



January 16, 2014

Re: Proposed 'Baseline Zero' development project

Dear Planning Board Members,

Better Boulder is a newly formed organization created to support sustainable urbanism in Boulder. We bring together members of the business community and environmental advocates to support changes to Boulder's land use policies. We believe that well-designed density, combined with a focus on sustainable transportation, can help Boulder to meet many of our community goals – reducing carbon emissions, sustaining a dynamic economy, providing affordable housing, and providing a welcoming community for our young people and our seniors. We plan to both weigh in on broad policy issues, and to be a voice for sustainable urbanism in the development review process.

With this perspective, we thank you for this opportunity to share with you our comments on the proposed Baseline Zero development.

We believe that the Baseline Zero project has the potential to positively impact the Martin Acres community and the community as a whole. We generally support the project for the following reasons:

- The project's sustainability features break new ground in Boulder and will set a strong precedent for future development projects; it is aligned with Boulder's Climate Action Plan and makes a serious commitment to comprehensively addressing the built environment's impact on climate change.
- The proposed hotel is ideally situated to serve the University and the federal laboratories to the west; it will also add new beds when hundreds of others in south Boulder (Boulder Outlook, among others) are either outdated or slated for redevelopment.
- We support the 45 foot height request as the compact, efficient design will activate an area that is dominated by compatible, commercial uses and is adjacent to a major interstate interchange. There are no residences immediately to the east whose mountain views would be impacted.
- The proposed large format office space (180,000 SF) will come online at a time when larger format spaces are in high demand; moreover, office supply for Boulder's tech and start up industry are underserved in the south Boulder market.
- When the US bus rapid transit service begins in 2016, there will be significant regional transit service along the 28th Street corridor, with stops located within a few minutes walk, and this location is adjacent to multiple off-street bicycle paths and the Moorhead on-street bicycle lanes.

- We strongly support the parking reductions called for by the developer and believe that the project's close proximity to multimodal transit opportunities will increase RTD bus ridership and activate the pedestrian/bike paths in the area. We would like to see public bicycle and car share stations be incorporated into the TDM plan as there are no stations in the immediate vicinity.

Thank you for your service to the community and for the opportunity to provide comments.

Yours Sincerely,

The Better Boulder Steering Committee

Will Toor, co-chair
Ken Hotard, co-chair
Ed Byrne
Shannon Cox Baker
Bill Holicky
Michael Leccesse
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