

## Final Report

# McCaslin Parcel O Redevelopment Study

*The Economics of Land Use*



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City of Louisville

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# 1. Introduction and Summary of Findings

The City of Louisville retained Economic & Planning Systems (EPS) and Trestle Strategy Group (Trestle) to complete a development study focused on revitalization and development options for a portion of the McCaslin Subarea referred to as the McCaslin Parcel O Study Area (Study Area). The purpose of the Study was to determine the market potential and financial feasibility for retail and commercial development uses that can contribute to the retail vibrancy of the corridor and the fiscal health of the city. In addition, the City structured a process that included property owner, tenant, and public input into the recommended findings to identify alignment and build support for revitalization of the area.

## Background

The McCaslin Subarea is a primary retail destination providing services to residents of Louisville and the surrounding communities, as well as an important sales tax generator that contributes to the fiscal health of the City of Louisville. There are a number traditional retail anchors within the corridor including Home Depot, Lowe's, Kohl's, and Safeway. There is also a concentration of restaurant, entertainment, employment, and hospitality uses that contribute to the overall market draw of the corridor.

The McCaslin Parcel O Study Area includes a total of 44.6 acres and 11 parcels as shown in **Figure 1**. The largest parcel in the Study Area is a former Sam's Club membership warehouse store that has been vacant and/or occupied by non-sales tax generating uses since it closed in 2010. Redevelopment options for this property are limited by changes within the retail industry, shifting market conditions within the trade area, outdated infrastructure, and private covenants restricting some potential uses.

Kohl's announced that it will also leave the area when its lease expires in the fall of 2019 further exacerbating the revitalization challenges for the area. The McCaslin Parcel O Redevelopment Study is an effort to identify opportunities for the McCaslin commercial area to encourage retail vibrancy, commercial health, and a desirable place for the community to gather. The City's goals for the Study are to:

- Understand the McCaslin area's potential for retail and commercial development and supportive uses that could foster new investment and development;
- Review the rules and regulations upon properties in the area that may be limiting its full potential for redevelopment;

- Understand and incorporate property owners', tenants' and the public's input into development and redevelopment options for the area;
- Evaluate various development scenarios that focus on retail and commercial uses with possible residential development only as a secondary use, that meet market potential and provide exceptional fiscal benefits for the City by meeting or exceeding past tax revenue performance for the area; and
- Provide recommendations for regulatory changes or other actions that could create more certainty for the development community that encourages redevelopment.

**Figure 1. McCaslin Study Area (Parcel O)**

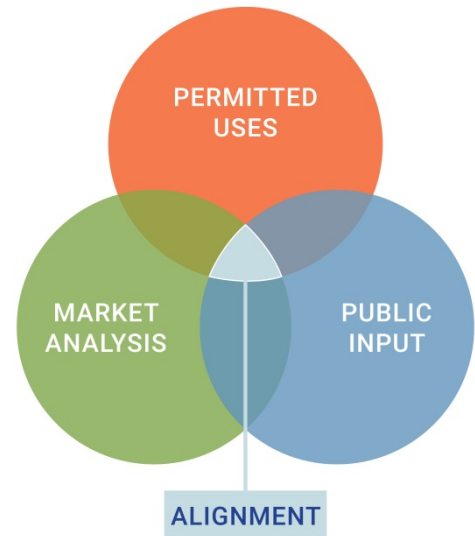




## Scope of Work

The redevelopment study analysis and conclusions are summarized in six chapters following this Introduction and Summary of Findings as follows:

- Study Area Overview and Regulatory Framework** – A review and evaluation of development regulations and restrictions affecting re-tenanting or redevelopment of the property including zoning, General Development Plan (GDP), and private covenants and restrictions.
- Economic and Demographic Framework** – A summary of economic and demographic trends and conditions in the City of Louisville and in the larger McCaslin Study Trade Area.
- Retail Market Analysis** – An analysis of retail and commercial market conditions and potentials for the McCaslin Subarea and for Study Area properties including a summary of national and local retail trends, existing sales and spending levels, competitive development patterns, and future opportunities.
- Alternative Uses Market Analysis** – An analysis of market potentials for alternative and supplemental uses of Parcel O buildings and land including office, multifamily housing, hospitality, and entertainment uses.
- Community Engagement Process** – A review of the community engagement process and inputs from the stakeholder outreach process into the identification of potential reuse options.
- Reuse and Redevelopment Alternatives** – Identification of alternative reuse and redevelopment options for the vacant and underutilized properties within the Study Area and a comparative economic and financial evaluation of their feasibility and relative returns. The most viable development programs were defined and evaluated based on their market feasibility, fiscal impact to the city using the City’s fiscal model, and their consistency with the overall goals and objectives of the city and its residents.



## Summary of Findings

The major findings from the development study for the McCaslin Study Area are summarized below.

**1. *The national retail environment is changing dramatically, which is impacting retail opportunities for the McCaslin Subarea.***

The national retail environment has been shifting over the past decade due to the growth of e-commerce, consolidation of retail chain stores, and changing spending patterns from consumers. Many brick and mortar retailers are creating both physical store and online sales platforms that have resulted in consolidation of store outlets to the most central and attractive locations. As well, store formats are shifting to match with new conditions. The retail sector has bifurcated into national mass merchandisers focused on low-cost and convenience, and on national and local specialty retailers providing authentic and value-added higher-quality goods in retail environments that are more experience-oriented. This shift has spurred the growth of restaurants, bars, and entertainment venues as components of retail centers.

**2. *The McCaslin Subarea retail trade area has contracted over time from a regional to more localized community orientation due to new competitive stores and centers along US-36, I-25 North, and within the City of Boulder.***

The regionally oriented retail centers and nodes have experienced significant turnover in the past 10 years as anchor store tenants (Sam’s Club, Best Buy, Great Indoors, and Sports Authority) have left the corridor for other locations or due to retail chain closures and mergers and acquisitions. Older shopping centers with vacant anchor stores have looked to alternative uses to bolster demand and reinvent areas as finding available retail tenants to replace large, vacant spaces has been difficult. Despite a significant amount of infill housing development in communities along US-36, the majority of new housing growth has occurred in eastern portions of Broomfield Counties along the I-25 corridor and in the City of Boulder, which has shifted retail growth to these areas over the past 10 years. Kohl’s recent decision to close its store in Parcel O and open a new store at US-287 and Arapahoe Road in Lafayette, as well as Lowe’s considering to open a new store in the same area, are examples of this trend impacting the Study Area.

**3. *Future retail demand for the McCaslin Subarea is limited as there are few large format retailers not already serving the trade area available to be recruited.***

The McCaslin Community Trade Area is expected to grow by 12,500 households over the next 10 years, which will produce demand for 150,000 square feet of new retail over the time period. It is realistic the Subarea can capture 20 percent of this demand but there will be greater competition from other developments in the area including the Downtown Superior project and

retail projects along US-287 in Lafayette. While it is possible that some of the 215,000 of vacant or soon to be vacant big box retail space in the McCaslin Study Area can be leased to other junior anchor stores, there is insufficient retail demand to absorb all of this space with sales tax generating uses consistent with the City's objectives for the site. If a more desirable place is created within Parcel O, the area will have a better chance to attract more retail than its proportional share.

**4. *There is demand for hotel and multifamily housing within the subarea that can help support revitalization efforts for Parcel O.***

The existing inventory of competitive hotels in the market area is performing at above average occupancy and room rates. Additionally, there is a new Element Hotel under construction in Superior further substantiating the viability of the hotel market. Based on current growth trends, a new hotel is estimated to be supportable in the market area within the next five years. Multifamily rental housing has also been growing in the corridor but is underrepresented in the immediate Louisville market. New condo developments are limited in the Community Trade Area and difficult to attract to the site given market constraints to condo construction. There is an estimated demand for 1,000 to 1,200 new multifamily housing units within the Community Trade Area over the next 10 years.

**5. *The potential for office space in the McCaslin Study Area is expected to be limited to community services and medical related uses.***

The Centennial Valley Plan is an established location for office and flex uses. There is however, vacant land along Centennial Valley Parkway in a location better suited for professional office and flex buildings. The vacant lots are located in a business park setting that is more attractive for traditional office uses use as the land costs are likely lower and they are sized and priced for these uses, reducing the barriers to delivery. The type of office space determined to be suitable for location within the McCaslin Parcel O Area is expected to include community oriented uses such as realty, insurance, banks and medical related uses including medical and dental offices, and outpatient and acute care clinics.

**6. *The financial feasibility analysis indicates mixed-use redevelopment within Parcel O is feasible and would be more valuable to the property owners if the allowable densities are increased and alternative uses such as multifamily and/or fitness and entertainment uses are allowed.***

The feasibility analysis illustrated that redevelopment of two or more of the larger lots is most feasible, provided the GDP and CCRs can be modified accordingly. A more ambitious redevelopment as tested for Alternative 3 would require significant public incentives to facilitate land assembly and the involvement of a master developer including density bonuses, increases in allowable secondary uses (multifamily), and/or public financing support. This is especially true for uses that have lower financial return such as office space.

**7. All three of the alternatives identified for Parcel O were found to have a positive fiscal impact over 20 years.**

The fiscal impact of all three alternatives produced a benefit of over \$10 million over 20 years to the City. As well, all three produced a more positive impact than the site will produce when Kohl's vacates the area. The increase of utilization of the parcel and the retention and/or incorporation of sales tax producing uses (larger retailers, hotel uses) can offset any negative impacts created from non-sales tax producing uses. The potential mixed-use development alternatives (Alternatives 2 and 3) both create fiscal benefits illustrating that allowing for uses such as multifamily residential will help support reinvestment and redevelopment, while not creating a major fiscal burden.

**8. The Community Engagement analysis indicates a strong desire for a mix of uses, including new and unique uses that foster place-making and a family friendly destination.**

Extensive community engagement was conducted and identified a strong desire for new and unique uses ranging from retail, restaurants, entertainment, fitness, and mixed-use residential. Specific area site characteristics and features identified included making the area more walkable and pedestrian friendly, while also adding community spaces such as plazas and other gathering spaces. The community also shared many modern examples of family friendly, mixed use developments and adaptive reuse projects that incorporate food halls, breweries, and other boutique and local type retail environments that would provide a destination for both local community members and visitors. Desired characteristics and uses identified by the community will help support and attract redevelopment and will retain long-term tenants.

## Alternatives Review

Three alternatives were developed and analyzed to provide direction on the redevelopment opportunities for Parcel O. These alternatives were evaluated based on their market support and feasibility, community support (use, site design, development characteristics), and fiscal impact.

The evaluation of the alternatives indicates partial or major redevelopment of Parcel O is possible and desirable as long as it achieves community objectives. Alternative 2 is the most market supportable and feasible and produces the greatest fiscal impact; however it does not fully address community desires. Alternative 3 allows for community desires to be addressed but could prove a challenge to attract and incentivize a developer to do a major, multiple parcel redevelopment. However, redevelopment of Parcel O over time, in various phases/projects, as represented in Alternative 3, can achieve a similar outcome. Alternative 1 maintains the status quo for the conditions in the Subarea but re-tenanting the spaces is needed to maintain the fiscal impact Parcel O has provided historically. Successfully attracting and retaining retail tenants with fiscal performance outlined in Alternative 1 will be difficult given the market analysis, retail trends, and property owner expectations.

## Implementation Recommendations

The extensive and overlapping regulatory and policy documents cause confusion and misalignment surrounding the opportunities, limitations, and constraints for Parcel O redevelopment. Multiple and dated guiding documents makes it burdensome for developers, property owners, and the City of Louisville to navigate the complex entanglement of regulations surrounding not just Parcel O, but also the entire 882-acre General Development Plan (GDP) area. The following actions should be considered to help attract reinvestment and renewed interest into the McCaslin Subarea.

**1. *Modify the existing GDP and Development Agreement to allow for a greater variety of uses (e.g., fitness clubs/studios) and multifamily housing and incentivize retail development through increased density on the site.***

- Initiate a GDP amendment or adopt a new GDP governing Parcel O that will reduce barriers to redevelopment and reflect the City's desired development for the Study Area. The GDP amendment should support either Alternative 2 or 3, allowing redevelopment to occur parcel by parcel or as a larger assembled redevelopment.
- Require redevelopment projects to provide a minimum amount of retail space or sales tax generating uses.
- Create a cap on the total amount of development density and/or acreage within Parcel O that is developed for non-sales tax generating uses, and/or multifamily housing.
- Provide additional density and/or greater allowance for non-sales tax generating uses within redevelopment projects that aggregate existing parcels into sites of greater than 18 acres in size.
- Provide additional density allowance and/or greater allowance for non-sales tax generating uses within redevelopment projects that increase the amount of retail space being redeveloped.

**2. *Provide an additional density allowance and/or greater allowance for non-sales tax generating uses within redevelopment projects that improve connectivity or provide community amenities such as plazas, opens spaces and community gathering spaces. Focus efforts on supporting and growing the retail base in the Subarea and shifting the focus of retail development and tenanting to community-oriented uses.***

- Identify potential locations for major everyday convenience retail anchors that are identified as supportable (including an additional grocery store or beer, wine and liquor superstore) to locate in the Subarea. Utilize incentives and public financing tools to address issues with potential locations.

- Identify and attract larger supportable non-retail anchors such as a large fitness center and/or an entertainment use that can draw additional consumer traffic to the Subarea.

**3. *Work with the Parcel O property owners to modify the CCRs to allow for an expanded mix of retail and non-retail uses supported in the market and that contribute to the overall viability of the Subarea as a commercial destination.***

- Condense the existing private covenants and various other agreements impacting Parcel O into an amended document. The revised private covenants will need to reflect the original intent and stated responsibilities/obligations while also being modernized to reflect existing and projected market demand.

**4. *Invest in public improvements and amenities that allow Parcel O to succeed in an evolving commercial market.***

- Identify ways to invest in and/or encourage the incorporation of uses and amenities that will support existing retailers and create a more diversified mixture of retail goods and services in the Subarea with retail area reconfiguration projects and redevelopment projects.
- Amenities to focus on include: enhanced pedestrian and bicycle paths and connections to and throughout the Subarea, community gathering spaces that are integrated and activated by current and new uses, and enhanced vehicular access and circulation to retail sites.

## Evaluation Summary

The evaluation of the alternatives indicates partial or major redevelopment of Parcel O is possible and desirable as long as it achieves community objectives. Alternative 2 is the most market supportable and feasible and produces the greatest fiscal impact; however it does not fully address community desires. Alternative 3 allows for community desires to be addressed but it will be a challenge to attract and incentivize a developer to do a major, parcel wide redevelopment. However, redevelopment of Parcel O over time, in various phases/projects, can achieve a similar outcome. Alternative 1 maintains the status quo for the conditions in the Subarea but re-tenanting the spaces is needed to maintain the fiscal impact Parcel O has provided historically.

The City should:

- Initiate a GDP amendment to allow for the market and community supported uses shown in Alternatives 2 and 3.
- Work with property owners to:
  - modify the private covenants and
  - modify other private agreements to remove use, height and density barriers to the market and community supported uses.
- Identify potential investments in public infrastructure and amenities to support the market and community supported uses.
- Investigate public financing mechanisms to encourage desired redevelopment scenarios and support community desires.



Figure 2. Alternative Evaluation Summary

	Alternative 1: Re-Tenant	Alternative 2 – Partial Redevelopment	Alternative 3 – Major Redevelopment
<b>Description</b>	<ul style="list-style-type: none"> <li>• Re-tenant existing vacant/underutilized lots and buildings</li> <li>• Includes two retail tenants (70,000 sq. ft.), one office use (35,000 sq. ft.), entertainment or fitness (35,000 sq. ft.), and storage/back office (60,000 sq. ft.)</li> </ul>	<ul style="list-style-type: none"> <li>• Partial redevelopment two or more of the larger existing lots. May reuse one, but not all existing buildings.</li> <li>• Includes two retail uses (35,000 sq. ft. and 15,000 sq. ft.), one non-retail use such as fitness, recreation or entertainment (35,000 sq. ft.), 120-room hotel, and 245 multi-family residential units.</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehensive redevelopment with land assembly (may be phased over time).</li> <li>• Represents inclusion of existing retail uses and market demand for additional retail (115,000 sq. ft.), one entertainment or fitness use (35,000 sq. ft.), office uses (65,000 sq. ft.), 120-room hotel, and 525 multi-family residential units.</li> </ul>
<b>Market Support/Challenges</b>	<ul style="list-style-type: none"> <li>• Market demand for larger regional retail limited</li> <li>• Building configurations not conducive to current retail needs and requirements.</li> <li>• Covenants may not support some market-supported uses.</li> </ul>	<ul style="list-style-type: none"> <li>• Mix and amount of uses are supportable.</li> <li>• Substantial demand for hotel and multi-family uses.</li> <li>• GDP and covenants need to be changed to support development scenario.</li> </ul>	<ul style="list-style-type: none"> <li>• Mix and amount of uses are supportable.</li> <li>• Allows for better orientation to McCaslin frontage and allowed improved marketing to potential users.</li> <li>• Assembly of property poses a considerable market challenge.</li> <li>• GDP and covenants need to be changed to support development scenario.</li> </ul>
<b>Financial Feasibility</b>	<ul style="list-style-type: none"> <li>• Financially feasible based on market inputs.</li> <li>• Based on residual land value, price for Lot 2 most limits feasibility.</li> </ul>	<ul style="list-style-type: none"> <li>• Most financially feasible based on market inputs.</li> <li>• Hotel and multi-family development provide the highest residual land value.</li> <li>• Asking price for Lot 2 limits feasibility.</li> </ul>	<ul style="list-style-type: none"> <li>• Financially feasible based on market inputs.</li> <li>• Hotel and multi-family development provide the highest residual land value and office provides the lowest.</li> <li>• Asking price for Lot 2 limits feasibility.</li> </ul>
<b>Community Support</b>	<ul style="list-style-type: none"> <li>• <i>Use</i> – Little community support for additional big box retailers, preference for smaller format retail and service uses.</li> <li>• <i>Site Design</i> – Does not reflect community desire for compact, walkable, pedestrian friendly environment.</li> <li>• <i>Development Characteristics</i> – Does not meet community desire for local, unique, non-chain retail environments with variety of experience.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Use</i> – Entertainment and retail uses supported by community input, but reuse of existing building for larger format retailers does not support desire for smaller format retail and service uses.</li> <li>• <i>Site Design</i> – Some site amenities could be incorporated into the development, but would maintain mostly auto-oriented design.</li> <li>• <i>Development Characteristics</i> – Does not fully support community desire for a mixed, experience based, and high quality environment.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Use</i> – Supports community desire for entertainment/experience based uses to anchor small format, boutique and convenience uses.</li> <li>• <i>Site Design</i> – Supports major site redesign to include public gathering spaces, paths and trails, and a compact walkable environment.</li> <li>• <i>Development Characteristics</i> – Supports diverse range of use that accommodates community’s desire for a diverse range of uses and supports local and regional shopping destinations.</li> </ul>
<b>Fiscal Impact</b>	<ul style="list-style-type: none"> <li>• Provides strong fiscal benefit compared to current conditions (\$17.9 million compared to \$10.7 million over 20 years)</li> </ul>	<ul style="list-style-type: none"> <li>• Provides strongest fiscal benefit of alternatives compared to current conditions (\$18.5 million compared to \$10.7 million over 20 years)</li> </ul>	<ul style="list-style-type: none"> <li>• Provides strong fiscal benefit compared to current conditions (\$14.8 million compared to \$10.7 million over 20 years)</li> <li>• Model shows that residential triggers marginal-cost demand to city services.</li> </ul>

Red = does not align with project goal; Yellow = moderate alignment with project goal; Green = strong alignment with project goal

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## 2. Study Area Overview and Regulatory Framework

### McCaslin Subarea

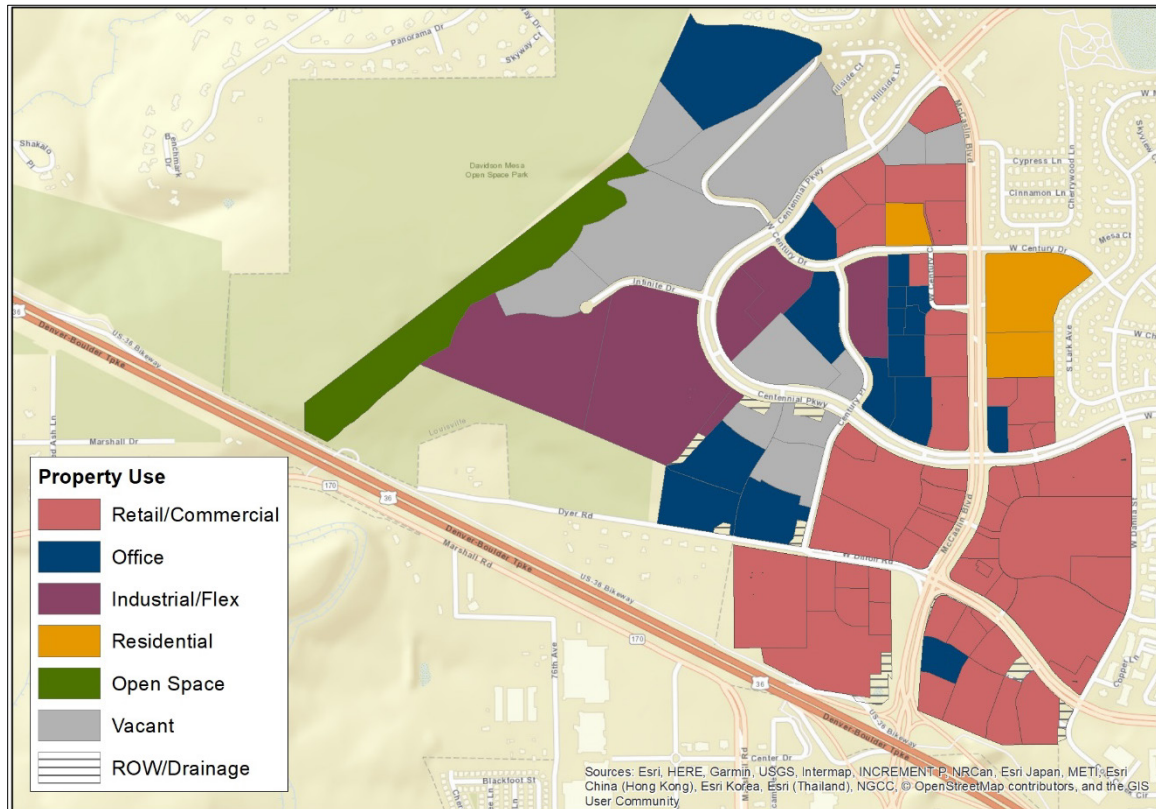
The McCaslin Subarea is located east and west of McCaslin Boulevard, from US-36 on the south to Via Appia Way on the north, in the southwest portion of the City of Louisville. The Subarea was defined for the McCaslin Boulevard Small Area Plan, which was completed in 2017. The McCaslin Redevelopment Study Area (Study Area) is the focus area for this project and is highlighted in orange in **Figure 3**.

**Figure 3. McCaslin Blvd Subarea and Project Study Area**



The McCaslin Blvd Subarea is composed primarily of commercial property, as shown in **Figure 4**. There are flexible industrial and public uses within the subarea as well. The Copper Ridge Apartment Homes and Centennial Pavilion Condominiums are the only residential developments within the area. There are also approximately 70 acres of undeveloped vacant land on the north side of Centennial Valley Parkway.

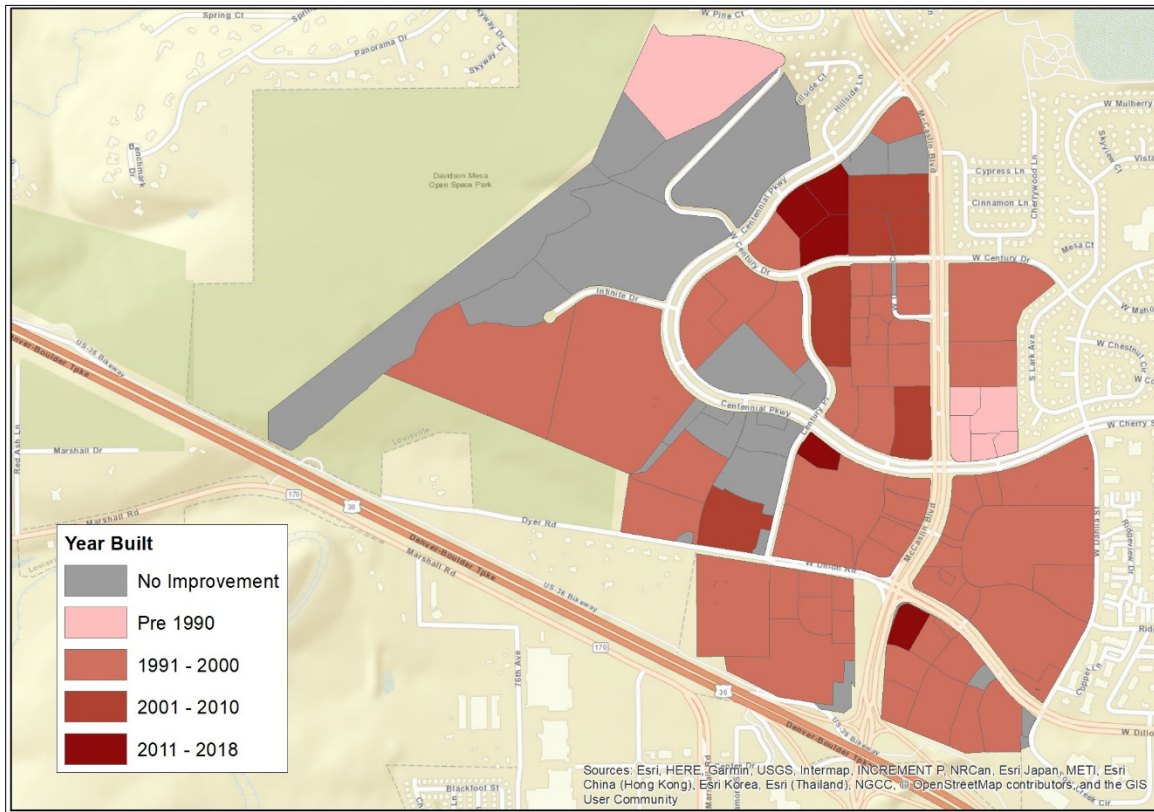
**Figure 4. McCaslin Subarea Property Uses**





The majority of buildings in the Subarea were built in the 1990's as shown in **Figure 5**. While there has been reinvestment in many of the commercial/retail properties, there have only been four new buildings built since 2011, which are highlighted in dark red.

**Figure 5. McCasin Subarea Parcels by Year Built**



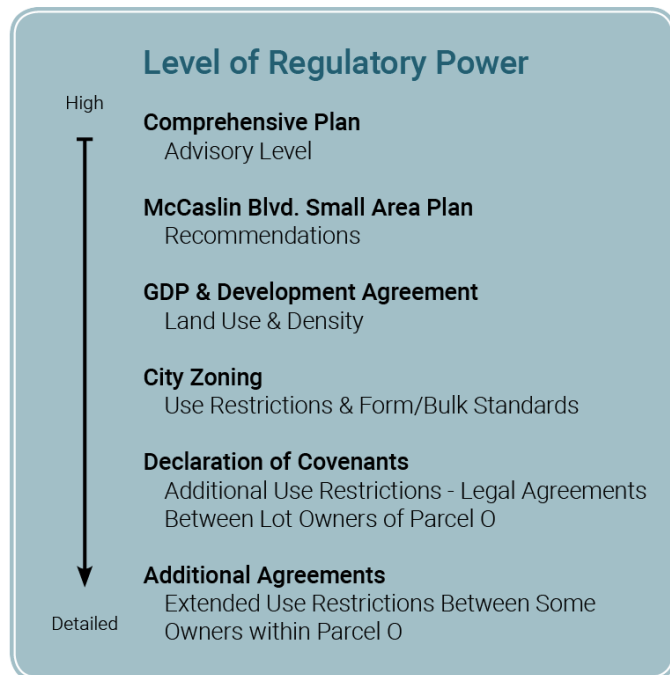
## Regulatory Framework

### Overview and History

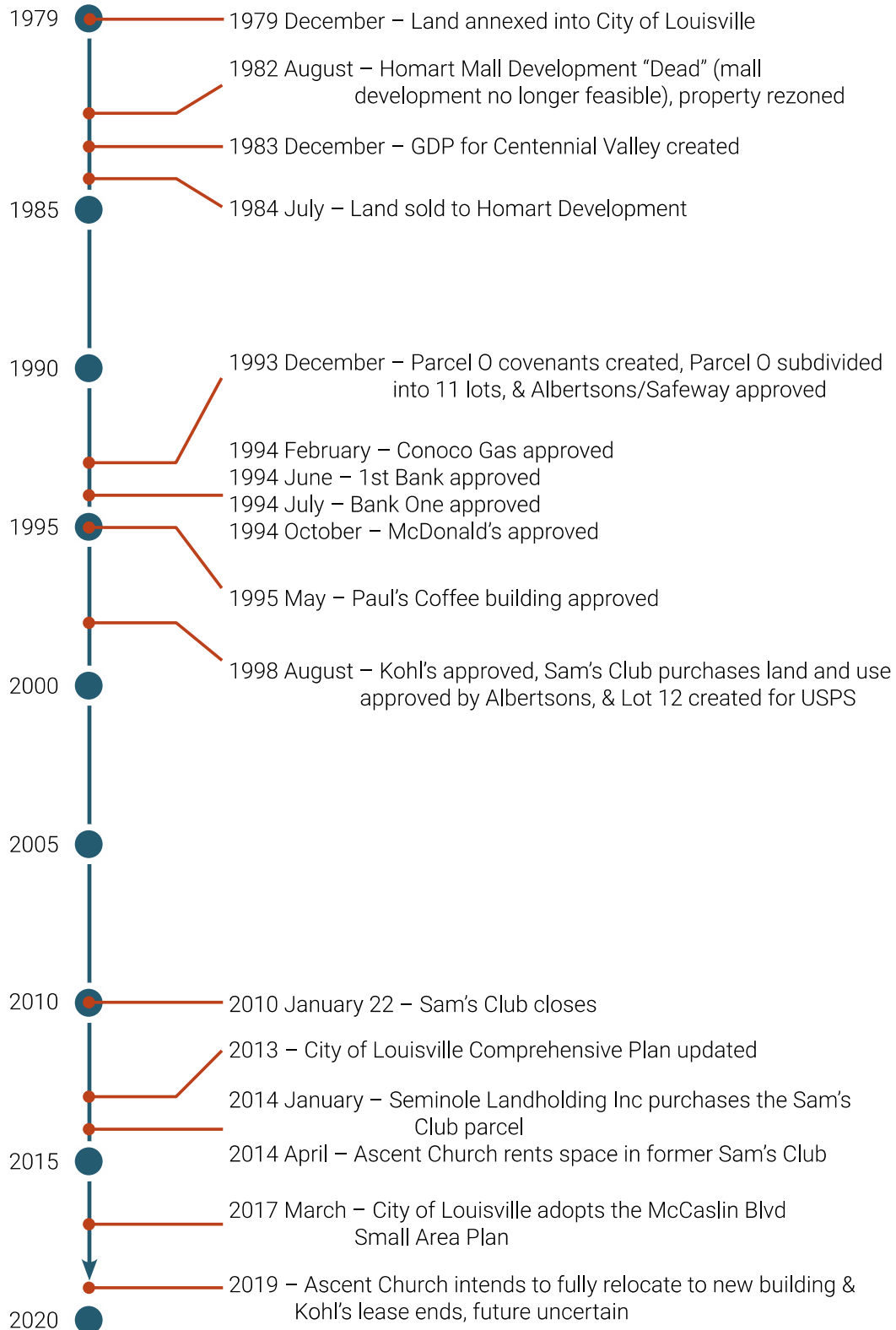
The Centennial Valley plan area consists of 882 acres and was annexed into the city in 1979. A 925,000 square foot mall was intended to anchor the 882 acres and draw regional business to the area; however, in 1982 the proposed mall became economically unfeasible and planning changes were needed. A new General Development Plan (GDP) was created in 1984 creating a new planning foundation that the area is built on today.

Parcel O is located within the GDP area and was originally 72.3 acres. West Dahlia Street would later split the parcel in two, 44.6 acres to the west and 27.9 acres to the east. In addition to the 1984 GDP, several other documents either advise or regulate development opportunities and limitations within Parcel O. These documents range from the City’s comprehensive plan zoning codes, to the GDP, to Parcel O covenants and amendments, and to lot specific limitations. This web of documents has caused some confusion and hesitation around the future redevelopment outlook for Parcel O.

The western portion of Parcel O consists of 13 lots and 11 different owners, each of whom are contractual members of the Parcel’s private covenants (two of these lots are owned by all lot owners). The lack of a viable retail tenant for Lot 2 (the former Sam’s Club site) has had a negative impact on the City’s retail tax revenue and has raised concerns about the future. Redeveloping the lot within the parcel and/or repurposing the 128,600 square foot vacant building will boost the City’s tax revenue and regenerate community interest and use of the entire Parcel. Understanding the complex regulations and establishing stakeholder consensus and buy in is essential for long-term success. This regulatory analysis within the entire McCaslin Parcel O Redevelopment Study focuses on the western 44.6 acres of Parcel O.



## Parcel O Timeline



## McCaslin Boulevard Small Area Plan

### **Purpose**

Adopted March 7, 2017, the McCaslin Blvd Small Area Plan is intended to define desired community character, land uses, and public infrastructure priorities to provide a reliable roadmap for public and private investments in the corridor. As an extension of the Comprehensive Plan, the Small Area Plan is a policy document and not a regulatory document. However, the plan serves as the basis for updated design guidelines, any potential zoning changes, capital improvement project requests, and public dedication requirements from private developers. The McCaslin Boulevard Small Area Plan translates the broad policies of the Comprehensive Plan into the specific actions and regulations that will achieve those policies.

The McCaslin Blvd Small Area Plan takes 2013 Comprehensive framework a step further by setting guidelines for how design and land use regulations should be changed and identifying what infrastructure is needed. Parcel O is located within this Small Area Plan.

### **Context**

#### Comprehensive Plan

The 2013 Comprehensive Plan places Parcel O in an Urban Center character zone, which calls for smaller blocks, more connected streets, and a more pedestrian friendly environment.

#### Existing Uses

The existing uses for Parcel O include large formal retail, public service/institutional, multi-tenant retail, office, single tenant retail, stand-alone restaurant, and vacant.

#### Property Values

The Small Area Plan identifies the ratio of structure value to the total property value in an effort to identify the likelihood a property is to redevelop. The majority of Parcel O has a low structure to property value ratio indicating significant pressure for redevelopment. The Safeway and Kohl's properties were the only two lots within Parcel O to have a high ratio indicating little to no pressure for redevelopment.

**Figure 6. McCaslin Subarea Small Area Plan Districts**





**Figure 7. McCaslin Subarea Building to Land Value and Buildout Capacity**



Existing Zoning

The zoning for a property sets limits for how much can be built on a property based on the allowed building height and lot coverage. The ratio of existing square footage to allowed maximum square footage is another indicator of which properties may redevelop, where additional development is more likely on properties with a low ratio. Low ratios within Parcel O indicate its overall square footage opportunity is not being maximized.

***Additional Sections and High Level of Regulation***

Remaining sections of the small area plan discuss overall planning principles, community design principles, placemaking concepts, and an urban design plan for the study area. As a recommendation and guiding document, this document is to be analyzed and incorporated as best as possible in future redevelopment planning efforts; however, this document provides a high level overview for the area. The GDP, underlying City zoning, and restrictive covenants provide more detailed regulations regarding redevelopment.

***Implementation***

The major recommendations of the plan are to be implemented through the adoption of new design standards and guidelines for the corridor. The design elements highlighted in the plan are intended to serve as the basis for the new guidelines, which will need to be reviewed by Planning Commission and adopted by City Council. The new design standards and guidelines will ensure future private development in the corridor complies with the community’s vision and this plan. While the plan does not point towards any use changes for Parcel O, it does call for additional public spaces, including plazas, parks, and open space. The plan states Parcel O public space should be acquired when and if the shopping center redevelops.

Key Recommendations for Parcel O included in the implementation section of the plan are:

- **Planning-Rezoning** – Rezone properties in accordance with the McCaslin Blvd Small Area plan when properties redevelop
- **Design & Construction - Parcel O Public Space** – Public plaza and green space in the Parcel O (Sam’s Club) development
- **Roadways-Parcel O Internal Street Networks** – Create internal street and block pattern within the development
- **Pedestrian Crossing/Traffic Calming-Parcel O Access** – Add speed table in right turn lanes

## GDP and Development Agreement

### Overview

The Centennial Valley General Development Plan (GDP) was created in 1984, includes 882 acres, and has been amended and updated multiple times as the Centennial Valley area has developed. The GDP provides an overall land use plan and general design guidelines for the property, while the associated “Amended and Restated Development Agreement” (Development Agreement) provides a more detailed description of the responsibilities, expectations, and limitations for the Central Valley area. These two regulatory documents are between the City of Louisville and Louisville Associates. Parcel O has experienced minor changes throughout the GDP history; however, it has maintained a Commercial use designation. It is important to note that the effective GDP and Development Agreement created in 1984 fully replaced the original Development Agreement created in relation to the original Homart Mall development. The Homart Mall was the initial planned development for Parcel O in the late 1970s to early 1980s; however, the mall development was later deemed unfeasible in 1982.





Initial FAR for Parcel O was 0.5; however, this has been reduced through the many reiterations of the GDP and development agreement and is currently 0.20. A shuffling of square footage allocation per parcel has unfolded throughout the GDP’s history. While the overall limit of total buildable commercial square footage has remained at 3,880,900 square feet for the entire GDP area, “buildable square footage may be reallocated to other Commercial Parcels subject to the mutual agreement of the City and the subdivider.” Residential dwelling units are also allowed to be reallocated to other residential parcels within the GDP.

