

REIMAGINING FIRESTONE'S HEART:

A PLAN OF DEVELOPMENT FOR OUR CENTRAL FIRESTONE DISTRICT



for the Citizens of Firestone
Firestone Trail
Field County and Colorado

TOWN OF FIRESTONE

**Downtown
Development
Authority**

RVi



What does it mean to build a “center” from the ground up? For Firestone, it’s about transforming years of planning, engagement, and vision into a real place: a downtown that brings our community together, reflects our identity, and leads us into the future.



INTRODUCTION

Building Our Civic Heart

Connecting residents, celebrating culture, providing recreation, driving economic growth, and defining Firestone’s identity

Every community has a place that defines it – a central gathering space where people come together, connect with each other, and create memories that build a sense of pride and togetherness.

For Firestone, this place is emerging right now.

Over the past two decades, our community has worked to lay the groundwork for what will become our town’s true civic and social heart: the Central Firestone District. Through collaborative planning and community engagement, a clear picture of what the community needs has emerged: a vibrant hub that blends civic, recreational, commercial, residential, and entertainment spaces into an enjoyable destination people want to gather in.



A New Organization to Lead its Future

Through the creation of the Central Firestone District, established under Colorado State Law (Colorado Revised Statutes §31-25-801 et Seq.), we're setting a new precedent in Colorado for how a town can invest in itself, support its people, and plan ahead for future generations. This quasi-governmental entity – also known as a Downtown Development Authority (DDA) – provides our town with essential tools like Tax Increment Financing (TIF) that can help facilitating investments in public infrastructure, community amenities, and economic growth.

“Our downtown isn't just for us today; it's for every future Firestone neighbor. This plan is how we build that legacy, together.”

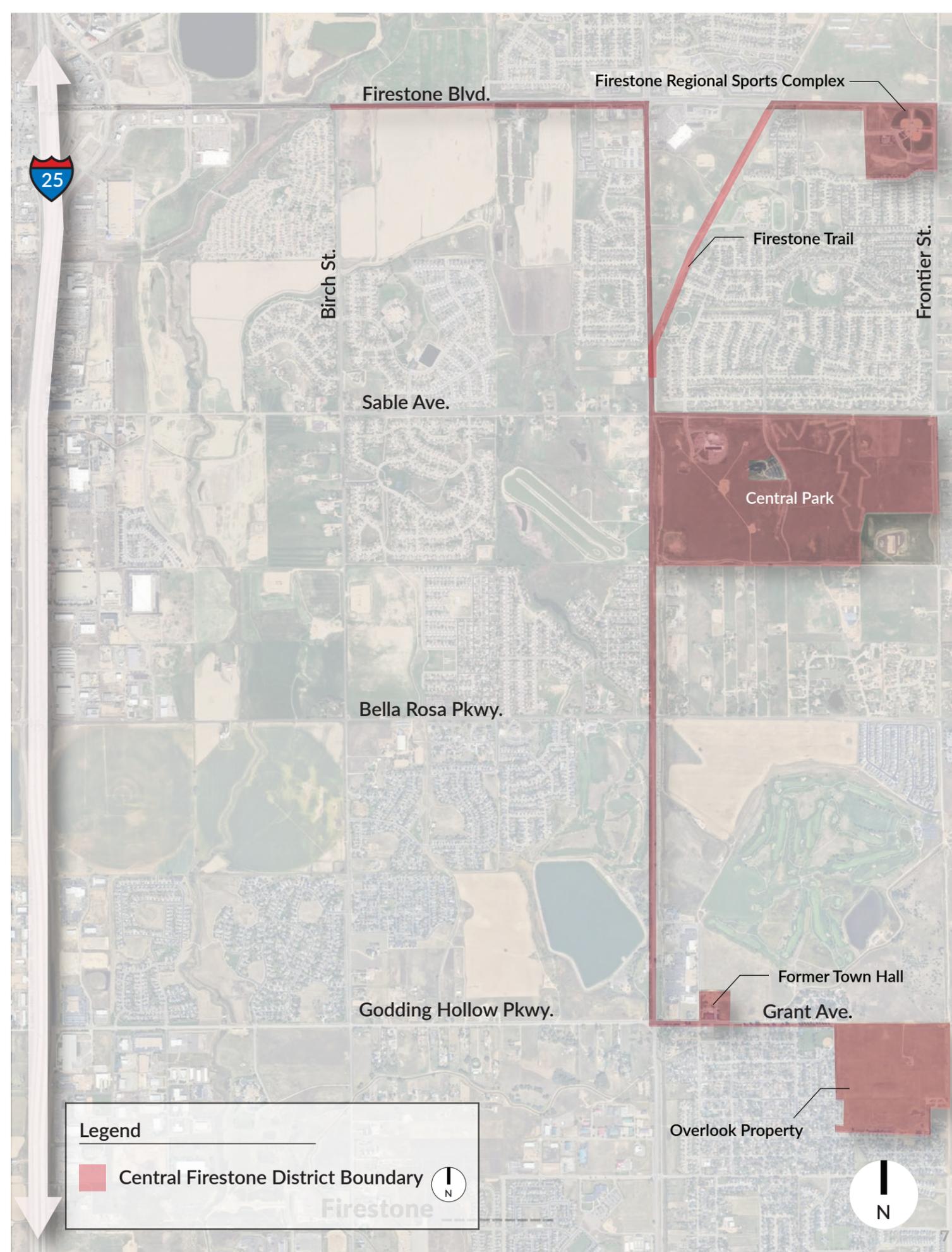


A Plan for the Community, By the Community

To facilitate an inclusive planning process, this document is intentionally transparent and educational. Our community deserves to understand not only what we are building, but how and why we're building it. Throughout the plan, complex concepts are clearly explained (such as TIF financing, zoning decisions, and infrastructure planning) allowing every resident and stakeholder to participate meaningfully in shaping our Central Firestone District's future.

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A photograph of two young children riding balance bikes on a wooden ramp at an outdoor event. The child in the foreground is wearing a blue hoodie with 'GUESS WHRT' on it and a green helmet. The child behind is wearing a blue shirt and a red helmet. In the background, there are trees, a red tent with 'WE ARE PROTECTING' on it, and a sign that says 'MANDATORY DROP' with three downward arrows. The scene is set on a dirt path with some wooden structures.

Why This Plan Matters & How to Use It

For Firestone, this plan is much more than a legal requirement. It's our community's practical guide to developing the future places we'll shop, play, and live in together, clearly outlining a path to achieve our goals and build places that are true to Firestone.

Forging a Unique Path

Through the formation of the Central Firestone District and the creation of this Plan of Development (PD), Firestone isn't following a traditional approach in the sense that we are not "revitalizing" a historic core. We are creating one; our story is about building a downtown from the ground up that is guided by public voices and leverages new tools to build a cultural center that is as innovative as it is practical.



What Does the Plan of Development Do?

This plan serves as the legal and organizational backbone for the Central Firestone District. It summarizes the district's development process, clearly defines the boundaries and key areas, identifies priority projects, and outlines improvements eligible for funding through Tax Increment Financing (TIF). Before adoption, this PD is reviewed publicly, ensuring transparency and accountability, and ultimately approved by Firestone's Board of Trustees. This PD:

Authorizes TIF: Per Colorado State Statute §31-25-807(3) adoption of this PD authorizes the use of TIF financing for improvements in the Central Firestone District.

Enables Investment: The plan captures new property and sales tax revenue from growth within the Central Firestone District and allows the use of TIF to fund critical projects, such as new infrastructure, public spaces, and community amenities.

Establishes a Shared Vision: For land acquisition, phasing, implementation, and timelines for development to ensure growth is intentional and strategically aligned with Central Firestone District goals.

Aligns Partners: By synchronizing the work of the Central Firestone District, the Town of Firestone, and all its partners, the plan facilitates potential partnerships and turns their shared goals into a framework for action and accountability, from concept to completion.

Inspires a Sense of Place: Provides direction on everything from streetscape design to economic programs, public art, and the coordination of community events.

Serves as a Central Resource: An adaptable, living framework to help clarify and further the goals and related projects identified in the Town of Firestone's Transportation Master Plan, Comprehensive Plan, the Central Park Planned Unit Development (PUD), and the Historic Firestone Neighborhood Plan as the community's needs evolve.

What is TIF?

Tax Increment Financing (TIF) is a funding mechanism that allows municipalities to use new tax revenue—generated by rising property values and economic activity within a defined district—to fund infrastructure improvements and amenities within that same area. Importantly, TIF is not a new tax; it does not increase the tax rate for property owners or businesses, but instead reallocates a portion of the increased tax revenues resulting from new growth. This enables towns like ours to attract private investment, enhance public spaces, and drive economic vitality directly back into Firestone.



Per Colorado State Statute §31-25-807(3) Adoption of this PD Authorizes the Use of TIF Financing for Improvements in the Central Firestone District

In accordance with the this plan of development and Section 31-25-807(3)(a), C.R.S., and taxes, if any, levied after the effective date of the approval of the Plan by the Board of Trustees upon taxable property within the boundaries of the plan of development area, each year and municipal sales taxes collected within said area by or for the benefit of any public body shall be divided for a period not to exceed thirty years or a longer period as provided for in Sections 31- 25-807(3)(a)(IV) and (V), C.R.S., after the effective date of approval by the Board of Trustees by the Original Plan. The TIF revenues generated in accordance with Section 31-25-807(3) on property taxes and sales taxes shall be allocated to and, when collected, paid into a special fund of the Town for the payment of principal of, the interest on, and premiums due in connection with the bonds of, loans or advances to, or indebtedness incurred by, whether funded, refunded, assumed, or otherwise, the Town for financing or refinancing, in whole or in part, one or more development projects within the boundaries of the plan of development area, as amended from time to time. Board approval of this Amended Plan shall provide approval of the Town to be authorized to spend, in accordance with this Plan and in all current and subsequent years, whatever amount is collected from any revenue sources allowable pursuant to Sections 31-25-807(3), 31-25-816, and 31- 25-808, C.R.S, or otherwise by law to be imposed or collected by the Board or by the Town.

How Should This Document Be Used?

