



Northwest Superior Community Engagement: Outreach Summary and Preliminary Recommendations



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Background

Project Overview

In the fall of 2017, the Town of Superior initiated a community engagement effort to identify issues of community-wide concern for Northwest Superior, and to explore the potential need for a subarea plan or other policy or regulatory changes to address these issues. With direction from the Town Board, Planning Commission and Town staff worked with an outside consultant to organize a series of community input opportunities.

This engagement effort was organized with the goal of:

- Highlighting the changes that have occurred in Northwest Superior in the past five years, and influencing factors that are likely to spur additional change in the future;
- Increasing awareness of current plans and regulations (e.g., Comprehensive Plan, Zoning regulations) in place to guide future changes; and
- Exploring whether current plans and regulations are adequate to guide future change or whether other development tools and regulations are desired by the community.

Community Engagement Process

An initial meeting with the Planning Commission was held in early October 2017 to discuss overall project objectives and refine the community engagement strategy. Based on direction from the Planning Commission, Town staff and the consultants worked together to initiate the broader community engagement. The process was conducted over a period of three weeks and included:

- **Community Meetings.** Two evening meetings were held on different nights and in different locations—Town Hall and Rocky Mountain Station No. 5—to encourage broad participation. Business and property owners were also invited to attend a separate lunchtime focus group to share their ideas and concerns about Northwest Superior. All three meetings consisted of an overview presentation followed by a series of keypad polling questions and open discussion. Approximately 100 people participated.
- **Online Questionnaire.** An online questionnaire, which contained the same materials and questions presented during the in-person meetings, was also made available to allow those unable to attend a meeting in-person to participate. Over the course of two weeks, approximately 458 people provided input online.
- **Hardcopy Questionnaire.** A hardcopy of the online questionnaire was also made available as part of and following the community meetings. 44 people submitted written responses.

All community input opportunities were advertised through the Town's website and regular newsletter, e-blasts to subscribers of regular Town of Superior updates, and posters at Town Hall, as well as through communications with community partners such as the Chamber of Commerce.

About this Report

This report includes the combined results of input received from the community meetings, online questionnaire, and any hard copy questionnaires that were submitted. It includes three parts:

- **Part 1: Community Input Summary** – includes combined responses to individual questions and a summary of the key themes and issues identified through written comments.
- **Part 2: Preliminary Recommendations** – includes an overview of possible next steps for consideration in response to community input received.
- **Part 3: Detailed Comments** – includes a compilation of all open-ended comments provided as part of the community engagement process.

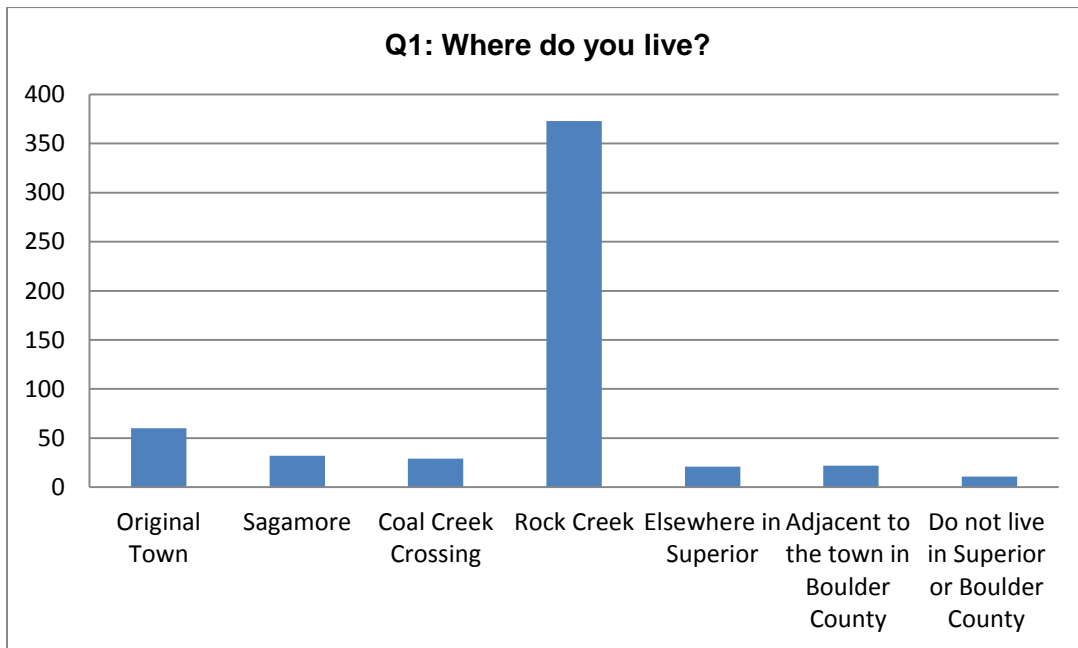
Part 1: Community Input Summary

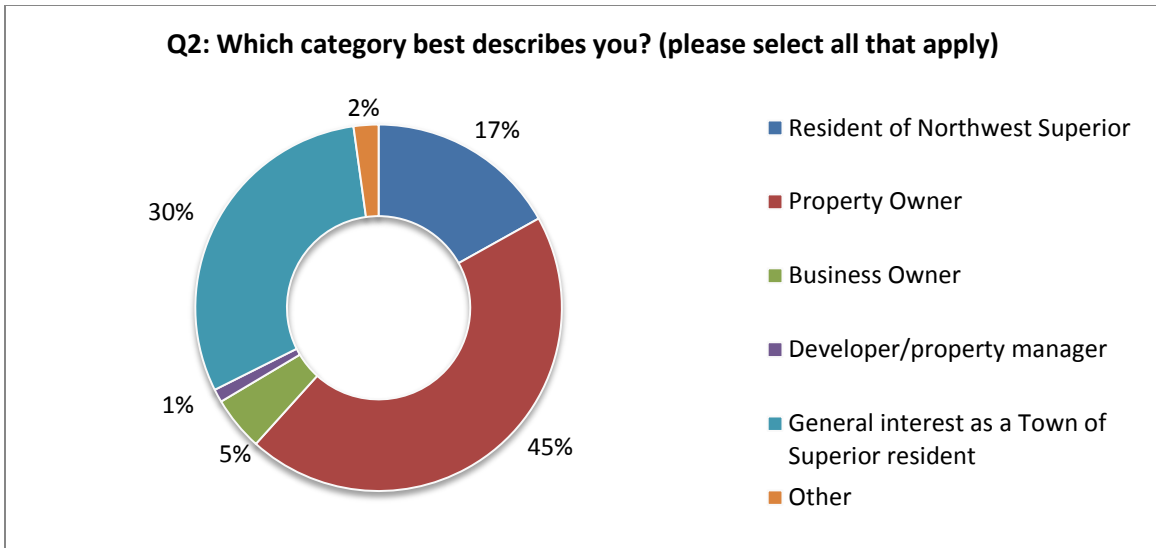
Overview

A synopsis of input received as part of the various community engagement activities is provided below. It should be noted that the questionnaire conducted as part of the meetings and offered online was not designed to be statistically valid; respondents to the questionnaire were self-selecting. The results are organized into three sections:

- **Background** – general questions regarding the location and interests of respondents
- **Opportunity Areas** - questionnaire results and summary of key issues and themes centered on four opportunity areas within Northwest Superior: 76th Street Properties, Superior Marketplace, Original Superior, and the 2nd Avenue Property. These areas were identified as the areas where change is most likely to occur due to recent growth pressures, the availability of vacant or underutilized land, and current plans and regulations. For each opportunity area, respondents were asked whether they were comfortable with the current policy directions for these areas.
- **Northwest Superior Generally** - questionnaire results and summary of key issues and themes from the latter half of the questionnaire, which was comprised of open-ended questions intended to get respondents to think more broadly about the future of Northwest Superior.

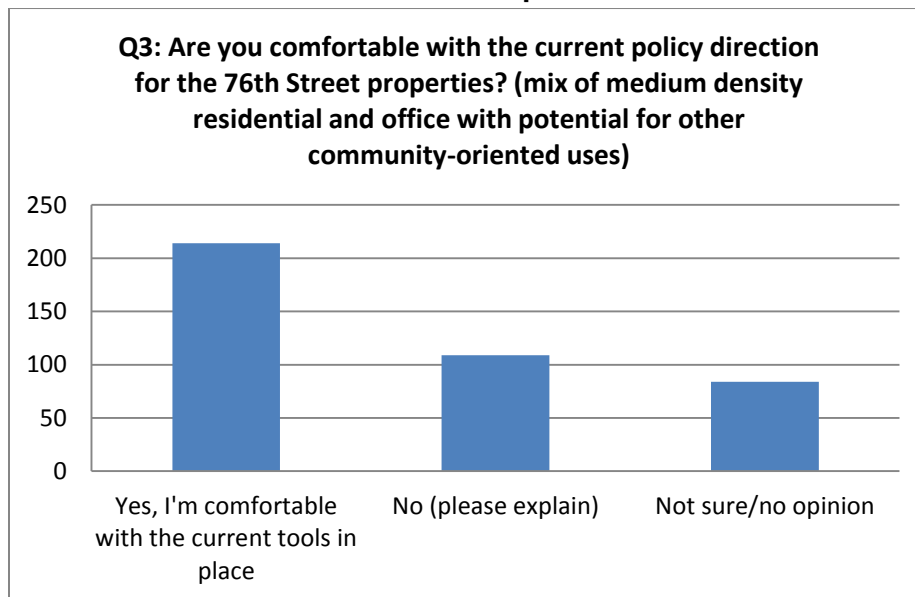
Background





Opportunity Areas

76th Street Properties



Common Themes—76th Street Properties

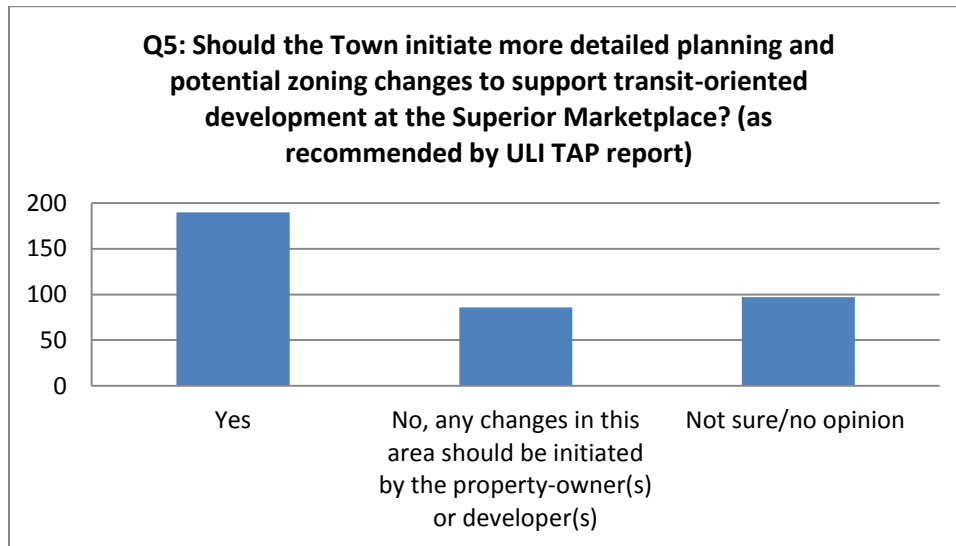
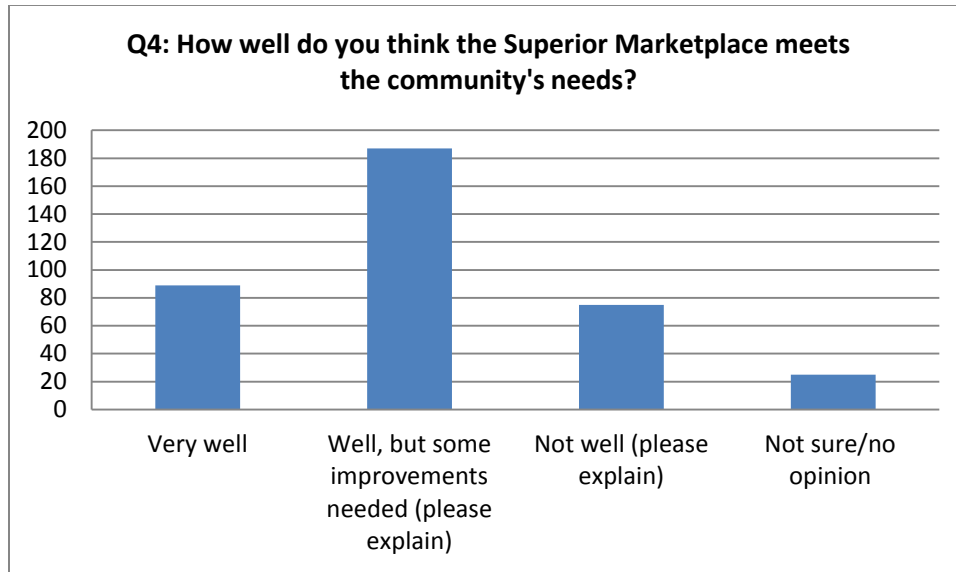
Based on 407 total responses to this question, just over half of respondents (53%) indicated that they were comfortable with the current tools in place. Common themes noted in the free responses included:

- **Traffic** – concerns about adding additional traffic and congestion to the area.
- **Housing** – respondents had mixed opinions about housing. Some noted that housing is not appropriate for this area while others indicated support for single-family homes and senior housing on the site.
- **Neighborhood commercial** – some respondents expressed a desire for more neighborhood-scale commercial/retail uses like restaurants and coffee shops, while others were concerned that

additional office or other commercial uses in this location would potentially exacerbate vacancies at the marketplace.

- **Open Space** – several respondents expressed a desire to preserve the site as open space.
- **Other** – some expressed concern about the potential impact of new residential development on schools. Others indicated they would prefer to see community-oriented uses, such as a recreational center or a library.

Superior Marketplace

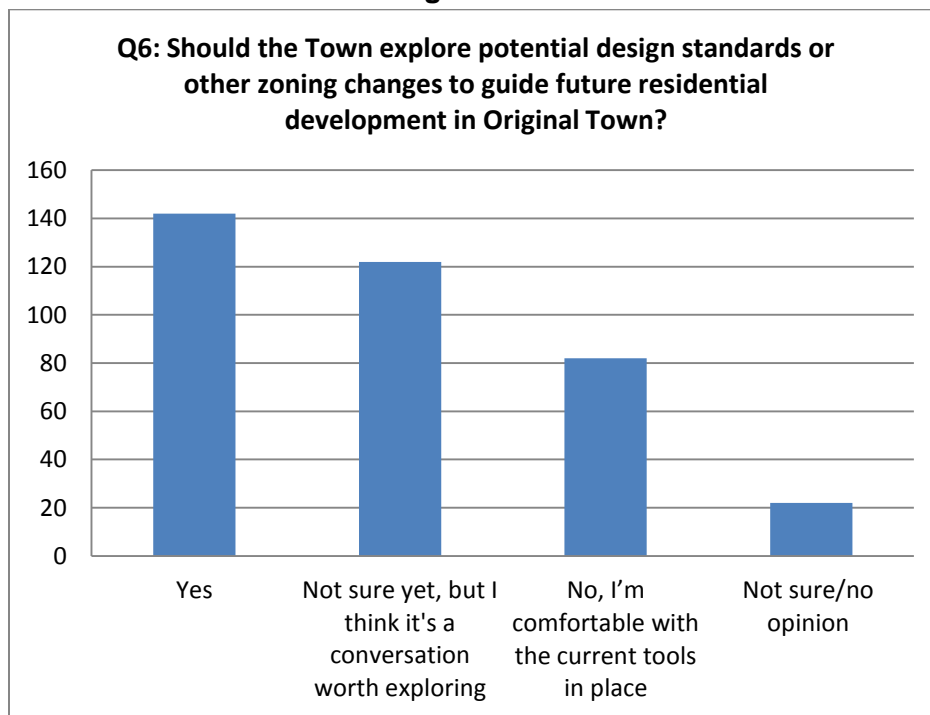


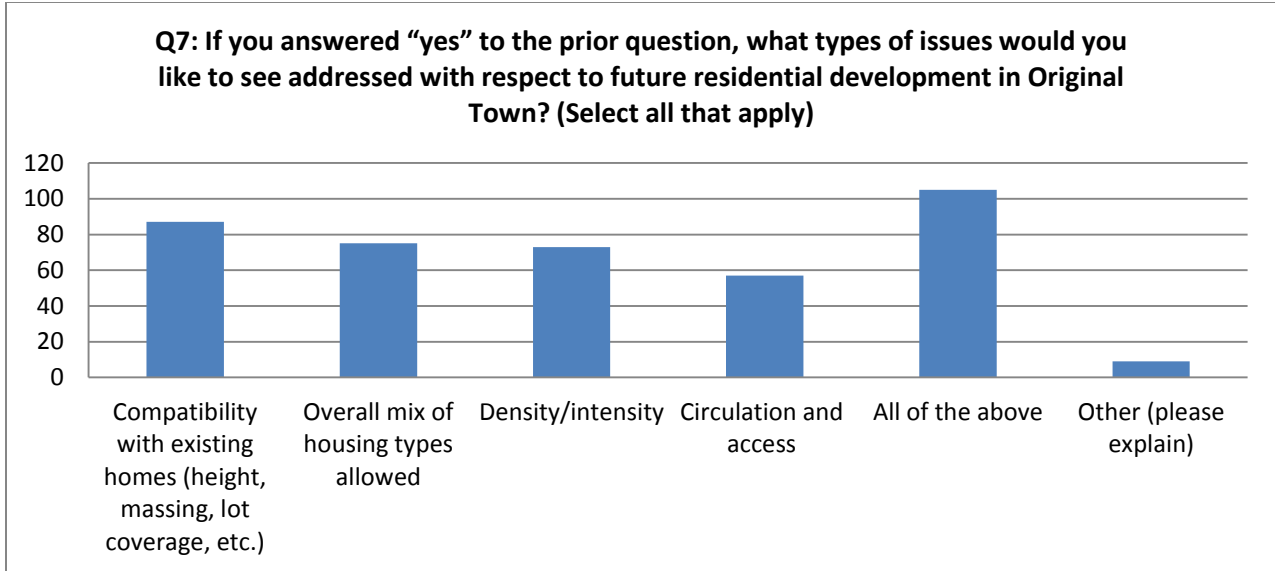
Common Themes—Superior Marketplace:

Based on 376 total responses to this question, 50% of respondents indicated that the Superior Marketplace meets the community's needs well, but was in need of some improvements. Overall, 51% thought that the Town should initiate more detailed planning for this area. Common themes noted in the free responses included:

- **Pedestrian/bicycle connectivity** – numerous respondents cited a desire for improved access and connections within and into the marketplace for pedestrians and cyclists, as well as a desire to make the area more visually appealing and comfortable for pedestrians.
- **Traffic/vehicular access** – vehicular access and circulation in and around the marketplace was identified as a major concern for respondents. Traffic on McCaslin and Marshall, and the construction of the new roundabout on McCaslin were of particular concern, especially as traffic volumes continue to increase overtime.
- **Wayfinding/visibility** – respondents cited the need for improved wayfinding to increase the visibility of businesses and help patrons navigate around the marketplace.
- **Mixed-use/Transit-oriented Development (TOD)** – respondents had mixed opinions about expanding uses in the Marketplace, particularly with regard to housing. Some respondents felt that introducing housing and office uses would increase the viability of local businesses, while others disagreed and did not think high-density housing was appropriate for this area.
- **Small businesses and restaurants** – respondents expressed a strong desire for more local/small businesses, especially restaurants that would provide for more unique dining options.
- **Vacancies** – commercial vacancies within the Superior Marketplace was the most frequent concern raised by respondents.

