

## THE VIG

The Vision Implementation Group

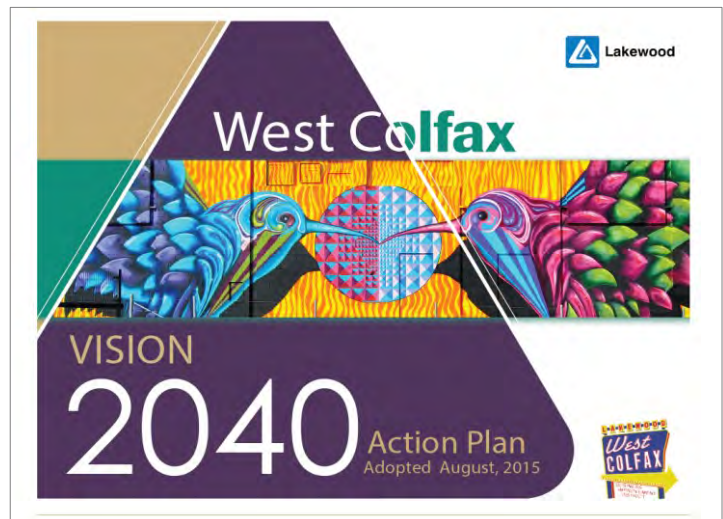
**WELCOME WEST COLFAX AMBASSADORS!**

Session 1– September 17, 2020

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## Agenda

- Welcome & Reminders
- Session Overview
  - Input
  - Q & A / Discussion
  - Rating
- Homework for Next Session



→ Ambassadors Landing Page: <https://bid.westcolfax.org/2040>

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## GO WEST COLFAX

**Working together to ENERGIZE historic West Colfax**

<p><b>Lakewood-West Colfax BID:</b></p> <p>A community-created district that advocates for capital investment and economic development to support existing and new business in Lakewood's West Colfax corridor</p>	<p><b>40 West Arts District:</b></p> <p>A 501(c)3 nonprofit operating a Colorado Certified Creative District that champions community arts spaces and events and supports creative activities along Lakewood's historic West Colfax Avenue</p>	<p><b>West Colfax Community Association:</b></p> <p>A 501(c)6 association for businesses and residents that provides a forum for dialogue &amp; reliable community information as well as a unifying voice for the West Colfax community</p>
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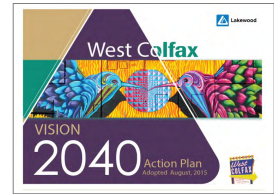
# Ambassador Schedule

	➔ Aug. 20	Ambassadors Kick-off Meeting	Noon-1pm	
<b>PART 1</b>	Sept. 17	Ambassadors Meeting – Part 1 & 4	11:45-1pm	}
	Oct. 15	Ambassadors Meeting – Part 2 & 3	11:45-1pm	
	Nov. 19	Ambassadors Meeting – Part 5 & 6	11:45-1pm	
	Dec. 17	NO MEETING		
			<b>TIMES TBD</b>	
<b>PART 2</b>	Jan. 21	Ambassadors Meeting – Other Considerations, Synthesis & Priorities		}
	Feb. 18	Ambassadors Meeting – Convergence of Recommendations/Needs		
	Mar. 17	<a href="#">WCCA General Meeting Panel</a>		
	Mar. 18	Ambassadors Meeting – Final Discusses on Recommendations/Needs		
	Apr. 21	<a href="#">WCCA General Meeting Update</a>		
	TBD	City Council Presentation		

