



The Bold Magazine

on the hill

ABBY WRIGHT

**BOVA'S AND COSMO'S
ON THE HILL: GONE BUT
NEVER
FORGOTTEN**

CAYDEN STICE

**BOULDER'S UNIVERSITY
HILL: A LIVELY HISTORY**

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Bova's and Cosmo's on The Hill: Gone but Never

Forgotten
Abby Wright



Editors' Note

Over 30,000 undergraduate students call the University of Colorado Boulder home. Whether that be on campus or in nearby areas, Boulder holds a special place in many students', faculty and alumni's hearts. Arguably, the University would not be the same without the iconic area known as The University Hill.

Filled with small businesses, locally owned restaurants and a distinct sense of community, The Hill is quite charming. It's been an institution that has brought the City of Boulder thousands of dollars annually for decades. It's been a cultural home to historical restaurants like The Sink and eclectic businesses like Metamorphosis Tattoo Parlor. For generations of CU students, The Hill has provided a community for those in need of a quick

study break coffee, a lifelong addition to a record collection and an away-game-viewing location.

Part of what makes The Hill so iconic is the block sandwiched between Pleasant St. and University Ave. Students flock to eat at restaurants and spend time together at this conveniently located hub. Cosmos and Bovas are household names, the laundromat cleaned job interview clothing, drunken half-memories and sober bites were shared on this corner.

This past month, we said farewell to a handful of businesses on the block that are going to be replaced by a hotel. Many moved, while some closed permanently. One thing is certain: The Hill that we all know and love will never be the same.

To memorialize the historic corner closures, our staff writers collaborated across three verticals to develop a magazine edition to encompass what The Hill once was and what it will be now. Many of us have personal connections to the establishments that are leaving The Hill.

Thank you to all of the local businesses who participated in interviews, we look forward to further discussions with the artitecture companies as construction begins later this year.

This edition titled "On The Hill" resembles an investigative time capsule, portraying the true intentions behind the hotel project and telling the stories of those who occupied this space in the process. Our staff writers worked diligently to tell stories about this iconic area that we hope will continue to be told despite the changes in our beloved community. We hope this magazine edition will cement the moments and memories that were made here.

In this case, we may not have known what we had until it was gone.

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BOULDER'S UNIVERSITY HILL: A LIVELY STORY

By Cayden Stice



For decades, Boulder's University Hill has served as the off-campus social hub for the University of Colorado Boulder. In its history, The Hill, as students and the community commonly refer to it, has been the sight of many a first date, a wild night out and lifelong memories for those who have entered the many houses and businesses on it.

As one observer, Nancy Rasmussen, wrote in 1973, "The Hill is still the center of activity with its rushing blend of sounds and motion." Rasmussen also wrote about the many changes on The Hill from last she had seen it: an evolution of business and new memories for younger generations of CU students.

In that same vein of The Hill being a place

of memories, the district has also been a centripetal force of activism in Boulder. Throughout the 1960s and 1970s, student activists conducted frequent protests and riots on The Hill, lamenting issues of local politics to the national frustration against the Vietnam War. One incident by antiwar activists in 1971 led to over \$50,000 in damages against businesses on The Hill, casting Boulder and CU in the national spotlight.

Only in March of this year, that complicated history of The Hill came back to light, at a spring party that resulted in mass property damage and national tsk-tsking. Similar to previous decades, the City and University again took on the task of how to change the reputation of the district (including in 2002, banning couches from front porches to prevent any more street blazes).

Through its generational history, for better and for worse, The Hill is a staple to Boulder culture. At 1325 Broadway, once home to homely establishments including Cosmo's pizza, Dot's Diner, the No Name Bar, among others, the physical memory of a past generation is now coming to a close. As that building is demolished to make way for a modern hotel, change is once again upon The Hill. As Boulder moves for a more polished look to the rowdy area, this package explores what is left behind in this 2021 evolution.

Photo of the old building that is now home to The Sink, courtesy of Carnegie Libraries

THE REVITALIZATION OF THE HILL

By Michaela Herbst

In the Fall of 2021, The Hill will undergo an exciting transformation. According to Nichols Partnership, a real estate development company, The Hill Hotel will be located at the corner of Broadway Street and University Avenue in Boulder, Colorado. Trestle Strategy Group, Nichols Partnership and Shears Adkins Rockmore Architects are working together on this project to bring the Hill Hotel to life in hopes of revitalizing the community.

“The surrounding elements of this building will define an active community realm of plazas, landscape, local retail, and a sense of place for all generations,” wrote Shears Adkins Rockmore, The Nichols Partnership and BMC Investments. “Building and plaza, inside and outside, a spirit of place; a meaningful gathering place which will capture the essence of The Hill.”

The Hill Hotel will provide many unique amenities including the lower plaza, upper plaza and “The Neighborhood Living Room.” The lower plaza will be used for events and the upper plaza is “for markets, art festivals, food trucks and music,” wrote Shears Adkins Rockmore, The Nichols Partnership and BMC Investments. “The Neighborhood Living Room” will be The Hill Hotel’s lobby which will create an aesthetically pleasing feel of nature as it will have a “biophilic design” including several windows and a fireplace.

The University of Colorado Boulder on-campus hotel and conference center will be built across the street from The Hill

Hotel which will allow people numerous opportunities. Joshua Lindenstein, the assistant director and spokesperson for Strategic Relations and Communications at CU Boulder discussed how the conference center would benefit the Boulder community.

“The on-campus conference center, which will be the first of its size in Boulder County, will create a venue for large and prominent academic, research and other conferences and events in support of the university mission,” says Lindenstein. “This project reflects a unique partnership between CU Boulder and the City of Boulder to bring a conference facility of this size to the city for the benefit of the university, business, nonprofits and other organizations.”

According to Lindenstein, the university hopes to host academic, research, business and other types of conferences. He said that the conference center will allow for an influx of university faculty and student events.

“The on-campus hotel will provide visitors to our campus—conference attendees, scholars, parents and families for family weekend and commencement, alumni during Homecoming, prospective students and their families, athletic event attendees, BolderBoulder runners, etc.—a place to stay right on campus,” said Lindenstein.

The Hill Hotel, the on-campus hotel and conference center will be an exciting revitalization for the Boulder community.



All photos by Megan Goldin

DEMOLITION WILL BRING DEVESTATION TO THE HILL: WHAT'S NEXT?

By Megan Goldin

Walking along Broadway from College Ave. to University Ave. you pass many iconic businesses that make up The Hill. These storefronts are essential to the University of Colorado Boulder students' experiences. They have supported students' late night cravings and post-football game meals for years. Yet, there is disregard for these primely located, renowned businesses as money and aesthetics weigh stronger in the minds of the Boulder City Council.

