

# NORTH BOULDER CREATIVE CAMPUS CONCEPT PLANNING WORKSHOP

Session #2

September 9, 9am-1pm, In Person



Reminder to record the meeting

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## PROJECT DESCRIPTION

- Creative campus in the heart of the North Boulder Arts District
- 70,000 sf mixed-use project
- Mixed-income housing, retail, light industrial
- New home for the Boulder Museum of Contemporary Art
- Variety of studio, performance, and display spaces
- Community green space

# CONCEPT PLANNING WORKSHOP

Session 1:  
August 25, Virtual

Session 2:  
September 9, In Person

**Tap into the creativity of the  
community**

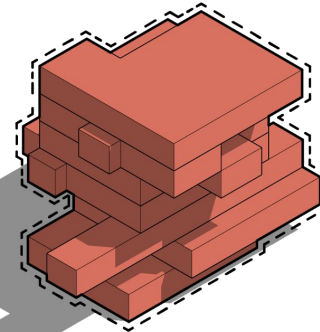
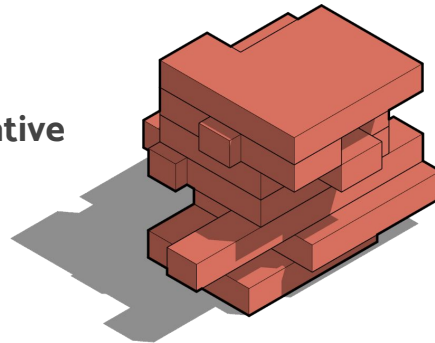
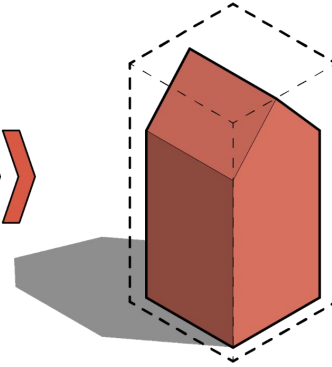
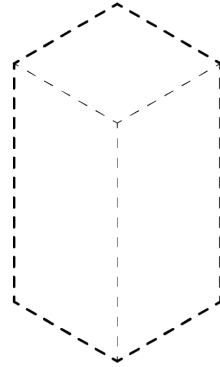
**Define project aspirations**

**Provide inspiration**

**Generate as many creative  
ideas as possible**

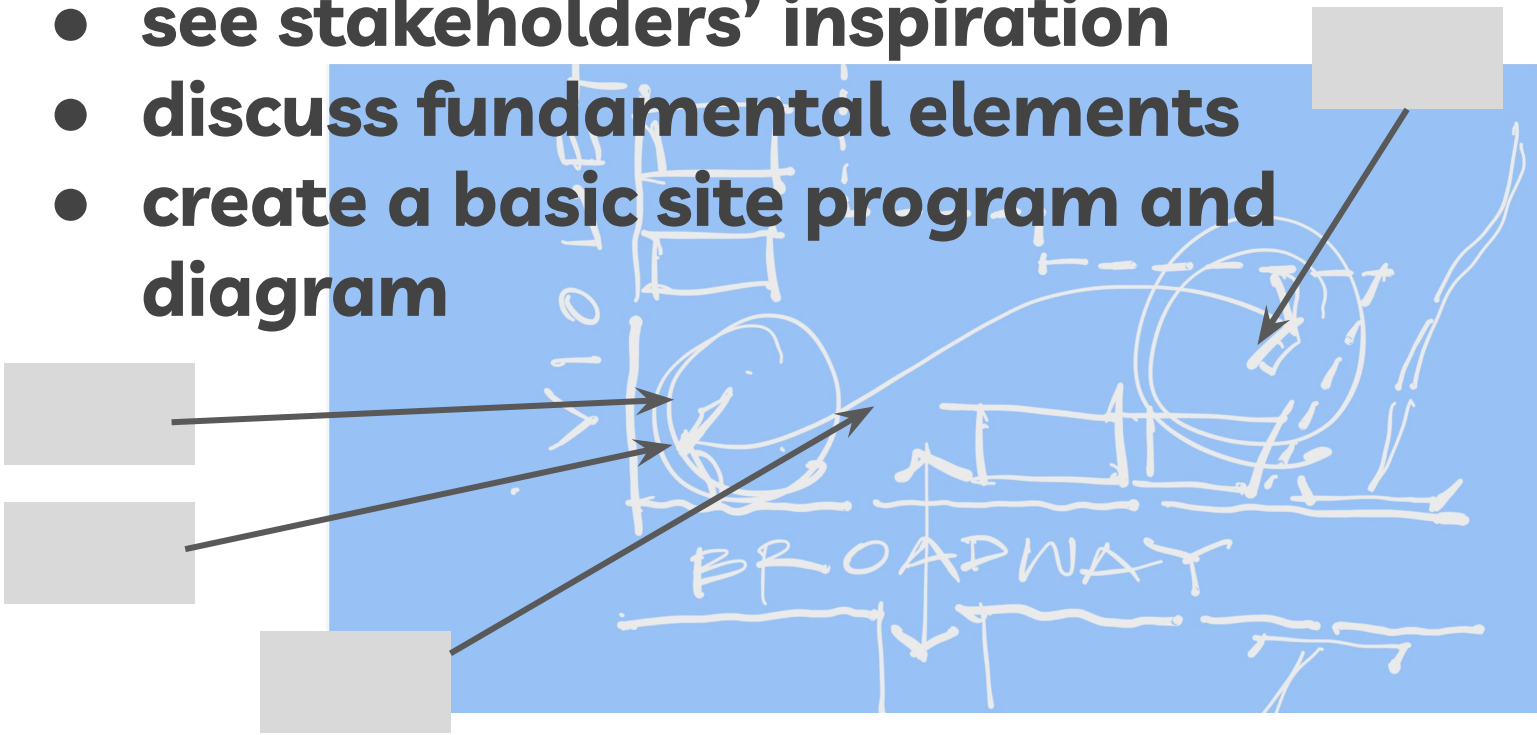
**Synthesis**

**Concept Plan**



# OBJECTIVES FOR TODAY

- **hear the community's desires**
- **see stakeholders' inspiration**
- **discuss fundamental elements**
- **create a basic site program and diagram**



