



HISTORIC FIRESTONE NEIGHBORHOOD PLAN

Final Plan
March 2022



FIRESTONE
COLORADO



HISTORIC FIRESTONE NEIGHBORHOOD PLAN

FINAL PLAN | MARCH 2022



Prepared by:

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GEORGE HEATH

HISTORIC FIRESTONE NEIGHBORHOOD PLAN MEMORIAL



GEORGE HEATH

This plan is dedicated to the memory of George E. Heath. George served two full terms on the Firestone Board of Trustees. In addition to serving as a Trustee, George served on several boards, commissions, and committees. George and Betty Heath moved to the Historic Firestone neighborhood in 1998, and immediately, George Heath had a vision and became an advocate for the neighborhood. His passion for Historic Firestone was exceeded only by his sincerity and kindness towards the entire community and the people he served. After reviewing this plan, Betty, George's wife, shared that as she read through it, "my heart wished George could see it. This is exactly what he dreamed of the last few years of his life."



ACKNOWLEDGMENTS

BOARD OF TRUSTEES

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- James Sutton, Commissioner

STAKEHOLDERS/COMMUNITY MEMBERS

A huge thank you to all community members who contributed to the Historic Firestone Neighborhood Plan, without whom this Plan would not be possible. Key participants include, but are not limited to:

- Geradette Borrego
- Ken Meaney
- Robin Monthei
- Greg Zadel
- Ginger Guderjahn
- Betty Heath

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INTRODUCTION

Historic Firestone is a unique neighborhood in a rapidly growing suburban setting. It benefits from rich history, a strong community, and a small-town feel. This Plan aims to preserve and leverage the strengths of the area as Firestone revitalizes the neighborhood with new investment and amenities. This Chapter introduces the Plan, the robust engagement process, and the existing conditions.

IN THIS CHAPTER:

1.0 Plan Purpose

1.1 Planning Process and Engagement

1.2 Plan Area Overview

1.3 Neighborhood Opportunities and Constraints

1.0 PLAN PURPOSE

The Historic Firestone Neighborhood Plan will be the guiding document for the community and elected officials when making decisions related to policies, projects, and programs for the original Town plat and the surrounding area.

Introduction

This Neighborhood Plan provides an evaluation of the conditions and unique aspects of the original Firestone Town site and present goals and policies to guide investment and program development decisions. It is intended to assist in the creation of appropriate commercial uses, provision of housing diversity, and reduction of vacancy by capitalizing on the strengths and understanding the challenges of the area. Equally important is the intention to enhance the residential area and ensure future development is compatible with the existing neighborhood.

The ultimate goal is to ensure a vibrant, lively, safe, well-kept, clean and inclusive environment for commercial property owners and existing and new residents.

BACKGROUND

The Neighborhood Plan kicked off a community-led process in June of 2021. This Plan is envisioned as part of the Town of Firestone’s larger, upcoming Comprehensive Master Plan process. The intention is to ensure that Firestone’s original neighborhood is not overlooked or underserved as the community grows.

APPROACH

In order to ensure a timely but thorough process, the Plan was broken into four phases with community engagement occurring throughout the year. The focus and intent of the phases was:

- **Phase 1: Organize** – Established a strong baseline for the planning process including an analysis of existing conditions, creating a robust public engagement plan, and resident and business stakeholder interviews.
- **Phase 2: Visualize** – Established a community vision and set measurable goals, as well as key focus areas for the Plan development.
- **Phase 3: Strategize** – Developed a preliminary set of recommendations, guidelines, and visual concepts, to be prioritized and revised based upon stakeholder inputs.
- **Phase 4: Realize** – Created an implementation strategy and developed the Draft and Final Historic Firestone Neighborhood Plan.



Plan Organization

The Plan is organized in five major chapters to clearly present the necessary background information and organize the various types of recommendations. It includes the following chapters and subsections:

- 1. Introduction** - Provides necessary background information and neighborhood analysis.
 - 1.0 Plan Purpose
 - 1.1 Planning Process and Engagement
 - 1.2 Plan Area Overview
 - 1.3 Neighborhood Opportunities and Constraints

- 2. Plan Framework Recommendations** - Outlines the established vision and major Plan recommendations.
 - 2.0 Community Vision
 - 2.1 Land Use and Built Form
 - 2.2 Mobility and Streetscapes
 - 2.3 Infrastructure and Utilities
 - 2.4 Character and Charm

- 3. Catalytic Projects** - Presents recommendations and graphics for suggested improvement projects and development in the neighborhood.
 - 3.0 Gateways
 - 3.1 Plaza Concept
 - 3.2 Saddleback Estates
 - 3.3 Overlook Property

- 4. Design Guidelines** - Provides design and maintenance best practices for improvements.
 - 4.0 Private Realm - Existing Neighborhoods
 - 4.1 Private Realm - New Development
 - 4.2 Public Realm - Streetscapes
 - 4.3 Public Realm - Plaza and Public Spaces

- 5. Implementation** - Outlines next steps and action items for bringing recommendations to fruition.
 - 5.0 Project and Program Prioritization Matrix
 - 5.1 Funding Mechanisms



Parks and Open Space, Hart Park



Historic Buildings, Former Screwball Inn



First Street Businesses and Post Office

11 PLANNING PROCESS AND ENGAGEMENT

Throughout the Historic Firestone planning process the local community was frequently and meaningfully engaged in visioning, strategizing, development, and review. This Plan would not exist without their input.

Engagement Methods

Community engagement was integrated into all the phases of the Plan process to ensure the outcomes continued to align with the desires of the community. A variety of engagement methods were used to allow people to engage in different ways based on their availability and interest. The diverse and ongoing engagement also helped the Project Team reach as many voices and perspectives as possible within the Historic Firestone Neighborhood.

STAKEHOLDER INTERVIEWS

At the outset of the process, the Plan Team met with selected members of the community in an informal stakeholder group discussion to gain their unique insights about the needs of the neighborhood. Participants included residents, business owners, and property owners. Questions asked about existing hurdles, redevelopment potential, and possible interventions.

COMMUNITY MEETINGS

Two community meetings were held at the former Town Hall to facilitate conversation and feedback with the community at key intervals. Community members were also given the opportunity to comment on the Draft Plan, posted digitally online.

The first community meeting focused on understanding the assets, issues, and opportunities through the lens of local residents and business owners. Participants also reviewed the existing conditions findings, provided their preferences for public spaces, streetscape elements, land uses, and building types and shared their vision and favorite things about the community.

The second community meeting presented concepts and recommendations coming out of the first meeting and the catalytic sites charrette. Residents provided feedback on design ideas for gateways, streetscapes, and a potential new plaza.



Community Meeting #1 Wall Graphic



INTERCEPT EVENTS

Multiple intercept events were held throughout the summer to “meet people where they are” and to capture more involvement in the project. Feedback boards and fun activities, including sticker exercises, “I love Firestone” write-in sheets, and cornhole were brought to the community Food and Flick Fridays twice during the month of July. At these events, which include food trucks and a movie in the park, community members were able to learn about the project and process, sign up for regular updates, tell the Team what they love most about Historic Firestone, and answer questions about the types of public spaces, streetscape elements, new land uses, and building types and styles they want to see in Historic Firestone.



July Food and Flick Intercept Event

CATALYTIC SITES CHARRETTE/OPEN HOUSE

In mid-August the Plan Team hosted a design charrette with a variety of selected community members to brainstorm design concepts for potential Historic Firestone projects. Using digital and physical tools such as Sketchup, Streetmix, and printed maps and markers, participants gave real time suggestions and shaped design ideas for a plaza on the Town Hall site, the proposed land use concept, and the major streetscapes. This input was taken into account and the proposed concepts were revised and presented at a community open house, following the charrette. Additional feedback and/or confirmation of the plan concepts were achieved during the community open house.



Community Meeting #1

BOARD OF TRUSTEES MEETINGS AND WORKSESSIONS

At several points during the year, the Plan process to-date was presented to the Firestone Town Board of Trustees. These meetings provided a detailed update on the engagement, concepts, and recommendations of the project and gave the Board members the opportunity to provide their unique insight and feedback to the process. The Town Planning and Zoning Commission was also updated on the project in tandem with the Board. Engaging Board members throughout the Plan’s development allows a smoother adoption and implementation process at the Plan’s completion.



Community Meeting #2

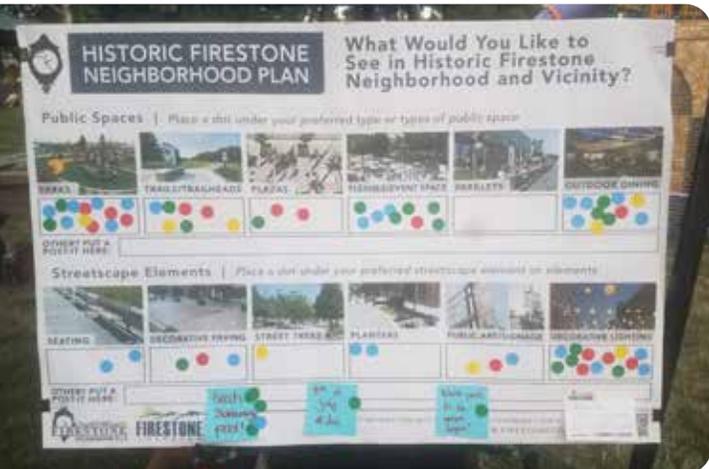


Stakeholder Interviews

Key Takeaways

Several ideas, questions, and concerns were consistently heard from community members throughout the process. These recurring themes were essential to shaping the Historic Firestone Neighborhood Plan goals, strategies, and recommendations. These key takeaways from the public, listed below, formed the foundation of the Plan.

- Establish a neighborhood Main Street with historic character.
- Create better places for community gathering.
- Improve roadways, alleyways, utilities and landscaping - "put a roof on it first."
- Retain the eclectic character of the neighborhood, and tell the story of the neighborhood.
- Develop the large vacant areas including the annexed land and the Town Hall site.
- Provide more restaurants, cafes, and retail stores for the neighborhood to enjoy.
- Create more outdoor public spaces.
- Improve the streetscapes with better and more lighting, planters, trees, decorative paving, and other pedestrian amenities.
- Catalyze reinvestment and redevelopment along First Street.
- Develop the Town Hall area as an attraction and a place to do things.
- Provide community-oriented building uses as part of new development.
- Incorporate historic features in public spaces and gateways.

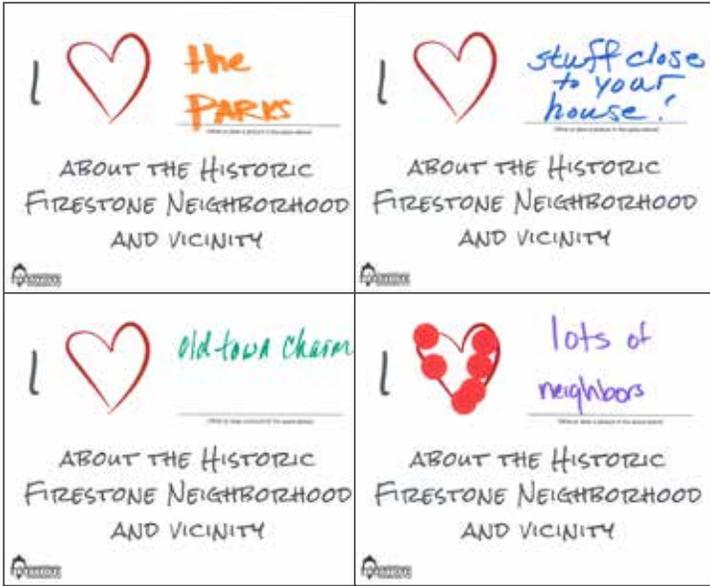


Food and Flicks Intercept Event

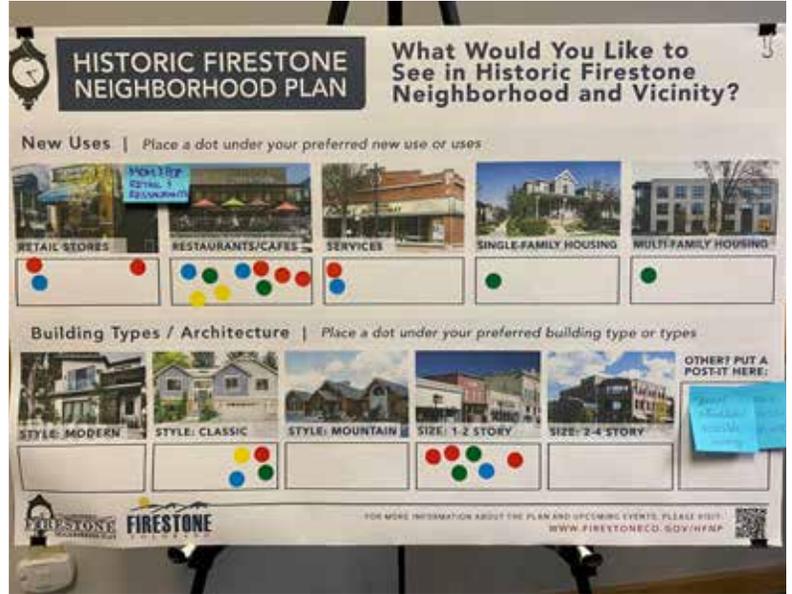


Public Meeting #2





Summer Intercept Event Activity Sheets



Community Meeting #1



Catalytic Projects Charrette



Community Meeting #2



Community Meeting #1



Community Meeting #1



Community Meeting #2

1.2 PLAN AREA OVERVIEW

Historic Firestone is a charming, active neighborhood that is considered the heart of the community. This section describes the existing conditions of the neighborhood, which includes the original Town plat and surrounding areas, and what makes Historic Firestone unique.

Background

Historic Firestone is where the original Firestone settlement was located. The settlement was established to provide support to the local coal miners and their families. The original plat encompassing Historic Firestone ran north to Grant Avenue, east to Fourth Street, south to McClure Avenue and west to First Street. The area is set on a traditional street grid with the intersection of Colorado Boulevard and Grant Avenue being a gateway into Historic Firestone. Since platting, the neighborhood has grown to encompass areas between Colorado Boulevard and Frontier Street and from McClure Avenue to properties north of Grant Avenue. Although the plan is called the Historic Firestone Neighborhood Plan, the Plan Area is the larger neighborhood beyond the original plat area.

The majority of the land uses in the subarea are single-family detached residential. Houses in the neighborhood range from nearly 100 years old to those built within the last couple of decades. A few multi-family developments and undeveloped lots are sprinkled throughout the area. Several commercial businesses exist along First Street, Grant Avenue, and Colorado Boulevard. A number of parks and recreation facilities are also located in the area. The Town's Fourth of July parade and the firework display have traditionally taken place here and continue today.

Historic Firestone is within an urban renewal area, which aims to address blight and renew and revitalize portions of Firestone. The urban renewal area primarily includes the neighborhood's streets and not the parcels. This Plan aims to complement the urban renewal plan by guiding investment and development. It is anticipated that the Town, the Firestone Urban Renewal Authority, and the private sector will work together to invest in the neighborhood over time.

Firestone is growing rapidly (its population has soared from 1,908 in 2000 to nearly 17,730 in 2022) and many new homes and businesses have been built in the northern portion of the Town. The Town Hall, previously located in the Plan Area, was recently relocated to Central Park where a new police station and court facility was built in 2019. As new amenities, services, and investments occur outside of the area, the Town wants to ensure that equal care and appropriate investment occurs in Historic Firestone and that the quality of life is sustained if not enhanced. To do this, a neighborhood plan is needed for the area to provide the framework from which the Town can guide and prioritize improvements and investments.

EXISTING CONDITIONS SUMMARY

This section of the Plan provides an important understanding of the conditions within the Historic Firestone planning area. It provides a snapshot of the neighborhood's current characteristics by summarizing technical information related to land use, development, demographics, and market potential, with qualitative input received from outreach efforts. The analysis of current conditions within the neighborhood catalogues unique factors and benefits. This analysis informed decision-making by allowing all community members to start with the same background and baseline of information. This section lays the foundation for recommendations by identifying issues that need to be addressed or assets that need to be protected and enhanced.





Aerial of Historic Firestone Area

Location

The planning area for the Historic Firestone Neighborhood Plan is an area of approximately 0.66 square miles (425 acres) that is located in the southern portion of the Town of Firestone. The Historic Firestone area includes the original Town plat along with residential subdivisions immediately adjacent to the original Town. In addition, certain commercial, residential and undeveloped properties along the periphery are included in the plan area to ensure that future development in these areas complement the Historic Firestone Neighborhood.



Demographics

For the purposes of this brief, the 2019 American Community Survey 5-Year Census data was used for the 80520 zip code, which has slightly smaller extents than that of the neighborhood plan area.

- Total population: 1,636
- Housing units: 541
- Average household size: 3.17 (compared to overall Firestone: 3.09)
- Median age: 40.2 (compared to overall Firestone: 35.3)
- Median household income: \$70,726 (compared to overall Firestone: \$100,288)
- Homeownership, of the 541 housing units:
 - » 429 were owner occupied
 - » 87 units were renter occupied
- Vacancy: 516 dwelling units were occupied and 25 were vacant

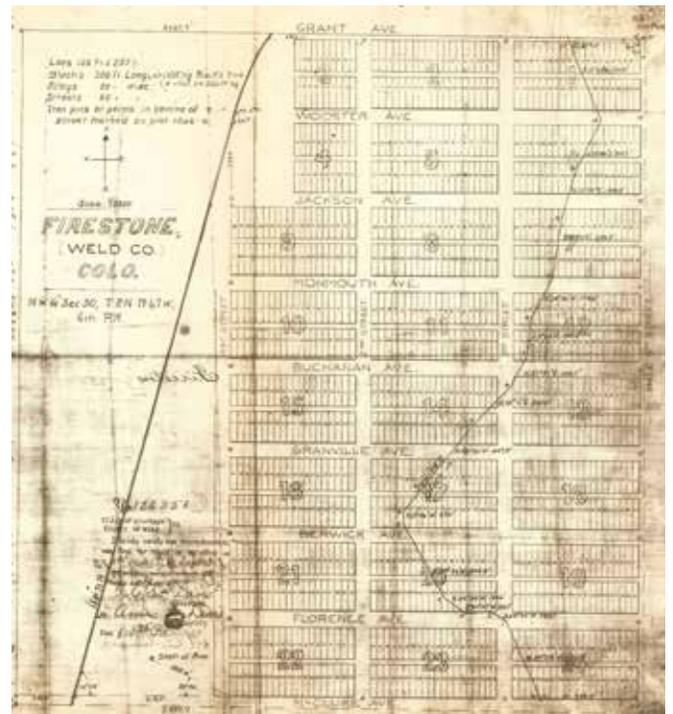


Historic Resources

Although there are a number of residential and commercial structures in excess of 50 years old, there are no structures within the planning area that are officially on a historic register. One structure, known as the Screwball Inn, was built in 1908 and has some historic details that may be worth preserving. Other structures built in the early 1900s are not as significant in architecture, have been modified over the decades and/or are not in a condition to retain.

