



Concept development and Hart Park extension, looking east, along Grant Avenue

FIRESTONE CO

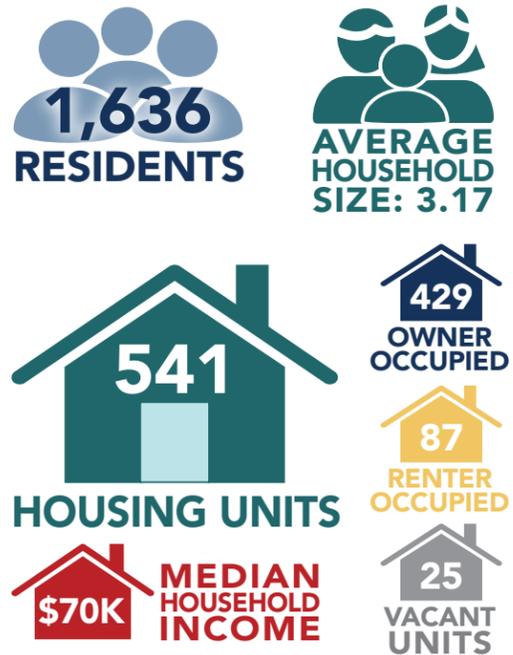
HISTORIC FIRESTONE NEIGHBORHOOD PLAN

A charming, active neighborhood that is considered the heart of the community.

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, the Neighborhood Plan is providing the framework to guide public and private improvements and investments.



Historic Firestone Residents ¹



Historic Firestone Visitors ²

	HISTORIC FIRESTONE COMMERCIAL	SAFEWAY SHOPPING CENTER
	Total Visitors 16.1K	1.4M
	Individual Customers 51.6K	177.4K
	Average Length of Stay 101 MINUTES	48 MINUTES
	Median Household Income \$76,702	\$75,152
	Average Household Income \$92,826	\$90,019
	Median Home Value \$342,810	\$322,479

COMMUNITY 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.



Conceptual plaza design, looking northeast

Contact
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Firestone, CO 80504

1) 2019 Census ACS
2) Placer AI, 3/1/21-2/28/22 80% Traffic Data, 2019 ACS

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HISTORIC FIRESTONE STRATEGIC FRAMEWORK

Development Opportunities.

Vacant or underutilized properties within the Plan area should be developed or redeveloped to provide new housing, commercial, or other neighborhood services.

Neighborhood Street Enhancements and Trail Connectivity.

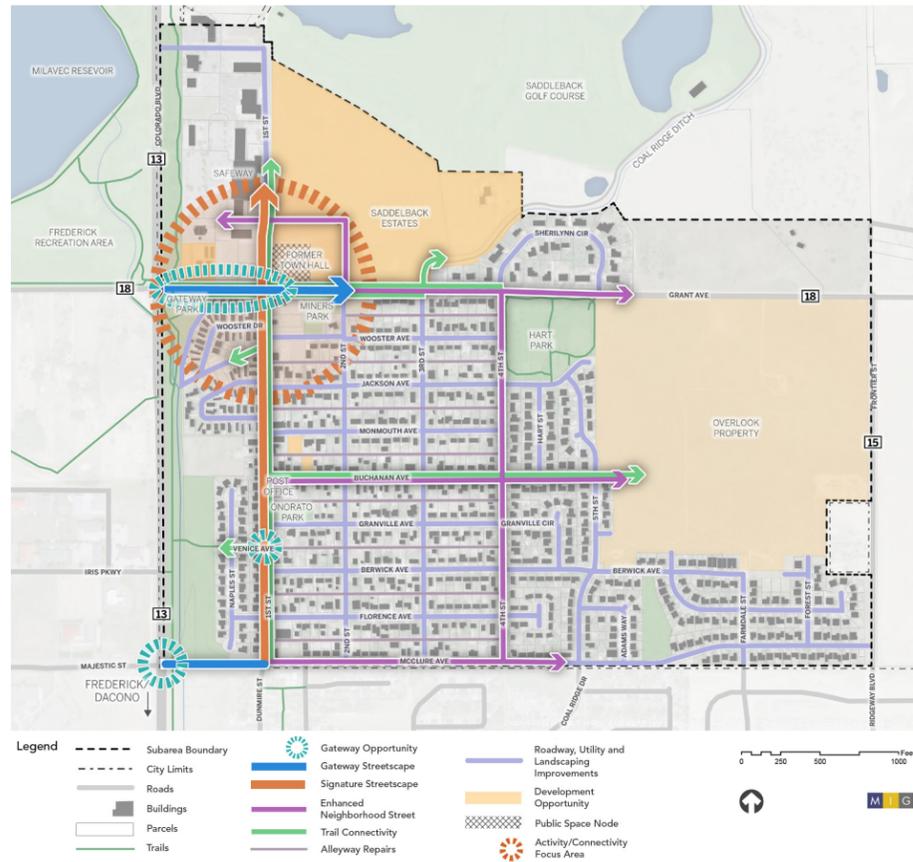
Improve streets, pedestrian routes, and utilities, including safety enhancements, traffic calming, and new amenities.

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. A new public space should be considered for the corner of Grant Avenue and First Street.

Activity/Connectivity Focus Area.

