

Survey Background Information

Downtown property owners, residents and businesses voted to create the Golden Downtown Development Authority (DDA) in the November 2013 election. Following the election, the DDA was established in 2014. The DDA board is in a position to ensure that downtown continues to be the heart of the community, while providing benefits to property owners, merchants, and residents.

One of the main initial tasks of the board is to prepare and submit to the City a “Downtown Plan for Development”. This plan is required by state statutes, prior to the DDA collecting any tax increment revenues or property tax assessments. Since we are fortunate to have detailed and current policy plans for downtown, this new plan will not attempt to redefine the goals and general policies for downtown. Rather it will focus on implementation strategies that the DDA can positively influence in coming years. While there is a great deal of consensus within the community about the desired character, and feel of the downtown area, input was needed for how the DDA should allocate its resources.

In order to collect feedback an initial stakeholder meeting convened on Wednesday, June 25 where attendees were introduced to the challenges and focus areas of the DDA. Approximately 45 people attended the meeting, and many shared their thoughts for the future of downtown Golden.

An online survey was also developed to gather feedback from those that could not be present at the initial DDA stakeholder meeting. A link to the survey was distributed via handouts, the DDA and City of Golden websites, and email blasts to constituents. The constituents included merchants, residents and commercial and residential property owners. With these efforts, over 60 people responded to the online version of the survey.

It is important to note that both the survey at the stakeholder meeting and the online version were identical. Each respondent was asked to indicate which challenge or strategy presented was of high, medium, or low priority. The survey along with the results is shown in the following pages. For clarification, the results for those that responded to the online version are shown at the top of each box, whereas people that shared the importance of the predetermined challenges and priorities at the stakeholder meeting are located at the bottom of each box. The DDA values this input as it will help identify the best approach to the community’s concerns.



Challenges DDA Will Face in Seeking to Achieve Downtown Goals:

Please review the list of challenges below, and indicate the level of priority for each.

- Limited resources, especially in early years
- Limited retail diversity, other than food/ restaurants
- Inconsistent retail hours of operation
- City codes can increase cost or be a limit for some projects
(Ex. 1% growth system, 25% non residential in mixed use, downtown design standards and guidelines, sustainability menu requirements, parking requirements)
- Limited actual parking supply
- Limited transit access
- Addressing Colorado School of Mines (CSM) parking impacts
- Balancing business needs with the concerns of residents
- Reaction to the tax increase when levied in 2015
- Perception that downtown is only Washington Avenue between 11th and 14th Street
- Increased cost burden of maintaining expanded development and associated infrastructure
- Ability to muster support of the public that is within the DDA boundary but outside the core downtown area.

Online Survey

DDA Meeting Input

HIGH	MEDIUM	LOW
16	32	11
11	6	0
22	25	12
7	3	7
14	19	25
1	4	15
19	28	13
7	7	2
22	25	13
12	7	4
19	22	19
1	9	5
31	20	9
15	2	3
28	23	8
12	3	2
14	31	13
12	4	4
33	13	14
15	7	1
18	32	9
11	6	0
22	27	10
13	6	2

Comments/Additions:

Balance residents’ needs with the concerns of businesses.

Focus Area 1: Encourage and Support Business Vitality for Both Individual Businesses and the DDA Area As a Whole

Please review the list of strategies below, and indicate the level of priority for each.

- Form a cohesive downtown support group to leverage the efforts of individual groups including the Chamber of commerce, DDA, Visit Golden marketing program and...

Online Survey

DDA Meeting Input
- Support and participate in the Visit Golden program
(Ex. Have a board seat, contribute financially, promote/intensify the “Shop Golden” campaign)
- Improve signage and directories for downtown
(Ex. Regularly update directory signs, consider online information alternatives)
- Recognize the role and importance of the Coors Tour, and support and encourage its enhancement and success
(Ex. Consider tour impacts of infrastructure and transportation projects, maintain regular contact with brewery tour operators)
- Encourage the on-going evaluation (and expansion when warranted, including financial support) of downtown events
- Improve and expand downtown business assistance programs
(Ex. Grants for façades and signage, web sites, business assistance and education, and small TIF agreements for certainr edevelopments)
- Expand maintenance and cleanliness of public spaces
(Ex. Power washing, additional maintenance, work with individual businesses, especially those with outdoor seating, encourage improved trash removal programs)
- Improve and expand WIFI capability in downtown
- Implement a new improved business attraction and retention program

HIGH	MEDIUM	LOW
27	24	8
11	7	2
21	21	18
4	7	4
21	23	16
5	2	7
24	26	10
13	5	2
23	23	14
10	9	2
23	25	12
8	11	2
33	22	5
20	4	0
18	19	22
8	2	14
19	29	12
12	3	8

Comments/Additions:

Focus Area 2: Encourage and Invest in the Enhancement of Our Community Character and Culture

Please review the list of strategies below, and indicate the level of priority for each.