The PD is designed to serve four primary audience groups, each with their own unique tasks, functions, and outcomes. These groups include:

Town Staff & Decision-Makers

Town of Firestone leadership, Central Firestone district board, committees, and other partner organizations

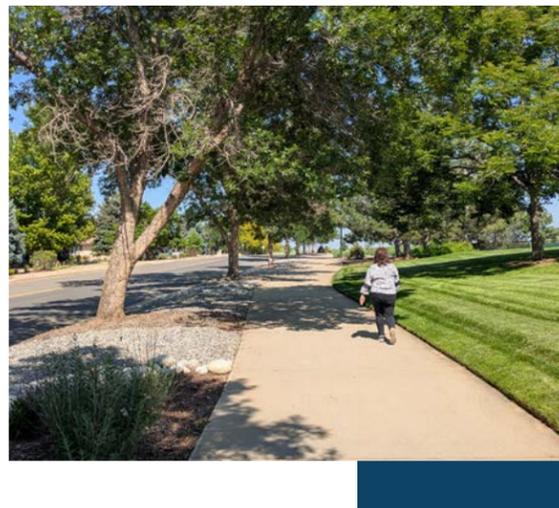
The PD provides a reference point for crafting work plans, allocating funding, reviewing proposals for development, or enacting new regulations within the district. It ensures alignment among decisions that impact the community's vision.



Property Developers

Developers, builders, and project applicants

The PD is a starting point to align vision with community expectations, provide structure for stakeholder dialogue, and guide preparation of new proposals for infill or redevelopment.



Residents, Businesses & Property Owners

Property owners, local businesses, residents, and community interest groups

The PD clearly communicates community priorities and needs, empowering these stakeholders to advocate effectively during discussions with decision-makers about future development, projects, or investments.



Partners & Other Stakeholders

Non-profit organizations, adjacent municipalities, special districts, regional organizations, school districts, Weld County, and jurisdictional partners with taxing authority

The PD clearly identifies district priorities, making it easier to work towards mutual goals, understand local priorities, and collaborate effectively on projects and investments that benefit the broader region.



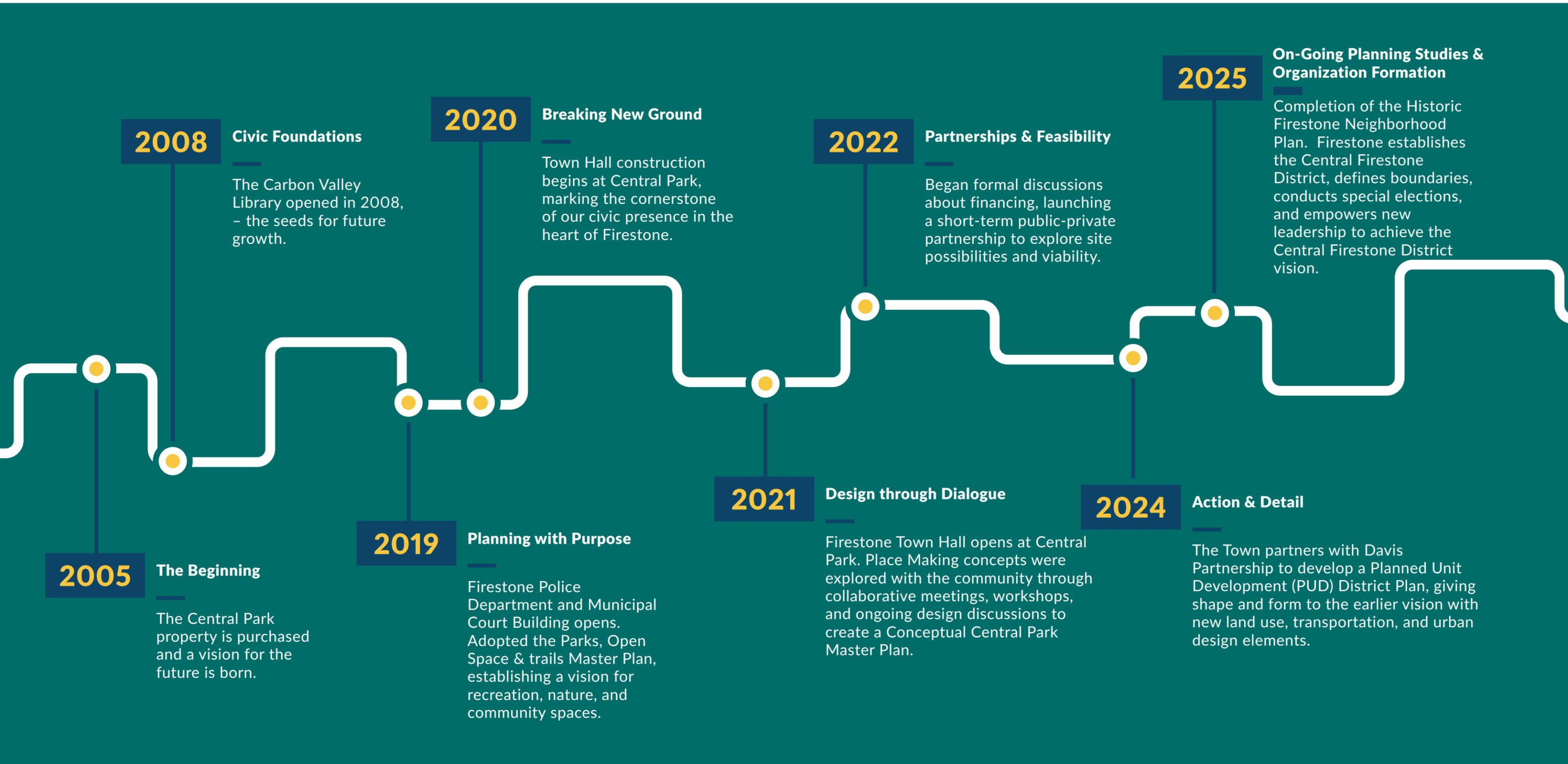


How We Got Here: From Vision to Action

Firestone's journey to envision a vibrant community center didn't happen overnight. It began with a simple idea in 2005: to create a space where people come together, a civic and social heart for a growing rural town. Public feedback and community engagement remained central throughout planning process, with events such as open houses, school promotions, and a dedicated website that empowered Firestone citizens to help shape the vision.

What followed has been a steady progression of discussions, collaborations, acquisitions, and progress to achieve a clear, actionable plan.

TIMELINE OF ACTION

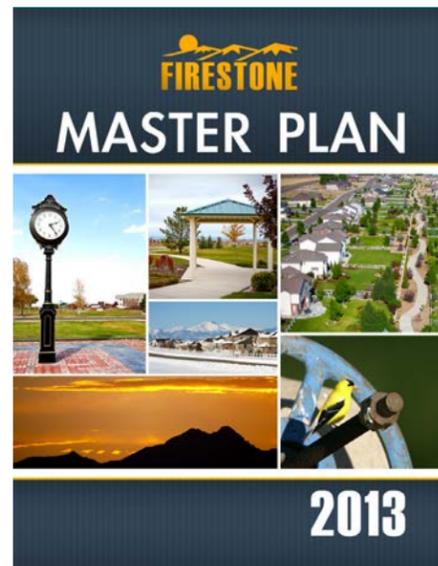


Foundational Plan Insights

Opportunities and directives for this PD were built on the foundations of previously completed Firestone plans and process. The following key takeaways were directly relevant to the future of the Central Firestone District and this PD.

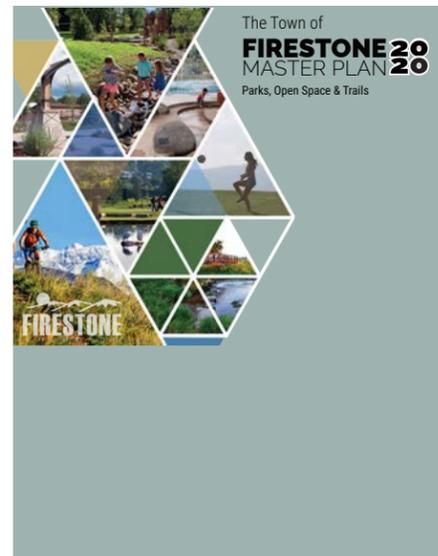
2013 Firestone Comprehensive Master Plan

Central Park will be a world-class mixed-use civic, cultural, and recreational destination. Preservation of western views. Firestone is... a community of motion connected through parks and trails. New professional sports venue. Mix of indoor and outdoor sports facilities and fields.



2020 Parks, Open Space, and Trails (PROST) Plan

Community Priorities: Build Central Park, expand trails, construct pool. Plan directive: create a Central Park vision. Prioritize: fields, pool, amphitheater, indoor recreation, civic uses, and new public spaces. Safety improvements. Explore public and private partnerships.



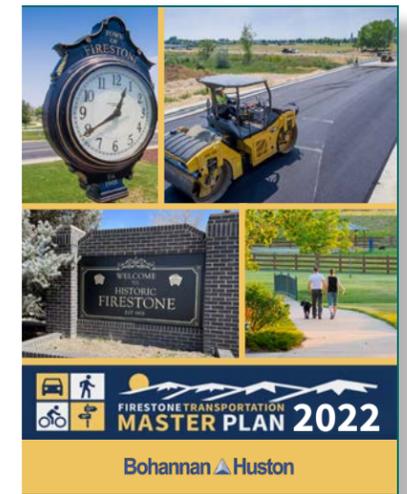
2021 Central Park Master Plan Public Engagement

Eight Central Park community meetings. Subject areas included: financial feasibility, development alternatives, and an actionable implementation strategy.



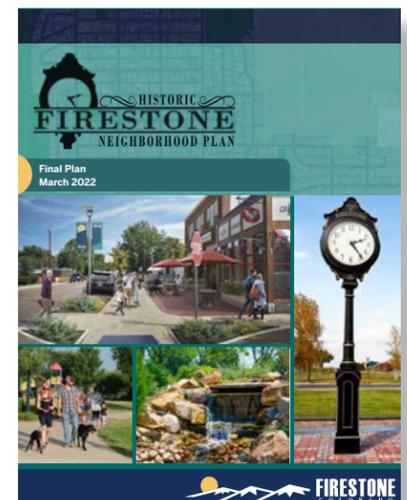
2022 Transportation Master Plan

Central Park as a major destination. New east-west roadway through Central Park. More multimodal improvements. Future: Colorado Boulevard a four-lane arterial for entire length.



2024 Historic Firestone Neighborhood Plan

New public spaces in Central Firestone District areas. New transportation infrastructure. Visions for the Old Town Hall and Overlook sites. Suggests new residential development.



Laying the Groundwork for the Central Firestone District

To establish the Central Firestone District, Firestone completed a series of important actions that laid the legal foundation for the organization.



Special Districts & Study Sessions

The process began with identifying all special districts, schools, and jurisdictional partners within the Central Firestone District area to ensure inclusive representation and informed coordination. Then, the Town held study sessions with Firestone’s Town Board to confirm goals and clarify responsibilities. Electors eligible to participate in the Central Firestone District and prospective board members were identified, followed by the preparation of quitclaim deeds to transfer necessary property rights.

