



**HARTRONFT
ASSOCIATES**
A Professional Corporation

*Planning
Architecture
Interior Design*

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Ms. Lisa Ritchie, AICP, Interim Director of Planning & Building Safety
Ms. Kim Bauer, Historic Preservation Planner
Mr. Rob Zuccaro, AICP, Interim Deputy City Manager
City of Louisville, Colorado
749 Main Street
Louisville, CO 80027

18 January, 2022

Re: 824 South Street / 957 Main Street
Special Review Use Amendment #3
Response to 12/17/21 City Comments

Lisa, Rob, and Kim,

Thank you for the additional staff review and referral comments. Below please find the Applicant's response to City Comments Received on 12/17/21 regarding the above referenced project (City comments italicized).

We are still awaiting the definition of the use group proposed by staff that this SRU should be addressing. Please forward as soon as possible when it is available.

December 17, 2021

957 Main Street – SRU

Re: Review Comments – 957 Main Street, and SRU to for an event space in Downtown

The following encompasses consolidated City department and referral agency comments for the proposed SRU at 957 Main Street. Please respond to the comments with revised plans and/or application materials for additional review.

Comments

Planning – General

1. In any narrative letter and plans, please change address references from “824/957 Main” to only 957 Main. It appears the proposed SRU use would only inhabit the area of 957 Main and therefore 824 South should remain separated from reference.

Since we have had one SRU for the whole property and 2 previous amendments approved for the combined addresses, which have always been, and remain a single property, we assumed that we are amending the previous approved SRU for the single property (regardless of address, suite numbers, etc.). Per our follow up conversation, we understand that it is acceptable to utilize the combined address for this SRU amendment. Regarding Item #6 below, we understand that some elements of the previously approved SRU and SRU Amendments are inactive per the 12-month rule cited in your comment. However, the fact that the South Street Market is

utilizing outdoor sales (Use Group 35) in the areas in front of 824 South and the northwest corner of 957 Main constitutes an active use of those affected SRU items. Per our discussion regarding this matter, we have provided a chronology of the SRU and amendments, indicated which are inactive. We hope that this clarifies the current state of the SRU and the various amendments with respect to this amendment.

Planning – Narrative letter dated November 1, 2021

2. Please confirm if the proposed bar in the basement of the property would be open to customers at regular time and/or hours, or if access to the bar is limited to only when there are concurrent events taking place on the upper floors.

The proposed bar in the basement of the property is intended to be open to customers at regular hours.

3. For clarity, suggest to please revise the narrative answers for the SRU criteria so that each question is replied to separately.

Please note, per our discussion, that each of the SRU criteria is addressed indicating compliance with such criteria. Our supporting documentation and narrative illustrate the compliance with the SRU criteria.

Planning – Narrative letter dated December 15, 2021

4. For the comment on shuttle service, please provide more information on those pick up places selected on private property. The note mentions that there are 10+ hotels in the immediate area. If these are to be confirmed for use and counted within a parking analysis, please provide any agreements that have been made between The Simon, LLC and other private entities.

There are no agreements made between The Simon, LLC and other private entities. When event hosts book a shuttle, they will work with the shuttle company to determine any and all pick up / drop off locations. Usually a shuttle will stop at 2 - 3 different pick up locations and take guests to the event location.

Most pick up locations will be hotels that couples have booked room blocks at, or where most of their guests are staying. We expect event guests to come from a variety of economic backgrounds. Due to this, each event will shuttle from different hotels (some budget, some high end).

Most local event guests are anticipated to take a ride share to and from events and will not need to park / be picked up by the event shuttle. As discussed, most people prefer ride share and shuttle services when alcohol is served at the event. Please see attached shuttle service comparisons along with information from local shuttle services to get a more comprehensive idea of how shuttle collaboration will work.

For reference, here is our previous response related to this clarification:

Shuttle Service:

The Simon, LLC will partner with three or more different local shuttle companies. These shuttles will have predetermined pick up and drop off locations (hotels, parking lots, etc.) where event guests will be instructed to show up before the event. The shuttle will loop for the hour before the event starts and begin again often two hours before the event ends to take guests back to where the shuttle picked them up. Shuttles will stop at multiple locations on each loop. It is anticipated the shuttle will make 3 to 4 stops before reaching 957 Main St. There are 10+ hotels and public parking lots less than 10 minutes from 957 Main St. for shuttle pick ups and drop offs to take place.

5. Would any shuttle or valet service(s) be operated by The Simon, LLC therefore requiring storage of shuttle related vehicles on-site when they are not in use? Or would these be separate companies hired out by The Simon, LLC for each event or as-needed?