**FINDINGS FROM CENTRO -  
FORD MOMENTUM STUDY**  
Community Sentiment & Desires

Jamie Giellis



# Community Engagement Analysis

North Boulder (NoBo) Creative Campus

Sept 8  
2022

# PROCESS

- **Stakeholder Engagement**
  - Targeted interviews with community members and city leaders (18)
- **Community Outreach**
  - Conversations and engagement with the public at 2 First Friday events
- **Survey**
  - Robust survey generating 138 responses
- **Data Analysis**
  - Mining of census data critical to this work





# KEY THEMES

**Stakeholders presented 20+ cultural and social themes with specific sub-categories. Of those themes, we categorized the survey into 3 core sections:**

1. Gather respondent information on their relationship to, and knowledge of, NoBo.
2. Prioritize the NoBo Creative Campus with 4 focus areas: style, housing, open space and activities.
3. Outline community impact and offer elements necessary to create a regenerative, sustainable cultural arts community.

**Values are a dynamic part of how communities survive and thrive. The perspective is two fold:**

1. People protect what's important to them; and
2. Shared values are a form of currency and have a defined worth in a community. The values of the respondents inform the development of the built environment.

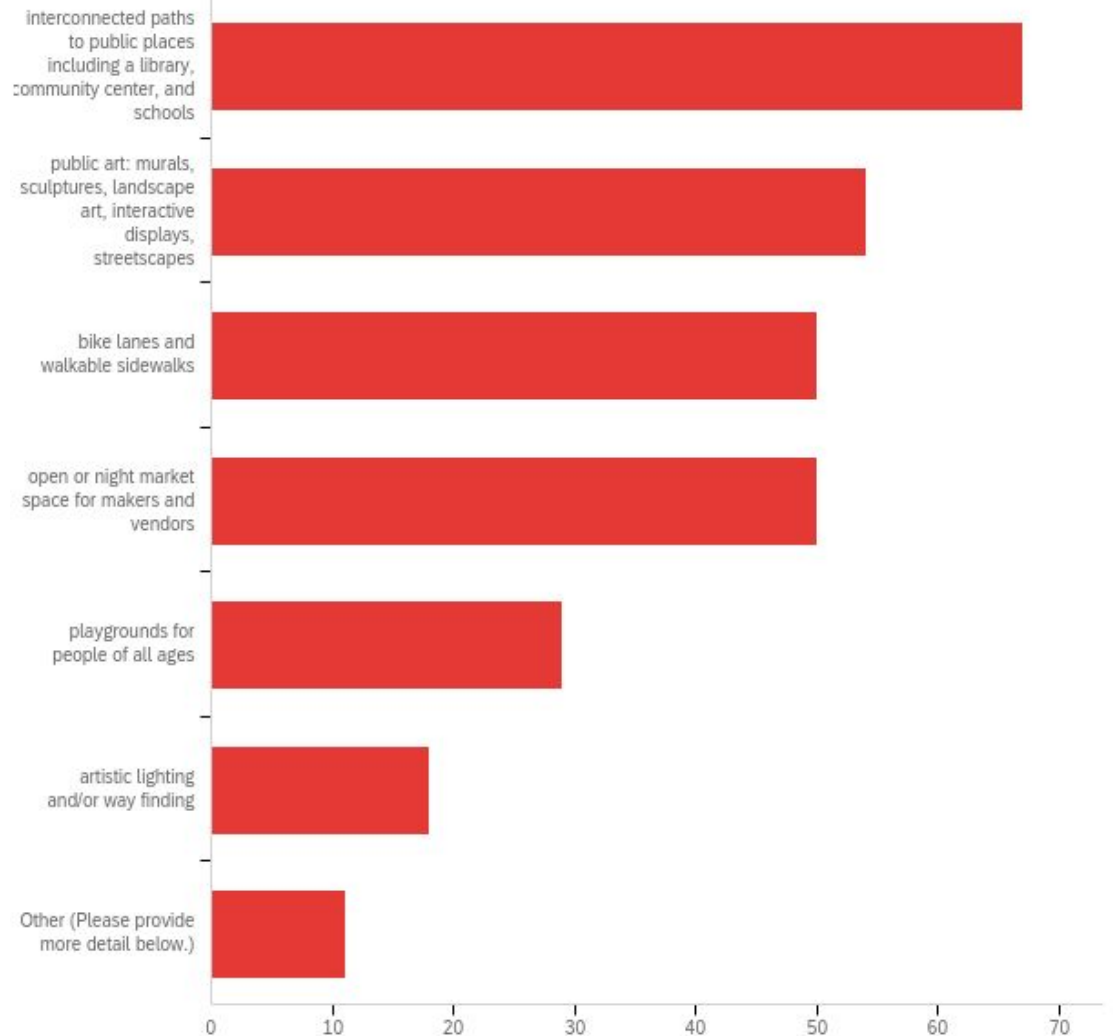


# BUILD UPON VALUES

PROTECT THIS	DO THIS	DO NOT DO THIS	CONSIDER THIS
Arts community	Create outdoor areas that promote gathering	Do not overplan the area. Create flexible spaces that allow for free-form use	Build flexible spaces that offer multi-functional use for every economic group
