



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.

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, lighting, 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.