**Table 1. Parcel O Density**

		1984	1986	1991	1995	2015
Parcel O Acres		72.3	71.41	71.41	72.52	72.52
Use Designation		Commercial/ Residential	Commercial/ Residential	Commercial/ Residential	Commercial/ Retail/ Residential	Commercial/ Retail/ Residential
Study Area	Commercial Acres	62.40	51.00	51.00	44.62	44.62
	Commercial “Density” FAR	0.50				
	Commercial “Average” FAR		0.50	0.40	0.20	0.20
	Estimated Buildable SF	1,359,100	1,110,780	888,580	390,000	Unidentified
East of Dahlia St.	Residential Acres	9.00	20.41	9.83	27.9	27.9
	Residential Density Maximum	12.00	12.00	18.40	13.70	13.70
	Estimated Units	108	245	180	382	382

### ***City Zoning***

Parcel O is zoned Planned Community Zone District - Commercial (PCZD-C or P-C) within the general planned community zone district framework. "The purpose of the planned community zone district is to encourage, preserve and improve the health, safety and general welfare of the people of the city by encouraging the use of contemporary land planning principles and coordinated community design. The planned community zone district is created in recognition of the economic and cultural advantages that will accrue to the residents of an integrated, planned community development of sufficient size to provide related areas for various housing types, retail and service activities, recreation, schools and public facilities, and other uses of land. This district is designed for use where the area comprising such development project is under single ownership or control at the time of its classification as this district."<sup>1</sup> Planned community zone districts are designated as to general land use categories, such as residential, commercial, industrial, agricultural, office and public uses. The City of Louisville defines Planned Community Commercial (P-C) as "intended to promote the development of well-planned shopping centers and facilities that provide a variety of shopping, professional, business, cultural and entertainment facilities designed to create an attractive and pleasant shopping atmosphere."<sup>1</sup>

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<sup>1</sup> **Planned Community Zone District.** Code of Ordinances City of Louisville. Chapter 17.72.

***GDP Guiding Document and Amendments***

The City of Louisville requires any property located within a planned community zoned district must be accompanied by a general development plan (GDP, as described earlier) for the entire property. This development plan must include a map(s), together with supplementary text materials, and an agreement between developer and City which includes a phasing plan, and such development plan shall set forth the following:

- The proposed use of all lands within the subject property;
- The type or character of development and the number of dwelling units per gross acre proposed;
- The proposed location of school sites, parks, open spaces, recreation facilities and other public and quasi-public facilities;
- The proposed location of all streets shall be coordinated with the adopted general street plan for the city.

After approval by the Planning Commission and City Council, the GDP is recorded at the County's Clerk and Recorder office and all development within the district must comply with the GDP, unless the GDP is amended.

Any adopted planned community general development plan and supplementary development standards may be amended, revised or territory added thereto, pursuant to the same procedure and subject to the same limitations and requirements by which such plan was originally approved.

The director of planning may permit amendments to the planned development community general plan, when such amendments will not affect an increase in the permitted gross density of dwelling units or result in a change in character of the overall development plan. Any such amendment by the director of planning shall have approval by the City Council prior to the amendment becoming effective or the City Council may direct such change be made.

***Permitted Uses***

The following commercial and noncommercial uses may be permitted within any planning area designated "commercial" on the adopted planned community development general plan:

- Any retail trade or service business;
- Professional, business and administrative offices;
- Motels and hotels;
- Cultural facilities, such as museums, theaters, art galleries and churches;
- Pedestrian plazas and pedestrian ways, including such amenities as outdoor art exhibit facilities, statuary, fountains and landscaping features;
- Outdoor specialty uses, including sidewalk cafes and outdoor marketplaces to provide unique congregating places for sales and shopper interests;
- Recreational facilities, both indoors and outdoors, such as ice skating and roller skating rinks which may be designed as integral parts of a center;
- Restaurants, both indoor and drive-in types, food-to-go facilities, sidewalk cafes;
- Hospitals and medical clinics;
- Transportation terminals, parking lots and parking buildings;
- Animal hospitals and clinics;
- Automobile service stations, subject to prescribed performance and development standards;
- Nursing and rest homes;
- Small and large child care centers;
- Financial offices, including banks and savings and loans;
- Accessory structures and uses necessary and customarily incidental to the uses listed in this section;
- Governmental and public facilities;
- Research/office and corporate uses, and facilities for the manufacturing, fabrication, processing, or assembly of scientific or technical products, or other products, if such uses are compatible with surrounding areas. In addition, such facilities shall be completely enclosed and any noise, smoke, dust, odor, or other environmental contamination produced by such facilities, confined to the lot upon which such facilities are located and controlled in accordance with all applicable city, state, or federal regulations;
- Other uses as established by the city council as found to be specifically compatible for commercial and office planning areas;

- Limited wholesale sales as defined in section 17.08.262 of this title are allowed as a special review use;
- Retail marijuana stores and retail marijuana-testing facilities; and
- Health or athletic clubs, spas, dance studios, and fitness studios.

## **Declaration of Covenants, Amendments, and Additional Documents**

### ***Private Covenants***

The original 1993 Private Covenants for Parcel O were created to provide a mutual agreement and understanding around the uses, limitations, and responsibilities between the 11 lot owners of Parcel O. This private and contractual agreement identifies specific uses that are prohibited from the entire parcel, as well as additional use restrictions that are specific individual lots within the parcel. The use restrictions are very limiting, can differ between the 13 lots, and can impose operational limits. The private covenants also build on top of the density limits established in the GDP by establishing height limitations (which vary for different lots), limiting the number of buildings per site, creating parking ratios, and establishing maximum floor areas for specific lots (i.e. Lot 9 is limited to a 9,000 square foot maximum). As an example, a few of the stated prohibited uses from the original 1993 Private Covenants include:

- Industrial
- Entertainment or recreation facility including but not limited to a theatre, skating rink, gym, and dance hall
- Renting/selling/leasing motor vehicles, boats, trailers
- Any business where 50 percent or more of gross income comes from alcoholic beverages for on-premise consumption
- General merchandise discount store/department store (Lot 2 excluded from rule)
- Excludes any warehouse store carrying less than 10,000 SKU items
- No other lot or portion of a lot may be a supermarket, bakery or delicatessen, or butcher shop for as long as Lot 1 remains a supermarket
- Supermarket defined as: at least 5,000 square feet of floor area primarily devoted to retail sale of food and off-premise consumption
- Lot 2 can have a supermarket use less than 6,000 square feet
- No more than two lots may have a bank as the primary use
- No more than one Lot may have fuel station as the primary use
- No more than one Lot at any time used for a drive-in or drive-through restaurant whose primary business is the sale of hamburgers.



### **Residential Uses**

It is important to mention that the private covenants do not address residential uses. Residential uses are not identified as a prohibited or as a permitted use in any of the private covenants or related amendments. The PCZD zone district allows residential uses when a DDP designates a parcel for the use. The current GDP excludes residential uses within the Parcel O Study Area.

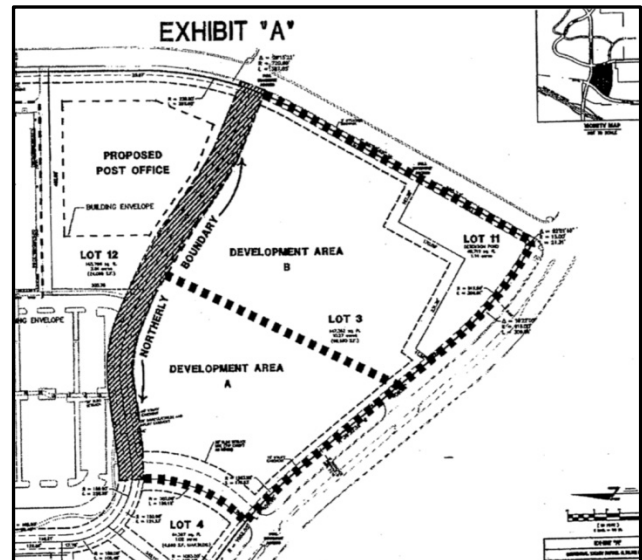
Unanimous agreement by all owners is required to amend the private covenants. There have been three amendments to the private covenants and they are in effect for 65 years (1993 to 2058) unless canceled, terminated, or modified.

### **Additional Documents**

There are a number of additional regulatory documents and private contractual agreements covering Parcel O, many of which have multiple amendments. A few of these key documents include:

- 1998 CC&R Agreement between Lot 1, 2, and 3 owners regarding permitted uses, lot replatting (created Lot 12), building envelop limitations for lot 12, and designated maximum FAR allocations for Lots 2, 3, and 12.
- 1998 Two-Party Agreement that separates Lot 3 into two "Development Areas." Future redevelopment of Lot 3 will need to adhere to development restrictions laid out in this document. These include:

- Development Area A: no buildings shall be more than one story, no more than 28 feet in height, and no more than eight buildings shall have a coverage ratio exceeding 25%.
- Development Areas A and B Combined: no buildings shall be located thereon if their aggregate dimensions when measured parallel to the combined northerly boundary of Development A and Development B exceeds sixty percent of the length of such northerly boundary; and if there shall be located in either development area A or B a building occupying more than 40,000 square feet of such development area and which parking area, and which building is served by parking areas on the other development area, then such building shall be located substantially on development area B and the parking area serving such building shall be located substantially on development area A.



**Figure 10. Development Areas A & B of Lot 3**

- 2014 Warranty Deed for Lot 2 that prohibits the property from being used as a grocery store/supermarket, wholesale club, discount department store, pharmacy, or for gaming activity purposes. Restrictions are in effect for a period of 25 years, terminating in 2039. This restriction can be removed through a defined payment to the previous owner.
- 1982 Agreement between developer, State Highway Commission, and City of Louisville that limited total development square footage for the GDP area and identified responsibilities for the relocation and reconstruction of the US 36/McCaslin interchange. With recent expansion of US 36, these limits on square footage are no longer in effect.

### Use Comparison

The Use Analysis chart below summarizes the allowed uses on Parcel O as determined by the City of Louisville Zoning Code and the Declaration of Covenants, Conditions, Restrictions and Grant of Easements (Covenants), which is a private agreement between all of the landowners within Parcel O.

<p><b>Permitted by Zoning and Private Covenants</b></p> <ul style="list-style-type: none"><li>• Office</li><li>• Hotel &amp; motels</li><li>• Hospitals &amp; medical clinics (human &amp; animal)</li><li>• Nursing &amp; rest homes</li><li>• Child care center</li><li>• Retail marijuana sales</li><li>• Other uses as established by the City Council as found to be specifically compatible for commercial and office planning areas</li></ul>
<p><b>Private Covenant Limited Allowed Uses</b></p> <ul style="list-style-type: none"><li>• Any retail trade or service business (grocery, motor vehicle sales, warehouse stores, etc.)</li><li>• Cultural facilities (no theatres)</li><li>• Restaurants (no business where 50% or more income is from on-site alcohol consumption, only 1 drive-through, etc.)</li></ul>
<p><b>Prohibited Uses per Private Covenants</b></p> <ul style="list-style-type: none"><li>• Recreational facilities, both indoors and outdoors, such as ice skating and roller skating rinks which may be designed as integral parts of a center</li><li>• Health or athletic clubs, spas, dance studios, and fitness studios</li></ul>

### 3. Economic and Demographic Framework

This section provides an overview of the demographic and economic conditions within the City of Louisville and the surrounding area. Population, household and employment trends are documented to set the context for the real estate market.

#### Population and Households

The City of Louisville has a population of 21,208. The City experienced a small population decline from 2000 to 2010 but added 2,823 new residents between 2010 and 2018, which equates to an annual rate of 1.8 percent. The City of Boulder and City/County of Broomfield have grown by the most people since 2010 with 11,902 (1.4 percent annually) and 15,135 (3.0 percent annually) new residents respectively. Erie and Lafayette have experienced significant new population growth since 2010, as both have grown by approximately 800 new residents annually and Erie had the fastest rate of growth at 3.9 percent annually, as shown in **Table 2**.

**Table 2. US-36 Corridor Population, 2000 to 2018**

Population	2000	2010	2018	2000-2010			2010-2018		
				Total	Ann. #	Ann. %	Total	Ann. #	Ann. %
<b>US-36 Corridor Cities/Towns</b>									
Louisville	19,213	18,385	21,208	-828	-83	-0.4%	2,823	353	1.8%
Superior	9,032	12,483	13,444	3,451	345	3.3%	961	120	0.9%
Boulder	95,197	97,525	109,427	2,328	233	0.2%	11,902	1,488	1.4%
Lafayette	23,283	24,452	30,928	1,169	117	0.5%	6,476	810	3.0%
Erie	6,604	18,025	24,420	11,421	1,142	10.6%	6,395	799	3.9%
<b>US-36 Corridor Counties</b>									
Boulder County	269,713	294,567	333,953	24,854	2,485	0.9%	39,386	4,923	1.6%
Broomfield County	39,332	55,889	71,024	16,557	1,656	3.6%	15,135	1,892	3.0%

Source: ESRI; Economic & Planning Systems

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The City of Louisville has 8,681 households, as shown in **Table 3**. Louisville added 1,141 households since 2010, which is significantly more than the 161 households added from 2000 to 2010. However, most of the new household growth in the US-36 corridor is occurring outside or on the edges of the trade area—typically three to five miles—from the McCasin Subarea.

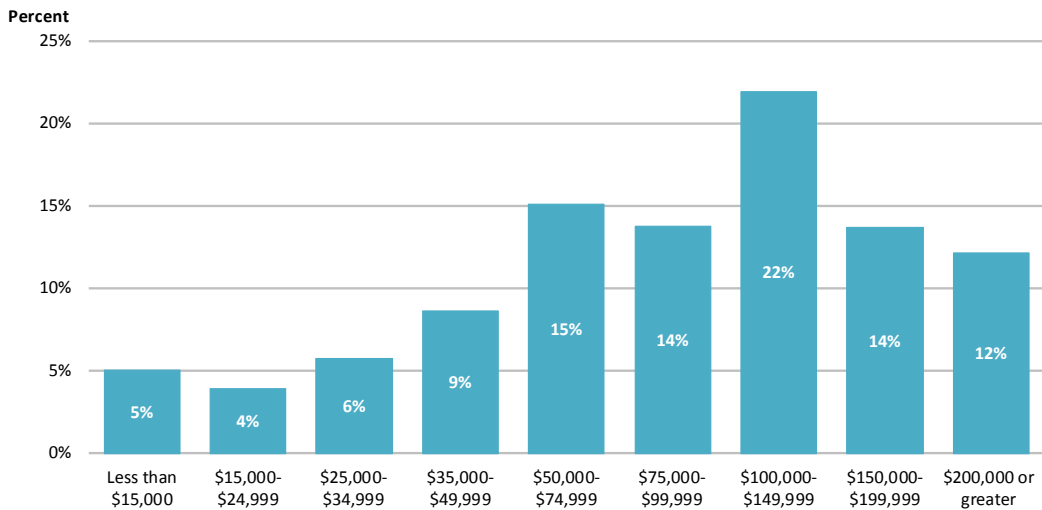
**Table 3. US-36 Corridor Cities and Towns Households, 2000 to 2018**

Households	2000	2010	2018	2000-2010			2010-2018		
				Total	Ann. #	Ann. %	Total	Ann. #	Ann. %
<b>US-36 Corridor Cities/Towns</b>									
Louisville	7,379	7,540	8,681	161	16	0.2%	1,141	143	1.8%
Superior	3,393	4,496	4,764	1,103	110	2.9%	268	34	0.7%
Boulder	39,770	41,359	45,475	1,589	159	0.4%	4,116	515	1.2%
Lafayette	8,815	9,631	11,857	816	82	0.9%	2,226	278	2.6%
Erie	2,292	6,259	8,366	3,967	397	10.6%	2,107	263	3.7%
<b>US-36 Corridor Counties</b>									
Boulder County	106,495	119,300	132,801	12,805	1,281	1.1%	13,501	1,688	1.3%
Broomfield County	14,233	21,414	27,259	7,181	718	4.2%	5,845	731	3.1%

Source: ESRI; Economic & Planning Systems

Louisville households have above average incomes for the region, but lower average incomes than the neighboring communities of Superior and Erie. Forty-eight percent of Louisville households have average incomes over \$100,000, as shown in **Figure 11**.

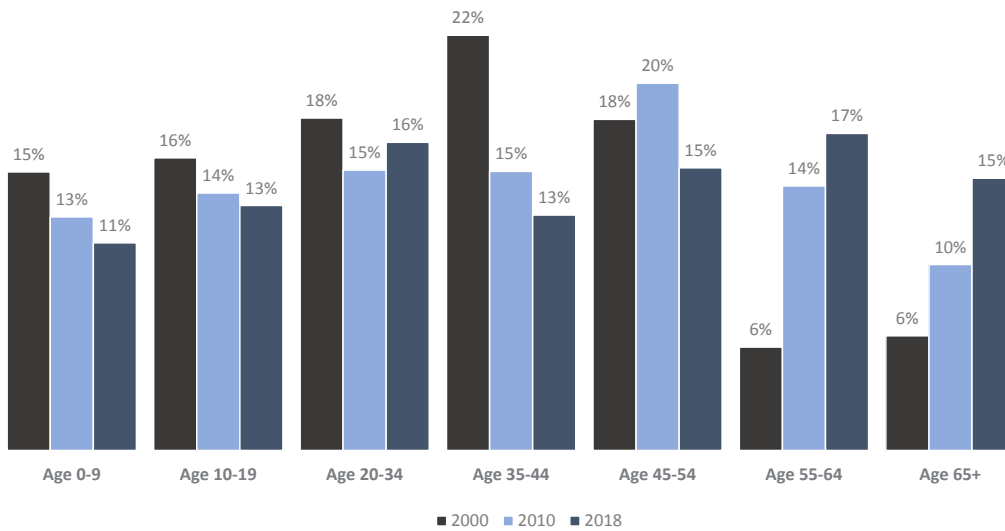
**Figure 11. Louisville Households by Income Cohort, 2018**



Source: ESRI; Economic & Planning Systems

The City of Louisville has an older population than the surrounding communities. The median age is 42 years old and over half of Louisville residents are between the age of 25 and 64. The percent of residents over the age of 55 years old increased from 12 percent in 2000 to 32 percent in 2018 as shown in **Figure 12**. All other age cohorts have experienced a decrease in the percent of residents. The shift to a greater percentage of older residents is attributed to the aging of existing residents and relatively (to neighboring communities aside from Superior) limited new housing growth that has occurred in Louisville since 2000.

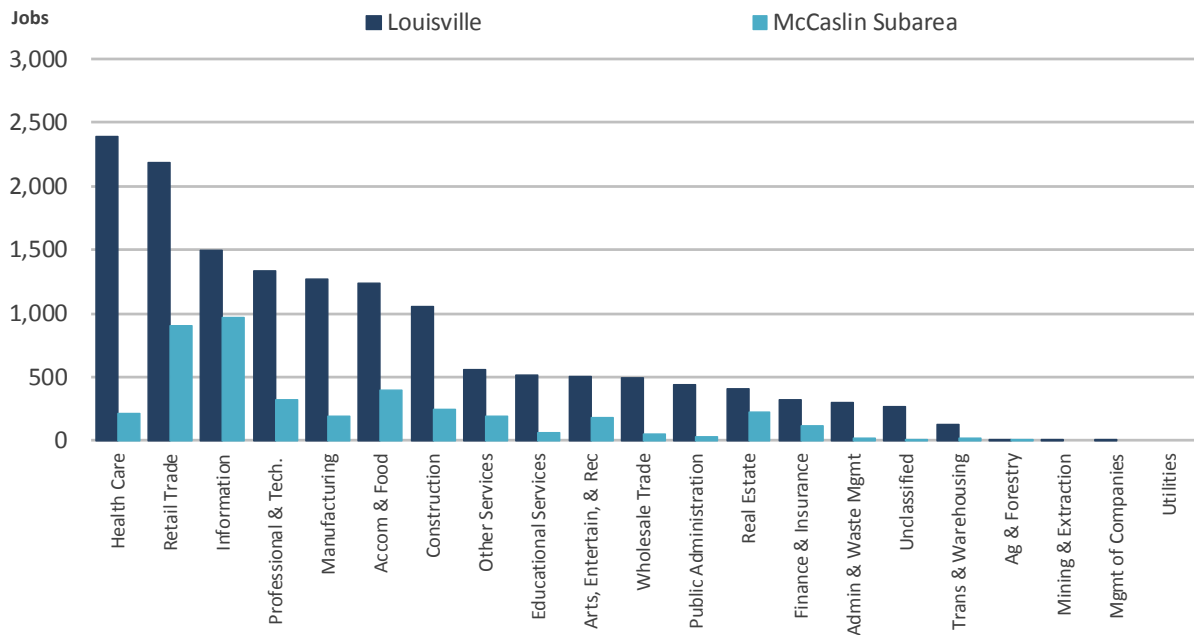
**Figure 12. Louisville Residents by Age Cohort, 2000, 2010 and 2018**



## Employment

Total employment in 2018 was 14,919 for the City of Louisville and 4,163 for the McCasin Subarea. The largest employment sectors in the City are Health Care, Retail Trade, and Information. Within the McCasin Subarea, the Information, Retail Trade, and Accommodation and Food Services industries employ the most people.

**Figure 13. McCasin Subarea and Louisville Employment by Industry**



Source: ESRI; Economic & Planning Systems

The City of Louisville has a small portion of residents that live and work in the city—just under 11 percent. These 1,080 residents make up 7 percent of Louisville’s employment base, as shown in **Table 4**.

**Table 4. Inflow and Outflow of Residents and Workers in Louisville, 2015**

Description	Total	Percent
<b>Labor Force</b>		
Resident and Employed in Louisville	1,080	10.7%
Resident in Louisville, but work elsewhere	9,024	89.3%
Total Residents in Louisville	10,104	100.0%
<b>Employment</b>		
Resident and Employed in Louisville	1,080	7.2%
Employed in Louisville, but live elsewhere	13,961	92.8%
Total Employees in Louisville	15,041	100.0%

Source: LEHD; Economic & Planning Systems

As shown in **Table 5**, Louisville has a jobs-housing ratio of 1.68, meaning there are more jobs than housing units in the city. Nearby communities of Superior and Erie have significantly more housing units than jobs and have ratios well below 1. At 2.39, the City of Boulder has the highest ratio in the area; 75 percent of Boulder’s workforce commutes in from other cities as a result (LEHD). Approximately 28 percent of employed Louisville residents commute to Boulder for work, as shown in **Table 6**.

**Table 5. Jobs-Housing Ratio**

	Jobs	2018	
		Housing Units	Ratio
<b>US-36 Corridor Cities/Towns</b>			
Louisville	14,919	8,871	1.68
Superior	2,956	4,864	0.61
Boulder	112,868	47,129	2.39
Lafayette	12,274	12,041	1.02
Erie	2,542	8,629	0.29
<b>US-36 Corridor Counties</b>			
Boulder County	196,323	138,676	1.42
Broomfield County	39,373	28,642	1.37

Source: ESRI; Economic & Planning Systems

**Table 6. Where Louisville Residents Work**

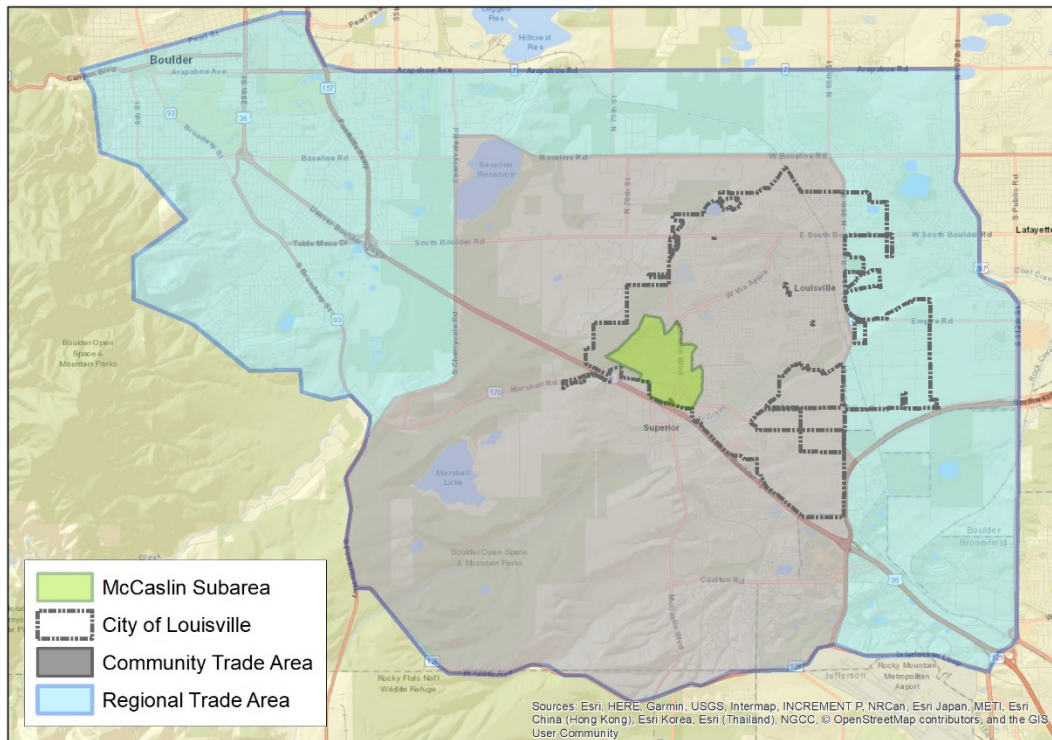
Destination	Jobs	Pct
Boulder	2,843	28%
Denver	1,373	14%
Louisville	1,080	11%
Broomfield	457	5%
Westminster	366	4%
Longmont	326	3%
Lafayette	324	3%
Lakewood	284	3%
Aurora	276	3%
<u>All Other Locations</u>	<u>2,775</u>	<u>27%</u>
<b>Total</b>	<b>10,104</b>	<b>100%</b>

Source: LEHD; Economic & Planning Systems

## Trade Areas Demographics

Retail trade areas were developed for the McCaslin Subarea to illustrate the consumer shed for retailers in the McCaslin Subarea and to estimate existing and future demand for retail from these trade areas. The Community Trade Area used for this analysis represents the primary capture area for retailers providing everyday shopping items (e.g., Safeway). A Community Trade Area is typically a 2-mile radius in size. The Regional Trade Area represents the primary capture area for retailers providing destination oriented, occasional shopping (e.g., Home Depot, Lowe’s, and Kohl’s). A regional trade area is typically a 5 to 7-mile radius in size. The community and regional trade area boundaries used in this analysis are shown in **Figure 14**.

**Figure 14. Community and Regional Trade Area Boundaries**





The demographic composition of Louisville versus the surrounding region is shown in **Table 7**. The population within the Community Trade Area is 38,399, and within the Regional Trade Area is 127,887. Household incomes in Louisville are lower than the Community Trade Area but higher than the Regional Trade Area. Louisville has the highest median age (42) and a higher percentage of family households than both the Community and Regional Trade Areas.

**Table 7. Louisville and Trade Area Demographics, 2018**

Description	Louisville	Community Trade Area	Regional Trade Area
Population	21,208	38,399	127,887
Households	8,681	15,180	51,621
Avg. Household Size	2.4	2.5	2.3
Percent of Family Households	66.5%	65.3%	48.6%
Avg. Household Income	\$121,634	\$129,912	\$104,978
Median Household Income	\$94,971	\$100,820	\$71,071
Median Age	42	38	31
Education			
Bachelor's	37.6%	38.3%	35.2%
Master's Plus	35.2%	35.9%	37.2%

Source: ESRI; Economic & Planning Systems

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## 4. Retail Market Analysis

This section is an analysis of retail and commercial market conditions and potentials for the McCaslin Subarea and for Study Area properties including a summary of national and local retail trends, existing sales and spending levels, competitive development patterns, and future opportunities.

### National Trends

The retail industry has shifted greatly over the last 10 to 15 years, impacted by the growth of internet sales, declining brick and mortar store sales, retail chain consolidations, and demographic shifts and preferences. Collectively, these trends are impacting store sizes and reducing the overall demand for new retail space locally and nationally.

- **The Rise of E-Commerce** - Between 2001 and 2015, total online retail purchases (excluding auto related) grew from approximately \$29 billion to \$310 billion, an 18.4 percent annual growth rate. Online sales accounted for 22 percent of total retail sales growth. During the same period, brick and mortar stores grew at a 3.7 percent annual growth rate, decreasing their share of the total retail market from 98 percent to 89 percent. Despite still accounting for only 11 percent of overall spending, the growth in online shopping is impacting the demand for traditional brick and mortar stores. This also affects the way retailers are doing business, pushing them to alter store formats and incorporate online sales and marketing into their business concepts. The list of top online retailers reinforces this point as many have a significant brick and mortar presence as well. This group includes such major retailers as Walmart, Target, Home Depot, Best Buy, and Bed Bath & Beyond.
- **Changing Retail Mix** - These changes in spending patterns are impacting the mix of retail space in aggregate as well as within individual districts, corridors, and centers. The restaurant, bar, and microbrewery segment has grown rapidly, and new food and beverage formats have been introduced (e.g., food halls and market halls, farm to table restaurants, and food trucks). These market/food hall establishments (metro area examples include Denver Central Market, The Source, and Avanti in Denver and Stanley Marketplace in Aurora) focus on creating a community atmosphere with shared eating and common spaces and a variety of food options and small format retail options. In contrast, the growth of shoppers' goods store space (general merchandise, apparel, furniture, and other shoppers' goods) is flat or declining, as exhibited by numerous store closures by Macy's, JCPenney, Sears, and Kmart.

- **Store and Chain Consolidation** - Over the past five years, there have been nearly 200 retail chain bankruptcies. In 2017, CNN Money reported there were 5,300 store closing announcements through June 20 compared to 6,200 in 2008 during the Great Recession. There are fewer stores in the market now, making it more difficult to find tenants for new retail developments or to refill existing spaces. Vacancies are increasing nationally as large blocks of space are vacated by store brands that no longer exist.
- **Big Box Reuse** - The loss of anchor stores coupled with an overall decrease of retailers on the market makes re-tenanting vacant big box stores difficult. Retail developers have had some success filling these vacancies with nontraditional tenants, specifically ones that are fitness or entertainment oriented. Gym franchises such as Vasa Fitness, Gold's Gym, Chuze Fitness, Planet Fitness and Crunch Fitness are also frequently located in former big box stores and grocery stores. Between 2016 and 2017, at least 16 fitness centers of 18,500 square feet or larger leased vacant retail space in the Denver metro area totaling over 600,000 square feet of space. Aqua-Tots, a national swimming instruction company, and other similar chains often seek out empty store buildings for new locations, including Aqua-Tots Littleton and Highlands Ranch sites and the forthcoming Goldfish Swim School in Superior.

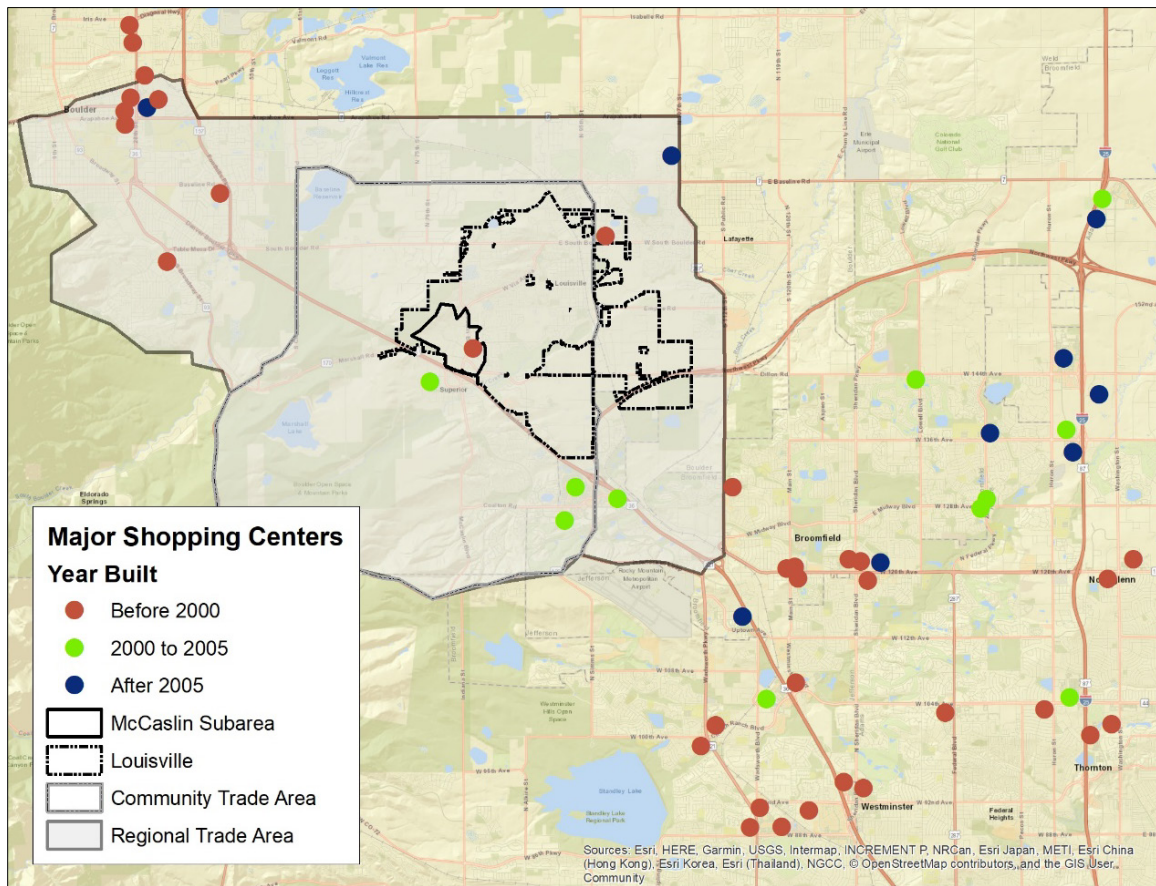
These trends are manifesting themselves within Louisville and the region. The impact of E-commerce and store consolidations are evident in the loss of anchor stores along the US-36 Corridor in Superior (Sports Authority), Louisville (Sam's Club and soon to be Kohl's), and Broomfield (Best Buy and Great Indoors). Going forward the trends in retail will place a greater priority on more experience-oriented retail and adapting to changing technologies.

## Regional Trends

### Northwest Metro Area Retail Development History

Built in 1993, Centennial Valley was the first major retail center located between Boulder and Westminster. Substantial retail development occurred from 2000 to 2005 in Superior and Broomfield as shown in **Figure 15**, creating major competition with greater access and visibility to Highway 36. Since 2005, regional retail development has followed housing development with a shift to Boulder, US-287, and I-25.

**Figure 15. North Denver Metro Area Major Retail Centers by Year Built**



### Regional Retail Anchor Inventory

As shown in **Table 8**, most of the typical, larger anchor retailers are already located within the Regional Trade Area. Most of the major retailers not present were formerly located in the area but left due to low performance (e.g., Ross, Sam’s Club, Hobby Lobby) or as part of a chain consolidating or closing (Sports Authority, Great Indoors and Office Depot).

**Table 8. Existing Retail Inventory**

Retailer	Total Stores		Retailer	Total Stores	
	Community Trade Area	Regional Trade Area		Community Trade Area	Regional Trade Area
<b>Large Format/Anchor</b>			<b>Office Supplies</b>		
<i>Discounter/Supercenter</i>			Office Depot	0	1
Target	1	2	Staples	0	1
Walmart Supercenter	1	2	OfficeMax	1	1
Macy's	1	2	<b>Sporting Goods</b>		
Kohl's	1	1	Dick's Sporting Goods	1	1
JC Penney	0	0	REI	0	1
<i>Warehouse Clubs</i>			<b>Pets</b>		
Costco	1	1	PetSmart	1	1
Sam's Club	0	0	Petco	0	1
<i>Building Materials &amp; Garden</i>			<b>Arts and Crafts</b>		
Home Depot	1	2	Hobby Lobby	0	0
Lowe's	1	1	Michael's	1	2
<b>Apparel</b>			Jo Ann Fabrics	0	1
TJ Maxx	1	1	<b>Books/Music/Toys</b>		
Ross	0	0	Barnes & Noble	0	1
Marshalls	0	1			
DSW	1	1			
Old Navy	1	1			
<b>Appliances/Electronics</b>					
Best Buy	0	1			

Source: Economic & Planning Systems

## Grocery Store Inventory

Grocery Stores are a traditional anchor for shopping centers oriented to a community level trade area (2-miles). Existing grocery stores within the Community Trade Area are listed in **Table 9** and shown in **Figure 16**. The seven grocery stores in the Community Trade Area include two Safeway stores, one of which is located next to the former Sam’s Club in Parcel O. There is a growing presence of natural food grocers (Whole Foods, Sprouts and Alfalfa’s) in the metro area. Other traditional grocers, such as Safeway and Albertsons, are losing market share and are no longer actively opening new stores in the Denver metro market.