No shuttle services would be operated by The Simon, LLC and therefore would not require storage of shuttle related vehicles on-site

Planning – Site Plan Sheet A1

6. Please revise the notes on the site plan referencing previously approved SRUs. [Section 17.040.130](#) of the LMC states the following: “Any approved special review use which commences operation shall lapse, and the approval thereof shall be of no further force or effect, if the use is inactive for any continuous 12-month period. If this period of inactivity occurs, the special review use may not be recommenced unless a new special review use approval is granted pursuant to this chapter. An approved special review use shall be deemed inactive under this subsection if there has been no activity under any portion of the special review use approval for a continuous period of 12 months or more as a result of causes within the control of the holder of the special review use approval.”

Please see response under Item #1 above.

Economic Vitality

7. See attached review letter for comments.

Comments acknowledged in response below.

Xcel Comments

See attached review letter for comments.

Comments acknowledged. No response necessary at this time.

Fire District Comments

No comments

MEMORANDUM

To: Kim Bauer, Historic Preservation Planner

From: Megan E. Pierce, Economic Vitality Director

Date: December 1, 2021

RE: Development Application Referral, 957 Main SRU

Thank you for the opportunity to comment on this referral.

The Economic Vitality office has received an application for the Business Assistance Program (BAP) from The Simon LLC—the proposed operator at 957 Main Street. The applicant appears eligible for the BAP, but staff has requested proof of an LOI prior to the application proceeding for a City Council hearing. Staff previously advanced a BAP application for a proposed medspa user for the 957 Main Street first floor. Council approved the BAP but the applicant did not execute a lease at the property.

Economic Vitality staff concurs with the applicant's proposal to reconfigure the South Street on-street parking from parallel to angled parking. While this generally increases the area parking, the owner/user of the 824 South Street building has also participated in the City's patio parklet program. In 2021, two patio parklets were deployed for the South Street Market. It is anticipated the user would have the same demand in future years. These will likely occupy approximately four (4) angled parking spaces on South Street from approximately the alley going east. A copy of the patio parklet design is included as Attachment #1.

Comment acknowledged. Please note that the 4 spaces in front of the property which are occupied by the patio parklets at certain times during the year are not crucial to the parking plan previously submitted. Adequate parking has been identified in other areas in conjunction with other parking mitigation measures.

Although the applicant correctly states that a number of uses would be permitted "by right," staff's participation in tenant recruitment led to an understanding that the first floor was targeted toward a restaurant and the

second floor toward an office or studio type use. As noted, there was no active use contemplated for the basement. Whereas an office or studio occupancy would likely have high daytime activity and a restaurant more lunch and nighttime activity—spreading parking demand over the day—the proposed event use would likely concentrate the demand. A concentration may have more impact on the available parking, especially where turnover is not expected in two (2) hours.

Please note that "targeted" uses which may have seemed the most likely tenants for this building are not necessarily the only uses which could ultimately be located here per the Municipal Code. Many different commercial uses are allowable in this zoning district which have a variety of parking demand implications. We have attempted to illustrate how some of those "by-right" uses might generate parking demand based on the city's typical parking calculation methods, even though downtown parking regulations are different. We believe that those comparisons are still valid.

Demand for and availability of parking is frequently a topic of concern for existing businesses within the Downtown area. It may be helpful for the applicant to engage with existing business, and or the Louisville Chamber of Commerce and Downtown Business Association, to understand these perspectives and potential mitigation strategies existing users would find beneficial.

Comment acknowledge. The Applicant has done extensive research regarding the parking issues downtown that relate to this proposed venue, as has been previously presented in the application and subsequent responses. Ongoing engagement with existing downtown businesses, the DBA and Chamber will continue.

Economic Vitality staff is supportive of the proposed SRU in that Louisville lacks an event space of this nature. A venue for weddings and meetings would likely draw both locals and visitors—and new visitors to the area may create future economic benefit for businesses in Downtown Louisville. At this time, there are not any businesses operating an exclusive event space; events and meetings of a smaller size are accommodated in some existing buildings, but not where events are the primary use. Both the City of Boulder and City of Longmont in the immediate area offer numerous event spaces that can host similar type of events as proposed in the 957 Main SRU. Through the sale of food, beverages, and alcohol, the event space would produce Sales Tax revenue for the City. In addition, staff concurs this use is complimentary rather than competitive to the businesses in the immediate area.

Comment acknowledge. We concur with this assessment of the Economic Vitality staff regarding the economic benefits to Louisville.