Original Town



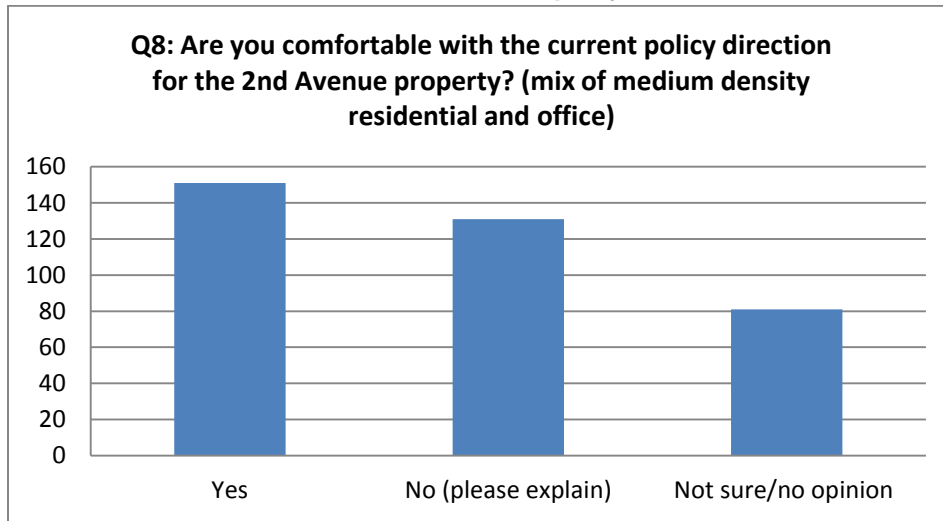


Common Themes—Original Town

Of the 368 total responses to this question, nearly 40% of respondents indicated that they thought the Town should explore potential design standards or other zoning changes to guide future development in Original Town. An additional 33% indicated they weren’t sure, but that they thought it was a conversation worth exploring, while 22% indicated they were comfortable with the current tools in place. In terms of the types of issues respondents indicated they wanted to see addressed, support was expressed for a range of issues or ‘all of the above’ (26%), followed by compatibility with existing homes (21%), overall mix of housing types and density/intensity (18%), and circulation and access (14%). Common themes noted in the free responses included:

- **Housing options** –respondents showed the strongest support for smaller single family homes where infill does occur versus multifamily. Some also expressed support for consideration of accessory dwelling units.
- **Compatibility** – ensuring that the scale and character of new development is compatible with the neighborhood was a priority for many respondents. Large multi-family housing projects, such as apartment complexes were described as incompatible with the neighborhood.
- **Walkability** – the need for sidewalk improvements, and safe access/connections to the Superior Marketplace and Downtown Superior was also mentioned by a few respondents.
- **Maintenance/code enforcement** – some respondents expressed concern about the potential environmental and health ramifications of older industrial uses in the area, as well as a desire for stronger code enforcement with regard to outdoor storage, allowed uses, building codes, and non-conforming uses.
- **No change** – a number of respondents expressed concern regarding any effort to impose any sort of change on long-time residents and a general desire to be ‘left alone.’ A few respondents (not residents of Original Town), noted that while they though some change would be positive, they felt Original Town residents should guide future decisions in the area.

2nd Avenue Property



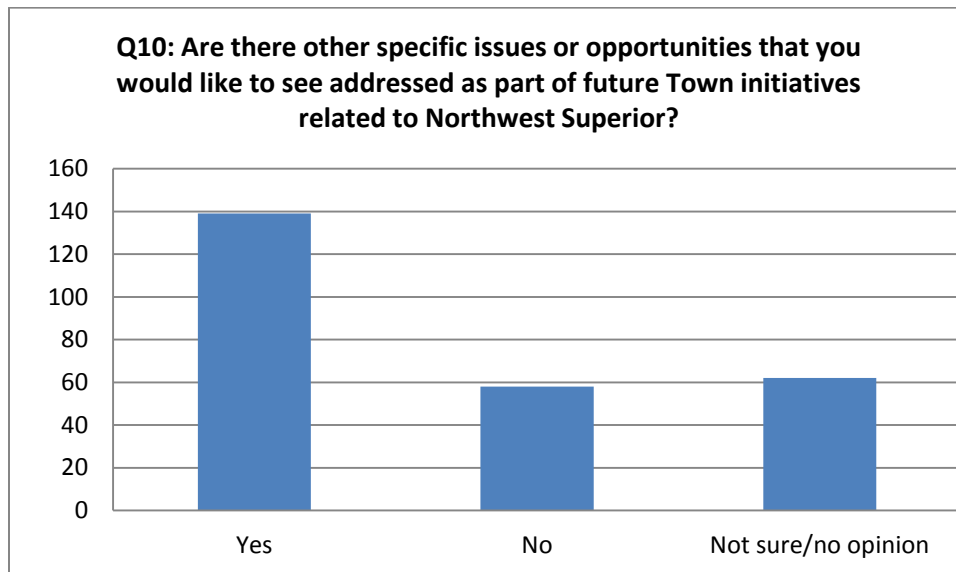
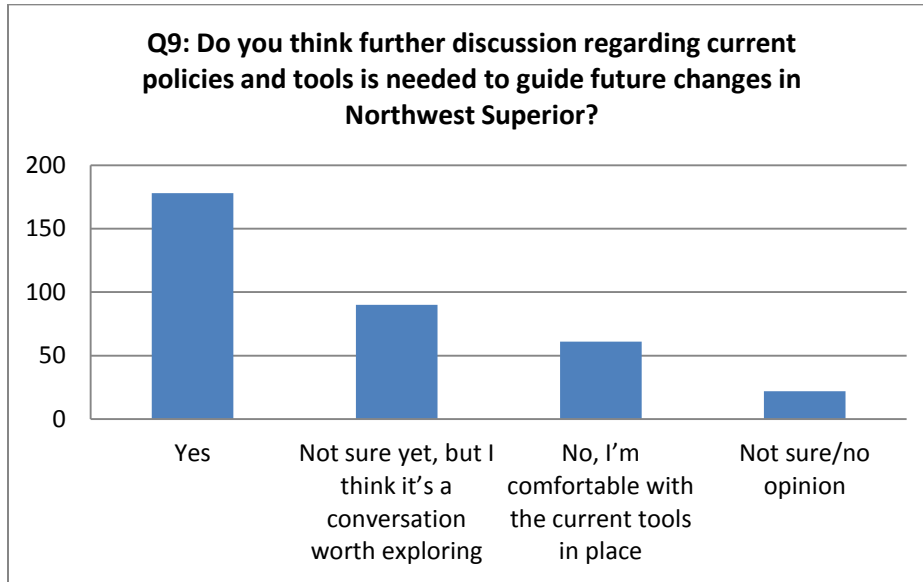
Common Themes—2nd Avenue Property

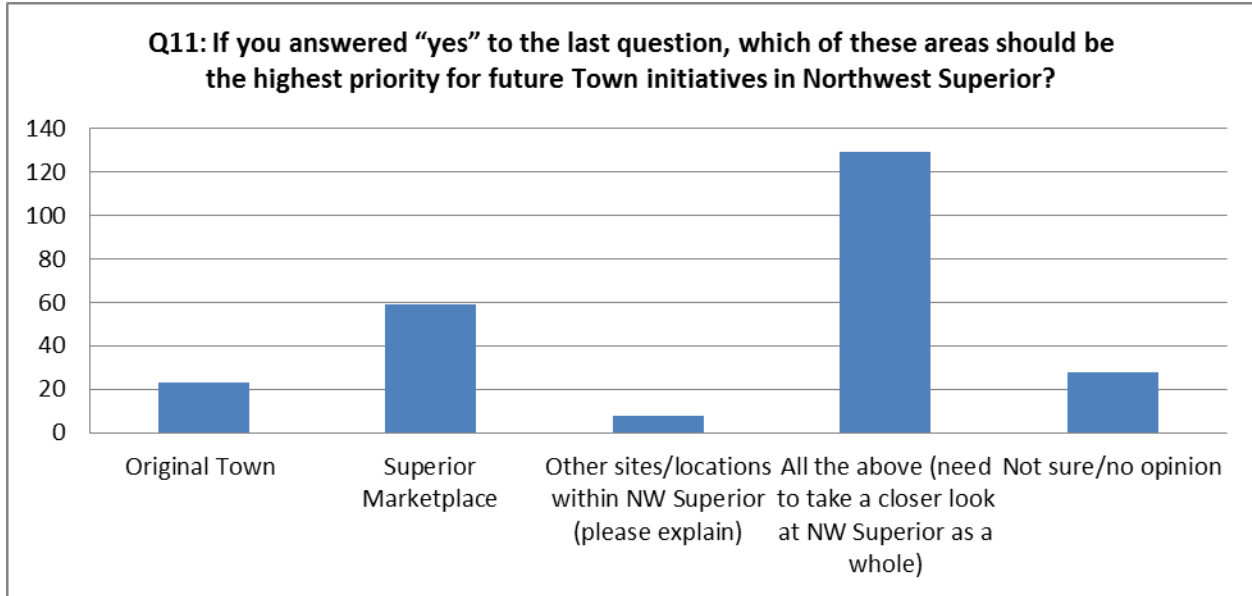
Of the 363 total responses to this question, 42% indicated that they were comfortable with the current policy direction for the 2nd Avenue property, while 36% indicated they were not comfortable, and 22% indicated they were unsure or had no opinion. Common themes noted in the free responses included:

- **Community Facilities**— a community center, recreation center, or library were all cited as uses that respondents desired for this area.
- **Housing/density** – the density of any future housing on this site was a key concern for respondents. Many noted that single-family housing would be more appropriate for this site given its proximity to the Original Town neighborhood and the desire for compatibility with existing single-family homes. Others supported the idea of senior housing, and more affordable housing options in this location. Concerns were also raised about the potential affects new housing can have on schools.
- **Mixed-use** – several respondents suggested that the site may be appropriate for a smaller scale mixed-use development (office, retail, and housing) to provide a transition between Original Town and Downtown Superior.
- **Circulation and access** – the potential for a future connection between the 2nd Ave. Property and the Original Town neighborhood (via the roundabout) was a frequent concern raised by respondents. Specific concerns cited included the desire to avoid increased cut through traffic and backups/increased congestion on McCaslin Blvd.
- **Open Space/parks** – Numerous respondents noted they wished to see the area remain as open space and several expressed support for a park in this location – particularly flood prone portions of the site.

Northwest Superior Generally

Of the 351 total responses to this question, 51% of respondents indicated further discussion regarding current policies and tools was needed to guide future changes in Northwest Superior, while an additional 26% indicated they were not sure, but thought it was a conversation worth exploring. 17% indicated they were comfortable with the current tools in place. Common themes noted in the free responses included:





Common Themes:

Of the 247 total responses to Q11, 52% of respondents indicated the need to take a look at NW Superior as a whole, 24% indicated Superior Marketplace should be a priority, and 9% indicated Original Town should be a priority. Numerous comments were provided in the free responses, many of which mirrored comments provided in response to other questions.

- **Community facilities** – a number of respondents reiterated their desire for more community-oriented uses such as recreation center, library, community gardens, and other community amenities.
- **Connectivity** – the need for better connectivity to the Marketplace from Original Town and other adjacent neighborhoods was stressed by many respondents.
- **Open space and trails** – a number of respondents reiterated their desire for open space preservation and the integration of new trails.
- **Impacts of growth** – respondents stressed the need to consider the impacts of new development on the community (e.g., roads, schools), and the need to plan carefully in order to decide what uses and types of development fit in Northwest Superior.
- **Business retention/attraction** - business retention as a priority initiative, and attraction of small businesses.

Northwest Superior Generally – open-ended questions

Q12: What do you like about the Northwest Subarea that you would like to see stay the same or enhanced?

Common Themes:

- **Access to amenities and services** – numerous respondents indicated they liked having access to big-box stores and other services that allow them to meet their day-to-day needs close to home, though it was noted the addition of more small businesses would enhance this benefit. Access to transit and US 36 was also cited as a positive.
- **Small Town Character** – respondents noted that they like the historic feel and uniqueness of Original Town (people and development pattern) that adds to character to the Northwest Superior and the Town as a whole. Others noted that they liked the mix of old and new development.
- **Open space and Trails** – respondents also cited access to open space and trails as a key characteristic of Northwest Superior.

Q13: What don't you like about the Northwest Subarea that you would like to see changed?

Common Themes:

- **Marketplace enhancements**– respondents noted that the marketplace felt a little "dated" and could be enhanced to draw more people in. Respondents were also concerned with the high number of vacancies and desired for better walkability and more local businesses within the Marketplace.
- **Connectivity/walkability** – the need to focusing on creating better connections between the different opportunity areas and encouraging continuity for new developments.
- **Code enforcement/maintenance** – several respondents cited the need for better code enforcement/maintenance in Original Town.
- **Traffic** – traffic flow and congestion in and around the Marketplace was of major concern.
- **Growth and development** – a number of respondents noted they did not support additional development and preferred to see the area remain the same.

Q14: What is missing from the Northwest Subarea that you would like to see?

Common Themes:

- **Workforce housing** – several respondents cited a desire for more affordable homes that would be attainable to service workers needed to support area businesses.
- **Community Facility** – respondents again cited the desire for more community-oriented use and facilities like libraries, recreation centers, and community gardens.
- **Better attractions** - respondents reiterated the desire for more local businesses and restaurants in the Marketplace.
- **Walkability** – respondents also reinforced the need for better pedestrian connections to and within the marketplace.

Q15. What types of uses and scale of development would be compatible in the Northwest Subarea?

Common Themes:

- **Density** - higher density development was viewed as more appropriate near the existing transit station (in the Marketplace) while lower intensity residential uses were viewed as more appropriate near existing neighborhoods and open space.
- **Housing** - Low and medium density residential housing such as single-family homes, duplexes, and townhomes were viewed as more desirable than high-density apartments. Others noted that traditional neighborhood development (smaller single-family homes) and senior housing would be appropriate.
- **Mixed-use** – more active mixed-use environments (restaurants/retail) that allow people to walk to services and pursue leisure activities in Northwest Superior versus going to a nearby community.
- **Open space and trails** – Incorporating more open space and trails for the town.
- **Growth and development** – a number of respondents again noted they did not support additional development and preferred to see the area remain the same.

Part 2: Preliminary Recommendations

General Observations

Both the level of interest and participation in the Northwest Superior Community Engagement process and the responses provided by participants provide a strong indication that additional community discussion is desired and needed to achieve the following objectives:

- Define a vision and goals for Northwest Superior as a whole;
- Evaluate the market conditions that underpin the vision and goals in light of recent US 36 Corridor investments and the ongoing development of Downtown Superior;
- Explore (in greater detail) community preferences regarding possible futures for Original Town and the immediate vicinity, as well as for the Superior Marketplace and other opportunity areas in Northwest Superior; and
- Determine what specific steps are needed to implement the community's preferred direction.

Recommended Follow-Up Tasks

In order to achieve the objectives above, we recommend the following tasks (in conjunction with additional community input):

- **Preliminary Vision and Goals.** A preliminary vision and goals should be prepared for further discussion that builds on community input provided to-date. A critical step in this initial task would be to highlight areas where general consensus seems to exist, as well as areas where additional discussion is needed as part of the alternative scenarios task below.
- **Market Assessment.** An assessment of economic and development and market trends for the Town of Superior is needed to inform discussions regarding the types of uses and development the market will support for Northwest Superior. A specific focus should be placed on Superior Marketplace to determine whether near-term steps should be taken to help reduce vacancies and business turnover, as well as to explore the types of uses that would be most viable if steps were taken to support the transition of the area to a more transit-oriented pattern of development over time. This analysis would also need to take into account the relationship between Downtown Superior and the Marketplace, and opportunities identified as part of the ULI TAP study to help inform the potential timing and scope of any next steps with regard to the Superior Marketplace.
- **Supplemental Inventory/Analysis Information.** Basic background information for Northwest Superior was assembled to inform the community engagement process. Additional work is needed as a foundation for subsequent tasks. This task would include: 1) A capacity analysis to establish a buildout estimate of population and dwelling units based on current zoning and an inventory of existing land uses and vacant/underutilized land; 2) Preparation of a series of simple 3-D models of representative portions of Original Town to provide the community with a baseline understanding of the scale, mass, and intensity of the residential development that could occur on vacant or underutilized lots, based on the current R-L and R-M zoning; and 3) A similar 3-D model of existing conditions in the Marketplace to use as a foundation for evaluation of different concepts as part of the alternative scenarios task below.
- **Alternative Scenarios.** This task would build directly from prior tasks and would involve several discrete components. Each component would be designed to help the community visualize

potential scenarios for future development in different parts of Northwest Superior, and to consider the potential benefits and trade-offs associated with each.

- **Original Town Prototypes.** Using the baseline models assembled above as a starting point, this task would involve the creation of a series of housing prototypes for Original Town to help illustrate different ways in which compatibility could be encouraged as part of future infill and redevelopment in Original Town. Prototypes could be used to “test” the effect that different types of regulatory tools and incentives (e.g., lot splitting, variable lot coverage, bulk planes, accessory dwelling unit provisions) might have on individual property yields, as well as on the character of individual blocks in Original Town. In addition, prototypes would also help facilitate a community discussion about what “compatibility” means in the context of Original Town, and what types of implementation strategies would—or wouldn’t—be supported.
- **Superior Marketplace Concept Plans.** Building on the above tasks and the preliminary concept diagram contained in the ULI TAP study, a series of illustrative concept plans would be developed for the Superior Marketplace to help illustrate how the area could transition over time. The concepts should address the overall mix of land uses (within the context of the broader community), density and intensity, connectivity, multimodal circulation and access, and signage. Detail should be sufficient enough to inform discussions as to how potential concepts fit within the context of Northwest Superior as a whole, but remain fairly conceptual in nature.
- **Evaluation of options for 2nd Avenue Property and 76th Street Properties.** Existing opportunity area concepts from the Comprehensive Plan will be revisited in light of community input received to-date (and recent development proposals) with the goal of achieving greater clarity regarding the types of land uses, circulation and access, and other considerations that would be supported in either location in the future.

A high level assessment of the quantitative (i.e., housing units, population, traffic volumes) and more qualitative impacts (i.e., compatibility) associated with the various options would be provided to help inform the community conversation and work toward a preferred scenario.

- **Draft/Final Plan and Implementation Strategy.** Based on the results of community input on the alternative scenarios, a consolidated package of recommendations for Northwest Superior would be developed for review and refinement. Recommendations would likely include: 1) Vision and goals for Northwest Superior as a whole; 2) Preferred land use scenario for the Superior Marketplace, Original Town, 2nd Avenue Property, and 76th Street Properties, along with supporting goals and policies for each - as applicable; 3) Multimodal circulation and access recommendations as informed by traffic modeling of the preferred land use scenario and the Town’s Transportation Plan; and 4) Specific strategies/next steps to help implement the community’s vision.

Possible Approaches to Consider

There are numerous ways in which the Town could choose to approach the tasks outlined above. Options vary in terms of the time/resources required, as well as the ultimate outcome. Three potential options are provided below for discussion purposes:

Option A: Area Plan for Northwest Superior

This option would be the most comprehensive of the three and would result in a new, free-standing plan for Northwest Superior. All of the tasks outlined above would be included.



Option B: Targeted updates to the Comprehensive Plan (with an expanded focus on Northwest Superior)

This option would include all of the tasks outlined above, but the results of these efforts would be incorporated into the existing Comprehensive Plan framework as follows:

- Updated Growth and Development Trends/Market Context with an expanded focus on Northwest Superior (Appendix A)
- New goals and policies and overall land use concept specifically for Northwest Superior (Land Use chapter)
- Updates to Community Framework Plan and Land Use Plan as necessary to reflect the community's preferred direction for Northwest Superior (Land Use chapter)
- Updated/expanded goals, policies, and concept diagrams for each of the opportunity areas located in Northwest Superior
- Targeted updates throughout to bring the Comprehensive Plan up to date

Option C: Opportunity Area Focused

This option would be the most targeted and would prioritize additional work and discussion on one or more particular opportunity areas within Northwest Superior (i.e., Superior Marketplace, as was identified as the highest priority by respondents).

Comparison of Possible Approaches

	Outcome	Timeline*	Considerations
Area Plan	Free-standing plan	9-12 months	<ul style="list-style-type: none"> • Most comprehensive of the three options in terms of process and product • Additional time and resources required to build a new plan from scratch and ensure it is comprehensive • If the Town intends this to function as a long-range planning document (more than 5 years) – maintenance of the Area Plan and Comprehensive Plan over time should be a consideration
Targeted Comprehensive Plan Updates	Updated Comprehensive Plan with an expanded focus on Northwest Superior and targeted revisions throughout to bring it up to date.	6-9 months	<ul style="list-style-type: none"> • Process of developing recommendations would be very similar to that for an area plan; distinction would be in the product that comes out of the process • Comprehensive Plan is already structured to accommodate more focused discussion in particular areas of the community • Would eliminate the need to do a subsequent Comprehensive Plan update to bring it into alignment with a new area plan, and to maintain two plans over time
Opportunity Area Focus	More informal set of recommendations that may or may not be formally adopted and could lead straight into implementation recommendations (i.e., targeted code amendments)	Approximately 3 months per focus area	<ul style="list-style-type: none"> • Could be an effective way to explore community preferences on the key opportunity areas in Northwest Superior in a short period of time, if desired • Will not help advance community discussion on a vision for Northwest Superior as a whole

**Timelines are rough estimates. The most significant variables in determining a timelines for any planning process is the number of “rounds” of community engagement that are desired and the length of the adoption process. At least two rounds of input would be needed during any of the three options.*

Part 3: Detailed Comments

This section contains a comprehensive set of free response comments submitted as part of the process. Comments are organized by question and topic.

Q3: Are you comfortable with the current policy direction for the 76th Street properties? (Mix of medium density residential and office with potential for other community-oriented uses)

Community-oriented uses

- Library and recreation centers for Superior residents
- Would prefer less/no office. Love potential of community oriented spaces.
- I only agree with the community oriented uses. We already have plenty of office space in the many vacant spaces in town.
- The Town of Superior desperately needs its own recreation center. This could be an ideal location.

Commercial/retail/office

- We don't need any more office/commercial space in Superior.
- Commercial use will be beneficial to the town, but residential use will add burden to the town. This is a property that is not part of the town, so any annexation agreement would need to benefit the town. This parcel should only be annexed if restricted to commercial use.
- I would like some restaurants and bars - there is fast food in Superior Marketplace but we don't have our own restaurants walking distance from each other like a real down town.
- Superior needs more commercial tax base. The assessment rate on residential property is only a fraction of that of commercial property. The location of this parcel makes it desirable for commercial development. We already have a disproportionate amount of residential development vs commercial and are currently building more in the Town

Center. We have so little available land left in Superior that could be developed for commercial-we should not sacrifice it to residential development.