Back in 2015, the council approved a Hill Reinvestment Strategy. Its goal was to restore the commercial area to aid in

year-round vitality. The 7,000 square feet of commercial space on Broadway and University was the main target. Their solution: a 200-room hotel.

Five years after the hotel's original proposal, the City of Boulder's Planning Board approved the project. At the end of October 2021, businesses in the lot were forced to move or close as demolition will begin by the end of the year.

While the fight to stop this construction is coming to an end, a bigger issue is at hand. The City Council is adamant about the need to beautify and modernize The

Hill. However, this is simply not in the best interest of the community and environment that makes up this historic area.

This corner has been an integral part of CU culture for decades. Bova's Market and Grill has occupied this easily accessible location for 35 years and Cosmo's Pizza for 20. At this point, these businesses are more than just storefronts. They contribute to what it means to be a student here at CU. Dipping a warm piece of pizza larger than your head into a cup of Cosmo's spicy ranch is an unmatched feeling of happiness central to a Boulder student's experience.

These local businesses have thrived off of the student foot traffic and are now forced to move to locations off the beaten path. No longer will students be walking home at night and stop in for a bite to eat, which will surely take a toll on revenue; a truly devastating reality for many.

"Bova's served me a source of consistency and support. Now that they have taken our beloved bodega away, I fear I have no resource for comfort and delicious eats" says senior Owen Grace.

Bova's served me a source of consistency and support. Now that they have taken our beloved bodega away, I fear I have no resource for comfort and delicious eats

A study published in the Journal of Marketing For Higher Education found that student centeredness, and campus climate were two of the three major factors that affected student retention. Both of

which are felt when biting into a 'Brandon' sandwich and chatting with Chef Rueben from Bova's. However, the city is making changes without valuing these student experiences. It can begin to affect enrollment.

Nonetheless, the University is echoing the city's transformations. Just across the street from The Hill hotel, at Grandview Avenue and Broadway, an additional on-campus conference center and separate 250-room hotel will be built by CU.

Neither of these gentrification projects will bring in herds of visitors that will appreciate the homely simplicity of The Hill. The high-profile events that CU Boulder says it hopes to attract with their projects will most likely have attendees flocking to the higher-end area of Pearl Street.

The Hill has one of the highest building vacancy rates in the city, according to KGNU news. This is an important issue, but there are other options besides hotels. An article in Forbes notes that 68% of the money spent in small, local businesses stays in the community. Therefore, if the council's true focus is on revitalizing The Hill, then supporting the existing small businesses in the area and studying the turnover rates to get to the bottom of the issue could be a great first step.

Even Boulder Councilman Mark Wallach said, "I am skeptical that this project will revitalize the rest of the Hill," not convinced that The Hill hotel will provide the business proposed by the building team either,



according to Boulder's KGNU news.

I agree with Wallach's concern. How do they expect to competitively price their rooms or attract business when they're located in a rowdy, student-dense area? On top of that, in the interim, having construction right along one of the busiest streets in Boulder will surely be problematic. Blocking off one of two lanes and the sidewalk will make commuting through that area a disaster, possibly even deterring more people from visiting the hill.

We must come together and be vigilant of further revitalization projects. People of power, who are out of touch with student experiences, do not understand how their money-based decisions will affect the community's wellbeing and continued allure of Boulder.

"It will be a new world up here in a few years," Mark Heinritz, an owner at the Sink, admits in an interview with the Daily Camera.

The deep rooted, distinctive energy and environment that has been cultivated by generations of CU students and the Boulder community is at risk. If they took Cosmo's and Bovas, two dedicated and integral parts of student life, and many other long-standing businesses on that corner, anything could be next. When will we take a stand?

STAFF SPOTLIGHT

We are grateful to have a team of writers and contributors who work tirelessly to make The Bold the best it can be. Two staff members who went above and beyond this month are:

NATHAN THOMPSON



“Nathan has been a great asset to our team, he is always willing to help however he can. His photography of news, portraits and sports has benefitted every vertical of The Bold and I'm grateful to have an energetic and talented photographer helping us out. All of the 'Shots of the Month' featured in this edition are taken by him.”

Lauren Irwin
Editor-in-Chief

TREY FUSSELL



“Trey took the lead in covering our first concert of the school year and I was impressed by his tenacious coverage style which emphasized his knowledge of music and passion for his subjects. More coverage is to come from Trey in the future and I can't wait to see the work he does,”

Lizzie Weiler
Arts and Entertainment Editor

Photos provided by Nathan Thompson
and Trey Fussell

BOULDER FIXTURES RELOCATE AS THE HILL HOTEL TAKES THEIR PLACE

By Marissa Lapointe

To name just a few, Cosmo's Pizza, Bova's Market, Santiago's burritos and Dot's Dinner have been staples for CU students. So many of us have fond memories of going to Cosmos for a late night slice of pizza—with spicy ranch of course—or to Bova's to get their infamous Brandon. With the building of the new hotel on The Hill, we have had to say goodbye to some of our favorite places, and the memories we made there, but not all will be gone for good.

Despite the success of some of Boulder's favorite restaurants at the University Hill Plaza, these businesses have struggled in comparison to other commercial areas--such as the Pearl Street Mall in Boulder--in part due to the vacancy rates and occupancy costs on the Hill being the highest in the city. While the hotel is taking up their spaces on The Hill, these restaurants are not getting left behind.

According to the Boulder Daily Camera, in July, the Boulder City Council approved relocation assistance funds provided by Nicols Partnership—the hotel development group—of \$200,000. This money has been dispersed to the occupants of the University Hill Plaza that have been pushed out and displaced.

According to the Boulder Daily Camera, a document from the Boulder City Council

states that three restaurants located in the plaza opted out of the relocation-assistance plan. However, many other places have relocated on The Hill and others have moved to other areas of the city.

While it is not known where many of the restaurants are relocating, the new locations of just a few have been released.

The Fitter is one of four occupants that have signed leaseases elsewhere on The Hill. Their new home will be at 1121 13th Street.

Bentoria is now located in the Hilltop Food Court at 1310 College Ave.

Much of the success of The Hill's resturants, bars, shops, etc. comes from the support of students. It is no coincidence that Bova's market has been in business on The Hill for over 30 years.

The document from the Boulder City Council also states that four occupants that have been displaced would like to remain in Boulder, but not necessarily on The Hill, and are working to negotiate a comparable price to what they were paying at the plaza.



Photos by Kevin Wu

One of these four is Bovas's Market. They have relocated to the corner of 28th Street Frontage Road and Colorado. According to their Facebook page, they will be reopening at the beginning of 2022. Another is You and Me Noodle House, which has relocated to 2850 Iris Avenue.

Another student favorite, Roxie's Tacos has plans to reopen in June of 2022 but the location is still unknown to the public.

