



GOLDEN URBAN RENEWAL AUTHORITY

GUIDELINES FOR SUPPORTING COMPATIBLE BUSINESS **Adopted 5/24/2004**

The Golden Urban Renewal Authority (GURA) recognizes that compatible retail businesses enhance existing businesses and the economic, social and cultural vitality of the downtown. To this end, GURA shall support and encourage compatible and locally owned businesses and locally owned franchises to (re)locate within the downtown area.

- I. In support of this commitment, the follow guidelines will be used in considering proposals before the board:
 - (A) Compatibility with the existing downtown character and image.
 - (B) Harmonious with the character of the downtown and encourages pedestrian traffic.
 - (C) Whether the proposal gives priority to locally owned businesses, or locally owned franchises or businesses incorporated within the State of Colorado.
 - (D) Whether the proposal will contribute to the diversity of retail products or services available in the downtown.
 - (E) Whether the proposal would likely cause financial harm to one or more existing downtown retail businesses.
 - (F) Whether the proposal is compatible with existing historical and cultural venues.
 - (G) Whether the proposal is compatible with existing residential housing in downtown to include issues of noise, odor, air, lightening, and signage.
 - (H) Whether the proposal furthers the architectural integrity of the downtown historic building styles and building sizes.

(I) The effect of the proposal upon future land uses or the development of the immediate downtown area.

(J) Whether the proposal supports the City of Golden's Comprehensive Plan, dated August 6, 2003.

II. Yearly Update Procedures of Desired Downtown Retail Businesses

The list of Desired Retail Businesses gives guidance to developers working with GURA in developing local retail, business real estate brokers and potential retail business owners on the types and mix of businesses desired by the community in Downtown Golden. Yearly updating recognizes the evolving kinds of retail stores, changes in the downtown retail mix, and changing interests and residents demographics of Golden residents and local employees.

As a public process collecting and presenting the data on GURA's website demonstrates that community input is taken into account in trying to attract those types of retail and other businesses desired by community members.

Data collection procedures will include some or all of the following:

(A) Survey of existing Downtown merchants and employees on types of compatible businesses that would be synergistic to their businesses.

(B) Use of the Informer, Golden Transcript or Voice or Golden Guide for a mail in form to capture residents' views of desired downtown retail stores.

(C) Provide Golden Visitors Center Forms to identify downtown businesses desired by not currently present within the Downtown.

(D) Provide a survey to Mines Students to determine downtown businesses desired by the students.

(E) Provide a email form on GURA Website for Golden residents, downtown employees, Mines Students, and interested people on

III. Yearly Board Review of Compatible Business List

Once a year the GURA board and Executive Director will review the suggestions for updating and any deletions and approve the list for posting on the Website and sharing with interested parties.