



# Northwest Superior Planning Project: Phase II Outreach Summary

June 2018

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## Background

### Where We've Been

Last fall, nearly 600 people participated in a preliminary conversation about the future of Northwest Superior which includes Original Town and surrounding areas west of McCaslin Boulevard. This initial community engagement effort—led by the Planning Commission, with support from a consultant team and staff—was designed to:

- Highlight recent and anticipated changes in Northwest Superior
- Increase awareness of the policies and regulations in place today to guide future changes
- Determine whether current policies and regulations are adequate to guide future change, or whether other development tools or regulations are desired by the community

A summary of input received and preliminary recommendations that emerged from this initial outreach is available [here](#).

### Where We're Headed

In early 2018, the Town Board approved of a series of “next steps” designed to continue the conversation with the community. Over the coming months, the Planning Commission will be exploring and seeking the community's input on:

- An overarching vision and goals to guide future changes in Northwest Superior
- Alternative scenarios for different opportunity areas within Northwest Superior
- Potential strategies to implement the community's preferred direction(s)

### Phase II Overview

The purpose of this phase is to explore community preferences regarding possible futures for Northwest Superior. Key topics of discussion and opportunities for community input as part of this included:

- **Preliminary Market Assessment.** Includes a preliminary analysis of local and regional market conditions, and recommendations for the Superior Marketplace.
- **Guiding Principles.** Includes high-level vision concepts/unifying themes for NW Superior that were used to inform the alternative scenarios/key choices that are being explored as part of this planning process. They reflect areas of general agreement from the community input received last fall.
- **Opportunity Area #1: Superior Marketplace.** Includes alternative future scenarios for the marketplace based on existing market and physical conditions.
- **Opportunity Area #2: Original Town.** Includes alternative future scenarios of Original Town, looking specifically at considerations for, and potential tools to address, infill and redevelopment, as well as new development opportunities (e.g., 2<sup>nd</sup> Avenue Property).

An additional round of community meetings and online engagement is tentatively planned for September 2018 to provide the community with an additional opportunity to offer their input as the alternative scenarios and implementation strategies are further refined.

## Community Engagement Process

This second round of community engagement for Northwest Superior was conducted over a period of four weeks and included:

- **Community Meetings.** Two evening meetings were held on different nights and in different locations– Rocky Mountain Station No. 5 and the Sports Stable – to encourage broad participation. Business and property owners were also invited to attend a separate lunchtime focus group to explore the alternative scenarios for Opportunity Areas #1: Superior Marketplace. All three meetings consisted of consultation presentations (click [here](#) to see the full presentations) to walk through the preliminary market assessment, guiding principles, and potential scenarios, followed by a series of keypad polling questions and open discussion. Approximately 50 people attended.
- **Online Questionnaire.** An online questionnaire, which contained the same materials and questions presented during the in-person meetings, was provided to allow those unable to attend a meeting in-person to participate. A recording of the first community meeting was also made available on the Town’s website. The survey was made available for approximately two weeks. Over 500 people participated.
- **Hardcopy Questionnaire.** A hardcopy of the online questionnaire was also made available at Town Hall.

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.

## Outreach Summary

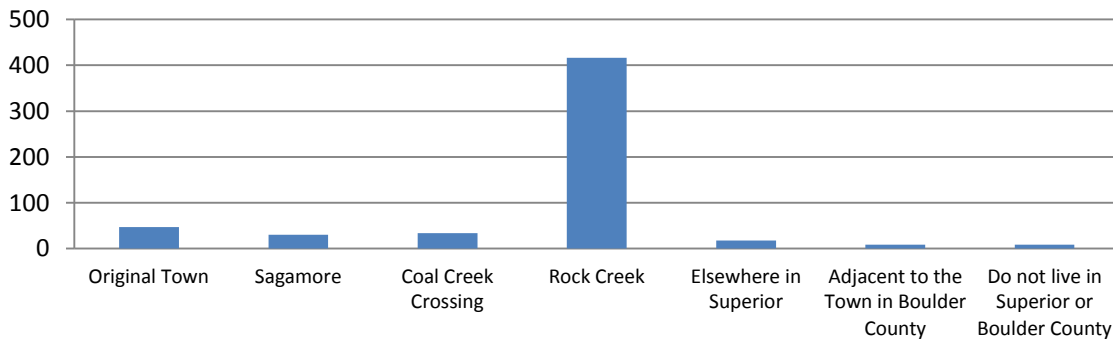
Community input received through various forums as part of this second round of community engagement for Northwest Superior has been combined and organized by the following topics:

1. Background
2. Guiding Principles
3. Opportunity Area #1: Superior Marketplace
4. Opportunity Area #2: Original Town

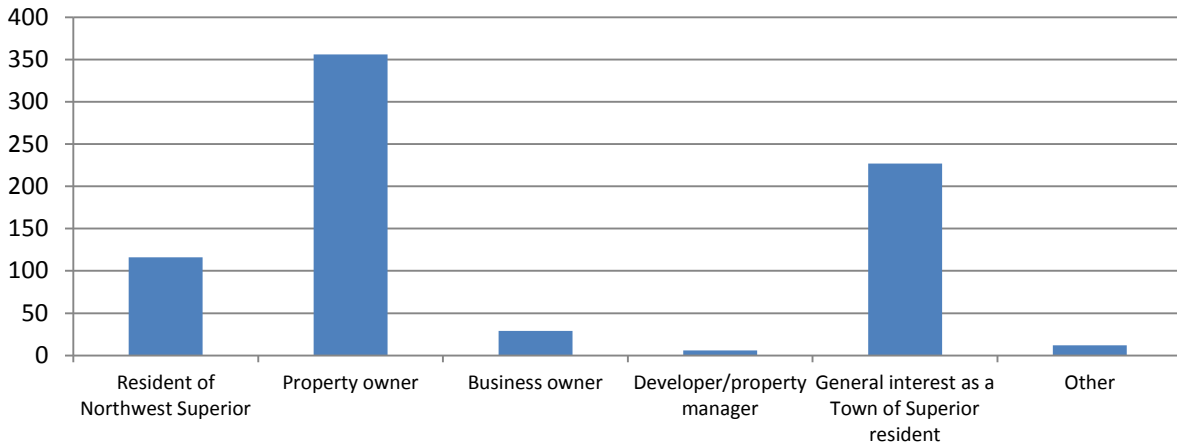
The summary for each topic includes combined responses to individual questions and a summary of key themes identified through the written comments.

### Background

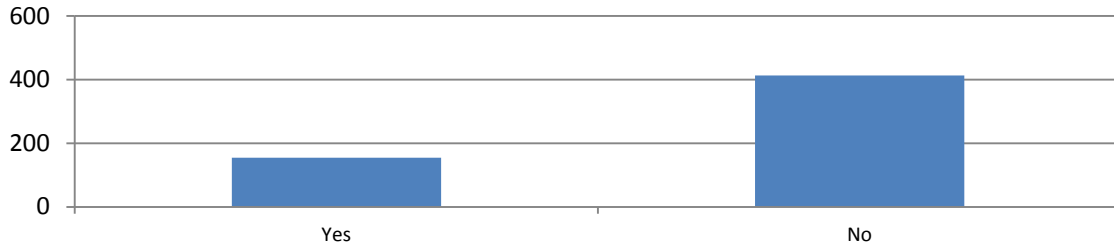
**Q1: Where do you live?**



**Q2: Which category best describes you?  
 (please select all that apply)**



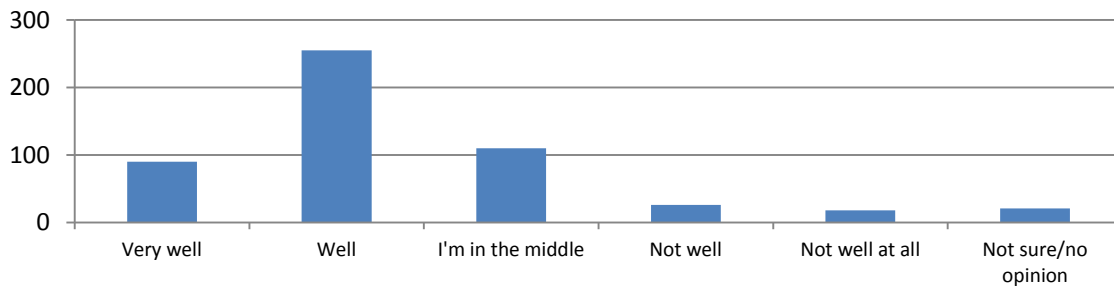
### Q3: Did you attend a NW Superior Community Meeting and/or fill out a questionnaire last fall?



### Guiding Principles

A preliminary set of guiding principles has been prepared for Northwest Superior as a whole for the community to review and comment on. These guiding principles reflect areas of general agreement from the community input received to date. They are intended to convey high-level vision concepts/unifying themes for Northwest Superior and were used to inform the alternative scenarios/key choices that are being explored as part of this planning process. To view the guiding principles, click [here](#).

### Q4: How well do the guiding principles reflect your vision and priorities for NW Superior?



### Common Themes

Based on 520 total responses to this question, 66% of the respondents indicated that the guiding principles reflect their vision and priorities for Northwest Superior well or very well. Common themes noted in the free responses included:

- **Local Business/Vacancies** – many respondents expressed a desire for a stronger emphasis on attracting local businesses and working to fill in existing vacancies before developing new spaces for businesses.
- **Community-centric places** – several respondents expressed interest in emphasizing the need to support public spaces and other community-oriented facilities to encourage community gatherings and events.
- **Limit Growth/Housing** – some respondents expressed the desire to limit the town's future growth. Respondents had mixed opinions about housing - some indicated that multi-family housing is inappropriate for the marketplace, while others supported multi-family housing as well as affordable housing.
- **Open Space** – many respondents expressed a desired interest to emphasize the preservation and integration of open space, parks, and trails, recognizing their importance to the community.



Northwest Superior Planning Project: Phase II Outreach Summary  
Focus Area Opportunities and Key Choices: June 2018

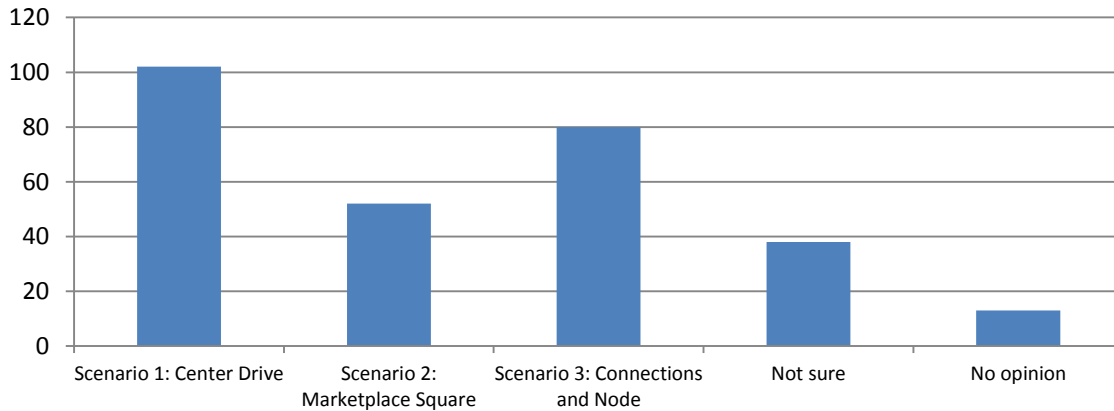
- **Original Town** – many respondents were unclear as to how “character” is defined for Original Town and questioned whether there is any value in protecting it, while some believed protection for the neighborhood is necessary and important.
- **Traffic** - the emphasis on traffic reduction and management was also desired by some respondents.
- **Other** – many respondents suggested specific changes to the preliminary principles. Some believed that more detail is necessary in order to provide better clarity and more meaning for the community.

## Opportunity Area #1: Superior Marketplace

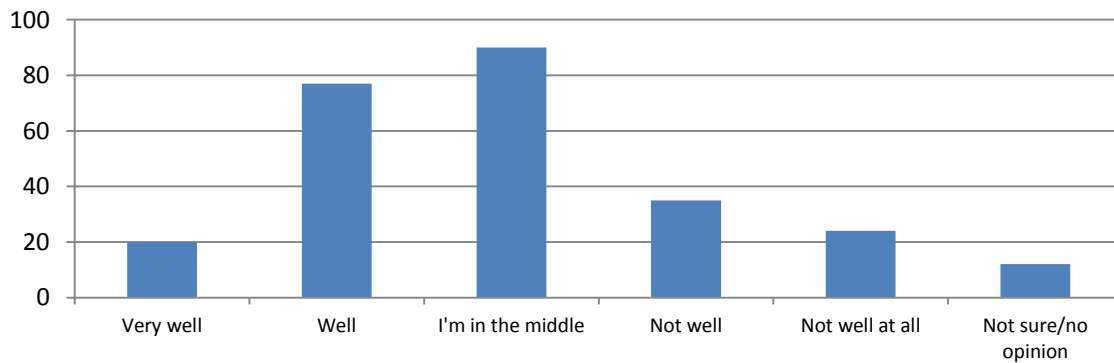
In 2016, the Urban Land Institute and the Town of Superior convened a technical advisory panel to explore the potential for the marketplace to transition to a more transit-oriented development over time. The results of this effort were summarized in a TAP Report for the Superior Marketplace. As a follow up to this work, a set of alternative scenarios was developed to allow the community to explore a range of possible futures for the Superior Marketplace with the potential to improve the function and vitality of the center. This step was initiated by the Town as a starting point for discussion; no formal proposal to change Superior Marketplace has been submitted at this time. Close coordination with key stakeholders will continue to occur as the conversation progresses. To view the preliminary scenarios for Superior Marketplace, click [here](#).

### Scenarios

**Q5: Which of these scenarios presented do you think is most consistent with your vision?**



**Q6: How well do you think these scenarios address your concerns/ideas for the Superior Marketplace?**





## Common Themes

Based on 310 total responses to question 5, about 35% of respondents believed Scenario 1 was most consistent with their vision, followed by Scenario 3 (26%) and Scenario 2 (19%). Based on 258 total responses to question 6, about 38% of respondents thought the scenarios addressed their concerns/ideas well or very well, while 35% indicated they were in the middle when asked how well the scenarios addressed their concerns/ideas for the Superior marketplace.

In the follow up free response questions, respondents were asked why they chose the specific scenario that they did and what specific changes they would make. Themes from the free responses have been organized by the different scenarios and can be found below.