Points of Interest

A variety of landmarks and amenities can be found in the Historic Firestone Plan Area. Historic and civic landmarks include the former Screwball Inn, the Post Office, Safeway, former Town Hall on Grant Avenue, and the original Town Hall on Buchanan Avenue. Additionally, the area includes many amenities such as Miners Park, Hart Park, Onorato Park, Gateway Park, and the nearby Saddleback Golf Course.



Original Town Plat



Existing Plans Review

FIRESTONE MASTER PLAN

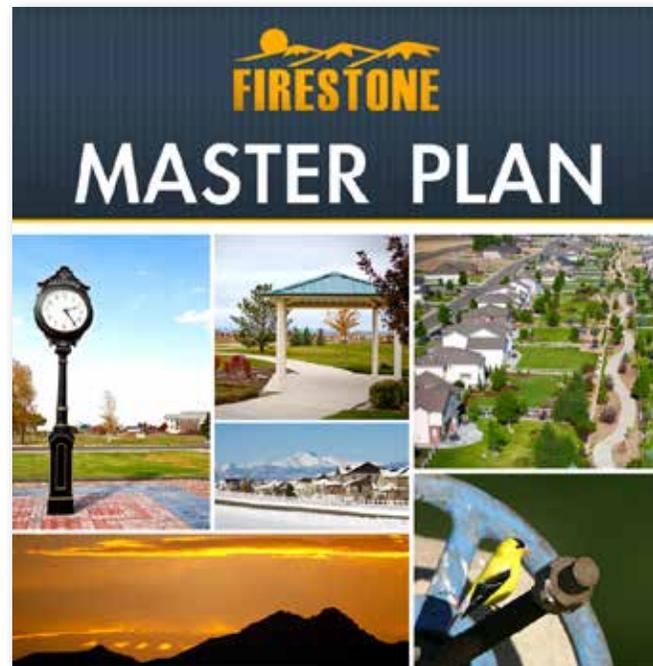
The Firestone Master Plan sets the vision of the community and designates intended future land uses and development. In the Firestone Master Plan, the Historic Firestone Neighborhood is acknowledged as the original Town location. The existing land uses in the Plan Area are generally expected to remain as they are. Development is expected in the areas nearby though the majority is planned as low and medium density residential.

PARKS, OPEN SPACE, AND TRAILS MASTER PLAN

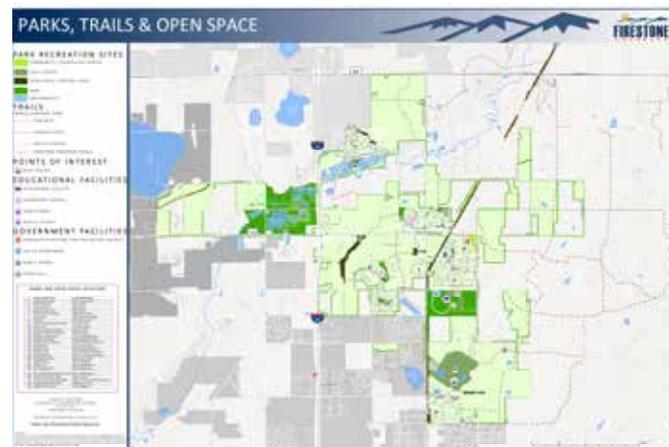
The Parks, Open Space, and Trails Master Plan provides guidance on acquisition, operations and maintenance of the Town’s parks, open space and trail system. The Parks, Open Space, and Trails Master Plan indicates that the neighborhood has adequate parks and access to trails. Additional trail links are planned to provide connectivity between developed and undeveloped lands. Additional pocket parks are expected with development of adjacent undeveloped land. Specific recommendations include adding wayfinding to the Firestone Trail and adding a loop walk to the Firestone Villas open space.

TRANSPORTATION MASTER PLAN

The Transportation Master Plan is being prepared through a separate but concurrent planning process. It is expected that the Transportation Master Plan will consider the outcome of the Neighborhood Plan when defining specific direction for streets in the planning area. One area of discussion will be the street cross section for Grant Avenue. Grant Avenue is considered a collector and is shown in this Plan as a “collector without median” from the Town’s standard cross sections. The street also will eventually be paved east of Frontier Street. Whether or not the four lane street section runs between Colorado Boulevard and Frontier Street will be examined through the planning process. In addition parking management and bicycle facilities will also be studied as well as the potential development of specific street sections for certain local streets such as First Street.



Master Plan Document



Parks, Trails, and Open Space System Map



Transportation Master Plan Logo

1.3 NEIGHBORHOOD OPPORTUNITIES AND CONSTRAINTS

Future improvements and development within the Historic Firestone Neighborhood will be shaped by a number of potential challenges and key opportunities.

KEY TAKEAWAYS

The following key takeaways were compiled from the major sections of the existing conditions document.

Land Use and Development

- Existing land use and zoning designations are mostly in agreement within the Plan Area except for the use (commercial) and zoning (industrial) at the Safeway shopping center.
- The majority of the area is residential with a few nodes of existing commercial, although there is a few commercial uses than is allowed in the zoning.
- Major development opportunities exist among undeveloped and underutilized properties.
- A variety of landmarks and amenities exist in the neighborhood, although none are officially considered historic.

Environment and Recreation

- The Plan Area is well-served with a variety of parks, trails, and open spaces.
- Parks, trails, and open spaces are important amenities to the Historic Neighborhood as well as major contributors to the area's character.
- The Plan Area's potential environmental challenges need to be considered when assessing community needs and navigating future development.

Infrastructure and Connectivity

- The Historic Neighborhood Plan Area has a gridded and relatively complete street network, most with attached sidewalks.
- The Plan Area lacks bicycle and transit facilities, which may become increasingly important modes of travel as the area develops.
- Infrastructure, utilities, and services are well-provided for in this area, although upgrades will be necessary and accommodations needed for future development.

OPPORTUNITIES AND FOCUS AREAS

The following is a list of initial needs, opportunities, and topics of focus identified by the Town and the community in the initial phases of the Neighborhood Plan process. It is not an all-inclusive list but a starting point for discussion with the community.

- Provide guidelines that will ensure commercial properties are compatible with residential uses.
- Support reinvestment in residential properties and improved living conditions while maintaining neighborhood character.
- Reduce commercial vacancy; improve and provide local shopping and services.
- Address parking for commercial properties.
- Invest in First Street to create a signature Historic Firestone main street experience.
- Address utility capacity and needed infrastructure improvements.
- Retain and expand the post office.
- Provide additional civic spaces, amenities, services and activities including those for seniors.
- Guide development on vacant land in Historic Firestone and the immediate vicinity, including the former Town Hall property on Grant Avenue the Overlook Property, and Saddleback Estates, including guidance on land use and mobility.
- Create a distinct, attractive, safe streetscape.
- Exhibit neighborhood pride through a more defined entry gateway.
- Improve connections between the residential areas and commercial properties.
- Address the growing traffic along Grant Avenue and Colorado Boulevard.





Miners Park



Historic Firestone Neighborhood Plan Engagement



Firestone Trail



Onorato Park Play Area



The Fourth at Firestone



Local Homes



2

PLAN FRAMEWORK RECOMMENDATIONS

The Plan Framework sets up the community-driven vision for the Historic Firestone Neighborhood, which in turn informs the major Plan recommendations within the categories of land use, mobility, environment and recreation, infrastructure, and character and charm. The Vision Framework creates the scaffolding that supports the rest of the Plan so that every recommendation is embedded in the community's needs and desires.

SUBSECTIONS

2.0 Community Vision

2.1 Land Use and Built Form

2.2 Mobility and Streetscapes

2.3 Infrastructure and Utilities

2.4 Character and Charm

2.0 COMMUNITY VISION

The Firestone community defined the values, goals, and strategies for the Historic Firestone Neighborhood through the community outreach process. These elements comprise the “vision framework” which provides a foundation for the recommendations found in this Chapter.

Values

WELCOMING | HISTORIC | UNIQUE | SAFE | VITAL | LOCAL

Goals

Revitalize and Reinvest.

Revitalize and re-energize the Historic Firestone area to promote reinvestment.



Clean, Safe and Well-Maintained.

Ensure a safe, well-kept, and accessible environment for residents and property owners.



Preserved Character.

Celebrate the neighborhood’s history and community life while increasing vibrancy with new amenities and destinations.



Local and Regional Draw.

Attract new investment to the area that contributes to a well-connected and desirable place for locals and visitors.

Strategies

- DEVELOPMENT OPPORTUNITIES

- NEIGHBORHOOD STREET ENHANCEMENTS AND TRAIL CONNECTIVITY

- GATEWAYS AND PUBLIC SPACES

- ACTIVITY / CONNECTIVITY FOCUS AREA

- INFRASTRUCTURE AND UTILITY REPAIRS AND IMPROVEMENTS





Historic Firestone Neighborhood



Fourth at Firestone Event



Hart Park



Historic Firestone Sign



Post Office of First Street



First Street Businesses

Strategy Diagram

The following maps show the primary strategies recommended to help the neighborhood meet the community's vision and goals. These strategies encompass the major moves of the Plan, described in more detail in the following Chapters.



Development Opportunities. Vacant or underutilized properties within the Plan area should be developed or redeveloped to provide new housing, commercial, or other neighborhood services. The properties highlighted on the map represent those with the most potential for future growth.



Neighborhood Street Enhancements and Trail Connectivity. Streets, pedestrian routes, and utilities improved, including safety enhancements, traffic calming, and new amenities. The green lines on the map represent trail connectivity, the magenta lines are enhanced neighborhood streets, and light purple lines are utility repairs, which apply to the whole neighborhood.



Gateways and Public Spaces. Key vehicular and pedestrian entries into the Plan area should be marked with unique gateway elements that match the historic neighborhood character. The blue lines and circles represent appropriate locations. A new public space should be considered for the corner of Grant Ave and First St.



Activity/Connectivity Focus Area. The core area of the neighborhood should have the most concentrated improvements. Redevelopment efforts, new public spaces, and amenities should focus around the intersection of Grant Ave and First St, shown in orange on the map. The thick orange line indicates First St is a signature street and travel along it should be safe and comfortable.





STRATEGIC FRAMEWORK



Legend

- Subarea Boundary
- City Limits
- Roads
- Buildings
- Parcels
- Trails

- Gateway Opportunity
- Gateway Streetscape
- Signature Streetscape
- Enhanced Neighborhood Street
- Trail Connectivity
- Alleyway Repairs

- Roadway, Utility and Landscaping Improvements
- Development Opportunity
- Public Space Node
- Activity/Connectivity Focus Area

2.1 LAND USE AND BUILT FORM

These land use recommendations aim to maintain the unique, small-town residential character of Historic Firestone while creating or revitalizing activity in strategic locations that will provide a vibrant environment and additional amenities for both residents and visitors.

Land Use Diagram

The Land Use Diagram below creates a flexible framework for land use shifts as the Historic Neighborhood grows and changes. The Diagram does not represent a change in entitlements or zoning but rather a goal to move towards as development and redevelopment occurs. The majority of the uses on the Diagram match the current residential, retail, and park/open space designations in the neighborhood. New uses are proposed for the large vacant areas, specifically the Saddleback Estates and Overlook properties (see page 52-55 for more detail) and an increase in vibrancy and density is proposed for the uses and properties along First Street, particularly north of Granville Avenue. More detail about the specific land uses can be found on the following pages.





New Residential

The primary intent for the residential areas is to maintain the existing character while still providing new and more diverse housing options to better accommodate all residents.

RECOMMENDATIONS

1. Ensure new residential development respects existing residential form and scale, eclectic character, and size.
2. Use regulatory bonuses/tools or agreements with new residential development to provide a mix of housing types at multiple price points in order to accommodate the needs of all Firestone residents:
 - » **Single Family Residential** should be alley loaded with the same lot sizes as current dwellings in Historic Firestone
 - » **Townhomes** should be alley loaded, connected units, with individual outdoor space and off-street parking.
 - » **Cottage Homes** should be smaller single family homes clustered around shared common/green space with other shared community amenities and parking.
 - » **Multi-Family Dwellings** should be apartments, condominiums, or manor homes buffered from new and existing single-family homes by medium-density townhomes or cottage homes.



Single Family Residential



Townhomes



Cottage Homes



Multi-family



Existing residential neighborhood



Existing residential neighborhood



Existing residential neighborhood



Existing residential neighborhood



Existing Residential Support

The existing residential neighborhood is the heart of the Historic Firestone Plan Area. The preservation and support of the many, varied homes in this core and the residents who live there, is one of the central goals of the Plan. A variety of projects and programs can help facilitate this goal and create a more vibrant and well-maintained neighborhood.

RECOMMENDATIONS

1. Ensure the existing residential character is preserved. This character has been memorialized in the Design Guidelines, see page 60 for more detail.
 - » If redevelopment occurs within the existing neighborhood, it should match the scale and character of the existing homes.
2. Offer an Improvement Location Certificate (ILC) assistance program to residents interested in confirming their property lines for improvements.
3. Work with local partners to establish a program that helps to fund residential facade improvements, curb appeal improvements, and home upkeep for seniors.
4. Reestablish the Historic Firestone Coalition awards program to promote neighborhood pride. Consider awards such as best lawn, best improvement, and most festive holiday decorations.
5. Create a program to provide education and resources for ADU creation and streamline Town approval process.
6. Create a volunteer program to assist in revitalization efforts.





Commercial

A major goal of the Plan is to reinvest and revitalize in Historic Firestone, and particularly in the commercial uses. There is high vacancy and several unmaintained buildings along First Street that can develop or redevelop into a more vibrant small-town main street experience. New retail at Grant and First Street will also help enhance the neighborhood and create a local destination.

RECOMMENDATIONS

1. Encourage restaurants with outdoor seating opportunities to activate the ground floor of streets and public spaces.
2. Consider regulatory tools such as fee reduction or expedited permitting to prioritize local stores and mom and pop shops to occupy designated retail spaces.
3. Provide additional retail uses for a growing community.
 - » Consider a small corner of retail adjacent to new residential development at the Gillespie/Overlook site. Appropriate uses include dining, coffee shops, and “mom and pop” or general stores.
 - » Incorporate commercial uses around the proposed public plaza with spaces for dining and community services.
4. Strengthen connections between existing commercial spaces on First Street and the Safeway Shopping Area.
5. Retain a post office location within Historic Firestone. Capacity issues should be addressed by expanding the current location or relocating to a location with additional space.



Restaurants and Outdoor Seating



Local Retail Stores



Existing Live/Work



Active Plaza Spaces



Existing Firestone Park



More Facilities (Hart Park Extension)



Trails and Wayfinding



Plaza Play and Lounge Spaces



Parks / Open Space and Trails

Parks, open spaces, and trails are key community amenities and part of what makes Firestone unique and desirable. These public green spaces should be improved, expanded, and additional spaces should be created as the neighborhood grows.

RECOMMENDATIONS

1. Provide more parks facilities, open space, and amenities as the neighborhood grows.
 - » Create several new green spaces as part of new development on the Saddleback Estates and Overlook sites.
 - » Create buffer green spaces along Grant Avenue and First Street adjacent to new areas of development, particularly if it is higher density than single family residential.
 - » Ensure new shared green spaces have high quality amenities to serve nearby residents, including seating areas, trash and recycling receptacles, dog waste stations, and shade trees or structures.
2. Extend Hart Park eastward into the vacant land to establish more park space with additional community amenities.
3. Provide trail connections to local destinations by establishing on and off-street facilities that are wide enough to accommodate pedestrian and bicycle traffic and incorporating wayfinding signage.
4. Provide a public plaza on the former Town Hall site that incorporates play and passive recreation space.





Existing First Street Vacancy



Proposed First Street Commercial

First Street

First Street, which suffers from a high vacancy rate and many deteriorating structures, has the potential to be a unique and attractive neighborhood main street with activity and services to residents and attracts new visitors to invest in Historic Firestone.

RECOMMENDATIONS

1. Allow for residential parcels on First Street and Grant Avenue to include live/work uses. Particularly incentivize these uses on First Street between Buchanan and Grant Avenue to mirror the uses on the east side of the street, create a more active street, and establish a greater capacity for commercial uses.
 - » Use regulatory tools such as zoning, overlays, and fee reduction to help the transition to live/work parcels.
2. Encourage economic development along First Street public realm improvements, facade improvements, redevelopment assistance, small business strategies, and programming.
3. Work with local partners to initiate a program that helps to fund facade improvements, asbestos abatement, and roof and structural assistance for the buildings along First Street.
4. For those buildings that are derelict or prohibitively expensive to restore, initiate a program to help mitigate the cost of demolition for buildings along First Street. Those buildings that require demolition but have character-defining features should take steps to preserve some of their character (see page 60 of the Design Guidelines for more detail).
5. Provide rental assistance or low interest loan programs for small, local businesses.



New Live/Work



Neighborhood Main Street

2.2 MOBILITY AND STREETSCAPES

The streets of Historic Firestone are an essential part of the neighborhood fabric; they should meet a high standard of safety, accessibility, and connectivity. These recommendations aim to improve the streetscapes for residents and visitors and create a comfortable experience for pedestrians, cyclists, and vehicles.

