I. Call to Order

II. Roll Call

III. Approval of Minutes—Business Meeting of December 15 2014

IV. Public Comment

V. Business
   a. Overview of January 8th Meeting
   b. Miners Alley Playhouse Grant Request
   c. Finance Report
   d. Distribute Action Plan
   e. Review Streetscape Regulatory Controls
   f. Preliminary Streetscape Design Ideas

VI. Commissioners Comments

VII. Staff Report
   a. DDA Open House
   b. Parking Strategies Update
   c. Neighborhood Capital Investment Opportunities
   d. Summary of Grant Application Received to Date

VIII. Public Comment

IX. Adjourn

The Golden Downtown Development Authority does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in the provision of services. For disabled persons needing reasonable accommodation to attend or participate in a city service, program or activity, call 384-8017 as far in advance as possible. Disabled access is available from the front entrance of City Hall.
Memorandum

To: DDA Board of Directors
From: Steve Glueck, Executive Director & Aleah Menefee, Redevelopment Specialist
Date: January 14, 2015
RE: Meeting Memo for January 19, 2015 meeting

This memo will provide background information for the upcoming DDA board meeting.

**January 8th DDA and GURA Meeting at City Council**  DDA and GURA board representatives and City Council convened on January 8th to discuss DDA and GURA accomplishments in 2014 and potential 2015 action items. Staff and those present at the January 8th meeting will provide more details at the upcoming DDA board meeting. Discussion will take place about how City Council suggestions can be incorporated into the DDA’s work.

**Miners Alley Playhouse Grant Request Presentation**  A representative from Miners Alley Playhouse (MAP) will present MAP’s grant request in more detail and explain the importance of receiving a grant from the DDA. The DDA arts and culture grant guidelines and MAP’s completed application have been included in your packet. At the end of the presentation board members will need to discuss if Miners Alley Playhouse request should be considered now, in advance of the regular grant cycle. If considered, the board will need to determine whether to approve a grant and how much.

**Financial Report:**  In early December, staff received a notice of valuation for the DDA area from Jefferson County. Based upon that valuation, the anticipated property tax to the DDA from the 5 mill tax will be about $225,000, or over $70,000 more than previously estimated. The board may wish to take this into account in evaluating investment opportunities this year.

**Action Plan Distribution**  Staff has finalized the Action Plan and will present it at the DDA board meeting. Some design efforts and an introduction have been added to the original copy to enhance the readability of the plan. A few minor edits have been made to the text after the December meeting in which board members offered suggestions for improvements. At the end of every year DDA staff will draft an annual report to comment on the progress of the goals listed in the action plan. This particular plan will conclude at the end of 2017. Staff proposes that the draft plan be distributed to the community, Planning Commission and City Council for comment, with formal action later in the spring.

**Review Streetscape Regulatory Controls**  Please review the attached copy of Chapter 4.90 of the municipal code related to sidewalk seating permits and display of merchandise. Staff requests that the DDA ask any questions about the regulatory aspect of the city sidewalks and perhaps start the discussion of any regulatory changes.

**Preliminary Streetscape Design Ideas**  Some board members expressed interest in developing ideas for changes the downtown streetscape. Board members will have the opportunity to discuss his or her preliminary design ideas. Given the amount of items on this agenda, this is not seen to be a lengthy design discussion. Rather, staff is planning to bring in some conceptual designs and ideas in February based on
the feedback. A more urgent request would be to review and comment on the streetscape design criteria attachment that staff compiled after our December meeting.

**DDA Open House**
On Wednesday, February 25 DDA will host an open house from 8 a.m. to 10 a.m. at Barrels and Bottles Brewery in downtown Golden. The Action Plan and the grant program guidelines and application will be available to the public. At the open house staff will make a brief presentation about the work of the DDA and potential projects to begin in 2015.

**Parking Strategies Update**
Please see attached a memo presented to City Council on January 15, 2015 (after packet preparation). Staff will further update the DDA board on the status of early parking discussions and seek any comment or input.

**Neighborhood Capital Investment Opportunities**
Per Council direction, staff has been compiling a list of possible walkability projects in the community (some of which are downtown and could be funded by the DDA). Staff requests that the Board review the list, and add other project ideas for consideration.

**Grant Request Summary**
To date, DDA staff have received a grant application for arts and culture funding from MAP. Staff awarded an $800 website grant to Café 13. The Golden Public Library, located on 10th Street, is in the process of submitting an arts and culture grant application. Once staff receives this grant application, more details will be sent to the board for funding consideration.
The Downtown Development Authority of the City of Golden, County of Jefferson, State of Colorado, met on the above date in the City Council Chamber 911 10th Street, Golden, Colorado, at the hour of 6:30 p.m. Commissioners present were:

| Lisa DeCaro | Dean deBenedet | Dean Valdez | Ed Dorsey | Brandon Narva |

Commissioners Anderson and Behm were absent. Executive Director Steve Glueck and Redevelopment Specialist Aleah Menefee were present. Members of the public included Kenny Lee, Len Matheo, Socorro Amendariz, Jim Billings, Kevin O’Connor, Todd Heirls, and Joan Klinman.

Ed Dorsey called the meeting to order at 6:32 p.m.

**Approval of Minutes**

Dorsey called for a motion to approve the November 17th meeting minutes. DeCaro MOVED to approve the business meeting minutes. deBenedet SECONDED. All Commissioners present agreed.

**Public Comment** – none

**Regular Business**

**Miners Alley Playhouse Presentation**—Len Matheo, Executive Director of Miners Alley Playhouse (MAP) and Jim Billings provided the board with a presentation about MAP. Matheo explained the importance of the rent subsidy that MAP received from GURA and asked the DDA board to continue the subsidy. MAP has a large economic impact within the City, provides a cultural asset to the community and offers educational programming to youth. Matheo and Billings went into more detail regarding the economic impact of the theater. As more schools are cutting funding for the arts the MAP will begin to offer children’s programming at the theater and at schools. Matheo mentioned that many regional theaters do not have to pay rent or their rent is heavily subsidized. The board asked the presenters questions about the financial impacts of the theater, audience attendance and programming.

**Buffalo Rose Potential Project Introduction**—Kenny Lee, Owner of Buffalo Rose, gave more details about the project, while the project architect, Todd Heirls, provided additional renderings of the project. Socorro Amendariz the general contractor for the project also attended the meeting to answer any questions. Currently, the Buffalo Rose is in dire need of many repairs and updates to accommodate patrons. The exterior will undergo renovations including removal of some of the posts along Washington Avenue, a roof top patio, and façade improvements. The remodeling will consist of five phases and take place over the next 18 to 24 months. The renovated interior will feature a larger kitchen, better venue and stage area, and remodeled bathrooms. Staff mentioned that Lee may come back to the board once the project financials have been finalized and a gap has been determined.

**Committee and Liaison Assignments**—At last month’s meeting the board discussed committee and liaison assignments. Dorsey suggested that board members consider the various committee duties. Dorsey and Anderson showed initial interest in serving on the development and operations committee. Valdez committed to also serving on that committee. DeCaro wants to serve on the communications committee. Staff expressed that there should be one designated liaison that attends the Visit Golden meetings since at the last Visit Golden meeting there were 3 DDA representatives. deBenedet communicated that he would like the opportunity to attend. Narva also commented that he attends those meetings as the Golden Chamber representative and could also be the DDA representative.
Action Plan—Staff reintroduced the action plan to the DDA board. Dorsey made suggestive comments to Staff regarding some of the timeframes and wording of the strategies. The action plan will be finalized shortly and will be shared with the public.