- I don't mind residential expansion, but with all the empty store fronts and office space in the area (Interlocken, Flatirons Mall area), adding more office space or even retail that is not targeted to specific businesses in some fashion seems useless. I would like to see Superior attract businesses that are in demand and unique such as local chains. Westminster was able to attract Marczyk Fine Foods, Arvada has a Larkburger and Steuben's, Broomfield and Louisville have breweries, and Stapleton really did a great job getting several known Denver chefs to open restaurants there. It makes me sad that we have had Arby's and Wendy's (that both closed), Panda Express, and other suburban stereotypes. I would spend more money locally instead of driving to Boulder and Denver if we had better options.
- We need unique experiences or shops that will bring people in surrounding communities in. Like a sport one stop shop. Examples: dance studio, yoga studio, community pool with lazy river, tall slides, very warm kids and adult pools, etc. And unique eateries not chains!!! People here are foodies. They will travel to Superior for good sports and food. Offices will not bring crowds. Residential high end lofts may lose to houses with yards just a few miles away.
- We need more businesses, offices, and light industrial to support the marketplace stores and restaurants NOT more residences!
- I really don't want to see our landscape change. I think Superior is one of the most beautiful towns in the area because it hasn't been overrun with commercial developments. I like the country feel and I hope that it can

stay that way. Additionally, I think there are plenty of empty office spaces in Superior/Louisville area that could be used, and that are sitting empty. I don't see why we would develop land just for the sake of developing it.

- Commercial, no residential
- With regard to office space, I see a lot of empty space in Louisville. Not sure why Superior would do any better. I am also not clear how one mixes medium density residential property with office space.
- I would prefer more upscale restaurants. I'm a cyclist and it's very difficult to get to this area via bike.

Vacancy

- There seems to be a lot of vacant office and/or commercial space in Louisville and adjoining Broomfield. Would want to ensure office space demands for the market are fully vetted
- Deal with all the empty business space by target and Whole Foods before building new construction
- There is currently enough commercial real estate that is vacant and/or underutilized in Superior that should be maximized before any additional commercial space is added. I am not an advocate of adding more residential housing of any kind in Superior.
- We cannot keep the business space we have filled. Restaurants are failing as are businesses. Why would we build more? Especially along a road where there is very little traffic.
- There is ample office space in the local area. Vacant office space is a drain and an eyesore
- The Town needs to put the brakes on future commercial and residential development until existing vacant office and retail space is leased.
- I'm not happy with continued building of offices and blacktop parking lots when we have numerous vacancies and wide open

parking lots not being used. Like the whole area by the old Sports Authority and then by the Land Rover dealership. We don't know for sure if the new "downtown" area will be able to be successfully rented out by business either. Why not leave it natural space until these other areas are utilized? Open space is one of the things that we all love about Boulder County. It doesn't make sense to keep paving over everything to build vacant office space.

Connectivity

- The bike trail should be between highway 36 and Marshall Rd. and connect the Hwy 36 underpass to the north with RTD and the bike path that exists behind Chuck E Cheese.
- Of particular interest and importance are: access from north and south as well as trail connections
- Better connections (walk/bike) to mass transit could help make office/residential space more attractive.
- Must keep tie in with East side (Downtown Superior) walkable and bike-able between the two areas. I hope we can attract more boutique restaurants and not just chains...

Traffic/parking

- Not enough adherence to existing safety in Original Town to support the additional traffic
- It will be too crowded in that corridor with superior town center. We are losing the small town feeling and increasing traffic.
- Traffic problems in other parts of Superior have not been addressed and you are only compounding the problem without tackling the original traffic concerns.
- Too much traffic
- That road/area can't handle the additional traffic. It's a residential neighborhood.
- Traffic on McCaslin is already a mess - don't need more houses in that area
- I would be concerned about the impact the added traffic would create through Superior

Marketplace and entering and exiting from McCaslin Blvd.

- There is plenty of development over there already. Adding more will only congest that area which will lead to future headaches. Just because there is open land or land available does not necessarily mean that it needs to be developed.
- One concern is the availability for parking for Superior residents who don't live in the mixed use developments, but who want to make use of commercial opportunities when they arise.
- I would like a real traffic study done to assess how the additional traffic will be managed.
- I am concerned about increased traffic on 76th street and over population. One of the things I like about living in Sagamore is that it's somewhat isolated. I would prefer this area be left as open space or turned into a park.

Housing

- No more housing. I will absolutely not be in support of this continuing over saturation of homes. I understand that people felt this way when Rock Creek was built but at some point we will have to recognize that our infrastructure and schools just simply cannot accommodate all this growth. Not to mention all the traffic and just general quality of life not being what it was when we purchased this home over 17 years ago.
- Residential housing should be discouraged in this zone. We should focus on uses that raise the town's tax base without incurring the additional overhead/costs associated with a larger population within the town's borders.
- Too much residential
- I'd like to see something other than more residential go there.
- It has been my experience with all developments within the Town of Superior that medium density becomes high density. Think low impact to our community.

- No, we need far fewer residential developments. We need more revenue generating mechanisms.
- We need some more affordable housing in Superior. Home prices have skyrocketed so the medium density residential should be more affordable than the new construction that's currently going in.
- We need less building of residential properties. It is changing the town for the worse
- No more housing
- Lower density residential would be better for traffic flow. The idea of connecting trails is good.
- Higher density multi-family use
- Medium/high density housing and office is great, so long as there is safe access by foot to the RTD Station.
- Multi-family dwellings on senior living or duplexes – affordable housing is so needed in Boulder County – apparently there isn't any money in it and it would have been done here in Superior.
- I'd say only continue with residential if the Town Center residential units are successful in sales, and adding to the population isn't too much of a burden for schools, traffic, etc.
- The town of Superior cannot support any additional residential development. We do not have the infrastructure including, swimming pools, tennis courts, schools to support additional residential development. In addition, property values will be higher if there is more open space, Property values will drop significantly if the town of Superior develops more residential properties.
- First, the trail connection to the west is no possible/under consideration. Boulder County has communicated to both town staff and OSAC that this trail cannot be constructed due to geographic challenges. Second, this would be a much better location for higher-density residential (i.e. apartments/condos) than the Zaharias property. There would be less of an impact

on the existing residents in this location, and it would put the high-density population closer to the Marketplace. I recommend re-evaluating the zoning for Zaharias, and increasing the density for this property.

- There are so many apartments in the area and unused office space. Really hate seeing more of the same.
- More office and less residential would be less desirable; it'd be better to have more places for professionals in Superior to work within town.
- If, by medium density, you mean townhome type of residences, yes. Office, not so much, unless it was smaller office types. And what is the current rate of empty office space, including the new town center. The impact on traffic on this street would be great. There would have to be a reorganization of the corner of 76th & Marshall with the definite need for a turn lane (probably should be done now for safety reasons anyway) and possibly an expansion of lanes. That could be costly.
- I do not agree with another medium density single family detached development like Sagamore. I don't see how that location would benefit from more housing of any kind. I think the areas around it would suffer, too, from more traffic.
- There is a need for low-cost housing. I see no further need for office space. There are empty shops and offices all over.

Senior Housing

- Would LOVE more Med Density Housing, especially one-levels! Our Superior population is aging and wants ranch-style homes!
- Would like to see more consideration for senior housing, in particular affordable senior housing.
- Mixed use including senior housing, possible medical. Needs updated planning.

- Seems like a great place for single story, low to medium priced housing intended for senior citizens.
- Senior housing, rec center or community center
- Opportunities need more discussion of planning. Why office there and not Downtown? Need neighborhood small-scale retail. Senior housing – especially independent living.
- Senior housing – assisted living – good idea. Live/work mixed is good. Should have marked/flashing crosswalk across 16th for safe pedestrian usage.

Open Space

- Leave it as it is now. no more residential
- I believe there is real push towards development and not always in the best interest of the Original Town Residents. No commercial development is needed. Open space is always desirable. Mixed use residential and office is okay.
- Open space?
- Preservation of open space and trails is essential. EXTREME limiting of new residential properties and businesses is essential.
- We already have enough medium density residential and office space in town. This is one of the few remaining open space targets identified in the Town of Superior's Open Space Summary Report and Recommendations. It should also be considered for a non-profit organization, such as a church which this town is sorely lacking.
- Create open space with trees
- I don't think that we need any more residential or business/office space. I would rather have this land be used for open space, parks, community garden anything else. Too much development, keep superior a quaint town otherwise it will look like NJ. I moved here because I didn't want to live in a strip mall.
- Prefer to leave it undeveloped

- I would like to see it be used as open space
- Please make sure to provide attractive and inviting open spaces.
- This land should be kept as open space.
- Open space needed please
- Preserve as open space
- Would like to see it kept undeveloped as open space with the trail connections.
- It is too crowded here already.
- Keep it low density. There is already too much traffic and noise on Marshall Road
- The town is allowing a dictatorial decision, factoring only immediate growth and, not factoring the impact on current residence.
- Should annex the area in the town limits.
- If this is not within the town limits why are we even being asked for an opinion? Will the land be annexed to the town?

Trails

- The possible bike trail at the western edge of town would make commuting by bicycle into Boulder much more attractive. Biking in currently requires a slog up Marshall Road next to increasingly heavy traffic.
- The reference to a trail west of Sagamore is a dead issue. Boulder County has denied this trail and residents do not want it behind their homes. Please reference OSAC minutes which describe this issue and remove the trail reference from proposals such as the one in the Comprehensive Plan.
- Boulder County has rejected the idea of a trail on the west side of Sagamore properties; please reference the OSAC minutes. In addition, Sagamore residence experiences a high volume of mosquitos during the warmer months. We request additional solutions, so the mosquito population does not keep us in our homes.
- Before more land is ripped up I'd like to see all the empty buildings and their parking lots used or redone if needed...Arby's, Sports Authority, Tutti-fruity, Buffalo Wild Wings, space near Old Chicago etc. I think it's important to see how the space and housing coming affects our neighborhood. I'd hate for McCaslin to end up feeling like Federal
- Blvd congested and unappealing. These are the Suburbs.....not mega cities; this is why we moved here. I also think the bike lanes should be on Marshall Road extending straight to the bus stop and shopping. People love to bike along Marshall Road and what would be a great solution is Nice wide road bike lanes on Marshall Road that are safer and more direct for commuters coming and going into boulder.
- Concerned about traffic and making Superior a more pedestrian and bike friendly area. We also don't need more concrete parks but well thought out, modern, community based developments. Look to some of the great redevelopment projects in Boulder that have created ambitious live / work communities that foster the community to come and stay and use the offices and retail.

General Growth/Planning Concerns

- I want to know the tax and traffic implications of development there. Any new development should pay its own way in infrastructure, roads, etc., with no future tax burden on existing residents. I am opposed to any buildings that would block the view to the west. What are the current height regulations for an area like this that had yet to be annexed...would it be automatic, according to our existing zoning, or stipulated separately?
- I want no further residential or commercial development
- Too dense
- We're beginning to look like south Denver (I-25 between Bellevue and Dry Creek) with all the exposed homes and businesses alongside the turnpike.
- Concerned that town trustees aren't looking long term. Homes built in Superior Town Center already look dated and are still under construction. Think of how town will look 30 years from now.

- The development of these properties needs to be thought about with regards to the entire area. Spot development without a plan could result in too many people in this area than the current infrastructure can support. Protecting the neighborhoods from commercial traffic and making it enjoyable for people coming to shop is crucial to the areas success.
- I believe it is too much. The character and openness of Superior is going away. Those attributes made Superior different from the surrounding cities, which is why I purchased my house in Superior.

Schools

- Any more residences in Superior or Louisville and the schools will be even more overcrowded than they already are. This includes all the new homes being built - our schools are going to need portables everywhere once those homes are filled. We need more schools to be built - developers making a huge profit on homes should provide land and construction of the new buildings.
- I am concerned about all the impact all the increased housing will have on the schools in the area.
- Town is becoming too populated. With all of these new residential plans, are there plans for new schools as well?
- The growth does not include increase for schools. I also don't see an adequate growth in parks.
- The amount of residential and office going into the superior town center is extensive and will already create a strain on roadways. The residential areas also are creating a strain on our already full schools. If we continue to add residential areas we need to build additional schools.

Other

- Thought it was LI in the Comp Plan? Not annexed.

- I would want to understand what other uses this area may be well suited for. Is this indeed the best use for this area?
- There are two additional properties north of those shown on the map that are also unincorporated. Why are they excluded from the 76th parcels grouping?
- Is this going to clean up the trash piles outside of certain residences in old town superior? Are the cows in this area going to be moved? What residences will be forced to sell to town of Superior? How will that happen? What are property owner alternatives in this area?
- Haven't heard anything about this but would like for the community to be informed.
- What do you consider community oriented uses?
- Your assumption that "preferred land use" is development is flawed. Why is leaving it alone not considered as an option for "preferred land use"?
- No more storage units, people driving to these facilities do not respect speed limits and drive dangerously and also too much through traffic.
- Too broad and vague a description of uses.

Q4: How well do you think the Superior Marketplace meets the community's needs?

Access

- Ease of access as well orientation of buildings... All face away from main entrance and not inviting. In addition not sure on restrictions on type of businesses allowed but I know a cross fit had to be approved as an exception. Possibly need to ease restrictions there??? I say that knowing I don't fully know what the restrictions are.

Business mix/mix of uses

- Many big box stores - good but no more. We need attractions.
- The big box stores are vital to the community. The relationships with the big three stores needs to continue. All the other

shops which are spread throughout the parking lots are providing little value to the community (and the shops). The sea of parking is outdated.

- Would like more retail
- Too many chain businesses (not local)
- We need more stores and more variety
- a few more locally-owned stores would be nice
- We need to encourage unique businesses to move into the area so as to make Superior different in a good way from other suburbs in the area.
- I think a zoning change to allow mixed use with residential use and commercial use would be ideal for a TOD development. The existing commercial zoning provides a need for the community; however, the increase in traffic from surrounding development is making serious traffic congestion. Allowing residential uses could help reduce some traffic and allow a variety of housing presently not available in Superior.
- Need more transit oriented development. No reason to go except for retail.
- Needs to be mixed use space with condos and rental apartments where it makes sense within the community near transit and jobs for this demographic. An extension of density from the new town center to this area across McCaslin will reinforce a central core to our town. There is too much surface parking and vacant retail in the Marketplace needs to be put to better use in this extremely valuable piece of property. Superior also needs a better identity for smart growth plans of a bigger picture concept overall.
- Transit oriented development is a good idea.
- I love the idea of being allowed to make it into more of a transit-oriented development. Obviously would love if rail actually ever came up north, but I know the plans that keep getting pushed out go through Louisville and not Superior.
- The Marketplace should have gotten more attention from the Town to promote its stores

and make it a thriving destination. Looking forward, I would like to see (re-development) more sports / athletic oriented focus. A second Sports Stable catering to different sports (swimming, etc.)

- There needs to be a way for small businesses to thrive. Despite what consumers are told, more competition is not better when the existing businesses struggle to survive with the current residential/commercial mix. (And Louisville just across the bridge).
- More TOD would be great! Change needs to happen to improve the current businesses that are there
- No housing. More small stores, not big box
- Would like to see less big box or chains
- Small businesses struggle due to limited foot traffic and lack of “visibility” of Superior Marketplace. Would strongly support: better walkability in the center, increased visibility to businesses in the center, “quaint” nature, more options to encourage people to visit, better landscaping to improve aesthetics, variety of restaurants, focus on smaller businesses to complement big-box stores. Make it a great destination!
- More restaurants 2) repurpose Old Sports Authority site as a town recreational facility 3) Make it more walkable/add more trees and greenery 4) add community space to attract people to marketplace
- maybe more non-chain restaurants
- Natural Grocers, Fitness facilities, non-chain, locally-owned restaurants
- More variety would be good; all available sites rented/occupied
- More shops could be added for ease as well as better parking. Some businesses parking is so bad it’s not enjoyable to go
- Would like a business like Texas Roadhouse
- I wish we had more restaurant options in this area.
- More restaurants

- Would like more, better eateries and restaurants.
- More restaurants. Not as easily accessible for smaller businesses. Too much blacktop to navigate
- More restaurants and bars would greatly improve the use of this area
- We need good restaurants--not just fast food.
- Could use some entertainment and restaurant options like brew pubs
- More restaurant options are needed.
- More sit down nicer restaurants
- Need to attract better restaurant options and fewer chain stores.
- Please bring in more restaurants and bars.
- We need restaurants; we need a rec center Crazy to have empty spaces and so much retail.
- Would be nice to have additional food choices, but those can only be supported by increasing lunchtime from additional businesses. We don't need more residential!
- Needs to be reconfigured to include more restaurants and stores, make it more of a pedestrian friendly area.

Site layout/public realm

- This area is definitely not designed for the future. Its dated concept isn't flexible enough to attract new business or desirable mixed use development.
- If it could be re-constructed into a more town center format and pedestrian friendly space, and include restaurants then it would better meet our needs.
- Too sprawling. Should be condensed.
- Have to make this more inviting to retail. Otherwise, knock down buildings, rip up the endless concrete and plant something.
- More community/common spaces required to draw diversified businesses and attract diverse consumers.
- The current big box stores are extremely useful; however, the remainder of the space

seems unoccupied. A revision to make it a more desirable space to visit needs to be looked at. Good location for restaurants, but not sure the available space is amenable to that. Definitely needs to be addressed.

- The marketplace has a utilitarian vibe that does not promote any afterhours use and is pedestrian unfriendly.
- I have been saying this for years, and I will continue to say it. If we decide to create urban sprawl light Westminster, Thornton, Broomfield, we are creating a space that has zero charm. Until walkability is really utilized to the point that people desire to be here, then you will continue to seek empty property for years. Look at Boulder, look at Louisville, look at even old town Arvada and Lafayette. These are all old towns that have Inc. new growth, while maintaining a charm and the stall Jake flavor that towns must have in order to keep people here not just for the immediate future, but for years to come. Do not underestimate the power of charm and why it is so important when it comes to calling a place "home."
- Huge opportunities for creative infill especially housing should include walk to transit center. Could be independent living, senior housing, offices, food biz and restaurant clusters with patios, creative art clusters, and biz incubators.

Connectivity/accessibility/wayfinding

- Vehicle flow is very difficult. Needs more restaurants, better mix of retail. Needs to be walkable within the marketplace - trying to get a stroller to whole foods is nearly impossible.
- I like the idea of bike/walk access but I feel like the hill from rock creek down (and then back up is really the issue) kills my hopes of that.
- Certainly the big stores are doing well (Costco, Target) and I think they are quite valuable to the community. The whole area is a bit of a maze, though, and my general sense of the area is that businesses languish

back there because they are hard to find. You really have to have your own draw (like Wayne's) to stick around. Other businesses, like Buffalo Wild Wings and the long-gone Sports Authority fall victim to the changing tides of retail...but also the feeling of being relegated to a corner. I'm not surprised that the Sports Authority building has been empty for years...it just doesn't give that "easy in, easy out" feel. The same applies to the region over by Founder's Park, like where Massage Envy is.

