



Item Number 4

Information for Meeting of the Superior Planning Commission

Agenda Item Name: Economic Development Update Presentation and Discussion

Meeting Date: October 21, 2025

Presented by: Ellen Robertson, Economic Development Manager

Presented for: Presentation and Discussion

BACKGROUND

Ellen Robertson, Economic Development Manager, will be providing the Planning Commission with an update on economic development activities related to the Town of Superior. The Town continues to contract with Better City and the Superior Chamber of Commerce to assist the Economic Development Manager with economic development efforts. Items to be presented include Downtown Superior updates, Superior Growth Updates, and the Town's business website.

ATTACHMENTS

- October 2025 Economic Development Presentation

Economic Development Update

October 21, 2025



Agenda

- Introduction
- Downtown Superior
 - New Businesses
 - Development Updates
 - Misc. Updates
- Superior Growth
 - New Businesses
 - Other Developments
- Superior-business.org



Introduction

Economic Development Manager

Ellen Robertson, M. Econ

- Town of Superior - May 14, 2025
- Previous Experience:
 - City of Bloomington, IL
 - R1 Planning Council
 - Peace Corps, Albania
- Education:
 - Masters: Applied Economics
 - Bachelors: Economic Policy Analysis



Economic Development Manager

General Role & Responsibilities

- Business Retention & Expansion
- Business Attraction
- Tourism
- Strategic Planning
- Marketing & Advertising
- Regional Partnerships

Specific to Local Businesses

- Point of Contact
- Business Support
 - Programming
 - Consumer Attraction
 - Internal Advocate
- Resources
 - Data
 - Education
 - Financial

Downtown Superior Updates

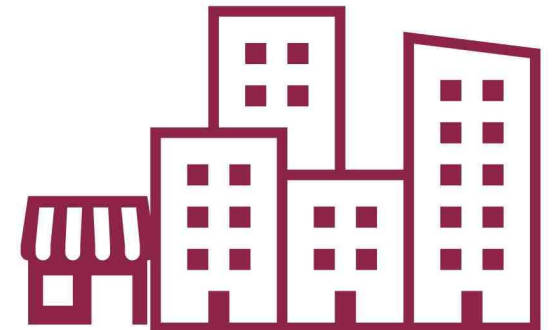
New Businesses

New in 2025

- Bare Hair Removal
- The Raw Pet Company
- Innana Creations
- Studio Pilates
- Menchie's Frozen Yogurt
- Paul's Coffee & Tea
- Kenn Shui Interior Design

