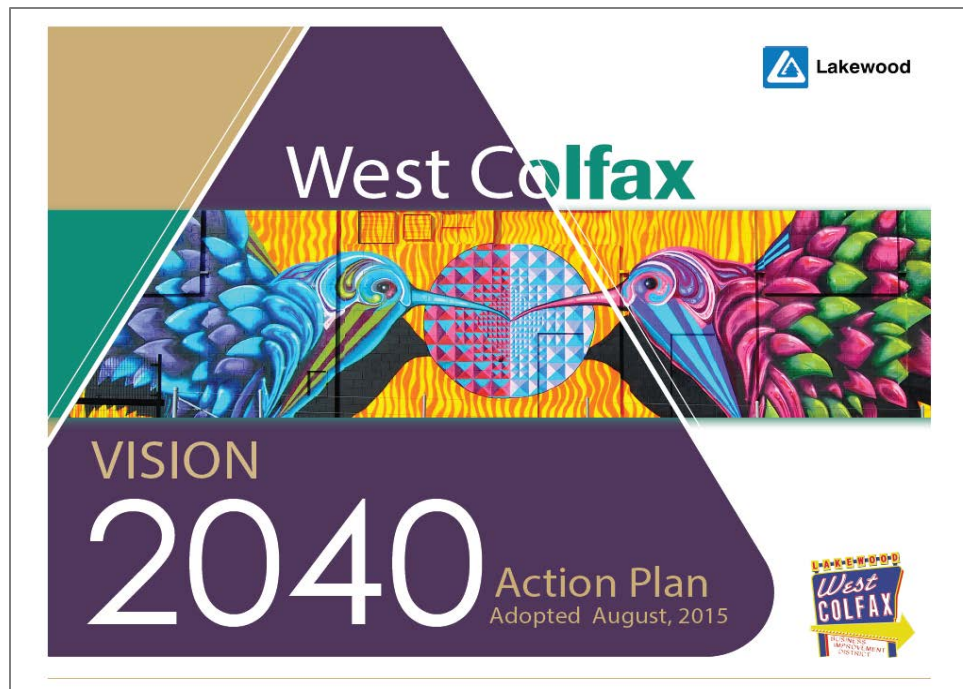




Home to 40 West Arts District



THE VIG

The Vision Implementation Group

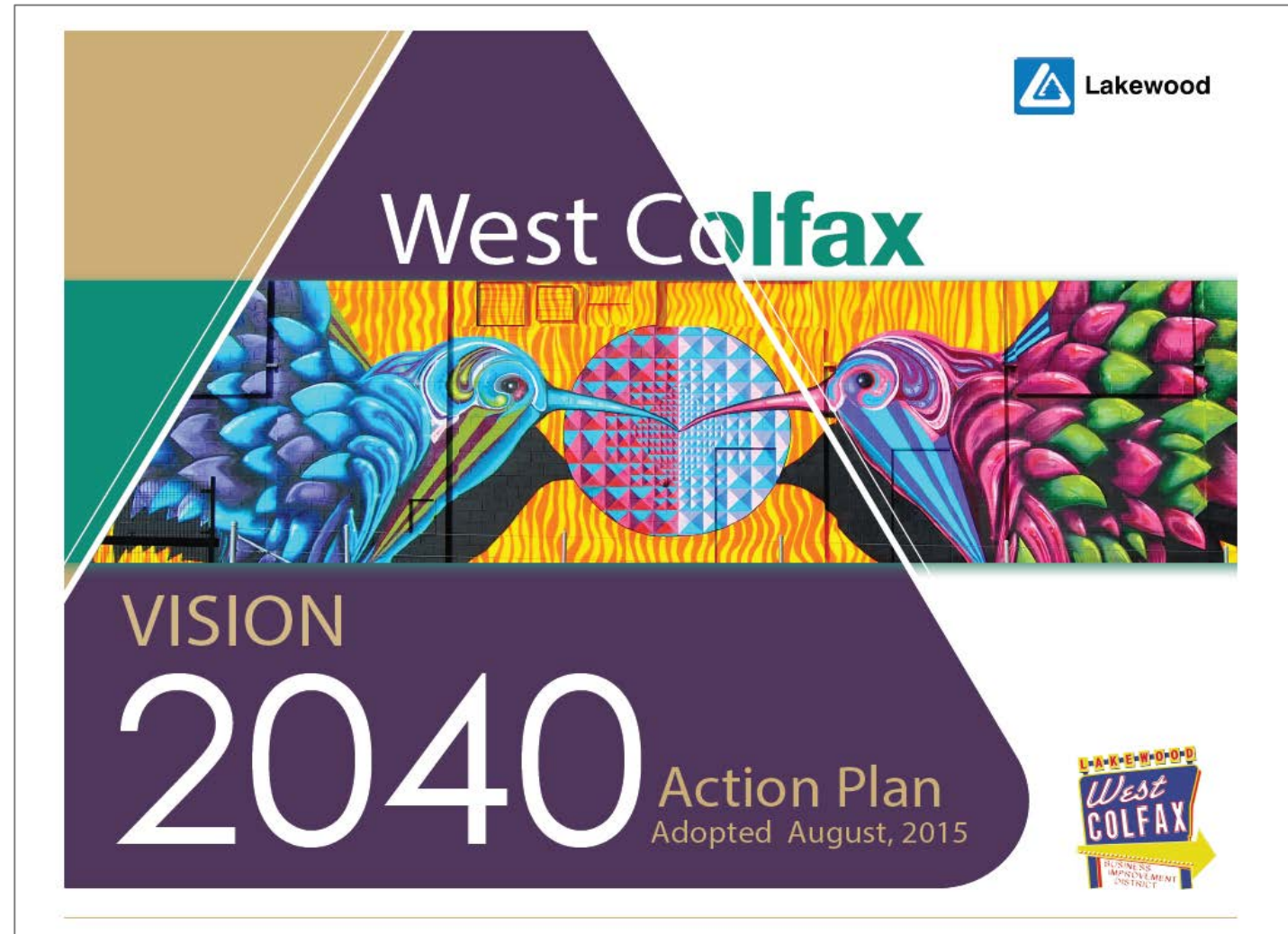
WEST COLFAX AMBASSADORS

SESSION 5 – Feb. 18, 2021

Synthesis Session

Agenda

- Welcome
- Quick Recap
- Session Overview (today)
 - Key Findings & Recommendations
 - New Content
 - Plan Structure
- Next Steps



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

GO WEST COLFAX



Working together to **ENERGIZE** historic West Colfax

Lakewood-West Colfax BID:

A community-created district that advocates for capital investment and economic development to support existing and new business in Lakewood's West Colfax corridor