Introduction to Streetscape Design and Sidewalk Issues—On Saturday, December 13 Staff conducted a walking tour of the downtown sidewalks. deBenedet and DeCaro were in attendance and throughout the tour made comments about the usage and design of the sidewalks. The group identified that potential action was needed along the sidewalk between Starbucks and Woody’s Pizza. Other areas to focus on include the area by D Deli and the section of sidewalk from Ace-Hi Tavern to Peak Cycles. These areas are congested and can be improved to accommodate pedestrians better. Staff thought that a design process should be put in place so that the board could be begin to conceptualize what ideas could be executed. Narva and Valdez thought that the entire downtown should be considered to avoid a piece meal approach to evaluating the sidewalks and streetscape. Updates to the trash and recycling programs and receptacles need to be considered. Places for pedestrians to rest will also be included in the new design. Staff was directed to provide plans of the intersection areas so that board members can sketch ideas. The topic will be continued next month.

Commissioners Concerns- deBenedet—none
Valdez—none
Dorsey—none
Narva— none
DeCaro—none

Staff Report–
Miners Alley-The repaving of Miners Alley is complete. Pictures of the project were included in the meeting packet. The project was $1,000 under budget.

DDA Open House—Staff is planning an open house on Wednesday, February 25 from 8 a.m. to 10 a.m. The programming of the event will introduce the public to the DDA action plan and the process for applying to grants. The location is still being determined.

Parking Strategies Update—Staff has begun implementing some of the parking strategies mentioned in the Walker Parking Consultants study of the downtown parking. One project that staff is working on is better designed way finding and communicative signs for identifying long term, short term and employee parking. Initial designs have been rendered and the new signs will be implemented in the Spring of 2015.

January 8, City Council Meeting—At this meeting the DDA and GURA boards will have the opportunity to update City Council on the progress of each board. The DDA will provide an update to Council about its current projects and initial ideas for how to best use the downtown legacy fund.

Public Comment – none

Adjourn –
There being no further business, Chair Dorsey called for a motion to adjourn the meeting. DeCaro MOVED to adjourn the meeting. Narva SECONDED. All Commissioners present agreed. Dorsey adjourned the meeting at 8:40 p.m.
Arts and Culture Grant Application Instruction and Form

Thank you for your interest in applying for an arts and culture grant. The DDA values funding for arts and cultural organizations that promote and offer innovative programming that enhances the community's character and culture. Enclosed you will find eligibility requirements, guidelines, application and funding process, and the application form.

The DDA has allocated $15,000 for this grant program in 2015. The maximum funding per grant is $3,000.

Arts and Culture Grant Eligibility

- Your organization must serve the purpose of promoting arts and culture, and be located within the DDA boundaries
- Acceptable uses of funding include, but are not limited to:
  - Rent subsidies
  - Exhibition costs
  - Reduced admission fees
  - Interior enhancements
  - Exhibit sponsorship
  - Capital Improvements
- If you intend to use other businesses/contractors to meet your project goals you must provide written quotes from at least two different businesses and/or contractors in order to eligible for this grant
  - Priority will be given to applicants that intend to use businesses and/or contractors located within the City of Golden

Arts and Culture Grant Guidelines

- Grants will be awarded on a reimbursement basis and does not apply to past work
- Completion of the project should take less than twelve months after being approved for funding, barring any unforeseen circumstances
- Priority will be given to requestors that demonstrate a financial gain to downtown businesses and the City of Golden, as well as enhance the area's character and culture
- If there might be a conflict of interest you must clearly state the potential conflict in your grant application. If you do not disclose your potential conflict during the application process, the DDA has the right to revoke your grant if the DDA discovers a conflict after you or your business has been approved for funding
  - The DDA defines conflict of interest as it relates to the DDA grant funding program as follows:
    - Grant funds cannot be used on any other projects other than for the purposes stated in your grant application
    - Funding cannot be used to financially benefit a business or interest of relative(s)
    - DDA funding cannot be used to provide personal financial benefit.
Application and Funding Process:

- Applications will be accepted at two time frames in a calendar year. The first cycle will be January 1 to April 1, with awards announced by June 1. The other application period will be from July 1 through October 1 with awards announced by December 1.
- Your complete application form must be submitted to DDA staff during the grant application period.
- You might be asked to present your funding request to the DDA board at a regularly scheduled DDA meeting which occurs on the 3rd Monday of every month at 6:30 p.m. at 911 10th Street (Golden City Council Chambers).
- If awarded a grant you must agree to the terms listed in the grant contract.
- After you agree to the grant contract, work has been completed and proof of payment for your project has been submitted to DDA staff (when applicable), you will be reimbursed within 4 to 6 weeks up to the grant award amount.

Contact the DDA:
DDA@cityofgolden.net
303-384-8080
Name of applicant  Len Matheo  
Phone number and email of applicant  303-915-8888 "Len@minersalley.com" 
Name of Organization  Miners Alley Playhouse 
Organization address  1224 Washington Ave. Suite 200 Golden, CO 80401 
Grant request amount  $834 per month rent subsidy for the 2015 calendar year. 
How does your organization enhance the community's character and culture? 
Miners Alley Playhouse is the only professional theater in the city of Golden. By having live theater and music productions, Golden receives recognition from the press as a town that is known for producing high quality theater and performing arts. Additionally, exposure to live theater improves the social and academic skills of the children in our community. Live theater enhances the character and culture of a community by bringing people together, by creating jobs, and by bringing visitors to town. Both the employees and the visitors provide support to local businesses throughout Golden. Please describe in detail how you will use the grant award to enhance the community's character and culture MAP will use the funds provided to subsidize our rent, which is a large part of our monthly expenses. By helping MAP pay its rent, the DDA will enable the theater to remain in its downtown Golden location, and continue to provide award-winning professional theater in Golden. In addition, it enables us to invest in our new "Miners Alley Children's Theatre," which will include weekend children's theater performances as well as performances in area schools. 
I lease explain the potential financial gain to the City of Golden and surrounding businesses? With its six mainstage productions, Miners Alley Playhouse brings in on average 300 patrons per weekend during performance weeks. Many of these patrons will dine in Golden, as well as spend money with other downtown merchants. In addition, Miners hires over 90 actors, technicians, designers, and bar staff throughout the year, who also spend money at downtown businesses. Unlike most other industries, live theater brings with it patrons who support other businesses in Golden even more than they support the theater they have come to Golden to see. 
Please disclose any potential conflicts of interest Len Matheo's wife is Lisa DeCaro, a board member of the DDA. 
If you plan to use contractors or other businesses to meet your project goals, please submit at least two written quotes. 
By signing below, you agree that all the information provided in and attached to this grant application is correct. 
Signature  
Date  12.30.2014
GOLDEN DOWNTOWN DEVELOPMENT AUTHORITY
Action Plan 2015-2017
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**INTRODUCTION**

**Purpose of the DDA**
CRS Title 31, Article 25, Part 8 provides for the creation of a DDA, “in order to halt or prevent deterioration of property values or structures within the central business districts, or to halt or prevent the growth of blighted areas within such business districts.” The central business district is defined to include “the principal business, commercial, financial, service, and governmental center” of the municipality. The area must also be zoned and used for such purposes. The area to be included within a DDA may be all or part of what has been traditionally the downtown area of the municipality. The Golden DDA was formed in compliance with State of Colorado Statues and the district boundary is in conformance with the definition of the central business district.