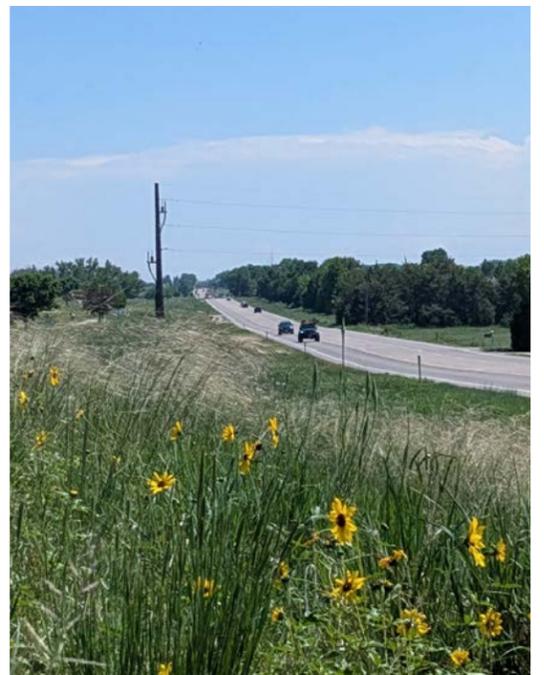
Special Election & Financial Impacts

Once complete, Firestone’s Town Board developed ordinances calling a special election, formally establishing the Central Firestone District, submitting the creation question to voters, and approving property disposition. The Plan of Development (PD) was explicitly authorized to employ Tax Increment Financing (TIF), and a comprehensive Financial Impact Report determined potential revenues. A special election officially established the Central Firestone District, with certification by the Town Board.



Recommendation & Adoption

With the Central Firestone District formally established, the newly formed board met to adopt resolutions and bylaws, adopt the PD, and recommend the approval of the PD by the Town Board. The PD was reviewed in a Town Board Study Session, publicly noticed, and officially adopted through a Town Board Hearing and subsequent resolution. The process resulted in a special election addressing Taxpayer Bill of Rights (TABOR) considerations and a bond-issuing ordinance secured by guaranteed revenue streams, effectively formalizing the financial foundation of the new Central Firestone District.





What is a DDA? Understanding Structure, Role & Organization

What is a Downtown Development Authority?

In Colorado, a Downtown Development Authority (DDA) is a special quasi-governmental organization established by state statute (Colorado Revised Statutes, §31-25-801 et. Seq). DDAs enable communities to plan, invest in, and promote their central business districts by organizing and funding downtown revitalization initiatives, including enhancing public spaces and infrastructure; marketing and promotional efforts; economic development initiatives; and general public improvements that enhance vitality and attractiveness.

THE TOWN OF
FIRESTONE'S DDA:

Central Firestone District

To establish the Central Firestone District, Firestone completed a series of important actions that laid the legal foundation for the organization.

How DDAs Function in Firestone

Under Colorado law, DDAs are authorized to utilize Tax Increment Financing (TIF). This allows the Central Firestone District to collect a portion of incremental property and sales taxes generated within its designated district boundaries. These funds are then reinvested directly within the Central Firestone District area to finance projects, drive economic growth, and support revitalization efforts, strictly in alignment with statutory provisions.

Communities that establish a DDA benefit from increased economic vitality, enhanced downtown aesthetics, improved walkability and connectivity, and a stronger sense of local pride. For Firestone, the creation of the Central Firestone District represents the formalization and continuation of longstanding efforts to transform the Central Firestone District into a vibrant, inclusive, and community-focused destination.



Establishing a DDA: Formation & Management

Municipalities like Firestone establish a DDA through a formal process involving:

- 1. Conducting a public hearing to define district boundaries.**
- 2. Adopting an ordinance or resolution to officially form the DDA.**
- 3. Appointing a board of directors, typically comprising local governing officials, property and business owners, and residents within the district.**

Firestone has successfully completed this process, establishing the Central Firestone District through Ordinance 1062, with clearly defined boundaries as depicted on page 29.



The Central Firestone District

The goals and actions of the Central Firestone District and this PD – are informed by public input, market analysis, expert consultation, and direct feedback from town staff and developers. The following goals and responsibilities will guide the formation and ongoing operations of the Central Firestone District with clear, actionable direction.

Site Overview



Roles & Responsibilities of the Central Firestone District

Planning & Visioning

Lead development and execution of district plans, coordinating closely with Town of Firestone departments and stakeholders

Infrastructure Improvements

Partner with the Town for targeted infrastructure enhancements, improving overall district accessibility, safety, and visual appeal.

Economic Development

Facilitate and attract private investments and business development, prioritizing uses that enhance district vibrancy.

Identity, Marketing, Programming & Promotion

Develop and activate a distinct Central Firestone District identity through strategic branding, marketing, and consistent community programming, programs, public art, and the coordination of community events.

Collaboration with Urban Renewal

Clearly define and coordinate roles, responsibilities, and plans with Firestone’s Urban Renewal District, including TIF management, to ensure cohesive, transparent collaboration.

Partnership & Collaboration

Regularly review, update, and execute strategic and operational plans, ensuring alignment with broader community development objectives.

Organizational Planning

Actively engage with Firestone’s local government, nonprofit entities, landowners, businesses, and development professionals to align and leverage collective resources for Central Firestone District advancement.

Goals of the Central Firestone

Planning & Visioning

Organizational Establishment

Goal: Establish and maintain effective organizational leadership and management.

Key Actions:

- Hire a proven Economic Development Director to lead Central Firestone District operations, supported by additional staff as needed.
- Develop a comprehensive operations and staffing plan, updating annually as necessary.
- Conduct regular coordination meetings between the Town of Firestone and the Central Firestone District to foster alignment, build relationships, and identify partnership opportunities.
- Engage actively with statewide associations, such as Downtown Colorado Inc., to stay informed and involved in broader downtown development conversations.

Goals of the Central Firestone District

Drive Economic Development

Goal: Foster sustainable economic growth and resilience within the Central Firestone District.

Key Actions:

- Develop a clearly defined, distinctive Downtown brand and story to reinforce promotional efforts, aesthetic recognition, and placemaking.
- Regularly engage with influential trade and real estate organizations (e.g., ULI, ICSC) to position and promote the Central Firestone District.
- Achieve a balanced, resilient land-use mix – including retail, restaurants, hotels, entertainment, and residential – to sustain economic vitality through various market cycles.
- Conduct periodic economic and market feasibility studies to proactively respond to shifting market conditions.
- Maintain strategic collaboration with the Town of Firestone’s Economic Development department, private sector developers, brokers, non-profits, community organizations, and other relevant stakeholders to capture innovative and diverse development opportunities.
- Execute annual financial audits for consistent revenue monitoring, projections, and analyses of revenue streams.

Facilitate Clear and Efficient Development Processes

Goal: Foster ongoing, meaningful engagement with the Firestone community and stakeholders to ensure alignment and responsiveness in Central Firestone District initiatives.

Key Actions:

- Continuously gather community insights and desires through structured outreach, annual surveys, direct engagement, and digital communication.
- Actively participate in broader community planning processes (comprehensive plan updates, small-area plans, transportation studies) to ensure alignment and integration with Town-wide goals.
- Engage with various stakeholder groups, including property owners, jurisdictional partners impacted by TIF revenues, non-impacted collaborators, internal Firestone departments, planning commissions, the Town Board, and external service providers.

Goals of the Central Firestone District

Prioritize Infrastructure and Accessibility

Goal: Ensure the Central Firestone District infrastructure robustly supports growth, accessibility, and connectivity.

Key Actions:

- Improve road layouts, parking availability, multimodal accessibility, and pedestrian safety within the district.
- Plan for adequate parking solutions, efficient traffic circulation, and protected view corridors.
- Implement and enforce Firestone and Weld County regulations pertaining to existing and historical energy production sites and infrastructure.
- Evaluate and address potential impacts of existing infrastructure, such as AT&T Long Haul/Core Fiber Optic Facilities.

Preserve and Integrate Natural and Recreational Features

Goal: Enhance community wellbeing through the preservation and thoughtful integration of natural and recreational amenities.

Key Actions:

- Maintain and enhance existing community assets, such as the disc golf course, community gardens, and trails, ensuring their continued availability and quality.
- Promote active outdoor recreation by developing interconnected trail networks and accessible green spaces that encourage multimodal transport and active lifestyles.
- Leverage existing recreational and sports-related infrastructure to attract visitors, stimulate activity, and generate additional revenue, thereby reinforcing the Central Firestone District as a regional attraction.

Petitioning into the Central Firestone District

Property owners adjacent to the current Central Firestone District boundaries can petition to be included within the Central Firestone District, per Colorado Revised Statutes §31-25-822. Inclusion of additional properties is discretionary and requires demonstration of adjacency to the existing Central Firestone District boundary, and verification of fee-simple ownership of the property. Petitions for inclusion undergo a thorough review process conducted by the Town

of Firestone to determine eligibility. Final approval rests with the Central Firestone District Board of Directors and the Firestone Town Board of Trustees. It's important to note that being included within the Central Firestone District boundary does not automatically guarantee funding for future projects; funding decisions remain discretionary and based on alignment with Central Firestone District objectives and available resources.

Creating a Cohesive District Experience

Each of the Central Firestone District's subarea's are designed with unique purposes and identities. To ensure that these diverse districts reinforce a singular Firestone identity, they must be thoughtfully coordinated and interconnected. The following guiding principles clarify how the individual districts should relate and interact, ensuring a unified experience throughout the entire Central Firestone District.

Connections Matter

Clear, safe, and intuitive connections between districts are essential. Paths, sidewalks, and bike lanes should seamlessly link each district, prioritizing ease of movement for pedestrians, cyclists, and vehicles alike. Special focus should be placed on key crossings and transition points, such as intersections at Colorado Boulevard and Grant Avenue or Firestone Boulevard and Sable Avenue, ensuring that the district feels approachable and navigable, even for first-time visitors.

Unified, Not Uniform

While each district will maintain its unique character, shared design elements such as lighting, signage, landscaping, and architectural themes should be consistent across the entire Central Firestone District. These shared elements will foster visual continuity and a cohesive experience, reinforcing the overall Firestone identity.

Complementary Land Uses

By ensuring complementary, non-competitive land uses, the Central Firestone District subdistrict's will collectively offer a balanced and attractive full-day experience to residents and visitors alike.

Firestone Boulevard: Prioritize retail, restaurants, and high-traffic commercial activities that generate economic vitality and visitor appeal.

Central Park: Feature civic amenities, entertainment venues, commercial establishments, recreational areas, residential spaces, and flexible event facilities, creating a dynamic mix to attract diverse users throughout the day.

Historic Town Center: Emphasize community services, cultural amenities, and small-scale mixed-use developments that reflect the community's heritage and foster local engagement.