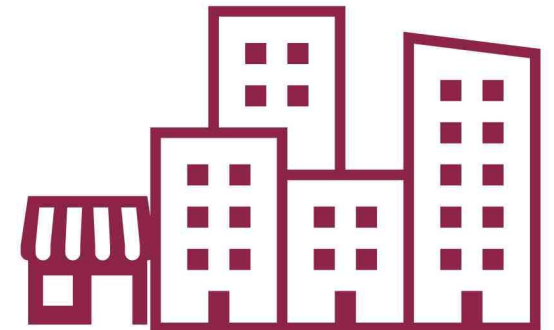
Upcoming

- Flower Shop
- Hair Salon
- bb.q Chicken

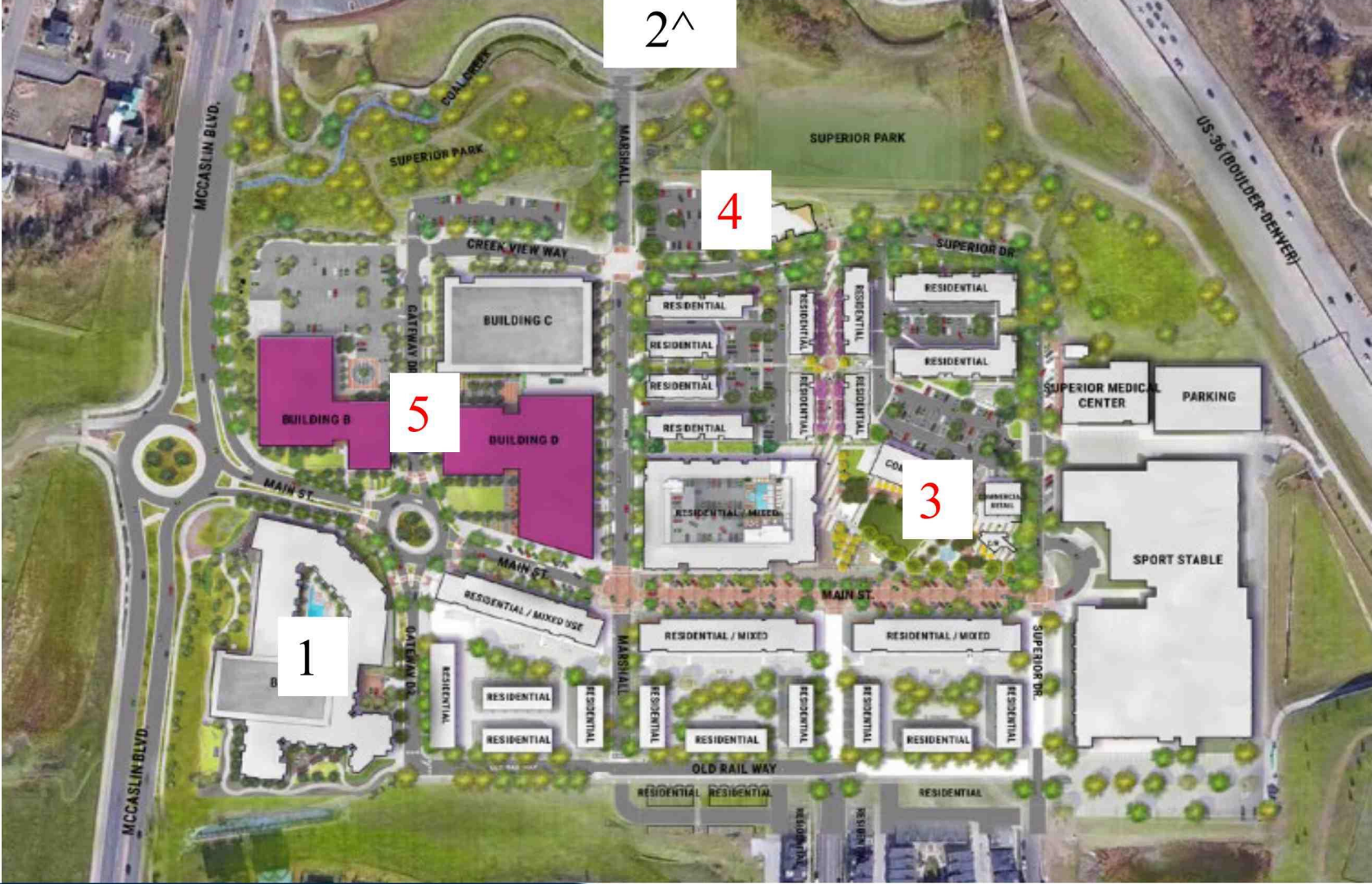


Previously Opened Businesses

- Main Street
 - Boulder Baked
 - Halcyon Mind+Body
 - Krak Boba
 - Colorado Carbon Bicycles
- Tesla
- Blue Sport Stable
 - Floyd's 99 Barbershop
 - Healios Laser Therapy
 - Impact Sports Performance
 - Little Riders & Impact Kids
 - The Stable Bar and Grill
 - Blue Sport Stable
- Superior Medical Center
 - Boulder Community Hospital/Northwest Family Medicine
 - Branin Center for Dentistry
 - Cornerstone Orthopedics
 - Intermountain Health – Superior Clinic
 - Touchstone Imaging
 - United Urology Group



Downtown Superior - Developments



Downtown Superior – Developments

- Alta Flatirons
 - Mixed-use development
 - 251 units
 - Studio, one- and two-bedroom
 - Additional commercial space along Main Street
 - Construction started in May 2025
 - Slated for completion in Spring 2027