**Table 9. Existing Grocery Store Inventory**

Retailer	Community Trade Area	
	Location	# of Stores
Alfalfa's Market	785 E. South Boulder Rd., Louisville	1
King Sooper's	1375 E South Boulder Rd., Louisville	1
Safeway	910 W. Cherry St., Louisville 1601 Coalton Rd., Superior	2
Target	400 Marshall Rd., Superior	1
Walmart Supercenter	500 Summit Blvd., Broomfield	1
Whole Foods	303 Marshall Rd., Superior	1
<b>Total</b>		<b>7</b>

Source: Economic & Planning Systems



Figure 16. Existing Grocery Store Locations

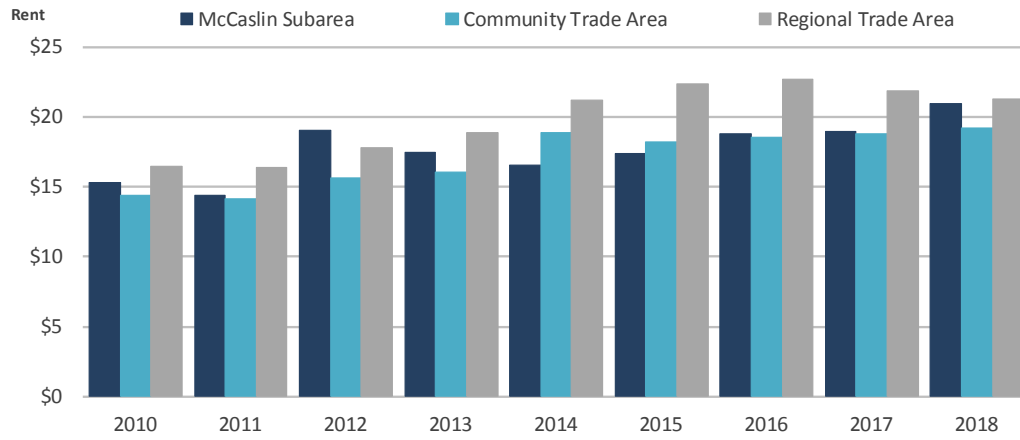




### Retail Market Conditions

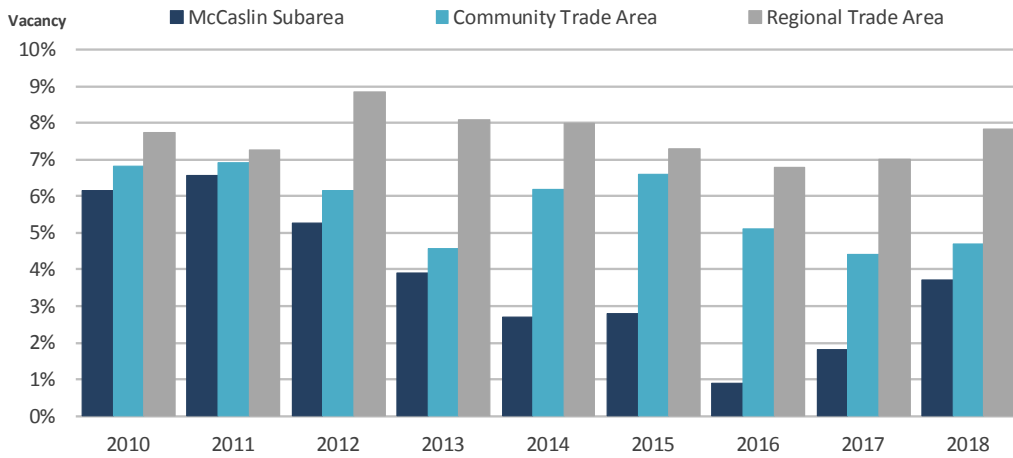
The McCaslin Subarea is still a strong retail location for neighborhood and community uses. Rental rates are higher than in the Community Trade Area, and vacancy rates are lower than the surrounding areas (excluding the Sam’s Club building) as shown in **Figure 17** and **Figure 18**. The average rental rate in the McCaslin Subarea was \$20.92 (NNN) at the end of 2018. The vacancy rate in the McCaslin Subarea was 3.7 percent at the end of 2018 (excluding Sam’s Club), which is lower than the rate in the Community Trade Area (4.7 percent) and Regional Trade Area (7.8 percent).

**Figure 17. Retail Rental Rates**



Source: CoStar 2nd Quarter; Economic & Planning Systems

**Figure 18. Retail Vacancy Rates (Excluding Sam’s Club building)**



Source: CoStar 2nd Quarter; Economic & Planning Systems

## Retail Inventory

There has been minimal new retail development activity in the McCaslin Subarea in the last eight years. The only inventory addition occurred in 2016 with the construction of a small center at the corner of McCaslin Blvd and West Dillon Road. The Community Trade Area and Regional Trade Area also experienced little growth over this time frame; both areas grew at 0.2 percent annually, as shown in **Table 10**. The Community Trade Area attracted 81,000 square feet of new space since 2010.

**Table 10. Retail Inventory Trends**

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2010-2018			
										Total	Ann. #	Ann. %	
<b>Retail Inventory (Sq Ft)</b>													
McCaslin Subarea	905,957	905,957	905,957	905,957	905,957	905,957	900,677	913,331	913,331		7,374	922	0.1%
Community Trade Area	4,013,824	4,013,824	4,013,824	4,013,824	4,018,274	4,050,565	4,042,910	4,078,546	4,080,843		67,019	8,377	0.2%
Regional Trade Area	9,511,506	9,512,989	9,518,489	9,541,563	9,544,945	9,591,236	9,547,317	9,593,164	9,673,201		161,695	20,212	0.2%

Source: CoStar 2nd Quarter; Economic & Planning Systems

**Table 11. New Retail Construction**

	2010	2011	2012	2013	2014	2015	2016	2017	2018*	2010-2018*		
										Total	Ann. Avg.	
<b>New Construction</b>												
McCaslin Subarea	0	0	0	0	0	0	12,654	0	0		12,654	1,489
Community Trade Area	2,796	0	0	0	36,741	0	16,154	25,279	0		80,970	9,526
Regional Trade Area	7,796	13,083	11,567	17,007	53,897	0	16,154	92,313	21,930		233,747	27,500

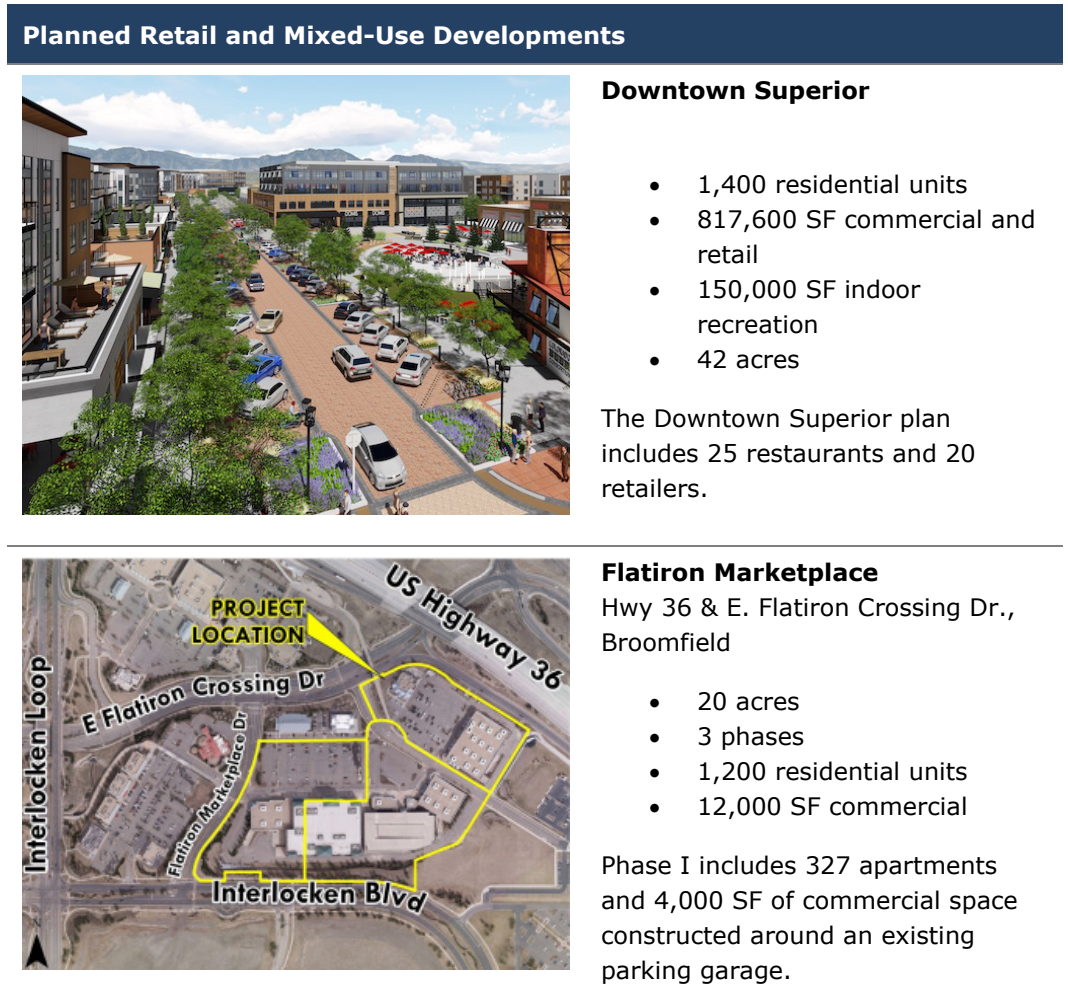
\* Through 2018 Q2

Source: CoStar; Economic & Planning Systems

## Planned Projects

Planned retail projects in the Community Trade Area include small infill projects such as the Blue Star Lane and S. Boulder Road project in Louisville and the Ethan Allen Showroom in Superior (described below) or retail space planned as part of larger mixed-use (re)development projects. The Downtown Superior project is planned to add up to 1,400 new housing units and up to 800,000 square feet of commercial uses (retail and office). The eventual development program for Downtown Superior is not set as it will be impacted by its ability to attract retail and employment uses to the site. Regardless of the ultimate amount of retail space developed, it will be competitive with the McCaslin Subarea. The Flatiron Marketplace redevelopment is another mixed use project with a retail component, which will replace an existing retail power center. Redevelopment projects in the McCaslin Subarea will likely be similar in terms of its mix of uses (retail vs. non-retail uses) and may compete for retailers.

**Figure 19. Planned Retail and Mixed-Use Developments**





**North End Market**

Blue Star Lane & S. Boulder Rd.,  
Louisville

- 4,000 SF retail
- 3,350 SF restaurant building



**Ethan Allen Design Center,  
Superior Marketplace**

600 Center Dr., Superior

- 11,971 SF
- 1.27 acres

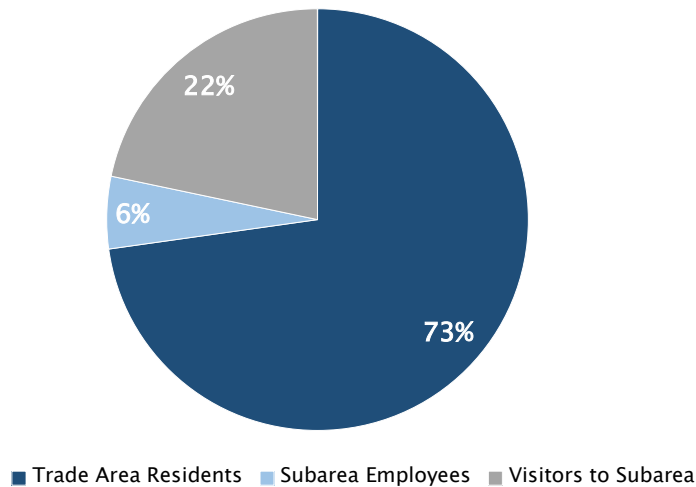
The Design Center will include 277 SF of warehouse space, 683 SF of office space, and 11,011 SF of retail space.

## McCaslin Subarea Sales Conditions

### Distribution of Sales in Subarea

Businesses in the McCaslin Subarea produced \$146 million in net taxable sales in 2017 which generated \$5.1 million sales tax revenue for the City of Louisville. Approximately 80 percent of the net taxable sales occurred in traditional retail stores and restaurants. Sales in the Subarea by consumer group include people who live in the Community Trade Area, people who work in the McCaslin Subarea, and shoppers who visit the Subarea, which includes people who live outside the trade area and/or are visitors to the area (e.g., hotel guests, hockey tournament participants). EPS estimated the distribution of sales in the Subarea to understand what is driving retail demand and how much uses that generated new visitors (employment and hospitality) contribute to the sales base.

**Figure 20. Distribution of McCaslin Subarea Net Taxable Sales**



- Sales to Residents** – The Community Trade Area has 38,399 residents in 15,180 households. These residents are estimated to generate \$371 million in annual retail purchases, of which \$81 million are captured in the Subarea. The trade area resident sales account for 73 percent of Subarea sales. This estimate is based on the existing stores in the Subarea and their actual net taxable sales in 2017.
- Sales to Employees** – The McCaslin Subarea has an estimated 4,263 employees working in the Subarea. The estimated spending by workers in the Subarea is based on estimated office worker spending from the International Council of Shopping Centers (ICSC), which surveys spending patterns of office workers nationally. ICSC estimates that an average office worker spends approximately \$4,750 annually on retail goods while at or near their place of work. Based on the actual stores present in the McCaslin Subarea (also

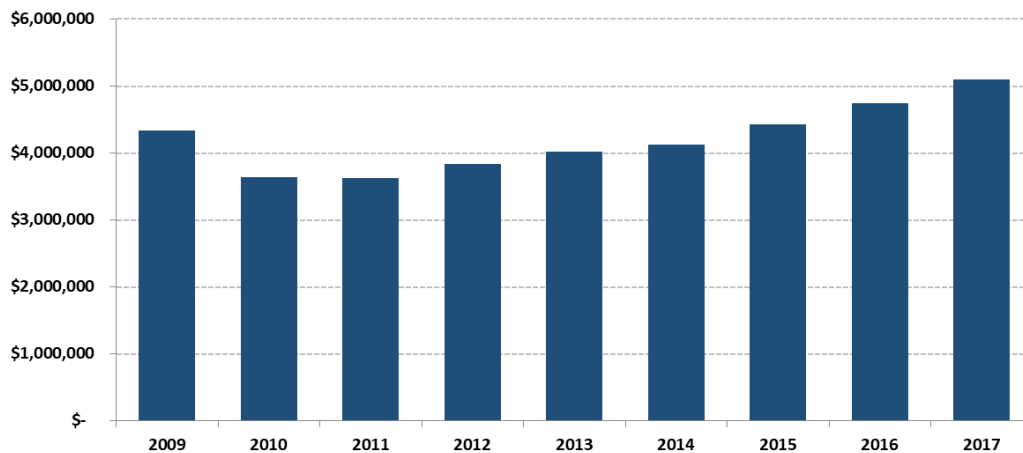
considering retail in areas surrounding the Subarea), EPS estimates an average worker spends approximately \$1,450 annually in the Subarea, which is a total of \$6.2 million or approximately 6 percent of Subarea retail sales (netting out workers who also live in the Community Trade Area).

- Sales to Visitors** – Visitors to the subarea are estimated to generate \$24.2 million or 22 percent of total Subarea sales. This percentage of sales to visitors is an approximation of the amount of sales inflow to the Subarea, which means this amount of sales (and associated customers) that are from people who are traveling to the Subarea to make retail purchases, which is referred to trade area Inflow. Despite having a few regionally oriented retailers (Home Depot, Lowe’s and Kohl’s) the amount of inflow is not a large portion of the sales meaning that the retailers in the Subarea are mainly serving the residents of the Community Trade Area.

### Sales Tax Trends

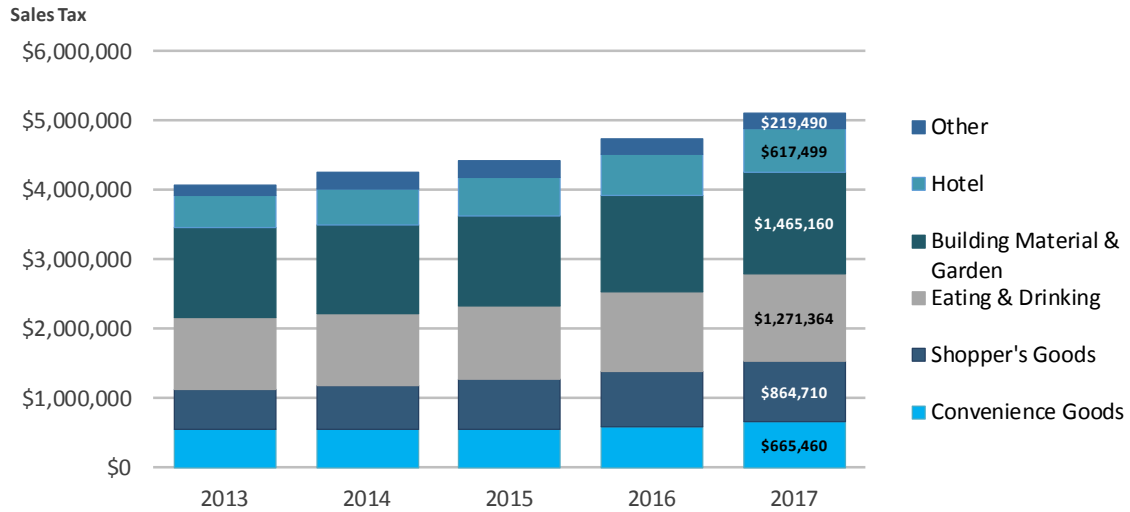
The amount of sales tax generated in the McCaslin Subarea has been growing steadily over the past eight years since Sam’s Club closed. The Subarea accounted for \$5.1 million in sales tax revenue in 2017 and generates more sales tax now than it did in 2009 which was the last full year in which Sam’s Club was open. In 2009, the Subarea produced \$4.4 million in sales tax revenues, which dropped to \$3.6 million in 2010, as shown in **Figure 21**. Sales tax levels exceeded the 2009 totals for the first time in 2015, which means it took five years to recapture the loss of sales attributed to Sam’s Club. Despite the loss of Sam’s Club, sales tax revenue generated in the Subarea has grown by 2.1 percent annually since 2009, which exceeds the rate of inflation for this period.

**Figure 21. McCaslin Subarea Sales Tax, 2009 to 2017**



In the past five years, the McCaslin Subarea experienced nearly 6 percent annual growth in sales tax revenue. As shown in **Figure 22**, Building Materials and Eating/Drinking establishments accounted for most of the sales tax revenue generated, while the six area hotels provided nearly 15 percent of the sales tax revenue. Sales tax generated from building materials stores, eating and drinking establishments, hotels, and marijuana sales accounted for the vast majority of retail sales tax growth (85 percent) since 2013.

**Figure 22. Sales Tax Trends**



Source: City of Louisville; Economic & Planning Systems

## Retail Demand

In this section we estimate future retail demand for the Community Trade Area. Demand is estimated based on household expenditures in the trade area. The future demand estimate is based on household growth estimates for the trade area. Retail expenditure potential is estimated based on the percent of income spent on average by store category as outlined in the steps below.

- Based on the U.S. Census of Retail Trade, the percent of Total Personal Income (TPI) spent by store category is determined using retail expenditure potential by retail NAICS categories that correspond with retail store categories. This calculation estimates expected resident spending patterns.
- The growth in trade area expenditure potential is estimated by the same calculation applied to the estimated growth in TPI by time period. TPI calculations are in constant dollars.
- The amount of retail space supported by the growth in trade area expenditures is estimated by dividing expenditure potential by average annual sales per square foot estimates for each store category.

The TPI for the Community Trade Area is estimated by multiplying the number of households by the average household income, as shown in **Table 12**. The future growth of the Community Trade Area is estimated to be 2,450 units from 2018 to 2028.

**Table 12. Community Trade Area Total Personal Income, 2018 to 2028**

Community Trade Area	2018	2028	Change 2018-2028
Households	15,180	17,636	2,456
Avg. Household Income	\$129,912	\$129,912	---
<b>Total Personal Income</b>	<b>\$1,972,064,160</b>	<b>\$2,291,112,895</b>	<b>\$319,048,735</b>

Source: US Census; ESRI; Economic & Planning Systems



The average Colorado household spends approximately 35.1 percent of its TPI in retail stores, as shown in **Table 13**. The annual expenditure potential for total retail goods in the Community Trade Area is estimated to grow by \$54 million from 2018 to 2028.

The expenditure potential for the Community Trade Area was converted into demand for retail square feet by using average sales per square foot factors. The Community Trade Area has a current total demand for retail of approximately 1.9 million square feet, as shown in **Table 14**. Demand from new housing growth in the Community Trade Area is estimated to generate demand for 149,000 square feet of new retail space over the 2018 to 2028 time period.

**Table 13. Retail Expenditure Potential by Store Category, 2018 to 2028**

Store Type	Retail Sales % TPI (2012)	Community Trade Area		
		2018 (\$000s)	2028 (\$000s)	Change 2018-2028 (\$000s)
<b>Total Personal Income (TPI)</b>	<b>100%</b>	<b>\$1,972,064</b>	<b>\$2,125,611</b>	<b>\$153,547</b>
<b>Convenience Goods</b>				
Supermarkets and Other Grocery Stores	6.9%	\$136,451	\$147,075	\$10,624
Convenience Stores (incl. Gas Stations) <sup>1</sup>	2.0%	\$39,032	\$42,072	\$3,039
Beer, Wine, & Liquor Stores	1.1%	\$21,234	\$22,887	\$1,653
Health and Personal Care	1.7%	<u>\$32,846</u>	<u>\$35,404</u>	<u>\$2,557</u>
<b>Total Convenience Goods</b>	<b>11.6%</b>	<b>\$229,564</b>	<b>\$247,438</b>	<b>\$17,874</b>
<b>Shopper's Goods</b>				
<b>General Merchandise</b>				
Traditional Department Stores	0.5%	\$10,001	\$10,780	\$779
Discount Department Stores and Other	0.9%	\$17,307	\$18,654	\$1,348
Warehouse Clubs & Supercenters	5.8%	<u>\$114,380</u>	<u>\$123,285</u>	<u>\$8,906</u>
<b>Subtotal</b>	<b>7.2%</b>	<b>\$141,330</b>	<b>\$152,334</b>	<b>\$11,004</b>
<b>Other Shopper's Goods</b>				
Clothing & Accessories	2.2%	\$42,454	\$45,760	\$3,306
Furniture & Home Furnishings	1.2%	\$23,232	\$25,040	\$1,809
Electronics & Appliances	1.1%	\$21,031	\$22,669	\$1,638
Sporting Goods, Hobby, Book, & Music Stores	1.3%	\$24,866	\$26,802	\$1,936
Miscellaneous Retail	1.3%	<u>\$25,449</u>	<u>\$27,430</u>	<u>\$1,981</u>
<b>Subtotal</b>	<b>6.9%</b>	<b>\$137,032</b>	<b>\$147,702</b>	<b>\$10,669</b>
<b>Total Shopper's Goods</b>	<b>14.1%</b>	<b>\$278,362</b>	<b>\$300,036</b>	<b>\$21,674</b>
<b>Eating and Drinking</b>	<b>6.1%</b>	<b>\$120,092</b>	<b>\$129,442</b>	<b>\$9,350</b>
<b>Building Material &amp; Garden</b>				
Total Building Material & Garden	3.3%	\$64,394	\$69,408	\$5,014
<b>Total Retail Goods</b>	<b>35.1%</b>	<b>\$692,412</b>	<b>\$746,324</b>	<b>\$53,912</b>

<sup>1</sup>Convenience Stores w/Gas (44711) are multiplied by 50% to exclude gas sales

Source: 2012 Census of Retail Trade; Economic & Planning Systems

**Table 14. Supportable Retail Square Feet, 2018 to 2028**

Store Type	Avg. Sales Per Sq. Ft.	Community Trade Area	
		Total Supportable Space 2018	New Demand 2018-2028
<b>Convenience Goods</b>			
Supermarkets and Other Grocery Stores	\$400	341,000	27,000
Convenience Stores (incl. Gas Stations)	\$400	98,000	8,000
Beer, Wine, & Liquor Stores	\$300	71,000	6,000
Health and Personal Care	\$400	<u>82,000</u>	<u>6,000</u>
<b>Total Convenience Goods</b>		<b>592,000</b>	<b>47,000</b>
<b>Shopper's Goods</b>			
<b>General Merchandise</b>			
Traditional Department Stores	\$250	40,000	3,000
Discount Department Stores	\$350	49,000	4,000
Warehouse Clubs & Supercenters	\$500	<u>229,000</u>	<u>18,000</u>
<b>Subtotal</b>		<b>318,000</b>	<b>25,000</b>
<b>Other Shopper's Goods</b>			
Clothing & Accessories	\$350	121,000	9,000
Furniture & Home Furnishings	\$250	93,000	7,000
Electronics & Appliances	\$500	42,000	3,000
Sporting Goods, Hobby, Book, & Music Stores	\$350	71,000	6,000
Miscellaneous Retail	\$250	<u>102,000</u>	<u>8,000</u>
<b>Subtotal</b>		<b>429,000</b>	<b>33,000</b>
<b>Total Shopper's Goods</b>		<b>747,000</b>	<b>58,000</b>
<b>Eating and Drinking</b>	\$350	<b>343,000</b>	<b>27,000</b>
<b>Building Material &amp; Garden</b>	\$300	<b>215,000</b>	<b>17,000</b>
<b>Total Retail Goods</b>		<b>1,897,000</b>	<b>149,000</b>

Source: 2012 Census of Retail Trade; Economic & Planning Systems

## Future Market Opportunities

The McCaslin Subarea market orientation has shifted from a regional destination when it was first developed, to a smaller community oriented retail node. The ongoing difficulty in attracting larger users to the vacant Sam's Club box and the soon to be vacant Kohl's illustrate the changing nature of the Subarea. The McCaslin area has attracted a limited amount of new retail space (12,500 square feet) since 2010 and the new space has been filled primarily by restaurants. Same is true for the larger trade area, as it has only grown by 8,500 square feet of retail space per year since 2010. Retailers and businesses providing goods and services that serve the surrounding Community Trade Area and nearby workforce are most likely the ones to be attracted to the Subarea.

Going forward, housing growth in the Community Trade Area is estimated to generate an estimated demand of 150,000 square feet of new space over the next 10 years. Currently, the McCaslin Subarea represents 22 percent of the retail space in the Community Trade Area, however only captured 11 percent of new retail space growth since 2010. If the Subarea is able to capture its historic 20 percent share of the new demand, there will be demand for approximately 30,000 square feet over the next 10 years. New retail space in a redevelopment within the Subarea will have to capture new resident sales (estimated 30,000 square feet) and recapture sales that are leaving the Subarea to areas within the Community Trade Area or to outside of the trade area. The base level estimate for new demand is estimated to be 30,000 square feet of new retail with potential to attract additional sales by attracting competitive anchors or junior anchors that address trade area gaps or compete with retailers in other communities within the trade area. The estimated range of potential new retail demand that can be captured in the Subarea is between 30,000 to 70,000 square feet of new space, some of which may occupy vacant retail spaces instead of new retail buildings.

The most likely large anchor of spaces that can be attracted to the subarea are ones that will serve the everyday needs of the Community Trade Area. King Soopers has been exploring a new store in the US-36 and McCaslin Blvd interchange area. It is likely an additional grocery can be attracted to the Subarea; however a new grocery may have major impacts on the existing Safeway. The changes in the liquor laws in Colorado will increase opportunities to attract a large liquor superstore chain to the Subarea. Other large users that can be attracted include entertainment, recreation and fitness uses. These types of uses are increasingly locating in community and neighborhood oriented shopping centers and serve similar trade areas as the retailers around them. Examples of entertainment uses include virtual reality and experiential sports venues. These uses generate additional visitation to retail centers and help add vitality to retail centers. However, they generate a low amount of retail sales and associated sales tax revenue. The refill of the vacant Sports Authority in the Superior Marketplace is an illustration of the tradeoffs and challenges of refilling vacant boxes. The

40,000 square foot Sports Authority space was being split into two spaces for Stickleby, a furniture store and for a swim school. While the attraction of the furniture retailer is a positive fiscally for the Town, the amount of sales tax generated by the total space is less than previously generated as furniture store sales taxes are allocated to the destination if it is delivered, further limiting its local sales tax potential.

## 5. Alternative Uses Market Analysis

The market conditions and feasibility of uses that could be an alternative to retail in the McCaslin Subarea were analyzed including office, hotel, and multifamily residential uses.

### Office Market Conditions

This section contains a summary of the office market conditions in Louisville and the larger trade area. A summary of national and local conditions and trends is provided.

#### National Trends

Nationally, office development is moving away from the single use, suburban office park or corporate campus to more mixed use, centrally located, and often transit-accessible locations in major urban areas. Much of this trend has been driven by shifting preferences from the workforce, especially younger, college educated Millennial-aged workers, who wish to have more access to amenities near work such as shopping, services, and dining. Their choice of place to live is being driven by considerations of quality of life and opportunity for employment. As result, employers are making location decisions to be located centrally to their target workforce and locations that have an attractive quality of life. Other office space trends impacting the development and locations of new space include:

- **More Efficient Office Space** - Businesses are leasing less office space per person than in past years. Technology has reduced the need for space, and new workplace designs are more efficient. Open floor plans and shared spaces are becoming more common. In these settings, workers are freer to move around an office with a laptop and mobile phone. The National Association for Industrial and Office Parks (NAIOP) reported in 2015 that the average office lease size had dropped by approximately 10 percent from 2004 through 2014. Some of the trend in efficiency (more workers per square foot of building area) is driven by cost. Fast growing industries like technology are not necessarily cutting space requirements as they desire spacious and luxurious offices to attract the highest skilled talent. Slower growth industries such as law and accounting are reducing their space requirements to cut costs.
- **Co-Working Space** - Co-working space is a new type of office space in which tenants rent desk(s) space in a space shared with other workers and firms. They are popular with small new firms, which can be in any field including professional services, creative industries, and technology. Tenants have access to conference rooms and shared office equipment (e.g., printers, broadband, reception, etc.). The benefits of co-working space are that they

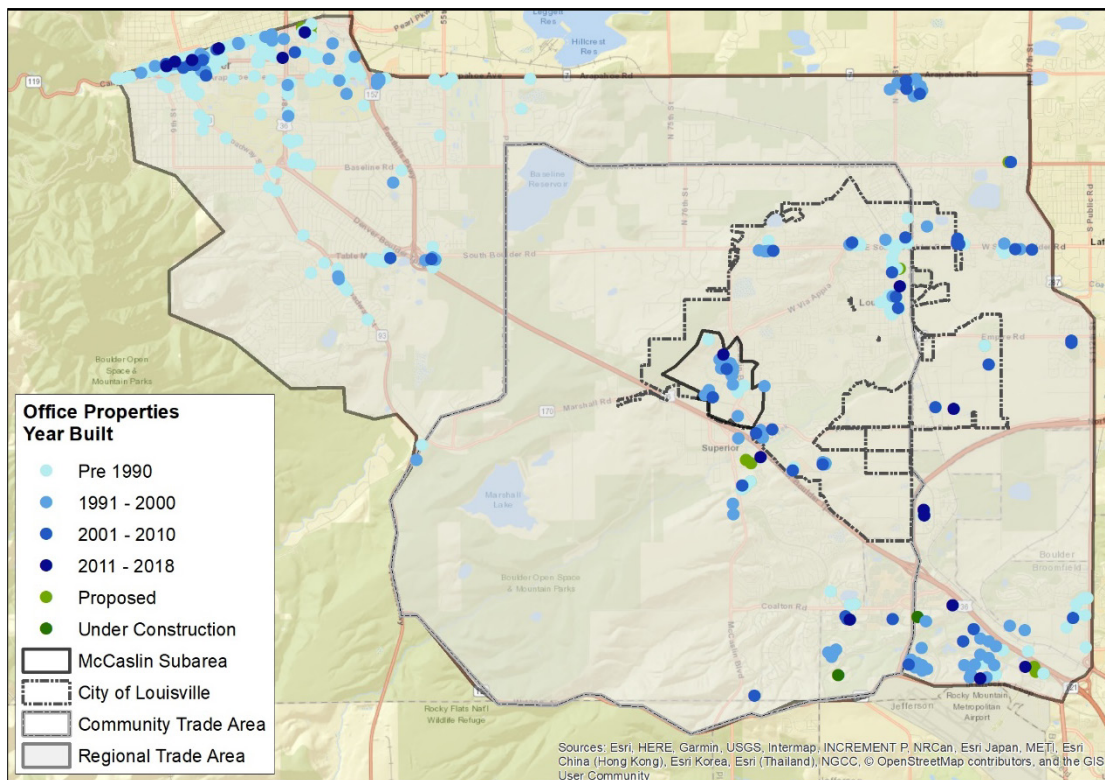
typically have lower tenant finish levels and lower cost than traditional office space and are flexible in that they give a firm a low-cost way to grow from one to a few employees. They also offer, and are marketed for, opportunities for collaboration and knowledge sharing with likeminded people and potential business partners. Some also offer events including networking, speakers, and skill development workshops. Co-working space is popular with entrepreneurs and remote workers. It is becoming more common in major and mid-sized cities but is still a small portion of the total office market.

### Local Office Conditions

The City of Louisville is located between two larger office concentrations in the City of Boulder to the north and the Interlocken/Arista area of Broomfield to the south. These concentrations fall within the Regional Trade Area but outside of the Community Trade Area, as shown in **Figure 23**.

Between 2010 and 2018, the Regional Trade Area added 1.3 million square feet of office space, however the Community Trade Area added only 159,573 square feet. Approximately 50 percent of this new inventory is in Boulder, and 30 percent is in Broomfield. There are also several new projects proposed and under construction, as shown in **Figure 23** and in **Table 15**.

**Figure 23. Regional Office Inventory**



The McCaslin Subarea has 943,300 square feet of office space spread over 21 buildings. A 58,000 square foot building was constructed in Centennial Valley in 2018; this was the McCaslin Subarea’s first office inventory addition since 2008. This building accounted for 36 percent of the new space added to the Community Trade Area and 4 percent of the Regional Trade Area. The majority of the area’s inventory is older, Class B office space.

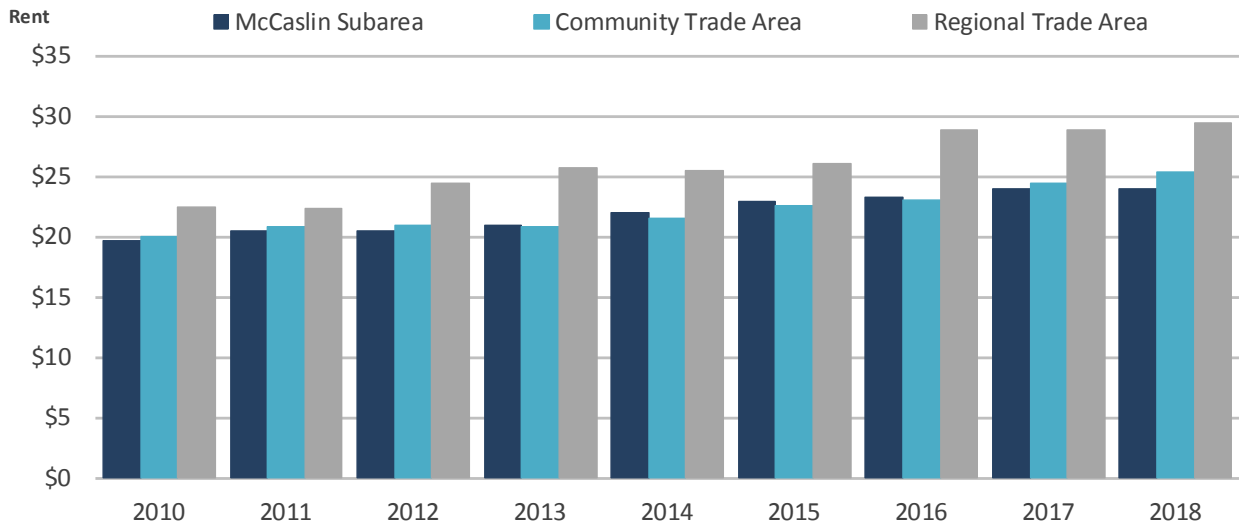
**Table 15. Office Inventory Trends**

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2010-2018			
										Total	Ann. #	Ann. %	
<b>Office Inventory (Sq Ft)</b>													
McCaslin Subarea	885,611	885,611	885,611	885,611	885,611	885,611	885,611	885,611	885,611	943,311	57,700	7,213	0.8%
Community Trade Area	2,734,415	2,734,415	2,734,415	2,734,415	2,734,415	2,734,415	2,745,424	2,745,424	2,893,988		159,573	19,947	0.7%
Regional Trade Area	10,084,723	10,374,012	10,374,012	10,576,998	10,572,468	10,512,468	10,553,470	10,792,225	11,410,377		1,325,654	165,707	1.6%

Source: CoStar 2nd Quarter; Economic & Planning Systems

Rental Rates in the McCaslin Subarea have historically been on par with the Community Trade Area. Rates for the Regional Trade Area have been consistently higher than the two smaller trade areas, as they include office properties in Boulder and Broomfield, which have larger office concentrations. The average rental rates in the McCaslin Subarea have exceeded \$25 per square foot (NNN) and have increased steadily since 2010.

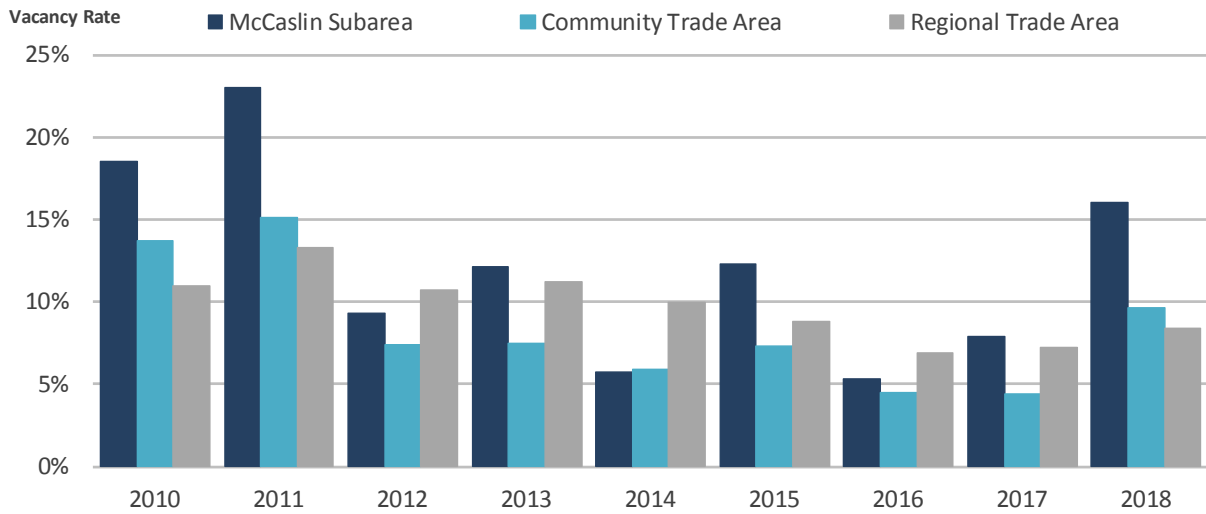
**Figure 24. Office Rental Rates**



Source: CoStar 2nd Quarter; Economic & Planning Systems

The office vacancy rate in the McCaslin Subarea was higher than the surrounding areas in six of the last nine years, in part due to the small size and inventory of the area. A new space in the Centennial Valley Business Park came online in 2018 and is in the process of leasing up, which caused an increase in the 2018 vacancy rate. The growing rental rates and the low vacancy rate in the trade areas in 2017 are indicators of demand for space and the market has responded with new additions in the immediate McCaslin Subarea and Superior areas.

