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Amber Wesner, City Planner
Nick Eagleson, City Planner
Cindy Pieropan, Community Development Analyst
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# Golden’s Comprehensive Plan

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Comprehensive Plan Vision

The vision behind this Comprehensive Plan is to create a document that reflects the community’s values and can function as a guide for Golden’s future.

The plan seeks to:

1. Derive the goals and strategies for Golden’s future directly from community values
2. Provide guidance for all policy documents beneath it, as well as for zoning code changes, budget decisions and capital investments
3. Integrate the community’s commitment to historic preservation, sustainability and public health
4. Use it to evaluate regulations and processes employed daily by the City
5. Include measurable goals and strategies to ensure implementation

The community values that came out of the two year outreach process known as Golden Vision 2030 (GV 2030) are the foundation of this plan. These values, along with their associated goals and strategies, contain significant overlap with one another. While some may view this as repetitive or redundant, it also demonstrates the strength of these values and how the overlapping elements function as bonds between the values, forming an interconnected system which addresses what is most important to the community. When taken together, these linked values sketch out a picture of Golden both now and in the future. It will take future efforts to revise City codes, plans and processes to fill in this sketch with details. This Comprehensive Plan shows a united community that wishes to build on its connectedness, capitalize further on its natural and civic beauty, and provide a prosperous business environment.

WHAT IS THE COMPREHENSIVE PLAN?

The Comprehensive Plan is the guiding document for the future of Golden. It incorporates the Golden Vision 2030 and generally lays out the City’s desired future, and guides how that future can be achieved.

WHAT DOES THE COMPREHENSIVE PLAN DO?

1. Provides guidance for many types of City decisions and actions.
2. Takes the Guiding Principles and Community Values developed by GV 2030 and ties them to specific detailed community plans, investments, and private developments (Figure 1).
3. Creates a short term (5 - 10 year) framework to guide many other plans and decisions.
4. Provides policy guidance for community issues and actions as follows:
   A. Identifies specific strategies and actions that the City should consider to support and enhance the GV 2030 community values (Part 1).
   B. Incorporates various neighborhood plans, prepared to provide more detailed direction and guidance for individual locations in the community, in support of the community wide policies of the Comprehensive Plan and the values of GV 2030 (Parts 2 & 3).
   C. Provides a framework and general approach for other community plans, including parks and recreation plans, transportation plans, sustainability related plans, and economic development plans of various types.
   D. Provides guidance for development of the city’s 10 year Capital Improvement Program (CIP) which guides our investment in infrastructure and city owned community investments.
HOW DO WE USE THE COMPREHENSIVE PLAN FOR REVIEW OF LAND USE CASES?

One of the most important uses of the Golden Vision 2030 Guiding Principles and Community Values, as well as the Comprehensive Plan strategies and recommendations, involves the evaluation of land use applications submitted to the City by property owners. Traditionally, before approving certain discretionary City land use applications (including annexation, rezoning, and Special Use Permits), the Planning Commission or City Council must find that the proposal is in conformance with the Comprehensive Plan.

Criteria for Evaluating Annexations, Initial Zoning and Rezonings, and Special Use Permits:

The legal criteria for consideration of these types of land use cases are contained in the applicable chapters of Title 18 of the Golden Municipal Code. These chapters address basic community policies pertaining to the types of land uses to be permitted within the community. For purposes of these types of applications, it is the intention of the Golden Planning Commission and City Council that the policy and values evaluation of the applications be handled as follows:

In addition to other legal criteria, the applicant in a land use case must demonstrate that the request “substantially conforms” to the goals and strategies in Part I of the Comprehensive Plan. For purposes of this discussion, for an application to “substantially conform” to the Comprehensive Plan, Planning Commission and City Council (if applicable) must be able to make findings that:

1. The proposal will not create a condition that materially conflicts with any comprehensive plan goal, strategy or recommendation.
2. The proposal will create a positive impact or contribution for a majority of applicable comprehensive plan goals or strategies.
3. The proposal and the design parameters will create a positive impact or contribution related to the goals within Value Themes A, B and C of this plan.

Criteria for Evaluating Subdivisions

The division of land in Golden is governed by Title 17 of the Municipal Code. This type of land use application addresses the layout and arrangement of land uses but not the specific land use itself, which is regulated by zoning.

In addition to other legal criteria, the applicant in a subdivision land use case must demonstrate that the request “substantially conforms” to the goals, strategies and recommendations in Part I of the Comprehensive Plan. For purposes of this discussion, for an application to “substantially conform” to the Comprehensive Plan, Planning Commission and City Council (if applicable) must be able to make findings that:

1. The proposal will not create a condition that materially conflicts with any comprehensive plan goal, strategy or recommendation.
2. The proposal will create a positive impact or contribution for a majority of applicable comprehensive plan goals or strategies.
3. The proposal and the design parameters will create a positive impact or contribution related to the goals within Value Themes A, B and C of this plan.
4. The proposal and the design parameters will create a positive impact or contribution related to the applicable site specific recommendations of the neighborhood plan for the area.
Plan, Planning Commission and City Council (as applicable) must be able to make findings that:

1. The design, layout and arrangement of the subdivision proposal submitted under the conventional subdivision process will not create a condition that materially conflicts with a Comprehensive Plan goal, strategy or recommendation.

2. The design, layout and arrangement of the subdivision proposal submitted under the conventional subdivision process will create a positive impact or contribution for a majority of applicable comprehensive plan goals or strategies.

3. The design, layout and arrangement of the subdivision proposal submitted under the conventional subdivision process will make a specific positive impact or contribution related to the goals within Value Themes A, B and C of this plan.

Criteria for Evaluation of Site Development Plans.

The design regulations and requirements for site development plans for commercial and multi-family construction projects are clearly defined in Chapter 18.40 of the Golden Municipal Code. It is the responsibility of the City to assure that the provisions of this chapter are aligned with Comprehensive Plan goals, strategies and recommendations. Demonstration of compliance with the requirements of that chapter shall be deemed to satisfy any requirement for Comprehensive Plan compliance.
PART I: GOALS AND STRATEGIES FOR DECISIONS

The structure of this section is based on the Heart and Soul value themes that came out of the GV 2030 community engagement process. These community value themes represent the most important factors for residents when asked what makes living in Golden special and what they would like the community to be like in the future. These value themes have become the basis for the community’s goals and strategies, which are the backbone of this Comprehensive Plan. If properly implemented, this plan as based on the value themes will in turn influence the neighborhood plans, as well as policy documents external to the comprehensive plan. Additionally, the value themes in this plan will be the basis for regulatory and budget decisions as well, such as updates to the zoning code and capital expenditures.

Beneath each value theme are goals associated with each value, which also come directly from GV 2030. Each goal then has strategies for achieving that goal. The strategies are sometimes policy oriented and other times process oriented, but all are intended as paths toward achieving the goal. The last strategy under each goal is always titled “Land use cases shall be evaluated according to the following considerations.” The questions beneath this strategy are for applicants in land use cases to answer in order to assist their understanding and compliance with the comprehensive plan. These questions will be presented to applicants during the pre-application process and with the requirement to answer them as part of the submittal. By reading the comprehensive plan, as well as the revised zoning code and neighborhood plans that stem from it, the applicant will understand Golden’s values as they pertain to land use.

Guiding Principles

This section concerns the GV 2030 guiding principles, though only as applied to land use issues specifically. These two structural principles are the foundation upon which the Golden community intends to act and make decisions:

1. Responsive Local Government
   Our city government is responsive, approachable, good at listening, welcomes participation and involvement, is fair to all parts of the city and is accountable. Our responsive local government can be characterized by:
   - A. Transparency and government openness.
   - B. Respect for others.
   - C. Fiscal responsibility.
   - D. Fairness and ethical treatment for all.

2. Controlled and Directed Change
   Our community values require that we direct and manage change, assure the integration of transportation and development, provide affordable housing, and address sustainability. As a community, we expect sustainability that preserves the small town look, feel and character.

   **Goal 1:** The direction of community change will reflect and enhance our character.

   **Goal 2:** The diverse housing options will provide opportunity to a wide spectrum of residents.

   **Goal 3:** As a community, we will take responsibility for impacts on our city.
Community Values and Land Use

The Heart & Soul values comprise a set of community elements that are consistently very important to Golden residents in most or all situations. They were created and directly written by the citizens of Golden at the March and June 2010 community summits. These values are to be a substantial consideration in all major community decisions, including those involving land use and development. The Comprehensive Plan reflects the GV 2030 values on a policy level, which shall then be integrated with the zoning code and the development review processes. If the values are to have any practical effect on day to day operations in Golden, they must be translated into the regulations that guide activity and decision making. New land uses and developments must demonstrate how Golden’s values are being addressed, which means the process itself must communicate what the values are and provide an opportunity for applicants to demonstrate an understanding of the community’s perspective.

The focus of this section is on how the community value themes relate to land use and development, and there are some common themes running through the values which will especially affect those areas designated for the creation of “place” within “Areas of Change,” as shown on the associated map (Page 23). The characteristics of place primarily involve an approach to urban design that emphasizes the pedestrian experience. Where pedestrians feel safe, comfortable and stimulated by their surroundings it is likely also considered a “place.”