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# Welcome: The Big Picture

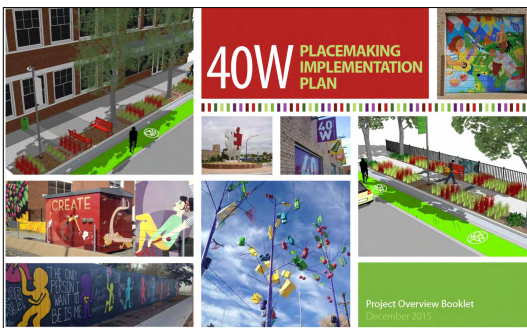


- Engagement
  - 28 signed up to be Ambassadors
  - Engagement Stats
    - Corridor Residents – 13
    - Local Business Members - 14
    - City & Local Nonprofits – 6
- NOTE: Some individuals are both residents & business or nonprofit members.
- Intended Outcomes
  - Build on Progress
  - Accelerate Momentum
  - Conduct Plan 5-Year Review (both performance & importance ratings)
  - Identify Needs and Sources
  - Recommend Priorities for the next 5 years

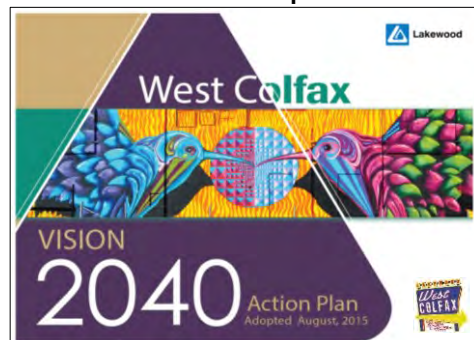
## In addition to Neighborhood Plans and Station Area Plans . . .



### Sense of Place

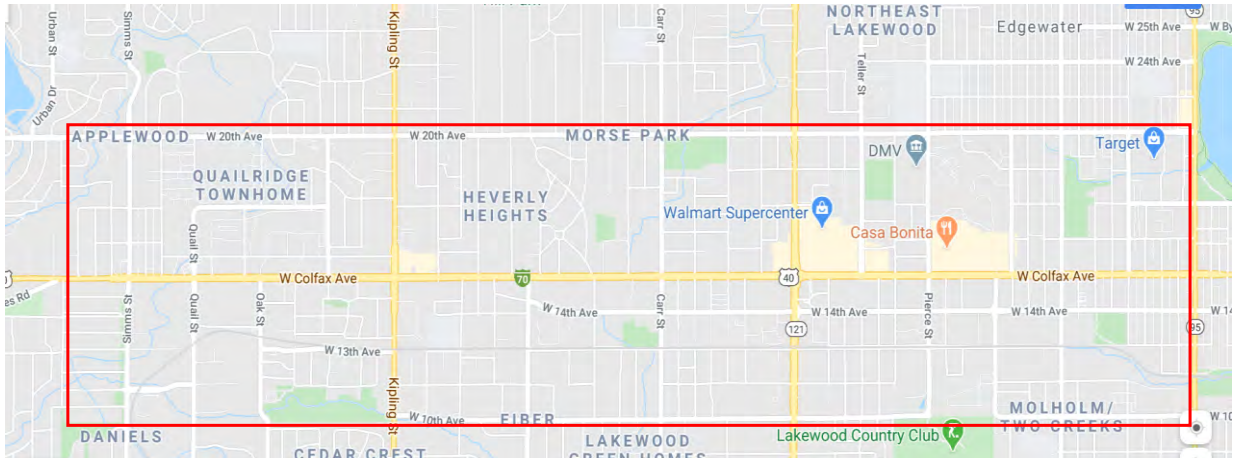


### Destinations & Experiences



**A Place for People to Make Memories!**

## Vision 2040 - Corridor Focus Area



*Primarily focusing on commercial & public areas between Welch and Sheridan in Lakewood's W. Colfax corridor*

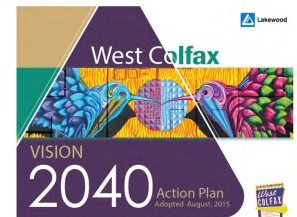
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## The VIG: Core Purpose

### Understanding the “why” . . .

The **Vision Implementation Group** exists to provide an inclusive community forum to integrate input, distill ideas, isolate priorities, marshal resources, and report status on the focus areas in the West Colfax Vision 2040 Action Plan.



