

Thank you, for welcoming the Community Revitalization Partnership Team so graciously to Golden!

The Department of Local Affairs (DOLA) and Colorado Community Revitalization Association (CCRA) have teamed up to provide one to two day downtown revitalization assistance visits to non-Main Street communities under 20,000 population. The CRP goal is to enable towns to “break through” a troublesome issue or question thereby moving forward with their downtown revitalization.

The CRP team’s mission in Golden was to focus its recommendations, design suggestions, and supporting material on the current business mix in downtown Golden regarding retention of current business and recruitment of desired retail mix, short and long term land uses in downtown and along the Clear Creek Corridor and advice on the development of design guidelines along the Clear Creek Corridor.

The result of the CRP Team visit, a written report of findings, will be utilized by city and the Golden Urban Renewal Authority (GURA) staff as one of several tools in developing a preliminary downtown development plan that will be taken to the public for comment in a series of meetings beginning in February 2007. As a result, the findings and presentation of findings will be delivered to the Downtown Task Force which is made up of members from several local governing agencies and boards and City and GURA staff.

Immediate issues that were addressed concerned infill development in the downtown area; potential development along the Clear Creek Corridor; the desire to make the downtown an active neighborhood with primarily local retailers over large national chains; an importance of retaining the character of Golden and ways to attract new retailers.

DOWNTOWN REVITALIZATION

The Value of Downtown Revitalization – **Why Do It?** Your downtown is the living room and heart and soul of Golden. It illustrates the pride of the community. Downtown represents millions of dollars of infrastructure and private investment. Attracting new retailers, visitors and residents to Downtown Golden will create a sense of momentum to carry Golden into the future by:

- Attracting new investment
- Attracting more consumers
- Increasing the unique identity of Golden
- Demonstrating local government's commitment to the future of downtown.
- Integrating Downtown Golden with the neighboring historic districts.

New Approaches to Invigorate Downtowns

The following are generic recommendations for the redevelopment of downtowns from Progressive Urban Management Associates (PUMA), a CCRA member organization.

Make Downtown Relevant to the Locals:

If the locals enjoy downtown the visitors will follow.

Understand the Market:

Identify a niche strategy that differentiates you from nearby communities.

Create a Vision that Makes Downtown Fun and Livable:

Create multi-dimensional downtowns no matter how small that provide places to shop, play, live and work.

Identify Development Districts and Opportunity Sites:

If appropriate due to size special character districts allow for guided investment and leveraged results that accommodate more specific uses.

Form a Sustainable Public/Private Partnership to Champion Downtown:

It takes both private and public support to have long term stable success. The best way is to establish some form of organized corporation, agency or authority.

Employ a Property Management Approach to Manage Downtown:

Downtown needs to function as one large real estate asset. With individual property owners this requires collaboration and cooperation to succeed and compete against shopping malls and big box retail operations.

PREFACE

On December 12 – 13, 2006 the Colorado Community Revitalization Association (CCRA) in partnership with the Department of Local Affairs (DOLA) conducted a Community Revitalization Partnership Assessment of downtown Golden. CCRA coordinated the assessment trip at the request of the Golden Urban Renewal Authority. A four person team consisting of: Cindy Christensen, Christensen Consulting; Jennifer Hall, URS Corp. and Matt Shawaker and Sean Timmons both of Design Workshop. Team Members were assisted by CCRA Executive Director, Vincent Martinez. Over the two days the team met with 11 different focus groups which are named later in this report.

Golden faces a unique set of challenges and opportunities in the redevelopment of its downtown. However, because of the strong amount of community support team members noted during their visit, as long as efforts are coordinated Golden can be successful in its efforts. Team members noted three common values that were touched upon in each of the focus group meetings. The common values are:

- Value Unique & Historic Fabric
- Value Love of Outdoors
- Value the Sense of Community

Secondly, the team noted a set of common themes that were raised in each of the focus groups as well. These themes served as a basis for the recommendations and priorities made in this report. Those themes are:

- Connections
- Transit and Parking
- Character Preservation
- Tenant Mix
- Signage
- Walkability

Overall the team was extremely impressed by the level of community commitment and involvement in Golden. Some of the suggestions and recommendations made by the outside consultants may not be possible for some reason, whether political, financial or feasibility. However, the intent of this report is to provide a guide map that can be flexible in implementation and still allow for success because of its comprehensive nature.

