

# Downtown Streetscape Survey

## Results



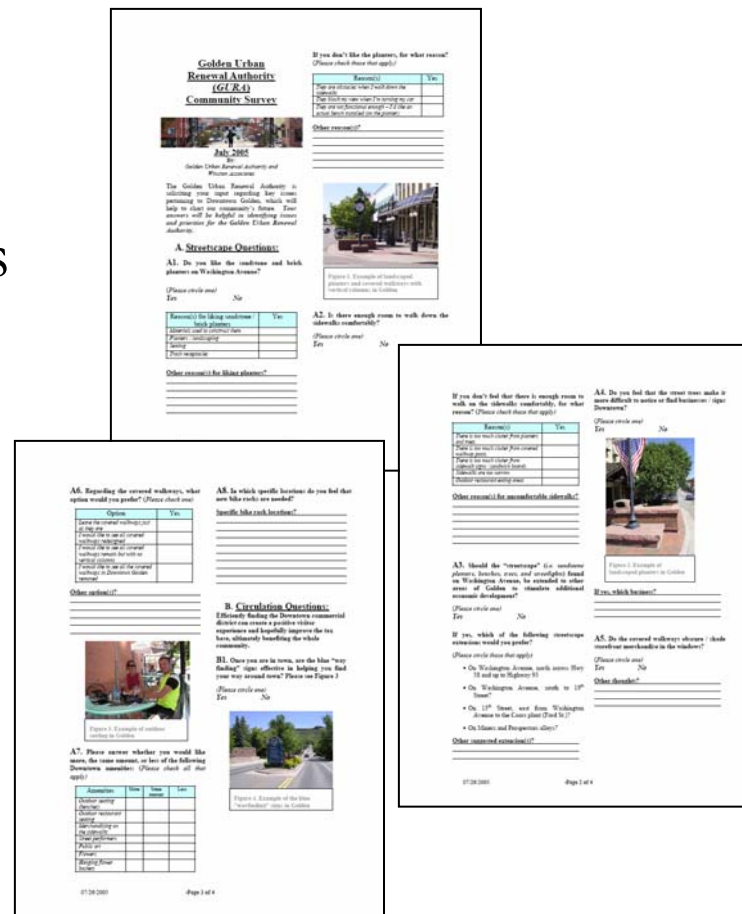
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# Purpose of the survey

- Provide a forum for public feedback
  - Help inform decision-making in the downtown streetscape improvement process
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# About the survey

- Designed by Winston & Associates
- Administered to businesses in the GURA district
- 38 handed out – 25 responses – fantastic response
- Divided into three sections: Streetscape questions, Circulation questions, Retail questions