Additionally, it states that three previous University Hill Plaza occupants have additional locations in Boulder with no plan to reopen another. Cosmo's Pizza falls into this group, as they have other locations in Boulder and across the state. If students want to make the trek over to Will Vill, they have a location just across the street at 659 30th Street.

As for the status of others, the Boulder City Council has stated that three are hoping to remain on The Hill and are in discussion



with property owners in the district to grab the remaining spaces available. Two could not find affordable spaces in Boulder and are looking to relocate to nearby communities. The names of these businesses have not been released.

While the CU community will see some of the plaza's fixtures relocate to other spots on The Hill, and they will likely remain successful, it is uncertain what the success rate will be of those moving off The Hill or to nearby communities. Much of the success of The Hill's restaurants, bars, shops, etc. comes from the support of students. It is no coincidence that Bova's market has been in business on The Hill for over 30 years. Likewise, Cosmo's was located on Broadway for 20 years.

Not only have many of these businesses lost their home on The Hill, but the students at CU, those present and past, are feeling the loss of their community as they know it.



All multimedia by Olivia Wolfe

GOODBYE BOVA'S: AN ODE TO LATE NIGHTS ON THE HILL

By Olivia Wolfe

If you know the University of Colorado Boulder, then you know The Hill. And if you know The Hill, then you know Bova's. The famous spot where students can grab a snack to go at one in the afternoon on the way to class or grab a gratifyingly greasy sandwich at midnight after a long night out.

But no matter what kind of customer you were, you were always welcome at Bova's.

Bova's Market and Grill is a family-run business that was founded in 2004. The Bova's name presides over both the market and grill, and also their house-made ice cream and frozen yogurt brand. The family has built a livelihood here on The Hill, and college students and loyal customers through the years have become their extended family.

It is safe to say that it is hard to see such a well-loved spot leave our side as neighbors on The Hill—along with many other businesses—for a hotel to take its place. But as saddening as this news is to hear, it is a plan that has been in the works for quite some time.

A petition on Change.org was started five years ago by a Lisa J. who was calling on the Boulder City Council to rethink their decision to tear down the shopping center that holds so many college-loved businesses—including Bova's. The petition got over 5,000 signatures, many of which came from loyal student customers who flooded the comment section with remorse for the businesses and their owners. But now, the area has been unanimously approved by the city for construction of the hotel and demolition is projected to start by the end of 2021.

But no matter what kind of customer you were, you were always welcome at Bova's

One of the women who worked regularly behind the counter had some emotional thoughts on the closing in an interview by our staff. Most of the frustration stems from these businesses not receiving contact from the owner of the shopping center, and furthermore, not even knowing who the owner is. When asked if she felt they were properly consulted by the people who want



to build the hotel, her response was, “not at all, it is crazy! I don’t like it because I don’t know why there needs to be a hotel on the hill, when we are here and should be here.”

Sunday October 10, 2021 was the last day that the beloved market had their doors open for customers. In the weeks

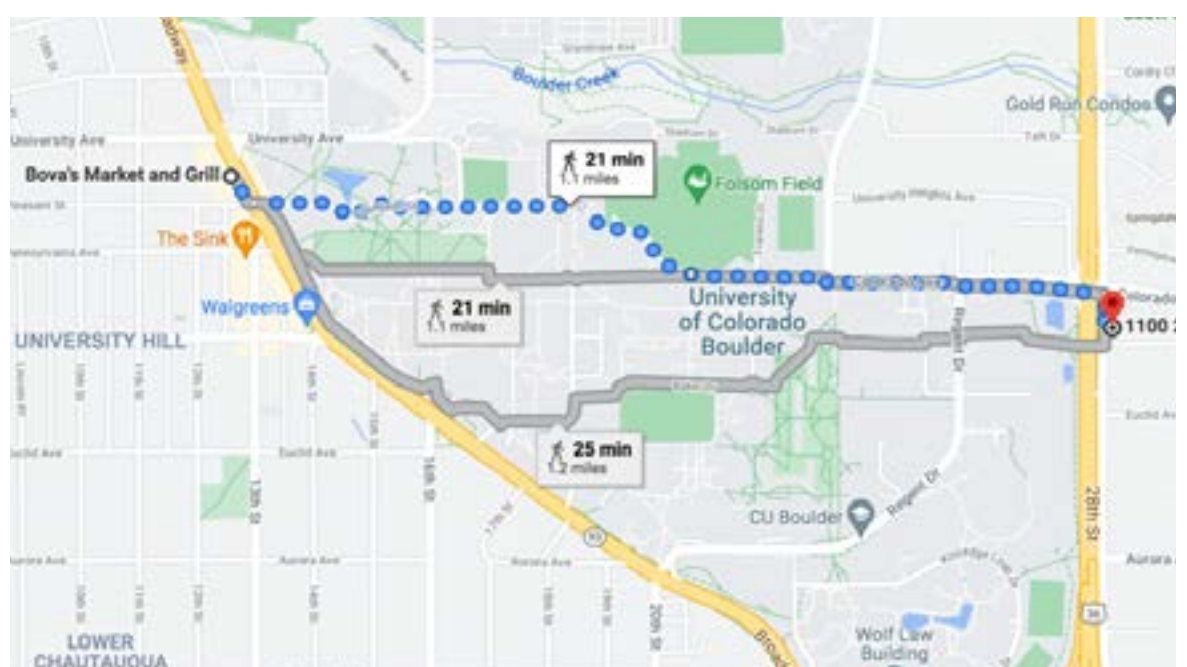
leading up to the closure, the shelves slowly watched their inventory dwindle down to a handful of power bars and soup cans. Walking into the increasingly empty store was like watching the house you grew up in packing up to leave—and taking all the Brandon sandwiches with it.

The closure of Bova's was bittersweet, as it has brought many fond memories to the minds of current CU students.

“I remember walking into Bova's after a recent game day and Reuben (one of the chefs at Bova's) was making ten signature Brandon sandwiches at once,” student Evie Costigan says. “You could see how happy Reuben was doing what he loves, and game day happiness was filling the store,” she says.

Another student, Jack Williams, shares that “Bova's was more than a store, it was a community. You make friends when you go in there, with the staff and with other kids. I think we are all going to miss having a place like Bova's on The Hill,” he says.

But luckily for Boulder, Bova's is moving just around the corner. In January 2022, Bova's Market and Grill plans to make its grand re-opening at 1100 28th Street Frontage Road. The new location sits close in proximity from recognizable places on





campus like the CU Events Center and the engineering school; a small detour for students walking through campus just craving that Bova's Special.

The market on the corner of University and Broadway always felt like a place that could never move. It was as much a part of The Hill as the students and customers who live there.

Going into Bova's is a rite of passage for incoming freshmen, and it is an unspoken foundation for student life on The Hill. With the unfortunate closing of a chapter for Bovas, we can only hope that their 28th Street location will bring the start to a new era of the same happy memories.