- **Maintain cost effective and attractive seasonal decoration programs to benefit merchants and the community**
(Ex. Holiday decorations, seasonal and event banners)

Online Survey

DDA Meeting Input

- **Participate in and support the public art program**
- **Seek and support efforts for enhanced landscape development and public spaces**
- **Maintain the historic scale and character of the area by careful review of any redevelopment projects supported by the DDA**
(Ex. Link redevelopment participation agreements to projects that meet design requirements)
- **Actively support proposed developments that include provisions for the preservation of established natural elements, such as irreplaceable old growth trees, creek banks, and terrain that characterize the Golden landscape**
- **Improve directional signage outside the downtown core**
- **Improve gateways and routes into the downtown area**
(Ex. 19th and Washington, and Washington and SH 58)

HIGH	MEDIUM	LOW
31	24	4
16	3	4
22	17	21
7	10	6
29	23	8
9	9	1
31	21	7
19	0	2
35	18	7
18	4	1
16	22	22
5	8	4
26	22	12
9	8	3

Comments/Additions:

Focus Area 3: Invest in Developing and Maintaining Quality Public Spaces and Infrastructure

Please review the list of strategies below, and indicate the level of priority for each.

- Continue to invest in improved pedestrian connections and facilities
(Ex. Include a focus on residential parts of the DDA boundaries)
- Fund the installation of improved bike parking facilities
- Look to add parking near trails and amenities
- Be ready to add parking when warranted
- Continue to improve the downtown streetscape including expansion to the north and south boundary areas
- Balance reasonable use of sidewalks by adjacent businesses and the general public, especially on Washington Avenue
- Work with building owners to redesign awnings and remove posts that block the sidewalk corridor
- Partner with the City and encourage burying power/utility lines within the DDA boundary to harden the infrastructure and enhance the views, overall appearance, and skyline
- Develop the ability to “flex” the use of on street parking

Online Survey

DDA Meeting Input

HIGH	MEDIUM	LOW
29	23	8
12	7	1
17	25	18
2	11	7
19	30	11
3	8	7
22	26	11
8	6	3
27	26	6
17	1	1
28	21	9
13	5	1
25	21	14
9	12	2
23	26	11
16	6	1
12	25	22
4	6	10

Comments/Additions:

Focus Area 3: Invest in Developing and Maintaining Quality Public Spaces and Infrastructure (Continued)

Please review the list of strategies below, and indicate the level of priority for each.

- Improve alleys and adjacent parking and public spaces
- Actively participate in community decisions about the role and future of the Clear Creek corridor
- Update and improve trash and recycling facilities
- Plan a Jackson Street plaza or series of public spaces to be implemented with east downtown redevelopment
- Encourage or require more defined access to the creek when adjacent redevelopment occurs
- Address the intersection of 14th and Ford and the Jackson Street diagonal
- Specifically address streetscape and bike/pedestrian improvements on Ford Street
- Invest in outdoor performance space
- Work with CSM to address off campus parking impacts
- Partner with CSM and other private entities to provide event parking

Online Survey

DDA Meeting Input

HIGH	MEDIUM	LOW
25	20	14
16	4	3
25	22	11
18	2	0
21	21	17
13	6	2
16	22	21
7	10	3
22	19	18
11	7	1
13	22	26
7	7	7
22	22	16
7	6	4
16	16	26
7	6	9
29	21	10
14	6	6
30	18	12
16	5	1

Comments/Additions:
Parking is difficult during CSM basketball games.

Focus Area 4: Encourage Land Uses and Transportation Policies That Support Community Goals

Please review the list of strategies below, and indicate the level of priority for each.