Natural setting at the foothills	Have public art including murals, sculptures, memorials, or landscape art	Do not increase auto traffic. Create more bike, pedestrian, and mass transit mobility	Maximize the assets of the community, first, by investing in local arts practice, development and distribution. Make NoBo known for the place where artists perfect the art of artistry.
Open sky	Build with respect to nature, first, humans second	Do not ignore local assets. The creative economy in the region draws inspiration from the foothills and produces tangible and intellectual products for the masses.	Be intentional about ethnic, social, and economic diversity. Do the right thing and plan to be a leader in social equity, sustainability, and parity.
Quiet/Peace	Create living spaces that allow folks to live and work in the same place	Do not focus on one demographic. 42% of respondents requested adult programming for ages 26+.	Increase opportunities for exposure and audience reach by engaging in value-based collaborations with other institutions.
Affordability	Increase walkability and intra-neighborhood connections; decrease auto traffic	Do not be afraid to engage in culturally sensitive programs centered in safety and exploration. The community suffers from limited ethnic, social, and economic diversity; a threat to sustainability.	Allowing space for the community to regularly ideate, develop and implement the path to success increases the protection and sustainability of shared assets.
Accessibility	Create space for economic exchange	Do not forget that shared community is a value of density. Increasing density increases opportunity for gathering, shared resources and economic exchange.	35% of respondents felt that NoBo will be sustainable in 50 years if we increase the capacity for diverse ownership and investment into the community.

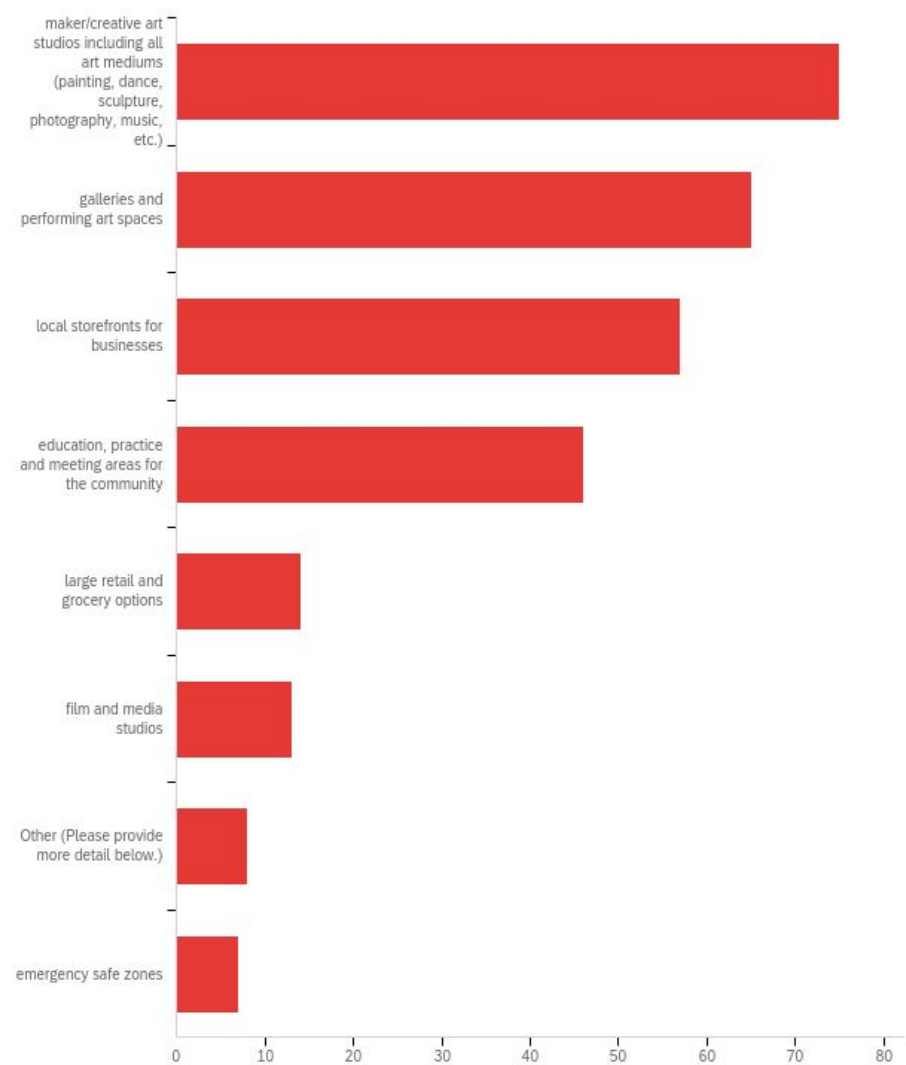
Some of the elements the Creative Campus could have are \_\_\_\_\_.

Select your top 3 options.



