



April 4, 2014 Business Meeting Summary

- The next West End business meeting will take place on Friday, May 2, at 8:30 a.m. at *Centro*, 950 Pearl St.
- Downtown Boulder has created a quick reference site: www.WestPearlUpdates.com.
- The city has a dedicated Web page with contacts and project updates at: bouldercolorado.gov/bond-projects/downtown-commercial-district-improvements
- Current information about construction and traffic impacts in the City of Boulder is available online at www.boulderconezones.net.
- The city is also working on developing an email list to send out weekly construction updates. To be added to the email list, please contact Ashlee Herring at herringa@bouldercolorado.gov.

West Pearl Streetscape Improvements

- Brian Wiltshire, City contact.
- Sidewalk construction continues between 10th and 11th. The concrete portion will take a couple of more weeks.
- Complete access to the businesses will open up as the project moves west but they will have to come back to finish up (brick work, tree planting, final lift of asphalt in the parking area (this work will take about a week).
- The intersection work at 10th and Pearl has been slightly delayed –they will be working about another two weeks in the intersection before moving to curb and sidewalk work. Waiting on Xcel to fix a line that was accidentally hit.
- Temporary open signs for businesses were dropped off by Public Works earlier in the week (for businesses between 10th and 11th).
- Quick Left asked for a heads up for all businesses if there will be a lot of jackhammering or other loud noises happening so that businesses can plan accordingly. Project manager agreed to do his best to let people know.

Alley Management Plan

- Kurt Matthews (City of Boulder Manager of Parking Services) .
- As much construction traffic as possible will use Lowery Lane.
- Circular route in place to help with construction traffic (Come in on Broadway – west on Canyon – north on 9th – east on Lowery Lane – south on 11th and back out on either Canyon or Broadway).
- There are now signs up in the alley (No loading/unloading/stopping or standing)
- Private parking spaces will be maintained.
- The temporary loading zones will not impact Trident’s bike parking and there will also be two or three parking spaces maintained.
- The temporary loading zones will be in effect from 6 a.m. – 11 a.m.
- Kurt is working with Western Disposal and as long as trash pickup starts at 6 a.m. and can be done by 7 a.m., there shouldn’t be any issues.
- PearlWest will have demolition trucks going through the alley every 6-10 minutes as the project gets underway.
- There will be no more than two trucks in the alley at any one time and they will cease around 4:30 p.m.
- Alley will open back up at 5 p.m. and revert to loading / unloading at 6 p.m. as well as on weekends.
- When there are temporary closures, the city will give as much warning as possible. There will be flaggers helping direct traffic (at walkway and mouth of alley). The first closure will be around May 12 to move a transformer. More details to follow.
- Remember that this plan is going to be some trial and error. Things might need to change as feedback comes in once project gets underway.
- Goal is to minimize impact as much as possible to businesses.

PearlWest at 1048 Pearl St. / 1023 Walnut St. (Daily Camera Building)

- Dan Schuetz, Project Manager.
- Construction fencing will be set up beginning in mid-May.
- First phase will be the demolition of the building – Pearl side first then Walnut.
- The pedestrian covered walkway will remain open and all efforts will be made to keep the entire site as inviting as possible.

- Dan has hired Studio Lemonade to help with signage and marketing to educate people on what's happening and also with messaging to let people know that West End businesses are open.

901 Pearl St. and 909 Walnut St.

- Phil Shull, Deneuve Construction. Jim Fay, Project Manager.
- No new updates on 909 Walnut. Expecting permit to be issued in early June.
- 901 Pearl's construction fence will go up Monday and they will make it as inviting as possible.
- Demolition starts next week.

Marketing Plan

- Terri Takata-Smith (Downtown Boulder Business Improvement District) will be helping coordinate marketing efforts.
- Contact Terri with questions at Terri@dbi.org or 303-449-3774.
- City has allocated \$10K for marketing efforts and PearlWest as donated an additional 4K.
- Campaign will be Wild West End Wednesdays and run May 7 through the end of August.
- Terri will need help from businesses – keeping her informed as to what they have happening (i.e. happy hours, sales, trunk shows, special events, etc.)
- More information will be sent out by Terri very soon.
- May 1st, will be a focus on West End business owners through LoveTheLocal.com. Each day through social media, people will get to meet West End business owners and learn more about their businesses, dreams, goals, etc.
- A buy with the Daily Camera is in place. Full page and half page ads as well as online advertising and an eblast to 50,000 people is planned. Terri will send out more details soon.
- Brian and Terri are working to get some temporary signage up on the 1100 block that encourages people to keep walking west (more businesses this way).

Communications Plan

- Ashlee Herring (Communications and Special Events Oversight Coordinator) will be the point person for all construction related inquires. 303-413-7315 (desk) 720-498-6575 (cell) herringa@bouldercolorado.gov.
- If you are not receiving weekly updates, please contact Ashlee to be put on the email list.
- Two temporary banners are being produced that will go on either end of the street with information about the project, timelines, visuals.
- Parking coupons (1 hour at the St Julien) were distributed last week to businesses between 11th and 9th. Additional coupons will be distributed to other businesses in the coming weeks.
- The city is also offering 50% off validation books (up to 10 books). They can be purchased at their office (15th and Pearl parking garage – 3rd floor).