The market on the corner of University and Broadway always felt like a place that could never move. It was as much a part of The Hill as the students and customers who live there

SHOTS OF THE MONTH

By Nathan Thompson



Q
&
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Several small businesses have been directly affected or displaced by the introduction of The Hill Hotel. Each business has been impacted in different ways but they are all facing the repercussions of this monumental change to the Boulder community. We asked several of the business owners on The Hill about how they are handling this uncertain situation.

CHICKEN ON THE HILL

By Abby
Schirmacher

Q:Can you please state your full name and position?

A:My name is Long Lu, owner of Chicken On The Hill.

Q:How do you feel about The Hill Hotel project?

A:When I first heard of The Hill Project I felt extremely sad and confused. Sad because I grew to love my old spot and confused since I had no idea what my next step would be.

Q:What does the future for your business look like?

A:My business thankfully was able to find a newer and bigger location up The Hill. Which will be a big upgrade and I'm so excited for all my regulars to see it and love it as much as we do. It'll be located at 1119 13th St Boulder, CO.

Q:What will you miss the most about being located in this spot?

A:I will definitely miss many things about my old location, mainly being all my old neighbors. Sadly not many of them were able to find a new location in such a short amount of time, seeing them around will definitely be missed.



THE FITTER

By Erica
Venable

Q: Can you please state your full name and position?

A: Dane Stauder, salesman at The Fitter Smoke Shop.

Q: How do you feel about The Hill Hotel?

A: I've lived in Boulder for 20 years now, that's what I don't like, seeing all the change I guess.

Q: How is your new location at 1121 13th St?

A: It's definitely nice now that we know where we are. I wouldn't have envisioned that we liked this place so much compared to the other, and we do.

Q: Why didn't you like your old location?

A: The building was gross, our basement would flood. The City has all these problems

that they haven't even uncovered there. Water would pool down the Hill into our basement, it's going to be a lot of extra work.

Q: How do you think other businesses feel about this change?

A: I talked to the owner of The Fox and they were so for [the hotel] because they were like 'this is going to help us so much because people staying there can come to shows, if you see it from that point of view, it's a positive.

Q: The Hill is generally an area for students, how do you think a hotel will function in that spot?

A: We had a lot of people throw up in front of our door, if that's what you want in front of your hotel, that's what you're going to see from that view.

THE HILL HOTEL: A DEVELOPMENT FOR THE LONGEVITY OF THE COMMUNITY AND UNDERGRADUATE EXPERIENCE

By Sasha Novack

An analysis of possible outcomes of increased development in the Boulder University Hill area.

Imagine, the year is 1962. It is 2 A.M., and your friends are coming back from a Thursday night party but are not quite ready to retire. As you all walk around The Hill looking for something to do, the faint scent of dryer sheets hits your nose, and you have an idea. You pull your friends along, following the increasingly strong scent of bleach and detergent, until you find the 24-hour laundromat in the L-shaped shopping center called Doozy Duds.

You open the door and are greeted with the buzz of machinery and the yellow tint of fluorescent lights. There is only one other person in the laundromat, but you heed them not as you rush to the industrial sized dryer. You pop a dime in, set it to tumble-dry only (no heat), start it, and jump in. As you thump about inside, your friends cheer you on, inevitably taking turns shutting the door on you. The cycle repeats as each of your friends go for a spin, and you have successfully rolled the night to its natural conclusion.

This is a story many University of Colorado Boulder Alumni share, and the closure of Doozy Duds after 62 years of service marks the end of an epoch for University Hill. That entire L-shaped lot containing two tattoo parlors, a hookah shop, a diner, a pizza parlor, and various other restaurants at the

corner of Broadway and University is slated for demolition, to be replaced by a large hotel.

Historically, communities have been against active development and the diaspora of local businesses, and with CU Boulder's relationship with its students and the general Boulder community already strained after the school's handling of returning to campus during COVID-19, how will this university-approved hotel affect relationships?

In short: it won't.

The benefits of the hotel far outweigh the detriments of demolition according to Dr. Seth Spielman. Spielman is a geography professor at CU Boulder and an external urban planner and, when asked about the development, said "the hotel will be a positive change for The Hill area. Traditionally, that lot doesn't get much real business and has a high turnover rate. The hotel will change the character of who's up here."

When discussing the makeup of current businesses in the lot, it is impossible to ignore the diversity present. Most of the businesses in that lot are minority owned and are now being forced to relocate,

a tune that’s all too familiar in many neighborhoods experiencing gentrification.

When gentrification was brought up, Spielman cited a study published in 2016 that analyzed data from New York City going back to 1990. According to their data, gentrification was only one to three percent more likely to affect minority owned businesses than white owned businesses. Spielman also pointed out that almost all the lot’s land was owned by various real-estate families and trusts, not by the business owners themselves.

Some businesses currently residing on this lot have found new locations, thanks to the \$200,000 per business relocation assistance the hotel developers have offered. Others are having a harder time, as even with such assistance Boulder’s real-estate prices are just too high.

In addition to relocation assistance, the hotel developers are planning to have their ground floor be mostly retail. This design is supposed to bring more foot traffic

You open the door and are greeted with the buzz of machinery and the yellow tint of of fluorescent lights

from members of the community at large rather than just college students. It has not been announced what kind of retail will be occupying these spaces once the hotel construction is complete. The developers also plan to include an outdoor plaza space designed for “active and passive recreation, large gatherings, and smaller interactions.”

The Hill is a predominantly student-populated area and does not have nearly enough jobs to support the 35,000 strong undergraduate population. Work that is available on The Hill is often within the food and beverage industry, as most of the businesses are restaurants. For those without cars, these businesses on The Hill are the only job opportunity some students have.

The hotel’s first story retail space will bring new businesses for students to participate in. Those studying hospitality, business, retail, sales management, and many other majors will have new opportunities close to home to find work, gain experience and earn internships.

According to census data collected in 2015, The Hill area is categorized as a “college town with poverty.” A study done by a Denver-based analysis company compared various development options for this lot, including affordable housing, office/retail space and leaving it as-is.

They concluded that “the proposed hotel development is estimated to generate the highest one-time and ongoing fiscal impacts” for the city and The Hill area. Presumably, this fiscal and economic growth caused by the hotel would give students and the community alike options for employment, bringing The Hill out of poverty.

As for the sense of community and attachment to the area, the new construction will not change much for many residents. CU Boulder is the largest employer in the state of Colorado, and a large number of University employees and students live in The Hill area so the turnover rate of individuals is high.

Thus, most individuals living there will either be gone by the time construction on the hotel is finished or will be just arriving to see this new section of retail and have no idea what was there before.

