



Firestone Downtown Development Authority

Regular Meeting Agenda

August 13, 2025

6:00 PM

9900 Park Avenue, Firestone, CO 80504

Town of Firestone DDA meetings can be viewed live online at www.firestoneco.gov/Agendas

1. **Call to Order & Roll Call**
2. **Pledge of Allegiance**
3. **Approval of Agenda**
4. **Public Comment** *(maximum time permitted for all Public Comment is 30 minutes)
5. **Discussion/Action**
 - a. Board Member Oath of Office
 - b. Board Member Training
 - c. **FDDA Resolution 25-01**: A RESOLUTION ADOPTING THE BYLAWS OF THE FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY
 - d. **FDDA Resolution 25-02**: A RESOLUTION ADOPTING AND RECOMMENDING APPROVAL OF THE FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY PLAN OF DEVELOPMENT
 - e. **FDDA Resolution 25-03**: A RESOLUTION CALLING AN ELECTION TO BE HELD ON NOVEMBER 4, 2025, FOR THE PURPOSE OF SUBMITTING TO THE ELIGIBLE ELECTORS OF THE TOWN OF FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY CERTAIN TABOR BALLOT QUESTIONS AUTHORIZING THE AUTHORITY TO COLLECT, RETAIN, AND EXPEND REVENUES, AND REQUESTING APPROVAL OF THE ELECTION BY THE TOWN BOARD OF TRUSTEES
 - f. Naming the Firestone Downtown Development Authority (DDA)
6. **Reports**
7. **Adjournment**

If you need special assistance in order to participate in a Firestone Downtown Development Authority meeting, please contact the Town Clerk's Office at 303-531-6264 in advance of the meeting to make arrangements. A forty-eight-hour notice is requested.

AGENDA INFORMATION MEMORANDUM

Downtown Development Authority



AIM No.: 5.a

Discussion/Action

Meeting Date: August 13, 2025

Initiated By: Miriam Luna Gonzalez

Department: Town Clerk

AGENDA ITEM

Board Member Oath of Office

SUMMARY

HISTORY AND PREVIOUS BOARD ACTION

RECOMMENDATION

FINANCIAL CONSIDERATIONS

ATTACHMENTS

None

AGENDA INFORMATION MEMORANDUM

Downtown Development Authority



AIM No.: 5.b

Discussion/Action

Meeting Date: August 13, 2025

Initiated By: Miriam Luna Gonzalez

Department: Town Clerk

AGENDA ITEM

Board Member Training

SUMMARY

HISTORY AND PREVIOUS BOARD ACTION

RECOMMENDATION

FINANCIAL CONSIDERATIONS

ATTACHMENTS

None

AGENDA INFORMATION MEMORANDUM

Downtown Development Authority



AIM No.: 5.c

Discussion/Action

Meeting Date: August 13, 2025

Initiated By: Raelynn Ferrera

Department: Administration

AGENDA ITEM

FDDA Resolution 25-01: A RESOLUTION ADOPTING THE BYLAWS OF THE FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY

SUMMARY

The FDDA Bylaws are the governing framework for how the Firestone Downtown Development Authority will operate.

Below is an outline of the sections:

- ARTICLE I – Formation and Structure
- ARTICLE II – Powers of the Board
- ARTICLE III – Board Members, Officers & Employees
- ARTICLE IV – Conflict of Interest
- ARTICLE V – Meetings
- ARTICLE VI – Finance, Debt, and Insurance
- ARTICLE VII – Amendments to Bylaws
- ARTICLE VIII – Dissolution
- ARTICLE IX – Records Management

HISTORY AND PREVIOUS BOARD ACTION

On July 9, 2025, the Board of Trustees approved resolution 25-76, establishing the number of members and appointing them to the Downtown Development Authority Board. Pursuant to the Downtown Development Authority (DDA) Act under Section 31-25-805(2)(a), C.R.S., Don Conyac, Jr., Frank A. Jimenez, Raymond Byrd, Sean Doherty, and Lorna Morton were appointed to serve as members of the DDA Board.

RECOMMENDATION

FINANCIAL CONSIDERATIONS

ATTACHMENTS

1. FDDA Resolution 25-01 Approving Bylaws
2. FDDA Bylaws - 8-7-25

FDDA RESOLUTION NO. 25-01

**A RESOLUTION ADOPTING THE BYLAWS OF THE FIRESTONE DOWNTOWN
DEVELOPMENT AUTHORITY**

WHEREAS, pursuant to C.R.S. § 31-25-801 *et seq.* (the “DDA Act”), the Firestone Downtown Development Authority (“Authority”) is a public body corporate and politic duly established upon approval of the qualified electors, as defined in the DDA Act, at a special election on July 1, 2025, and authorized to exercise all powers provided for in the DDA Act; and

WHEREAS, the DDA Act at Section 31-25-806(3), C.R.S., requires the board of the Authority (the “Board”) to adopt and promulgate rules governing its procedure, including election of officers, which rules shall be filed in the office of the Town Clerk; and

WHEREAS, the Board desires to adopt the “Bylaws of the Firestone Downtown Development Authority” (the “Bylaws”) in the form attached to this Resolution as Attachment 1; and

WHEREAS, the Board finds that it has complied with the requirement set forth in Section 31-25-806(3), C.R.S.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF
THE FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY:**

Section 1. The Board hereby approves the Bylaws in the form attached to this Resolution as Attachment 1. In accordance with Article X of the Bylaws, a copy of the Bylaws shall be filed in the office of the Town Clerk of the Town of Firestone.

Section 2. The Board delegates authority to Board member Don Conyac, Jr, to execute this Resolution on behalf of the Board.

Section 3. This Resolution shall take effect upon its approval by the Board.

INTRODUCED, READ AND ADOPTED this ____ day of _____, 2025.

**FIRESTONE DOWNTOWN DEVELOPMENT
AUTHORITY**

By _____
Don Conyac, Jr, DDA Board

ATTEST:

Miriam Granados Luna, CMC, Town Clerk

APPROVED AS TO FORM:

Marshall Keith Martin, Town Attorney

Attachment 1: *Bylaws*

BYLAWS
OF
THE FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY

Adopted _____, 2025

ARTICLE I

GENERAL

Section 1. Establishment. Pursuant to C.R.S. § 31-25-801 et seq. (the “DDA Act”), the Town Board of Trustees (the “Town BOT”) of the Town of Firestone, Colorado (the “Town”) adopted Ordinance No. 1062, determining it necessary to establish a downtown development authority, establishing the boundaries of the proposed downtown development authority, and calling for a special election on July 1, 2025, to submit to the qualified electors the question concerning the establishment of a downtown development authority to provide for the development and redevelopment of the Town’s central business district. A majority of the qualified electors, as defined in the DDA Act, of the downtown development authority proposed area approved the ballot question creating the Firestone Downtown Development Authority (the “FDDA”) on July 1, 2025, and authorizing the FDDA to exercise all powers provided for in the DDA Act.

Section 2. Purpose. The FDDA is established to provide for the public health, safety, prosperity, security, and welfare, in order to halt or prevent deterioration of property values or structures within the central business district of the Town of Firestone (the “Town”), to assist in the planning, development, and redevelopment of this district, and so that it will be of special benefit to the property within the boundaries of the Authority.

Section 3. Offices. The FDDA shall have the power to maintain an office within the boundaries of the FDDA. The offices will initially be provided at Town Hall, 9950 Park Avenue, Firestone, CO 80504. However, the Board of the FDDA (“Board”) may designate a different location at any time by resolution duly adopted.

Section 4. Seal. The corporate seal of the FDDA shall be in the form of a circle and shall have inscribed therein the words “Firestone Downtown Development Authority” and the words “Corporate Seal.”

ARTICLE II

POWERS OF THE BOARD

As authorized by the Town BOT and the qualified electors, the Board shall have all the powers authorized by the DDA Act, including but not limited to the powers authorized by C.R.S. § 31-25-807 and all additional and supplemental powers authorized by C.R.S. § 31-25-808.

ARTICLE III

THE BOARD OF THE FDDA OFFICERS & EMPLOYEES

Section 1. Board Members. The affairs of the FDDA shall be under the direct supervision and control of the Board, consisting of five (5) members as set forth in the Resolution 25-76 duly adopted by the Town BOT (the “Board Establishing Resolution”). The terms of office of the Board members shall be as set forth in the Board Establishing Resolution.