Wayfinding and Identity

Clear and consistent wayfinding systems including signage, informational kiosks, maps, and district branding are critical to ensure clear understanding and efficient navigation.

- Clearly identify district locations

- Inform visitors about nearby attractions and services

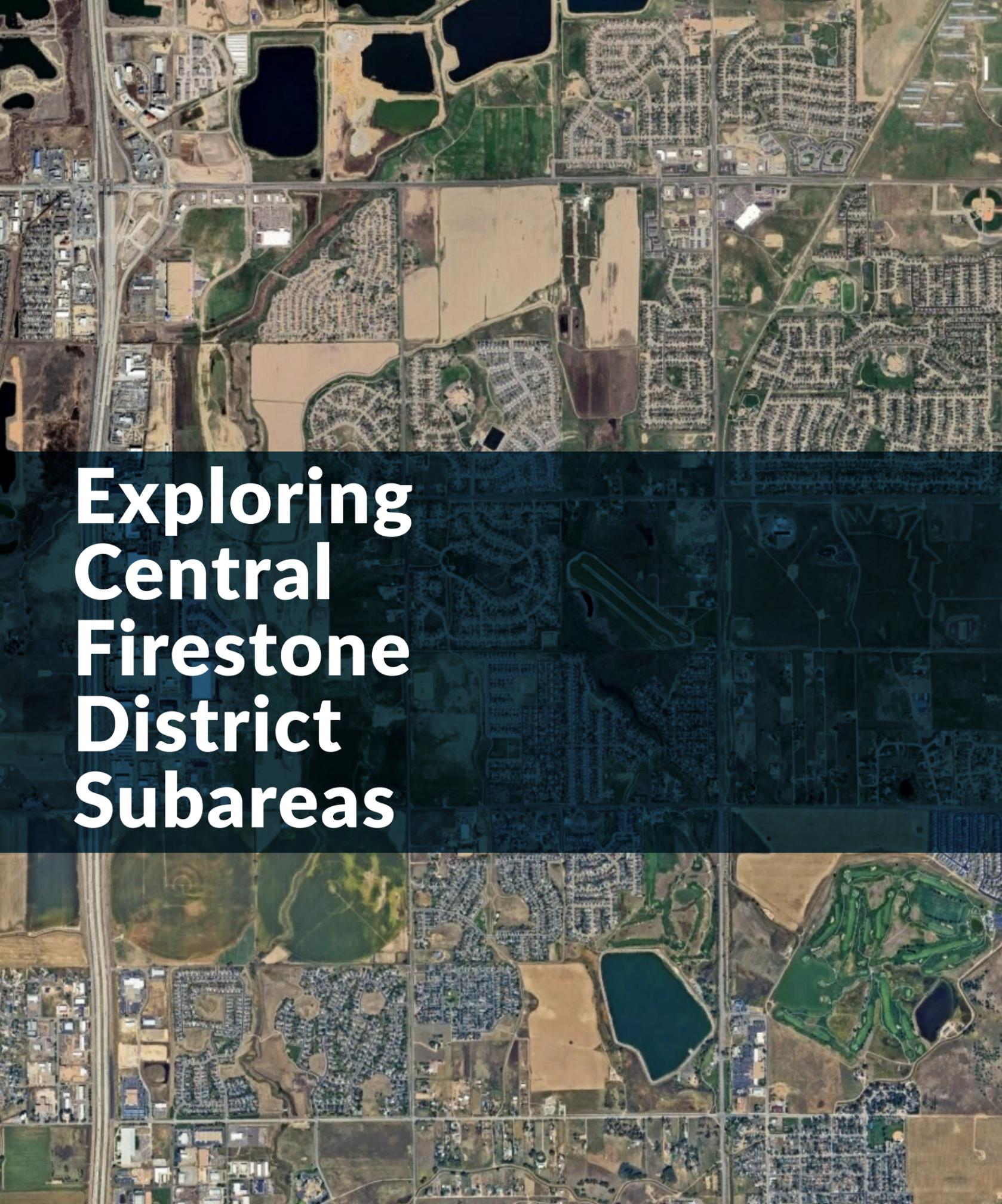
- Reinforce the Firestone identity throughout the Central Firestone District, maintaining a strong sense of place and orientation

Public Spaces as Connective Elements

Shared public spaces such as trails, plazas, and parks – should function as natural bridges that link districts organically. These spaces can be activated through community events, art installations, and programs designed to draw visitors and resident interaction between districts.

Collaborative Growth & Planning

The Central Firestone District will ensure coordinated and cohesive growth across all districts by facilitating synchronized district development to prevent isolated growth. Infrastructure investments, amenities, and design standards should be aligned consistently across district boundaries. Targeted partnerships and coordinated programming can help energize multiple districts simultaneously, reinforcing a unified Central Firestone District community.



Exploring Central Firestone District Subareas

Central Firestone District Subareas

There are three distinct areas or “subareas” of the Central Firestone District included in the Firestone PD, each with two or more unique subdistricts within them.

Central Firestone District Subareas

■ Firestone Blvd. Gateway Subarea

- Subdistrict 1.A: Firestone Boulevard (Birch Street to Colorado Boulevard)
- Subdistrict 1.B: Firestone Regional Sports Complex and adjoining Colorado Boulevard from Firestone Trail to Frontier Street.

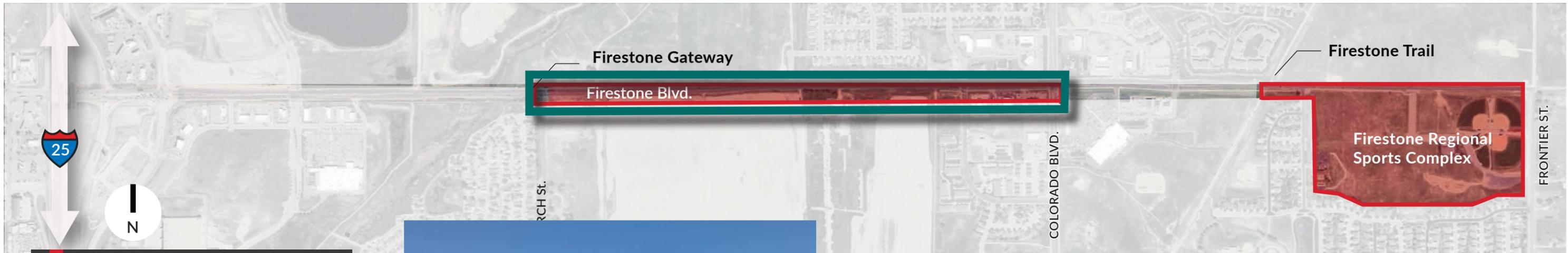
■ Central Park Civic Center Subarea

- Subdistrict 2.A: Firestone Trail (Firestone Boulevard to Sable Avenue)
- Subdistrict 2.B: Colorado Boulevard (Firestone Boulevard to Grant Avenue/Godding Hollow Parkway)
- Subdistrict 2.C: The "Central Park" Parcel

■ Historic Firestone Town Center Subarea

- Subdistrict 3.A: 151 Grant Avenue (Carbon Valley Community & Active Adults Center)
- Subdistrict 3.B: Grant Avenue (Colorado Boulevard to Frontier Street)
- Subdistrict 3.C: Overlook at Firestone Property





**Subdistrict 1A
Firestone Boulevard**
(Birch Street to Frontier Street)



Context

Firestone Boulevard is the primary east-west corridor connecting the Town of Firestone to the I-25 highway. As one of the most visible and heavily traveled routes in the community, it serves as the “front door” to Firestone and plays a central role in shaping first impressions for visitors and residents. Its right-of-way is fully incorporated into the boundaries of the Central Firestone District and is one of the Town’s most important sources of municipal tax revenue. The corridor is anchored by large-format commercial uses and expansive parcels, particularly near the I-25 interchange. These properties benefit from excellent highway visibility and are key contributors to the Town’s economy. New commercial development is planned or currently under construction in this area, supported by recent roadway improvements and a

landscaped median near the interchange. Residential subdivisions are located nearby, including one near Birch Street and another at the northwest corner of Colorado Boulevard and Firestone Boulevard. Additional commercial properties at the intersection of Colorado and Firestone serve as local landmarks and provide community-serving retail and services. Pockets of undeveloped farmland remain along the corridor, representing future infill opportunities. Firestone Boulevard is a wide arterial, with four travel lanes in each direction divided by medians and center turn lanes. Sidewalk infrastructure is partially complete – extending from I-25 to County Road 9¾ and west to Cimarron Street – but is missing in other segments, leaving gaps in pedestrian connectivity.

Observations

Despite its economic significance and visibility, the corridor currently lacks a strong sense of identity. It is auto-oriented by design, with limited multimodal infrastructure and minimal pedestrian amenities. As a result, Firestone Boulevard does not clearly signal to visitors that they’ve arrived in a unique place; it resembles the commercial corridors found in many other communities. Existing monumentation and landscape

treatments meant to welcome visitors to Firestone are underwhelming, set far from the roadway and difficult to see. Streetscape elements are sparse, and there is limited visual continuity or placemaking to tie the corridor into the larger vision of the Central Firestone District .

Opportunities

Define the corridor with brand-aligned design. Streetscape, monumentation, and wayfinding elements can be introduced to reflect the emerging identity of the Central Firestone District and visually signal arrival in Firestone.

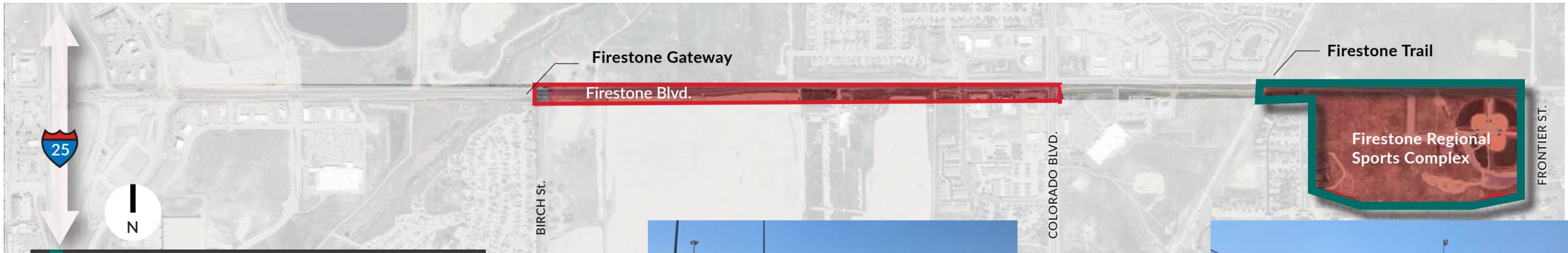
Strengthen connections to Central Park. Improved urban design and visual cues can create a more intuitive link between Firestone Boulevard and Central Park, guiding visitors toward the district’s civic and recreational heart.