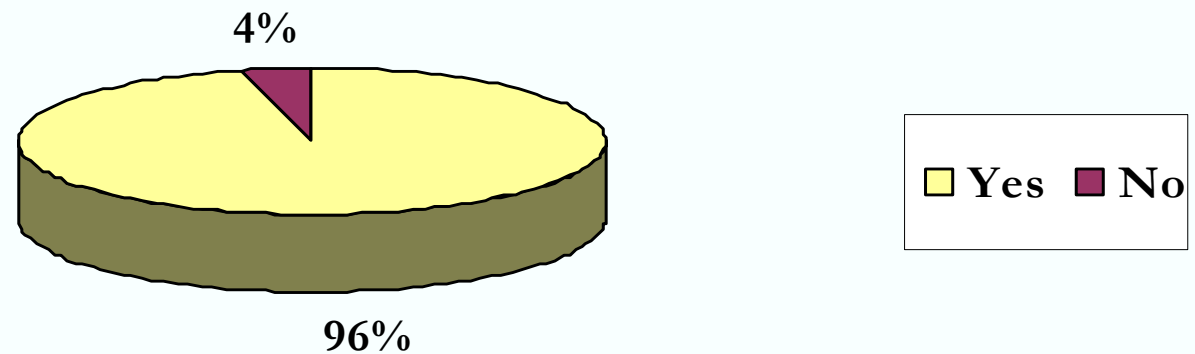


# Streetscape Questions Results

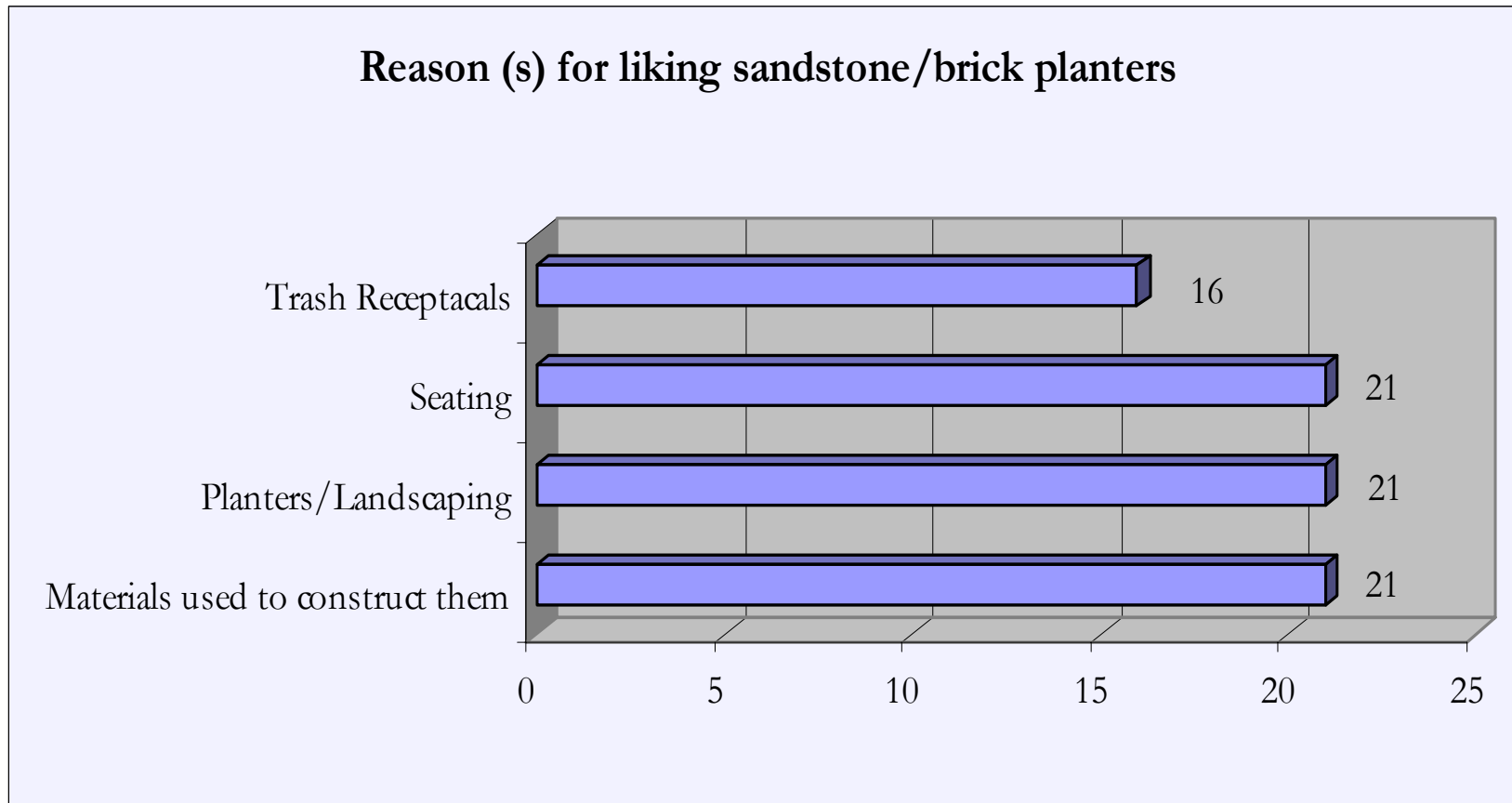


## Question A1.

Do you like the sandstone and brick planters  
on Washington Avenue?