**Figure 25. Office Vacancy Rates**



Source: CoStar 2nd Quarter; Economic & Planning Systems

The planned office development projects in the area are described below. Larger, new office projects are primarily build-to-suit developments with a single tenant occupying the building. Smaller, speculative projects have been built in recent years, but there is a limited number of these types of projects planned in the area.



**Table 16. Planned Office Market Developments**

<b>Planned Office Market Developments</b>	
	<p><b>Partners Group Headquarters</b> 1200 El Dorado Blvd., Broomfield</p> <ul style="list-style-type: none"> <li>• Three-building complex on 12.5 acres</li> <li>• Total of 22 acres owned</li> <li>• 2019 completion</li> </ul> <p>The American headquarters for Switzerland-based Partners Group, a private-markets investment manager, is under construction and expected to open in 2019.</p>
	<p><b>Viega Headquarters</b> 575 Interlocken Blvd., Broomfield</p> <ul style="list-style-type: none"> <li>• 55,000 SF headquarters</li> <li>• 24,000 SF training facility</li> <li>• 11.8 acres</li> <li>• 2018 completion</li> </ul> <p>Germany-based Viega LLC is relocating its North American headquarters from Wichita, KS.</p>
	<p><b>EOS Phase II, III, IV</b> Edgeview Dr., Broomfield</p> <ul style="list-style-type: none"> <li>• Proposed 2019-2020</li> <li>• Anticipated LEED Platinum</li> </ul> <p>The four-building office campus will consist of approximately 850,000 rentable square feet. Phase I was completed in August 2012.</p>
	<p><b>The Ridge at Colorado Tech Center</b> S. Taylor Ave., Louisville</p> <ul style="list-style-type: none"> <li>• Proposed 2019</li> <li>• 109,000 SF</li> </ul> <p>CoStar lists this site as a proposed office project, however, it may be an industrial/flex use similar to other sites in the CTC.</p>

### **Office Market Potentials**

The Centennial Valley development is a significant employment node along the US-36 corridor, which is a benefit to the McCaslin subarea and larger Louisville community. There are remaining vacant parcels in the development that will over time build out with employment uses. The area is attractive for potential businesses to locate, especially as a more accessible and affordable office location for firms wanting to be near Boulder. However, introduction of employment office uses within a shopping center redevelopment or reconfiguration will be difficult given the competitive sites and locations nearby.

The Community Trade Area has grown by 160,000 square feet of office space since 2010 and the McCaslin subarea has captured 36 percent of this new office space growth—58,000 square feet—primarily in one new office building. If employment growth and office development along the US-36 corridor continues at the historic rate of the past 20 years, there will be demand for approximately 200,000 square feet of new office space over the next 10 years. Using recent capture rates of new development for the subarea, the Subarea could capture 70,000 to 100,000 square feet of new space over the next 10 years.

## Multifamily Market Conditions

### Local For-Rent Multifamily Conditions

The demand in the apartment market along the US-36 corridor has been strong over the past five years. Average rental rates for communities along the US-36 corridor are higher than averages for the Denver Metro Area and vacancy rates are low.

The McCaslin Subarea has attracted one multifamily for-rent property, Copper Ridge Apartment Homes, and one for-sale multifamily property, Centennial Pavilions, since 1994. Inventory in the Community Trade Area grew at an average of 3.8 percent, or 111 units per year, between 2010 and 2018, as shown in **Table 17**. The Regional Trade Area grew by 2.9 percent and 355 units per year over the same time frame.

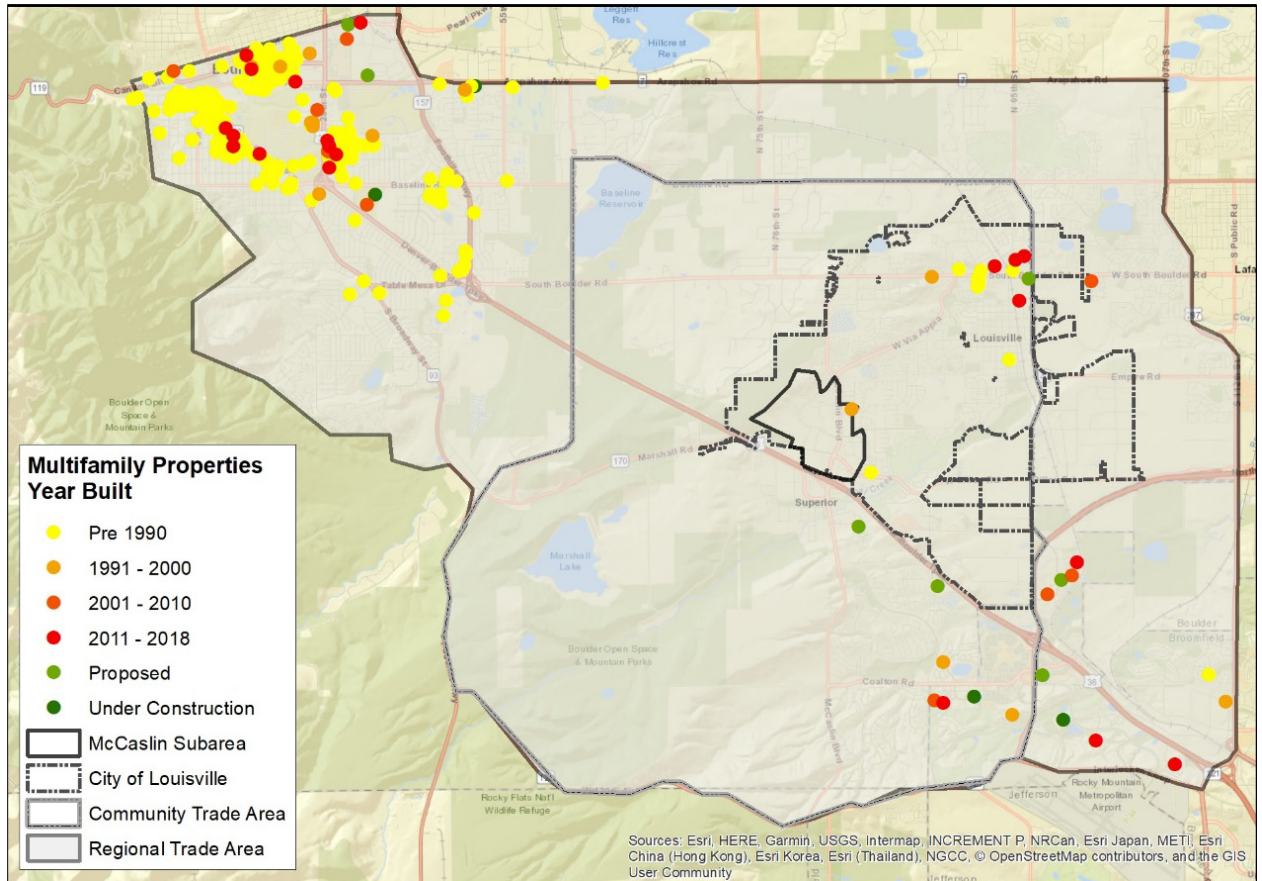
It should be noted that the Arista District in Broomfield is just outside of the Community Trade Area for this Study and includes approximately 1,600 apartment units.

**Table 17. Multifamily Inventory Trends**

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2010-2018			
										Total	Ann. #	Ann. %	
<b>Multifamily Inventory (Units)</b>													
McCaslin Subarea	129	129	129	129	129	129	129	129	129	129	0	0	0.0%
Community Trade Area	2,539	2,539	2,539	2,539	2,767	2,987	2,987	3,298	3,428		889	111	3.8%
Regional Trade Area	10,976	10,989	11,005	11,005	12,039	13,079	13,236	13,645	13,812		2,836	355	2.9%

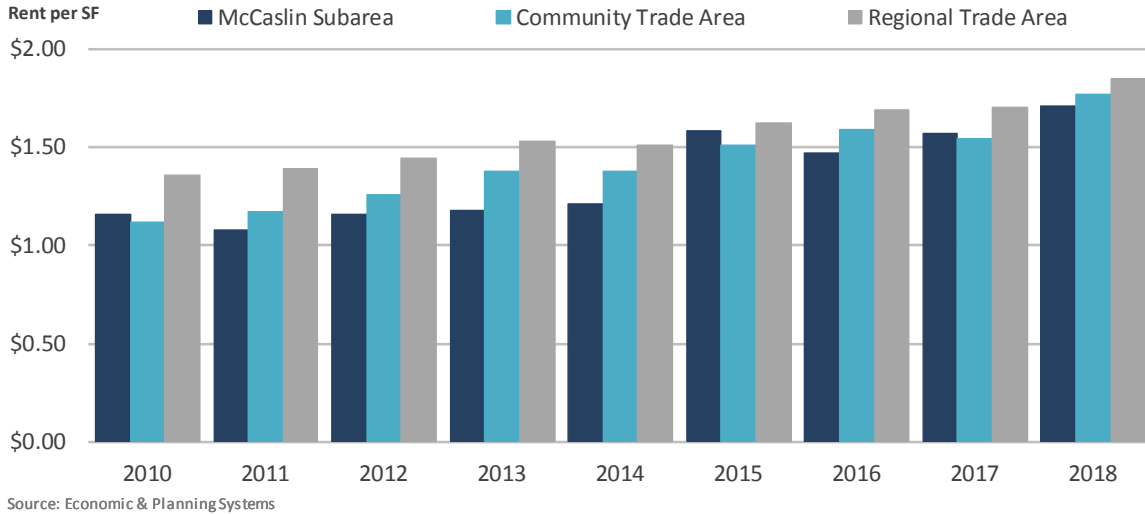
Source: CoStar 2nd Quarter; Economic & Planning Systems

Figure 26. Regional Apartment Inventory



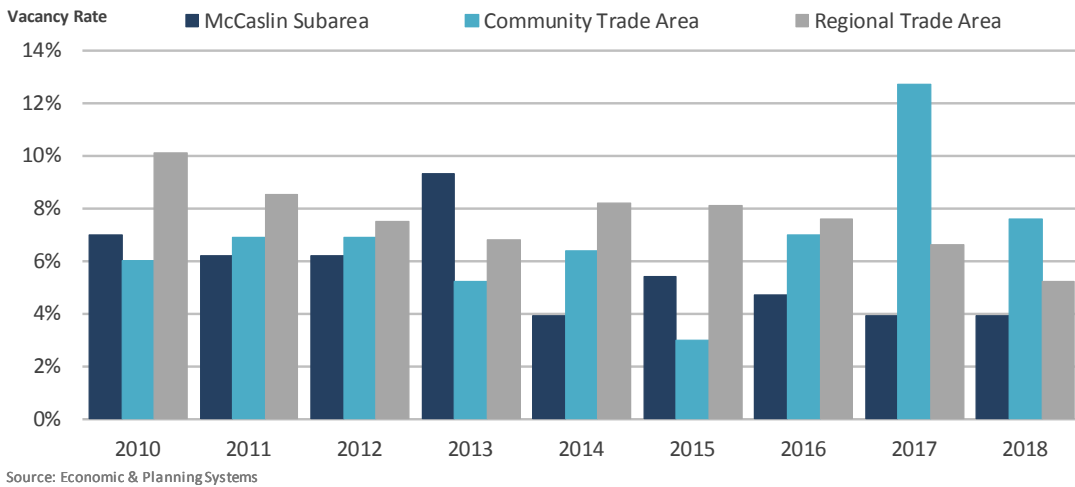
Rents at The Copper Ridge Apartment Homes have historically been lower than the surrounding areas, as demonstrated in **Figure 27**. Average rents for the Regional Trade Area, which includes Boulder, have been consistently higher than the Community Trade Area and McCaslin Subarea.

**Figure 27. Apartment Rent per Square Feet**



The Community Trade Area has a significantly higher multifamily vacancy rate than the McCaslin Subarea and Regional Trade Area due to new inventory that came online in 2017.

**Figure 28. Apartment Vacancy Rate**



The larger apartment complexes in the region (not including Boulder) are shown in **Table 18**. There are currently seven new projects under construction or proposed. There is a divergence in the achievable rents within this competitive set of projects that helps illustrate the feasibility of new development in the area. The majority of units built in the area have average rent per square foot of approximately \$1.75. The two most recent projects in Louisville have been able to achieve higher rental rates of over \$2.10 per square foot. The new projects are urban products built with structured parking. These higher average lease rates are necessary for a project with structured parking to be feasible. The other complexes in the region are primarily surface/detached garage parked with some tuck-under spaces. The level of rent needed to support new development for these more suburban/walk-up complexes is lower at around the \$1.80 per square foot range.

The spread impacts the potential feasibility of a multifamily residential uses in the Study Area. For a more urban apartment complex, with structured parking, the new units will need to achieve rents similar to the DELO Apartments and Centre Court Apartments in Louisville of at or above \$2.10 per square foot. These projects are located next to Downtown Louisville and offer an attractive location. A new project along the McCaslin Blvd. may struggle to offer the same location appeal as Downtown Louisville and may not be able to support these rates. However, access to US-36, the proximity to the Flatiron Flyer BRT stop, and proximity to the jobs and retail in the subarea may be attractive to prospective residents as there are limited rental housing options in the area.

**Table 18. Existing Apartment Developments**

Apartments	Status	Address	City	Units	Year Built	Avg. Rent per Unit	Avg. Rent per Sq Ft
Portals Apartments	Existing	1722-1766 Garfield Ave	Louisville	50	1975	\$1,044	\$2.61
Grand View @ Flatirons	Existing	855 W Dillon Rd	Louisville	180	1990	\$1,589	\$1.88
Copper Ridge Apartment Homes	Existing	240 McCaslin Blvd	Louisville	129	1994	\$1,658	\$1.72
Bell Flatirons	Existing	2200 S Tyler Dr	Superior	1206	1998	\$1,779	\$1.71
Bell Summit at Flatirons	Existing	210 Summit Blvd	Broomfield	500	2004	\$1,537	\$1.51
Terracina Apartment Homes	Existing	13620 Via Varra Rd	Broomfield	386	2008	\$1,694	\$1.83
Catania Apartments	Existing	13585 Via Varra Rd	Broomfield	297	2009	\$1,681	\$1.67
Retreat at the Flatirons	Existing	13780 Del Corso	Broomfield	374	2014	\$1,890	\$1.79
Green Leaf RockVue	Existing	230-250 Summit Blvd	Broomfield	220	2014	\$1,616	\$1.67
Centre Court Apartments	Existing	745 E South Boulder Rd	Louisville	111	2016	\$1,875	\$2.10
DELO Apartments	Existing	1140 Cannon St	Louisville	130	2017	\$1,739	\$2.38
<b>Average</b>						<b>\$1,646</b>	<b>\$1.90</b>

Source: CoStar; Economic & Planning Systems

There are currently seven new projects under construction or proposed, as shown in **Table 19**.

**Table 19. Planned For-Rent Multifamily Developments**

Apartments	Status	Address	City	Units	Year Built
Summit Green Apartments	Under Construction	501 Summit Blvd	Broomfield	184	2019
Interlocken Apartments	Under Construction	355 Eldorado Blvd	Broomfield	311	2019
Rock Creek Zaharias Apartments	Proposed	2036 S 88th St	Louisville	258	2019
Downtown Superior Phase 1-Block 11	Proposed	US Hwy 36 & McCaslin Blvd	Superior	106	2019
Coal Creek Station	Proposed	S Boulder Rd	Louisville	54	2019
Flatiron Marketplace	Proposed	E Flatiron Crossing Dr	Broomfield	324	2019
Terracina Apartment Homes - Phase II	Proposed	13600 Via Varra Rd	Broomfield	100	2020

Source: CoStar; Economic & Planning Systems

### Local For-Sale Multifamily Conditions

The larger Denver metro area has experienced limited new multifamily, for-sale development in the past decade. The impacts of construction defect litigations on condo projects built in the 2000's have increased risks and development costs (e.g. insurance costs) for condo developments. As a result, new condo development has been limited to areas that can support high-end, luxury condos that can support the increased risk and construction costs. New condo development since 2010 has primarily occurred in areas such as Downtown Boulder, Downtown Denver, and Cherry Creek.

There is currently one for-sale, multifamily project within the McCaslin subarea. The Centennial Pavilions project was built in 2005 and has 67 condo units. The average price of units sold in the project in the past two years is \$378,780 (\$328.42 per square foot), with units ranging from \$290,000 to \$451,000 (according to Boulder County Assessor).

There has been a recent increase in proposed condo projects in the Denver metro area outside of the areas mentioned previously with more activity in higher priced communities including Louisville and Boulder County. The North End development in Louisville is currently selling condos, North End Block 10, with an estimated completion data of 2020. Units are listed for sale between \$424,900 and \$494,900 (according to Markel Homes).



### **Multifamily Residential Market Opportunities**

Boulder County and the US-36 Corridor are expected to continue to be desirable locations to capture employment growth over the next decade. Boulder County (the US-36 Corridor, and the City of Boulder especially) continues to increase in employment at a greater rate than housing units. As a result, there will be a continued demand for housing in communities along the US-36 corridor, especially for multifamily housing as it is currently an under-represented use.

The Community Trade Area is expected to grow in housing at similar rates as the past decade, with estimated demand of 1,000 to 1,200 new households in the trade area in the next 10 years.

The Community Trade Area has grown by 110 apartment units annually since 2010. The City of Louisville has only captured a minimal amount of new multifamily residential development during this time and the McCaslin subarea has captured no new for-rent housing in this period. (Note this is largely due to land use and zoning designations in the corridor that do not allow this use). Multifamily residential uses will be attracted to locations near employment, with access and visibility to major transportation/transit routes, and near retail goods and services. The McCaslin Subarea is an attractive location for this use and could capture a significant share of housing growth if these uses are allowed in the Subarea.

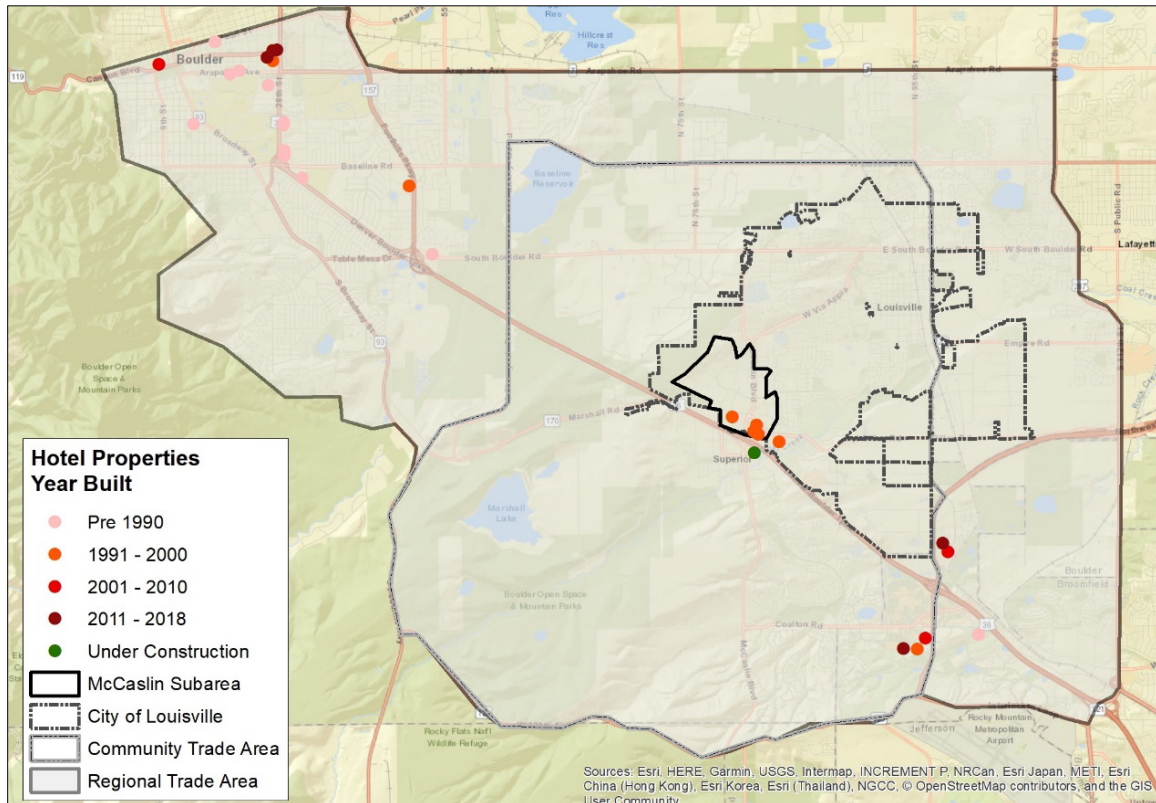
The demand for condos is difficult to gauge given the lack of recent development. Units within the Centennial Pavilions project are listed online for-rent, which may not indicate strong demand in the subarea for for-sale multifamily. The success of new projects, like the North End condo building, will help prove up demand within more suburban contexts such as Louisville. It is more likely that a for-rent project will be proposed in a redevelopment of Parcel O given the current demand, achievable rent rates, and the lower risk than condos. However, allowing for both product types should be the focus of any changes to development agreements and/or private covenants. Lower density, townhomes are likely in demand but not feasible given the required return within redevelopment of the project.



## Hotel Conditions

The McCaslin Subarea contains five existing hotel properties. Across Highway 36, the Town of Superior’s first hotel, Element, is under construction. The other hotel clusters in the larger regional trade area are located in the Interlocken area in Broomfield and in the City of Boulder, as shown in **Figure 29**.

**Figure 29. Regional Hotel Inventory**



**Table 20. Planned Hotel Developments**

### Planned Hotel Developments



**Element Hotel**

1 Marshall Road, Superior

- 121 guest rooms
- 4 stories
- 2.6 acres

The Element Hotel is under construction on the former Boulder Valley Ice site, near the intersection of McCaslin Blvd. and Marshall Road.

The hotels that would be competitive with a new hotel in the McCaslin Subarea are shown in **Table 21**. There was an influx of new hotels in the area in the late 1990’s and early 2000’s when approximately 1,344 of the 1,899 rooms in the area were built. In 2017, there was a large influx of new hotel projects with 555 rooms added in 2017 and 2018 and a project under-construction in Superior as previously noted.

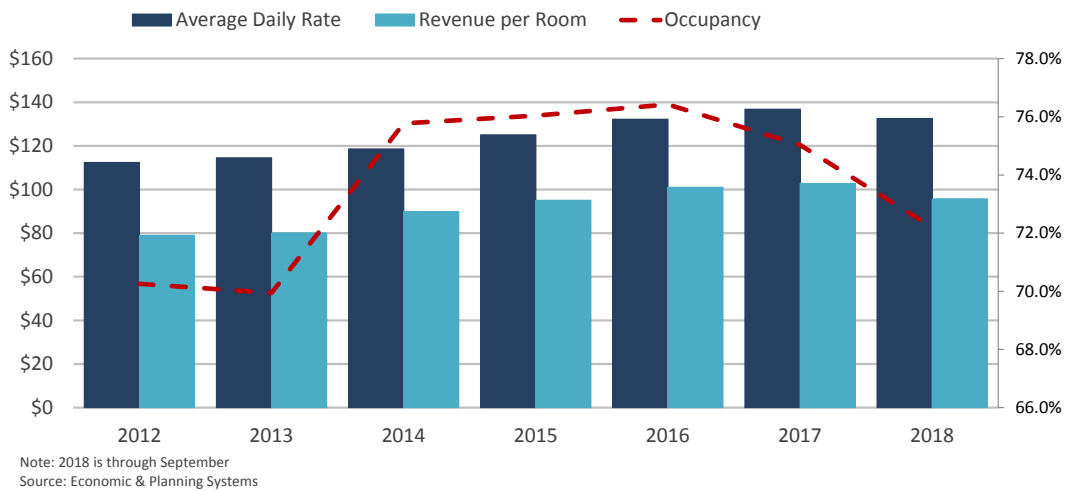
**Table 21. Competitive Hotel Inventory**

Description	City	Month/Year Built	Rooms
Quality Inn Louisville Boulder	Louisville	Mar 1996	68
Hampton Inn Boulder Louisville	Louisville	Aug 1996	80
Courtyard Boulder Louisville	Louisville	Nov 1996	154
La Quinta Inns & Suites Denver Boulder Louisville	Louisville	Apr 1997	120
Omni Interlocken Resort	Broomfield	Jul 1999	390
Best Western Plus Louisville Inn & Suites	Louisville	Oct 1999	62
Residence Inn Boulder Louisville	Louisville	Apr 2000	88
TownePlace Suites Boulder Broomfield Interlocken	Broomfield	Nov 2000	150
Renaissance Boulder Flatiron Hotel	Broomfield	Oct 2002	232
Hyatt House Boulder Broomfield	Broomfield	Jun 2010	123
Holiday Inn Express & Suites Denver Northwest Broomfield	Broomfield	Jul 2017	136
Residence Inn Boulder Broomfield Interlocken	Broomfield	Dec 2017	122
Fairfield Inn & Suites Boulder Broomfield Interlocken	Broomfield	Dec 2017	90
Hampton Inn & Suites Lafayette	Lafayette	Mar 2018	84

Source: STR; Economic & Planning Systems

Average daily rate for competitive hotels in the area was \$137 in 2017 and has grown from \$112 in 2012. Average daily rates and revenue per room has grown steadily from 2012 to 2017. Rates in 2018 (through September) have decreased slightly from 2017 due to the influx of new hotels. Occupancy rates were at their highest in 2016 at 76.4 percent. Occupancy rates in the area have been strong since 2012 and have remained above rates in 2012 even with the new hotels opening in 2017, as shown in **Figure 30**.

**Figure 30. Competitive Hotel ADR, Rev Par, and Occupancy, 2012 to 2018**



### Hotel Market Opportunities

The McCaslin Subarea is an attractive location for limited service hotels in the region evidence by the existing cluster of hotels. The proximity to Boulder and Interlocken and the access to US-36 are the primary advantages.

The recent influx of new hotels in the Community Trade Area and within the City of Boulder indicates there was strong demand for new product in the US-36 corridor. There was very little new inventory added to the corridor since the early 2000’s until the last two years. The revenue numbers and occupancy rates have adjusted due to the new inventory but remain strong. As employment in the area continues to grow and the Boulder County continues to remain an attractive location to visit, hotel demand should remain strong. It is likely that the McCaslin Subarea can capture an additional hotel within the next five years.

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## 6. Community Engagement Process

Strategic and focused community outreach and engagement was key to both understanding stakeholder perspectives and concerns, as well as informing the key stakeholders of the importance of revitalization and redevelopment of Parcel O in order to ensure the long term economic health of the City. A primary goal of this engagement was to identify alignment between the stakeholders and the market analysis in order to ensure a successful vision and roadmap for implementation.

### Community Outreach and Input

Several engagement programs were created to both inform the community about the project and to solicit feedback on future uses and redevelopment scenarios. All programs focused on interactive engagement methods to build community awareness of key development challenges, shared market analysis information, and continued to build alignment around potential scenarios and strategies for Parcel O.

#### EngageLouisvilleCo.com

EngageLouisvilleCo is a website dedicated to the project that incorporated a project description and process, City Council goals and principles, images, surveys, market findings, and more. The website received 993 total visits from September through December 2018 and the survey had over 110 responses. Two of the survey responses are illustrated below. To view individual responses received through the EngageLouisvilleCO process, see the Survey Report in **Appendix A**.

**Figure 31. Survey Results EngageLouisvilleCo.com**




Figure 32. EngageLouisvilleCo.com

Home » McCasin Parcel O Redevelopment Study

## McCasin Parcel O Redevelopment Study

**Consultation has concluded**



The McCasin Parcel O Redevelopment Study is a City of Louisville led process to identify the opportunities for the McCasin commercial area that will encourage retail vibrancy, commercial health, and a desirable place for the community to gather. Ensuring a vibrant retail corridor is vital to the long term fiscal health of the City. A thoughtful mix of real estate options that fosters quality long-term tenants and encourages residents and visitors to enjoy the area is necessary for the area to remain viable.


MCCASLIN PARCEL "O" - SITE USES AND OPPORT...
SURVEYS

### McCasin Parcel "O" - Site Uses and Opportunities - What do you think?

**Survey will be Closed Friday, November 16.**

We want to hear from you. Based on the market trends and realities, what type of development would you like to see in this area? Tell us your big ideas - don't be shy and keep in mind how to:

- Be responsive to both community interests and market demand
- Boost the vibrancy of our retail corridor as both a destination and a community asset
- Increase Town tax revenue so we can continue to provide more services to residents
- Bring economic vitality for years to come
- Expand and strengthen what you already love about Louisville



#### Process

- ✓

**Let's get going!**

We are just beginning the project and looking forward to engaging with all of you.

*Early - Mid August*
- ✓

**Let's see what market possibilities are?**

Our team is hard at work reviewing the Louisville market to identify and analyze what the realm of opportunities are.

*Mid August - Mid October*
- ✓

**Let's see what Parcel O's opportunities and constraints are?**

Now we will be reviewing our current regulations and analyzing what needs to be improved.

*Early September - Mid October*
- ✓

**It's time to chat!**

We now enter the community engagement phase, let's all come together as a community and create a vision for the future.

*Mid August - Mid November*
- **It's drafting time!**

Now that there is a shared vision, our team will get to work on a few redevelopment scenarios that reflect what we want as a community.

*Early October - Early November*
- **Here's our findings!**

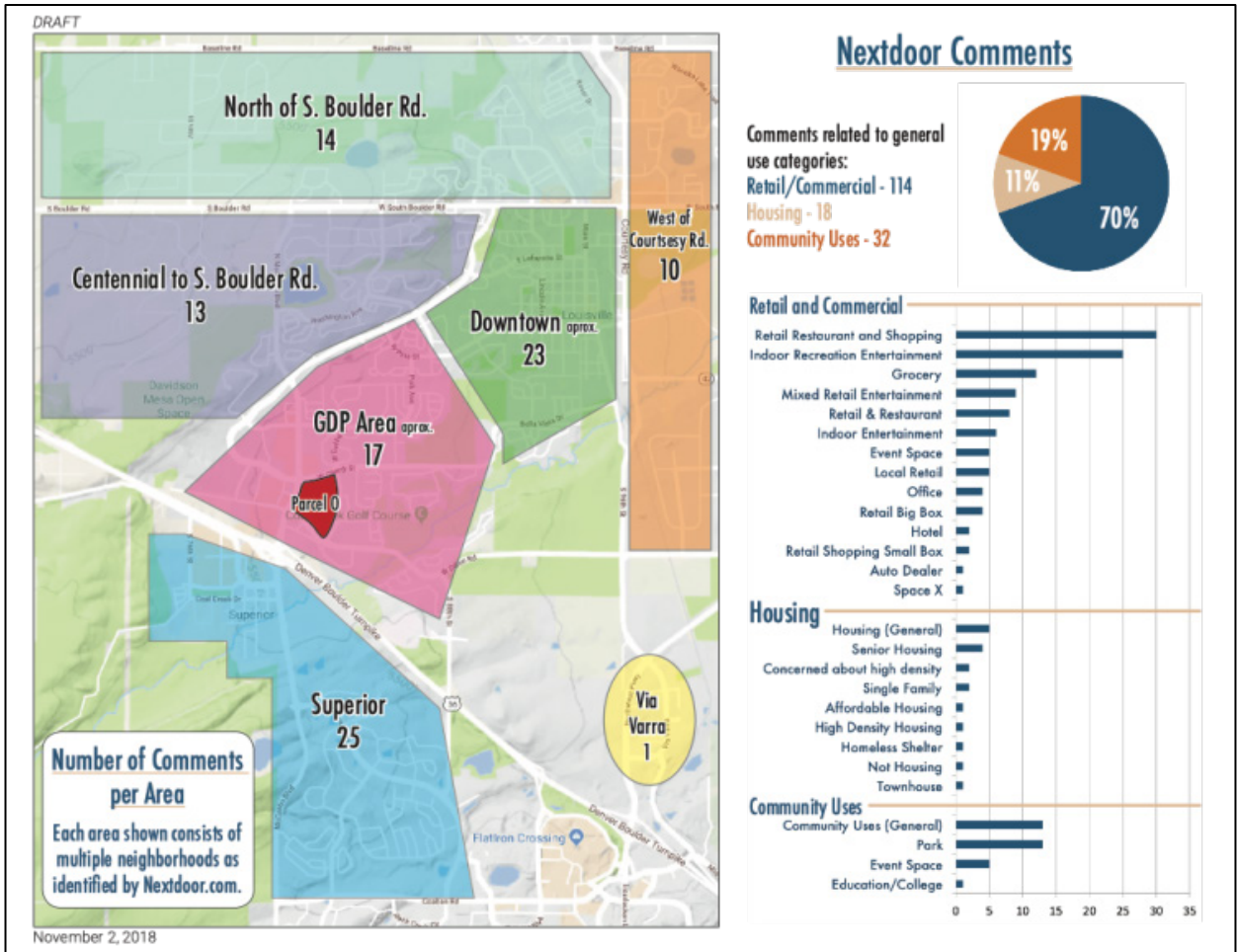
All the great work is over and now we get a chance to present our



**Nextdoor.com**

The Louisville community had already started discussing the future of Parcel O on NextDoor prior to this Parcel O Redevelopment Study. Several comment boards identified desired uses and other varying comments. Those who participated in these online comment boards were from both Louisville and Superior. These comments were reviewed and analyzed as displayed below.

**Figure 33. Nextdoor.com Findings**



## Pop-Ups

An informal and face-to-face survey was conducted at the Paul's Coffee shop located on Parcel O. 30 individuals participated during this one-day event. The pop up survey shared market information and site constraints while asking similar questions to mirror the questions being asked on EngageLouisvilleco.com. Common themes that were expressed from the community during this event include:



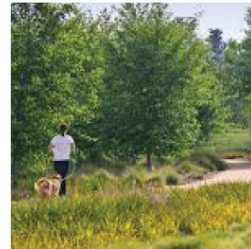
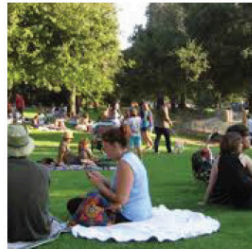
Figure 34. Pop-Up Event at Paul's Coffee

- Need for mixed-income housing, apartment, and townhomes
- Continued support for big box stores
- Need for more community spaces
- Desire for unique food and beverage venues
- Make the area more walkable and connected

# What types of PUBLIC SPACES would work here?



## PARK/OPEN SPACE



## PLAZA



### **Property Owner, Broker, and Developer Discussions**

All Parcel O property owners were contacted, one broker for a property within Parcel O, and the developer of the recently completed facility at 994 West Dillon discussed their thoughts and opinions regarding regulations, uses, market conditions, and future opportunities. Key comments include:

- McCaslin is still a good retail location for neighborhood and community retail including grocery.
- It is no longer a regional location and there are rumors big boxes may choose to leave.
- Opportunity for other commercial uses including fitness, entertainment, medical and professional office, and hotels.
- A destination draw like the Sports Stable would increase market draw.
- Additional rooftops would help the area thrive including for-sale and for-rent housing.
- Virtually any supportable uses will require the GDP and covenants to be amended.
- Visibility and access are very challenging.
- Future vacancies are pending.
- Residential rooftops are needed to support additional retail/commercial.
- Expensive City process to get use approvals needed.

### **Citizen's Action Group**

Early in the project, the project team attended the Louisville's Citizen's Action Council (CAC). 50 council and community members learned about the redevelopment study and provided their ideas for the parcel including varying uses, site design, and changing market realities.

## Community Preferences

The multiple engagement channels provided a clear understanding of the communities overall opinion for Parcel O. While all engaged participants were made aware of the regulatory constraints surrounding future redevelopment, they were also informed about the changing market conditions.

### Uses and Design

The community’s top 4 desired general uses were retail/restaurant, residential, health/wellness, and community space. These four high level categories can be further broken down into specific subcategory uses as detailed below using examples and comments provided by the community.

There is a strong desire for new and unique uses that are experience based and will serve both the local community as well as draw individuals from outside Louisville. Consistent descriptive language included, family friendly, unique, local, craft, healthy, handcrafted, quality, small town, inclusive, shared spaces, multi-vendor, and mixed use. A few examples community members mentioned were the Aurora Stanley Marketplace, Boulder’s Rayback Collective, Alexandria’s (VA) Torpedo Factor Art Center, Boston’s Faneuil Hall Marketplace, and Seattle’s Pike Place Market. The community also desires an improved site layout that supports walkability between the individual lots, open and green spaces, outdoor features and play spaces, attractive public spaces, improved streetscapes that facilitate user interactions.