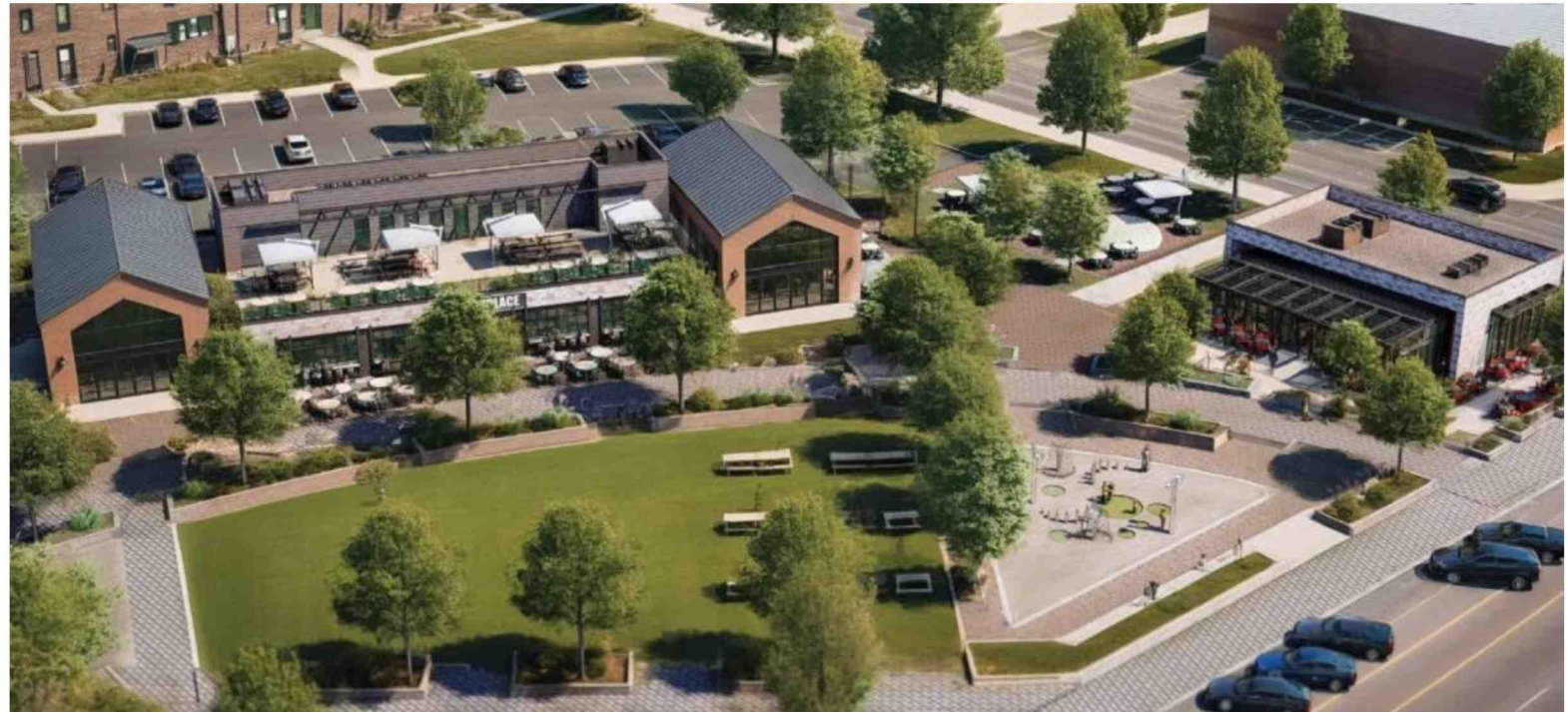
Downtown Superior – Developments

- Hyatt Studios
 - A 57,972 sq ft, four-story extended stay hotel
 - 114 rooms
 - Construction started in September 2025
 - Slated for completion in Spring 2027



Downtown Superior – Developments

- Food Hall
 - Proposed 2-story food hall
 - Four rotating food bays and open dining
 - Rooftop dining area
 - Nearby lot will host a 2,400 sq ft wood-fire pizza bar



Downtown Superior – Developments

- Bigsby's Folly Craft Winery and Restaurant
 - Proposed 7,500 sq ft event-focused restaurant and winery
 - Original location in Denver



Downtown Superior – Developments

- Coal Creek Innovation Park
 - Proposed 287,000 sq ft office campus
 - Fully furnished lab suites
 - 100% outdoor air return in the labs, generator backup, and expanded electrical load
 - Currently pre-leasing



Winter Festival – December 13, 1p-5p

Downtown Superior Misc.