# Streetscape Question Results



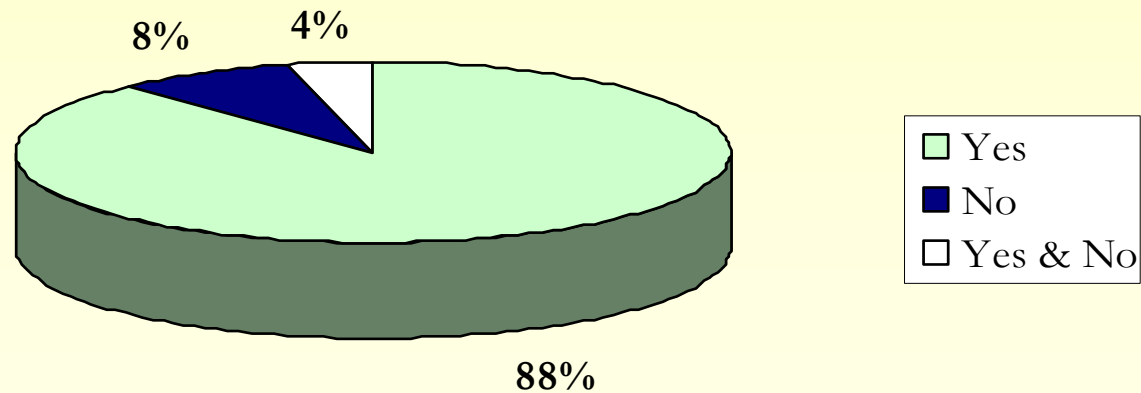
-Other positive responses: Classy look, traffic buffer, like the flowers.

-Three respondents commented that they obstructed views, and one person said they created an obstacle when walking down the sidewalk.

# Streetscape Questions Results

## Question A2.

Is there enough room to walk down the sidewalks comfortably?



# Streetscape Questions Results

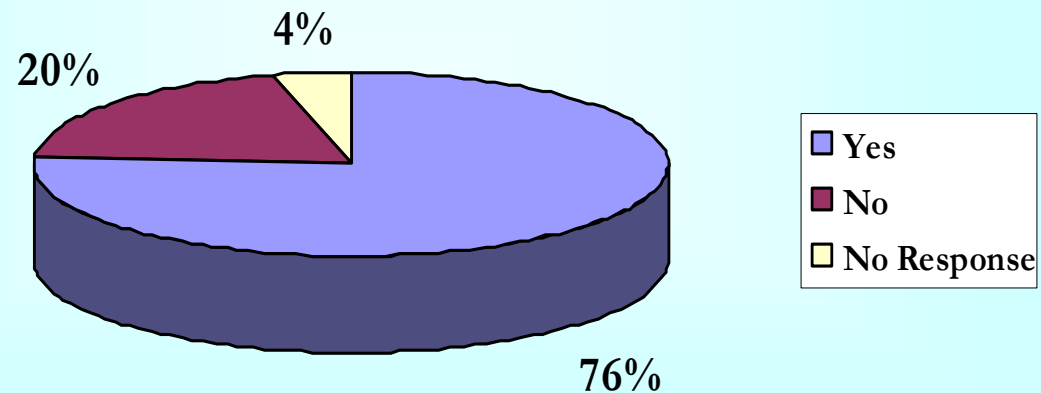
If you don't feel that there is enough room to walk on the sidewalks comfortably, for what reason?



# Streetscape Questions Results

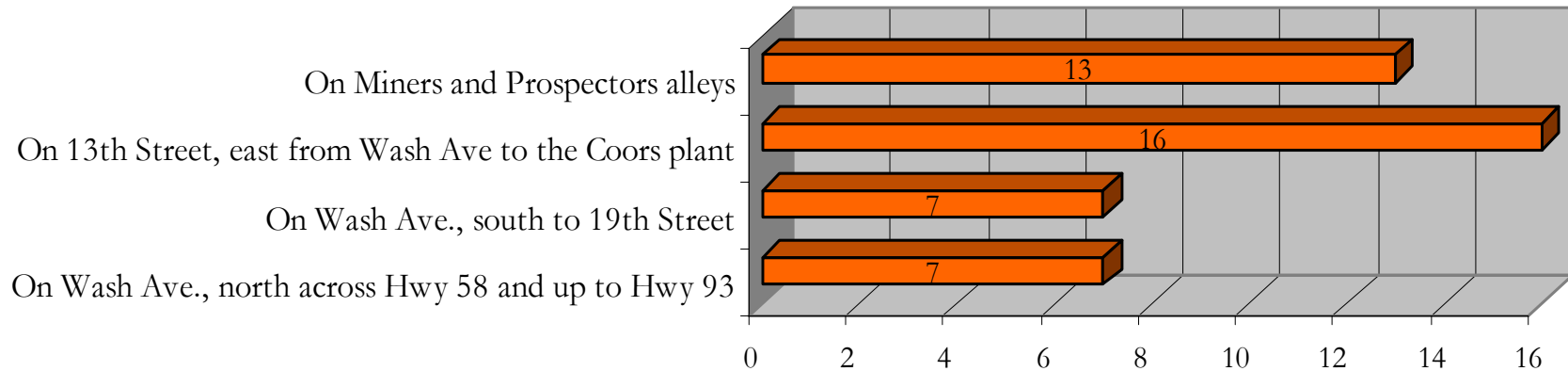
## Question A3.