Expand the Central Firestone District boundary over time. Adjacent commercial parcels – both existing and planned – offer opportunities for inclusion into the Central Firestone District, potentially expanding the district’s revenue base and enabling additional district-led projects.

Complete multimodal infrastructure. Gaps in the sidewalk network and trail connections can be addressed to improve walkability, safety, and access between the corridor and key destinations within the Central Firestone District.

Establish a compelling gateway presence. A signature Firestone welcome monument could capture traveler attention and encourage visitors to explore the community.

Unlock new development potential. Remaining undeveloped parcels along the corridor provide opportunities for new, differentiated land uses that introduce character, support the district’s economic goals, and contribute to a stronger sense of place.



Subdistrict 1B Firestone Regional Sports Complex

Context

The Firestone Baseball Complex is a recognizable community asset and a well-used recreational destination within the Central Firestone District. It serves as a local calling card due to its popularity, visibility, and central role in youth sports. The site features three high-quality baseball diamonds, shaded dugouts, a covered picnic shelter, restrooms, a water fountain, and a playground, making it a fully programmed space that serves both formal league use and casual family visits. Concrete

walkways and internal circulation routes support accessibility throughout the site. In addition to its recreational role, the complex is home to the Carbon Valley Rec 14U competitive baseball team, which brings visitors to Firestone from across the region. New residential development is envisioned to the north of the site and along the nearby Firestone Trail, creating opportunities for increased access and integration with the surrounding neighborhoods.

Observations

While the facility is actively used and well-equipped, it faces several site-level issues that limit its full potential. A stormwater detention area at the northwest corner presents a potential drainage concern that may require future improvements. Frontier Street, which fronts the complex to the east, lacks formal streetscape elements including trees, sidewalks, and curbs. The walkway leading to the fields is currently blocked by fencing, and there is no designated pedestrian crossing into the concrete plaza area, making access less intuitive than it could be.

The Firestone fire station is located directly to the west of the facility, and single-family residential neighborhoods border the site to the south. This proximity raises the potential for traffic and parking conflicts during tournament weekends and peak programming periods, particularly in relation to neighborhood driveways and circulation.

Opportunities

Expand facilities and programming. Additional sports fields, support structures, or recreation amenities can be added to increase capacity and better serve community demand.

Leverage the site's regional draw. Building on the complex's existing recognition, complementary uses such as lodging, dining, or active commercial services could be introduced nearby to create a more complete and unique destination experience.

Introduce concessions and supporting amenities. Both temporary and permanent concessionaire spaces could provide services during events, improve the visitor experience, and create revenue opportunities.

Upgrade frontage with complete streetscape improvements. Installing sidewalks, curbs, gutters, and stormwater infrastructure – especially along Firestone Boulevard and Frontier Street – would improve access, safety, and site definition.

Enhance landscaping and user comfort. Additional shade trees, planted buffers, and thoughtful landscaping would improve the health and recreation value of the complex while creating a more inviting environment for spectators and families.

Support year-round activity. Exploring opportunities for off-season uses, such as winter programming, flexible event space, or alternative sports, could extend the site's utility and maximize public investment.

Improve access and connectivity. Installing continuous sidewalks and landscaped tree lawns along Frontier Street and County Road 24 would complete missing pedestrian links and improve walkability from surrounding neighborhoods and trails.

Subdistrict 2A Firestone Trail (Firestone Boulevard to Sable Avenue)

Context



This segment of the Firestone Trail spans approximately one mile, extending from Firestone Boulevard south to Sable Avenue. The trail is a 10-foot-wide multimodal concrete path designed to accommodate a variety of users. It features regularly spaced shade trees that enhance user comfort and is directly connected to sidewalk networks at both Firestone Boulevard and Sable Avenue.

The trail continues beyond the subdistrict in both directions. To the south, it flows into Central Park and eventually Grandview Boulevard. To the north, it transitions into a gravel trail extending toward County Road 26, where it will ultimately connect to future phases of the Barefoot Lakes master-planned community.

This portion of the trail is independent of Colorado Boulevard's right-of-way until it intersects at Sable Avenue. It provides important multimodal access for neighborhoods in northern Dacono and serves as a link to key community destinations including residential areas, Coal Ridge Middle School, Prairie Ridge Elementary School, and Harney Park. The trail passes through a combination of open space, undeveloped fields, and public ROWs.



Observations

While the trail offers a safe and scenic off-street route, its alignment limits direct north-south connectivity along Colorado Boulevard. As a result, it does not effectively link activity centers at the intersection of Firestone Boulevard and Colorado Boulevard with the Central Park area. The trail's current layout presents a challenge

for users seeking direct access between the district's civic core and peripheral residential areas. Although it functions well as a recreational asset, the lack of visibility and proximity to major roadways may reduce its utility as a primary connector for all user types.

Opportunities

Enable Central Firestone District investment in trail infrastructure.

Designation within the Central Firestone District boundary makes this segment eligible for capital improvements and ongoing maintenance funding.

Create a foundation for future district expansion. The trail's linear geography supports future boundary growth if adjacent property owners opt into the Central Firestone District.

Align with the Central Firestone District's urban design standards.

Trail improvements such as signage, landscaping, and amenities should reflect the broader district identity and reinforce a sense of place.

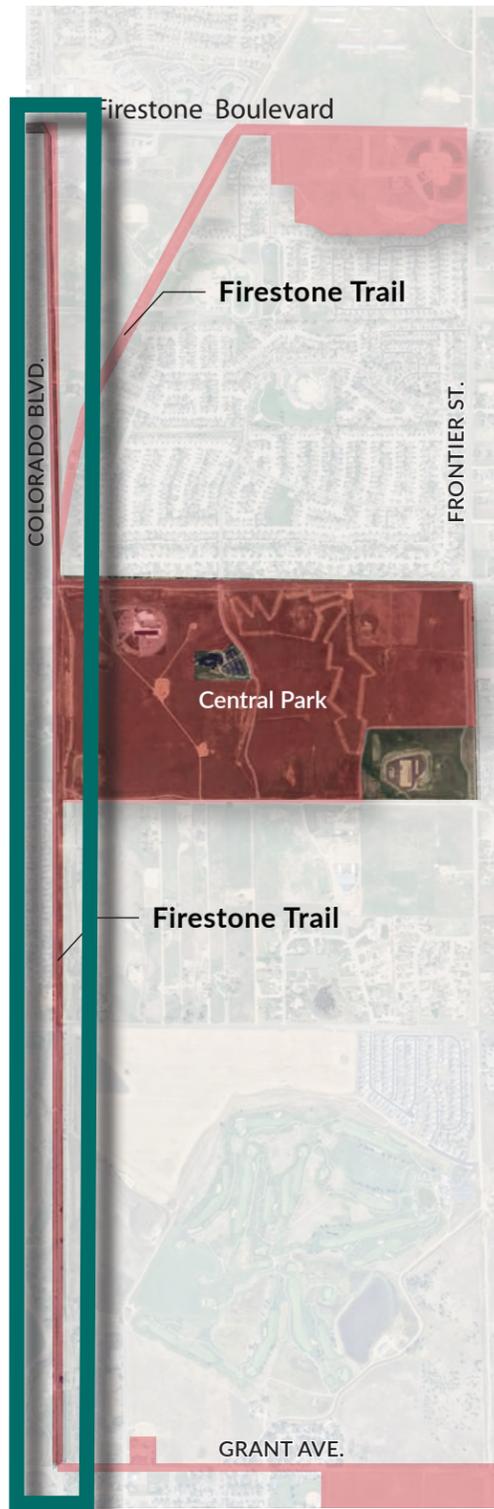
Establish the trail as a multimodal spine. With its regional connections and access to key destinations, this segment can function as Firestone's primary active transportation corridor.

Enhance safety through pedestrian-scale lighting. Installing appropriate lighting would improve safety, usability, and comfort during early morning or evening hours.

Activate the corridor with community art. Art installations or placemaking features can enhance user experience and express community identity along the trail.

Subdistrict 2B Colorado Boulevard

(Firestone Boulevard to Grant Avenue/
Godding Hollow Parkway)



Context

Colorado Boulevard spans approximately three miles of right-of-way, stretching from Firestone Boulevard south to Grant Avenue/Godding Hollow Parkway. It functions as a regional arterial roadway and, together with Firestone Boulevard, forms the primary connection between I-25 and the Central Firestone District, including Central Park.

At the intersection with Firestone Boulevard, the corridor is dominated by large-format, auto-oriented commercial parcels that serve high volumes of vehicular traffic and contribute significantly to Firestone's tax base. These commercial uses are strategically positioned to benefit from regional traffic patterns and visibility.

As the corridor continues south from Firestone Boulevard to Grant Avenue, land use transitions to single-family residential neighborhoods, interspersed with open space and large-lot estate housing. At the Grant Avenue intersection, additional auto-focused commercial development reappears, leveraging connectivity to both I-25 and Highway 85.

Colorado Boulevard is flanked by several major community and recreational destinations. These include Milavec Reservoir, Saddleback

Golf Course, Bella Rosa Golf Course, Firestone Town Hall, Police and Courts, the Carbon Valley Library, Firestone Disc Golf Course, Harney Park, and Coal Ridge Middle School. The Firestone Trail runs nearly the entire length of the corridor along the eastern edge before veering into Central Park at Harney Park.

Planned Unit Development (PUD) design guidelines currently being drafted for the Central Park area could serve as a model for improving other portions of the Colorado Boulevard corridor. To the east lies incorporated land within the Town of Firestone, while the west side includes areas slated for future growth within Firestone's extraterritorial jurisdiction (ETJ).



Observations

Site-Level Conditions

Sidewalk infrastructure along Colorado Boulevard is inconsistent. In commercial segments, sidewalks are often attached directly to the curb, offering little separation from traffic and no tree canopy for shade. In residential areas, sidewalk gaps, absence of curb and gutter, and lack of crossings reduce

safety and accessibility. Stormwater drainage infrastructure is also incomplete in several locations.

The Firestone Trail provides a buffered, multimodal spine on the east side of the corridor, but east-west pedestrian connectivity is lacking. Landscaping is irregular, and few stretches feature cohesive visual or physical buffers between vehicles and pedestrians.

Corridor Segments

Firestone Boulevard at Colorado Boulevard: This segment features a four-lane arterial with divided medians and dedicated turn lanes. Sidewalks are attached directly to the curb, and large-format auto-oriented commercial parcels dominate the frontage. While this section supports significant commercial activity, pedestrian comfort is limited due to the lack of landscaped buffers and tree cover.