EXISTING CONDITIONS

Golden is located 20 miles to the West of Downtown Denver in the foothills of the Rocky Mountains. Easily accessible from State Highway 58 and US Highway 6 off I-70 and from C-470 for those in the western suburb communities of Denver, Golden enjoys a high level of visitor traffic. The intricate Front Range Trail travels through Golden and connects to Downtown Denver.

Downtown Golden also sits within five miles of the Colorado Mills outlet mall which houses many national retailers, restaurants and a movie theater. Because of its entertainment and dining opportunities Colorado Mills draws many visitors from Golden who do not have similar entertainment opportunities in downtown.

Golden is well known for its outdoor recreational opportunities and attracts visitors in high numbers during the summer months. Tours of the Coors Brewery attracts about 250,000 visitors a year, just a few blocks from Washington Avenue, Golden's "Main Street." The challenge for Golden has been in attracting these visitors as well as locals to take advantage of its downtown.

Downtown Golden is fairly intact with several potential building sites for infill development. Existing building fabric in downtown dates back to the late 1800s and tends to be two-story on average. Several new structures have been completed in the downtown area in the last two to three years and several more are under construction or set to begin construction soon. Design guidelines are in place for downtown itself, but are limited in strength.

Currently the city houses offices and public uses along the north bank of Clear Creek and plans are underway for a new Fire Station at the current site. There is some concern that should the city ever move from the current location private development could overtake that property and cut off the community from Clear Creek itself and the amenities associated with the creek.

Downtown has seen the opening of two national chain stores, Starbucks Coffee and Quizno's Subs. While focus group participants welcomed the variety those businesses provided there is a prevailing attitude that shops in downtown Golden need to stay locally owned. Land values however continue to rise creating rent levels that are difficult for many small, locally owned businesses to afford. Yet traffic numbers are often below what larger retailers require.

GOLDEN CRP ASSESSMENT TEAM VISIT AGENDA

DAY 1: December 12, 2006

8:45 AM – Team gathers at GURA office

9:00 AM – Orientation meeting with GURA/City Staff

9:30 AM – Tour of Downtown

10:30 – 11:15 AM – Focus Group 1 – Parks & Recreation Advisory Board

11:30 – 12:15 PM – Focus Group 2 – GURA

12:30 – 1:45 – Focus Group 3 – Students from Colorado School of Mines and Golden High School

2:00 – 2:45 PM - Focus Group 4 - Tourism and Cultural Alliance

3:00 – 3:45 PM - Focus Group 5 – Historic Preservation Board

4:00 – 4:45 PM - Focus Group 6 – City Management Team

5:00 – 5:45 PM - Focus Group 7 – Planning Commission and City Council

6:00 to 6:45 - PM Focus Group 8 - Downtown property owners

Evening – Team gathers privately to discuss findings.

Day 2: December 13, 2006

7:30-8:15 AM – Focus Group 9 – Merchants

8:30 – 9:15 AM – Focus Group 10 – Chamber

9:30 – 10:30 AM – Focus Group 11 – Major Downtown Employers (Coors, CSM, Wells Fargo, Pentax, New Global Telecom invited)

Noon – 5:00 – Team gathers to discuss findings and prepare presentation

7:00 – 9:00 PM – Presentation to Downtown Task Force

GLOBAL RECOMMENDATIONS

In several cases certain recommendations fit into many different categories rather than under one specific subject. The team attempted to categorize these recommendations and further explain in more detail. Below is a list of these recommendations or “global recommendations.”

Communication and Collaboration:

- Ed/Com and GURA Responsibilities - In some cases it seems that there is a slight disconnect between the Golden Economic Development Commission (Ed/Com) and GURA. At times efforts are being duplicated or completely abandoned as the two groups identify which is the better suited to handle the responsibility. As a URA Golden should be more involved with fostering development projects in downtown while Ed/Com should work to market the business environment and develop recruitment and retention programs and incentives.
- Merchants and Cultural Institutions – More cross promotional opportunities are needed among these two groups. Many of the cultural groups noted that their performances, openings, events etc. take place at night when many of the downtown businesses have already closed for the day. Extended hours by downtown merchants would allow patrons to visit the retailers prior to or after a performance. Once a month events such as First Fridays, Third Thursdays, Second Saturdays, etc. should be investigated. This type of low maintenance event, where businesses and cultural groups offer extended hours to the public and cooperatively market the event, often build a cooperative partnership and can benefit both groups by exposing their product to a new audience.
- Cultural Tourism – A professional package highlighting the abundant cultural and historical amenities of Golden needs to be developed to promote Golden on a regional level.
- Include Residents in Planning – As more and more new residents come to downtown be sure to include them in the planning process. Their vested interest will be the best way to promote much of what is going on in Downtown Golden over time.