Should the "streetscape" found on Washington Avenue, be extended to other areas of Golden to stimulate additional economic development?



# Streetscape Questions Results

If yes, which of the following streetscape extensions would you prefer?



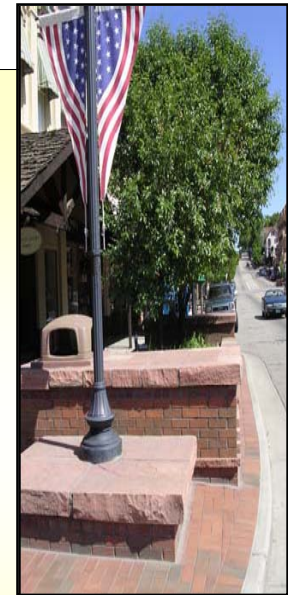
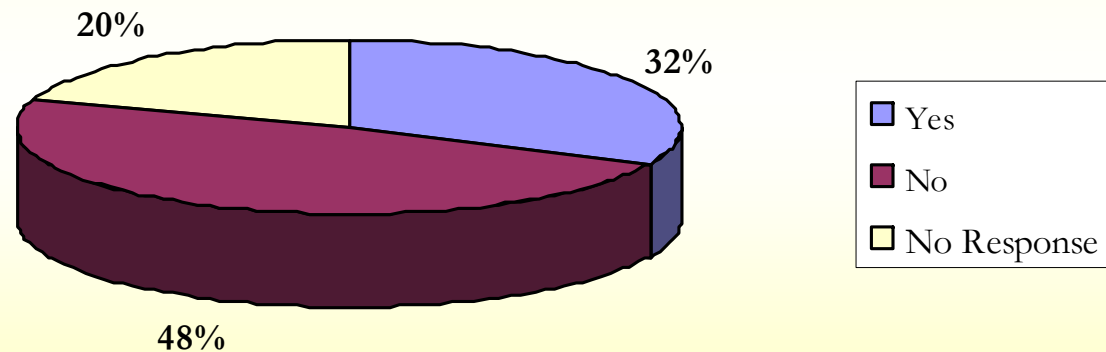
## Other suggested extensions:

- Foss parking Lot & 12th Street thru the Astor House parking lot (Meyers).
- Arapahoe
- Down by traffic circles by RTD bus stops
- 12th street. E. of Washington

# Streetscape Questions Results

## Question A4.

Do you feel that the street trees make it more difficult to notice or find businesses/signs Downtown?