**Table 22. Parcel O Community Preferences**

Retail/Restaurant	Residential	Health/Wellness	Community Space
<ul style="list-style-type: none"> <li>• Local vendors</li> <li>• Upscale retail</li> <li>• Small shops</li> <li>• Outdoor marketplace</li> <li>• Farmers market</li> <li>• Trader Joe’s/Sprouts</li> <li>• Food halls</li> <li>• Breweries</li> <li>• Cafes/Coffee shops</li> <li>• Unique and family oriented dining</li> <li>• Organic</li> </ul>	<ul style="list-style-type: none"> <li>• Apartments</li> <li>• Middle income</li> <li>• Condos</li> <li>• Senior living</li> <li>• Mixed use with residential on top</li> </ul>	<ul style="list-style-type: none"> <li>• Sports fields</li> <li>• Climbing gyms</li> <li>• Indoor tennis</li> <li>• Cross fit</li> <li>• Complementary to rec. center</li> </ul>	<ul style="list-style-type: none"> <li>• Parks/plazas</li> <li>• Green space</li> <li>• Central gathering area</li> <li>• Outdoor seating</li> <li>• Games</li> <li>• Playgrounds</li> <li>• Water features</li> </ul>

## 7. Reuse and Redevelopment Alternatives

Potential re-use and redevelopment alternatives for Parcel O were developed based on the market analysis, stakeholder interviews, and community feedback. The announcement that Kohl's would be departing its current location has broadened the potential redevelopment opportunities but also increases the need to maintain sales tax generating uses. Three development alternatives were created to illustrate the financial feasibility, fiscal impact, and community support for potential futures for Parcel O. The alternatives are designed to align with market realities but also illustrate the trade-offs of potential outcomes for the parcel. The purpose is to help gauge what changes to the status quo are possible and acceptable to the property owners, City of Louisville, and the community at large.

### Development Alternatives

The ongoing underutilization of the Sam's Club property, coupled with the eminent exit of the current use (Ascent Church), made this parcel a primary focus of the project. However, the Kohl's future vacancy also impacts the potential opportunities for redevelopment within the study area. Three varying development alternatives for Parcel O were analyzed and are summarized below. The development programs are shown in **Table 23** and conceptually illustrated in **Figure 35**.

The three alternatives are all supportable by the market (i.e., there is market demand for the uses proposed) but also have different barriers to development (e.g., absorption, attractiveness to developers, parcel ownership). The market support and barriers to each alternative are described and the alternatives are evaluated based on three criteria: 1) financial feasibility, 2) community considerations and support, and 3) fiscal impact.

**Table 23. Parcel O Alternative Development Programs**

	Alternative 1 - Refill Boxes			Alternative 2 - Hybrid			Alternative 3 - Redevelopment		
	Acres	Square Feet	% of Acres	Acres	Square Feet	% of Acres	Acres	Square Feet	% of Acres
Retail	12.0	70,000	27%	7.3	50,000	16%	14.5	115,000	33%
Existing Retail and Services	20.6	83,000	46%	20.6	83,000	46%	---	---	---
Entertainment/Fitness	6.7	35,000	15%	5.3	35,000	12%	3.5	35,000	8%
Office/Medical Office/Acute Care	5.3	35,000	12%	0.0	0	0%	3.0	65,000	7%
Hotel (rooms)	0.0	0	0%	3.5	120	8%	4.0	120	9%
Multifamily (units)	0.0	0	0%	7.0	245	16%	15.0	525	34%
Back-Office/ Storage	0.0	60,000	0%	0.0	0	0%	0.0	0	0%
Unused/Unusable/ROW/Drainage	0.0	15,000	0%	1.0	15,000	2%	4.6	N/A	10%
<b>Total</b>	<b>44.6</b>			<b>44.6</b>			<b>44.6</b>		

Source: Economic & Planning Systems

**Figure 35. Parcel O Development Alternatives**



## Financial Feasibility

The financial feasibility analysis of each alternative utilized a static pro forma that calculates estimated return-on-cost (annual net operating income divided by cost to construct the project) to assess financial feasibility. National publications (CBRE and IRR Research) were used to help to establish hurdle rates for return-on-cost per product as well as interviews completed by EPS with active developers in the Denver metro area for this project and other firm assignments. The pro forma model assumes no land cost, but instead calculates the residual land value the project can support. The residual land value metric is used to compare the value and potential upside of each alternative. A baseline for the land value for parcels within Parcel O is set by the sales price of the Sam's Club property (Lot 2) in 2014. The sale price was \$3.65 million for the building and 13.5-acre lot, which equates to a value per square foot of land of \$6.21 per square foot. A fully occupied building and associated lot likely achieve a higher land value/sales price per square foot, which indicates that projects likely need to produce a value higher than this benchmark to be feasible for investors and/or developers.

## Community Considerations and Support

The considerations and desires expressed by the community throughout the outreach process were compared to the three alternatives to identify how the concepts align. Three areas of consideration (uses, site design, and development characteristics) were used to judge the alternatives' alignment with community desires.

## Fiscal Impact

The fiscal impact analysis of each scenario was completed by City staff using the City of Louisville's fiscal impact model. The analysis utilized the standard inputs for the model with some modifications to match the development alternatives. Market value and absorption inputs were developed by EPS by product type for each alternative. An analysis of the fiscal impact of Parcel O existing land uses was completed to set a baseline for comparison. Under existing land uses and occupancy, Parcel O has a net positive fiscal impact of \$10.7 million over a 20-year period, as shown in **Table 24**. The analysis was performed assuming the Sam's Club building is not occupied by a sales tax generating use (as it is now with the Ascent Church) and the Kohl's is also not occupied by a sales tax producing use (or is vacant) as it will soon be.

**Table 24. Fiscal Impact of Current Uses in Parcel O (20-Years)**

	Current	
	Total (per \$1,000)	% of Total
<b>Revenue by Fund</b>		
General Fund	\$8,129	65%
Open Spaces & Parks Fund	\$1,067	8%
Lottery Fund	\$0	0%
Historic Preservation Fund	\$364	3%
Capital Projects Fund	\$2,993	24%
<b>Total Revenue</b>	<b>\$12,553</b>	
<b>Expenditure by Fund</b>		
General Fund	\$1,423	76%
Open Spaces & Parks Fund	\$0	0%
Lottery Fund	\$0	0%
Historic Preservation Fund	\$0	0%
Capital Projects Fund	\$451	24%
<b>Total Expenditures</b>	<b>\$1,873</b>	
<b>Net Fiscal Impact by Fund</b>		
General Fund	\$6,707	
Open Spaces & Parks Fund	\$1,067	
Lottery Fund	\$0	
Historic Preservation Fund	\$364	
Capital Projects Fund	\$2,542	
<b>Net Fiscal Impact</b>	<b>\$10,680</b>	

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Source: City of Louisville

## Alternatives Evaluation

### Alternative 1 – Re-Tenant

The Alternative 1 concept assumes the two large retail boxes on Lots 2 and 3 are reused for uses supportable in the current McCaslin Subarea market context with its reduced retail trade area draw. It assumes the CCRs restricting uses not directly in competition with existing retailers can be modified (e.g., fitness, recreation, entertainment). This alternative is estimated to be absorbed in four years.

- Lot 2 (Sam’s Club) is subdivided into two junior boxes of 35,000 square feet each on the front side with the back half of the building allocated to 60,000 square feet of back office space.
- Lot 3 (Kohl’s) is split into two 35,000 square feet junior boxes with the back residual 16,000 square feet lost as unusable space.
- Two re-fill tenants are assumed to be retail tenants and will occupy two of the new divided spaces totaling 70,000 square feet. High potential uses include a liquor superstore (such as Total Wine) and/or other retailers seeking second generation spaces (such as sporting goods or home goods/furniture).
- Two non-retail box uses totaling 70,000 square feet are assumed to occupy the other two subdivided spaces. Likely uses consistent with the market include fitness, entertainment, acute care clinic, other medical office or lab use. These uses are not estimated to generate significant sales tax revenue.
- Retain the 83,000 square feet of existing retail and service uses on parcels not being redeveloped in the alternative.

### Market Support

The market analysis identified a shift towards everyday oriented retailers and services for the subarea. In any event, it is unlikely that any user will fill the entire Sam’s Club or Kohl’s store. It is most likely the two buildings will be subdivided into smaller spaces of 30,000 to 40,000 square feet and will need to attract two or more users to fill each of the boxes. Alternative 1 assumes that these spaces can be filled with four tenants—two of which are sales tax producing uses. Potential opportunities for the subdivided spaces include attracting fitness and entertainment uses to the corridor to re-fill existing vacant spaces. As well, the most likely retailers (e.g., liquor superstore) serve a community-oriented trade area consistent with current conditions. It may be possible to attract one to two additional mid-sized box retailers to the subarea that are not currently present in the community trade area or are seeking a better location.



### **Market Challenges**

The assessment of the market demand for retail in the Subarea illustrated that the focus of the trade area is shifting and the opportunities for larger, regionally oriented retailers are limited. This diminished market demand may even impact community-oriented uses as there are a limited number of larger retailers that will take a space as large as 30,000 square feet. There is the potential that it may take longer than four years to refill the boxes. Inability to lease the subdivided spaces may lead to buildings that sit vacant or are leased to temporary tenants (e.g., Halloween store) or non-conventional uses that may not drive demand to the center or may be a deterrent to other retailers leasing in the center.

The private covenants in place for Parcel O limit the types of users that can locate in the vacant boxes. Specifically, recreation and fitness uses are prohibited. As well, restaurants that generate more than 50 percent of their sales from alcohol (e.g., brewery) are limited. As well, retailers that would be in direct competition to the original anchors (Safeway, Sam’s Club) are precluded. Any refill use will need to not create a direct competitive concern to the other parties in the private covenant agreement. There is little the City can do to change the private covenants; however, providing some sort of incentive, such as a revised GDP, may spur the owners to make changes to the current agreement.

### **Financial Feasibility**

The reuse of the vacant retail box alternative was estimated to be financially feasible based on the market inputs (rental rates, construction costs, etc.) utilized. The Alternative 1 assumes the refill uses are able to pay the market average of \$20 per square foot (NNN) not including the back-office/storage space in Lot 2, which is estimated to command \$11 per square foot (NNN). The estimated construction costs to update and subdivide the two vacant boxes are \$37.50 per square foot plus site work improvements to the parking lots. The estimated residual land value for Lot 2 (Sam’s Club) is \$3.8 million or \$6.41 per square foot of land. This is slightly higher than the sales price for the parcel in 2014, which was \$3.65 million, and significantly less than the current asking price of approximately \$10 million. Lot 3 is estimated to have a residual land value of \$4.0 million or \$8.65 per square foot of land, as shown in **Table 25**. Combined the residual land values is estimated to be \$7.40 per square foot of land.





**Table 25. Alternative 1 Feasibility Summary**

Lot 2	Amount	Lot 3	Amount
<b>Program</b>		<b>Program</b>	
Junior Anchor (Retail)	35,000	Junior Anchor (Retail)	35,000
Junior Anchor (Entertainment/Fitness)	35,000	Junior Anchor (Entertainment/Fitness)	35,000
Storage/Back Office	<u>60,000</u>	N/A	<u>0</u>
<b>Subtotal</b>	<b>130,000</b>	<b>Subtotal</b>	<b>70,000</b>
<b>Construction Costs</b>		<b>Construction Costs</b>	
Sitework and Offsites	\$975,000	Sitework and Offsites	\$525,000
Hard Costs	\$2,625,000	Hard Costs	\$2,625,000
Soft Costs	<u>\$1,347,500</u>	Soft Costs	<u>\$1,347,500</u>
<b>Subtotal</b>	<b>\$4,947,500</b>	<b>Subtotal</b>	<b>\$4,497,500</b>
<i>per sf</i>	<i>\$38</i>	<i>per sf</i>	<i>\$64</i>
<b>Operating Revenue</b>		<b>Operating Revenue</b>	
Potential Gross Revenue	\$1,995,000	Potential Gross Revenue	\$1,365,000
Less: Vacancy	-\$139,650	Less: Vacancy	-\$95,550
Effective Gross Income	\$1,855,350	Effective Gross Income	\$1,269,450
Operating Expenses	<u>-\$1,244,975</u>	Operating Expenses	<u>-\$674,975</u>
<b>Net Operating Income</b>	<b>\$610,375</b>	<b>Net Operating Income</b>	<b>\$594,475</b>
Return on Cost (ROC)	12.34%	Return on Cost (ROC)	13.22%
ROC Hurdle	7.00%	ROC Hurdle	7.00%
<b>Residual Land Value</b>	<b>\$3,772,143</b>	<b>Residual Land Value</b>	<b>\$3,995,000</b>
Value per Land SF	\$6.41	Value per Land SF	\$8.65

Source: Economic &amp; Planning Systems

**Community Support**

**Uses:** While a few people in the community expressed a desire to bring another big retail box user into the vacant buildings, the majority of input received indicated a desire for uses that were smaller format and would support a diverse range of users and visitors. The reuse of these buildings for similar large format retailers would not support the community's desire for smaller, curated, complementary shopping, dining, and entertainment uses that appeal to multiple consumers.

**Site Design:** Under Alternative 1 the reuse of the existing buildings and the suburban, large format retail shopping center would retain its same development characteristics and would at least meet the community's desires for a compact, walkable, pedestrian friendly environment.

**Development Characteristics:** The development contemplated under this alternative would not meet the community desires for local, unique, non-chain, retail environments that provides variety and experience for a diverse range of neighbors and visitors.

**Fiscal Impact**

The fiscal impact model estimates that Alternative 1 would have a net positive fiscal impact of \$18 million over 20 years, as shown in **Table 26**. This alternative portrays the optimal re-tenanting of the existing retail boxes given market conditions and potential uses likely to be possible with modified private covenants, which produces increased fiscal returns but less than what was previously achieved with the two former anchor retailers.

**Table 26. Alternative 1 Fiscal Impact**

	Current		Alternative 1	
	Total (per \$1,000)	% of Total	Total (per \$1,000)	% of Total
<b>Revenue by Fund</b>				
General Fund	\$8,129	65%	\$14,006	62%
Open Spaces & Parks Fund	\$1,067	8%	\$2,122	9%
Lottery Fund	\$0	0%	\$0	0%
Historic Preservation Fund	\$364	3%	\$730	3%
Capital Projects Fund	<u>\$2,993</u>	24%	<u>\$5,798</u>	26%
<b>Total Revenue</b>	<b>\$12,553</b>		<b>\$22,656</b>	
<b>Expenditure by Fund</b>				
General Fund	\$1,423	76%	\$3,513	75%
Open Spaces & Parks Fund	\$0	0%	\$0	0%
Lottery Fund	\$0	0%	\$0	0%
Historic Preservation Fund	\$0	0%	\$0	0%
Capital Projects Fund	<u>\$451</u>	24%	<u>\$1,179</u>	25%
<b>Total Expenditures</b>	<b>\$1,873</b>		<b>\$4,692</b>	
<b>Net Fiscal Impact by Fund</b>				
General Fund	\$6,707		\$10,493	
Open Spaces & Parks Fund	\$1,067		\$2,122	
Lottery Fund	\$0		\$0	
Historic Preservation Fund	\$364		\$730	
Capital Projects Fund	<u>\$2,542</u>		<u>\$4,620</u>	
<b>Net Fiscal Impact</b>	<b>\$10,680</b>		<b>\$17,964</b>	

Source: City of Louisville

## **Alternative 2 – Partial Redevelopment**

Alternative 2 entails a partial redevelopment of Parcel O. A partial redevelopment would need to include at least one—and more likely two—of the larger lots in Parcel O (Safeway, Sam’s Club, and/or Kohl’s). For evaluation purposes, Alternative 2 assumes Lot 2 Sam’s Club is redeveloped and Lot 3 Kohl’s building is repurposed for two tenants. The alternative assumes covenants restricting uses not directly in competition with existing retailers can be modified to include uses consistent with current market conditions (e.g., fitness, recreation, entertainment) and that this development agreement is modified to allow hotel and multifamily uses. This concept assumes to be absorbed within five to six years.

- Kohl’s building is reused for two boxes similar to Alternative 1 with one a retail use (liquor superstore) and the second a nonretail use (fitness).
- Lot 2 and parking fields are redeveloped with 15,000 square feet of retail space, 245 apartments on the eastern 7 acres at density of 35 units per acre, and a 120 room hotel on 3.5 acres.
- Retain the 83,000 square feet of existing retail and service uses on parcels not being redeveloped in the alternative.

### **Market Support**

The market analysis identifies substantial demand for multifamily and hotel uses within the subarea. These uses are able to support redevelopment costs and can allow for better reconfiguration of Parcel O. Specifically, the new retail can be better positioned for access and visibility, and the parking fields can be right-sized for the retail, which will create more flexibility and space for adding additional uses. The investment and introduction of new uses to the shopping center can be used to help attract larger retail users to the vacant Kohl’s. As well, the market will likely support the attraction of two, larger retail users that either generate significant retail sales tax, and/or will increase visitation to the subarea, which will boost the sales of surrounding retailers.

### **Market Challenges**

The primary challenge to Alternative 2 is that the GDP for Parcel O and the private covenants do not allow for this development program. Multifamily residential is prohibited by the GDP and some potential larger retailers that could be attracted to the site are prohibited or limited by the CCRS. As well, increased height and/or density allowances may be necessary, under the GDP, to make a project feasible.

A coordinated redevelopment of both Lots 2 and 3 may be difficult and/or could take longer to occur. It is easier for one of the larger lots to redevelop individually but there may be more incentive for a developer to combine lots. As mentioned above, both the private covenants and GDP need to be revised or amended for this program to work. The City could provide incentive by revising the GDP to allow more uses, and also modifying the agreement to allow greater utilization of the site especially as an incentive to do a coordinated redevelopment.

### **Financial Feasibility**

Alternative 2 produces a higher total estimated residual land value (combination of Lot 2 and Lot 3) of \$11.5 million compared to Alternative 1, as well as the highest average land value per square foot of \$10.94 per square foot for all three alternatives, as shown in **Table 27**. The multifamily and hotel uses are estimated to generate a significantly higher residual land value than the retail uses. The multifamily parcel is estimated to be able to support a land value of \$5.1 million or \$16.72 per square foot of land. The hotel use is estimated to be able to support a land value of \$2.4 million or \$15.88 per square foot of land. The following model inputs were utilized to estimate project feasibility.



- Multifamily – The construction cost for the project is estimated to be \$224 per square foot or \$211,000 per unit. An average unit size is estimated to be 800 square feet and able to attract an average monthly rental rate of \$1,560 or \$1.95 per square foot.
- Hotel – The 120 room hotel project is estimated to be 60,000 square feet in size. The estimated construction cost is \$367 per square foot or \$183,600 per room. The project room rate is \$170 per night which equates into an estimated average daily rate of \$119.
- The retail space is estimated to have a construction cost of \$230 per square foot. An average rental rate is 30 per square foot (NNN).

**Table 27. Alternative 2 Feasibility Summary**

Description	Lot 3		Lot 2						Alternative 2 TOTAL	
	Amount	per SF	Multifamily		Hotel		Retail			LOT 2 TOTAL
			Amount	per unit	Amount	per room	Amount	per SF		
<b>PROGRAM</b>										
Multifamily Units	N/A units		245 units		N/A units		N/A units		245	
Hotel Rooms	N/A rooms		N/A rooms		120 rooms		N/A rooms		120	
Net Rentable Area	70,000 sf		195,963 sf		42,000 sf		15,000 sf		252,963	
Gross Building Area	70,000 sf		230,545 sf		60,000 sf		15,000 sf		305,545	
<b>CONSTRUCTION COST</b>										
Site Costs										
Horizontal Costs	\$525,000	\$7.50	\$1,407,000	\$5,743	\$703,500	\$5,863	\$402,000	\$26.80	\$2,512,500	\$3,037,500
Hard Costs										
Core & Shell Construction	\$1,750,000	\$25.00	\$38,846,833	\$158,559	\$14,022,000	\$116,850	\$1,605,000	\$107.00	\$54,473,833	\$56,223,833
Tenant Improvement	\$875,000	\$12.50	\$0	\$0	\$2,580,000	\$21,500	\$750,000	\$50.00	\$3,330,000	\$4,205,000
<b>Subtotal</b>	<b>\$2,625,000</b>	<b>\$37.50</b>	<b>\$38,846,833</b>	<b>\$158,559</b>	<b>\$16,602,000</b>	<b>\$138,350</b>	<b>\$2,355,000</b>	<b>\$157.00</b>	<b>\$57,803,833</b>	<b>\$60,428,833</b>
Soft Costs										
Plan/Design/Eng./Survey	140,000	\$2.00	1,786,724	\$7,293	747,000	\$6,225	195,000	\$13.00	\$2,728,724	\$2,868,724
Municipal/State Fees	\$35,000	\$0.50	\$4,610,900	\$18,820	\$1,500,000	\$12,500	\$225,000	\$15.00	\$6,335,900	\$6,370,900
Development Fees, Financing, Other	\$1,697,500	\$24.25	\$4,968,245	\$20,279	\$2,479,200	\$20,660	\$270,000	\$18.00	\$7,717,445	\$9,414,945
<b>Total</b>	<b>\$5,022,500</b>	<b>\$71.75</b>	<b>\$51,619,701</b>	<b>\$210,693</b>	<b>\$22,031,700</b>	<b>\$183,598</b>	<b>\$3,447,000</b>	<b>\$229.80</b>	<b>\$77,098,401</b>	<b>\$82,120,901</b>
<b>NET OPERATING INCOME</b>										
Potential Rental Income	\$1,365,000	\$11,375	\$4,585,540	\$18,716	\$7,446,000	\$62,050	\$433,048	\$3,609	\$12,464,588	\$13,829,588
Other Income	\$0	\$0	\$389,060	\$1,588	\$566,000	\$4,717	\$0	\$0	\$955,060	\$955,060
Less: Vacancy	-\$95,550	-\$796	-\$248,730	-\$1,015	-\$2,233,800	-\$18,615	-\$30,313	-\$253	-\$2,512,843	-\$2,608,393
Operating Expenditures	-\$674,975	-\$5,625	-\$1,322,735	-\$5,399	-\$3,577,399	-\$29,812	-\$146,411	-\$1,220	-\$5,046,546	-\$5,721,521
<b>Net Operating Income (NOI)</b>	<b>\$594,475</b>	<b>\$4,954</b>	<b>\$3,403,135</b>	<b>\$13,890</b>	<b>\$2,200,801</b>	<b>\$18,340</b>	<b>\$256,323</b>	<b>\$2,136</b>	<b>\$5,860,259</b>	<b>\$6,454,734</b>
<b>RETURN ON COST (ROC)</b>	<b>11.84%</b>		<b>6.59%</b>		<b>9.99%</b>		<b>7.44%</b>		<b>7.60%</b>	<b>7.86%</b>
<b>HURDLE RATE</b>	<b>7.00%</b>		<b>6.00%</b>		<b>9.00%</b>		<b>6.50%</b>			
<b>RESIDUAL LAND VALUE</b>										
Land Value	\$3,470,000		\$5,099,209		\$2,421,646		\$496,431		\$8,017,286	\$11,487,286
Value Per SF	\$7.52		\$16.72		\$15.88		\$5.70		\$13.63	\$10.94

Source: Economic &amp; Planning Systems

### ***Community Support***

**Uses:** The addition of entertainment and retail uses is supported by community input received and provides some new options for both neighbors and visitors to the area. The reuse of one building for similar large format retailers would not support the community's desire for smaller, curated, complementary shopping, dining, and entertainment uses that appeal to multiple consumers. The quantity and type of retail associated with Alternative 2 does not meet the community desires for a significant retail component that provides a gathering space for a wide variety of users.

Hotel was identified as the least desired use for the study area, and while some community members identified housing as possible uses for the overall study area, it was often described as a range of housing options that provide opportunities for empty nesters, low to middle income housing, and housing that was part of a mixed use development. A standalone multifamily project was not a highly prioritized use for the study area.

**Site Design:** The partial redevelopment of the study area could allow for some site improvements that were identified as desired community amenities, including the addition of open spaces, plazas and other connections if it was planned in a comprehensive format. However, due to the existing parcels, ownership divisions, and reuse of one of the big boxes, the project site would need to retain some of the same circulation, parking and auto focused patterns which do not allow for different type of environment that was less auto dependent, more walkable and better integrated into the surrounding neighborhood.

**Development Characteristics:** The partial redevelopment does not address the strong desire for a mixed retail environment that can support many smaller tenants and a "community-centric" marketplace that was a common theme. The amount of retail proposed within this scenario would not meet the community's demand for experience based, family friendly, service and entertainment based retail that is local, unique and high quality.

### ***Fiscal Impact***

The fiscal impact model estimates that Alternative 2 will have a net positive fiscal impact of \$18.5 million over 20 years, as shown in **Table 28**. This alternative produced the most positive impact of the three alternatives. The alternative illustrates how a mixture of uses can still produce positive fiscal benefits to the City even with the introduction of non-sales tax producing and residential uses. The greater utilization of the site generates more value to the City, as well.

**Table 28. Alternative 2 Fiscal Impact**

	Current		Alternative 2	
	Total (per \$1,000)	% of Total	Total (per \$1,000)	% of Total
<b>Revenue by Fund</b>				
General Fund	\$8,129	65%	\$16,769	64%
Open Spaces & Parks Fund	\$1,067	8%	\$2,118	8%
Lottery Fund	\$0	0%	\$0	0%
Historic Preservation Fund	\$364	3%	\$733	3%
Capital Projects Fund	<u>\$2,993</u>	24%	<u>\$6,586</u>	25%
<b>Total Revenue</b>	<b>\$12,553</b>		<b>\$26,206</b>	
<b>Expenditure by Fund</b>				
General Fund	\$1,423	76%	\$5,062	65%
Open Spaces & Parks Fund	\$0	0%	\$124	2%
Lottery Fund	\$0	0%	\$0	0%
Historic Preservation Fund	\$0	0%	\$0	0%
Capital Projects Fund	<u>\$451</u>	24%	<u>\$2,548</u>	33%
<b>Total Expenditures</b>	<b>\$1,873</b>		<b>\$7,735</b>	
<b>Net Fiscal Impact by Fund</b>				
General Fund	\$6,707		\$11,706	
Open Spaces & Parks Fund	\$1,067		\$1,993	
Lottery Fund	\$0		\$0	
Historic Preservation Fund	\$364		\$733	
Capital Projects Fund	<u>\$2,542</u>		<u>\$4,038</u>	
<b>Net Fiscal Impact</b>	<b>\$10,680</b>		<b>\$18,471</b>	

Source: City of Louisville

### **Alternative 3 – Major Redevelopment**

This concept assumes a comprehensive redevelopment of Parcel O into a new mixed use development. Existing retailers are assumed to be integrated into new commercial or mixed-use space (aside from Kohl's, which is leaving Louisville). The alternative assumes the CCRs are rewritten or substantially modified and a new development agreement is created to allow for greater density and a broader mix of uses. This concept assumes a 10 year, phased buildout.

- The redevelopment assumes a total of 115,000 square feet of retail space on 14.5 acres, accounting for 1/3 of the acreage. In addition, a non-retail entertainment or fitness anchor is included totaling 35,000 square feet.
- A 120 room hotel is attracted to a 3.5 acre site.
- A 4 story, 65,000 square foot office building is included on a 3.0 acre site.
- 525 multifamily apartment units are built in two phases or projects on a total of 15 acres, at the same 35 units per acre density as Alternative 2.

### **Market Support**

A major redevelopment project would give a prospective developer flexibility to reconfigure access and orientation of the area. The retail space could be better positioned closer to the McCaslin frontage with greater visibility and access. The larger redevelopment would also allow for more flexibility in the transition of development to the surrounding neighborhoods. The redevelopment will allow for the different product types to be better oriented and marketed to potential users/development partners. Multifamily uses are the most likely use to take the largest share of the larger redevelopment and will have less challenges with absorption. The introduction of more traditional office space becomes more attractive as the mixed-use development becomes a more appealing location for employment uses.

### **Market Challenges**

This scenario assumes a major aggregation of several separately owned lots, which may be difficult. The acquisition costs for many of the existing, occupied buildings along the McCaslin frontage could potentially be too high to support redevelopment. Also, the disruption of the existing retailers and businesses may lead to the loss of these businesses from the site as redevelopment occurs. Attracting and absorbing the amount of retail space planned will be difficult given the challenges in the trade area. A grocery store anchor will need to be retained (Safeway) or a replacement found, along with other one to two junior anchors or larger retailers. Even with a better configured layout for the center and development oriented to the current retail market opportunities, attracting retailers would be challenging.



### **Financial Feasibility**

The Major Redevelopment Alternative produces an estimated residual land value of \$10.12 per square foot, which is a total value of \$19.7 million, as shown on **Table 29**. The multifamily and hotel uses are estimated to generate a significantly higher residual land value than the retail uses in Alternative 2. The office use supports a land value of \$731,414 or \$5.60 per square foot of land, which is less than the lowest of all uses modeled and less per square foot than was achieved in the sale of the Sam's Club site in 2014. The following model inputs were utilized to estimate project feasibility.



- Multifamily – The construction cost for the project is estimated to be \$224 per square foot or \$211,000 per unit. An average unit is estimated to be 800 square feet and able to attract an average monthly rental rate of \$1,560 or \$1.95 per square foot.
- Hotel – The 120 room hotel project is estimated to be 60,000 square feet in size. The estimated construction cost is \$369 per square foot or \$184,400 per room. The project room rate is \$170 per night which equates into an estimated average daily rate of \$119.
- The retail space is estimated to have a construction cost of \$227 per square foot. An average rental rate is \$30 per square foot (NNN).
- The office space is estimated to have a construction cost of \$247 per square foot. An average rental rate is \$25 per square foot (NNN).

**Table 29. Alternative 3 Feasibility Summary**

Description	Combined								TOTAL
	Multifamily		Hotel		Retail		Office		
	Amount	per unit	Amount	per room	Amount	per SF	Amount	per SF	
<b>PROGRAM</b>									
Multifamily Units		525 units		N/A units		N/A units		N/A units	525
Hotel Rooms		N/A rooms		120 rooms		N/A rooms		N/A rooms	120
Net Rentable Area	419,921	sf	42,000	sf	150,000	sf	55,250	sf	667,171
Gross Building Area	494,025	sf	60,000	sf	150,000	sf	65,000	sf	769,025
<b>CONSTRUCTION COST</b>									
Site Costs									
Horizontal Costs	\$3,015,000	\$5,743	\$804,000	\$6,700	\$3,618,000	\$24.12	\$603,000	\$9.28	\$8,040,000
Hard Costs									
Core & Shell Construction	\$83,243,213	\$158,559	\$14,022,000	\$116,850	\$16,050,000	\$107.00	\$8,905,000	\$137.00	\$122,220,213
Tenant Improvement	\$0	\$0	\$2,580,000	\$21,500	\$7,500,000	\$50.00	\$3,250,000	\$50.00	\$13,330,000
<b>Subtotal</b>	<b>\$83,243,213</b>	<b>\$158,559</b>	<b>\$16,602,000</b>	<b>\$138,350</b>	<b>\$23,550,000</b>	<b>\$157.00</b>	<b>\$12,155,000</b>	<b>\$81.03</b>	<b>\$135,550,213</b>
Soft Costs									
Plan/Design/Eng./Survey	3,828,694	\$7,293	747,000	\$6,225	1,950,000	\$13.00	1,007,500	\$15.50	7,533,194
Municipal/State Fees	\$9,880,500	\$18,820	\$1,500,000	\$12,500	\$2,250,000	\$15.00	\$975,000	\$15.00	\$14,605,500
Development Fees, Financing, Other	\$10,646,239	\$20,279	\$2,479,200	\$20,660	\$2,700,000	\$18.00	\$1,332,500	\$20.50	\$17,157,939
<b>Total</b>	<b>\$110,613,645</b>	<b>\$210,693</b>	<b>\$22,132,200</b>	<b>\$184,435</b>	<b>\$34,068,000</b>	<b>\$227.12</b>	<b>\$16,073,000</b>	<b>\$247.28</b>	<b>\$182,886,845</b>
<b>NET OPERATING INCOME</b>									
Potential Rental Income	\$9,826,157	\$18,716	\$7,446,000	\$62,050	\$4,330,476	\$28.87	\$2,059,255	\$31.68	\$23,661,888
Other Income	\$833,700	\$1,588	\$566,000	\$4,717	\$0	\$0.00	\$0	\$0.00	\$1,399,700
Less: Vacancy	-\$532,993	-\$1,015	-\$2,233,800	-\$18,615	-\$303,133	-\$2.02	-\$144,148	-\$2.22	-\$3,214,074
Operating Expenditures	<u>-\$2,834,433</u>	<u>-\$5,399</u>	<u>-\$3,549,438</u>	<u>-\$29,579</u>	<u>-\$1,464,113</u>	<u>-\$9.76</u>	<u>-\$780,809</u>	<u>-\$12.01</u>	<u>-\$8,628,793</u>
<b>Net Operating Income (NOI)</b>	<b>\$7,292,431</b>	<b>\$13,890</b>	<b>\$2,228,762</b>	<b>\$18,573</b>	<b>\$2,563,230</b>	<b>\$17.09</b>	<b>\$1,134,298</b>	<b>\$17.45</b>	<b>\$13,218,721</b>
<b>RETURN ON COST (ROC)</b>	<b>6.59%</b>		<b>10.07%</b>		<b>7.52%</b>		<b>7.06%</b>		<b>7.23%</b>
<b>HURDLE RATE</b>	<b>6.00%</b>		<b>9.00%</b>		<b>6.50%</b>		<b>6.75%</b>		
<b>RESIDUAL LAND VALUE</b>									
Land Value	\$10,926,876		\$2,631,821		\$5,366,311		\$731,414		\$19,656,422
Value Per Land SF	\$16.72		\$15.10		\$6.84		\$5.60		\$10.12

Source: Economic & Planning Systems

### ***Community Support***

**Uses:** The range of uses associated with this alternative could meet the community's demand for both larger format entertainment/experience-based uses to anchor a retail center, which in turn could support smaller format type retail (e.g. service, hospitality, boutique shopping, and convenience). The addition of office space in Alternative 3 increases the 24x7 nature of the shopping center to further activate the retail uses and provide jobs near existing housing centers. The community expressed a desire for innovative, co-working or smaller format office uses to complement the larger office parks in the neighborhood, which could be accommodated in this scenario. Hotel and multifamily, while not identified as high priority uses for the study area, could potentially be supporting uses to the dynamic retail space accomplished in this scenario.

**Site Design:** The large-scale redevelopment of the site under Alternative 3 accommodates many of the major site design features the community desires. The amenities include increased mobility, paths and trails, plazas, gathering spaces and a compact, walkable environment.

**Development Characteristics:** The creation of 115,000 square feet of retail would allow for a diverse range of uses that could accommodate the community's desires for variety, unique offerings, and a shopping center that could serve both as a local and regional destination.

### ***Fiscal Impact***

The fiscal impact model estimates that Alternative 3 will have a net positive fiscal impact of \$14.8 million over 20 years, as shown in **Table 30**. This alternative illustrates how a mixture of uses throughout the whole of Parcel O, even with reduced amounts of retail uses, can still produce positive impacts on the City. Greater utilization of the site produces more revenue than the site currently produces. Even after the estimate expenditures, the site still performs comparably to how Parcel O has impacted the City since Sam's Club left in 2010.

**Table 30. Alternative 3 Fiscal Impact**

	Current		Alternative 3	
	Total (per \$1,000)	% of Total	Total (per \$1,000)	% of Total
<b>Revenue by Fund</b>				
General Fund	\$8,129	65%	\$17,456	63%
Open Spaces & Parks Fund	\$1,067	8%	\$2,223	8%
Lottery Fund	\$0	0%	\$0	0%
Historic Preservation Fund	\$364	3%	\$779	3%
Capital Projects Fund	<u>\$2,993</u>	24%	<u>\$7,050</u>	26%
<b>Total Revenue</b>	<b>\$12,553</b>		<b>\$27,509</b>	
<b>Expenditure by Fund</b>				
General Fund	\$1,423	76%	\$7,710	61%
Open Spaces & Parks Fund	\$0	0%	\$234	2%
Lottery Fund	\$0	0%	\$0	0%
Historic Preservation Fund	\$0	0%	\$0	0%
Capital Projects Fund	<u>\$451</u>	24%	<u>\$4,789</u>	38%
<b>Total Expenditures</b>	<b>\$1,873</b>		<b>\$12,733</b>	
<b>Net Fiscal Impact by Fund</b>				
General Fund	\$6,707		\$9,746	
Open Spaces & Parks Fund	\$1,067		\$1,989	
Lottery Fund	\$0		\$0	
Historic Preservation Fund	\$364		\$779	
Capital Projects Fund	<u>\$2,542</u>		<u>\$2,261</u>	
<b>Net Fiscal Impact</b>	<b>\$10,680</b>		<b>\$14,775</b>	

Source: City of Louisville

# Survey Report

01 March 2017 - 28 January 2019

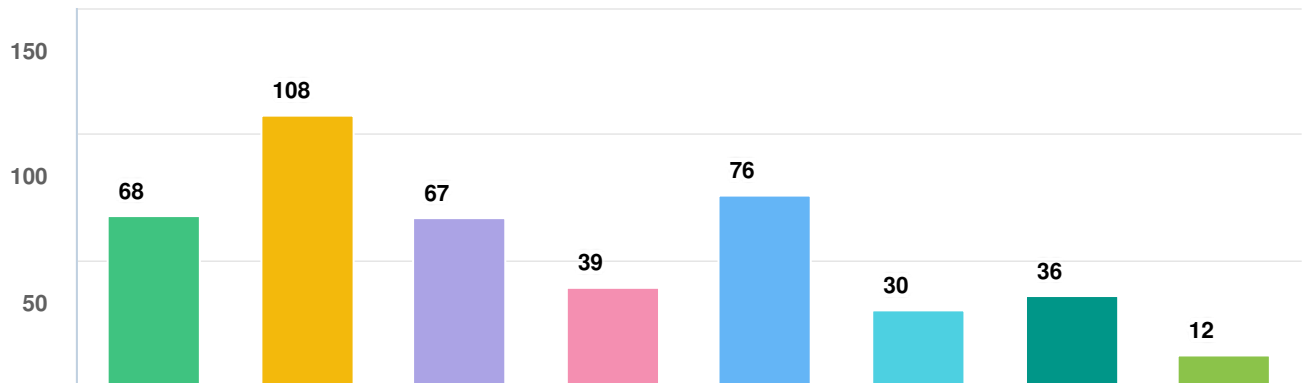
# McCaslin Parcel "O" - Site Uses and Opportunities - What do you think?

