I. Call to Order

II. Roll Call

III. Approval of Minutes—Business Meeting of November 17, 2014

IV. Public Comment

V. Business
   a. Miners Alley Playhouse Presentation
   b. Buffalo Rose Project Introduction
   c. DDA Committee and Liaison Assignments
   d. Action Plan Discussion
   e. Introduction to Streetscape Designs/Sidewalk Issues

VI. Commissioners Comments

VII. Staff Report
   a. DDA Open House Scheduled for Wednesday, February 18
   b. Parking Strategies Update
   c. Miners Alley Project Update
   d. January 8, 2015 City Council meeting

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: December 10, 2014
RE: Meeting Memo for December 15, 2014 meeting

This memo will provide background information on selected items to be discussed at the upcoming DDA meeting.

Miners Alley Playhouse Presentation A representative from Miners Alley Playhouse will make a presentation to the DDA board about the role of the playhouse in downtown Golden. The presentation will highlight the organization’s accomplishments and how Miners Alley Playhouse provides a unique arts and cultural asset to the community. After the presentation, board members will be invited to ask questions about the playhouse.

Buffalo Rose Project Introduction Kenny Lee, Owner of Buffalo Rose located at 1119 Washington Avenue in downtown Golden, will introduce his proposed project to the DDA board. The proposed plan will include interior and exterior renovations. The project includes an updated entertainment area inside and kitchen. The most noticeable exterior improvements include a roof top bar, and removal of the outdoor seating and awnings within the Washington Avenue right of way. Included in your packet is an illustration of the exterior of some of the proposed changes to the outside of the Buffalo Rose. Lee will be available after the introductions to answer questions from the board. It is anticipated that this project may result in a request for DDA assistance in the future.

Action Plan Discussion At the November 17 meeting the draft Action Plan was introduced to the board, and at the meeting staff encouraged the board to make suggestions for improving the plan. After the initial discussion staff included comments from the board into the updated Action Plan. The revised Action Plan can be found in your meeting packet. At the meeting board members will have the opportunity to add additional suggestions to the plan for further improvement. The deadline to submit comments to staff is February 1, 2015.

DDA Committee and Liaison Assignments At the November 17 DDA board meeting potential committee and liaison assignments were introduced. Dorsey, and Anderson showed interest in serving on the development and operations committee, while DeCaro wants to participate on the communications committee. This item is being brought to the board again so that additional board members have the opportunity to express interest in certain committees. Included in your packet is a listing of potential liaison and committees. At the meeting please express your interest in serving on any of the committees if you desire.

Introduction to Streetscape Design and Sidewalk Issues The DDA board is invited to attend a walking tour of the sidewalks in downtown at 12:00 p.m. on Saturday, December 13. The tour will begin at the Golden Visitor Center’s parking lot and will take approximately an hour. The purpose of the tour is to...
get firsthand experience of the usage of sidewalks and the streets in downtown right after the holiday parade.

If you are unable to attend the walking tour, staff suggests that you take the time to walk throughout downtown and write down any observations prior to the December DDA meeting so that you can participate in the initial conversation about this topic.

To help frame the conversation about the streetscape and sidewalk design, you will find pictures of the sidewalks along Washington Avenue between 10th Street and 14th Street and side streets a block east and west of Washington Avenue, along with an area that you can record your observations, in your meeting packet. The overall objective of having this conversation is to identify potential projects the DDA might manage and regulatory changes that may be recommended to City Council. Be prepared to discuss your observations at the board meeting.

**DDA Open House**  
On Wednesday, February 25 the DDA will host an open house to give constituents and stakeholders information about DDA programming and grants. The time and place of the meeting is still being determined. The Action Plan will also be available to view. As GURA’s presence in downtown will diminish in the next few weeks it is important to make sure people are aware of the grant program offerings. People will have the opportunity to ask staff and board members questions about the DDA and its work.

**Parking Strategies Update**  
Recently, Walker Parking Consultants created a parking study for the City of Golden. While there is a surplus number of parking spaces in downtown Golden, there needs to be improvements in how parking is managed in downtown. Staff has begun working on making improvements to the parking management in downtown Golden. Discussion at this meeting will focus on more effective graphics and signage to clearly identify short and long term parking as well as information about restricted parking areas. Some of the strategies related potential signage ideas is included in your packet.

**Miners Alley Project Update**  
The Miners Alley paving project between 11th Street and 13th Street has been completed and it did not exceed the budget. The new improvements feature colored concrete with stamped black concrete that identifies entrances into businesses along the alley. Pictures of the completed alley project are shown in the meeting packet.

**January 8, 2015 City Council Meeting**  
City Council has invited both GURA and the DDA board to a study session discussion about general direction and the transition on January 8, 2015. Since neither board will have adopted a final work plan for the year, it is more a time to remind Council which board is doing what. Staff will prepare a memo update for Council from both boards.
Downtown Development Authority  
City of Golden, Colorado  
Business Meeting  
November 17th, 2014  

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:

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<tr>
<th>Name</th>
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<tr>
<td>David Anderson</td>
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<tr>
<td>Dean deBenedet</td>
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<tr>
<td>Dean Valdez</td>
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<tr>
<td>Ed Dorsey</td>
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<tr>
<td>Lisa DeCaro</td>
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<tr>
<td>Brandon Narva</td>
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Commissioner Behm was absent. Executive Director Steve Glueck and Redevelopment Specialist Aleah Menefee were present. Members of the public included Roy Banks, and Eileen Banks.

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

Approval of Minutes –
Anderson mentioned that the word “to” should be inserted under the bus transit center project. Dorsey called for a motion to approve the October 20th meeting minutes. Anderson MOVED to approve the business meeting minutes. Narva SECONDED. All Commissioners present agreed.

Public Comment – none

Regular Business –
Confirm Amended 2015 Budget—After the 2015 budget had been approved by the DDA board, there was deliberation about how funding should be allocated for certain programs. The board agreed to move $5,000 from contingency to arts and culture grants so that this program had a budget of $15,000 for 2015. The DDA board also directed staff to move another $5,000 from contingency for website grants so that $5,000 total would be allocated for this grant program in 2015. Both changes to the 2015 budget would not negatively impact the DDA’s bottom line. Dorsey called for a motion to confirm the 2015 amended budget. Narva MOVED to approve the changes made to the 2015 budget. deBenedet SECONDED. All commissioners present agreed.

DDA Committee and Liaison Assignments—Staff presented the board with a suggested listing of committees and liaison assignment the board might want to consider. GURA has found this structure helpful for accomplishing projects in between regularly scheduled meetings by having a portion of the board meet separately to discuss potential actions that could be brought in front of the board. The development and operations committee helps vet TIF requests to ensure that requests are meeting the goals of the DDA. This need and frequency of the meetings is contingent upon the types of projects that are being considered for downtown. Forming a communications committee might be helpful as communications that are sent to the public may need to get feedback from a portion of the board. Usually this committee exchanges emails and does not meet in person. As discussed at the October board meeting, a liaison for the DDA board will need to attend the Visit Golden meetings on the second Thursday of each month at 7:30 a.m. at the Visitor Center. The board discussed varying options for organizing the various groups. Dorsey, and Anderson showed interest in serving on the development and operations committee, while DeCaro wants to participate on the communications committee. Dorsey recommended that board members think about which committee is of interest to each member. More discussion about this topic will take place at the December meeting.

Action Plan—Staff included a draft action plan in the meeting packet that address the four primary focus areas list in the DDA Plan of Development. Staff requested that each board member offer suggestions for improvement. Valdez thought that the timeline should be more precise when possible and mention which organizations/employees/board members will be responsible for completing each action item. Many commissioners thought that action items having to do with sidewalks and streetscape appeared in many
places within the action plan. City Council wants the DDA’s opinions regarding this matter by summer of 2015. One idea would be to address the planters and how they could be better designed to accommodate pedestrians. Anderson thought it would be beneficial to clearly define the problem before proposing solutions. A recent streetscape study provides a lot of suggestions for improving the sidewalks and overall streetscape.

Some board members thought that 19th and Washington is a problematic intersection that should be addressed.

Artspace recently came to Golden to deliver a presentation about how to build communities around the arts. There was a lot of positive reaction to the potential of making downtown Golden a place where artists can live and work.

The board mentioned there is not a large meeting space in Golden to hold conventions and big meetings. Perhaps, a new development in downtown could house a large meeting space.

Other commissions thought it would be good to investigate other alternative uses for the alleys in downtown Golden that are more pedestrian friendly.

**Commissioners Concerns**
- Anderson—none
- deBenedet—none
- Valdez—none
- Dorsey—He recently gave a presentation to the Rotary Club of Golden about the DDA. Dorsey has a PowerPoint that he uses and is willing to meet with other groups to discuss the DDA.
- Narva—Beginning on November 18th the Golden Chamber is conducting a survey about the summer street fairs. The survey is hoping to accomplish the goal of figuring out if it is worth the effort to host these types of events. All suggestions will be considered.
- DeCaro—none

**Staff Report**

**Miners Alley**—Due to inclement weather last week, the paving of the alley has been moved to the week of November 17th. The projected completion date is November 21st.

**Lots 2 and 4**—On November 10th, 2014 GURA voted to conditionally approve the contract for development of lots 2 and 4. There are some portions of the contract that are still be deliberated.

**RFP for Mural**—GURA recently announced an RFP for a banner to be created on the Natural Grocers façade facing East Street. The selected artist(s) will receive up to $6,000.

**Vacant Chamber Board Positions**—The Golden Chamber is seeking three new board members. Since the DDA is a member in good standing at the Chamber, a DDA commissioner could serve on the Chamber board. Please see the flyer in the meeting packet for more information.

**Public Comment**—none

**Adjourn**—

There being no further business, Chair Dorsey called for a motion to adjourn the meeting. **Narva MOVED to adjourn the meeting. DeCaro SECONDED. All Commissioners present agreed.** Dorsey adjourned the meeting at 8:22 p.m.

Steve Glueck
Executive Director

Ed Dorsey
Chair
BUFFALO ROSE IMPROVEMENTS

THE PROPERTY OF THE BUFFALO ROSE CONSISTS OF AT LEAST FOUR SEPARATE BUILDINGS WHICH HAVE UNDERGONE NUMEROUS RENOVATIONS OVER THE YEARS. THE CURRENT WESTERN FRONT ATTEMPTS TO UNITE THE BUILDINGS UNDER ONE FACADE WHICH ERODES THE HISTORIC INDIVIDUALITY OF EACH BUILDING.

THE PROPOSED DESIGN WILL RESTORE THE BUILDINGS' INDIVIDUAL CHARACTER AND ENHANCE THE STREETSCAPE BY ADDING TRANSPARENCY THROUGH THE BUILDINGS AND BY PROVIDING A ROOF TOP DINING EXPERIENCE.
DDA Committee and Liaison Assignments

As the DDA evolves some projects and issues impacting the DDA will need to be discussed between regularly scheduled board meetings. Golden Urban Renewal Authority (GURA) has created committees and liaisons that have helped the progress of GURA projects. The following is a listing and description of potential committees and liaison assignment the DDA board may want to consider based on the successful structure GURA employs.

a. Development and Operations (3)
   i. This Committee is occasionally tasked with considering a redevelopment project along with the Executive Director, and making recommendations to the full Board.

b. Communications (2)
   i. This Committee is responsible for overseeing the staff’s work regarding public communication and outreach efforts.

c. Visit Golden Meetings 2nd Thursday of Every Month at 7:30 a.m.
   i. This Commission is occasionally tasked with providing feedback between DDA and the community marketing efforts of the Visit Golden program.
Executive summary:
- About the DDA
- DDA Plan of Development recently adopted by City Council
- Next steps

