Abstract: Since the onset of World War II, the Uravan Mineral Belt, more specifically the western edge, or “West End” of Montrose County, Colorado, has provided uranium for the American nuclear weapons complex and nuclear power development programs. In mid-2007, Energy Fuels, a Toronto-based uranium mining and milling company, announced their intent to build Piñon Ridge, the first new conventional uranium mill in the United States in 30 years. If built, the Piñon Ridge Uranium Mill will become the first mill in the West End since Union Carbide’s pre-World War II era Uravan mill shut down in the mid-1980s. The prospect of a return to uranium milling after nearly 30 years of little to no activity due to low yellowcake prices has mobilized community support to bring back an industry some see as both familiar and capable of supporting and growing their communities. Using transcripts generated during two public meetings and one public hearing held by the Colorado Department of Public Health and Environment during 2010 and 2012, respectively, this study examines how proponents of the mill frame the socioeconomic advantages of bringing the industry back to the West End. Applying Kinsella’s Bounded Constitutive model to proponent’s argumentation shows that the community and the uranium mill are bound in a relationship where both the mill and the community serve as “caretaker” for each other, but that this care is constrained by the recalcitrant nature of uranium industry economics and the community’s perceptions of past development successes/failures. This conclusion suggests that current public engagement processes associated with mill licensing fail to address the complex social and economic issues surrounding the uranium industry, limiting the ability for community members to establish a new, more sustainable, development narrative.