Multi-modal Recommendations

There are several different types of streets within the Historic Firestone Neighborhood that have a variety of needs and users to accommodate, however all the streets should provide multi-modal access. Safe and accessible pedestrian facilities are the highest priority throughout the neighborhood, which already adequately serves cars. Sidewalks should be properly sized and well-maintained along every street so that residents can comfortably get from place to place or go for a walk or a run in the neighborhood. Wider sidewalks along First Street and Grant will also accommodate visitors enjoying Historic Firestone’s commercial areas. A few key connector streets should deliver the majority of the cyclist and vehicle traffic to and through the neighborhood, while ensuring safety for both modes.

RECOMMENDATIONS

1. Establish wide sidewalks of at least five feet in areas of higher pedestrian activity.
2. Continue to evaluate sidewalk needs in the neighborhood, prioritizing updates for areas with missing or narrow sidewalks as funds become available.
3. Continue to evaluate the need for bike facilities and provide sharrows on neighborhood roads that connect across the neighborhood and to destinations like Hart Park and the Firestone Trail.
4. Provide enhanced trail access points throughout the neighborhood that connect residents to existing trails, like the Firestone Trails. Enhancements should include:
 - » Informational and wayfinding signage;
 - » Entry/gateway signage or art;
 - » Trash and recycling receptacles; and
 - » Seating areas.
5. Look for opportunities to develop new trails in utility corridors and along drainage ways.
6. Improve major street crossings with signage, crosswalks, pavement material or painting, and curb extensions/bulbouts with accessible ramps.



Neighborhood street sharrow.



Off-street pedestrian trail.

General Streetscape Recommendations

In addition to ensuring streets provide safe and comfortable mobility options for all users, enhancing streets through placemaking, pedestrian amenities, and environmental features will also provide major benefits to the Historic Firestone neighborhood. Neighborhood streets, particularly First Street and Grant Avenue should be considered a continuation of the public realm and an opportunity to enhance the neighborhood's character.

RECOMMENDATIONS

1. Consider lane width reductions for oversized residential streets to slow traffic and improve pedestrian safety, while still ensuring adequate space for vehicle movement and residential parking needs.
2. Incorporate a variety of character elements into the streetscape, prioritizing the streets with the most vehicular and pedestrian traffic first. Appropriate character elements to consider include:
 - » Decorative street lighting;
 - » Street light banners;
 - » Landscaping;
 - » Public art; and
 - » Decorative paving or painting.
3. Ensure streetscape character elements align with established branding, see page 40 for more detail.
4. Incorporate shade trees into the streetscape to provide pedestrian comfort and beautification. Prioritize the streets with the most vehicular and pedestrian traffic first. See page 71 in the Design Guidelines for discouraged street tree species.
5. Incorporate a variety of pedestrian amenities along the street including benches, trash receptacles, seating areas, and lighting. Prioritize the streets with the most vehicular and pedestrian traffic first.
6. As sidewalk and street improvements are made, consider incorporating elements of green infrastructure into the streetscape to benefit both the environment and the look and feel of the street.
7. As sidewalk and street improvements are made, consider incorporating curb extensions/bulbouts to create safer pedestrian crossings and provide more space for pedestrian amenities and landscaping.



Incorporate a variety of character elements into the streetscape.



Street trees and green infrastructure elements.



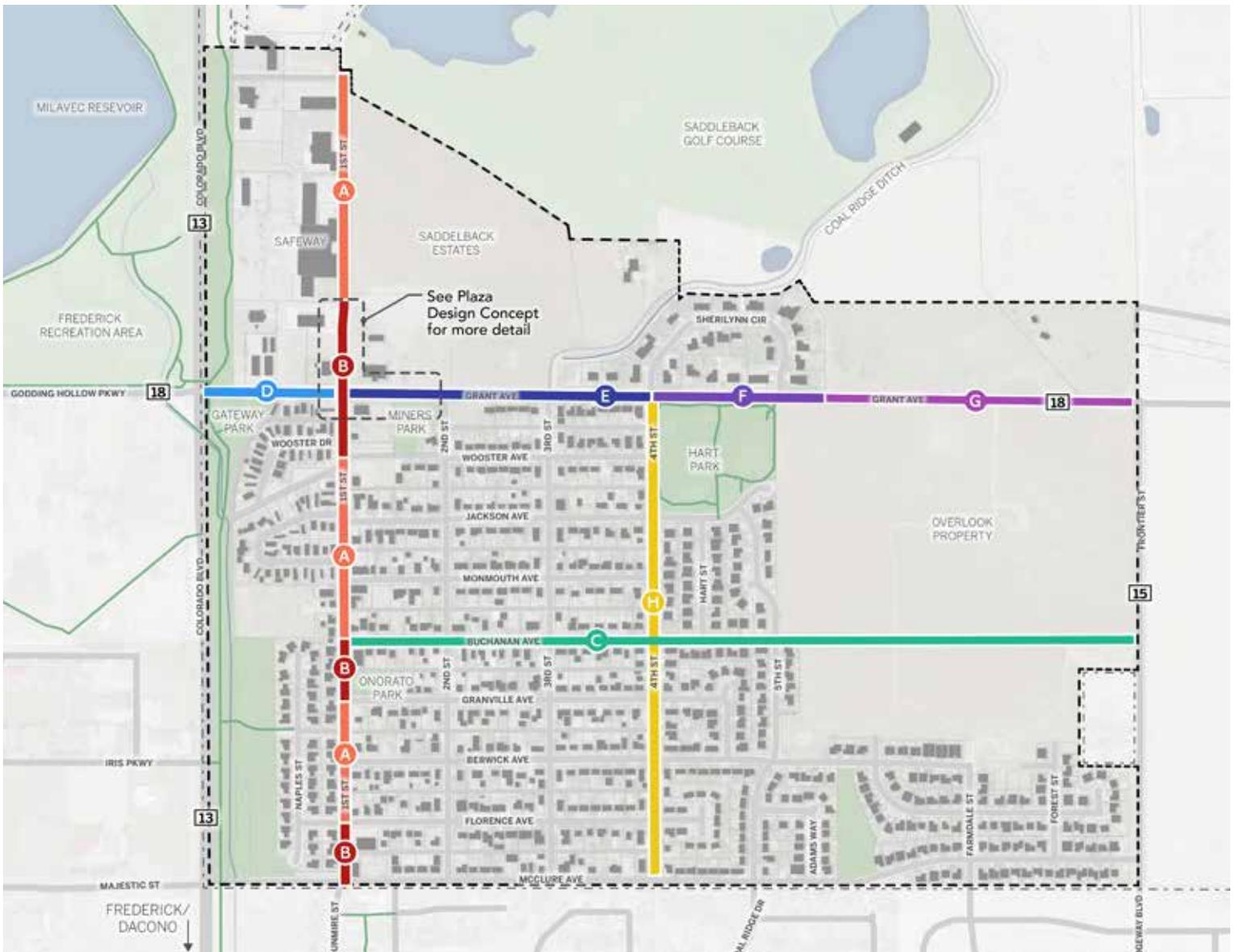
Seating areas along the street.



Well-amenitized pedestrian area.

Streetscape Concepts

The following streetscape concepts show proposed improvements for the major pedestrian and vehicular corridors in Historic Firestone. The map below serves as a key to which streets are targeted for improvements and have lettered segments that correspond to recommendations and street sections on the following pages. These sections represent the existing and proposed final condition for these major streets, although most improvements will likely need to be phased over time as need grows and funding becomes available.



Streetscape segments with proposed improvements

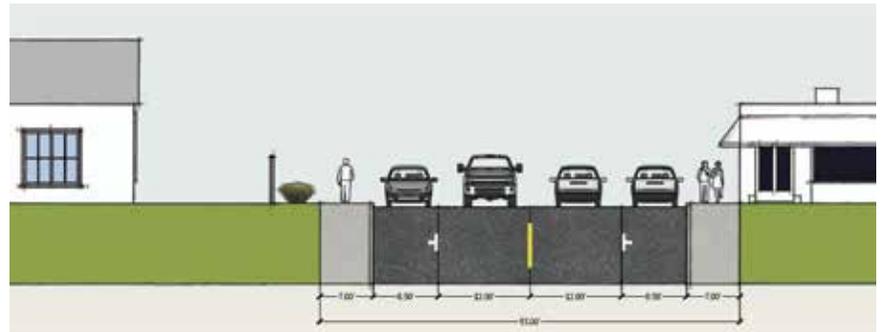


FIRST STREET

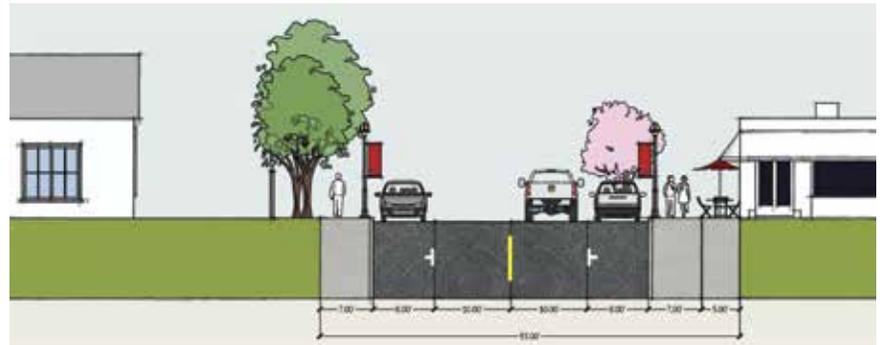
The primary objective of the First Street updates is to create a main street with ample pedestrian space adjacent to the businesses and increased character and amenities.

RECOMMENDATIONS

1. Provide wider sidewalks and dedicated space on the east side of the street for additional amenity space near commercial properties. Encourage this space to be used for outdoor seating, retail displays, and signage.
2. Slow vehicles along the street by reducing lane widths and creating subtle direction changes at key locations.
3. Consider removing parking spaces on the west side of the street at areas of emphasis to create additional amenity space and facilitate the chicane of the roadway (see diagram below for more detail).



Existing Street Section (looking north)



Preferred Concept A - Reduced lane and parking widths, extra space (5') allocated to pedestrian amenity zone on the east side of the street adjacent to businesses, increased beautification with street trees, light poles, and banners.



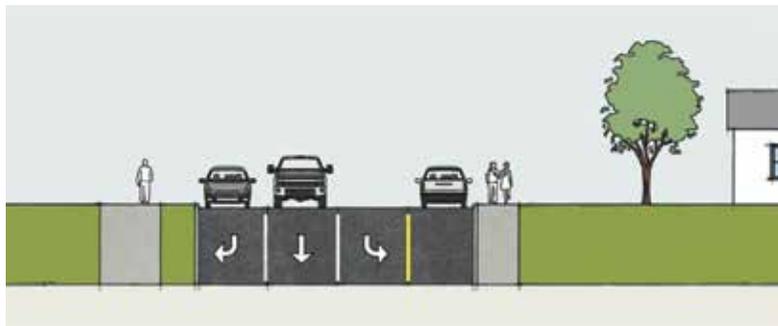
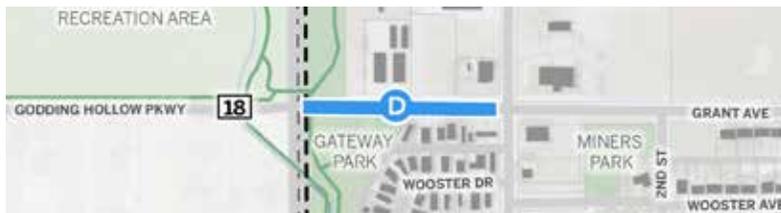
Preferred Concept B - Reduced lane widths, removed parking lane on west side, extra space (12.5') allocated to pedestrian amenity zone on the east side of the street adjacent to businesses, increased beautification with street trees, light poles, and banners.

GRANT AVENUE - SEGMENT D

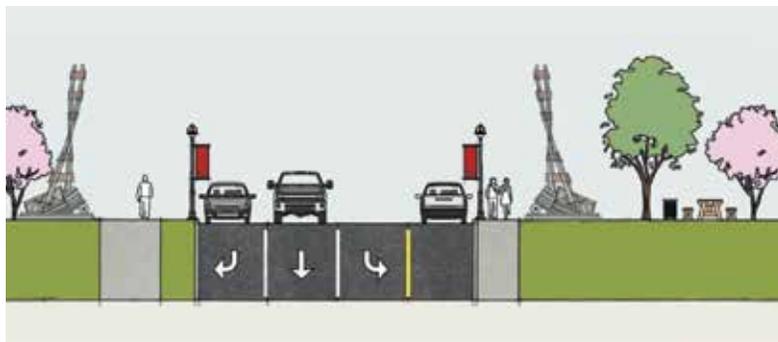
Updates to this section of Grant Avenue should not impact the existing roadway and traffic flow but focus on creating an attractive and recognizable entry to the neighborhood.

RECOMMENDATIONS

1. Establish a gateway feature with historic elements at the intersection with Colorado Boulevard, around the Gateway Park area. See pages 44-47 of the Catalytic Projects for more detail on proposed gateway design.
2. Add beautification, character elements, and pedestrian amenities as part of the gateway improvements.
3. Ensure safe and comfortable pedestrian travel from Colorado Boulevard to Grant Avenue.



Grant Avenue Segment D, Existing Section



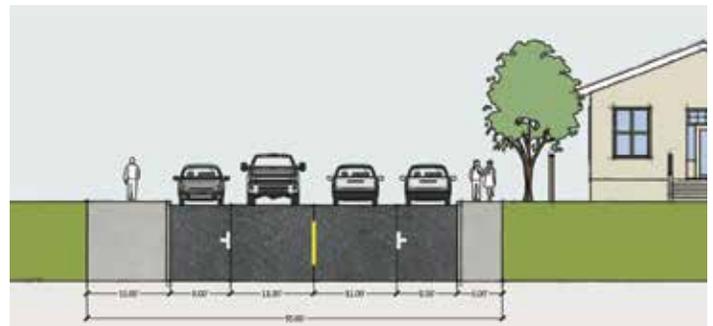
D Preferred - Added gateway and character elements, street trees, and pedestrian amenities. South side property should be considered for additional park space if it becomes vacant in the future.

GRANT AVENUE - SEGMENT E

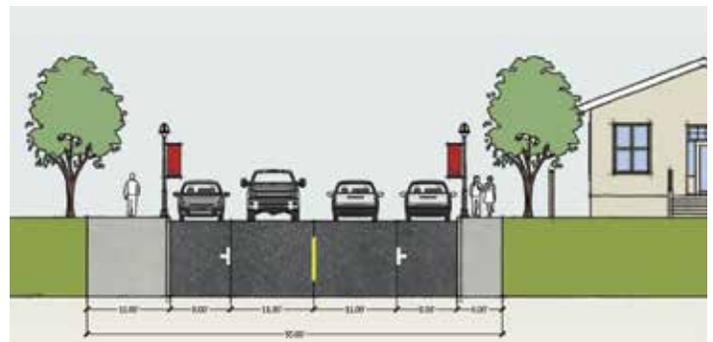
Minimal changes are suggested for this portion of Grant Avenue, which already accommodates the flow of pedestrians and vehicles as needed.

RECOMMENDATIONS

1. Maintain the 11' wide shared-use path on the north side of the street for pedestrian and cyclist traffic.
2. Add new street trees and beautification as this is a primary street and will see increased use as the vacant properties develop.
3. Minimize curb cuts associated with new development.



Grant Avenue Segment E, Existing Section



E Preferred - Added gateway and character elements along the street. Maintained all other aspects of this segment.

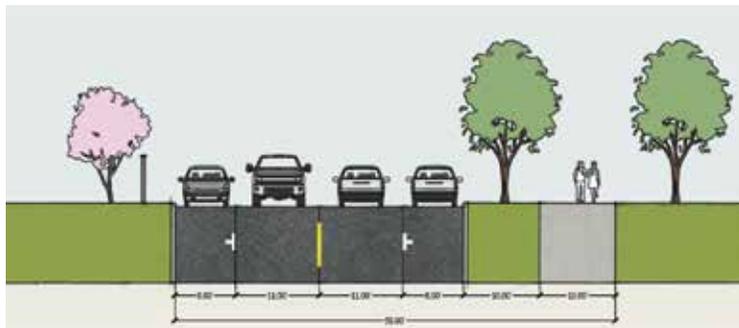


GRANT AVENUE - SEGMENT F

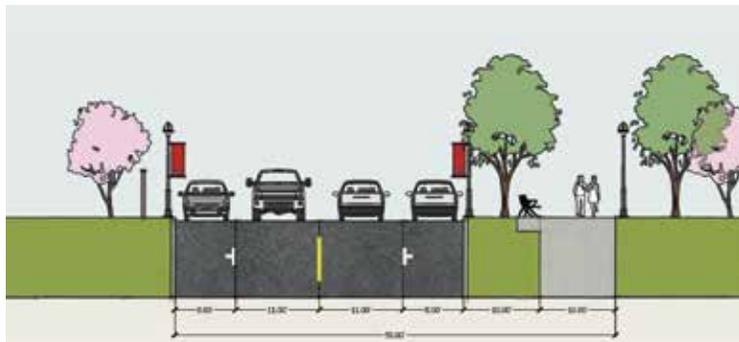
Minimal changes are suggested for this portion of Grant Avenue. The shared-use path through Hart Park should be emphasized and continued into the vacant land.

RECOMMENDATIONS

1. Establish a new shared-use path on the south side of the street, east of Hart Park, as this area begins to develop.
2. Improve the street crossing at Fourth Street for vehicular movement and trail and park access. This is a crucial pedestrian crossing where the shared-use path moves from the north side of the street to the south side of the street.



Grant Avenue Segment F, Existing Section



F Preferred - Added gateway and character elements and pedestrian amenities along the street and shared-use path. Maintained all other aspects of this segment.

GRANT AVENUE - SEGMENT G

As this vacant area of the neighborhood develops, adequate pedestrian amenities should be provided on both sides of the street.

RECOMMENDATIONS

1. Establish a new shared-use path on the south side of the street, east of Hart Park, as this area begins to develop.
2. Establish a separated sidewalk on the north side of the street, beyond the existing residential.
3. Provide a landscape buffer north of the sidewalk on the north and south side of the street.



Grant Avenue Segment G, Existing Section



G Preferred - Paved two-lane road with bike lanes, 8' and 10' detached shared-use paths, and character elements (based on collector without median cross section).