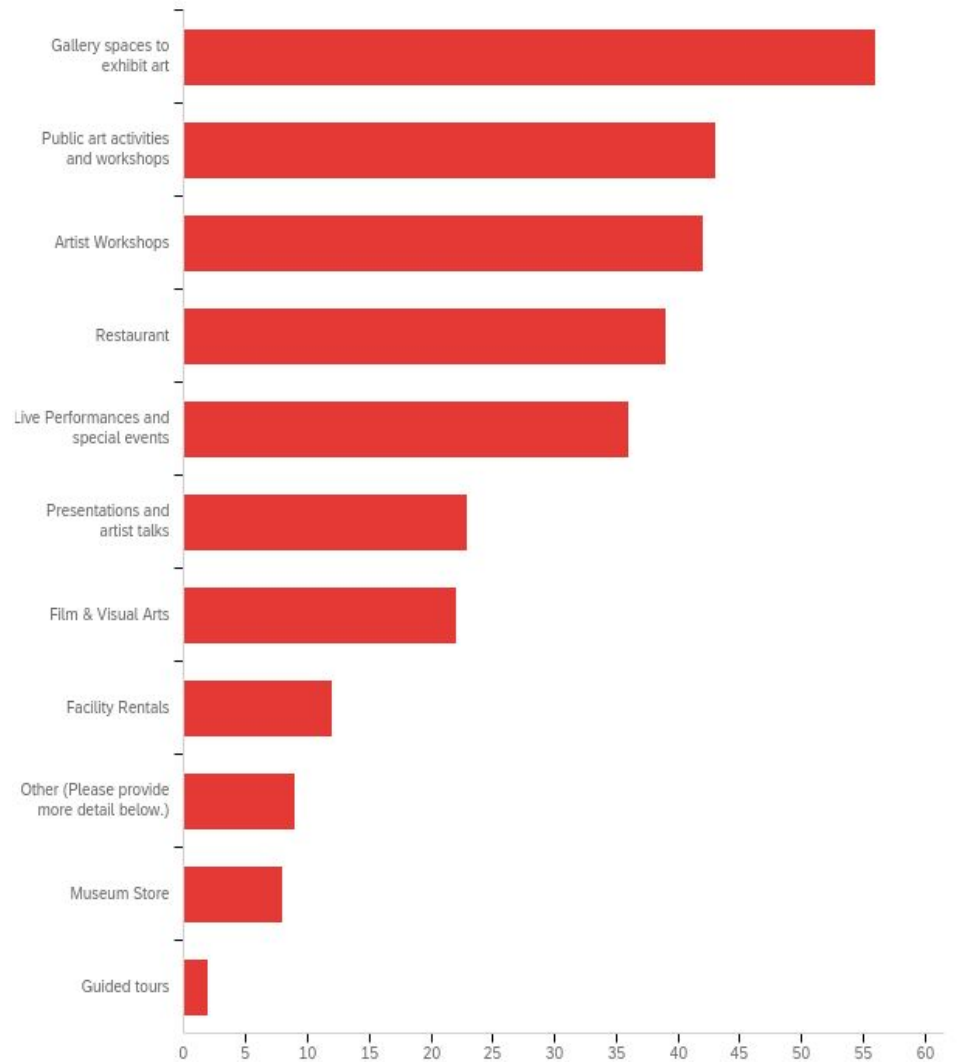
Some of the types of buildings the Creative Campus could have are \_\_\_\_\_.

Select your top 3 options.



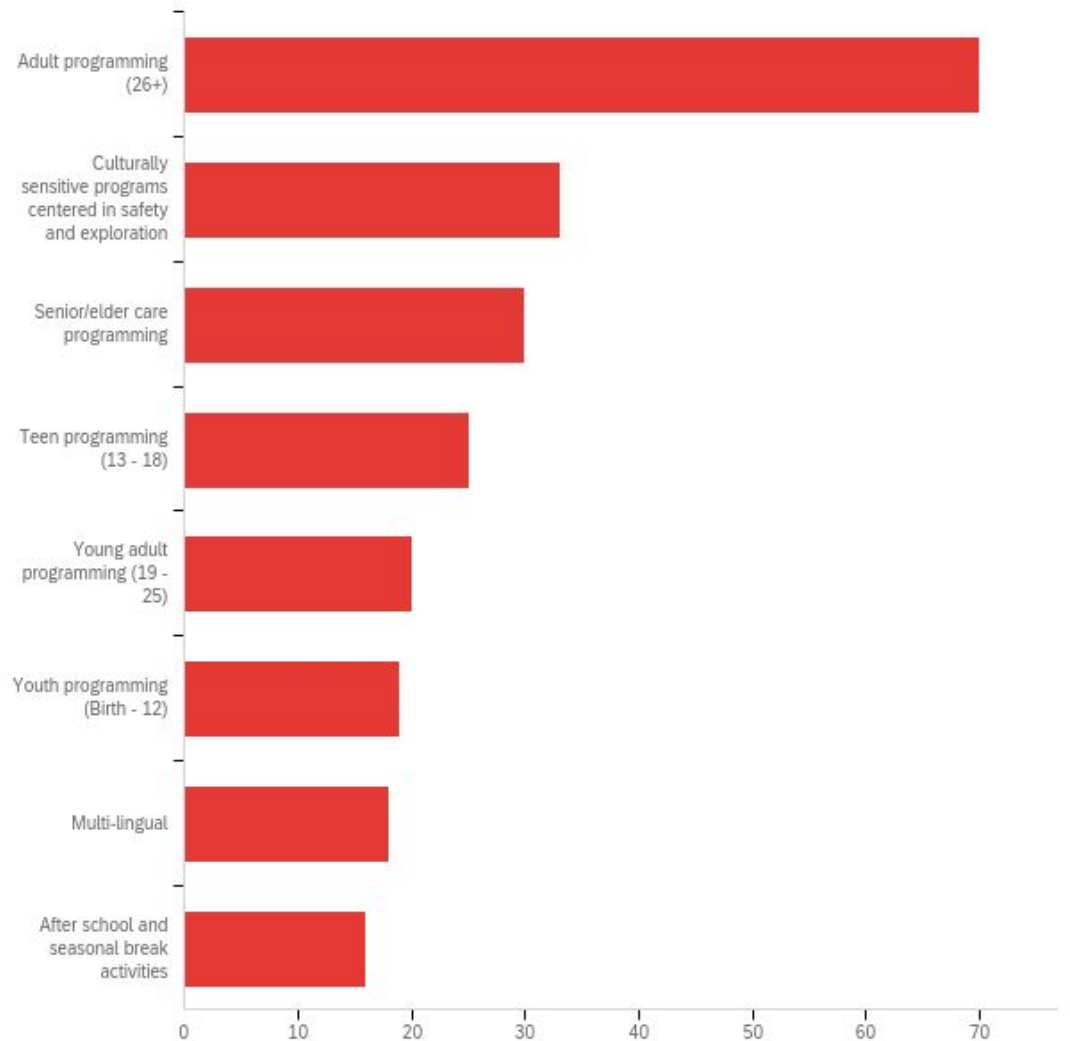
What kinds of activities and services would you like to see at the Creative Campus?