- Downtown Superior Newsletter
- Civic Space Open
- State of Superior Event
 - October 29
 - 6p-8p
 - Civic Space



The poster features a blue background with white snowflake patterns. At the top, a snowman wearing a blue hat and scarf stands next to a large white snowflake. Below this, the word "WINTER" is written in large, bold, white capital letters, with "Festival" in a smaller, blue, cursive font underneath. The text "Hosted by the Superior Chamber" is in a small, white, sans-serif font. Below that, "Celebrate the season in Downtown Superior!" is written in a bold, white, sans-serif font. The date "Saturday, December 13" is in a bold, white, sans-serif font. The location "Downtown Superior Plaza and Superior Civic Space | 2250 Main St." is in a smaller, white, sans-serif font. Two vertical white lines separate the event times: "Superior Stocking Run 10 a.m." on the left and "Festival and live entertainment 1 to 5 p.m." on the right. At the bottom, there are three small images: a group of people running, a reindeer, and a group of people in winter gear. Below the images, there are two columns of event activities in a white, sans-serif font.

WINTER
Festival

Hosted by the Superior Chamber
**Celebrate the season in
Downtown Superior!**

Saturday, December 13
Downtown Superior Plaza and Superior Civic Space | 2250 Main St.

**Superior
Stocking Run**
10 a.m.

**Festival and live
entertainment**
1 to 5 p.m.

• Skate with Santa
• Carriage rides
• Photos with Santa
and the Grinch
• Live reindeer

• Crafters market
• Holiday art and crafts
• Food, drinks and sweet treats
• Live music
• Town's annual lighting ceremony

Superior Growth

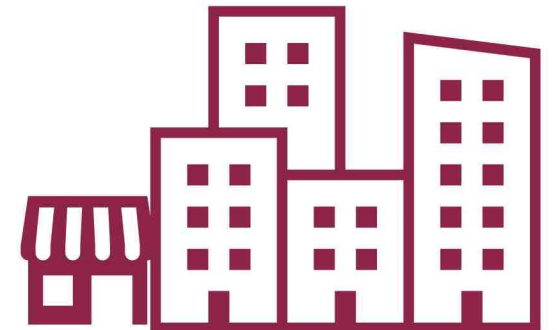
New Businesses

New in 2025

- Barnes & Noble
- Waxing the City
- CBArts
- TRAEL Fine Jewelry
- Twisted Stiches
- Cedar & Sage Day Spa
- InBank

Upcoming

- High Point Chiropractic
- Lindora Weight Loss + Wellness



Other Developments

- Regional Connections
 - Hub for Health
 - US 36 Collaborative
- Shop Superior
- Sundance Preparations
- Shop Local, Superior



Superior-business.org

Superior-business.org - [Link](#)

- Business Resources
 - Finance Resources
 - Business Development
 - Networking
 - Workforce Development
- Data Page

Superior's Business Support Program

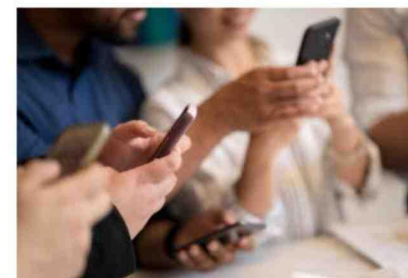
Whether you are looking to grow, navigate challenges, or connect with new resources, the Town of Superior is here to help. Through the Business Support Program, we offer hands-on assistance tailored to your business goals. This includes one-on-one meetings and informal consultations with local business owners like yours.



Schedule a Meeting

Do you own or manage a business in the Town of Superior? Let's talk about your business needs and plans. Schedule a Business Check-In Meeting with Ellen!

[Click Here](#)



Social Media Request

Want to promote your grand opening or other major event on the Town's social media? Fill out this form to request a social media spotlight.

[Click Here](#)



Financial Resources

Learn more about financial resources available to business owners of new and existing businesses in the Town of Superior.

[Click Here](#)

Ellen Robertson, M. Econ
Economic Development Manager

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**Agenda
Planning Commission
Regular Meeting
October 21, 2025
6:00 P.M.
Superior Town Hall
124 E. Coal Creek Drive**

This meeting will be held in person and online. Members of the public may participate in the [meeting via Zoom](#) or [view the meeting on YouTube](#) (closed captioning available). The recording of the meeting will be made available after the meeting on [YouTube](#) and at [SuperiorColorado.gov](#)

1. Call to Order a regular meeting of the Planning Commission
2. Preliminary Matters
 - a. Roll Call
Public Comment (limit 5 minutes/person)
3. Approval of Minutes of Planning Commission
 - a. September 16, 2025
4. Economic Development Update
5. Updates
6. Adjourn