BUCHANAN AVENUE

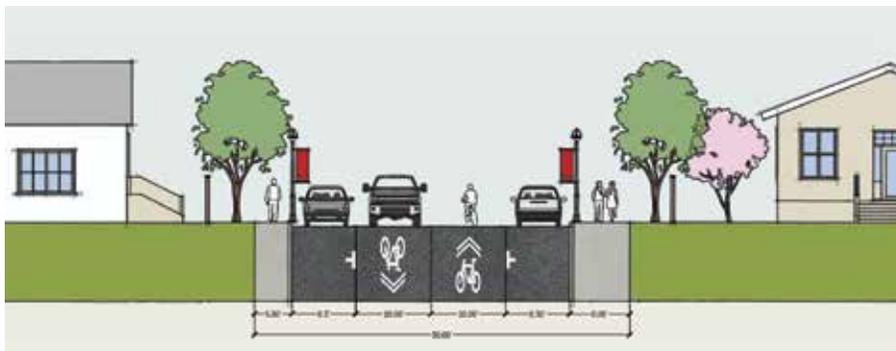
Buchanan Avenue should retain its function and character as a neighborhood street that accommodates local traffic and residential parking needs, however it should be improved over time to provide a better pedestrian and cyclist experience to accommodate increased multi-modal usage as it connects the neighborhood to First Street, the Firestone Trail, 4th Street (and Hart Park), and new development to the east.

RECOMMENDATIONS

1. In the short term, incorporate sharrows and parking markings along to the street to promote local bicycle activity through the neighborhood.
2. In the long term, consider establishing a wider sidewalk on the north side of the street through the reduction of the travel lane widths. Parking lane widths should be maintained.
3. As the vacant land on the east side of the neighborhood develops, connect Buchanan Avenue through to Frontier Street to establish a full pedestrian connection across the neighborhood.



Existing Street Section (looking west)



Preferred - Added sharrows and striping, reduced travel lane widths, increased sidewalk widths on the north side, added beautification and character elements.



Neighborhood placemaking elements.



Sharrows and parking striping.



4TH STREET

While a less substantial connector for the neighborhood and a street that already accommodates its pedestrian and vehicle traffic, improvements to 4th Street should still be considered, particularly at intersections, as it will see substantial use as the main thru street to Hart Park and represents a key pedestrian connection as well.

RECOMMENDATIONS

1. Create a safe, clear, and convenient crossing at the intersection of Grant Avenue and 4th Street, where the multi-use trail crosses from the north side of Grant Street to Hart Park and the south side of Grant Street. As a major pedestrian crossing and entry to Hart Park, this is a crucial location for improvements. Appropriate strategies include:
 - » A painted crosswalk at intersections;
 - » Accent paving through the crossings and/or at the street corners;
 - » Bulbouts to shorten crossing distances;
 - » Enhanced landscaping and character elements; and
 - » Signage to slow vehicular traffic.
2. The above intersection improvements should also be considered for the potential intersection east of Hart Park, should the following occur: Hart Park is expanded east; internal circulation is added to the vacant land on the east side of the park; and pedestrian facilities are added on the north side of Grant Avenue east of Hart Park.
3. Consider landscaping improvements and character elements along 4th Street to emphasize its importance to the neighborhood and improve the pedestrian and vehicular experience.



Bulbout and landscaping at pedestrian crossing.



Enhanced paving design at pedestrian crossing and refuge.

2.3 INFRASTRUCTURE AND UTILITIES

One of the first sentiments expressed by the Historic Firestone community was the desire to improve the existing fabric of the neighborhood. “Putting a roof on it” or improving the utilities and infrastructure, should be one of the primary priorities of Plan implementation.

Existing Infrastructure and Utilities

The first step in improving the neighborhood’s infrastructure and utilities, which for the purposes of this document include roadways, alleys, sidewalks, water and sewer lines, power lines, and drainage and green infrastructure, is to upgrade the existing infrastructure and utility quality and capacity to meet the needs of the neighborhood. As with many older neighborhoods, the existing facilities are aging and in need of some upgrade in the near future. This preferred order of operations indicates to the existing residents that their requests were heard during this Plan process but it should not preclude new development, which can help provide more funding for other improvements in the future.

RECOMMENDATIONS

1. Assess the Town’s water and sewer system and upgrade as needed. The 4” water lines will likely need to be upgraded to accommodate increased capacity. Upgrades to underground utilities should be made simultaneously with streetscape improvement, if feasible, to avoid demolition and reconstruction of the pavement more than once.
2. Study overhead powerlines to determine the cost and benefit of undergrounding some or all of them. Underground improvements should be consolidated for best efficiency. Explore the United Power undergrounding fund as a potential funding source.
3. Use Capital Improvement Project Funds or explore a local program for paving dirt alleys in the Historic Neighborhood for improved use and accessibility.
4. Do an inventory of sidewalk ramps to determine where repairs or new ramps are needed to bring the neighborhood up to Americans with Disabilities Act (ADA) standards.
5. Assess and address drainage issues, particularly in the First Street and Wooster area. Streets that are suffering from drainage issues should receive new grey or green infrastructure improvements such as:
 - » Gutters;
 - » Storm drains;
 - » Increased storm sewer capacity;
 - » Swales;
 - » Rain gardens; and
 - » Permeable paving.



Green infrastructure example



Green infrastructure example



New Infrastructure and Utilities

After initial infrastructure and utility needs have been addressed within the existing neighborhood, improvements should focus on expanding infrastructure and utility capacity into the areas slated for new development, particularly the former Town Hall site, Saddleback Estates, and the Overlook Property. These infrastructure and utility expansions will be a key first step in implementing the Catalytic Projects described in Chapter 3.

RECOMMENDATIONS

1. Extend utilities, including water, sewer, and power into the former Town Hall site. Ensure utility capacity is supportive of events and festivals held in the proposed plaza, including easily accessible power and water lines for vendors and use of the stage.
2. Develop roadways, alleys, parking, and sidewalks in the former Town Hall site to support internal circulation. See page 48-51 for more detail.
3. Extend utilities, including water, sewer, and power into the Saddleback Estates site to support residential and commercial uses. Consider working with a developer to ensure utility needs match the development Plan and explore impact fees as a funding strategy.
4. Develop roadways, alleys, parking, and sidewalks in the Saddleback Estates site to support internal circulation. See page 52-53 for more detail.
5. Extend utilities, including water, sewer, and power into the Overlook Property to support residential uses and new open spaces amenities. Consider working with a developer to ensure utility needs match the development Plan and explore impact fees as a funding strategy.
6. Develop roadways, alleys, parking, and sidewalks in the Overlook Property to support internal circulation. See page 54-55 for more detail.
7. Incorporate green infrastructure such as swales, rain gardens, stormwater detention, and permeable paving, into the design of all new development sites to offset the stormwater impacts of new pavement and buildings.



Natural drainage way



Unpaved alley entry



Historic Weld County flooding

2.4 CHARACTER AND CHARM

The historic character and small town charm is one of the top reasons people live in or visit Historic Firestone. Any growth or change must respect and enhance this character to ensure the community maintains what makes it special.

Branding Strategy

Creating a cohesive and highly desirable place for both residents and visitors requires a recognizable identity. The Historic Firestone Neighborhood should work to develop a strategy for creating a more unified brand for the neighborhood that is incorporated into public spaces, streetscapes, signage and wayfinding, and amenities so that people know that they are in a neighborhood of significance. The introduction of branding to the public realm can also contribute to a more festive and community-oriented environment,

RECOMMENDATIONS

1. Update the neighborhood logo and create a color and material palette that is relevant to the local character. The street clock (at right) is a recognizable aspect of Historic Firestone that should be celebrated and incorporated.
2. Consider a dedicated page on the Firestone website with information about businesses, events, and destinations within the neighborhood.
 - » This page could include statement of intent and a tagline for the district based on the community values.
3. Consider incorporating trash cans, sidewalk painting, and street light banners with the logo and branding incorporated, particularly along First Street, Grant Avenue, in existing and new park and open spaces, and in the proposed plaza.
4. Provide holiday lighting in public spaces and/or along First Street to create a festive atmosphere.
5. Organize and promote neighborhood events to bring the community together or draw new people, create recognition, and bring revenue to local businesses.
6. Implement recognizable and highly visible gateways into the neighborhood that are in alignment with and complementary to the established district branding. See pages 44-47 in Catalytic Projects for more detail.
7. As part of upcoming Town-wide signage and wayfinding efforts, develop a cohesive system of signage and wayfinding using the Historic Firestone branding to direct residents and visitors to key destinations:
 - » Historic First Street;
 - » Hart Park;
 - » Onorato Park
 - » Miners Park; and
 - » The proposed plaza at the former Town Hall site.



Historic Firestone character



Festive neighborhood character elements example

Historic Preservation

While no buildings in Historic Firestone have an official historic designation, there are examples of historic features and character that are worthy of preservation. The older residential homes, the former Screwball Inn, and the store fronts on First Street help indicate the age and history of the neighborhood and give it a unique and authentic character that should be preserved.

RECOMMENDATIONS

1. Document character-defining features within the neighborhood to be duplicated or preserved, see page 60 of the Design Guidelines for more information on character-defining features.
2. Encourage preservation and adaptive reuse for buildings with character-defining features to the extent feasible.
3. Encourage the reuse of original materials, including brick, windows, doors, facades and signs on historic buildings.
4. Ensure new buildings are reflective of Historic Firestone character and incorporate the use of authentic and appropriate material features and details as outline in Chapter 4 Design Guidelines, pages 60-61.

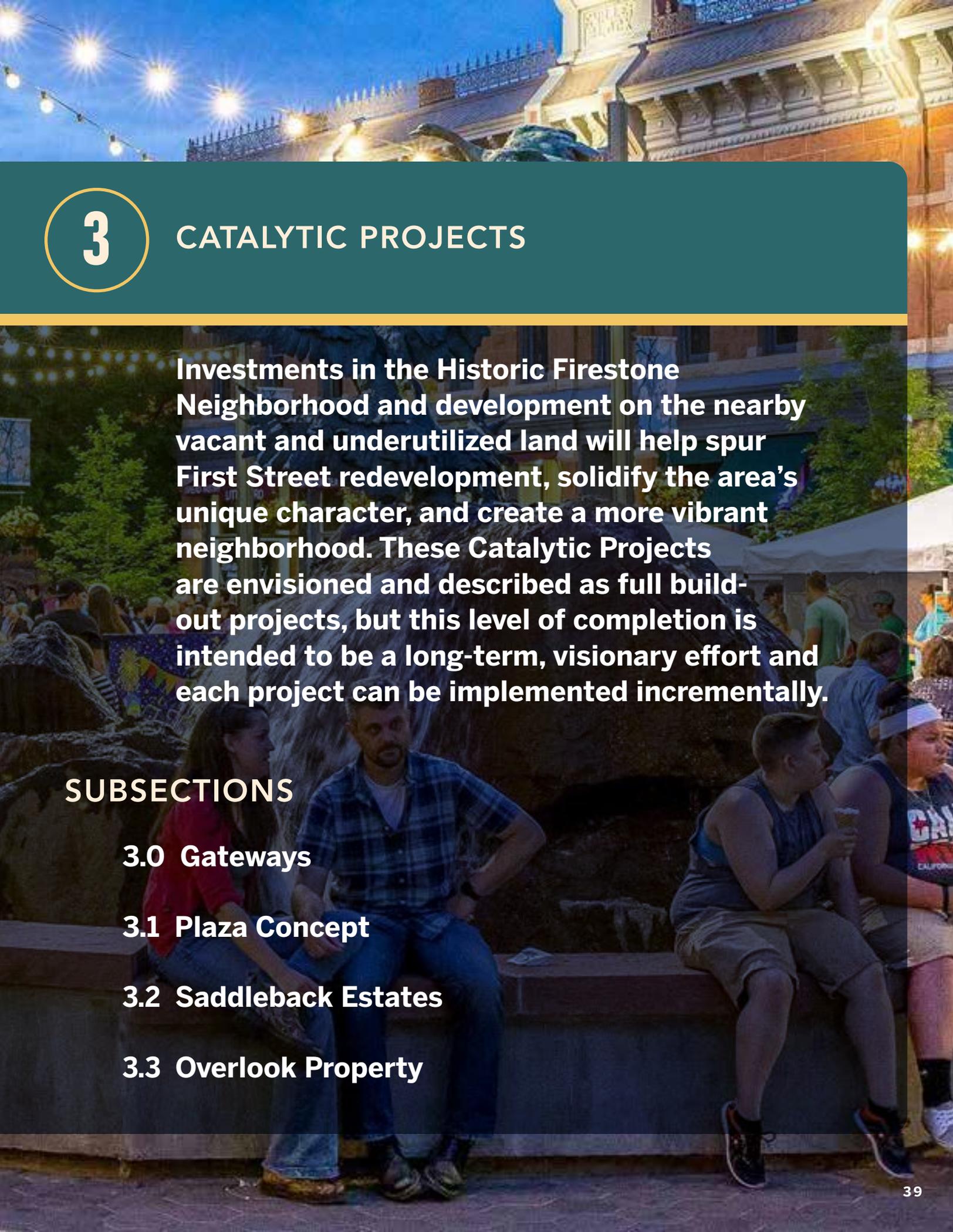


Historic Former Screwball Inn



Historic Firestone entry



A photograph of a historic building at night, illuminated by warm lights. In the foreground, several people are sitting on a stone ledge, engaged in conversation. The scene is festive, with string lights visible in the background.

3

CATALYTIC PROJECTS

Investments in the Historic Firestone Neighborhood and development on the nearby vacant and underutilized land will help spur First Street redevelopment, solidify the area's unique character, and create a more vibrant neighborhood. These Catalytic Projects are envisioned and described as full build-out projects, but this level of completion is intended to be a long-term, visionary effort and each project can be implemented incrementally.

SUBSECTIONS

3.0 Gateways

3.1 Plaza Concept

3.2 Saddleback Estates

3.3 Overlook Property

3.0 GATEWAYS

Gateways are an essential part of establishing a recognizable Historic Firestone character that will help display the pride of the residents in their neighborhood and history and also provide important wayfinding and sense of place.

Historic and Artistic Inspiration

A gateway entry into the Historic Firestone neighborhood should be specific to the neighborhood's character and history to establish it as a unique place. The Town of Firestone was originally established as a home for local coal miners and their families. A railroad ran through Town to transport the coal mined here. The tracks, decommissioned with the mine in 1947, is now the 12-mile-long Firestone Trail. The Town is also rooted in an area with rich agricultural history and western heritage. It is also the proud home of the American Legion Post 1985 and has been a strong supporter of its Veteran's population. All of these unique aspects of Firestone were examined when looking for design inspiration for the Town gateways. The public reviewed these themes and expressed a preference for an emphasis on the mining and railroad history. The historical photos and artistic interpretations shown below were an important starting point in the conceptual design of the gateway elements.

- Mining and Railroad History
- Agriculture
- Veteran Population
- Western Heritage

HISTORICAL PHOTOS

ARTISTIC INTERPRETATIONS

Mining History



Railroad History



DESIGN ELEMENTS

Based on the preferred historic inspiration a number of design elements and materials are recommended for use in design of the Historic Firestone gateways. In order to ensure the gateway is visible, vertical elements should be incorporated. These vertical elements will also give an increased sense of entry. For the primary gateway, lettering should also be used to communicate that people are entering the Historic Firestone neighborhood. Elements that recall Firestone's history include mine cars, railroad rails, and ties. Elements of beautification should also be part of the gateway, including landscaping, lighting, and street trees. Primary materials to consider include:

- Steel and weathered steel (e.g. Corten)
- Wood
- Masonry
- Acrylic or aluminum (for lettering only)

Gateway Hierarchy and Location

Three levels of Gateway are proposed for the Historic Firestone area. These levels should have cohesive designs with different scales, tailored to the user. They also have different levels of priority for implementation. Visual examples of the three gateways can be found on the following spread. The three tiers and corresponding recommended locations and prioritization are:

- **Primary Vehicular Gateway** - On Grant Avenue between Colorado Boulevard and First Street. This should be the largest gateway and it should be the first priority for implementation.
- **Secondary Vehicular Gateway** - McClure Avenue and Colorado Boulevard. This should be a smaller version of the primary gateway. This should be the third priority for implementation.
- **Pedestrian Gateway** - First Street and Venice Avenue (at the entrance to the Firestone Trail). This should be the smallest gateway, designed for pedestrians and cyclists. This should be the second priority for implementation.



Vertical elements and lettering in gateway sign



Vertical lettering and steel in gateway sign



Steel and masonry materials and landscaping in gateway



Primary vehicular gateway

PRIMARY VEHICULAR GATEWAY DESIGN

The primary vehicular gateway, shown in the concept design above, should be the largest and most designed of the gateways. The location at Colorado Boulevard and Grant Avenue is where most people enter the Historic Firestone neighborhood. It should therefore be the top priority location for indicating to users that they have entered the neighborhood and for establishing the character. Concept design features for this gateway include:

- Masonry and mine cart base
- Vertical twisting railroad tracks and ties
- “Historic Firestone” lettering (large enough to be read by passing vehicles)
- Uplighting/accent lighting
- Well-designed and maintained landscaping
- Street lights with banners

While not all of these features are necessary to create a successful gateway, the essential characteristics include the historic features, vertical and highly visible elements, and the lettering. These improvements can also be phased over time.

SECONDARY VEHICULAR GATEWAY DESIGN

The secondary vehicular gateway, shown at the top left of the following page, should be similar in style and appearance to the primary vehicular gateway but smaller in size and scope. The major thematic elements should remain the same to create a cohesive character but smaller in stature to create hierarchy as McClure Avenue is a less used entrance to the neighborhood. Concept design features for this gateway include:

- Masonry and mine cart base
- Vertical twisting railroad tracks and ties
- “Historic Firestone” lettering (optional)
- Uplighting/accent lighting
- Small area of well-designed and maintained landscaping
- Street lights with banners (optional)

As with the primary gateway, these improvements can be phased over time. More information about phasing can be found on the following page.



