

City Council
Business Retention & Development Committee

A sub-committee of the Louisville City Council

Monday, June 1, 2015
8:00 AM – 10:00 AM
Library Meeting Room
951 Spruce Street
(entry on the north side of building)

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of May 4, 2015 Meeting Minutes
- V. Public Comments on Items Not on the Agenda
- VI. CU Boulder Presentation of concepts for RTD area on US 36
- VII. ICSC Trip review
 - King Soopers
 - Home Depot
 - Tebo
 - Sullivan Hayes
 - SRS Real Estate
- VIII. Discussion of cancelling July BRaD meeting
- IX. Reports from committee members –
- X. Discussion Items for Next Meeting: July or August 2015
- XI. Adjourn

***City Council
Business Retention &
Development Committee
Meeting Minutes***

**May 4, 2015
Library Meeting Room
951 Spruce Street**

CALL TO ORDER –The meeting was called to order by Chair Dalton at 8:00 AM in the 1st Floor Meeting room at the Louisville Library, 951 Spruce Street, Louisville, Colorado.

ROLL CALL – The following members were present:

Committee Members: Chair Hank Dalton
Rob Lathrop,
Jeff Lipton, City Council
Sue Loo, City Council
Michael Menaker, Alternate Revitalization Commission
Chris Pritchard, Planning Commission
Jim Tienken, Downtown Business Association

Staff Present: Malcolm Fleming, City Manager
Heather Balsler, Deputy City Manager
Aaron DeJong, Economic Development Director
Troy Russ, Planning and Building Safety Director
Dawn Burgess, Executive Assistant to the City Manager

Others Present: John Benedetti
Rick Brew
Randy Caranci
Justin McClure
Ashley Stolzmann

APPROVAL OF AGENDA – approved

APPROVAL OF MINUTES: The March 2, 2015 minutes were approved.

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA:

Rick Brew - DELO Plaza will be on City Council agenda tomorrow. Wanted to bring it to BRaD's attention. Important decision for City Council with important revenue implications

REVIEW OF MCCASLIN AREA PROPERTY OWNERS ROUNDTABLE:

The Committee discussed input gathered from the property owner roundtable held on April 30th.

What owners thought McCaslin fit in big picture – we used to be a main retail destination for the area, and with added competition in other communities, we are not and not likely to be again. Continue to be challenged by access and visibility issues. Competition is Interlocken.

McCaslin facing businesses have different challenges than interior facing businesses.

Some positives: Superior Town Center will be a good thing.

If you have office it competes with Interlocken but if you have retail it competes with broader area. Design regulations are prohibitive. One story office with flex space is doing very well.

One story will yield different output and different character in Centennial Valley.

One opportunity – can leverage rooftops that will be in Town Center. We need to do something with signage/lighting to capture that. Need to draw people all the way down McCaslin.

Are there greater issues preventing occupancy:

- Not friendly to pedestrians
- More rooftops will help.
- Right in right out for Colony Square – implies large infrastructure change – City can implement cross access easements. Small area plan will look at that.

Do you feel mix of uses (commercial and retail) is the right mix?

- More residential would help. Younger generation will choose to rent rather than buy.
- Renters are spenders
- Renters by choice presents different long term dynamic.

There was discussion on mix of heights.

Council member Loo stated one concern with McCaslin plan: there is a lot of density coming in the corridor. Westminster is looking at 8 stories and very high density. How long will this need be there? Can we stay economically viable but different?

Commissioner Menaker said the conversation is property tax vs. sales tax. We have transitioned from working class town to town of people who demand services.

Council member Lipton said he senses that the values of the community will not give us the political will to develop like Westminster. We need to look at niche development. Continue to be downtown centered community. Our citizens don't care to see a change. Focus on the former Sam's Club. Sam's Club property is different than the rest of west side of McCaslin. Lipton agrees that we need to capitalize on Superior Town Center.

What improvements would you put in City's plan to improve retail?