- Eh - really bad design in the first place. Not good visual connection for customers. Weird layout. From my understanding town trustees at the time tried to micromanage the developer. . Not cool. Trustees are not developers
- Hard to navigate. How do figure out what it in there.
- Mixed use with bicycle and pedestrian access would be more functional and responsible. Currently this is not very accessible unless one drives.
- Needs better connection between retail and dining (good example is the South Glenn property in South Denver (Whole Foods, Macys, Snooze, Corner Bakery, etc.)
- Not accessible
- We just moved to Rock Creek from Oregon. We were living in a very walkable, transit oriented neighborhood so it was easy to walk to restaurants and the grocery store, coffee shops, etc. While the distances are similar to these services from our house as they were in Oregon, walking or biking to these services from our home here is not easy, or pleasant. I wish there was a pedestrian trail from the North end of Rock Creek that would ultimately connect to the new Main Street Development, and thus an easier connection to the Superior Marketplace.
- Access to much of the Marketplace by foot or bike is hard due to large, busy roads and vast parking lots. It's great to have a nice mix of retail within town.
- Need more restaurants but first the access to potential restaurant sites needs to be improved. An example is where the Arby's used to be. It was not easily accessible.
- For now I think it serves the need of "get in, get out" but there is no "need" to stay and spend more money. It's very focused on predetermined spending. Also the walking access from original town is horrible. Crossing Marshall Road is a like a game of Frogger as people speed down there to get to Target. Lastly, I don't know why anyone isn't talking about how in 10 years this is going to be a DEAD model. CB and Potts at Flatirons closed its doors. Because nobody wants big box concepts - it's a dying model. And with online shopping and delivery we have to up our game, bring in better businesses that are unique, upscale and boutique. This needs to start now. There will be no big box stores in 10 years save maybe one Costco distro center we go to in order to "touch" things that need that before buying....
- I encourage "wayfinding" initiative. With the increased density already in progress with Downtown, increased face value, and pedestrian improvements are in great need. Too much higher density in Marketplace seems too much. Hopefully improvements will bring residents back to support existing businesses.
- Needs management. Needs to be accessible by pedestrians
- Stores get 'lost' except big box stores.
- The signage and marketing for these businesses is not well done. The businesses seem like afterthoughts in this area.
- Cluster of trees and more ambiances; less asphalt. Farmer's Market
- It's satisfactory. There are a lot of underutilized store fronts.
- More walkable, Louisville-like
- Need to figure out what could attract smaller businesses to stay. Many empty spaces. Not a "marketplace" feel. More walkable

- Need to make this more of a walking mall. Currently very unappealing and disjointed feeling, with poor use of space.
- Not very walkable. Too much space that is spread out.
- OUTDATED, Car-centered design! So much land devoted to parking and so much opportunity for well planned growth
- Poor design leads to loss of retail
- 1. It is not pedestrian friendly; it is difficult to walk from (for example) from Target to Whole Foods and impossible without walking through parking lots and through landscaping. 2. The SM employs many low wage workers; there is little to no housing for them in Superior and impossible without walking through parking lots and through landscaping.
- Any enhancements to promote walkability in the area
- Encourage more walkability and better public transit access and usage.
- The existing layout is not pedestrian friendly. There are not enough trees in the parking lot. Small parcels have not enough access/visibility. Restaurants would be nice, but would need more access, parking and exposure
- Consideration needs to be made as to how this area will coexist with downtown superior and enhance rather than compete. We tried to make it pedestrian friendly but it was an after-thought and not successful. We need help understanding the best use of this area to ensure it remains successful.
- Easier access to stores and more walkability would be good.
- The newly built round up is quite narrow and has actually slowed speeds in that area. More volume of cars would be concerning. The structure itself is questionable especially during the winter since drivers are coming off of a hill into a narrow roundabout.
- Traffic flow is silly
- Traffic is tough to get to this area. Many people from Louisville/Lafayette won't come over 36 to our area.
- traffic pattern bad, hard to maneuver at whole foods area, don't even know what is in the middle of the place,
- Traffic seems to move well through this area. Any changes to the area should take into account increased traffic and the level of inconvenience experienced during construction.
- Way too congested! There will be tons of car accidents
- I ride through the traffic circle to get to work every morning and it feels very dangerous. No one is following the speed limit. There needs to be a means to slow cars as they approach the circle. Also, I worry when those residences are built that it will be even more crowded than it is today. Is there a way to route people out of the downtown, via the exit by Starbucks?

Traffic

- Traffic problems
- Continued Traffic calming in and out at McCaslin as needed with new growth.
- Businesses haven't been wildly successful. Traffic at the corner of Marshal Rd and McCaslin is bad.

Don't change

- Don't change a thing.
- Target, Costco, Whole Foods, etc. are vital to the town. Any zoning changes that would allow more residential development would be bad. Downtown Superior meets this need. I see no need to turn Superior Marketplace into the same.
- It is OK, I don't know of any improvements needed. But you didn't give me the option to say "Well", with no improvements needed.

Housing

- Need to get it refined to allow for some residential living, ideally senior citizen oriented housing

- Adding some apartments or residential here would help the retailers in this area
- Higher density multi-family use
- No multi-story buildings, keep mountain views unobstructed
- The town should not bring in additional residential development
- Need residential development. Shops with more charm. Not a pleasant experience.
- The accessory businesses aren't working well. More apartments and convenience retail could help, but please not as dense as Broomfield's TODs
- There doesn't seem to be much development there now. Allowing some residential uses would be a good idea.
- A change is clearly necessary, given the high vacancy rate in the Marketplace. I think adding higher-density residential (similar to Downtown Superior) is necessary to help support the businesses in the Marketplace.
- The retail business (brick and mortar) and strip malls are losing customers and are struggling everywhere. Changing this area to have more people adjacent (residential units) would help the businesses and support additional businesses such as restaurants.
- Would like to see residential introduced into area. Would also like to see more locally owned stores and restaurants.
- Needs ability to add residential for TOD. Could use smaller, more varied retail (neighborhood/corner store type). Lots of vacant retail – needs more restaurants and smaller retail (I hear taxes can be high). Need walkability
- Residential housing is a good idea. Make more pedestrian friendly. More restaurants would be good. Improve/add pathway to walk to RTD buses.

Community Facilities

- I small storefront library would be interesting in one of the vacant stores.
- Where's our Rec Center and Library???

Vacancy

- The Businesses (other than big box) seem to come and go. Current population does not support the smaller businesses and their profits to sustain. This was designed to be commercial and retail without residential. This should remain its character.
- Vacant buildings and strip mall. Not sure if it's an issue on type of business or why it seems to struggle. Yes, some businesses are thriving but several are not.
- agree that over-dependence of retail could be a problem
- Land is wasted on parking. Can we build an underground parking garage? Also, so, much of the retail space is empty. And it seems that some of it has been empty since they day it was built. If it wasn't for Costco bringing in shoppers, that area would be wiped out. I wonder how long Target will remain open.
- A lot of vacancies
- Better use of the commercial space is needed. There should be incentives for new, independently owned businesses to open
- Commercial doesn't seem to thrive here.
- I think some of the empty retail/restaurants should be torn down. Landscaping looks much nicer!
- Logistically challenging and more vacancy than occupancy. Such an eyesore
- Long term commercial vacancies and subpar performing businesses hold this area back.
- Lots of dead space. Might be nice to have offices there, too.
- Many buildings remain empty. Time to reevaluate. Why not do a mix of medical/business here as well?
- Need to fill the vacant storefronts. Eyesore for community, loss of tax \$,
- Retail turnover seems high. Space is very car oriented.
- The town should work with the developer to re-new and repopulate this area with

businesses. It's ridiculous that new retail is being built across the street when this plaza is at least 1/3 empty

- There are a lot of vacant buildings, are rents too high?
- There's an awful high vacancy rate.
- There are empty store fronts. Why build.
- This area is a significant part of the commercial tax base of the community. Vacant storefronts don't generate tax revenue-the Town needs to do more to assist in finding tenants and the community needs to support our local businesses.
- Too many vacancies.
- Too many vacant store fronts where needed services could move in.
- Vacancies speak for themselves. It is assumed that a lack of viable occupants impacts town revenue.
- Way too many vacant spaces
- While there are many great storefronts, there is too much vacant space.
- Would be nice to not have so much vacant retail space.
- It is troubling to see the sports authority building empty for so many months. Especially while the town plans to develop new commercial property. The town of Superior cannot handle additional residential properties, so perhaps the sports authority property taxes need to be lowered or subdivided.
- A lot of vacancies. Difficulties keeping businesses
- Attracting additional retailers and filling unused space need to be a focus in the area.
- Businesses seem to have a difficult time surviving here. There are too many vacant spaces.
- Businesses don't seem to stay (due to lack of customers?). It's all parking lot, main road and unused space.
- Businesses keep closing a real concern
- Continue to have trouble filling/keeping retail space. We don't ever seem to attract anything but large franchises, as evidenced by development near superior liquor.
- empty storefronts for many years
- Fill up the vacancies – especially restaurants
- For the most part I think it meets the needs and what it was designed to be. I would love to see all the retail spaces filled. I miss having a sports store, ice cream/frozen yogurt, possibly a nice furniture store, etc.
- Get more business in there – the area is dying. Some of the stores and restaurants have left! Stop putting restrictions on what kinds of stores or restaurants can be put in the empty stores – developers need to lower rent!
- High percentages of the properties are vacant, some for years.
- How do we cure several commercial vacancies?
- I like the businesses that are there and I use the services that are offered. I really miss the Sports Authority. It's sad to see all the vacant spaces while we continue to build everywhere else there is a natural space. I don't know why these empty storefronts aren't being rented out.
- Lots of empty spaces
- lots of vacant units and underutilized space
- Market study as to why vacancy – overbuild of Sara Area? No demographic studies done for this area. Loss of Arby's, Wendy's, Buffalo Wild Wings, Ihop. Poor future, build with planning
- Marketplace meets our needs to a point. Empty properties should be filled before further development is allowed. TOD is not appropriate for Original Town. Never
- Need to do more to attract business to fill vacant space
- Seems like lots of businesses have turned over in this area
- seems to be lots of vacant space

- Some empty retail spaces - perhaps rezone for apartments with retail on 1st floor. Also lessen the amount of parking available – not utilized currently.
 - Something should be done to help reduce store vacancies.
 - The town needs to work to get businesses in vacant buildings
 - There are a lot of vacant stores at this time; it would be nice if Superior could attract more business to the area.
 - There are lots of empty store and empty parking lot. This doesn't give people warm and fuzzy feeling
 - There are too many vacant businesses, and they are building another business development across the street by Sportstable
 - There seems to be a lot of vacancy over there
 - Too many empty buildings. Not sure why Town of Superior felt it necessary to build new commercial buildings on the east side of McCaslin when so many on the west side sit empty.
 - Too many empty retail locations
 - Too many empty retail spaces.
 - Too many vacant commercial spaces. We need to research why this is happening before expanding.
 - Too much empty space for lease. Too much focus on national chains
 - Vacancies are growing in Superior Marketplace. Needs to be considered before expanding.
 - We have lived in Sagamore for 10+ years and have seen a lot of businesses turn over. There seem to be several vacant store fronts.
 - You need to make an effort to rent out all the existing units
 - Confusing street layout, many empty storefronts
 - I would like to see the empty stores filled with new businesses, preferably local. I REALLY don't want to see apartments go up there.
 - Love (adore!) Target, Costco and other retail here. Failed retail is a concern though and I suspect that access from Marshall is too limited to give Superior Marketplace the convenience it needs to support smaller businesses such as restaurants. I could see space near Whole Foods being rezoned for medium density residential; with access to grocery, retail and mass transit, this could be a nice place to live. (Note preference for single-story living in multiple-story buildings. Let's give our empty nesters a Superior to call home!)
 - There are empty spaces and huge lots for parking that are empty
 - Looks like a ghost town. More restaurants with staying power (not gross bar food), Barnes and noble in the old sports authority building.
 - Too many vacancies, more local restaurants/shops would be nice
 - Too many vacancies; need more restaurants
 - Seems to be a lot of empty space and businesses have a hard time succeeding. The traffic in / out can be a deterrent.
 - Vacant properties and traffic issues
 - Lots of turn-over, businesses there don't seem to have a lot of visibility
 - Many empty businesses, not walkable
 - Existing vacant commercial property must be redeveloped in order to maximize its use. No additional residential housing should be added.
 - There are only a few stores in this area that I use. The rest is vacant or not relevant.
 - Doesn't seem like businesses do that well here and I'm not sure why. Hoping Ulta and Party City make it.
 - Too many vacant buildings and the parking lots are difficult to maneuver
- Other**
- Low density preferably

- It just all about finding the right commercial partners that help meet needs as well as bringing in the most revenue to town
- Needs update
- Needs whole master plan to revamp to current needs
- Restaurants
- The diagrams you have above (and in previous page) are not big enough. I can't see what's in them. No link to larger version of image, etc...
- The parking lot in front of the old sports authority is terrible. The whole foods/sports authority lot should be redone
- A more flexible Zoning change is need to allow further development
- Developments and changes should be authorized through property owners and businesses located there.
- Needs to be updated
- no efficient land use, disconnected

Q5: Should the Town initiate more detailed planning and potential zoning changes to support transit-oriented development at the Superior Marketplace? (As recommended by ULI TAP report)

Connectivity

- Better traffic interchange than the round out if we are having more residents come to our area
- The hill needs a solution to make it bike friendly - and I don't want to get rid of all the parking - it's more convenient than boulder because there is plenty of parking. I don't want to parallel park or pay a meter every time I need to run out for some milk.
- The light link trail should be extended from Westminster to this area.
- In a dispersed suburban environment more mass transit doesn't make any sense.

Density/mix of uses

- When I hear "transit-oriented" development, I hear dense housing. Big nope to that.
- I'd rather see high density here instead of next to open space inn 76th
- Don't do anything to mess with Costco.
- The area needs more offices and residences and should have a more old time downtown feel. More walkable.
- Mixed use to bring in housing & arts, dining & entertainment clusters
- Superior is not an urban center and the residents don't crave such a community. Creating higher densities in the Superior Marketplace would make Superior yet another cookie-cutter exit on US 36 or I-25. Additionally, experienced developers are throttling back on multi-family development because it's becoming saturated. The new development in Downtown Superior will increase housing. Proposing additional development at Superior Marketplace will lead to vacancies in our town. The Town of Superior should endeavor to be different than all other Front Range communities, not the same. The Urban Land Institute promotes growth. Our town already has an extensive growth plan at Downtown Superior. We should take a creative look at Superior Marketplace, but not increase density. We moved to Superior for a quiet community, close to urban areas such as Boulder and Denver, but not in an urban center. We are not interested in the growth described in the ULI TAP report. The trails and access to open space make our town unique. Increasing density and filling the trails with more people will diminish this quality of our town.
- I would welcome the addition of office space for startups/non-profits. But I would be against raising the overall 680,000-square-foot cap on commercial development and against new housing in that area, especially 4-5 story apartments.

- Parking lots are wasted space in a potentially high value site. TAP report has some very good ideas on the TOD potential.
- Transit oriented activities such as light rail would be well received.
- If the town doesn't pursue this, the Marketplace will continue to struggle. The challenge that the town needs to seriously tackle is the financing of this change to ensure that the town doesn't take on an undue financial burden.
- Absolutely. Change the zoning to make the land more useable. I like the idea of TOD-very workable. Superior needs to take advantage of its location to Boulder and should leverage that to compel retail and residents to live here.
- Great ideas to bring life into the area and best place to do it close to RTD and HWY 36.
- Need to diversify reliance on big box retail.
- Would like to see new detailed planning to encourage additional use of empty spaces within marketplace along with consideration for redevelopment of portions of areas. For example, the empty fast food space at the top of the hill and disjointed nature of that area from the rest of the marketplace. Along with the empty lots near IHOP that could be developed.
- This area should stay commercial. I don't want apartments which would bring more crowding and traffic issues.

Traffic

- I really don't want to see downtown become a transit hub. As mentioned, it is already so much more congested with the addition of the traffic circle. I wouldn't like to see busses passing through this area on a regular basis.
- The utmost consideration should be granted to existing residents in terms of additional traffic, noise, pollution and crime associated with transit-oriented developments.

Housing

- We are out of balance with too much residential development planned already. Commercial and retail use is good for the town, but we do not want more residential.
- We shouldn't sacrifice commercial development for more residential.
- Stop; just stop trying to turn everything into more residential development. Based on conversations and social media, this is not what the residents want in our town. This urban mentality that everything needs to be this mixed use area is great for big towns like Boulder, but our small town needs to remain a community not the next big Colorado town!
- We do not need more residential congestion in this very crowded corridor, especially with the addition of the Town Center. Existing buildings need to be adjusted to attract sales tax revenue generating businesses to town.
- Yes, but *please* not just a bunch of dense apartment buildings that would be occupied by people commuting to jobs elsewhere. I would advocate for professional office or R&D space that would provide non-retail jobs for current and future Superior residents. Maintaining and developing outstanding (non-personal-automobile) transportation connections to the rest of Superior and the nearby region would be desirable.
- Please use this opportunity to rectify the situation in Town Center which did not have any single-floor living for seniors. They can be multiple-story buildings with common elevators. This is a huge need that was heard and ignored for Town Center. Let's give our empty nesters a Superior to call home!

Identity

- See above comments. We have an amazing opportunity here in Superior. Our natural and geographical resources/position put us in an incredible place to have a unique town that is better than Louisville or Boulder. But... We run the risk of becoming another Westminster or Highlands Ranch. We need

to be courageous and have a strong COHESIVE vision of what this town looks like. Not from a budget standpoint, but a way of life, experience. WHAT IS THE SUPERIOR BRAND? Right now we are a soulless town. We have no identity, no brand. Here is our chance to create one. Right now... Why is no one talking about this?

- I don't think we need more building. Seems like the town wants to become something it isn't - it's pretty much a huge subdivision w/ a Costco. There's nothing wrong with that! You can't force an "urban" type environment out here in the suburbs.

Other

- NO MORE RESIDENTIAL HOUSES without schools!
- The report sounds like a step in the right direction.
- We should get ahead of what's coming from RTD. RTD has a lot of power and influence and access to money.
- Could not open I'll tap link
- Town and town residents (property owners) should be able to initiate
- No, just "no", not the choice above since the developers have not done a good job even after having been paid a ridiculous amount of money from the taxpayers via the town. Property owners should not have any say either. The zoning should remain the same.
- Unsure how this proposed development types compares to other options. Seems to be a choice of one in this question.
- I am not sure who this will benefit? I can't imagine anyone going to Target or Costco using the transit. Certainly, a car (or vehicle) is a must when shopping at Costco. How is anyone going to get a huge Costco shopping cart of goods home on the transit? Groceries from Target or Wholefoods...take them home on the transit? I am truly puzzled by this. I think one of the strengths of this area is the large parking lots and the ease of

parking. As soon as that goes away, so does my business.

- ...your survey is horribly made; you should call me for some marketing input to get a better grasp on what's needed.
- Yes, we should explore options that can revitalize the area.
- I assume that detailed planning and zoning changes could articulate whatever we decide, whether that is no development or a fitting development, correct?
- I don't know what "transit-oriented development" means.
- Stake holder interviews should include actual land owners, not just business owners and folks who have a stake in business. This marketplace butts up to an existing neighborhood and those folks need to have a voice in any further studies.
- The risk is lack of transparency like Town Center had. If the Town initiates, the process must be more open and inclusive

Q6: Should the Town explore potential design standards or other zoning changes to guide future residential development in Original Town?

Character

- Please try to maintain the character of the area but use common sense.
- We need to be exceedingly respectful of the small amount of history that we have an old town superior. You have residents who have lived here for many generations, and we have very little to go on as far as historical properties, so tearing them down to put up cheaply done, zero interest duplexes/multi-family housing units etc. is a very bad idea
- No oversized houses. No cookie cutter neighborhoods

Code enforcement

- Would like to see some "standards" enforced on how properties are maintained

- Remove junkyard on Coal Creek Drive – it's a health and safety hazard 2) is it possible to reconfigure 3rd St. so you can walk directly to the meadowlark and single tree trails 3) improve case of walking to Downtown Superior 4) make it safer and easier to walk to Downtown Superior
- How do we get rid of that old man's junk across from Founders Park? It looks bad as well as could be dangerous to the environment/
- The Kupfner dump needs to be cleaned up, not designated industrial. It's a danger to all, infested, etc. The old schoolhouse on his property will fall down soon. It's an embarrassment to the whole community, including residents of "original town."
- Not at all sure what the old town character is. Many lots, particularly the junk yards and dumps, need to clean up before any character can be praised. If the character includes mixed income, then that's great.
- We already have all kinds of unauthorized auxiliary dwellings and funky, inconsistent building issues ... It's worth looking at how to apply code to a dwelling built in 2017 or one built in 1901.
- Can the place be cleaned up? It is a mess.
- There are certainly properties in Old Town that are an eye sore. But I understand that they were here first, so...not sure I'm willing to impose. Tough call.
- Several properties in original town are owned by hostile owners, and also include huge amounts of garbage and environmental industrial waste, impacting community safety and property values.

Compatibility

- Definitely need design standards to restore look of mining town days while encouraging B&B's and some charming small businesses.
- We promised to protect!
- Retain character – clean up and modernize public areas (e.g. trailheads, sidewalks,

empty lots, debris). The new park is nice, make more!

- Design standards could help keep look and feel of Old Town, would like to keep out high-rise apartments – single family homes only. Trails, open space, parks, keep small neighborhood feel
- We like the small town feel in Original Town. More people and density is not the answer! Trail access is limited, forcing people down our streets. People on bikes/running/walking are not residents of Old Town. Let's keep Old Town a community of residents, not commuters.
- Preserve character
- Keep Original Town "original" We don't want to be Boulder or "new" Louisville
- Old town is now a very unattractive hodgepodge of varying architectural styles that conflict with the rest of superior.
- Old town needs to be preserved and kept separate from any development.
- I would put some requirements in to maintain character of original town while allowing for development of new, smaller properties. Perhaps similar to the restrictions in old town Louisville around property re-development.
- Old town Superior is not really a town and much of the new construction that has been put up there is really uniform and quite unsightly IMO. I am not sure what else should be done given what already HAS been done.
- I like the idea of keeping the unique character of Original Town and I think their residents should have the most say in what happens with that area.
- The idea of a Residential Character District already exists along Coal Creek Drive. I can't remember what the requirements are and would like to see some discussion on that. I am very disappointed in recent building that does no way fit into the character of Original Town. I would like to see height and architectural review added to the building permit process.