### Scenario A: Center Drive



### Reasons for Choosing Scenario A:

- **Community Space** –added civic space and integration of the new main street that provides outdoor community space.
- **Cost-effective and least disruptive** –believed it was the most balanced option out of the three scenarios with regard to costs and overall changes to the marketplace. Respondents also noted that this scenario improved the functionality and appearance of the marketplace without committing to significant changes and investments in infrastructure.
- **Other** –balanced mix of uses, general layout of the marketplace, and the proposed single-family homes fronting along Founders Park.

### Desired Changes/Improvements to Scenario A:

- **Access** – various concerns were raised regarding vehicular/pedestrian access (both internal and external) to the marketplace.
- **Community space** – some respondents expressed their interest in ensuring that the design of future public spaces can accommodate for a variety of different community events and activities (e.g., concerts, farmer’s market, food trucks).
- **Housing** – some respondents advocated for less housing than what was proposed.

### Scenario B: Marketplace Square



- RESIDENTIAL
- RETAIL / RESTAURANT
- OFFICE / COWORKING
- COMMUNITY USE
- PED/BIKE CONNECTIONS

#### Reasons for Choosing Scenario B:

- **Parks** – the new community park was highly favored by respondents.
- **Site design** – many respondents liked the general layout of the site – placement of the new park, housing units, and commercial spaces.
- **Street network** – many respondents believed that the major road improvements will reduce long-term traffic, improve the overall functionality of the marketplace, and create the best opportunity for placemaking.

#### Desired Changes/Improvements to Scenario B:

- **Parks and landscaping** – integration of park space and landscaping throughout the development and pedestrian walkways were desired.
- **Community Space** – some respondents desired to add a community facility or include community spaces within a private development.
- **Other** – other recommended improvements included improving connections to Downtown Superior, creating outdoor patio spaces for restaurants, and reducing the total housing and retail capacity.

### Scenario C: Connections and Node



- RESIDENTIAL
- RETAIL / RESTAURANT
- OFFICE / COWORKING
- COMMUNITY USE
- PED/BIKE CONNECTIONS

#### Reasons for Choosing Scenario C:

- **Housing** – majority of respondents chose Scenario 3 because it had the lowest housing capacity compared to the other two scenarios.
- **Least changes/disruptions** – others also chose this scenario because it proposed the least change regarding future development and infrastructure improvements.

#### Desired Changes/Improvements to Scenario C:

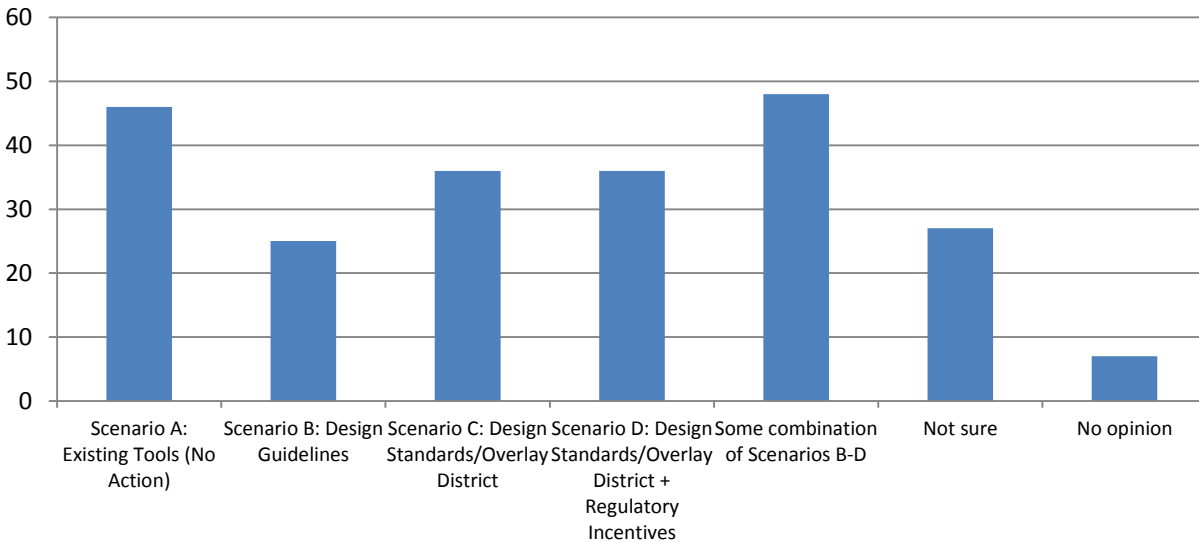
- **Housing** – many respondents advocated for less housing or no housing at all.
- **Restaurants** – more local restaurants and retail uses were desired by respondents

## Opportunity Area #2: Original Town

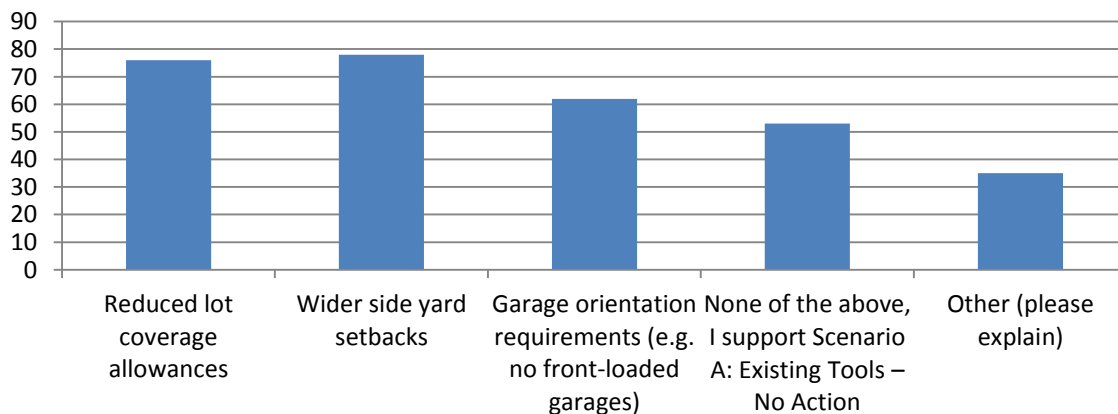
Ongoing investments in Downtown Superior, potential changes to the Superior Marketplace, and continued growth in the region are expected to spur continued interest in Original Town for new development and the redevelopment of existing homes. Currently, there are about 121 homes in Original Town (356 in Northwest Superior as a whole) and there is potential to add 100+ new homes under the Town's current zoning. This future growth is likely to occur through a combination of infill, redevelopment of existing homes, potential rezoning of industrial to residential uses (initiated by the property owner), and the development of the 2nd Avenue property. The questions in this section were intended to engage the community to see what tools (if any) are desired by the community to help guide future development. To view the scenarios for Original Town and Vicinity, click [here](#).

### Scenarios

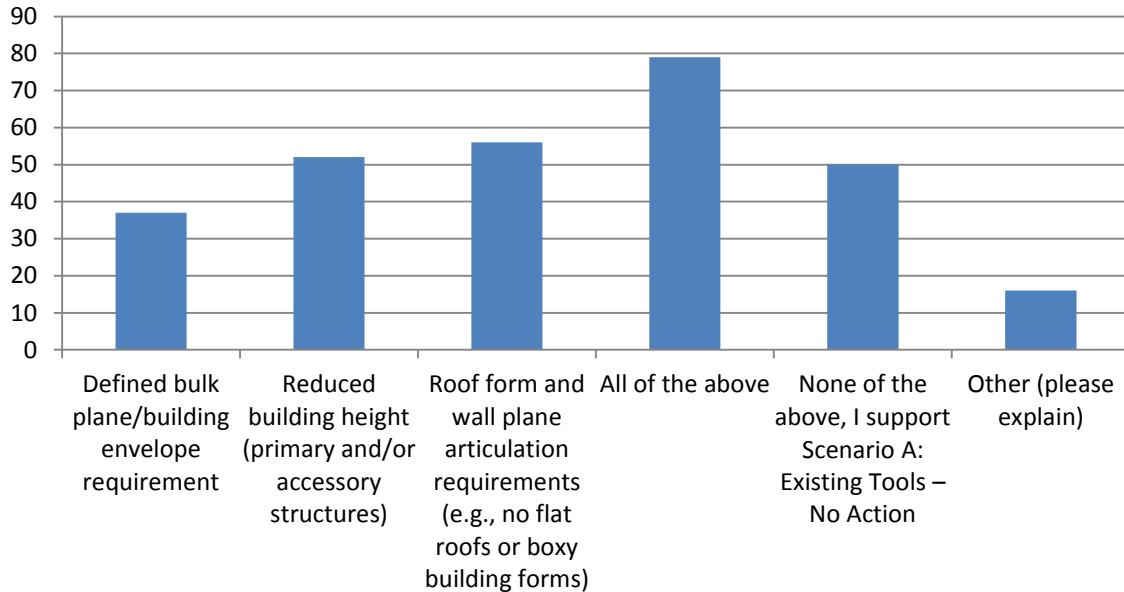
**Q8: Which scenario should the Town pursue to guide future development in Original Town and Vicinity?**



**Q9: Which of the following strategies should the Town pursue in conjunction with Scenario B, C, or D to promote compatible SITE DESIGN for future infill and redevelopment in Original Town and vicinity? (Select all that apply)**



**Q11: Which of the following strategies should the Town pursue in conjunction with Scenario B, C, or D to promote compatible BUILDING MASSING AND FORM for future infill and redevelopment in Original Town and vicinity? (Select all that apply)**



**Common Themes**

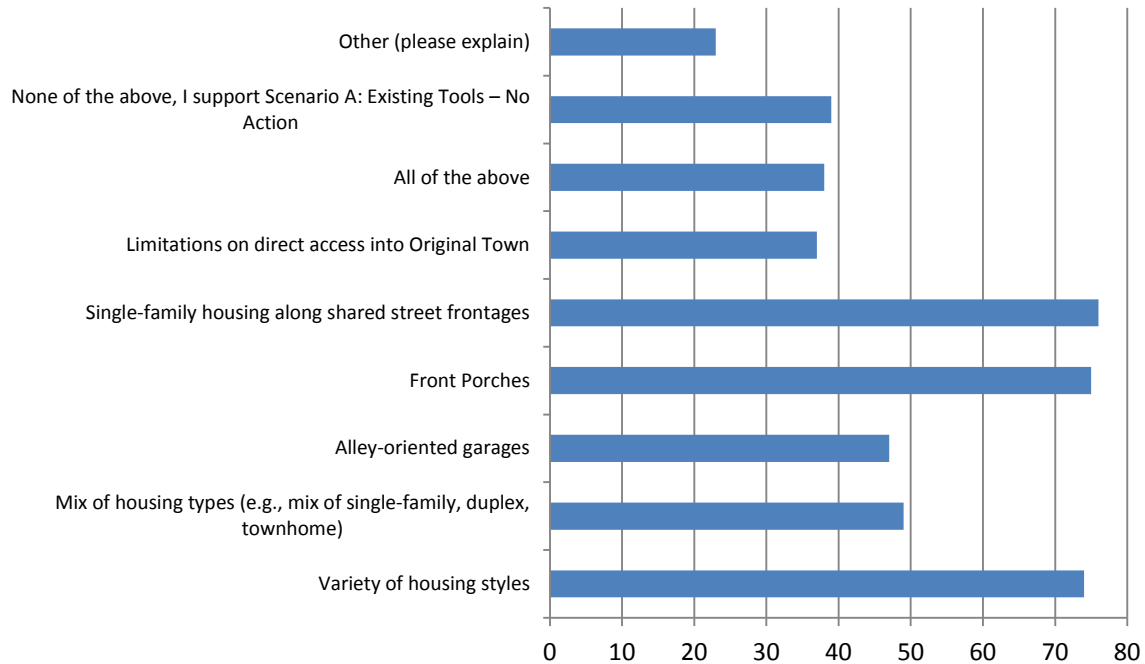
Based on 225 responses to question 8, 64% of respondents indicated support for at least one of the scenarios, while 20% indicated support for Scenario A: Existing Tools (No Action). Regarding site design for future infill and redevelopment in question 9, many respondents indicated their preference for a variety of strategies with wider side yard setbacks receiving the most votes (26%). More respondents indicated interest in pursuing various site design strategies rather than none. Similar results were reflected in the building mass and form discussion in question 10 with “all the above” receiving the most votes (27%) by respondents.

Respondents had the opportunity to propose other site and building standards as part of the free response questions. Common themes noted in the free responses included:

- **Site Design** – include energy efficient standards, open space requirements, and standards that will support the retention of mature trees.
- **Building Design** – include standards that will encourage a consistent use of materials and styles (e.g., front porch, smaller scale cottage homes).
- **Other** – many respondents expressed their interest in allowing only single family homes in Original Town.

## 2<sup>nd</sup> Avenue Property

**Q11: Which of the following strategies should the Town pursue for new/greenfield development (e.g., 2nd Avenue Property) in conjunction with Scenario B, C, or D to promote compatibility with the established character of Original Town? (Select all that apply)**



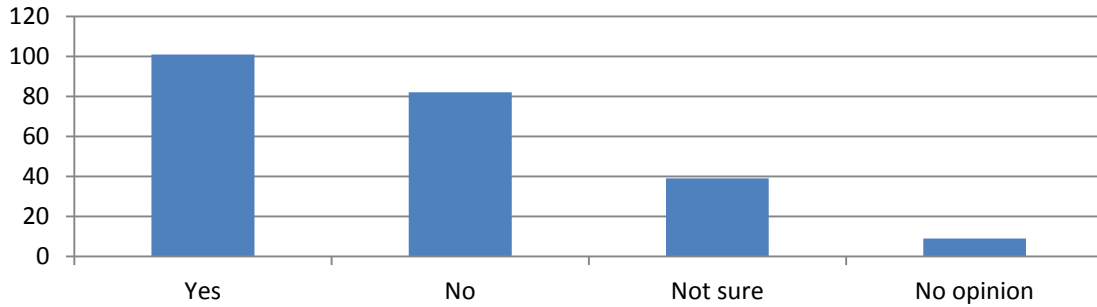
### Common Themes

Majority of respondents indicated interest in pursuing various strategies for new/greenfield development. The strongest support was expressed for strategies that included single-family housing along shared street frontages (17%), front porches (16%), and variety of housing styles (16%). Other strategies recommended by respondents included:

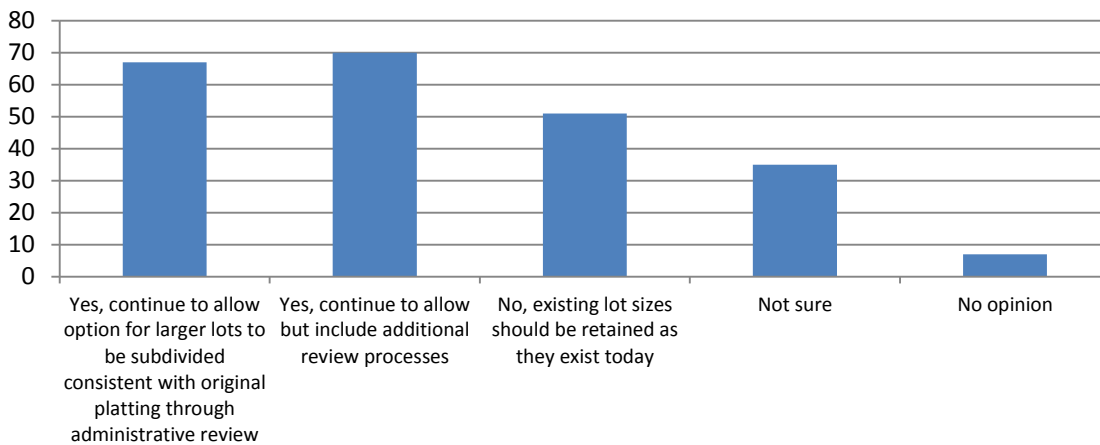
- **Access to adjacent trailhead** – a few respondents suggested providing direct vehicular access to a planned trailhead (Shan-Shan Chu property) that is located within close proximity to the 2<sup>nd</sup> Avenue property.
- **Housing** – many respondents expressed their disinterest in housing (especially multi-family) while others indicated support for integrating affordable housing.