Select your top 3 options.



What types of programming would you enjoy or need in NoBo?

Select your top 3 options.



# WHAT THE DATA TELLS US

- NoBo is about 10% of Boulder's population, and demographically trends to a more middle-age audience
- It is highly-educated with 77% of the population having a bachelor's or master's degree
- While mostly white, it is home to a significant Hispanic population originating from Mexico, Puerto Rico and Cuba
- Median incomes in North Boulder exceed those in Boulder by about \$25K/year; still, nearly half the NoBo population is considered rent burdened
- NoBo and Boulder are on par with each other as it relates to AMI qualifying families, but North Boulder has a significantly higher percentage of affordable units than the rest of the city



# RECOMMENDATION #1:

## **You've Brought the Community to the Table; Keep Them There**

- There is not significant concern over the campus development as a whole or the relocation of BMoCA to North Boulder
- The community seems genuinely intrigued by the project and open to it at this point
- The work you've done up front to engage the community has established good will and let both the community and the City of Boulder know you are committed to transparency and accountability

**As you move forward, you should commit to ongoing conversations with the community and create space for input where it can be incorporated.**





# RECOMMENDATION #2:

## Values Alignment is Critical to Long-Term Success

- Protecting the presence of the arts community, ensuring places remain for creatives to live, work and come together
- Ensuring that spaces and places within the development are created thoughtfully and are accessible
- Celebrating and honoring the natural setting of NoBo and its location at the base of the Rocky Mountain Foothills
- Creating a built environment which integrates thoughtfully into the fabric of the community, is well-connected to it, and unobtrusive
- Creating spaces that offer a sense of peace and also a place for community to be together

**As planning begins for the campus, these values should be prioritized and reflected in the work.**



# RECOMMENDATION #3:

## Creative Campus Design Should be Minimal, Natural and Playful

- Minimize the footprint of development
- Respect and mirror the natural environment
- Artistic expression should be evident in all of the design
- Create spaces for community and gathering
- Interconnection



# RECOMMENDATION #4:

## Campus Programming Should be Mature, Diverse and Engaging

- Integrated maker/creative art studios
- Galleries to showcase local and regional art
- Diverse voices represented
- Education and practice areas
- Live performance space
- Local storefronts



# RECOMMENDATION #5:

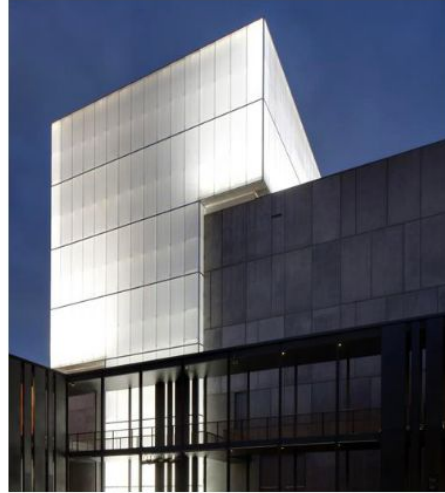
## **Creative Housing is Key; Accessibility Means More Than Affordability**

- Opportunities to live AND work in the same space
- High affordability is of less concern; creating an entry point for housing is more important
- Focus on adult housing more so than family housing
- Increase/create opportunities for ownership and diversity



# INSPIRATIONS

URBAN IMAGE



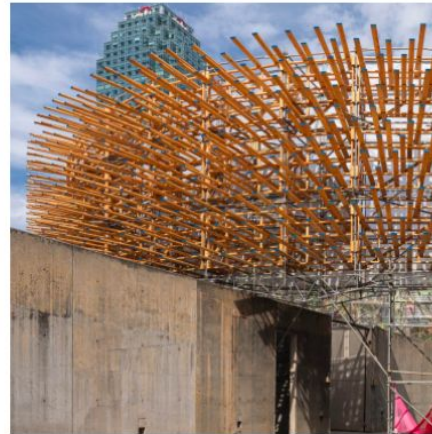
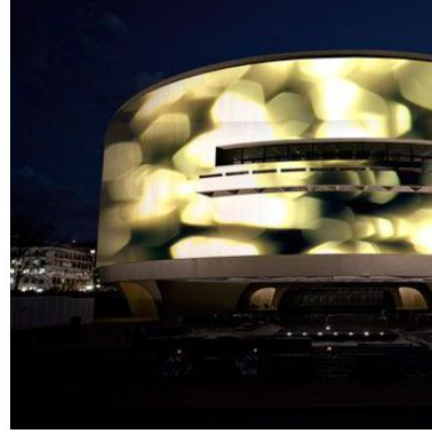
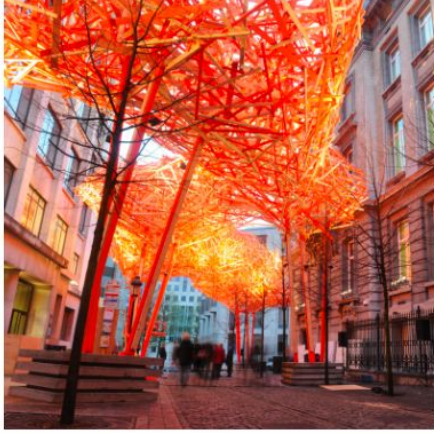
# INSPIRATIONS