Section 2. Officers. The Board shall elect a Chair of the Board, a Vice Chair, and Treasurer. The Secretary of the FDDA Board is designated as the Town Clerk of the Town of Firestone. Such elections shall be held at the second meeting of the FDDA and annually thereafter at the first regular or special meeting of the Board occurring after July 1, 2025. The Chair shall preside at all meetings of the Authority, sign contracts, deeds, and other instruments of the Authority, if authorized by Resolution, with attestation by the Secretary. At each meeting the Chair shall submit such recommendations and information, as he/she may consider proper, concerning the business affairs and policies of the FDDA. The Chair shall have full power to vote on any issue except as otherwise provided herein. The Vice-Chair shall perform the duties of the Chair in the absence or incapacity of the Chair. In case of the resignation or death of the Chair, the Vice-Chair shall perform such duties of the Chair until such time as the Board elects a new Chair.

Section 3. Treasurer. The Treasurer shall keep, or cause to be kept, the financial records of the FDDA and shall approve all vouchers for the authorized expenditure of funds of the FDDA, provided that the Board, by majority vote of its members voting thereon, may delegate such responsibility to the Director of Finance of the Town or other employee of the Town with experience in financial matters. The Board may require a bond from the Treasurer or may waive such requirement.

Section 4. Secretary. The Secretary shall maintain, or cause to be maintained, custody of the official seal of the FDDA and of all records, documents or other papers of the FDDA not required to be maintained by the Treasurer. The Secretary shall attend all meetings of the FDDA Board and keep a record of all its proceedings, file minutes of all regular or special meetings with the Town Clerk’s office and shall perform such other duties as may be delegated by the Board. The Secretary shall have the power to affix the FDDA’s seal to and attest to all contracts and instruments to be executed on behalf of the FDDA. The Board, by a majority vote of its members voting thereon, may delegate such responsibilities to an employee or independent contractor of the FDDA or the Town.

Section 5. Resignation. Any Board member may resign at any time by giving written notice to the Town BOT with a copy to the Board. Such resignation shall take effect at the time specified in the letter of resignation and, unless otherwise specified therein, the acceptance of such resignation shall not be necessary to make it effective.

Section 6. Vacancies on the Board. Within thirty days after the occurrence of a vacancy

in the Board, the Town BOT shall appoint a successor for the unexpired term.

Section 7. Removal for Cause. If a Board member has three (3) unexcused absences within a twelve-month period, that member's position on the Board shall be declared vacant. A Board member shall have an excused absence by notifying either the Chair or the Secretary of the Board prior to the meeting. A Board member may be removed by the Town Council for cause after notice and an opportunity to be heard.

Section 8. Compensation. Board members shall serve without compensation, but may be reimbursed for actual and necessary expenses incurred on behalf of the FDDA.

Section 9. Employees. Pursuant to C.R.S. § 31-25-815, the Board may appoint an Executive Director, subject to approval by the Town BOT, when proper financial resources exist.

Section 10. Professional Services. The Board, by motion or Resolution duly approved, may contract for the services of various professionals, including but not limited to architects, planners, engineers, accountants, attorneys, and marketing professionals.

Section 11. Meeting Rules. All Board meetings shall be conducted in an efficient manner to foster input and dialogue on all actions.

Section 12. Electronic Signatures. In the event the signature(s) of one or more members of the Board or appointed signatories are required to execute a written document, contract, note, bond, and/or other official papers of the FDDA, and the appropriate individual(s) is unable to be physically present to sign said documentation, such individual or individuals are authorized to execute the documentation electronically via facsimile or e-mail/digital signature, unless said documentation provides otherwise. Any electronic signature so affixed to a document shall carry the full legal force and effect of any original, handwritten signature. Except as approved herein, this provision of these Bylaws shall not be interpreted as establishing the FDDA's consent or authorization to bind the FDDA to any transaction by the use of electronic records or electronic means. This provision is made pursuant to Article 71.3 of Title 24, C.R.S., also known as the Uniform Electronic Transactions Act.

ARTICLE IV

CONFLICT OF INTEREST

As required by C.R.S. § 31-25-819, no Board member nor any employee of the Board shall vote or otherwise participate in any matter in which he has a specific financial interest, defined as a matter in which the member or employee would receive a benefit or incur a cost substantially greater than other property owners in the FDDA. When such interest appears, it is the duty of the Board member or employee to make such interest known, and he or she shall thenceforth refrain from voting on or otherwise participating in the particular transaction involving such interest. Willful violation of the provisions of this section constitutes malfeasance on the part of a member of the Board and is grounds for instant dismissal of any employee.

ARTICLE V

MEETINGS

Section 1. Regular Meetings. The regular meetings of the Board shall be at such time and place as determined by the Board. Regular meetings may be recessed and continued to another date or location. Any notices of regular meetings shall be posted a minimum of twenty four (24) hours in advance at one (1) or more locations designated by Board resolution.

Section 2. Special Meetings. Special meetings of the Board may be called by the Chair or at the request of any three (3) members of the Board at a convenient time and place within the boundaries of the Town, provided that notice of such special meeting is provided in accordance with this Section 2. Any notices of special meetings shall be posted a minimum of twenty four (24) hours in advance at one (1) or more locations designated by Board resolution. Consent to such special meeting or attendance at such meeting by a Board member shall be deemed a waiver of this notice requirement for such Board member.

Section 3. Open Meetings. All meetings of the Board shall be open to the public, except for that portion of any meeting duly convened as an executive session. All official business of the Board shall be conducted at regular or special meetings. Executive sessions may be called at regular or special meetings, and conducted according to the following guidelines:

Section 3.1. Calling the Executive Session. The topic for discussion in the executive session shall be announced in a motion, and the specific statute that authorizes the executive session shall be cited. The matter to be discussed shall be described in as much detail as possible without compromising the purpose of being in executive session. An affirmative vote of two-thirds (2/3rd) of the quorum present shall be required to go into executive session.

Section 3.2. Conducting the Executive Session. No adoption of any proposed policy, position, resolution, rule, regulation, or formal action shall take place in an executive session. The discussion in executive session shall be limited to the reasons for which the executive session was called. An electronic record (such as digital recording) of the actual contents of the discussion in the executive session shall be kept; except that no electronic or other record is necessary to be kept for any portions of the discussion which the FDDA's attorney reasonably believes constitute attorney-client privileged communication. The attorney shall state on the electronic record when any portion of the executive session is not recorded as an attorney-client privileged communication or sign a statement to the same effect.

Section 3.3. Records of Executive Sessions. The electronic record of any executive session shall be maintained as required by Colorado law. Electronic recordings of the executive session, or transcripts or other reproduction of the same, shall not be released to the general public for review under any circumstances, except as required by law.

Section 4. Quorum. A majority of the members of the full Board shall constitute a quorum for the transaction of business at any meeting and if less than a quorum is present, a majority of members present may continue the meeting from time to time without further notice.

Section 5. Voting. Adoption of all resolutions or motions for the transaction of business shall require the affirmative vote of a majority of the members of the Board present at any meeting where a quorum was present. Every member, when present, must vote upon resolutions and motions, except a member shall be excused from voting on any question in which the member has a conflict of interest or on any question concerning the member's own conduct.

Section 6. Meetings Through Electronic Communications. At any regular or special meeting of the board, an individual member of Board may request from the Chair the ability to participate remotely through the use of videoconferencing, teleconferencing, or similar communications technology due to illness, travel, or other special circumstances, provided that no more than two Board members may participate remotely through communications technology at any one meeting. Notwithstanding the foregoing, in the event the Town Manager declares a state of local disaster pursuant to C.R.S. § 24-33.5-709 and Firestone Municipal Code Section 2.60.040 or the Executive Director declares a state of local disaster, meetings of the Board members may be conducted entirely by telephone, electronically, or by other means of communication, so long as all Board members participating in such meeting can hear one another. Whenever any Board member participates remotely, the Executive Director shall take reasonable and practical measures to ensure that:

- 1) Each such meeting is open to the public at all times;
- 2) Each such meeting provides citizens a reasonable opportunity to be heard; and
- 3) A reliable and public record is made and kept of each Board member's vote cast at any such meeting.

Participation in a meeting pursuant to this paragraph constitutes presence in person at such meeting.

ARTICLE VI

FINANCE DEBT AND INSURANCE

Section 1. Budget. The FDDA shall annually submit a budget to the Town BOT for review and approval in accordance with the Town's annual budget schedule.

Section 2. Accounting. In accordance with Article III, Section 3 above, the Town's Director of Finance or other employee with experience in financial matters may maintain accounting records and records of transactions for the FDDA. All vouchers for payment shall be approved for payment by the Chair or Vice-Chair and at least one other Officer of the Authority.

Section 3 Investments. The Town's Director of Finance shall invest any FDDA funds not required for immediate disbursement in interest-bearing investments in any depository authorized in Part 6 of Article 75 of Title 24, Colorado Revised Statutes or otherwise deposited in accordance with any Investment Policy adopted by the Town, as may be amended from time to time.