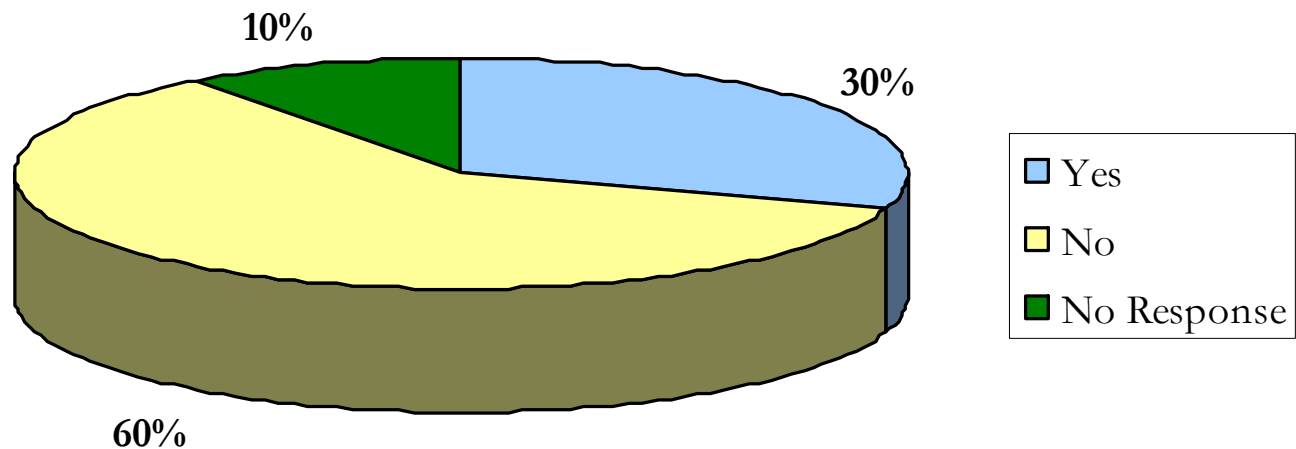
### IF yes, which businesses?

RMQM, Golden Center, Rocking Horse, Laurel property Services, Spirit in the Wind, all businesses, Plummer's Jewelry, Avenue Vision, Del's Barbershop, trees cover the signage on the Foss block,, Baby Doe's has the healthiest trees in town so hard to see storefront, most between 12-13th west side.

# Streetscape Questions Results

## Question A5.

Do the covered walkways obscure/shade storefront merchandise in the windows?



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# Streetscape Questions Results

## Question A5 cont.

### **Do the covered walkways obscure/shade storefront merchandise in the windows? Other thoughts?**

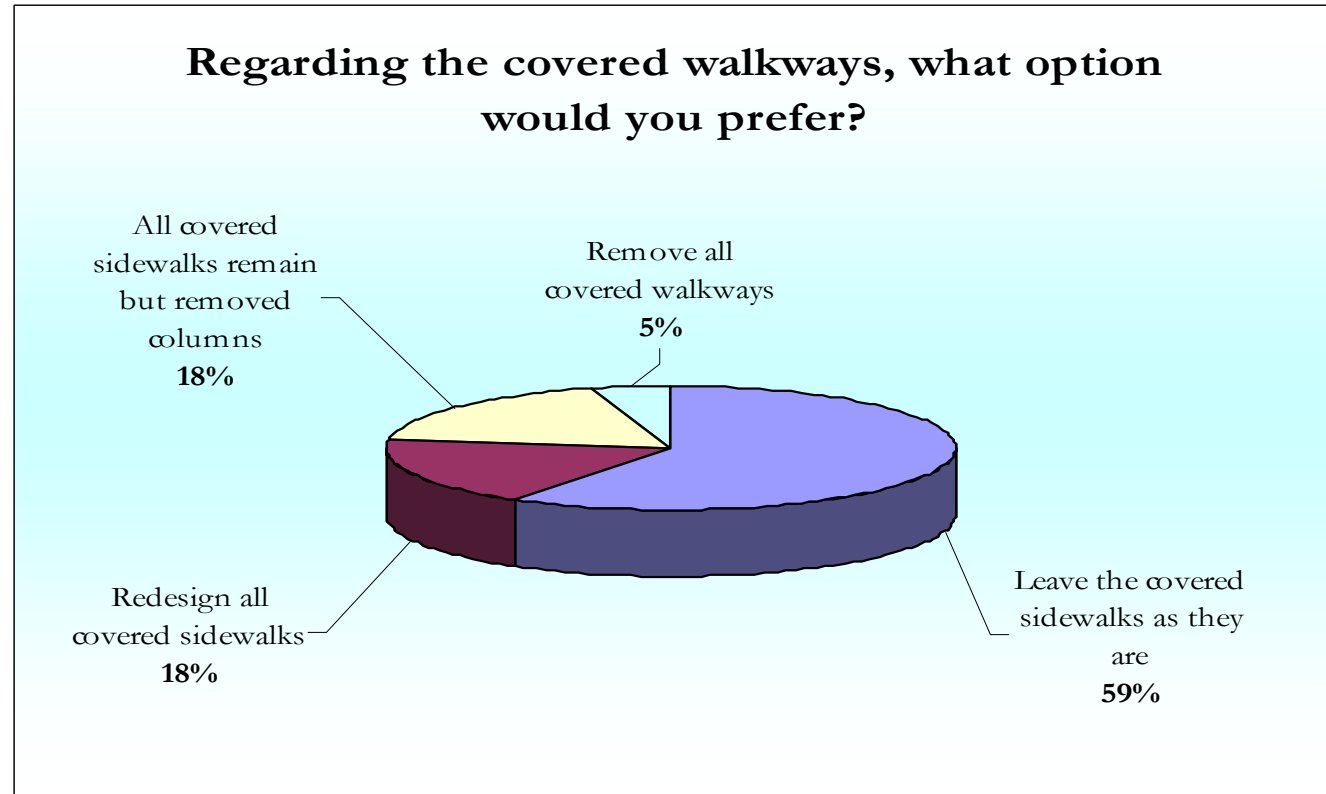
- In some instances but I don't feel it impacts businesses as pedestrians seem to seek the shade and subsequently visit the store
  - Be consistent or none at all
  - But they are needed for the weather
  - We could raise the signs one story
  - Overhangs are inconsistent. Some are "date" to show their age, others are newer modern design & some businesses don't have them.
  - I would just like consistent covered sidewalks throughout.
  - Not from the sidewalk - from the street.
  - Either have all the stores covered or not. it's a miss-mash now - those with covers have dark windows. it's nice for the people to have cover.
  - Also keeps the rain and snow off pedestrians - I like the covered walkways
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# Streetscape Questions Results