PLANNING COMMISSION MEETING MINUTES

**Regular Meeting
September 16th, 2025
Town Hall, 124 E. Coal Creek Drive
6:00 p.m.**

1. CALL TO ORDER A REGULAR MEETING OF THE PLANNING COMMISSION

Chair David Harper called the meeting to order at 6:00PM

2. PRELIMINARY MATTERS

a. ROLL CALL

Present: Chair David Harper
Vice Chair Lonny Rose
Commissioner Amanda Vaughan
Commissioner Ryan Mojo
Commissioner David Gross
Commissioner Anne Shanahan

Absent: Commissioner Steve Witte
Commissioner Michael Barnes
Commissioner Michael Gordon

Others Present: Renae Stavros, Planning and Building Director
Bria May, Town Attorney's Office

b. PUBLIC COMMENT ON CONSENT AGENDA AND NON-AGENDA ITEMS

None

3. APPROVAL OF MINUTES OF PLANNING COMMISSION

a. August 19th, 2025 MEETING MINUTES

MOTION: Commissioner Ryan Mojo moved to approve August 19th, 2025 Meeting Minutes, Seconded by Commissioner Amanda Vaughan

VOTE: Motion carried 6-0

AYES: Chair David Harper, Vice Chair Lonny Rose, Commissioner Amanda Vaughan, Commissioner Ryan Mojo, Commissioner David Gross, Commissioner Anne Shanahan

NOES: None

4. PUBLIC HEARING: APPLICATION TO REZONE LOTS 1-2, BLOCK 2 AND LOTS 1-2, BLOCK 7 OF MINKS ADDITION TO M-U

- a. Renae Stavros from the Town's Planning Department introduces an Application from Simkus Development, LLC, to Rezone Lots 1-2, Block 2 and Lots 1-2, Block 7 of Minks Addition to M-U
- b. Scott Simkus of Simkus Development, LLC, gave a presentation about concept ideas for Lots 1-2, Block 2 and Lots 1-2, Block 7 of Minks Addition
 - i. Questions and Comments from Commissioners

MOTION: Vice Chair Lonny Rose moved to recommend approval of the Application to Rezone Lots 1-2, Block 2 and Lots 1-2, Block 7 of Minks Addition to M-U, Seconded by Commissioner Ryan Mojo

VOTE: Motion carried 4-2

AYES: Commissioner Amanda Vaughan, Commissioner Ryan Mojo, Commissioner David Gross, Commissioner Anne Shanahan

NOES: Chair David Harper, Vice Chair Lonny Rose

5. PUBLIC HEARING: APPLICATION TO REZONE TOWN 15 TO OS-R

- a. Item canceled

6. PLANNING AND BUILDING UPDATES

- a. Draft Plan (to PC)
- b. Public Engagement – Open House #2, October 23rd at the Community Center
- c. Final Plan (Recommendation)

7. ADJOURNMENT

Chair David Harper adjourned meeting at 8:15PM



PLANNING COMMISSION MEETING MINUTES

**Regular Meeting
October 21st, 2025
Town Hall, 124 E. Coal Creek Drive
6:00 p.m.**

1. CALL TO ORDER A REGULAR MEETING OF THE PLANNING COMMISSION

Chair David Harper called the meeting to order at 6:00PM

2. PRELIMINARY MATTERS

a. ROLL CALL

Present: Chair David Harper
Vice Chair Lonny Rose
Commissioner Amanda Vaughan
Commissioner Steve Witte
Commissioner Michael Barnes
Commissioner Michael Gordon
Commissioner Ryan Mojo
Commissioner David Gross
Commissioner Anne Shanahan

Absent: None

Others Present: Geoffrey Weathers, Planner II
Bria May, Town Attorney's Office

b. PUBLIC COMMENT ON CONSENT AGENDA AND NON-AGENDA ITEMS

None

3. APPROVAL OF MINUTES OF PLANNING COMMISSION

a. September 16th, 2025 MEETING MINUTES

MOTION: Vice Chair Lonny Rose moved to approve September 16th, 2025 Meeting Minutes, Seconded by Commissioner Ryan Mojo

VOTE: Motion carried 7-0

AYES: Chair David Harper, Vice Chair Lonny Rose, Commissioner Amanda Vaughan, Commissioner Michael Barnes, Commissioner Ryan Mojo, Commissioner David Gross, Commissioner Anne Shanahan

NOES: None

ABSTAIN: Commissioner Steve Witte, Commissioner Michael Gordon

4. Economic Development Update

- a. Ellen Robertson, the Town's Economic Development Manager, gives an update on economic development occurring throughout the Town. Several new businesses have moved in across Downtown Superior and Superior Marketplace, while several other projects have been proposed. A number of large regional projects are in the works and Superior will/may be involved.