Section 4. Funding Sources. The operations of the Authority shall be principally financed from:

- a. Donations to the Authority for the performance of its functions.
- b. Moneys borrowed and to be repaid from other funds received under the authority of the DDA Act.
- c. Tax increment funds as defined in C.R.S. § 31-25-807(3) if the plan of development as adopted provides for such tax increment funding.
- d. Proceeds of an ad valorem tax, not exceeding five (5.000) mills on the valuation for assessment of property in the downtown development area designated by the Town BOT, if imposed and levied by the Town BOT.
- e. Such other sources as may be allowed under the authority of the DDA Act.

Section 5. Contracts. The Board may authorize, by resolution, the Chair to enter into any contract or to execute any instrument in the name of and in behalf of the Authority. Such authority may be general or confined to specific instances.

Section 6. Property. The FDDA may hold, sell, trade, or lease property in its name as directed by resolution of the Board and as permitted by C.R.S § 31-25-808. If required by the provisions of C.R.S. § 31-25-808(2), any sale or letting of property by the FDDA shall also be reviewed and approved by the Town BOT.

Section 7. Debts. All instruments of debt shall be evidenced by a contract, loan agreement, trust indenture, bond indenture, or some other legally binding written document. No verbal debts or contracts shall be binding on the Board.

Section 8. Bonds. All bond issues for the FDDA shall be issued by the Town BOT subject to the requirements and purposes of the DDA Act.

Section 9. Non-Liability for Debts. The private property of the members of the Board shall be exempt from execution or other liability for any debts of the FDDA and no Board member shall be jointly or severally liable for the debts or liabilities of the FDDA.

Section 10. Indemnification. The FDDA shall indemnify any Board member or Officer of the FDDA against expenses actually and reasonably incurred by him or her in connection with the defense of any action, suit, or proceeding, civil or criminal, or for any loss or claim resulting from such action, suit or proceeding in which he or she is made a party by reason of being or having been a Board member or Officer, including any matter in which he or she is adjudged in such action, suit, or proceeding to be liable for negligence or misconduct in the performance of duties for, or on behalf of, the FDDA excluding, however, any liability for intentional misconduct, gross negligence, or criminal acts in office. Provided further, however, that no person shall be so indemnified or reimbursed in relation to any matter in such action, suit, or proceeding which has been made the subjects of compromise settlement except with the approval of a court of competent jurisdiction, or the Board, acting by a majority vote of Board members who are not parties to the same or substantially the same action, suit, or proceeding. The foregoing right of indemnification shall not be exclusive of other rights to which such person, its heirs, executors, or administrators, may be entitled as a matter of law.

Section 11. Fidelity Performance. The Board may require fidelity bonds or insurance

for the fidelity performance of any employee's duties. The expense for such bonds shall be paid for by the funds of the FDDA.

Section 12. Insurance. The Board may, upon the affirmative vote of a majority of the Board members, purchase insurance for the purpose of indemnifying the FDDA's Board members, Officers, and employees, to the extent that such indemnification is allowed in Section 10 of Article VI of these bylaws. Alternatively, the Town may, with the approval of the Town BOT, provide for such insurance for Board members, Officers and employees.

ARTICLE VII

AMENDMENTS TO BYLAWS

These Bylaws may be altered, amended, or repealed by the affirmative vote of two-thirds of the full Board of the FDDA. However, in no event shall these Bylaws be altered, amended, or repealed so as to be inconsistent with the laws of the State of Colorado or the Town.

ARTICLE VIII

DISSOLUTION

Upon resolution by a two-thirds vote of all members of the Board, the Board may request that the Town Board dissolve the FDDA, provided that all statutory requirements are satisfied. In accordance with C.R.S. § 31-25-803, the FDDA may be dissolved by ordinance of the Town BOT, if the FDDA has no outstanding indebtedness or if adequate provision for the payment of such indebtedness has been provided.

ARTICLE IX

RECORDS MANAGEMENT

The FDDA shall comply with, and adopt and maintain policies as necessary for compliance with, applicable records retention, destruction, and disclosure requirements, including the Colorado Open Records Act ("CORA"). The Chair is hereby designated as the Official Custodian of records pursuant to CORA. The Chair may designate the Town Clerk of the Town of Firestone as the Official Custodian of records upon the written acceptance of such designation by the Town Clerk. In the event there is any question as to whether and how the FDDA is required to comply with a CORA request, the Official Custodian of records shall forward such request to the FDDA's legal counsel. Copies of records shall be furnished in accordance with the FDDA's public records policy and state law.

ARTICLE X

FILING OF BYLAWS

Upon adoption of these Bylaws, the Secretary to the Board shall see that they are filed in the office of the Town Clerk of the Town of Firestone.

ARTICLE XI

SEVERABILITY

If any part or provision of these Bylaws is judged to be unenforceable or invalid, such judgment shall not affect, impair or invalidate the remaining provisions of these Bylaws; it being the Board's intention that the various provisions hereof are severable.

BYLAWS
OF
THE FIRESTONE
DOWNTOWN DEVELOPMENT AUTHORITY

Formally adopted by the Firestone Downtown Development Authority.

this ____ day of _____, 2025.

Chair: _____
_____, Chair

Attest: _____
_____, Secretary

AGENDA INFORMATION MEMORANDUM

Downtown Development Authority



AIM No.: 5.d

Discussion/Action

Meeting Date: August 13, 2025

Initiated By: Raelynn Ferrera

Department: Administration

AGENDA ITEM

FDDA Resolution 25-02: A RESOLUTION ADOPTING AND RECOMMENDING APPROVAL OF THE FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY PLAN OF DEVELOPMENT

SUMMARY

As required by State statute, the formation of the Downtown Development Authority (DDA) must be accompanied by the adoption of a formal development plan outlining the objectives, boundaries, financing mechanisms, and proposed improvements for the designated area.

The Development Plan is the roadmap for the DDA's activities, as the formation of a DDA provides the Town with essential tools, such as Tax Increment Financing (TIF), to facilitate investments in public infrastructure, community amenities, and economic development that can be used to support:

- Public infrastructure improvements
- Community amenities
- Private investment and economic development

HISTORY AND PREVIOUS BOARD ACTION

The DDA Development Plan was presented to the Firestone Planning & Zoning Commission on July 17, 2025, and was approved as Resolution PC-25-08.

RECOMMENDATION

FINANCIAL CONSIDERATIONS

ATTACHMENTS

1. FDDA Resolution 25-02 Adopting the Plan of Development (1)
2. Draft Firestone DDA Plan of Development 8-2025

FDDA RESOLUTION NO. 25-02

**A RESOLUTION ADOPTING AND RECOMMENDING APPROVAL OF
THE FIRESTONE DOWNTOWN
DEVELOPMENT AUTHORITY PLAN OF DEVELOPMENT**

WHEREAS, the Firestone Downtown Development Authority (the “Authority”) is a body corporate duly organized and existing under laws of the State of Colorado pursuant to Sections 31-25-801 et seq., C.R.S., as amended (the “DDA Act”); and

WHEREAS, the DDA Act at Section 31-25-807(2)(d), C.R.S., authorizes the Board of the Authority (the “Board”) to adopt a plan of development which, upon approval by the Town Board of Trustees, provides for tax increment financing from property tax, sales tax, or both, as authorized by C.R.S. § 31-25-807(3) (the “Tax Increment Provisions”); and

WHEREAS, the plan of development entitled Reimagining Firestone’s Heart (the “Plan”) attached hereto as Attachment 1 outlines objectives and purposes for the development or redevelopment of the downtown development area described in the Plan (the “Plan Area”), consistent with the DDA Act; and

WHEREAS, the Plan has been submitted to the Planning & Zoning Commission of the Town of Firestone, Colorado (the “Planning & Zoning Commission”) for review and recommendation pursuant to C.R.S. § 31-25-807(4)(b); and

WHEREAS, the Planning & Zoning Commission has reviewed the Plan at a meeting of the Planning & Zoning Commission on July 17, 2025, and recommended approval of the Plan by the Town Board of Trustees by Resolution PC-25-08; and

WHEREAS, the Plan has been provided to the school district in order to permit the school district to participate in an advisory capacity with respect to the Tax Increment Provisions; and

WHEREAS, pursuant to C.R.S. § 31-25-807, the Board desires to adopt the Plan, in substantially the form attached hereto, subject to approval of the Plan by the Town Board of Trustees.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY:

Section 1. The foregoing Recitals are incorporated herein by this reference.

Section 2. Pursuant to the DDA Act, it is the opinion of the Board that the attached Plan, in substantially the form attached hereto, will aid and improve the Plan Area. The Board hereby finds that there is a need to take corrective measures in order to halt or prevent deterioration of property values or structures within the Plan Area and to halt or prevent the growth of blighted areas therein. The Board further finds that the Plan will afford maximum opportunity, consistent with the sound needs and plans of the Town of Firestone as a whole, for the development or

redevelopment of the Plan Area by the FDDA and by private enterprises. Therefore, the Board hereby adopts the Plan, in substantially the form attached hereto, subject to approval of the Plan by the Town Board of Trustees.