Better Communication with Colorado School of Mines (CSM):

There is a strong positive in the fact that communication between the City and CSM has never been stronger. Golden needs to utilize CSM as a strong economic development tool as a draw to the community. CSM is interested in raising awareness of their institution such as hosting conferences and speakers. With that comes the need for facilities that both sides can provide such as hotels and convention / performance facilities. CSM can have more roles than just a learning institution such as a housing provider, an employer and a cultural resource and should be thought of as by the City.

- Development in Master Plan – CSM does have a campus master plan. Be sure to continue collaboration to get the clearest understanding possible. Involve the Civic Foundation in the expansion efforts of CSM that benefit the overall community

- Structured Parking – As CSM grows it will have to consider structured parking over surface lots. The City and CSM will also need to come to an agreement to allow for downtown event overflow parking.
- Land Along Clear Creek – A portion of this land is owned by CSM and environmental clean up is nearing completion. The City and CSM need to work together so that any use by CSM of this land compliments the larger goal of protecting the Clear Creek Corridor for public use.
- Research Program – CSM is expanding its research programs. Downtown Golden is a prime location for business incubators that will eventually feed off the increased research programs.
- Merchant / Student Communication – Students noted that most of the information they get about what is going on in town is through the on campus newspaper. Events, calls for volunteers and other items of interest should be advertised in and press releases sent to the campus newspaper. The same information should also be sent to the Golden High School publications as well.

Transit and Parking:

In several of the focus groups a need for public transportation was mentioned. Many said they would ride shuttles in and out of downtown. Students expressed a need for solutions to help alleviate some of the parking and traffic problems on and around CSM campus. Because shuttle programs can be costly the team suggests that a group be formed to research needs and options. This group should include not only general citizens but major employers, CSM representatives and other city officials. The team understands that a service did exist at one time but failed. The service was provided by the Regional Transportation District (RTD). Because RTD faces many competing demands as it seeks to maximize efficiencies region-wide, the team recommends that any new community-based service needs to be independent of RTD. Study of the existing circulator service in Englewood may provide some insight.

Signage:

- Wayfinding - Wayfinding includes parking, museums, Clear Creek and parks. Be more specific with these signs and allow for individual site names. Good examples exist in Denver as visitors drive into downtown.
- Better Gateway Signage – There are several gateways into downtown that should be better celebrated. More attention to these gateways lets visitors know they have truly arrived in a special place.
- Right of Way Treatment – look at how the street is treated from curb to curb and identify what works best from street to street. Combinations of wide sidewalks, parking and smaller streets all invite a better walkability experience.
- Priority Pedestrian Routes – Prioritize routes that are best used for pedestrians such as Jackson Street and 13th Street.

SUMMARY OF RECOMMENDATION

The following section lists each of the individual recommendations made by the team. Each of the items below is examined in more detail in the sections that follow. Global Recommendations have been excluded from this section.

- Whether or not GURA's district boundaries expand, sub-districts within the boundaries need to be developed to assist in planning.
- The current sentiment that buildings along Washington Avenue should stay at or below two stories creates an economical dilemma. Investigate gap financing mechanisms that both GURA and the City can offer to encourage redevelopment along Washington Avenue with height restrictions.
- Place multi-story buildings on streets Parallel to Washington to the East.
- Investigate live / work spaces, research and art incubators along Washington Avenue as they tend to require less space than retail.
- Move City Hall to the current City Shops site. Keep the Library, Visitor's Center, and museum in current locations.
- New use of current City Hall site should incorporate public uses.
- Develop innovative parking solutions that do not infringe upon current and potential green space along Clear Creek.
- Develop District Specific guidelines in the new districts recommended by the team specific to each district's character.
- Develop new Work Force Housing in the Jackson Street District.
- Reevaluate 1% Growth Rule. Identify new ways to proactively manage and target future residential growth.
- The City, CSM and the Civic Foundation should consider a cooperative effort to build a new event oriented facility.
- Formalize a merchants association utilizing Board of Directors leadership and formalized work plans.
- Develop a professional looking, brief business recruitment package with vital statistics and business owner testimonials.
- Target regional chains and Denver metro area retailers and entrepreneurs.
- City and GURA develop cooperative incentive programs that facilitate the recruitment of desired retailers and operators.
- Recruit more casual dining type restaurants.
- Research with local chapters of national and international organizations for commercial brokers to identify potential retailers.
- Apply for Colorado Main Street Program Designation
- Focus GURA efforts on facilitation of district revitalization.
- House the local Main Street Program in the GURA offices with new staff person to coordinate program efforts.
- Fund Main Street program through GURA and Ed/Comm available funds.
- Allow local Main Street Program to coordinate all marketing efforts for downtown Golden.
- Independently brand Downtown Golden.