Encouraging the use of strong elements of design to achieve an appropriate sense of place and a pleasant pedestrian environment may include any or all of the following: well-landscaped public spaces such as squares and plazas; urban parks; courtyards; an integrated pedestrian system; street-oriented building forms with a pedestrian focus; compact development; human scale street width and block size; measures to mitigate the visual impact and presence of structured parking; and, high-quality architecture.

This perspective on urban design also includes a balanced approach to transportation, meaning walkable, bikeable and transit friendly, as well as meeting the needs of the private automobile. In conjunction with accessible transportation options, these places must have a pleasant and safe streetscape that protects pedestrians from automobiles and promotes walking. This environment can be enhanced by focusing on the “form” that the buildings take in relation to the street. When buildings in mixed use, multifamily and commercial areas are built right to the sidewalk and frame the street, it creates a more cohesive and enclosed urban space that shortens distances between destinations and is more easily accessed by foot, bicycle and transit. Automobiles can be accommodated with parking behind the buildings, preferably accessed through alley drives to reduce driveway conflicts with pedestrians and cyclists on the street. Natural areas and open space should be connected to these areas, and water quality measures incorporated into the urban landscape. The addition of amenities such as benches, plazas/parks, public art, children’s play areas, and signed connections to recreation areas further contributes to this atmosphere. All of these factors work together to create a “sense of place” that is consistent with Golden’s values.
Value Theme A – Accessible and Walkable

We value being a community which is walkable, bikeable, and accessible to all.

Goal 1: We will provide safe, convenient and well-maintained biking and walking opportunities appropriate for all ages and ability levels.

Strategy 1.1 Adhere to the “Complete Streets” policy adopted by Council in 2010 and identify corridors for prioritization based on community needs. This policy promotes safe and efficient travel for all modes of transportation, and benefits pedestrians, cyclists, and transit riders, as well as motorists.

Strategy 1.2 Continue to carry out the 2008 Walkability and Bike Task Force recommendations while seeking new opportunities for improving cycling and walking in the community. Recommendations need to be updated every five years or less, with the next opportunity in 2012, which has been targeted by City Council as a year to focus on transportation.

Strategy 1.3 Advance Golden’s Bike Friendly Community designation from the bronze level achieved for the 2010-2014 period, to a silver by 2015. Ratings are based on achievements in education, engineering, enforcement, encouragement and evaluation.

Strategy 1.4 Partner with neighboring communities and jurisdictions to create regional walking and cycling connections with Golden.

Strategy 1.5 Use the neighborhood planning process and the development review process to increase walking and biking infrastructure and establish or enhance connections.

Strategy 1.6 Define and establish permanent funding category in Sales and Use Tax Fund dedicated to walking and cycling infrastructure.

Strategy 1.7 Rezone appropriate areas, as defined by neighborhood plans, which are adjacent to or within residential areas to allow neighborhood retail services to be placed where residents can walk or bike for basic needs.

Strategy 1.8 Land use cases shall be evaluated according to the following considerations.

1. What aspects of the proposed project or plan improve accessibility for pedestrians and cyclists of all abilities, what related amenities will be provided, and what connections will be made or enhanced?

2. Does the proposed building(s) address the street, with any parking located behind the structure?

3. How does the proposed design of this project improve safety for all modes of transportation?

4. How do the architecture, streetscape and urban design achieve a human scale that is aesthetically pleasing from the sidewalk?

5. What elements of “place” are created with this project?
6. How do the building design, placement and orientation create or contribute to a pedestrian and bike friendly environment?

7. What is the “walkscore” of the site? www.walkscore.com

Goal 2: We are committed to providing convenient and affordable public transportation and commuter options.

Strategy 2.1 Leverage the arrival of light rail at the Jefferson County government campus to extend frequent and convenient transit service to other parts of Golden.

Strategy 2.2 Initiate and maintain a local circulator service to serve destinations and population groups as outlined in the 2009 Transit Feasibility Study.

Strategy 2.3 Integrate transit planning with land use planning by incorporating it into the development review elements of the Municipal Code.

Strategy 2.4 Promote development along existing transit corridors through zoning changes and available incentives.

Strategy 2.5 Land use cases shall be evaluated according to the following considerations.

1. Is the proposed project along an existing transit corridor or within a half mile walk of a station or stop? Identify the transit line(s), the walking path and distance, as well as any potential pedestrian barriers.

2. How can the project integrate the use of transit to access the site? What opportunities are there to provide a mix of uses, a pedestrian oriented design and a compact urban form to take advantage of adjacent or nearby transit?

3. What amenities will be provided for those who wish to take transit to or from the finished project, such as shuttle buses to the light rail station, a bus shelter or bench, transit passes for employees or residents etc?

Goal 3: We commit ourselves to fostering multi-modal opportunities (trails, paths, pedestrian bridges, roads) that enhance and maintain universal access, mobility and connectivity within and throughout the community.

Strategy 3.1 Provide transportation service and safe connections for the approximately one third of American society that does not drive.
Strategy 3.2  Design transportation infrastructure for the young, aged, disabled and most economically disadvantaged within the community in order to provide safe mobility for all.

Strategy 3.3  Maximize connections between multimodal areas of the community to create linkages of safe travel along commercial corridors, as well as between neighborhoods and commercial districts.

Strategy 3.4  Land use cases shall be evaluated according to the following considerations.
1. Is the site safely accessible via walking, biking and transit, as well as the automobile?
2. Demonstrate on a map all available multimodal options, as well as distances, and where connections could be improved.
3. What new amenities will be provided to enhance universal mobility and access?

Value Theme B – Active Outdoors/ Environment

We value being an active, healthy community that appreciates the outdoors and our connection to the natural environment.

Goal 1:  We will protect the natural beauty of Golden, located in a valley bounded by the foothills and two scenic mesas.

Strategy 1.1  Identify any areas, especially on the hills, unique geologic formations and mesas, which could be threatened with unwelcome land uses.

Strategy 1.2  Work with partners to preserve scenic beauty at risk through open space acquisition, park creation and other means of preservation.

Strategy 1.3  Develop visual/scenic inventory and protection measures.

Strategy 1.4  Land use cases shall be evaluated according to the following considerations.
1. Does the project detract from public view sheds, soundscapes and landscapes of the surrounding foothills and mesas, and what would be affected?
2. If the site is located in a scenic or sensitive area, how can it be designed to minimize the impact?
3. What opportunities are there for the site to contribute to Golden’s natural beauty or, at the very least, not detract from it?
Goal 2: We will maintain proximity to open space and natural beauty and we will preserve access to experience these.

Strategy 2.1 Work with Jefferson County and other partners to identify and acquire additional open space to serve the needs of the community.

Strategy 2.2 Create, enhance and maintain connections to open space for pedestrians, cyclists, transit riders and motorists.

Strategy 2.3 Identify opportunities to create additional public open spaces in the urban environment, such as City and neighborhood parks, plazas, pocket parks, courtyards and “parklets.” If well designed, these spaces can become “places” that function like urban living rooms where the community meets.

Strategy 2.4 Incorporate urban open space, such as plazas and courtyards, into land use and transportation decisions, plans and processes.

Strategy 2.5 Land use cases shall be evaluated according to the following considerations.

1. If the site is adjacent to open space, how will public access and connections be addressed?
2. Are there opportunities to add usable open space for the community to the site, and what design concepts are being considered?

Goal 3: Support the health and well-being of our community and provide indoor and outdoor facilities, organized activities and programs to support active living for all ages.

Strategy 3.1 Continue to increase support for the facilities and programs of Golden’s park system and the Golden Community Center.

Strategy 3.2 Create and support organized youth recreation programs, as well as instructional programs such as “Safe Routes to School” and bicycle rodeos and clinics.

Strategy 3.3 Continue to add sidewalks and bike lanes that allow residents of all ages to lead active lifestyles, whether for recreation or travel. Apply for infrastructure grants through “Safe Routes to School” and other programs that receive state or federal funding.

Strategy 3.4 Create public spaces with seating, such as small plazas, pocket parks and parklets that can be activated with children’s play areas, tables and chairs for community gathering, as well as programmed with entertainment or educational activities for all ages.

Strategy 3.5 Land use cases shall be evaluated according to the following considerations.

1. Are there opportunities to provide recreational facilities on site, whether public or private, indoor or outdoor, that help support Golden’s goal of active and healthy lifestyles?
2. Is there land at the perimeter of the site that could be donated to City right of way for pedestrian, bike or trail improvements, or for active public space such as a children’s play area?
3. Would public access through the site help make important pedestrian or bike connections in the area?
4. What opportunities are there to create public spaces on or adjacent to the site, such as a small plaza or park with seating that can be accessed by the community?

**Goal 4:** We will protect Clear Creek as a heart & soul element of Golden and will actively preserve and enhance its character for future generations.

**Strategy 4.1** Maintain and improve water quality of flows entering the creek by inspecting outfalls and enforcing illegal dumping regulations.

**Strategy 4.2** Refine and implement the Clear Creek Corridor Master Plan to enhance recreational opportunities and preserve the creek for future generations.

**Strategy 4.3** Consider the effects on Clear Creek of any adjacent project, development or neighborhood planning effort that could impact the character of the corridor.