Section 3. The Board directs the Executive Director to submit the Plan to the Town Board of Trustees for review and approval after a public hearing pursuant to C.R.S. § 31-25-807(4)(c) and (d), and hereby recommends that the Town Board of Trustees approve the Plan for the reasons stated in Section 2 of this Resolution.

Section 4. The Board delegates authority to Board member Don Conyac, Jr, to execute this Resolution on behalf of the Board.

Section 5. This Resolution shall take effect upon its approval by the Board.

INTRODUCED, READ AND ADOPTED this ____ day of _____, 2025.

**FIRESTONE DOWNTOWN DEVELOPMENT
AUTHORITY**

By _____
Don Conyac, Jr, DDA Board

ATTEST:

Miriam Granados Luna, CMC, Town Clerk

APPROVED AS TO FORM:

Marshall Keith Martin, Town Attorney

Attachment 1: *Firestone Plan of Development*

REIMAGINING FIRESTONE'S HEART:

A PLAN OF DEVELOPMENT FOR OUR _____



TOWN OF FIRESTONE

**Downtown
Development
Authority**

RVI





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

INTRODUCTION

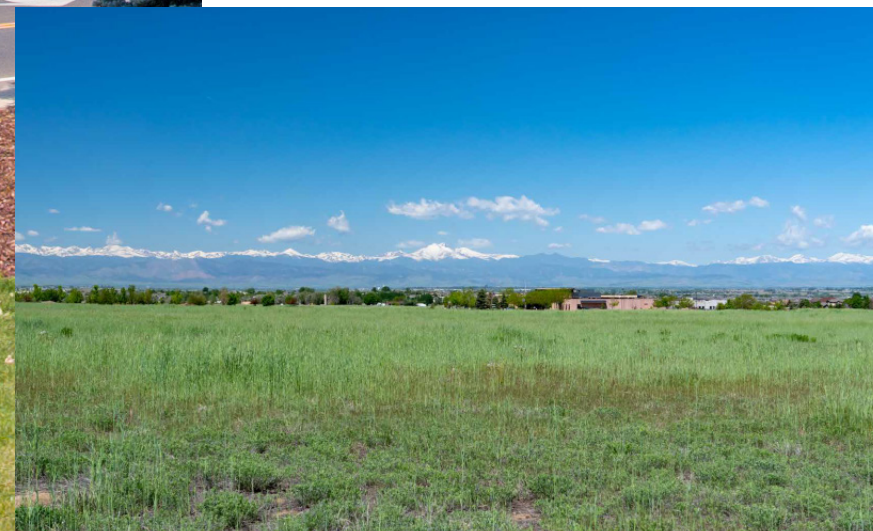
Building Our Civic Heart

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

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

For Firestone, this place is emerging right now.

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



A New Organization to Lead its Future

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

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

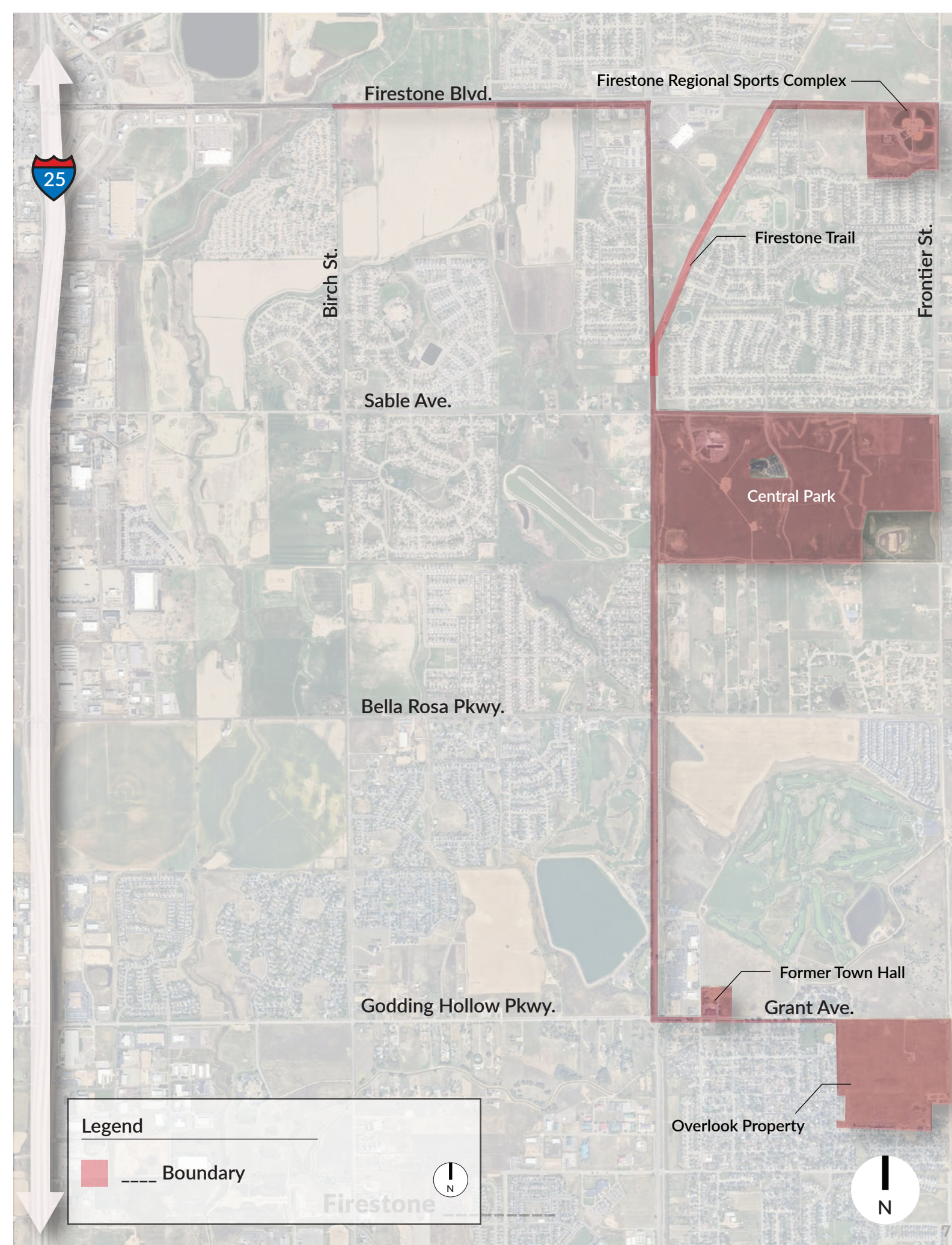


A Plan for the Community, By the Community

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

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A photograph of two young children riding bicycles on a wooden ramp at a park. The child in the foreground is wearing a blue hoodie and a green helmet, riding a green balance bike. The child behind them is wearing a blue shirt and a red helmet, also on a green balance bike. In the background, there are trees, a red tent with the Firestone logo, and a yellow sign that says "MANDATORY DROP" with three downward arrows. The scene is set outdoors on a sunny day.

Why This Plan Matters & How to Use It

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

Forging a Unique Path

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



What Does the Plan of Development Do?

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

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

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

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

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

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

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

What is TIF?



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

How Should This Document Be Used?

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

Town Staff & Decision-Makers

Town of Firestone leadership, _____ board, committees, and other partner organizations

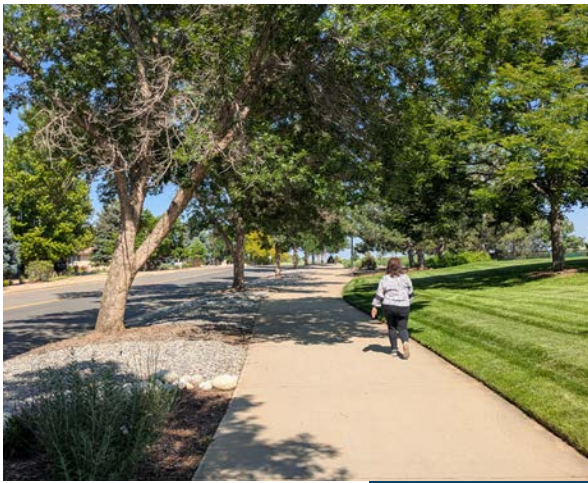
The PD provides a reference point for crafting work plans, allocating funding, reviewing proposals for development, or enacting new regulations within the district. It ensures alignment among decisions that impact the community's vision.