- Investigate possible participation in regional downtown promotional effort.
- Allow Chamber to widen its focus on business development and recruitment from downtown to Golden community wide.
- Involve the community in a long term, open, public process to develop thorough and enforceable design guidelines for the Clear Creek Corridor.
- Private development along the corridor can be incorporated with design guidelines that encourage access to Clear Creek and respects current and potential green space.
- Think of development along Clear Creek in terms of zones that call for certain uses in particular areas.
- Investigate the small performance stage across the creek from the Golden Hotel as a potential location for band shell.
- Consider incorporating public use in any new development that happens at the current City Hall site.

SHORT AND LONG TERM LAND USES

The team was asked to evaluate issues that have risen in regards to short and long term land use. Items such as height requirements, growth quotas, private vs. public use, etc. all played a part in the findings and recommendations in this section. The issues are broken into smaller categories to highlight the best solutions.

Long Term:

- Redistricting – The entire GURA district is rather large. There is also the desire to increase the boundaries in the near future. Sub-districts within the boundaries will make it easier to plan. Reference the illustrated map on page A-1 for suggested subdivisions the team devised based on geography and character. Planning on a smaller scale such as this will keep a focused vision as the process continues.
- Height Dilemma – There is a height dilemma on Washington Avenue. It seems that most prefer buildings exceed two-stories in height. However, with rising land values and building costs, that height may be difficult to maintain economically as redevelopment projects are proposed, and existing spaces are re-leased. Community members should investigate live/work spaces, research and art incubators along Washington Avenue and the types of incentives both GURA and the City may have to offer in order to make such projects feasible. Also, be open to the idea of placing multi-story buildings on the streets that parallel Washington to the east. Because of the downhill slope, projects can be built much higher than two-stories and still not obstruct sight lines of the natural environment on the streets to the east. Page A-4 shows an estimation of building height and sight lines from Washington Avenue.
- City Offices – The team looked at several options to move the city offices to open up Clear Creek. The team understands the concern of the community that this may open the banks for private development and cut off the community from the creek. However, in their current state, the city offices disconnect the adjacent neighborhood from Clear Creek and do not allow for easy access to the creek.

There are several options that could involve public/private spaces, all private development or all park space. The team highly supports moving some of the buildings but leaving the visitor's center, the library and museum and making the new available space available to outdoor-related activities such as bike rental shop, fly fishing supplier, kayaking supplier, etc.

City offices should be moved to the location where the current City Shops sit. It is possible that a new City Hall could be financed from the sale of the property along Clear Creek. Should the sale go to a private developer the city needs to be vigilant in the requirements it places on the developer. Guidelines should regulate height, call for access points that are inviting, easy to use and easy to locate. Innovative parking solutions will need to be context sensitive and not disturb existing or potential green space. Buildings should not be allowed directly on the banks of the Creek but rather set back so that the public can enjoy the existing trail system and easily access the trail and creek.

Short Term:

- Develop District Specific Guidelines – As noted earlier planning for revitalization in a large district such as is being proposed for GURA is best done in smaller sub-districts. Allow for each of these sub-districts to have guidelines specific to their character. Obviously, some guidelines may be universal for all districts, but the city needs to allow for flexibility and transitions from a residential feel to a commercial feel and other transitions.

Housing:

- Work Force Housing – Little to none currently exists and new housing prices are on the high end. The result could push out many of the residents that make Golden unique. Currently many of those who have jobs on the lower end of the pay scale commute into Golden. New work force housing could be developed in the proposed Jackson Street District which increases Golden's tax base as well as potential customer base.
- 1% Growth Rule – The team understands Golden's desire to keep its identity and uniqueness in the face of an ever growing Denver Metropolitan Area. However, the 1% growth rule is a challenge to any significant increase in downtown housing. The current rule could cause a developer to delay a housing project in order to build up the necessary credits to allow for a feasible housing project. There is a desire by the City to make downtown into a viable neighborhood and housing is needed for a base to foster the development of a neighborhood and also attract retail.