### Retention of Existing Housing Stock and Lot Splitting Provision

**Q12: Should the Town take steps to encourage the retention of older housing stock in Original Town? (e.g., through regulatory incentives that encourage rehabilitation/additions over tear-downs)**



**Q15: Should the current lot splitting provision in Original Town be retained?**

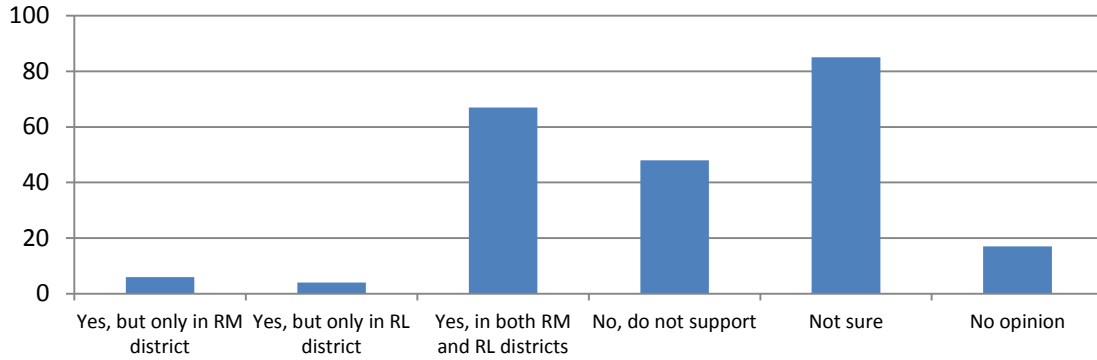


#### Common Themes

Based on 231 total responses to question 12, 44% indicated support for incentives that will support the retention of older housing stock while 35% did not. Regarding the current lot splitting provision in question 15, the majority of respondents supported lot splitting with 29% indicating support for keeping the current provision as is and 30% indicating to allow the provision with additional review processes. Only 22% of respondents supported to remove the provision and retain the existing lot sizes as they exist today.

## ADUS

### Q15: Should the Town explore the potential of adopting an Accessory Dwelling Unit ordinance (ADUs) for Original Town and vicinity?



#### Common Themes

Based on 227 total responses to this question, majority of respondents were unsure (37%) whether ADUs were appropriate for Original Town and Vicinity while 35% showed support for ADUs in at least one of the zone districts. Only 21% of respondents did not support ADUs. Common themes noted in the free responses included:

- **Parking** – general concerns related to parking and how it would be addressed if ADUs were allowed.
- **Affordable housing** – some respondents indicated that ADUs can help provide more affordable options for housing, especially the elderly population.
- **Impacts** – some expressed skepticism and general concerns related to ADUs (e.g., parking, impact on schools).
- **Lot Restrictions** – some recommended allowing them only on large lots or requiring a maximum of one ADU per lot.



## 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.

### **Q: Are there any particular things about the guiding principles you would change or add?**

#### **Access/Connectivity**

- Maintaining or adding pedestrian access is really important to me. I currently live in Sagamore and walking to Whole Foods with a stroller involves several places without sidewalks. Any expansion in the area should ensure easy and safe pedestrian access.
- Pedestrian (and bike) friendly and encouraged. I live less than a mile from this area (the way the crow flies) and would love to walk and/or bike to my shopping. The layout as is makes me only want to drive from one shop to another, missing out on browsing and seeing new stores/restaurants.
- It'd be good to improve access to businesses somehow. A lot of empty spaces seem to be there in the marketplace. So anything that can improve foot and vehicle access would be good.
- I don't feel like traffic congestion is a major issue. I would like more focus on tying the community together as a whole. A lot of resources and effort goes into revitalizing Old Town but it feels very separate from Rock Creek, etc. Community amenities like a library or rec. center would go a long way in building community.

#### **Arts**

- I'd like to see arts and music be part of the new downtown area. All the nearby successful towns seem to flourish with music, arts and restaurants. Make it a destination for our community, not more shops! Community gathering spaces connected to trails for easy commuting. Plant lots of trees and wildflowers

#### **Businesses**

- I'd like to see more of an emphasis on local businesses over big box chains (particularly where food is concerned) with regards to new development (though I definitely love having Target, Costco, and Whole Foods nearby). I think it would be especially worth considering converting existing empty space into upscale food markets like the Rayback Collective or the Denver Milk Market where people can hang out and try different food/drinks, which could serve locals and also attract people from Boulder/Louisville as well. I'd also love to see consideration of community spaces like community gardens, a library, or a rec center, and I think this area could in some ways be a better fit for these kinds of facilities than the new Downtown.
- Very concerned about the goal of adding additional retail given current trends and extensive vacancies within a 5-mile radius. I am involved professionally in the world of development, and know that there are significant risks to this approach.
- attract local businesses
- How do we attract and keep business to Superior. Stop the turnover.
- I would add restaurants to the marketplace but it is a small issue.
- I'd like to promote small businesses, local restaurants and family friendly activities
- It is not important to me to promote a thriving market place or growth. If growth needs to happen because developers need to make profits, then I suppose it would be better for it to be a thriving area instead of a dead one. It seems odd to me that they want building and growth to happen when 1/2 of the

commercial real estate just next door is vacant.

- More great stuff that will keep families from spending their money in Louisville and boulder and want to stay in superior for things like restaurants and activities. also more boutique establishments that will draw in people from other towns
- Promotion of a thriving marketplace district should not negatively impact the economic and social vitality of Downtown Superior.
- Really should attract local, Colorado-owned businesses to Superior as we have so many national chains here already that do nothing to support or enhance the "local" character of the town.
- The Marketplace has struggled to attract small businesses that go on to thrive. Costco and Target do great in generating revenue for the Town but we need entrepreneurs to flourish here as well.
- They focus on growth or how to "leverage" things to grow more. They ignore addressing the empty retail currently at marketplace; finding a solution is not among the guiding principles. "promoting a thriving Marketplace district" does not offer any solution. They seem lofty but opaque.
- What changes are going to be made to promote a "thriving marketplace district"? So many shops are empty around Whole Foods area it is crazy.
- Work to infill existing retail vacancies in Superior Marketplace. Tax breaks maybe? Like the developer of Downtown Superior got.
- Cheaper rents for new business
- I think we need to very actively encourage local business to open, and make it a priority to have them thrive here. We have way too many empty business spaces in our area-- let's fill the ones we have before we build more.
- While doing all that, limit growth and retain the small town feel. Also limit the chain stores!

- Building businesses like main street louisville to bring revenue to Superior and build its brand as not box store, food chain town, but a gateway to Boulder and equal to Louisville.
- Attract businesses that will keep residents in town rather than going to neighboring towns. E.g., non-chain restaurants, bars, and hangout spots.
- Superior lacks options for non-chain food, coffee, etc. I want to specify that this would indicate a "thriving marketplace", not just big box stores.
- I would like there to be a caveat on the market place bullet to exclude chain store and restaurants.
- Is what we already have not enough? Why do we have to keep adding businesses so that we can add tax revenue. Our community is about having a nice quiet life. Adding businesses, parking structures and more high density housing will change the character of Superior. Old Town Superior has not been able to hold on to its character thus far, it doesn't make sense that adding more developments includes preserving Old Town as part of the vision. When is enough enough?

#### **Character**

- Protect and enhance the character of the town. Character is becoming very generic and filled with big box retail signs. More authenticity
- Character preservation should rank much higher.

#### **Code Enforcement/Maintenance**

- Enforce current zoning in original town
- Old town Superior has several homes/areas that do not reflect the overall feel of our community. Some of the lots need to be cleaned up (one lot is basically a junk yard) While I respect that those homes have been here much longer than many of our homes, the situation needs to be addressed. Having a "junk yard" in the center of a thriving

community does not help us achieve the goals that we are working hard to attain.

- I am in no way suggesting a home owners association or the like, however, if this area is going to represent the TOS it needs to be cleaned up ...it is uncharacteristic of the rest of Superior and will now be in full view with the Town Center. Congestion and traffic flows for all will be important going forward...as stated in your guiding principals
- An attempt to encourage residents to clean up their property in order to improve the view of superior by all

### **Community**

- Like transit oriented design but I feel sense of community is lacking in business areas. No wonder there is always one business shutting down
- Maintain and continue to improve public places, parks, buildings, and community access to the same.
- Need a library and more young adult activities
- Possibly swap the plan for growth for a more community centered space.
- Recreation space and facilities for health wellness and athletics
- Add/Change: Encourage and enable a community centric area for gatherings, community events, and marketplace
- Promote a culture of community and inclusivity

### **Growth/Planning Concerns**

- Growth and ever more buildings and developemnt will decay the quality of life in Superior. Less is more as the old saying goes. Wasn't Superior voted one of the best cities BEFORE we started developing everywhere and everything.
- Growth should be planned and communicated to the residents.
- Limit growth
- Manage growth with an emphasis on a big picture vision and creating/maintaining

character throughout the area. Superior as a whole is veering toward sprawl without the vision of other nearby communities. Let's not add to that.

- Plan for even more growth
- No more growth.
- The town should maintain control of the development and not let any developer take advantage of the town like they are doing with the new town area.
- Unchecked growth is unwelcome. Roads are in failure, infrastructure needs work, not new stores, or wasted money on flowers in median. Current government is short-sighted and mostly incompetent.
- Challenge the town to consider suppressing growth instead of planning to grow.
- I think you are doing great managing growth and flow
- We need to limit growth.
- Not interested in NW Superior growth at all
- Less development, particularly less housing. Community services such as library and rec center only if additional development will pay for them.
- How can we build a thriving marketplace when we do not have enough room for roads and we cannot fill the storefronts we current have? I moved here because of the gorgeous views and open space and they are going away, which is devastating.
- Prefer less development and traffic - McCaslin already is congested.
- Not necessarily I do think the marketplace needs to be transformed into more of a live work play model rather than strictly retail I would rather see redevelopment of that area then more sprawl
- Not sure why there's so much focus on "Northwest" Superior. Should be thinking/planning about the town more wholistically.

### **Housing**

- I think we should include affordable housing in the principles. The town has far too little of it.
- Prefer to NOT add any rental housing - owners make better residents.
- The Town continues with apartments and condos that harm home prices and creates a transient population.
- No more housing, we don't want to be like horrible Boulder! Broomfield has more than covered the apartments available, too many backing to Superior. This causes extreme traffic problems and NOT quality residents. Could absolutely use more family style dining (Black Eyed Pea, Applebes, Texas Roadhouse, etc. No more pizza.) We have lived in Superior 21 years and moved here from Boulder because we loved the peace and quite of a family living space. PLEASE DO NOT RUIN IT!!
- Some form of architectural standards/controls with neighborhood and town review process. Add affordable housing in any new development greater than single family.
- Additional multifamily housing should also be considered due to the areas proximity to public transit and amenities.
- Affordable housing needed. Access to green space/open space
- Residential is not the answer in the mall area. It should be upscale, pleasant to walk around in. Way too much emphasis on protecting the "character" of Original Town. It needs to change too.
- I support restaurants, bike/pedestrian options, transportation options -- but NO more housing. More housing brings more congestion and impacts our property values.

### **Identity/Destination**

- Help Superior stand out as it's own town versus being just a part of Louisville 80027

- I just want to make sure we really focus on growth that "complements" and doesn't overwhelm or ruin how great the town is now.
- I would just emphasize keeping the diverse and eclectic nature of the area
- Turn Superior Marketplace and environs into a destination/gathering space where families could spend time on the weekend and adults could spend time in the evenings.

### **No Change**

- I would prefer to leave it as is. The traffic turning onto Marshall road on the weekends is already ridiculous.
- I do not feel a marketplace district beyond what is already in place should be a part of the original town future plan.

### **Open Space**

- A commitment to open space
- Balance well with the open space and nature that connects directly with this area.
- Do we have to use up all the empty space? Why cannot we have some buffer of open space between 36 and town of Superior.
- Emphasize open space, parks, and trails
- Focus on retaining open space, and the current/original character of Old Town.
- Incorporate open space and trails throughout. Minimize development of new land for more retail while so much retail is sitting vacant. Why are we developing a park area for a Tesla dealership when we could have re-purposed the old Sports Authority or some other vacant retail?
- Keep any open space areas visible and accessible.
- keep open space!!!! Stop increasing the housing capacity, it will change the nature of the town. Already has by the marketplace area.
- keep open space. we have enough business space and development. you are not going to make superior a better place to live with more business

- Maintain or increase open space
- open spaces and green areas must be protected
- Preservation of open space - avoiding over development of the area is extremely important to me.
- Protect and conserve open space.
- protect/promote open space, parks and trails
- "Protecting open space. Connecting to the rest of Superior...not being more separate."
- Really want to leave more open space in Superior.
- Stronger emphasis on nature/space preservation and work/life balance opportunities
- Would like to see inclusion of environmental principles and practices into these principles since the area is near creeks and open space.
- Would like to see more reserved for open space.
- Add: Protect and preserve the "open space" areas that provide recreation and are a key component to the feel and culture of living in Superior.
- Add connecting with open space as well as integration with the new town center.
- protect open space
- Enhance and enlarge the town's open space tapestry as opportunities arise, as this also is a large part of the historic character of NW Superior.
- Preserve open space and areas that are important to wildlife and native species.
- Concerned about preserving open spaces. Hope the new business downtown are good and can rival Louisville and boulder instead of crappy chains and/or crappy non-chains
- Keep any open space areas visible and accessible, improve views of mountains.
- plan for a maintain open space and parks in this section of town.
- Ensure open space is protected and not sold off for additional development.