**Organization**
A DDA is a separate corporate body. The creation of the Golden DDA was initiated by Ordinance 1946 of the Golden City Council. Ordinance 1947 allowed the question of establishing the authority to be submitted to a vote of the qualified electors at the next regular election. The qualified electors within the district voted on November 5, 2013, to create the Golden DDA as organized and defined by Ordinances 1946 and 1947 and to approve a levy of five mills to fund the organization, with a tally of 63% in favor and 37% against the Golden DDA and 54% in favor and 46% against the levy of five mills.

**Powers**
Colorado State Statues grant the DDA the power to acquire property, construct and equip improvements, and lease and sell property. The authority also has the power to develop and/or redevelop property within the DDA area. Any acquisition, construction, development, and activities must be consistent with the Plan of Development that has been approved by the governing body of the municipality.
This Plan of Development includes suggestions on the design and development of public facilities including but not limited to “streets, parks, plazas, parking facilities, playgrounds, pedestrian malls, rights-of-ways, bridges, lakes, ponds, canals, utility lines or pipes and buildings.” Subsequent documents, in conformance with the guidance of this Plan of Development, may develop more specific design and construction plans for these facilities.

State statutes also explain that a DDA may provide for the use of property and sales tax increment financing (TIF). Before bonds payable from the tax increment revenues may be issued, the question of issuing the bonds and pledging the tax increment revenues must be approved by the electors of the authority. These approvals were obtained in the November 2013 election for the Golden DDA.

The DDA Plan of Development for Downtown Golden, approved in October 2014, is a guiding document to help direct the continued successful economic and social vitality of downtown Golden. It builds on (and follows in the footsteps of) the 1989 Urban Renewal Plan, as well Golden Vision 2030 (GV 2030), and the 2011 City Comprehensive Plan, 2008 Downtown Character Plan, and 2012 East Downtown Plan, as they may be updated in the future. It will serve as the main guiding document for the Golden Downtown Development Authority (DDA) and the specific programs and projects initiated in the effort to achieve and maintain the downtown area in accordance with Golden Vision goals and community values.

Next steps
While the Plan of Development serves as a broader guiding document for DDA’s lifespan of 30 years, action plans are necessary to direct shorter term, 3 to 5 year goals. In the following pages the action plan addresses the four focus areas of the DDA and describes specific strategies and timelines for accomplishing the downtown community’s needs and wants. In general the action plan is more much detailed than the DDA Plan of Development. An annual report will drafted at the end of every year as a way to measure the progress of the items listed in the action plan.
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<tr>
<th>Strategies</th>
<th>Examples</th>
<th>Potential Action</th>
<th>Desired Outcome</th>
<th>Timeframe for Completion</th>
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<tbody>
<tr>
<td>Support and where appropriate establish effective partnerships committed to business vitality</td>
<td>Form a cohesive downtown support group to leverage the efforts of individual groups including the Chamber of Commerce, DDA, the Civic Foundation, Visit Golden, City departments and the Visitor Center board</td>
<td>Actively take part in dialogues with various groups by attending meeting and receiving copies of minutes</td>
<td>Avoid duplicating efforts between organizations. When necessary combine resources to meet shared community goals.</td>
<td>Ongoing</td>
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<td>Support and participate in the Visit Golden program</td>
<td>Make financial contributions to the program and meet regularly with the board to discuss goals</td>
<td>This group is tasked with community marketing efforts. Providing financial resources allows for the program to continue and to maintain its effective media campaigns to potential visitors.</td>
<td>Ongoing</td>
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<td>Recognize the role and importance of the Coors Brewery Tour, and support and encourage its enhancement and success</td>
<td>Meet with Coors, Guest Services Manager to discuss tour impacts and ways to encourage the people that take the tour to spend more time in downtown</td>
<td>Leverage the tour as a way to get more visitors into downtown Golden</td>
<td>DDA staff will attend meetings with relevant stakeholders</td>
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<td>Implement a new improved business attraction and retention program</td>
<td>Work with EDComm and other business support organizations to develop a new retention and attraction program, recognizing that attraction is not an issue currently and in the foreseeable future and retention is usually a matter of specific business problems.</td>
<td>Make sure that we retain the current situation where demand for downtown commercial space exceeds supply, and vacancies are low</td>
<td>Start to define in 2015</td>
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<td>Help encourage an on-going improvement (and expansion when warranted) of downtown events</td>
<td>Participate in and encourage a critical evaluation of downtown events and determine which add or detract from economic vitality. Work with new City Event Coordinator</td>
<td>After clarification of policies re events, work with Visit Golden to promote the selected events calendar. Carefully evaluate whether to implement a grant program to assist events and workshops deemed to be unique.</td>
<td>Start third quarter of 2015 at earliest</td>
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## Business Vitality & Support Goals

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<td>Improve and expand downtown business assistance programs as resources allow. The nature and extent of these programs will change over time. In the initial period, they may be continuation of prior GURA programs, including:</td>
<td>Business training through partnerships, for example: • Jefferson County Business Resource Center • Small Business Development Center</td>
<td>Work with organizations that provide business training resources and communicate with downtown businesses about opportunities.</td>
<td>DDA assistance in marketing</td>
<td>When relevent attend meetings hotsed by business training organizations to promote downtown Golden</td>
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<td>Façade and signage grants</td>
<td>Create an assistance program to help property and/or business owners improve their exterior</td>
<td>Help eliminate or halt blight in the downtown area Assist new businesses</td>
<td>February 2015</td>
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<td>Community grants</td>
<td>Develop a funding assistance program to assist nonprofits and community groups that will benefit downtown businesses and residents</td>
<td>Enhance the vibrancy of downtown</td>
<td>January 2015</td>
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<td>Small TIF agreements for certain tenant improvements</td>
<td>Work with tenants and/or property owners on a case by case basis to determine if TIF is a feasible funding source for property improvements. Evaluate and refine program criteria.</td>
<td>Increase the variety of funding sources available to those that want to make improvements to their property</td>
<td>Ongoing</td>
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<td>Implement programs and partnerships to assure the positive enjoyment and experience of our public spaces. Early and on-going efforts may include:</td>
<td>Expanding the maintenance and cleanliness of public spaces • Power washing • Additional maintenance • Partnerships with businesses using outdoor public spaces</td>
<td>Evaluate various maintenance strategies to help keep downtown well maintained and clean. Work with City and CSAB on potential trash and recycling program improvements</td>
<td>Determine and implement the most valuable maintenance strategies given DDA's financial resources</td>
<td>Initial investments in June 2015</td>
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<td>Improve signage and directories for downtown Regularly update directory signs Consider alternatives for delivery of information as technology evolves</td>
<td>Partner with Visit Golden, the organization that creates the directories, by providing financial resources</td>
<td>This partnership will allow the DDA to leverage its resources and staff time to ensure that the directories are maintained and other technology resources are evaluated</td>
<td>Ongoing</td>
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<td>Recognize and support the enhancement of the public realm as a strong statement of Golden’s community character</td>
<td>Maintain cost effective and attractive seasonal decoration programs to benefit merchants and the community</td>
<td>Research alternate approaches for holiday decorations. Rebid the holiday lights project. Set aside a reserve for banners to replace old or damaged ones</td>
<td>Reduce costs for, and/or enhance the quality of the holiday lights and decorations that are visually pleasing. Evaluate annually</td>
<td>Spring 2015</td>
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<td>Participate in and support the Public Art program to emphasize the unique character of downtown</td>
<td>Partner financially with the Public Art program to assist in the maintenance and installation of public art downtown</td>
<td>Preserve, refresh, and enhance the public art downtown, as well as encourage various genres of public art</td>
<td>Partnership with the Public Art Commission by Fall 2015</td>
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<td>Improve gateways and routes into the downtown area, for example:</td>
<td>Partner with the City to coordinate projects that relate to improving the gateways into downtown</td>
<td>Collaborate to ensure projects meet the DDA’s goals about improving gateways into downtown</td>
<td>Ongoing</td>
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<td>• 19th and Washington</td>
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<td>• Washington and SH 58</td>
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<td>• Ford/Jackson corridor</td>
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<td>Improve directional signage outside the downtown core</td>
<td>Work to create better signage that is clearer to understand for visitors going to the downtown area</td>
<td>Directional signage that encourages visitors to come to the downtown area</td>
<td>Ongoing</td>
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<td>• Listing of downtown attractions</td>
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<td>Seek and support efforts for enhanced landscape development and public spaces for Washington Avenue planters and Loveland Garden</td>
<td>Include this goal in streetscape enhancement efforts. Continue to support Loveland Garden</td>
<td>Design revised use of existing planters or new planters along Washington Avenue to balance the use of sidewalks</td>
<td>Initial ideas to be completed by Spring 2016</td>
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<td>Actively support proposed developments that include provisions for the preservation of established natural elements, such as old growth trees, creek banks, and terrain that characterizes the Golden landscape</td>
<td>This directly relates to the preservation of Clear Creek and parks within the DDA boundary. Meet with City to collaborate on projects that protect the natural landscape</td>
<td>Encourage responsible uses of the creek and parks</td>
<td>Semi-annual meetings with Public Works and Parks and Recreation Board</td>
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<td>Maintain the historic scale and character of the area by careful review of any redevelopment projects supported by the DDA. Link redevelopment participation agreements to projects that meet the latest approved design requirements for downtown</td>
<td>Make sure boards/commissions besides Planning Commission have the opportunity to comment on development/redevelopment plans (i.e. historic preservation, sustainability, parks)</td>
<td>Plans for development/redevelopment should meet community goals and values</td>
<td>Ongoing</td>
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<td>Encourage and support private redevelopment proposals in keeping with community values</td>
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## Public Space & Infrastructure Goals