Property Developers

Developers, builders, and project applicants

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



Residents, Businesses & Property Owners

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

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



Partners & Other Stakeholders

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

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



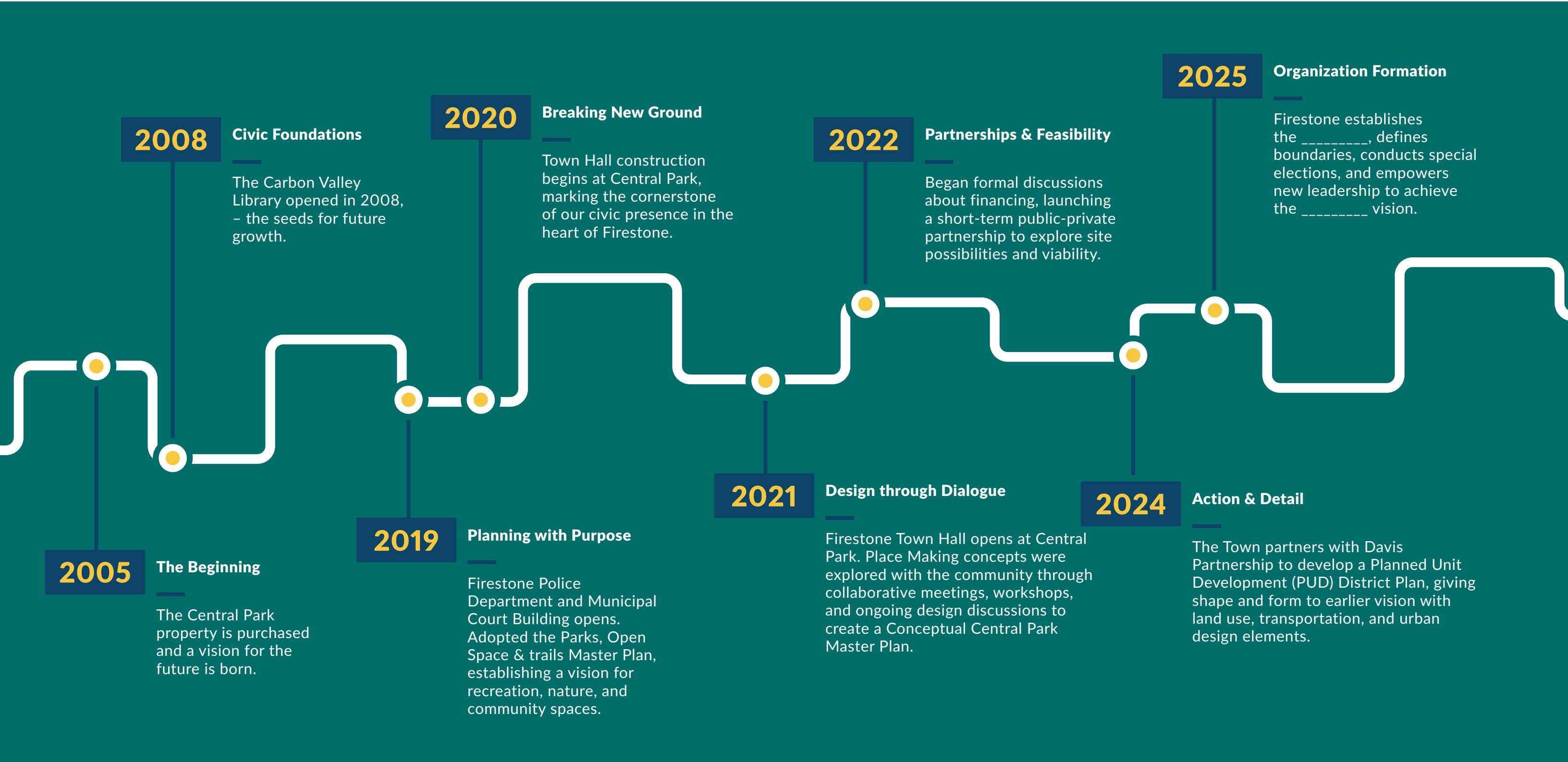


How We Got Here: From Vision to Action

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

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

TIMELINE OF ACTION



Foundational Plan Insights

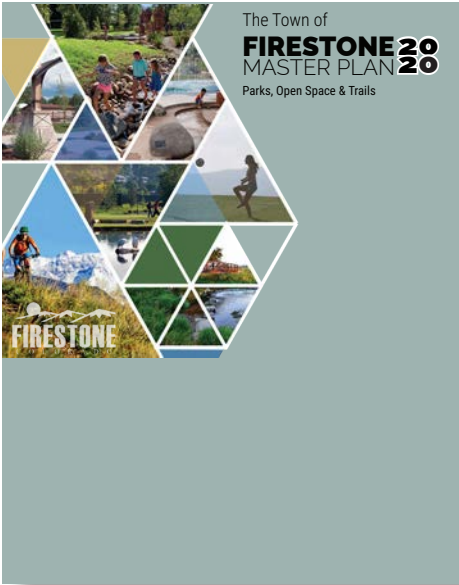
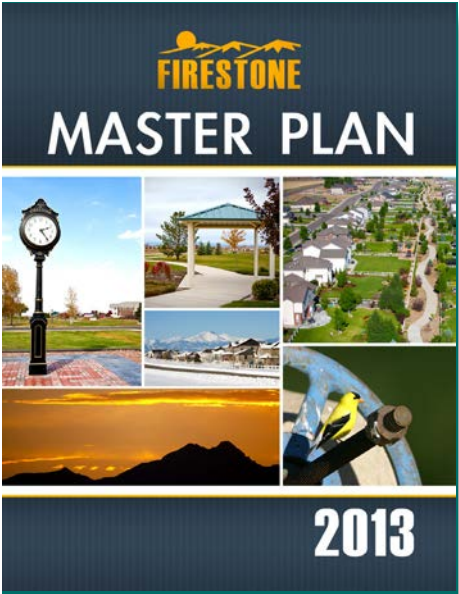
Opportunities and directives for this PD were built on the foundations of previously completed Firestone plans and process. The following key takeaways were directly relevant to the future Firestone _____ and this PD.

2013 Firestone Comprehensive Master Plan

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

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

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



2021 Central Park Master Plan Public Engagement

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

2022 Transportation Master Plan

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

2024 Historic Firestone Neighborhood Plan

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



Laying the Groundwork for the _____

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



Special Districts & Study Sessions

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

Special Election & Financial Impacts

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



Recommendation & Adoption

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



A photograph of a person riding a bicycle on a paved path that curves through a grassy field. The sky is clear and blue. The path is made of light-colored concrete or asphalt. The grass is green and there are some small white flowers. In the background, there are trees and a clear blue sky.

What is a DDA? Understanding Structure, Role & Organization

What is a Downtown Development Authority?