(End of Response to City Comments.)

Again, we will reiterate a central theme of the Applicant's proposal and response to your comments. If we are to be successful in Downtown Louisville, it is in the best

interest of The Simon LLC to provide solutions to any potential parking issues that we have currently identified, as well as those that may occur in the future. We want to be good neighbors, and to have a reputation as a responsible, valuable corporate citizen of the city, and will do our best to mitigate any negative impacts to the neighborhood. We intend to pursue our business with due diligence to endeavor to meet our business goals, and the goals of our clients, while meeting the expectations of the City of Louisville, and its citizens.

Please let us know if you have any questions regarding this information.

Thank you for your assistance regarding this matter. We understand the difficulties that you are all facing in the wake of the Marshall fire, in terms of prioritizing the response to all citizens and businesses that have been affected. Thank you for getting us on the February Planning Commission agenda. For business planning purposes, and current lease negotiations, it is important for us to know the timeline for this proposal moving forward City Council. We appreciate any information you can provide in that regard.

Sincerely,

J. Erik Hartronft, AIA, President
Hartronft Associates, p.c.

Caitlyn Elvendahl
The Simon, LLC

Attachments

p.c. The Simon, LLC
Barbie Iglesias, South Street Market, LLC
File - Project #1857 City Approvals

Shuttle Service Comparisons

Venue #1: The Woodlands

Location: 8884 US Hwy 285, Morrison CO 80465

Contractual Language Surrounding Shuttles:

Parking and Shuttle Services

- A shuttle service is required for all events with 150 guests or more and is recommended for any event serving alcohol. It is the Client's responsibility to procure a shuttle service for the event.
- All guests must park in designated areas and obey all signs.
- Parking is limited to 60 private vehicles and 2 shuttles.
- Vehicles may not be parked along the side of any access road or driveway. The Client may be fined at \$50 per vehicle when parking capacity is exceeded and vehicles are improperly parked.
- Additional parking is provided for vendors.
- Leaving vehicles overnight is allowed: pickup must be before 10am next day or the vehicle may be towed at owner's expense.

Venue #2: Jubilee Acres

Location: 15293 North 107th St., Longmont CO 80504

Boulder County SRU Language Surrounding Shuttles:

- Shuttle service must be provided for all events where 200 people or more, including staff and vendors, will be on-site. The use of shuttle service for all other events must be encouraged.



BREWHOP TROLLEY

Come aboard one of our vintage trolleys and enjoy every moment with your wedding party. Our trolleys provide the perfect backdrop for memorable photos and offer you and your guests a unique, fun and safe way of connecting you to your destinations. From ceremony to celebration and rides home afterward, our friendly and attentive team will work with you to create a seamless plan for your wedding day.



About Private Charters

Our classic trolleys are available year-round servicing through the Front Range. Each trolley is equipped with SiriusXM, and has an AUX input for your personalized playlist. Our trolleys are decorated for your special day and we provide chilled bottled water. You may bring food and beverages on board and alcohol (provided by you) is also allowed for guests over 21.

We also have options beyond your wedding day.

Additional Services:

- Bachelor Party
- Bachelorette Party
- Rehearsal Dinner Transportation
- Day After Wedding Brunch
- Guest Shuttle
- Private Brewery, Cidery, and Distillery Tours
- Customized tours for you and your guests
- Transportation to unique locations for your wedding photos
- Engagement Photos



Molly Trolley



Dennis Hopper



Big Lebrewski



3 Vintage Trolleys

We have three different trolleys available for rental.

The trolley that you receive will be based on your number of guests, route, and availability. The trolleys we have are:

- Molly Trolley - seats 20
- Dennis Hopper - seats 25
- Big Lebrewski - seats 30

You may also rent more than one trolley if needed, and we will discount the pricing for multiple trolleys. All of our trolleys are vintage and have been restored to give you a fun, safe and comfortable ride to your destination!



Pricing

Rates below are for tours in the Longmont area.

Additional fees will apply to out of town rentals, cost dependent on destinations and schedule.

Holidays may be a higher rate.

18% driver gratuity will be added to every private charter.

2 hour minimum rental for Monday - Thursday, 4 hour minimum rental for Friday, Saturday + Sunday.