## URBAN IMAGE



# INSPIRATIONS

# ART THROUGHOUT CAMPUS



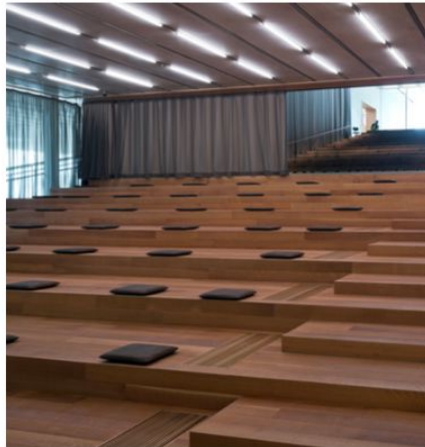
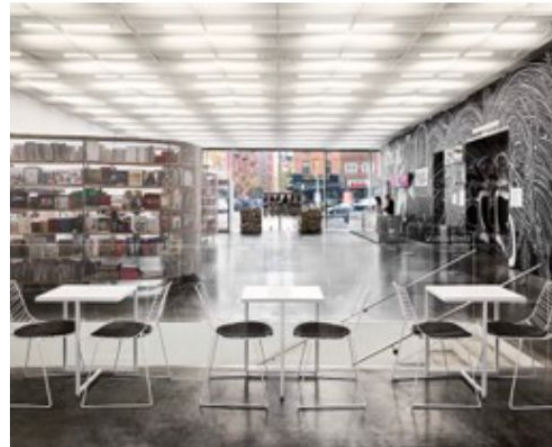
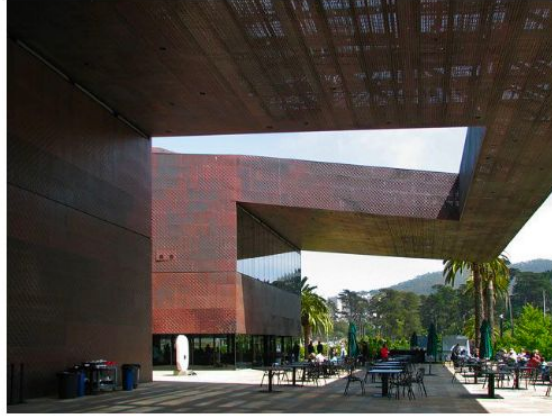
# INSPIRATIONS

## FLEXIBLE GALLERY SPACES



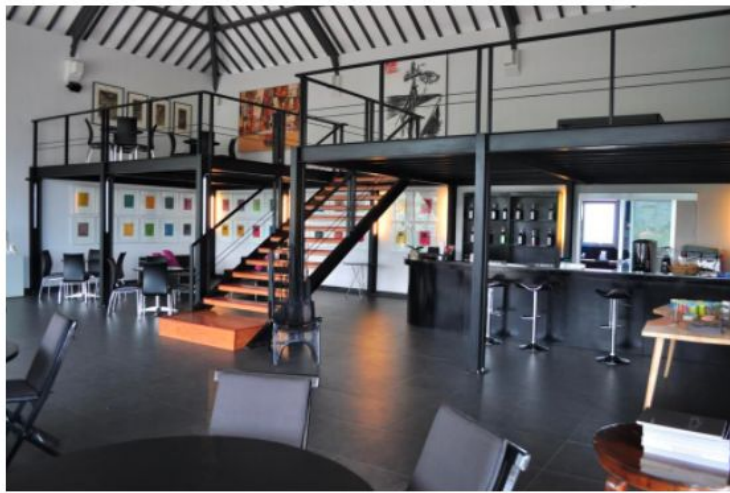


# INSPIRATIONS



## MUSEUM SPACES

# INSPIRATIONS



ARTISTS  
LIVE | WORK



# INSPIRATIONS

What **feeling** in NoBo do I want to maintain?

- Whimsy
- Authenticity
- Real People leading Real Lives

How do we **delight** people in their exploration and feeling about NoBo?

There is a **gateway** at Violet/Broadway for NoBo and the Art District, but that section of town is also a **thruway** and even an **entry way** back into the rural/open space vastness (and even desolateness?). How do we think about that?

How do we create **transparentness, lightness, openness** to the nature of the west of the site?

How can the industrialness and grittiness of **shipping containers** be used? On trend with shipping containers being **repurposed** and also maintains that **warehouse feel** of much of Emerald Development's light industrial properties.



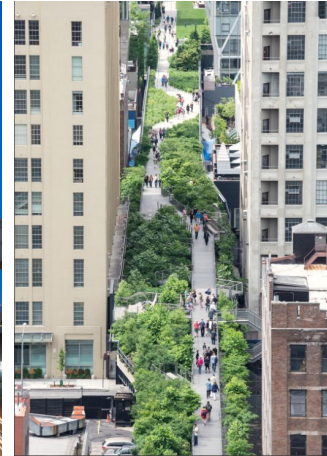
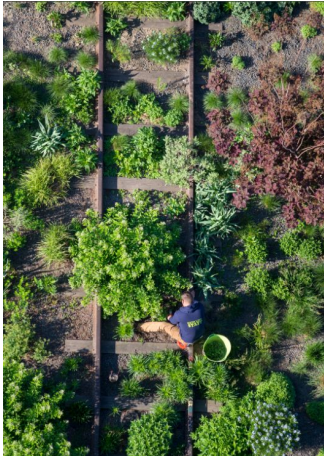
Top 2 images:  
<https://www.wilmotmodular.com/repurposed-shipping-containers>  
Bottom image:  
<https://inhabitat.com/7-bright-red-shipping-containers-repurposed-as-modern-offices-in-israel/>



# INSPIRATIONS

**NYC Highline** is an interesting project to consider as the takeaway from that project is the meander and foliage of the walk vs all of the concrete buildings that surround it.