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

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

How DDAs Function in Firestone

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

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

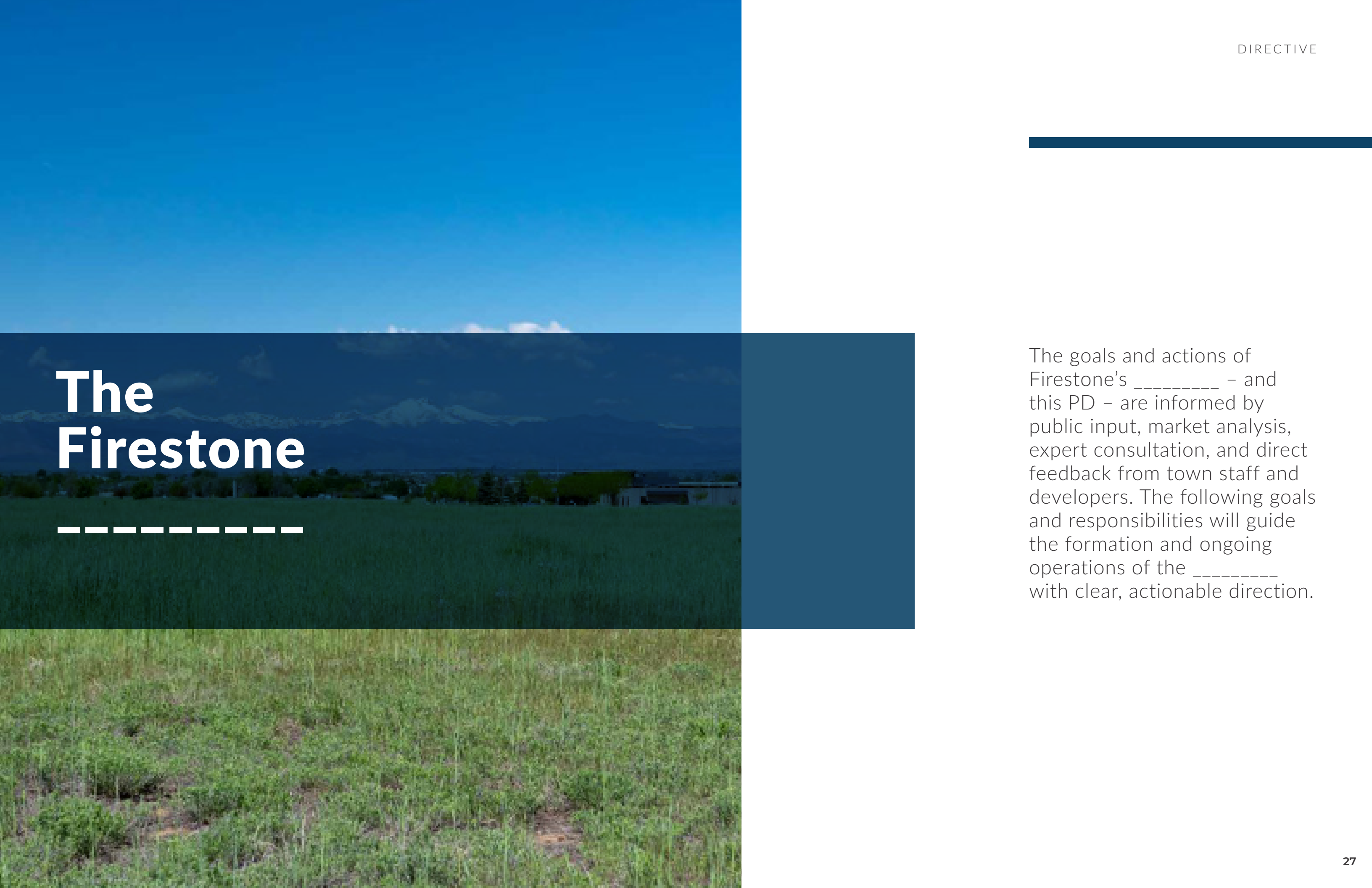


Establishing a DDA: Formation & Management

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

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

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



The Firestone

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

Site Overview



Roles & Responsibilities of the _____

Planning & Visioning

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

Infrastructure Improvements

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

Economic Development

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

Identity, Marketing, Programming & Promotion

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

Collaboration with Urban Renewal

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

Partnership & Collaboration

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

Organizational Planning

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

Goals of the _____

**Planning & Visioning
Organizational Establishment**

Goal: Establish and maintain effective organizational leadership and management.

Key Actions:

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

Goals of the _____

Drive Economic Development

Goal: Foster sustainable economic growth and resilience within the _____.

Key Actions:

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

Facilitate Clear and Efficient Development Processes

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

Key Actions:

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

Goals of the _____

Prioritize Infrastructure and Accessibility

Goal: Ensure the _____’s infrastructure robustly supports growth, accessibility, and connectivity.

Key Actions:

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

Preserve and Integrate Natural and Recreational Features

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

Key Actions:

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

Petitioning into the _____

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

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

Creating a Cohesive District Experience

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

Connections Matter

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

Unified, Not Uniform

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

Complementary Land Uses

By ensuring complementary, non-competitive land uses, the _____ districts will collectively offer a balanced and attractive full-day experience to residents and visitors alike.

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

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

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



Wayfinding and Identity

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

- Clearly identify district locations
- Inform visitors about nearby attractions and services
- Reinforce the Firestone identity throughout the _____, maintaining a strong sense of place and orientation

Public Spaces as Connective Elements

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

Collaborative Growth & Planning

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



Exploring Focus Areas

Firestone ----- Districts

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

Firestone ----- Districts

■ Firestone Blvd. Gateway

- Subdistrict 1.A: Firestone Boulevard (Birch Street to Frontier Street)
- Subdistrict 1.B: Firestone Regional Sports Complex

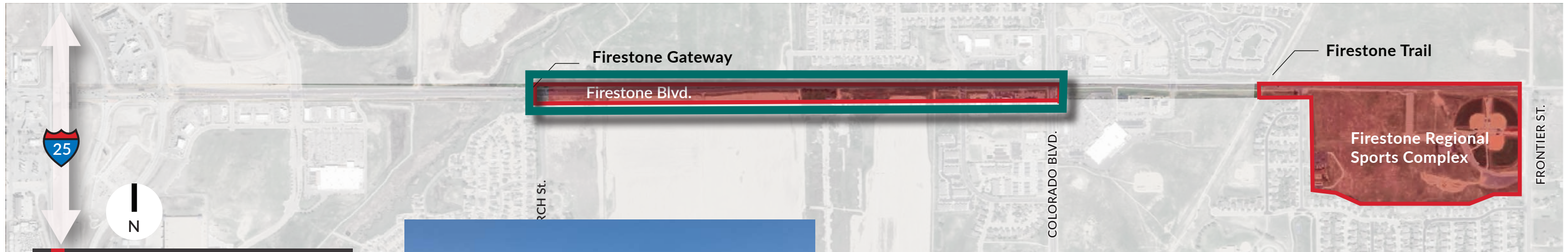
■ Central Park Civic Center

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

■ Historic Firestone Town Center

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





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

Context

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

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



Observations

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

found in many other communities. Existing monumentation and landscape treatments meant to welcome visitors to Firestone are underwhelming, set far from the roadway and difficult to see. Streetscape elements are sparse, and there is limited visual continuity or placemaking to tie the corridor into the larger vision of the _____.

Opportunities

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

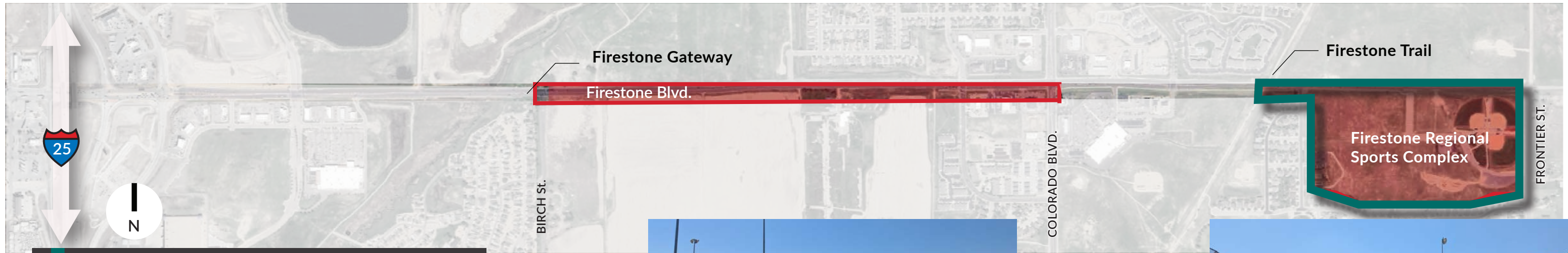
Strengthen connections to Central Park. Improved urban design and visual cues can create a more intuitive link between Firestone Boulevard and Central Park, guiding visitors toward the district’s civic and recreational heart.

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

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

Establish a compelling gateway presence. A signature Firestone welcome monument at the I-25 interchange could capture traveler attention and encourage visitors to exit and explore the community.

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



Context

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

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

Observations

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

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

Opportunities

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

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

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

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

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

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

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

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

Context



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

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

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



Observations

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

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

Opportunities

Enable _____ investment in trail infrastructure. Designation within the _____ boundary makes this segment eligible for capital improvements and ongoing maintenance funding.

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

Align with _____'s urban design standards. Trail improvements such as signage, landscaping, and amenities should reflect the broader district identity and reinforce a sense of place.

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

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

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

Subdistrict 2B Colorado Boulevard

(Firestone Boulevard to Grant Avenue/
Goddling Hollow Parkway)



Context

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

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

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

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

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

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



Observations

Site-Level Conditions

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

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

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

Corridor Segments

Firestone Boulevard at Colorado Boulevard:

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

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

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

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

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

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

Subdistrict 2B continued

Planning-Level Issues

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

Opportunities

Improve the pedestrian experience.

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

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

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

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

Address stormwater and roadway infrastructure.

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

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

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

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

Advance Transportation Master Plan goals. Use _____ tools and funding to support infrastructure and multimodal improvements outlined in the Town’s adopted Transportation Master Plan.



Subdistrict 2C Central Park Parcel



Context

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

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

Observations

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

The property is fully incorporated within the boundaries of the _____ (excluding the Carbon Valley Library), and its complete public ownership provides a unique opportunity for coordinated phasing and stewardship. As the _____ evolves, the Town may choose to incorporate additional parcels into the plan to support growth, partnerships, or new uses.

