

Summary of GURA Plan Goals and Policies

A. Character

- a. To provide a framework for downtown redevelopment without intruding on surrounding neighborhoods or being a factor in changing their character. Page 3
- b. Make downtown an exciting place where activities, such as special events, would occur to attract visitors and townspeople who would then become customers of local businesses. Page 4
- c. Gateways to suggest a more inviting corridor to the downtown area. Page 5
- d. Promote historic building restoration, compatible architecture, and development of historic preservation guidelines. Page 20
- e. Enhance streetscape in a variety of ways. Page 22
- f. A person entering downtown should feel a sense of arrival into a place different from the surrounding area. Page 27

B. Land Use. Page 5-8

- a. Downtown should have at least five distinct land uses, each with its appropriate signage, landscaping, pedestrian links, and architecture:
 - i. Visitor accommodation
 1. retail courts
 2. pedestrian shuttle
 3. hotel/conference on Coors Porcelain site
 - ii. Clear Creek Corridor
 1. retail/food service/recreation along creek, eg beer garden
 2. links to downtown, Coors, and CSM
 - iii. Convenience shopping for residents
 1. small general merchandise
 2. banks, professionals, convenience stores, etc
 - iv. Mixed use commercial and residential
 - v. Arts and artists
- b. Zoning, parking, and design regulations should be revised to facilitate the Plan. Page 32

C. Housing

- a. Pursue multi-family and lodging opportunities. Page 19

D. Transportation

- a. Reactivate a cable car/tramway or shuttle bus. Page 4
- b. 12th Street Pedestrian Mall. Page 4
- c. Pursue additional public parking sites and develop parking plan. Page 22
- d. Removal of Jackson diagonal. Page 25
- e. Extend Jackson/Ford one-ways north to 13th Street. Page 25
- f. Create 500 new parking spaces. Page 25 (The current and future garages will provide about 590 public and private spaces)

E. Economic Vitality

- a. Specialty retail. Page 19
- b. Tourism should not be base of economy, but should be targeted
- c. Pursue R&D, conference/hotel centers. Page 19

F. Public Investment

- a. Low interest loan program for building redevelopment
- b. GURA will serve as primary public sector catalyst to facilitate the development of public/private partnerships, through loans, TIF financing, property acquisition, preparation, leases, or sales.

G. Participation, Involvement, and Communication