



**Fountain Urban Renewal Authority**

Chairman  
116 South Main Street  
Fountain, CO 80817  
Voice (719) 322-2056  
Fax (719) 322-2002  
[info@FURACO.org](mailto:info@FURACO.org)

City of Fountain  
116 S. Main Street,  
Fountain, CO 80817

April 29, 2020

RE: Design+Aesthetics Incentive Program for Olde Town

Dear Mayor Ortega and City Council,

I am honored to be the Chair of the Fountain Urban Renewal Authority and write in support of the Design+Aesthetics Incentive Program being brought forth to City Council. The Design+Aesthetics Incentive program is a direct byproduct of the Town Design and Aesthetics Guidelines project, (*THK Assoc*), championed in 2018 by the Fountain Urban Renewal Authority (FURA) and presented to City Council in late 2019.

The Incentive Program extends a partnership approach towards encouraging design standards which will lend itself towards the cultivation of a unique sense of place for the community's Olde Town district. The project's application emulates FURA's mission statement: "Revitalize, Partner, and Fund with a Sense of Place for Development." Whereas, the program avails the opportunity to cultivate a quality "sense of place" and encourage new business development for a resilient local economy that serves the needs of the community.

In addition, the overall approach of the program is about inclusiveness. Whereby offering ease of entry to both 1) existing property renovations and 2) new development construction; through its' design attribute, eligibility, and equitability criteria. A purposeful tool and partnership approach to ward off property neglect and blight within the historic center of the City.

We are very appreciative of the collaborative strides to date and public engagement towards the cultivation of a unique "sense of place" asset for the community, known as the Olde Town District.

We thank you for the vision and commitment to serving our community and encourage support on behalf of the Design+Aesthetics Incentive Program as presented for adoption to City Council.

Sincerely,

Paul Aragon, *chairman*