New Hotel / Conference Center:

Currently there are only 125 hotel rooms in downtown Golden. The team understands the Golden Hotel is expanding. More rooms are needed in order to host even mid-sized conventions and events. Potentially the new Jackson Street District could house a new hotel and conference center. Another option is to locate a conference center along Clear Creek where the City offices currently sit. Again, a

center at this location would require vigilance in assuring that public access to the creek is made available and enhanced. Public recreational uses could also be incorporated into the conference center use as well.



View of the San Antonio Convention Center incorporating access to and from as well as views of the San Antonio River Walk, a popular tourist attraction.



Event Oriented Facility:

The Jefferson County Symphony currently holds its performances at the Green Center on the CSM campus. The symphony will need an updated home. Should they have to leave this would be a tremendous loss to the Golden cultural scene. Added with the desire of CSM to hold more conferences and special events in the long term, the City should consider partnering with CSM and the Civic Foundation to build a new event oriented facility.

BUSINESS RECRUITMENT AND RETENTION

Another issue the CRP team was asked to investigate was Downtown Golden's current business mix and how to keep existing businesses and recruit new businesses that will help draw shoppers into downtown. The following recommendations offer ways to strengthen current merchant efforts and ways to better market downtown Golden as a viable commercial district to potential retailers and entrepreneurs.

Merchants Association:

Currently the merchants meet monthly as a small committee of the Chamber of Commerce. This group needs to be more formalized utilizing a non profit structure with board leadership and formal work plans. The Association can continue to be housed under the Chamber but the lack of leadership within the group often leads to unmet goals and more confusion among the merchants themselves.

Retail Marketing and Information Package:

Potential retailers are looking for specific information that is currently not available. Ed/Com should work with GURA to compile statistics such as: a retail

space inventory, i.e. available space in downtown, price per square foot, location; pedestrian counts at multiple locations in downtown; traffic counts at various times of the year and demographic information in one, two, five and ten mile radii. Ed/Com then needs to package the numbers in an easy to use, professional looking package. Statistics should be kept to one page and the package should also include testimonials of current businesses.

Downtown Golden will have great difficulty in attracting major national retailers because of space limitations and low traffic counts. However, Golden can package itself in an attractive way to many established locally owned retailers in the Denver Metro area who might be interested in expanding or trying a new concept. Both the City and GURA will have to look at potential loans, grants or financing packages that will attract new retailers to Golden. Incentives do not have to be open to all, but can be based on criteria that attract a more desired business over another. Entrepreneurs understand the risk in starting a new business and as such can be attracted to a location that offers incentives over those that do not.

Casual dining opportunities such as a Chipotle Grill, Illegal Pete's or Spicy Pickle were mentioned as desirable by several focus groups. More dining options will likely draw downtown workers from their offices into downtown. The Quizno's was a welcome addition but it is currently the only option for a quick, relatively healthy option in downtown. CSM and Golden High School students both mentioned a willingness to come downtown for a quick healthy lunch or smoothie if those options existed in downtown.

Potential sources for regional retailer information may be found through the Rocky Mountain Shopping Centers Association, the International Council of Shopping Centers and similar local organizational chapters for commercial real estate brokers.

Apply for Colorado Main Street Program Designation:

CCRA houses the state Main Street Program. The Main Street Approach to downtown revitalization is a proven method developed by the National Trust for Historic Preservation. More information on the program itself can be found at the CCRA web site (www.ccraonline.org). Many aspects of the program can benefit Golden. Most important, the Main Street Program is meant to bring several segments of the community together in order to accomplish the Main Street organization's goals.

Local Main Street programs are grass roots organizations driven primarily by volunteers. Standing committees in the areas of Design, Organization, Promotions and Economic Restructuring are comprised of volunteers from several segments of the community including bankers, economic development professional, architects, design professionals, and many others. Often this volunteer pool is made up of individuals from partnering groups and as such, newly-opened lines of communication allow like minded groups to be aware of current projects groups are

involved in and of potential partnerships organization can for that will benefit all sides.

Secondly, the establishment of a Main Street Program will allow GURA staff to again focus on facilitating development within its boundaries. Currently GURA takes on many roles that make it similar in nature to a Business Improvement District or Main Street Program. The establishment of a Main Street Program would allow merchants and community volunteers to take ownership of the revitalization of downtown. Projects such as the development of a new retailer recruitment package for downtown can be undertaken by the Main Street organization allowing Ed/Com to concentrate on larger industry in Golden as a whole.

The team believes that a Main Street program will work best if housed and supported in part financially by GURA. Supplemental funding for the program could come from a portion or all of the funding that Ed/Com uses specifically for downtown programs. Also, the Main Street Program needs to be managed by a new staff position created at GURA, if housed there, separate from current GURA staff so as not to over strain current staff.