Introduction
- Action plan will compliment the plan of development
  - The action plan is based upon the strategies listed in Chapter 4 of the plan of development
- Intended to direct short term goals
  - 3-5 year life span
- More specific than plan of development
- An annual report will be 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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<tr>
<td>1. 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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| | • Support and participate in the Visit Golden program  
  o Have a board seat  
  o Contribute financially | Make financial contributions to the program and meet regularly with the board to discuss goals | 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. | Ongoing |
| | • Recognize the role and importance of the Coors Brewery Tour, and support and encourage its enhancement and success  
  o Consider tour impacts of infrastructure and transportation projects  
  o Maintain regular contact with brewery tour operators | Meet with Lisa Knipp, Guest Services Manager to discuss tour impacts and ways to encourage the people that take the tour to spend more time in downtown | Leverage the tour as a way to get more visitors into downtown Golden | DDA staff will attend Semi-annual meetings with Lisa and other relevant stakeholders |
<p>| | • Implement a new improved business attraction and retention program | 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. | Make sure that we retain the current situation where demand for downtown commercial space exceeds supply, and vacancies are low | Start in 2015 |</p>
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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 to downtown businesses and residents.</td>
<td>Start third quarter of 2015 at earliest</td>
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<tr>
<td>2. 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: o Jefferson County Business Resource Center o Small Business Development Center</td>
<td>Work with organizations that provide business training resources and communicate with downtown businesses about opportunities.</td>
<td>Meet with business training leaders to get more information about business training programs and how the DDA can support these types of programs</td>
<td>Semi-annual meetings with business training organizations</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</td>
<td>February 2015</td>
<td></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>
<td></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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| 3. Implement programs and partnerships to assure the positive enjoyment and experience of our public spaces. Early and on-going efforts may include: | • Expanding the maintenance and cleanliness of public spaces  
  ○ Power washing  
  ○ Additional maintenance  
  ○ Partnerships with businesses using outdoor public spaces | Evaluate various maintenance strategies to help keep downtown well maintained and clean. Work with City and CSAB on potential trash and recycling program improvements | Determine and implement the most valuable maintenance strategies given DDA’s financial resources | June 2015 |
| • Improve signage and directories for downtown  
  ○ Regularly update directory signs  
  ○ Consider alternatives for delivery of information as technology evolves | Partner with Visit Golden, the organization that creates the directories, by providing financial resources | 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 | Ongoing |


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<td>1. 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&lt;br&gt;  o Holiday decorations&lt;br&gt;  o Seasonal and event banners</td>
<td>Research alternate approaches for holiday decorations. Rebid the holiday lights project to attempt to get a better price. Set aside a reserve for banners to replace old or damaged ones</td>
<td>Reduce costs for the holiday lights and decorations that are visually pleasing. Evaluate annually</td>
<td>Spring 2015</td>
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<td></td>
<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 the public art downtown, as well as encourage various genres of public art.</td>
<td>Meet with the Public Art Commission semi-annually</td>
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<td>• Improve gateways and routes into the downtown area, for example:&lt;br&gt;  o 19th and Washington&lt;br&gt;  o Washington and SH 58&lt;br&gt;  o Ford/Jackson corridor</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>• Improve directional signage outside the downtown core&lt;br&gt;  o Listing of downtown attractions</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>• 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</td>
<td>Continue to support Loveland Garden. 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 February 2016</td>
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<td>2. Encourage and support private redevelopment proposals in keeping with community values</td>
<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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### Public Space and Infrastructure

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<tr>
<td>1. 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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<td>• Continue to improve the downtown streetscape including: o Expansion both north and south along Washington Avenue o Bike/ped improvements on Ford Street o Side street connections</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>Fall 2015 for first step, End of 2015 for design review</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>March 2017</td>
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<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>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>Initial policy recommendations by January 2015</td>
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<td>• Address problematic intersections that are difficult to navigate for cars and pedestrians, for example: o Intersection of 14th and Ford and the Jackson Street diagonal o 19th and Washington Avenue</td>
<td>Work with City and traffic consultants to identify options.</td>
<td>Decrease the amount of confused cyclists, motorists, and pedestrians.</td>
<td>Ongoing</td>
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<td>• Invest in outdoor performance space</td>
<td>Cost/benefit analysis</td>
<td>Determine whether or when to invest</td>
<td>2017-2018</td>
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2. Utilize DDA resources, expertise and influence to affect downtown management policies including:

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<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>
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<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>
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<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>
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<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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<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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<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>
<td></td>
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<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>
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### Land Use and Transportation

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<th>Timeframe for Completion</th>
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</thead>
<tbody>
<tr>
<td><strong>1. Work with the City and other agencies to improve our transportation system, and its use</strong></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 o Marketing and education for alternative transportation modes o Enhanced call and ride service o Establish a car share program o Establish a bike share program o Encourage and build awareness of private “taxi” style support for off hours o 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.</td>
<td>Having better alternative transportation options will encourage people to use alternative modes of transportation</td>
<td>March 2015</td>
</tr>
<tr>
<td></td>
<td>• Promote/sponsor cyclist/driver transit safety campaigns</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>Ongoing</td>
</tr>
<tr>
<td><strong>2. Co-operate with property owners to enhance private investment as related to our downtown vision</strong></td>
<td>• Encourage enhanced sustainability 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>Ongoing</td>
</tr>
<tr>
<td></td>
<td>• Encourage workforce housing and diversity of housing choices 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>Ongoing</td>
</tr>
<tr>
<td>Strategies</td>
<td>Examples</td>
<td>Potential Action</td>
<td>Desired Outcome</td>
<td>Timeframe for Completion</td>
</tr>
<tr>
<td>------------</td>
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<td>-----------------</td>
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<td>--------------------------</td>
</tr>
<tr>
<td>• Encourage higher quality design in redevelopment agreements</td>
<td></td>
<td>Ensure strict adherence to 18.40</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Consider appropriate scale redevelopment for portions of the block from 12th to 13th and Arapahoe to Cheyenne streets.</td>
<td></td>
<td>Work with Planning Commission to consider what the appropriate scale should be</td>
<td>Appropriate changes to downtown design standards and guidelines</td>
<td>Ongoing</td>
</tr>
<tr>
<td>• Encourage preservation of the post office building, allowing change of use and site redevelopment</td>
<td></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>
<td>Preserving the Post Office building would contribute to the character of east downtown</td>
<td>NA</td>
</tr>
<tr>
<td>• Consider a mixed use “west side” redevelopment along Arapahoe to replace surface parking with mixed use and parking</td>
<td></td>
<td>If and when a new development along the west side is presented, mixed use should be the goal</td>
<td>Having a mixed use development with additional housing, retail, and parking</td>
<td>NA</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></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>
<td>Increased amenities in the downtown area could attract more visitors and have a positive economic impact on downtown</td>
<td>NA</td>
</tr>
</tbody>
</table>

3. With the City, review regulations and requirements for potential improvement or flexibility or alternative approached
<p>| • Address recycling issues with existing commercial businesses | Educate commercial businesses about recycling. Partner with the City to solve recycling problems | One goal of the DDA is to increase maintenance in the downtown. Addressing recycling issues could help to accomplish this goal | December 2015 |</p>
<table>
<thead>
<tr>
<th>Strategies</th>
<th>Examples</th>
<th>Potential Action</th>
<th>Desired Outcome</th>
<th>Timeframe for Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Address loading issues with</td>
<td></td>
<td>Consider both design and regulatory solutions for loading issues.</td>
<td>Improving the infrastructure for loading areas for business could improve traffic flow in downtown</td>
<td>June 2015</td>
</tr>
<tr>
<td>commercial businesses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Evaluate zoning code requirements</td>
<td>o Cash in lieu of parking</td>
<td>Be a resource and advisor to City staff, Planning</td>
<td>The DDA is not a policy making organization, and it should provide input to City Council</td>
<td>NA</td>
</tr>
<tr>
<td>related to redevelopment</td>
<td>o Parking requirements</td>
<td>Commission and Council when the City evaluates these policies</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Balancing Uses and Purposes of Downtown 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 has specifically wanted to spend some 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.

In that discussion, City staff also committed to continuing to pursue solutions for trash and recycling needs and increased maintenance assistance by businesses using the City sidewalk.

Next Steps: With the above goals discussion, it would be appropriate for the DDA board as a mix of downtown and community interests to review the options and opportunities for management, regulation, and investment for the streetscape areas of downtown and to formulate a set of recommendations for Council Consideration.
Council Memorandum

To: The Honorable Mayor and City Council
From: Steve Glueck, Director of Community and Economic Development
Through: City Manager, Mike Bestor
Date: August 6, 2014
Re: Washington Avenue Re-Paving project

Purpose of Agenda Item: This is the fourth appearance of this item before City Council this year. For the first two, the conversation was late in the evening after lengthy meetings and somewhat scattered. At the most recent discussion on March 20th, Council discussed the opportunity to incorporate a first phase of streetscape enhancement by including a brick or block paver “flex area” generally within the parking lane on both sides of the street that could remain as parking, or be used seasonally or on special occasions for other public space uses. At the conclusion of the March 20th discussion, Council as a whole recognized the somewhat undefined design of the paver opportunity, but as a whole favored the design idea. Staff requested that Council withhold final direction until late summer to consider financial and other considerations. It is now time to proceed with the paving project in some fashion, and Council direction is requested.

Background on Washington Avenue: The current paving on Washington Avenue dates to 1992, and is due for a “mill and overlay”. Failure to make this scheduled investment could jeopardize the integrity of the paving and require a much more expensive rebuild in coming years. While the City is not obligated to consider any further investment at this time, the basic question asked in the earlier discussions is whether the need to make this maintenance investment is an appropriate opportunity to begin the long range evolution of the downtown streetscape, or if we should simply repave and continue to consider options.

As noted in prior discussions, there is one option in the 2013 Streetscape Master Plan draft document that can be implemented without a rebuild of the street and drainage system. In this option, the travel lanes are narrowed to slow traffic speeds and a “flex” area of eight (8) feet on the west side and thirteen (13) feet on the east side are created through the change of paving. On the east side there is a permanent five (5) foot increase in the pedestrian area (at street level rather than sidewalk level), and parking is retained on both sides in the balance of the paver area. This new space (any or all of
the two strips) can be used for a variety of public space uses on an event basis or remain as parking, or be used seasonally.

The current estimate of the asphalt related cost for the mill and overlay is about $33,000. There are some concrete repair costs and ADA adjustments to handicap ramps, but that cost remains in any alternative. The estimated additional cost between a standard repaving project and the “flex space” is about $240,000 (although a final cost estimate is not available). As requested by Council, GURA is willing to contribute if Council selects this option.

**Status of Other Downtown Projects:** Discussion of this potential project is in the context of other downtown infrastructure projects under consideration, primarily by GURA, and Council policy discussions (beginning later in the August 14th meeting). These other projects and considerations may enter into Council’s decision.

- GURA’s number one investment priority for this year remains the Miners Alley paving project from 13th to 11th Streets in the areas of increased merchant access and emphasis on the alley. On March 10th the board authorized up to $150,000 for a colored concrete with some stamped pattern paving project. Because of the transition of the GDGID parking lots into the alley, there may be a need for a small contribution from the district for this project. At this time, with the completion of survey work for the alley areas, this project is ready to proceed. A concrete change order must be approved by Council, however, the project can occur this year.

- GURA’s second highest priority for near term investment is the project detailed in the Streetscape Master Plan to improve the pedestrian connection from 14th to 15th Streets along Washington Avenue, and convert from parallel parking to back in angle parking from 15th to 18th streets. Earlier this year GURA commissioned preliminary plans for this option that identified existing sight distance concerns at the various intersections that would likely necessitate deletion of existing and some proposed spaces. With further evaluation, it appears that the back in angle option does not measurably reduce parking between 15th and 18th Streets, and can be feasible. Staff wants to present the project in a public meeting setting in the next several weeks and see if a 2014 construction schedule is feasible.

- The City’s comprehensive parking study to help predict future parking strategies and capacity for the downtown area is well underway, with initial conclusions about capacity and preliminary management recommendations that staff is reviewing.

- The Downtown Development Authority public input process is continuing to help inform the required DDA plan. The initial input strongly supports sidewalk management and maintenance as priorities, with less emphasis on expanding public spaces into the street.

- GURA and the DDA have begun discussions about the anticipated GURA downtown project surplus that will be available for downtown projects after GURA’s final downtown debt is repaid in mid 2015.
**Policy Considerations:** Given the need to proceed quickly with the paving project, staff requests that Council consider the following policy considerations and give final direction on August 14th:

- Some of the arguments in favor of pursuing the more aggressive “flex” space option now include:
  - If Council is inclined to entertain any more seasonal flex uses of the parking area, the design can facilitate a more defined manner of using the parking lane.
  - If the alternative is not pursued now, there may be no short term motivation to invest in the vehicular part of the street, since the focus for major streetscape investment seems to be the side streets and Washington to the north and south.

