

# Limelight Hotel and Conference Center

## *Concept Narrative to City of Boulder*

December 3, 2021



RENDERING 1 - Broadway & University

## Introduction and Concept

Limelight Hotel Boulder and conference center facilities will strengthen the community and provide vibrancy and economic stability to the hill neighborhood. The project will bring a unique venue to the community that provides a space for innovation and collaboration both locally and internationally. With approximately 250 rooms and a 15,000-square-foot ballroom, the venue is slated to break ground in fall 2022 and open in the late spring of 2025. The CU Board of Regents in 2019 authorized CU Boulder to enter into a ground lease with a developer for the 2.95-acre site at the northeast corner of University Avenue and Broadway.

The project reflects a unique years-long partnership between the city of Boulder and the university to bring a conference center of this size to the community. The first of its size in Boulder County, the new facility will create a venue capable of hosting events of all sizes, from prominent academic and research conferences to small community gatherings.

The gap in large conference space in the city is one the city and university have been working together to fill since the mid-2000s. Through a 2016 memorandum of understanding, the university agreed to drop consideration of a location at Folsom Street and Arapahoe Avenue and locate the conference center and hotel in the Grandview area of campus, a more constrained and valuable site. The Grandview location was desired by the city to help jumpstart revitalization of

University Hill and for its proximity to downtown amenities. The university also agreed to build a larger ballroom than originally planned.

In turn, the city agreed to dedicate 45 percent of the accommodation taxes generated by room occupancy of the facility for a period of at least 20 years to support the project's financial feasibility. The city agreed to dedicate an additional 10 percent of accommodation taxes to a buy-down fund to support use of the conference center by community groups and nonprofits.

Utilizing a previously developed site and remediation of an existing brownfield site

Access to multiple bus routes and a bikeshare nearby encourage an active lifestyle and connection to the local community. The use of bicycles reduces overall greenhouse gas emissions

### SITE PLAN



WATG

FINAL CONCEPT PRESENTATION | LIMELIGHT HOTEL | BOULDER, CO 6

## Conference Center and Hotel

The project includes 250 rooms, including three 2-bedroom suites, 36 additional suites and 32ksf of meeting, prefunction, and meeting support space. Public spaces include lobby, 3-meal restaurant, retail, and market / cafe areas. The project includes a 15,000-square-foot landscaped plaza for gathering and events. The total conditioned area program is approximately 211,000 square feet. A 500-stall covered parking structure is included for hotel, conference, and campus and permit parking uses. The parking structure has been designed to take advantage of the steeply sloping lot and includes three stories above grade and two below grade levels.

As stated in the April 24, 2020 Memorandum of Agreement (MOA), the city supports the university's desire to have a hotel-conference facility and encourages the university to locate the facility in close proximity to both the University Hill Commercial District and the downtown and civic area given the synergies between uses and the community's interest in revitalizing the University Hill Commercial District by expanding the mix of uses within and adjacent to the area. E. In recognition of the University's agreement to accommodate the City's desire for a larger ballroom and in recognition of the community benefit associated with development of the CCH and its location at the Grandview I site, the City agrees to financial support for the CCH as outlined in this MOA.

The MOA additionally states the city's and the university's shared interest in development of the CCH on the Grandview I site and in particular the City's interest in ensuring community benefit



related to the site's proximity to the University Hill Commercial District and the Boulder Civic Area, and in ensuring a conference facility that includes a ballroom that is a minimum of 15,000 square feet in size. In recognition of this shared interest, the Parties agree that the City will dedicate at least 45 percent of the accommodation taxes generated by room occupancy of the CCH for a period of at least 20 years to the University or its assignee once the project receives a Certificate of Occupancy in order to support the project's financial feasibility .