The core area of the neighborhood should have the most concentrated improvements. Redevelopment efforts, new public spaces, and amenities should converge near the intersection of Grant Avenue and First Street.



SADDLEBACK ESTATES

28.7 ACRES

MIXED USE

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

LAND USES AND AMENITIES

Residential

- » Small to medium lot single family
- » Townhomes
- » Multi-family buildings
- » Affordable senior housing

Public space

- » Firestone Plaza w/ play area, event lawn, historic features and landscaping
- » Green space buffers
- » Neighborhood parks

Commercial (plaza activation)

- » Dining and cafes
- » Brew House
- » Food Hall



Single family homes



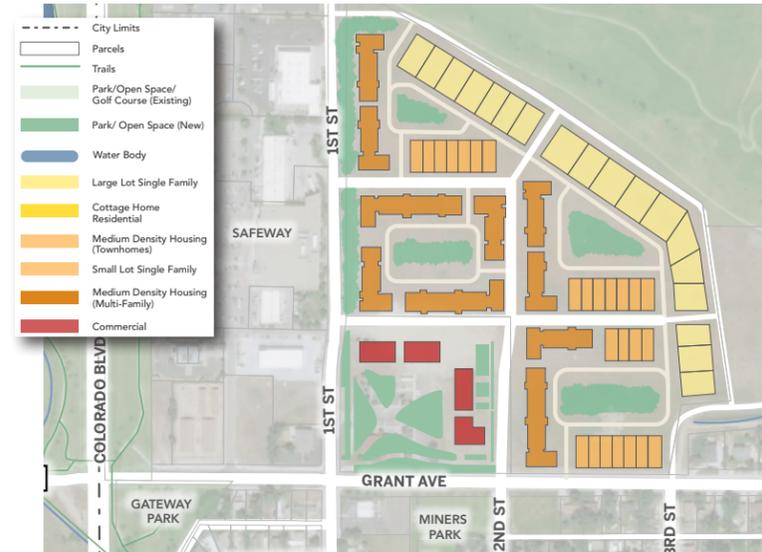
Attached single family



Multi-family buildings

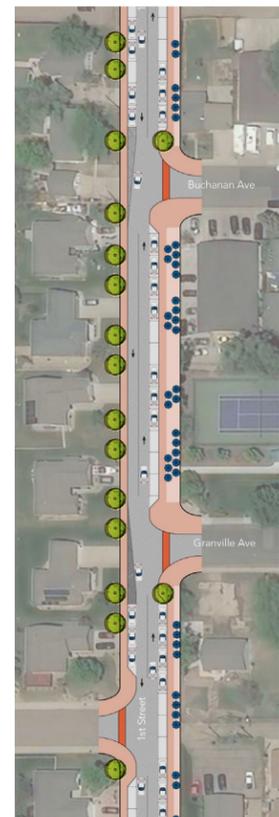


Flexible plaza area



Land use concept

FIRST STREET STREETSCAPE



Create a main street with ample pedestrian space adjacent to businesses with enhanced character and more 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. Encourage economic development.
3. Allow for residential parcels on First Street and Grant Avenue to include live/work uses.
4. Facilitate the chicane of the roadway to slow vehicles and create additional commercial amenity space (see diagram to the left).



Conceptual First Street commercial and amenity space

OVERLOOK PROPERTY

78.9 ACRES

MIXED RESIDENTIAL

The vacant property presents a unique opportunity to expand the neighborhood area to the east, providing a variety of much needed housing for the community and creating new connections and amenities.

LAND USES AND AMENITIES

Residential

- » Small to medium lot single family
- » Cottage Homes
- » Paired homes/townhomes
- » Affordable senior housing

Public space

- » Hart Park (expansion)
- » Shared community spaces
- » Green space buffers
- » Open space trails and corridors

Commercial (only on corner lots)

- » Cafe or neighborhood shop



Single family homes



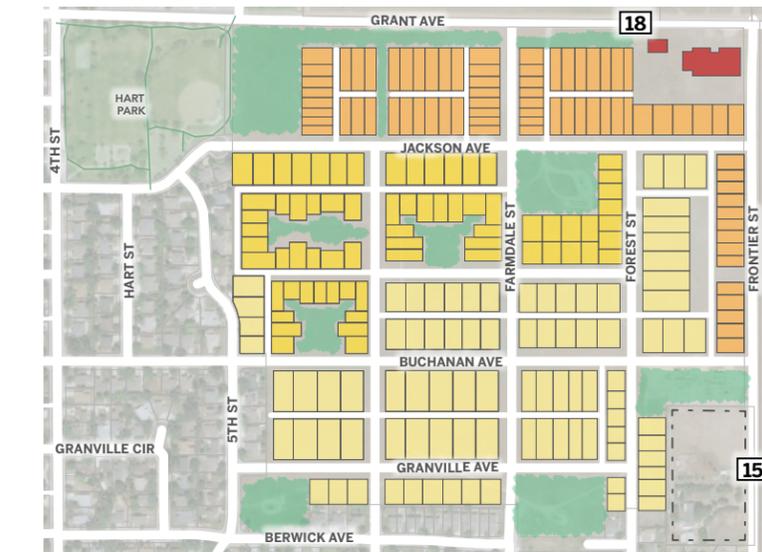
Small lot single family



Cottage cluster homes



Retail with community space



Land use concept