- Over-building is not good. Packing lots to their maximum capacity is only going to benefit a developer (one time and their gone) and we get to live with what was built.
- Absolutely. Protecting the scale and somewhat the character of this area will result in a neighborhood that is enjoyable to be a part of.
- Drastic difference between old and new town. Not congruent.
- The unique character of OT is a nice counterbalance to the more modern and often boring development everywhere else along US36. However, a desire to maintain that character needs to be balanced against the rights of existing property owners to use their lots as they see fit. Any higher-density development may require improvements in street access.
- As an owner of one of the Mining Cottages I would love for there to be some design standards in town. I also am concerned about Coal Creek being used as a pass through or thoroughfare and would like this closed off from McCaslin.
- Design standards and development policy is crucial to preserve important identity to the original town zone. We don't need any contemporary boxes juxtaposed into old miner houses. There needs to be a consistent identity
- Sidewalks/walkability to Downtown; Stricter oversight of "look" of building
- I would like to see standards that protect the historical nature of the buildings. If some areas are redeveloped, would an area for tiny houses be a possibility? There is a definite need for this and I see Boulder County being the right place to pursue this kind of sustainable housing community.

Density

- New residential replacing old, with current Superior property standards is OK. Putting up multi-family units, etc. is not. That would increase population density, traffic, school

and other community pressures we don't need.

- I am not a proponent of high density. The current road infrastructure is inadequate to deal with the volume of traffic we already have. This area should be left as is with single family homes only.
- Larger single family home development. Too much density means too much congestion.
- But only if the main goal is to decrease the density.
- Increase density is a concern
- Eliminate I-L zoning for any redevelopment. Would keep R-L zoning throughout Original Town. Would use property along McCaslin as a transition area.

Housing

- WE need affordable housing and the original town is the only place that with its zoning that this can happen.
- With Original Superior, the land has already been developed. Now is an opportunity to slowly rebuild the area with larger housing accommodations and make it a model of living. This could then counter balance the influx of apartments being brought into in the Downtown Superior lot across the street and offer alternative living (I.e. ownership of homes) as opposed to renting.
- This survey is looking for "permission" to change everything to residential. How about some options and ideas for attracting / expanding businesses / office / light industrial so we can support the ones we already have as well as the new ones. No more residential - it just stresses our infrastructure further!
- No more homes or condos or apartments. streets too crowded already
- The new houses are way too big for the area. There is no middle - your choices are small or large. The charm of the area is lost with the newer, larger houses.
- No additional residential housing should be added

- I'm pro larger single-family home development but feel there are enough other options in and around Superior for multi-family.
- Low and medium density housing is fine (single family homes & town homes); however, I'd avoid high density (apartment buildings, etc.) because of aesthetics and also due to congestion already in the area.
- Prefer homes versus duplexes and apartments to retain property values.
- Would be hesitant for any dense housing units. Should be limited to single family homes to maintain current aesthetics and prevent more congestion in the area.
- Intensify use on existing lots – accessory units. Design incentives not too restrictive. Allow approved tiny houses – Park Model. Any affordable housing? Creative approach. Build connectivity to “Downtown” especially walk and bike
- We need to avoid additional; housing developments, especially high density.
- Need to modify to allow ADUs and carriage house types “mother-in-law” units. Would love to mix in mom and pop places like corner diners, small specialty retail, etc.
- Needs accessory units. Add street trees & sidewalks.

No change

- I think the home and property owners in Original town's individual property should be protected as it currently is. However, all other land surrounding the neighborhood needs to be developed to lead Superior to provide opportunities for growth.
- Leave Old Town alone. The new housing that has been added there so far is horrid.
- Leave Original town alone
- I'd leave this one to those who live there now.
- Yeah, leave it alone! I thought we lived in a democracy! Stop telling the Town of Superior citizens how to live and what kind of house

they are permitted to build or live in! They will see their homes when they are ready!

- I think that we should keep an area that isn't restricted to zoning rules, “keep old town weird”
- I think the current plan of many uses is a great option to keep current residents in place. Gentrification doesn't HAVE TO HAPPEN EVERYWHERE. I want to keep the current residents of old town where they are - they are important members of Superior.
- I'm sure my previous comments will tell you that I'm not in favor of any more housing developments in Superior! When will this stop!!!!
- LEAVE ORIGINAL TOWN ALONE
- Leave the original town alone. Just because a few people don't like it they need to leave the town alone.
- I believe that the area should remain with as little impact as possible. However, environmental risks from properties should be addressed.
- Leave old town the way it is. Gives superior some character unlike the rest of the neighborhood cookie cutter houses crammed together. Also superior roads cannot handle high density housing

Other

- With all the development across McCaslin in the “Sports Barn” the vacant lots and old homes will be developed and renovated on their own. Superior has the tools and building codes.
- Would the goal of such an effort be to lower standards or raise them? That is, would the Town board try to cram in many residential units with inadequate two-car garages and narrow roads to please the developers? Or would they try to improve the standard of living?
- I'm from Rock Creek and I think Original Town people should have the primary say.

- I think residents of Original town should have the biggest voices with regard to changes there.
- Need a larger diagram. Map is not getting downloaded to right of Area 3: Original Town bullet points.
- Superior needs to make room for a church. All good towns have churches that bring the community together and impact the community in ways that exceed financial gains. This area could be a good location to zone for a church.
- This is absolutely essential.
- Superior needs to grow to become a sustainable town.
- This should have been done long time ago.
- NO MORE RESIDENCES without more schools
- This is a delicate topic. The residents of Original Town have already had their quality of life dramatically reduced because of traffic flow changes from the STC and potential plans to expand the Town Hall.

Walkability/Connectivity

- Lighting in underpass to Town Center. Improve path from underpass to Town Center.
- Access to downtown is needed (tunnel is narrow for foot and bikes together). Lights are also needed.
- Sidewalk improvements, not just on Coal Creek Drive. Protected pedestrian crosswalk across Marshall from Asti Park to the Marketplace. Allow for accessory dwelling units – will increase affordable housing, plus keep character of Old Town and allow for better use of current lots. Small specialty retail (diverse, galleries, gift shops, post office, etc.) would be good use of some of the empty lot spaces.

Q7: If you answered “yes” to the prior question, what types of issues would you like to see addressed with respect to future residential development in Original Town? (Select all that apply)

Compatibility

- The current mix of shacks, McMansions, and junkyards is unacceptable.
- Residential development in Original Town is tricky. Need to maintain the "feel" of the small neighborhoods. Size of homes that may be built next to older homes should be restricted. Any new neighborhood development should adhere to the "small neighborhood" feel - both size and street layouts. The town did a good job of that with Coal Creek Crossing.
- It is inevitable that properties are going to get redeveloped. A plan is needed to prevent friction between existing residents and any new developments.
- I'd like to preserve Original Town. I don't really want to see mega mansions, or townhomes going up there. That part of town is our history, and if we start knocking homes down and building, then we are going to lose the original vibe of the area.
- Prefer zoning restrictions to regain a look of the original town.
- I understand wanting compatibility with existing homes, but as it is now there is no compatibility within the dwellings of Old Town.
- Original Town Superior should be just as charming as old Town Louisville, Old Town Lafayette, Mapleton Hill, West Pearl Street and other historic areas around Boulder County.

Density

- Low and medium density housing is fine (single family homes & town homes); however, I'd avoid high density (apartment buildings, etc.) because of aesthetics and also due to congestion already in the area.

- We cannot let this area become a high density area. There are already concerns with Downtown Superior's density and we don't want to see a development headache like that in Saddlebrooke. We need to maintain a Superior aesthetic too so as to not create an unusual looking area of homes that stand out like a sore thumb as well and we should maintain this area as being houses only, no apartments or condos. We have plenty of those already built or in the processes of being built. And along with density comes concerns of access. What would access into McCaslin or exiting onto 36 look like with such a densely populated area?
- Keep the density as low or lower than current

Housing

- Affordable housing.
- In order to have a thriving, vibrant city, you need to offer a variety of housing options.
- Please stop building residences without building schools to put their children in.
- Do not make any zoning changes that would encourage high density housing.
- I think some more density like apartments or condos would be fine in this area, just keep them expensive to keep the standards up.
- See above comments about possibility of tony house community.
- As I said above, what has been done already looks terrible. The new construction along Sycamore really cheapens the feel of Old Town Superior. So far we have run down homes, and un-inspired cookie cutter housing. How realistic is it to improve on this?
- I would love to see attainable housing remain in this area. There are also already accessory dwelling units that are being used here in town and would love to see that formalized. This will allow for some slow affordable growth in the area. Also, with the multi-family zoning areas that are clearly misplaced inside of low density residential I

think it's critical that we use whatever tools we have to communicate our desires for these areas if not figure out a way to re-zone them. Being thoughtful about traffic patterns is also extremely important. With easy accessibility to the Marketplace via Coal Creek Drive the traffic has created an unlivable situation (per our own code) and needs to be addressed. We also need to consider traffic impacts in our planning to ensure we don't create additional unlivable situations.

- I would hate to see original superior lose its charm because multifamily dwellings are built there.

Code enforcement/maintenance

- Some covenants to force residents to remove garbage, abandoned vehicles and environmental hazards.
- See comment above. The dumps need to be cleaned up, re-zoned.
- The enforcement of existing codes in Original Town.

Other

- This survey is looking for "permission" to change everything to residential. How about some options and ideas for attracting / expanding businesses / office / light industrial so we can support the ones we already have as well as the new ones. No more residential - it just stresses our infrastructure further!
- Superior Serbs to be built out... I think redefining and updating the town mission from an emphasis on development to preservation and carefully managing the few properties left... once built, the natural areas are gone forever. Let's slow down and manage all the existing construction before adding to it.
- LEAVE US ALONE
- I think Lafayette is a great example of a city that has done a pretty good job with growth. I think Louisville is exploding at the seams, and doing a worse job. We have had an empty slate here, and there seems to be

absolutely no master plan in place. It is hodgepodge; it is full of nondescript, way too big buildings, way too many parking lots, and zero interest as far as the retail space/public areas aside from ground parks.

- Please resend survey with images large enough to see detail. You will get much better input from local residents.
- All of these elements should be discussed with residents of Original Town.
- Superior needs to make room for a church. All good towns have churches that bring the community together and impact the community in ways that exceed financial gains. This area could be a good location to zone for a church.
- Seriously, if you don't like the feel of old town, don't move there. It's a bit messy in places, but I like those messy people, too.
- Address the "penning" of livestock in tiny, cramped quarters. Cow/calf operation + dairy steers and horses behind storage.
- Kind of a hodgepodge. Some truly out of place properties there now.
- I fear zoning changes will allow for displacement of long term residents by developers and this is not optimal.
- A more flexible zoning so low impact commercial uses are allowed such as office and work/live development.
- non-car transportation

Traffic

- Traffic
- With the current areas of town zoned multi-family it would be good to look at traffic that would come on line with these potential developments. Should 5th Ave be developed? Should Rogers Farm have direct access to second Ave or should there only be access off McCaslin?

Q8: Are you comfortable with the current policy direction for the 2nd Avenue property? (Mix of medium density residential and office)

Character

- More oversight of "look" and the feeling of development. Not tacky!
- I think if any development there will take away from our small town community feel
- There should be more commercial property

Community facilities

- Would like to see community oriented uses. Everything in the NW subarea appears to be very \$ revenue oriented and there is no community center.
- What a great location for a recreation center or year round pool!
- The Town of Superior desperately needs its own recreation center. This could be an ideal location.
- Great place for a community resource like a library or rec center. A town can't thrive on housing and commerce alone (despite the income benefits)
- Please add more community based and commercial options. There is more than enough housing and nothing to support the residents of those areas.
- Make it limited to Community use (recreation center, library) and senior housing.

Connectivity and access

- Another access point to that part of town would be nice.
- I think there should be a formal plan in place to provide vehicular access from this property to the town and county owned Shan property to the south that is envisioned as a new trailhead.
- Businesses should not orient to McCaslin - inadequate for turning on and off - should be controlled access
- Connectivity with Town Center

- Include trail connection from Single Tree Trail to underpass to Coal Creek Trail
- We need to have trails to get across McCaslin to the Coal Creek Trail.

Coordinated planning/identity

- Development here needs to complement what is already there.
- This area is partially zoned and development within rights concerns a lot of neighbors. I think it's important we get ahead of this, work with the developer and neighbors to try to come to a solution that everyone is comfortable with.
- I'd certainly be interested to see plans for this...the difference in height between the roundabout and the field over there is huge. It's hard to envision how to make the access seamless right now...
- Back to my original comments. All these plans feel like individual bolt-on projects. There is not cohesion between them all. Again I ask, what is the BRAND of Superior? What is our identity? Once we know this it will be very easy to answer all these questions as that becomes our North Star, our guiding principles if you will.

Density

- I would like less density, more single-family
- Density currently planned looks too dense to me. There will be plenty of density on the other side of McCaslin
- Lower density. No 2nd Street access to Original Town
- I am against medium density residential developments in this area.
- Medium density may be too busy
- Again, density is an issue. Fewer single family homes are a better option and will have less negative impact on current residents.
- Due to its proximity to Original Town, this parcel should be LOW density and low impact on existing residents.

Floodplain

- Is this a good, stable place to build and put money? Seems it floods every other year. I would really like to see the impact any development here would have on traffic and flooding issues.
- Is this the cattle flood plain?

Growth concerns

- Adding development on the west side of the roundabout is too much. It would make us feel surrounded by development. We need relief from the congestion building up at the roundabout.
- Too crowded already!
- Too much development
- Similar to comments on Superior Marketplace, we are on the verge of overbuilding our community. The extensive build-out of Downtown Superior should be allowed to settle and stabilize before additional growth is planned. Connection to the new roundabout is an excellent idea. The Shan-Shan property should be developed to encourage open space use.
- No more residential!
- NO MORE HOUSING we need to work on what makes a town a HOME-- not just continue to fill bedrooms. Kids grow past park system-- what do we have for teens??? nothing, unless hanging out at Safeway is considered enough
- No more building
- Why MUST we grow? We're eventually going to become just another Broomfield or Westminster.
- I would not like to see any further development of this area. I like our town as is. We don't need any further building or traffic.
- More development is not needed. Leave the cows and horses alone!
- Don't think the town can support all of this.
- I want no residential or commercial development in this area

- Do we really need more development? I like looking towards the west and not seeing tons of buildings. The expansive views are one of the big attractions of Superior, in my opinion.

Housing

- Prefer residential only
- Should be residential only. Too many office spaces in Superior are empty.
- Not in favor of residential on that property
- Don't like the idea of residential here
- I would prefer more housing versus offices. Office buildings tend to make Superior look more like a suburb of Denver versus a house community of Boulder.
- I do not support additional residential development in Superior.
- Prefer single-family homes
- I'd rather see it developed with single family homes that are not patio homes or townhomes.
- Low and medium density housing is fine (single family homes & town homes); however, I'd avoid high density (apartment buildings, etc.) because of aesthetics and also due to congestion already in the area.
- I would like to see less density housing....larger higher end houses spread out more. We don't have many million dollar homes in Superior.
- The policy direction is not clear. Further community input is needed to decide if low density vs medium density is preferred. My preference is low density housing on larger lots, with height limitations, and some office space accessible only from McCaslin. Traffic flow into or through Original Town via 2nd Ave should be highly mitigated.
- Over building multi-family, medium density residential throughout the town. Consideration should be given to blend with low density original town feel.
- I would like to see more affordable housing options for Superior and this area could be a potential opportunity for that.

- Affordable single family homes are such a huge need for us...let's pursue that as aggressively as possible.
- This is the area with the most to offer. I believe by creating a unique hub for businesses and homes, we can make this area a thriving space for creativity, walkability, and interest in the area, a space that could be compatible too with Downtown Superior.
- Need to consider the overall amount of additional residential units being proposed and the impact on town infrastructure.

Mixed-use

- Needs to be low-density, mixed residential, commercial/office, small retail and not developed all at once by one big developer. Should be use-by-right developed mixed use (rezoned to include all the above)
- medium density residential is okay, but a mixed use development utilizing the McCaslin frontage should be required, to have a more urban identity to this primary street frontage and to act as an extension of the new town center project adjacent.
- Indifferent on this one. I think best development opportunity will come with mixed use, but don't want to impact original town too greatly.
- Same as my previous answer. Additional mixed residential and office will create a strain on roadways and schools.
- Could be site for walkable small-scale mixed-use village with visibility/access to McCaslin.
- See comments on first question. I would like to see residential properties integrated with smaller storefronts and the town giving incentives to small business owners to open walk-able, unique businesses. I love areas where I can walk for coffee or a glass of wine and easily access other transit modes (and Superior is not currently one of those).
- Don't forget retail and restaurants!
- Should be housing and commercial such as coffee shops and restaurants, not offices

Office

- We don't need to have more office space. Complete the town center and get it occupied and stable as far as long term occupants before you allow more space to be built for which there may be no demand.
- As with 76th St Area, my preference would be for more office and less residential. It looks like Town Center is going to be very heavy with new residential so why just have more of that here? It will be critical to have excellent connectivity to this parcel from McCaslin or else traffic through OT will increase again. It seems like this could be an attractive central location for a community center or rec center. Or maybe senior housing, which would match better with the quiet character of the existing adjacent residential area and which is currently lacking in Superior.
- Not sure why office is necessary. If it is necessary in Superior, then why not put it in the marketplace.

Open space

- No more housing!! What happened to the beauty of open space?? Can the town not afford to purchase this land to prevent more housing?? This whole survey is very disturbing that our town is considering all this growth. Sad.
- No more housing! No more empty office spaces!!!! Address the problems you have currently at superior marketplace. People want open space not housing and office buildings. And how will the new roundabout handle all that traffic?!
- The land should be left undeveloped
- Would like to see more open space, and park usage rather than residential/commercial
- Protect as open space
- Keep space open, office and residential will start to create heavy traffic, increased pollution – takes away from small town feel
- Keep open spaces

- I just hate seeing so much development when there are places sitting empty. I love the open spaces, I miss seeing the cows that used to be there. It felt a little more country than city. I didn't move here 20 years ago to be in a large, congested area
- There is too much development occurring in this area. Would like to see the rural space left as is.
- This would make great open space to preserve the view corridor and provide more access to the creek.
- No more development keeps Superior quaint! Use it as open space, public parks etc...
- What's wrong with the open field? Why do we need more buildings? It's going to block the view of the mountains from McCaslin. Leave it alone!
- Flood plain is problematic. I do see a need for better trail head/open space facilities in this area as Superior Town Center gets populated.
- Would like to see more open space preserved.
- Maintain as open space
- We need true affordable living options and unless spaces in superior marketplace are full we do not need more commercial space that will end up vacant. I would rather we keep open space
- We already have residential and commercial additions in the new downtown Superior. There are already too many store vacancies. Why are we building more? It would be nice to keep some open land space.
- Open space
- That area should remain an open field with maybe a trailhead there.
- Leave as open space
- Would like to see this as open space and not developed. There is too much development and would like to see what few tracts of undeveloped land stay as old space and especially also the Ridge 2 land just south of this area.

- How about walking paths, gardens, water feature and outdoor sculpture park?
- This land should be preserved for a park/playing fields/open space as it is targeted in the Town of Superior's Open Space Summary and Recommendations. It not only would be the space connecting Coal Creek with the new trailhead leading to Boulder County Open Space, but it is an excellent wildlife and view corridor to the Rocky Mountains and the gateway to Boulder Valley to be preserved.
- Although I know this probably isn't an option because it's not a "money-maker" it would be amazing if this space could be a park with features like a splash pad, amphitheater, and a place to gather for festivals, farmer's markets, etc.

Development orientation

- I especially like the development to be oriented along McCaslin and toward McCaslin. I have a concern about linking it to the current roundabout. Right now (mostly because some people are too dumb to bother to learn how to drive in a traffic circle properly) they make right hand turns from the left lane. This dangerous behavior will only get worse as more and more cars use the roundabout.
- I don't really agree with the third point (orient development toward McCaslin). IF it is residential property continuing the old town grid, I think it should be integrated with old town, not a separate development. If it's something like a community center or commercial/office space, then I think orienting it towards McCaslin makes sense as a buffer between Old Town and McCaslin. As someone who lives along in McCaslin on the south end, having a house very close to a busy road (and roundabout) is not ideal.

Schools

- No more additional housing until we determine how this will affect schools.
- It would be a great place for a high school

- Please stop building residences and overcrowding schools.
- I think Superior is trying to grow too quickly. I would like to see the Superior Town Center completed first and see how the schools and roads cope with the growth.

Tax base

- The town needs more income producing development, not more houses that drain resources and increase congestion only

Traffic

- Don't give 2nd avenue business access to old town. Keep the traffic on McCaslin
- I'm not comfortable with the flow of traffic being routed off McCaslin into Original Town
- If connected to McCaslin, fear great future traffic impact from the west. Marshall to 16th and through town to Roundabout
- What is the push towards medium density? Support exists. Do not bring traffic onto 2nd avenue! This property was originally plotted in 1955 for similar density to what already exists in Old Town – what is wrong with that?
- Another road into Original Town would be nice – a take- off from the new roundabout. That way "certain" people off of 4th and Coal Creek will quit complaining about all the traffic going by their house!
- Have concerns with 2nd Ave property having access onto 2nd Ave. That would mean more cut through traffic in Original Town. We have been addressing this problem on Coal Creek traffic – that would only be more.
- No traffic
- The development of this area is going to make traffic on McCaslin and the new (overly tight) roundabout that much worse. The traffic is something that needs to be addressed before we develop every last inch of space.
- Congestion is already becoming uncomfortable -- Example is the roundabout development. It has been going on for months and months and more housing and

businesses will only congest the area more. Projects like that, and bigger ones as suggested will make things even worse. Build a large park that draws visitor income as well as gives us another reason to live here.