Secondary vehicular gateway



Pedestrian-scaled gateway

PEDESTRIAN GATEWAY DESIGN

The pedestrian gateway should be the smallest and most intimate of the gateways, oriented along a multi-use path instead of a street. This gateway is recommended at major entries or intersections of the Firestone Trail. The first recommended location is First Street and Venice Avenue, but additional gateways may be added over time. The major thematic elements should remain the same as the vehicular gateways but at a very reduced scale, appropriate for pedestrians. Concept design features for this gateway include:

- Masonry and mine cart base
- Vertical twisting railroad tracks and ties
- Uplighting/accent lighting
- Small area of landscaping (optional)
- Pedestrian lights with banners
- String lights (with clearance sufficient for pedestrians and cyclists)
- Co-located with pedestrian amenities (benches, wayfinding, trash receptacles, etc.)

RECOMMENDED PHASING

The gateways do not have to be implemented all at the same time. First, the phasing should be conducted in the order of gateway priority, starting with the primary vehicular gateway, then the pedestrian gateway, then the secondary vehicular gateway, and finally any additional pedestrian gateways deemed appropriate. Additionally, each gateway can be completed in multiple phases:

1. Gateway art: minecart, railroad ties, and lettering
2. Beautification: landscaping, trees, etc.
3. Amenities: lighting, benches, wayfinding, etc.



Historic minecart reuse

COST ESTIMATE

The following is high-level cost estimate for the creation of the primary vehicular gateway, including landscaping, lighting, and signage. Due to the constraints of estimating such a custom design, the cost estimate is generalized for a similar but more standardized design. More information about potential funding mechanisms for the gateways can be found in the Implementation Section.

» Total cost estimate: \$50,000

3.1 PLAZA CONCEPT

A plaza at the corner of First Street and Grant Avenue, at the former Town Hall site, will help anchor the commercial core of Historic Firestone, create a neighborhood gathering place, and provide amenities for residents and visitors.

Concept Design

A preliminary concept design for the proposed plaza can be found on the following page. The plaza has been recommended as a way of reusing the space occupied by the former Town Hall area as a rich and vibrant community amenity. Design concepts for the plaza were discussed in the community design charrette, which gave direction for the size, programming, amenities, and uses found in the plaza. The design is intended to provide a variety of open spaces for gathering and events, intermixed with paths, play areas, seating areas, and historical elements. In this concept design, multiple buildings are proposed around the outside of the plaza in addition to angled parking.

APPROPRIATE LAND USES AND AMENITIES

A variety of land uses and amenities were suggested by the community for the plaza space. The top uses, and those most supportive of the location and neighborhood are listed below:

- Commercial
 - » Dining and Cafes
 - » Brew House
 - » Food Hall
- Community Spaces
 - » Post Office
 - » Help Center
 - » Commercial Kitchen
 - » Meeting Rooms
 - » Creative/Maker Spaces
- Play Area and Splash Pad
- Event Lawn and Stage
- Food Trucks
- Historic Water Tower or Relic



Historic elements in community amenities



Community stage / event space

COST ESTIMATE

The following is a general estimate of the costs associated with construction of the plaza concept design in this section. These prices are variable based on the final scale and timing of the project. More detailed cost information, potential funding mechanisms, and assumptions can be found in the Implementation section.

- » Architecture - \$11,320,000
- » Roadway - \$1,150,000
- » Plaza - \$5,885,000
- » Play Area & Splash Pad - \$1,150,000

Estimated Total (including soft costs and contingency): \$27,307,000



Plaza concept design 0 15' 30' 60'

PROGRAMMING

In order to make the plaza a successful and active community space, a variety of programming is recommended. Programs to consider include:

- Community Events
 - » Food and Flicks
 - » Fireworks Viewing
 - » Festivals
 - » Rental Space for Birthdays, Anniversary Parties, Church Groups etc.
 - » Farmers Market
- Theater and Concerts
- Community Gardens
- Exercise Classes

THEMES

Themes specific to the neighborhood and the desires of the Historic Firestone community will ensure that the plaza doesn't feel like just anywhere and instead helps connect people to the heritage of the area. Themes to incorporate into the design and programming include:

- History (Railroad, mining, etc)
- Community Gathering
- Outdoor Recreation
- Small Western Town

More information about how design elements should incorporate themes can be found on page 72 of the Design Guidelines.

Parking Strategy

ON-STREET PARKING CAPACITY

Parking capacity refers to the number of spaces potentially available in the commercial areas of the neighborhood. These include parking spaces located in public rights-of-way adjacent to commercial areas, by using 23-feet as an average parallel parking space length. The table below identifies existing and proposed parking locations and calculates the capacity for the number of possible spaces within Historic Firestone.

STREET SEGMENTS	EXISTING CAPACITY (spaces)*	PROPOSED CAPACITY (spaces)**
Commercial Streets		
McClure Ave. to Buchanan Ave.	75	58
First Street (Buchanan to Grant)	74	64
First Street (Grant to Golf Course)	128	91
Grant Ave. (Colorado to Third)	113	113
New Plaza (Second Street Extension)	-	110
Subtotal	390	436
Adjacent Residential Blocks		
North to South Blocks along Grant***	36	36
East to West Blocks along First****	224	224
Subtotal	260	260
GRAND TOTAL	650	696

* Existing parking capacity was determined by multiplying the total length of primary commercial streets by two and dividing that number by the average parallel parking space length of 23 feet. Counts and average deductions were made for driveways (20-25 feet), alleyways (20 feet), and intersections (70 feet), to account for all un-parkable areas.

** Proposed parking capacity was determined by multiplying the existing capacity of parking spaces by the percentage street length with proposed changes.

*** Parking capacity was established for Second and Third Streets. The number of parking spaces were averaged between the two streets and resulted in 18 spaces per block.

**** Parking capacity was established for Wooster, Jackson, Monmouth, Buchanan, Granville, Berwick, and Florence Avenues. The number of parking spaces were averaged between the seven streets and resulted in 32 spaces per block.

PARKING NEED

Parking demand is defined as the expected demand to park cars related to existing and/or potential land uses. The current parking supply adequately accommodates existing demand for the neighborhood. Yet, with anticipated development and redevelopment, insufficient parking may become an issue.

In mixed-use districts, such as the proposed plaza space and associated uses, on-street parking is counted towards meeting off-street parking requirements. Given this, and with parking ratios being applied at the Directors discretion given the unique nature of this development, an estimate was made based on an existing restaurant and office parking standards to determine anticipated demand, see the table below. The result shows a surplus of about 68 on-street parking spaces for proposed new uses if surrounding commercial street are counted towards meeting off-street parking requirements. Given the surplus of parking, the four new proposed buildings would not need to provide off-street parking.

STREET SEGMENTS	EXISTING CAPACITY (spaces)	PROPOSED CAPACITY (spaces)	PARKING DEMAND (spaces)***	PARKING SURPLUS/ DEFICIT
Contributing Streets*				
First Street (Wooster to Grant)	19	10	-	10
First Street (Grant to Golf Course)	128	91	-	91
Grant Ave. (Colorado to Third)	113	113	-	113
New Plaza (Second Street Extension)	-	110	(256)	(146)
Subtotal	260	324	(256)	68
Other Potential Contributing Streets**				
Second Street (Wooster to Grant)	19	19	-	-
Wooster Street (First to Second)	39	39	-	-
Lot on SE Corner of Grant and Second	-	55	-	-
Subtotal	58	113	-	-
GRAND TOTAL	318	437	(256)	68

* Streets near the proposed plaza that may contribute to off-street parking.

**Streets nearby that can support weekly activity in the multi-use plaza but will likely not contribute to off-street parking requirements. Not included in analysis.

***Parking demand was determined for four proposed commercial and community buildings in the mixed-use plaza. For this analysis, two of the buildings are two-stories and two are one-story, with an average building footprint of 60X120 feet. The use 'Restaurant, with outdoor seating area' was used as a guide to calculate parking requirements for one-third of the building uses (1 space per 3 seats plus 1 space per employee) and 'Office, Business or Professional' was used as a guide for two-thirds of the building uses (1 per 300 sf).



LARGE EVENT PARKING

The 4th (of July) at Firestone is the neighborhood's most significant draw of the year. In 2021, about 700 vehicles were recorded in the 'Saddleback Lot' located behind the former Town Hall site. Based on those numbers and the 1.5 hours of traffic following the event, the Town estimated 1,000-1,400 vehicles traveled within or to Firestone for the event.

During a large event in the Historic Firestone Neighborhood, it's necessary to consider where the visitors and residents will park near the event plaza. This plan proposes that Grant Avenue transforms during a large event by turning its parking spaces into additional lanes to help traffic flow in and out of the neighborhood. Furthermore, there are opportunities for parking within the neighborhood.

- Neighborhood streets (minus the Safeway development) hold approximately 2,090 on-street parking spaces.
- The vacant lot to the east of Miner's Park could potentially accommodate about 55 spaces.
- If there is a need for additional parking, shared parking may be explored, as Safeway has approximately 445 parking spaces.



3D view of concept plaza design, looking northeast



Flexible event lawn



Western / historic detailing



Play space within plaza area

3.2 SADDLEBACK ESTATES

The vacant land north of Grant Avenue and east of First Street, the Saddleback Estates property, is a prime opportunity to incorporate more diverse housing, public spaces, and amenities into the Historic neighborhood.

Land Use and Built Form

The Saddleback Estates site surrounding the former Town Hall is an excellent development opportunity on the north side of the Historic Firestone neighborhood. This area is recommended to support more housing density and active uses than the rest of the neighborhood as it is naturally buffered from the single-family homes by Grant Avenue, the proposed plaza, miners park, and the drainage ditch. Additional buffering is suggested with green spaces at the edges of the proposed development. Growth in this area is encourage to provide a variety of housing types and multiple price points to accommodate a more diverse cross section of the Firestone community. The highest density areas should be located along First Street, adjacent to the Safeway commercial center, and in the middle of the site, with the density tapering off in all other areas.

Buildings should be designed in an architectural style that compliments the character of the neighborhood. For more information on building form recommendations see page 63 of the Design Guidelines.

APPROPRIATE LAND USES AND AMENITIES

A variety of land uses and amenities were suggested by the community for the Saddleback site. The top uses, and those most supportive of the location and neighborhood are listed below:

- Commercial (same as for plaza, above)
 - » Dining and cafes
 - » Brew House
 - » Food Hall
- Residential
 - » Small to medium lot single family
 - » Townhomes
 - » Multi-family buildings
 - » Affordable senior housing
- Parks and open space
 - » Firestone Plaza
 - » Green space buffers
 - » Drainage areas
 - » Neighborhood parks



Single family homes

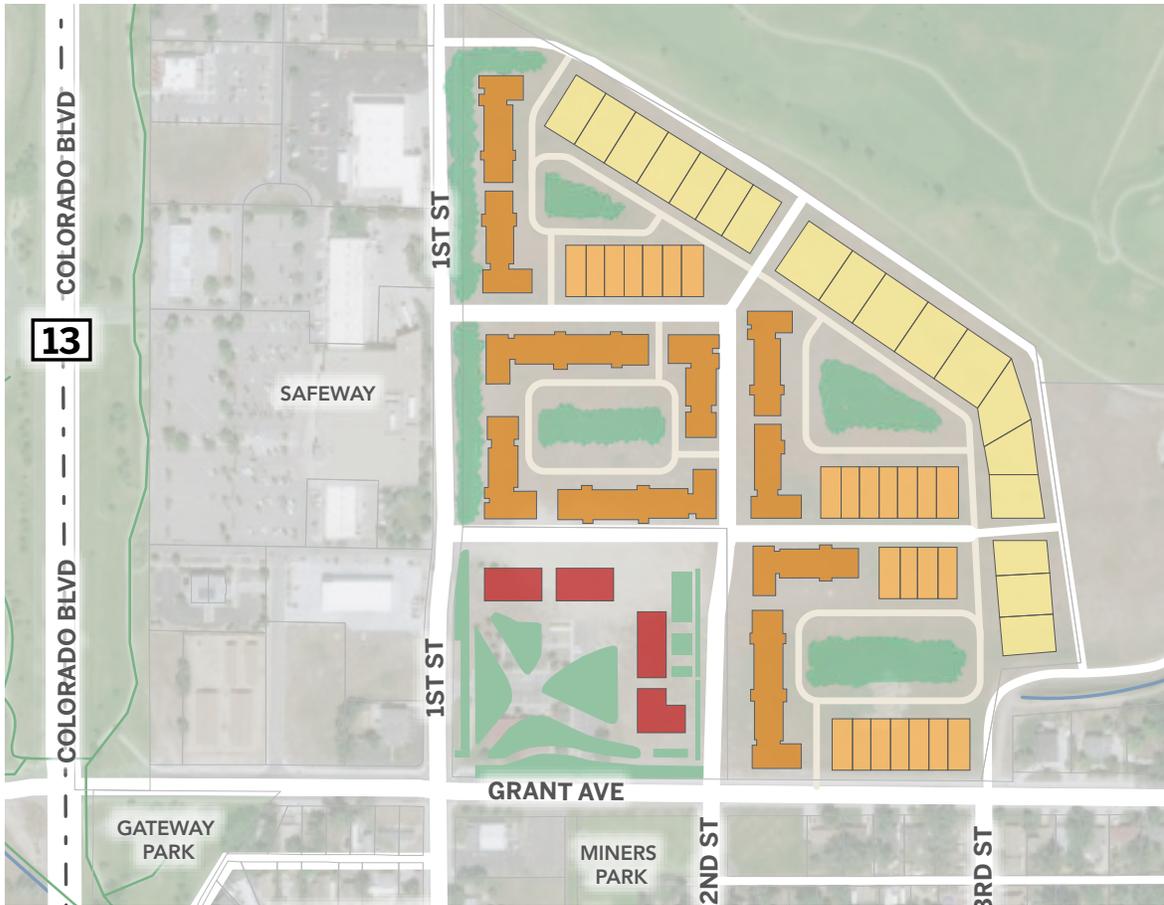


Multi-family buildings

REGULATORY LEVERS

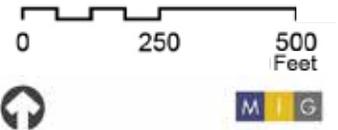
Several strategies should be employed to ensure that the development that occurs in the Saddleback Estates and Overlook Property areas (on the following pages) is in-line with the community's vision:

- » *Update the area's zoning to match the uses on the map to the right.*
- » *Create a procedure that includes adherence to the Design Guidelines as a condition of new development.*
- » *Provide fee reduction and expedited permitting for developers that will meet the desired vision and provide community amenities.*



Legend

- City Limits
- Parcels
- Trails
- Park/Open Space/ Golf Course (Existing)
- Park/ Open Space (New)
- Water Body
- Large Lot Single Family
- Medium Density Housing (Townhomes)
- Medium Density Housing (Multi-Family)
- Commercial



Environment and Recreation

Environmental considerations will be an important aspect of the development process for the Saddleback property. This part of Firestone has seen impacts from mining and drainage issues, which will need to be mitigated. Environmental assessments will be a necessary first step of any development and should consider wetlands, wildlife, endangered species, and undermining. Site design should include substantial green infrastructure such as drainage areas and rain gardens to help offset the loss of permeable surfaces.

New green space and parks should be integrated into the development plan for the site. In order to avoid overuse of existing Historic Firestone parks, sufficient green space (at least the amount required by the Town’s code) should be provided for new residents throughout the development area. In addition, the two-track road along the north edge of the property currently serves as an informal greenway. New development should formalize this connection and make it a pleasant walking experience along the edge of the golf course.

Circulation

Internal circulation that supports the proposed density and activity of the site will be an important factor in creating a successful development on the Saddleback site. As shown in the diagram above, a new north/south connection, two new east/west connections, and a diagonal alley connection along the northern edge of the property are proposed to accommodate new traffic. These streets should all accommodate a comfortable pedestrian experience. The single-loaded street on the outer edge, adjacent to the golf course, should also provide a multi-use path for pedestrians and cyclists.

Parking for the area should be provided through a combination of on-street parking, which is recommended to be angled parking around the plaza (see page 50 for the plaza parking strategy) and parallel parking elsewhere in the development, and lots for the multifamily and townhome buildings. These parking lots should be behind the building and screened from the street to enhance the pedestrian experience.

3.2 OVERLOOK PROPERTY

The large, vacant Overlook Property presents a unique opportunity to expand the Historic Firestone area to the east, providing a variety of much needed housing for the community and creating new connections and amenities in the process.

Land Use and Built Form

The Overlook Property, on the far east edge of the neighborhood, adjacent to Frontier Street, can provide significant housing opportunities. A variety of housing types, from small-lot single family homes, to cottage clusters and townhomes, will not only improve the affordability of the neighborhood, it will also provide more options for those who may not be well-suited to single family housing like seniors or young people. The scale and design of this new housing can and should still fit into the small-town character of the Historic neighborhood. The highest density units along Grant Avenue and Frontier Street are located farthest away from existing residential. New development near existing homes should be low density homes or cottage clusters that compliment the scale of existing homes. Commercial lots are recommended at the corner of Grant Avenue and Frontier Street to provide small-scale neighborhood services.

Buildings should be designed in an architectural style that compliments the character of the neighborhood. For more information on building form recommendations see page 63 of the Design Guidelines.