For those who are permanent residents of The Hill, a variety of peer-reviewed studies have concluded that, not only is new development beneficial economically, but it has little to no lasting negative effects on mental health. However, with another hotel and conference center being built around the corner, many permanent residents in the area will be experiencing noise and traffic inconveniences.

The new development on the L-shaped lot is also planning on utilizing some of its

Presumably, this fiscal and economic growth caused by the hotel would give students and the community alike options for employment, bringing The Hill out of poverty

spaces for community building, such as after-school programs for K-12 students in the area. This holds potential to increase permanent resident occupancy of the area, as it creates a draw to keep people within walking distance.

Though it is an undoubtable loss that the next generation of high school and college students will not be able to go for a ride in the dryers at Duds, or eat at any of the restaurants, the construction of this new

hotel promises to begin a new phase for The Hill as a whole, one that brings visitors to the area and supports local retail.

Who knows, maybe some other odd tradition like rolling down an outdoor hill instead of inside a dryer can be spawned from the new public space.



Photos by Erica Venable and Kevin Wu.

DEMOLISHING BUSINESSES ON THE HILL

By Angelique Courtney

Recently, several local businesses in Boulder, Colorado – such as Bova's and Cosmos – are relocating or closing for good. Many Boulder residents disagree with the multiple businesses closing on The Hill as they will be replaced by a hotel.

Of the businesses moving, several have been in Boulder for over 30 years, and their primary customers are students. Now, the Boulder community is left questioning whether or not these businesses will be able to survive if they are not located on The Hill, an area that is home to many members of the student population.

There have been multiple evictions within the shopping center on 1325 Broadway, Boulder within the past six months to make room for a 1.5 acre site. This area is the future home to the hotel.

The hotel will feature underground parking with 200 available parking spaces. While also taking 62 public parking spots alongside the hotel. This will provide the hotel with more than enough parking; however, it will leave many people living around the Hill with limited parking options.

Many of the businesses within the shopping center have relied heavily on students at the University of Colorado at Boulder as a source of income. Although some of the business owners were not necessarily evicted, the hotel has made it extremely hard for a business to be able to have any sort of income.

A discussion regarding the hotel's location has been in the works since 2016. The plan for the hotel to be built in that specific shopping center was approved in March of 2021, and the project will be completed in 2023. The projected cost of building this hotel is approximately \$83 million dollars.

The project has taken a significant amount of time to be successfully implemented due to large pushback from the community. The University Hill city commission has been uncertain about the financial obligations that the hotel will create for the city.

The hotel will be built by Nichols Partnership, a company that is known to build several structures within the Denver Metropolitan area. This includes buildings such as 480 Wewatta Street, One Platte and PEARLWest.

As told to the public by University Hill City Commission, the primary reason for building the hotel is to increase the financial strength in Boulder, economically strengthening The Hill given its specific location.

Within the past four months, all of the businesses such as the Waffle house, Cosmos, Bova's, and Santiago's have moved out of the shopping center. There are also plans for the shopping center to be demolished in the near future, paving the way to begin building the hotel that will change The Hill and its surroundings as a result.



Photo courtesy of Barry Staver and Getty Images

"THE ANCHOR FOR THE REVITALIZATION EFFORT": A TIMELESS FATE FOR THE BOULDER HILL

By Zoey Georgeades

A harsh, metal, and cold-to-the-touch wire fence lines the block that is encompassed by Pleasant Street and University Avenue. In walking down Broadway St. one is met with University of Colorado Boulder students and Boulder citizens alike populating local business. Now, all that's left are vacant storefronts.

For the first time in what seems like since its opening, Bova's—a local bodega favorite of students—has its neon blue and red open sign turned off. Chicken on The Hill—a favorite meeting spot of students and Boulder citizens—no longer has a line out the door on Thursday evenings.

A ghost town within a town has left a hole in the heart of Boulder.

In 2014, the City Council of Boulder listed The Hill— or University Hill, a neighborhood mix of off-campus student and familial housing and local businesses—as a priority “to improve the quality of life on University Hill for its residents, visitors and businesses” under their Hill Reinvestment Strategy plan.

In 2015, the city's plan expanded after a study was conducted “to address perceived lack of parking, attract an anchor use to generate consistent increased foot traffic, and improve the overall attractiveness and cleanliness of the district.” What ensued was a four and a half year-long conversation between investors, architects, city council members and executive members of the University of Colorado's board to discuss

the possibility of creating an underground parking lot.

Though, with the success of other conference centers in Boulder—such as the Rayback Collective on Valmont St—Dan Schuetz, senior development director for the Nichols Partnership “was brought into the development in 2018 by BMC Investments.” The company had been “working to assemble the properties since 2016” as reported by the Daily Camera in March of 2020.

From there, the idea of proposing a hotel and conference center on The Hill was fully set into motion. The hotel would be on the predetermined plot of land that encompasses the Pleasant Street, University Avenue and Broadway Street block.

Rumors began of this project two years prior to its final form of inception and design in 2018, leading to the creation of a petition to stop the Hill Hotel in 2016. It earned over 5,723 signatures and countless comments from current and former University of Colorado Boulder students,

residents and visitors reminiscing on the memories they created in the stores that have claimed stake on The Hill for multiple decades.

The cause of the 2021 riot has reached a multitude of conclusions such as COVID-19 quarantine fever, crazy college students and more, but many may say that the core of any riot is anger.

In an interview with the Daily Camera, Boulder Mayor Sam Weaver mentions that “we were working with CU to site that conference center on the Hill to generate traffic. We need to approve the sale of the surface parking (for the Hill hotel); without it I think it is dead.”

This is not the first time the neighborhood has been at odds with the city and

is comparable to the circumstances that sparked the May 1971 Boulder Hill Riots. At the time, “transients” were growing aggressive, almost hostile, towards businesses, students and more on The Hill. In an effort to curb these outbursts, the city of Boulder implemented a police annex on The Hill to enforce a watching eye, much like the eyes of T.J Eckleburg in *The Great Gatsby*; forever staring over the decaying state of overconsumption that would

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Stop the Hill Hotel




Petition Closed

This petition had 5,272 supporters



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Lisa J started this petition to council@bouldercolorado.gov

Plans to build a hotel on the Hill are underway. This hotel would take the place of Cosmo's Pizza, Bova's Market, Salvaggio's Deli, and many other places we college students know and love. Stop the building of this hotel and save the restaurants and shops that make Boulder unique! Read more here:

http://www.dailycamera.com/news/boulder/ci_30325929/universi

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soon devour those who ignored it.

Affordable housing, food, and places to congregate with others has been at the forefront of politics for centuries. With the continually dividing political climate of the country, COVID-19 pandemic, and systemic degradation against minorities, the city of Boulder has been home to countless numbers of those who are homeless and claim stake on The Hill.

Similarly at this point in time, The Hill had become home to those who were not accepted by normal businesses. The iconic area hosted rock n' roll shows, such as The Eagles who played a five show run at Tulagi's – what is now the Fox Theater – in December of 1971.

