King Soopers, connecting 30th Street to 33rd Street.

Objective Two: Establish east-west vehicular access from the Sunrise Center District and the Crossroads East District to 33rd Street.

- The access should accommodate automobiles, pedestrians and bicyclists. See Cross-District Objectives for more information. The connection should be sensitive to security needs at the Public Safety facility and compatible with any facility expansion.

APPENDIX A: CHECKLIST FOR DEVELOPMENT REVIEW

PART 1: Summary of requirements for all development proposals in the site review process. See pgs. 13-15 for full listing.

Site Layout

- Place buildings close to street. Locate parking behind and beside building.
- Consider providing mini-park or plaza.
- Locate buildings to preserve views to the west from adjacent public areas. Locate useable open space on-site to take advantage of views.

Circulation

- Provide internal vehicular and pedestrian/bicycle connections to adjacent properties. Remove or create break in any existing barriers and mitigate significant grade changes.
- Reduce or minimize curb cuts.

Building Design

- Break large buildings into smaller, pedestrian-scale volumes, using differentiated massing and changes in facade materials.
- Orient front facade to street. Provide street-side entrance. Make all sides of building attractive and enrich with clear windows and architectural detailing, particularly on the ground-level.

Pedestrian Facilities

- Provide pedestrian paths with interesting paving (such as colored concrete or unit pavers), adjacent landscaping, and pedestrian-scale lighting. Separate paths from moving traffic with a landscape strip or parking.
- Provide distinctive crosswalks wherever pedestrians cross public streets or internal drives.

Bicycle Facilities

- Locate bike parking near the main entrance(s) of every building. Provide two bicycle spaces for every 10 car spaces. Inverted-U rack preferred. Provide adjacent curb ramps, lighting and, if possible, overhead cover.

Parking

- Reconfigure disorganized or confusing parking lots.
- Break large parking lots into several smaller lots.
- Share parking spaces and access points/drives when possible.
- Link to adjacent parking lots.
- Enhance parking lot interior with landscaped islands and central medians. Screen lot from adjacent streets with low wall or landscaped earth berm.
- Provide internal walkways and crosswalks in parking lots, for safe pedestrian access to building(s).

- Incorporate any above-ground parking structure into building it serves.

Transit stops

- Check with GO Boulder to determine need for transit stop. Locate transit stop close to building entrances. Provide shelter, seating, lighting, landscaping, and buffer from moving traffic. Discuss ADA specifications and need for adjacent bike parking with GO Boulder.

PART II: Summary of additional requirements for development plans in specific districts. See pgs. 16-27 for full description.

(Cross-district objectives are reiterated in each applicable district.)

Sunrise Center District:

- reconfigure parking and internal auto circulation
- provide north-south pedestrian/ bicycle corridors
- provide east-west pedestrian corridors
- reconfigure access points at Arapahoe and 30th
- consult with Transportation staff about possible mid-block crossing of Arapahoe
- enhance existing blank walls
- create gateway feature on northeast corner of Arapahoe and 30th
- enhance Arapahoe and 30th Street streetscape

Crossroads East District:

- improve and extend east-west access, linking 30th to 33rd streets, with pedestrian and bicycle facilities
- provide north-south pedestrian/ bicycle corridor and pedestrian break in Crossroads East building
- redevelop existing parking lot
- maintain and enhance building presence along 30th Street
- upgrade facades
- enhance 30th Street streetscape

Crossroads Gardens District:

- provide north-south pedestrian/bicycle corridor
- provide east-west pedestrian path
- upgrade parking lot
- strengthen building presence along 30th Street
- consolidate curb cuts
- consult with Transportation staff about possible mid-block crossing on 30th Street
- enhance 30th Street streetscape

Market Square District:

- provide east-west pedestrian connection
- enhance southeast and southwest facades
- improve north-south pedestrian cut-through
- reconfigure and enhance parking lot and continue north-south pedestrian/ bicycle corridor
- consult with Transportation staff about possible mid-block crossing of 30th Street
- consult with Transportation staff about possible mid-block crossing of Walnut Street

enhance 30th Street streetscape

33rd Street Corridor:

east-west and north-south pedestrian paths

establish east-west drive linking 33rd Street to 30th, with pedestrian and bicycle facilities

enhance Arapahoe streetscape

APPENDIX B EXISTING CONDITIONS

Urban Design

The overall image and development pattern of the Crossroads East/Sunrise Center Area is typical of an older-generation retail district that is characterized by ordinary buildings, minimal landscaping and large surface parking lots.