PROJECT: McCaslin Parcel O Redevelopment Study

**Engage Louisville CO**



**Q1** Based on the market trends and realities, what type of development, what would you like to see in this area?



**Question options**

- Health/Wellness (gym, spa, etc.)
- Hospitality, Food or Beverage (restaurant, hotel, etc.)
- Entertainment (movie theater, laser tag, etc.)
- Service (repair shops, tutoring, etc.)
- Other (clothing store, book store, etc.)
- Office
- Residential
- Hotel

(143 responses, 0 skipped)

**Q2** Add your own: What other uses would work here?

vg19

11/05/2018 01:06 PM

Kid oriented activities, such as lasertag.

Anonymous

11/05/2018 03:07 PM

Public space e.g. plaza

Anonymous

11/06/2018 10:29 AM

City Park, Dog Park, outdoor area.

Anonymous

11/06/2018 10:47 AM

Grocery super store...if we can deal with he covenants

Anonymous

11/06/2018 10:49 AM

I would like to see a combination of the above with a park in the middle to encourage people to gather. hide the parking.

Anonymous

11/06/2018 10:57 AM

Open space/park type spaces as connectors for commercial to residential.

Anonymous

11/06/2018 11:02 AM

Trader Joe's!!!!

Anonymous

11/06/2018 11:11 AM

No Hotel! Mixed use, housing and businesses. Business that will connect the residents to the area and take some of the crowds off of downtown making both areas more enjoyable for City residents.

Anonymous

11/06/2018 11:20 AM

Book store would be nice.

Anonymous

11/06/2018 11:26 AM

No Hotel! We want the redevelopment to add the the current neighbors enjoyment.

Anonymous

11/06/2018 11:29 AM

a boutique shopping mall - where stores have booths inside, similar to The Barn in Castle Rock

Anonymous

11/06/2018 11:38 AM

When I think of concepts that could work well in this area, I think of Longmont's new "Village at the Peaks" or Lakewood's "Belmar"

Anonymous

11/06/2018 12:25 PM

Would love to see something like Rayback in this space. A place for adults and kids to hang out.

Anonymous

11/06/2018 01:22 PM

Outdoor mall with small shops and restaurants.

Anonymous

11/06/2018 01:28 PM

town center with beautiful trees, trails, low grow xeric native grass parks, tables and chairs various sizes, gathering places, fireplaces for winter, community place for art and craft festivals bike racks, food trucks, public

Anonymous 11/06/2018 01:36 PM	restroom, water featuresm, I don't know if we have the population base or enough vendors but something like the San Francisco Ferry Building Marketplace would be awesome. Towns all around the world have them. Tax dollars for us. <a href="http://www.ferrybuildingmarketplace.com">www.ferrybuildingmarketplace.com</a> .
Anonymous 11/06/2018 01:44 PM	Trader Joe's or King Soopers
Anonymous 11/06/2018 02:38 PM	Conference and personal events rooms
Anonymous 11/06/2018 03:35 PM	This parcel is fairly ugly in a beautiful town like Louisville. More greenery around the parking lot, EV spots, and better non-automobile options throughout (clean/maintained sidewalks/bike paths) would make a big difference to anything that ends up here
Anonymous 11/06/2018 04:44 PM	A communal spot for multiple types of small businesses similar to the Source, Milk Market, etc. in Denver
Anonymous 11/06/2018 04:57 PM	Art Coop, Music/Concert hall, Dancing venue, Artist studios, Theater, Indoor parachuting, Indoor climbing
Anonymous 11/06/2018 05:01 PM	a wonderful market like Pike Place in Seattle
Anonymous 11/06/2018 05:14 PM	Food stalls center like Philadelphia's reading terminal market
Anonymous 11/06/2018 06:55 PM	More sports fields
Anonymous 11/06/2018 07:39 PM	Ikea
Anonymous 11/06/2018 07:43 PM	Green space mixed in with first floor commercial and second floor residential. Limit height to 2 floors.
Anonymous 11/06/2018 08:29 PM	I think the goal should be to created a walkable mixed use (live, work, shop, and play) district which is fiscally vibrant
Anonymous 11/06/2018 08:49 PM	Cluster these uses around a small (1/2 ac) park to create a vibrant community gathering spot, and add residential on the W side of McCaslin going up to Davidson Mesa and connecting w Centennial, Hillside and Enclave. Yes, I want more residential!
Pete 11/06/2018 09:24 PM	Dense, walkable mixed use with RTD connectivity
keith 11/06/2018 09:30 PM	mixed use specialty ped mall, outdoor experience for kids/families as an alt to downtown which is more adult oriented; something unique not available nearby
SSN 11/06/2018 09:38 PM	Multi-family housing with services, offices, hospitality with shared park/open space



JoyP 11/07/2018 07:25 AM	Trader Joes
Justin Schrader 11/07/2018 09:56 AM	Organic food options
Jenny 11/07/2018 10:54 AM	We would like to see a good grocery store here that is reasonable priced - Trader Joe's would be fantastic or Sprouts.
Juli 11/07/2018 04:29 PM	Mixed use space like The Source
Ryokin 11/07/2018 05:24 PM	Mix of above with small / growing business office space (e.g. Arista in Broomfield)
mb 11/08/2018 10:13 AM	We could always use another park and greens space. Yogurt or Ice Cream, Trader Joes, Gymnastics, dance or Ninja play gym, bowling alley, Chuy's Restaurant, Torchy's Tacos, Chipotle...
Rami Cohen 11/08/2018 12:55 PM	Public basketball/tennis/soccer fields
Maryan 11/08/2018 03:17 PM	Food Hall, Indoor year-round farmer's market
Teresa 11/08/2018 09:06 PM	toy store or children's/maternity consignment
Leslie 11/09/2018 10:59 AM	Maybe a mixed marketplace like Eataty? <a href="https://www.eataly.com/us_en/stores/chicago/">https://www.eataly.com/us_en/stores/chicago/</a>
Steve 11/09/2018 11:04 AM	park and open space as part of mixed use
habacomike 11/09/2018 11:05 AM	Incubator space for light industry -- maker spaces.
Scott 11/09/2018 11:08 AM	I'd like to see the spirit of Old Town Louisville brought to this initiative in terms of unique retail and community-centric activities. We should try to avoid national chains if possible and be as distinct as practical.
Jkat525 11/09/2018 11:12 AM	I would love to have a nice restaurant with really comfortable seating along the lines of White Chocolate Grill, Elways, bonefish, etc.
Fordcokid 11/09/2018 11:12 AM	Tasteful combination of residential, office, restaurants and health/wellness.
Mark Dondelinger 11/09/2018 11:13 AM	Bring back Sams
CB 11/09/2018 11:21 AM	Green space, park with walkable mall-like boutique stores
andrewthak	We should look at some sort of "collective" in the Sam's club building/site,

11/09/2018 11:24 AM	similar to The Source in Denver or on a smaller scale the Rayback Collective in Boulder.
B Eller 11/09/2018 11:27 AM	REI; Trader Joes; fabric store like JoAnn (with classes and family needs); try King Soopers again (Safeway is inadequate for a lot of people). Save the current buildings.
Ala Hason 11/09/2018 11:32 AM	More community type services: food, music, wellness. Community multipurpose room and lots of trees PLEASE
Terri 11/09/2018 12:12 PM	If a restaurant - a high end restaurant - distillery
Lawrenceboyd 11/09/2018 12:25 PM	Having moved from Longmont, a space similar to the village at the peaks ( <a href="http://www.villageatthepeaks.com">www.villageatthepeaks.com</a> ) would be perfect!
WEC 11/09/2018 12:50 PM	Small, locally owned businesses.
coreyhylsted 11/09/2018 01:00 PM	I think mixed is best. Bringing people to work (office) + service / retail / food / wellness is great; I'd look to the Lafayette Marketplace & Denver Union Station for inspiration around creating community space + marketplace.
NA 11/09/2018 01:05 PM	Furniture Sales
ellenvallee 11/09/2018 04:58 PM	Let's pick high quality services and residences in this area.
janet 11/09/2018 07:30 PM	park with cafe, coffee shop and entertainment options for kids, teens & adults (music venue,etc)
jgwalega 11/10/2018 03:53 PM	Too many hotels in the area
dmwalega 11/10/2018 04:02 PM	King Soopers
amygcasey 11/10/2018 04:31 PM	Co-working, food court, Farmers market
SMcMahon 11/11/2018 09:37 AM	A mix of small eateries with small shops featuring local as well as national brands would be ideal - but allow for space to sit while shopping/eating. Also ample parking!
fredeller 11/11/2018 11:07 AM	Speciality shopping such as a design center concept with a number of stores working in conjunction with each other. Speciality stores and entertainment such as REI with climbing walls, independent movie theaters. The entire site should be walkable.
Amasin 11/11/2018 11:13 AM	Stanley Market place is a great example of helping small companies, local gathering, health and wellness offerings, starts ups, open work spaces...
Carolyn H Anderson 11/11/2018 03:18 PM	senior housing, one level or apartments with elevator. We already have enough of all the other so long as Kohl's remains

dl00kner 11/11/2018 04:23 PM	Multi-use space similar to Rayback Collective in Boulder and Denver Milk Bar. Brewery, open beer garden, food trucks and some surrounding retail/services.
PhyllisMP 11/11/2018 05:05 PM	I would like to see a large grocery store as we do not have one at this end of town. We only have a small Safeway. I really liked the idea of a large retail King Soopers here.
cherylmerlino 11/11/2018 05:24 PM	Outdoor mall with multiple offerings such as Town Square in Las Vegas: mytownsquarelasvegas.com. This has restaurants, an outdoor play area for kids, retail shops, offices, services (optical shop), parking garages, arcade, and street parking, too!
helloscherry2 11/12/2018 12:55 PM	I think the area would be best served if it could be a destination from surrounding areas as well as a place where people walk to everyday services. Bookstore, toy store, bowling alley, artsy movie theater, community gathering space (alfalfa) fountains
bpaxton 11/13/2018 07:35 AM	Co-working space (see <a href="https://www.industrydenver.com">https://www.industrydenver.com</a> for an example); something like the Rayback Collective ( <a href="http://therayback.com">http://therayback.com</a> ) would also be nice
aeromarkco 11/13/2018 07:36 AM	A way of transit for the rest of the neighborhood (Louisville) that cannot walk easily to the Park N Ride. Furniture Store, Organic Foods Store (Lucky's or Sprouts), Need more parking i.e. underground parking
shoe23 11/13/2018 03:10 PM	Mixed use residential and retail, Asian grocery store and food court, charter school.
wielandlisa 11/13/2018 03:23 PM	an 'outdoor' equipment/activity store - REI, Cabelas something like that - but no guns!
Laura Adams 11/13/2018 03:45 PM	Something similar to The Source in Denver would be a great addition to Louisville.
Benn8895 11/13/2018 04:34 PM	A type of entertainment facility that ALSO caters to special needs children as well as regular children.
cynthyswift 11/13/2018 05:06 PM	Mixed use development with a kid friendly area in the middle. Any restaurant or shop with an area for kids to run and play automatically gets more business in this area. A combination of the Rayback in Boulder and The District in Lafayette.
rubellite11 11/13/2018 05:39 PM	Small shops, grocery
julialeslie 11/13/2018 08:42 PM	I would love to see a mixed-use food hall/marketplace similar to the Stanley Marketplace in Aurora w/ a mix of restaurants/breweries, shopping, offices & entertainment. This would be a huge draw for people in surrounding cities to visit Louisville
Kara.rigney 11/14/2018 01:30 AM	High quality pool facility for serious swimmers/triathletes
jensmith78 11/14/2018 02:20 PM	Indoor marketplace with flexible space for entrepreneurs, artists & creators - galleries, design studios, craft coffee/wine - a la Barnone in Gilbert AZ ( <a href="http://barnoneaz.com">barnoneaz.com</a> )..

- Alex G  
11/14/2018 05:10 PM  
Plaza, Park, Small Concert Venue, Indoor/Outdoor Marketplace, Cafe, Small businesses and restaurants, farmers market, shade trees, bike/pedestrian trail junction, second story apartments, senior residential units
- Mbb  
11/16/2018 08:32 AM  
A Dairy Center in Boulder type arts & performance center
- Mira  
11/16/2018 01:51 PM  
I would love to see a combo of: Gym and/or fitness class center / Trader Joe's / Indoor kids playspace / brewery / Denver "Aventi" like multi-food court/bar area with playspace / small mini shops like 1-room bookstores, etc. / some mini apartments
- Malexander  
11/16/2018 04:18 PM  
Urban farm, solar station, permanent farmers market
- L.A.Cox  
11/16/2018 05:00 PM  
Can zoning be changed to increase options? No more hotel chains (they don't build community). Small customer oriented boutique shops ( butcherie, cheese shop, tea shop), brewery, restaurants with roof deck to take advantage of incredible view.

**Optional question** (86 responses, 57 skipped)

**Q3 | Where do you see as the biggest opportunity(ies) on this site given the changes to the retail market and the constraints on Parcel O?**

Anonymous  
11/05/2018 02:33 PM  
We have a big open space that could be developed thoughtfully, with no big box stores, and maybe some apartments that could help with housing.

Anonymous  
11/05/2018 03:07 PM  
Mixed use development, anchored by a multi-vendor food hall concept.  
Example: <https://businessden.com/2018/10/04/food-hall-to-anchor-redevelopment-of-mostly-vacant-retail-site-in-edgewater/>

Anonymous  
11/06/2018 10:29 AM  
Upscale retail stores like furniture, book stores, coffee shops, etc. Would be great to have a movie theater.

Anonymous  
11/06/2018 10:38 AM  
There is a definite movement away from big box stores within Louisville and the region as a whole. It seems that there is more of a need for low-to-moderately priced housing as well as general office space in the area and a mixed use development in that capacity could be very useful.

Anonymous  
11/06/2018 10:47 AM  
An integrated plan that includes all the properties in the area...from Kohl's to Safeway and the adjacent businesses around the inner ring. (McDonalds, Bao, Paul's, gas station, banks, etc).. Expanding the vision to include the center that is home to Via Toscana would be smart as well.

Anonymous  
11/06/2018 10:49 AM  
small, locally owned shops and food and beverage

Anonymous  
11/06/2018 10:57 AM  
The biggest opportunity is creating a multi-use development that includes a mix of residential and commercial spaces using outdoor open space or a park-like space as a connection between uses. The opportunity is greater if the the Safeway, Sam's Club, and Kohl's buildings and properties are considered for redevelopment all together. The Kohl's property and the Safeway properties are important partners in the Sam's Club properties success, and should be considered anchors to the entire "O" site. A break up of the larger big box buildings is necessary.

Anonymous  
11/06/2018 11:02 AM  
Louisville needs a better grocery store. I would love to see a Trader Joe's in the old sams club.

Anonymous  
11/06/2018 11:05 AM  
Commercial office space

Anonymous  
11/06/2018 11:11 AM  
Mixed use plus transportation hub.

Anonymous  
11/06/2018 11:20 AM  
Superior really has Louisville beat on shopping with their Costco+Target center. Perhaps going for something not offered there would be useful. The Source in RINO might be an example of how to approach this space from a different angle. This kind of mall would encourage local business. Though it would probably a little business from downtown Louisville, it would also pull in more folks from Superior, Boulder and Broomfield.

Anonymous  
Mixed use with green spaces for the community to come together trying in to

11/06/2018 11:26 AM

the transportation hub on the other side my the theater. Connectivity.

Anonymous

11/06/2018 11:29 AM

People want to support local businesses, that's why something that would house multiple local vendors would work.

Anonymous

11/06/2018 11:31 AM

A cool gathering space (similar to Rayback Collective in Boulder)

Anonymous

11/06/2018 11:32 AM

Determine a way to split this up -- holding out for a big-box retailer does not appear to be a good strategy (in retrospect). I work in the area and this location would be ideal for a hotel to support my visitors that come in from out of town (multiple times per year, multiple days per visit, multiple visitors). Something in the Hilton family at a higher price point than the Hampton Inn. Splitting for restaurants would be good as well. Could also be a large gym, but that seems to be a long shot with the rec center so close.

Anonymous

11/06/2018 11:38 AM

I think Longmont's "Village at the Peaks" (<https://www.villageatthepeaks.com>) or Superior's "Downtown Superior" (<http://downtownsuperior.com>) could be a good example of what could work well here. While I don't mind visiting the Cinnebarre Movie Theatre, the building exterior/interior are an eye sore not to mention everything around it is in decline. What if the empty Sams Club was redeveloped into a modern movie theater (serving as anchor), surrounded by modern restaurants (with patios) and small shops that are connected by a central outdoor area (mini park) where people would enjoy hanging out in the warmer months (fire pit(s), tables, grass, chairs, games for kids, etc)...perhaps farmers markets in the summer, ice rink in the winter, etc.

Anonymous

11/06/2018 12:02 PM

It would be nice to have a green space / park / playground here. A central park, surrounded by outdoor seating cafe's. Maybe a nice fountain or water feature that kids could play in (like water spray thru a grate). An attractive "stroll" around the park, bordered by small retail shops and small cafes. Lots of trees. I don't know what the "constraints" on this parcel are.....I didn't see that in this survey? Maybe I missed that page....

Anonymous

11/06/2018 12:25 PM

Small retail space and good restaurants (not chain) would be nice. Kind of like an alternate downtown.

Anonymous

11/06/2018 01:22 PM

I'd like to see something similar to Boulder 29th st mall -outdoors, small shops, restaurants and perhaps a large draw item like a movie theater

Anonymous

11/06/2018 01:28 PM

Create a place where people want to be and restaurants and shops will follow. Retail and Restaurants like the Source , the Milk Market, and Denver Central Market, etc. will always attract consumers. Maybe a big box sporting goods store if needed to draw people in from 36.

Anonymous

11/06/2018 01:36 PM

The marketplace would give people what they want - to buy local handmade products, specialty products, unique food experiences, etc. It is an experience oriented concept and would get people together to gather at cafes, shops, etc. It would have pedestrian plazas and pedestrian ways, including such amenities as outdoor art exhibits, parks, fountains. It would generate lots of tax revenue for the City and people from out-of-state as well as our surrounding communities including Boulder and Denver would find it to be a worthwhile destination. It would increase property values for all of

Anonymous 11/06/2018 01:37 PM	Louisville and hence increase property taxes for the City. Open areas and food/restaurants coffee shops,
Anonymous 11/06/2018 01:44 PM	Opportunity to have more local businesses and park space. Better, updated grocery store
Anonymous 11/06/2018 01:45 PM	Locally owned restaurants, a walkable space between businesses
Anonymous 11/06/2018 02:38 PM	If we have office space along with conference spaces could fill up the hotels across the street. Also, small and eateries in even a little bit of condos along with an open area for small "hang out" areas it would be a complete village feel.
Anonymous 11/06/2018 02:48 PM	I am worried that we will turn into a Westminster. We are classier than that. Whatever arrives here needs to continue to set our community apart from others. I would prefer high end shops/ retail but not to the extent that Dillon Road becomes like Boulder streets.
Anonymous 11/06/2018 03:35 PM	The old Sam's could be turned into a community hub of small restaurants and local shops, kind of like Avanti in Denver. There's so much parking, making this an awesome hang out place might even ease some of the parking issues downtown is facing. Heck, work with RTD to run shuttles from here to Main & Pine so you can hop in here, shop around at little stalls, grab an appetizer, then head downtown for dinner & drinks. Kohl's is also dying; having something that I actually wanted to go to in that space would be great. Cheap/campy/silly movies, an indoor glow-in-the-dark mini-golf joint, or a year-round indoor farmer's market (yes, I know we live in Colorado, but there are lots of artisans around who make cheese or soap, chickens still lay eggs, etc.). Either spot having a health/fitness/spa thing going on would be awesome; the options in this area are limited because the community center is so great, but it also means everyone in Louisville is always there and it's crowded as heck. This whole area is wildly important to me because I walk to Safeway all the time; I want to see it revitalized and successful and cared for. There are hotels just across Dillon, so having some options available for visitors to see what Louisville really is would be awesome, too.
Anonymous 11/06/2018 04:00 PM	Opportunity to create a gathering place
Anonymous 11/06/2018 04:14 PM	A place that the community can gather to get food shopping and coffee.
Anonymous 11/06/2018 04:21 PM	It seems like the space should be split into smaller lots/buildings. I'd like to see mixed dining/shopping/entertainment in this space, perhaps an indoor market like Denver's Central Market.
Anonymous 11/06/2018 04:44 PM	Places where kids can go play, parents can shop/eat/drink, local artists/entrepreneurs can sell things in small booths, and all within one building but with multiple sections. There are a ton of "startup" entrepreneurs selling things at farmers markets, fairs, etc. that would LOVE to have/rent a booth for a weekend or month and have a chance to market/sell (Brass

Armadillo and Lafayette Flea Market are good examples but those are antiques, not artisanal). All the while, kids could be in a game room, playing in a jungle gym style area, or maybe even bowling/laser tag. You have to bring everyone together and get a sense of community because everyone is there interacting. Make it like the bazaar in Istanbul (in terms of experience, not decor). There's a reason that places like The Source, Zeppelin Station, Milk Market, Denver Central Market, and others are booming. Except those places only apply to adults. Up here you have more kids that would need an outlet in there too. There's nothing in Boulder so people would be inclined to come up if it was something worth visiting (summer AND winter). I think about Acreage. It's in the middle of nowhere but still gets a ton of people there nightly. It's because it's an attraction. Chains aren't attractions. I'm also thinking of the

Anonymous

11/06/2018 04:57 PM

Could you rephrase the question please?

Anonymous

11/06/2018 05:01 PM

whatever

Anonymous

11/06/2018 05:14 PM

Making it viable for the residents and the businesses

Anonymous

11/06/2018 06:55 PM

Opportunity for mixed use- residential (affordable for Seniors or down sizers under \$500k ) gathering spaces, food, sports field

Anonymous

11/06/2018 07:39 PM

Park, offices

Anonymous

11/06/2018 07:43 PM

The Sam's Club property

Anonymous

11/06/2018 08:15 PM

Adding housing which is in demand instead of adding amenities that are available in town or very nearby.

Anonymous

11/06/2018 08:20 PM

Retail stores, restaurants. Make it like another old town area - community events, great place to hang out.

Anonymous

11/06/2018 08:29 PM

Mixed use neighborhood based food and entertainment related uses

Anonymous

11/06/2018 08:35 PM

We could use a sporting goods store.

Anonymous

11/06/2018 08:36 PM

indoor tennis courts

Anonymous

11/06/2018 08:49 PM

Make it mixed use, dense enough to be viable, and include residential. I live nearby and I want that! Please think outside the "No residential/No density" box!

Anonymous

11/06/2018 08:53 PM

Sams Club



<b>Pete</b> 11/06/2018 09:24 PM	Large scale redevelopment that's mixed use and walkable. Close proximity to RTD BRT gives good connectivity to Denver/Boulder!
<b>keith</b> 11/06/2018 09:30 PM	Activities - things to do with an emphasis on open, outdoor and family
<b>SSN</b> 11/06/2018 09:38 PM	Livable multifamily housing close to transit (BRT on 36) - make it a walkable, livable, modern space where folks can live/work/play without getting needing their car; transit connection to BRT on 36
<b>JoyP</b> 11/07/2018 07:25 AM	A Legoland Discovery Center (along with higher-end retail and restaurants similar to 29th St mall) may really do well and is lacking in the Denver Metro area
<b>debritter</b> 11/07/2018 08:09 AM	Transforming the area into a pedestrian friendly retail area would help encourage the community to gather and use the services in the area. Add some green space. Small retailers and restaurants would be good. I don't support a hotel.
<b>Justin Schrader</b> 11/07/2018 09:56 AM	We would love to see an organic quick serve restaurant.
<b>Jenny</b> 11/07/2018 10:54 AM	I see a big opportunity for a good grocery store - Trader Joe's would do very well. Also, wellness and fitness stores could be very successful. I also think that a nice coffee shop / bagel store could do very well like the Brewing Market in Lafayette. A nail salon could do well with a massage place next to it.
<b>amom</b> 11/07/2018 11:45 AM	Food and beverage sites. Gym would also be nice but they may need a specialty gym (ex: rock climbing) since we have a nice new rec center to compete with.
<b>bigalieck</b> 11/07/2018 02:13 PM	Maybe a hotel or new movie theater would work well there? Or a gym that opens earlier than the Rec Center. Or a gym that offers something unique other than what the Rec Center offers, like Orange Theory, or Cross Fit, or a climbing gym.
<b>Juli</b> 11/07/2018 04:29 PM	Mixed use space...retail, office, restaurant, entertainment
<b>Ryokin</b> 11/07/2018 05:24 PM	Mixed use development with entertainment/ retail / small business offices with shuttle to Park N Ride
<b>Kelly</b> 11/08/2018 09:00 AM	Not enough food options
<b>mb</b> 11/08/2018 10:13 AM	A well designed mixed use entertainment/shopping/restaurant area similar to what Longmont did to the old Mall area. Outdoor seating area, play equipment for kids and just an all-ages location with something for everyone.
<b>Louisville lady</b> 11/08/2018 11:45 AM	A more pedestrian friendly retail and dining area (like Main Street in Louisville) but near McCaslin and Highway 36
<b>CBV</b> 11/08/2018 12:14 PM	lot more traffic through that area would increase patronage

Rami Cohen 11/08/2018 12:55 PM	Either make it a public area where people can come together, or make it residential. I am sure the businesses in the area would appreciate the extra traffic in either case.
Allison S 11/08/2018 01:25 PM	Entertainment or restaurant, redeveloped into niche stores
Louisville mom 11/08/2018 02:30 PM	The former Sam's Club site. We use the other stores and services a lot, expect for the banks.
Maryan 11/08/2018 03:17 PM	Entertainment center that appeals to families during the day and early evening with an adult-only with a bar for the evening/night time. Performance and game space, like rock n Bowl in New Orleans.
Amy 11/08/2018 05:01 PM	Entertainment that appeals to an entire family...including young kids such as mini golf or bowling.
No 11/08/2018 06:03 PM	A mix of restaurants and artisan goods. Breads, cheeses, wines, music...
Teresa 11/08/2018 09:06 PM	maybe transforming part of the parking lot into a park / gathering area? kinda like the splash park on south public rd in old town Lafayette or next to the whole food in boulder. restaurants that have outdoor seating?
Leslie 11/09/2018 10:59 AM	We have ample, free parking and easy access to 36.
Steve 11/09/2018 11:04 AM	once Kohl's move (which they will), tear down Kohl's and old Sam's club, replace with mixed use including outdoor areas/parks/open space
habacomike 11/09/2018 11:05 AM	Innovative market niches. Things such as indoor ski experience, air sky diving, etc. Maker space.
nm 11/09/2018 11:05 AM	housing
John Bolmer 11/09/2018 11:07 AM	Something to generate sales taxes, which would not include service companies. There are enough hotels. restaurants, other shops.
Scott 11/09/2018 11:08 AM	I think there's an opportunity to bring innovation in food and beverage here such as international cuisine + local chef driven restaurants. More people are eating out than ever, and more people are food explorers. I also think a book store such as Boulder Bookstore or Tattered cover with a cafe to drive traffic is a great opportunity. And there's the obvious need for more housing. So a mixed use environment would be exciting.
Jkat525 11/09/2018 11:12 AM	I'd love the Safeway to be mre robust - like the one pn 28th in Boulder. We go to other Safeway stores. Also dining and entertainment. I realize the issue of draining downtown business, but we would choose this location if parking were reasonable.
Fordcokid 11/09/2018 11:12 AM	Senior housing, park, decent grocery store. No big boxes. Make the area walkable, similar to a little community within the community with enough good retail to offset the tax loss of Kohl's should it be closed.
Mark Dondelinger	It's a great location. Put in something other than a church.

11/09/2018 11:13 AM

CB

Unique stores, green space for relaxed shopping

11/09/2018 11:21 AM

andrewthak

The "collective" approach, with unique offerings and a community gathering place separate from downtown Louisville. Typically collectives have one anchor restaurant, smaller/artisan food options (bakery, desserts, coffee), food trucks, brewery/tap room, music, activities. Another big box retailer or grocery store would be a waste of space. There are a lot of people nearby, it's convenient to 36 and unique/changing offerings would bring in people from other communities as well.

11/09/2018 11:24 AM

Eajudd

Mixed use development- definitely some residential on site

11/09/2018 11:25 AM

B Eller

Put is shops that require browsing and interaction, so they're not affected by ecommerce. Anything with learning opportunities for families.

11/09/2018 11:27 AM

Ala Hason

Redevelop Sam's club Box into mega food-court type with open courtyard in the middle. Stage for performance for music. With fireplace. Small ice skating ring during the holidays, etc. Not Mall Type food-court!!! But more like casual dinning restaurants (similar to downtown Louisville)

11/09/2018 11:32 AM

Anonymous

Grocery, Goodwill, clothes, entertainment all in one place

11/09/2018 11:35 AM

Brian

Walkable, open air retail and smaller, integrated resturants, some housing. No large box stores. Replace large parking lots. Integrate post office.

11/09/2018 11:43 AM

karen

I think a outdoor live and work option would be the best use of this space. Housing is a huge need.

11/09/2018 11:46 AM

Rick

The old Albertson's/Safeway is an tired looking supermarket. I newer superstore like King Soopers originally announced would be great competition. We shop outside of Louisville due because of that. We have a poor representation of upscale restaurants in Boulder County such as Seasons 52, White Chocolate, McCormick Smicks etc. Existing restaurants such as Murphy's and Carrabas are ok sometimes. All the nicer restaurants are downtown Denver or South of Denver in the Park Meadows area. NO RESIDENTIAL OR MULTI FAMILY IS WANTED. Get tax revenue or tear it down and build something you can shop and walk around.

11/09/2018 11:47 AM

BAllen

Check out Rayback collective in boulder...really cool place that would fit nicely where the Sam's Club is.

11/09/2018 11:50 AM

Terri

Location - close to highway

11/09/2018 12:12 PM

m48martin

Mixed use retail and office. Likely an opportunity for a smaller hotel given location, but might not be big enough to accomodate.

11/09/2018 12:18 PM

Lawrenceboyd

More bistro like restaurants, smaller boutique shops and a whole foods, perhaps a nice fitness center. No big-box retail .

11/09/2018 12:25 PM

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None 11/09/2018 12:29 PM	Mix of food & beverage with unique entertainment spanning generations—don't need another movie theater—as well as some office spaces & services that bring in clients—salon/spa, Pilates studio, music & art instruction, and enough parking to make it easy for customers.
WEC 11/09/2018 12:50 PM	Revitalize the area, small locally owned businesses and restaurants, bookstore, etc.
coreyhylsted 11/09/2018 01:00 PM	Improved diversity and density of options could create a community space. There are a few options in the area; two banks, a gas station, cleaner, and a few food options separated from Kohls, USPS, empty SamsClub, and Safeway -- by a giant, empty parking lots. The big box stores and USPS are also spread out. In the 8 years living in Louisville I've probably seen 10-ish people walking between these giant buildings. Retail is changing. Its becoming more of an experience and service oriented (e.g. Apple Store, Barnes + Noble, etc) Creating a space where people want to hang out is great. Then allowing (but perhaps helping) the market find what will cater to Louisville and surrounding area residents. It's hard given the disconnected buildings. I've often thought about creating a food truck park to help make it more of a destination. And then, similar to Denver's Union Station; provide a community space surrounded by food, bars, smaller retail venues, and services. The challenge is there is very little office space near by to keep constant foot traffic. Which I could be solved by dense residential or better for the city... office space.
NA 11/09/2018 01:05 PM	Furniture and Home Goods Sales
patrickosu 11/09/2018 02:30 PM	restaurants and family friendly activities. Entertainment and education -- maybe a theater geared towards live podcasts.
todd gleeson 11/09/2018 04:01 PM	Sporting goods, REI, etc are not well represented locally Mixed small retail, gallery, office and residential seems to fit our neighborhood Look at Aspen Grove in Littleton as a viable model of small and midsize retail
ellenvallee 11/09/2018 04:58 PM	Sam's club building
janet 11/09/2018 07:30 PM	Boulder prospered by going green with open areas etc which increased property values. I am not sure going totally commercial is the best idea. My niece recently moved for CA to the area and looked at but did not move to Louisville because it was too suburban and the "mall atmosphere" of O area was not attractive. She was looking for fun things for kids and "strolling areas" ( bakery, bookshops, coffee shops plus greenery)
I997720 11/09/2018 11:21 PM	fitness, restaurant, niche/specialty grocer (Trader Joe's)
carolncolo 11/10/2018 05:06 AM	Walmart is extremely successful and I think it would be successful for that location
jgwalega	Would be a good spot for a King Soopers

11/10/2018 03:53 PM

dmwalega

Garbanzos Restaurant, Wendy's

11/10/2018 04:02 PM

amygcasey

Community cohesiveness

11/10/2018 04:31 PM

Doug Johnson

The sams club property has been vacant for a long time. Any type of a thought out development plan would be a step in the right direction.

11/11/2018 07:08 AM

Ryan Korte

technology office space. Something similar to the atmosphere of Industrious (Boulder) or WeWork. I chose hospitality but only for restaurants. (we don't need more hotels in that area with the others nearby.

11/11/2018 09:23 AM

SMcMahon

Biggest opportunity lies in creating an alternative to Louisville Main Street. That area is populated by families with small kids and difficulty finding parking. Ideally, this site would work for residents of all age groups, easy to get to, to park, and provide unique retail and eating establishments. Benches for sitting outside, and offers including, for example, food truck parking, bakery, coffee shop, hand-made soaps, repairs, flower shops, etc., at good prices. If pricing isn't good or the products not unique, the establishments will fail. Customers will go elsewhere or online if there is no compelling offer here.

11/11/2018 09:37 AM

fredeller

I do not think another strip shopping area is needed. A walkable development that would be fun with speciality shopping might make sense. Outdoor stores such as REI with selected activities for both indoor and outdoor might create traffic. There are not many places to go during bad weather- Copper Mountain's Woodward's activity center has a lot of different activities that might be interesting to look at.

11/11/2018 11:07 AM

Amasin

Community support

11/11/2018 11:13 AM

Carolyn H Anderson

We need Kohl's to remain. There are already plenty of hotel/motel rooms here, the food/restaurant capacity is about maxed out, I would think. NO BIG BOX stores needed, they are all failing...I would prefer to see no additional retail facilities. There isn't enough business for them. I would not shop at them.

11/11/2018 03:18 PM

dl00kner

Multi-use space with the brewery/beer garden as the draw to the new surrounding retail/services.

11/11/2018 04:23 PM

jmcquie

Address the term of the 65-year covenants. They have been in place for 25 years now. The American business landscape is very different than it was 25 years ago (for example, take a look at which companies are in the Dow Jones Industrial Average now who were there 25 years ago). There is no reason to believe the pace of change will slow in the next 40 years, constraining the ability of the city to maximize tax revenue.

11/11/2018 04:50 PM

PhyllisMP

Not retail per se but something everyone needs all the time. A large grocery store. Whole Foods is too expensive , Target does not have a complete selection, and Safeway is small and has little organic.