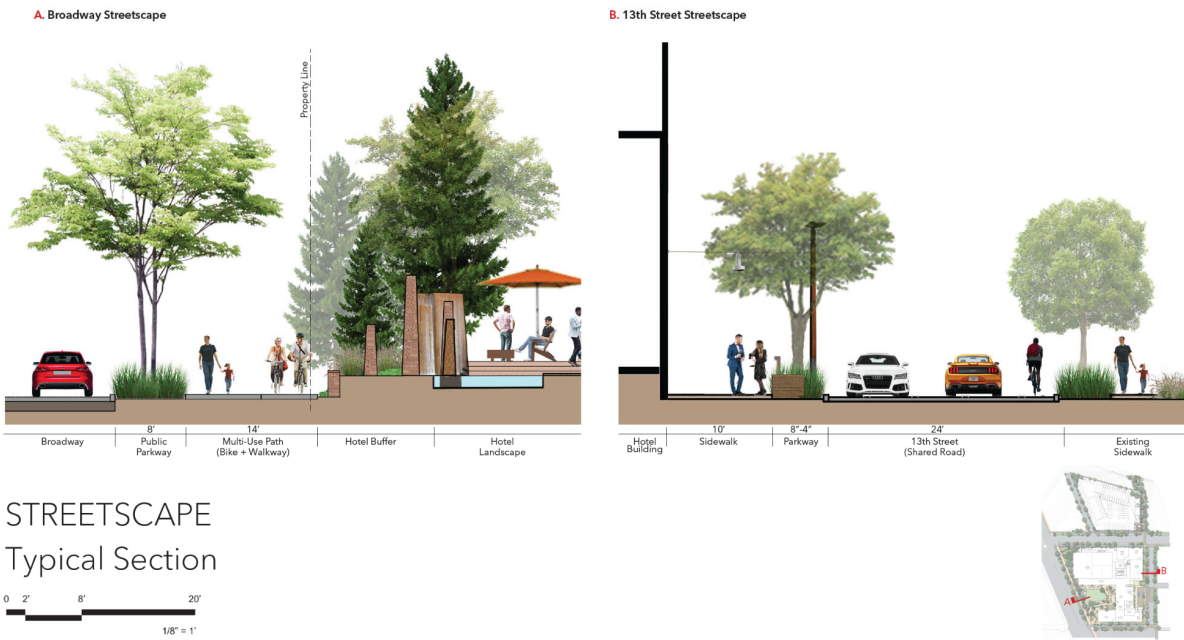


RENDERING 2  
University & 13th

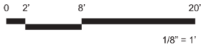
## Access and Circulation

The site is bounded by University Avenue to the South, 13th Street to the East, Broadway to the west and Grandview Avenue runs between the conference center hotel and the parking structure. The project is oriented to engage with the community and the University Hill neighborhood and to take advantage of iconic Flatirons views.