With the addition of this police annex in April of 1971, a group of “700 to 1,000 [transients] gathered.” What came after was a riot on May 22, 1971 that resulted in damages similar to the March 6, 2021 Boulder Hill riot: overturned cars, explosives that were launched into the air and police officers left beaten.

The cause of the 2021 riot has reached a multitude of conclusions such as COVID-19 quarantine fever, crazy college students and more, but many may say that the core of any riot is anger. The majority of undergraduate college students at this point in time are a part of Generation Z, born in the rubble of 9/11. We experienced our first go's at multiplication tables in the midst of the nation's worst economic crisis since the Great Depression, and are now learning the responsibilities of adulthood during a global pandemic. This is compounded with other issues such as the looming threats of global economic and

climate quandaries.

Despite hardly any University of Colorado Boulder student involvement in the 1971 riot, anger was present long before the implementation of the police annex, much like the University of Colorado Boulder students who attended the 2021 riot. According to the Nichols Partnership, the urban real estate company that has spearheaded the Hill Hotel project, “the hotel will be the anchor for the revitalization effort of the commercial zone on University Hill, and is of utmost importance to re-invigorate the neighborhood.”



Boulder businesses, students and citizens alike have been aware of the aggression from those who were once referred to as “transients” on The Hill as they are still here. Therefore, revitalizing the neighborhood

Photo courtesy of Barry Staver and Getty Images



was already on the agenda in 1971. Business owner Lawrence Covell states in an interview with the Daily Camera that “every morning the steps were hosed off, and one time one of the groups [of transients] cut the hose with a knife.”

The backlash from the 1971 riots, and attempted enforcement of a watching eye, never reached the length it currently has with the closure of countless minority owned businesses in hopes for a revitalization effort.

The Hill has been home to businesses that have been pushed out during “revitalization efforts.” One example is Covell and his late 1960s and early 70s Phantasmagoria store that was home to “the hippest leather goods around including sandals, watchbands, belts and vests” in the midst of preppy stores on The Hill.

Businesses such as Bova’s, Cosmo’s, Dot’s Diner and more had found a home on The

Hill over recent decades. Though, with yet another revitalization effort driving out the city’s homeless population as well as minority and small business owners, it appears that the city of Boulder has once again repeated history.

The installation of the 1971 police annex has since been closed down, but the Hill Hotel once again will serve as yet another watching eye for the students, citizens and visitors of Boulder. It will serve as a fleeting memory, much like the 1971 riots, of what caused anger in the first place.

The harsh, metal, and cold-to-the-touch wire fence encasing the vacant buildings that were once populated with business have met a timeless and horribly unfortunate fate at the hands of yet another revitalization effort.



All photos by Bailee Esposito

COSMO'S LAST NIGHT ON THE HILL

By Bailee Esposito

Cosmo's on the Hill has been a haven for good pizza and better memories for over 20 years in Boulder. Now, it's closing with no plans to return to the neighborhood, to the dismay of its loyal army of customers.

On a typical weekend night, the Cosmo's line can be seen from the next block, a chain of hungry students wrapping far outside the small store. The late-night line formed for the last time on October 10, 2021. After 20 years of serving the University Hill community, Cosmo's will be demolished along with the rest of the shopping center it resides in to build a hotel in its place.

The Hill Hotel, as developers refer to it as, will be three stories high with 189 rooms and retail space on the ground level with an

anticipated completion date of 2023. Many students and other citizens of the Boulder community are infuriated by the project, especially with beloved businesses like Cosmo's being forced to shut down.

Cosmo's is far more than a pizza place. For many, it's symbolic of memories with friends and family, of pizza parties, and the first time they tried the signature spicy ranch. The infamous giant cosmos cup has become synonymous with a symbol of Boulder.

CU Boulder student Charlie Sutcliffe has been frequenting Cosmo's as long as he can remember, living only down the street as a kid. Walks to Cosmo's after school and now with friends from campus have colored Sutcliffe's memories over the years, making it a place of comfort for him.

Sutcliffe jumped at the chance to profess his love for his favorite pizza spot, beginning enthusiastically with "my name is Charlie Sutcliffe and I am a freshman at CU Boulder and I love Cosmos," a wide smile spreading across his face the entire time he spoke.

He also remarked that he'd tried to buy the infamous Cosmo's skateboard deck off their wall, but has been denied several times.

Late night memories like Sutcliffe's are common among current and former CU students. They will live on, even if the building won't.

The already small retail area of the Hill has little space to spare for the businesses in the shopping center to move to, making them disappear from the area indefinitely.

Nichol's Partnership, the development

company responsible for The Hill Hotel, says on their website that the hotel will serve as an "anchor for the revitalization effort of the commercial zone on University Hill." They also state that it "is of utmost importance to re-invigorate the neighborhood."

Grace Glazer, a CU Boulder student who also made the mandatory last trip to the spot on the Hill, says she couldn't believe the plans for demolition. "The Hill won't be the same without Cosmo's," Glazer says, her friends joining her in convalescence.

Though working in Cosmo's student-saturated Hill location may seem like a stressful job, Grace Freza says she's loved her time there. Freza has been working at Cosmo's on The Hill for over two years now.

With news of the shutdown, she moved to their Baseline location across from William's Village. Yet, it's a monumental difference between the two that Freza sees as a reason to leave rather than switch permanently.

Freza said she often didn't mind coming in to work even when her friends were out without her on a weekend night, because



work was just as fun. “I feel like I’m not going to work, I feel like I’m going to hang out with my coworkers and I’m getting paid for it,” Freza says.

Even now, Freza technically works at the Baseline location, but asked if she could work an extra shift just to say goodbye to Cosmo’s on the Hill.

Students continued trickling in and out, relishing their last moments in a place that

many talked about like it was an old friend.

“Spicy ranch is immaculate and it’s always reliable,” says John Kelly, a loyal fan. His friend Birch Lake chimed in with a simple affirmation; “good place, good pizza, good hours.”

Cosmo’s on The Hill will be deeply missed by the Boulder community not only for its giant pizza slices and iconic spicy ranch, but for the warm environment it created for



ROXIE'S TACOS: THE PAST, PRESENT, AND FUTURE

By Nic Tamayo

Roxie's Tacos is a restaurant that describes itself as an establishment that “serves up a playful harmony between the flavors of Mexico and India.” It was a dream born from Fletcher Starkey's love of tacos in Los Angeles and his partner, Roshani Patel's, grandmother's Indian food.

Starkey, who grew up on a farm in Vermont, is passionate about his cooking. Evolving from the adoration of his childhood, he later studied Culinary Arts at the Culinary Institute of America in Hyde Park, New York.