**Strategy 4.4** Land use cases shall be evaluated according to the following considerations.

1. If the site is adjacent to or less than a quarter mile from Clear Creek, how will the creek corridor be impacted, how will water quality be improved or impacted, and what can be done to provide good access and connections to the creek?

**Goal 5:** We will provide opportunities for self-directed recreation and will preserve and maintain trails for biking, hiking, climbing and other outdoor pursuits.

**Strategy 5.1** Maintain and enhance Golden’s trails, parks and waterways for casual recreation opportunities.

**Strategy 5.2** Continue to add sidewalks and bike lanes that allow residents of all ages to lead active lifestyles, whether for recreation or travel.

**Strategy 5.3** Establish connections between urban trails, as well as sidewalks and bike lanes, and those trails found in the surrounding open space system.

**Strategy 5.4** Land use cases shall be evaluated according to the following considerations.

1. How can the site incorporate nearby trails and other outdoor recreational opportunities into the design?
2. Are there opportunities to establish or improve connections between the site and nearby trails, bike lanes, sidewalks or other recreation options?

**Goal 6:** We will preserve the natural beauty of unique geologic features, extended stretches of the foothills, riparian corridors throughout the community, and unbroken stretches of natural environments that define Golden as a place.
Strategy 6.1  Work to secure any land identified as at risk for unwanted land uses or structures that would detract from Golden’s natural beauty.

Strategy 6.2  Discuss the concept of view corridors in the community and determine if there is a need to adopt such regulations to keep these natural features visible from key “places” within Golden.

Strategy 6.3  Create and maintain a map of significant features in Golden that should be protected. Features to be protected and preserved include geological formations, plants and wildlife, waterways, quiet soundscapes and the night sky.

Strategy 6.4  Establish permanent funding category in the CIP dedicated to purchase of endangered land.

Strategy 6.5  Land use cases shall be evaluated according to the following considerations.

1. If the site is adjacent to open space, explain how access and connections to the open space could be affected and what efforts will be made to mitigate any impacts.

2. Does the proposal affect significant features of Golden, and if so, what can be done to mitigate any impacts?

Strategy 1.1  Identify areas reported as feeling unsafe and work with the police department and other groups to address concerns through community outreach.

Strategy 1.2  Use the concept of “eyes on the street” to address safety through urban design. For example, requiring transparent windows rather than blank walls along sidewalks and designing buildings and entrances to face a common street frontage will enable people to more easily watch out for one another.

Strategy 1.3  Zone for a mix of uses where possible. This keeps areas active with people pursuing different activities at all different times of day to deter criminal activity.

Strategy 1.4  Create a safer community by creating a healthier community. Adequate sidewalks, bike lanes and trails, as well as pedestrian and bicycle friendly signalization, make these travel modes more accessible and make an active and healthy lifestyle universally available.

Strategy 1.5  Traffic calming is another aspect of building a safe community. Speeding or reckless drivers and cyclists are dangerous to each other and to pedestrians. Techniques such as narrowing lanes where speeding occurs, flashing lights for speed and at crosswalks, and campaigns to enforce moving vehicle laws are examples of methods to improve safety and build awareness for all modes of travel.

Strategy 1.6  Improve the water quality entering waterways and reduce the amount of runoff through use of bio-swales, rain gardens, porous pavement and
other techniques approved by Urban Drainage and allowed by Municipal Code.

**Strategy 1.7** Land use cases shall be evaluated according to the following considerations.

1. How is the site being designed to provide “eyes on the street” and allow the community to police itself and thereby increase safety?
2. What opportunities are there to allow an appropriate mix of uses or to program the site to keep it active throughout the day and early evening?
3. How will the site improve the water quality entering waterways and reduce the amount of runoff through use of bio-swales, rain gardens, porous pavement and other techniques approved by Urban Drainage and allowed by Municipal Code?

**Goal 2:** Our city will have clean, well-maintained neighborhoods and streets.

**Strategy 2.1** Maintain strong feelings of community identification through neighborhood and citywide programs and events to promote pride of place, which keeps Golden clean and well-maintained.

**Strategy 2.2** Develop programs that encourage neighborhoods to collaborate on community and sustainability initiatives such as community gardens, solar gardens, and projects for parks.

**Strategy 2.3** Ensure that streets, bike lanes, sidewalks and paved trails are kept free of debris and snow to allow universal mobility.

**Strategy 2.4** Make specific and ongoing commitments to maintain and improve infrastructure throughout the community.

**Strategy 2.5** Create a comprehensive and coherent sign policy for the City.

**Strategy 2.6** Land use cases shall be evaluated according to the following considerations.

1. What opportunities are there to incorporate public amenities, such as trash receptacles, planters, seating, lighting and public space, which improve the streetscape?
2. What can this project contribute in the way of improving the adjacent streets, sidewalks and other public amenities?
Value Theme D – Local Businesses and Downtown

We value supporting our local businesses and keeping a vibrant downtown for future generations.

Goal 1: We believe that it is important to maintain an environment which encourages a variety of quality and locally owned businesses and restaurants so that residents of Golden can purchase locally while continuing to encourage visitors to visit Golden and support our local businesses.

Strategy 1.1 Continue marketing campaigns to encourage residents and visitors alike to patronize Golden businesses.

Strategy 1.2 Give the Economic Development Commission the resources to market Golden to new businesses that would help fulfill Golden’s local needs, serve as destination retail to attract visitors, provide new jobs and grow the City’s economy and revenues.

Strategy 1.3 Land use cases shall be evaluated according to the following considerations.

1. Describe how the project will contribute to the local economy, support local businesses, create jobs and fill retail gaps within the community.

Goal 2: We will encourage/promote downtown events and activities that enhance life and connect people.

Strategy 2.1 The success of downtown events is one of Golden’s greatest strengths, and the challenge will be to maintain this level of activities and continue to build on these accomplishments.

Strategy 2.2 Continue to provide the resources needed for planning and marketing of downtown events, and develop new ideas for connecting the community through these activities.

Goal 3: We value the character of downtown (its size and varied architecture). Therefore, it is important to preserve, enhance and complement the historic buildings downtown with both public and private investments. The streetscape, walkability and accessibility are critical in this effort.

Strategy 3.1 Work with the Historic Board to create incentives for preserving and restoring historic buildings.

Strategy 3.2 Continue to enhance the downtown by maintaining Washington Avenue, as well as by funding streetscape improvements to other downtown streets, especially those east of Washington Avenue, that will be important to the future of downtown.
Strategy 3.3  Create or maintain wide sidewalks to improve accessibility and safety, as well as provide space for people to meet, gather for community events or dine al fresco.

Strategy 3.4  Establish bike lanes, sharrows or routes where appropriate to improve bicycle circulation, access and safety through downtown that connect to community or regional bicycle trails and lanes.

Strategy 3.5  Program traffic signals to default to pedestrian crossing within the downtown area to improve safety and accessibility and encourage walkability in this important pedestrian district.

Strategy 3.6  Land use cases shall be evaluated according to the following considerations.

1. If the site contains a historic structure, explain how it will be preserved, enhanced, or incorporated into the project.
2. If the project is located within the downtown district, how will the architecture and design complement the nearby historic structures?
3. What opportunity exists to provide or enhance pedestrian/ bike amenities for the community?

Goal 4:  We value joint efforts by business people, volunteers and city government as important drivers to promote business success and preserve the historic look and feel of Golden.

Strategy 4.1  Work with existing partners, and seek out new partnerships where needed, to strengthen outreach to the business community. Golden must work to keep the businesses we have, attract entrepreneurs and new businesses to the City, as well as build on past successes.

Strategy 4.2  Stress the importance of historic preservation to the character of Golden to both current and prospective business people in the community.

Strategy 4.3  Land use cases shall be evaluated according to the following considerations.

1. How will the project fit into Golden’s community of cooperative business interests to create further success?
Value Theme E – Convenience/ Amenities

We value retaining convenience to services and amenities and our proximity to Denver and mountains.

Goal 1: We value the proximity to Denver and the mountains, while maintaining our geographic separateness.

Strategy 1.1 Continue working to acquire open space around the edges of the City to create a buffer between Golden and other communities and preserve easy access to surrounding nature.

Strategy 1.2 Improve connections to Denver and the mountains by taking advantage of regional transit investments. This includes establishing circulator service to the West Corridor station, seeking the extension of the Gold Line and the West Corridor Line into central Golden, and supporting a high speed rail station linking Golden to Denver, DIA and the mountain resort communities.

Strategy 1.3 Land use cases shall be evaluated according to the following considerations.
1. How can the project contribute to Golden’s unique identity that feels geographically separate from the metro region, though falls within it?

Goal 2: We value the convenience of services and amenities within Golden (including schools, work, shopping, medical, cultural and recreational opportunities).

Strategy 2.1 Use the rezoning and neighborhood planning processes to designate specific and strategic locations within the community for mixed use and neighborhood retail to improve convenience and access to services.

Strategy 2.2 Work with economic development partners to recruit and maintain essential services in the community, as well as bring in new employment opportunities.

Strategy 2.3 Land use cases shall be evaluated according to the following considerations.
1. How does the project improve access to amenities, or contribute to a more diverse offering of services needed in the community?

Goal 3: We value access to public and private transportation options within and beyond the community.