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<tr>
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<tr>
<td>Invest in improved public infrastructure in partnership with the City, consistent with adopted community visions and design</td>
<td>Improve alleys and adjacent parking and public spaces</td>
<td>Encourage repaving and improvement projects of Miners and Prospector alley, and other heavily used alleys throughout the DDA area</td>
<td>Visually pleasing and well maintained alleys to help pedestrian and vehicular circulation that allows better access to businesses in the alleys. Determine other potential uses for the alley other than vehicular traffic</td>
<td>Ongoing</td>
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<tr>
<td>Continue to improve the downtown streetscape including:</td>
<td>Review prior studies and prioritize which elements to further investigate Conduct feasibility and conceptual design for potential projects</td>
<td>Plans which support the goals/needs of businesses and pedestrians/bicyclists and improve the downtown streetscape</td>
<td></td>
<td>Fall 2015 for first step</td>
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<td>- Expansion both north and south along Washington Avenue</td>
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<td>- Bike/ped improvements on Ford Street Side street connections</td>
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<td>Fund the installation of improved bike parking facilities</td>
<td>Pick the best locations for additional bike parking facilities</td>
<td>Provide more bike racks that do not inhibit the use of sidewalks</td>
<td></td>
<td>March 2017</td>
</tr>
<tr>
<td>Continue to invest in improved pedestrian connections and facilities with a focus on residential parts of the DDA boundaries</td>
<td>Partner with City to repave sidewalks, alleys, and roads that lead into downtown</td>
<td>Having better sidewalks and infrastructure for pedestrians with a focus on the residential parts of the DDA will encourage residents to walk into the downtown core</td>
<td></td>
<td>Create list of potential projects in 2015</td>
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<td>Consider parking solutions for the core area when warranted</td>
<td>Evaluate the recent parking study for strategies that will help alleviate downtown parking congestion</td>
<td>Better parking inventory, access, management and enforcement</td>
<td></td>
<td>Initial policy recommenda</td>
</tr>
<tr>
<td>Address problematic intersections that are difficult to navigate for cars and pedestrians, for example:</td>
<td>Work with City and traffic consultants to identify options.</td>
<td>Decrease the amount of confused cyclists, motorists, and pedestrians.</td>
<td></td>
<td>Ongoing</td>
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<tr>
<td>- Intersection of 14th and Ford and the Jackson Street diagonal</td>
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<tr>
<td>- 19th and Washington Avenue</td>
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<tr>
<td>Invest in outdoor performance space</td>
<td>Cost/benefit analysis</td>
<td>Determine whether or when to invest</td>
<td></td>
<td>2017-2018</td>
</tr>
<tr>
<td>Strategies</td>
<td>Examples</td>
<td>Potential Action</td>
<td>Desired Outcome</td>
<td>Timeframe for Completion</td>
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<tr>
<td>Utilize DDA resources, expertise and influence to affect downtown management policies including:</td>
<td>Balance reasonable use of sidewalks by adjacent businesses and the general public, especially on Washington Avenue</td>
<td>Establish a stakeholder communication and input process to identify and evaluate regulatory and investment opportunities</td>
<td>Assist the City Council meet its goals regarding sidewalk uses in the downtown core</td>
<td>First recommendations by Spring 2015</td>
</tr>
<tr>
<td></td>
<td>Develop the ability to “flex” the use of on street parking</td>
<td>Part of above discussion</td>
<td>Allow for better circulation along the sidewalks on Washington Avenue</td>
<td>First recommendations by Spring 2015</td>
</tr>
<tr>
<td></td>
<td>Work with building owners to redesign awnings and/or remove posts that block the sidewalk corridor</td>
<td>Approach specific owners regarding interest. Consider jointly funding engineering study re feasibility of alternate supports.</td>
<td>More space on the sidewalks for pedestrian uses and enhance the appearance of the exterior of properties</td>
<td>June 2015</td>
</tr>
<tr>
<td></td>
<td>The DDA should actively participate in community decisions about the role and future of the Clear Creek Corridor and our civic uses</td>
<td>Meet with community stakeholders and appropriate City departments about Clear Creek as ideas are developed</td>
<td>Participate/collaborate in decision making regarding the role of Clear Creek</td>
<td>Ongoing</td>
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<tr>
<td></td>
<td>Encourage or require more defined access to the creek incorporated into adjacent redevelopment</td>
<td>Partner with City Planning to address design requirements and ID potential sites</td>
<td>Collaborate with the City to help make the creek accessible</td>
<td>Ongoing</td>
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<tr>
<td></td>
<td>Plan a Jackson Street plaza or series of public spaces to be implemented with East downtown redevelopment</td>
<td>Plan for the enhanced street and streetscape in concert with redevelopment projects in east downtown.</td>
<td>Enhanced pedestrian amenities and encourage circulation between the Coors Brewery and downtown</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Work with CSM to address off campus parking impacts</td>
<td>Support city efforts to manage parking supply and demand. Look for relevant opportunities within the parking study</td>
<td>Better use of parking facilities within boundaries of the DDA</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
## Land Use & Transportation Goals