## Question A6.

### Other options?

- Add more covered walkways
- First remove trees, second covers like ptarmigan
- City should pay for all businesses to have awnings. Sidewalk at 14th & Washington (west side) should match the rest of downtown Golden.
- Removing covered walkways will detract from shopping
- Super idea - covered walkways redesigned



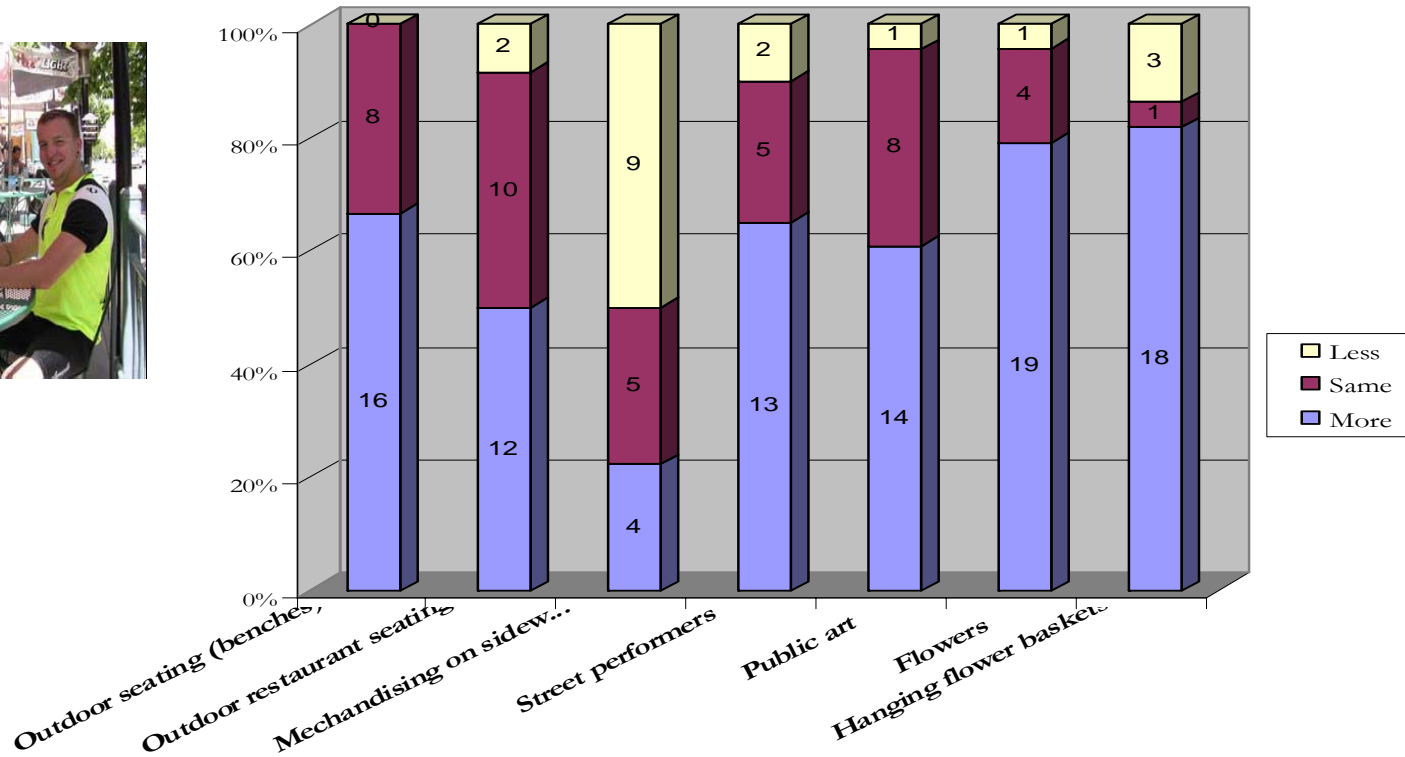
•While I understand that walkways give coverage for weather-walkways & trees can totally obscure a building front. I am not sure that this is an all or nothing decision. If covered walkways are put in downtown they need to transmit light like the ones at Ptarmigan. This decision about walkways & awnings strongly influences an expensive item for store owners-signage.