40 West Arts District:

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

West Colfax Community Association:

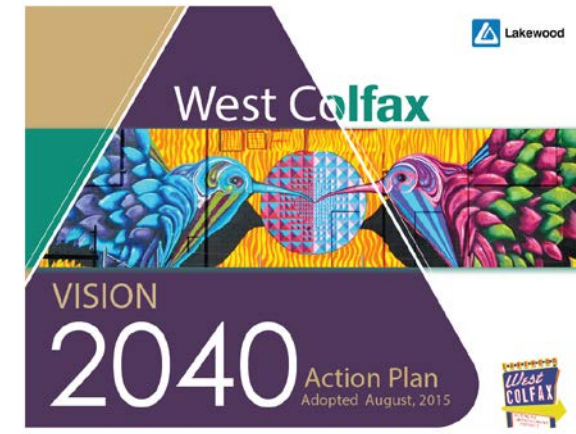
A 501(c)6 association for businesses and residents that provides a forum for dialogue & reliable community information as well as a unifying voice for the West Colfax community

Core Purpose

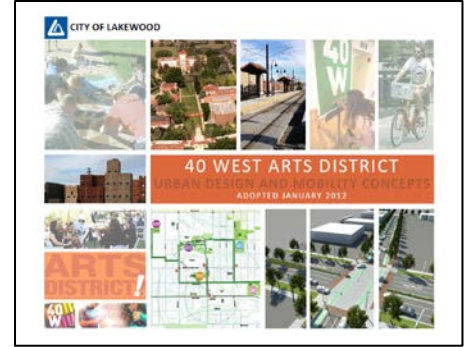
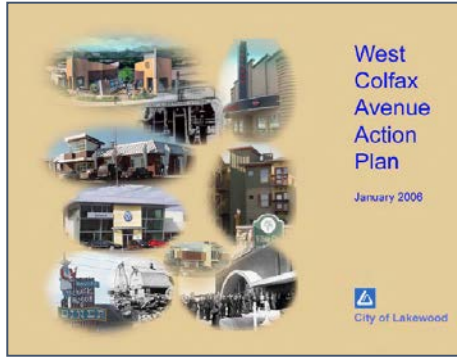
The **Vision Implementation Group** exists to provide an inclusive community forum to integrate input, distill ideas, isolate priorities, marshal resources, and report status on the focus areas in the West Colfax Vision 2040 Action Plan.