- Some of the arguments in favor of the basic paving option for this year include:
  - With the DDA plan and Council policy discussion focus on use, management, and maintenance of the existing sidewalk areas, it is unclear how much focus there is on seasonal flex of the parking lane. The flex area is not really that relevant for events that use the entire street, but rather is more for seasonal opportunities.
  - Council’s direction on the sidewalk issue may require different investment in streetscape alterations and CIP implications.
  - The City share of the additional cost is not budgeted and would require a reprogramming of SUT funds. Such reprogramming would by definition compete with other projects.
  - If Council is not leaning toward favoring other temporary installations in the street area, then there is lesser need to invest now to control design.
  - The current investment to simply pave is modest and should not be a major factor in future investment decisions.
  - There is not a groundswell of support from the downtown business community for the project.

**Fiscal Impact:** The near term fiscal impact to the City related to this topic primarily relates to the balance of this possible opportunity, and other capital investments. In the upcoming CIP process, Council will be balancing many complementary but different needs and opportunities.

**Community Impact:** Community impacts related to this discussion can be seen in many ways:

- Regardless of this decision on the paving project, it is very important that Council continue the policy discussion beginning later in the August 14th meeting on use and management of existing pedestrian areas, as this is a top focus of the community.
- A decision to move into the next phase of downtown streetscape evolution now can help enhance this critical part of our community identity. How it is done will
affect stakeholders differently. For example, downtown businesses will likely be split in their opinion on how the flex space would be utilized.

- Most resource allocation decisions imply that a decision to invest in one area lessens the availability of resources to invest in other projects or programs. There are many decisions that benefit the entire community, but rarely do we all benefit equally.

**Alternatives:** There are only two reasonable alternatives that staff can see – the basic repaving at about $33,000 or the flex paver option at about $270,000 (with a GURA contribution of $120,000). Both have potential advantages and implications.

**Recommendations:** Staff requests that Council weigh the issues and give direction for one of the alternatives now. Regardless of the direction taken now, the downtown public spaces will continue to be an important part of our community infrastructure and opportunities.
East Side of Washington Avenue between 10th Street and 11th Street
West side of Washington Avenue between 10th Street and 11th Street
Observations:

Potential Issues:

Possible solutions:
Observations:

Potential Issues:

Possible solutions:
East Side of Washington Avenue between 11th Street and 12th Street
West side of Washington Avenue between 11th Street and 12th Street
West side of Washington Avenue between 11\textsuperscript{th} Street and 12\textsuperscript{th} Street
Observations:

Potential Issues:

Possible solutions:
$12^{th}$ Street
12th Street
12th Street
12th Street
Observations:

Potential Issues:

Possible solutions:
East Side of Washington Avenue between 12th Street and 13th Street
West Side of Washington Avenue between 12th Street and 13th Street
Observations:

Potential Issues:

Possible solutions:
13th Street
Observations:

Potential Issues:

Possible solutions:
East Side of Washington Avenue between 13th Street and 14th Street
West Side of Washington Avenue between 13\textsuperscript{th} Street and 14\textsuperscript{th} Street
Observations:

Potential Issues:

Possible solutions:
14th Street
Observations:

Potential Issues:

Possible solutions:
Balancing Uses and Purposes of Downtown 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 has specifically wanted to spend some 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:

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- Maintain and add to greenery.

In that discussion, City staff also committed to continuing to pursue solutions for trash and recycling needs and increased maintenance assistance by businesses using the City sidewalk.

**Next Steps:** With the above goals discussion, it would be appropriate for the DDA board as a mix of downtown and community interests to review the options and opportunities for management, regulation, and investment for the streetscape areas of downtown and to formulate a set of recommendations for Council Consideration.
golden downtown streetscape master plan
Acknowledgements

City of Golden
 Mayor
  Marjorie Sloan
 City Council
  Joe Behm
  Saoirse Charis-Graves
  Marcie Miller
  Marcia Claxton
  Bob Vermeulen
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Golden Urban Renewal Authority
 Board and Staff
  Mark Heller
  John Eakes
  Doug Miller
  Pamela Gould
  Josephine Colacci
  Joe Behm
  Patrick Story
  Jenny Halsor
  Elyse Dinnocenzo
  Marlo Fejarang

Consultant Team
 MIG, Inc.
I Introduction
Purpose and Charge
The Planning Process Overview
The Study Area
The Context
The Evolution of the Downtown
How Downtown Golden’s Current Streetscape is Viewed

II Assets, Opportunities, and Challenges
Assets and Opportunities
Challenges

III Initial Public Outreach
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Design Charette
How the Information Collected was Used

IV Concept for Downtown Streets
Concepts for Washington Avenue (Clear Creek to 14th Streets)
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Jackson Street Pavement to Park Concept

V Public Review and Comment
July Open House
Mind Mixer Review
Email Comments
Summary of Public Review and Comments

VI Preliminary Recommendations
Jackson and 13th Street Festival Area
Washington Avenue 14th Street to 18th Street
Site Amenities
Washington Avenue Brick and Stone Corner Planters
Washington Avenue Clear Creek to 14th Street
Jackson Street Pavement to Park
Expanding Beyond Washington Avenue
Other Considerations
Golden’s downtown is a success story built on the community’s heritage, hard work, innovation, and entrepreneurial spirit. Over the past 20 years, property owners, merchants, and the people of Golden have forged a partnership that has lead to the establishment of one of the most successful downtowns in Colorado.

While acknowledging the success of downtown, City Council felt it was important to create a vision that would guide next 20 years of downtown progress and commissioned this Streetscape Master Plan with that goal in mind.

**PURPOSE AND CHARGE**

The mandate and goals for completing a Streetscape Master Plan for Downtown Golden are varied. They are derived from City Council directives, feedback from residents and the downtown community, and suggestions from the Golden Urban Renewal Authority (GURA) and City of Golden staffs.

To be successful, the plan should:

- Provide a road map that can be used to guide decisions for enhancing downtown Golden’s streetscape for the next generation.
- Generate excitement for taking the downtown to the “next level.”
- Consider a wide range of options while being cautious about altering the streetscape’s character and function that have made the downtown successful.
- Establish criteria that can be used to evaluate private requests to make changes to the streetscape.
- Envision design opportunities for the next generation of Washington Avenue.
- Create a more flexible and “useable” streetscape that allows for more opportunities for seating, gathering, festivals, and outdoor dining and retail displays.
- Evaluate moving the curb-line to widen the sidewalks to improve the pedestrian experience.
- Evaluate the pros/cons of revising vehicular parking and circulation.
- Create an environment that encourages bicycle access and which accommodates bike parking.
- Evaluate if making changes to Washington Avenue’s brick and sandstone corner planters are appropriate to create a more useable streetscape.
- Look for ways to extend downtown beyond Washington Avenue and create “feeder spaces” for Washington Avenue retail.
- Evaluate streetscape enhancement opportunities for 12th and 13th Streets.
- Complete an evaluation of Jackson Street (12th to 14th Streets) to identify opportunities for enhancing the streetscape and encouraging redevelopment as defined in the East Downtown Plan.
- Develop a concept plan for Washington Avenue between 14th and 19th Streets that extends the appropriate design features from the northern blocks of Washington Avenue and improves pedestrian access.
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THE PLANNING PROCESS OVERVIEW

A collaborative public participation and outreach process was used to develop the Streetscape Master Plan. Responses from stakeholders and residents were used to evaluate the applicability of recent innovations in urban design and potential enhancements to the streetscape. The master plan process was completed over a seven-month period and provided multiple opportunities for residents, property owners, merchants, stakeholders, and city and GURA staffs to contribute to the plan. This included:

- Small stakeholder group interviews with downtown merchants and property owners.
- A design charrette that featured an afternoon workshop to review new trends in urban design and downtown enhancement with members of the downtown community. This was followed by a design charrette with GURA staff, city staff, and the Master Plan Design Team.
- A public open house to review the concepts that evolved out of the initial public engagement and charrette process.
- A month-long review of the preliminary concepts on the city’s website. MindMixer, an online community forum where constituents can “meet” to discuss issues and share ideas, was used to provide opportunities for residents to voice their opinions on the range of potential streetscape enhancement options.
- Throughout the process, City of Golden and GURA staffs were available to take comments and suggestions via phone and email.

THE STUDY AREA

The study area for the Streetscape Master Plan (Figure 1) incorporates the heart of downtown Golden along with several distinct character zones within the city center.

Washington Avenue from Clear Creek to 14th Street

This three and one-half block segment of Washington Avenue is what most people would consider to be “Downtown Golden.” It features many of the architectural and streetscape details that establish the character for the downtown:

- Two to four story buildings, many of which are historic, framing an 80’ right-of-way.
- Street trees in cast iron tree grates planted approximately every 30’ to 40’.
- Wide sidewalks with concrete and brick paver details (12’ to 15’ on the east side and approximately 17’ on the west side).
- The “Welcome to Golden” arch.
- Two to four story buildings, many of which are historic, framing an 80’ right-of-way.
Streetscape Master Plan

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11th, 12th, 13th, and 14th Streets
The east-west streets within the study area run from Ford Street on the east to Arapahoe Street on the west.

- 12th and 13th Streets are more urban in character with streetscapes that typically include street trees in tree grates, brick banding at the back of curb and around tree grates, curb extensions with brick paving at Washington and Jackson Streets, and 9’ wide sidewalks. There are a number of outdoor dining opportunities on the north side of 12th Street, east of Washington Avenue.
- 11th Street has a mix of commercial, and multifamily residential uses, and a parking structure. The streetscape character generally reflects the adjacent use with more urban details adjacent to the commercial development, turf grass and trees along the parking structure, and plain concrete adjacent to Ace Hardware. The public right-of-way for 11th Street ends at Jackson Street, turning to the south.

- Each of the east/west streets features curb extensions with brick paving and trees at the Washington Avenue intersections and, in some cases, areas for outdoor dining within the area of the extended curb.

Miners and Prospectors Alleys
Two, three-block alleys flank Washington Avenue from 11th to 14th Streets with Miners Alley to the west and Prospectors Alley to the east. Both alleys are very narrow with travel lanes that vary from 14’ – 18’. They are primarily used for service and delivery for the Washington Avenue businesses and as pedestrian connectors between the public parking lots and businesses. Because the alleys are so narrow, they are difficult for pedestrians to negotiate when delivery trucks are present. The character of the alleys is dominated by service uses for adjacent businesses including dumpsters, overhead power lines, gas meters, and transformers. The asphalt paving in both alleys is in poor condition and a number of locations will need refurbishment in the future.

Ford Street
Ford Street is included with the study area primarily to help illustrate the overall vehicular circulation system for the downtown. Because of its width, Ford Street represents an opportunity to incorporate many of the “Complete Streets” principles in its design to make it a more people-friendly street.

Washington Avenue from 14th Street to 19th Street
The most notable characteristics of Washington Avenue south of 14th Street are the very steep grade for the first block south of 14th Street and the large shade trees in tree lawns. This corridor features a mix of established residential, multifamily, and residential-scale commercial uses. The streetscape character is relatively consistent with:

- 5’ to ‘6 concrete sidewalks separated by a 10’ turf or shrub bed tree lawn on the west side.
- 4’ to 6’ attached concrete sidewalks on the east side.

Jackson Street from 11th Street to 14th Street
The streetscape for the three blocks of Jackson Street within the study area is the most varied in the downtown. Jackson Street is flanked by a mix of uses, many of which do not contribute the vitality of the streetscape. The finishes range from plain, narrow concrete sidewalks with a residential character to segments with a level of finish that is similar to the character of the buildings and streetscape on Washington Avenue. Jackson Street is defined by:

- Street trees in grates or planters on blocks between 13th and 11th.
- Sidewalks that vary from 4’ to 15’ in width and with finishes from brick pavers in curb extensions to plain concrete.
- At grade parking lots and bank drive-throughs.
- Residential-scale uses with grassy areas between the sidewalk and curb (west side of the southernmost block).
- Relatively narrow streets (+/- 48’).

Figure 4 - Sidewalk canopies provide shade and protection from rain and snow, but the support posts create obstructions

Figure 5 - Residential-scale streetscape on Jackson Street
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THE CONTEXT

The context for the downtown (Figure 6) creates a unique physical setting.