5. PLANNING AND BUILDING UPDATES

- a. Public Engagement – Open House #2, October 23rd at the Community Center
- b. Public Engagement – Survey #2, after Open House #2

6. ADJOURNMENT

Chair David Harper adjourned meeting at 7:10PM



Item Number 4

Information for Meeting of the Superior Town Council

Agenda Item Name: Consideration of an Ordinance Rezoning Lots 1-2, Block 2 and Lots 1-2, Block 7 of Minks Addition to Mixed-Use (M-U)

Meeting Date: Monday, October 27, 2025

Presented by: Matt Magley, Town Manager
Renaë Stavros, Planning and Building Director
Geoffrey Weathers, Planner II

Presented for: Action

Item: Rezoning Application

Case No. RZN-2025-03

Applicant: Scott Simkus – Simkus Development, LLC

Existing Zoning: Community Business (B-C) and Low Density Residential (R-L)

Location: Lots 1-2, Block 2 and Lots 1-2, Block 7 of Minks Addition

Request: Rezone to Mixed-Use (M-U)

VICINITY MAP



SUMMARY

On behalf of Simkus Development, LLC, the applicant, Scott Simkus, requests approval to rezone Lots 1-2, Block 2 and Lots 1-2, Block 7 of Minks Addition in Original Town Superior from B-C and R-L (respectively) to Mixed-Use (M-U).

BACKGROUND

Location

The subject Lots comprise approximately 28,000 SF (.64 acres) and are located between Maple St and Coal Creek Dr at 1st Ave. Together, the combined Lots make up the eastern third of the block, the remainder of which constitutes Asti Park. The property provides excellent access to transportation, services, and amenities, being situated one block to the west of the intersection of Marshall Rd and McCaslin Blvd, less than a quarter mile from the Superior Marketplace shopping center, less than a half mile from the RTD Park and Ride, and less than a half mile from the Plaza in Downtown Superior.

Existing Land Use and Zoning on Subject Lots

Each of the subject lots have an area of roughly 7,000 sf (50' x 140') as originally platted in 1913 with the establishment of Mink's Addition. Prior to the Marshall Fire, a single residence was located on Lots 1-2, Block 2, while Lots 1-2, Block 7 were vacant. At present, all four subject Lots are vacant.

Currently, the subject Lots 1-2 Block 2 are zoned Community Business (B-C), and subject Lots 1-2 Block 7 are zoned Low Density Residential (R-L). According to Town Code, the B-C Zone District is intended to accommodate commercial development on a scale that is less intensive than that permitted in the Regional (B-R) District, including retail sales and personal services. Examples of permitted uses in the B-C District include commercial retail, professional office, dental medical clinics, family care homes, and retail marijuana stores. The R-L District is intended to accommodate single-unit residences at low densities. Other than single unit dwellings, the R-L District permits uses such as parks and recreational facilities, public schools, day care homes, family care homes, home occupations, and safe houses.

Adjacent Land Use and Zoning

The existing land uses adjacent to the subject Lots include a gas station and vacant commercial lots to the east, a public park to the west, a commercial shopping center to the north, and single unit homes to the south. Other uses in the vicinity include government offices and a car dealership.

The subject Lots are located in the predominately residential neighborhood of Original Town. The Zone Districts in this area include Low and Medium Density Residential (R-L, R-M), Open Space Recreational (OS-R), as well as the Marketplace and Superior Town Center Planned Developments (PDs).