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

- 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



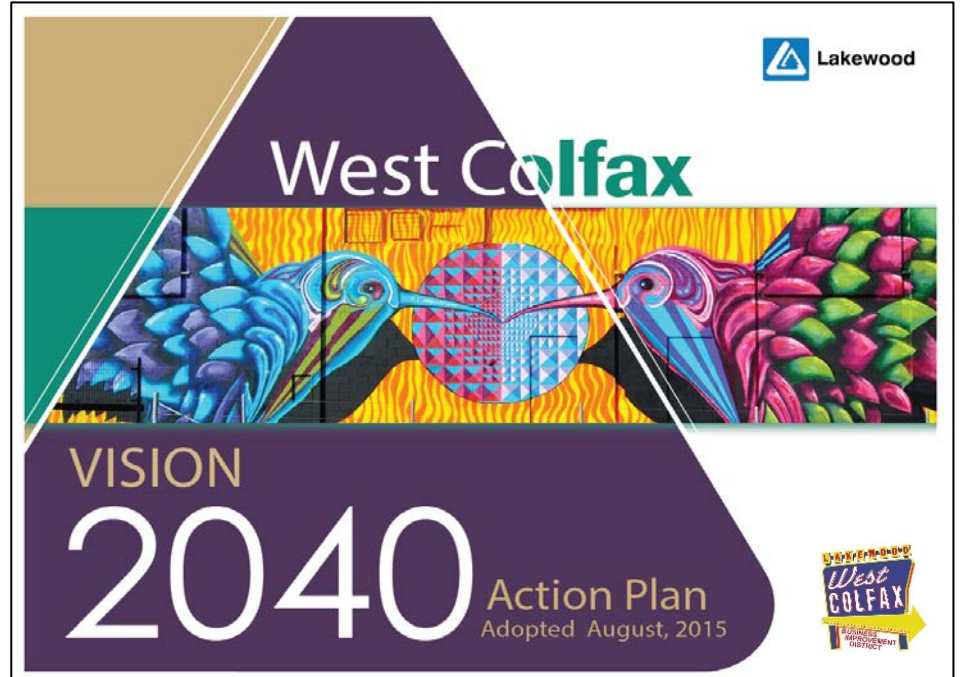
In addition to Neighborhood Plans and Station Area Plans . . .