- Improve walkability
- Improve signage
- Tree landscaping is a challenge
- Car share

Planning and Building Safety Director Russ said we need to get past the notion of a quick fix. A full review of the PUD along McCaslin. Property Owners are not going to do anything because things are ok. Perhaps look at changes for undeveloped parcels. There are opportunities located at Sam's Club and Colony Square.

Access to Colony Square is tough – they are making money but the City controls the land to gain better access off of McCaslin.

If the Sam's Club vacancy isn't filled, we may see additional closures. Having that big of a vacancy creates less traffic for the other retailers.

Commissioner Menaker said mixed zoning is preferable to condemnation of the property.

Director Russ said we need to have a conversation about residential.

Council member Lipton said people have embraced Comprehensive Plan with population of 23,000. There was discussion of what Comp Plan allows. Comp plan gives room to use residential strategically. Lipton agrees with using residential strategically.

Koebel has not been aggressive about putting out plans for projects on their property. Chair Dalton said when the market supports them making a move, they'll make it.

Council member Stolzmann said her takeaways from the roundtable were:

- They would like more parking
- Encouraged to hear absent property owners are happy.

- Things will change over time but there is no big worry right now. Happy to hear Sam's Club is looking at retail first.
- Encouraged that Koebel is listening to the community.

How can we encourage commercial office activity?

- Signage/landscaping

How can city capitalize on what is happening on US36/BRT station?

- Put things close to it
- Over pass over McCaslin

Economic Development Director DeJong is skeptical people will take the bus to go shopping. Director Russ said people may take the bus if it is a vibrant area. Some retail users would like to be at the theater area. Competition will yield the best results.

Have you heard from tenants they would like improvements?:

- Need an area to have an event.
- Public Space to extend the day. Need access. There is a great opportunity there.
- John Benedetti said the Chamber tried for 2 years to plan an event there. There is no park for gathering. Merchants lost interest.
- Director Russ said strategic residential gets more dollars all day. These events make up for loss of residential. Need better space. Small Area Plan shows deficiencies

What is the one thing missing from Centennial Valley that would be a positive change?:

- Take half of McCaslin parkway out
- Create a park
- Centennial Valley not cohesive
- New lighting

What obstacles do you see limiting activity?:

- Business group was tried – didn't work.
- Metro district to fund improvements

Director Russ said the challenge is our desire for mobility. Signal near Lamar's would provide access but change mobility. Right in-Right out at Colony Square improves access, but changes mobility.

Do you think Superior Town Center help or hurt?:

- If we don't take advantage of getting ahead of Superior, we will lose to them. Timing is related to taking advantage of Superior Town Center.

Regarding the former Sam's Club: would it be better to fill the box or redevelop? Filling the box is probably best option if we don't change residential. Redevelopment is a longer play.

The Urban Renewal process is underway.

Commissioner Tienken asked for an update on the former Sam's Club. City Manager Malcolm Fleming said there is definite interest in one tenant. Hearing consistently there is interest. The roadblock is the restrictive covenants. Everyone would like to see a deal.

How much support is there for a park in that area?

- Council member Lipton said he doesn't think it will give us the result we want.
- Michael Menaker – what about putting a water park there?
- Council member Lipton said we need to focus on what supports retail.

Randy Caranci asked about a church occupying the former Sam's Club saying Flatirons Church draws people to Lafayette. Their sales tax has increased. We move too slow. Lafayette is very aggressive right now.

RETENTION MEETINGS

- Via Toscana – Council member Loo and DeJong visited. Via Toscana representatives said it took a long time to recover from the recession. They closed in the patio; people didn't like sitting on the parking lot. They feel they have difficulty promoting their image because they are in a strip mall. Getting the landlord to pay attention to them is trying. Finding employees has been ok.
- Hobby Lobby – Aaron talked to Manager. Things are good, sales are up. ARC has brought in traffic. New housing has increased business. Custom framing has increased dramatically.
- Burger King - Aaron met with district manager. Sales are noticeably up. New housing brought in business. Construction workers have increased business.

REPORT FROM COMMITTEE MEMBERS:

In the next council packet is an interesting BAP for McCaslin Retail, LLC at 994 Dillon. We have given permission for right in/right out.

