

Summary of GURA Plan Strategies

A. Character

- a. Place visual cues delineating the downtown, page 22
- b. Screen vacant lots and place murals, page 22
- c. Place street furniture such as benches, trash receptacles, kiosks, etc, page 22
- d. Restore Washington Avenue streetfronts per historic character, page 23
- e.
- f. To provide a framework for downtown redevelopment without intruding on surrounding neighborhoods or being a factor in changing their character. Page 3
- g. 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
- h. Gateways to suggest a more inviting corridor to the downtown area. Page 5
- i. Design and construct Vanover Park and Tucker Gulch improvements, page 36
- j. Promote historic building restoration, compatible architecture, and development of historic preservation guidelines. Page 20
- k. Enhance streetscape in a variety of ways. Page 22
- l. 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. Develop design guidelines, page 22
- b. Improve alleys and parking lots, page 22
- c. Develop south Clear Creek frontage, page 23 and 36
- d. Zoning, parking, and design regulations should be revised to facilitate the Plan. Page 32
- e. Develop Hested's block and Mitchell School sites, pages 39 and 40
- f. Redevelop Blocks 25, 27, 30, ½ of 31, 32, 36, 54, 55, and 58
- g. Amend plan to include Coors Tek, page 44

C. Housing

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

D. Transportation

- a. Extend pedestrian way to CSM and Foothills Art Center, page 22
- b. Phase traffic signals, page 22
- c. Improve storm drainage, page 22
- d. Develop parking plan, including targeting areas for parking structures, page 22
- e. Replace Washington and Ford Street bridges, page 23
- f. Construct 11th Street cutoff to Jackson, page 23

- g. Extend Ford and Jackson one-ways to 12th Street, page 23 and 25
- h. Construct Pedestrian Mall on 12th between Jackson and Araphoe, page 4 and 23
- i. Plan a circulator bus system, page 4, and 42
- j. Create 500 new parking spaces. Page 25 (The current and future garages will provide about 590 public and private spaces)

E. Economic Vitality

- a. Targeted promotions, page 20
- b. Establish primary and secondary markets, page 20
- c. Establish walking and bus tour, page 20
- d. Promote Clear Creek beer garden, page 23
- e. Maintain activity in merchant and econ dev groups, page 37
- f. Clean sidewalks, page 37

F. Public Investment

- a. Low interest loan program for building redevelopment, page 22
- b. Operate small business assistance programs, page 40

G. Participation, Involvement, and Communication

- a. Establish formal mechanisms for public and merchant involvement in planning efforts, page 37
- b. Establish dedicated econ dev staff and agency, page 37