Sense of Place

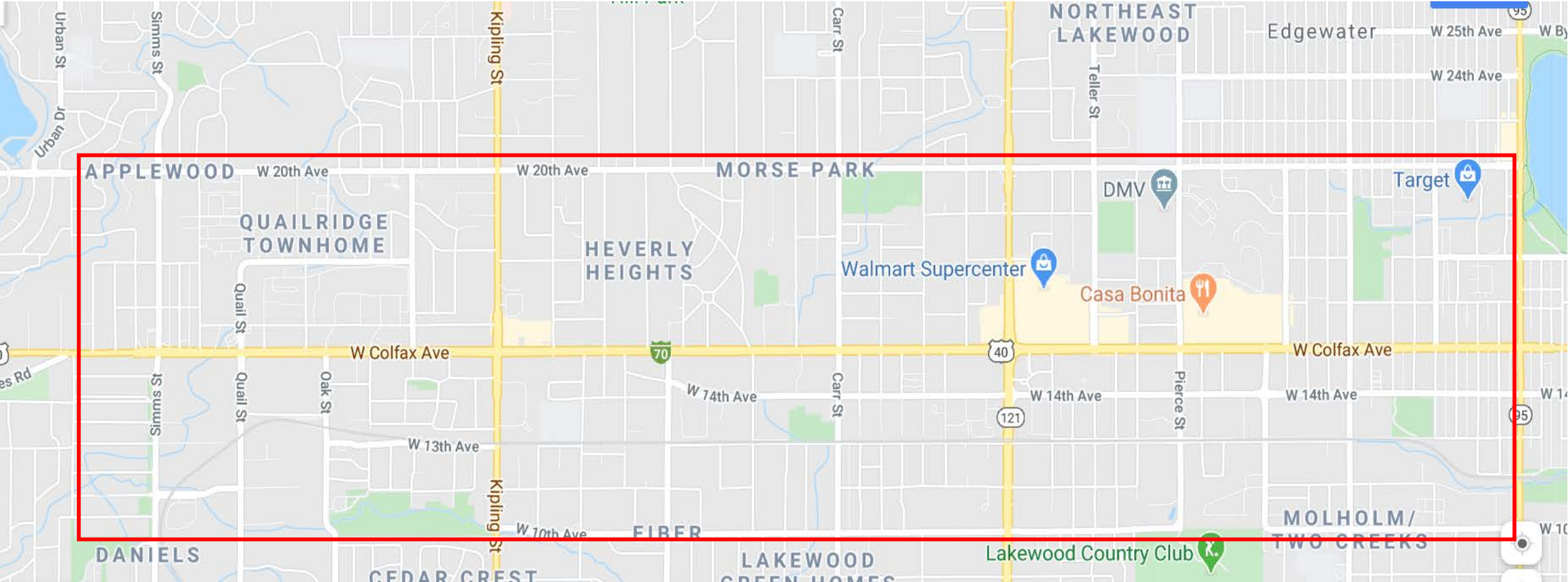


Destinations & Experiences



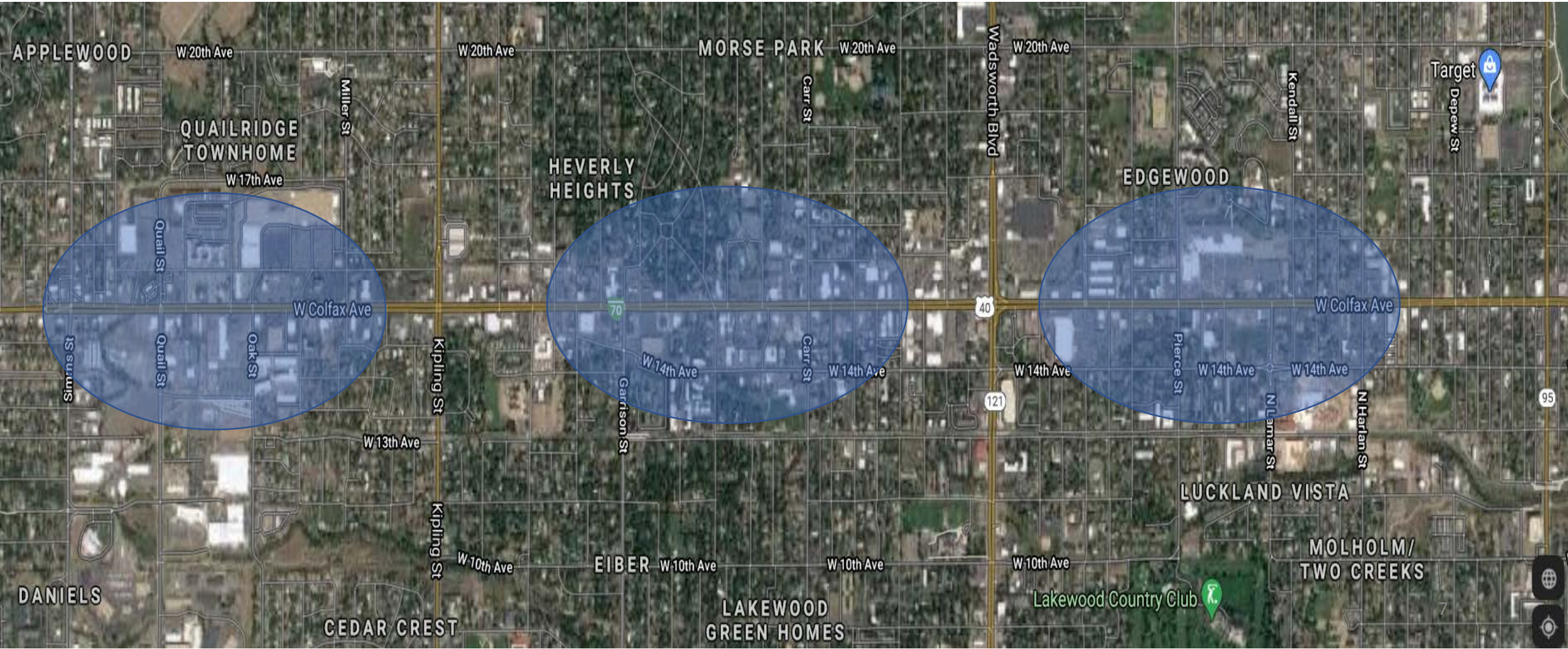
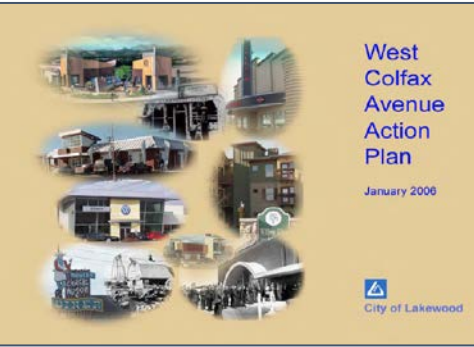
A Place for People to Make Memories!

Vision 2040 - Corridor Focus Area

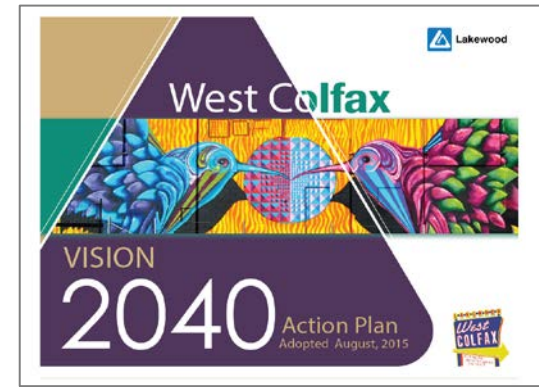


Primarily focusing on commercial & public areas between Welch and Sheridan in Lakewood's W. Colfax corridor

Mayor Steve Burkholder (2005):
"We envision multiple 'Pods of Activity' along West Colfax"



Ambassador Schedule



PART 1

Aug. 20	Ambassadors Kick-off Meeting	Noon-1pm
Sept. 17	Ambassadors Meeting – Part 1 & 4 → <i>Cultural Identity & Placemaking</i>	11:45-1pm
Oct. 15	Ambassadors Meeting – Part 2 & 3 → <i>Infrastructure & Placemaking</i>	11:45-1pm
Nov. 19	Ambassadors Meeting – Part 5 & 6 → <i>Vibrancy & Celebrating Colfax</i>	11:45-1pm