APPROPRIATE LAND USES AND AMENITIES

A variety of land uses and amenities were suggested by the community for the Overlook property. The top uses and those most supportive of the location and neighborhood are listed below:

- Commercial (only on corner lots)
 - » Cafe or neighborhood shop
- Residential
 - » Small to medium lot single-family
 - » Cottage Homes
 - » Paired homes/ townhomes
 - » Affordable senior housing
- Shared community spaces
- Parks and open space
 - » Hart Park (expansion)
 - » Green space buffers
 - » Open space trails and corridors
 - » Drainage areas
 - » Pocket parks



Existing

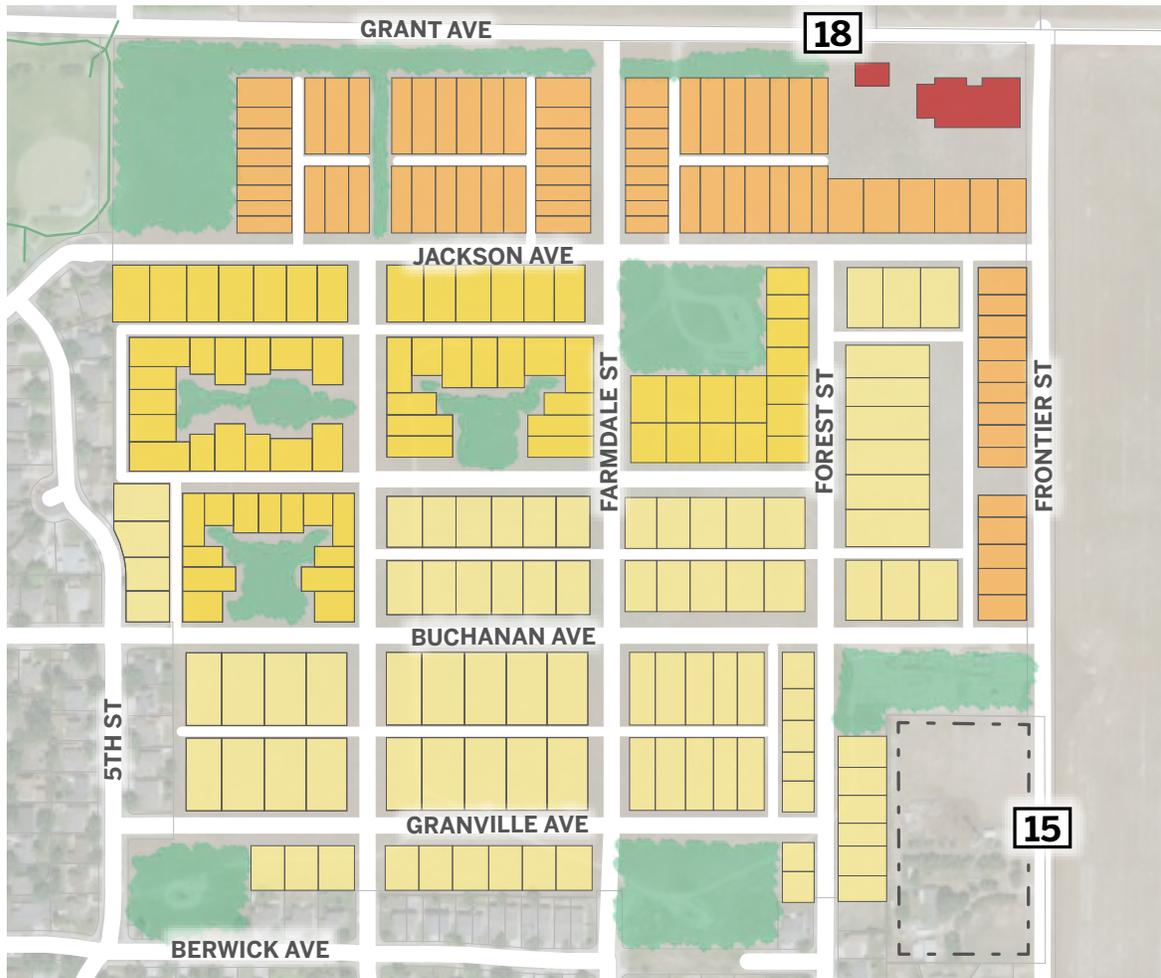


Cottage cluster homes



Proposed First Street Commercial





Legend

- City Limits
- Parcels
- Trails
- Park/ Open Space/ Golf Course (Existing)
- Park/ Open Space (New)
- Water Body
- Large Lot Single Family
- Cottage Home Residential
- Small Lot Single Family
- Commercial



Environment and Recreation

Environmental considerations will also be an important aspect of the development process for the Overlook property. This part of Firestone has seen impacts from mining and oil and gas extraction, which will likely need to be mitigated. Environmental assessments relating to the drilling in the area as well as wetlands, stormwater runoff and filtration, wildlife, and endangered species, will be a necessary first step of any development. Site design should include green infrastructure to help offset the loss of permeable surfaces.

New open space and parks should be integrated into the development plan for the site. In order to avoid a decrease in Level of Service of existing Historic Firestone parks, sufficient open space and parks should be provided for new residents throughout the development area. Cottage clusters should be oriented around a shared open space, additional pocket parks, and an expansion to Hart Park should be provided for the other housing types as well.

Circulation

Given the amount of new housing recommended for the Overlook property, an extension of the gridded circulation should be used to support the new traffic for the area. As shown in the diagram above, Buchanan and Jackson Avenue are proposed to extend through the site to Frontier Street and Farmdale Street should extend to Grant Avenue. In total, three new north/south streets are proposed and four new east/west streets. These streets should all accommodate a comfortable pedestrian experience. Buchanan Avenue and Farmdale Street should include bike facilities that connect to the existing network.

Consistent with Historic Firestone, alleys are recommended for all of the new blocks to provide adequate parking and create a more pedestrian-oriented streetscape with minimal curb cuts. On-street parallel parking should be provided on major streets for visitors and overflow parking, but the majority of the parking spaces for the housing units should be alley-loaded garages or tuck-under parking for the townhomes.



4

DESIGN GUIDELINES

The goals and design guidelines found in this chapter aim to provide a flexible set of recommendations for existing and future development in the Historic Firestone neighborhood. They outline design and maintenance best practices within the specific context of the Plan area. The overall intent of the guidelines is to create a more walkable, safe, well-amenitized, vibrant, and functional neighborhood that is complementary to the historic character and scale.

SUBSECTIONS

4.0 Private Realm - Existing Neighborhoods

4.1 Private Realm - New Development

4.2 Public Realm - Streetscapes

4.3 Public Realm - Plaza and Public Spaces

4.0 DESIGN GUIDELINES INTRODUCTION

The existing neighborhood and new development, the public realm and the private realm - by following these guidelines can contribute to a more cohesive and quality neighborhood.

REGULATORY FRAMEWORK

This chapter should be used in conjunction with the Neighborhood Plan and fits within the broader Town of Firestone regulatory framework. The design guidelines in this chapter are intended to supplement the regulations in the Firestone Development Code, Building Codes, and Americans with Disabilities Act (ADA) Standards. These existing regulations should still be the baseline for all development within the Historic Firestone Neighborhood.

FORMAT AND APPLICABILITY

The design guidelines are organized into sections that address specific design topics. Each design topic is addressed at the three levels described below.

- Intent Statements describe the over-all objective of the section topic. They are written to provide high-level vision and guidance.
- Goals establish the objectives for each sub topic and may also be used to determine the appropriateness of alternative or innovative approaches that do not meet specific standards.
- Design Guidelines provide suggestions and criteria for achieving the intent statements. They use the term “should” or “consider” and are numbered by sub-section for reference.

The intent statements, goals, and design guidelines provide structure for the design review process while encouraging flexibility for creative design. See “Sample Design Standards and Guidelines Format” on the following page for more detail regarding the format and use of intent statements, goals, and guidelines.

In some cases, an innovative or creative design approach that may deviate from specific design guidelines may be approved if it is consistent with the goals and intent statements. It is the applicant’s responsibility to show that an alternative solution is consistent with, and effectively implements the intent statements and goals.



SECTION CATEGORIES

The guidelines within this Chapter are organized into the following topics:

- **Private Realm** - all areas on private property including homes and businesses.
 - » Existing Neighborhoods
 - » New Development
- **Public Realm** - public areas such as the streets, plazas, and parks.
 - » Streetscapes
 - » Plazas and Public Spaces



SAMPLE DESIGN GUIDELINES FORMAT

To increase clarity and ease-of-use, Design Guidelines pages that include recommendations use a standard format. The example below indicates each key element of the standard format.

SECTION CATEGORY - SECTION TITLE

Intent: Intent statements describe the over-all objective of the section topic. They are written to provide high-level section vision and guidance, more specific goals can be found in the sub-topic goal statements



NOTE: Images used in the DSG document are not directly representative of what is recommended. Images are purely conceptual representations and are only intended to convey the ideas expressed in their captions.

Photographs and Diagrams show conceptual examples of the guidance listed on that page. Image Captions reference text from guidelines that relates to the image.

SUB-TOPIC GOALS

- **Goal Statements** establish the objectives to be achieved for each sub-topic and may also be used to determine the appropriateness of alternative or innovative approaches that do not meet specific guidelines.

SIDEBARS

Sidebars give general background information or reference the zoning code or other related documents.

GUIDELINES

1. **Design Guidelines** provide recommendations to achieve the intent statements. They use the term “should” to indicate suggestions.
 - » **Bulleted Lists** indicate specific approaches and strategies to meet the corresponding guideline.

ADDITIONAL FORMAT NOTES

The Design Topic Title Bar is indicated with a heading at the top of each page.

Topic Sections and Guidelines are numbered for clarity and ease of reference.

Sidebar Pages are pages that do not have numbered guidelines. These pages offer additional explanation, imagery, and background information on design topics.

4.1 PRIVATE REALM - EXISTING NEIGHBORHOODS

Intent: To prioritize neighborhood maintenance needs that improve overall aesthetics while maintaining existing character and scale.



Redevelopment or infill projects should provide visual interest and architectural details.



Redevelopment or infill projects should replicate the existing character-defining features.

1.1 BUILDING DESIGN GOALS

- To maintain the existing character and architectural style of the Historic Firestone neighborhood's predominantly single-family housing.
- To ensure buildings within the single-family neighborhood maintain a complementary mass and scale to the existing structures.
- To encourage design best practices in any existing neighborhood building reuse, redevelopment, infill, or addition.

1.1 GUIDELINES

1. Redevelopment or infill projects within the single-family neighborhood should not exceed two stories.
2. Redevelopment or infill projects should maintain a front setback from the street that is consistent with the surrounding structures.
3. Redevelopment or infill projects should be alley-loaded and avoid garages at the front of the house.
4. An addition or alteration should be designed to respect the existing structure and maintain its character-defining features and structural integrity.
 - » A contemporary design for an alteration or addition to an existing structure should not be discouraged as long as it does not impact character-defining features and the design is compatible with the existing building.
 - » An addition or alteration should relate to the original building in mass, scale, and character, but should appear as new.
5. Redevelopment or infill projects should replicate the existing character-defining features, defined below.
6. Redevelopment or infill of duplex or triplex houses will be evaluated through the Town's Special Use Review process as long as they maintain the mass, scale, and character of surrounding structures.
7. Redevelopment or infill projects should provide visual interest and architectural details, see page 66-67 for explanation and visual examples of appropriate techniques.

CHARACTER-DEFINING FEATURES

To ensure reuse, redevelopment, infill, or additions within the area preserve or replicate the character-defining features, that character must be defined. Most homes in the area are 1-2 story or split-level. Architectural styles include ranches or raised ranches, post-war bungalows, and simple miner-style cottages. Features that should be preserved or replicated include: low to medium pitch gabled or hip roofs, roof gables (sometimes with decorative braces), window trim, awnings, columns, and brick or decorative siding.



1.2 LANDSCAPE AND SITE DESIGN GOALS

- To maximize landscaping health and survival.
- To encourage landscape designs that provide an environmental benefit.
- To maintain a strong relationship between the building and the street through contextually appropriate fence and wall designs.
- To encourage best management practices for residential water conservation, storm water management and yard design.

1.2 GUIDELINES

1. Plant materials selected should be those that minimize water usage. Minimize use of bluegrass turf, consider water-wise grass such as buffalo grass and fescue.
2. Front yard fences should be low-height or highly transparent such as pickets, split rail, or decorative metal railing.
3. Screening, fencing, and walls should be high-quality, durable, and low-maintenance to ensure long-term use and suitability for the Colorado climate.
4. Chain link fencing should not be considered a suitable, high-quality material.
5. Water saving techniques for irrigation system designs should be considered.
6. Low Impact Development yard solutions should be considered including permeable driveway paving, xeriscaping, rain gardens, and swales.

1.3 MAINTENANCE GOALS

- To ensure all homes and properties within the Historic Firestone Neighborhood are maintained to provide a public benefit and enhance the neighborhood character.

1.3 GUIDELINES

1. Consider providing resources, incentives, and information to residents to improve building facades and front yards. Resources should emphasize:
 - » The benefits of native and low water plants;
 - » Green infrastructure and xeriscaping; and
 - » Sustainable construction and maintenance processes.
2. Ensure facade improvements maintain or enhance character-defining features and materials.
3. Focus outreach efforts on homes and yards that are falling into dereliction.



Front yard fences should be avoided or highly transparent such as pickets.



Low Impact Development yard solutions should be considered including xeriscaping.



Ensure facade improvements maintain or enhance character-defining features and materials.

4.2 PRIVATE REALM - NEW DEVELOPMENT

Intent: To encourage high-quality new development that provides new uses and services to Historic Firestone while complementing the existing character and scale of the neighborhood.



Residential frontages that provide a transition between adjacent sidewalks and private residences.



Buildings located to promote a continuous and uniform building frontage.

2.1 SETBACK AND PEDESTRIAN LEVEL GOALS

- To ensure that all parts of the streetscape and the spaces between buildings and the sidewalk activate or enhance the public realm.
- To encourage additional space for pedestrian movement and openings.
- To provide a consistent street edge that reinforces urban character and human scale.

2.1 GUIDELINES

1. Buildings should be located to promote a continuous and uniform building frontage along First Street to the maximum extent practicable.
 - » Buildings should only be set back to provide visual relief, create an outdoor amenity, or provide a Publicly Accessible Private Open Space.
2. When located on First Street or Grant Avenue, buildings should have their primary building entrance located on these frontages.
3. The ground floor of all buildings should have transparency suitable to their use.
 - » Ground-floor commercial uses should not be less than sixty percent (65%) transparent.
 - » Ground-floor residential uses should not be less than thirty percent (30%) transparent.
 - » Alternatives to transparency can include wall art or murals, architectural screens, and vertical gardens.
4. Commercial ground floors should have minimum ceiling height of 12'.
5. For all commercial uses along First Street or the Main Plaza, the maximum front setback should be 10 feet.
 - » Setbacks for commercial uses shall be primarily hardscape and should act as an extension of the public realm.
6. For all residential uses the maximum front setback should be 15 feet.
 - » Setbacks for residential uses should be primarily softscape with the exception of stoops and porches.
7. Residential frontages should provide a transition between adjacent sidewalks and private residences. Appropriate strategies include:
 - » Planted areas or gardens;
 - » Stoops or porches;
 - » Cooking, eating, or seating areas; and
 - » Awnings or pergolas.

ZONING SETBACKS

The Town of Firestone development code allows a maximum residential setback of 10' for alley loaded homes and 20' for front loaded garages and a commercial setback of 20'. These guidelines aim to build on that requirement to promote a more pedestrian-oriented environment.



2.2 MASS AND SCALE GOALS

- To create a comfortable, human-scale environment by reducing the mass and scale of large buildings.
- To encourage varied and creative building massing that provides visual interest.
- To maintain access to sunlight and views.

2.2 GUIDELINES

1. Building massing should be designed to reduce the perceived size of the structure and create a human scale along the street. See page 66 for explanation and visual examples of appropriate techniques.
2. Building massing should be varied to provide visual interest, especially on facades that face First Street, Grant Avenue, or the Main Plaza. See page 66 for explanation and visual examples of appropriate techniques.
3. Buildings adjacent to one or two story buildings should step down in stories to transition to the height of the smaller building(s).
4. Buildings should be designed with careful attention to upper story massing and setbacks to preserve mountain views from the Main Plaza and to maximize solar access along the street and Plaza.

2.3 ARTICULATION AND DETAIL GOALS

- To provide a visually interesting facade that complements the historic, civic, and commercial context.
- To reduce the perceived mass and scale of a building.

2.3 GUIDELINES

1. Articulation techniques that provide visual interest and express a human scale should be used in the design of building facades. This is especially important along First Street, Grant Avenue, and the Main Plaza. See page 67 for explanation and visual examples of appropriate techniques.
2. Architectural details like exposed posts, beams, trusses, and brackets should be included with facade articulation.
3. Commercial buildings should be designed with a high degree of transparency.



Building designed with careful attention to upper story massing and setbacks.



Residential frontages should provide a transition between adjacent sidewalks and private residences.



Commercial buildings designed with a high degree of transparency.



High-quality materials such as brick and stone.



Buildings should incorporate additional sustainability features such as solar panels.



Private development with shared green spaces.

2.4 MATERIALS GOALS

- To ensure that building materials provide visual interest and a sense of scale.
- To ensure that building materials are durable and low-maintenance.

2.4 GUIDELINES

1. Building materials should contribute to visual interest and convey a sense of human scale. Use materials that have texture, finish, and detailing, and apply materials in ways that create shadow, contrast, and depth.
2. Building materials should be of a proven durability. Choose materials that are proven to be long-lasting and low-maintenance in the Colorado climate.
3. High-quality materials such as brick, stone, terra cotta, metal panels, colored cement board panels, stainless steel, and glass should be used.
4. Use local and regional materials, whenever feasible.
5. Synthetic, low-quality, or less durable materials should not be used. Discouraged materials include: EIFS (Exterior Insulation Finish Systems); fiberglass; cementitious stucco; and vinyl siding.

2.5 SUSTAINABLE BUILDING DESIGN GOALS

- To encourage buildings that are designed using sustainability best practices.
- To encourage buildings to incorporate additional sustainability features and renewable energy solutions.

2.5 GUIDELINES

1. Buildings should be oriented to optimize passive solar opportunities, solar gain, and natural day-lighting.
2. Buildings should be designed with proper insulation and thermal mass to minimize heating/cooling needs and reduce noise.
3. Buildings should incorporate additional sustainability features to provide an environmental benefit. Strategies include: green or vegetated roofs and living walls; solar and other renewable energy sources; and captured rainwater or greywater recycling systems.
4. Private development should incorporate shared green spaces, whenever feasible.

2.6 LANDSCAPE DESIGN GOALS

- To provide screening, softening, and visual interest to private development.
- To maximize landscaping health and survival.
- To utilize architectural and landscape screening elements that help mitigate undesirable utility and service use functions.
- To ensure that screening provides visual interest to an adjacent public space.