- The foothills form the western edge of the immediate context, Clear Creek the north edge, and South Table Mountain the east edge. These features are an integral part of downtown Golden’s character and create a sense of enclosure for the study area.
- The proximity of the mountains and foothills to the west of the downtown means the sun sets earlier than areas further to the east. Snow can linger longer and it also means cooler temperatures for outdoor uses in the evenings.
- Since there are only two vehicular bridges crossing Clear Creek, opportunities to change traffic patterns in downtown Golden are limited, especially for north / south streets. The topography within the study area and the immediate context influences the downtown in a number of ways:
  -Because of fairly steep south to north grades within the study area, stormwater flows have more velocity and therefore can be more difficult to manage.
  -Washington Avenue also slopes from west to east, which means that many of the grades for sidewalks and the road surface are close to the allowed maximums. This makes it difficult to make significant changes such as eliminating curb and gutter without detailed engineering plans.
  -The southern edge of the Clear Creek corridor creates a steep hillside that makes it difficult to link the core of the downtown to the Washington Avenue neighborhood south of 14th Street.

There are a number of important uses in the immediate context of the study area.

- The Colorado School of Mines (CSM) campus runs along the southern two-thirds of the west side of the study area. The School of Mines has a significant impact on the downtown by creating demand for restaurants and lodging along with increasing demand for parking - especially in the southwest quadrant of the downtown and on Washington Avenue south of 14th Street.
- There are number of MillerCoors properties east of Ford Street including the Wellness Center and the parking lot for the brewery tour. The MillerCoors brewery attracts over 250,000 visitors to downtown Golden each year and it is an on-going goal to entice as many of these visitors to the downtown as possible before and after their tour.
- There are established residential neighborhoods to the northwest, south, and southeast of the study area.

Figure 6 - Context in the immediate vicinity of the Study Area
Some of more notable changes include:

- Continued evolution of the downtown market as new businesses are added or converted to a different use. For instance the number of restaurants has increased the last 10 years and the Foss Drug building was converted from a single user into several new uses.
- The extension of streetscape enhancements along 12th and 13th Streets and portions of Jackson and 11th Streets.
- Wide sidewalks.
- The availability of seating for outdoor dining.
- The rich details and materials.
- The rich streetscape details and materials.

**THE EVOLUTION OF THE DOWNTOWN**

The history of downtown Golden dates back to the 1860’s when Golden City was established during a gold rush. As an important gateway to the Rocky Mountains, Golden was briefly the capital of the Colorado Territory. A number of significant buildings from this period still exist on Washington Avenue. The city’s population and the downtown’s prosperity ebbed and flowed throughout the 1900’s. With the post World War II change in development patterns and competition from suburban shopping malls, the downtown declined throughout the 1970’s and 1980’s. In the early 1990’s the downtown community realized that redevelopment was needed. The downtown recently saw a dramatic increase with the addition of

**The City’s government complex is located northwest of the downtown on the north side of Clear Creek.**

**Parfet Park is immediately north of the study area and Clear Creek, and is the site for a number of major festivals during the year.**

Each of these features has had a significant impact on the character and success of downtown Golden and on the shape of the recommendations for this Streetscape Master Plan.

**Recent Accomplishments**

The history of downtown Golden dates back to the 1860’s when Golden City was established during a gold rush. As an important gateway to the Rocky Mountains, Golden was briefly the capital of the Colorado Territory. A number of significant buildings from this period still exist on Washington Avenue. The city’s population and the downtown’s prosperity ebbed and flowed throughout the 1900’s. With the post World War II change in development patterns and competition from suburban shopping malls, the downtown declined throughout the 1970’s and 1980’s. In the early 1990’s the downtown community realized that redevelopment was needed. The current character of downtown Golden was then established through a major investment in the streetscape and the surrounding buildings. The brick paving, curb extensions at the corners, street trees, and large, raised brick and sandstone corner planner were all a result of the 1992 Downtown Redevelopment Project.

**The addition of two parking garages on the west side of Jackson Street.**

**Multifamily housing projects east of Washington Avenue, north of 11th Street, and at the northeast corner of Washington Avenue and 13th Street. The downtown has added over 290 residential housing units within the core area in recent years.**

**Construction of the Table Mountain Inn and the Golden Hotel.**

**The addition of mixed use office and retail on the north side of 12th Street east of Washington Avenue. The number of office workers in the downtown recently saw a dramatic increase with the addition of Source Gas as an employer in the downtown.**

**The extension of streetscape enhancements along 12th and 13th Streets and portions of Jackson and 11th Streets.**

**How downtown Golden’s current streetscape is viewed**

Throughout the public engagement process, participants were asked their views on “What they like best” and “What they like the least” about Golden’s downtown. Feedback was collected from downtown merchants and property owners, study area residents, and the community as a whole on how the existing streetscape in the downtown is perceived.

**Open House and MindMixer Results - “Like Best” and “Like Least”**

The initial community open house took place in July, 2013. The open house format included a station where participants could comment on the existing conditions of the current streetscape in downtown Golden (Figure 7 - on the next page). To supplement the feedback received at the open house, MindMixer, an online tool where ideas were posted and interested parties could comment, was used to help engage additional members of the community about existing conditions of the streetscape. Table 1 displays the topic and the corresponding choices. Participants were also encouraged to comment on additional aspects about the streetscape that should be considered in the development of the plan.

Due to limitations with the number of options that could be presented on the MindMixer site, some of the choices presented at the open house were combined in the MindMixer version. For example, in the “liked best” category, large shade trees, brick planters, and Western-themed art were combined into “the details and materials of the rich streetscape”; availability of parking was combined with convenient on-street parking. For “liked least”, not enough room for comfortable public seating, sidewalks not wide enough, brick planters taking up too much room, and canopy posts inhibit pedestrian flow were combined into “items blocking the sidewalk”.

**Like Best**

The choices that participants (combining the results from the open house and MindMixer formats) indicated they liked best about the downtown Golden’s streetscape were:

1. The rich streetscape details and materials.
2. The availability of seating for outdoor dining.
3. Wide sidewalks.

<table>
<thead>
<tr>
<th>What I like best about the existing Washington Avenue streetscape is…</th>
<th>What I like least about the existing Washington Avenue streetscape is…</th>
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<td>The rich details and materials*</td>
<td>Too much emphasis on cars (e.g. wide street, on street parking)</td>
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<tr>
<td>Convenient on-street parking</td>
<td>Not enough room for comfortable public (non-dining) seating*</td>
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<td>Wide sidewalks</td>
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<td>Brick planters on the corners*</td>
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<td>Posts for sidewalk canopies inhibit pedestrian flow*</td>
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<tr>
<td>Business directory signage and wayfinding</td>
<td>The pedestrian crossing signals don’t seem to be efficient</td>
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<tr>
<td>Availability of parking</td>
<td>Items blocking the sidewalk (e.g. sandwich board signs, seating, art)*</td>
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<td>Business directory signage and wayfinding</td>
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</tbody>
</table>

* combined in MindMixer version

**Table 1: Most frequent public Responses from the open house and MindMixer review**
CHAPTER 1  |  Introduction

The rich streetscape details and materials – including large shade trees and brick planters – was a popular choice with participants of both formats. However, some variation did occur between the open house responses and the MindMixer site. The availability of outdoor seating and for wide sidewalks was much more popular for participants using the MindMixer format than those collected at the open house. At the open house, neither option was selected as one of the top three choices. However, as result of the MindMixer responses, they availability of outdoor seating and wide sidewalks was one of the top three overall choices selected. Interestingly, the availability of parking was not selected by any participants as an aspect that they liked best.

Like Least

For aspects that were liked least, the most selected options were:
1. Items blocking the sidewalk.
2. Too much emphasis on cars.
3. The pedestrian signals do not seem efficient.

Again, there were slight differences between the open house results and those from the MindMixer version. However, the top three selections for both versions were the same, just in a different order.

Comments Received

Participants were encouraged to comment on the choices and add others that were not listed. Many comments indicated that trees are a positive aspect of the downtown and should not be considered negative despite the argument that they may block views to business signage. Many commenters also wanted to make the streetscape more pedestrian friendly by replacing parking with sidewalks or seating, removing obstacles, and reducing traffic congestion. Others wanted to see more design standards for private street furniture and better overall maintenance of landscaping and paving.

As a result of this exercise, the direction for new streetscape improvements was to provide options that:
- Balance the emphasis on cars with that of the pedestrian.
- Make pedestrian mobility to and through the downtown easier and more convenient.
- Open up the sidewalks and create more space for public use.
- Build on the existing details and design.
- Maintain or expand the availability of outdoor dining.
Chapter 2

Assets, Opportunities, and Challenges
Adequate Parking

While the perception is often quite different, studies have shown that there is more than adequate parking available to visitors and shoppers in the study area.

- Washington Avenue offers parallel parking on both sides of the street in the downtown core. These spaces are usually filled during peak hours, which creates friction, slows traffic, and conveys an impression of a busy, vibrant retail core. On the other hand, it also gives the impression that parking is limited in the downtown.

- There is a mix of parallel and angle parking on the other streets in the study area. There is potential to increase the amount of parking on these streets by converting parallel parking to head-in or back-in angle parking.

- There are two parking structures on the west side of Jackson Street, which offer free parking and are rarely full. The structure north of 13th Street is fully dedicated to public parking while the structure north of 12th Street is a public/private split. New visitors often resist using parking structures because there is a perception that there will be a fee to park. This can be overcome with clear signage.

- The two public surface lots located west of Washington Avenue are heavily used. There is a perception among downtown merchants that the lot between 13th and 12th Streets (the Foss lot) is often used by CSM students to access the campus, limiting its use for shoppers.

Ongoing Investment

The City of Golden and private property owners continue to invest in the downtown’s success. A number of properties have been redeveloped over the last 20 years throughout the study area. The most notable examples include:

- Gateway Station at northeast corner of Washington Avenue and 13th Street. This is a 5-story mixed-use redevelopment with 35 residential units and over 16,000 square feet of commercial space. Gateway Station’s streetscape matches Washington Avenue’s materials and details. Parallel parking spaces were removed on 13th Street to construct a large, successful outdoor dining area on the south side of the building.

- Jackson Court (adjacent to the parking garage on Jackson and 12th Streets) is a two-story office/retail building with raised patios for outdoor dining and brick planters fronting on 12th Street.

- The Clear Creek Square Office Building is on the north side of 12th Street between Jackson and Ford Streets. This building runs the length of the block and provides outdoor patio space between the sidewalk and the façade.
CHAPTER 2 | Assets, Opportunities, and Challenges

- Millstone Clear Creek Square contains three, 4-story loft-style buildings with 78 residential units and underground parking. It is located between Clear Creek and 11th Street.
- The Table Mountain Inn worked with the City and paid for the construction costs to remove parallel parking spaces in front of its restaurant on the west side of Washington Avenue. This allowed them to maintain wide sidewalk add an outdoor dining patio.
- The parking structures on Jackson Street represent significant investments by the City and GURA and include streetscape enhancements.
- The City of Golden and GURA have enhanced the streetscape for 13th Street between Washington Avenue and Ford Street with street trees in tree grates, brick paving bands, and a gateway arch at the intersection of 13th and Ford Streets.

Opportunities for Growth

There is a strong mix of retail, restaurant, and service uses in Golden's core. However, there are properties within the study area that will likely see redevelopment as Golden grows.
- Several properties east of Washington Avenue, primarily along Jackson Street, could be redeveloped from lower density uses to higher, more urban uses. A mix of housing, office, and commercial that would support the historic downtown should be encouraged and streetscapes for redeveloping properties should be planned to encourage a vibrant public realm.
- The surface parking lots throughout the study area represent opportunities for future structured parking or a combination of higher density development with structured parking on the lower levels and 'liner' retail fronting on the streets.
- While it is not feasible to permanently close Washington Avenue to traffic, it may be possible close other streets in the study area (or portions of other streets). Temporary closures of these streets for special events are certainly possible and may be preferable to closing Washington Avenue. Permanent closures may also be possible, depending on the street in question.

Programs to Activate the Downtown

The City of Golden has done an excellent job of creating a year-round calendar of special events that draw residents and visitors to the downtown.
- There are approximately 10 large special events hosted in and around the downtown each year. Some of the most popular include the Candlelight Walk during the holidays, Buffalo Bill Days, and monthly First Friday Street Fairs in the warmer months.
- There are additional events scheduled on a regular basis in the downtown, typically during the summer months. This includes various parades and street events and Movies and Music in the Park.