Strategy 3.1 Work with RTD and other partners to leverage transit improvements to improve transit service and access in the community. This includes the proposed circulator bus, any future rail or bus extensions into the City, and amenities for transit riders.

Strategy 3.2 Continue to improve bicycle and pedestrian infrastructure that ties into both local and regional trail networks, sidewalks and bike lanes to encourage a safer and more accessible alternative transportation system. Walking and biking also help improve public health in Golden.
Strategy 3.3  Work with regional partners to address ongoing issues associated with Highways 6 and 93 in Golden and work toward a solution that achieves the goals of the Muller Plan.

Strategy 3.4  Evaluate future options for regional highways, including Highways 6, 93 and 58, in order to preserve Golden's transportation options in a manner consistent with community values.

Strategy 3.5  Land use cases shall be evaluated according to the following considerations.

1. How can the project take advantage of or create alternative transportation options within and adjacent to the community?

Value Theme F – History/Education

We value our appreciation of history and the arts/support for quality education.

Goal 1: We value our diverse and multi-generational continuity, excellence at all educational levels with connections to the community.

Goal 2: We value an excellence in quality and pride of the preservation and promotion of the arts and their place in providing and supporting community connections and values.

Strategy 2.1  Develop a guiding document that creates a vision for the role of art in the community. This would express strategies for supporting the arts as well as art education.

Goal 3: We value community organizations/collaboration between public and private groups to allow for preservation of our historical and cultural assets, while providing continuity with the future.

Strategy 3.1  Continue historic preservation efforts through the Historic Preservation Board and partners such as the Golden Landmarks Association, the state Office of Archaeology and Historic Preservation and the downtown merchants.

Strategy 3.2  Seek grants and other local, state and federal funding for preservation incentives and programs.

Strategy 3.3  Land use cases shall be evaluated according to the following considerations.

1. How can the project contribute to the preservation of historic properties or the advancement of cultural assets within Golden?
Goal 4: We support lifelong learning via our public library, museums, schools, educational institutions and cultural facilities.

Strategy 4.1 Provide ongoing funding, programming and political support for the institutions that promote and advance learning in the community.

Strategy 4.2 Seek opportunities for collaboration between Jefferson County Schools and the community to foster lifelong learning.

Strategy 4.3 Work with museums and cultural attractions to seek ways to partner, co-located, or cooperate when mutually desired.

Strategy 4.4 Land use cases shall be evaluated according to the following considerations.
1. Are there opportunities for the project to partner with Golden’s schools, the Colorado School of Mines or any of the other educational or cultural facilities in the community?

Goal 1: We will foster a sense of family in our community that is safe for our children.

Strategy 1.1 Create family friendly public amenities that are safe for children to play and interact with one another in parks and open space, as well as in more urban “hardscape” environments such as public plazas.

Strategy 1.2 Land use cases shall be evaluated according to the following considerations.
1. What opportunities are there to create safe public places for children either on or adjacent to the site?

Goal 2: We value a kid friendly environment, with family activities and events both indoors and outdoors.

Strategy 2.1 Design educational and recreational programs that cater to seniors, children and families through institutions such as the Golden Community Center, the library, the many museums in town, or in community parks and open space.

Strategy 2.2 Land use cases shall be evaluated according to the following considerations.
1. What resources can the project offer that would enhance family life in Golden?

**Goal 3:** We will develop opportunities to foster stability and maintain excellent schools which are important to the positive development of our children.

**Strategy 3.1** Maintain good working relationship with Jefferson County Schools to ensure that Golden schools remain among the best in the district.

**Strategy 3.2** Work with Jefferson County Schools to make school grounds accessible to residents as parks and recreational facilities when school is not in session (Memorandum of Understanding e.g.).

**Strategy 3.3** Establish opportunities for crossover between school events and community events.

**Value Theme H – Friendliness / Neighbors**

*We value maintaining friendliness and connections with neighbors and other residents.*

**Goal 1:** We value having friendly and welcoming neighbors that create helpful, caring and respectful neighborhoods.

**Strategy 1.1** Provide opportunities for neighbors to interact, whether through organized events or activities in the neighborhood or through casual contact in public spaces.

**Strategy 1.2** Specify areas for neighborhood plazas, pocket parks, community gardens or other small public spaces that are easily accessible on foot for neighborhood residents and have seating, play areas and other public amenities.

**Strategy 1.3** Implement programs like neighborhood grants to increase connections between neighbors and promote shared community investment.

**Strategy 1.4** Designate specific areas or corners within existing neighborhoods to allow mixed use in order to make neighborhood services, such as small scale retail and office, an option. Neighborhood cafes, markets and other small businesses create a “third place” (outside of home and work) for neighbors to meet.

**Strategy 1.5** Land use cases shall be evaluated according to the following considerations.

1. How will the project contribute to neighborhood or area cohesion by adding or enhancing public space or creating services for residents?
Goal 2: We value being a connected Golden community through events, parks, local merchants, organizations, schools, government, trails and Clear Creek.

Strategy 2.1 Promote a continuation of the cooperative and open spirit that keeps the community and its institutions connected, and inspires people to seek new ways to work together to make Golden a better place.

Strategy 2.2 Discover new possibilities to form partnerships between merchants, schools, museums, government and other organizations to solve community problems and create opportunities.

Value Theme I – Sense of Community
We value keeping and enhancing our sense of community, pride, our diversity and tolerance, and our community character and community events.

Goal 1: We value the small town feel that includes the best of both worlds, a natural environment and proximity to a metropolitan area.

Strategy 1.1 Maintain Golden’s small town identity and traditions while also reaching out to take advantage of the opportunities associated with being part of a thriving metropolitan region that constantly produces new ideas, jobs and lifestyles.

Goal 2: We value a community supported by a diversity of people, generations, activities, public spaces and amenities, enhanced by intimate and social connections and a sense of security and tradition.

Strategy 2.1 Create public places and events that cater to people of all ages and backgrounds in order to bring the community together.

Value Theme J – Belonging/ Volunteerism
We value our sense of belonging and involvement in the community/volunteerism.

Goal 1: We are a community that provides multiple and varied opportunities to be involved and serve others based on common interest and focus.

Goal 2: We are a community that respects all of its citizens – their needs, contributions and desire to be involved – regardless of age or life circumstances.

Goal 3: We are a community that seeks active engagement and collaboration among residents when making decisions regarding future city policy and direction.

Goal 4: We are a community that encourages volunteerism, civic involvement, personal responsibility, care for others and respectful sharing of values and opinions of all ages, backgrounds and needs.

Strategy for Value Theme J: Continue to foster community spirit and an open and cooperative environment by using events, partnerships and urban design to bring people together. Open communication between residents, businesses and institutions creates the connections that lead to volunteerism, civic engagement and service to others.
PART II: COMMUNITY THEMES

The Goals and Strategies in the prior section, as well as the Guiding Principles and Community Values detailed in GV2030 provide the framework for many types of community decisions. In addition, the individual neighborhood plans, as defined in the next section, focus those goals, policies, and strategies at the neighborhood level, and sometimes for specific properties. In this manner, community decisions can all be made from a common framework or perspective.

Before addressing the specific role and use of neighborhood plans, however, it is necessary to consider certain community wide themes that affect the entire Golden community. It should be noted that some areas of the community may be considered to be within a neighborhood but also have community wide significance, and a balance must be struck between the interests of the immediate neighborhood and those of the broader community. The themes and associated recommendations in this section will in many ways define the most significant changes in Golden for the next generations of residents, businesses, and visitors.

1. Public Framework and Infrastructure

While evolving private land uses characterize much of the change that a community experiences, there is a framework of public infrastructure and facilities that can have an equally great impact on a community’s future. Some of the more significant public framework elements that will define Golden in years to come include the following:

Public Facilities and Institutions

In order to maintain the quality of life in Golden, decisions on the provision of public facilities and infrastructure need to be made in line with the City’s capability to provide them, as well as other land use considerations.

Regional Roadways

For many years, Golden has been closely focused on the future of US 6 and SH 93 through the community, and how possible changes related to these roadways can impact or enhance the community. In future years, the City will also focus on SH 58 and US 40 (West Colfax Avenue), and will recognize the impacts and opportunities related to I-70 and C-470 (south of US 6). The GV 2030 values and the goals and policies of this document dictate the following recommendations:

A. Continue to move toward roadway designs and improvements for US 6, SH 93 and SH 58 that reduce highway noise, increase connectivity and safety for pedestrians motorists and bicyclists using or crossing such roadways, and respect the character of Golden while acknowledging an appropriate role in the regional transportation system.

B. Consider potential future opportunities to address connectivity across I-70 for the Golden Hills and Golden Heights subdivision areas, as well as to address noise impacts on these areas, recognizing that neither goal may be achievable based upon cost and uncertainty related to future I-70 corridor improvements.

C. Consider possible enhancements to C-470 from south of I-70 up to the ramp terminus at US 6.
D. Develop and seek to implement roadway designs and improvements for US 40 (West Colfax) that begin to transform this arterial roadway from a high speed suburban/rural highway to a community scale “complete street” in support of evolving adjacent land uses.