- More covered sidewalks

# Streetscape Questions Results

## Question A7

Please answer whether you would like more, the same amount, or less of the following Downtown amenities



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# Streetscape Questions Results

## Question A8.

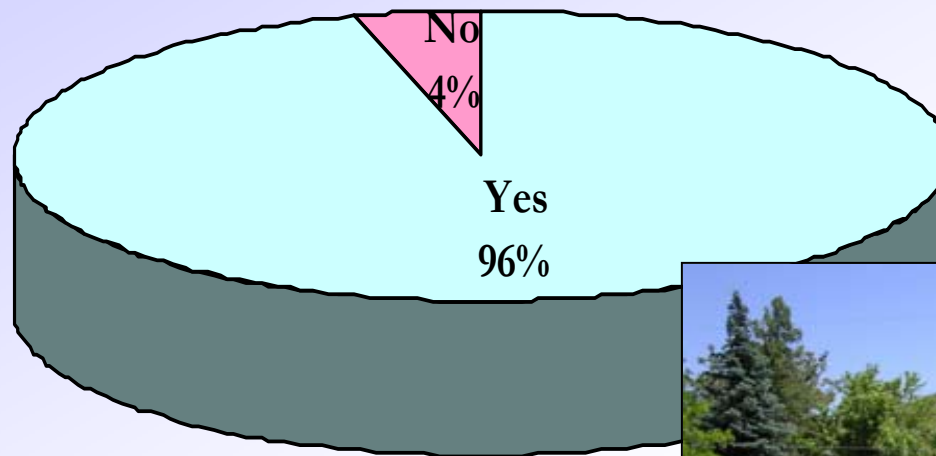
**In which specific locations do you feel that new bike racks are needed?**

- Behind Foss, by Meyers Hardware, Safeway, by picnic/rest stops on city trail system
  - I have the red one and I love it. The people love it - bikes don't use it. (go figure)
  - All corners of Washington & cross streets from 10<sup>th</sup> to 14<sup>th</sup>
  - Nowhere, the new ones are ugly
  - People don't know what they are - they think it's artwork. attach signs that say what they are. They are located away from areas of interest
  - By RTD bus stops in south Golden
  - By all restaurants
  - At least 2 or more in each block, both sides of the street
  - Along the creek path
  - None-I had to laugh when I saw them...I thought they were some sort of sculptures. They don't fit the town. They should have been bronze and roaring 20's like. Get rid of them.
  - At least two per block (either end, on blocks of side business streets, grocery store)
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# Circulation Questions Results

## Question B1.

Once you are in town, are the blue "way-finding" signs effective in helping you find your way around town?