**Advocate for West Colfax:  
Input—Priorities—Resources—Reporting**

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## IMPORTANCE Rating Scale: 1 (lowest) to 5 (highest)

All of the Goals in West Colfax VISION 2040 Action Plan are important. One of the objectives of this process is to rank the goals to determine resource priorities. A starting point is to rate the levels of importance of each goal on the following 1 to 5 scale.

**ESSENTIAL** (Rating 5) – You consider this goal to be an **emergency**; it should receive immediate resources before all others. Typically, this rating involves fundamental elements of public health and safety and/or the protection of public assets.

**CRITICAL** (Rating 4) – While not an emergency, you consider this goal to be **urgent** because it addresses essential elements that are inhibiting our community’s economic progress and undermining our quality of life.

**NECESSARY** (Rating 3) – You consider this goal to be a **high need** because it aligns with our shared vision for future and will bolster economic vitality and enhance the livability of our community.

**RECOMMENDED** (Rating 2) – You consider this goal to be **important** because it advances our stated priorities and elevates our community’s standing as a desirable (and memorable) place to live, work, and visit, but you are willing to address this goal after other, more pressing needs are met.

**LOW PRIORITY** (Rating 1) – You either don’t consider this to be a worthy goal or don’t consider it to be a priority; it can be addressed (or not) in due course when additional, non-critical resources are available.

Each Ambassador, based on his or her opinion and perspective, will rate each goal on this scale. Later in the process, we will aggregate the ratings and discuss priorities based these findings.

### PERFORMANCE Scale

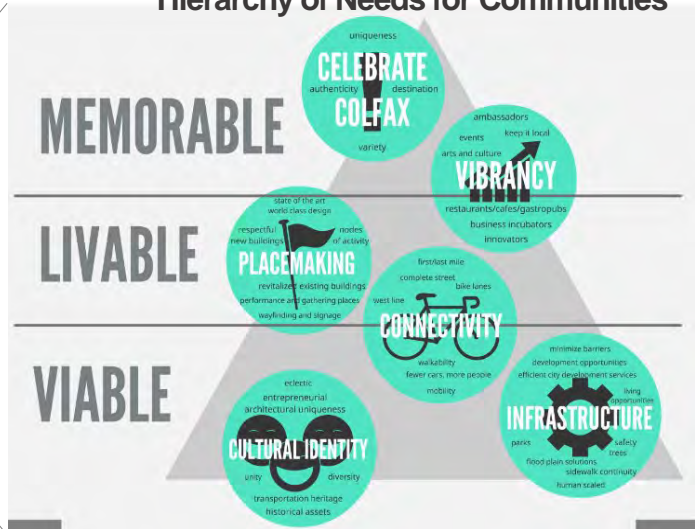
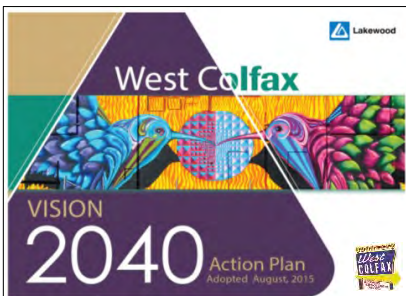
#### VISUAL Rating Scale

- 1. No Progress
- 2. Evidence of Progress
- 3. Meaningful Progress
- 4. Good progress toward completion
- 5. Completed
- 6. Ongoing (never-ending)

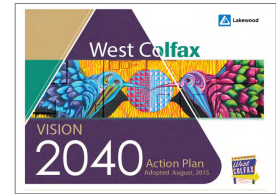
**AVG. Performance Rating** is the average score among the 8 performance raters

## Remember Maslow?

### Hierarchy of Needs for Communities



# Input Session – Ch. 1 & 4



## Chapter 1 – Cultural Identity

- CULTURAL IDENTITY is what makes a place, people, or community unique or special based their shared history, experiences, characteristics and values.