		Low Season (January - April + November)		High Season (May - October + December)	
		Sun - Thurs	Fri + Sat	Sun - Thurs	Fri + Sat
Molly Trolley (seats 20)	First 2 hours:	\$270	\$305	\$345	\$395
	Hourly rate:	\$110	\$115	\$125	\$135
Dennis Hopper (seats 25)	First 2 hours:	\$295	\$335	\$385	\$435
	Hourly rate:	\$115	\$120	\$125	\$145
Big Lebrewski (seats 30)	First 2 hours:	\$320	\$365	\$425	\$475
	Hourly rate:	\$115	\$125	\$135	\$155



**Let us know
how we can
make your
special day
unique**



Contact
cheers@brewhoptrolley.com
720-209-8505
brewhoptrolley.com





Caitlyn Elvendahl <celvendahl@gmail.com>

Conf# 18303 For Caitlyn Elvendahl [10/25/2021-05:00 PM]

LIMOUSINE / BUS RESERVATIONS <denverlimocharterbookings@hotmail.com>

Tue, Oct 26, 2021 at 9:48 AM

To: celvendahl@gmail.com

LIMOUSINE / BUS RESERVATIONS

Denver, CO

US

Tel: (720) 329-4349

Email: denverlimocharterbookings@hotmail.comPick-up Date: **10/25/2021 - Monday**Pick-up Time: **05:00 PM**Drop-off Time: **01:00 AM**Reservation# **18303**
Bill To:

Credit

Primary Passenger:

Caitlyn Elvendahl

(949) 701-1936

celvendahl@gmail.com

Booked On:	10/26/2021 09:46 AM
Arr. By:	Not Specified
PO/Client #:	N/A

# of Pax	Vehicle Type	Car(s)	Driver(s)
20	Unassigned	Unassigned	Unassigned

Passenger & Routing Information
Passenger: Caitlyn Elvendahl**Phone:** (949) 701-1936

PU: -- : Broomfield addresses for hotels

DO: -- : Louisville local Venue

Pmt Type

Not Specified

Status

Unpaid

Charges & Fees

Total Due (USD):	0.00
Payments/Deposits (USD):	0.00
Total Outstanding (USD):	0.00

Notes/Comments

Trip Notes: Towncar 50\$-85\$ hr Passenger vans 70\$-120\$ hr 20 pass buses 120\$ - 200\$ hr 30 pass buses 140\$ - 250\$ hr 40 pass buses 160\$ - 300\$ hr 50 pass buses 200\$ - 350\$ hr 3-4 hr minimum rental
Linked Trips Info:
 Res# 18301 - 10/25/2021 05:00 PM - ; ;

Special Requests:
RENTAL CONFIRMATION

Thank you for choosing us for your special event needs. Please look over this confirmation and call the office with any changes you may have. Last minute adjustments



Wedding & Large Event Transportation with Green Ride Boulder

We Require 50% Deposit to save the date and reserve the vehicles.

Shuttles will not be held until deposit is made.

First Come First Served

April 2021

SHUTTLE PRICING

Size Vehicle (PAX = Passenger)	3 Hour Minimum *	Add'l Hour	Point-to-Point (20 min. or less w/in Boulder Metro)**	Point to Point: Out of Zone Fee***
10-PAX Van	\$350	\$115	\$160	\$30
14-PAX Van	\$460	\$135	\$220	\$40
25-PAX Shuttle	\$620	\$160	\$275	\$65

We are the perfect fit for local-mountain destination weddings.
All Inclusive Pricing: Fees/Taxes and 15% Gratuity

*Hourly Rate: Shuttle Stays with Group

3 hour minimum

We have a 20 minute grace period, after that time there will be an additional hour, per vehicle charged

Minimums are continuous and cannot be split.

**Point-to-Point: Pick-up/Drop-off

Under 20-minute trip within the city limits of Boulder or Longmont.

***Out of Zone Fee will apply to trips under 30 minutes in surrounding areas (Lyons, Broomfield, Erie, Westminster)

We have a 10 minute grace period, after that time there will be an additional hour charged.

Fine Print:

Only as many passengers as seats.

No glass or smoking [e-cigarettes/vaporizers included]

Please note that planned pick up times are firm

Additional \$150.00 fee may apply in the event of any excessive cleaning- per incident.

We are not a party bus, but we do have fun!

Large Event Cancellation Policy:

Cancellation 45 days in advance for full deposit refund.

30 days in advance 50% deposit refund.

Less than 30 days no deposit refund.

Last minute changes could result in additional fees.

Guests Flying in for Your Wedding or Event?

We offer group discounts on our shared ride Airport Service!

Our shared ride goes to/from Denver International Airport. Servicing Hotels, Residences and Businesses within the city limits of Boulder and Longmont.
Reservations Required.

Contact: Grace Davis: 720.352.9775 or GraceD@GreenRideBoulder.com

SHARE THE  EEN RIDE