Other Opportunities

- The City has an ongoing maintenance program where streets are resurfaced before serious degradation occurs. Washington Avenue is schedule to be resurfaced sometime in the next two to three years. Any enhancements to Washington Avenue’s roadway that evolve out of the Streetscape Master Plan process should be evaluated before resurfacing is completed.
- A steam tunnel runs west from the MillerCoors brewery to the School of Mines along 14th Street. It may be possible for the City to reach an agreement whereby this waste heat is also used to create a snow melt system for the downtown streets and/or sidewalks.

Many special events held in Downtown Golden require full closure of one or more streets in the downtown, which can be problematic given the limitations of the downtown street grid. Since requests to host festivals in downtown Golden are submitted on a regular basis, additional venues for special events in the downtown beyond Washington Avenue would provide opportunities for smaller or start-up festivals.

Figure 10 - Attractive shops and dining decks on 12th Street

Liner retail can take many forms. They can be shallow niches in the facade of a building no deeper than a small vendor kiosk that provide opportunities for local and small scale businesses. They can also be the depth of a parking stall (+/- 18”) if combined with a parking structure.

(Image courtesy of David Baker)
CHAPTER 2 | Assets, Opportunities, and Challenges

Golden Downtown

CHALLENGES – WHAT NEEDS TO BE IMPROVED?

Expanding the Downtown

During the public engagement process, participants frequently expressed a desire to expand the downtown beyond Washington Avenue so that Golden is not a “one street town”. In the last 10 years there has been notable expansion of downtown beyond Washington Avenue, primarily along 12th Street. While this is great beginning, more work is needed to create a complete urban center.

- Redevelopment of underused properties east of Washington Avenue is important for future of the downtown. But, because private initiative is required, it may take a number of years for these properties to redevelop.
- Enticing shoppers to leave Washington Avenue and explore and visit new restaurants and shops on 12th Street has proven to be a challenge. Additional streetscape enhancements may be needed to increase pedestrian activity.
- The Wells Fargo Wire Transfer building at the northeast corner of 13th and Jackson Streets does not contribute to the vitality of the downtown. It presents blank facades to the streets and the only users are the employees. Finding creative solutions to minimize impact of this use is an ongoing challenge.

Steep Grades

While not obvious to the average user, the grades in the downtown core are actually quite steep when compared to most downtowns. Steep grades create design challenges for drainage, public gathering spaces, and, in some areas, for pedestrian movement.

- The grades on Washington Avenue immediately south of 14th Street are exceptionally steep and can discourage pedestrians from walking to the south beyond 14th Street.
- There are a wide range of engineering challenges to making changes to the curb lines and storm drainage system on Washington Avenue from Clear Creek to 14th Street. Significant changes in this area will require detailed engineering to determine cost and feasibility.
- Adding outdoor dining on paving with slopes over 2% make providing level tables and seating difficult.
- Because of strong summer rain storms, the streets in the downtown need to convey heavy flows at times. Adding wood dining decks at the curb line (similar to the one installed at Woody’s) is discouraged by City Engineering staff. The concern is that storm debris will get caught under the deck and block or divert storm flows.

Washington Avenue (Clear Creek to 14th Street)

There are a number of design challenges unique to the established blocks of the downtown between Clear Creek and 14th Street.

- A number of people suggested closing Washington Avenue to vehicular traffic to create a pedestrian mall. Until an additional bridge crossing is provided over Clear Creek, this is not feasible due to lack of options for accommodating north-south traffic flows and emergency vehicle routes. Staff recommends that even starting a closure south of 11th Street would not be feasible without disrupting many properties with a through route connection to Jackson Street for southbound traffic and to Ford Street for northbound traffic. Such a permanent proposal would also challenge Ford Street’s capacity.
- The sidewalk on the east side of Washington Avenue is +/- 5’ narrower than the west side, limiting opportunities for outdoor gathering spaces and seating.
- The large brick and stone planters on the Washington Avenue’s corners are a part of the downtown Golden’s identity, but they inhibit seating and gathering opportunities. They also limit the ability for businesses with frontage along the planters to provide outdoor retail displays or dining.

Sidewalk Canopies

Canopies extend out from the facades of a number of the Washington Avenue buildings notably part of both sides of the 1200 block and at the Buffalo Rose. These canopies are typically wood construction, extend 7’ to 8’ over the sidewalk, and are supported by wooden posts. While they do have an Old West flavor, the support posts limit the types of uses that can be accommodated on the sidewalks, especially on the narrower east side sidewalks. If merchants and property owners feel that the canopies are necessary, options should be explored to support them from the buildings and eliminate the posts in the sidewalk.

Shortfall in Public Seating / Bike Racks / Lack of Consistency

While benches are provided in the study area, there is a serious shortage of comfortable places for patrons to sit in the public right-of-way. There are only few benches provided in each block. The sandstone caps for the corner planters are at the correct height to sit on in a few areas, but these are not as comfortable as dedicated seating, especially for individuals with limited strength or mobility since there are no armrests. Additional public seating should be provided.
There were comments made during the public engagement process about the limited accommodations for bikes in the downtown. The City’s current policy of having bikes “share” streets with vehicles is appropriate for a downtown. It is consistent with current planning principles for bike use in urban areas and has the added benefit of slowing traffic. There is a shortage of bike racks throughout the study area. Additional bike racks should be provided.

There is no consistency of materials for the site furnishings in the downtown. The City should consider adopting a single system of benches, bike racks, and where not incorporated into the corner planters, trash receptacles.

Other Challenges
A number of issues were identified by members of the downtown community and residents during the planning process that are not directly related to streetscape design.

- Business owners were concerned about Colorado School of Mines students and staff occupying parking spaces for extended periods of time – especially in the parking lots west of Washington Avenue.
- The mix of uses in the downtown was a concern. Many felt that more retail and restaurant uses are needed in lieu of the existing service uses to create the “density” a successful downtown requires.
- Accommodating delivery vehicles in the downtown without impacting shoppers and pedestrians is an ongoing challenge in any community. This is especially problematic if Miners and Prospectors Alleys are to be used for business access, retail, or outdoor dining.
- The current system of incorporating trash receptacles in the brick corner planters has serious drawbacks. The size of the containers means maintenance staff has to empty the receptacles frequently and there is no opportunity to add recycling receptacles. The City should look closely at moving away from the trash receptacles that are built into the planters to a system that combines trash and recycling. There are a wide range of trash/recycling systems with double (trash / recycle) and triple (trash, bottles & cans, and paper) receptacles available. City maintenance staff has expressed an interest in a system that compacts the waste in-place, reducing the frequency of having to empty the units. The cost / benefit of this type of waste system will need to be evaluated along with long-term durability before it is adopted as the standard.

Figure 13 - Deliveries make it difficult for pedestrians to use Miners Alley

Figure 14 - Trash receptacle built into corner planter
Chapter 3

Initial Public Outreach
This chapter provides an overview of the key insights contributed by stakeholders and residents who were involved in the preliminary phases of the planning process. The two primary public outreach efforts at the commencement of the project were stakeholder meetings and a design charrette. Understanding that each and every comment cannot be included, this chapter aims to highlight common preferences that were mentioned by participants at these venues.

**STAKEHOLDER MEETINGS**

Two stakeholder meetings were conducted early in the process to collect ideas and identify issues and constraints for the downtown streetscape’s enhancement. The meetings were designed to include a representative cross section of downtown merchants and/or property owners. The goal was to understand what they like about the Downtown and what they’d change. In addition to the dialogue, participants ranked potential improvements that would help achieve their vision of the downtown on a scale from 1 to 5 (where 1 means “not at all important” and 5 means “very important”). 12 stakeholders participated in the two meetings.

**What We Heard**

**Stakeholder Dialogue**

During the dialogue, the stakeholders voiced their opinions and responded to questions about the downtown. The topics covered included increasing activity in the downtown, pedestrian and vehicular circulation, and aesthetics.

In regard to increasing activity, stakeholders wanted to see more events and attractions that brought people into the downtown. This included more retail uses, restaurants, and night-time activities, as well as additional parades and festivals. Participants also envisioned the expansion of downtown businesses onto side streets to create a larger downtown area. Wayfinding and event signage was presented as a way to better inform people on how to get to and around downtown as well as to inform patrons about current and upcoming special events.

The stakeholders felt that a constraint to creating more activity in the downtown was the lack of gathering spaces and sidewalks with obstructions. The posts for the sidewalk canopies, brick corner planters, sandwich boards, outdoor retail displays, and on-street parking were cited as a hindrance for public use of the sidewalk. However, the importance of on-street parking to business owners was also acknowledged.

Both pedestrian circulation and vehicular circulation were discussed. Stakeholders pointed out areas of conflict between bicycles, cars, and pedestrians. The amount of traffic in general and difficulty of getting around by car were concerns. Participants said bicycles needed to be better accommodated as they are a popular mode of transportation but often cluttered the sidewalks.

In regard to aesthetics, some participants indicated that they wanted to see higher standards for the outdoor dining areas to create a more pleasing, cohesive atmosphere. Others noted that streetscapes along side streets should be made consistent with Washington Avenue’s.

**DESIGN CHARRETTE**

Shortly after the Stakeholder Meetings, a group of 20-30, including stakeholders, City staff, and representatives from the Master Plan Team participated in a one-and-a-half-day charrette. Tasks accomplished at the charrette included:

- Review goals and expected outcomes of the charrette.
- Review existing conditions in the study area.
- Discuss the input received at the Stakeholder Meetings.
- Conduct a “visioning” exercise which included a presentation on re:Streets principles. The re:Streets approach is based on a design philosophy that pushes beyond current standards to explore the future of streets and what America’s roadways would be like if they were designed for living, instead of just driving.
- Work sessions held with city staff and the Master Plan team to develop and refine streetscape design options.

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CHAPTER 3  | Initial Public Outreach

re:Streets Presentation and Key Pad Polling

One of the key tasks of the charrette was to identify appropriate streetscape concepts for downtown Golden with the aim of having Washington Avenue and the downtown function better as a public space. The group viewed a presentation on how streets can be altered so that they can be used in different and new ways. In response to the various concepts, participants indicated the appropriateness of the ideas via key pad polling. Key pad polling allows participants to select answers to questions about each concept and see a graphic summary of the group’s responses in the next slide. The complete results of the key pad polling exercise can be found in the appendix.

Review of re:Streets of Concepts

The group indicated that there was a high potential for the concepts of:

- **Shared Streets** – Shared streets are designed to equally accommodate motor vehicles, bicycles, and pedestrians. Each mode of transportation has designated areas within the streetscape, which are often separated from the other modes. The streetscape includes wide sidewalks and crosswalks, bicycle lanes, and traffic travel lanes. Shared streets also typically provide areas for sitting and public gathering, areas to accommodate festivals and special events, and parking for both vehicles and bicycles.

- **Naked Streets** – The naked streets approach is intended to reduce the dominance of vehicular traffic and increase the mobility of the pedestrian. This is done by removing features such as traffic signs, road surface markings, and other informational signage. The street is then shared by all modes of transportation where the users must interact and negotiate in order to move about the space, thus, leading to a higher level of road safety.

- **Liner Retail** – Liner retail can lead to increased vitality on the street by offering more pedestrian accessible retail in booths and other small structures or vehicles within the right-of-way or other public space. Popular retail might include food vendors, clothing or gifts.

- **Flexible Streets** – Flexible streets allow temporary or partial closures for public gathering spaces and/or special events. This concept is to use policy, practice, and street design to move away from catering to the automobile based on where the street is located (e.g. the downtown) and the intended function of the area (e.g. public gathering space). It combines context-sensitive design and traffic calming with the establishment of broad objectives and purposes for main streets. This concept would allow portions of the street to be changed from vehicle-based uses to uses such as public seating, outdoor dining, bike parking. It also allows the streets in the downtown to be temporarily closed down to allow for special events.

### Table 2: Creative streetscape concepts downtown stakeholders said were appropriate for downtown Golden

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<tr>
<th>Concept</th>
<th>Shared Streets</th>
<th>Naked Streets</th>
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<th>Flexible Streets</th>
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Table 2: Creative streetscape concepts downtown stakeholders said were appropriate for downtown Golden
Appropriate Location of Concepts

As to where concepts should be applied, participants indicated that the concepts with a high potential could occur on most streets.

- **Shared streets**: Half of the respondents indicated that the shared streets concepts should be applied to all streets (Jackson Street, Washington Avenue, Ford Street, and the east-west streets) in the downtown; the second highest response was to apply the concept to Jackson Street.

- **Naked streets**: The highest response for naked streets was to have the concept applied to streets in both the neighborhoods leading to downtown and those in and around the downtown core.