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



Subdistrict 2C continued

Opportunities

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

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

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

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

- Set the foundational vision early
- Guide expectations for development partners

- Administer business and financial assistance programs
- Maintain, operate, and program public spaces
- Coordinate with other jurisdictions and stakeholders on shared goals

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

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

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

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

Opportunities

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

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

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

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

- Paved materials and public art for visual interest
- Furnishings such as benches, trash receptacles, and bike racks

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

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

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

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





Subdistrict 3A
151 Grant Avenue
(Carbon Valley Community & Active Adults Center)

Context

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

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

Observations

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



Opportunities

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

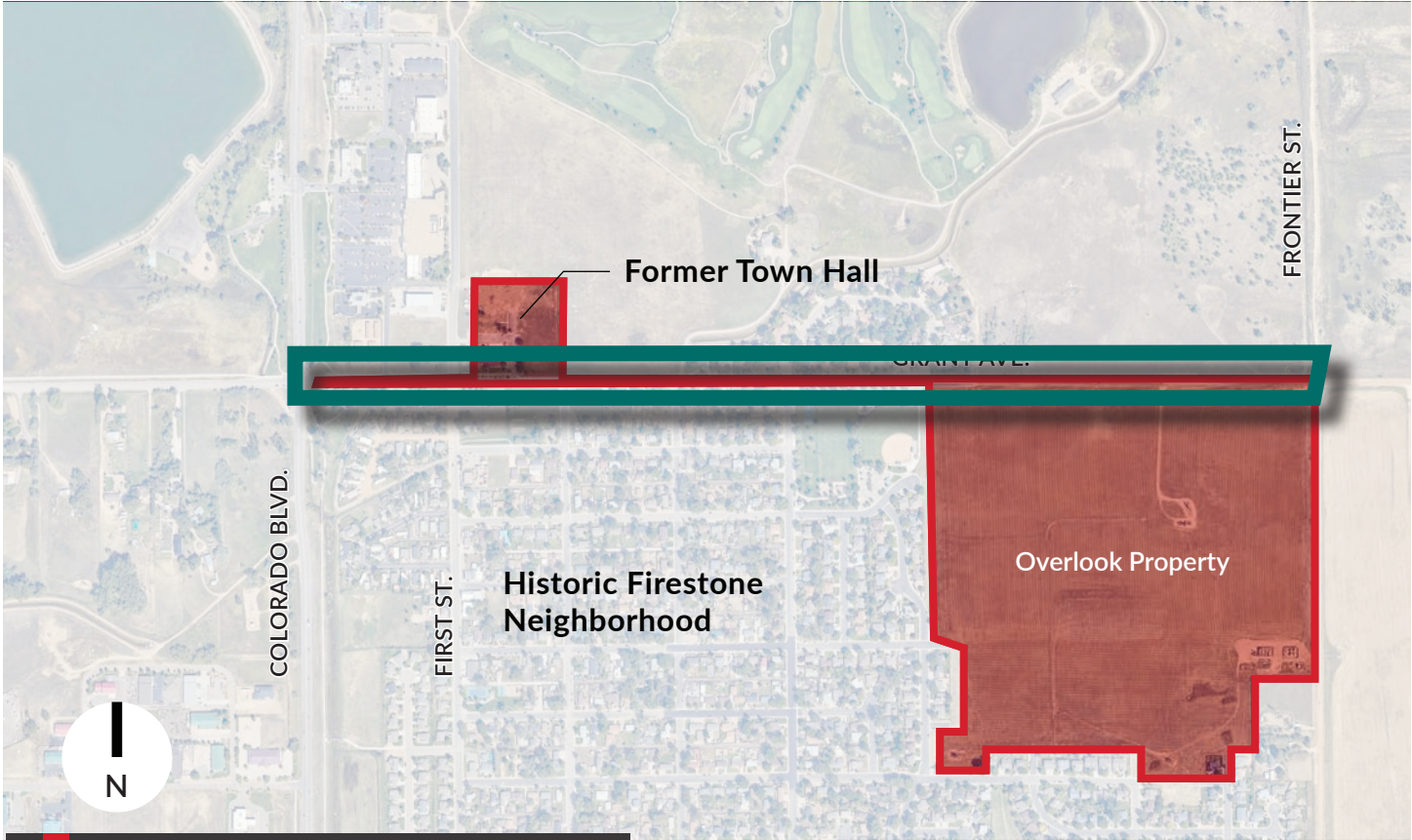
Support recreation and community health. The site could accommodate new or upgraded sports, wellness, or recreational amenities that align with the broader vision for the _____, increasing year-round activation and use.

Leverage adaptive reuse. The existing building may be renovated or reimaged to accommodate new uses while preserving structure and reducing construction costs.

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

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





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

Context

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

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



Observations

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

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

Opportunities

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

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

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

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





**Subdistrict 3C
Overlook at
Firestone Property**

Context

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

Observations

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

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

Opportunities

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

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

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

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





Categories for Investment

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

1. New Development

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

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

Example Projects

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

2. Connectivity, Mobility & Infrastructure

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

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

Example Projects

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



1. Public Spaces, Parks & Recreation

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

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

Example Projects

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



2. Arts, Culture & Activation

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

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

Example Projects

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





Making the Plan a Reality

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

Organizational Actions

The following organizational actions are essential to establishing and activating the _____:

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

Phased Project Planning

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

Short-to-Medium Term (5–9 years):

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

Long-Term (10+ years):

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



Scenario 1:
Core Operation Focus

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

- Goal:** Establish a strong operational foundation with a lean but focused organization dedicated to delivering core improvements.
- Revenue Estimate:** Moderate – driven by modest tax increment from retail and property growth
- Budget Use:** Targeted toward staff salaries, district branding, and priority pedestrian infrastructure.

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

Scenario 2: Balanced Growth with
Public–Private Partnerships

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

- Goal:** Deliver visible improvements across subdistricts while leveraging private investment to amplify district development.
- Revenue Estimate:** Medium – based on stronger retail performance and increasing property values
- Budget Use:** Distributed across infrastructure upgrades, partner incentives, branding, and district programming.

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

Scenario 3:
Aggressive Investment / Destination _____
Vision

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

- Goal:** Position Firestone’s _____ as a premier regional destination through bold, catalytic investment.
- Revenue Estimate:** High – assumes accelerated growth through dense development, tourism, and sustained tax increment returns
- Budget Use:** Maximized toward vertical development, civic facilities, large-scale activation, and infrastructure buildout.

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

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

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

AGENDA INFORMATION MEMORANDUM

Downtown Development Authority



AIM No.: 5.e

Discussion/Action

Meeting Date: August 13, 2025

Initiated By: Raelynn Ferrera

Department: Administration

AGENDA ITEM

FDDA Resolution 25-03: A RESOLUTION CALLING AN ELECTION TO BE HELD ON NOVEMBER 4, 2025, FOR THE PURPOSE OF SUBMITTING TO THE ELIGIBLE ELECTORS OF THE TOWN OF FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY CERTAIN TABOR BALLOT QUESTIONS AUTHORIZING THE AUTHORITY TO COLLECT, RETAIN, AND EXPEND REVENUES, AND REQUESTING APPROVAL OF THE ELECTION BY THE TOWN BOARD OF TRUSTEES

SUMMARY

This resolution calls for an election to be held on November 4, 2025. The purpose of this election is to submit TABOR ballot questions to the eligible electors of the Firestone Downtown Development Authority (FDDA). The ballot question seeks authorization for the FDDA to collect, retain, and expend revenues.

Approval of the measures ensures the FDDA has the financial flexibility to reinvest revenues into downtown redevelopment, infrastructure, and community enhancements consistent with the Development Plan and goals of the Authority.

HISTORY AND PREVIOUS BOARD ACTION

RECOMMENDATION

FINANCIAL CONSIDERATIONS

ATTACHMENTS

1. FDDA Resolution 25-03 Calling Election for TABOR Question

FDDA RESOLUTION NO. 25-03

A RESOLUTION CALLING AN ELECTION TO BE HELD ON NOVEMBER 4, 2025, FOR THE PURPOSE OF SUBMITTING TO THE ELIGIBLE ELECTORS OF THE TOWN OF FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY CERTAIN TABOR BALLOT QUESTIONS AUTHORIZING THE AUTHORITY TO COLLECT, RETAIN, AND EXPEND REVENUES, AND REQUESTING APPROVAL OF THE ELECTION BY THE TOWN BOARD OF TRUSTEES

WHEREAS, the Town of Firestone Downtown Development Authority (the “Authority”) is a body corporate duly organized and existing under laws of the State of Colorado pursuant to Sections 31-25-801 et seq., C.R.S., as amended (the “DDA Act”); and

WHEREAS, the Board of the Authority (the “Board”) has determined that it is in the best interests of the Authority and the public to submit to the eligible electors of the Authority certain ballot questions concerning the imposition of taxes, the retention and expenditure of revenues, and the incurrence of debt, as required by Article X, Section 20 of the Colorado Constitution; and

WHEREAS, pursuant to C.R.S. § 31-25-807(3)(b), any such election must be called by resolution of the Board and approved by the governing body of the municipality at least thirty (30) days prior to the election date; and

WHEREAS, the Board desires to call such election to be held on November 4, 2025, and to request approval of the election by the Board of Trustees of the Town of Firestone.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY:

Section 1. The foregoing Recitals are incorporated herein by this reference.