2.6 GUIDELINES

1. Plant material should conform to the American Standard for Nursery Stock and shall be of specimen quality.
2. Landscaping areas should be designed to protect and support the root system of mature shade trees.
3. Plant materials selected should be those that minimize water usage. Minimize use of bluegrass turf, consider water-wise grass such as buffalo grass and fescue.
4. Landscaping palettes should be visually appealing and provide varied and layered year-round interest.
5. Concentrations of landscaping should be located at residential and commercial driveways and building entries.
6. Landscaping should be provided in front of all building types to soften the appearance of private development.
7. Tree and plant species should be resilient and easy to maintain.
 - » Use hardy and drought tolerant plants.
 - » Ensure tree and plant species diversity.
 - » Consider salt tolerant plants where subject to de-icing.
8. New residential properties should be discouraged from having front yard fences unless they are low, transparent fences like split rail or open picket fences.
9. Chain link fencing should not be considered a suitable, high-quality material for use on private development.
10. Screening, fencing, and walls should be high-quality, durable, and low-maintenance to ensure long-term use and suitability for the Colorado climate.
11. Landscape screening should be layered or utilized in conjunction with screen walls to provide varied screening and avoid a hard monotonous treatment.



Landscaping provided in front of buildings to soften the appearance of private development.



Visually appealing landscaping palettes with varied and layered year-round interest.



Landscape screening utilized in conjunction with screen walls to avoid a hard monotonous treatment.

2.2 MASS AND SCALE TECHNIQUES

HUMAN SCALE TECHNIQUES - GUIDELINE 2.2.1

Height variation - Vary the height of a building to break up large masses.

Upper story setback - Step back upper floors to reduce mass at the pedestrian level, provide tree canopy space, and maximize sky exposure.

Middle setback - Carve out space in the middle of a building on upper floors to reduce its central mass. Creates an opportunity for outdoor spaces.



VISUAL INTEREST TECHNIQUES - GUIDELINE 2.2.2

Facade plane changes – Use changes in building facade such as vertical notches or shifts to provide relief at the pedestrian level and avoid a long wall.

Changes in materials – Material changes that align with visual breaks in massing, either vertically or horizontally, provide variety and continuity for longer facades.

Vertical projections – Use pilasters, columns, or overhangs to create a rhythm and enhance the pedestrian experience.



2.3 ARTICULATION AND DETAIL TECHNIQUES

ARTICULATION TECHNIQUES - GUIDELINE 2.3.1

Accent lines - Use vertical and horizontal features on a building wall. An accent line often projects from the wall. Examples include moldings, sills, cornices, pilasters, and spandrels.

Wall recesses, projections, or banding - Recess or project portions of wall in a vertical or horizontal rhythm. Bands provide predictability and visual interest.

Changes in color and materials - Color and material changes break up facades and contribute to an interesting and vibrant building.



ARTICULATION TECHNIQUES CONTINUED

Balconies, canopies, and awnings - Projecting elements add interest and human scale to a building and provide user comfort. They should be detailed to be integral to the architecture.

Window composition - Windows of familiar dimensions can convey a human scale. Aligning windows horizontally and vertically creates a visual rhythm.



4.3 PUBLIC REALM - STREETSCAPES

Intent: To create a safe and efficient network of pedestrian and bicycle facilities while ensuring that streetscapes still meet the vehicular needs of the community.



Trees and pedestrian amenities occupying a consistent, well defined zones parallel to the pedestrian walking zone.



Major pedestrian crossing with bulb-outs to prioritize pedestrian safety.

3.1 GENERAL STREETSCAPE GOALS

- To promote visual continuity along a street.
- To prioritize safe circulation to and through the site.
- To encourage pedestrian activity on the sidewalk and to support activities such as shopping, dining, and gathering.

3.1 GUIDELINES

1. Major pedestrian crossings should be designed with bulb-outs or table top crossings to prioritize pedestrian safety.
2. Streetscapes should be designed to maintain visual continuity.
 - » Establish a consistent rhythm of trees, lights, furnishings, and other vertical elements.
 - » Use paving and materials to define pedestrian and amenity zones.
3. The amenity zone should incorporate a variety of pedestrian-oriented amenities (see 3.2 for more information on pedestrian amenities).
4. Streetscape designs should integrate pedestrian-scale lighting to encourage evening use and enhance security.
5. Street furnishings, trees and pedestrian amenities should occupy consistent, well defined zones parallel to the pedestrian walking zone.
6. Streetscape furnishings, such as cafe seating, should be placed behind a 6 foot clear zone for uninhibited pedestrian travel along the sidewalk.
7. Streetscapes should be designed with furnishings to add visual interest and utility.
 - » Use attractive functional elements such as decorative railings, seating, walls, and paving.
 - » Introduce Historic Firestone character through decorative street lights and banners.
 - » Consider Historic Firestone Neighborhood branding integrated into amenities or public art.

PREFERRED STREET SECTIONS

As part of the Historic Neighborhood Plan a set of preferred street designs have been created for major streets, these are intended to create a palette of street cross sections for improving Firestone streetscapes. This palette starting on page 32 aims to provide a hierarchy of street types and can be referenced in conjunction with these guidelines.



3.2 PEDESTRIAN AMENITIES GOALS

- To select a palette of unique and consistent pedestrian and bicycle amenities to unify the character and identity of the Historic Firestone streetscapes.
- To provide adequate pedestrian and bicycle amenities to encourage non-vehicular modes of travel.

3.2 GUIDELINES

1. Pedestrian and bicycle amenities should be high-quality, durable, and low-maintenance to ensure long-term use and suitability for the Colorado climate.
2. Pedestrian and bicycle amenities should be unifying elements with a palette of furnishings consistent with the historic neighborhood historic character.
3. Streetscapes should include a consistent palette of well-distributed amenities to provide pedestrian and cyclist comfort and convenience. Appropriate amenities include:
 - » Benches;
 - » Trash and recycling receptacles;
 - » Seat walls/planter boxes;
 - » Decorative light posts;
 - » Wayfinding;
 - » Bike racks; and
 - » Pet waste bag dispensers.
4. Pedestrian amenities should be co-located in strategic clusters along the street that indicate areas of rest and pause to pedestrians.
5. Pedestrian and bicycle amenities should be located to avoid conflicts with the direct flow of pedestrian and cyclist travel.
6. Pedestrian amenities should accommodate a variety of visitor needs, abilities, and activities.
7. Pedestrian and bicycle amenities should incorporate historic, artistic, creative, or decorative elements into their design.



Pedestrian and bicycle amenities as unifying elements with a palette of consistent furnishings.



Pedestrian and bicycle amenities that incorporate historic and creative elements into their design.



Pedestrian and bicycle amenities located to avoid conflicts with the direct flow of pedestrian travel.



The use of chicanes to slow traffic, create bulbouts for safer crossings, and provide more amenity space.



Streetscape improvements like beautification and sharrows to provide a safe bicycle facility.



The 10' pedestrian trail along Grant Avenue.

3.3 FIRST STREET GOALS

- To create a historic neighborhood-scale Main Street for Historic Firestone.
- To promote a more safe, active, and pedestrian-oriented streetscape.

3.3 GUIDELINES

1. The streetscape should be designed to increase pedestrian-oriented space, particularly along the east side of the street adjacent to the businesses.
2. Consider the use of chicanes along First Street to slow traffic, create bulbouts for safer crossings, and provide more amenity space along the street.

3.4 BUCHANAN AVENUE GOALS

- To maintain the existing street character and private property lines.
- To create a safe streetscape for pedestrians and cyclists.

3.4 GUIDELINES

1. Initial streetscape improvements should include beautification and sharrows to provide a safe bicycle facility through the neighborhood.
2. Consider reducing travel lane widths to slow traffic and provide additional pedestrian space on the north side of the street.
 - » Private property lines should be maintained.

3.5 GRANT AVENUE GOALS

- To continue the pedestrian trail design along the full length of the street.
- To enhance the streetscape character as the major entryway to Historic Firestone.

3.5 GUIDELINES

1. The 10' pedestrian trail should be continued past Hart Park to accommodate new development along the street.
2. Initial streetscape improvements should include beautification, amenities, and a gateway design to mark entry to the Historic Firestone neighborhood.
 - » Private property lines should be maintained.



3.6 LOCAL NEIGHBORHOOD STREETS

- To ensure proper upkeep of the existing streets network.
- To ensure a well-maintained and consistent streetscape experience throughout the historic neighborhood.
- To provide improvements over time that promote a more safe, pedestrian-oriented streetscape.

3.6 GUIDELINES

1. Maintenance and upkeep of the local street network should be a priority before, during, and after any other streetscape improvements so that the needs of the neighborhood residents continue to be met. Maintenance items to evaluate should include:
 - » Potholes;
 - » Sidewalk connectivity and surfacing;
 - » Alley surfacing;
 - » Striping; and
 - » Accessibility.
2. Consistent, continuous, 5' minimum sidewalks, should be provided throughout the study area.
3. Gravel alleys should be paved to create a consistent quality throughout the neighborhood and to ensure accessible sidewalks where they cross alleys.
4. Initial streetscape improvements to consider should include beautification, minimizing curb cuts, providing bulbouts or tabletop crossings where feasible, and reducing travel lane widths to slow traffic and provide additional space for pedestrians and cyclists.
5. Streetscape improvements should protect and support the root system of shade trees and new planting areas should avoid the discouraged species listed below.



Streetscape improvements include providing bulbouts or tabletop crossings.



Paved alleys to ensure accessible sidewalks where they cross alleys.

DISCOURAGED TREE SPECIES

Several tree species have been shown to have major drawbacks in the front range region for a number of reasons, including hardiness, susceptibility to disease and harmful insects, and invasive growth patterns. Trees that should be avoided in Firestone streetscapes and public realm include:

- » Female Cottonwood tree (*Populus Deltoides*);
- » Box Elder (*Acer Negundo*);
- » Siberian Elm (*Ulmus Pumila*);
- » Russian Olive; and
- » Ash trees.



Streetscape improvements that protect and support the root system of shade trees.

4.4 PUBLIC REALM - PLAZA AND PUBLIC SPACES

Intent: To create active, vibrant, and functional spaces that are of an appropriate scale, well-amenitized, and true to Firestone's character and history.



Pedestrian and bicycle amenities acting as unifying elements.



Pedestrian and bicycle amenities that incorporate historic elements.

4.1 PEDESTRIAN AMENITIES GOALS

- To select a palette of unique and consistent pedestrian and bicycle amenities to unify the character and identity of the public realm within the Historic Firestone Neighborhood.
- To select and locate pedestrian and bicycle amenities to encourage activity and gathering in the public realm.

4.1 GUIDELINES

1. Pedestrian and bicycle amenities should be high-quality, durable, and low-maintenance to ensure long-term use and suitability for the Colorado climate.
2. Pedestrian and bicycle amenities should be unifying elements with a palette of furnishings consistent with the Historic Firestone neighborhood historic character.
3. All areas within the public spaces should include a consistent palette of well-distributed amenities to provide pedestrian comfort and convenience. Appropriate amenities include:
 - » Benches;
 - » Tables;
 - » Seat walls/planter boxes;
 - » Trash and recycling receptacles;
 - » Bike racks; and
 - » Pet waste bag dispensers.
4. Pedestrian amenities should accommodate a variety of visitor needs, abilities, and activities.
5. Pedestrian amenities should incorporate historic, artistic, creative, or decorative elements into their design.
6. A variety of pedestrian amenity types and uses should be provided, including flexible furnishings in areas that could be used for events or other activities.

4.2 PAVING MATERIALS GOALS

- To support a variety of activities and abilities.
- To clearly distinguish pedestrian use areas from other modes of travel.
- To encourage creative paving designs that help create a unique sense of place.



4.2 GUIDELINES

1. Distinct paving materials should be used to indicate areas of continuous travel and facilitate clear, pedestrian navigation on sidewalks, intersections, and parking areas.
2. Creative paving designs should be used in public spaces such as plazas and setbacks to create visual interest.
3. Paving materials should be used to help guide movement and differentiate between uses.

4.3 LANDSCAPING GOALS

- To provide screening, softening, and visual interest to the public realm.
- To maximize landscaping health and survival.
- To ensure that screening provides visual interest to an adjacent public space.

4.3 GUIDELINES

1. Plant material should conform to the American Standard for Nursery Stock and shall be of specimen quality.
2. Landscaping areas should be designed to protect and support the root system of mature shade trees.
3. Plant materials selected should be those that minimize water usage. Minimize use of bluegrass turf, consider water-wise grass such as buffalo grass and fescue or high-quality artificial turf.
4. Landscaping palettes should be visually appealing and provide varied and layered year-round interest.
5. Concentrations of landscaping should be located at intersection nodes, plazas, and gateways.
6. Landscaping should be provided to soften the appearance of the streetscape and public realm.
7. Tree and plant species should be resilient and easy to maintain.
 - » Use hardy and drought tolerant plants.
 - » Ensure tree and plant species diversity.
 - » Consider salt tolerant plants where subject to de-icing.
8. Screening, fencing, and walls should be high-quality, durable, and low-maintenance to ensure long-term use and suitability for the Colorado climate.
9. Landscape screening should be layered or utilized in conjunction with screen walls to provide varied screening and avoid a hard monotonous treatment.



Paving materials used to help guide movement and differentiate between uses.



Landscaping provided to soften the appearance of the streetscape and public realm.



Landscaping areas designed to protect and support the root system of mature shade trees.



Sign designed to be creative and iconographic.



Light design with a unique experience through the use of decorative lighting.



Exterior lighting designed to provide consistent coloration and uniform light distribution.

4.4 SIGNAGE GOALS

- To encourage sign locations that promote a vibrant, pedestrian-oriented street frontage.
- To create visual interest and a well-defined sense of place.

4.4 GUIDELINES

1. Signage and wayfinding should be well-constructed with durable materials that will maintain their quality.
2. Projecting signs should be encouraged in the Historic Neighborhood.
3. Building signs should be compatible with the building's architecture in material, color, finish, and attachment details.
4. Signs should be oriented or illuminated so that they do not adversely affect existing nearby residential uses or structures.
5. Signage and wayfinding should be designed to be creative and iconographic, whenever feasible.

4.5 LIGHTING GOALS

- To provide safe, welcoming, and well-lit pedestrian walkways and public realm environments.
- To minimize light pollution and impacts on building occupants and adjacent developments.

4.5 GUIDELINES

1. Building entries should be well lit.
2. Exterior lighting should be designed to provide consistent coloration and uniform light distribution without overly bright or poorly lit spots.
3. Exterior lighting should be designed to reduce glare and minimize light trespass.
4. Exterior lighting should contribute to a safe environment for all users.
5. Pedestrian lighting along public trails and in plazas should be provided at an interval of no less than 25' to ensure the public realm is well lit.
6. Light fixtures should be designed to a pedestrian scale and to accommodate banners and decorative lighting.
7. Light design should create a unique experience through the use of innovative, decorative, and feature lighting.



4.6 PUBLIC ART GOALS

- To create a unique sense of place by utilizing public art to add to the interest and character of the public realm.
- To encourage a variety of public art in strategic, prominent, and functional locations.

4.6 GUIDELINES

1. Public art should be placed in highly visible areas, along key sight lines, and as focal points in highly trafficked areas.
 - » Opportunities for seating and interaction with the art piece(s) should be incorporated.
 - » Consider public art at gateways and key intersections.
2. Public art should be constructed of durable materials that will withstand the sun and freeze thaw conditions of the Colorado climate.
3. Public art such as sculptures, wall art, and murals should be integrated into streetscapes, particularly on First Street.
4. Public art should match the historic character of the Historic Firestone Neighborhood.



Public art placed in a highly visible area, along key sight lines.

4.7 GATEWAY GOALS

- To clearly signal to people that they are entering Historic Firestone, a distinct and recognizable place.
- To represent the unique and historic nature of Firestone through an artistic design of the entry gateways.

4.7 GUIDELINES

1. Gateways should incorporate historic and artistic elements into their design. Recommended elements include:
 - » Traditional materials such as steel, stone, and wood;
 - » Historic items such as minecarts, railroad tracks, or other western iconography; and
 - » Decorative landscaping.
2. Gateways should be designed with vertical elements to be clearly visible to people entering Historic Firestone,
3. Any text incorporated into gateway elements should be easy to read and integral to the design of the gateway.
4. Entry gateways should have a clear hierarchy. The three recommended types of gateway are: primary vehicular gateways, secondary vehicular gateways, and pedestrian and bicycle gateways.



Public art with historic character.



Historic and artistic elements include historic items such as mine carts.



5

IMPLEMENTATION

Tools for implementation are a key part of this Plan, whereby all the recommendations in the previous Chapters can become a reality for Historic Firestone. This chapter includes implementation first steps, a matrix that guides implementation and funding of projects and programs, and an overview of the funding mechanisms available to the Town of Firestone.

SUBSECTIONS

5.0 Project and Program Prioritization Matrix

5.1 Funding Mechanisms

50 PROJECT AND PROGRAM PRIORITIZATION MATRIX

This section collects all the projects and programs that are recommended throughout the Plan and lays out a path to achieving them. The matrix on the following pages recommends partners, advocates, timing, cost, and funding mechanisms needed to bring these projects and programs to fruition.

This page and the following page describe the elements found in the matrix on pages 80-83. The first section of the matrix lists the projects and programs located in Chapter 2, Plan Framework Recommendations and the second covers the projects in Chapter 3, Catalytic Projects. The first page of each describes the recommended partners and advocates the Town should work with, as well as the general timing and factor of scale cost for implementation. The second page indicates which funding mechanisms can be pursued. These mechanisms are described in more detail in Section 5.1, pages 84-85.

Partners and Advocates

The key partners and advocates are the public and private entities that can help implement each project and program or that are major stakeholders. They are described below with the abbreviations used in the table.

CITY DEPARTMENTS

- **Firestone Planning and Development** - The Planning Department is a partner in all projects and programs.
- **Firestone Engineering** - The Engineering Department provides master planning, design, review, and technical support of the Town's various public infrastructure elements.
- **Public Works** - This department oversees the management of Firestone's streets, utility infrastructure, and other facilities.
- **Firestone Economic Development (Eco. Devo.)** - The Economic Development department provides services for businesses and development and also see the Urban Renewal Area.
- **Firestone Parks and Trails (Parks & Trails)** - The Parks and Trails department, within the broader Public Works department, manages the Town's parks, trails, and open space and programming within them.