- I would like to see an emphasis on protecting and enhancing open space in the NW corridor.
- More open space
- Preserve open space

### **Original Town**

- Original town lacks character besides the museum area, would work on congestion issues and get the empty spaces rented in the shopping area should be highest priority!
- "character of original town" is so vague it's meaningless
- "Protect the character of old town" - Old Town does not seem to have much character. Does not draw pedestrians in, cars encouraged to avoid unless necessary. I understand the original owners want to protect their homes, but I don't see investment in that area by the town of Superior adding any value except to those owners.
- How important keeping the character of old town and the historic mining buildings stay preserved
- I don't care about protecting the character of old town.
- I don't feel original town has much "charm"
- I support first 4; original character of original town is irrelevant if you want to create a thriving area that will attract millennials and new, young families moving to CO.
- If protecting original town means protecting the two junkyards, I do not support that goal. The property on 4th and Coal Creek Drive is a fire hazard and an eyesore, and bad for the safety of the neighborhood - rats, oil and gas leakage, etc.
- I'm not a fan of the "character" of Old Town Superior. Most of it is very trashy.
- I'm not quite sure what you mean by preserving the character of original town. If you mean keep the town hall, the parks, and remember the history that sounds great. But we don't need to preserve all the junk in



some people's yard...even though that is definitely part of the "character" of original town.

- Original town could be updated
- Protecting the Character of Original Town. There isn't really a unified design character in Original Town to build from. The variation in style, scale, age and condition of the existing built fabric is the differentiating factor - that is, the variety is the consistent theme; and with a few exceptions the architecture is not appealing or representative of quality design. Much of the housing fabric is transitioning on its own, based on function, condition and real estate dynamics. Basing new design guidelines or a set of standards on protection or conforming to what is there now may be an ineffective exercise, unless a specific character or range of characters is selected to create a guideline. If this is done, it should be recognized that many of the properties will not conform and it may not be popular - satisfying some existing residents, but, not creating an indigenous character, with the livability that current and future residents expect. It would probably also not conform to the current entitlements in Original Town. The incentive for better architecture, cohesive neighborhood character and upgrading conditions is latent (available) through the existing zoning standards - letting the personal vision of each property owner rest for the time being.
- Since residents have a greater impact in residential areas, I think a greater interest in Original Town is necessary.
- The "Character of Original Town" includes a junk yard right across from a park. That's "Character" we don't need, not to mention it's an environmental and fire-risk danger to the community.
- Not too big on protecting our "character" of Original Town
- Preserve the historic nature of Old Town area, as well as adding open space where possible.

- Only that we would protect the character of the Original Town.
- Too much emphasis on Original Town - so few people there. Focus money where the people are
- I see no reason to protect the character of the original town. It's not worth saving and investing in what is there.
- I think far too much emphasis is placed in protecting the interests of old town superior. This group is a very small percentage of the overall Town of Superior and I think their interests are disproportionately obsessed over. Rock Creek largely pays the bills for the Town of Superior!
- Not sure why protecting the character of old town is a principle. I understand that the people who live there may want that, but redevelopment happens, and some of the properties there look like dumps.
- As far as protecting the character Original Town that horse has already left the barn. It is now a mixture of new, larger homes, old, smaller homes, and trashed up eyesores.
- Superior is not defined by original town and decisions don't need to be made to protect it.
- Protecting the character of original town should be primary. Colorado is already looking like homogeneous coastal states
- I don't think original town has any character.
- It is unclear what the "character of original town Superior is, or what the vision is in promoting a character.
- Preserving the character of old town does not settle well with me. I do like older communities but old town does not have a great character and I would like to see it improved.
- Emphasis on protect the original town and promote the marketplace

#### **Quality of Life**

- I'm more interested in quiet and quality of life than I am in commerce.

- Perhaps something about quality of life: maintain access to parks and open space, etc.

### **Recreation**

- I think recreation should be a part of the guiding principles. Many town residents have requested a community center, which I definitely agree needs to be addressed. But what about other recreation that could set us apart from our neighbors? A few examples would be a splash pad similar to Ralston Central Park, or small outdoor turf fields, or even zip lines. I like the walking area in Cail because it has a lot of fun stops integrated within. This is a very family friendly community, so why not capitalize on that?
- "I would keep/add parks and rec area...not all development"

### **Restaurants**

- Restaurants, bars, breweries, venue, or similar going to be included in the plans?
- More restaurants with outdoor eating to allow people to meet others in the community in social settings.

### **Safety**

- safety
- Safety (ie crime), Education (schools), Utilities (impact on water, electricity), Environmental impact

### **Schools**

- Invest in school
- We really need to keep schools in mind; with all of the new housing, our schools will be more crowded than they already are.

### **Traffic**

- All of the new development in and of itself creates more traffic. Diverting that traffic through existing residential areas only creates problems for current residents. New traffic should only flow through existing main roads to provide access in/out of town for those residents (ie mccaslon, rock creek,

88th, coalton) - we don't create new "cut throughs" for folks who are lost looking for the Tesla dealership. Kids play in our streets. All of our streets. That's what makes this town special and great. The more roads you open to additional traffic the greater danger you present for our children.

- Easing congestion on McCaslin and Rock Creek parkway
- I think managing congestion is key.
- Maintain a reasonable flow of traffic
- Manage traffic with better signage and no more round-a-bouts!!!
- Managing traffic and living congestion is key. We do not want to turn into a little L.A., which is where we have been headed with the latest development projects.
- No need for more people or traffic
- Number one is really leveraging access to transit? That's the number one priority? Managing congestion doesn't address the speeding cars on Coal Creek.
- Reduce traffic and congestion further
- Superior is a nice quiet town which provides its residence high life quality and a great place to grow a family, I see too much development going on around the additional marketplace and commercial development that congest the town entrance and changes its character,
- Frankly, you have a mess with transit on McCaslin and the new downtown. One entrance/exit all on McCaslin and the already mess getting into, and getting out of the Marketplace. You need more roads to take the heat off McCaslin for all locals. We don't need to rip up the Marketplace to put in urban dwellings to hop on a bus on 36. You need to get the Marketplace layout right and the price and terms of occupancy correct to fill the vacant spaces we have today. You are already building one urban center, I don't think we need another in our town.
- Traffic congestion in this area is going to get worse as the Town Center and residual development continues.....it's going to be a



nightmare unless better measures and fixes are implemented

- Prevent traffic congestion (!) and prevent overcrowding of pools and schools
- Managing traffic and congestion well as new merchants arrive is a priority

### **Transit**

- Access to bus vs rail as development base seems questionable"
- Access to transit should not be the first priority. Very few Superior residents are dependent upon public transportation.
- Not sure what leveraged access to transit looks like

### **Vacancy**

- Superior does not any more growth, neither residential or commercial. We need to use the space that already exists such as the old Sports Authority space. The reason why Superior is attractive is because it's a small town and it is not like Boulder City or Louisville. Adding more commercial looks bad and is redundant, adding more residential lacks common sense because we do not have the infrastructure to support more residential and growth must be limited to maintain property values, small town feel, quality of life.
- The Marketplace has not been promoted properly and too many locations are vacant. Fill those before adding more.
- Limit waste (empty buildings that are already present)

### **Vague Language**

- There is no mention on how much residential growth is also part of this plan. This is my major concern and by reading the responses from the last survey a concern of everyone. "Proactively Plan for Growth that compliments NW Superior" is way to vague and generally leaves any avenue open. Not good.
- Very vague. More specific details.

- Use less jargon and fewer business buzzwords in the language so people can understand what you are saying better. i.e., "Leverage our access to transit" = Make plans that capitalize on or market the area's easy transit options.<sup>3</sup> could just be "Reduce traffic congestion where possible" Also, "plan for growth that complements NW Superior" is really vague. I have no idea what that means.
- The language is pretty vague. I'd crisp it up so that it's clear what we are talking about.
- They are pretty vague and open-ended and subject to interpretation.
- The 'guiding principles' are just a bunch of marketing words. Have very little trust, if any.

### **Views**

- It may be assumed as part of the other principles, but it is important to my husband and I, as 18 year home owners in Superior, that our view of the flatirons NOT get blocked by tall buildings. We are already displeased by the townhomes west of McCaslin on the hill. It changed our view.
- KEEP THE VIEW and Nature /wildlife corridors protected. Be sure to maximize the beautiful mountain views and protect and create wildlife corridors into our community so it's not all high rises and paved. Also sound and vision proof the area from Hwy 36.

### **Walkability**

- Improve walkability with paths and lighting
- Walk friendly
- Improve walkability of the district; Improve ease of access between Downtown Superior and NW Superior; Clean up Original Town - get rid of the junk yard; it's a health and safety hazard

### **Other**

- At no additional expense to existing resident tax payers
- I agree with promoting a thriving Marketplace but what happened to Downtown Superior?

- Identify and encourage high wage employment opportunities for superior residents - ie business/office
- Be environmentally conscious
- Make sure it is kept well landscaped and not just concrete buildings that sit idle.
- Maintain diversity of tax base, e.g., minimize yet more housing and work on redevelopment of Marketplace and non-residential on 76th St. "Town Center" is mostly housing, and probably will not result in a true "draw" for those not living in that area. Marketplace has vast, never-parked in parking lots that kill a sense of anything, other than large parking lagoons. Fill in and create vibrancy and synergies with large unused parking lots.
- I would like to increase the business in the Marketplace and keep it thriving. I would like to have the area become a more active community. This might be through guided growth, community activities, communication.
- They are not quantitative so measuring success is subjective at best. Create quantitative goals. I.e. increase business tax base by X percent. Increase residency by X percent. Transportation increase with RTD, Private, etc.
- It's all centered around having a density of residents living in the Marketplace area. Focus should be in redevelopment of the area to existing and new retail outlets.
- They all look good. We need to see how developments can contribute lower property taxes.
- Provide resources that encourage an active lifestyle and an appreciation of nature
- Drop the word proactive.
- Family friendly spaces would be nice.
- Eliminate #4
- Leave people alone
- Leave Original Town/Sagamore/Remington ALONE as is and STOP wasting taxpayers dollars w study - renaming area IS NOT

NECESSARY!!!! Planning Comm needs members NOT REALTORS!

- Increase community resilience against natural and man-made hazards. Increase community diversity by adding lower cost housing.
- Going through with the principals while maintaining the small town feel

**Q: Why did you select the scenario that you did?**

***Scenario 1: Center Drive***

Access

- I don't think the traffic flows for scenario B and C make very much sense. Scenario B makes Superior look too much like a big city. Scenario A focuses the development along Center Drive, which I think will be nice, yet still preserves the traffic flows on Marshall.
- Better circulation, community space, mid-range cost

Balanced Scenario

- B. Seems an unrealistic amount of retail & office, given the amount of vacancies now. C. Not enough housings
- Seems most balanced of the three.
- Scenario 1 - seemed to be most logical and not as intrusive as scenario 2. Still provides a park concept
- Scenario is a compromise of B and C.
- Center drive seems to be a more middle ground selection, giving us civic space and some residential, while addressing business spaces as well.
- A balanced plan.
- It is a middle of the road option. Believe it would be a compromise and make everyone happy.
- It had the most comprehensive plan for retail which Superior lacks and is necessary to generate revenue.

Business

- Center drive- adds residential and commercial which generates business for retail and tax dollars. Adds much needed civic space which may also generate same. Updates functionality and appearance.
- Selected center drive (which your survey software should be able to tell you) because i'm interested in more small business and walkability, don't need or care about expanded park space.

Community Space

- Selected Scen. 1 Center Dr. I like the outdoor living rm / community space, new/interesting retail, and housing facing park.
- Community space
- Center Drive scenario has a more community feel.
- Selected Scenario 1. I do not think rerouting Marshall is a good idea. Prefer to have more park and community space. Only concern is the amount of residential. I would hate to see it create a bottleneck on Marshall as that is the best back way into Boulder.
- I like adding space for more parks/common use community areas.
- Center drive because it includes community space/outdoor living
- Scenario A because it includes civic space
- Selected Scen. 1 Center Dr. I like the outdoor living rm / community space, new/interesting retail, and housing facing park.
- Community space
- Center Drive scenario has a more community feel.

Cost/Effectiveness

- Balance between cost and features
- Offering many options for the best price point.
- It has the most value for the money spent.
- Scenario A - cost.

- Not the highest cost but not the lowest
- Scenario a liked it that it was least disruptive middle level of cost added housing over looking park and created more of a community feel
- Scenario A provides residential along Founders Park. We would be interested in an apt. there. Also the cost is not as much and it involves less disruption to existing business. Whatever is done, do not mess with Costco or Target.
- Scenario A because it costs less than Scenario B, and therefore might have some chance of getting done.
- Balance between cost and disruption to existing businesses
- Scenario A: mid range cost, best option for multi-faceted components, growth but not over development
- 1. The other was expensive and a lot of construction. The other one practically had Not This One written all over it.
- Relative cost, opportunities for small business below residential
- It seemed like a more cost effective option to increase housing and retail. I liked the addition of a community facility. Building at the transit depot makes sense.
- I selected scenario 1 and I selected it as it was the middle in terms of cost and I liked that it adds green space and a small community building.
- Scenario A because it seems more reasonable and effective.
- Seems like the most modest and cost effective. With everything else going on at the Town Center I don't think the Marketplace needs to be very elaborate.
- Not too small an effort, not too big of an expense
- Balance between cost and features
- I selected center drive because it cost less, seems to provide the biggest bang for the buck without completely restructuring the

existing infrastructure, and importantly includes residential and mixed use design

- Scenario A, to me, seemed to be the best one to address the needs of the community with minimal impact and moderate cost.
- Like scenario a's overall design/flow the best.
- A- just to get some low hanging fruit

### Housing

- I think adding residential will make a huge difference. Mixed use would ideally bring in more retail and restaurants, as well as best utilize the transit hub. This also would hopefully provide more housing options in Superior for people who don't want a single family home.
- I think building housing is very important so a transit hub is great. I am concerned about the huge number of empty stores right now. And I feel that Superior needs to have some good restaurants!
- Amount of housing and size/type is in line with Superior and area.
- Additional housing opportunities
- Least amount of additional residential
- Less housing, more retail
- Fewer homes, more commercial options, greater potential tax revenue, less traffic disruption
- Option A seems like an appropriate balanced step forward. I really like Founders park being completely bordered with housing instead of butting up against retail back doors. Also I do think it's a good thing to allow relatively expedient through traffic on Marshall - otherwise people will avoid the area altogether. Costco is a huge draw from people outside of Superior, let's make it super easy for them to get there from 36!
- Residential to support retail. No community center.
- Scenario 1/A - allows for expansion of housing, community space, improved traffic flow while managing disruption during construction.