Community Level “Complete Street” Corridors

According to the National Complete Streets Coalition:

Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and across a complete street. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations. (completestreets.org)

The creation of Complete Streets will be one of the more striking changes that will affect community level corridors such as Ford Street, Washington Avenue, South Golden Road, Johnson Road, and Heritage Road. These and other roads will be redesigned over time to support a wide range of users, much like Jackson Street after its 2010 redesign. While each corridor is different and will result in different approaches, City Council has committed to treat future investments in these roads based upon the Complete Streets approach.

Regional Transit Systems

The introduction of light rail transit into the Golden area, with the West Corridor line extension to the Jefferson County Administration Building in 2013, will open up new opportunities to consider land uses and amenities to support the Golden Vision guiding principle related to achieving a balanced transportation system through the development of rapid rail, commuter and light rail, expanded bus service and the reduced reliance upon the automobile.

A. The decisions about future land uses for the area near the West Corridor end of line station will be detailed in the South Neighborhoods Plan. This includes improvements such as sidewalks and trails developed as alternate transportation facilities connecting mass transit, high density areas, public facilities and employment areas, with design techniques and road alignment that balance pedestrian and bicycle accessibility and vehicular access.

B. Although not currently anticipated by the Regional Transportation District, the potential future extension of the Gold Line transit corridor from the currently planned terminus in Wheat Ridge to downtown Golden, or a potential future West Corridor extension from the planned terminus at the Jefferson County Administration Building to downtown Golden, will affect longer range planning for downtown Golden. If such an extension may become feasible in coming generations, it would be helpful for the community to consider the option in the East Downtown Neighborhood Plan. Having a rail connection from downtown Golden to downtown Denver and Denver International Airport (DIA) would make a big difference in the use and character of our community. While it may not be possible to identify or reserve a corridor for such an extension, it must be considered in the neighborhood plan.
C. While there is currently an express bus service between Golden and Boulder, there may be a need for more frequent and/or higher capacity transit service that connects the two communities in the future. This should be a consideration when discussing longer term regional transit issues and any land use planning along the corridor.

D. The third element of the regional transit system that may significantly affect Golden in the future is the potential for a high speed rail system essentially along I-70, connecting Denver International Airport to Eagle County. Early conceptual planning for this facility identified a west metro station in the vicinity of the intersection of US 6 and I-70. If this type of a facility ever became feasible, it could have a dramatic effect on the commercial and business park areas in southeast Golden known as Interplaza and Corporate Center. It could also create a significant opportunity for an additional West Corridor station, and a direct connection between the West Corridor light rail line and the high speed facility. Within the period of 2012 through 2020, Golden must be ready to substantially participate in further regional studies, and take a leading role in the location and design of the west metro station, as well as the possible future land use changes spurred by such a station. These changes will include incorporating multimodal transportation infrastructure, with an emphasis on pedestrian and biking facilities that offer a choice in transportation modes providing convenient and reliable alternatives to driving to a station area. This planning effort will likely be a separate distinct project from the various neighborhood plans, and will be a substantial effort.

2. Community Level Land Use Themes

For much of Golden, neighborhoods and land uses will not significantly change in coming years. The comprehensive plan themes for these areas will be to maintain and enhance existing patterns. For other areas, however, the coming years may bring noticeable and directed change in accordance with the GV2030 Guiding Principles:

Infill Development and Redevelopment in Neighborhoods

Most neighborhood redevelopment change occurs on a parcel by parcel basis that is not easily predicted in advance. Therefore, the process to work toward private investment that is consistent with our Community Values should be based upon implementing appropriate regulatory procedures, standards, and guidelines to ensure consistency with these values at the time of construction. Rezonings or other major changes in land use are not usually expected in neighborhood settings. The regulatory vehicle to assure maximum possible consistency with our Community Values is Title 18 of the Municipal Code pertaining to uses and design standards and guidelines. In the case where a more significant land use change is suggested within a neighborhood setting, a rigorous review according to the Comprehensive Plan criteria will be necessary. Given all of the above, it should be noted that the community has not, and cannot reasonably regulate all aspects of infill development, and there will always be issues of differences of opinion regarding style and aesthetics. However, the larger issues of compatible scale, bulk, density, and the crucial issues of accessible and walkable design can and will be addressed according to the community values.
Recommendations for Development and Redevelopment in “Areas of Change”

In order to address the GV2030 Guiding Principle related to proactively determining the appropriate character and intensity of future land uses, it is important that the Comprehensive Plan proactively identify areas of expected stability and change, and develop specific recommendations to guide future land uses. Within the areas of change, there is a division between “incremental” and “significant” change. Incremental refers to change that is likely to be lot by lot and more evolutionary in nature. Significant change indicates the potential for a large area, such as a former industrial or office park, to undergo changes that could be characterized as revolutionary. Appendix A “Areas of Stability and Areas of Change” provides a visual guide to these areas. Future land use changes and investment should be based upon the following recommendations:

1. A substantial percentage of population and employment growth (roughly 75%) should be concentrated in the defined areas of incremental change and areas of significant change, to support our values of managed growth, sustainability, and accessibility.

2. Overall intensity and scale limits should be defined for each specific mixed use area and area of change, to assure compatibility with our values of character, managed rate of change, and relationship to other values.

3. The City should develop complete street corridor plans for all priority corridors, but especially for sections within the mixed use areas and areas of change.
Areas of Stability

This category makes up the majority of Golden, and is represented on the map in yellow shading. These areas of stability are mainly comprised of the many existing residential neighborhoods throughout the community, and the idea is that these areas will see the least amount of change, and the community focus should be on maintaining their existing character and scale when development does occur.

Areas of Incremental Change

As shown in Appendix A, what is often referred to as central Golden has up to five components that will be subject to future incremental change, which can be thought of as infill development that happens primarily on a parcel by parcel basis. It does not usually entail a half or full city block, but might in some instances. Due to the site specific nature of such change, and the potential lengthy time periods between projects, it is important to establish well defined design requirements to ensure continuity. The areas that make up this category are: historic downtown (Washington Avenue and to the west); Colorado School of Mines campus; east downtown; and south downtown (Washington, Ford, and Jackson from about 14th Street to 20th Street). These areas have always been mixed use areas and will continue to be so, but how they evolve over time can be proactively determined by community planning efforts. One of the neighborhood plans to be completed is a specific plan for East Downtown, and an update of the Downtown Character Plan. This neighborhood plan will address land use, infrastructure, urban design, and implementation issues in detail. Please refer to Part 3: Neighborhood Planning for more information on this process.

Areas of Significant Change

There are a number of areas of town, listed below and identified in Appendix A that would likely see the most change over time. Portions of these areas of significant change may not change at all or experience only limited change, but that is for finer grained plans, such as neighborhood or area plans, to determine going forward. Though each area would be planned separately and specifically, the general overview is that, taken together, they represent the parts of Golden that could be re-imagined as new “places” within the community, as well as handle the greatest intensity of development. Challenges for each location will include how to create good urban design, the right mix of uses, appropriate form and scale, and multimodal transportation options.

Within the areas of significant change, there are two areas in particular that deserve a higher priority due to their impact on the safety of residents. Both the Colfax Corridor and South Golden Road are arterial roads that are served by transit and provide necessary services to surrounding residential neighborhoods. Many of these residents do not drive and depend on walking, biking or buses for transportation, yet these areas feel unsafe to many of these pedestrians and cyclists. Golden is committed to transforming these corridors into “complete streets” that provide equitable access for all modes of transportation, as well as a sense of place.
1. **Colfax Corridor**

   As depicted in Appendix A, there are two functioning portions of this commercial corridor, labeled as Colfax East, and Colfax West. These two areas are in a unique position to evolve over the next few decades from traditional highway oriented commercial strips into community oriented mixed use “places.” Growth and community change in these areas should be focused in a manner to combine residential and commercial uses in a walkable, pedestrian scale related to regional as well as local transit. The scale and mass of buildings in these locations could be larger than the neighborhood commercial areas, with appropriate architectural treatments.

2. **South Golden Road**

   The South Golden Road corridor extends from Johnson Road east to the City limits, and then on to the Camp George West/ NREL area and Denver West retail developments. The area within the city limits currently functions as a traditional community commercial strip. The streetscape and transportation investments completed circa 2000 improved the public framework, but it remains an auto oriented area with significant opportunity for further improvement.

   The next step in South Golden Road’s evolution will be to develop a cohesive sense of place, and much can be done to make this suburban style strip more accessible and appealing to those on foot or traveling by bike or bus. The buildings are too far away from the sidewalk and there are too many driveways crossing the sidewalk for the road to feel safe and accessible for pedestrians. Additionally, wider sidewalks and pedestrian amenities such as seating are needed, and signed connections to adjacent natural and recreation areas will help integrate the corridor with its surrounding uses. The intention is not to create another area that looks and feels like downtown, but a corridor that allows a mix of retail, office and residential uses and has an aesthetically pleasing and human scale streetscape.

   Small parks, plazas and other places to meet and interact with others are essential to create a sense of place, and must have seating for adults as well as play areas for children. Public art and places to hold community events are also desirable, perhaps in the form of a town square that serves as a main focal point.