- **Liner retail**: The majority of participants felt that liner retail would be appropriate on all streets (Jackson Street, Washington Avenue, the east-west streets, and Miners and Prospectors Alleys).

- **Pavement-to-parks**: The highest responses for where pavement-to-parks could occur was either on Jackson or all streets (Jackson Street, Washington Avenue, 11th, 12th, 13th, and 14th Streets).

- **Flexible streets**: The group felt that temporary, partial closures for public gathering spaces and/or special events was applicable on all streets (Jackson Street, Washington Avenue, 11th, 12th, 13th, and 14th Streets).

- **Art and Interactive Structures**: Art and interactive structures was felt to be appropriate for all streets in the study area.

- **Green infrastructure**: The participants indicated that green infrastructure should be applied to all downtown streets.

Participants were less specific for the locations of signature multi-sensory streets. These might be appropriate for Washington Ave followed by east-west streets although some participants felt the concept was appropriate for all downtown streets (Jackson Street, Washington Avenue, 11th, 12th, 13th, and 14th Streets, Miners and Prospectors Alleys). There was less consensus for reclaiming right-of-way for community gardens but, if it was applied, 11th Street could be a candidate.
CHAPTER 3 | Initial Public Outreach

Ranking Exercise

The participants at both the stakeholder meetings and the design charrette were asked to indicate the importance of a variety of improvements that would help achieve their vision for the Downtown. The complete ranking summary can be found in the appendix.

The improvements receiving the highest ranking revolved around places to gather and sit and to encourage more business development on streets adjacent to Washington Avenue. The improvements that received the highest combined rankings included:

- Where appropriate, remove a wall of a brick corner planter, the plants and soil, and replace with seating.
- Improve Jackson Street and side streets to encourage business development.
- Create more public gathering spaces on Washington Avenue.
- Create more opportunities for seating on Washington Avenue.

There was less support for making Jackson Street an event street or adding more Western art. Improvements that received a low ranking for importance included:

- Make Jackson Street an event street that could be closed to traffic.
- Make Jackson Street an event street that is closed to traffic except for essential destinations such as the parking garage or ends of each block.
- Improve the streetscape for Washington Avenue south of 14th Street.
- Add more public art in keeping with the Western theme.

HOW THE INFORMATION COLLECTED WAS USED

After the charrette, the streetscape design options for each segment of the study area were refined to reflect the stakeholders’ and City Staff’s comments and suggestions. Alternative design options for each area were developed and these alternatives were then presented to the community.

Figure 20 - A 3D Visualization that explores a streetscape option based on feedback from the initial public outreach
Chapter 4
Concepts for Downtown Streets
The steps Golden took a little over 20 years ago to revitalize its downtown were bold and an expression of the value the community places on having an active, prosperous city center. These same values underpin the thinking behind the concepts developed as a part of this Streetscape Master Plan. The concepts that follow explored a wide range of options. Some are simple and focus on examining ways to work within the existing streetscape framework. Others are more aggressive and look at more fundamental changes, especially for Washington Avenue.

Each idea described and illustrated in this section has the potential to improve the downtown’s streetscape. The process of vetting each option to determine its appropriateness for downtown Golden should be an on-going process involving Golden’s residents, the downtown community, the decision-makers, and City and GURA staffs.

Figure 21 - A shared street creates a flexible space that can be adapted to a wide range of uses
CONCEPTS WASHINGTON AVENUE - CLEAR CREEK TO 14TH STREET

Four different concepts were completed for Washington Avenue from Clear Creek to 14th Street.

Concept A

In this concept, minimal changes were proposed for basic infrastructure of Washington Avenue. For example, the gutter location and width of sidewalks could remain the same to lessen costs, or when curb replacement is necessary, some reconstruction can occur.

- Concept A creates “Flex” spaces in Washington Avenue (Figure 22). In the Flex Space concept, a portion of the street is designed so that it can be used for a variety of uses. In this case, the parallel parking is enhanced so that it can be used for bike parking, public seating or gathering, or outdoor retail / dining. In order to create the Flex Space:
  - The two travel lanes and the center turn lane are re-striped and reduced to 10’ each. This has the added benefit of slowing traffic.
  - The 4’ to 5’ from the reduced street width is added to the parallel parking areas on the east side of the street to create more opportunities for streetscape amenities.
  - The pavement in the Flex area is enhanced with decorative paving. This sets the area apart from the asphalt travel lanes.
  - Parallel parking is defined by a change in pavement color and/or removable bollards.
  - Outdoor seating and dining areas are shown in some of the Flex areas. These could be created by eliminating one or two parking spaces and defining / protecting the new gathering area with heavy, narrow portable planters.

- The concept illustrates the idea of removing a portion of a corner planter (lower left in Figure 22) to create an outdoor seating / gathering space.

- The concept also illustrates how the canopy posts create a barrier to pedestrian flow for the sidewalks (lower left of Figure 22).

- This is the least expensive option of the four concepts. Because Washington Avenue is scheduled to be resurfaced, the cost of upgrading the pavement in the parallel parking areas from asphalt to pavers is reduced, and the cost of the new asphalt can go towards reducing the cost of brick or concrete pavers. If it is determined that streetscape improvements are desirable for Washington Avenue, selecting a lower cost option would allow more resources to go elsewhere in the downtown.

Figure 22 - Washington Avenue Concept A (looking north)
Concept B

Concept B creates a symmetrical street section by reconstructing the east curb line 4’ to 5’ to the west. This creates a 17’ wide sidewalk on the east side of the street matching the wider walk on the west side.

- The east curb line is moved toward the center of the street to create two 10’ travel lanes and a 10 center turn lane.
- A +/- 17’ sidewalk on the east side of the street creates opportunities for public seating and outdoor dining adjacent the building facades. This very difficult to achieve with the existing 12’ wide sidewalk.
- As with Concept A, a Flex Space is created in the parallel parking spaces and decorative pavers added. This maintains the option of removing one or two parking spaces to create bike corrals, public seating areas, or outdoor dining.
- It may also be possible to raise the street to the sidewalk level with temporary pavers (set over the existing asphalt), where there is no conflict with storm drainage.
- It will be necessary to complete detailed engineering studies to determine if these changes can be accomplished given the slope of the street.
- The concept illustrates the idea of removing a portion of a corner planter (lower left of Figure 23) to create an outdoor seating / gathering space.

Figure 23 - Washington Avenue Concept B (looking north)

Figure 24 - Flex space used for outdoor dining
CHAPTER 4 | Concepts for Downtown Streets

Concept C

The design approach for Concept C (Figure 25) is to reduce the travel lanes for Washington Avenue, add curves to slow traffic, and create larger spaces for streetscape amenities. This concept:

- Creates large areas on the inside of each curve that can be used for outdoor seating and gathering spaces, outdoor dining, or activity generating amenities such as a pop-jet water feature or children’s play sculpture.
- Increases the width of the sidewalk on the east side of the street by 5’ so that it matches the width of the west side. This creates additional sidewalk area and opportunities for public seating and outdoor retail / dining.
- Requires the reconstruction curb and gutter in the new locations and adjusting the locations of storm drain inlets. It will be necessary to complete detailed engineering studies to determine if these changes can be accomplished given the slope of the street.
- Eliminates the sidewalk canopy posts and extends the canopies from the building façade (lower left of figure 25).
- The curve in the street eliminates the parallel parking on one side of the street, but replacing parallel parking with angle parking on the opposite side of the street will retain 65% of the initial on-street parking spaces. This concept shows back-in angle parking (see below).

What is back-in angle parking?

This type of parking is designed for drivers to back into the parking space rather than pull into the stall. The angle of the parking space is reversed from what is seen with the head-in style and allows for more parking stalls per block than parallel parking does. To enter the stall, the driver would slow down and then signal just as one would do for parallel parking before backing into the space.

Back-in angle parking provides a safer environment for bicyclists since drivers are able to see them easier and sooner when exiting the parking stall. It also allows people in standard size or smaller vehicles see around large SUVs and trucks entering the travel lane. And, back-in angle parking provides a safer environment for people to load items into the trunk since the trunk of the vehicle is adjacent to the sidewalk and not to the travel lanes.

Figure 25 - Washington Avenue Concept C (looking north)
Concept D

The “Shared Street” concept is illustrated in Concept D. In this approach, the street is raised to the level of the sidewalks and curb and gutter eliminated. This provides the highest level of flexibility for the streetscape, allowing it to be used for a wide range of uses.

- The Shared Street does not close Washington Avenue to vehicles. The travel lanes are defined by changes in paving texture and color, flush concrete bands or drainage pans, and bollards.
- Because there are no curbs, a 25’ streetscape zone is created on each side of the street. This area can be configured in any number of combinations:
  - With or without parallel parking.
  - Benches or movable chairs can be added in groups, providing places for people to congregate.
  - Streetscape amenities such as water features or children’s play sculptures can be added.
  - An additional row of street trees or flowering ornamental trees can be planted and decorative pots for annuals added. The existing brick corner planter could be retained, modified, or eliminated.
  - Festivals can be more easily accommodated and enjoyed by patrons as there are no curbs to trip over or limit vendor tent locations.
- Because of Golden’s unique topography, this concept would need to be carefully engineered. Detailed engineering may show storm flows cannot be accommodated or they could show that some combination inlets, trench drains, and porous paving can safely accommodate storm flows.
- This is the most costly of the four concepts presented.

Figure 26 - Shared street example (urban greenway)

Figure 27 - Washington Avenue Concept D (looking north)
OPTIONS FOR WASHINGTON AVENUE’S BRICK/STONE CORNER PLANTERS

During the public engagement process, stakeholders from the downtown community were asked in a questionnaire to rank potential streetscape improvements. The highest ranking improvement was to “remove a wall of a brick corner planter(s), the plants and soil, and replace with seating”. Based on this input, three options for revising the corner planters were developed (Figure 29).

**Option A**: Retain the street side wall of the planter, one half of the planting bed, a tree, and the end cap closest to the corner. This created an opportunity for a small seating / outdoor dining area (three to four tables).

**Option B**: Retain the street side wall of the planter and the end cap closest to the corner. This created a much larger area that could be used for seating, outdoor dining (five to six tables), or a small children’s climbing sculpture surrounded by benches.

**Option C**: Totally eliminate the corner planter and replace it with a bosque of flowering ornamental trees and wide range of streetscape amenities (six to eight outdoor dining tables shown).

Figure 28 - Not every corner in downtown has a brick planter

Figure 29 - Different configurations for revising Washington Avenue’s corner planters were presented
Back-in angle parking is shown on the west side of the street between 15th and 18th Streets. This increases available parking by about double (as compared to parallel parking) and is safer than head-in angle parking.

In order to construct these two enhancements, the traffic lane configuration would need to be changed to one lane in each direction, which is feasible given the traffic volume for this segment of Washington Avenue.

Re-landscaping the steep embankment between 14th and 15th Streets and planting additional street trees throughout the corridor is also proposed.

In order to reduce the steep grade of the sidewalk on the west side of the street between 14th and 15th Streets, an additional wide sidewalk has been placed at street level, thereby reducing the slope as much as possible. Once past 15th Street, the sidewalk route is returned to its original alignment.

Figure 30 - An idea for improving pedestrian access on Washington Avenue south of 14th Street
**JACKSON AND 13TH STREET FESTIVAL AREA CONCEPT**

There is a limit to the number of festivals that can be held on Washington Avenue because of the impact on downtown traffic flow and the costs associated with the street closure. Because of this, it is difficult to approve requests for additional large events or to accommodate smaller/start-up festivals. Therefore, the concept of creating a second festival area in the downtown has been examined (see Figure 31).

- Two blocks each on Jackson Street and 13th Streets are shown as a “plus sign” shaped area for special events. Removable or retractable bollard could be used at the end of each street to allow the closure of from one to four blocks for a festival.
- These streets could be used in conjunction with Washington Avenue for very large special events.
- 13th Street, especially the western block, appears well suited for this use because it is visible from Washington Avenue and the MillerCoors brewery tour parking lot.
- It may be necessary to open 14th Street to two-way traffic between Washington Avenue and Ford Streets to accommodate rerouted traffic during a festival in this area.

Removable bollards are approximately $1,000 each and manually retractable bollards from $2,000 to $4,000 each.