11/11/2018 05:05 PM

cherylmerlino

11/11/2018 05:24 PM

It would be great to capitalize on Colorado's great weather by putting an outdoor mixed use mall on the site--which in turn would maximize sales tax revenue, while staying away from big box retail and offering smaller retail, services, restaurants, etc.... As previously referenced, please take the time to view this website as an example: mytownsquarelasvegas.com. This project was well planned and executed perfectly (in the town of Las Vegas where this project had stiff competition!!). I didn't notice in the study if the Post Office is considered to be part of this parcel, but it could be relocated to the far side of the property where Kohls is now, or incorporated into the new plan. We visited the Town Square in Las Vegas on a recent visit and were amazed by it. They did have a Whole Foods as an anchor and a theater, which Louisville/Superior already has, so maybe spicing up the Safeway and adding either a hotel where Kohls is now would work and having the small retail, services, restaurants, etc be where Sam's used to be would be great. A hotel where Kohls is would bring in substantial tax revenue and with CU only 6 miles away, I feel sure a new hotel in Louisville would attract people from Boulder and from Broomfield. I understand there are long-time restrictions for the site that would need to be lifted or altered in order to build and grow the most focal/viable area of Louisville (not to mention the convenience to Highway 36 which will only continue to attract people to shop, dine, and use services in Louisville -- as Boulder's rampant growth continues to ruin that city). As Boulder continues to allow growth there, which stifles traffic, a logical place for people to gravitate to is LOUISVILLE!! Superior absolutely ruined its infrastructure with their town center, so PLEASE DO NOT do anything that Superior did!! It's awful (including the drive into the town center with narrow parking and inconveniently located parking garages). Their roundabouts are awful, and frankly, it does not look very good, either. The residential buildings are awkward and unwelcoming. I know it's not finished yet, but this was not a well thought out project in the least. With a few parking structures (maybe on the other side of the Post Office on the Sam's side) and carefully laid out plans so people can also park on the streets, Louisville's McCaslin Mall could be even better than the 28th Street Mall in Boulder (which isn't great, either.... so, again, please take a look at the website for the one they did exceptionally well in Las Vegas at the Town Square). I have talked to Dennis Maloney about this, as well. He has been great during this entire process, open to new ideas and suggestions he can share, and with follow up and feedback. I really appreciate his service to our community!! Please feel free to call me: Cheryl Merlino (303) 604-0600 Email: Cheryl@ppp.jobs

Food and entertainment

camillefowles

11/12/2018 11:24 AM

helloscherry2

11/12/2018 12:55 PM

We need to have complementary businesses and activities that attract the same demographics. Ie— store, indoor entertainment for kids, bowling alley, hair salon for kids, fountains to play in, for adults—bookstore, wine bar, spa, hair salon, art movie theatre, shops like in Stanley market place, boutiques, exercise/ yoga places, chocolate shop, bakery. The key is having high quality

bpaxton 11/13/2018 07:35 AM	businesses that provide goods and services that you either can't get online (haircuts) or that offer a superior experience . It would be SO AMAZING if we could get the Tattered Cover to come here. Unique business with a track record of steady success. Please keep the post office and grocery store-super handybto have in walking distance. Make it a beautiful place where people want to come and are invited in, not just a transactional station. One big advantage this site has is the close proximity to US-36 and the ability to attract out of town visitors. Unique restaurant and work spaces could draw more regional guests.
aeromarkco 11/13/2018 07:36 AM	Turn it into mixed use with residential and retail but keep open space (parks) for folks to walk, ride their bikes, etc. We need ample parking and/or public transport from the rest of Louisville. A bus line running down Dillon and McCasin and S. Boulder would help
shoe23 11/13/2018 03:10 PM	Changing the layout to be less 1980s to be more more modern will hopefully reinvigorate the area.
Sarahzauner 11/13/2018 03:20 PM	Restaurants, yoga/Pilates, higher-end fitness, cooking classes.
wielandlisa 11/13/2018 03:23 PM	i think there is an opportunity to redesign this to have walkable, parklets ' an 'outdoor mall' type of shopping experience where you can park here and there, but walk around and there is grass, trees, tables and chairs to sit at and eat or talk to friends or on the phone. access to the bus stop that is safe, the area should be well lit and friendly.
Laura Adams 11/13/2018 03:45 PM	Create something like The Source in Denver in the former Sam's Club
Benn8895 11/13/2018 04:34 PM	Where the old Sam's Club used to be.
cynthswift 11/13/2018 05:06 PM	Mixed use, kids friendly restaurants and retail (also open work/collaboration spots).
rubelite1 11/13/2018 05:39 PM	Break it up into smaller parcels and put in some decent retail
julialeslie 11/13/2018 08:42 PM	The immense size of Parcel 0 is a great opportunity to bring in a range of businesses and services instead of limiting to just one big-box store. A diverse range of businesses and services will attract a broader range of consumers. The Stanley Marketplace in Aurora has proven to be very successful because of its community-first approach and unique way of showcasing local businesses. Louisville prides itself on its small-town charm, and by bringing in a mixed-use, community-centric marketplace, it reinforces the charm and community ethos that we appreciate so much.
AlisaG 11/13/2018 10:30 PM	I think the old Sam's space could be turned into a food hall or something like Stapleton now has
Kara.rigney 11/14/2018 01:30 AM	Large retail space is dying and has been taken over by virtual sales. Abandon the retail approach. Please don't add more multi-family housing. Broomfield is taking care of that need. We are in the center of an

CharlieEaly

11/14/2018 01:17 PM

international elite athlete community in Boulder County. Attract a commercial organization to build athletic space (preferably an indoor Olympic sized pool facility) to support training demand and to host competitions (much like the Veterans Memorial Aquatic Center in Thornton). The currently empty retail space could be transformed to meet the demand from local swim teams including high schools and the Louisville Dolphins as well as swimmers and triathletes in the area. The Rec center and Memory Square could be preserved for seniors and truly recreational swimming. Neither facility (even with the recent improvements) is well suited for serious swimmers.

jensmith78

11/14/2018 02:20 PM

Need to build a version of The Orchard Town Center in Broomfield (I-25). A mixture of retail, food, services (ATT, for example) that are in smaller retail pads or sets of retail pads. Smaller individual buildings, retail pads can be easily adjust for tenants that will come and go. Needs to provide an atmosphere where people will park and walk from store to store (nice sidewalks, kids play areas, music (audio speakers), a firepit seating area I see the biggest opportunity being to create something unique and out of the box. Given that large retail space seems to be falling out of favor - a marketplace concept for local entrepreneurs would surely serve a community need and create something new that would attract visitors from surrounding communities.

Alex G

11/14/2018 05:10 PM

There is a great opportunity to change this area from a dated car-centric area to a forward looking multi-modal area, and to balance the west end of the City with the dynamic character of the City's historic downtown. This could be the first part of a larger effort to make the McCaslin corridor more hospitable to multi-modal travel. Create new bikeways and expand and re-route existing sidewalks to safely bring people to this area. Doing so would not only make it a desirable location, but it would also help bring more traffic to existing businesses. Connections to the US 36 Bikeway, RTD station, Coal Creek Trail and other non-vehicular paths should be a priority. Blending public and private infrastructure would create a conducive environment for a farmers market (year round with a conditioned space), concerts, athletics, etc. This would also be a good opportunity to address the lack of senior housing-- especially attractive with the close proximity to a grocery store and other businesses. Adding green spaces, parks, trees, a plaza and even something like a smaller scale Stanley Marketplace would make it a desirable location for several demographics.

jan scrogan

11/15/2018 04:36 PM

Need commonly used businesses so our taxes don't all go to Superior and Broomfield.

wb

11/15/2018 09:33 PM

Provide a facility that includes a community resource such as a health facility, performing arts center, or a combination of small retail.

Mbb

11/16/2018 08:32 AM

An opportunity for a community asset such as a multiuse film & arts center, studios & cafes.

Mira

11/16/2018 01:51 PM

With so many families in the region, I think having a mixed use, hangout space for drinks and decently priced food would be welcome.



drpwsmith

11/16/2018 02:54 PM

Small Local Business

Malexander

11/16/2018 04:18 PM

Kill big noxes and create a new pedestrian neighborhood. Be bold and visionary.

L.A.Cox

11/16/2018 05:00 PM

If the constraints can be broadened, then there are some great options. The other challenge is there is no "There" there. A sense of place needs to be created, not just building another strip mall with chain restaurants and stores. People want to have an experience when they are deciding where to spend their entertainment dollars (food/beverage). Consider placing parking on the perimeter of the retail/restaurant space with the stores & restaurants situated on a square or public space that is still open to the Flatirons view. Make sure to include outdoor seating at the restaurants as well as rooftop tables/seating. This would be a definite draw, as there are only a few places in all of east Boulder county where rooftop seating is an option (Waterloo & Stem). Include a chef oriented restaurant with attention paid to the design and atmosphere - Ex. Hickory & Ash in Broomfield, built in a new shopping/retail center similar to this parcel). As well, to address the change in retail bring in shops that fill the niche where one needs to feel, smell or taste the product (specialty butcherie/cheese shop, loose tea w/tea room, high-end specialty florist (weddings/events = tax \$), organic bath and skincare/make-up, . Include some options that are not filled by the new rec center - Pilates studio with equipment, a pottery studio with classes/parties. Include an area for food trucks situated around tables and outdoor entertainment (corn-hole, lawn bowling/croquet, giant chess). Attention to design, lighting and landscaping to create a space that creates a sense of community and "place" where people will want to visit and linger. Soon there will be a lot more options in the area - right across 36 with Superior's new shopping center, Westminster's planned mixed-use development. Let's try to attract those tax dollars here, as well as give the citizens on this side of Louisville somewhere they can walk to that will also be an addition to all the wonderful things going on in downtown Louisville. This quadrant along McCaslin could really become another draw to the city with commitment to the right design and occupants. Attracting businesses that don't compete with Amazon.

nancybigelow

11/17/2018 08:41 AM

perk1000

11/17/2018 08:43 AM

Things that are not affected by internet businesses. Small "ma & pa" shops can't compete.

(137 responses, 6 skipped)

**Q4 | What types of development would draw people from the NEIGHBORHOOD to shop, eat or drink here? Be specific?**

Anonymous  
11/05/2018 02:33 PM  
Laser tag, car racing, gym, mini-golf, some sort of entertainment that would be a draw. We don't need any more fast casual food chains, or banks.

Anonymous  
11/05/2018 03:07 PM  
Great food with boutique retail. Joint events such as markets, open air cinema, ....

Anonymous  
11/06/2018 10:29 AM  
Entertainment and food.

Anonymous  
11/06/2018 10:38 AM  
It's not clear whether that area can effectively support more traditional retail space. I think that going to more of a mixed use development (housing and office) is probably going to be more effective in the long run.

Anonymous  
11/06/2018 10:47 AM  
Not much that wouldn't cannibalize the existing neighborhood retail along the corridor. We are already well served with a good dry cleaners, pharmacy, banks, auto service, liquor store, coffee shop, etc. Sam's wasn't a neighborhood retail center. Neither should its replacement be one.

Anonymous  
11/06/2018 10:49 AM  
spa (no gym, don't want to pull revenue from rec center), small, unique restaurants (think Moxie, lucky pie/sweet cow), unique bar (no chains), small alternative movie theater (Indy), bike repair and ski repair (no intrusive repair shoes, i.e., no car repair), boutique clothing stores

Anonymous  
11/06/2018 10:57 AM  
Fitness (yoga, functional fitness), craft brewery/brew pub, distillery, bakery, fast casual food, bike shop with coffee bar (the new "biker bar" concept), escape room, boutique/lifestyle hotel.

Anonymous  
11/06/2018 11:02 AM  
Trader Joe's, Mountain sun,

Anonymous  
11/06/2018 11:05 AM  
Children's entertainment Home improvement Food trucks Green space

Anonymous  
11/06/2018 11:11 AM  
Neighborhood shoppers want places to meet up with each other with beverages, meals, relaxing in green spaces--anything that brings us together within walking distance and keeps us from having to travel far from home for our basic needs.

Anonymous  
11/06/2018 11:20 AM  
One stop shopping - coffee/books/craft beer + wine and fine food.

Anonymous  
11/06/2018 11:26 AM  
Good food and beverages, spaces to gather together. Businesses that help citizens improve daily living needs. Mixed use areas surrounded by green spaces linking it to our public transportation and biking and walking enthusiasts.

Anonymous  
11/06/2018 11:29 AM  
A variety of options. Like the Milk Market in Denver - an upscale food court... Or a food truck destination like the Rayback Collective in Boulder

Anonymous  
11/06/2018 11:31 AM  
farm to table restaurant, organic restaurant, brewery, community space

Anonymous 11/06/2018 11:32 AM	A restaurant would do it. Walkable from lots of businesses. A hotel serves the visits of offices in the neighborhood. A retail option is a toy store.
Anonymous 11/06/2018 11:38 AM	A good mix of modern, healthy Restaurants, brew pubs, etc with outdoor patios for the warm months connected by a "Village Green" where people would enjoy hanging out (fire pit, water fountain, kids play area, etc) and seasonal events could be held (farmers markets, live music, brew fest, etc).
Anonymous 11/06/2018 12:02 PM	Wow...I thought I just answered that question. A charming, tree filled park, with a fountain for kids to play in, a nice sidewalk winding through the greenspace, surrounded by great cafe's with outdoor seating. But now this is getting annoying, because you've basically asked the same question 3 times.....
Anonymous 11/06/2018 12:25 PM	Family friendly restaurants with good healthy food, a smoothie/juice bar (something like Wonder on Pearl), a place to sit outside and hang out.
Anonymous 11/06/2018 01:22 PM	* Micro brew or pub like Gravity brewing or Growler USA. * open air market on weekends * game or hobby store
Anonymous 11/06/2018 01:28 PM	Unique restaurants like Thrive and Oak in Boulder, Watercourse Foods in Denver, Glacier ice cream in Boulder always has crowds in summer, specialty foods, boutique clothing, gifts, cooking, painting and/or photography classes. Enough already with the breweries and chain restaurants. Add a gated area for humans to watch their dogs play and kid activities like Dartmania in Englewood and/or a splash and rope climbing park like Centennial Center or Westlands Park in Greenwood Village, Warrior Challenge Arena (Broomfield) or Virtual Realty Arcade (for older kids) and it will become a family gathering place.
Anonymous 11/06/2018 01:36 PM	Specialty stores like you find in the SF marketplace and other cities in the states and around the world. Cheese monger, chocolatier, fruit & veggies, wine store, pastry shop, organic food store, tea shop, coffee shop, florist, handmade candles, specialty jam, lotions, etc. Then ethnic and regional restaurants/cafes with limited seating at some. We are such a melting pot that this could be a really cool way to learn about different cultures.
Anonymous 11/06/2018 01:37 PM	Casual dining, outdoor walking paths, ice cream!
Anonymous 11/06/2018 01:44 PM	Intimate local farm to table restaurants and cafes. Park space/playground (like the new Lafayette Silver Creek neighborhood playground). Gym space like Pure Barre. Some boutiques. Brewery pubs/distilleries like what is opening more in lafayette.
Anonymous 11/06/2018 01:45 PM	Locally owned shops and restaurants. The ability for people to walk from local neighborhoods to eat, play, shop.
Anonymous 11/06/2018 02:38 PM	I Believe it Hass to have a contiguous and very consistent look and feel whether his old architecture or new contemporary architecture. Small little boutique and food kiosks Combined with small little condos or apartments can bring a feel of ownership for both the community surrounding it in outside people coming in.

Anonymous

11/06/2018 02:48 PM

Service industries obviously won't. And we already have a mediocre theater that claims to be a Boulder theater by its name. That alone bothers me that it ever got past city council. I want Louisville to continue to separate itself from other towns, to offer high end goods and entertainment. Please no more low end box stores.

Anonymous

11/06/2018 03:35 PM

A small set of specialty shops would be great - a butcher shop, bakery, produce stand, etc. They each do one or two things amazingly well, instead of doing a little of everything kinda okay. Entertainment options (as mentioned in a previous answer) would give me more reasons to get out of the house when another hike isn't going to work and I don't want to eat any more. I, personally, really miss the hang-out spot - in my hometown it was a tea shop that had couches and old/classic video games. Having a place that had space to play tabletop/board games, hosted video game competitions, served some light food (some of which isn't fried), had knitting club sign-up, and other fun-but-harder-to-monetize activities would be STELLAR.

Anonymous

11/06/2018 04:00 PM

Other retail , boutique shops

Anonymous

11/06/2018 04:14 PM

Local restaurants not chains, water feature for kids to play, a place that plays live music, maybe a good wine bar, high end retail

Anonymous

11/06/2018 04:21 PM

Restaurants, spa, service, or local goods market.

Anonymous

11/06/2018 04:44 PM

A moderately priced place to get a quick meal where I don't have to sit down and tip a waiter. I'd also go if I knew I could get quality vegetables/spices/other food for home. I'd also go if there were good beers on tap and cocktails to be made. I want options where if I go with my wife, she can get noodles while I get hot dogs and my friend has pierogies and his wife gets tamales. Then we all meet at the central area to eat and drink while watching a local jazz band play the night away. When I have kids, they can play in the side areas until 10PM when I know it becomes adult only and the jazz band cuts it loose on the flute for a couple hours. Me personally, if I knew that my favorite salsa/hot sauce vendor was there, I'd be going there once a week to restock. If a local brewer sold his famous concoction in a booth, I'd go there weekly to buy it. Or if the guy on the Oh Oh Facebook page that smokes pork shoulders showed up every Saturday morning, you know I'd be there to get some. You roast hatch chiles and make a killer stew? Yep, I'll be by your booth to buy that regularly and maybe try your other stuff too. I live by Fireside Elementary and have to drive down to Denver to find anything close to this.

Anonymous

11/06/2018 04:57 PM

Small specialty shops

Anonymous

11/06/2018 05:01 PM

a great market

Anonymous

11/06/2018 05:14 PM

Same as previously mentioned... something like reading terminal market in philly

Anonymous 11/06/2018 06:55 PM	Smaller quaint eateries, maybe a restaurant with a movie theater ( check McMenamins in Portland, OR ) another dog park would bring people to shop and eat. Specialty butcher?
Anonymous 11/06/2018 07:39 PM	Something the area doesn't have - food truck lot, something like avanti, craft brewery from local entrepreneurs instead of all chains, something like avanti. Or a new indoor volleyball place like oasis
Anonymous 11/06/2018 07:43 PM	Bike repair, cleaner, old-style barber, microbrew pub with beer garden
Anonymous 11/06/2018 08:15 PM	N/A
Anonymous 11/06/2018 08:20 PM	Ice cream store, Snarf's sandwich, higher end restaurants, boutique shops
Anonymous 11/06/2018 08:29 PM	Walkable, placed base desig of the district
Anonymous 11/06/2018 08:35 PM	Sporting goods store
Anonymous 11/06/2018 08:36 PM	indoor tennis courts
Anonymous 11/06/2018 08:49 PM	The same types of development--and programming--that draw people to downtown Louisville. Create an attractive focal point/gathering spot, surround it with a mix of interesting locally owned uses, make it walkable and bikeable from surrounding neighborhoods (including on the W side of McCaslin) and it will thrive. If it sounds familiar, it is...Downtown Louisville! We just need a west side version! There are no historic structures on this side of town, so make it a contemporary version (taller--with appropriate setbacks and layering--and with mixed use, including residential).
Anonymous 11/06/2018 08:53 PM	Entertainment and food venue
Pete 11/06/2018 09:24 PM	We want people to shop/eat/drink in old Town more than here! Dense mixed use business/residential/fast casual food is the way to go in this area!
keith 11/06/2018 09:30 PM	A giant play structure (day use) within a large grass/park open air amphitheater stage which can be used to host large concerts and outdoor events (tax source)
SSN 11/06/2018 09:38 PM	Hospitality, service, entertainment; other; Please make this a modern development where there are shared green spaces with shops & multi-family housing where folks can gather, walk to a play area, stroll around to shop and dine. NO MORE STRIP MALLS OR BIG BOX STORES WITH LARGE PARKING LOTS. Be creative and think outside the box! This location is perfect for folks to use transit if they work outside of Louisville.
JoyP 11/07/2018 07:25 AM	Legoland Discover Center, or another really cool kid activity along with good coffee (Peet's!)- some nationally know brands. Think like California- if we

debritter 11/07/2018 08:09 AM	have lots of movement from there we have those customers. Outdoor ped mall like 29th St Restaurants and small retailers
Justin Schrader 11/07/2018 09:56 AM	Organic local eatery.
Jenny 11/07/2018 10:54 AM	Grocery store, a bike repair shop, some kids places like a bounce house or a ninja studio
amom 11/07/2018 11:45 AM	A space like The Source in Denver - and easy place to visit and have food and drink access easy
bigalieck 11/07/2018 02:13 PM	Locally-owned restaurants, no chains please! Gym that offers something different from the Rec Center. Sports physical therapy, massage, chiropractic, acupuncture Upscale hair salon Cocktail bars/tapas restaurants
Juli 11/07/2018 04:29 PM	Unique, convenience. Pharmaca, shoe store, play it again sports,
Ryokin 11/07/2018 05:24 PM	Creative retail (non-chain or more rare chains) and entertainment (already have a theater) / restaurants. Especially a high end restaurant which we really have none of (farm-to-table, steakhouse, etc)
Kelly 11/08/2018 09:00 AM	Better sandwich and lunch shops
mb 11/08/2018 10:13 AM	A mixed use space that people can bike to and enjoy a few hours of food, entertainment or shopping. Louisville is such a family-friendly spot and we need something over on this end of town similar to the Lucky Pie/Sweet Cow popularity for all ages.
Louisville lady 11/08/2018 11:45 AM	More family friendly restaurants. The area near Dillon Rd and McCaslin has so many marijuana dispensaries, it is not a family environment. I think that is why Noodles & Company closed.
CBV 11/08/2018 12:14 PM	movie theater, we only have cinnebarre near by kids activities, ninja zone type place
Rami Cohen 11/08/2018 12:55 PM	Basketball/tennis/soccer fields, as long as they are free.
Allison S 11/08/2018 01:25 PM	Restaurants, entertainment or any service or retail that has chance of survival. There is already a movie theater across street.
Louisville mom 11/08/2018 02:30 PM	A mix of chain and local eateries. Snarf's, Wahoo's, Anthony's Pizza, an ice cream alternative to Sweet Cow would be great. Mixed entertainment would be good for this family friendly town: large laser tag venue, arcade, bumper cars or something different like that.
Maryan 11/08/2018 03:17 PM	Food Hall with Farmer's market attached. Include informal cooking classes and food demos. Performance space smaller than 1st Bank Center but bigger than the Louisville Arts Center.
Amy	Something like Punch Bowl Social

11/08/2018 05:01 PM

No

Family friendly restaurants/kids play parents eat, good food and drinks

11/08/2018 06:03 PM

Teresa

small locally owned shops... maybe like old town... video game shop?  
toy/game store?

11/08/2018 09:06 PM

Leslie

I think food and other retail. Recreation will have a hard time competing with the price point of the Rec Center, which is looking great after the renovation.

11/09/2018 10:59 AM

Steve

non-chain restaurants and stores like those in downtown louisville. Downtown louisville is the successful model and there's enough demand/traffic to support both locations.

11/09/2018 11:04 AM

habacomike

Something different than what already is available. See suggestions above.

11/09/2018 11:05 AM

nm

whole foods

11/09/2018 11:05 AM

John Bolmer

Let's not OK something that will drive something else out of business. The area could probably handle another restaurant or two. But why set up competition for Safeway, the Louisville Rec Center or CineBarre?

11/09/2018 11:07 AM

Scott

See previous note. Think: Moxie Bakery, Dushanbe Teahouse, Blackbelly Market, Cured/Boxcar. Also, how about a culinary center inspired by Boulder Foodlab? Further — Ceramic studios such as Color me Mine are a great tangible (non-digital) way for families to do activities together. Encourage community and uniqueness. Plant lots of trees.

11/09/2018 11:08 AM

Jkat525

Hospitality and adequate parking. I've recently found that okd san's is the only venue on the atra that can accommodate a large event - i have a dream luncheon.

11/09/2018 11:12 AM

Fordcokid

Food/beverage, nice grocery store, health and wellness.

11/09/2018 11:12 AM

Mark Dondelinger

Retail would be best. There are enough hotels and restaurants in the area.

11/09/2018 11:13 AM

CB

Louisville already has a movie theater, a renovated rec center, and access to big box stores. Would love to see unique shopping and restaurants, NOT chain stores, ie Tattered Cover satellite store, upscale clothing stores. NOT entertainment center!! Would only bring increased traffic with low spending interest.

11/09/2018 11:21 AM

andrewthak

Unique offerings -- a brewery (an established one like Oskar Blues), artisan food/beverage options, activities that kids can do while parents hang out (bags games, indoor ropes course or climbing area, even a video game arcade would be fine)

11/09/2018 11:24 AM

Eajudd

A better grocery store. Maybe an outdoor store. Maybe some space dedicated to pop up stores/artist shops. Coffee shop etc.

11/09/2018 11:25 AM

B Eller

Non-franchise and non fast-food. There's a lot of that already.

11/09/2018 11:27 AM

Ala Hason

Eat and drink, and entertainment

11/09/2018 11:32 AM

Anonymous

Perhaps a "co-working" firm, such as WeWork, or 'Play, Work, Dash'. This area of Colorado has so many flexible workers and working parents. See story on Sunday Morning: <https://www.cbs.com/shows/cbs-sunday-morning/video/08SFHuqMfhFJO8V1ft0eADdBOJFqd0O/co-working-when-the-home-office-is-away-from-home/>

11/09/2018 11:35 AM

Brian

Small, local restaurants with no drug businesses. Specialized restaurants. Venue for entertainment, i.e. concerts, etc.

11/09/2018 11:43 AM

karen

Entertainment for all ages, such as movies, bounce houses and laser tag. We also need tutoring centers for our youth. Bike shops to showcase how cool the trail systems are in Louisville. I would suggest more fast places to eat that are not your typical fast food. I do think a few smaller retail stores would work, but it shouldn't be the focus. My plan would be to anchor the grocery store, Safeway, and build around it. To allow this to work, Safeway has to do a bigger remodel. The grocery chain has got to look fresher and place to gather, not just run in and run out.

11/09/2018 11:46 AM

Rick

Flatirons is close enough so bring in retail and dining but upscale. This is an upscale area that I think the locals would support. Boutique shopping for example. How about a nice steakhouse/seafood restaurant like the Landry chain.

11/09/2018 11:47 AM

Ballen

Something like Rayback collective and a couple of nicer restaurants

11/09/2018 11:50 AM

Terri

Unique high quality restaurant - with outdoor dining - organic farm to table Distillery Small shopping area with locally owned shops

11/09/2018 12:12 PM

m48martin

Hospitality, F&B Service Entertainment (not movie, have that)

11/09/2018 12:18 PM

Lawrenceboyd

Look at Longmont's village at the peaks as a great example - with access by bike/walking trail ([www.villageatthepeaks.com](http://www.villageatthepeaks.com))

11/09/2018 12:25 PM

None

Quick easy healthy food combined with unique intimate sit down restaurants

11/09/2018 12:29 PM

WEC

Unique shops and restaurants, NOT box stores or chains, areas which can provide a sense of community. Bookstore, Paul's Coffee Shop (KEEP PAUL'S!!!), Trader Joe's.

11/09/2018 12:50 PM

coreyhylsted

Louisville is increasing affluent. Downtown Louisville and Lafayette both have a large degree of creative people. That said, I think more variety of smaller food venues and retail shops. This creates an outlet for people in the community but also creates a unique variety. - Creating a space for food trucks [e.g. Raback collective] creates a "What will be there today?" Mexican, Indian, Egg + Breakfast. I would also think that a place where I can work, grab a bite to eat, and do a bit of other things is ideal.

11/09/2018 01:00 PM



NA 11/09/2018 01:05 PM	Outdoor Mall
patrickosu 11/09/2018 02:30 PM	fast causal restaurants, convenience retail, butcher shop
todd gleeson 11/09/2018 04:01 PM	I live <1mile away down Dillon. Restaurants, services, clothing, sporting goods, a *good* grocery store would draw my household.
ellenvallee 11/09/2018 04:58 PM	Local restaurants and boutique shopping
janet 11/09/2018 07:30 PM	pleasant environment with covered places to sit in hot weather with entertainment options and things like play fountains like those I saw in Norfolk VA botanical park that are both visually attractive and let kids run around in them. Could have evening light/music shows with fountains as in some places in China Food options not too upscale or expensive but more "charm" than fast food outlets
I997720 11/09/2018 11:21 PM	Family friendly, parking access, cost effective
carolncolo 11/10/2018 05:06 AM	Again, I suggest a Walmart super store.
jgwalega 11/10/2018 03:53 PM	King Soopers
dmwalega 11/10/2018 04:02 PM	Garbanzos Restaurant, Wendy's, King Soopers
amygcasey 11/10/2018 04:31 PM	YMCA. Or food court with a variety of options, meeting space, event spaces. Could include co-working space
Doug Johnson 11/11/2018 07:08 AM	Good quality, reasonably priced goods and services. Give people a reason not to drive to Boulder or Westminster...
Ryan Korte 11/11/2018 09:23 AM	warehouse like restaurant district (multiple vendors surrounding a common open area)
SMcMahon 11/11/2018 09:37 AM	Provide an alternative to Main Street establishments, with an updated look and feel. Different cuisines, maybe have them all share a delivery program to the area? Some shops could appeal to morning customers (coffee, baked goods, breakfast), some afternoon visitors (unique shops, repair), then evening (eateries that can provide eat-in or take-out for couples and families). Louisville is lacking a solid food delivery service - it's always mostly chain pizza or Chinese. If the eateries here offered delivery as a group, it would be appealing.
fredeller 11/11/2018 11:07 AM	I believe I covered that previously
Amasin	A multi use facility. Drives community of all ages.

11/11/2018 11:13 AM

Carolyn H Anderson

11/11/2018 03:18 PM

We already have more hospitality facilities than comparable cities. The service business you mention can be found elsewhere in town... Small retail shops regularly fail. We do not need manicure shops or spa facilities, we already have them.

dl00kner

11/11/2018 04:23 PM

Hospitality, food and beverage. Would recommend something similar to the Rayback Collective in Boulder.

jmcquie

11/11/2018 04:50 PM

Pretty much any retail use will draw from the neighborhood. I live a 5 minute drive or a 20-minute walk from parcel O and almost most of my neighborhood shopping is done there (groceries, gas, banking, coffee, basic clothing).

PhyllisMP

11/11/2018 05:05 PM

I am specific a large King Soopers wasn't that recommended previously and the neighborhood didn't have a say.

cherylmerlino

11/11/2018 05:24 PM

No "chains", but restaurants, taverns, service shops, a spa, salon, arcade, "to go" and "sit down" types of restaurants that are unique and open-aired in concept (like Sweet Cow in downtown).

camillefowles

11/12/2018 11:24 AM

Service, retail, food and beverage

helloscherry2

11/12/2018 12:55 PM

Inalreday patronize the bank, post office, Safeway, hair salon (fringe)—essential services. I would be drawn to a bookstore, art movie theatre, natural grocer, fabric or knitting store.

bpaxton

11/13/2018 07:35 AM

I think development that is walkable and indoor/outdoor would be successful given the relative busyness of the Friday Street Faire and downtown.

aeromarkco

11/13/2018 07:36 AM

Bike Shop, Micro Brewery, Ethnic Foods, A food court ala high end mix of restaurants. Playhouse,

shoe23

11/13/2018 03:10 PM

Unique food choices. Pedestrian friendly.

Sarahzauner

11/13/2018 03:20 PM

Really hard to tell what is in the lot, how to get there, and where to walk/bike. Need much better and appealing signage, better access points.

wielandlisa

11/13/2018 03:23 PM

a walkable, tree filled space that is inviting with NON brand stores and eateries - no big box / big name stuff. there is plenty of that around. there should be seating and spaces for spending time and walkways to and from each business and eatery. there should be parking at one end and there should be a friendly, safe way to and from the bus stop at McCaslin or even closer in so its not on the main road - tucked back toward the back of the parcel.

Laura Adams

11/13/2018 03:45 PM

Multi use building where with opportunity for pop up shops with local vendors can sell. Butchers, flower shops, cheese shop. It would create a community atmosphere for people to gather.

Benn8895

11/13/2018 04:34 PM

Louisville is becoming a tight community. Local will always be favored over big shops. So local restaurants, shops, services offered by people already in the community would fare well.

<b>cynthyswift</b> 11/13/2018 05:06 PM	Something with alcohol & food that is kid friendly.
<b>rubellite1</b> 11/13/2018 05:39 PM	I live just behind the post office. I'd love to see small shops, restaurants, Trader Joes, some entertainment. I want to walk to places
<b>julialeslie</b> 11/13/2018 08:42 PM	yoga studio kickboxing studio ** deli ** microbreweries /taprooms dessert spot/ice cream gift boutique clothing boutique new york style pizza laser tag climbing gym indoor kid's bounce studio
<b>AlisaG</b> 11/13/2018 10:30 PM	Gmail friendly restaurants with full bars
<b>Kara.rigney</b> 11/14/2018 01:30 AM	Wellness service businesses (e.g., massage, physical therapy, chiropractic) and health food restaurants can be built around a large pool facility to support customers of the pool as well as the greater community.
<b>CharlieEaly</b> 11/14/2018 01:17 PM	Hospitality, Food and Beverage, entertainment but not a movie theatre.
<b>jensmith78</b> 11/14/2018 02:20 PM	Locally owned, small businesses concentrated in a creative/curated space.
<b>Alex G</b> 11/14/2018 05:10 PM	Coffee shop, restaurants, cafes, coffee houses, small shops (book store, bike shop, etc.), park... The key is safely getting people safely to the area. There are a few senior friendly developments to the east, so a key is to create safe routes to get here.
<b>jan scrogan</b> 11/15/2018 04:36 PM	Food entertainment clothing Draw cu students
<b>wb</b> 11/15/2018 09:33 PM	Gym, spa, local (non-chain) restaurants
<b>Mbb</b> 11/16/2018 08:32 AM	Arts gallery & studios, playhouse theater entertainment, mini-mall small retail.
<b>Mira</b> 11/16/2018 01:51 PM	Trader Joe's or ethnic food store - something other than crappy Safeway; Bar Method/Barre type gym/ brewery with playspace for kids and game area for teens / gymnastics place for kids and adults; Pool hall
<b>drpwsmith</b> 11/16/2018 02:54 PM	Small local business, like Paul's Coffee Shop, park-like corridors, walking mall flavor with central parking area, food beverage and entertainment focus. A grocery store would also be nice.
<b>Malexander</b> 11/16/2018 04:18 PM	Walkable small shops, free recreation, something like sweet cow
<b>L.A.Cox</b> 11/16/2018 05:00 PM	See previous.
<b>nancybigelow</b> 11/17/2018 08:41 AM	Sorry, I don't have any suggestions.
<b>perk1000</b> 11/17/2018 08:43 AM	Restaurants and shops surrounding an open court where summer activities could take place.

(137 responses, 6 skipped)

**Q5 | What types of development would draw people from around the REGION and drive sales tax revenue for the City of Louisville?**

vg19

11/05/2018 01:06 PM

A multi-activity facility such as Dave and Buster's. It's near a movie theater, as is the one in Broomfield. Something with games, laser tag, other active activities would be something that isn't in Louisville, or really anywhere nearby. There isn't really anything like it closer than south Broomfield or very north Boulder.

Anonymous

11/05/2018 02:33 PM

See above.

Anonymous

11/05/2018 03:07 PM

Entertainment destination e.g. Top Golf

Anonymous

11/06/2018 10:29 AM

Entertainment, food and beverage

Anonymous

11/06/2018 10:38 AM

It's not clear whether that area can effectively support more traditional retail space. I think that going to more of a mixed use development (housing and office) is probably going to be more effective in the long run.

Anonymous

11/06/2018 10:47 AM

Office, mixed-use, some service (bike shop, scooter shop) a Pedego E-bike store.

Anonymous

11/06/2018 10:49 AM

Indy movie theater (as people age this becomes more of a draw), unique restaurants and bars. The atmosphere - i.e., park in the middle to have music/events at.

Anonymous

11/06/2018 10:57 AM

The synergy of a business mix is critical - think Union Station and Stanley Marketplace. The architecture and planning will be important to coordinate between businesses and residential type buildings.

Anonymous

11/06/2018 11:02 AM

Trader Joe's, Mountain sun

Anonymous

11/06/2018 11:05 AM

Man-made beach during summer converting into ice skating in winter.

Anonymous

11/06/2018 11:11 AM

Good food and beverages, entertainment, mixed uses with transportation into the area so that they too would want to live here and support our community.

Anonymous

11/06/2018 11:20 AM

There is enough big box shopping surrounding the location. Though we are pretty weak on sporting goods.

Anonymous

11/06/2018 11:26 AM

Mixed use. Housing will bring in the people who will shop local.

Anonymous

A variety of options. Like the Milk Market in Denver - an upscale food court...

11/06/2018 11:29 AM	Or a food truck destination like the Rayback Collective in Boulder an intimate music venue would be awesome!
Anonymous	unique entertainment opportunities
11/06/2018 11:31 AM	
Anonymous	A hotel or some entertainment venue (Lego-themed activity park).
11/06/2018 11:32 AM	
Anonymous	Modern Movie Theater surrounded by modern healthy restaurants (beyond fast food) and perhaps a health & wellness chain and/or gym (Orange Theory Fitness?) that doesn't cannibalize business from the redeveloped Rec Center.
11/06/2018 11:38 AM	
Anonymous	OMG...see above
11/06/2018 12:02 PM	
Anonymous	Same as above
11/06/2018 12:25 PM	
Anonymous	* iMax movie theater * swimming or other athletic facility * upscale restaurants
11/06/2018 01:22 PM	
Anonymous	see above except for residents, pay to park or play at Harper Lake and use the Davidson Mesa dog area, could be a money maker
11/06/2018 01:28 PM	
Anonymous	See above. There could also be holiday mart, fall festival, etc. Some of this might seem like it will take away from old town Louisville but things there are really tight for parking and farther from the highway. With it's proximity to Highway 36 the impact on Louisville residents from a traffic perspective would be felt but not so much.
11/06/2018 01:36 PM	
Anonymous	Unique shopping and dining. Umm, light rail.
11/06/2018 01:37 PM	
Anonymous	Trader Joe's. All of the above if done well.
11/06/2018 01:44 PM	
Anonymous	Niche food that is not chain based.
11/06/2018 01:45 PM	
Anonymous	Have an Open Aries it could be more of a field of a downtown Pearl St., Mall or a downtown Louisville at with a little grass areas. It would be a complete half-day or full-day destination place.
11/06/2018 02:38 PM	
Anonymous	How many years have we talked about this parcel? Keep the multi family housing elsewhere. We are not mini Boulder..we are Louisville. Laser tag is listed as an option. That belongs in unincorporated Adams County. Not here. No mega church either, please. How about high end art gallery (not a well meaning frame shop). Get rid of the crappy restaurants there. If you want Mexican, make it a good one like Las Delicias or Los Dos Portrillos. Give our awesome. Parma a better location. Etc etc
11/06/2018 02:48 PM	
Anonymous	The best thing I can say here is that the things that failed here failed because they're not unique enough and a better option won out. A community hub, a
11/06/2018 03:35 PM	

Anonymous 11/06/2018 04:00 PM	row of specialty shops, a restaurant collective, an activity bar... these things don't exist in the area and could satisfy a need that isn't already met somewhere else that's just as convenient. Entertainment , music and art
Anonymous 11/06/2018 04:21 PM	Local goods market, unique entertainment options
Anonymous 11/06/2018 04:44 PM	Same as above, but they'd want to come as there's nothing close to them until you get to Denver. If you build enough attractions and community there, people talk A LOT and will come. Rayback Collective brings people in from all around and they only serve over-priced beers and food truck food. This has to be unique. While you can get tamales anywhere, everyone knows the lady at the Louisville communal place has the best ones. They'll drive for that on a night or weekend.
Anonymous 11/06/2018 04:57 PM	It is difficult to attract businesses with regional draw to this site because those are already in Superior. Home Depot and Lowes are in Louisville but they are disconnected from this site.
Anonymous 11/06/2018 05:01 PM	a great market
Anonymous 11/06/2018 06:55 PM	Outdoor theater? Museum? Look at Waco, TX and all the great things there also Austin. Live music?
Anonymous 11/06/2018 07:39 PM	Something the area doesn't have - food truck lot, something like avanti, craft brewery from local entrepreneurs instead of all chains, something like avanti. Or a new indoor volleyball place like oasis. Ikea
Anonymous 11/06/2018 07:43 PM	The same
Anonymous 11/06/2018 08:20 PM	Kids play place like a Dave and busters, putt putt, race course, etc
Anonymous 11/06/2018 08:29 PM	The corridor is not positioned well to compete regionally. Focus on creating a mixed use district that is walkable with a placed based Louisville design
Anonymous 11/06/2018 08:35 PM	sporting goods store
Anonymous 11/06/2018 08:36 PM	indoor tennis courts
Anonymous 11/06/2018 08:49 PM	See my comments above. Downtown Louisville draws people from surrounding neighborhoods and the region. Westside Louisville can do the same.
Anonymous 11/06/2018 08:53 PM	Entertainment and food venue
Pete 11/06/2018 09:24 PM	Businesses that can't afford Boulder and aren't as industrial as the tech center. Uber is a great example!

keith 11/06/2018 09:30 PM	a large grass/park open air amphitheater stage which can be used to host large concerts and outdoor events (similar to fiddlers green or millennium park in chicago)
SSN 11/06/2018 09:38 PM	Think of all the attributes that get folks to visit downtown Louisville - small walkable streets, quaint, residential housing close to the pool, library, coffee shops, restaurants, ... and try to recreate the attributes on this large parcel of land. It will draw folks from outside the city.
JoyP 11/07/2018 07:25 AM	Trader Joes (is this possible with the covenants?!), Legoland Discovery center or Other well-known kid indoor attraction, unique shopping/dining like 29th St mall. Needs to be *enjoyable* to walk around. Nordstrom Rack?
debritter 11/07/2018 08:09 AM	Specialty shops
Justin Schrader 11/07/2018 09:56 AM	Local micro brewery
Jenny 11/07/2018 10:54 AM	Gyms for kids seem to do very well - Mountain Kids or Xtreme Altitude are some examples. A high end office space or company could also be interesting.
amom 11/07/2018 11:45 AM	A space like The Source in Denver - with samples of beer, food, crafts appropriate for the holidays. Unique enough in offerings that it would be less likely to be driven out by a big box retailer. Also brings a lot of people in for group activities.
bigalieck 11/07/2018 02:13 PM	Hotel Movie theater
Juli 11/07/2018 04:29 PM	Someplace interesting like The Source.
Ryokin 11/07/2018 05:24 PM	The site is too small and the traffic pattern around it too constrained to create a true regional draw. But a high-end restaurant and entertainment would draw customers from the surrounding towns.
Kelly 11/08/2018 09:00 AM	High end restaurants
mb 11/08/2018 10:13 AM	Craft breweries (we really need a Oskar Blues in this town) or small cult food establishments like Snarfs, Torchy's Tacos or something else out of the norm that would draw people to THIS spot.
Louisville lady 11/08/2018 11:45 AM	Some unique shops. Maybe a trampoline park like Sky Zone?
Rami Cohen 11/08/2018 12:55 PM	Something that this area is missing is a good shooting range. Take a look for example at Magnum Shooting Center in Colorado Springs.
Allison S 11/08/2018 01:25 PM	Something original or stellar restaurant
Louisville mom 11/08/2018 02:30 PM	Trader Joe's, probably some kind of trendy gym, a higher end hotel like Embassy Suites.