- **Improve connectivity to transit and the metro rail system**

(Ex. Enhanced call and ride, car share, bike share, private “taxi” style support for off hours, enhanced fixed route (bus) transit, develop “Parking in Golden” brochure and online info)

Online Survey

DDA Meeting Input

- **Promote/sponsor cyclist/driver transit safety campaigns**

- **Encourage enhanced sustainability in redevelopment agreements**

- **Encourage higher quality design in redevelopment agreements**

- **Encourage workforce housing**

- **Consider a mixed-use “west side” redevelopment along Arapahoe to replace surface parking with mixed use and parking**

HIGH	MEDIUM	LOW
31	25	4
10	9	2
16	20	24
10	9	3
24	17	18
10	7	5
29	20	10
11	5	2
12	17	29
4	6	9
13	20	27
13	5	2

Comments/Additions:



Focus Area 4: Encourage Land Uses and Transportation Policies That Support Community Goals (Continued)

Please review the list of strategies below, and indicate the level of priority for each.

- Consider appropriate scale redevelopment for portions of the block from 12th to 13th and Arapahoe to Cheyenne
- Encourage preservation of the post office building, allowing change of use and site redevelopment
- Create a unique east downtown neighborhood that supports rather than mimics the Washington Avenue core
- Evaluate zoning code requirements related to redevelopment
(Ex. Cash in lieu of parking, parking requirements, 25% minimum non residential in mixed use)
- Address loading issues with commercial businesses
- Address recycling issues with existing commercial businesses

Online Survey

DDA Meeting Input

HIGH	MEDIUM	LOW
13	25	22
7	10	2
31	11	18
7	12	12
22	22	16
12	2	6
21	24	15
9	3	2
18	26	15
10	2	3
24	16	20
5	7	3

Comments/Additions:



Additional Comments

- The downtown corridor is becoming nothing more than restaurants and bars. With that comes problems. More police on bicycles and on foot if we are to become a bar city. Sidewalks should not be used for patios with alcohol consumption. Drinking should not be the primary services provided to downtown visitors. Our children and grandchildren should be able to walk down Washington Avenue without being bombarded with alcohol consumption everywhere on the sidewalks. Children imprint and think that is cool when it is not.
- Less road closures for events. It is not conducive to all business to have to close so frequently. All businesses should have to sign for road closures for ALL events. Recently only a few petitions to close the street have circulated and more and more events are closing downtown streets creating traffic and parking nightmares for the businesses.
- I think it is important that we create a truly mixed-use environment, allowing for people to live in the downtown area. (above the retail, etc.) So lets try to limit the amount of noise, proliferation of roof top bars, entertainment districts, etc. or we will only discourage any kind of residential use which is so important for the vitality, success and sustainability of our town. JUST CAN'T HAVE BOTH NEXT TO EACH OTHER!
- Thank you and good luck in the coming years, we all love Golden I think parking and both car and pedestrian traffic are the biggest problems downtown. I don't like to go downtown anymore because of that. It's hard to find parking and there are so many pedestrians that it's hard to drive across intersections. I feel like I live in Estes Park--there are so many people downtown on weekends. And the motorcycle noise makes me hesitate to go downtown as well.
- Walking downtown from home is not an option because it's too steep--I live on the side of N. Table Mountain.
- I REALIZE THAT NOT ALL THINGS CAN BE ADDRESSED AS HIGH PRIORITY HOWEVER, THERE ARE SOME OF THE QUESTIONS THAT INCLUDE TOO MANY "THINGS" AND THEREFORE I WOULD PREFER THAT ONE MIGHT BE HIGH ON THE LIST WHILE ANOTHER COULD BE OF A LESSER PRIORITY.
- I would LOVE to see the alleys enhanced. Including those all the way from 19th to 8th. They are more used than people realize and some are embarrassing they are in such bad shape. But overall we have a great little city and the citizens work hard to make it attractive.
- I feel that it is very important to gain the residential support for the DDA by balancing improvements to residential vs commercial even if it is at a scale of 4:1 equal to the tax collection. I also wondered if a pedestrian mall would ever be considered for Washington even if it is only on the weekend. This could solve a small part of the parking problem by using side streets that feed into Washington for parking. the east corridor (east of Washington) is vital to grow city revenues, yet attention always ends up back at improving Washington. This needs to stop immediately...
- Jackson, 12th, 13th areas need redevelopment and growth desperately.
- A MAJOR CONCERN IS PRIOR PLANS FOR CLOSING PORTIONS OF JACKSON BETWEEN 12TH AND 13TH AND REDUCING TRAFFIC ON WASHINGTON. ARE THERE TRAFFIC COUNTS FOR JACKSON BETWEEN 11TH AND 14TH ON JACKSON AND WASHINGTON STREETS? WHERE WOULD TRAFFIC GO, IF REDUCED ON WASHINGTON AND STOPPED ON JACKSON? THERE ARE EXISTING BACKUPS ON FORD.
- Please address the walk signals on Washington - they are absolutely awful and they discourage pedestrians in a town where we say we cater to pedestrians.