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Examples</th>
<th>Potential Action</th>
<th>Desired Outcome</th>
<th>Time-frame for Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work with the City and other agencies to improve our transportation system, and its use</td>
<td>Improve connectivity to transit and the metro rail system. Where possible focus first on potential lower cost amenities and improvements. Service areas of focus include • Marketing and education for alternative transportation modes • Enhanced call and ride service • Establish a car share program • Establish a bike share program • Encourage and build awareness of private “taxi” style support for off hours • Seek RTD support for enhanced fixed route (bus) transit</td>
<td>Develop marketing brochures and education materials. Update all relevant websites with information about different transportation modes. Coordinate with other City of Golden departments and staff efforts</td>
<td>Having better alternative transportation options will encourage people to use alternative modes of transportation</td>
<td>March 2015 for marketing effort; Ongoing for the other programs</td>
</tr>
<tr>
<td>Co-operate with property owners to enhance private investment as related to our downtown vision</td>
<td>Promote/sponsor cyclist/driver transit safety campaigns</td>
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<td></td>
<td>Encourage enhanced sustainability in redevelopment agreements</td>
<td>Partner with the Golden Police Department to sponsor classes and events</td>
<td>Safety campaigns will keep people aware about sharing shared infrastructure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Encourage workforce housing and diversity of housing choices in redevelopment agreements</td>
<td>Work with Golden Sustainability and Planning Commission to better understand how sustainability can be encouraged</td>
<td>Environmentally friendly design will help participants become less dependent on undeniable forms of energy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Encourage higher quality design in redevelopment agreements</td>
<td>Provide informational brochures to include diverse housing options in redevelopment agreements.</td>
<td>Be a resource when a developer is considering adding diverse housing options within DDA boundaries</td>
<td></td>
</tr>
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<td></td>
<td>Consider appropriate scale redevelopment for portions of the block from 12th to 13th and Arapahoe to Cheyenne streets.</td>
<td>Ensure strict adherence to 18.40</td>
<td></td>
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<td></td>
<td>Create an analysis of the scale potential based on existing policy</td>
<td>Better information for potential development initiatives</td>
<td>2016</td>
</tr>
</tbody>
</table>
## Land Use & Transportation Goals

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Examples</th>
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<tbody>
<tr>
<td>Encourage preservation of the post office building, allowing change of use and site redevelopment</td>
<td>If and when the Post Office relocates, preservation along with different uses must be considered, and the public will need to be engaged during this process</td>
</tr>
<tr>
<td>Consider a mixed use “west side” redevelopment along Arapahoe to replace surface parking with mixed use and parking</td>
<td>If and when a new development along the west side is presented, mixed use should be the goal</td>
</tr>
<tr>
<td>Create an East downtown that is not intended to be a copy of Washington Avenue, but rather to strengthen the overall downtown area with its own character</td>
<td>If and when development may occur on the east side of Washington Avenue the DDA should have a goal that compliments the uses in the downtown core.</td>
</tr>
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<tr>
<th>With the City, review regulations and requirements for potential improvement or flexibility or alternative approached</th>
<th>Address recycling issues with existing commercial businesses</th>
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<tbody>
<tr>
<td>Address loading issues with commercial businesses</td>
<td>Consider both design and regulatory solutions for loading issues.</td>
</tr>
<tr>
<td>Evaluate zoning code requirements related to redevelopment • Cash in lieu of parking • Parking requirements</td>
<td>Be a resource and advisor to City staff, Planning Commission and Council when the City evaluates these policies</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Potential Actions</th>
<th>Desired Outcome</th>
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<tbody>
<tr>
<td>Preserving the Post Office building would contribute to the character of east downtown</td>
<td>Having a mixed use development with additional housing, retail, and parking</td>
</tr>
<tr>
<td>Increased amenities in the downtown area could attract more visitors, residents, and employers and have a positive economic impact on downtown</td>
<td></td>
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<tr>
<th>Timeframe for Completion</th>
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<td>NA</td>
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<td>NA</td>
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<tr>
<td>NA</td>
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<tr>
<td>December 2015</td>
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<td>June 2015</td>
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<td>NA</td>
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DDA Action Plan 2015  11
Chapter 4.90 Golden Municipal Code, Sidewalk Sales and Display Permits

4.90.010 Legislative Intent

It is the intent of this chapter to provide procedures and standards for private use of the public sidewalks within the C2 (Commercial 2) zone district, where such use promotes the economy and vitality of the City in a manner consistent with protection of the health, safety and general welfare of Golden residents and visitors. (Ord. 1146, 1992).

4.90.020 Definitions

The following terms used in the chapter have the following meanings, unless the context clearly indicates otherwise:

(a) "Building" means any permanent structure built for the shelter or enclosure of persons, animals, chattels or property of any kind and not including advertising sign boards or fences.

(b) "Building Extension" means any structure that is an extension of an existing building front or basement adjacent to municipal land or rights-of-way and that encroaches upon the municipal land or rights-of-way.

(c) "Kiosk" means a free-standing structure located within a pedestrian circulation area and used for the posting of notices or advertisements or the sale of food, flowers, newspapers, or other good approved by the City.

(d) "Sale" or "Sell" means the exchange of goods or services for money or other consideration, and includes the offering of goods or services for a donation except when offered to express religious, social, political, or other ideological views.

(e) "Sidewalk" shall have the same meaning as set forth in the Golden Municipal Code, Section 11.08.020.

(f) "Person" includes association, firm, partnership, corporation, or government entity other than the City of Golden.

(g) "Structure" means anything constructed or erected, which requires location on the ground or attached to something having a location on the ground, but not including fences or walls used as fences less than six feet in height, poles, lines, cables or other transmission or distribution facilities or public utilities. (Ord. 1146, 1992).

4.90.030 Use of Sidewalks Prohibited

It shall be unlawful to sell or display for sale any goods or services, or construct any building, building extension, kiosk or structure on a public sidewalk without a public sidewalk sale and display permit issued under this chapter. (Ord. 1146, 1992).
4.90.050 Application Procedures

(a) An application for a public sidewalk sales and display permit shall be filed with the director of planning and development, and shall be accompanied by the following:

(1) A non-refundable application fee of $50.00.

(2) Written consent and authorization by all owners of the property abutting the portion of the sidewalk which is the subject of the application.

(3) A site plan of the proposed permitted area detailing the nature, extent, and design of the sales or display area. The site plan shall include all building extensions, fencing, railing, fixtures, tables, chairs or other facilities to be located in the permitted area. If the site plan for the proposed permitted area is such that alterations or modifications to existing or planned landscaping and public improvement adjacent to the area are anticipated or required, the site plan shall include those alterations and modifications and the estimated costs thereof.

(4) The type of goods or services that will be sold or displayed in the permitted area, and the anticipated hours of operation.

(b) Applications for public sidewalk sales and display permit shall be reviewed by the city manager and appropriate staff including, but not limited to police, fire department, planning and development, and public works. The application and recommendation from staff shall be transmitted to city council for action.

(c) In considering the application for permit, city council shall consider the following factors in addition to any other factors as may be relevant:

(1) Compliance and ability to comply with the conditions and requirements as set out in this chapter.

(2) The impact that issuing the permit will have on the flow of pedestrian traffic, flow of vehicular traffic and availability of parking.

(3) The impact that issuing the permit will have on the provision of public utilities and other municipal services which utilize the right-of-way.

(4) Architectural compatibility of any proposed kiosk or building extension with the surrounding area. (Ord. 1669 § 3, 2004; Ord. 1146, 1992).