Patel, who co-owns Roxie's Tacos with her partner, is proud of her restaurant. “We're really proud of what we have,” says Patel.

Roxie's Tacos had humble beginnings as a vendor stall that participated in local farmer's markets in 2016. As it became a favorite among market-goers, Starkey and Patel decided to find a restaurant space for their food. In 2017, they moved into a space on Broadway near the former Freaky's.

After the University purchased property near their building, Roxie's Tacos' business began to die down. They began to search for a new space when they stumbled across the Hill location, just two blocks away.

“This spot sort of just came to us. The

landlord reached out to us, and we crossed paths ... it was a while before we secured this location, but, for us at the time, it seemed like a good fit,” Patel says.

As they moved into the new space in February 2020, they were notified about a possible issue they would face.

They were told that a “Hill Hotel” was proposed, but they weren't given any sense of how fast it might come.

They moved out of their spot on the Hill in September, and have spent their time working on the logistical side of owning a restaurant. Moving equipment, working on accounts, etc. filled their recent time.

“We really stand by our product, we believe in our product. Everything's made from scratch, made from love ... so, Roxie's will find a home that it's proud to be in,” Patel says.

Starkey and Patel haven't come across a new location for Roxie's Tacos—yet. Even so, they have no worries about Roxie's place in their client's hearts moving forward.

GOODBYE BEFORE HELLO

By Shawyong

I got out of the cab when I reached The Hill. It was crowded. Dot's Diner was closed because it was evening. Cars crowded around a long line outside of Cosmo's Pizza. I looked inside and saw a few people enjoying their final meal at the restaurant.

Being an international student, I was completely unfamiliar with my environment. I did not know that a town called Boulder even existed before I had applied to the University of Colorado. I had only eaten at Dot's Diner the day I had moved in. I was having a bad day, so I had not thought much of it and I did not like that the place was cluttered inside (I am a bit of a neat freak). Although, I definitely enjoyed the food..

However, when I heard that the entire



location was set to be demolished to make way for a hotel, I saw that this was an important centre for the local community that was going to be cleared away.

A sign on the door of Cosmo's Pizza detailed their hours for their final days open. The establishment would be open until midnight that night, after which it would shut its doors for the last time.

I went in after counting my very limited funds. I selected a chicken pizza slice and proceeded to interview everyone present.

I had never interviewed anyone before and I was afraid that even after a lifetime of watching western TV back home in India, I was unfamiliar with many important social rules and expectations of my brand-new environment on the other side of the world. I did not want to rub anyone the wrong way. I asked the first person I could find how he felt about the place closing. He did not comprehend my Indian accent over the loud music and the noise of the patrons, so I switched to an American drawl. He instantly understood.

He expressed sadness that such a historic





place was shutting down. As he made pizza, he told me that this restaurant was the one that had started the entire Cosmo's Pizza chain. It had been an important part of his college life for several years.

On being asked, he says he and the rest of the staff had not been properly consulted by those who were in charge of The Hill hotel project. Everyone else I interviewed, who worked in the building's various businesses, said the same thing.

I turned to another staff member and asked her about her "post-Cosmo's" plans. She says that she would manage the Lafayette branch of the franchise. She also told me about the owner of the restaurant and that he did not have much of a say in the entire process. There was a person who owned the entire building but "he did not ask any of us about it," she says.

She directed me to talk to the people at Bova's market for more information about the owner.

I then turned to a group of patrons who say that the place was a staple of a college town like Boulder. They were sad to see it go. They were having a feast, a last supper of sorts.

I collected my pizza slice, paid and gave my thanks. I expressed sorrow at their misfortune and left.



Photos by Shawyong, Kevin Wu and Bailee Esposito

BOVA'S AND COSMO'S ON THE HILL: GONE BUT NEVER FORGOTTEN

By Abby Wright

Photo by Kevin Wu, multimedia provided Abby Wright

The process of building a new hotel on The Hill has just begun, and it is expected to open in 2023. After six years of strategizing, the City of Boulder Planning Board officially approved the project in March of 2021.

The need for a hotel was presented when policy makers pointed out how outdated The Hill had become, and how the surrounding businesses struggled financially when CU students went home for the summer. On top of this, the wear and tear of the past ten or so years has done a number on the area, making the location appear run-down and even unsafe. Buildings are covered in graffiti, the parking lot is rife with potholes, and the structures have reached a new level of outdated. The anticipated goal of this project is to revitalize The Hill, drawing year-round business to the site as well as creating an aesthetic, tourist-friendly environment right across from campus.

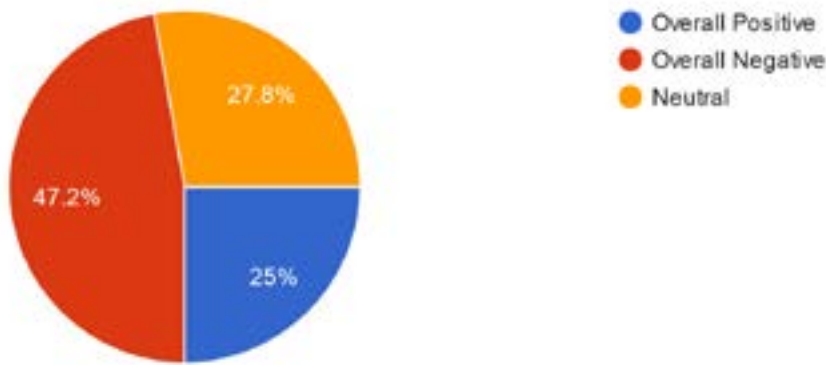
While the hotel might seem like a great addition to The Hill, many small businesses in the surrounding area are being forced to shut down or relocate. Despite the location's overall "rough" appearance,

there is something to be said for the way it has shaped current students and alumni's college experience.

"The Hill may be grimy and old, but I wouldn't have it any other way. Some of my most cherished memories came from that place, and the vintage feel gives it so much character that it feels like home," said Lizzy Perron, a junior at CU Boulder.

She's not the only student who feels this way. When I asked friends and classmates in a survey about their attitude towards the hotel replacing some of their favorite businesses, the consensus was pretty divided but generally was negative.

Do you think the new hotel will be an overall positive or negative change to the hill?
72 responses



To highlight some of the nostalgia that a lot of students are feeling right now, I asked some people about their favorite memories from the places that are being replaced by the hotel.

While the area contains several small businesses, the two places that seem to have won students' hearts over the years are Cosmo's Pizza and Bova's Market and Grill. Mass disapproval of these two businesses shutting down has been vigorously



communicated by CU students.

Most of the stories shared by students and alumni centered around these two places, and by sharing them with you, I am hoping to pay tribute to the impact that they have had on so many. Slight editing has been made to their comments to paint the picture of the area as accurately as possible.