3. **Canyon View Business Park, Coors Tech Business Park, Clear Creek Valley**

   These three traditional business parks currently consist only of office, light industrial and manufacturing uses. They contain a substantial part of Golden's primary employment base, and will continue to serve that function. It is possible over time, however, to consider connecting and interating these areas more into the rest of the community by allowing certain additional uses (including residential) when they can be added in a manner supporting our community values. The scale and mass of buildings is typically quite large, and additional density could be accommodated relatively easily. These areas will include transit and connections to alternative transportation systems.
4. **Suburban Neighborhood Commercial Areas**

The Canyon Point Commercial Center on SH 93 at Washington Avenue, 24th and Ford Street area, and the Golden Ridge/ Eagle Ridge area function now as neighborhood scale retail and mixed use areas. Development is relatively new at Canyon Point and Heritage Road, and less change there is anticipated in the near term. Over time, as more office or residential uses occur, it will be critical to define the form, scale and mass of future development. The level of development that serves our community values for these types of areas would be largely limited to two story structures, developed in a manner to promote a walkable pedestrian scale development oriented to local transit systems. Most of these areas are somewhat isolated from the rest of the community, and special attention should be paid to creating connections for pedestrians, cyclists and transit riders to improve accessibility to the rest of the city.

5. **Office Campuses**

The Jefferson County administrative campus, Golden Ridge business area, and the Indiana at 6th Avenue area all function as primarily office employment areas along the West Corridor Light Rail Line. While the uses are all generally consistent, the manner and scale by which they should evolve in coming years may vary significantly depending on context, topography, and ownership. Recommendations for the Golden Ridge area will be an important component of the South Area Plan, as this area can create the connection from the neighborhood to the light rail end of line station. The Jefferson County administrative campus, Jefferson Office Park property north of 10th Avenue, and the Indiana at 6th Avenue area will likely remain largely the same scale in the future but could conceivably have a mix of uses and better accommodate pedestrians over time.

6. **Interplaza/Corporate Center**

The Interplaza retail development and the overall Corporate Center area may become one of the most significant areas of change in the period leading to and after 2030. With frontage along the West Corridor Light Rail line, as well as proximity to the very conceptual high speed rail proposal along I-70, this large highway oriented area could begin to evolve into a much different area in coming years. If handled appropriately, the scale of uses in the area could be more intense than any other location in Golden. If this area becomes a focus for change in coming years, it could absorb the economic growth needed in the community while helping to stabilize those areas of the community where change is best limited in scale and nature.

7. **Golden Heights Industrial**

The Golden Heights industrial area south of 6th Avenue and east of I-70 was not included in the discussion of the larger employment areas since it is much smaller in scale, and because it has a specific relationship to adjacent residential areas that should impact how it redevelops or changes over time. Scale and mass of future redevelopment along the transit corridor between the residential and commercial areas will define how well our community values are supported.

8. **Goosetown**

The area bounded by Ford Street, 10th Street and Highway 58 is known as Goosetown. It is adjacent to MillerCoors and is primarily industrial in character. While a number of parcels would have to be assembled by a prospective developer to create “significant” change, it is a distinct possibility that this could happen in this area due to the large number of underutilized lots. Goosetown's proximity to downtown and its potential as a future rail terminus...
(Gold Line or West Corridor extension) signal the need for a mix of uses that support the use of mass transit. Strong pedestrian and bike connections to adjacent areas of downtown are also important to better integrate Goosetown with the community.

9. Heritage Square/Gateway Village

Heritage Square is currently a “family entertainment village” near the junction of Heritage Road and Highway 40 on the south side of town. It is connected by a shared use path to Heritage Dells to the north and, while the Lafarge gravel quarry lies just to the south, the quarry is obscured by the hills that rise between the two sites. To both the west and the east of Heritage Square is Jefferson County Open Space. While the entertainment use may continue for some time, it is conceivable that the area could redevelop as a commercial or mixed use village over time if designed as a good neighbor to Heritage Dells. South of both Heritage Square and the quarry, Gateway Village is an unfinished development at the southernmost tip of Golden. Due to its location at the confluence of US 40 and I-70, it was conceived as a hotel and retail site that would primarily serve visitors on their way to and from the mountains. Some variation on this concept may still be the best use for the area due to its somewhat remote location, perhaps under the broader term of “mixed use” to allow office and some residential due to easy highway access. These areas are fairly isolated from the rest of the community, and special attention should be paid to creating connections for pedestrians, cyclists and transit riders to improve accessibility to the rest of the city.

10. Areas of Influence

There are areas outside the boundaries of Golden but adjacent to potential Areas of Change that should be considered, and these could be described as “Areas of Influence.” There are three areas that come to mind, which are represented on Appendix A as clouds. They include the portion of Old Golden Road that is in Pleasant View, as well as the nearby portion of Colfax that extends into Pleasant View. The third area is the portion of unincorporated Jefferson County known as the Clear Creek Valley, which stretches from downtown to the area south of Coors Tech Business Park. These areas may or may not be officially annexed into the City in the future, but even without annexation they are adjacent to Golden and greatly subject to its influence. At minimum, these areas should be considered in any planning process and, depending on the receptiveness of the residents and business people of these areas, could be made part of the plan. Golden should also actively participate in any external planning activities initiated by these areas, sharing GV 2030 and this Comprehensive Plan.
PART III: NEIGHBORHOOD PLANNING

Neighborhood planning is the primary means of bringing the principles and values represented in the Comprehensive Plan down to a more specific area within the community. Neighborhoods rarely have absolute boundaries and are more commonly defined by a shared identity among residents and local business owners.

Outreach Efforts and Neighborhood Dialogue

City staff and officials will work closely with residents and neighborhood groups to develop a better understanding of where these informal relationships exist to be in tune with their needs and aspirations as a neighborhood. This can best be accomplished through an extensive outreach process, with neighborhood meetings being only one of the options. Staff and officials must be mindful of the fact that not all residents have the time to attend physical meetings, and should think of creative ways to engage the community. There are plenty of other options available, such as making all information available online for review and feedback. Staff can also post online surveys, help set up neighborhood websites that allow a dialogue between neighbors, and any other means to engage the community from the widest spectrum of ages, interests, and lifestyles.

Options on the Table

While residents will naturally want to protect what they most cherish about their neighborhoods, this is also an opportunity to take a fresh look at the area and talk about how it could look and feel in 10, 20 or even 50 years. Land use and community plans take many years to come to fruition. What seeds does this generation wish to plant for the next generation to enjoy? Neighbors will be encouraged to have an open discussion, where all ideas are welcome and there are no preconceived notions of what is acceptable or possible. Using the community values as their guide, residents will be free to have an open exchange of ideas to customize the overall community values and goals to best serve their particular neighborhood.

Creating Sense of Place and Making Connections

Golden residents and business owners recognize that there is something special about this community and they want to maintain that feeling. The Heart and Soul values that came out of the GV 2030 process reflect many of the intangible qualities that tie them to Golden, which go beyond the beauty of features such as Clear Creek, the historic downtown, the mesas and abundant open space. Values such as “maintaining friendliness and connections with neighbors and other residents”; “keeping and enhancing our sense of community”; and “a sense of belonging and involvement” are attempts to put into words the emotional connection that residents have to the people and the place that is Golden.
When residents talk about a “sense of community” and “friendliness” in their City and neighborhoods, it is really the connections between people that they find meaningful in their lives. A few of these people often become close friends and constitute part of our private lives, but just as important to our well-being are the many informal connections we have throughout the community that make up our public life. Most of these casual connections are established and grown through chance encounters in public places when people are on foot, bicycle, wheelchair or some other slower mode of transportation. In short, the built environment must be constructed on a human scale. Because these community connections are enhanced by creating places for people to meet by chance, it would be wise to establish neutral ground that is easily accessible for those using alternative modes of travel.

While neutral public “space” has the potential to become a “place,” great care must be taken in the design. Space is what allows us to move around, but a place is where we pause in this space. Places can be special spots in nature with appealing views or that give us tranquility or solitude, but places within communities serve a different purpose. These special places in our neighborhoods and in downtown Golden are where we go to connect with the community, not escape it. Washington Avenue and the portion of Clear Creek Trail that passes through downtown are both examples. A stroll along these corridors almost inevitably leads to a chance meeting with someone in the community. These connections may be as short as a friendly smile and a polite hello, or they may involve a lengthy exchange of information or ideas that lead to more meaningful personal or business relationships over time.

So what is it about these places that draw people to them, and are there some consistent ingredients that are needed to give a space a sense of place? It turns out that there are some basic principles involved that we can apply to help create or enhance spaces in our neighborhoods and turn them into places with emotional appeal that function to bind us together. However, this is not a one-size-fits-all approach. It takes a concerted effort on the part of those in the community to take these basic principles and tailor them to a specific neighborhood and location to make it a meaningful place. Through public engagement in a neighborhood planning process, citizens can lay out the basic ingredients but then collectively come up with the right approach to create a sense of place.

Basic Principles of Creating “Place”

1. Mix of Uses: complementary land uses such as residential, office, civic, light industrial and retail for a more active environment throughout the entire day. Ground floor retail that provides everyday goods and services, along with office or residential above, provides more street level activity.

2. Compact Design: features such as short blocks, narrower streets, narrow building frontages and contiguous structures that address the street with little or no setback.

3. Pedestrian-oriented Design: elements such as lighting, seating, shade, transparent windows, appropriate scale, attractive architecture and streetscape, and adequate barriers to automobile traffic to insure safety and comfort of those on foot.