ITEMS FOR THE NEXT AGENDA:

CU Student studio for BRT Station
Discussion of cancelling July BRaD meeting

ADJOURN – The meeting adjourned at 9:34 am.

Memorandum

Date: June 1, 2015
To: Aaron DeJong
CC: Business retention and Development Committee
From: Troy Russ, Director of Planning and Building Safety
Subject: McCaslin Boulevard Small Area Plan
University of Colorado, College of Environmental Design
Senior Landscape Studio Results

As part of the McCaslin Small Area Plan's planning process, the Louisville Planning and Building Safety Department developed a partnership with the University of Colorado College of Environmental Design visiting professor Joni Palmer to have the Senior Landscape Studio take a fresh look at a portion of the McCaslin Corridor adjacent to the Regional Transit District' (RTD) park and ride facility.

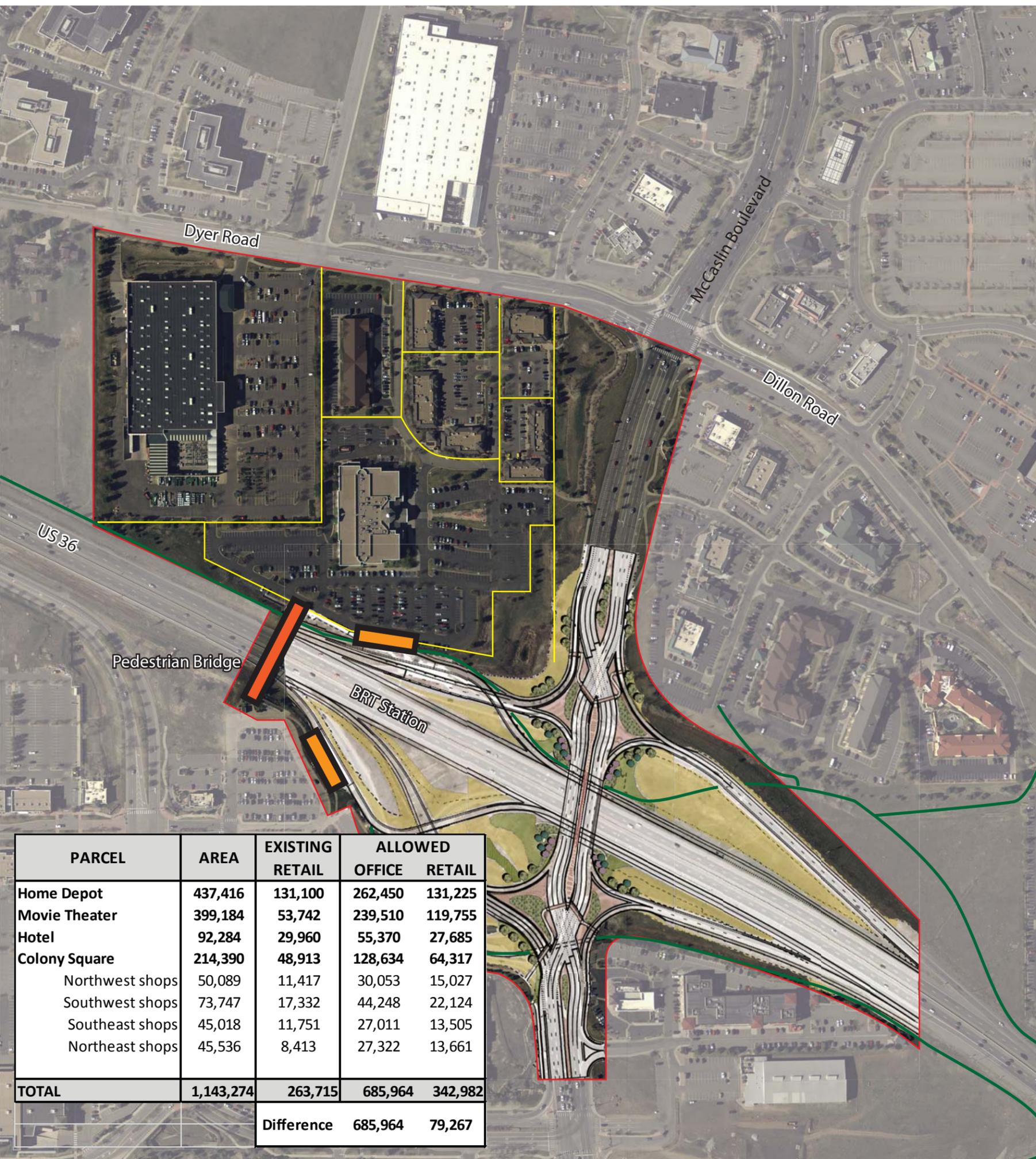
City staff developed a hypothetical Request for Proposals (RFP) for a joint public/private partnership for the redevelopment of the property bound by McCaslin to the east, US 36 to the south, and Dillon/Dyer Road to the north.