Booth Drive to Sable Avenue: The corridor narrows to a two-lane arterial with a center turn lane and transitions into established single-family residential neighborhoods. Infrastructure is notably lacking – there are no curbs, gutters, or sidewalks in this stretch. The Firestone Trail runs parallel on the east side, providing some pedestrian and bicycle access.

Central Park Frontage: Continuing south, this segment remains a two-lane arterial with a center turn lane. The Firestone Trail shifts eastward into Central Park. On the east side, the corridor provides direct access to Firestone's civic and recreational assets,

including the Town Hall, Police and Court facilities, Disc Golf Course, and Carbon Valley Library. The west side is characterized by large-lot residential estates. Streetscape infrastructure is minimal, and the corridor lacks design elements to define it as a civic gateway.

South of Central Park to Milavec Reservoir: As Colorado Boulevard moves south, it becomes a rural two-lane road with limited access points to adjacent parcels. This stretch is adjacent to the Town of Frederick and features a mix of open spaces, golf courses, and agricultural land, contributing to a low-intensity land use pattern.

Grant Avenue Intersection: At this critical intersection, the roadway expands to four lanes with a center turn lane. A commercial center is located at the northeast corner, and the Firestone Trail continues along the eastern edge. The intersection is a major multimodal node, providing connections to the Historic Firestone Neighborhood, Frederick's Milavec Reservoir, and key redevelopment sites like the former Town Hall and Overlook property.

Subdistrict 2B continued

Planning-Level Issues

Colorado Boulevard lacks a consistent visual or functional identity. Coordination between Firestone and Frederick is necessary for cohesive improvements, particularly along shared boundaries. Portions of the corridor fall outside current Central Firestone District boundaries, although they offer strategic value for inclusion. Connections between this corridor, Firestone Boulevard, and Central Park must be enhanced to elevate the user experience and support district goals.

Opportunities

Improve the pedestrian experience. Plant shade trees at regular intervals to create a more uniform and comfortable streetscape throughout the corridor. Fill existing sidewalk gaps and prioritize pedestrian comfort along both sides of Colorado Boulevard, especially in residential segments.

Enhance safety and access. Introduce east-west pedestrian crossings at key intersections to improve accessibility to Firestone Trail and adjacent community destinations. Where possible, install landscaped buffers to physically separate sidewalks and trails from the roadway and to improve user safety.

Strengthen corridor aesthetics and civic identity. Identify high-visibility locations for enhanced landscaping and streetscape improvements. Use these visual upgrades to signal arrival into Central Park and other key destinations, reinforcing the corridor's role as a civic gateway.

Expand Central Firestone District participation and investment potential. Evaluate the inclusion of commercial and residential properties located at major arterial intersections. These areas present opportunities to generate additional tax revenue and participate in future Central Firestone District funded initiatives.

Address stormwater and roadway infrastructure. Implement curb, gutter, and stormwater improvements alongside other capital upgrades to formalize the corridor's appearance and functionality. These improvements are critical to strengthening the corridor's credibility as a primary access route to Central Park.

Plan for future widening. Identify and evaluate sections of Colorado Boulevard where transitioning from two lanes to four lanes may be necessary, based on projected development and traffic analysis.

Brand and activate the corridor. Install dynamic signage, street banners, public art, and event promotion elements to establish a memorable corridor identity. Use these features to promote Central Park and engage both residents and visitors.

Create a signature welcome feature. Design and construct a prominent welcome monument at a strategic location along Colorado Boulevard to encourage visitation and signify arrival into the Central Firestone District and Central Park.

Advance Transportation Master Plan goals. Use Central Firestone District tools and funding to support infrastructure and multimodal improvements outlined in the Town's adopted Transportation Master Plan.



Subdistrict 2C Central Park Parcel



Context

The Central Park parcel is a defining feature of the Firestone Central Firestone District, geographically and symbolically. This +/- 286-acre site is largely undeveloped and fully enclosed within the Central Firestone District boundary, apart from the Carbon Valley Library, which is located within the parcel but not managed by the Town of Firestone. The site is bordered by Colorado Boulevard to the west, Sable Avenue to the north, Frontier Street to the east, and rural residential estates to the south. Areas west of Colorado Boulevard fall within Firestone's extraterritorial jurisdiction (ETJ).

Central Park is home to Firestone's government center, including Town Hall, the Police Department, and Court facilities, all accessed from Sable Avenue. The Carbon Valley Library has separate access further east on Sable. The Firestone Trail runs along the western frontage on Colorado Boulevard, offering multimodal access to the site. Internally, the site features a popular disc golf course. Topographically, the site gently slopes from east to west, with its low point located in the southwest corner. Overall, it sits slightly above the elevation of Colorado Boulevard.

Observations

Central Park has been envisioned as Firestone's civic and cultural heart and is already home to critical municipal services. The early construction of Town facilities has begun to fulfill this long-term vision. The site's development will be shaped by an in-process Planned Unit Development (PUD) District Plan, which will guide the organization of land uses, circulation, and design standards moving forward.

The property is fully incorporated within the boundaries of the Central Firestone District (excluding the Carbon Valley Library and energy facilities), and its complete public ownership provides a unique opportunity for coordinated phasing and stewardship. As the Central Firestone District evolves, the Town may choose to incorporate

additional parcels into the plan to support growth, partnerships, or new uses.

Several contextual relationships frame the development of Central Park. To the north lies the master-planned community of St. Vrain Ranch; to the east and south are rural estate neighborhoods; and to the west, Colorado Boulevard marks the boundary between the civic core and future growth areas. Internally, Central Park is envisioned to include several distinct subdistricts: a Gateway, a Mixed-Use Urban Core, a Civic District, a Sports Complex, Active Outdoor Recreation, and Naturalized Open Space. Each of these districts will need to function cohesively, reinforcing the site's role as a vibrant, connected destination.



Subdistrict 2C continued

Opportunities

Establish a region-defining civic and cultural destination. As the only large-scale civic and mixed-use development of its kind in the surrounding area, Central Park is uniquely positioned to serve not just Firestone, but neighboring communities as well. While removed from I-25, the site has the potential to draw visitors by working in tandem with the Central Firestone District corridors and strategically placing unique land uses and amenities along its edges.

Connect to Firestone's identity through culture and history. Unlike older towns with long-established downtowns, Central Firestone District is new, and with that comes an opportunity to intentionally build a sense of place. Central Park should weave Firestone's story into its design, using public art, historical reference points, and community-centered programming to build character.

Leverage sports and recreation as economic drivers. Central Park can coordinate with the Firestone Baseball Complex, Firestone Trail, and surrounding corridors to elevate sports and recreation as an economic and placemaking tool. Co-located facilities, events, and branding strategies can support this identity.

Capitalize on organizational alignment and ownership. With Firestone owning nearly the entire site, there is an unprecedented opportunity to shape development without the typical constraints of multi-owner negotiations. This allows the Town and Central Firestone District to:

- Set the foundational vision early
- Guide expectations for development partners
- Administer business and financial assistance programs
- Maintain, operate, and program public spaces
- Coordinate with other jurisdictions and stakeholders on shared goals

Implement a strong residential framework. Residential development will be essential to creating an active, walkable, and self-sustaining district. Residents bring daily activity, stewardship, and energy to the public realm. Future housing types should expand Firestone's residential offerings and may include:

- Duplexes and triplexes
- Townhomes and row homes
- Cottage clusters
- Traditional Neighborhood Developments(TNDs)

Create a dynamic land use mix. A resilient and flexible district will include uses that are active throughout the day and evening. Strategies include:

- Locating active ground-floor uses (commercial, civic, educational, or employment) at key gateways
- Identifying and filling market gaps based on community and economic data
- Co-locating mixed-use buildings with housing to create vibrant streetscapes
- Complementing civic uses with nearby retail, services, and gathering spaces
- Allowing auto-oriented uses in early phases to capture revenue and transition to more urban forms over time
- Reserving key Gateway parcels to align with visibility and traffic potential

Opportunities

Prioritize public spaces as connecting tissue. Central Park should offer a network of public spaces – ranging from a signature neighborhood park to smaller, intimate plazas – that connect different subdistricts and serve as shared destinations. High-quality finishes and layered programming will matter more than size.

Include catalytic entertainment and lodging uses. Strategic entertainment destinations and hospitality offerings can anchor activity, extend visits, and support sports-related tourism.

Elevate urban design and pedestrian environments. Central Park's streets should reflect the brand and character of the Central Firestone District. Within the mixed-use core, urban design elements should include:

- Wide sidewalks with room for outdoor dining, large amenity zones, and landscaping
- Street trees planted in sustainable tree lawns
- Planters for seasonal color
- Pedestrian-scale lighting, signage, and wayfinding

- Street parking and shared mobility curb space
- Paved materials and public art for visual interest
- Furnishings such as benches, trash receptacles, and bike racks

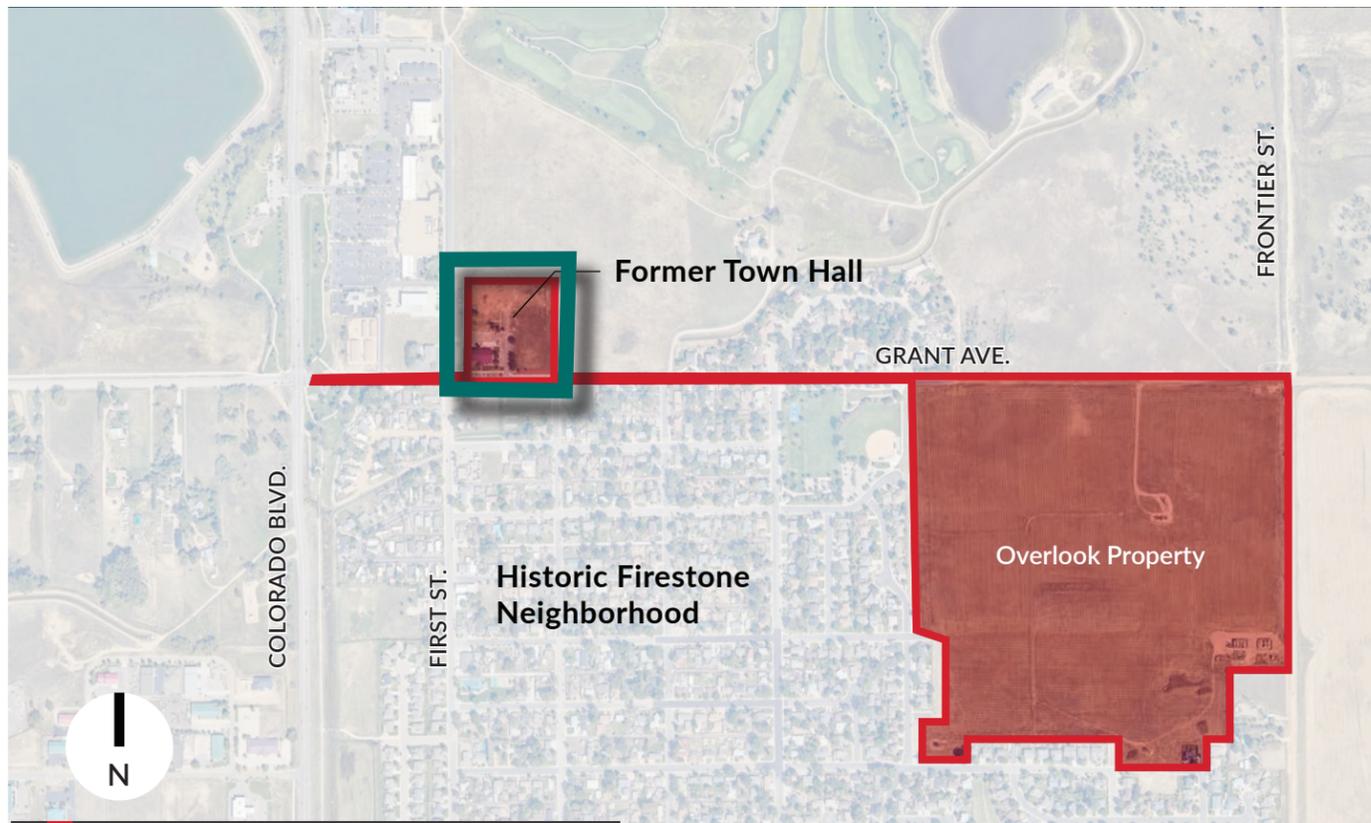
Outside the mixed-use core, design should continue with:

- Regularly spaced tree lawns and multi-modal sidewalks (6'-10')
- On-street bike facilities
- Parallel parking
- Clear visual transitions between subdistricts

Enable seamless mobility. Mobility must be addressed through infrastructure and design:

- Off-street trails and on-street bike facilities that connect across subdistricts
- Wide sidewalks and clearly marked pedestrian ways from parking to destinations
- Integrated bike parking throughout the site
- Shared-use curb space that accommodates drop-off zones, deliveries, and future transit or mobility services





Subdistrict 3A 151 Grant Avenue

(Carbon Valley Community & Active Adults Center)

Context

The 151 Grant Avenue site is home to the Carbon Valley Active Adults and Community Center, which provides a wide range of social, fitness, educational, recreational, wellness, and cultural programming for adults aged 55 and over. The site is located adjacent to Firestone's Historic Neighborhood and was formally identified as a key asset in the Historic Firestone Neighborhood Plan.

The property totals 6.62 acres and includes a 7,778 square-foot building constructed in 1999. The facility currently operates from 8:00 a.m. to 4:00 p.m. and includes an existing parking lot. The location's proximity to historic assets and the broader community position it as a site with catalytic potential within the Central Firestone District.

Observations

The building on-site is limited in scale and functionality, with approximately 7,000 square feet of enclosed area. The current zoning designation of RA (Residential Agricultural) restricts redevelopment options, particularly for uses beyond civic or low-intensity residential. Any future redevelopment or expansion effort would require a zoning update or targeted amendment.



Opportunities

Catalyze the 1st Street corridor with targeted reinvestment. The site's size and location offer significant potential to stimulate activity and reinvestment along the 1st Street corridor. New development or expanded programming could enhance the neighborhood and reinforce connections to other civic and cultural destinations.

Support recreation and community health. The site could accommodate new or upgraded sports, wellness, or recreational amenities that align with the broader vision for the Central Firestone District, increasing year-round activation and use.

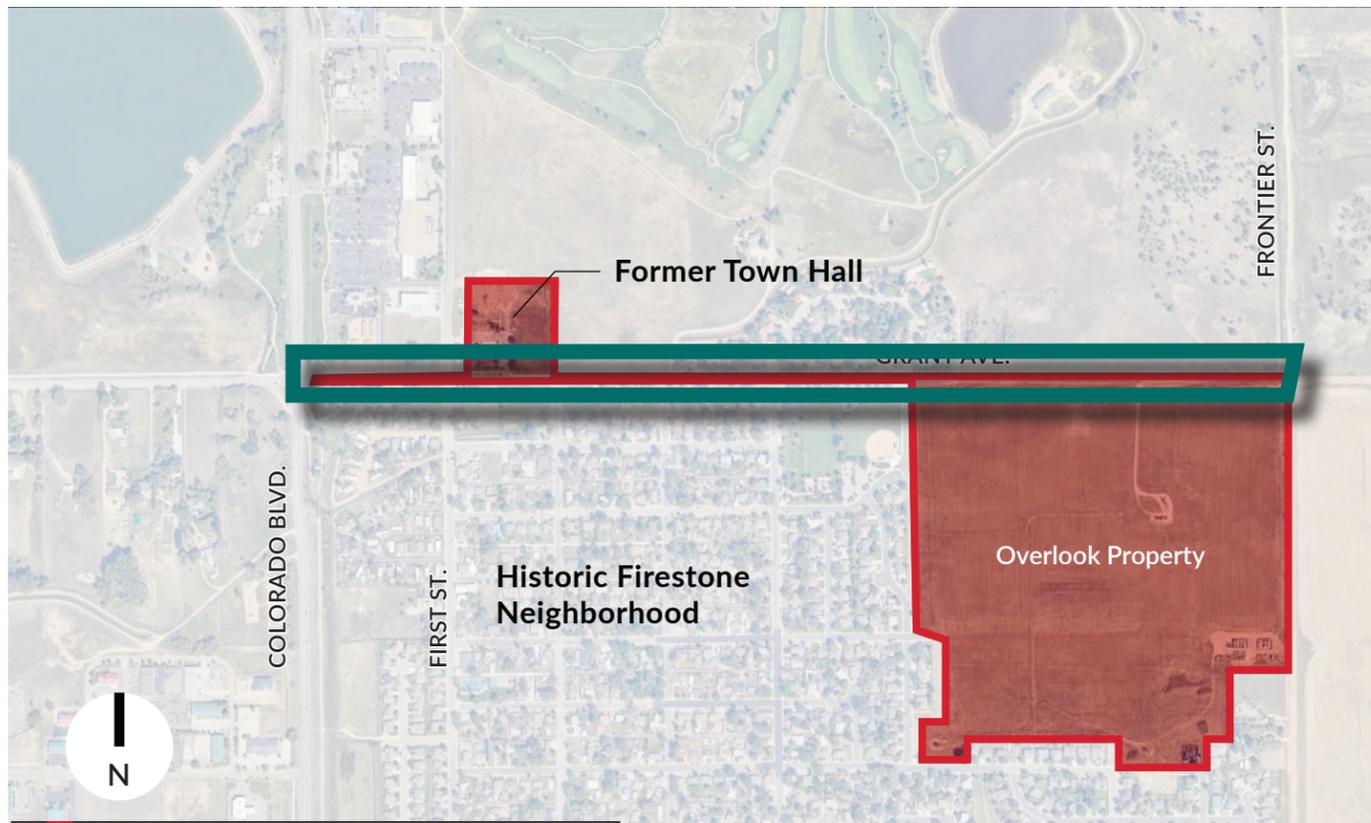
Leverage adaptive reuse. The existing building may be renovated or reimagined to accommodate new uses while

preserving structure and reducing construction costs.

Introduce residential uses. The parcel is large enough to accommodate new housing that complements surrounding neighborhoods and supports the goals of the Historic Neighborhood Plan.

Maintain and expand civic-focused programming. The site may continue to serve as a civic anchor – supporting expanded community programming, intergenerational facilities, or new service partnerships within the district.





**Subdistrict 3B
Grant Avenue**
(Colorado Boulevard to Frontier Street)

Context

Grant Avenue extends approximately one mile from Colorado Boulevard to Frontier Street and forms a defining spine of Subdistrict 3B within the Central Firestone District. This corridor edges Firestone’s historic neighborhoods to the south, with pockets of vacant and agricultural land in the same direction. North of the corridor lies Saddleback Golf Course and a small, single-unit residential neighborhood

clustered around Sherilynn Circle. The street features on-street parking up to Sherilynn Circle. East of that point, a landscaped park sits along the south side of the corridor, with mature trees lining a green buffer between the curb and sidewalk. This segment also includes pedestrian-scale lighting and irrigation infrastructure, signs of early streetscape investment that provide a strong precedent for further enhancement.



Observations

Sidewalk and right-of-way conditions vary significantly along the corridor. Between Colorado Boulevard and Sherilynn Circle, sidewalks are attached and inconsistent in width, with little space available to expand the right-of-way without affecting the frontages of existing homes. East of Sherilynn Circle, the north side of Grant Avenue lacks any sidewalk infrastructure, while the south side includes

a detached sidewalk that reconnects with the roadway at the second Sherilynn intersection. Beyond this point, Grant Avenue transitions into an unpaved dirt road as it continues toward Frontier Street. This shift in surface condition presents both physical and perceptual barriers for multimodal access and long-term district continuity.

Opportunities

Catalyze the 1st Street corridor with targeted reinvestment. Upgrade and unify corridor infrastructure. Invest in streetscape improvements that extend the quality found near Sherilynn Circle throughout the entire corridor. This could include expanded sidewalks, lighting, street trees, and stormwater solutions where space allows.

Improve multimodal access. Address sidewalk gaps—especially on the north side—and convert the dirt road segment into a complete street that supports pedestrians, cyclists, and vehicles. Improvements should prioritize safety, accessibility, and continuity.

Preserve and reinforce residential transitions. Any physical upgrades should be designed with sensitivity to the historic single-family context. Landscaping, traffic calming, and clear visual boundaries can help buffer residential properties from increased activity and reinforce neighborhood character.

Strengthen connections between districts. With its proximity to the Historic Firestone Neighborhood, Saddleback Golf Course, and Frontier Street, Grant Avenue is well-positioned to serve as a connective corridor within the Central Firestone District. Enhancing wayfinding, walkability, and design consistency can help bridge these areas and support future redevelopment.





Subdistrict 3C Overlook at Firestone Property

Context

The Overlook at Firestone property is a 13-acre site located at the southwest corner of Grant Avenue and Frontier Street. The property is surrounded by single-unit residential neighborhoods to the south and west and is bordered by Hart Park to the east. It is included within the Historic Firestone Neighborhood Plan and lies within the southern plan area of the Firestone Urban Renewal Authority (URA). This site holds strategic potential within the Central Firestone District due to its adjacency to civic and recreational uses and its position at the district's southern edge. Its location offers a key opportunity to serve as a southern anchor for both residential and recreational development.