Golden representatives can find out more about the Main Street Program and how it works in communities across the state and nation at the upcoming CCRA Main Street Training Institute, April 18 – 20, 2007 in Boulder.

Brand Downtown Golden:

Downtown Golden needs to have its own identity. The current “2 Hour Vacation” promotion is good for all of Golden but Downtown should be promoted on its own as a unique experience. Then a downtown specific group must be allowed to promote and market that brand independently.

The team also suggests that GURA or Ed/Comm investigate a recent partnership developed by representatives from Arvada, Littleton, So. Pearl Street and others. The partnership is an effort to brand and market the unique experience that each of these business districts offer. More information on the marketing effort can be obtained by contacting Jason Dennison, Director of the local Main Street program in Arvada, Historic Old Town Arvada.

It has been noted that GURA currently operates similar to a BID and this is not the best use of their resources. Establishment of a Main Street or other similar downtown development group with small attainable success stories over the first three to five years may help legitimize the need for a separate BID or DDA to help market the central business district specifically and give the group a long term financing mechanism.

Chamber Promotes Golden:

With the establishment of either a Main Street Program or some sort of organization that coordinates all downtown revitalization efforts and business recruitment and retention programs, the Chamber of Commerce will have the freedom to promote Golden overall as a viable place to do business. Golden's future prosperity is tied to the success of its downtown and vice versa. As such, as a single downtown development organization becomes established and strengthens over time it should be looked at as the promoter of downtown.

CLEAR CREEK CORRIDOR

Lastly, the CRP assessment team was asked to investigate appropriate future land uses along the Clear Creek Corridor and develop potential design guidelines. Based on the fact that the team was only in Golden for a total of two days, it would not be in the best interest of the community for the team to lay out specific guidelines in this report. However, the team did develop a certain philosophy regarding the corridor and suggestions on how to view the corridor when considering future development along the corridor.

First and foremost, the team developed a philosophy that Clear Creek belongs to the public and is a valuable open space amenity. Primarily, this means that private development can occur along the corridor, however, requirements must be developed that allow for public access to the recreational opportunities and green space. Clear Creek is the most active area in the downtown core and possibly the biggest draw to downtown at this time. As such, no future development, whether private or public, should deter that activity but rather enhance it. Moving current City buildings from their location would assist that effort.

When thinking about the future development along Clear Creek planners will want to think of the corridor as a series of "outdoor rooms." In other words, in one section of the creek will be areas best situated for quiet space. As you walk down the corridor you will then come to a kids' playground, then maybe into a "big kids" recreation area with a rock climbing wall and kayaking access. Rather than thinking of the corridor as one long green space, activity and development will need to be thought of in these clusters to help identify where uses such as restaurants or recreational outfitting companies may be more and less desirable. Again, this is an involved public process and must have the input of the community in order to be accepted on a wide level.



City Hall and Public Plaza in Austin, TX. Note the amphitheater seating to the right under the awning. Stage is incorporated in the plaza in front of seating.

Lastly, the team recommends that a proposed band shell be built along the corridor but near downtown. A small performance stage currently exists across from the Golden Hotel and could possibly be expanded at this location. Perhaps an amphitheater could be incorporated into any redevelopment at the current City Hall. This type of public use that will pull people to the creek should be considered in any development that happens along the creek corridor.



Band Shell in Salida, CO along the banks of the Arkansas River in downtown park space.

SUMMARY

Golden is in an advantageous situation being so close to downtown Denver and a true gateway to the Rocky Mountains. Eventually Golden will be even better connected to Denver by way of light and commuter rail. While its location does keep population numbers low the fact that Golden is a recreational user's paradise puts it in a unique position to capture businesses and visitors who appreciate the natural beauty and historic fabric of the community. The biggest threat to Golden's unique character is not growth, but rather the lack of a unified community vision to direct and accommodate targeted, managed growth. Golden needs to prioritize its revitalization efforts, agree on preservation priorities and creatively capitalize on its intrinsic assets such as its natural, cultural and historic resources. Golden must continue the preparations, planning and improvements already underway, while also focusing on the connections to downtown and downtown improvements. As Golden reinforces its unique identity it will develop a framework to guide all decisions and create a cohesive inviting community that is positive for locals and thereby attractive to guests and visitors. Because of its strong sense of community pride and support, Golden is poised to succeed once a direction is formed and accepted by the community.