Additional Comments

- Art & entertainment draw locals and day-tourists to downtown. I'd like to see more events that promote the arts & outdoor entertainment. Also - one thing Golden is STILL missing is an art-house movie theater! I would like to see the DDA support the performing arts venue of Miners Alley Playhouse. It is a vital theatre company in Golden that brings additional revenue to the downtown area. An anchor theatre company can greatly enhance the culture and viability of a community.
- The Buffalo Rose is an embarrassment to Golden; it keeps Golden adequately supplied with drunk car and motorcycle drivers, is an obnoxious and noisy place, and does not reflect any community values that I believe Golden should promote. A significant improvement to downtown Golden would be to replace the entire building with green open space. And the food is terrible.
- Please resurface miners alley i find it VITAL to ensure that any new development projects show designated private areas for Deliveries and trash and recycling - the current use of the alley's are maxed and cannot support further adjacent development adding more stress! Particularly the alley to the east of Washington between 12th and 13th!
- This survey was somewhat confusing for this uninvolved but fairly well educated citizen, re approach of survey for priority of "negative" priorities and use of jargon. Many of these questions/issues can be construed in opposite ways depending on the perspective of the individual and consequently the response(s) don't definitively establish much. e.g.: "Improve alleys and adjacent parking and public spaces". High, if meaning improving alleys for use as alleys and parking for parking. "Low" if meaning improving alleys and adjacent parking for "parties" and other pedestrian recreational pursuits and amenities. I question what the results of this survey will actually mean or prove. Great survey, thoughtful questions, but difficult to understand the resources, opportunities, and trade-offs involved.
- New development approval should be done in 3D, and fit into a Downtown-wide 3d model, so that everyone (residents, business, visitors, and decision makers) can actually see the impact, see the parking, see the character. That will help maintain consistency, and continue to plan appropriately to balance all of these challenges.
- Bring back the "Prospector and Burro" sculpture to Washington. This sculpture represents the western heritage of Golden. Place the "Bike Racer" sculpture on the Washington St. bridge or near the park.
- I am not opposed to bicycle riders in Golden. In fact it adds to the allure of Golden being a healthy place to live. However, traffic congestion is a problem on Ford between 10th and 14th due to the one lane access for cars. The bike lanes need to be reassessed or reduced. Also encourage bike riders to ride single file. Day to day Golden has more car traffic than bikes, so let's re-evaluate what our priorities are and plan accordingly. Thanks for listening.
- Do bicycle races, and car shows make enough income for local businesses to outweigh the fact that residents are completely cut off from ALL retail grocery stores. I have had it. Two weekends in a row of not shopping, no longer worth it for this 38 year golden resident!!! My wife and I am no longer going to drive into golden for any reason. I will find places in Arvada or Lakewood to shop, get my hair cut, find new places to eat, because tourist money is more important than local money. I am even researching Arvada schools for my two young boys. want some advice, ask your residents if they want thousands of bikes blocking up there roads, and people using their driveways as a bathroom, before you plan these events. Concentrate on roads and business, not silly weekend events and festivals. Thank you for putting up warning signs for the bike race, more warning about "hey you don't want to go to town today" might have helped

Additional Comments

- These seem to have been comments as opposed to questions. Comments very vague and too wide open to develop an effective downtown. If you expand, definitely consider more parking as CSM students are taking over downtown parking.
- Motor cycles that don't use mufflers are very irritating to visitors and residents, is there not laws that prohibit this problem? If so why are they not enforced?
- Please think outside of the box of Washington Street (it will benefit all including Washington). Example; if we are blocking streets for an event, block a square of streets around Washington (not just Washington). That will expand visitors thought/shop pattern.
- Please add a ramp or other solution to the sidewalk on the south east side of 11th and Washington. It's so difficult for bikes, strollers and wheelchairs to negotiate those steps onto the sidewalk. I would love to see part of Washington St. pedestrianized, even if only seasonal. Put in more one ways so the traffic flow is better.
- I'm loving all the new bike paths and commend you on the wider sidewalk going east of Coors Ceramics on Ford St.