Despite the location's overall "rough" appearance, there is something to be said for the way it has shaped current students and alumni's college experience

Isobel, Sophomore

“One of my first nights in Boulder when I was still a freshman, a sophomore friend took a bunch of my friends and I to Bova's and we all got a Brandon. I still remember the first time I tasted it. From that day on, Bova's became THE place for all of my friend's and I's go-to stuff. Everyone that worked there was so sweet. Reuben is one of my all time favorite people on the hill and one of the kindest souls. I hope the best for everyone at Bova's, and hope that they are just as successful when they relocate.”

Lindsey, Senior

“It was the night that CU Boulder and the City of Boulder announced that classes were going to be remote and a lot of local businesses would be shutting down. My roommates and I lived on University, just a quick walk from Bova's. We absolutely loved that place and everyone who worked there. Because of the tragic announcement, we knew what was in order: a walk to Bova's for some necessary junk food. That walk was basically through what felt like a ghost town—very unlike Boulder—and we were the only ones in Bova's. We started talking to the three workers about the ‘shutdown’ and we stumbled upon the topic of drinks. My friends and I had heard that liquor stores were closing the following day. When one of the Bova's workers heard this, he went to the back while saying ‘oh no no that's not gonna do.’ He quickly asked if we were 21. When we said yes, he immediately came back with airplane-like plastic cups, and filled them with our choice of tequila or vodka. Since we had to say yes to such a generous offer, he filled each of our cups, and said ‘cheers to drinking what we still have.’ The shots were terrible, but we still

laugh about it to this day.”

Ava, Senior

“I miss literally running everywhere on the hill trying to find something open late enough to cure the late-night munchies, and always ending up at Bova’s.”

Claire, Junior

“Going to Bova’s with all of my friends to get snacks to make ‘junk food charcuterie boards’ with all of our favorite snacks in preparation for movie night. Definitely sucks that we're gonna have to find a new late-night snack spot!”

Maya, Sophomore

“I’m going to miss walking into Bova’s and seeing Ruben’s ADORABLE smile as he whipped me up a Brandon. RIP BOVA'S.”

Ryker, Sophomore

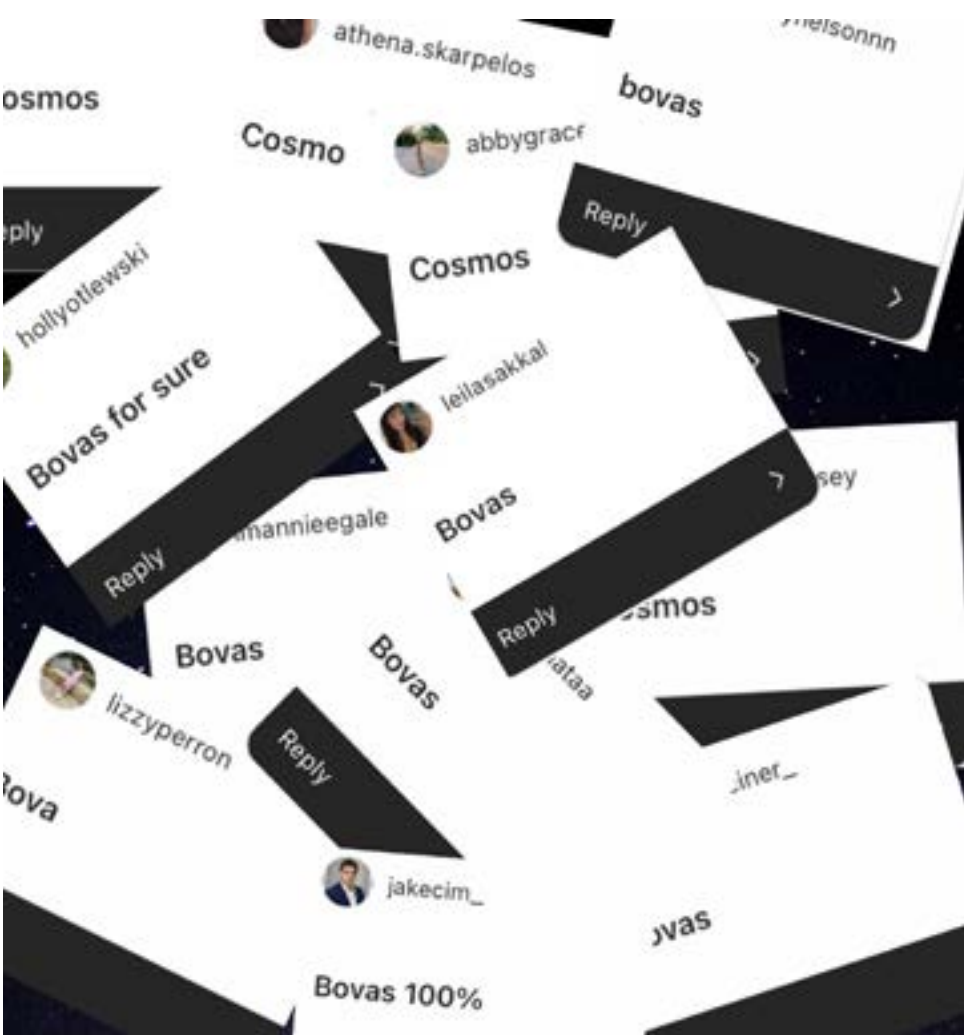
“Since moving to Boulder, I have ended every night of going out with a slice of Cosmo’s with my buddies. Countless memories, laughs, and good times were shared there. I’ve even made friends there. Cosmo’s on The Hill closing is a tragedy.”

Halle, Freshman

“Because I went to highschool in Colorado, I was already familiar with the legend of Cosmo’s from the older kids from my school who went to Boulder. I was determined to be a part of its legacy, so I dragged my friends to Cosmo’s every weekend before it closed. We're pretty sad that we’re the last CU class to have it, at least at that iconic spot.”

Emilee, Junior

“Being stranded outside of Bova’s, going inside just to be warm (it was winter) and



ending up having the funniest and most genuine conversation with the workers there.”

Since the vast majority of the stories told involved either Bova’s or Cosmo’s, I took to Instagram to see which one of these two places people would miss the most. Here is a collage of a portion of the results that sums up the verdict:

Bova’s takes the win by a mile, but there is still a lot of love for Cosmo’s. Although Boulder students are heartbroken to see their favorite spots disappear, I do hope the new Hill Hotel is greatly successful in revitalizing The Hill. There is no question that the area is in desperate need of some updating, but we hope it is worth the cost of the best pizza in town, late night junk food, the most fun crew members at Bova’s, and a million memories with lifelong friends.

SHOTS OF THE MONTH

By Nathan Thompson



To provide credible, accurate information written by students, for students, on issues and passions. The Bold connects the University of Colorado Boulder campus through empowering students of all backgrounds, majors and interests through active mentorship, collaboration and inclusivity.



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