Figure 1: Zone Districts in and adjacent to Original Town

Proposed Zoning on the Subject Lots

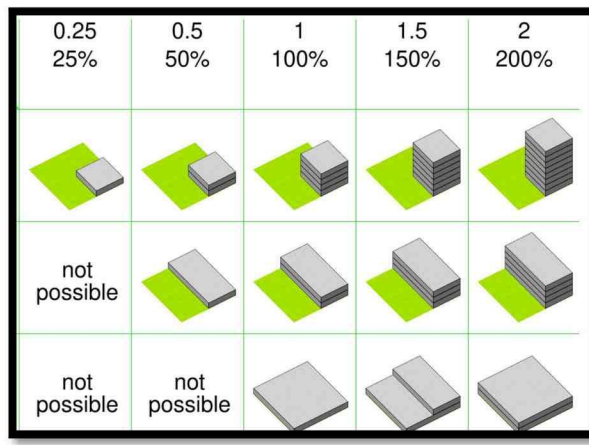
The application proposes to rezone Lots 1-2, Block 2 and Lots 1-2, Block 7 of Mink Addition in Original Town Superior to Mixed-Use (M-U). The M-U Zone District is intended to provide for residential, retail, office, and open space uses within a planned area, including Multi-unit or single-unit uses in close proximity to retail or office uses, and to promote compact development, pedestrian circulation and integration, efficient vehicular access to centralized parking and pedestrian scale development. The different uses provided may be mixed horizontally (next to one another) or vertically (stacked on top of one another).

Permitted uses in the M-U Zone include retail, restaurants, professional offices, hotel, dental and medical clinics, public government facilities, apartments in conjunction with businesses, child care centers, and single-unit detached dwellings.

Comparison of Development Standards by Zone District

	R-L	R-M	B-C	M-U
Minimum Lot Area	7,000 sf	6,000 sf	6,000 sf	Residential only 6,000 Not exclusively residential 3,125 sf
Max Height	32' (2- stories)	32' (2-stories)	40' (4-stories)	40' (3-stories) 32' for single-unit detached
Max Floor Area Ratio*	NA	NA	Commercial – .5 Residential – NA Mixed – NA	Commercial – 1.5 Residential – .5 Mixed – 2.0
Front Setback	15' home 20' garage	15' home 20' garage	25'	15'
Side Setback	5' interior 8' street/alley	5' single-unit 10' multi-unit	10'-25' (plus 1' for each 2' over 25' tall)	0'

		8' street/alley		(provided 5' between structures)
Rear Setback	20' principal 8' accessory	20' principal 8' accessory	25'	25'
Minimum Parking	≤ 1 BR – 1.5 2 BR – 2 3 BR – 3 4 BR – 3.5	≤ 1 BR – 1.5 2 BR – 2 3 BR – 3 4 BR – 3.5	Varies by use	Varies by use



*

Figure 2: Floor Area Ratio (FAR) - see Wikipedia.org

Development Review Process

The Town requires Site Development Plan (SDP) approval prior to any development for all use types except for Single-unit detached and duplex residences as well as their accessory uses constructed or placed on zoned lots allowing these uses. The SDP process entails review and comment at a public hearing of the Planning Commission as well as approval at a public hearing of the Town Council.

A traffic study, parking plan, and assessment of system development fees will be required at later stages of development of the subject lots once specific uses and design features have been determined.

Residential Character Street

[Sec. 16-20-40. - Original Superior](#) of the Municipal Code is ambiguous as to whether or not properties in Original Town can be rezoned to Mixed-Use (M-U), particularly if they are currently zoned residential. For instance, on the one hand the Part (2) states that “Uses other than single-family residential adjacent to or within Original Superior may only rezone to the Residential Character Street (RCS) District or use this District’s design standards as a starting point for any PD land use negotiation,” while Part (3) contemplates conditions for rezoning single-unit detached to allow higher density residential or nonresidential uses. It stands to reason that the Code would not need to include this provision in Part (3) if non-single-unit zoning was precluded by Part (2). Since it is unclear how this section of code is meant to be implemented, it seems consistent with the spirit of the code to protect the residential character of Original Town to incorporate mixed-use zoning as a buffer where existing residential uses and zoning transition to existing commercial uses and zoning.