- What will the traffic flow look like? The traffic circle is the only exit?
- Traffic
- Connecting McCaslin is going to increase traffic at the new rotary which is already a traffic nuisance before the Downtown area is completed.
- Consider traffic as a built-in element rather than a fix-it-later element.
- Traffic on McCaslin is going to be a nightmare as it is, any developing here would only make it worse. Please preserve the views from McCaslin to the mountains! They are part of Superior's character.
- The roundabout is already becoming a bottleneck. Increasing population density in the area will make it much worse, and adding more access points is just asking for trouble.
- This will cause even more traffic issues, which have become too significant to ignore
- They need to be careful with the traffic on how they will be going in and out of town so it doesn't affect the original town.
- They need to be careful on how the traffic will enter and exit so it does not affect the original town.
- Not if all the traffic comes into OT. Explore other options for vehicle access.

Vacancy

- See earlier comments about vacant office space in adjacent communities. Need to further vet demand.
- Already plenty of office space unoccupied in Superior.
- Again, we need to make sure that office space would not be empty. It will be important to see how the town center fills before attempting to add that type of space

elsewhere. Medium density residential fits as long as the traffic that comes with it flows through McCaslin and not through the Original Town streets.

Other

- Current infrastructure can't support this.
- Single-family homes and a continuation of the Old Town grid. Put the duplexes and medium density homes in the development east of McCaslin.
- Prefer entry/exit by car to be only from McCaslin, not through 2nd Avenue. Prefer small single-family units or duplexes. Incorporate parks as part of the design; paths/connections by bike and foot into rest of Old Town.
- It would be good to see the farm go away.
- It would be nice to have something more unique. It is high visibility from the road. Too bad agriculture uses seem to be priced out. It was fun to see it when there was livestock. I wish you would make that a small festival area or something compatible with the open space views, like during the morgul Bismarck.... It could host the vendors with better visibility. I hate how Safeway parking lot is the default... has no character. Farmers markets could maybe fit there. I know, no way it makes financial sense.
- Needs creative planning -- review some of the old concepts submitted in prior years.
- Can't get detail from above photo. Too little resolution.
- I'm OK with whatever happens. I am not a fan of Old Town Superior to begin with so this is an area I will just drive past. In addition, I have altered my driving habits to avoid the roundabout and diamond interchange. This added construction will just compound traffic issues. I plan to make a once weekly trip into Costco, Target and Wholefoods but I don't relish the added traffic, so I will probably just stay away for the most part.
- See previous explanations please thank you

- survey diagram is too small/fuzzy to read

Q9: Do you think further discussion regarding current policies and tools is needed to guide future changes in Northwest Superior?

Connectivity

- Extending bike path from McCaslin to the Marshall underpass on the Superior side. Make use of the old railway embankment. Look at reconfiguring the stores on east side of Marshall to expand TOD development. Too much paved parking space.

Density

- Instead of high density housing everywhere, how about some 3-5 acre home sites for families wanting horses or a country lifestyle. There is nothing like that left in Superior
- The cross section of the Superior community is not interested in urban infill and increased density. The Town should challenge itself to improve the existing community without falling into the trap of developing every potential piece of land with multi-family and office space as every other community does in the area.
- It seems as though Town management is hell bent on development as the only option. Given the plethora of empty office space, and other commercial space, and the current weakening housing market, why is any development needed? I moved to Superior because it is conveniently located between Boulder and Denver, and because it is not developed densely. Why are you trying to turn the sleepy bedroom community of Superior into Chicago? We don't need more empty retail and office space, and we certainly don't need more traffic.

Open space

- A larger emphasis should be on preserving land that hasn't been developed along the open space boundaries in order to improve quality of life, property values, and historic/cultural elements of the area.

TOD

- Allowing TOD residential in Superior Market place is a good use of that area. More flexible zoning in Original town could encourage redevelopment of some eyesores. We don't need any greater density in Original Town.
- Serious consideration needs to be given to re-zoning Kupfner properties.

Traffic

- The traffic circle at the bottom of the hill is going to cause several accidents. When it snows - no vehicle can stop in time (at the traffic circle). The traffic coming into the traffic circle (when others are yielding is going to cause more accidents). I have owned a home in Rock Creek for 22 years. Every time we get significant snow on McCaslin - going up the hill to Rock Creek Parkway - vehicles going up the hill slide down backwards when they are going to slow - up the hill. There is now NO WAY to get speed to go up that hill during a snow storm.
- The streets are getting pretty crowded and they all go too fast.
- I've seen here in Washington a lot of residential development that leads to big traffic issues not considered before new development. I strongly suggest this is taken into consideration when working on and approving plans.
- We have endured traffic changes for years that have yielded no improvement for us. Plus I feel the developers have had little regard for the best interests of current residents over their own profits. This is not what Superior should be about. More business development? How many dry cleaners, coffee shops and pizza places do Superior need? Tenants face rent increases that force them out and we are left looking at space available signs that indicate the town is suffering. Why do we want that? Look beyond the developer's dollars and see what really needs to be done.

Other

- This survey is looking for "permission" to change everything to residential. How about some options and ideas for attracting / expanding businesses / office / light industrial so we can support the ones we already have as well as the new ones. No more residential - it just stresses our infrastructure further!
- There seems to be a lot of debate over whether the Comprehensive Plan should be used as guidance for making decisions, or if it was just a "at the time it was made these were some of the thought processes going on". Creating a more formalized, updated version of the comprehensive plan may help.
- Are these tools sufficient to develop a balanced mix of retail, small business, community and recreational uses? Will these tools allow for bicycle and pedestrian access into a walking mall (Pearl Street Mall, Ithaca Commons, and so on)? Will these tools preserve what current residents know and enjoy while expanding improving for future use?
- The town is at the point of having to make some existential decisions. Do we want to remain a town or become a city? How much more development do we want? Is the remaining land better used for commercial rather than residential development?
- Yes - Monarch needs a football field.
- I don't know enough
- When taking on new development projects (like 2nd and 76th), it might be advisable to tackle approval for one at a time, and only after the town center is complete. It's important to see the effect, sale-ability and how spaces are occupied before approving the next project. Too many assumptions can make for mistakes.
- I just don't want more development
- See previous comments.
- The first item to be determined should be The Town's ability to manage any changes to this property in terms of impact on current residents. Without resident intervention, the

STC would have been more of a disaster than it has been. I doubt The Town has the resources and skills necessary to manage developers. And, developers know this and subsequently negotiate agreements with The Town that do not serve The Town's interests.

- It sounds like to me that we are building for the sake of building, without considering what has already been built and what is sitting empty. I don't give up our beautiful land for properties that might sit unused. I really don't want our landscape, population size, or traffic density to change. I moved here one year ago and we choose this town because it was a sleepy town. I don't want it to be anything else.
- I see what other surrounding communities in the Denver/Boulder areas have done with regards to creating creative residential/business mixes and making walkable communities and it makes me sad that we haven't really had anything like that in Superior (and I have lived here since 1999). Hopefully the New Town Center once it gets built out and going will be a positive step.
- What I know from personal experience is you're offering this Avenue as communication but it's all lip service. You've already made up your minds
- Low and medium density housing is fine (single family homes & town homes); however, I'd avoid high density (apartment buildings, etc.) because of aesthetics and also due to congestion already in the area.
- Please make some maps that someone over 50 can read and bring current up to date.
- Credit Suisse issued a report forecasting that between 20% and 25% of American malls will close within five years. The reason is obvious, people are shopping more online. I am not convinced that more brick and mortar retail space is a good idea. Given the office space that is already standing empty in Louisville, I am not convinced that we need yet more. It would be nice to have a small Louisville like downtown but it is not clear to me that this is in the plans.

- The potential development in this area is cause for great concern. If it is left for developers to simply propose and the town reacts we are headed towards a potential nightmare. This area is relatively small and in a prime location abutted to Highway 36. The likelihood of conflict will continue to increase if this area isn't addressed.
- Schools are my number one concern
- This one I'm more HmMMMMMM about. We need to make sure it's not too car centered, for sure. The (ugh I almost TYPE UTI - don't want to click back to that study I just read where they gave recommendations about a lot of this area) UT??? Study brought up tons of great points.

Q10: Are there other specific issues or opportunities that you would like to see addressed as part of future Town initiatives related to Northwest Superior?

Access

- I really feel ease of access to the marketplace could be improved.
- Not closing Coal Creek drive
- Commercial Vehicle access and speed limits next to Founders Park.

Business mix/mix of uses

- Please try and bring in more retail and dining options and another grocery store. The amount of proposed housing cannot be sustained given the current options. Everyone will move to other places if all there is housing and offices.
- This survey is looking for "permission" to change everything to residential. How about some options and ideas for attracting / expanding businesses / office / light industrial so we can support the ones we already have as well as the new ones. No more residential - it just stresses our infrastructure further!
- The challenges of modern day retail need to be considered, evidenced by the excessive empty retail spaces within a 5-mile radius. Current trends should be studied for

concepts such as "wework" type of office sharing/leasing. Suggestion is to make the community viable for residents and then have business follow ... as opposed to having business try and draw people.

- Initiatives to retain businesses that are already in the superior mkt place and attract new retail.
- Biggest issue is re-populating the Superior Marketplace with businesses. New residential is the lowest priority. Traffic and crowding is bad already.
- Local restaurants and unique small businesses would be ideal.
- Affordable rent for commercial properties.
- It is difficult to get there in anything but a car. I would like to see more locally owned business in this area.
- How to attract more small or independent businesses to the area.
- Attract Mom & Pop Businesses, big boxes we have are fine but need to infill with area resident business ops.
- How to get more business and help business remain sustainable
- There's not much developable space left in Superior (once the Town Center is built out) and most of that is in NW. Since much of Superior is currently basically a bedroom community, it seems critical to ensure that any new development is not just more housing for out-commuters. Office buildings or research/light-industrial would be a great addition to the current mix, and could help provide places for Superior residents to work without having to out-commute. The NW area has solid transit access that could help provide for in-commuting without a lot more traffic. I understand that developers are much more interested in building residential units because of the quicker payoff, but Superior needs to be thinking toward the next 50-100 years. I think its fine to leave some spaces undeveloped until a project comes along that benefit the town as a whole.

- Take a look at mitigating crowding and office space/stores that can't be filled. Keep an open feel. Love the idea of trail access.
- Too many chain restaurants, would like to see more local businesses.
- Superior marketplace needs reviving
- As stated previously. We need better restaurants in Superior. I am hoping some will come in with the New Town Center, but is there space for one or two in the NW Superior area?

Character/identity

- Maybe try to retain an old town feel within retail businesses (like Louisville)
- I hope to avoid cheaply built (yet expensive) residential with people living on top of one another. Hope to avoid over-crowding and copy-cat (unoriginal) suburbia development that is going on all throughout Suburbia Colorado
- Fit it in better with Original Town. Make it a Planned Development.
- Near term is circulation and vision. What is our vision and brand and then let's execute that.
- Look at historic homes differently. Look at the opportunity for auxiliary dwellings. Look at the 40% lot coverage-Maple Street homes just don't seem right.
- Superior seems to have a unique opportunity to define itself with all the current development and with those proposed here. I would like to see us continue to pursue development that creates an upscale and modern feel to attract the next generation of business and future-proof the town.

Community Facilities

- rec center, library
- A recreation center/indoor pool would be very welcome along with more affordable housing.
- A recreation center, a library and an indoor aquatics facility.

- Parks and rec, community space opportunities
- I'm all for outdoor attractions; perhaps a small concert amphitheater, outdoor community gardens, a small botanic garden/park w/ walking paths, gardens, water feature and outdoor sculptures, local farmer's market location.
- Yes - Monarch needs a football field so they don't have to use Lafayette's field.
- The Town of Superior desperately needs its own recreation center. This could be an ideal location.
- library
- Would love to see a community educational garden.
- When I was searching for a home in Superior in 2011 and other towns, a Town Trustee said that a developer interested in the Town would have to provide a Rec Center, Community Center and Library. That hasn't happened. Has the town given up on those possibilities? If so, I have to consider moving to another town.
- Rec center, library
- Need unique attractions like the multi-sport complex but expanded to include studios and pools.

Connectivity

- I would like to see a creek path
- Thank you for holding this forum and listening! Please add more pedestrian crosswalks to connect Old Town to the marketplace, particularly across Marshall.
- The crosswalk on Marshall Rd. and 2nd Ave. just east of 2nd to the marketplace – crosswalk-halfway- than on Marketplace side it just ends by Mattress Firm store. This is the safest place to cross. Crossing at the light on Marshall and Sycamore is taking your life in your hands. Please finish the crossing on the Northside of the road.
- With lots of new development in both Downtown Superior and Northwest Superior,

McCaslin Blvd will be very congested. Would there be an opportunity to create another off ramp from U.S. 36 directly into Downtown Superior? For example, Flatirons Mall has two exits from U.S. 36.

- Make area as pedestrian friendly as possible. Add as much residential housing as possible which will improve viability of retail/restaurants in the area.

Vacancies

- We all leave the area to get Dinner? Study must be completed as to why businesses are struggling to stay open
- There are a lot of vacancies in Superior Marketplace. Before adding more retail space, we should try to encourage businesses to use existing space.
- We need some retail to stay – to maintain that, a plan should be developed as Superior Marketplace.
- I don't understand why Superior cannot attract the types of businesses being built on 95th St. DeLo in Louisville (e.g., brewery, bagel shop)
- As mentioned before, I would love to see all retail sites filled. Please be aware of the impact additional traffic will have the community and feel of our town.
- The area off of McCaslin where Target and Costco is located, also Chuck E Cheeses is definitely a destination area. There is no advertising on McCaslin for what is inside that area. (i.e., Wendy's, Arby's, etc.) Not enough visibility for this area.

Density

- Keep it low density. We would like it to keep looking like an Old Town
- Higher density especially 16th St. that abuts open space and outstanding western views
- Keep it low density. Downtown is already high density.
- We'd like to see less development generally. More open space, parks, trails, etc. Extra

credit – secure area on south edge of Superior along W. 120th as Open Space

Growth/planning

- As with the other areas, a focus on limiting population growth and traffic while adding park and recreational spaces to increase property value and quality of living for existing residents is essential.
- Limit growth
- Limit the amount of high and medium density development, and take into consideration the impact on schools, traffic congestion, and crime/homeless element. Never allow marijuana dispensaries in town. Let's keep Superior a personable Colorado town, and not become an impersonal Californian-style city.
- Impact of growth
- Slow no growth. Improve traffic and leave alone.
- How are the financial objectives for TOS development being balanced with the balanced multi use objectives? What does the relative allocation for the different uses look like and how does it all fit together? How is an outdoor pedestrian multi use town center developed without destroying the open space view of mountains and trails (where do you allow multi-level buildings and where do NOT allow multi-level buildings? How do you develop a sense of community in the center verses just creating another retail center?
- Use the space we already have zoned for commercial and housing, make it more efficient. We need to slow down and see the impacts of current projects (i.e. the new town center) before we start on any more. Please don't make Superior like some of the towns in NJ (one big strip mall) I am already starting to feel like the character of the town is getting lost.
- There have been good prior planning concepts by Carl Worthington & Associates, like ones for Everett Wiehe's property NW corner, Rogers Farm & Town Center. Should

let public review them again, before starting all over. Substantial work has been done in past, with popular support.

- Ensure infrastructure development keeps pace with growth, including an emphasis on retaining open space and recreational use.
- Overcrowding ... schools, community amenities, traffic. Quality of life or current residents/owners.
- I like TOD. I moved here from the Bay Area where TOD seems to be working well: there's a mix of train, bus and rapid transit (fix rail/ subway). I'm not sure how well it works with only one bus stop on 36. I also want to see affordable/low income housing. How many family units can you put in before you need a new school? I am glad to see transportation issues being considered as an integral part of housing development.

Housing

- Housing for our aging population who wish to remain independent, but live in a controlled budget. Single-story homes in the \$300k range would support this.
- Any changes must benefit current residents. Commercial and retail development is beneficial, but we have too much residential development planned. We must limit any further residential development.
- Some real single family homes
- I am not anti-growth, however these plans feel like what I see going in Broomfield, "no square inch should go undeveloped." The business corridor needs a lot of attention. The areas in Original town that are not developed don't necessarily have to be. Specifically, I am opposed to med or high density housing. The rural character of the town should be preserved.
- If development is inevitable, consider pursuing a developer who builds small single-family homes for empty-nesters. That is a market which is far from saturated and will add residents at the other end of the spectrum from new college graduates. Get creative with Superior Marketplace to

improve efficiency and attractiveness, but not increase density.

- As much affordable single family housing as possible
- Please recognize the aging population in Superior. We have empty-nesters who would like to stay in Superior but need to be in a walkable community, with a preference for single-floor living.

Code enforcement/maintenance

- Environmental hazards from vehicles and equipment left derelict on properties.
- Maybe beautification projects and cleaning up some of the junk in that area. When we moved here we didn't want to rent any homes in that area behind Target because we could see lots of junk in yards in Original Town. I do think Original Town residents should have the final say on what happens in their community development-wise as stated earlier though.

Open space/parks

- I really like the small town feel of Superior, open space, access to trails. Further development will take this away. Move recreation areas
- How about more open space, trails, parks, etc....
- No trail behind the Sagamore subdivision. (Other than what is already there on boulder open space)
- Preserve and promote open spaces; create plan to attract more diverse businesses.
- I want to ensure the preservation of all existing open spaces in Superior
- Open space, parks, bike trails that connect with rock creek and to the west, sidewalks within old town.
- preservation of our open space, environmental concerns of development
- Preserving existing open space should be highlighted as a town priority in this area.
- Land should be converted to open space, not developed

- As per above would like to see the Ridge II land kept undeveloped.
- Possible expansion of open space areas and redevelopment of existing commercial properties to maximize their use. No additional residential properties should be added.
- If you are going to build any new parks plan the layout with parents that actually go to these parks. Recent parks are set up so poorly; they obviously were not built by parents with small children.

Schools

- I would like to see an additional elementary, middle and high school build in the property if the Town of Superior is going to continue to allow developers to make a fortune selling high end properties to residents. There should be space to build additional schools to accommodate all of the future students.
- I feel there needs to be additional locations for schools to ensure that the schools can keep up with the development of residential units in superior. I also feel like an additional trailhead within superior would be very beneficial.

Traffic

- The new McCaslin bridge on-ramps (where vehicles exit 36 and enter the new McCaslin bridge) are very dangerous, some cars do not yield and I've had a number of extremely close calls because of cars not yielding properly (I would have had an accident if I didn't slam on my brakes). I recommend replacing the yield signs with stop signs (or traffic lights) for cars entering the McCaslin Bridge from HWY-36.
- As we add residents, we need to make sure that not only traffic is addressed, but that other town support services and natural resources are adequate. I'm sure that town staff is knowledgeable about how resources can be stretched, but residents will need to be informed also.

- Impact of traffic flow to south end of McCaslin
- The roundabout is showing how bad traffic is and it seems that timing of lights at 36 and the roundabout etc. is not being used to alleviate traffic problems! Add another "entry/exit" to the roundabout and it is going to be bad!
- Traffic
- Traffic in this area is nearly unbearable on the weekends already. Once the Downtown Superior project comes along, it's only going to get worse. The intersection at Marshall Rd / McCaslin will need some improvements.
- Traffic increase and flow.
- How are we planning on addressing all the additional traffic this development brings?
- Traffic, school census, police enforcement.
- Yes - I did above. The new traffic circle at the bottom of the hill (near highway 36) is going to become a horrible trap for traffic accidents and snow/weather problems.
- Overall traffic flow should be a consideration. The Marshall/McCaslin intersection can be very congested. I would like to see if there is any opportunity for an additional outlet from Marshall (when coming into Superior) going towards Rock Creek on McCaslin. Basically an option prior to getting to the marketplace to go "around" northwest Superior. Not sure if there is opportunity with current designated open space, but I think it would be worth reviewing.
- Streets are crowded. Traffic is bad.
- Improved traffic flow. If more residential areas, will schools be improved or new schools be built to address increased volumes? Student-to-teacher ratios at several schools, including Eldorado and Monarch, have already increased to undesirable levels.
- Projected traffic.
- Non-resident traffic through Original Town on Coal Creek Drive. This includes construction vehicles (which traffic has dropped off lately),

now mostly Rock Creek residents and others on their way to the Marketplace, and continuous back and forth traffic by large trucks owned by George Leo Kuphner, a contractor to the town. He and his company do not reside in Original Superior but in an industrial/residential annexation to the west that has never even connected to our sewer lines, despite them being run to their property at large cost to the town. Some spot monitoring of stop signs should be done by the Sheriff. Many drivers run the stop signs. I saw 2 and nearly got hit by one, just today, on Coal Creek Drive, Original Superior.