- Agree that adding housing is a good idea, but not sure the new business makes sense. We have significant commercial vacancies now, why add more?
- I want to provide more affordable housing and expand the socio-economic diversity of Superior while leveraging the transit stops at the Marketplace. I also want to see the Marketplace have more of a walking/biking vibe, versus the driving thoroughfare that it is today. And of course, I would like to see businesses in the Marketplace thrive.

### Impacts

- A - this seems to create the least disruption while adding community amenities.
- Scenario 1 Center Drive: I think it makes the most out of what's there, will be less disruptive and still adds what's lacking. The new housing facing Founder's Park makes a lot of sense.
- A seems best balanced, and least disruptive to the retailers
- "A Center Drive Enough change to make a change and meet goals. Multi purpose use of space. I like the number of density housing units. I like the civic space inclusion. Seems the highest impact with the lowest risk option
- A- doesn't disrupt current businesses as much while still offering some benefit
- Scenario A: least disruptive, best return, includes community space
- Community space and not too disruptive
- A - this seems to create the least disruption while adding community amenities.
- Significant changes/improvements to draw new interest, but not as costly/dense/chaotic as option B
- Seems to be a decent amount of housing and retail/mixed use without being overwhelming.

### Open Space

- Center drive because of outdoor space and concept of a town with main street of shops

to walk through or have a parade through like louisville

- Open space for outdoor gatherings  
Walking/biking access. Mostly retail.

#### Traffic

- Seems to offer benefits with potential for less congestion
- I like the flow of traffic as well as the housing by the park I also think that there should be some talk about moving Pets Mart and Office Depot to the vacated Sports Authority building and put more housing in Their current locations.
- Traffic flow seemed best. The residential components are not in the way of the traffic flow. They are farther back on the site, allowing for traffic to get in and out of Rock Creek and Superior market place without going through new residences.
- I chose scenario 1. Of the three scenarios, I think this provides the best "flow" for the area. However, I would've liked to see more open space and parks incorporated into the plan.

#### Other

- Less office space, less population, middle option for retails (considering vacancies) and more opportunity for community gathering
- "Scenario 1: Center Drivel selected that because it felt like it was a good use of space and good mix of residential & commercial although it could use more restaurants. The Market Place Square option seems too disruptive."
- I would like to see more office infrastructure and less retail space as well as more community/athletic emphasis
- Scenario A because it helps solve the problems of lack of activity in the middle without harming the existing large retail stores
- I chose Scenario A. The Superior Marketplace as it currently exists is a poorly planned area, with no appeal for retailers or customers. This scenario seems to be the

best of the three in terms of redeveloping what needlessly became a "white elephant."

- Less growth is better at this point. We have seen a lot of growth and are at the top, I believe, in order to also maintain quality of life. If I want to live in L.A., I'll move there.
- Center drive, scenario a. Makes the most sense. Don't need a total overhaul.
- Scenario 1 as it seems to be more doable than scenario 2
- I selected 1/A only because it involves less retail space. Even if we make the area more retail friendly, the area trend appears to be fewer storefronts rather than more. I'd like us to figure out a way to wean ourselves a bit from sales tax dollars. I believe the old assertion that growth pays for itself has been thoroughly debunked.
- Tax gain opportunities

#### **Scenario 2: Marketplace Square**

##### Community Space

- Good amount of commercial spaces and community spaces.
- I like the idea of a community space.

##### Housing

- I don't want anymore housing, but I don't think I'll win that battle so I just went with what I thought looked the best with the least amount of housing.
- "Scenario 2 because residential space is needed to attract restaurants. Also office space will drive business to SMP.
- Scenario 2 is the only one with green space close to the new development. This is necessary for residential and would help with business."
- I selected scenario B because it looks most welcoming as a destination. The park is nice, the housing and ease of walking or biking through the area is great. I'd like to park and walk between shops. RMy only complaint about scenario B is that it may have too many housing units for the area making things congested and it is expensive.



- Some of the housing placement, green area placement and availability. Doesn't fix or address in and out for this area which already gets pretty backed up. Nothing much can be done about that but there are options. Depends on RTD which is sooooo unreliable.
- Add3d the most amount of housing and retail in the small area to cluster developed around existing infrastructure and public transportation.

### Parks

- The park in the center will supply a gathering spot to draw people into the area. We are the UPS store to the side of Whole Foods and would benefit from increased traffic and visibility. Also, as we shared at the forum, we favor having direct access into our quadrant by adding a one way access from Marshall to the east of the strip of our buildings (between the vacant Big Box store that was previously occupied by Sports Authority and our strip of buildings. We also favor the City working with our Landlord to provide additional signage for the "small businesses" in our center. Our landlord will not allow us to have signage.
- B: The new layout looks the most appealing. And I like the community park in the middle.
- I selected scenario B in the hopes that activities would be coordinated in the park and that the "square" could be a gathering space.
- Scenario B: liked the park and no big parking garage
- Marketplace Square - like the idea of building another park; this keeps in theme with our current town look/feel and doesn't turn it into too much commercial business.
- Scenario B includes a park in this plan and I think open spaces are important when building high density housing.
- The park in the center will supply a gathering spot to draw people into the area. We are the UPS store to the side of Whole Foods and would benefit from increased traffic and visibility. Also, as we shared at the forum,

we favor having direct access into our quadrant by adding a one way access from Marshall to the east of the strip of our buildings (between the vacant Big Box store that was previously occupied by Sports Authority and our strip of buildings. We also favor the City working with our Landlord to provide additional signage for the "small businesses" in our center. Our landlord will not allow us to have signage.

- I selected Scenario B, because it allows for a public gathering space more like Louisville. I want to see this area become an overall destination where people come to hang out, and then visit multiple shops/restaurants/etc, rather than a place people drive to run one errand and then leave.

### Site Design

- Scenario B looks more visually appealing & isn't as square/blocky at other options
- The Marketplace Square option goes the farthest in removing the strip-mall feel of the current marketplace.
- Better layout
- There is a very large amount of space devoted to surface parking that is empty 90% of the time. This scenario makes better use of it.
- Scenario B has the best opportunity for place-making - creating a dynamic setting with a major infusion of residential, potential commercial pads, while exposing commercial to traffic and diffusing the thru trips into the local street pattern. The plaza and transecting axial corridors provide a basis for centering.

### Traffic

- It breaks up Marshall road which could reduce congestion, provides great office and living space along with family friendly restaurants
- "Scenario B - Use of space and addresses long term road congestion. I like the layout of the new development along with the change for Marshall road to make it more functional for the marketplace instead of a

pass-through to/from Boulder. Second option would be Scenario A. Scenario B does not do enough to update the marketplace."

- B, because the existing situation is a traffic nightmare. The market place needs an overhaul of reconstruction, and more tax base to pay for it.
- It breaks up Marshall road which could reduce congestion, provides great office and living space along with family friendly restaurants
- Marketplace square - disperses traffic in the most logical way and adds green areas

#### Other

- Although complex, addition of office space accessible to transit is important.
- Scenario B- to add more density that favors public transportation and to add more shopping/dining that can be accessed by Superior residents locally.
- Balance of new residential/commercial
- unsure how this evolved scenario will work/not work with plans for the town center across the street. does seem to be competing a bit, and a confusing message can mitigate results for both efforts.
- Had difficulty liking any of them
- I think a comprehensive change is needed and should capitalize on transit and location.
- These scenarios are not well articulated in the survey. Perhaps the onsite sessions explained them properly but you are creating a huge bias with poorly phrased questions. I can't believe my tax dollars are supporting this. Really disappointed in the Mayor and Trustees.
- Because maybe we could be like Park Meadows and get an IKEA store.
- Selected Scenario 2 because offered more viable options

### **Scenario 3: Connections and Node**

#### Access/Transit

- I selected Scenario C, although I like parts of B better. Mainly, I like the Marshall Road pass-through the way it is and would not want to see it divided.
- Placement of residential and retail. Retail needs to be accessible to residents of Rock Creek. If they have to park and walk, they won't shop there.
- I selected C. It adds transit along US 36 and has no development along Founders Park.

#### Community Space

- I don't think there has to be a lot of rebuilding etc. What about community activities in front of the Music Skool? Food trucks, farmer's market, music. There is an attractive plaza there that could used. Make the marketplace for pedestrian friendly. Tables, bistro lights, small music groups on summer nights.
- Scenario C: community center and more variety
- Community space
- I selected Scenario C because I like the inclusion of the Civic Center, and the smaller amount of new housing.

#### Density

- You are cramming more and more residences in here...and already adjacent to this area.....Town Center residential developments.....where we have way too much density.....this is a recipe for more congestion.....a huge mess, and a quality of life changed forever in the wrong direction. So, I chose scenario 3 because it has the least number of residential units. Enough is enough.
- So we don't end up like all the other high density living areas with lots of traffic, no parking, and increased crime. I moved to Superior nine years ago because it was different and I wonder if soon it won't be with all the growth and addition of high density housing.



### Housing

- Too much multifamily residential in the other 2 scenarios.
- I'm concerned we will have too many residential units, and Superior will lose its small town feel.
- More residences? The Marshall Rd / McCaslin intersection is going to be nuts as Downtown Superior builds out and now more?
- Less new residents
- I chose C because, to me, it makes the most sense. A & B add too many residential units and I think that reconfiguring Marshall would be a nightmare too
- Minimize additional housing units
- I am disappointed that Superior is looking to add even more homes/condos into the Superior Marketplace. The area is very congested. I selected C because it would result in the fewest number of new residences being constructed in the marketplace. I like that C includes transit improvements and an appropriate amount of civic space.
- I selected C because I feel there would be a better balance of different uses; because it has the least new residential space (overcrowding is a big concern for me, especially as a new parent hoping to have my child go to school in Superior, and since we already have traffic congestion that's likely to be exacerbated by the new Downtown); and because it supports a new community center (and restaurants) near transit.
- Reduce the amount of residential, limit the amount of office space, and like the larger community space.
- C, less housing (less new traffic), more civic area
- Like a cross between Scenario B & C with park and community space. Don't want more housing. Our roads cannot handle what we have now.
- I am not generally in favor of increasing the number of housing units in Superior. We are a small town and that is the general appeal to me. Increasing office space, community space, and open space are more in line with my desires.
- My preference is for less residential space and less cost to the town, though I am for creating an additional community park or outdoor living space.
- Less housing units--less traffic. I see no reason for me to go more frequently than I do now-- where are restaurants and gathering places?"
- Less additional housing = less congestion
- The other two scenarios involve adding significantly more residential, which means more congestion in that area. I am positive on adding more residential, but then you have to provide easier access for families to get to the bigbox stores and around the marketplace to get to Marshall road."
- Because of the smallest number of added housing - adding more housing is going to create unnecessary congestion and reduce quality of life small town like superior provides to it's existing residents
- Chose C because we don't need any more additional residential capacity. Our schools can't support the students we currently have. Bell flatirons is already expanding with cheap housing. The more apartment/ townhouse/ patio homes we put in the lower our house values drop and the more congested our schools become. No current puerile resident wants this and the board needs to act in the interest of CURRENT RESIDENTS.
- Less cost, fewer added housing units. Also, there are open/empty retail spaces currently. Let's get those rented/bought before adding more.

### Impact

- Lowest level of impact
- Less commotion and new housing. Just the roundabout on McCaslin was months and months of construction and disruption.

- Least intrusive. Least residential.
- This seems like lower impact. Your building all these new places but currently, there's a huge opening where the sports authority was. I think there should be a king Soopers in superior. This doesnt show this, but it could be in drawings. I am over the chain restaurants. We have so many, and in CO people like local food. Bring more restuarants from denver and boulder to superior, and you will drive the revenue. All the restaurants by the mall, like burger king, burger joints, etc. are unhealthy and isn't helping the local economy.

#### Infrastructure

- THIS is why I say the current government is incompetent. WE NEED INFRASTRUCTURE, not new, extra, UNNECESSARY expenditure.
- The Marketplace needs to be restructured. Just adding more housing won't change the structural problems at the site. More people will just do what we all do, drive to Boulder for dinner. There's already plenty of parking, why bother with a parking garage?

#### Land Use Mix

- Good balance of mixed use entities
- B provided the best mix for the future

#### Least Developed/Low Cost

- I selected C because it was the least developed. Retail space already exists there that is not currently being used. I do not see the need to add to that.
- Less overcrowding and streets more manageable
- Builds the fewest new housing and costs the least in the long run.
- I want to minimize more housing being built as our school systems in the area can not accommodate the influx of population into Superior. Scenario C has the least amount of added housing possibility.
- Connections and Node. The other two seem too high density to me.

- I selected c because it adds the least amount of residential units. I think there are too many residential units in Superior already and we don't have the infrastructure for it. There will be even more traffic congestion and it will change the feel of rock creek and superior to something unrecognizable.
- Less housing units, less change, lesser of all presented evils
- Least amount of new stuff being added
- I would like to limit growth and overcrowding.
- Least amount of new housing! Invites commercial space, for which Costco is a main draw off the 36 for neighboring communities without a Costco
- Less housing, little cost, I think this is adequate. We just need to fill all the vacancies - how about a higher class restaurant?
- Less waste
- Less housing - too small a town to add slews more people, more shopping, more traffic. Superior is attractive because it is not noisy (except for air traffic) or too crowded. I believe the retailers don't do well because they aren't good retailers for the population here, not because of the layout of the center. Seems like you are adding housing to add people to shop there because they live in the parking lot.
- C - There are other reasons the marketplace is not doing well besides the traffic patterns. I don't see why we need to cram housing into every available space. C is the least disruptive. This does not have to be a destination place - Costco makes it the place to come as it is the most convenient one for Boulder, Superior, Louisville and surrounding areas. Part of the problem is attracting businesses with reasonable rents and putting in retail that is not run of the mill. I think you all are missing the true problem for this area and packing in more residential and changing the roads is not going to solve the problem.
- Least cost

- Scenario C: Least expensive, shortest timeframe to implement, least impact to existing building structures and roads, and least impact to additional congestion near original town and McCaslin/Hwy 36 intersection.
- Scenario A obliterates my children's pre-school. I'm not okay with retail space being replaced with yet MORE residential housing. And where the housing is in version A by the park, seems like it would be awkward/ out of place, surrounded by retail. Scenario B looks too expensive, too much of a change, and would pose as a conflicting or competing center point to the new Downtown Superior area. Scenario C is the cheapest, simplest, and less-conflicting of the three options, thus in my opinion the preferred option.