## Chapter 4 – Creative Placemaking

- CREATIVE PLACEMAKING is a process where community members, artists, arts organizations, community developers, and other stakeholders use arts strategies and programming to increase vibrancy and improve economic conditions, in their communities.
- APA and the NEA agree that creative placemaking is when partners from public, private, non-profit, and community sectors implements strategies to shape the physical and social character of a neighborhood or region around arts and cultural activities.

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CHAPTER 1

Lakewood

**CULTURAL IDENTITY**

transportation heritage

eclectic • entrepreneurial

architectural uniqueness

diversity

historical assets

unity

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West Colfax VISION 2040 Action Plan	VISUAL Performance Rating	AVG. Performance Rating	VISUAL Rating Scale
<b>1. Cultural Identity (history)</b>			
1.CI-1. Explore/Develop Lakewood West Colfax History Museum or Experience(s)			1. No Progress
1.CI-1a. Oral histories and written archives		2, 6	2. Evidence of Progress
1.CI-1b. Public-private partnerships to create a museum or Colfax experience	+	2.3, 6	3. Meaningful Progress
1.CI-1c. Funding mechanisms	-	2.7, 6	4. Good progress toward completion
1.CI-2. Support historic designation and preservation			5. Completed
1.CI-2a. Design guidelines	-	1.5, 6	6. Ongoing (never-ending)
1.CI-2b. Historic documentation and designation(s)		3, 6	
1.CI-3. Recognize and promote historical resources as cultural assets			
1.CI-3a. Cohesive community identity based on historic character		3	
1.CI-3b. Neighborhood association partnerships	+	3.3, 6	
1.CI-3c. Lakewood historic symposium	-	2.8, 6	
1.CI-3d. Historic buildings as place markers	+	3.8, 6	
1.CI-3e. Walk of Fame / Hall of Fame	+	2.5	
1.CI-4. Define/Identify valuable historic characteristics and features			
1.CI-4a. Historic Resource/Neighborhood surveys		5, 6	
1.CI-4b. New development that complements historic character		3, 6	
1.CI-4c. Survey and document key at-risk structures		3.8, 6	
1.CI-4d. Support Lakewood Historic Preservation Commission		3, 6 or just 6	
1.CI-5. Promote historic preservation as an economic development tool			
1.CI-5a. Promote federal and state tax advantages of historic preservation		6	

**AVG. Performance Rating** is the average score among the 8 performance raters

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# TRAVELING ROUTE

Celebrating the Character of COLFAX Avenue





**MARCH – APRIL 2013**

**FEATURING THE PAST, PRESENT AND FUTURE OF AMERICA'S LONGEST MAIN STREET**

**40 W**

MONTH OF PHOTOGRAPHY DENVER

Courtesy of Louis Pugh Report

Courtesy of Art Highway



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# WEST COLFAX LATELY

West Colfax Lately is a glossy, print and online publication that showcases the people, places, and activities of the historic West Colfax Corridor. West Colfax Lately represents the growth and momentum of the corridor, while also appreciating the grit and color that mark America's most famous avenue.

New in 2019

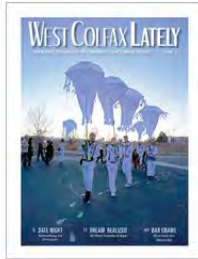
**West Colfax Lately Issue 5 - Lakewood's 50th Anniversary Edition is out now**