The number of bollards needed varies by intersection, depending on whether there are curb extensions or not. Assuming removable bollards are needed at the end of each block for the concept shown, approximately 16 bollards would be needed for Jackson Street and 15 bollards for 13th Street, totaling approximately $30,000 to $35,000. That cost would at least double for manually retractable bollards.

Hydraulically operated retractable bollards have become popular recently, but the high cost (approximately $50,000 for two) and limited data on long-term performance winter climates where streets are sanded, make this option less attractive.
JACKSON STREET PAVEMENT TO PARK CONCEPT

One option for activating the portion of the study area east of Washington Avenue is to convert an underused section of street to a more active use. The concept to develop one half block of Jackson Street to a “Pavement-to-Park” illustrates this idea.

In this concept a colorful children’s play structure with rubberized safety surfacing is shown along with play area seating, an opportunity for a food truck and cafe tables, seating with a fabric shade structure, movable chairs, and active uses such as a basketball hoop or table tennis. Trees and landscaping could be provided in large portable pots or planters. Depending on the scale of the improvements, the cost could be between $75,000 and $150,000 and most elements could be moved to another location if the street was re-opened to traffic.

The street park would be visible to families as they pull into the public parking structure. If done correctly, families with small children will visit Washington Avenue and also spend time in this section of the downtown.

It would soften the blank west wall of the Wells Fargo Wire Transfer building.

The area could be designed to accommodate vendor tents during festivals.

The Pavement-to-Park conversion would be built on top of the existing street leaving it intact and available for conversion back to traffic should adjacent uses or traffic flow change.

Closing this portion of street would create limited impacts on traffic flow in the downtown. Access to the parking structure would be maintained at all times and traffic from the uses north and south of the block could easily use either Ford Street or Washington Avenue.

Figure 32 - Jackson Street Pavement to Park concept presentation board

Figure 33 - San Francisco pavement to park - Castro Street (image courtesy of Pavements to Parks)

Figure 34 - A temporary pavement to park installation (image courtesy of the Congress for New Urbanism)
Chapter 5

Public Review and Comment
In July of 2013, the community had the opportunity to review and comment on the streetscape design options for each segment of the study area. The design alternatives were developed in response to stakeholders’ and City Staff’s comments and suggestions during the Initial Public Outreach (see Chapter 3). The community was then asked to comment on the concepts via an open house, MindMixer website, and/or emails. The intent was to identify the preferred streetscape enhancements for the study area.

**JULY OPEN HOUSE**

At the open house, a series of stations were set up to display the streetscape concepts:

- Station 1 focused on identifying what participants liked best and least about the existing Downtown. (The results of this exercise can be found in Chapter 1).
- Station 2 displayed four concepts for Washington Avenue.
- Station 3 displayed brick planter options for Washington Avenue.
- Station 4 focused on the Washington Avenue streetscape south of 14th Street.
- Station 5 presented the concepts for a festival area on Jackson and 13th Streets.
- Station 6 displayed a pavement-to-parks concept for Jackson Street.

Figure 35 - One of the posters used at the July open house illustrating the shared street concept
CHAPTER 5 | Public Review and Comment

Station 2 – Washington Avenue Streetscape Concepts A through D
Concepts A, B, C, and D for Washington Avenue (Clear Creek to 14th Street) studied a range of options for improving Washington Avenue’s streetscape experience. See Chapter 4 for detailed descriptions of each of the concepts listed below.

Concept A
Participants at the open house indicated that the aspects they like best about Concept A were adding wood or brick paver decks in the Flex space to create outdoor dining at the sidewalk level and also adding brick paving in the parallel parking spaces to reduce asphalt. Participants indicated that the aspects they liked least were the mixing of parking and outdoor dining and making changes to the existing corner planters. A few participants indicated that reducing on street parking was a concern.

Concept B
The features of Concept B that open house participants liked best were increasing the options for outdoor dining and retail, adding brick pavers in parallel parking areas, and extending the curb and gutter along the east side of the street to increase the sidewalk width to 17’. Aspects liked least included mixing parking stalls and outdoor dining and making the road too narrow.

Concept C
There was less distinction between the features liked best and least for Concept C. Participants identified the aspects of Concept C that they like best as the mid-block crossing, the wide sidewalks, the removal of posts that support the sidewalk canopies, and the creation of outdoor dining on both sides of the street. Aspects liked least were the negative impact on traffic flow and the concept of curving Washington Avenue to create more people spaces was not appropriate for Downtown Golden.

Concept D
Participants indicated that the elements of Concept D that they liked most were the creation of equal outdoor dining on both sides of the street, the maximization of festival space, and the addition of street trees. Participants thought that the concept might too aggressive in slowing traffic and may be confusing for visitors.

Station 3 – Washington Avenue Brick Planter Options
At Station 3, participants provided feedback to four alternatives for the brick corner planters. The alternatives that received the most support were:

1) leave the planters as is.
2) remove the entire planter and add ornamental trees and decorative movable planters around the seating area.

Station 4 – Washington Avenue South of 14th Street
At Station 4, participants provided feedback on streetscape options for Washington Avenue on the blocks south of 14th Street. The improvements that received the most responses were creating the path at street level to provide a more pedestrian-friendly route, encouraging people to visit the south half of Downtown, and converting the parallel parking to back-in angle parking to increase the number of spaces. However, there were a number of respondents who expressed concern about the back-in angle parking. The need for a crosswalk at 14th Street was also identified by participants, although it was not originally an option from which to choose.

Station 5 – Jackson and 13th Street Festival Area
At Station 5, participants provided feedback on the idea of creating a festival area on four blocks of Jackson and 13th Streets. Participants indicated that the features liked best were the potential of encouraging redevelopment of adjacent properties, the creation of a large area for festivals off of Washington Avenue, and that the area could be used in combination with Washington Avenue to host large events. The aspect that some participants liked least was that this new festival area might take events off of Washington Avenue.

Station 6 – Jackson Street Pavement to Park Concept
Station 6 presented the details of closing a segment of Jackson Street north of 13th Street to implement a “Pavement-to-park”. In this concept, a half-block segment of the street would be closed to vehicles and populated with activity generators such as a children’s play area. Participants indicated that they liked the concept of having a small festival space off of Washington Avenue for start-up events that do not justify closing Washington Avenue, the creation of a destination that would attract people from Washington Avenue down 12th and 13th Streets, and that the area provided play opportunities Downtown. Food trucks being competition to local restaurants and the impact of closing Jackson Street on traffic flow in the Downtown were found to be concerns.
CHAPTER 5 | Public Review and Comment

In regard to the concepts for Washington Avenue South of 14th Street (Station 5 at the open house), MindMixer participants liked the idea of enhancing the landscape for the steep embankment on the west side of the road between 14th and 15th Streets and the street-level path to encourage visitors to explore the south half of Downtown. The aspect that they liked least was the back-in angle parking.

The response for the Jackson Street Pavement-to-Park concept reflected the results of the open house. The aspect respondents liked best was the creation of a small festival space for start-up events that do not need all of Washington Avenue and the aspect respondents liked least was the closure of Jackson Street to thru-traffic.

Features liked the best in regard to the Jackson & 13th Streets Festival Area included the creation of a festival area beyond Washington Avenue and the flexibility to close one, two, three, or four blocks at a time for street events. Once again, participants indicated less desire for the back-in angled parking.

EMAIL COMMENTS

Another method of gathering public feedback on the concepts presented at the open house was to invite interested parties to email comments. Themes from the emails included:

- Concerns about further restricting vehicular traffic and increasing congestion in the Downtown.
- Concerns about blocking access to businesses and residences located at the north end of Jackson Street if a portion of that road were to be closed to vehicles.
- Direction that designs for the corners should accommodate right-turn lanes and not restrict visibility.
- The need for better general maintenance of trash receptacles.
- The observation that outdoor dining areas can make it difficult to walk down the street and that loud behavior, panhandling, and/or smoking made the sidewalks unappealing.
- There was a request for more information on how streets without curb and gutter would handle storm water.

MINDMIXER REVIEW

The concepts presented at the open house were also posted on MindMixer to expand the level of participation and gather additional feedback from those unable to attend the open house. The responses to the concepts presented at the open house were slightly different those received on MindMixer. This may have to do with the limits on the number of questions that could be posted on the MindMixer, which resulted in some open house questions being combined.

Washington Avenue Concept A, MindMixer participants indicated that in addition to adding dining decks in the Flex space area, they also highly favored narrowing the street to slow traffic. They did not support mixing the parking with outdoor dining. There were more responses to leave the corner planters alone and concern that the concept did not create outdoor dining immediately adjacent to buildings.

For Washington Avenue Concept B, they liked the removal of posts that supported the sidewalk canopies, extending the curb to widen the sidewalk to 17' on the east side, and adding street trees on the east side – both top answers not seen at the open house. Participants indicated aspects that they liked least were the mixing of parking and outdoor dining and making changes to the corner planters.

For Washington Avenue Concept C, participants – like those at the open house – liked the mid-block crossing and the wide sidewalks best. They were concerned about the back-in angle parking and indicated a dislike of any modifications being made to the corner planters.

For Washington Avenue Concept D, participants indicated the best improvements were additional street trees on both sides of the street and removing curb and gutter to create a seamless public space. They did not like the outdoor seating being close to traffic or any modifications made to the corner planters.

In response to Washington Avenue Planter Options (Station 4 at the open house), the MindMixer participants re-emphasized the opinion to leave the corner planters alone or to only remove half of each planter to create space for outdoor seating.

In regard to the concepts for Washington Avenue South of 14th Street (Station 5 at the open house), MindMixer participants liked the idea of enhancing the landscape for the steep embankment on the west side of the road between 14th and 15th Streets and the street-level path to encourage visitors to explore the south half of Downtown. The aspect that they liked least was the back-in angle parking.

The response for the Jackson Street Pavement-to-Park concept reflected the results of the open house. The aspect respondents liked best was the creation of a small festival space for start-up events that do not need all of Washington Avenue and the aspect respondents liked least was the closure of Jackson Street to thru-traffic.

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EMAIL COMMENTS

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- Direction that designs for the corners should accommodate right-turn lanes and not restrict visibility.
- The need for better general maintenance of trash receptacles.
- The observation that outdoor dining areas can make it difficult to walk down the street and that loud behavior, panhandling, and/or smoking made the sidewalks unappealing.
- There was a request for more information on how streets without curb and gutter would handle storm water.
SUMMARY OF PUBLIC REVIEW AND COMMENTS

When reducing the information gathered down to basic direction, people who commented at the open house and via the MindMixer format generally supported the concepts of:

- Flex space decks and/or paving – particularly for outdoor dining.
- Wider, unobstructed sidewalks.
- A mid-block crosswalk.
- A play area in the Downtown.

However, they:

- Tended not to like the idea of mix parking and outdoor dining areas.
- Were uncomfortable with back-in angled parking.
- Expressed concern about traffic impacts and loss of parking due to the various design alternatives.

In both groups, there was a mixed reaction toward whether or not alterations should be made to the existing corner planters.

There was also a split in attitude for closing Jackson Street or 13th Streets to create a new festival area. The majority felt it would be beneficial to create an area for festivals off Washington Avenue; but, for some, closing the street raised traffic concerns, for others, that it would create competition with Washington Avenue events and businesses.

Figure 39 - Flyer distributed for open house
Chapter 6

Preliminary Recommendations
Golden is exceptional in many ways. Its geographic context is unique, even for Colorado. The city has a strong economic base and a diverse mix of employers, which means residents can live and work in the same community. It has a healthy retail environment both in and outside the downtown, and also has an established set of values and clear vision of what being “Golden” means.

The streetscape in downtown Golden is a sum of all of these parts and, because of hard work and ongoing investment, is not in need a complete facelift. That being said, the community leaders don’t want to rest on their laurels. There is a desire to consider new ideas and make bold changes when necessary.

The following recommendations are presented with this foundation in mind. They are not mandates, but rather ideas that may in some cases need time to gestate before being adopted. Each of the enhancements listed below is targeted toward making Golden’s urban environment more active, more comfortable for patrons, and with more flexibility so that businesses of all types can be successful. The recommendations are generally listed in order of relative cost/benefit, perceived need, and favorable rankings during the public engagement process. However, the desirability of a particular recommendation may change as the downtown changes. Each improvement implemented in the future should be evaluated against the needs of the downtown at that time.