Maryan 11/08/2018 03:17 PM	Performance space smaller than 1st Bank Center but bigger than the Louisville Arts Center. Include a bar, local coffee shop (Precision Pours?), unique food court
No 11/08/2018 06:03 PM	Open shopping filled with restaurants and specialty shops (breads, cheese, wine, beers, deserts, meats)
Teresa 11/08/2018 09:06 PM	?
Leslie 11/09/2018 10:59 AM	Decent retail.
Steve 11/09/2018 11:04 AM	non-chain restaurants and stores like those in downtown louisville. Downtown louisville is the successful model and there's enough demand/traffic to support both locations. people are already coming from around the region to downtown louisville
habacomike 11/09/2018 11:05 AM	Same as above.
nm 11/09/2018 11:05 AM	hospitality
John Bolmer 11/09/2018 11:07 AM	Perhaps several mom-and-pop local flavor stores and restaurants -- along the lines of Old Town Louisville.
Scott 11/09/2018 11:08 AM	See above.
Jkat525 11/09/2018 11:12 AM	Event center, EXCELLENT restaurant
Fordcokid 11/09/2018 11:12 AM	Auto service, theater, restaurants.
Mark Dondelinger 11/09/2018 11:13 AM	Bring back Sams or another national retailer. IKEA, or Amazon 4-Star. These stores only have one location each in Colorado and they are on the far south side of the Denver Metro area. Bring them North. Beat Broomfield to the punch for once.
CB 11/09/2018 11:21 AM	Upscale and unique shopping and restaurants.
andrewthak 11/09/2018 11:24 AM	Same thing -- has to be unique. They will not come for typical retail, needs to be a communal space. Mixing in residential would be fine too, but there are plenty of people nearby for a unique offering to be successful.
Eajudd 11/09/2018 11:25 AM	? I don't really know - maybe a year round covered farmers market?
B Eller 11/09/2018 11:27 AM	Jump City or Laser Tag. Woodward ski/snowboard Training Camp (like Copper Mountain). Indoor go-carts or playground for a fee. REI; Trader Joes; Jo Ann Fabrics; "treasure hunt" stores like Home Goods and Marshalls; King Sooper Market; Whole Foods (would they move?); carpet store; kitchen and

Ala Hason 11/09/2018 11:32 AM	bath store (higher end than Lowes and Home Depot); Christy Sports Food and drinks with entertainment
Anonymous 11/09/2018 11:35 AM	Mixing work and commerce. Folks work out of Panera, Starbucks, Einstein all day and work.
Brian 11/09/2018 11:43 AM	Will need to come with Superior development. Louisville is behind the curve.
karen 11/09/2018 11:46 AM	Downtown Louisville already draws people from around the region. Continue to support those businesses. This new development should fill a need for the city of Louisville. If you try to compete with what is going on in Superior, you'll lose.
Rick 11/09/2018 11:47 AM	See above. Going downtown Boulder is nice sometimes but all crowded restaurants. If there was an upscale hotel with fine dining would be nice.
BAllen 11/09/2018 11:50 AM	Same as above
Terri 11/09/2018 12:12 PM	I think the development needs to be attractive and modern and inviting - right now what we have on McCaslin is not very inviting.
m48martin 11/09/2018 12:18 PM	Hospitality, F&B Entertainment
Lawrenceboyd 11/09/2018 12:25 PM	Same as above
None 11/09/2018 12:29 PM	Unique, non chain fresh food restaurants, breweries, or wine tasting combined with some well known quick and healthy chains, Laser tag or paint ball
WEC 11/09/2018 12:50 PM	Trader Joe's, boutique destination shopping & restaurants.
coreyhylsted 11/09/2018 01:00 PM	Great question. I alluded to this with the great sea of free parking. When I spend money in Louisville; I am targeting a specific thing. I drive to Home Depot / Lowes for home improvement. I drive to Safeway or King Soopers or Alfalfas for groceries. I drive to go out to eat. I rarely wander; I do the task and then drive home or to my next errand. However. When I go to the Flatirons mall, Pearl Street, 16th St Denver... I get some coffee. I browse several stores. I may grab a snack or a quick meal with the family. I also do this at Louisville's Farmers Market and the friday night community events downtown. I'm feeling good and want to continue the fun without going somewhere, so we take advantage of the good options around us. But around the region... I leave Louisville when I want to 1) Hang out leisurely and shop 2) Get out of the house all day Creating a micro-mall of sorts would mean people in the region coming to the closest mall that fits; and keeping us locals from leaving to spend money elsewhere.
NA	Miniature golf or similar

11/09/2018 01:05 PM

patrickosu

live entertainment, top rated restaurants

11/09/2018 02:30 PM

todd gleeson

retail, a competitive grocery store, sporting goods, a Kohls replacement

11/09/2018 04:01 PM

ellenvallee

restaurants, bars, entertainment

11/09/2018 04:58 PM

janet

pleasant environment with covered places to sit in hot weather with entertainment options and things like play fountains like those I saw in Norfolk VA botanical park that are both visually attractive and let kids run around in them. Could have evening light/music shows with fountains as in some places in China. If striking enough lots of people come too see and these can be themed to holidays, etc. to draw in viewers who then buy food, souvenirs in stalls around etc Food options not too upscale or expensive but more "charm" than fast food outlets

11/09/2018 07:30 PM

I997720

Unique offerings

11/09/2018 11:21 PM

jgwalega

King Soopers

11/10/2018 03:53 PM

dmwalega

Garbanzos Restaurant, Wendy's, King Soopers

11/10/2018 04:02 PM

amygcasey

Entertainment

11/10/2018 04:31 PM

Doug Johnson

Again, quality goods and services focused on the local demographics. Louisville has evolved into a bedroom community with tremendous buying power. This is based on household income.

11/11/2018 07:08 AM

Ryan Korte

office space, but catered to a specific business segment (technology, medical, or other)

11/11/2018 09:23 AM

SMcMahon

Unique experiences in either food or shopping, or unique repair (i.e. phone screen repair). The only other service/entertainment opportunity not currently found nearby might be a Virtual Reality-based one. Maybe a seasonal offering such as a Christmas Market, Artist Market, Farmer's market, etc. would draw a wider geographic area.

11/11/2018 09:37 AM

fredeller

Covered previously

11/11/2018 11:07 AM

Amasin

Views of mountains. One stop shop for all things for all ages. Unique Colorado companies.

11/11/2018 11:13 AM

Carolyn H Anderson

Food, quality restaurants, not fast food. Perhaps small independent outdoor retailers. No big box stores of any kind.

11/11/2018 03:18 PM

dl00kner 11/11/2018 04:23 PM	Add entertainment, like live music, to the concept above.
jmcquie 11/11/2018 04:50 PM	Possibilities include: - dining & entertainment (as Downtown Louisville does now) - high-volume brick & mortar retail (as Costco does for Superior) (I think we bet on the wrong retail chain 25 years ago although it is heard to argue with Walmart's success in general) - auto sales and service (if a Boulder dealer wants to leave boulder as the Audi dealership did for Broomfield recently, we should be very receptive to that. We have to drive into Boulder or the near north suburbs of Denver to have our Hondas and Toyotas serviced, so I would class that as Regional retail category
PhyllisMP 11/11/2018 05:05 PM	Are the hotels at capacity ? What about a small conference center. People like to visit Louisville or an Event center?
cherylmerlino 11/11/2018 05:24 PM	Best use is a hotel on the old Kohls land, like a Holiday Inn Express Hotel, with name recognition, or an All-Suite Hotel like an Embassy Suites.
camillefowles 11/12/2018 11:24 AM	Entertainment, retail, food and beverage
helloscherry2 11/12/2018 12:55 PM	Make it stand out as a place that people feel good in going to. Create a scene—Thoughtful landscape and outdoor play areas for kids, calming—maybe a pedestrian zone. A place where parents could bring kids and have numerous things to do—but a gift or toys, look for books, go bowling/venue for birthday parties, clothes for kids, art center (like clementine studio in Boulder) for kids classes, kid friendly restaurants. We need to stand out and go above and beyond to make an impact—we have such a beautiful view and it would be an amazing setting for something that could have a long lasting and reliable draw for people in the area.
bpaxton 11/13/2018 07:35 AM	I think unique and high quality restaurants would draw people to the area.
aeromarkco 11/13/2018 07:36 AM	Costco, Lucky's, Sprouts but be aware that retail may be overbuilt in the area
shoe23 11/13/2018 03:10 PM	Mixed use.
Sarahzauner 11/13/2018 03:20 PM	Ditto. Need a few good restaurants (can we build on a boulder or Denver local chef brand?) and a solid fitness facility. We're a health-minded community and that area is mostly filled with unhealthy food and pedestrian - unfriendly access.
wielandlisa 11/13/2018 03:23 PM	Good interesting food that you could go to before a movie or eat at while staying at one of the nearby low cost hotels -- a lot of people walk over from the hotels and this needs to be a more cheery/pleasant experience than jay walking across the street and being front and center along with a bunch of traffic. I think a bridge from the hotels over to where the Khol's side is would rock for hotel patrons and be safer and really drive people toward the space.
Laura Adams	Look at multi use spaces that are flourishing in Denver i.e. The Source and

11/13/2018 03:45 PM

Union Station

Benn8895

11/13/2018 04:34 PM

If you created an area designed specifically for special needs children you would have people coming from farther away. Louisville has a lot of activities for children but barely if any can cater to special needs kids. This group of children are completely left out in regards to the fun and entertainment in Louisville. And in most of Colorado for that matter. So develop a bounce place or open gym or park that these kids can and are encouraged to play at. Create a place where kids with sensory issues, wheelchairs, motor planning issues, learning disabilities, speech disabilities can play and feel included. There are thousands of kids in Colorado who fall into these categories. Why not take charge and lead the way in being an all inclusive city. I know parents of these children would be more than willing to drive here so that their children can have the same opportunities as other children have. Something with alcohol & food that is kid friendly.

cynthyswift

11/13/2018 05:06 PM

rubellite11

11/13/2018 05:39 PM

Trader Joes, boutiques, entertainment

julialeslie

11/13/2018 08:42 PM

\*\* deli \*\* microbreweries /taprooms laser tag climbing gym indoor children's bounce studio

Kara.rigney

11/14/2018 01:30 AM

A large, state of the art, pool complex for competition swimmers (not recreational swimming). The facility can be rented for local and large competitions (similar to VMAC in Thornton). VMAC hosts everything from summer swim league championships, to state high school meets, to state and regional meets for USS swimming and water polo tournaments.

CharlieEaly

11/14/2018 01:17 PM

Atmosphere is the key to where people will spend time shopping and eating.

Alex G

11/14/2018 05:10 PM

Restaurants, mid sized grocery store similar to Whole Foods

jan scrogan

11/15/2018 04:36 PM

Food entertainments shopping in general

wb

11/15/2018 09:33 PM

Chain stores and restaurants might draw from around Louisville and the region. But an eclectic mix of small restaurants and shops (depending on the details) might also provide a unique experience that would draw even more people and drive sales tax revenue.

Mbb

11/16/2018 08:32 AM

Unique local arts, museum & retail shopping & eateries.

Mira

11/16/2018 01:51 PM

Trader Joe's / Pool Hall

drpwsmith

11/16/2018 02:54 PM

All of the above.

Malexander 11/16/2018 04:18 PM	Urban farm expo
L.A.Cox 11/16/2018 05:00 PM	See previous.
nancybigelow 11/17/2018 08:41 AM	Walmart, REI, Costco are already in our vicinity. I don't have any suggestions.
perk1000 11/17/2018 08:43 AM	Concert venue, water park, big-box stores, internet business distribution facilities

**Optional question** (131 responses, 12 skipped)

**Q6 | Here's your chance! Tell us your big idea for Parcel O and WHY it would work in Louisville!**

- Anonymous  
11/05/2018 02:33 PM  
I feel a mixed use entertainment area would be great. Unser racing carts, mini-golf, kid friendly fun. There is also some space for apartments.
- Anonymous  
11/05/2018 03:07 PM  
Mixed use development, anchored by a multi-vendor food hall concept to include roof top terrace (amazing Flatirons views!). e.g.  
<https://businessden.com/2018/10/04/food-hall-to-anchor-redevelopment-of-mostly-vacant-retail-site-in-edgewater/>
- Anonymous  
11/06/2018 10:29 AM  
Give us a movie theater!! We need one.
- Anonymous  
11/06/2018 10:38 AM  
Mixed office/housing development
- Anonymous  
11/06/2018 10:47 AM  
E-bike super store. Pedego ideally.
- Anonymous  
11/06/2018 10:49 AM  
park in the middle - people love to gather for music, have this surrounded by 'shops
- Anonymous  
11/06/2018 10:57 AM  
Mixed use commercial & residential with a 50+ managed townhouses as part of the residential community, all mixed in with a diverse variety of lifestyle oriented businesses, including fitness, heathy retail (outdoor, exercise, cycling), local food.
- Anonymous  
11/06/2018 11:02 AM  
Louisville would do great with a Trader Joe's. Most of my friends go into bolder for the Trader Joe's and it is terrible parking and Louisville would really support this kind of development.
- Anonymous  
11/06/2018 11:05 AM  
A man-made beach would be a huge draw for city/region. Limited swimming options beyond public/private pools and nothing of scale-Boulder Reservoir leaves ample room for improvement. <http://www.centennialbeach.org/history>
- Anonymous  
11/06/2018 11:11 AM  
A central green space surrounded by mixed use community. Please not too tall to block the light and views of the current neighbors, but brings them all together--inclusive.
- Anonymous  
11/06/2018 11:20 AM  
A local-shop mall with restaurants, like the Source in RINO.
- Anonymous  
11/06/2018 11:26 AM  
Mixed use areas sourrounding green space for gathering and local venues. However, please do not block the current neighborhoods' views and light.
- Anonymous  
11/06/2018 11:29 AM  
I like the idea of a Rayback Collective / Milk Market venue - with a place for small concerts. An all in one destination. I could grab some dinner, sit by a fire pit outside, listen to music...
- Anonymous  
11/06/2018 11:31 AM  
A shared space that houses local eateries, breweries, cideries, kombucharies, coffee shops, etc. (ideally with some organic options). There would be a shared space in the middle with lots of indoor and outdoor seating and space for kids to run around

Anonymous 11/06/2018 11:32 AM	Louisville is small restaurants, breweries, and family-oriented locations/outings. Need to appeal to this. Create an outdoor environment that works -- a small Lego outdoor park with a couple of rides and lots of "builds." Please see my previous answers
Anonymous 11/06/2018 11:38 AM	
Anonymous 11/06/2018 12:02 PM	again...you've asked the same question 5 times. Read what I already said...
Anonymous 11/06/2018 12:25 PM	Louisville needs more unique and healthy restaurants. I feel like Lafayette has a lot more to offer in that regard and I would like to see that change.
Anonymous 11/06/2018 01:22 PM	Outdoor mall with area for farmer market on weekends. Avoid the hassle of crossirons mall but don't need to go all the way in to Boulder
Anonymous 11/06/2018 01:28 PM	couldn't get the document library to download. will need to read through those before saying more.
Anonymous 11/06/2018 01:36 PM	An indoor/outdoor marketplace.
Anonymous 11/06/2018 01:37 PM	Great to have Safeway, Paul's coffee, Pizza so keep those.
Anonymous 11/06/2018 01:44 PM	I think it needs to be torn down and rebuilt to move away from a strip mall feel. It should be contemporary and include outdoor space mixed with retail/restaurants.
Anonymous 11/06/2018 01:45 PM	Louisville has a lovely downtown area, with delicious places to eat and fun places to visit. But this side of town is lacking that. There is no need to compete, but my family would love to have walkable, local places to eat and play closer to our house.
Anonymous 11/06/2018 02:38 PM	Along with what I said above, or tractable roof in certain areas could increase use both in summer and in the winter.
Anonymous 11/06/2018 02:48 PM	I have plenty of ideas for what shouldn't be there. Maybe a viable regional theater. Not movies...plays and productions similar to the Arvada Center. This better speaks to the new make up of Louisville.
Anonymous 11/06/2018 03:35 PM	I've answered this several times already :) So many ideas!
Anonymous 11/06/2018 04:00 PM	A walkable shopping, restaurant and spa
Anonymous 11/06/2018 04:14 PM	Some place that is walking and bike access - people in Louisville love to bike and walk
Anonymous 11/06/2018 04:21 PM	I'm leaning towards a local market with unique vendors, like Denver's Central Market or The Source.
Anonymous 11/06/2018 04:44 PM	A shared space for entertainment, food, drinks, and artisanal products. Anyone and everyone can sell at a booth and try their big new product on



Anonymous 11/06/2018 04:57 PM	the market. Please see previous entries. 255 characters is too limited for my big idea and why it would work in Louisville
Anonymous 11/06/2018 05:01 PM	a Seattle Pike Place type market
Anonymous 11/06/2018 05:14 PM	Something like Reading Terminal Market. It's fun, a place parents can drop teens safely, everyone can get the food they want, and a good beer or milkshake makes for a great night.
Anonymous 11/06/2018 06:55 PM	Large scale outdoor market like Pikes Place, Seattle, dining hall with several eateries. ( Portland , Or has done this successfully.
Anonymous 11/06/2018 07:39 PM	Indoor multiuse sports center and avanti style local craft eateries
Anonymous 11/06/2018 07:43 PM	Already shared
Anonymous 11/06/2018 08:15 PM	N/A
Anonymous 11/06/2018 08:20 PM	More restaurants. We all eat out a lot, but get tired of the current options.
Anonymous 11/06/2018 08:29 PM	Attractive public space which active in its design and useable by all age groups where food and neighborhood based business can frame activities
Anonymous 11/06/2018 08:35 PM	Inddor tennis courts
Anonymous 11/06/2018 08:36 PM	indoor tennis courts
Anonymous 11/06/2018 08:49 PM	Explore Fairhaven Village Green at <a href="https://www.cob.org/services/recreation/parks-trails/Pages/fairhaven-village-green.aspx">https://www.cob.org/services/recreation/parks-trails/Pages/fairhaven-village-green.aspx</a>
Anonymous 11/06/2018 08:53 PM	Adult entertainment
Pete 11/06/2018 09:24 PM	Dense Mixed use works because you have 7 days a week spending and good connectivity to Denver Boulder
keith 11/06/2018 09:30 PM	Grass open air amphitheater stage venue like Fiddler's Green with enormous play structure for all around use
SSN 11/06/2018 09:38 PM	NEW URBANISM - walkable blocks and streets, housing and shopping in close proximity, and accessible public spaces. The revival of our lost art of place-making, and promotes the creation and restoration of compact, walkable, mixed-use cities
JoyP 11/07/2018 07:25 AM	Legoland Discovery center! There are many of these around the country but none in colorado! Would be huge for Louisville and the area!!

debritter 11/07/2018 08:09 AM	Pedestrian friendly outdoor mall
Justin Schrader 11/07/2018 09:56 AM	Local brewery and a local organic eatery. There are not many options for organic food that is already made in Louisville. I always enjoy tasty local beer.
Jenny 11/07/2018 10:54 AM	Parcel O needs a good grocery store. One that has high quality food but also at a reasonable price. Whole Foods is expensive and the Safeway is just not very high end. A kids gym could also be really good at this location. Outdoor pool for the kids
amom 11/07/2018 11:45 AM	"The Source" like experience but more family friendly with play park for kids in the center. We need another good breakfast place too!
bigalieck 11/07/2018 02:13 PM	More gyms, restaurants, or hotels. I don't think big box is going to make it in Louisville. There is no market for it. Small, locally owned retail is the way to go. We need more "going out" restaurants, but probably on Main
Juli 11/07/2018 04:29 PM	Someplace like south boulder Table Mesa or The Source/Stanley Marketplace
Ryokin 11/07/2018 05:24 PM	See previous answers
Kelly 11/08/2018 09:00 AM	Local bus line around the city to take you to the stop and ride
mb 11/08/2018 10:13 AM	Louisville
Louisville lady 11/08/2018 11:45 AM	A mix of unique shops that are bike and pedestrian friendly. A trampoline park, like Sky Zone. Fun for the family. The closest one now is Arvada. It would be a regional attraction.
CBV 11/08/2018 12:14 PM	Louisville
Rami Cohen 11/08/2018 12:55 PM	Shooting Range
Allison S 11/08/2018 01:25 PM	Some sort of family entertainment that also had drinks for adults
Louisville mom 11/08/2018 02:30 PM	LOUISVILLE
Maryan 11/08/2018 03:17 PM	See ideas above. OR, tear down Sam's Club building and divide the area into a neighborhood like North Broadway with living space above the stores and offices.
Amy 11/08/2018 05:01 PM	Punch Bowl Social with bowling, mini golf, good food and drinks because there are lots of families in Louisville and not that many family-focused entertainment and food establishments.
No	Play area surrounded by artisan shops and good food

11/08/2018 06:03 PM

Teresa

HOCKEY SHOP! HUGE. or maybe some other sports could share the shop.

11/08/2018 09:06 PM

Leslie

Marketplace, like Eatly. It would have diverse use (eating, shopping, cooking school) so appeal to multiple consumers.

11/09/2018 10:59 AM

Steve

gave it - tear down existing structures, replace with mixed use and open space/parks

11/09/2018 11:04 AM

habacomike

It has to be something different. So, a concept not otherwise in the area. There's few places to incubate small businesses -- why not an arts and innovation development focused on maker spaces: light industrial/robotics/coding/woodworking/machining, housing

11/09/2018 11:05 AM

nm

housing

11/09/2018 11:05 AM

John Bolmer

Apple store. The one at Flatirons is always busy. Toy store, if one exists.

11/09/2018 11:07 AM

Scott

An international food and culture hall: Think The Ferry Plaza Building in San Francisco and Ponce City Market in Atlanta.

11/09/2018 11:08 AM

Jkat525

I really like the idea of an upscale entertainment hub.

11/09/2018 11:12 AM

Fordcokid

Make it a walkable small community within a community with a nice grocery store, bakery, restaurant, boutique sandwich shop, coffee shop.

11/09/2018 11:12 AM

Mark Dondelinger

Bringing back Sams Club is my number one choice. Other than that, get IKEA or Amazon 4-star retail stores. Give these two retailers an opportunity to open a location on the north end of the Metro area. If we don't get them, Broomfield or Thornton will

11/09/2018 11:13 AM

CB

Walkable, unique shopping and restaurants with lots of green space to relax, enjoy and encourage lingering and enjoy Colorado's beautiful weather.

11/09/2018 11:21 AM

andrewthak

Collective similar to The Source in Denver or Rayback in Boulder. Make it a unique space, we have nothing like that here.

11/09/2018 11:24 AM

Eajudd

Definitely mixed use

11/09/2018 11:25 AM

B Eller

Please don't tear everything down in put in a bunch of multi-colored apartments. IMO, EBC has enough of those!

11/09/2018 11:27 AM

Ala Hason

Urban type, elegant multi casual dining areas with entertainment (stage) and plenty of trees and flowers. Miniature downtown block

11/09/2018 11:32 AM

Anonymous

Something similar to WeWork

11/09/2018 11:35 AM

Brian 11/09/2018 11:43 AM	Underground parking accessible from mccasin, cherry, & dillinger roads. Connection with downtown using a local light rail. Bike / walking flyovers over major roads to access the new town center.
karen 11/09/2018 11:46 AM	Multi-tenant housing with retail, restaurants and a central park.
Rick 11/09/2018 11:47 AM	Tear down Sam's and redevelop with fine dining and shopping. No more multifamily or zero lot homes. Only adds to the tax burden and traffic with no improvement to attractions for those already living here.
BAllen 11/09/2018 11:50 AM	Something like Rayback collective - food trucks that change daily.
Terri 11/09/2018 12:12 PM	Small town feel - walkable area - unique restaurant and spa and maybe a high end hotel - we have plenty of not great hotels around. A hotel like the Boulderado would a high end restaurant would do well.
m48martin 11/09/2018 12:18 PM	Themed "active" entertainment area with indoor activities for kids like parkour or bike/skateboard setting. Support with services like bike shops and perhaps some medical services too. Have a outdoor sports theme and have a restaurant/bar to support
Lawrenceboyd 11/09/2018 12:25 PM	Longmont has has tremendous success with its village at the peaks mall and I think something similar would work very well
None 11/09/2018 12:29 PM	None
WEC 11/09/2018 12:50 PM	Central square, small park.
coreyhylsted 11/09/2018 01:00 PM	Anything but big box stores. Create a community space where people would like to spend time. Ideally create a space where there is more of variety. IMHO, the food options pale in comparison to downtown.
NA 11/09/2018 01:05 PM	Miniature Golf or similar, lots of families looking for activities.
patrickosu 11/09/2018 02:30 PM	Theater for live events... money is made in music and podcasts by performing live.
todd gleeson 11/09/2018 04:01 PM	would a Prospect-like neighborhood (Longmont) with a bit more gallery and restaurant & small entertainment venue
ellenvallee 11/09/2018 04:58 PM	Build high end town homes and quality restaurants
janet 11/09/2018 07:30 PM	consider building value through unusual attractive amenities that boost property values rather than only though direct commercial activity
I997720 11/09/2018 11:21 PM	Personal preference I would love a Trader Joe's or an Orange Theory Fitness!
carolncolo 11/10/2018 05:06 AM	Walmart super store

jgwalega 11/10/2018 03:53 PM	A decent super market like King Soopers
dmwalega 11/10/2018 04:02 PM	King Soopers, we need a decent grocery store
amygcasey 11/10/2018 04:31 PM	IDK
Doug Johnson 11/11/2018 07:08 AM	Mixed retail and housing, give people the opportunity to walk or cycle to shops and services
Ryan Korte 11/11/2018 09:23 AM	make it stand out by having it look, feel and be for high end retail and business.
SMcMahon 11/11/2018 09:37 AM	Unique shops, eateries, and a constantly changing component by season (Christmas Market, Farmer's Market, etc), with space to sit outdoors.
fredeller 11/11/2018 11:07 AM	Responded previously
Amasin 11/11/2018 11:13 AM	One stop shop for new moms to reiterees. Family gatherings to solo work space needs. Continue supporting our balanced lives in Louisville with a well balanced community attraction.
Carolyn H Anderson 11/11/2018 03:18 PM	Senior housing, needed everywhere, we need more moderately priced senior housing.
dl00kner 11/11/2018 04:23 PM	Same as previous.
jmcquie 11/11/2018 04:50 PM	Automotive retailer (see my earlier comment)
PhyllisMP 11/11/2018 05:05 PM	We don't have a large grocery store close to this area
cherylmerlino 11/11/2018 05:24 PM	McCasin Mall project: an outdoor, open air concept (with a park-like area) of small retail, small restaurants with indoor/outdoor seating, services/stores, and a hotel where Kohls is now. Parking structures located behind Sams and on street parking.
camillefowles 11/12/2018 11:24 AM	Parcel O should have shops but also places to sit, eat, play and gather. Create ambiance: nice lighting, inviting landscaping. A destination for people on this side of town & coming off 36
hellosherry2 11/12/2018 12:55 PM	Make it attractive, make it unique, provide variety with an eye on attracting families, adults both who need essential goods and services and those who want to go a bit deeper than just buying a bunch of cheap stuff
bpaxton 11/13/2018 07:35 AM	As previously mentioned, I think a co-working space and a unique restaurant scene would be great for part of Parcel O. The co-working environment would attract people during the work week and residents would likely frequent the area on weekends.

aeromarkco 11/13/2018 07:36 AM	It could change the character of Louisville, shifting the "scene" from Downtown. I support more mixed use and higher density if it's done correctly with open space, parking and transport
shoe23 11/13/2018 03:10 PM	Asian grocery store and food court (similar to Ranch 99 in California).
Sarahzauner 11/13/2018 03:20 PM	Korean spa and fitness center!
wielandlisa 11/13/2018 03:23 PM	Bridge from hotels to Kohls side/outdoor walkable mall design with lots of grass, trees, sitting areas - outdoor store like REI type merchant - with cool food like ModMarket and a movement/yoga studio + indoor climbing wall!
Laura Adams 11/13/2018 03:45 PM	Something similar to The Source, and housing above retail/business space
Benn8895 11/13/2018 04:34 PM	Make an inclusive park/gym/bounce place that caters to special needs. These kids have no where to go and deserve to have the same fun that the rest of the kids in this town have.
cynthswift 11/13/2018 05:06 PM	Mixed use kid friendly
rubellite1 11/13/2018 05:39 PM	No more big box stores. I would be happy to see a mix of smaller shops. No more residential. Seems like the area is crowded enough already
julialeslie 11/13/2018 08:42 PM	A food-centric, mixed-use marketplace, such as the Stanley in Aurora, would be a terrific fit for Louisville b/c it appeals to a wide range of consumers, brings community together, and keeps the focus on local businesses.
AlisaG 11/13/2018 10:30 PM	No big idea!
Kara.rigney 11/14/2018 01:30 AM	A world class athletic complex does not currently exist in Boulder County or surrounding areas. Our local and statewide swim competitors currently take their revenue to facilities in Thornton, Denver and Colorado Springs.
CharlieEaly 11/14/2018 01:17 PM	Again, a similar concept to The Orchard Town Center - something with an atmosphere where you want to hang out and shop and eat. 29th Street Mall in Boulder is a bad example.
jensmith78 11/14/2018 02:20 PM	Small business/entrepreneurial marketplace - a la Barnone in Gilbert AZ ( <a href="http://barnoneaz.com/">http://barnoneaz.com/</a> ).
Alex G 11/14/2018 05:10 PM	Louisville isn't Thornton or Aurora--a successful development has to recognize the demographics, preferences and voting patterns of our citizens (see votes for open space). Think big. Think Pearl St., not 29th St. Combine Civic and Private uses.
jan scrogan 11/15/2018 04:36 PM	Entertainment and clothing for cu draw as well as local.
wb 11/15/2018 09:33 PM	Performing arts center as an anchor, and a grouping of smaller local restaurants (when Kohls property becomes vacant)
Mbb	Arts center similar to Dairy Center in Boulder. Great access off Hwy 36 will

11/16/2018 08:32 AM

entice arts community & increase traffic for existing restaurants & retail.

Mira

11/16/2018 01:51 PM

I think an Aventi Collective Eatery with an open space pool hall / darts / kids area would be a great draw for families along the 36 corridor

drpwsmith

11/16/2018 02:54 PM

Walking mall (Pearl St, 29th St Mall) with central parking area so that people could park in one spot, then stroll around to various smaller shops and local businesses

Malexander

11/16/2018 04:18 PM

Create a high density urban agriculture zone to grow local high value food and include aquaponics.

L.A.Cox

11/16/2018 05:00 PM

See previous.

nancybigelow

11/17/2018 08:41 AM

I liked the idea of a King Soopers Super store, but that's not going to happen.

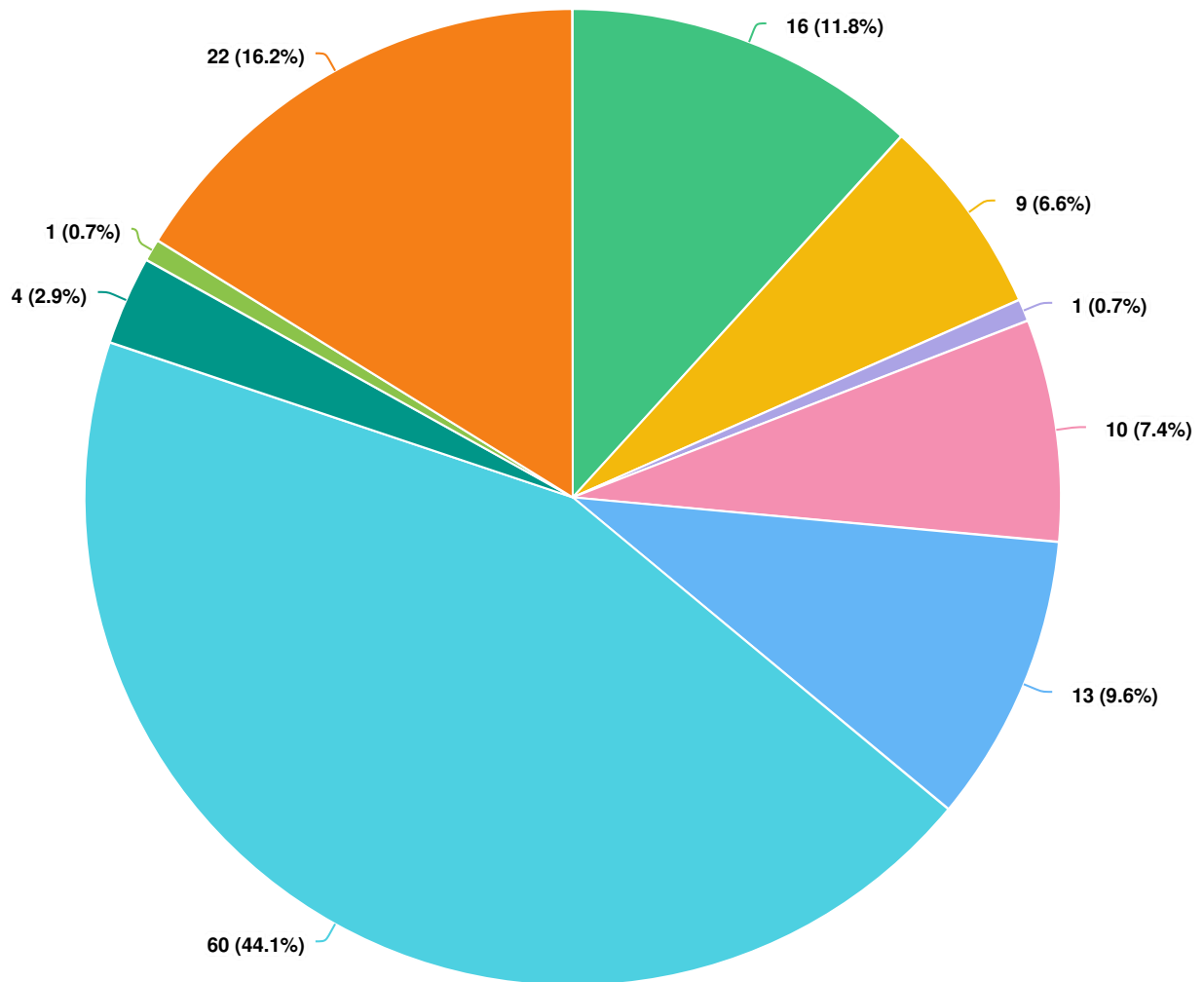
perk1000

11/17/2018 08:43 AM

it has to be businesses that can compete in an internet world

(137 responses, 6 skipped)

Q7 Which Neighborhood do you live in?



Question options

- Cherrywood I or II
- McCasin
- Centennial Pavilion Lofts or Centennial Heights
- Washington Park
- Meadows at Coal Creek
- Coal Creek, Coal Creek Ranch South, Coal Creek Ranch North
- Townhomes at Coal Creek
- Grandview Flatirons
- Other

(136 responses, 7 skipped)