4.90.060 Requirements and Conditions

a) Sidewalk sales and display permits shall be available only in the C2 (Commercial 2) zone district, and shall be limited to the sale of food and beverages.

(b) If a permit is requested for an area that is not immediately adjacent to a business associated with sale of the food and beverages, the issuance of the permit shall include the right to transport the food and beverages over the right-of-way to the permitted area where sales, service and consumption are allowed, provided that such transport does not involve traversing
an area where motorized traffic is allowed and can be accomplished without unreasonably interfering with the flow of pedestrian traffic.

(c) The existence of the permitted area and obstructions therein shall not unreasonably restrict or obstruct the flow of pedestrian traffic on the sidewalk. The following minimum clearances must be maintained, however, greater clearances may be required if the nature and extent of pedestrian traffic warrants:

(1) Six feet from the permitted area to any fire hydrant, tree grate, light fixture, traffic signal or sign, street curbing, or any other fixed obstruction which is over one (1') foot in height.

(2) The minimum clearance between the permitted area and any sidewalk level tree grate may be reduced to four (4') feet for all right-of-ways except Washington Avenue.

(d) If the requested permit necessitates modifications or alterations to existing, or planned, public right-of-way improvements or landscaping, the full cost of such modifications or alterations shall be the responsibility of the permittee. The city may require the permittee to install such modifications or alterations, or at the city's option, require that a cash contribution be made by the permittee in an amount equal to the estimated cost of completing the alteration or modification. If the requested permit necessitates the elimination of existing or planned parking spaces, the city may require the permit applicant to make a payment to the city to offset the cost of acquisition and upkeep of off street parking to replace those parking spaces eliminated by reason of the issuance of the permit. Payments required to offset the cost of acquisition of public parking spaces may, at the option of the city, be allowed in annual payments over a period not to exceed three (3) years. The installation of improvements or payment of costs and expenses by virtue if this section shall not confer upon the permit holder any rights in excess of those in otherwise associated with the granting of a sidewalk sales and display permit. In the event of the non-renewal, termination, cancellation or revocation of a permit, the permittee shall not be entitled to a refund of any cost or expenses expended under the provisions of this paragraph.

(e) The construction of any kiosk or building extension shall be completed within the time period established in the permit.

(f) All building extensions, kiosks, or other obstructions existing by virtue of the permit shall be illuminated as necessary to ensure public safety during hours of operation and non-operation from dusk to sunrise.

(g) All permittees shall be responsible for maintaining the area within and in the proximity to the permitted area in a neat, clean and hazard free condition, including the disposal of all trash.

(h) The holder of a permit shall indemnify, defend and save harmless the city, its officers, employees and agents against any and all claims arising from any occurrence occasioned by the permitted use. The holder of the permit shall maintain during the period of the permit comprehensive general public liability and property damage insurance with limits which equal or exceed the maximum liability which may be imposed by virtue of the Colorado Governmental Immunity Act. The policy shall name the city, its officers, employees and agents as insurance.
and no other insurance maintained by the city will be called upon to contribute to a loss covered by the policy. A Certificate of Insurance reflecting compliance with this section shall be presented to the city prior to issuance of a permit, with updates presented prior to permit renewal requests.

(i) The annual fee for any permit issued under this chapter shall be $50.00, payable upon permit approval and annually thereafter upon renewal.

(j) The issuance of a permit pursuant to this section shall not relieve the permittee from compliance with other provisions of the Golden Municipal Code as may be applicable, including but not limited to building codes, business license provisions, zoning codes, health department regulations or liquor code requirements.

(k) The permitted area shall be used only in a manner consistent with the site plan and materials which are submitted with the application. (Ord.1915 § 1, 2012; Ord. 1669 § 4, 2004; Ord. 1146, 1992).

4.90.070 Permit Periods, Renewals, Assignment, and Termination

(a) Permits issued pursuant to this chapter shall be valid for a period of twelve (12) months from the date of issuance.

(b) After the initial permit period, the city manager may renew the permit for additional twelve (12) month periods provided that the permittee, at least thirty (30) days prior to the expiration of the permit, makes written request for renewal. The city manager shall consider the factors set out in section 4.90.050(c) of this chapter when renewing a permit.

(c) The city manager may terminate any permit issued under this chapter, with or without cause by providing the permittee thirty (30) days notice of such termination.

(1) In the event of a termination without cause, a prorata share of the annual fee shall be refunded to the permittee. Cause for termination shall include a violation of any provision of the conditions or requirements of the permit, or of any other provision of the Golden Municipal Code, the laws of the State of Colorado or the United States.

(2) The city manager may order the immediate termination of a permit issued under this chapter if the city manager determines that continuation of the permit presents an immediate threat to the health, safety or welfare of the citizens of Golden. The city manager shall, upon a request from the permittee within five (5) days of such immediate termination, provide a hearing upon such immediate termination.

(3) The permittee shall not be entitled to the return of any of its expenses or costs incurred other than the prorata annual fee if the termination is without cause.

(d) Permits issued pursuant to this chapter shall not be assignable or transferable without the prior consent of the city manager.
(e) Any permittee who is aggrieved by the actions of the city manager in failing to renew a permit, terminating a permit or failing to approve an assignment, may appeal the city manager’s decision to the city council by providing a written notice of appeal to the city clerk within thirty (30) days of the city manager’s decision.

(f) Upon termination of any permit issued under this chapter, whether said termination is by a virtue of expiration of the permit period, by notice from the city manager, or otherwise, the permittee shall remove all structures or improvements from the permit area and restore the permit area to its condition existing prior to issuance of the permit. (Ord. 1146, 1992).

4.90.080 Reservation of Police Power

The city council reserves unto itself any and all police power it may have with respect to regulation and control of the public rights-of-way. Any permit issued pursuant to this chapter shall be subject to the future exercise of the police power by the city council and the issuance of such permit shall not entitle the permittee to any compensation from the city by virtue of the exercise of such police power. (Ord. 1146, 1992).
Enhancing the Uses and Purposes of Downtown Golden Sidewalks

**Background:** Public streets and sidewalks have always been the main element of the “public realm” where community interaction occurs. In 2013 and 2014, City Council specifically spent time reviewing and discussing the appropriate balance of uses and activities on our downtown sidewalks. On September 11, 2014, City Councilors each individually listed their top goals for this valuable public space and element of downtown activity. The below listing is intended to frame the follow-up discussions within the community and stakeholders.

As listed at that time, the City’s goals for our downtown sidewalks should be to:

- Move to more organized spatial arrangement of streetscape elements. Lessen clutter and increase visual appeal.
- Thoughtfully approach an equitable balance of uses between those that are more directed toward the general public, and those that also directly benefit adjacent businesses.
- Encourage (and achieve) a more creative design for individual elements both public and private.
- Create more usable places for lingering, gathering, and walking.
- Achieve an enhanced vibrancy. Encourage activity. Recognize that people will gather when there is “something to do”.
- Maintain and add to greenery.

The following sections address recommendations related to these goals.

**Criteria to Consider in Achieving The Goals:** As noted below, it is anticipated that staff, the DDA and other stakeholders may make recommendations regarding regulatory management and physical changes/investment in the streetscape area. In making such recommendations, it will be important to consider the above goals and additional criteria in this section;

- **Materials:**
  - Streetscape and furnishings should be constructed of high quality, durable long lasting materials.
  - New materials should reflect the primary existing palette of brick, red sandstone, and (primarily black or dark) metal.
  - New planter designs should recognize the general aesthetic approach of existing planters, since at least several of the existing planters will likely remain “as is” for the near to mid range future.