Part 1:
Input sessions,
discussion, &
rating

PART 2

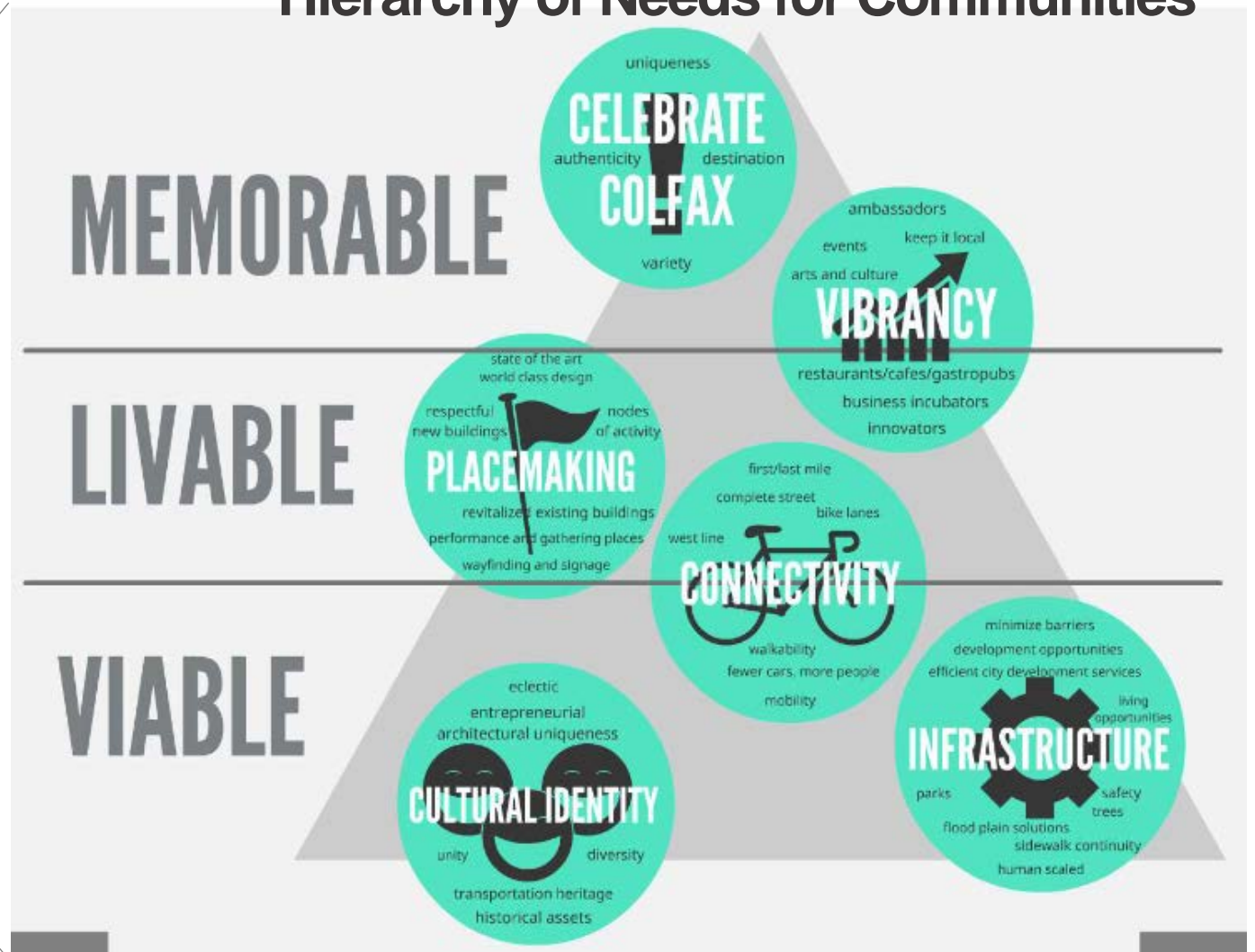
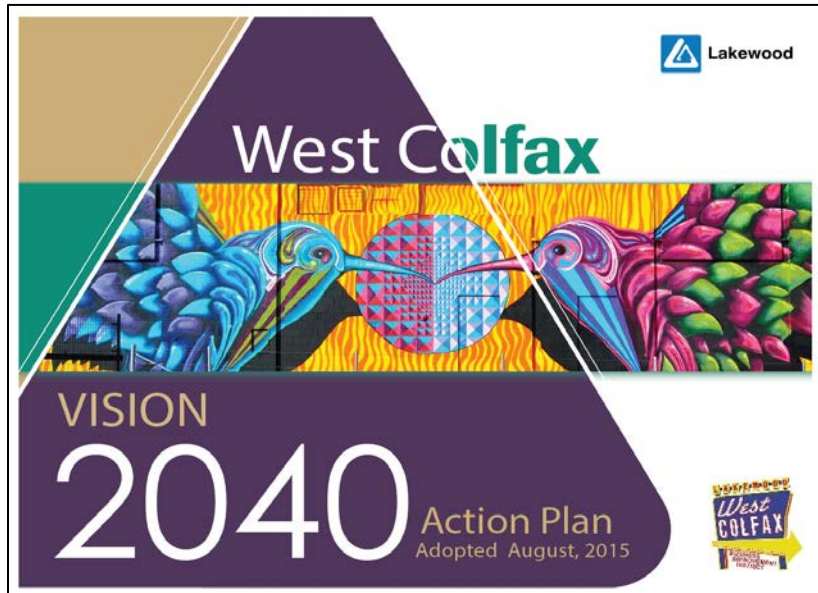
Dec. 17	NO MEETING	
Jan. 21	Ambassadors Meeting – Other Considerations/Convergence of Priorities	11:45-1pm
Feb. 18	Ambassadors Meeting – Key Findings/Synthesis	
Mar. 17	WCCA General Meeting Update	
Mar. 18	Ambassadors Meeting – Closing Discussions/Recommendations	
Apr. 21	WCCA General Meeting Update	
TBD	City Council Presentation (Tentatively in June/July Timeframe)	