Figure 3: Ground-level view from NE Corner of 102 Maple St

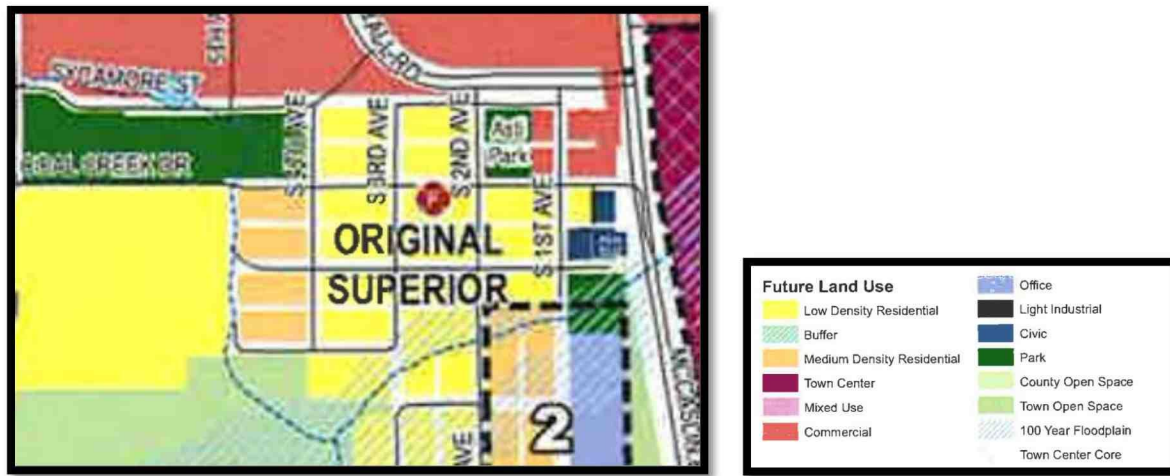
STAFF ANALYSIS

[Section 16-7-30 \(b\)](#) defines the criteria for rezoning: “The Town shall consider whether the proposed rezoning furthers the goals and policies of the Comprehensive Plan, and any other appropriate approved plans. In particular, the Town shall consider whether the adoption of the proposed amendment or rezoning would necessitate a Comprehensive Plan amendment.”

Staff finds that the application satisfies the Municipal Code criteria insofar as the rezoning of the subject lots furthers several goals and policies found in the 2012 [2012 Comprehensive Plan](#), including:

Community Framework and Land Use Plan

The future land use map recommends the subject lots for Commercial use. This is consistent with the rezoning of the lots to M-U which would allow a mix of commercial and residential uses.



Goal 4.1: Provide a Balanced Mix of Land Uses

Ensure a balanced mix of land uses that maintains and enhances Superior's identity as a diversified community— offering a variety of housing and employment options, commercial services, and civic facilities to meet the needs of existing and future residents, and business and property owners.

Policy 4.2.a: Varied Housing Options

Provide for a mix of attached and detached residential housing types at varied densities and price ranges to accommodate residents of all ages. Ensure densities are compatible with established adjacent land uses, transportation networks, and recreational opportunities.

Goal 4.5 Maintain the Character of Original Town

Maintain and strengthen Original Superior to preserve the neighborhood character by promoting human scale and pedestrian-oriented development within the larger community.

Policy 4.5a: Protect Existing Residential Uses

Protect Original Superior from conflicting or changing land uses. However, do not preclude rezoning proposals that propose to integrate new land uses into the area in a manner that protects the remaining existing residential use. Such techniques include, but are not limited to, drawing redevelopment lines at alleys and not between face blocks. New developments in the vicinity shall: (1) Acknowledge and use traditional setbacks, building orientation, building mass, and roof form; and (2) Avoid pass-through or out of neighborhood traffic through Original Superior.

PLANNING COMMISSION RECOMMENDATION:

On September 16, 2025, a Public Hearing was held by the Planning Commission to consider the application to rezone Lots 1-2, Block 2 and Lots 1-2, Block 7 of Mink Addition in Original Town Superior to Mixed-Use (M-U). Planning Commissioners received presentations from Town staff and the applicant prior to discussing the application. No public comment was offered for the application. Ultimately, the Commission voted 4-2 in favor of recommending approval of the application. The dissenting Commissioners expressed reservations about the application due to a lack of detailed information about the final development concept.

RECOMMENDATION:

If the Town Council finds the application meets the criteria for rezoning, staff has included an Ordinance to approve the application and rezone Lots 1-2, Block 2 and Lots 1-2, Block 7 of Mink Addition in Original Town Superior to Mixed-Use (M-U).

ATTACHMENTS:

- Ordinance
- PC Resolution
- Project Narrative
- Rezoning Map
- TOS Presentation
- Applicant Presentation