The intent of this exercise was to generate alternative development scenarios for this important gateway to the City. Guidelines for the redevelopment scenarios were generated directly from the City Comprehensive Plan.

Representatives from the three student teams along with their Professor Joni Palmer and Betsy Brick from the University of Colorado Development Office will be attending the June 1st meeting and presenting their findings.

ATTACHMENTS:

- 1) City RFP with requested Development Scenarios.



URBAN CENTER OVERVIEW

McCaslin Blvd. Urban Center will serve as Louisville’s focal point for a regionally significant commercial activity. Future public and private investments are needed to transform this area from a dated single purpose auto-oriented retail center, to a walkable mixed-use, fiscally positive, transit supportive environment with public infrastructure that allows land uses to evolve over time.

SOUTHWEST QUADRANT’S ASSIGNMENT

Master plan the entire 16.2 acre study area, building upon the Bus Rapid Transit (BRT), to provide a higher intensity mix of compatible land uses with quality connections to transit, McCaslin Blvd., and the rest of the urban center while meeting the following objectives:

- 1) Provide an interconnected street network and walkable block structure.
- 2) Introduce a mixture of higher intensity of non-residential land uses consistent with the following development scenarios.

- Team 1 a. Retain the hotel and Colony Square - Master plan the redevelopment of Home Depot and the movie theater by adding up to 250k sf of retail and 500k sf of office.
- Team 2 b. Retain Home Depot - Master plan the redevelopment of the hotel, Colony Square and the movie theater by adding up to 460k sf of retail and 420k sf of office.
- Team 3 c. Retain the movie theater - Master plan the redevelopment of the hotel, Colony Square and Home Depot by adding up to 220k sf of retail and 445k sf of office.

- 3) **New buildings should be 2-3 stories.** A 4th story could be allowed only if view sheds are preserved, shading impacts are mitigated, and the public realm is not adversely impacted.
- 4) New buildings should be **designed for the pedestrian with the ground floors oriented towards the street and activated with retail / commercial uses.** walkable scenarios!
- 5) New building’s should transition in **scale appropriately to adjacent uses.**
- 6) Adhere to **City’s water quality requirements.**
- 8) Provide a **parking ratio** which balances best practices in transit supportive development and traditional retailing requirements.
- 9) Provide a solution which meets **RTD’s access and parking** requirements.
- 9) Provide a detailed designs of a **catalytic public investment** (i.e. a public plaza, shared parking structure, unified storm water, retention pond / park; streetscape design, etc.) needed to motivate investors.
- 10) Illustrate the **project’s phasing.**

PARCEL	AREA	EXISTING RETAIL	ALLOWED	
			OFFICE	RETAIL
Home Depot	437,416	131,100	262,450	131,225
Movie Theater	399,184	53,742	239,510	119,755
Hotel	92,284	29,960	55,370	27,685
Colony Square	214,390	48,913	128,634	64,317
Northwest shops	50,089	11,417	30,053	15,027
Southwest shops	73,747	17,332	44,248	22,124
Southeast shops	45,018	11,751	27,011	13,505
Northeast shops	45,536	8,413	27,322	13,661
TOTAL	1,143,274	263,715	685,964	342,982
		Difference	685,964	79,267