

City of Golden Memorandum



To: City Council
From: Steve Glueck, Director of Community and Economic Development
Thru: Jason Slowinski, City Manager
Date: February 15, 2019
Re: Downtown Development Authority Work Plan

Recommendations for 2019 Appointments For 2019, the DDA Board has two scheduled openings. In evaluating applicants, it is recommended that Council consider the benefit of appointing a member with the following skills or experience: business, finance, law, construction, urban planning, and/or land development, with emphasis when possible on DDA residents. In addition, general knowledge of Golden, Golden Vision 2030, and community needs is helpful. As Council is aware, all DDA board members, other than the City Council representative, must be eligible electors in the district. Staff will verify eligibility in the application process.

2018 Summary In 2018, the DDA had many accomplishments:

- The DDA continued to promote downtown through its strategic partnership with the Visit Golden community marketing program, the Golden Visitors Center, and Miners Alley Playhouse. Furthermore, the DDA distributed twenty-two grants to support the business community, downtown nonprofits, and special events.
- The DDA continued with its popular sidewalk power washing and holiday lights programs, having signed multi-year contracts with service providers to ensure continuity of service and predictability of cost. In addition, the DDA commenced a summer season Sunday trash pickup program with a private contractor to supplement the City's regular trash pickups because downtown receptacles were often overflowing by Sunday afternoons. The cost-effective program made a big difference on busy weekends and was popular with visitors and merchants alike.
- The DDA and the Golden Urban Renewal Authority (GURA) jointly committed up to \$200,000 to the City's Washington Avenue streetscape project.
- Based on community outreach meetings in 2017 and 2018 and in conjunction with the City, the DDA continued with design and planning of the Washington Ave., 14th-19th safety project. A decision whether to proceed with the project may occur in February 2019.
- Work continues on the substantial façade and life safety improvements portion of the Buffalo Rose renovation, which are the subject of the Owner Participation Agreement.

- The DDA approved and executed an Owner Participation Agreement with the purchaser of the former Woods Mortuary building at 1100 Washington. The new owner has not completed renovation plans, but did complete substantial interior demolition in 2018.

2019 Focus Areas 2019 will be another year of growth and advancement for the DDA. The following is a list of goals that will guide its work:

- Collaborate with GURA and the City of Golden to determine the best uses for the expenditure of the Downtown Legacy Fund.
- Invest in infrastructure projects to benefit the district. Notable will be the City's Washington Avenue project north of SH 58 and an initial phase of a DDA's Washington Avenue safety project to install a needed crosswalk and sight distance improvements at 17th Street.
- Investigate and potentially install safety and "place-making" lighting in Miners Alley between 14th and 11th Streets.
- Provide direct financial investment to businesses and non-profit partners through the annual grant programs.
- Continue to work with stakeholders to accomplish shared downtown goals.
- Evaluate and consider redevelopment proposals as they arise.
- Participate actively in any long-term municipal facilities planning efforts related to properties within the DDA boundaries.