- **Trash/Recycling:**
  - Trash and recycling containers for the general public should be:
    - Clearly identifiable and recognizable
    - Easy access for the public
    - Easy access for emptying and also for maintenance (ideally would handle overflow of spills)
Located with conscious impact to maintenance and snow shoveling.
- Of sufficient capacity to handle busy weekends, preferably not solely relying on Sunday pick-up which is not currently available.

- **Trees/plantings** - Whenever possible, landscaped areas should:
  - Include year round ground cover in planters, even when flowering annuals are the main summer feature.
  - Be increased in size and/or impact
  - Be included in all or most revised planter area designs.

- **Lighting** -
  - We should maintain the Victorian style for existing areas that include this feature, but look for upgraded lenses and fixtures regarding light trespass and efficiency.
  - If other lighting styles are introduced in East downtown, there should be a conscious relationship and marked transition among styles.
  - Light poles should continue to also function for banners and/or seasonal decorations.

- **Street furniture** - Street furniture should:
  - Be located so as to create usable “space” without blocking pedestrian flow.
  - Be durable and attractive and conducive to lingering and enjoying the downtown atmosphere.
  - Where possible, be arranged to create “seating areas” for conversation, not just a single bench.
  - Introduce art and/or whimsy/playfulness but only in keeping with use, context, and maintenance.

- **Public Art and Decorations** - Such touches add to the downtown atmosphere and should:
  - Be located in visible locations, but so as not to block pedestrian flow.
  - Be chosen with maintenance and repair from the high traffic in mind.
  - Be installed to facilitate periodic changes to keep the area fresh.
  - (For seasonal decorations) Be chosen in context of the cost and community and economic benefit.

- **Activities** – Although less related to physical improvements, increase fun and vitality of downtown streetscape through accessible activities:
  - Sidewalk chalk (and specific areas)?
  - Jump ropes and hula hoops?
  - Other games?
Council Memorandum

To: The Honorable Mayor and City Council
From: Steve Glueck, Director of Community and Economic Development
Through: City Manager, Mike Bestor
Date: January 8, 2015
Re: Downtown Area Parking Management Plan Update

Purpose of Agenda Item: This item appears before Council as an update regarding the recommendations in the downtown and neighborhood parking management study authorized by Council in 2014. While much of the update is informational, there are some items where Council direction will be required in the near future in order to proceed.

Background: Early in 2014, the City released a request for proposals (RFP) seeking assistance and recommendations for several policy and management issues related to downtown parking and also related to management and administration of neighborhood permit parking systems. Two qualified proposals were submitted and Council awarded the project to Walker Parking Consultants. Over the following months, the consultant team conducted several physical usage counts and solicited input through on-line and in person surveys. The draft report was submitted in September 2014 and introduced to Council in early October. In that first presentation to Council, the recommendations were divided into categories. Those same categories are utilized in the below update.

After the introduction to Council, the report (or a link) was distributed to various groups and stakeholders and presented for discussion at a Planning Commission and DDA meeting. With the conclusion of the year-end holidays, it is time to resume community discussion of policy issues and recommendations.

Community Review and Implementation Update:

1. Enforcement Best Practices: Following budget approval, the Police Department is proceeding with two aspects. A job description is in final review for the position that will supervise Code Enforcement, parking, and the Rangers. This position will have an important role in many aspects of enforcement, from assigning resources to identifying areas of focus on a day to day basis. The position should be
filled well before summer. The department is also continuing to investigate the technological recommendations that would enhance enforcement efforts both in terms of efficiency but also where the City may choose to employ practices such as first time warning tickets and graduated fines for repeat offenders. The 2015 budget approved by Council includes funding for equipment related to more advanced electronic ticket writers and automatic license plate recognition.

2. Staff Driven Early Action Items: In the discussion last fall, staff identified several steps that are all low cost and/or do not appear to require policy direction. In beginning to implement them, however, a sequence of activities evolved based upon which projects needed to be addressed first. The below list is re-ordered according to the items being addressed first.

Most Active:

a. Develop clear and consistent signage identifying recommended long term parking areas. Based upon Planning Commission comment, this has evolved to a project to provide clear and consistent signage for all downtown public parking areas. The design process is ready for implementation, but has raised the question about very long term parking, addressed below in the Council direction section. 

b. Improve visitor parking information on Visit Golden web site and social media to direct visitors to available parking. This is underway and on-going.

c. Continue to promote the call and ride bus service in order to boost ridership enough to begin requesting a fourth bus that would measurably enhance service for downtown. Ongoing.

d. Seek appropriate designs for the Parfet Park transit shelter as part of a campaign to boost awareness and use of transit for downtown residents, employees and visitors. Initial discussions of a multi board task force occurred before the holidays.

e. Evaluate a downtown bike share or bike library program to continue to enhance biking as an alternative to auto transportation (in addition to recreational use). Planning and Sustainability are working on this.

f. Continue to work to reduce conflicts between truck deliveries and other alley uses. Measurable progress made on Prospectors Alley at 13th Street.

Waiting on other decisions:

g. Develop and implement an “employee perks” program to reward employees for parking on the upper levels of the parking structures. As noted in the report, this may involve some level of regular prize drawings for gift certificates for downtown businesses. If successful, this strategy alone would free up about 100 spaces lower in the structures and on streets and surface lots. This one is on the back burner until signage is installed and enforcement evaluated.

h. Seek a design and pricing for a “Free Parking” sign for the 1250 Jackson Street garage, since we are constantly told that visitors expect it to be paid parking. Staff has a design, but is waiting to see how the discussion about “extended length parking” is resolved.
i. Seek private sector implementation of a car share program in the downtown area (perhaps in coordination with Mines' new program). Such a program can assist downtown residents who choose to reduce the number of cars per household and also increase employee use of transit, knowing that a means of personal transportation can be available on short notice. **Discussions are moving, but slowly.**

j. Adjust the parking on the west side of Jackson Street between 12th and 14th streets to back in angle parking. This will increase supply in the block between 13th and 14th. **Staff wants to monitor our other back in angle parking areas a bit more.**

k. Look into shared parking agreements with underutilized downtown area private lots. While it turns out that the “Foss Employee” lot on 12th Street west of Arapahoe is largely authorized for use by tenants of the Mesa Meadows Land Company buildings in the area, it is still not well utilized. Rather than an official shared parking agreement for other employees, it may be appropriate for the City and land owner to work to encourage use by the employees of those tenants. **Not yet started.**

l. Pursue an agreement or MOU with Mines to cover complementary or coordinated enforcement. **Discussions begun last fall.**

m. As the employee perks program is implemented and enhanced signage installed, adjust a small number of spaces in the most accessible levels of the two parking structures to 2 or 3 hour customer parking to create more customer parking and also help shift long term usage higher into the structures where it is currently essentially vacant. **Not yet.**

n. If long term usage is positively altered west of Washington Avenue, change the east side of Arapahoe street from 12th to 13th Streets to short term parking. **Not yet.**

4. **Longer Term and Policy Issues:** To date, few of the below policy issues have had organized discussion. They are repeated as the original list (as modified by Council in October). There are only a couple updates so far.

a. Shuttle or walk/concierge service for remote long term lots, and the idea of seeking to lease such lots for daily use.

b. Changing the residential permit systems to include fees to cover administration.

c. Increased fines (as well as graduated). Also related to recommended increased enforcement emphasis.

d. Continue to work (separately and together) with Mines and Calvary Church regarding opportunities for some increase in supply. **There are two efforts underway. CSM students are looking at a design of a structure south of 14th Street, and staff and Calvary have agreed to an evaluation of their recent proposal that will likely include general ideas about parking.**

e. Lobby RTD to create (reinstate) service to the anticipated Gold Line rail terminus near Ward Road.

f. Allow or encourage valet parking.

g. Encourage private sector transit to fill gaps during evening and weekend periods. **There is a new taxi company in town.**
h. Reduce the length of short term parking (currently 2 hour on street and 3 hour in some lots) to increase turnover.

i. Formalize strategies for parking for larger events.

j. Start to consider paid parking in limited circumstances to increase access and turnover in highest peak times and locations.

k. Financial incentives (subsidized eco pass, etc) for use of alternative modes rather than driving to work (or owning a car in the case of residents).