- How do we create the sense of **meander**?
- How do we create that sense of **surprise of finding** something different among the surrounding environment (for the Highline it's a sense of space and meander among the concrete jungle - for our site is there a surprise of finding this site in Boulder, a city that is increasingly Aspenized with new wealth and overtaken by retail outdoor and athletic gear?!)



Photos by Timothy Schenck  
[www.thehighline.org](http://www.thehighline.org)

# INSPIRATIONS

In Montreal, **Gay Village** has this sense of celebration and color that is appealing. A daytime and nighttime inspiration for us?



NoBo **First Fridays** are boisterous, grassroots feeling events - how do we capture that feeling every day?

NoBo currently is currently a place of **contrasts**:

- great wealth & modest, rough around the edges buildings
- SALT (a new age-y spa with salt rooms) & La Choza
- Violin Bow repair person across the street from the UHaul

How do we maintain this contrast which creates **uniqueness** and **intrigue**?!

# INSPIRATIONS



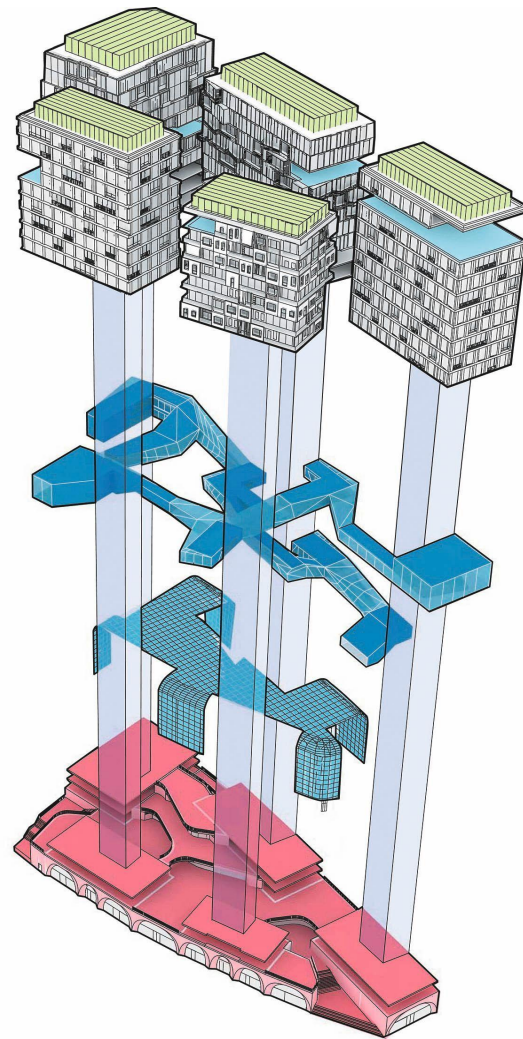
# INSPIRATIONS



dem Gelände  
 ten Dorfareals  
 nd Restaurant  
 :ckwerk  
 anderweg führt über das Gelände  
 -Bogens für den Uferwanderweg  
 uf dem Restaurant

Hütten & Paslāste Architekten | urban affairs

# INSPIRATIONS



The Eckwerk project manipulates the natural tendencies of socio-economic change within the urban matrix, proving the viability of creating new working environments and affordable housing in otherwise expensive areas.



# INSPIRATIONS



# INSPIRATIONS



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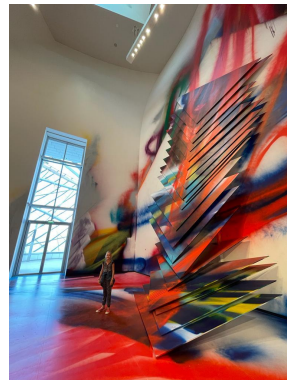
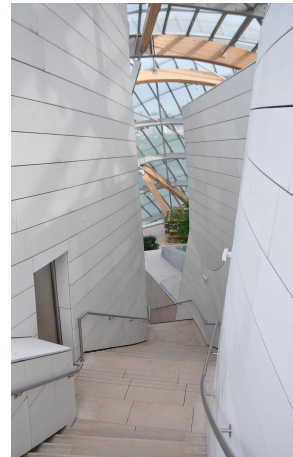
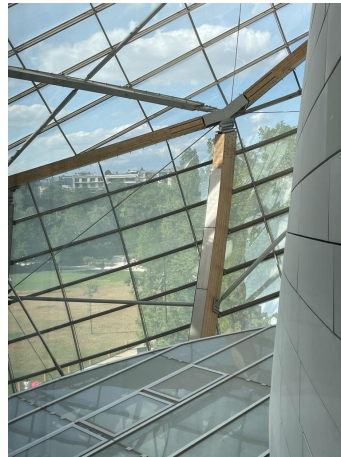


