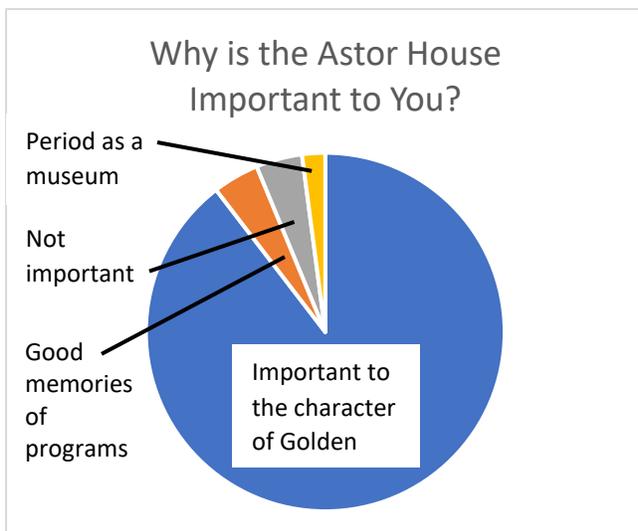
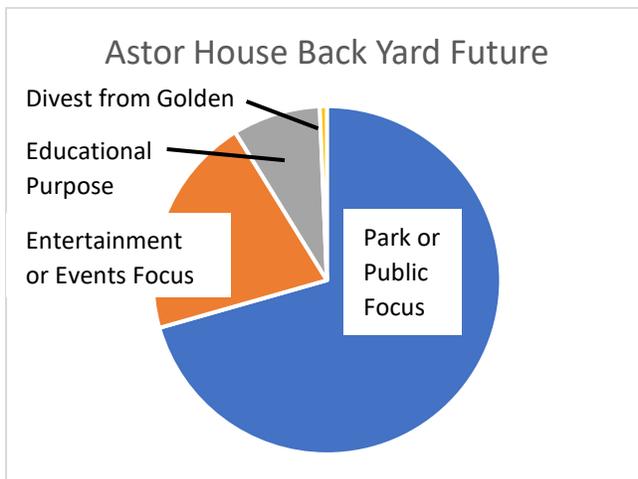
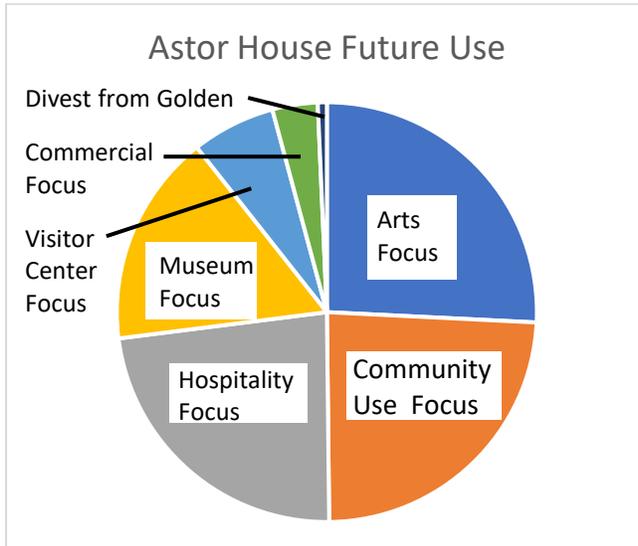


Results – Astor House Survey #1 – Dream Big!

April 2020

SNAPSHOT



The Survey. This on-line survey was created and summarized by the Astor House Alliance, and ad-hoc group of citizens interested in the preservation and use of the Astor House. It was made available at AstorHouse.org from March 19 through April 18, 2020. Word was disseminated through GoldenToday.com, e-mails to neighborhood groups, Golden Landmarks members, boards and commissions, city councilors, and more, with encouragement of passing it on to other networks. There were a total of 146 responses.

This is the first in a series of surveys, and the overall topic was “Dream Big,” intended to capture the community’s aspirations for the Astor House. Future surveys will focus on preservation of the historic resource and feasible ways to accomplish good preservation and use for future generations. The goal of the surveys is to provide Golden City Council, City of Golden Staff, and community leaders in business and non-profit organizations with ideas and insight for determining the future of the Astor House.

Results.

Future Use of Astor House. People are very supportive of a use that has a lot of public access which would focus on community activities, arts, or hospitality and to a lesser extent a museum. Far fewer were interested in a commercial use without much public access (such as offices) and a small number suggested that Golden divest of it.

Back Yard. The largest segment of participants prefer a park or public focus for the Astor Yard and a substantial segment support an entertainment or events focus. A few advocate an education purpose for Astor Yard and a couple of responses do not support keeping it. There were many suggestions for amenities for the yard.

Importance. An overwhelming number of participants indicated that the Astor House is important to the character of Golden. A few said it is important for good memories of programs or a museum, and a few said it is not important.

What else? Over half of participants took the time to write additional specific narrative comments, and over half chose to share their name and e-mail to stay involved.

Summary by Question

Question 1: What do you think could be in the Astor House? Please choose up to 5.

Participants given 19 choices, pick up to 5, numbers indicate a general level of interest (not a vote).

