

SUMMARY OF GURA PLAN STRATEGIES

The 1989 GURA Plan contain specific recommendations for strategies to help achieve overall goals and the vision for the downtown area. In reviewing such strategies, it must be noted that many of the strategies are ongoing and some have been accomplished or are no longer relevant due to changed circumstances. The below strategies are presented according to the source document with a note indicating the status, such as “*on-going*”, “*complete*”, “*to be completed*”, “*underway*”, or “*revised/out of date*”.

A. GURA Plan Character Strategies

	Strategy	Status
1	Place visual cues delineating the downtown	Ongoing
2	Screen vacant lots and place murals, page 22	To be completed
3	Place street furniture such as benches, trash receptacles, kiosks, etc., page 22	Ongoing
4	Restore Washington Avenue storefronts per historic character, page 23	Ongoing
5	To provide a framework for downtown redevelopment without intruding on surrounding neighborhoods or being a factor in changing their character. Page 3	Ongoing
6	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	Ongoing
7	Gateways (Hwy 58 & Washington Ave., 19 th St. & Washington Ave., 19 th St. & Hwy 6) to suggest a more inviting corridor to the downtown area. Page 5	Underway / To be completed
8	Design and construct Vanover Park and Tucker Gulch improvements, page 36	Complete
9	Promote historic building restoration, compatible architecture, and development of historic preservation guidelines. Page 20	Underway / Ongoing
10	Enhance streetscape in a variety of ways. Page 22	Underway / Ongoing
11	A person entering downtown should feel a sense of arrival into a place different from the surrounding area. Page 27	Ongoing

B. GURA Plan Land Use Strategies

	Strategy	Status
1	Develop design guidelines, page 22	Complete
2	Improve alleys and parking lots, page 22	Ongoing / To be completed
3	Develop south Clear Creek frontage, page 23 and 36	Partially complete/Ongoing
4	Zoning, parking, and design regulations should be revised to facilitate the Plan. Page 32	Complete/Ongoing
5	Develop Hested's block and Mitchell School sites, pages 39 and 40	Complete
6	Amend plan to include Coors Tek, page 44	To be completed

C. GURA Plan Housing Strategy

	Strategy	Status
1	Pursue multi-family and lodging opportunities. Page 19	Ongoing / Underway

D. GURA Plan Transportation Strategies

	Strategy	Status
1	Extend pedestrian way to CSM and Foothills Art Center, page 22	To be completed
2	Phase traffic signals, page 22	Complete
3	Improve storm drainage, page 22	Complete
4	Develop parking plan, including targeting areas for parking structures, page 22	Complete
5	Replace Washington and Ford Street bridges, page 23	Complete
6	Construct 11 th Street cutoff to Jackson, page 23	Complete
7	Extend Ford and Jackson one-ways to 12 th Street, page 23 and 25	To Be Completed or Abandoned
8	Construct Pedestrian Mall on 12 th Street between Jackson and Arapahoe Streets, page 4 and 23	To Be Completed or Abandoned
9	Plan a circulator bus system, page 4 and 42	Done once / To be completed
10	Create 500 new parking spaces. Page 25 (The two garages provide about 590 public and private spaces)	Complete

E. GURA Plan Economic Vitality Strategies

	Strategy	Status
1	Targeted promotions, page 20	Complete / Ongoing
2	Establish primary and secondary markets, page 20	Complete
3	Establish walking and bus tour, page 20	Walking tour complete
4	Promote Clear Creek beer garden, page 23	To be completed
5	Maintain activity in merchant and econ dev groups, page 37	Ongoing
6	Clean sidewalks, page 37	Ongoing

F. GURA Plan Public Investment Strategies

	Strategy	Status
1	Low interest loan program for building redevelopment, page 22	To Be Completed; other strategies in use
2	Operate small business assistance programs, page 40	Ongoing

G. GURA Plan Participation, Involvement, and Communication Strategies

	Strategy	Status
1	Establish formal mechanisms for public and merchant involvement in planning efforts, page 37	Ongoing
2	Establish dedicated econ dev staff and agency, page 37	Complete in terms of 1989 establishment of GURA, 1990 reorganization of City Planning and Development Department, and 2001 establishment of EDComm