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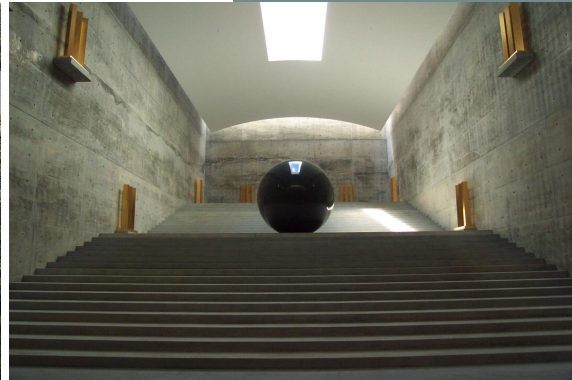
# INSPIRATIONS

Fondation Louis  
Vuitton, Paris

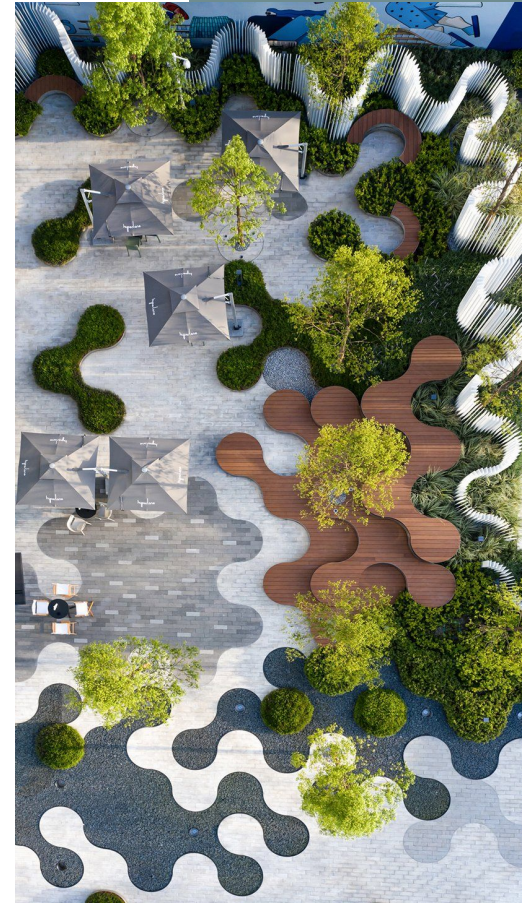
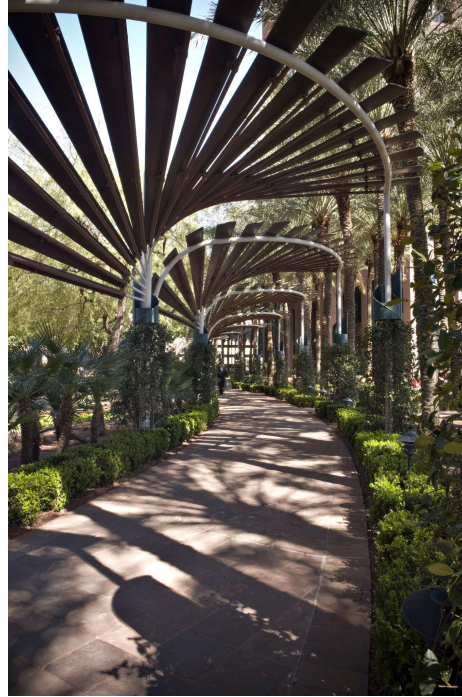


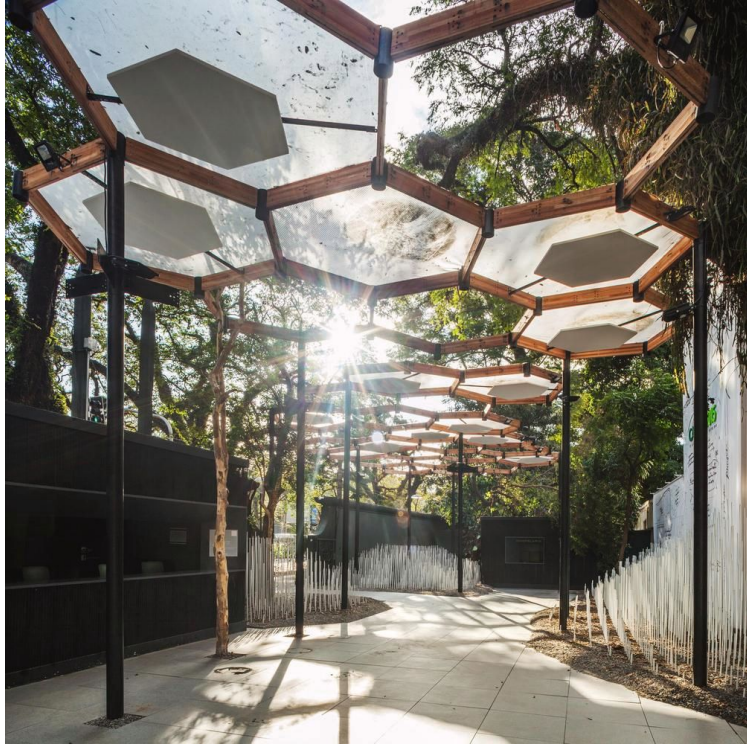
# INSPIRATIONS

Naoshima  
Island, Japan



# water and shade









## DISCUSSION: **FUNDAMENTAL BUILDING BLOCKS**

- Museum: art itself vs a container for art
- Museum: object/form vs urban fit
- Museum connection to outdoor spaces/integration of art throughout campus
- Pedestrian circulation, connections, edges
- Type of commercial uses, retail, community space
- Typologies of housing for living and making
- Open space, public space
- Sustainability
- Accessibility
- Flexible/changeable/mutable

# SITE DIAGRAM EXERCISE