Issue 1, 2015



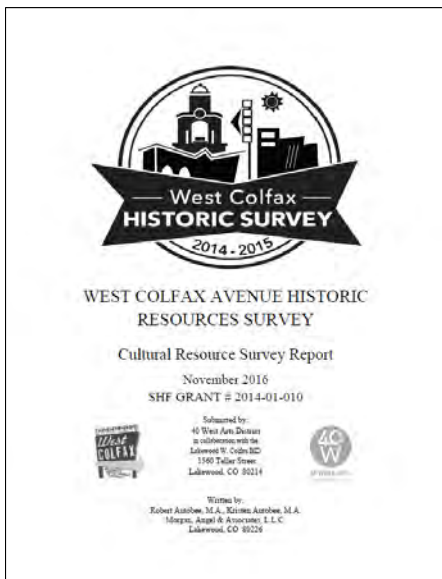
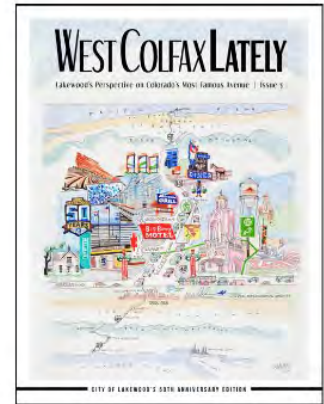
Issue 2, 2016



Issue 3, 2017



Issue 4, 2018





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CHAPTER 4

**Lakewood**

**PLACEMAKING**  
state of the art, world class design  
**nodes of activity**  
performance & gathering places  
revitalize existing buildings  
respectful new buildings  
**wayfinding & signage**

West Colfax  
2040  
Committee

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West Colfax VISION 2040 Action Plan		VISUAL Performance Rating	AVG. Performance Rating	VISUAL Rating Scale
<b>4. Placemaking (design and physical improvements)</b>				
4.P-1. Increase human-scaled design and walkability				
4.P-1a. Implement/Reinforce placemaking in 40W core	+		3.3, 6	
4.P-1b. Identify physical, economic, regulatory impediments related to goal			3, 6	
4.P-1c. Encourage adaptive re-use of existing buildings			3, 6	
4.P-1d. Identify authentic design themes and elements	+		3.5, 6	
4.P-1e. Develop design guidelines and design review	-		1.4, 6	
4.P-1f. Functional classification for placemaking goals	+		2.7, 6	
4.P-1g. Reinforce existing nodes of activity	+		3.2, 6	
4.P-1h. Create a memorable structure	-		2.8, 6	
4.P-1i. Infuse color and vibrancy in all design	+		3.4, 6	
4.P-2 Revitalize existing buildings				
4.P-2a. Identify physical, economic, regulatory impediments related to goal			3, 6	
4.P-2b. Incentivize adaptive reuse of buildings	-		2.5, 6	
4.P-2c. Design guidelines for adaptive reuse	-		1.4, 6	
4.P-2d. Develop holistic tools and resources to support market forces	-		2.5, 6	
4.P-3. Integrate open space and building to express unity and diversity				
4.P-3a. Integrate existing buildings into new development			6	
4.P-3b. Support retaining exiting buildings in land assemblage opportunities			3, 6	
4.P-3c. Align economic, historic and design goals to support redevelopment	+		2.4, 6	

**VISUAL Rating Scale**

1. No Progress
2. Evidence of Progress
3. Meaningful Progress
4. Good progress toward completion
5. Completed
6. Ongoing (never-ending)

**AVG. Performance Rating** is the average score among the 8 performance raters

West Colfax VISION 2040 Action Plan		VISUAL Performance Rating	AVG. Performance Rating	VISUAL Rating Scale
<b>4. Placemaking (design and physical improvements)</b>				
Continued . . .				
4.P-4. Support creation of districts and nodes of authenticity and activity				
4.P-4a. Integrate business and neighborhood identities with new development			3, 6	
4.P-4b. Identify districts/neighborhoods identities & encourage apt development	-		2.8, 6	
4.P-4c. Support/coordinate revitalization to reinforce catalytic projects			4, 6	
4.P-4d. Prioritize transit oriented development (W Line)	+		3.5, 6	
4.P-5 Encourage the integration of authentic character into new buildings				
4.P-5a. Encourage holistic design that contributes to the urban fabric of the corridor			3, 6	
4.P-5b. Align economic development, infrastructure and design (advocacy)			3, 6	
4.P-5c. Identify/Support neighborhood characteristics in design of new development			3, 6	

