



## **CITY OF BOULDER**

### **Downtown Management Commission**

**Cultural Vibrancy • District Vitality • Access for All**

**1500 Pearl Street, Suite 302-Boulder, Colorado 80302-phone 303-413-7300-fax 303-413-7301**

September 13, 2022

Re: West Pearl Street Reopening

Dear Mayor Brockett and members of City Council,

The Downtown Management Commission (DMC) supports reopening West Pearl Street between 9th and 11th streets to vehicular access by the end of October 2022, while continuing to consider a summer reconfiguration and other long-term options to repurpose streets and public spaces throughout the Downtown district.

The DMC supports the multimodal analysis in the short term to learn how sales taxes evolve with the opening. The DMC also supports a flexible approach that reconfiguration is possible. Additional study and input from the public, businesses, and other stakeholders is needed.

As some background, during the past few DMC meetings, presentations indicated the closure of West Pearl Street has had a negative effect on the economic health of the businesses there, specifically during the winter months when restaurant patrons are less likely to dine outdoors. Analyzing related tax revenue since closing West Pearl Street, businesses in the immediate area have shown a lag compared to other sectors. The snapshot of a closed, empty street during the weekdays, during extremely hot days, and during the winter takes away from the image of a vibrant downtown Boulder.

Based on what we have been hearing and discussing in our meetings, reopening West Pearl Street should provide increases in access, parking, and revenue for the city and related businesses. The walking mall was designed to be closed, and the West End has been shoehorned into being closed, and it is presenting issues. Additional study is needed. As the street reopens, the public perception of walkability may decrease, and the reclamation of parking and the street itself will add accessibility to West Pearl businesses for handicapped, visiting, and driving persons. Reopening West Pearl Street will allow business owners, city workers, and residents to more accurately assess the impacts of any further seasonal closures or future proposals.

The members of the Downtown Management Commission believe reopening West Pearl Street by the end of October is a necessary step to ensure the success of this micro-district. If presented to the public as a decision for the winter season, we believe the public will support the reopening.

Sincerely,

Downtown Management Commission (DMC)

Don Poe, Chair

Stephanie Trees, Vice-Chair

Susan Nuzum

Justin Kalvin