#### Retail

- First off, I'm assuming Scenario 3 and Scenario C are the same, but please be consistent going forward. I feel like small improvements are needed but we shouldn't spend \$\$\$ with Downtown Superior going in just over the road. Not sure we need new retail space either until Downtown Superior and other vacant spaces have occupants. We seem to be focusing on attracting businesses with very little focus on reducing congestion and/or controlling speeding in residential areas. Let's proceed carefully.
- There are currently empty commercial spaces. Why add more? Have you seen the area around the Flatirons Mall and the empty buildings?
- Large amount of additional retail is a turn off to me. For one there is already vacant retail space by whole foods and elsewhere in the superior market place. If you build it, they will come is not the motto here. Retail is dying with online shopping taking over. I see it as investing in a dead end street. The intersections at mccaslin and marshall road is already over capacity, and creating more traffic is going to overwhelm that area. It is a real pain for me to get from my house to

louisville which I do often. Less growth (and congestions) is my strong preference.

- With so many current empty spaces the idea of adding more retail space doesn't seem wise. How much shopping can people do?

#### Traffic

- We have enough traffic already trying to leave Sagamore!
- I never wanted to live in a big congested city.
- Scenario C offered the best in terms of traffic, retail and community space. More retail/restaurant space is needed to create a better destination feeling.

#### Other

- I don't think that part of Superior will generate much income, and things like the sports complex will mostly attract lower income and lower quality people to Superior which will not help increase property values, which should be the primary goal. Superior property values have appreciated at the lowest rate in all of Boulder county.
- There is no option that does not include more residential housing so I'd really like to pick option D: More retail, transit, open space, bike and path ways, but no that seems to not be on anyone's focus. Just how much more congested can we possibly make this area. Seriously, whose pockets are getting lined by all this development, Chris Folsom's???
- Connections and nodes seems the simplest and most likely to occur.

**Q: What specific changes would you make to your preferred scenario (please be sure to tell us which scenario you selected)?**

#### **Scenario 1: Center Drive**

##### Access/Parking

- Ensure maximum convenience of new parking to transit
- The main problem is that the access in front of PetSmart is circuitous and ineffective. The raised area of Buffalo WW and the strip need

to be destroyed and the area sloped down to street level.

- I would try to reduce the parking lots more with creative transportation ideas. Bikes, Uber, car sharing.
- Selected A. Just make sure there is enough parking for commuters to take bus into Boulder whatever scenario you pick.
- Scenario A: added pedestrian access ex. Bike trail from Rock Creek, with underground access tunnel to cross McCaslin.
- Whichever scenario is chosen, I think it's vital that there be more traffic links across US-36 to take pressure off of McCaslin. For instance, extending 76th St to connect on the other side to Louisville would be a big help, especially if made an extension of W Dillon Rd. Another link is needed from the Town Center to Avista.

#### Community Space

- Wouldn't add civic use to Center Drive scenario
- Add civic space, like a library, art center, or theater to help draw people to the area that might want to shop/eat before or afterward.
- I'd like a bandstand, outdoor cinema and the like.
- Scenario A, more focus on community gathering and retail that attracts locals. Focus on catering to locals rather than relying on outside population to sustain

#### Housing

- I would eliminate the addition of more high density housing.
- Less housing, keep the property values strong and exclusive
- Scenario a. I would not put the new residential Apartments across from Panera Bread. I think putting them farther into the site, near the RTD area is better for traffic flow.
- Center drive. I'd like to see the plans for the residential spaces that back up to 36. I, for

one, would only live with a highway in my back yard if I had absolutely no other option.

- Scenario A was my choice but with all the residential housing I'm concerned that our small town feel will get lost. If my input counts I'd reduce the number of units and try to increase commercial space.
- A. Don't know that houses along the park are necessary or desirable. Not sure what the outdoor living room aspect is supposed to be. don't see it.
- Do people REALLY want to live bordering the highway?

#### Land Use Mix

- With the Center Drive option: maybe a little less new retail space and include the community park from the marketplace option
- More office space, less retail, adequate parking

#### Parks/Public Space

- Add some park/ green spaces
- I selected scenario 1 and would like to see a larger park.
- I chose scenario 1. I would like more open space and parks added.
- Selected Scen. 1 - Outdoor, intimate venue for concerts, farmer's market, shade pavilions, water feature for kids to play in, perhaps food trucks, vendor carts. A town gathering place. :-)
- The more public space the better
- Would want to make sure there is enough stuff to bring more people outside and to utilize outdoor areas so it's a destination more than just a shopping Destination but have open areas or amphitheatre for entertainment after dinner possibly have more restaurants
- #A. Make sure plenty space is allotted to civic events such as summer concerts or ice skating rinks or farmers markets.
- A - dedicated walkways between retail areas,
- Ensure that landscaping creates a beautiful park like feel.

### Restaurants

- Make sure you add restaurants.
- A - Specify that retail should be restaurants.
- Scenario A. Like that it's least residential but would love a quality of restaurants and retail that rival boulder.
- I chose A. Still can't believe the amount of retail projected given the amount of empty retail in Sup. as well as Louisville.

### Traffic

- Be careful not to back up Marshall. More rev space.
- Scenario 1: The roundabout might get tricky, especially during high traffic periods like holiday shopping. Perhaps an intersection there would make more sense?

### **Scenario 2: Marketplace Square**

#### Business/Commercial Uses

- Scenario B - Look at adding commercial pads to the frontage of the Costco commercial center. This provides an opportunity to deal with one owner/developer and existing infrastructure. If this can be done, replacing new on street commercial with residential may be appropriate - at the risk of losing a storefront pedestrian experience, however. Scour the plan to see if costs can be reduced. Rerouting Marshall is a plus - but could a similar result be gained without as much major street realignment, while, keeping the plaza and axes?
- I selected b. I would just make sure the businesses are compatible.
- No big box stores, independently own businesses- talk about how the schools will be districted- more information on the type of housing. I return wouldn't like apartments but wouldn't mind condos. I don't want people passing through the town. I want them living here.
- Scenario B: More small local business space. Like downtown Louisville
- With Scenario 2 make sure had enough restaurants with sufficient variety (not just

chain options but more restaurants with local flavor.

### Community Space

- B: South of the new community park, make that building (just the part of the building that sits South of the community park, not the entire residential building) a community space. My suggestion: make it a new branch of the Louisville/Suprior library, with a maker space, a few meeting rooms, space to sit, read, play. Even if it's just the bottom floor, and it has apartments/condos on top, having a community space next to the park will make more residents want to come visit.
- Add Community space to Scenario B & it looks great

### Costs

- I support Scenario 2 but I'm not in favor of Phase 3. I don't think the extra cost of the street alignments brings much value.

### Housing

- Fewer apartments/ units for housing

### Layout/Design

- We are already creating a town center vibe across the street so not sure why the square concept is even being considered.
- Don't make all the buildings look alike or look outdated quickly
- On all three scenarios. We are building too high. I realize the cost of land but we should limit how high we are building so Superior stays a place to live. If I want tall buildings I'll go to Denver
- I would realign Marshall Road along 5th Avenue, put all the big box stores except Whole Foods to the west and create a new environment to the east.
- I don't think reconfiguring stuff is the answer. Why don't businesses survive in Superior? Usually they aren't that good. Waynes survives, why? It is great BBQ. Plus more housing? Superior isn't that big.
- More trees and outdoor eating areas



### Land Use Mix

- Scenario B, reduce the amount of retail space.
- Residential is good but reduce overall amount of residential. We're already planning to cram 1,400 residential units in the new Downtown area.
- I would remove retail square footage in favor of office/residential. Retail space is already underutilized in the county, unlike housing.

### Parks/Paths

- More small parks.
- Park land / open space definitely needed.
- I would like to see the whole area become more park-like with significant improvements to landscaping and inviting pedestrian walkways throughout.
- Lots of USABLE green space, walking connections to downtown Superior. Green friendly building.

### **Scenario 3: Connections and Node**

#### Access/Attraction

- If you're going to do any of the scenarios given, there needs to be an additional access point to the shops from Louisville or from US 36. Maybe from the area of 76th street. Try turning into the marketplace any Saturday at 11am from southbound McCaslin. Traffic is backed up to Dillon Road.
- For scenario C, if a bypass or easier access around the marketplace was added, then I would increase residential. I know that the businesses would not like that since it doesn't drive traffic into the marketplace, but if more residential was added...then they would automatically have customers close by.
- Scenario C: I would add some kind of attraction that is unique, other than just business and residential.

#### Community Center

- I chose scenario 3. I like the idea of a community center. I think it is pretty good.

- Scenario C: add town Library and/or other theater space near existing round about along Center Drive.

### Growth

- C.... least amount of growth
- Less building

### Housing

- Connections/Node: make the housing units affordable.
- Chose 3 - no additional housing
- Scenario 3.....highly reduced number of residential units.
- Do we really need yet MORE residential space? Especially high-density? However, I DO support senior-citizen residential housing some where. Superior is predominantly mid-aged families, would be nice to support housing for younger & older generations.
- residential area in any scenario in superior market place is not appealing at all
- Absolute minimal added housing
- less housing
- Less housing, more sidewalks and landscaping. Better signage. Fix traffic lights/lanes along Marshall.
- Not add any housing
- ZERO residential building!!!
- Remove housing.
- #3 - proceed but NO NEW HOUSING
- I selected C because of the lower residential construction and the minimal change to the area.
- I selected C for less upheaval on construction and less residential areas, though I'd like to see more retail and additional outdoor living area.
- More retail and office space with no additional housing
- Less housing, more open space, more community space

### Layout/Design

- Change boxy design, reroute Marshall road, add community space, add more dining space, add more apartments, lessen retail
- I like bold innovations like the diverging diamond and improvements that are different and effective. I'd like to see us head down a path where we try things that other towns are afraid to because it's, "too different". That's how big successful change is discovered. Lets make a community that doesn't look like every other area where making money is the only concern.
- Scenario 3. Improve Marshall rd to accommodate additional traffic
- Scenario C. I'm not sure specifically how but the visibility of existing small retail businesses needs to be increased. I believe that's a major factor in their failure. Traffic on Marshall Rd. should be addressed. Visibility of the transit area should be better, especially from Marshall Rd., less hidden by buildings. Perhaps a diagonal road/paza such as in Scenario B. (diagonal to Center Dr.)

### Local Business/Restaurants

- See 9. I would like to see more local com I'd set it more in the configuration of B.
- If we are going to build, can we have things like bars and restaurants that have patios with a view of the Flat Irons? There is no where in Louisville, Lafayette, or Superior to sit and enjoy the priceless view.
- More restaurants (not chain restaurants, they clearly don't make it)
- Scenario C: more restaurant options
- Scenario c needs more restaurants and reasons to make it a social destination-- now it is retail heavy
- Hacienda Colorado restaraunt
- I chose Scenario C. Regardless of the scenario, I'd like to see more restaurants. I'd love to stay closer to home, but I often end up going to Westminster's Town Center for BJ's, Macaroni Grill, and Bonefish. I like the

suburban feel of standalone restaurants with no parking challenges.

- C. Add restaurants that attract business and bring in tax dollars
- C - don't need more residential but do need a better variety of retail and some good restaurants - not chains. Ethan Allen - really?
- For option C, I'd like to see more restaurants and small retail, less residential, and some green space for the community.
- I selected C -- More retail, restaurants including commercial chains (like coffee shops), things like a comedy theater. Bring business in from Denver Metro and Boulder without adding new residents and housing.

### Retail

- You should include the probability that 1 or more big box stores will vacate in the coming years.
- More retail
- Focus on anchor retail shops and a restaurant district instead of shoving more housing in.

### Traffic

- Less traffic, not more!
- I would have the marketplace commercial only with access to 36 and mccaslon. The last thing we want are new roads creating traffic through current residential areas.
- Scenario C offered the best in terms of traffic, retail and community space. More retail/restaurant space is needed to create a better destination feeling.

### Vacancy

- I picked Scenario 3/C (depending on whether I'm referring to the question or the graphic). I don't see why we needed additional retail space when the large space next to Whole Foods has sat empty for years.
- Back full the empty retail space prior to building more
- Scenario C. What about the old Sports Authority being shared workspaces?



**Q: What other thoughts or concerns do you have about any of the scenarios?**

**Access**

- Making the Marketplace more of a general destination rather than just a big-box shopping center is important. One key to this is making it more accessible via different modes of transportation, especially bike and walking (to help draw in residents of nearby existing and new housing areas.)
- Traffic flow to Costco must not be obstructed
- How it will impact access to Boulder via Marshall Rd. Tax implications
- As I said previously, trying to make this appear your marketplace into a destination is probably a bad idea. The only thing that has proven to work is the big box stores. So future development should focus on making it easier to get to and from those destinations. Smaller businesses and restaurants are not working and are not likely to work in the future either.

**Bike Paths/Walkability**

- Option A - I'm unclear on what the on-street bike route would be for someone coming from McCaslin wanting to continue westward on Marshall. That is a heavily used bike corridor, let's not force cyclists to go through parking lots.
- Extension of bike path northwest to join with Boulder Bikeway at Marshall tunnel.
- Marketplace is so car-centric that I would like to see additional footpaths/bikepaths to make it more pedestrian friendly.
- None of these options really seems to address walkability/bikability from the Marketplace to other places within Superior or surrounding areas. I'm also concerned about the potential for new large multifamily residential buildings to exacerbate overcrowding issues in the Town and reduce the wonderful small town feeling we currently have here.

**Businesses**

- Types of retail shops or restaurants to be added, I don't want a bunch of fast food places popping up or cheap chain stores. It'd be nice to see the city encourage and draw in local, small businesses, or non chain restaurants/retailers by providing incentives or subsidies to the spaces leased. This would encourage diversity and create a unique space that would draw in shoppers/users for a better experience. Don't make it "anywhere America", that you see so often when redevelopment projects like this are undertaken.
- How to entice the current businesses to stay during reconstruction?
- Uses need to be more local and unique. Tired of all the big box stores and boring fast food and typical restaurants. Brewery would be good, or a rayback similar to Boulder's would be great.
- We understand the focus on the big box stores as they bring in revenue to the city, but please don't lose sight of the needs of the small businesses in the center, including our UPS store 5183. Would like to see the city work with the Landlord on the building that has been vacant for 3 years-prior Sports Authority. We've been hearing from the Landlord for 3 years that they have potential occupants, but the building remains vacant. Just in our strip, we have two vacant spots-a prior ice cream parlor and the prior Sears building. These areas have been vacant for a year. The city needs to engage the Landlord in solutions to fill these vacant spots. One possibility is for the city to utilize the large vacant space for community purposes- e.g. a library; or encourage the Landlord to repurpose this space for a vendor that will draw residents to this area - e.g. a movie theater. The vacant spots around us are negatively affecting the businesses in this area.