**VISUAL Rating Scale**

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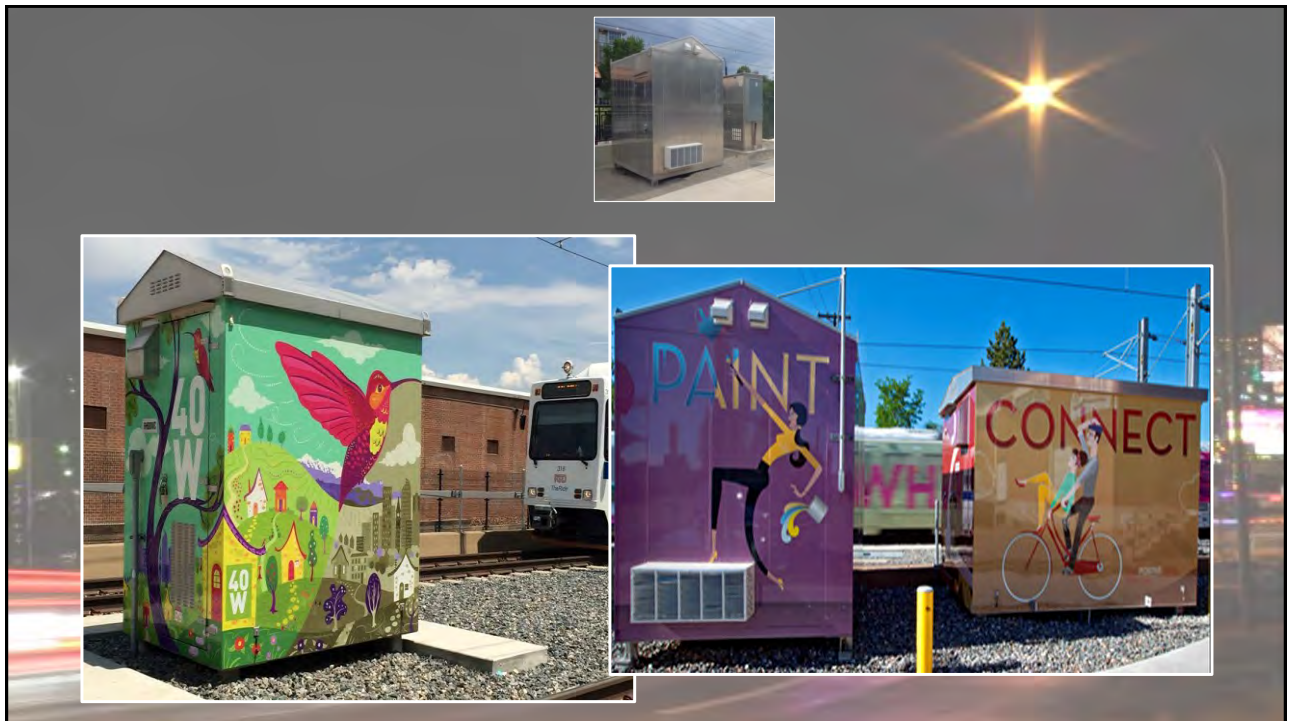
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**LIVE AT LIGHT RAIL**

40 West Arts & Lakewood Mayor Adam Paul present  
 = music = dance = and other live performances =  
 FREE at the Lakewood-Wadsworth light rail station  
 Wednesdays, 4:45 - 6:15pm all summer long!

Event details at [facebook.com/40WestArtsDistrict](https://facebook.com/40WestArtsDistrict).