4. Vital Community Spaces: easily accessible and visible locations where people are free to interact, such as plazas, pocket parks and cafes. These areas should provide a sense of enclosure, ample seating and a feeling of small town vitality. Community spaces function best when located at a crossroads in the neighborhood where people are always passing through.

5. Community Events and Interaction: occurrence of planned events, such as a summer concert. Unplanned events, such as a street performer, add to the feeling of vitality as well as bring people together for shared experiences.
These principles of place-making are merely the building blocks for creating places in our neighborhoods. While special places in the community may begin with one generation’s efforts, they continue to evolve over time with new layers, shared experiences and richer detail over time.

Codifying Neighborhood Plans

One potential danger of both comprehensive plans and neighborhood plans is that citizens, officials and staff can expend much time and effort developing these documents which then end up lying on the shelf, divorced from the reality of day to day issues and decisions. The way to make these plans more than just philosophical discussions is to incorporate specific recommendations into the City’s zoning code when appropriate. Only by changing the regulations to match the desires expressed in the neighborhood plan can these ideas evolve into reality.

There are a number of different zoning tools that are available to help fulfill community values. For example, values such as “Sense of Community” and “Maintaining Friendliness and Connections…” could potentially be realized through zoning that requires small public spaces, such as plazas and pocket parks in the neighborhood where friends and neighbors can meet by chance or by arrangement. Tools such as “form based” zoning can be used to focus on the creation of a look and feel in a neighborhood and on the street by setting requirements for the basic size, shape and placement of buildings, while letting the free market decide particular aspects such as design and what use should go into the building. The value “Accessible and Walkable” may mean sidewalk improvements or bike lanes, but could also mean something like rezoning a corner to allow neighborhood retail such as a corner store or a café. These are just a few examples of codifying the wishes expressed by residents through the neighborhood planning process.

Structure/Format of Neighborhood Plans

Neighborhood plans should be structured as microcosms of the comprehensive plan, and function as such for these particular areas of the community. The process should involve going through each of the community values and determining how each value is or should be manifested in that neighborhood. Each neighborhood should look at the map of “Areas of Stability and Change,” and discuss how this impacts them. A more in depth discussion on the areas of change found within each neighborhood is needed to get the most appropriate outcome.
PART IV: COMMUNITY HOUSING

Introduction
Golden’s Guiding Principles under its Heart & Soul Values are 1) Responsive Government and 2) Controlled and Directed Change. These include the goals that “The diverse housing options will provide opportunity to a wide spectrum of residents.”

A diverse housing stock that is accessible and affordable to a variety of households is essential to a sustainable and equitable community. Everyone benefits when current and future residents are able to thrive in a welcoming community with access to good schools, affordable homes, a robust economy, healthy social and recreational opportunities as well as a regional transportation network. Preserving a range of housing choices enables residents to remain in Golden, maintaining their connections with and contributions to their neighborhood and larger community. Golden is committed to creating and maintaining an inclusive, economically vital and environmentally sustainable community by ensuring a diversity of housing choices that enable its residents to thrive through all of life’s stages.

Community Housing Goals

Goal 1: Affordable Housing for the Community

Golden recognizes the importance of having and preserving a continuum of housing choices in order to meet the diverse needs of its residents while retaining our small town spirit. Affordable housing for its residents is a Heart and Soul Value for Golden. Affordable housing means housing that is reasonably attainable for lower and middle income households to rent or purchase while still being able to sustainably meet other basic needs. In order to preserve housing opportunities for an inclusive range of Golden residents, the city will endeavor to ensure that at least 15% of the total housing stock is affordable to low income households, 15% affordable to moderate income households, and 15% is affordable to middle income households.

“Low income” is defined as households earning between 0% and 50% of the Area Median Income (AMI), “moderate income” is defined as households earning between 51% and 80% of the AMI, and “middle income” as households earning between 81% and 120% of the AMI.

For a family of 4, in 2017:
Low Income = $42,000
Moderate Income = $67,000
Middle Income = $100,000
Goal 2: Inclusive Community

Economic diversity is a key attribute of an inclusive community. Golden is known as a welcoming community with a range of available economic and housing opportunities to meet the needs of all of its residents. The diversity of Golden’s residents and their ability to live, work and play throughout all phases of their life is a hallmark of our small town values. The city will strive to maintain an economically diverse community through the preservation of existing housing and the creation of new housing that is affordable and attainable for low, moderate and middle income households through supportive policies and programs to keep Golden an invitingly inclusive community.

Goal 3: Integration of Affordable Housing

Affordable housing allows diverse residents and families to call Golden home and supports the uniqueness of Golden’s neighborhoods. Affordable housing should be designed and planned so that it is integrated into the fabric of Golden’s existing neighborhoods, distributed geographically, compatible with adopted planning guidelines and accessible to all. The city will encourage a shared responsibility among the public and private sectors for addressing our affordable housing needs.

Goal 4: Manufactured Housing

Manufactured housing is a key source of market rate affordable housing in Golden. The city values the preservation of existing manufactured housing communities as an affordable housing choice and will support neighborhood efforts to strengthen their communities and promote resident stability. The city will encourage opportunities to create resident-controlled communities that remain affordable to low and moderate income households and enhance the diversity of Golden’s neighborhoods.
Regulatory & Financial Support Strategies

**Strategy 1: Regulatory Barriers and Opportunities**

The city will periodically assess its regulations, policies and programs to identify and mitigate barriers to the production and maintenance of affordable housing. These periodic reviews will inform creative solutions to preserve or enhance the range of housing choices in our community, aid in the evaluation of our ability to anticipate and meet our housing needs as well as facilitate the identification of opportunities to alleviate unhelpful market influences on the cost of housing.

**Strategy 2: Public Investment in Affordable Housing**

Golden is a compact, mature, developed community with limited opportunities for future, expansive residential growth. In order to help meet current and future housing needs, whenever significant public resources are used to create affordable housing in the community that benefit will remain available to the community through deed restrictions, non-profit ownership or other mechanisms that are commensurate with the public investment used to create the affordable housing.

**Strategy 3: Affordable Housing & Transit Oriented Development**

Recognizing the interrelationship between affordable housing, public transit and access to employment and services, the city will advance the inclusion of affordable housing in transit oriented developments and adjacent to existing transit service through its regulations and available incentives.

**Strategy 4: Sustainability**

The city, through its land use regulations and development policies, will support the integration of its policy goals for jobs, transportation, energy efficiency and affordable housing in order to maintain a sustainable community in which all its residents may prosper.
Strategy 5: Existing and New Affordable Housing Opportunities

Recognizing the value of existing affordable housing and the community’s value of controlled, thoughtful residential growth, the city will encourage the preservation and rehabilitation of existing affordable housing, the mitigation of units lost through redevelopment, and the retention of older housing that may be more affordable to low, moderate and middle income households. New affordable housing should complement Golden’s existing neighborhoods and be compatible with adopted planning guidelines. Affordable housing allows diverse residents and families to call Golden home and supports the uniqueness of Golden’s neighborhoods. The city will encourage a shared responsibility among the public and private sectors for addressing our affordable housing needs through its land use policies, regulations, available incentives and revitalization programs.

Strategy 6: Service Area Expansion and Density Increases

Annexation requests for areas with substantial development potential, or other land use decisions that result in significant additional residential development, will be considered if the proposed annexation or residential density increase can demonstrate a valuable opportunity or benefit to the community of Golden. Community benefits may include without limitation: permanently affordable housing; land or facilities for public purposes, such as transportation, open space or other public benefits as determined by the City Council. Annexations of developed parcels that would allow for limited additional development will be considered if community benefits, commensurate with the impacts of the additional development potential, may be attained. Urban growth will be managed so that it improves the quality of life for future residents and upholds the values of the existing community.

Strategy 7: Fair Housing

The city will periodically assess fair housing conditions and barriers in the community in order to ensure equitable access to housing for all its community members. The city will encourage and support the development of housing that is affordable for and accessible to residents with special needs. This includes seniors, persons with disabilities and other vulnerable populations. The city will also ensure that such housing is connected to supportive services and the social, recreational, retail and transit opportunities that make our community a small town at its heart.
Housing Programs & Partnership Opportunities

**Opportunity 1: Community Partnerships**

The city recognizes that local government actions taken to address the affordable housing needs of the community will have the most immediate and lasting impact if they are undertaken in partnership with other community agencies. These partnerships are important for promoting community stability, creating a welcoming environment for young adults, families and seniors and ensuring an available workforce for vital local economy. The city will work to leverage existing resources as well as explore additional financing options, regulations, partnerships and other mechanisms that may be used to secure a range of affordable housing choices in the community.

**Opportunity 2: Regional Collaboration**

Many of Golden’s challenges and opportunities regarding affordable housing, transportation, the environment and the economy are shared throughout the region. Golden will actively support legislation and participate in regional efforts to initiate and articulate collaborative solutions that further our shared affordable housing, transportation and sustainability goals.

**Opportunity 3: Homelessness Prevention**

The city will strive for a comprehensive approach to programs which prevent and stabilize homeless households and individuals, assist the transition to permanent housing and promote long-term self-sufficiency.