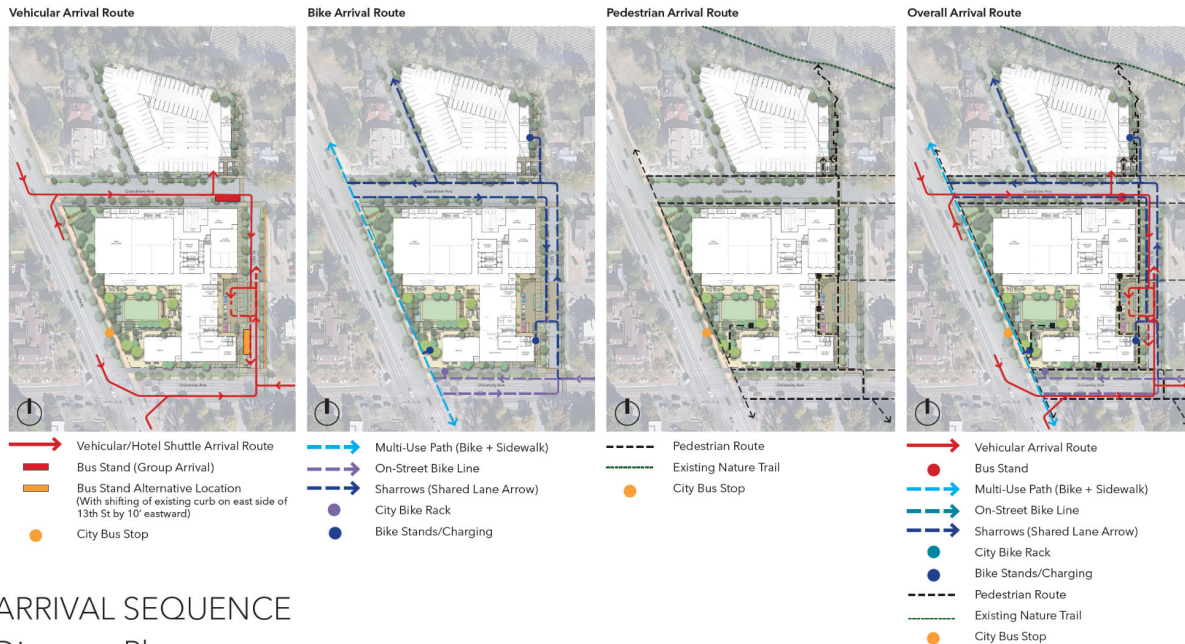
Pedestrian access across Broadway provides access and views into a 15,000sf central courtyard and also to public retail, cafe, and restaurant programming along University Avenue. The project is studying an enhanced pedestrian crossing on University Ave. in order to connect more directly with Campus. The Broadway multi-use path is intended to remain in place. Please refer to the Streetscape sections.



**STREETSCAPE**  
 Typical Section



The main arrival to the hotel will be a double depth porte cochere on 13th Street and the parking structure will be accessed from two points on Grandview. 13th St. north of Grandview Ave is contemplated to provide a pedestrian friendly area with improved access to the multi-use path downhill to the north. 13th St. is anticipated to remain two-way traffic. Multi-modal arrival to the project has been designed to be accommodated from any direction. Please refer to the Arrival Sequence Diagram.



ARRIVAL SEQUENCE  
Diagram Plan

## Other Key Features

The project will include several public elements including 2ksf of retail, a 3ksf 3-meal restaurant, and approximately 1.5ksf of cafe along University Avenue to provide for additional vitality and connectivity between the University Hill neighborhood and the Boulder Civic Area. The 15ksf plaza will also welcome the public for gathering and events.

The Limelight Hotel brand includes a signature lobby concept: Homebase in the Places You Want to Explore. Limelight Hotels actively seek to provide an inclusive social and community nexus for locals and visitors. In addition to a welcoming lobby space, Limelight operations include educational, arts, and sustainability initiative programming to spark creativity and social connection for participants.





LANDSCAPE EDGES  
Design Imagery

## Review Process

The site is subject to an Memorandum of Agreement dated April 24, 2020 between the City of Boulder and The Regents of the University of Colorado and First Amendment to Memorandum of Agreement fully executed on May 14, 2021.

Paragraph 2 of the MOA, Concept Plan and Site Plan states that the University shall provide timely opportunity for the City to review and provide comments related to conceptual site and building plans for the CCH, including building massing, architectural intent, public space configuration, landscaping, site access and circulation, and parking. The Parties intend that the University will provide these plans early in the design process so that the City's comments will be considered by the University at the 50 percent schematic design stage. In developing conceptual plans, the University shall consult as needed to ensure coordination with the City on efforts that connect the CCH to the Boulder Civic Area and downtown Boulder as well as potential improvements to street crossings and amenities to strengthen the site's connection to the University Hill Commercial District. Together, the Parties shall seek to ensure a coordinated design approach that respects the CCH's visual and functional connection to the University campus and its role as an university affiliated CCH, while also ensuring a strong relationship to the surrounding neighborhood context and the facility's relationship to the larger community.