Part 2:
Collaboration,
Synthesis, &
Recommendations

Remember Maslow?

Hierarchy of Needs for Communities

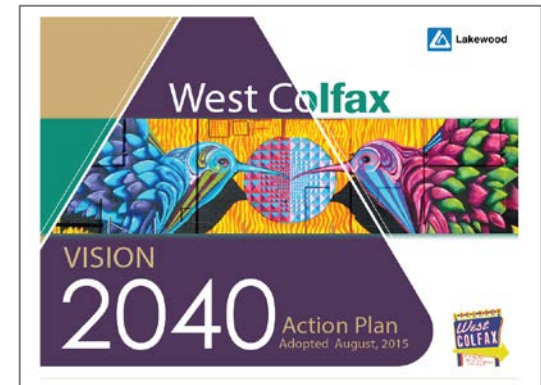




RAPID RECAP



Notes from Session 1-4

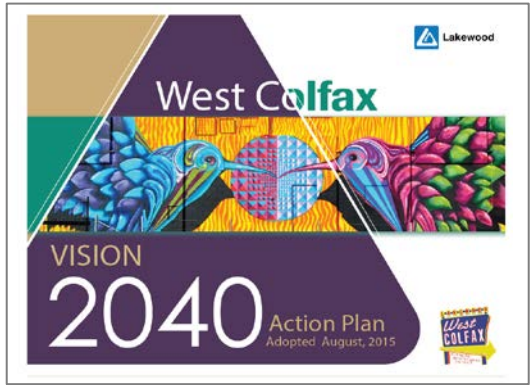


ENGAGEMENT:

- SESSION 1** - 26 Ambassadors and several guests attended; 24 Ambassadors completed the Importance Survey
- SESSION 2** - 20 Ambassadors and several guests attended; 22 Ambassadors completed the Importance Survey
- SESSION 3** - 28 Ambassadors and several guests attended; 22 Ambassadors completed the Importance Survey
- SESSION 4** - 28 Ambassadors and several guests attended; 24 Ambassadors submitted “What If” concepts

Notes from Discussions:

- More revitalization on W. Colfax west end
- More parks & open space in corridor
- Options for Westland
- Neighborhood-oriented retail, restaurants, & entertainment (date night options!)
- Why so many proposed convenience stores along corridor?
- Find a way to save Casa Bonita(or something better)
- More wayfinding signage
- 360-view of the West Colfax corridor
- Cultivate “nodes” of walkable/pedestrian-friendly development activities
- Encourage [and provide real incentives] for desired development
- Clarify / Emphasize PURPOSE the of Plan ← ← ←



Near-Term Initiatives

TOPIC

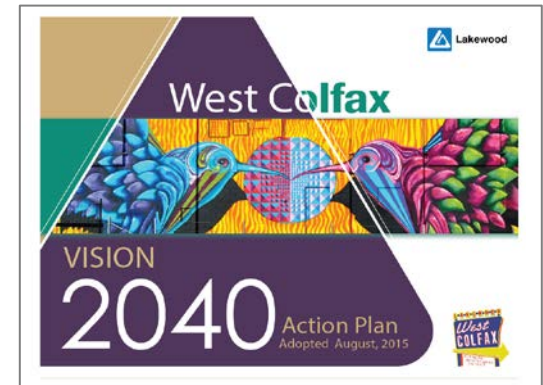
RECOMMENDATION

- Westland → *Influence & Involvement*
- RTD Property → *Outreach Appeal*
- Convenience Stores → *Council Exploring Options*
- Philnor project → *Setting Meeting to Offer Collaboration*
- Property Upkeep → *Encouragement Campaign + code enforcement*
- Other → *Grant Research, Branding, Passport Program*

LAND USE Choices

How can a jurisdiction influence LAND USE outcomes?