PUBLIC ENTITIES

- **Historic Firestone Neighborhood Coalition (HF Neigh. Coalition)** - The creation of this group is recommended as part of the Plan recommendations. They can oversee neighborhood-specific beautification, events, and programs.
- **State of Colorado (State of CO)** - The State of Colorado may provide assistance and guidance for projects in several capacities and through multiple departments, for example, Public Safety, which aids in oil and gas hazard mitigation.
- **Colorado Department of Transportation (CDOT)** - More specifically, CDOT is a state-run agency that has purview over all state highways and also works across Colorado to help provide multi-modal transportation systems.
- **Carbon Valley Recreation District (Carbon Valley Rec.)** - The Recreation District offers and supports recreation and programming for the region.

PRIVATE ENTITIES

- **Carbon Valley Chamber of Commerce (Carbon Valley COC)** - The regional Chamber of Commerce provides support for local businesses, economic development, and programming.
- **Property Owners** - Property owners are a crucial part of Firestone, they are both stakeholders and partners in neighborhood projects. Some of the larger catalytic projects rely on the cooperation of the owners of the vacant land.
- **Business Owners (Biz Owners)** - Like property owners, business owners are both stakeholders and partners, particularly for improvements along First Street. They should benefit from any improvements made there.
- **Local Developers** - Local developers will be crucial in the successful implementation of the catalytic projects.
- **Oil and Gas Companies (O&G Co)** - Oil and gas has mineral interests in the vacant areas of Historic Firestone and will need to be partners in any development that occurs in those areas.



Timing

A timing estimate for each project is provided in the matrix below. These are a rough idea of when the project can and should be implemented as well as the order in which the steps can be taken. A project or program identified as a “Short Term” is something the Town could begin work, setup, or coordination on immediately and complete or establish within a year. Those that are identified as “Medium Term” are relatively near-term action items that will likely take between one and three years, while projects and programs identified as a “Long Term” are improvements that will likely require several initial steps and higher levels of design, funding, and community buy-in before they can be implemented in three or more years. “Ongoing” projects are ones that will take consistent, but not extensive maintenance.

In the Catalytic Projects matrix, for recommendations within each project category (the blue matrix heading), projects with shorter time frames are prerequisites for the projects with longer time frames. For example, on the vacant land sites, environmental mitigation must be done before the utility construction, which must be done before the development can occur.

Cost

The final column on the first page of the matrices is a rough estimation of cost. This is provided as simple dollar signs, with one “\$” symbol indicating the cheapest projects and programs, with an estimated cost of under \$50,000, and three “\$” symbols indicating the most expensive, with an estimated cost of over \$1 million. These are order of magnitude cost estimates that will help compare the relative cost of projects to each other. Those projects and programs with one dollar symbol are considered “low-hanging fruit” and something that can be implemented quickly, particularly if it also has a short term time frame. Projects and programs with three dollar symbols are the most involved and visionary of the projects and programs and can be implemented over time as funding becomes available.

More detailed cost estimating for two of the Catalytic Projects - the gateways and the plaza concept - can be found in Chapter 3, Catalytic Projects, in their respective subsections, 3.0 and 3.1.



Firestone Planning and Development, Zoning Tool



Carbon Valley Parks and Recreation District

Neighborhood Opportunities Matrix

This matrix includes the most actionable recommendations, projects, and programs from Chapter 2, Plan Framework Recommendations. The headings are organized by the subsections with the Chapter.

	Partners and Advocates	Timing	Cost
LAND USE AND BUILT FORM			
Extend Hart Park	Local Developers, Carbon Valley Rec.	Medium Term	\$\$
Existing Residential Support			
ILC program	Biz & Property Owners	Short Term/Ongoing	\$
Program for residential facade/curb appeal improvement & home upkeep for seniors	Biz & Property Owners, Neigh. Coalition	Short Term/Ongoing	\$\$-\$\$\$
Reestablish HF Coalition award program	Neigh. Coalition, Biz & Property Owners	Short Term	\$
ADU Program	Property Owners	Short Term/Ongoing	\$
Tracking/addressing of code violations	Neigh. Coalition	Short Term/Ongoing	\$
Revitalization volunteer program	Neigh. Coalition, Biz & Property Owners	Short Term/Ongoing	\$
First Street			
Facade/public realm improvement program	Neigh Coalition, Biz & Property Owners	Short Term/Ongoing	\$\$\$-\$\$\$\$
Asbestos abatement and structural assistance program	Biz & Property Owners	Short Term/Ongoing	\$\$
Demolition assistance program	Biz & Property Owners	Short Term/Ongoing	\$\$
Assistance for small businesses	Neigh. Coalition, Biz Owners, Carbon Valley COC	Short Term/Ongoing	\$\$-\$\$\$
MOBILITY AND STREETSCAPES			
First Street improvements	Biz & Property Owners, Neigh. Coalition, Carbon Valley COC	Medium Term	\$\$\$
Grant Avenue improvements		Medium Term	\$\$\$
Buchanan Avenue improvements	Biz & Property Owners, Neigh. Coalition	Long Term	\$\$\$
Fourth Street improvements		Long Term	\$\$\$
INFRASTRUCTURE AND UTILITIES			
Underground utility lines	United Power, Biz & Property Owners	Medium Term/Ongoing	\$\$\$
Alley paving program	Property & Biz Owners, Neigh. Coalition	Medium Term/Ongoing	\$\$\$
Sidewalk ramp repair for ADA compliance		Short Term/Ongoing	\$\$
Upgrading water lines	Property & Biz Owners, State of CO, Neigh. Coalition	Ongoing	\$\$\$
Drainage improvements		Medium Term/Ongoing	\$\$\$
CHARACTER AND CHARM			
Branding strategy	Neigh. Coalition, Carbon Valley COC	Short Term	\$
Historic preservation program	Neigh. Coalition, Property & Biz Owners	Short Term	\$



Catalytic Projects Matrix

This matrix includes the projects and action items from Chapter 3, Catalytic Projects. The headings are organized by the subsections with the Chapter. More information about phasing and cost can be found within that Chapter.

	Partners and Advocates	Timing	Cost
GATEWAYS			
Primary vehicular gateway	Carbon Valley COC, CDOT, Neigh. Coalition, Biz & Property Owners	Short Term	\$\$*
Secondary vehicular gateway		Short Term	\$\$
Pedestrian gateway		Medium Term	\$
PLAZA CONCEPT			
Construct infrastructure, utilities, etc	Carbon Valley COC, Neigh. Coalition, Biz & Property Owners	Short Term	\$\$\$
Construct plaza and amenities		Short Term	\$\$\$*
Develop community/retail buildings	Biz Owners, Local Developers, Carbon Valley COC	Medium Term	\$\$\$
Event/programming coordination	Biz Owners, Neigh. Coalition, Carbon Valley COC	Short Term	\$
SADDLEBACK ESTATES			
Construct infrastructure, utilities, etc	Local Developers, Property Owners	Medium Term	\$\$\$
Incentivize desired development	Local Developers, Carbon Valley COC	Medium Term	\$
OVERLOOK PROPERTY			
Construct infrastructure, utilities, etc	Local Developers, Property Owners	Medium Term	\$\$\$
Incentivize desired development	Local Developers, Carbon Valley COC	Medium Term	\$

* For a more detailed cost estimate, see Catalytic Projects sections 3.0 (Gateways) and 3.1 (Plaza Concept). For assumptions and exclusions related to those costs, see below.

PLAZA CONCEPT AND GATEWAY COST ASSUMPTIONS

1. Assumes stormwater piping to existing storm mains in the perimeter streets, additional study for drainage capacity will be required.
2. Plaza utilities assume Area Drains, Water Connections for Irrigation, and Electrical Connections for Lighting, Food Trucks, & Stage Area.
3. Utility connections for Commercial Buildings assume Water, Sanitary Sewer, Electrical, Gas, & Telecommunications. Additional study will be required.
4. Chemical subgrade treatment & overexcavation are excluded, Geotechnical Investigation will be required.
5. Soft Costs include Public Art, (1%), Owners Representative (.75%), Preconstruction Services (.35%), Engineering and Architecture Fees (8.5%), Plan Investment and Tap Fees (1.5%), Construction Testing (1%), Survey and Geotechnical (.5%), Reimbursable Expenses (.5%), Plan Review and Permit Fees (1%)
6. Assumes current 2021 pricing data. Pricing should be adjusted due to yearly inflation for construction costs.



NOTE: More information about each funding mechanism and its potential use can be found on pages 84-86.

FUNDING MECHANISMS
 Main Street Grants
 CDOT Mobility Grants
 GOCO Grants
 CDBG Grants
 FURA TIF Funding
 General Funds
 GO Bonds (CIP)
 Certificates of Participation
 Impact Fees
 CHFA
 DOLA Programs
 ARPA
 USDA Funding

																		Other
GATEWAYS																		
Primary vehicular gateway		X	X			X	X											Tourism Grant
Secondary vehicular gateway			X			X	X											Tourism Grant
Pedestrian gateway			X			X	X											Tourism Grant
PLAZA CONCEPT																		
Construct infrastructure, utilities, etc						X	X	X	X	X								
Construct plaza and amenities			X			X	X	X	X	X								
Develop community/retail buildings	X			X	X				X			X		X			X	
Event/programming coordination							X					X						
SADDLEBACK ESTATES																		
Construct infrastructure, utilities, etc						X	X		X	X							X	
Incentivize desired development						X			X		X						X	
OVERLOOK PROPERTY																		
Construct infrastructure, utilities, etc						X	X		X	X							X	
Incentivize desired development						X			X		X						X	

5.1 FUNDING MECHANISMS

A variety of funding mechanisms and resources are available to Historic Firestone in its efforts to revitalize, develop, and better serve the neighborhood. These mechanisms should be explored to implement the projects and programs found in the matrix.

Funding, financing, and capacity support is available through a variety of agencies at several scales. Mechanisms include grant funding, programs that provide resources and support, development fees, tax revenue, bonds, loans, and economic recovery money. These are available through local, state, and federal agencies and non-profits. A variety of funding mechanisms should be explored for implementing the projects and programs in this Plan. These funding mechanisms and programs and their acronyms correspond to the columns in the implementation matrix in the previous section. Projects and programs that could be supported by each mechanism receive a check in that column. A few other mechanisms are listed in the “other column” and should be explored further, including United Power Franchise Fees, Federal ADA funding, the Department of Public Safety Hazard Mitigation Assistance Grant (for environmental remediation of undermining and oil and gas extraction), and the formation of a Business Improvement District (BID) for the commercial area of Historic Firestone.

Grants

- **Revitalizing Main Street Grant** - The Revitalizing Main Streets Program, operated by the Colorado Department of Transportation (CDOT), provides two different Main Street grants. Both are in support of Colorado’s COVID-19 Recovery Plan. The first provides funding for larger safety infrastructure grants, for which larger improvements along Grant Avenue and First Street would be eligible, on the condition of an at least 20% local match. The second grant opportunity is the Small Multi-modal and Economic Resiliency Projects, which is awarded based on the following relevant goals: encouraging active, multi-modal transportation; improving equity and public space access; and expanding economic opportunity and development.
- **Colorado Department of Transportation (CDOT) Mobility Grants** - Two different funding sources from CDOT are available to projects that provide multi-modal facilities, the Transportation Alternative Program (TAP) and the Multimodal Options Funds (MMOF). This funding is available to projects that provide pedestrian and bicycle facilities. These would be particularly relevant to Historic Firestone’s current and future off-street multi-modal trails. TAP is a competitive grant program while MMOF funds are distributed among Colorado Transportation Planning Regions that prioritize and select eligible projects within their regions.
- **Great Outdoors Colorado (GOCO) Grants** - GOCO is a Colorado non-profit dedicated to preserving land and encouraging outdoor recreation. Their Community Impact Grants are offered to municipalities for the revitalization of outdoor spaces such as parks and trails. Note, these grants have been identified for use in development of the vacant properties but can only be used to fund the planning, design, and construction of the outdoor spaces in those areas.
- **Community Development Block Grant (CBDG)** - CBDGs are issued by DOLA for municipalities to fund acquisition, design, development, rehabilitation of public facilities, streetscape improvements, water systems, and community facilities. They are reserved for those projects that benefit low- and moderate- income persons or to prevent or eliminate blight. The Block Grants could be used for development of the vacant land only if it meets the affordability conditions.



Local Mechanisms

- **Firestone Urban Renewal Authority Tax Increment Financing (FURA TIF) Funding** - The Town of Firestone's Southern Urban Renewal Area covers the streets of the Historic Neighborhood, as well as the parks, the Saddleback Estates, and the Overlook Property. FURA collects any funds obtained by increases in tax revenue in the area (tax increment) and can spend them on improvement projects within the Southern Urban Renewal Area. Note, improvements would likely have to happen on these vacant parcels in order for tax increment to be collected within the Southern Renewal Area, given the limited scope of the FURA within the neighborhood.
- **General Funds / Capital Improvement Project (CIP) Funding** - Municipal funding, either the non-earmarked or CIP-designated revenues, can be used to fund a variety of projects within the Town. These include infrastructure improvements, amenities, and other Town-funded projects.
- **General Obligation (GO) Bonds** - GO Bonds provide municipal funding for projects that don't generate direct revenue. They are backed by the full faith and credit of the local government and are repaid through tax revenue. They can help fund capital improvements at a very low interest and are payed back over time. GO Bonds may only be issued if authorized by a ballot election of the issuing municipality.
- **Certificates of Participation (COPs)** - COPs provide Firestone another way of funding projects outside of municipal bonds and are often used to finance real property, construction of public facilities, and facility maintenance and renovation. Through the COP an investor or developer buys a share in the improvements or development that the Town would fund through a lease-purchase agreement. The lease payments are not secured by a particular revenue source and pay for the project over time.
- **Impact Fees** - Impact Fees are fees that are imposed by a local government on new or proposed development projects to pay for all or a portion of the costs of providing public services to the new development.

State Mechanisms

- **Colorado Housing and Finance Authority (CHFA)** - CHFA is a state-sponsored organization that assists in home-ownership and works to increase Colorado's housing stock. CHFA provides funding and low-interest loans for missing middle and multi-family housing projects, with an emphasis on affordable, senior, family, and rural housing. They also have a small-scale housing program that provides permanent loan financing for multi-family projects under 20 units.
- **Department of Local Affairs (DOLA) Programs** - DOLA offers two programs focused on economic development and Main Street revitalization. The first, the Rural Economic Development Initiative (REDI) program, helped fund the Neighborhood Plan. This program should be explored for future funding opportunities in support of First Street redevelopment, particularly in the areas of job creation and small business retention. The other DOLA program that should be explored is the Colorado Main Street Program, which offers support for community-led downtown revitalization. This could provide support services for First Street-specific programs.

Federal Mechanisms

- **American Rescue Plan Act (ARPA) Funding** - In May 2022, Firestone will receive the second half of its allocated ARPA funds. Municipalities can use ARPA funds to address the negative economic impacts caused by the public health emergency, which could include help for local businesses, and to invest in infrastructure improvements like water lines.
- **US Department of Agriculture (USDA) Loans and Grants** - The USDA provides a number of federal loan and grant opportunities, relevant programs are described in more detail on the following page.

USDA Funding Programs

AVAILABLE TO TOWN OF FIRESTONE

- **Community Facilities Direct Loan and Grant Program:** The USDA operates a Community Facilities Direct Loan and Grant program that helps fund community facilities such as health care facilities, street improvements, community services (like child care and community centers), public safety services, and local food systems for rural areas, including Towns with less than 20,000 residents, which makes Firestone eligible. Note, the program prioritizes low income communities and will provide less funding for larger communities.
- **Rural Business Development Grants in CO:** Rural towns with less than 50,000 residents (outside urban areas) can apply for planning, technical assistance, and training for small business development (small applies to businesses with fewer than 50 workers). There is no maximum grant amount, but smaller requests are given higher priority. Funds can also be used for feasibility studies, land acquisition, and economic development.
- **Multifamily Housing Direct Loans:** These USDA loans are slated for the creation of multi-family rental housing for low-income families, the elderly, and disabled individuals in rural areas. The loans can be obtained by most state and local governmental entities as well as trusts, associations, and organizations. Applicants must have the legal authority needed to construct, operate and maintain the proposed facilities and services.

AVAILABLE TO PARTNERS AND LENDERS

- **Single Family Housing Repair Loans & Grants:** This program is available to local homeowners who must occupy the residence and meet an income threshold of 50% below the area median income or be age 62 and older. The low-interest-rate loans can be applied to repairs, improvements, or modernization, while the grants, which are only available to seniors, can be used to remove health and safety hazards. Any Historic Firestone residents who meet this criteria and need should be encouraged to apply.
- **Multifamily Housing Loan Guarantees:** Loan guarantees are available to private-sector lenders, HUD, or state and local housing finance agencies to provide loans to state and local governmental entities, nonprofit organizations, or for-profit organizations that are building or preserving affordable rural rental housing. The housing must be a minimum of five units and meet several criteria for affordability. The Town of Firestone would need to partner with a lender in order to secure and use this loan opportunity.
- **OneRD Guarantee Loan Initiative:** This program provides loan guarantees to eligible lenders to provide water and waste water disposal, business and industry, rural energy, or develop essential community facilities in rural areas. The Community Facilities Guaranteed Loan (most relevant to the Historic Neighborhood) can be used to construct, enlarge, extend or otherwise improve essential community facilities such as health care services, community or cultural facilities, streets, parks, and infrastructure. The guarantee can only be provided to banks, mortgage and holding companies, and credit unions and would require partnership for the Town of Firestone.
- **Rural Innovation Stronger Economy (RISE) Grants:** This program, which is available to “rural jobs accelerator partnerships” offers grant assistance to create and augment high-wage jobs, accelerate the formation of new businesses, support industry clusters and maximize the use of local productive assets in eligible low-income rural areas. These partnerships must have expertise in delivering economic and job training programs and consist of non-profit entities, state entities, or public bodies. The Town of Firestone would need to partner with a local center or program that qualifies as a jobs accelerator in order to make use of these funds.
- **Multifamily Housing Rental Assistance:** This program provides payments to owners of USDA-financed rural housing projects (through the Multifamily Housing Direct Loans above) to help low-income tenants pay their full rent. The owner of the multifamily project must apply on behalf of the low-income tenants to subsidize their rent. Owners may then use the funds to pay operational expenses.





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