Arts Focus	148
Arts Center/gallery	61
Art studios/coop gallery	45
Visiting artists showcase	41
Other arts (indie movies)	1
Community Use Focus	138
General community event/meeting space	75
Non-profit offices/meeting space	45
Senior resources	15
Other community uses (youth groups, broad civic use)	3
Hospitality Focus	133
Tea house	42
Restaurant/beverage bar	36
Wedding/private party venue	34
Hostel	11
Other hospitality (brew pub, micro hotel, boarding house suppers, homeless shelter, Golden combo visitor experience package: food, lodging, arts, tours, shopping, etc.)	10
Museum Focus	94
Museum with rotating exhibits	58
Boarding house museum	31
Other museum (history, beer, bicycles)	5
Commercial Focus	37
Retail space	10
Small business incubator	8
Commercial offices	7
Yoga studio	7
Other (co-working space, technology center, real estate office, vendors of international products)	5
Visitor Center Focus	20
International welcome center	16
Other visitor center ideas (CSM, tourists, Golden VC)	4
Commercial/catering kitchen (fits with many alternatives)	11
Divest from Golden (sell, tear down)	4

Question 2: The Astor House and its yard are officially a Golden City Park. What would you like to see in the back yard area? Please choose up to 5.

Participants given 19 choices, pick up to 5, numbers indicate a general level of interest (not a vote).

Park or Public Focus	216
Park with green/natural focus	66
Park with historic focus	61
Community gathering space	45
Park with formal garden focus	44
Entertainment/Event Focus	63
Wedding venue	30
Beer garden	23
Food court	8
Other (seating for restaurant, display fine arts)	2
Educational Purpose	25
Education Programs/Summer Camps/ Living History facilities	24
Other (historic reenactments)	1
Amenities (could fit with more than one focus)	266
Shade structure and shade trees	54
Picnic table(s)	43
Art sculpture	32
Gazebo	30
Fountain/water feature	29
Event pavilion	29
Culinary/vegetable garden	24
Topiary garden	12
Tot play sculpture	8
Other (wildflower garden, public garden, xeriscape garden demo, bathroom, propane fire pits)	5
Divest from Golden Parks (sell, create parking)	2
Miscellaneous	2
Fit with overall street design all of the way to CSM	1
Keep pedestrian venue, don't impact parking	1

Question 3: Why is the Astor House important to you? Choose one.

Participants given 4 choices, pick only one, numbers indicate a general level of interest (not a vote).

Why is Astor House important to you?	
Important to the character of Golden	129
Good memories of programs	6
Not important	6
Period as a museum	3

Question 4: Is there anything else you would like to add concerning the future of the Astor House?

81 participants took the time to write something, 65 skipped the question.

Preserve or restore the Astor House	25
Ownership	18
Don't sell it, City should keep	10
Sell it	5
Lease OK	3
The Astor House is a community asset	14
Use - Additional narrative about uses, no substantial new ideas were presented	12
Money matters	8
No City money, City should not invest more, may not have money, should pay its own way	5
Cost share, fundraise, willing to support with taxes	3
Process	8
Not sure why there is this process, what happened to City proposal?	5
Thanks for doing this	3
Miscellaneous	2
Should remove junk from inside; can Astor House be moved?	

OPTIONAL: If you would like us to keep you updated about the Astor House, tell us your name and email address. Thanks!

74 participants chose to provide their name and e-mail, 72 did not.

Selected quotes from questions 3 and 4

The Astor House is a vital asset to the City and residents of Golden, not something to be sold to the highest bidder or forced to "pay its own way." It's a cultural treasure, not a business venture.

If we say we celebrate the historic character of Golden, we should walk our talk. We should preserve our historic buildings, and not let them get torn down simply because we can't figure out how to make them turn a dime.

Growing up in Golden, I always got excited walking past the Astor house. It's backyard area reminded me of the secret garden! As I left Golden to pursue a minor in history, I realized just how much of a gem the Astor house and many other historical landmarks of Golden are. As excited as I am for all the new restaurants that have popped up around Golden, I think it's important that we collide the Astor house with more of a historical meaning to keep Golden's true roots embedded for decades to come! Thanks for all you are doing!

The Astor House is the first building saved by the citizens of Golden for its historic significance. It is the heart of Golden's historic downtown.

Golden is really thinking big with grandiose plans for the Heart of Golden" and its new civic center. Well, thinking big should include the Astor House as a city owned civic treasure in these same big plans. The city should own and restore the Astor House to a functional condition. Figure out what to do with it as a secondary issue.

It is the last remaining crown jewel of Golden- saved once should be safe not up once again to be tossed aside.

This is our community heritage! There are many possible uses for this grand old building, if we will just take the time to figure out how to tap into our collective vision. Don't be so quick to get rid of it!

Be brilliant with it, not average.

Protect it from demolition and keep it in the public realm.

This building should be cherished and shared. Understandably it needs to bring in revenue to pay for its up keep.

Best if some uses generate income to maintain the Astor House long term.

Historic buildings can never be replaced. We should learn from Denver in this matter. They tore down so many beautiful historic places. SAVE THE ASTOR HOUSE, please.

The character of our little town has changed so much in the past decade. To lose the Astor House would be another step toward erasing our history.

Preserving history is part of what makes Golden so special. Let's continue that unique character that blends history with the present! By the way, no one asked, but I would be willing to have my tax dollars pay for the preservation, even if it meant a small increase.

Frankly, now that the interior has been so thoroughly gutted, I don't feel so strongly about what goes inside the building, as long as its historic exterior is preserved. If the city owns the building, and the structure and its surrounds are a city park, then the city could likely earn significant revenue by leasing the interior space for commercial use.

I do NOT think it needs to be a museum or art space, just on the basis that between the Golden History museum, and Foothills Art center, that those community needs are already met.

The City should NOT continue to pay for maintenance or repair. We have a history museum that is more than sufficient as a place to showcase Golden's history and artifacts. The Parks, Recreation & History Dept did a very well-done citizen survey and focus groups a few years ago, and Astor House is at the very bottom of the priority list. Let's move forward with a solution.

Too much money has already been spent on the building. Perhaps it is time to let it go.

White elephant for Golden to dispose of.