Section 2. The Board hereby calls a special election to be held on November 4, 2025, for the purpose of submitting to the eligible electors of the Authority the ballot questions in substantially the form attached hereto as Exhibit A and incorporated herein by this reference.

Section 3. The Board hereby requests that the Board of Trustees of the Town of Firestone approve this resolution and the calling of the election, as required by C.R.S. § 31-25-807(3)(b).

Section 4. The Board hereby authorizes and requests the Town of Firestone to take all necessary and appropriate actions to conduct the November 4, 2025 election on behalf of the Authority, including but not limited to, appointing election officials, preparing and distributing ballots, and performing all other duties required by law to ensure the proper conduct of the election.

Section 5. This Resolution shall take effect upon its approval by the Board.

INTRODUCED, READ AND ADOPTED this ____ day of _____, 2025.

**FIRESTONE DOWNTOWN DEVELOPMENT
AUTHORITY**

By _____
Don Conyac, Jr, DDA Board

ATTEST:

Miriam Granados Luna, CMC, Town Clerk

APPROVED AS TO FORM:

Marshall Keith Martin, Town Attorney

Exhibit A: Ballot Questions

Exhibit A

BALLOT QUESTION #1:

SHALL THE TOWN OF FIRESTONE (THE “TOWN”) TAXES BE INCREASED \$325,000 IN THE FIRST FISCAL YEAR (2025) AND ANNUALLY THEREAFTER BY LEVYING AN AD VALOREM TAX AT A RATE OF NOT MORE THAN FIVE MILLS WITHIN THE BOUNDARIES OF THE PROPOSED FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY (THE “AUTHORITY”), FOR THE PURPOSES SET FORTH IN PART 8 OF ARTICLE 25 OF TITLE 31 COLORADO REVISED STATUTES; AND SHALL THE TOWN AND THE AUTHORITY BE AUTHORIZED TO COLLECT, RETAIN, AND EXPEND THE REVENUES COLLECTED FROM SUCH TOTAL PROPERTY TAX RATE, AND INVESTMENT INCOME THEREON, AS A VOTER-APPROVED REVENUE CHANGE?

 YES

 NO

BALLOT QUESTION #2:

SHALL THE TOWN OF FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY (THE “AUTHORITY”), OR THE TOWN OF FIRESTONE (THE “TOWN”) ON BEHALF OF AND FOR USE BY THE AUTHORITY FOR PURPOSES OTHER THAN ENTERPRISES, AND AS A VOTER APPROVED REVENUE CHANGE, BE AUTHORIZED TO INCUR ANY MULTIPLE FISCAL YEAR DIRECT OR INDIRECT DEBT OR OTHER FINANCIAL OBLIGATION, INCLUDING CONTRACTUAL AGREEMENTS, AND OTHER OBLIGATIONS AND TO COLLECT, RETAIN, AND SPEND THE FULL AMOUNT OF REVENUES RECEIVED BY THE AUTHORITY, OR BY THE TOWN ON BEHALF OF AND FOR USE BY THE AUTHORITY, IN 2025 AND EACH YEAR THEREAFTER, INCLUDING, WITHOUT LIMITATION, TAX REVENUES, FEES, RATES, TOLLS, CHARGES, GRANTS, RENTS, LOANS, CONTRIBUTIONS, PROCEEDS OF ANY AGREEMENTS OR CONTRACTS, AND ANY OTHER REVENUES IMPOSED, COLLECTED, OR AUTHORIZED BY LAW, AND SHALL SUCH REVENUE BE COLLECTED AND SPENT WITHOUT REGARD TO ANY EXPENDITURE, REVENUE-RAISING, OR OTHER LIMITATION INCLUDING THOSE CONTAINED WITHIN ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION, AND WITHOUT LIMITING IN ANY YEAR THE AMOUNT OF OTHER REVENUES THAT MAY BE COLLECTED, RETAINED, AND SPENT BY THE AUTHORITY AND THE TOWN ON BEHALF OF THE AUTHORITY, AND SHALL ALL REVENUES GENERATED BY ANY AD VALOREM TAX LEVY UP TO FIVE MILLS COLLECTED, RETAINED, OR SPENT IN 2025 AND COLLECTED, RETAINED, OR SPENT IN ALL SUBSEQUENT YEARS THEREAFTER BE VOTER APPROVED AS AN INCREASED LEVY EXEMPT FROM THE TAX INCREASE LIMITATIONS CONTAINED IN SECTIONS 29-1-301 AND 29-1-302 COLORADO REVISED STATUTES AND ANY OTHER APPLICABLE LAW?

___ YES

___ NO

BALLOT QUESTION #3:

WITHOUT INCREASING TAXES, AND SUBJECT TO THE APPROVAL OF BALLOT ISSUE 2, SHALL THE TOWN OF FIRESTONE, COLORADO ("TOWN"), ON BEHALF OF AND FOR USE BY THE TOWN OF FIRESTONE DOWNTOWN DEVELOPMENT AUTHORITY (THE "DDA"), BE AUTHORIZED TO INCREASE ITS DEBT PRINCIPAL BY UP TO \$25 MILLION, WITH A TOTAL REPAYMENT COST INCLUDING INTEREST AND FEES OF NOT MORE THAN \$74 MILLION, FOR THE PURPOSE OF FINANCING THE COSTS OF DEVELOPMENT PROJECTS TO BE UNDERTAKEN BY OR ON BEHALF OF THE DDA PURSUANT TO THE DDA PLAN OF DEVELOPMENT, AS IT MAY BE AMENDED FROM TIME TO TIME, INCLUDING WITHOUT LIMITATION, ANY PUBLIC IMPROVEMENTS OR PROJECTS DESCRIBED IN THE DDA PLAN OF DEVELOPMENT, AND APPLICABLE PROVISIONS OF COLORADO LAW, FOR OBLIGATIONS THAT ARE SUBJECT TO TABOR ELECTION REQUIREMENTS AND WITHOUT SUCH LIMITATIONS FOR OBLIGATIONS THAT ARE NOT SUBJECT TO TABOR'S ELECTION REQUIREMENTS; SUCH DEBT AND THE INTEREST THEREON TO BE PAID FROM AND SECURED BY A PLEDGE OF THE SPECIAL FUND OF THE TOWN WHICH SHALL CONTAIN TAX INCREMENT REVENUES LEVIED AND COLLECTED WITHIN THE BOUNDARIES OF THE DDA; AND SHALL SUCH DEBT BE EVIDENCED BY BONDS, LOANS, ADVANCES, OR OTHER INDEBTEDNESS OR FINANCIAL OBLIGATIONS, TO BE SOLD IN ONE SERIES OR MORE, FOR A PRICE ABOVE OR BELOW THE PRINCIPAL AMOUNT THEREOF, ON TERMS AND CONDITIONS, AND WITH SUCH MATURITIES AS PERMITTED BY LAW AND AS THE TOWN MAY DETERMINE, INCLUDING PROVISIONS FOR THE REDEMPTION OF THE DEBT PRIOR TO MATURITY WITH OR WITHOUT PAYMENT OF A PREMIUM OF NOT MORE THAN 3% OF THE PRINCIPAL AMOUNT SO REDEEMED; AND SHALL THE TOWN AND THE DDA BE AUTHORIZED TO COLLECT, RETAIN AND SPEND THE TAX INCREMENT REVENUES, THE BOND PROCEEDS AND THE INVESTMENT INCOME THEREON AS A VOTER-APPROVED REVENUE CHANGE AND EXCEPTION TO THE LIMITS WHICH WOULD OTHERWISE APPLY UNDER ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION OR ANY OTHER LAW?

___ YES

___ NO

AGENDA INFORMATION MEMORANDUM

Downtown Development Authority



AIM No.: 5.f

Discussion/Action

Meeting Date: August 13, 2025

Initiated By: Raelynn Ferrera

Department: Administration

AGENDA ITEM

Naming the Firestone Downtown Development Authority (DDA)

SUMMARY

As part of the Town's continued effort to establish the Downtown Development Authority (DDA), a key component is branding the designated area, which stretches from Historic Downtown through Central Park up to Firestone Blvd, Birch Street, and the Sports Complex.

To involve staff in shaping the future identity of Firestone's downtown, a survey was sent out inviting Town staff to rank six potential names for the new DDA district. The results are for the consideration of the DDA Board and final selection of the DDA's official name. Below are the results:

- The Central Firestone District
- The Central Firestone Development District
- The Firestone Foundry District
- The Firestone Exchange District
- The Firestone Economic Investment District
- Firestone Business Opportunity District

HISTORY AND PREVIOUS BOARD ACTION

RECOMMENDATION

FINANCIAL CONSIDERATIONS

ATTACHMENTS

None