**Policy Questions for Council:** At this time, staff seeks Council direction on three items.

1. **How long is long term parking?** The Planning Commission comment about our inconsistent and less than clear overall signage led to a review of other communities and the sample graphics (attached) that would use the standard of a round sign and the large “P” to signify public parking and then use color and text to differentiate among uses and length of time. In preparing these designs, the question came up about how to treat certain users (mostly downtown residents and some CSM students) that tend to leave their cars in the same parking space within the parking structures for days or weeks at a time. Staff’s inclination is to make short term parking in our lots and structures to be two or three hour (as currently), and to limit long term parking to 12 hours. If we post such signs, the City needs to be ready to either enforce the limit on “permanent” parking or develop a “permit” type system for these limited users. **This decision could be delayed by simply changing the signs to say “long term” and making the decision in the future, however, at some point, this user group should be acknowledged. At this time, the locations for short and long term would only be revised slightly to add some short term in the street level portion of the parking structures.**

2. **Graduated Fines.** With the technology to be purchased by the Police Department, enforcement efforts will be able to differentiate between first time and repeat offenders. Penalties could range from warnings for first offenses to increasing fine levels for repeat violations. **Unless Council is opposed, to the concept of a graduated fine structure, the Police Department will include it in an upcoming recommendation.**

3. **Coordinating with CSM?** While there is some debate as to whether the CSM permit fee structure affects the portion of their users that choose to park off campus, it very much appears that the convenience of “free” parking on certain City streets and lots, where long term parking is provided for employees and residents, is too attractive to expect them to stop parking in those areas. This most seriously affects the area west of Washington Avenue, where both the City’s and the consultant’s counts show the least surplus capacity. Unfortunately, the only approaches that have been identified to date include:
a. Pushing the CSM parking back on campus by means of an actively managed permit system for long term parking that could include a permit system for employees and residents and some accommodation (or paid) for all day visitors. This approach is actually the one supported by CSM administration, as they believe that the “free” City parking is too attractive to a small percentage of their users.

b. Construction of more capacity. CSM does see construction of a parking structure as part of a future Green Center project, but has no immediate plans. In addition, while the City and Calvary Church may in the end agree on some additional joint use parking, it is difficult to justify that level of investment as a long term solution that would not simply increase demand.

*Staff’s question to Council is whether this topic should be seriously addressed this year, probably after the initial efforts for signage and enforcement are in place?* Any proposals or discussions would need to be very well thought out and evaluated by an inclusive stakeholder group. Staff cannot overestimate the need to handle such a conversation in an effective and coordinated way, but will proceed if Council thinks the time is correct.

**Fiscal Impact:** The fiscal impact of the many above recommendations will vary. Generally the only high cost recommendations relate to increasing supply through construction. The new enforcement equipment will have initial and ongoing costs, as included in the budget. From a policy perspective, the issue needs to be addressed in cooperation among all major stakeholders, including the City, DDA, and Mines on the public side, along with residents and businesses.

**Community Impact:** All of the above recommendations can result in either positive or negative perceptions in the community. Council should be careful to weigh benefits and impacts broadly and from several perspectives in your deliberations.

**Alternatives:** Action by Council on the above information and recommendations is discretionary, and may vary by topic or category. Council may choose to address any or all, or none of the recommendations, however, staff is unsure as to how to proceed on the three highlighted policy questions.

**Recommendations:** Staff requests City Council direction on the three highlighted policy issues (either now or in the near term) and any comments or suggestions on any other related matter.

Attachments: Sample public parking sign designs
FREE 12 Hour Limit
2015 Miscellaneous Walkability Projects

<table>
<thead>
<tr>
<th>Item</th>
<th>Funding Source</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Good Candidates</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South side 18\textsuperscript{th} from Illinois to Ford Street</td>
<td>DDA subsidy for portion between Washington and Ford St.</td>
<td>Widen sidewalks, narrow street to standard. (Illinois to Washington is 2015 reconstruct by City. Street is 36' wide now)</td>
</tr>
<tr>
<td>24\textsuperscript{th} Street at Kinney Run project</td>
<td>City CIP</td>
<td>Urban drainage project does not fix sidewalk transition at GHS entry.</td>
</tr>
<tr>
<td>North side 17\textsuperscript{th} Washington ½ way to Jackson</td>
<td>DDA</td>
<td>Widen sidewalk into lot to match rest of block</td>
</tr>
<tr>
<td><strong>Possible, need investigation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8\textsuperscript{th} Street to Lions Park at Community Center</td>
<td>GURA 8\textsuperscript{th} Street</td>
<td>Clearly does not meet ADA. May be significant problem with new ADA regs.</td>
</tr>
<tr>
<td>N.W. corner of “6 and 40 Properties” up to Johnson and 6\textsuperscript{th}</td>
<td>GURA Colfax</td>
<td>Create safe path for employees to access light rail station. Mostly CDOT row. Business park owner not in support</td>
</tr>
<tr>
<td>Connect C-470 trail to pedestrian bridge on south side of 6\textsuperscript{th} Ave.</td>
<td>GURA Colfax and City</td>
<td>Logical connection on paper, could be very expensive.</td>
</tr>
<tr>
<td>Sight distance improvements at Washington and 15\textsuperscript{th}, 16\textsuperscript{th}, 17\textsuperscript{th}</td>
<td>City and GURA downtown</td>
<td>Need to determine what would improve sight distance and how much parking lost before much consideration</td>
</tr>
<tr>
<td>Golden Vista to Golden Terrace steep hill</td>
<td>City</td>
<td>Clearly does not meet ADA. May be significant problem with new ADA regs. Mobile home park owner position unknown.</td>
</tr>
<tr>
<td>Corporate Center to Interplaza</td>
<td>GURA Colfax and City</td>
<td>Clearly does not meet ADA. May be significant problem with new ADA regs.</td>
</tr>
<tr>
<td>Extension of Prospectors Alley from 14\textsuperscript{th} to 15\textsuperscript{th}</td>
<td>DDA</td>
<td>Narrow steep alley, lots of ped traffic. Improve if all adjacent owners support addressing encroachments, also bury power lines.</td>
</tr>
<tr>
<td>24\textsuperscript{th} Illinois to Ford</td>
<td>City (possible someday Central GURA repay part)</td>
<td>From Bike and walkability task forces, more than readily available funding</td>
</tr>
<tr>
<td>East Street S of 24\textsuperscript{th} to Grand Court (west side)</td>
<td>City (possible someday Central GURA repay part)</td>
<td>Neighborhood Center Streetscape and sidewalk</td>
</tr>
</tbody>
</table>