**Opportunity 4: Workforce & Student Housing**

Golden appreciates the contributions of its employers and the university to the local economy and recognizes the influence that they have on the housing market. Golden will encourage and support efforts to provide workforce housing and student housing that is responsive to housing needs and consistent with our community character. The city will pursue opportunities to increase the supply of housing affordable to Golden’s workforce through creative financing options, local employer engagement, support for employer assisted housing programs and ensuring that public transit adequately serves transit dependent populations.
PART V: MEASURING THE COMPREHENSIVE PLAN

There will be a two-tiered approach to measuring the progress and effectiveness of this plan, consisting of a qualitative periodic community survey and a quantitative set of indicators. The specific questions and indicators to be used are outside the framework of this plan, but the structure will be as follows:

Community Survey

A community survey will be designed to ask the community to rate progress on the eleven value themes found in this plan. This is a qualitative measurement that seeks to understand public perceptions related to progress toward achieving the GV 2030 values and how it has impacted their lives. This survey will be administered at regular intervals.

Indicators

A set of quantifiable measures will be set up to track progress as well. It is important to keep the total number of indicators to a reasonably small number, but employ enough to know general trends. There should be at least one measure for each value theme (11), and a total of no more than 15. The chosen indicators should overlap with Council’s Ends Policy metrics to avoid duplication of efforts.

Baseline and Trends: For the set of measures selected, a 2010 or 2011 baseline would be established. In 2012 and every year thereafter, the measures will be taken and a report generated with the trends for each of the community values, summarized with arrows that let the community know if our community values are:

- IMPROVING
- STABLE
- DECLINING


National Complete Streets Coalition. (www.completestreets.org/)


PPS Online. Project for Public Spaces. (www.pps.org/)

RTD FasTracks. (www.rtd-fastracks.com/)


**IMAGES**

Figures, graphics and maps provided by City of Golden staff.

Photographs provided by City of Golden staff and Google Images.
Appendix A:

AREAS OF STABILITY AND AREAS OF CHANGE MAP
PLANNING COMMISSION RESOLUTION NO. PC 11-23

The Planning Commission of the City of Golden met in regular session on June 1, 2011 and ADOPTED the 2011 update to the Golden Comprehensive Plan and recommended that City Council APPROVE the plan based upon the following findings:

WHEREAS, the Planning Commission is charged by City ordinances to plan for the future growth and development of the community; and

WHEREAS, the Planning Commission in conjunction with the community has prepared the Golden Vision 2030 document; and

WHEREAS, extensive public input was solicited in the course of public workshops and meetings in 2009, 2010, and 2011; and

WHEREAS, Planning Commission conducted a public hearing on the adoption of the plan on June 1, 2011; and

WHEREAS, Planning Commission finds that adoption of the 2011 Comprehensive Plan will promote the goals and objectives shared by the community for future growth, development, and stability of the community.

NOW THEREFORE, be it resolved by the Planning Commission of the City of Golden that:

Section 1. The 2011 update to the Golden Comprehensive Plan is hereby ADOPTED by the City of Golden Planning Commission and recommended for APPROVAL to the Golden City Council.

Resolved this 1st day of June, 2011.

Suzanne Stutzman, Chair

ATTEST:

Stacy McClure, Secretary to Planning Commission
RESOLUTION NO. 2133

A RESOLUTION OF THE GOLDEN CITY COUNCIL
REPEALING THE 2003 COMPREHENSIVE PLAN AND
APPROVING THE JUNE 1, 2011 COMPREHENSIVE PLAN
UPDATE

WHEREAS, by Resolution No. 1432, adopted on August 6, 2003, the City of Golden adopted the 2003 Comprehensive Plan Update; and

WHEREAS, the City of Golden Comprehensive Plan dated June 1, 2011 has been prepared to replace the August 6, 2003 Comprehensive Plan; and

WHEREAS, the Golden Planning Commission has completed a study of the proposed plan and held a public hearing on June 1, 2011 relative to the adoption of the plan; and

WHEREAS, the Golden Planning Commission unanimously adopted the Comprehensive Plan Update on June 1, 2011 by a vote of 6-0, with one voting member absent and not voting, and recommended that City Council approve said plan; and

THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GOLDEN, COLORADO:

Section 1. The August 6, 2003 Comprehensive Plan as adopted by Resolution No. 1432 is hereby repealed in its entirety.

Section 2. The City of Golden Comprehensive Plan dated June 1, 2011 as adopted by Planning Commission Resolution No. PC 11-23, and amended by City Council on June 16, 2011, is hereby approved as the city’s official comprehensive plan.

Section 3. In approving said City of Golden Comprehensive Plan dated June 1, 2011, the City Council recognizes that said plan is a working and living document that must grow and remain flexible to meet the needs of the City of Golden. Therefore, said plan is approved with the understanding that planning commission and the city council will continue to review, analyze and amend the same as the needs of the community dictate and as based on good and proper planning considerations.

Adopted this 16th day of June, 2011.

ATTEST:

[Signature]
Mayor

[Signature]
City Clerk

City Clerk

Resolving No. 2133
Page 2

APPROVED AS TO FORM:

David S. Williamson
City Attorney

I, Susan M. Brooks, City Clerk of the City of Golden, Colorado, do hereby certify that the foregoing is a true copy of a certain Resolution adopted by the City Council of the City of Golden, Colorado at a regular business meeting thereof held on the 16th of June, A.D. 2011.

ATTEST: 

[Signature]
Susan M. Brooks, City Clerk of the City of Golden, Colorado
Appendix D:

GOLDEN URBAN GROWTH AREA
AS ADOPTED BY RESOLUTION 1013
RESOLUTION PC17-29

A RESOLUTION OF THE CITY OF GOLDEN PLANNING COMMISSION RECOMMENDING ADOPTION OF THE COMMUNITY HOUSING POLICIES AS AN UPDATE TO THE CITY OF GOLDEN’S COMPREHENSIVE PLAN

WHEREAS, City Council and Planning Commission have identified the need for affordable housing in the community and demonstrated a clear desire to address the need; and

WHEREAS, Goal 2, under the Guiding Principle “Controlled and Directed Change” in the City of Golden’s Comprehensive Plan states “The diverse housing options will provide opportunity to a wide spectrum of residents.”; and

WHEREAS, Affordable housing is a key component of a healthy, strong and sustainable community by supporting family stability, reliable transportation options, access to education and viable employment, healthy lifestyles and civic engagement; and

WHEREAS, discussions of and revisions to these policies have taken place during properly noticed meetings of the Planning Commission on July 12, 2016, December 21, 2016 and April 5, 2017 as well as City Council on October 13, 2016, February 23, 2017 and April 27, 2017 and a general meeting open to the public on July 25, 2017; and

WHEREAS, the Community Housing Policies are intended to update Golden’s Comprehensive Plan.

THEREFORE, BE IT RESOLVED, BY THE PLANNING COMMISSION OF THE CITY OF GOLDEN, COLORADO

Section 1. Planning Commission hereby recommends the adoption of the Community Housing Policies into the City of Golden’s Comprehensive Plan to the City Council

Section 2. At the time of adoption and implementation of this resolution, the Comprehensive Plan Compliance Form will be updated to include questions about community housing policies.

Resolved this 4th day of October, 2017.

ATTEST:

[Signatures]

Patricia Evans, Chair
Stacy McClure
Secretary to Planning Commission
RESOLUTION NO. 2589

A RESOLUTION OF THE GOLDEN CITY COUNCIL APPROVING THE COMMUNITY HOUSING POLICIES AND INCORPORATING THE POLICIES AS PART OF THE GOLDEN COMPREHENSIVE PLAN

WHEREAS, by Resolution No. 2133, adopted on June 16, 2011, the City of Golden adopted the City of Golden Comprehensive Plan; and

WHEREAS, the Community Housing Policies have been prepared to supplement the Comprehensive Plan; and

WHEREAS, the Golden Planning Commission has completed a study of the proposed policies and held a public hearing on October 4, 2017 relative to the adoption of the policies; and

WHEREAS, the Golden Planning Commission adopted the Community Housing Policies on October 4, 2017 and recommended that City Council approve said policies.

THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GOLDEN, COLORADO:

Section 1. The Community Housing Policies as adopted by Planning Commission Resolution No. PC17-29, and amended by City Council on November 2, 2017 and attached hereto as Exhibit A, are hereby approved as part of the City of Golden Comprehensive Plan.

Section 2. In approving said Community Housing Policies, City Council recognizes that said policies are a working and living document that must grow and remain flexible to meet the needs of the City of Golden. Therefore, said policies are approved with the understanding that Planning Commission and City Council will continue to review, analyze and amend the same as the needs of the community dictate and as based on good and proper planning considerations.

Adopted this 2nd day of November, 2017.

Marjorie N. Sloan
Mayor

ATTEST:

Susan M. Brooks, MMC
City Clerk

APPROVED AS TO FORM:

David S. Williamson
City Attorney

 Resolution No. 2589 Page 2

1. Susan M. Brooks, City Clerk of the City of Golden, Colorado, do hereby certify that the foregoing is a true copy of a certain Resolution adopted by the City Council of the City of Golden, Colorado at a regular business meeting thereof held on the 2nd day of November, 2017.

ATTEST:  

Susan M. Brooks, City Clerk of the City of Golden, Colorado