

Vision Statement Synopsis

*Prepared by the Downtown Vision Committee
in cooperation with the Downtown Merchants Association*

The Downtown Merchants Association and Downtown Vision Committee have finalized and approved our collective Vision Statement. The complete document details our overall Vision and Strategic Positioning for downtown Golden, as well as specific tactical recommendations in four key areas as follows: 1) streetscape, 2) buildings and facades, 3) tenant mix, and 4) business skills. While a general overview of our recommendations is given here, we encourage you to read the comprehensive version for more detailed information on each area of concern.

Vision Statement & Strategic Positioning

The Downtown Merchants Association (DMA) believes that the many stakeholders in downtown Golden must work together to develop a strong, compelling image for our city that highlights those elements that make downtown Golden a unique and desirable destination for new and existing businesses, current and prospective residents, and those visiting the Rocky Mountain region, Colorado in particular. Reminiscent of the “Small Town, Big Fun” marketing slogan currently being used, the proposed image is that of an authentic, historic, outdoorsy mountain town, with a plentitude of unique eating, shopping and cultural attractions, as well as easy access to outdoor mountain activities. Once developed and refined, this image must be communicated effectively and delivered upon consistently at all levels, from marketing communications through tenant mix through architectural standards through streetscape components.

Overview of Tactical Recommendations

1. **Streetscape: Primary Concerns**
 - Improved visibility of businesses from Washington Avenue
 - More and better directional and informational signage
 - More structured and better enforced sidewalk usage
 - Increased/improved public use areas

2. **Buildings and Facades: Primary Concerns**
 - Development of design standards
 - Updated overhangs and facades
 - Development of alleyways

3. **Tenant Mix**
 - Redevelopment of the Hested’s building/corner
 - Development of a three- to five-year plan
 - Recruitment/retention of synergistic businesses

4. **Business Skills**
 - Development of and financial support for innovative programs
 - Dedicated outreach programs to business owners