



June 6, 2014 Business Meeting Summary

- The next West End business meeting will take place on Friday, July 11, at 8:30 a.m. at Brasserie Ten Ten (1011 Walnut St.). **Note more to the second Friday in July because of the July 4th holiday. Also, note new meeting location.**
- 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 has 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.
- Demolition starts today (June 6) at the 10th & Pearl intersection.
- Starting Monday (June 9) demolition will begin on the south side of Pearl. City will be demo-ing the sidewalk outside of Centro to the bulb out area in front of Wok Eat. This will take approximately one month.
- Once this is complete, they focus will be back on 10th Street to finish up that section and then the project will head west.
- This section of the project will not be a complete sidewalk demo. In front of Centro, near the bulb out, a raised planter bed will be constructed. There will be a five foot construction amenity zone from the curb in front of Trident & Classic Facets area that will include trees, utilities & irrigation. This part of the project will take approximately 2 to 2.5 months and then the project will continue onto 9th Street.
- The staging area on 10th street will remain where it is for approximately 5 – 6 weeks. The city worked with the construction team to help consolidate vehicles so that as few as possible are in the staging area. There is no way to move the staging area further away from the project without greatly impacting the timing of the project.
- The south side of Pearl will maintain the temporary loading zone areas and that space will not be used to stage. However, it will go from two loading zones down to one while that section of the demo / construction is happening.
- Construction to the west of Classic Facets is expected to begin in two months.

- Overall project is planned to be done in late October. The major demolition is being done now with smaller additions (benches, etc.) being done later.
- City is working on some type of grand unveiling once the streetscape is complete. If anyone has ideas/suggestions, please contact Ashlee.

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

- Dan Schuetz, Project Manager.
- Demolition has started this week and will be happening for the next four weeks on the Pearl Street side.
- Demolition will begin approximately the first week of July on the Walnut side.
- Construction fence banners will be in place by the end of the day Tuesday, June 10.
- There will also be some new viewing holes for both adults and kids.
- Around June 25 the fencing will be extended to the street and a temporary sidewalk will be put in place.
- Dan and Kurt Matthews are discussing the possibility of having the alley temporarily accessible throughout the day when schedules permit. Stay tuned for additional information.

901 Pearl St. and 909 Walnut St.

- Phil Shull, Deneuve Construction. Jim Fay, Project Manager.
- No new updates on 909 Walnut. Waiting for the city to review plans. Hoping to mobilize in July and start in August.
- 901 Pearl is hoping to start construction next week (June 9) – waiting for city to issue permit.
- There is now a temporary sidewalk to help with safety concerns.
- There will be fall protection placed over Chipotle once construction starts.
- There will be work happening in Morrison Alley – Xcel will be dealing with underground wires. There will still be access in/out of parking garage.

Alley Management Plan

- Kurt Matthews (City of Boulder Manager of Parking Services)
- More enforcement officers schedule to help with education Monday – Friday from 7 a.m. – 11 a.m.
- Kurt and Dan (PearlWest) will discuss potentially granting temporary ally access when available.
- June 9, the east temporary loading zone on Pearl (Classic Facet block) will be closed while work commences on the south side of Pearl Street. Once work is done in that specific section it will be re-opened and as construction moves west, the west temporary loading zone will closed. Once both temporary loading zones are back open, Kurt will re-evaluate the need to have two. If it's not necessary, one of them will be removed and parking spots reinstated.

- Bike parking will be reinstated as soon as work is complete as well.

Forestry – Tree Update

- Ken and Kathleen, Forestry Department
- Planned removal of trees on 9th happened after evaluation of trees – they are not in good condition.
- It's not a matter of 'if' but 'when' the emerald ash borer will attack the trees.
- There are three pesticides that property owners can choose to treat the trees with; however, it is not known if the pesticides will work.
- Goal of the tree replacement is to promote the long term health of the trees.
- Right now, business owners are responsible for watering – adding the new irrigation system will alleviate this need.
- The city's goal is to eliminate the use of pesticides around downtown as much as possible.
- Information that was distributed by Ashlee in the June 5th update was very informative. Business owners requested that the information be put in flier format so that they could help educate the public. Here are the details:

Factors in the Replacement of 9th Street Ash Trees

- Trees are in poor to fair condition. It does not appear irrigation is functional at this location.
- These ash trees are at (short term) risk from emerald ash borer. EAB is (at most) 1 mile away from this location and probably already much closer.
- The ash trees on 9th are below the City's 10" diameter threshold for city EAB treatment so all pesticide applications are the responsibility of the property owner.
- Pesticide treatments will need to be done for the life of the tree. Given the size of these trees it doesn't coincide with our city goal to minimize pesticide use in the long term. The property as it currently is, a "by-right project" with no development history so we have no ability to require the property owner to replace street trees when those ash trees die from EAB.
- We (Forestry) can't replace those trees given the existing site conditions – lack of functional irrigation, 4'x4' cut outs with the raised curb.
- The ash trees on 9th St. exhibit signs of lilac/ash borer. Lilac/ash borer is a common insect pest of ash that tunnels through the sapwood causing crown dieback.
- Previous damage from lilac/ash borer can also prevent uptake of systemic pesticides applied to control emerald ash borer.
- The new trees will be Western Hackberry 2.5" diameter that will be planted 10 – 12 feet tall.
- While there is a request to maintain flower beds around the trees, the city will evaluate the upkeep of the beds (removal of cigarette butts, etc.) – if this becomes an ongoing problem, tree grates will be considered to protect the surrounding area.

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.
- Wild West End Wednesday marketing efforts kicked off May 7. Full page Daily Camera ads will run the first Wednesday of the month and half page ads for the remaining Wednesdays of the month (through August). Two Friday Magazine ads have also run.
- In addition to the print ads, billboard ads on the DailyCamera.com will run the first Wednesday of the month (May, June, July & August).
- An email blast to 50,000 email addresses also went out at the beginning of May. It generated over 900 click thrus to TheWestEndBoulder.com website.
- In addition, traffic to TheWestEndBoulder.com was the fifth most visited page on Downtown Boulder's website during the month of May.
- Local West End business spotlight features highlighting a different West End business ran Monday – Friday for the entire month of May.
- Downtown Boulder has supported this marketing effort with a lot of social media.
- Terri suggests that West End businesses use pictures (Instagram) to show people enjoying the West End (shopping, dining, etc.) as a reminder to the public that businesses are open.
- Terri will reach out to all Boulder hotels reminding front desk / concierge staff to encourage people to visit the West End this summer.

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.
- Parking coupons (1 hour at the St Julien) will continue to be distributed to businesses. If a business needs more coupons, contact Ashlee directly.
- The July West End Update meeting will be moved back to July 11th due to the 4th of July falling on the first Friday of July.
- The July meeting will take place at Brasserie Ten Ten. If any other business is interested in hosting the meetings, contact Ashlee.
- Special thanks to Centro for opening their space and hosting the monthly meetings for the past six months. Your hospitality is very much appreciated.
- Next meeting: July 11th – 8:30 a.m. – Brasserie Ten Ten.