**15 free summer concerts!**



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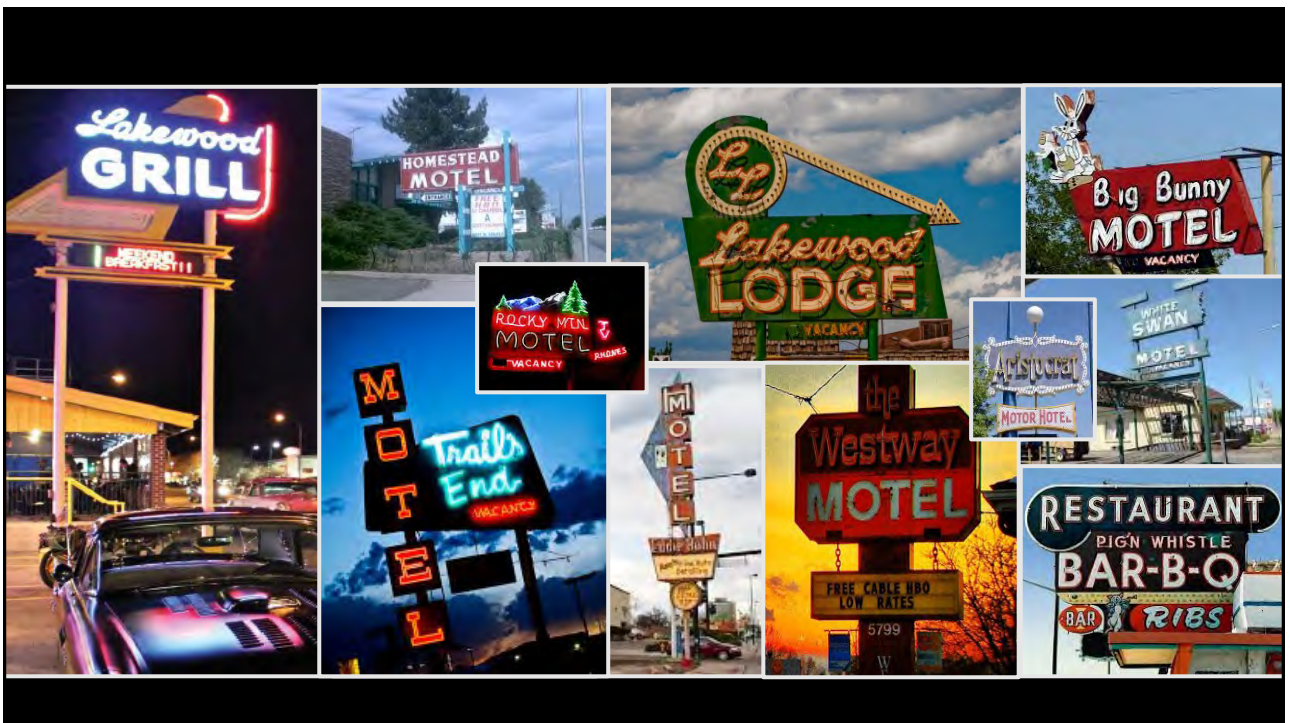