Observations

Currently, the property is constrained by a lack of supporting infrastructure. Streets adjacent to the site are unpaved and lack sidewalks, curbs, gutters, and stormwater infrastructure. Multiple local streets – including Jackson Avenue, Buchanan Avenue, Granville Circle, and Berwick Avenue – terminate at the site boundary, presenting an interrupted street grid. North-south connectors such as Faimdale Street and

Forest Street also remain disconnected. Any development at this location will likely require upfront utility and infrastructure improvements. Improvements to Grant Avenue and Frontier Street would be essential to support future use, including curb and gutter installation, 6-foot sidewalks, tree lawns, and underground utilities. Central Firestone District funding and partnership could be instrumental in supporting these investments.

Opportunities

Reconnect the local street grid. The site offers a unique chance to reestablish east-west and north-south connectivity by extending adjacent streets into and through the property. Grid restoration would enhance access, increase walkability, and improve emergency service routes.

Invest in infrastructure upgrades. Improvements to surrounding roads – including paving, curb and gutter, sidewalks, and utility systems – are foundational to unlocking the development potential of this site. These upgrades should be prioritized in partnership with the Central Firestone District.

Support new development aligned with district goals. The site is well-suited for new residential development and/or recreational uses that align with the goals of the Historic Neighborhood Plan and the Central Firestone District vision. New development should reinforce neighborhood character while activating the district's southern edge.

Activate a key southern gateway. Given its location and adjacency to Hart Park, this site can serve as a transition zone that blends civic, recreational, and residential elements, helping to tie the Historic Neighborhood and broader Central Firestone District together.





Categories for Investment

The Firestone Central Firestone District has identified four strategic categories that will guide how funding and support are allocated. These categories reflect the Central Firestone Districts goals of economic vitality, placemaking, connectivity, and community identity. All projects – whether public realm improvements or private development proposals – must align with one or more of these categories to be eligible for Central Firestone District consideration. The examples provided under each category are illustrative and do not limit the scope of future investments.

1. New Development

1. This category supports catalytic development projects that strengthen Firestone's economic base, urban character, and community vitality.

- Proactively seek partnerships with private developers to deliver coordinated, high-quality projects.
- Structure public-private partnerships to deliver mixed-use, employment, hospitality, or residential projects that align with district goals.
- Encourage a balanced mix of land uses that bring new jobs, housing options, and visitors to the area.
- Foster development that creates new neighborhoods and activates the Civic Center and Urban Core.

Example Projects

- Construction of a hotel within Civic Center Park to serve regional visitors and special events.
- Development of multifamily housing in the Urban Core to support walkability and create a diverse, mixed-income community hub.

2. Connectivity, Mobility & Infrastructure

2. This category focuses on foundational improvements that ensure people can easily access and move through the district by car, foot, bike, or transit.

- Advance pedestrian and streetscape improvements along the Colorado Boulevard Corridor.
- Implement gateway features and urban design enhancements at key entry points—including Firestone Boulevard and its I-25 interchange—to better guide visitors toward Central Park and the heart of the Central Firestone District.

Example Projects

- Construction of multimodal improvements (sidewalks, bike lanes, and lighting) along major corridors.
- Integration of Central Firestone District - branded gateway signage, wayfinding, and district identifiers at prominent intersections.



1. Public Spaces, Parks & Recreation

This category prioritizes the creation and enhancement of active and passive public spaces that define Firestone’s sense of place.

- Expand and connect a system of trails, parks, plazas, and open spaces that link all Central Firestone District subdistricts.
- Support the development of destination-quality public spaces in Central Park and throughout the district.

Example Projects

- Design and construct a new signature civic plaza or central gathering space in Central Park that becomes a visual and social anchor for the district.
- Expand trail systems that improve walkability between subdistricts, including linkages to the Firestone Trail, civic nodes, and parks.



2. Arts, Culture & Activation

This category supports programs and initiatives that bring people together, reinforce Firestone’s brand, and express the community’s identity.

- Collaborate with the Town of Firestone’s Marketing and Communications Department to strengthen messaging, visibility, and appeal of the Central Firestone District.
- Establish and promote a recognizable Central Firestone District brand that resonates across platforms and physical spaces.
- Host and support events, festivals, markets, and seasonal programming that activate streets, parks, and plazas.

Example Projects

- Installation of public art, murals, banners, or branded elements that signal entry into distinct districts.
- Launch of a community event series that celebrates Firestone’s civic identity and encourages regular use of public space.





Making the Plan a Reality

The implementation of the Central Firestone District will occur in phases, guided by strategic organizational actions and evolving resource availability. This framework outlines the operational foundation, leadership structure, project prioritization, and financial scenarios that will shape how the Central Firestone District begins, grows, and delivers on its long-term vision. No single action stands alone; success requires coordinated planning, partnerships, and flexible financial strategies that align with Firestone's civic and economic goals.

Organizational Actions

The following organizational actions are essential to establishing and activating the Central Firestone District:

- Define Central Firestone District boundaries and identify subareas within the Central Firestone District.
- Complete and adopt the official Plan of Development.
- Appoint the initial Central Firestone District Board of Directors.
- Conduct a fiscal impact analysis to understand potential revenues from property and sales tax increment.
- Identify and refine potential member benefits, funding tools, and support programs for property owners and development partners.
- Establish a framework for evaluating, prioritizing, and phasing short-, medium-, and long-term projects.
- Coordinate with the Town of Firestone, regional jurisdictions, and infrastructure partners to plan, fund, and implement catalytic improvements.
- Engage development partners proactively and continuously to identify alignment opportunities and advance shared goals.
- Conduct outreach to property owners along Central Firestone District corridors to gauge interest in voluntary inclusion.

Phased Project Planning

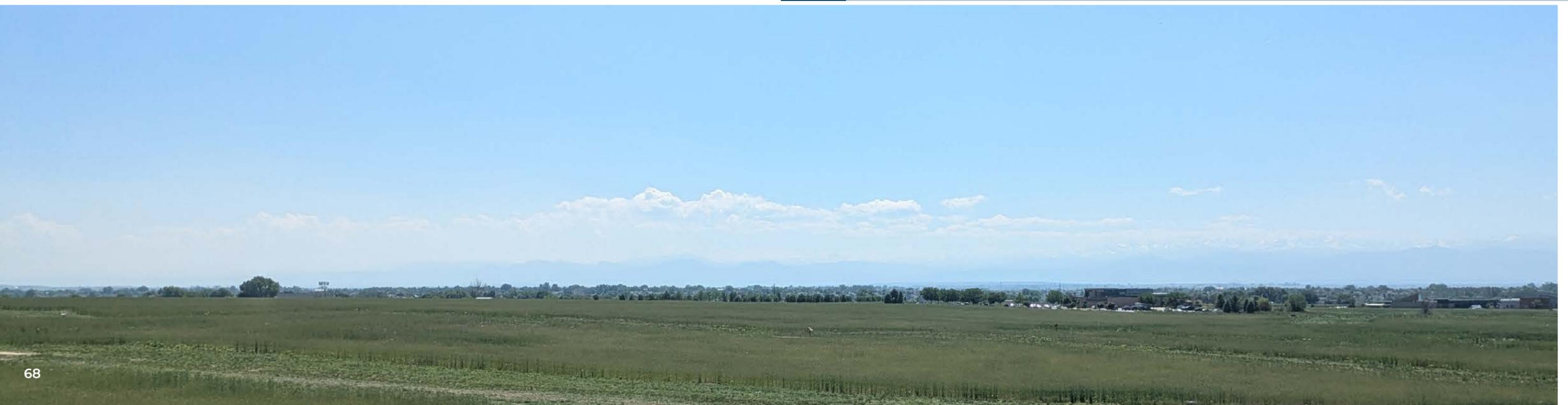
Central Firestone District implementation will evolve over time through an adaptive phasing model. While specific project timing will be refined as funding and partnerships solidify, the Central Firestone District's development horizon is currently envisioned as follows:

Short-to-Medium Term (5–9 years):

- Focus on foundational infrastructure and branding.
- Launch early activation and events.
- Initiate vertical development within select subdistricts.

Long-Term (10+ years):

- Execute large-scale development at Central Park and other subdistrict anchors.
- Advance corridor-wide connectivity and multimodal improvements.
- Scale up events, placemaking, and brand visibility.



Scenario 1: Core Operation Focus

This category supports catalytic development projects that strengthen Firestone’s economic base, urban character, and community vitality.

Goal: Establish a strong operational foundation with a lean but focused organization dedicated to delivering core improvements.

Revenue Estimate: Moderate – driven by modest tax increment from retail and property growth

Budget Use: Targeted toward staff salaries, district branding, and priority pedestrian infrastructure.

Key Actions:

- Hire an Economic Development Director and core administrative staff.
- Develop administrative systems and branding platform.
- Launch early-phase infrastructure work on Firestone Boulevard and the Central Park Trail.
- Host 2–3 community-facing events each year to build district awareness and participation.

Scenario 2: Balanced Growth with Public-Private Partnerships

This category supports catalytic development projects that strengthen Firestone’s economic base, urban character, and community vitality.

Goal: Deliver visible improvements across subdistricts while leveraging private investment to amplify district development.

Revenue Estimate: Medium – based on stronger retail performance and increasing property values

Budget Use: Distributed across infrastructure upgrades, partner incentives, branding, and district programming.

Key Actions:

- Begin infrastructure development for Central Park’s Mixed-Use Urban Core.
- Partner on hotel or sports facility developments.
- Fund improvements in the Historic Town Center and corridor enhancements.
- Launch coordinated streetscape and gateway signage initiatives.

Scenario 3: Aggressive Investment / Destination Vision

This category supports catalytic development projects that strengthen Firestone’s economic base, urban character, and community vitality.

Goal: Position Firestone’s Central Firestone District as a premier regional destination through bold, catalytic investment.

Revenue Estimate: High – assumes accelerated growth through dense development, tourism, and sustained tax increment returns

Budget Use: Maximized toward vertical development, civic facilities, large-scale activation, and infrastructure buildout.

Key Actions:

- Fully build out the Central Park mixed-use district with residential, commercial, and entertainment offerings.
- Complete major gateway improvements and brand installations along the Firestone Trail and key corridors.
- Support construction of a regional sports complex and adjacent hotel.
- Host large-scale events and festivals to drive regional traffic.
- Undertake major corridor enhancements along Colorado Boulevard.

Note: This section will be updated once the financial study is completed.

This action plan is not static. It will be refined regularly through feedback, market analysis, and project evaluation. The Central Firestone District will remain responsive to community needs and economic conditions, using this framework to implement an ambitious and achievable transformation of Firestone’s Central Firestone District. Firestone Plan of Development should be revisited and updated every three to five years.