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# Retail Questions Results

## Question C1.



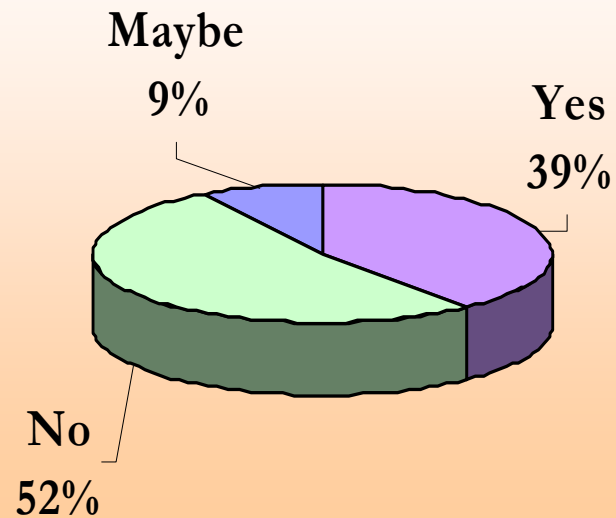
**Comments:** I would redesign the downtown maps so they are easier to identify, Wash Ave. Bridge & 93/58/6th intersections/signs introducing Golden boundaries because people can't see it now.

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# Retail Questions Results

## Question C2.

Would you shop in Downtown Golden on weeknight evenings if most stores were open?

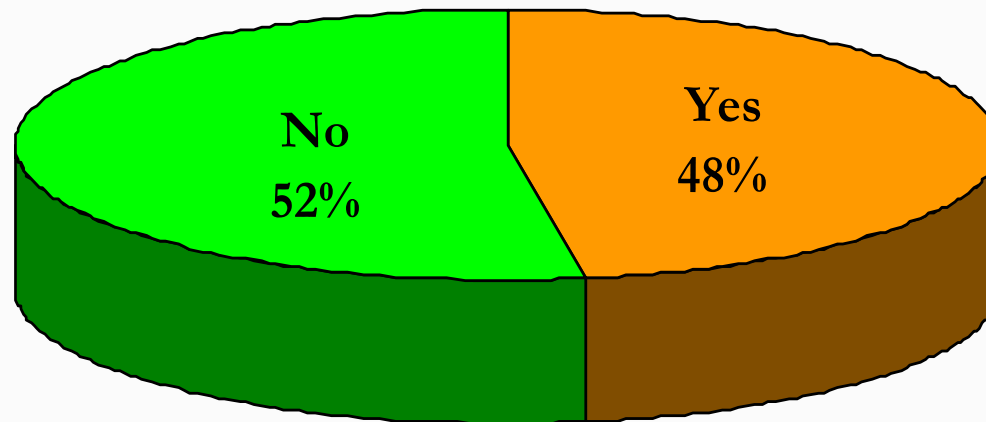


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# Retail Questions Results

## Question C3.

Would you shop in Downtown Golden on holidays if most stores were open?



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# Retail Questions Results

## Question C4.



**What good/services would you like to purchase in Downtown Golden that you currently cannot?**

- Children's clothing, men's clothing, moderately priced clothing, shoe store, western wear (hats/boots)
  - Independent book store
  - Fossil store
  - High end retail & gift
  - Grocery items, wine & cheese, indigenous foods, candy shop (rocky mtn. fudge, etc.), gourmet cooking supplies
  - Ice cream shops
  - CD's/tape/record
  - T-shirt shop
  - Home interior
  - Christmas store
  - Sporting goods
  - Office supply shop
  - Breakfast place, kitchen store
  - Pet store
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# Conclusions

- Extend streetscape to Coors Corridor and Alleys
  - Trees are an issue for some, but not most
  - Covered walkways don't obscure stores, but are a design concern
  - More “stuff” in the sidewalks, except less merchandising
  - Bike Racks – probably enough
  - Retail opportunities after work and on holidays
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