- Use by Right / Allow Market Forces to work
 - entitlements in place, follows jurisdictional processes and requirements
- Outright Purchase to achieve total control
 - Master plan outcome (whether a park use or re-development)
- [New] Regulations
 - Pass legislation to add restrictions to land uses
- Influence Process / Participate in Deal-making
 - Influence and incentivize outcomes (with jurisdictional tools & process)
 - Serve as matchmakers (bringing other parties) with influence and incentives
 - Partner (and invest) in desired outcomes; public-private partnership—may involved creation of a separate entity to best steward development process



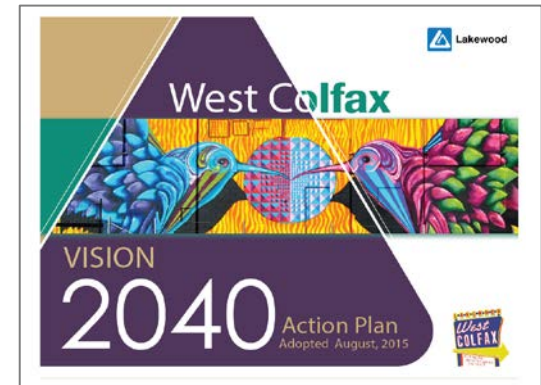
→ *Status Quo / Path of least resistance*

→ *Expensive!*

→ *Slow Process / Sometime unintended consequences*

→ *Requires vision, leadership, & political will; Takes time & effort; needs community buy-in & consistent leadership*

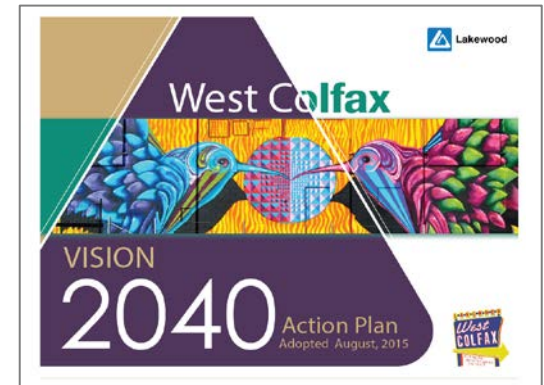
Importance Ratings Take-Aways



- **Authenticity** (including character & history)
- **Local Amenities & Retail Options** (including parks, green space, rec. activities, independent restaurants, boutiques, night life → targeted mix of uses)
- **Aesthetics & Human Scale** (authentic character, design considerations, adaptive reuse/preservation)
- **Nodes of Activities and Walkability** (including whole corridor improvements/branding/promotions, infrastructure [sidewalks, stormwater, etc.], lighting, safety, and signage)
- **Leverage Infrastructure Investment for Placemaking and Innovation** (new technologies, safety, art, signage)

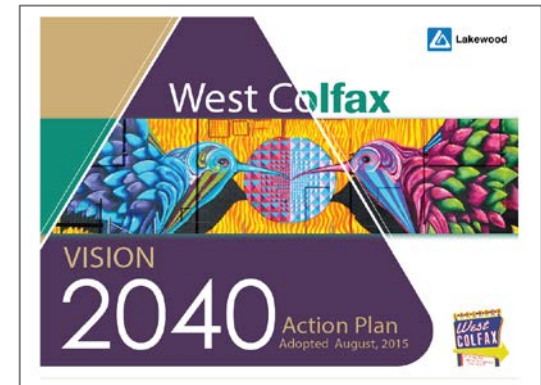
Homework Take-Aways

- Parks and Green Space
- Walkable Retail and Restaurants
- Festivals and Outdoor Activities
- New “Town Square” Destination
- A Plan for Car 25
- Infrastructure Improvements
- Housing Options
- Employment Options



Priorities for Goals/Action Items

- West end redevelopment
- Infrastructure and beautification improvements
- Walkability (infrastructure)
- Parks, green “people” spaces, recreational/retail options (incl. Car 25!)
- Influence of Westland’s future
- RTD land potential
- Authenticity, Aesthetics and Art (placemaking)
- 360-degree view of corridor (nodes)
- Whole corridor branding/promotions
- Efforts and incentives to attract and/or influence the desired mix of uses



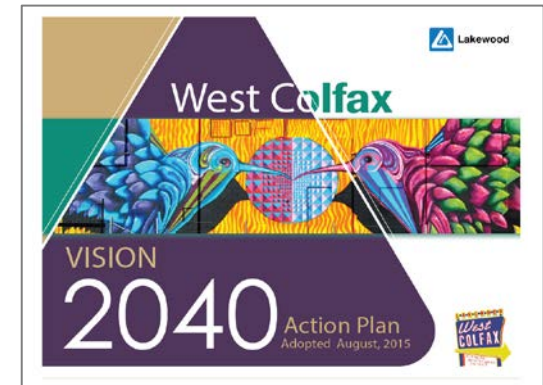


SYNTHESIS



Roll-up of Key Findings

- 360 View (entire corridor perspective)
- Nodes of Activity (at least three nodes along W. Colfax)
- Inclusivity (stakeholder engagement)
- Citizen Stakeholders Responsibilities (productive influence)
- City's Role (integral to implementation)
- Critical Infrastructure Needs (flood mitigation, sidewalks, bike lanes, wayfinding, etc.)
- Green Space/Recreation & Retail Options (placemaking & walkability)
- “Colfaxian” Character (authenticity)
- Car 25 (a plan to preserve and enjoy this asset)