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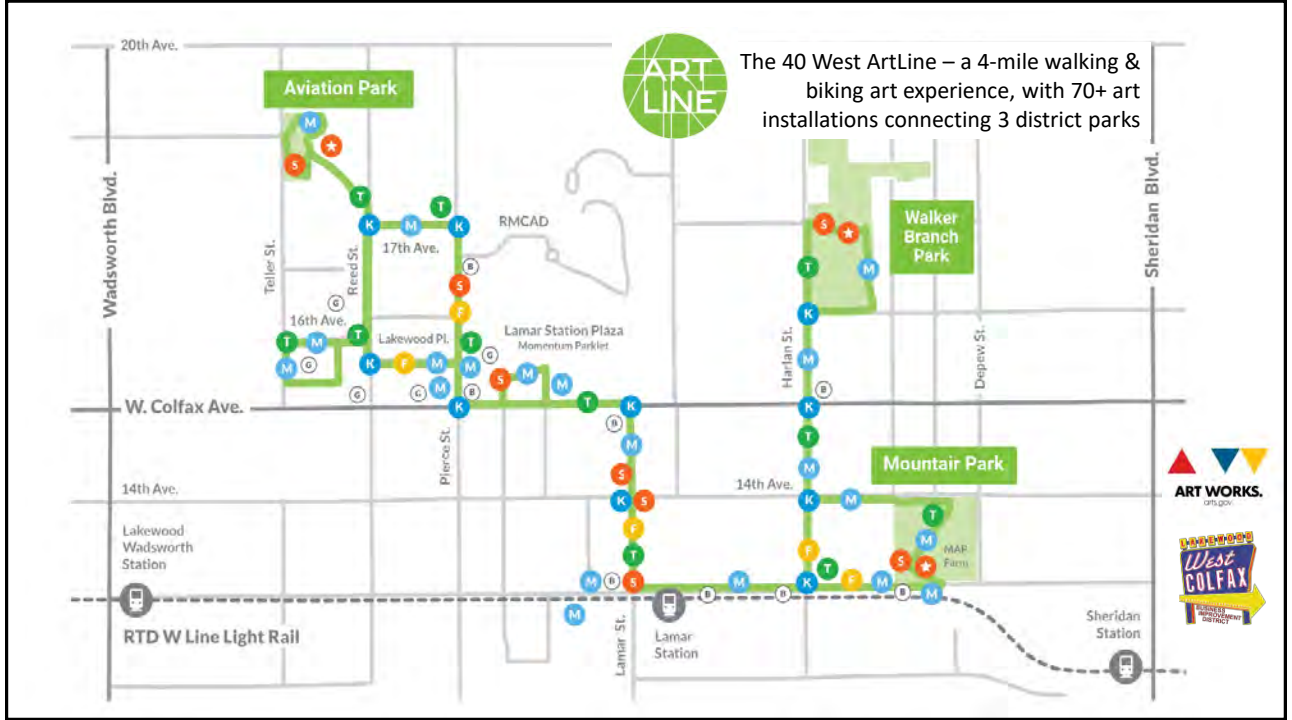
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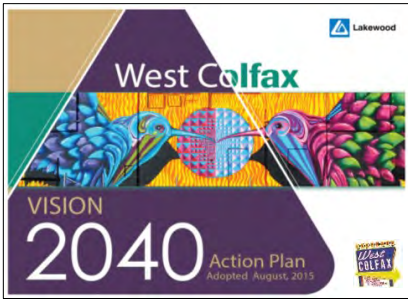


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# Questions & Discussion



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Casa Bonita



Colfax Avenue in Lakewood / Photo Ken Takahashi

# Ambassador IMPORTANCE Rating

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Casa Bonita



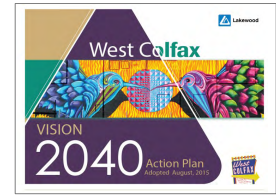
Colfax Avenue in Lakewood / Photo Ken Takahashi

**SurveyMonkey Link:**

<https://www.surveymonkey.com/r/vig-round1>

*Survey links expires at midnight on Friday.*

# Homework



Next Session: October 15<sup>th</sup>, 11:45am-1pm on Zoom

- Read Chapters 2 (Infrastructure) & 3 (Connectivity) of the 2040 Plan
- Review the Goals and Action Steps
- Share and seek input from your neighbors and friends
- Come to the session on the 15<sup>th</sup> ready to:
  - Receive input on context and/or progress on the sections
  - Participate in discussions about the sections
  - Rate the importance of each goal on the same 1 - 5 scale

→ Ambassadors Landing Page: <https://bid.westcolfax.org/2040>