- A thoughtful approach to traffic flow as it relates to cars coming over the Diamond into NW Superior as well as Downtown Superior to create an enjoyable experience rather than a contentious one. Addressing traffic impacting the neighborhoods is equally as important. Neighborhood streets should not be used for routine flow in and out of a commercial area and should be designed accordingly.
- The homeowners who live in Original town are concerned with the amount of traffic that cuts through their neighborhood from the Superior Marketplace. What if there was another local road that went around the back of the new homes and ended up allowing people to enter McCaslin (maybe right turn only) north of the roundabout? This would allow the Rock Creek residents to have easy access to Superior Marketplace without having to be penalized with the heinous intersection at Marshall and McCaslin.
- Why the obsession with developing Northwest Superior? We have other issues that should be addressed. How about the traffic that flows through our town from non-Superior residents?
- Traffic flow at the corner of Marshall Rd and McCaslin. Adequate schools for new residents. Bolster transit orientation at the pedestrian bridge. Attract more light industrial or offices to bolster tax revenue and daytime use. Add better parking for trailheads behind Target/Costco. Support

business retention success in Superior Marketplace.

- Traffic and overcrowding must be addressed, as well as how any commercial space is being used

Pedestrian/bicycle connectivity

- I would like to see all references to the trail behind Sagamore removed from drawings and proposals. This issue was discussed at length and settled in OSAC.
- Coal Creek trail; Kupfner properties; vacant lots in Superior Marketplace; lack of recreation center; lack of good restaurants; low-cost housing.
- Bike friendly is good, internal bus system is good - but we need places we want to bike too. Community centered things like maybe a gazebo for the movie nights - bars and restaurants. Maybe an indoor playground in the sports stable?
- Making street design more user friendly, attracting diverse businesses to Superior Marketplace.
- walkability
- Endeavor to create a unique, inspiring, desirable alternative promoting Superior as a place to live, shop, and dine.
- It would be nice to add sidewalks to all of Original Town.

Other

- Where is flood zone? Are houses being built that could be flooded?
- Health concerns to residents living in superior. Such as the horrible continuous mosquito problem in Sagamore. The mayor has been of such great help! Although I fear the problem will continue as long as the farmer's drainage water gets pushed to our neighborhood.
- Want to hear Town Staff opinion of Original Town. Bank? Citizens?
- Each area should be addressed but at the same time, it should be looked at as a whole because they all work together

- Change in this area is inevitable, but without input of Original Town residents, it will be controlled by future and present developers trying to push as many people and projects to get them the highest return on their investment. No good!
- Leave the homesteaders alone. They were here just - if they want to sell and leave because of development that is their choice. Stop shrinking their property lots to build small homes.
- Keep it flexible
- Read "Happy City" – book
- Consider that within five years, most of Superior Town Center will likely be rentals. (Student etc.) And rentals have a negative effect on property values and town aesthetics (due to lack of pride of ownership). Consider that in any future plans/strive for home ownership versus rentals.
- Read my comments from previous questions.
- A small thing that might help with cut-through traffic in Original Town: Put a drive-through post box and bill-pay box on the downhill side of McCaslin.
- I would say we almost need to start over. I would say it would be OK to tear down many buildings that are sitting empty, and have been for many years, and order to utilize the beautiful creek Corridor and create something that has not only charm and interest, but walk ability for people who do not want to be so car bound. We need to find a heart/soul to this town so that it can be something we identify with for years to come. If we wanted to live in Thornton/Broomfield/Westminster, we could do that, much more cheaply than we are right now.
- I would like the available land to be at least looked at for a year round aquatics facility. That area is highly accessible to Superior and surrounding areas and could be a huge regional draw.
- I think we should be careful with developing areas for stores and restaurants when we

don't support the ones we've had that have closed.

- Town hall moved East of McCaslin in Town Center area
- The Town Hall needs to be expanded.

Q11: If you answered "yes" to the last question, which of these areas should be the highest priority for future Town initiatives in Northwest Superior?

Open space

- Some of the western edge properties seem inappropriately placed next to the Boulder County open space, such that if any new development were to be considered that it should first be considered for open space preservation (i.e. the property just beyond the Superior Self Storage facility that looks like a junk yard/trailer park combo)
- More open space that is why people love it here.

Original Town

- Leave the original town as it is as there is affordable housing in the original town.
- Leave the original town alone.
- Both original town and the yet-to-be developed areas should be a priority.

Growth/planning

- Everett Wiehe most important -- good planning available already to review. Market Place needs full review.
- As a whole what is best for the urban sprawl how we can control it while protecting the land and keeping the amenities they currently offer to residents.
- Needs to be a cohesive effort. It's like the human body. You can cure your aches in your feet, but if you don't address your legs and hips and spine, etc. the problems are just going to be masked and come back. We need to look at this as one cohesive ecosystem...
- A holistic approach needs to be taken for NW Superior as a whole.

Mix of uses/restaurants

- Would be nice if a "cluster" of independent restaurants could be attracted like what was done in Stapleton with Cattivella, Concourse, Hashtag, and Los Chingones. A Snooze opened up in Westminster and it is insanely popular, for example, and if someone drives to a business like that with a following, they will notice other businesses in the area and patronize them, whereas they might not even come to that area otherwise.
- Bolstering Superior Marketplace with better opportunities for small or local businesses would help compete with the attractiveness of Louisville, especially as the finishing touches are put on the new improvements east of McCaslin.

Traffic/connectivity/wayfinding

- Yes, we need to look at NW Superior as a whole, but Superior Marketplace is already there and some changes to that area to make it more successful could be accomplished first. Traffic, however, is a continuing concern for people living in Original Town and that needs to be addressed at the same time.
- Superior Marketplace drives traffic to the area... I think this should be the largest priority
- Removing the traffic circle at the bottom of McCaslin before someone gets killed in a car accident.
- More connectivity across NW as a whole, especially for non-automobile traffic, would help create a greater sense of community and help integrate the different areas. Also, if there would be a way to make the Marshall-Sycamore and Marshall-McCaslin intersections more bike- and pedestrian-friendly, I'd see that as a nice improvement for local residents.
- I am a business owner in the Superior Marketplace, which is why this is a priority for me. Not enough people are aware of what is in the marketplace. A sign on McCaslin for all the stores would be helpful. However, if

you want to help the business owners, Superior should pick up the cost.

Walkability

- As mentioned the overall development lacks walkability and hometown warmth and charm.
- Walkability in northwest Superior should be a very high priority with a mix of residential development and Commercial uses. Looking at how to mitigate the traffic into the Market Place should also be taken into consideration.

Other

- This survey assumes so much, but gives so little - leaving the public improperly guided. Call me at 719-439-0697 to discuss how we could do this properly.
- Your survey is worded terribly. It just assumes everyone wants development. The real question that should be posed to residents is what our goals and vision are for the town. Do we want a densely developed and populated city, or do we want a sleepy bedroom community that isn't crowded, isn't full of traffic, doesn't have a large amount of empty developed real estate, and is just a nice, beautiful, peaceful place to live.
- Very similar community to Superior <https://www.opkansas.org/things-to-see-and-do/arboretum-and-botanical-gardens/>

Q12 What do you like about the Northwest Subarea that you would like to see stay the same or enhanced?

Access

- Ease of driving and parking. However, with the planned changes I fear that will not stay the same.
- It has great access from 36 and could be an amazing place between Denver and boulder.
- Multiple inlets and outlets.
- Keep good access and visibility to Costco. Find tenant for the old Gart's store.

- Convenience and accessibility to the bigger stores are great.

Alleys

- Back alleys kept or enhanced

Mix of businesses/uses

- Shopping options are great with Target, Whole Foods, and PetSmart.
- Retail! I like all the stores, I could do with more. We need the box stores but we need some unique stuff too We need more food options rather than just a couple fast food places you have to drive too, we need cute restaurants with patios and bars we need a downtown like Louisville were you can walk and get a bite to eat and pop into a few stores.
- The revenue of great retailers
- Strive to make Superior Marketplace a full service shopping area and not just Target and Costco.
- Please encourage and assist shops and restaurants into locating in the Marketplace.
- More restaurants
- Fill the retail spaces
- I'd like to see some anchor tenants landed for Superior Marketplace.
- A few big box retail elements in back are good, and the proximity to the Founders Park as a central core element.
- Encourage commercial and retail development, and restrict residential development.
- Love Costco, Target, Whole Foods. Would hate to continue to lose retail around that area (including restaurants).
- Enhanced marketplace.
- Superior Marketplace is an excellent place to shop. It would be nice, obviously, if all the retail space was occupied
- Costco, Target, and Whole Foods
- I like the easy access to the shopping.
- Commercial tax base!

- Popular stores like Target/Costco/Michaels
- Like the existing retail - like to keep business in Superior and not have to travel to Louisville or other areas.
- Keep current retail.
- I like the retail, it is convenient for me as a resident and (I assume) good for the town in tax revenue.
- More business in the market place
- The shopping
- Retaining anchor big box retail tenants
- Convenient big box stores and Whole Foods
- I like Target, whole foods, Starbucks, the liquor store, Founders Park and the open space.
- Would love more restaurants and a bagel place.
- Housing Community built around a little bit of commercial surrounded by trails, parks and open space.
- The excellent choice of retail in the Marketplace is a huge benefit for our family. We can walk to get groceries, haircuts, and other common needs. It is also very convenient having the BRT stop within walking distance. We also LOVE having easy connections to great bike and walking trails.
- The park-and-ride and big box stores are really convenient. Watch out for Target going out of business, though. I like the mountain views from the McCaslin hill. I like all the trail access points.
- Possibility of more retail choices
- Like the revenue from the big boxes
- I like the current mix of big-box stores but wish smaller businesses could be successful. I wish at least some part of this area could have more of a "village square" community environment.
- Nice to have stores, restaurant s, and park
- I like having the Costco and Target. Just need some smaller businesses and better restaurants in the area.

- Costco and Whole Foods
- more shops
- I love the mixed use.
- Like the retail
- Separation of commercial and residential.
- Small number of homes, right number of businesses
- Proximity of good shopping/retailers and healthy eating options to Rock Creek neighborhood.

Character/identity

- Most of all I like the character of the Original Town. Preserving that should be one of the highest priorities. I like the Marketplace. Boy, did we get lucky to have a Costco and a Target and not a Walmart there. (Don't get me wrong, I shop at Walmart all the time, but that should not be one of the first things people see when coming into Superior.) I also like the park south of Target, and that very nice neighborhood of high-end homes south of the park. Nice job there.
- I like the current nature of the existing Old Town
- Old town should stay just like it is. The character of the town is appealing and the history. Everything should not be changed!
- The geographical position is amazing. The fact that we have an original town is amazing. We should be dedicated to either enhancing it or completely redeveloping it. Having it stay the same is ignoring the issue.
- The open, historic, and rural nature of original town.
- Historical character and views
- Keep Original Superior, Superior.
- Character and small town feel in Old Town. Easy access.
- There is a definite small town feel and that needs to be maintained.
- Retain character of original town homes.
- Unique character & Original Town grid.
- The history of the area

- I like the uniqueness of Old Town. Most of housing stock in Superior is very cookie cutter. I enjoy the character of Old Town.
- This area has always had character. There should be design requirements but not high density. We should ensure that character remains.
- I like that it is not a cookie cutter feel. It has personality and community. I also like having open space around the area.
- Standards to appearance and architecture.
- Identify several historic buildings and preserve those. Keep parks and trail access.
- History of the area
- The character and culture of Old Town is inviting and intriguing. I enjoy talking with the seniors who have lived here for decades.
- Enhance and value the character of OT. Lafayette offers small incentives to folks in certain parts of town to increase curb appeal. Projects and incentives for houses in OT would be nice.
- The original town has its own quality and people need to leave us alone.
- I like the concept of Old Town, but feel like it isn't the most "charming" old town in the region. I think doing more in-fill and expansion in a similar style of small, single family western/Victorian homes would bring some more charm and preserve some of the history and character of Superior
- The grid and character of Original Town is very enjoyable. Doing what we can to keep it that way is important. Target, Whole Foods, Costco and other large retailers are crucial to our success and we need to consider how to keep them thriving in this area.
- I like that it represents a mix of new and old. I am not against property owners deciding to sell to someone or some entity that wants to build, but I don't want to see the town plow forward with only one goal in mind - dense development and planned elimination of the current Original Town. I am not a resident of Original Town, but the residents there, some there for a very long time, shouldn't have

development shoved down their throats. I like that Original Town is mixed, some crappy some not. It has character. It certainly doesn't need commercial development.

- The small town atmosphere or "feel" of Original Superior.
- The community feeling

Housing

- Keep old town superior the way it is, no more housing
- no new homes, apartments, condos built
- We should not be building more residential properties
- mixed homes and retail
- Like – small homes, open space, access to transit, Costco/Whole Foods/ Target;
- Access to affordable housing opportunities and grocery stores

Maintenance

- clean up - many yards are junk collections
- "Junk yard" in Old Town Superior should at least be required to have a fence around it. It's an eyesore!

Open space

- I love our undeveloped land, and how beautiful it is. Please don't change it!
- I would like to see the open space preserved. However, I don't think the Northwest Subarea can be looked at in isolation. It needs to be looked at in conjunction with the rest of the town. Rather than only focusing on this area, I believe an update to the entire Comprehensive Plan is appropriate, and that this area should be given appropriate attention during that process.
- I like the openness right now, but envisioning a concrete jungle when you're done with it.
- The recreational and open space areas.
- Open space/trails.
- Walking areas, trails and parks mixed in with housing.
- The open space lots.

- Open spaces!
- The open, agricultural look of Rodgers Farm as viewed from McCaslin.
- I would like to see Sagamore and the easement to the west stay the same. I've heard rumors of a new trail which I do not want.
- Open space. I love the small miner's homes.
- Keep open space/trails
- open space
- The empty land without anything built on it.
- Open Lands. DON'T EVER LET FRACKING ON THESE PROPERTIES!!!!
- Keep open space and farm space as is. Do not develop.
- Open space
- I enjoy the fact that there is existing open areas and that there is not an over developed feeling to the area. I fear that there will be an over development of the area with the plans that I have seen today.
- I'd like to see open space remain; don't pack the entire area full of buildings/homes.
- Open feeling, not a lot of traffic, healthy lifestyle, family oriented, open range with cows
- Open Space
- I like the old town field and the giant park and the way the old town has been preserved
- Park, trails, open space
- open space and trails
- Open space
- Park, public space
- Access to open space/lack of developed areas should remain the same. Part of the reason we bought here, as Boulder is too crowded.
- The openness and the quaintness of Original Town
- I like the green space and lack of traffic

- It is quiet for the most part. Access to trails. There are some very ugly parts of original town but overall I love its historical charm.
- The parks and open space. The lower density housing in Original Town with historic character. That is the charm and heart of Superior.
- parks, museum, parts of Marketplace

Parking

- Good parking volume and space size. Easy to navigate
- parking is very accessible
- Parks; easy access to shops (if you're driving a car; varied community.

Parks

- A mountain bike park in Open Space south of 2nd street.
- Natural trail system
- The park is nice along with access to open space.
- great for kids, access to open space, parks
- The parks, the trails and the anchor stores of Costco, Target and Whole Foods.

Transit

- RTD access is excellent. Secure bike storage was a positive addition addressing the theft near RTD.
- The RTD bus system is excellent. The existing multi-use trails are excellent. The playground, basketball court and field are the biggest draws in the center of the NW Subarea. It is very common to meet people from other towns in those areas. Attractions such as these are what make a town unique, not seas of apartments.
- The fact that Marshall Road has manageable traffic and serves as a UN congested route to South Boulder.

Walkability/connectivity

- I like that the area is somewhat walkable; it should have more and better connected sidewalks. Sidewalks should be laid out for

the benefit of pedestrians, not for the benefit of cars and businesses

- Walkability to trails/retail. Open Space access
- The Marketplace is not pedestrian friendly. Additional development in that area should focus on what can be done to make the remaining space more like the Flatiron mall with shopping concentrated in the center and parking on the periphery.
- Good walkability and would like to see that improved further.

No change

- I enjoy the fact it is original in all ways. I feel badly that these homeowners are being squeezed out by development. I also hate the idea of more cookie cutter housing developments. Leave it alone.
- Nothing to be changed
- Leave original town alone. Keep/ mitigate "cut through" traffic
- This is our history and our core. Zoning changes will likely destroy it bit by bit. We will never have a town center with the character such as Louisville. What you offer is just another area like thousands of towns across the country. I suspect you are not being forthcoming and are chasing dollars in tax revenue rather than using common sense and the real needs of the community in balance with what is available to us in the areas right around us.
- Leave zoning as currently listed

Other

- Get rid of the Roundabout
- See previous comments
- Unsure
- There are vacant office space and buildings currently, let's fill those before building more.
- the building density should not increase too much
- I would like Sagamore and the adjacent properties to remain quiet and peaceful.

Q13 What don't you like about the Northwest Subarea that you would like to see changed?

Access and circulation

- It is already getting a bit congested. Would like to make sure ease of access is always part of the discussion esp. as growth explodes.
- Straighter roads and parking spaces aligned more uniformly
- Biggest is ease of access and facility orientations.

Business mix/overall mix of uses

- Concerned that it will be more of the same as Superior Town Center. Future blight.
- I think the Superior marketplace is bland and too generic. I wish there was more character to the shops and businesses.
- Better business development and sustainability
- Chain stores
- Stores are closing
- Expanding and diversifying dining options.
- I really like the trails and access to open space. It's very difficult to go out to eat in Superior. We always drive to Louisville or Broomfield. I don't want chain restaurants like IHop or Wild Wings.
- It's too car-friendly. Missing: mom-n-pop stores. The historical context necessary to have what Main St. Louisville has.
- Need more restaurants
- The lackluster businesses in the Superior Marketplace that overall do not make Superior stand out as a town.
- A Sprouts should be local to superior residents. Should have downtown area to walk to same as Louisville. Also, we should get a summer concert / street faire like Louisville.
- Keep historic sites yet more commercial stores.

- More retail. Fill commercial space
- The town should change its focus on residential development and refocus on non-residential opportunities.

Vacancy

- All the restaurants closing or moving, Arby's, Wendy's, bbq place, Buffalo Wild Wings. I've heard rent is too high. Need more!
- empty storefronts
- Need to lease out the places that are empty like Gart/Sports Authority. Would be good to give incentives to businesses to relocate here in Superior.
- Something has to be done about the ghost town that is superior marketplace. Good restaurants, a book store, etc.
- The empty retail & restaurant sites.
- The market place area, stores and business need to improve
- Too many vacant businesses.
- Vacancy rate in Superior Marketplace
- Would like to see more business in the market place. Would like to see a high school for Eldorado and superior to feed into.
- Businesses leaving
- Empty storefronts. I would like to see those mostly filled before we start building more.
- The vacancies in the Marketplace.
- There is a lot of empty land near IHOP/police substation.
- Vacancies in superior marketplace presently but then building more commercial space.

Circulation

- Circulation. Coal Creek as a cut through street. No easy access from Original Town to superior marketplace.

Connectivity

- Need easy ways to cross McCaslin bike/walk. Need themes and clustering and mixed uses.

- The new developments are not harmonious with the existing neighborhood - they are out of place and too densely packed.
- Dislike – lack of sidewalks in Old Town, lack of locally-owned businesses and restaurants; missing – see the “dislike” category
- There is no downtown in Superior. The NW area is not connected in look or feel to the rest and is a relic of the past rather than a place all of Superior residents like.
- It is difficult to walk to stores or between. Sidewalks start and then end or don't cross dividers. And the junkyard is a disgrace.

Density

- I'm concerned about too much density
- Let's not develop every inch just because the mayor thinks all development is progress. It isn't. We all moved here because it was a cozy place with reasonable congestion.
- No more building. Superior is already so crowded. Some things we could use are a rec center and a library
- Too much high density housing, it's going to be way too crowded
- The crowded feel in the neighborhoods with cars and RV's parked on the street and in the driveways.

Design

- There should be designed codes for new development
- Building standards for homes that are falling into disrepair

Empty

- It feels empty and deserted in many places.

Housing

- I don't think it can be changed, but wish someone was building single family homes- not patio, townhomes, condos-
- Make sure there is no more residential development.
- No more houses without schools.

- Stop adding so many housing developments.
- There is a limited diversity of the types of housing and mixed use. Also the speeding of cars on Sycamore and 76th.
- The larger houses are kind of an eyesore.
- As stated above, the added housing etc. (=more traffic) and the new roundabout really slows things down. However, this area looks like it is destined for intensive development. I don't like the new Sports Stable. It is a huge uninspiring building.
- Medium density housing should be added
- Housing for independent seniors

Code enforcement/maintenance

- Old town is kind of junky. Need it cleaned up, yet preserved.
- The dump/trash looking areas
- No more storage facilities. Remove the trailer park and the "junkyard" in the original old town of Superior.
- Nobody likes that guy's junkyard next to the park.
- Remove non historical buildings that are not up kept.
- Remove the junkyard from old town.
- Tidy it up. It can be dumpy.
- Junk, garbage, abandoned cars in original town. Less big box stores.
- Get rid of the ugly/unkept residential lots. Work to getting the business areas fully leased. Sense of community in that area.
- Junk yards need to go; there is no real "business" going on in them. I know: I see them every day and I also know what working junk yards look like: working junk yards have people working in them; junk moves in and out.
- I would like to have it appealing to look at. I like different styles of homes and square footage. I don't really enjoy looking at the dump/recycle yard or broken down cars in the yards.
- Clean up industrial areas!