**JACKSON AND 13TH STREET FESTIVAL AREA**

Establishing a festival area for four blocks of the East Downtown is a “quick win”. The cost of creating a festival area using the two blocks of 13th Street (between Washington Avenue and Ford Street) coupled with one and one-half blocks of Jackson Street (14th Street to the entry to the parking garage) is relatively low and would provide the most flexibility.

While this might not result in an immediate payoff, increasing the number of special events and festivals in the downtown without impacting Washington Avenue traffic flow should bring more people downtown and encourage development of adjacent properties.

- If removable or retractable bollards are installed at the end of each block, the configuration of the street closures could vary to accommodate different size festivals.
- Maintenance staff would need to install / remove or raise / lower the bollards for each festival to close the blocks needed for that particular event.
- If not already in place, it will be necessary to enhance the electrical service for the festival area by adding several electrical receptacles in each block, perhaps at each light fixture.
- Depending on the configuration of the street closure, it may be necessary to allow two-way traffic on 14th Street between Jackson and Ford Streets.
- Adding food trucks along 13th Street is shown, but not integral to implementing this concept. The Jackson Street pavement-to-park concept would enhance the festival area, but once again is not essential to its implementation.
- There was strong support for the Jackson & 13th Street festival area during the open house and Mindmixer review. The downtown stakeholders were less supportive during the focus groups.
WASHINGTON AVENUE 14TH STREET TO 18TH STREET

Improving the streetscape and pedestrian experience for Washington Avenue south of 14th Street is another relatively low cost improvement for the study area.

- It’s possible to create a pedestrian route in the first block that is not as steep as the existing west side sidewalk. This can be accomplished relatively inexpensively by restriping traffic lanes and adding new curb and gutter and a wide sidewalk at the street grade on the west side of the street.
- Filling in the gaps in the street tree canopy for the remainder of the street will help maintain the character of the existing mature street tree canopy over time.
- Back-in angle parking can be added to help meet the demand for business and CSM student/faculty parking. This would also be a good opportunity to implement back-in angle parking as a test case for the downtown or other areas of Golden.

This concept was well received during the public engagement process with the majority of the concern focused on the back-in angle parking.

SITE AMENITIES

An effort should be made to address the shortfall of benches, bike racks, and other site furnishings in the downtown. Installation of a trash receptacle system that also provides opportunities for recycling would be a valuable addition.

- A single system of site furnishings should be adopted (or a set of site furnishings if diversity is preferred).
- An inventory should be completed to identify where site furnishing could be added within the existing structure of the downtown. Site furnishings should be installed where space allows and could be installed as a “Flex” space test case by eliminating a parking space or two in each block.
- More bike parking should be added in each block. This could be another opportunity to test the Flex space approach by eliminating a parking space where bike demand appears to be the highest (in front of the bike store at 13th and Washington for example).

The City should identify the best approach for pairing recycling receptacles with trash receptacles.

- Due to capacity limitations and difficult maintenance, the single trash receptacles in the brick corner planters should be abandoned.
- A combination trash/recycling system should be selected as a downtown standard. There are a wide range of systems with double (trash / recycling) and triple (trash, bottles & cans, and paper) receptacles available. The compacting receptacles described at the end of Section 2 should be tested either on a trial basis or as a purchase to see if they are durable and if they reduce maintenance requirements. Because of their size, locations for combined trash/recycling systems will need to be identified as part of a full evaluation for upgrading the site furnishings in the downtown.

During the focus groups, downtown stakeholders noted a need to inform visitors about upcoming special events and businesses in the downtown. There are a wide range of digital street kiosks available (some with interactive touch screens) which could address this need.

A digital kiosk could provide wayfinding information as well as opportunities to advertise future special events and businesses.

Figure 42 - Steps and steep grade area a barrier to many people who want to walk south on Washington Avenue

Movable outdoor chairs could be tested in the downtown. People will almost always select a movable, individual chair over a fixed bench because it allows them to place the chair in the sun or shade and in groups as needed. Placing a small number of relatively inexpensive outdoor chairs in an appropriate location on Washington Avenue would determine if they function as desired and if they would be subject to vandalism or theft. If proven to be successful, additional groupings could be added.

Figure 43 - City maintenance staff noted that solar powered compacting trash and recycle receptacles could reduce maintenance costs
WASHINGTON AVENUE BRICK AND STONE CORNER PLANTERS

It appears there is no middle ground on the downtown’s brick and sandstone corner planters. During the open house and online review, the support to keep the planters “the way they are” was as strong as the support to make some type of change to “create more usable space”. Among the downtown stakeholders, there was very strong support to reduce the scale of the planters. This may be an instance where the City looks at implementing a test case for revising a corner planter.

When a merchant or property owner makes a request to City Council to eliminate some, or all of a corner planter:

- A proposal should be submitted with details on the design changes. For example, how is the inside of the planter that was in contact with the soil treated if only a portion of the planter is removed?
- Based on feedback from those who favored changing the planters, the preferred approach would be to remove half of the planter (Option A) or all of the planter and install flowering ornamental trees in tree grates (Option C).
- A sign should be posted advising residents that the change is being considered by Council.
- The costs should be the responsibility of the property owner and the proper permits secured.
- Consider a policy that defines what happens if the business fails. Does the planter get restored; and, if so, who pays for it?
- It’s worth noting that not every corner in the downtown has a planter, so introducing an atypical condition for one, or some of the planters is not without precedent.

WASHINGTON AVENUE CLEAR CREEK TO 14TH STREET

When it came to the core of Golden’s downtown, the feedback received from the residents and the downtown community on the existing streetscape was clear on a number of points:

- People loved the quality of the streetscape materials and details.
- They enjoyed the wide sidewalks but felt they were too cluttered at times with sandwich boards, signs, art, etc.
- They liked having seating available for outdoor dining.
- There was consensus that the benefits of street trees outweighed blocking retail signage.
- Many felt the pedestrian crossing signals were inefficient.

During the review of the four options for changing the streetscape, there was less consensus on how best to approach improving the downtown.

- There was support for creating more opportunities for outdoor dining. People liked the idea of converting parallel parking spaces to dining via wood or brick decks. Although, there was some concern about mixing parking and outdoor dining.
- Reducing emphasis on the car in the downtown was thought to be beneficial, even to the point of narrowing the width of travel lanes to slow traffic.
- Creating space to add more trees was viewed positively.
- Making the width of the walks equal was well supported.
- Given the pattern of responses received, there appeared to be hesitation to make radical changes to Washington Avenue.

Based the feedback received and the technical challenges with storm drainage on Washington Avenue, it appears implementing the enhancements illustrated in Concept A would improve the downtown streetscape and be supported by the community. Choice of this option as a model would also recognize the opportunity to distribute resources to continue improving all aspects of downtown. Alternately, the City could certainly choose one of the other options with more extensive changes and work to a longer term implementation. Selection of Option A as the overall model for Washington Avenue would:

- Create “Flex” space by converting the asphalt paving in the parallel parking spaces to brick or concrete unit pavers. Planning or making this change when Washington Avenue’s paving is being resurfaced in
the next couple of years will reduce the cost, as the money the City
would spend on new asphalt could go toward part of the paver cost.

Reduce the width of the north / south travel lanes and center turn lane
to slow traffic and create a Flex space on the east side of the street.
This would help make the public space more equal by providing more
opportunities for public seating, dining decks, and bike parking on the
east side.

Eliminating the sidewalk canopies or supporting canopies from the
buildings (or post with structural support placed close to the buildings)
should be a priority to reduce obstructions in the sidewalks.

Implement other changes described in this section to add more seating
in the downtown and reduce the scale of the corner planters where
appropriate.

The City should consider commissioning a detailed engineering study of the
storm drainage system in the downtown to see if it is feasible to implement
more extensive changes on Washington Avenue in the future. Moving the
curb line on the east side of Washington Avenue to construct 17’ wide
sidewalks or implementing the “Shared Street” idea shown in Concept D
could be long term improvements worth considering for Washington Avenue
if the drainage challenges can be addressed.

JACKSON STREET PAVEMENT TO PARK

While not strongly supported during the design charrette, the pavement-
to-park concept was better received during the open house / MindMixer
review. If detailed design studies identify an attractive and functional set of
improvements that can be implemented cost effectively, the pavement-to-
park concept for Jackson Street could have a positive impact on the East
Downtown. It would attract people to the blocks east of Washington Avenue
and provide another activity area for the Downtown. It would also help
soften the unattractive, blank west face the Wire Transfer building.

EXPANDING BEYOND WASHINGTON AVENUE

As properties in the East Downtown redevelop, the streetscapes should be
planned to encourage a vibrant public realm with:

- Wide sidewalks that repeat the materials and details from the
downtown.
- Public sidewalks on the private properties that front on the street which
are large enough to accommodate outdoor dining and retail displays.
- Curb extensions with landscaping and enhanced paving at each corner.
- Pedestrian scale lighting.
- A strong canopy of street trees.
- The inclusion of uses that generate activity such as interactive/kinetic
art or small children’s climbing sculptures.
- On-street parking (parallel or angle) with enhanced paving to create
“Flex” space.
- Narrow traffic lanes to slow vehicles.
- Full street closures could be considered if appropriate for the adjacent
uses and compatible with the overall traffic flow in the downtown.

OTHER CONSIDERATIONS

Attracting shoppers to explore beyond Washington Avenue will be essential
to growing the downtown. Creating visually attractive places to visit or active
features that can be seen from Washington Avenue will be needed.

- Creating a focal point on the southwest corner of Jackson and 12th
Streets could entice people to venture off Washington Avenue. A tall,
colorful interactive art piece or interactive water feature could be such
a focal point. Night lighting will also be an important consideration if
this element is to be effective.
- Miners and Prospectors Alleys have an intimate scale and would be
well suited for liner retail or small boutique shops. To accomplish this
service and delivery vehicles would not be able to use the alleys during
prime business hours, the dumpsters would need to be consolidated
or very well screened, utilities buried, and the paving and streetscape
character improved.
- Redevelopment of underused properties will be critical to the
long-term growth of the downtown and should be encouraged.
Implementing recent proposals to GURA for developing the vacant lots
north and south of the Jackson Street parking structure into mixed use
would be an important first step in this process.

Figure 46 - Colorful public art can create a focal point and encourage pedestrians to
explore a new area

Figure 47 - A small street-corner splash pad could invite patrons to explore other
areas of the downtown
Developing Clear and Consistent Signage for Golden Parking

The inclusion of clear and consistent directional, informational, identification, and warning signs are necessary for developing a successful parking enforcement program in downtown Golden, as well as enhancing the visitor experience in downtown. Developing a parking communication plan should be implemented in the parking structures, on street parking, and surface parking lots. The intended goals of improving parking signage throughout Golden’s downtown would minimize confusion about where to park, how parking will be enforced, distinctions between short term, and long term parking. A unique aspect of parking areas in that once motorists leave their cars they become pedestrians, this is important to recognize because signage needs to be easily read by both types of users.

Before focusing on the solutions to best design a parking communication plan, areas of improvement should be identified. While the parking study conducted by Walker Parking Consultants provides a variety of potential strategies to address parking management in downtown. Staff wanted to get a firsthand experience of how motorists and pedestrians alike might interact with the various signage in place.

Below are some examples that might be negatively impacting the parking system in Golden:

Directional signage to parking is inconsistent

![Directional signage example](image1)

Internal directional signs in the garage are unclear, and inconsistent between parking areas.

![Internal directional signs example](image2)
There is not a lot of signage that relates to parking enforcement. What is the difference between short term, long term and employee parking?

Exterior signs on garages are not welcoming and provide the visitor with little information. There are no signs that explicitly say that parking is free.
There is a lack of directional signage for pedestrian exits within the garages. Parking garages should accommodate pedestrians and motorists. Exiting the parking garage is one of the first encounters a visitor to Golden will experience. Therefore, way finding from the garage to areas of interest and shopping areas needs to be considered.

Below are some ideas for improving the parking signage in Golden. It is important to note that many of the examples are from Boulder, Colorado’s parking signage program.

**Easy to read exterior signage that has back lit parking sign, welcome sign, and garage address**
On street parking have similar design elements as on the exterior of the parking garage. The sign serves as a directional sign that tells people when they need to pay for parking. The payment machine is below or you can use the park mobile app. While parking in Golden is free, this is just an example of consistent sign design.
Surface parking lots also have similar signage

Interior warning signage is not too confrontational
Each floor is designated by a color, and identification signs. In Golden, each color could represent a floor and specific type of parking, i.e. short term, long term, and employee parking.