The Area lacks visual cohesiveness. It has a fragmented appearance and no memorable identity, because individual properties have been developed without relation to each other. There is no unifying development pattern or streetscape. Also, many of the building service areas are not effectively screened from public view. Overhead utility lines along 30th Street also detract from the aesthetics of the area. (See Existing Conditions Map on page 9.)

Connectivity and Circulation

The Crossroads East/Sunrise Center Area severely lacks interconnecting transportation facilities for motorists, bicyclists and pedestrians. Poor connectivity makes circulation very inconvenient for all modes of travel.

Part of the problem is that the Area is essentially a "superblock." It is an area roughly 2000 feet long by 900 feet wide with no streets, sidewalks or paths continuing completely through its interior. (Elsewhere in central Boulder, block sizes average 350 feet square.) This situation is compounded by the fact that many properties in the Area are completely cut off from each other by significant grade differences, retaining walls, fences, curbs, and several long, uninterrupted buildings. The barriers between properties force motorists, pedestrians and bicyclists to take circuitous routes through parking lots or to return to arterial streets just to get to an adjacent or nearby property.

A. Pedestrian and Bicycle Circulation

Pedestrian and bicycle circulation within the Area is difficult, if not impossible, for a number of reasons:

- Block size is a key ingredient in walkability, and the rule of thumb for walkability is a 300- to 350-foot block pattern. Crossroads East/ Sunrise Center Area is a single block many times that size.
- Street crossings are limited to major intersections. Pedestrians trying to walk to and from Crossroads Mall and the offices south of Arapahoe often cross 30th Street and Arapahoe Avenue at various unprotected points, scrambling over landscaped medians, rather than walking the distance to a signalized intersection. At intersections, high traffic volumes with heavy turning movements make crossing feel dangerous and unpleasant.
- In addition, there is an overabundance of curb cuts along 30th Street and Arapahoe Avenue, which make walking and bicycling along these streets unsafe, since every curb cut is a potential vehicle-ped/bike conflict point.
- There are almost no internal walks/bikeways connecting adjacent properties.
- In many locations, barriers between properties and long buildings obstruct pedestrian and bicycle movement within the Area.
- The Area's expansive parking lots are another impediment to safe, comfortable pedestrian and bicycle travel between buildings.

- Bicycle connections through the Area are inadequate: There is no north-south bicycle facility through the Area. The only on-street bike lane is along Walnut Street from 30th to 33rd Streets. The multi-use path along the north side of Arapahoe Avenue is poorly defined and not visible to turning motorists.

B. Vehicular Circulation

The lack of through-streets in this area makes vehicular access to and through the Area very inconvenient. Internal vehicular circulation is at best confusing, at worst, non-existent. Access between adjacent properties is often obstructed.

Parking

Parking throughout the Area is fragmented and disordered. Several parking lots and portions within the same parking lot function independently of adjacent parking. Discontinuities between adjacent parking lots contribute to increased traffic congestion. Parking lot amenities and landscaping are limited, although some of the newer lots include peripheral landscaping and internal lighting.

Transit

Six different Regional Transportation District (RTD) bus routes serve the Area, with stops along Arapahoe Avenue and/or 30th Street. They are: the East Boulder/Denver route, the Boulder/Lafayette route, the Longmont/East Boulder/CU/Table Mesa route, the Arapahoe Avenue route, the 30th Street route, and the Manhattan/Eisenhower route. RTD has indicated that a significant number of the riders served by the stops are employees of area businesses located north of Sunrise Center. To the west of the Area, the Crossroads Mall Transit Center serves The Hop circulator shuttle, as well as several other RTD routes.

Landscape

Landscaping is deficient in many parts of the Crossroads East/Sunrise Center Area. The majority of the properties have some landscaping, although there is no discernable and consistent landscaping pattern or character evident. Interior landscaping on most properties within the Area either is minimal or is completely absent.

Views

Views are one of Boulder's finest resources. Views of the Flatirons, foothills and the mountains to the west of Boulder are prominent from many locations in the Crossroads East/Sunrise Center Area. Dramatic views offer real opportunities for redeveloping sites; they should be preserved and capitalized upon in future site and building design.

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