### **Community Facility**

- Adding some retail or community space like rec. center would be great, but also adding more residential units and parking/garage seems like a lot for such a small area
- Would like community space and better retail / dining options

### **Connectivity**

- It would be nice if founders park was more tied in to the marketplace.
- Do any of the scenarios connect this area to the Town Center? Curious about traffic flow to possible community center?

### **Cost**

- High cost, too many additional residential units
- I worry about scenario 2 being very disruptive and expensive. I don't think the town should spend a lot of money on that unless there is really good evidence it will have the desired outcome. I prefer scenario 1 but would be ok with scenario 3 due to low cost and disruption.
- cost
- The cost
- Scenario #2 is too expensive and disruptive and #3 doesn't move the needle enough
- Scenario B too complex and costly vs value add
- Money
- SB - the amount of time, money and inconvenience to the community and current business owners.
- Disruption and too much high density housing
- I'm concerned about whether the infrastructure can handle this much growth.
- IT IS A WASTE OF MONEY WHICH WILL NOT BRING MORE MONEY TO SUPERIOR. SPENDING MONEY TO MAKE MONEY IS A FALLACY!
- B costs too much and has too much house. C doesn't do enough

### **Density**

- It makes me think of the intersection of Colorado and I-25 in Denver. It is a concrete jungle.
- Density.
- Scenario B (Marketplace Square) seems far too high density for Superior and too expensive overall. Plus, the construction disruption would be significant.
- The housing seems very high density. What is the possible impact to schools?

### **Destination**

- It would be good to make this an attractive destination, with space for say a farmers' market. There needs to be some reason for people to come other than just going in and out of Costco. I'd say a movie theater if there was not one already just across 36. What other facilities might be possible? Something like Longmont's new museum?

### **Diversity**

- Lacking diversity

### **Downtown Superior**

- Wait until STC gets further along in it's development to see how it works before finalizing any plans. TOD would be much more valuable if the light rail had a stop at STC but who knows when that will be decided. Traffic planning based on the impact of both SMP and STC is very important. Incorporation of bike paths / walkways is very important. The fast food chain restaurants need to go.
- This really does not seem to be coordinated with development in downtown Superior.
- How does this tie with the big construction of the town center-- will there be one?
- I'd love to see access to the town center (and other areas) by way of electric cart. We're small and could be more "green" by allowing electric carts (not meant for highway use) to access all the hot spots in Superior.

### **Growth**

- None. I think investment in this area is critical to the long-term financial success of Superior. We need this tax base to continue growing.
- why must the area be further developed. I attended the meeting a couple weeks ago and felt that the messaging and presenters had already concluded that further development was required.
- We do not need to develop for the sake of developing now. Have lived here 25 years and not thrilled with other towns developments. Let's keep our town open spaced and small.
- This town seems to not rest until every square inch of land is highly and overly developed. It's going to become a much less desirable place to live because of this.
- Disappointed that there's been so much development lately.
- my concern is that the town is focused on growth and development, not necessarily the community. The small town feel is what made my family move to superior. The concept that we must grow or perish is ridiculous given our location and income streams from anchor stores.
- Too much growth is not a good thing. We have a great area and adding so many more people will congest traffic, increase crime and decrease housing prices. Bigger is not better.
- Impact of population on city, large office space accommodations applies only to small percentage of locals, prefer business to help local and promote gathering/community

### **Housing**

- Just don't need more residential in a shopping area. Why do we have to fill every empty space with housing?
- I really wish you would stop building new housing. Where are all those kids supposed to go to school?
- See above about senior housing.

- I like scenario A as well, but am unsure about the row of houses along the park. We love Superior Learning Academy and it's nice that it's so close to the park
- Probably too much residential in Center Drive scenario
- We need 55+ type residential. Not so much ADA, but apartments w/o multiple stairs to climb. And yet affordable.
- Residential homes along Founders Park isn't ideal
- Housing may not be the solution. More housing is needed vs commercial space.
- No more residential
- I have concern about filling all the apartments in Scenario B and the higher cost.
- I like the idea on scenario A of having housing facing founders park instead of the back of storefronts. Would also like to see a bit more parking on that side to give easier access to the park.
- I think that Scenario A is awful - way too much residential space. All 3 Scenario's isolate the bus stop a bit, which I also do not like.
- I'm much less interested in adding more housing; I'd like to see more businesses. We already have tons of new housing across the street in the new town center.
- Amount of additional housing. Need more restaurants. A: I don't like the apartment complex idea B: The residential building next to CheckE Cheese seems huge A, B and C: lots of new housing units which will mean more influx of kids into our schools. Any plans for a new school? If not, where will these kids go to school?
- NO MORE HOUSING, causes more traffic we don't need. Retail must be something that the majority of the population in Superior is interested in using to make it work.
- More housing = more people = more traffic and more crowding in our schools.

- Adding too much housing - potential for congestion, decreased property values, etc.
- Scenario A. Too much residential and their areas are out of place. They shouldn't be adjacent Marshall Rd. and shouldn't be so tall. Residential area north of Sycamore St. shouldn't be there, especially not so close and within the Target area parking lot. Doesn't address existing small business visibility. Doesn't address traffic on Marshall Rd. Scenario B. Traffic redirection is terrible. This would make it difficult for anyone coming from or going towards Marshall/mountains. With current and future traffic it would create congestion. Residential areas are out of place. Why is traffic being redirected through a residential area & park? Transit area visibility is good and mixing more office within this area seems better than mostly residential.

#### **Office**

- Would like more office space to bring more job opportunities to the area
- I like the idea of adding office space (and restaurants to feed the employees conveniently), but wonder why Superior's lease rates are higher than surrounding communities, and if this would preclude the new office space from being successful. I'd love to see offices succeed. Please work to keep parking pleasant; I hate the small spaces and congested parking at Smashburger & Mod Pizza right across 36.

#### **Open Space/Parks**

- Open space MUST BE MAINTAINED. Keep traffic flows out of residential areas.
- I'd like to see a Community Garden included in the plan, perhaps off of 76th Avenue.
- Maintain some green space / grassy areas amongst concrete, flowers, trees, shade pavilions a biggie!

#### **Restaurants/Retail**

- I want to make sure restaurant space in included the retail/commercial space

- I don't think lots needs to done. Bring in more food choices, and give people a reason to stay.
- The Market Place needs more restaurants. We all do not like to go over US 36 to get to restaurants (then, of course, it takes you out of Superior too). I like these ideas of utilizing and modernizing the area better.
- Diversity of retail. Creating an environment that parallels Louisville's downtown.
- According to the media, retail is moving to the Internet. I worry that this mix of retail, office, housing is too backward looking. I love the concept of dense housing by transit. I don't commute, so I don't know if the buses go where people want to go to work.

#### **Safety**

- More: homeless people, accidents, and crime.

#### **Schools**

- Added housing- schools are getting too overcrowded and there is no proposal to add school structures to accommodate the added population to the city.
- Adding density will increase pressure on local schools
- School overcrowding, tax increases, developing a place that has the same stores as the mall, creating space that will sit vacant. I don't think we need anymore business centers. There are already so many sitting empty in the area. I am also concerned that there won't be enough busses and parking of we make a larger more crowded transit center.

#### **Traffic**

- Watch the traffic congestion at Marshall and Mcaslin. It's already a mess. Everyone runs the red light.
- Doing too much will create a great deal of headaches for the residents who live in this area.
- traffic!

- Why bring in more traffic and people? The area has trouble handling the current population as it is now.
- Be careful not to over do it. We really need to keep traffic and commotion down. Growth is great, but it needs to be tempered.
- Additional housing will create congestion immediately by the freeway entrance.
- Added congestion and traffic to area
- Just more traffic, more people, no real 'town' feel. Just packing more people, hopefully more stores. No infrastructure like roads and schools. You are just chasing \$\$.
- Traffic is a concern now, and will only get worse if not addressed, so that should definitely be a priority in the decision-making process.
- I'm not worried about costs but I am worried about congestion, especially if a parking garage and residential units are added. I don't think residential units, particularly those that have a parking garage in many of the scenarios is not a good idea.
- TRAFFIC, TRAFFIC, TRAFFIC. I already avoid Superior marketplace and shop in Broomfield due to the bad traffic in that area. I believe the new overpass is crazy and causes problems. It did not solve congestion or time to pick up or get off the bus. It also caused a problem where bicyclers are almost wiping out pedestrians when they exit the RTD bus on the other side of 36.
- Traffic congestion
- Please keep traffic manageable and parking abundant and free for local shoppers....please do not become like downtown Boulder or 29th street. I avoid these areas because of the parking;-)
- None as long as it keeps non-residential traffic out of rock creek.
- How it effects traffic on McCaslin
- Don't add any additional traffic to areas around Old Town as scenario A would do. Use the areas along US36 to the full and make it easy for people to get in and out without creating more traffic to the South of US36.
- Traffic, parking, and schools for all the additional residential
- I am concerned about timelines. I've been living in the area for three years having just purchased property last year and I'm sick of feeling like I living in a construction zone all the time. Scenario A & B look like major upheaval of construction already in place and I imagine both would take many years to complete. I also think adding more residential space will just compound our problems with traffic and overcrowding.
- I am concerned that increased residential will increase congestion/traffic.
- Increased traffic on McCaslin South of Rock Creek Pkwy
- Traffic congestion and decreased housing values in Rock Creek.
- Concerned about increasing traffic
- Traffic congestion and additional homes. I am also concerned that if the town does not bring in some interesting local businesses a lot of money will be wasted trying to bring the area back and there will be no change in use. People will continue to go to Louisville to eat, have a drink, etc.
- Scenario B is terrible. It looks like the traffic is going to go through more residents areas. I know that Superior is trying to eliminate that because of the temporary block on left turns down across from PetSmart. Scenario B would reroute traffic around new residential areas, and because of that I think fewer people would go to Costco and to Target.
- Always traffic flow and parking. And, since we're struggling to fill the retail we have, not adding too much new space (that we also have to fill).
- Traffic, crime
- I wonder how well the residential areas that are right next to the highway would sell... Also, has the impact on traffic (most



households have at least two cars) and the school district been taken into account?

- Great increase in traffic and speeding on Marshall Rd. as it heads west.

### ***Vacancy***

- Too much vacant space - continuing to build new space vs redesigning old
- Whatever will reduce commercial vacancy the most should be done. Commercial vacancy is very bad for Superior.
- How will retail spaces be filled? Retail stores are dying and the Town Center developer is already complaining that they are having trouble filling their development. And we're adding more here??
- With so many empty store fronts as it is, why would you even consider adding any more???
- Not sure if you can attract new business in Marketplace, when zero businesses have opened on new Main Street.
- I would like to see utilizing the old Sports Authority Building established as a priority. Before adding additional retail / commercial space, let's repurpose the existing. One possible thought for this location: Have a developer convert it to individual, small office space with multifunction shared areas (copy machines, conference rooms, work-out facilities, food & beverage areas, etc.) This would allow independent, entrepreneurial, or artistic people the opportunity to rent small spaces while being provided the social and business connections and opportunities that an at home office would not provide. The RTD park-n-ride would be an asset for them and most likely they would be spending their dollars in Superior Marketplace. There are many office buildings like this throughout the country. It would be easy to search online for existing models.

### ***Other***

- Please make it with some character!  
Everything around here is new and devoid of character.

- It was very difficult to understand Scenarios B and C without in-person explanation.
- Nicely done
- Keep is simple.
- I can't think of any.
- If we make it too concentrated, the town will lose the small town feel that we all love. A Tesla dealership and a megaplex right at the entry of Superior aren't great options.
- I believe Costco and Target own their sites. Property manager has not held any promotional events or promotions that I am aware of. Bixmore relies on big box tenants. Leasing is left to Denver agency which has listings on lots of competitive sites and no real loyalty to Superior.
- I'm saddened by the attention given to creating new wasted spaces in our community in lieu of improving (and attracting new businesses) in what we have already have in Rock Creek like the Safeway shopping center.
- Superior Town Center needs some major re-thinking and this is not it. This has been a failed development from the beginning and this plan does nothing to fix it or address the underlying root cause of why it failed. This is going to look like some weird frankenstein. Super high density surrounded by waste land retail.
- Shouldn't this be the Developer's responsibility? Why is the town creating scenarios for property it does not own.
- How much influence do we have over changes to the Marketplace? Are the property owners involved in this process? What are the legal issues if the town wants to be more active in the planning of this area?
- I worry that adding a whole community of single people or younger people without kids will create fragmentation in the Town. Presumably these people would leave the Town each day and return at night on public transportation. How engaged/integrated with the Town would they be? Seven of the locally owned business in Superior Marketplace

specifically target kids and families. A young professional population would not support those businesses. I think it would be a boon mostly to the already thriving anchor stores and chains. In fact, added congestion in the Marketplace might make it a less attractive shopping center for families. The proposed plans run the risk of creating two separate systems--one walking/living/transportation hub for young professionals and then an outskirts of parking lots for people driving in to go to the big box stores. The people driving might be discouraged from going into the center.

- I also don't see any aesthetic improvements. It looks like apartments plopped down in the middle of a big parking lot area. In order to attract people, it needs to be beautiful.
- I would also like to see some integration with the Old Town instead of conceiving of the two areas as separate places. "
- Market Place. It is difficult to communicate the connection between the changing commercial market and need for multiple retail activities and residential in place-making - all of which are necessary to maintain a foothold in the regional competition between communities. Most residents want the retail without the traffic. This was my experience with mixed-use, villages and downtown planning - successful retail at all scales carries with it congestion based on the foreseeable reliance on the automobile. The urban design images that were shown are probably polarizing in their scale and non-pedestrian related illustrations. Showing illustrations tied to the timing of the improvements in more detail could help as the planner eluded to - a pedestrian view at year 15 may calm fears of massive, intrusive buildings and congestion - it's a slow process, and seeing that little can happen in 10 years, or 15 years can ease the change for the resident. It is very difficult to get into the Art hub market place with the amount of competition already on line in the Boulder Valley and it would have little affect on increasing 24/7 activation of the place. Major

subsidies and methods to sustain it " coupled with housing to create a live-work studio environment would also be necessary. This hasn't been done on a sustainable basis in many places nationally, and, this could be at cross purposes with the Town Center?