- Environmental hazards

Marketplace

- The layout of The Market Place
- So much like a suburban strip mall.
- Fill up what we have. The large office building on the east side of McCaslin has had available space for a long time, as an example. So do we need more? Perhaps the officials looking at this should examine why that is before adding more. That same situation may well be duplicated in the new town center- and for what benefit? The space formerly occupied by Arby's has been vacant for years- do something about that and the other empty spaces at the Marketplace Pressure the owners to provide business friendly locations rather than un-rentable spots they use for a business tax loss.
- The extensive parking lots in Superior Marketplace with islands of shops seemingly at random. The area should be anchored around the big 3 box stores, but rearranged to increase occupancy rates and attract restaurants and retailers.
- I'm not sure it can be fixed, but the Superior Marketplace is a bit of a maze that creates a small (but real) barrier to entry when people are trying to decide whether to exit the freeway and shop in our town.
- Superior Marketplace needs to be reconfigured so that it offers more walking dining/retail opportunity
- I would like to see the redevelopment of dilapidated structures.
- Costco must not move!
- The commercial mix skews heavily toward retail. Having some professional businesses and offices as well might be good.

Original Town/Character

- lots of empty lots and less than well maintained homes diminish the character of old town; empty units in the marketplace area and the feeling that it's all "big box" stores

- Clean up old town. Widen road south of Marshall going to Marshall from or to McCaslin. Tear out the middle of the market place and start over.
- Original Town is very disconnected.
- Original old town is dormant and not designed. It has nothing attractive or charming about it. Anything new should be governed by standards. The marketplace is clearly dated and will never thrive again. It should be redesigned with new goals in mind.

Open space

- Less development. More green space for residents
- The views from that area are incredible, develop that land is something the community can benefit from but not more housing!!
- Parks added

No change

- Un-zoned is ok
- I think it is fine like it is.
- none

Parking

- Parking Lot City
- Too much parking pavement!
- The anti-Frisbee boulders in Founders Park are just mean. The Superior Marketplace parking lot and accessory stores seem sad.
- The big hill from rock creek down - stops me from biking there. Too much parking lots even though I like SOME parking everything is too spread out.
- Too much big box retail identity and surface parking, needs redevelopment to utilize space better and create a community identity and place with staying power rather than an errand running core.

Safety

- Get rid of the traffic circle at the bottom of McCaslin near highway 36



- It is very hard to cross the intersection at sycamore and Marshall. We call it the intersection of death. Overall the entire marketplace is not pedestrian friendly. We also don't like the speeding cars and commercial trucks that go past the park. Very dangerous.
- People in Sagamore drive exceptionally fast. In fact, a driver hit a parked car and flipped over in the middle of the street. This issue has been brought up to the Transportation committee. A commitment was made to evaluate the situation, but there is no evidence of any action. There are dozens of children in Sagamore and the driving habits in the neighborhood create a dangerous situation.

Traffic

- Too much traffic and improvements are needed.
- More traffic is a big issue. Traffic from Marshall going north onto McCaslin is always backed up and it is not Christmas yet!
- The construction creates a traffic mess, but it will get better. I don't like seeing the vacant retail spaces.
- Traffic flow and congestion in and around marketplace.
- Traffic patterns are difficult to navigate
- Unusual traffic patterns
- Seems like the traffic is increasing. If there was a way to provide more access to the shopping area on a cost-efficient basis, I would be in favor of looking at it.
- Traffic is pretty bad, need more open space areas and trail connections.
- Traffic patterns, vacant Marketplace
- Study of one way streets
- Traffic needs to be addressed
- Traffic.... how will Marshall Road handle the increase in traffic were the NW Subarea build out as currently zoned?
- Traffic congestion

- Lights not working as smoothly too complicated and traffic is congested.

Views

- No more buildings that block the view of the mountains

Vision

- Better vision of Original Town
- I like variation in homes and properties but I do feel like some standards need to be put in place.

Walkability

- Market Place is totally auto-oriented and not pedestrian friendly. Too vague, no focus. TOD theme requires mixed use with housing.
- More walkable spaces weighed against need to bring people in to make success for businesses
- Retail space is stale, not very inviting, and not very useful.
- Walkability/safety to Town Center!!! There needs to be an easier path to take other than stopping traffic on McCaslin and that could be easy fix by using the underground path - it just needs to be extended to the Town Center and better lighting installed.
- It is accessible by car only. Change to a multi-use, outdoor pedestrian center. Incorporate a mix of big box retail and small business. Incorporate independent cafes and restaurants as part of the multi-use center.

Other

- A Comprehensive Plan between all four areas of the presentation. 76th St., Superior Marketplace, Old Town, and the Rogers farm must be developed to be in unison.
- Plan that ties everything together and is balanced. Better utilization of Founder's Park (East and West sides)
- More outdoor attractions as mentioned on #10.
- Develop area around Coal Creek east of McCaslin (like Boulder Creek in Boulder)

- proposed development
- Put Coal Creek Drive through town back to its original size – take out the dumb traffic calming since people park on the side of it. Hard for cars to pass though when there are cars parked on both sides.
- Tear down Sagamore and do it better. Also, I don't like the idiots who play chicken where Marshall Road narrows from two lanes to one near Panda Express.
- The junk yards and trailer homes should be converted into cottages and artisan gathering spots.
- The unfinished turn circle. Will it ever be completed?
- Unsure
- You have already made up your minds and the growth never involved the resident's values and lifestyle just your choice to overrun us with your agenda.
- No more dangerous cow/calf operations on publicly owned land.
- nothing- perfect as is
- People don't consider that to be superior.
- Extend sidewalks throughout the whole area. Bury any overhead utilities. Create low impact trail along Coal Creek. Clean up the IL/junk yard. Use similar street lights throughout Original Town. Buffer Original Town from McCaslin.
- The fact that it is going to be developed.
- Better/newer signage for the Superior Marketplace businesses.

Q14 What is missing from the Northwest Subarea that you would like to see?

Housing options

- Affordable (e.g. <\$500K) single-floor living
- Affordable homes.
- Medium to high density affordable housing to ensure that labor servicing Superior can comfortably live in Superior.
- New single family homes with yards that are in the 4500 and up square feet range.

- I know of many Rock Creek residents who would love new construction single-family homes (not townhomes); several people I know moved to Erie or Broomfield for this reason even though they enjoyed living in Superior. I'm not sure if there's a spot for that in the Northwest Subarea but it would be desirable.
- Housing!
- Housing, walkable, bike-able, mass transit based

Business mix/overall mix of uses

- more small retail
- Popular entertainment and eating establishments.
- Businesses people want to frequent that have positive community impact
- Since that is the retail hub of Superior, it would be great to have services that all residents could utilize. Banks, dry cleaners, non-chain restaurants, coffee shop, boutiques, etc. I HATE going to Louisville for the services I would like to support in my own town.
- Art cultural institution
- Art, river walk, more activities
- There is nothing that keeps you there. There's only retail, in which you get what you need and leave.
- A brewpub!
- It old be great to have a Sprouts there or somewhere in Superior
- Sprouts
- more local businesses
- More independently owned businesses
- local businesses
- Local or small business
- I think the wave of the future is people being able to live, shop, eat, commute and hang out in a bustling, vibrant and fun community.
- The old sports authority buildings on the corner need to be demolished and new mixed use pushed closer to the road edge



and restacked. All development currently is internalized toward parking, and newer more modern celebration of an urban street edge enhancing interaction of multimodal transportation and the street thoroughfares would be a welcome change. More pedestrian friendly, it currently is not a desirable place to walk around and there is no identifiable pedestrian core or path system.

- Pedestrian oriented mixed use, optimizing transit access. Dining district + arts and culture district. Commercial recreation.
- Options for purchasing healthy fast foods
- Good restaurant or two
- Maybe a good restaurant
- Coffee shop, Restaurants, Bar
- Restaurants.
- High quality restaurants. The bbq place is very successful because they are unique and serve high-quality food. The community would support many more similar restaurants and skip the drive to Boulder and Louisville.
- A sports store, more restaurants, and ice cream/yogurt shop.
- Restaurants. I know some are coming to the Downtown Development.
- More restaurants
- Superior seems to have a general lack of restaurants and a night life. This will hopefully be addressed by the Downtown, so...maybe we take things one step at a time?
- More sit-down upper-scale restaurants.
- Places to hang out: bars, restaurants, coffee shops....
- Unique eateries, pool, studios
- restaurants
- I'd love to see more restaurants (but not fast food).
- Good restaurants
- More restaurants

- More restaurants similar to that of Church Ranch road exit.
- Outdoor patio restaurant areas in superior market place
- I would love a Sweet Tomato restaurant
- Restaurants. Superior is losing places to eat, and very few good options exist.
- Restaurants and bars and community oriented areas.
- More restaurants.
- More restaurants please.
- Restaurants with patios facing the creek. Area for outdoor concerts like at Flatiron Mall, etc.
- Unique restaurants, bakery, a nice gathering area.
- More restaurant options
- Good restaurants, wine bars, coffee shops/cafes, places to hear live music.
- Restaurants and community space.
- Restaurants; recreation center; sidewalks that continue so that you don't have to walk on the street.

Marketplace

- A successful Marketplace.
- A total redesign of the Marketplace with better access to small businesses and especially to make it inviting to neighborhood restaurants and other businesses.
- A comprehensive evaluation of Superior Marketplace to address the orphaned storefronts in the middle of parking lots. That approach is not working and we're losing businesses from Town.
- Let's get the businesses fired up again....Too many vacant buildings.
- Parking lots with double lines between the spaces like Costco has. We have the room for it, so the town should insist on it. (Yeah, I know, that's not what you meant.)

Character/identity

- Some character, maybe a small town downtown type of development.
- More character, better bike access from Rock Creek area. Tie into downtown Superior easily.
- The main thing Superior is currently missing is a personality. It feels like suburb. More unique businesses and concepts are required. Looking into new zoning and mixed usage is heading in the right direction. I would also like to see more unique mom-and-pop restaurants and shopping.
- I want it to be a mini version of this <http://citycentrehouston.com/> suburban is good - but it needs more retail more restaurants places for people to gather and housing above it. Maybe like Stapleton - walking distance food options and entertainment.
- Down town area....
- Superior needs to make room for a church. All good towns have churches that bring the community together and impact the community in ways that exceed financial gains. This area could be a good location to zone for a church.
- Culture, walkability, and beauty.
- Walkability of stores and restaurants.
- more walkability, local businesses
- Pedestrian friendly retail zones
- Walkability to restaurants.
- A small Louisville like downtown.

Community Facilities/public gathering spaces

- More public spaces.
- Community unifying educational facilities - where people learn how to think/act beyond themselves, An educational garden would be ideal
- Library
- Community Center
- Recreational spaces.

- A rec center, a library, a brewery, a sweet cow like the one in Louisville, good restaurants
- Impart a sense of community in the multi-use center. Do not just create another retail center.
- Community involvement - harmonious living and commercial/business
- No pool. Would be great to have a pool or rec center.
- Rec Center and Library
- A recreation center, a library and an indoor aquatic facility.
- Restaurants and a recreation center.
- Outdoor public pool
- A town library. Filling the empty retail spaces. A splash pad (Arvada has an amazing park that would be a beautiful example to follow).
- Rec center
- Library and rec center (or gym such as a 24 hour fitness)
- More outdoor attractions as mentioned on #10.
- schools
- I would like to see an additional school in the area. I would also like to see a light rail station to Denver (I know this is much larger than NW Subarea).
- Teenager meeting space

Parks and open space

- OPEN SPACE!
- Horse properties
- A western frontier feel. Too urban and non-distinct.
- More commitment to open spaces. Smaller retail boutiques.
- Additional recreational trails to the west, with improved access points.
- Better trailhead parking southwest of Target.
- maintain open space
- Rock Creek has a number of ponds and water features, but Old Town has none.

Since parts of Old Town are in a flood zone we should take the opportunity to add a park with a small lake and some wetland features on the farm next to the town hall.

- Parks

Circulation and access

- More sidewalks and a way to get across Marshall Road easier if on foot. Would love to see the trail access be put in behind Sagamore. Also, some senior citizen friendly housing development.
- A good traffic flow
- A convenient pedestrian connection to the US-36 bike trail and Davidson mesa. A bike trail behind the undeveloped area adjacent to the CDOT facility would provide this.

Other

- Removal of blighted eyesores that are considered residences
- I like the way it is
- Nothing- I love it!
- Town Hall needs to be expanded to keep up with the expansion of the Town.
- More inclusive of the people on the other side of 36 (besides Costco business)
- Design codes for new development
- Less town politics
- I see this as development for the sake of development (revenue)!! This development in conjunction with the new town center will overwhelm this area
- I'm not sure- the word that pops into my head is fun but I'm not sure how that translates

Q15 What types of uses and scale of development would be compatible in the Northwest Subarea?

Access

- The current access areas are few and far between. More building equals more congested streets; Superior is losing its small town feel!

Business

- We do not need further density here, we need unique businesses that can add culture to the area while maintaining open spaces and creating Superior quality homes in the area of Original Superior.
- We have enough BIG ... smaller scale homes, businesses etc. would be nice.
- Medium sized, for everything. There's already huge retail right there and multi-unit housing going into Downtown Superior. Rock Creek has large houses covered also.
- Small business development. No more unaffordable housing or big box stores.

Community facilities

- Community center, museums, some art or cultural institution, children's museum or yoga/fitness options for superior, bars restaurants unique to the area.
- Library, recreation center, better restaurants
- Adding community spaces. How to keep small businesses here.

Character/identity

- I think the Uber contemporary model that seems to be going in across the Boulder bedroom communities is positively nauseating. There is a giant pool of architects from which people can drive. There is no reason on earth that an older style/more compatible with old town architecture cannot be implemented in existing plans
- Limited, keep buildings low profile so it doesn't detract from mountain views, minimize to keep "small town"
-

Connectivity

- I think the town needs to consider how to integrate NW Superior with Downtown Superior.

Continuation

- Continuation and extension of what we have now is desirable.

Density/intensity

- I don't want to see that area become a high density area
- High rises/ parking structures/ high and medium density do not fit in. I'm unsure of what it should look like, but the need for residents of Superior is an absolute must.
- I am suspicious of the ULI study because they want too much density. I don't WANT a classic TOD hub. This is not California or Broomfield. Like it or not, our regional context requires cars and will for a long time. More development of all types is fine, but let's keep heights reasonable and leave some grassy space between buildings.
- Near the bus station would be ok for higher density. Low density for next to open space. I'd rather see one very tall structure by US 36, than turn every last parcel to medium density.
- Lower density housing and do we really need more office space? Superior already has a lot of vacant office space already.
- Small/medium density residential and smaller businesses/offices. I'm not sure this area can/should take on any more large retail stores due to traffic.
- Don't over develop
- Depends on the specific area, but prefer limited development unless it is to better utilize the existing space for its currently developed intent.
- Very small amount of development if any
- Use the area along US36 including Superior Marketplace to improve our front door and tax base. It is all underdeveloped.

Housing

- Low and medium residential housing (single family homes and/or town homes) but not apartments (high rises, etc.) due to aesthetics and congestion.

- I'd be happy w/ single family since the new downtown superior has all of that increase in density already!
- Residential development of a "best in America" neighborhood with long term vision, not current "fashion" type rentals.
- Retain the residential character of old town.
- We don't need any more residential. Superior is already losing its small town feel and traffic is increasing consistently.
- Single-family homes with low density
- Small scale housing including townhouses and or affordable units.
- Newer old style homes that are affordable & that bring the unique history of the area alive.
- Low density and community usage to help tie original town to the Downtown Superior
- A realistic mix of commercial and residential that actually benefits the community - a true community need rather than driven by a developers agenda
- Residential, for the most part, but some new commercial in the Market Place area. Possible use of Residential Character District in Original Superior. No new large scale or high-rise development.
- low-density housing
- Old town should not consider anything above what is there now. Low density residential that is preserved. The Marketplace zone should become high density mixed use development with TOD oriented intention. Added Urban park space and corridors for pedestrian flow would be a welcome improvement. This area would be highly desirable for condos and apartment uses due to proximity to the mass transit. And it makes sense here versus other areas proposed previously (Zaharias property).
- Low density residential or open space.
- Residential, retail, public enjoyment
- More residential development like that very nice low density neighborhood of lovely homes going up south of Target. But definitely not another Sagamore-style MDR.



- Single family and duplexes in Old Town. Redevelop the market place – less asphalt, more restaurants
- Single-family homes, duplexes, some retail/restaurants
- I would prefer housing- single home and duplexes versus high density. I would prefer retail over office space.
- Small, single family homes marketing to empty nesters.
- 2 story max
- Retirement living that is affordable if houses are voted in behind Costco or in 2nd Ave. Property – so sad those expensive homes had to go in across from Founder's Park – they look out of place.
- We really don't need more straight residential. New developments that include residential should integrate it into a business area. A possible exception would be senior housing, which is lacking in Superior.

Maintenance

- Original Town could use a good clean up by certain homeowners.

Mix of uses

- Mixed use commercial and residential.
- Development like Downtown Louisville or north Boulder would be good to incorporate bigger chain stores and small local stores along with a diversity of housing.
- A low rise conference center/office building integrated with parkland and ponds.
- Retail and office
- Make middle section mixed use and put residential on top of commercial and multi-story mixed use in the middle with parking.
- A place where people can live, eat, and shop right next to the transit stop is ideal.
- Mix of residential and restaurants where people can walk to dinner and meet neighbors. With so many families with kids here, I would imagine the adults would like places closer by where they can have "date

night" without having to take their money to another community like Boulder. We don't have kids and already spend most of our money outside of Superior.

- I believe mixing residential above office/retail/restaurants would be best.
- I think we could be a classier newer version of the places around us. More modern offerings than Louisville and Lafayette lets develop the crap out of it we have the space and the location is perfect for Denver and boulder workers. People who work at Interlocken office park would love to live in Superior! But there is nothing to eat around Interlocken it's ALL offices - the closest stuff is that chick fillet and those places, the whole Safeway parking lot where all the community events are at that park should be revamped to be desirable places to eat and walk around. That side of superior is underutilized as well.
- Office space near RTD station, mixed with apartments/med density.
- Restaurants, apartments/condos (mixed use), office space.
- retail and restaurant existing or renovated structures
- If we want revenue, we need to pick unique restaurants and sports options. Not more chains.
- Possibility of more retail choices
- Shopping not housing
- Retail, restaurants and bars. More parks.
- Commercial, office, restaurants... no residential
- Commercial (not office, not residential). We need to encourage development that will bring tax revenue and hopefully jobs to the community.
- Commercial and retail
- Individually – parceled, unique buildings (Chaotic, like Original Town grew)
- More independently owned businesses

- Mix of big business and small business, independent cafe and restaurant, community uses

No Change

- Don't make any more changes!
- no development
- No development, we have enough!
- No development
- Leave the uses alone

Open space

- The only thing I'd like to see is more trails. No businesses, offices, or additional housing please!
- preserve open space, keep density low
- Limited development. Better access to open space--keep open space.
- no development; only preservation of public open space
- Open spaces. Trails.
- Incorporating open space, trails, parks.
- Open space, parks, recreation, small single-family homes geared towards empty nesters.
- Open spaces. Restaurants. Popular, medium-size retailers. Sports retailers.
- Open space, Light rail station, School
- Stream or/and storm drainage areas enhanced for local nature walks/observation

Other

- Who is tasked with polling the community for type of restaurants and contacting those to be built
- Nothing new
- Not sure but don't make it the forgotten stepchild of the new downtown superior.
- Do one or the other: 1) Make this a high density area and embrace that direction, or 2) embrace the current "feel" of Superior and preserve open space.
- More sustainability. Don't overbuild. Take a look at Flatirons Crossing as an example.

There are several vacant buildings over there.

- Lake Forest, IL train station area comes to mind. It really works!
<https://metrarail.com/maps-schedules/train-lines/MD-N/stations/LAKEFRST>
- Keeping the number of people down so that this area remains enjoyable is important. Figuring out how to scale development to achieve that is critical. It needs to be an area that is enjoyable to walk around both for enjoyment as we currently have but also to move through the area to shop and visit different areas is important. And, being able to ingress and egress in a comfortable way as to not disturb residents is important. This is especially important for Original Town as this neighborhood was not planned like Sagamore and Coal Creek Crossing that doesn't allow through traffic to other developments.
- I would hope you have actually paid attention to my comments above and noted that development is not necessarily a good thing for Superior.
- Would 2nd Ave Property be suitable for the walkable, curbs? Village desired by several attendees? I'm not personally familiar with 2nd Ave traffic issues.
- Nice horse properties
- Again, let property owners decide and bring proposed development to the town for consideration to determine if it is acceptable or not, but don't shove a large scale urbanization development plan down their throats.

Schools

- I don't want to see more housing unless there is a plan in place for the impact on the schools. I don't know about all the schools, but some are already pushing at the seams and some class sizes are too large.

Walkability

- I would like to see a more walkable Superior Marketplace, something with less asphalt and more trees.
- Improve intimate pedestrian scale, with appropriate landscaping.