- I am unattractive businesses. structural concerns of things aren't built right. make our town cool please
- Not well thought out, just adding to the problems there.
- Need to drive up property values, not attract low-level people to Superior through the suggested businesses.
- They seem like they are written by and for residential developers.
- Way too much going on for superior.
- The area is small. There are already lots of empty buildings. We don't want more congestion and we should use the empty spaces we have
- Why will business do well with new designs?
- Is destination shopping really a future trend?
- The provided material does not do a good job of explaining why people would want to reside in the Superior marketplace. What would be the attractants or charm that would cause positive motivation to move here versus all the other apartment developments in the nearby areas?
- Why is any of this necessary??? Money ??
- Given input I provided above it is clear that I am not in favor of any of the three options. What you have provided for options is to myopic and focused too much on more urban style residences.
- I see ridiculous construction time lines on these projects. If it takes several months to construct one roundabout on McCaslin and the other road changes at the 36 interchange what in the world is all this going to do to us.
- See #9



**Q: Are there other site design standards you would like to explore?**

**Access**

- This area should be used to build a second access point to the superior marketplace. The approach to the traffic circle should be lengthened to reduce the angle of attack. The current arrangement requires cars to make a very sharp turn when they enter the traffic circle, and this significantly slows traffic.

**ADUs**

- Auxiliary dwellings—they already exist in a few places in town, why not make them legal.

**Character**

- Creating building and growth that creates a sense of character.
- Keep the Old Town feel.
- Character, view preservation, access. Height isn't an issue when done in tune with charm. I would rather see taller houses with character than a ton of big row homes.
- Original town should be based on its history. I would avoid modern looking buildings and look to enforce a more historical look on new construction

**Density**

- Higher multi story densities in village setting
- This is where your higher density housing should be, not along hwy 36
- Higher density housing in Old Town. Upscale. This is where it should be, not in the mall area.
- See previous comment on leaving part of green field development in open space/parks. Prevent additional high density development in NW Superior. Require a safety and traffic control evaluation for old town, Sagamore and any new development.

**Design Regulations/Guidelines**

- Architectural detail regulations. Like Santa Fe NM requiring new construction must be adobe. I don't think we should be that

extreme, but we need a vision of what Original Town should look like and then make that happen. I don't know what that vision is.

- Guidelines for maintaining a special character of houses in older communities rather than a hodgepodge of styles or lack of character.

**Energy**

- Use of solar / alternative energy sources
- Energy efficient, low exterior light emission (close to open space)
- Sustainability - easy access to public transportation, variety of shops in walking distance, energy efficiency etc.
- Standards for designs that conserve water and energy.

**Garages**

- I prefer garages rather than alley parking areas

**Housing**

- NO MORE HOUSING
- affordable housing
- Significant portion reserved for lower income, service workers Superior needs. Green building requirements. Alternative energy. Space for community gardens, large open space areas and big parks, ponds.
- Patio homes or one level for senior living
- No more apartments. Make these single detached homes to preserve the family community orientation
- No apartments, duplexes, townhomes. Our town doesn't need multi dwelling units. We have bell flatirons already expanding. Schools are overcrowded. Single family homes ONLY.
- STOP expansion, no multi-family dwelling
- No town homes. Single story/single family
- Higher end housing, single family
- Single family only, two story only, maintain old charm of old town

- I believe Original Town should be redeveloped as single family homes not multi-tenant units; allow Superior Mktplace to handle multi-tenant units & allow Orig Town to be a 'family' environment to buffer the Marketplace & Mainstreet developments
- NO MILITIDWELLING UNIT! Only allow for single family homes with large yards/ lots.

#### **Lot Size and Setbacks**

- Depends on lot size and location
- Much smaller front yard setbacks

#### **No Change**

- Leave Original Town ALONE - IN ALL WAYS-----
- No change for existing residents

#### **Nonconforming Uses**

- I do think the barn falling apart on the junkyard should be addressed. The roof looks like it will fall down.
- Not allowing junk yards in Original Town.
- No junk yard on Coal Creek Drive. It's not a commercial enterprise. It's a fire hazard and a safety hazard. It's an eyesore. No more trailers.

#### **Open Space**

- Height restrictions were mentioned. Also recommend requiring some percentage of any new development to incorporate trails and maintain a minimum of 25% of the parcel into parks and or open space
- Open space priority
- Sure, how about turn it all into open space instead of making the folks that are making this decision richer by taking handouts from developers. Yup, we all know it is happening otherwise there would be NO REASON to add all this development.
- New housing development should require a certain amount of "green space" eg. parks, trails to be implemented in the site design.
- Provisions for green space
- Turn vacant lots into mini-parks

- More parks and open space should be incorporated into the areas.

#### **Scale**

- Smaller housing, larger yards
- No McMansions
- Just be sure to keep tight rules so that the original town homes aren't overshadowed by mcmansions which then out prices young families as the huge houses cost much more. We want to be able to still attract young families and you can't do that with high priced homes

#### **Trees**

- Trees in every front yard
- Keeping or expanding mature trees on existing lots and in town, replacing trees when needed

#### **Uniformity**

- Some uniformity is need in that zoo!
- Ensure consistency in design of homes

#### **Other**

- The Town of Superior Cultural Arts and Public Spaces committee is interested in pursuing an Arts and Cultural District designation for Original Town. With this designation, we would strongly support the restoration and revitalization of historic buildings and creation of community spaces in this neighborhood and adjacent to the neighborhood. For example, a library, an arts space (gallery, classroom and maker space), sculpture garden and/or other community garden, and/or covered pavilion or other space for a farmers market. We believe the addition of these community spaces would encourage activity in and around Founder's Park and create incentives for restaurants to open.
- Much of Old Town is an eyesore with homes that are frankly junkyards...NOT GOOD AND NEVER HAS BEEN
- We have some historic treasures in old town, I think it would play to all of our advantages if

we maintained the look and feel, as best we can, of our history. Old town Louisville has some nice examples of the ways they've preserved history in the looks of their homes, while allowing for growth.

- I think you should honor current residents
- The town shouldn't be changing the vested property rights. This is crazy. Leave us alone
- General design assistance
- I am missing the context for these decisions but knowing that the lots are very different in terms of width and length, the proposed restrictions don't feel fair. I previously owned a vacant lot and sold it in old town - I didn't want to but couldn't afford to build and I only imagine that price is going to continue to increase.
- I actually don't understand the question relative to my selection of Scenario D
- Much (not all) of Old Town is an eyesore with junkyards and no zoning between a few nice homes and mostly unkept pits.
- I don't know enough about site design standards...I just want to see us develop original town in a way that is smart and appropriate--yes, new houses...but not to crowded. Really want to preserve the character of Superior. Don't want us to become Thornton where we just pack in a bunch of cheap housing.
- "Design of this Survey Monkey did not give me the needed background to fully answer the questions.
- Why do we have to build more?
- I feel that there has been too much control of density of building by current land owners. The Town should have a vision for how this area will grow and how it will look. How do we maintain the integrity of the older homes, and yet avoid the uncontrolled growth and "tackiness".
- The existing homes in Original Town vary from very attractive to quite dilapidated, but they are all homes for someone. It would be good to be able to maintain the Town's

eclectic character without having a negative impact on any homeowner's property value.

- The board seems most interested in adding homes and businesses instead of things that would enhance the lives of current residents- a rec center, a library, and shared community spaces for all ages. I'm so disheartened by this survey. It's obvious that the priority is money and urbanization, not the community.
- Light pollution
- How can future development aid in improving the least attractive existing lots WITHOUT displacing residents or creating a class war.
- For all buildings - roof line, sky access, provision for trees on nearly all streets, downcast lighting, traffic pattern considerations, bike and walking routes disconnected from street corridors.
- Protection of Mountain View's wherever possible; sound mitigation from McCaslin Blvd; floodplain concerns
- The diagrams do not indicate what is B, C, or D I have a clear opinion I just can't tell which plan it is

**Q: Are there other building design standards you would like to explore?**

***Character***

- We need a vision of the character we want, then this question will be answered. Also, it might be different for R-L and R-M
- Keep limitations to scope of current look and feel of old town
- Stay within the character of the Old Town

***Design***

- Despite living in CCC and loving the neighborhood, more interesting design could have been incorporated. I would like to see more interesting architecture in building. Not big, just interesting.
- Yes! A design that has all ages and the entire community's active lifestyle at the forefront.
- Standards should be developed that would emphasize more contemporary architecture.

Something like New Prospect in Longmont. This would lend itself to a more eclectic look and be more appealing than standard cookie-cutter look that is so popular with developers.

- I am less concerned about size of buildings and more concerned about the style and look matching existing.
- It would be good to have some requirement for variation among adjacent properties.

### **Energy**

- Standards for designs that conserve water and energy.
- Green building is essential.
- Energy efficient

### **Front Porch**

- Front porch requirement

### **Height**

- NO 2 story on Second Ave development - wind shear threat

### **Historic**

- 1880's era Victorian cottage
- Victorian or Gingerbread cottages, i.e. period style homes typical of the Original Town era.

### **Housing**

- NO MORE HOUSING
- Re-zone so that whole of original town is residential. The junkyard is a disgrace and a hazard.
- Affordable housing
- No more trailers.
- Single level duplex or row houses for senior living
- No multidwelling units - no apartments, townhomes, etc. Only single family homes.
- No apartments, duplexes, townhomes. Our town doesn't need multi dwelling units. We have bell flatirons already expanding. Schools are overcrowded. Single family homes ONLY.
- Single family only, no multi-family units

- More single level, cottage style smaller homes with less square footage than the large rock creek style homes...sustainable, environmentally friendly, low carbon footprint homes

### **Materials/Color**

- Well consistent stone or brick. I really hate the mixture look of stone-brick-metal-stucco. I makes a building look confused and will likely "date" the structures too quickly.
- Color, materials also need to be regulated; current 'visual' of Orig Town from McCaslin & Marketplace is completely unappealing

### **Open Space**

- Building design? How about Open Space design? Now that is survey I'd love to take. Not this get rich scheme by the town trustees.
- Percent of maintained park and open space, trails, around housing

### **Roof**

- Flat roofs should definitely be allowed to accommodate a more contemporary look.
- Rooftops only for commercial/retail. not residential

### **Other**

- Higher buildings; provide for younger families in higher densities near shopping. Yes you will need below building parking.
- Stay out of Original Town
- These are questions that many residents would not understand. Questions could have been better phrased.
- You are proposing multi-family developments in neighboring NW town and you are going to impose restrictions on single-family home owners. That is funny. The proposed concrete jungle should be punishment enough
- Wow, one needs to be well-versed on terminology to get through this stuff. This survey, if done thoughtfully, will take at least an hour.

- See above.
- Same as above
- Unsure
- Not sure. I don't think most civilians can answer this question.
- Allow a third story on my house
- Flat lots. Space between houses so houses aren't shaded nor feel like your neighbor is in your living room because they are close. Multiple trees, not the token one tree per lot like Rock Creek.

**Q: Are there other strategies you would like to explore for new/greenfield development (e.g., 2nd Avenue Property) in conjunction with Scenario B, C, or D to promote compatibility with the established character of Original Town?**

#### **Access**

- Need to consider access road from roundabout to new regional open space trailhead through 2nd Ave. property.
- Must have direct vehicular access to the planned trailhead on the adjacent Shan Shan property.

#### **Compatibility**

- Make the new houses similar in style to the oldest homes in Old Town.

#### **Housing**

- Affordable Housing at a reasonable percentage
- Already said: high density - condo, apartment spaces
- I just want to minimize additional housing in general
- NO MORE HOUSING
- Significant portion reserved for lower income, service workers Superior needs. Green building requirements. Alternative energy. Space for community gardens, large open space areas and big parks, ponds.

- No mixed housing types. No apartments/ townhomes. We are already overcrowded in our schools and this will make it worse.
- Single family only
- Encourage Single family in Orig Town
- Stay away from townhomes as actual homes create more of a community feel

#### **Parks**

- This area should remain open space or community park/garden - development would ruin the beauty of our town and cause massive traffic congestion especially with the entrance from the roundabout which also feeds Downtown Superior.

#### **Other**

- Again, we need a vision (what is the character of Original Town that we want to preserve?) Then, new development should be consistent with that vision, enforced by Scenario C
- This area was underwater in the last flood a few years ago. No housing should be built there.
- We prefer front load garages and feel most new buyers would also. Access to trails is also important.
- Not educated to answer
- Old Town is eclectic now even with recent development.
- I prefer less housing, but like the idea of enforcing some limitations on current lots.
- Original town can govern themselves. We don't need Rock Creek telling us there should be new design standards.
- Pretty sure this ship has sailed. They're going to build use by right since their previous designs were rejected by the board, despite resident approval.
- This property is not really part of Original Town. It will be more like Coal Creek Crossing



**Q: Are there other ideas/questions related to ADUs you would like to explore?**

**Density**

- Again, fewer people moving into the Superior area is what I prefer. I do not support ADUs.
- Too many people isn't always a good thing. Build with families in mind and them needing space. Sagamore is way too dense, don't go that route!

**Housing**

- Affordable housing
- No apartments, duplexes, townhomes. Our town doesn't need multi dwelling units. We have bell flatirons already expanding. Schools are overcrowded. Single family homes ONLY.
- Yes, homes for special needs adults.
- I think ADUs are helpful given the growing older population and need for families to take care of older generations.

**Lot Size**

- Only allow on very large lots.
- One per large lot

**No ADUs**

- No adus
- No, I do not support ADUs. They promote a transient society and harm the formation of a lasting community.
- Please don't allow them

**Parking/Crowding**

- Parking for tenants?
- Parking needs to be addressed. Off street parking should be part of ADU approval.
- Please don't let this turn into a rampant rental area with tons of extra people packed into ADUs and all their extra cars crowding the streets.

**Other**

- I don't think that ADU's should be allowed for use as Air BnB's.

- everyone should be allowed an ADU in Original town
- Everything else in Superior is cookie cutter, would be nice to leave Old town to just be itself. It's hard for any neighborhood to have any character if it is within a set of design standards.
- I don't know enough about how these work in practice. An apartment for aging parents seems different from a separate house to rent out
- I would very much like to see a vehicle - pedestrian McCaslin underpass to the south of the roundabout. That would tie the SE-NW together without the roundabout as a future pinch point and also provide some emergency access between the two.
- uncertain
- What does this mean exactly?
- What is an ADU?
- Why does this property need to be developed now? It is being driven by self interested real estate professionals and does not reflect a true desire to improve the town.
- Would these be in-law or guest accommodations? I would not favor shedsetc.
- I do not live in Original Town but I have heard that it is common to sublet in that neighborhood. I don't see a problem with it.
- I absolutely don't like the idea. It's an invitation to illegal activities, and shady rental arrangements. It's antithetical to the look we're trying to achieve.
- Please consider the impact on schools and ability to absorb more students with current infrastructure