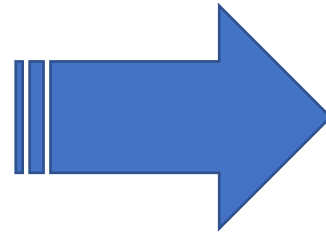
RECOMMENDATIONS

2020-2021 Update

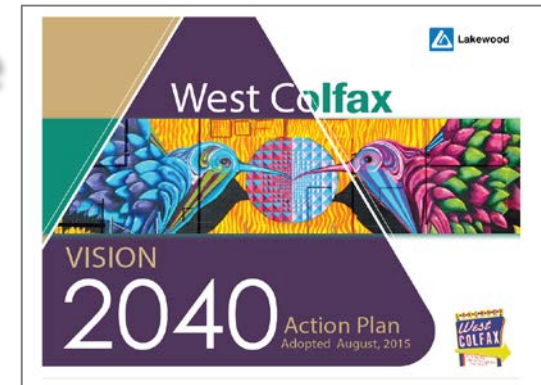


Recommendations

- New Content
- Updated Structure
- Memorialized Process



2020-2021 Update

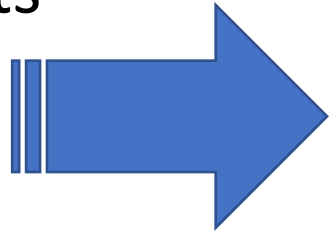


INTENDED OUTCOME:

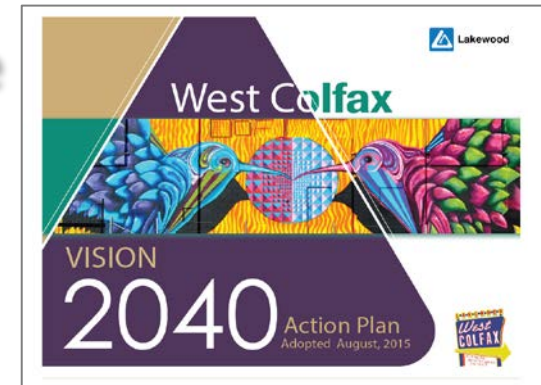
- Add clarity and emphasis
- Add context and useability
- Reinforce scope of the document

New Content

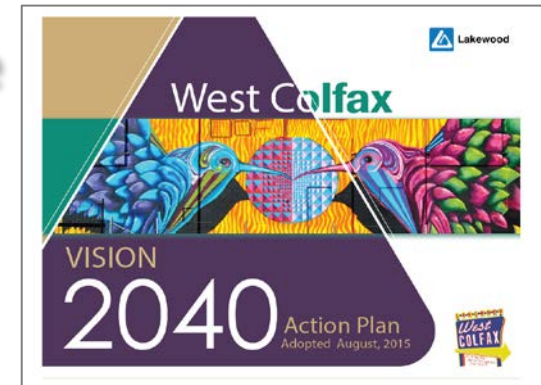
- New Goals & Action Items from 2020-2021 Review
- New “What Ifs” section
- New Sidebars
- New Acknowledgements
- New Introduction
- New Guiding Principles



2020-2021 Update

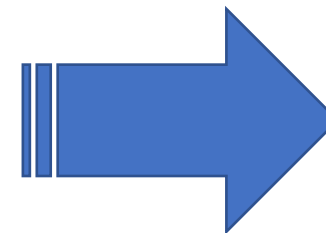


- **Introduction** - to state the plan’s purpose as an advisory document, to cover historical context on how this document (and its subsequent iterations) came into being, and to acquaint readers with the main topics and sections of the plan
- **Guiding Principles** – to emphasize the core tenets that are the underpinning the document as a guide to future implementers and reviewers.

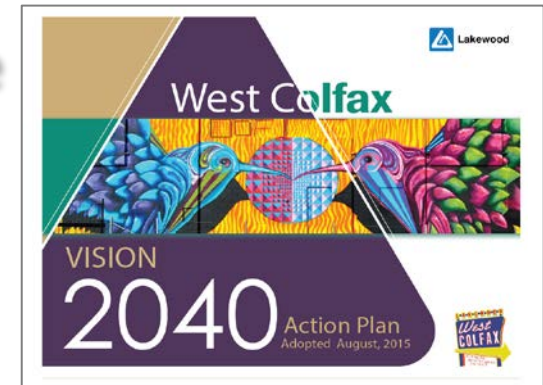


Updated Structure

- FRONT MATTER & BODY OF DOCUMENT
 - New **Introduction & Guiding Principles** in front
 - Move old Acknowledgements up front
 - Add new 2020-2021 Acknowledgements (to share who was involved to include all of you!)
 - Add new section to the Table of Contents: **“Reviews & Updates”**
- BACK MATTER
 - Include an overview of our 2020-2021 process and work output in an expanded **Appendix**
 - Add a map of West Colfax Neighborhood Associations



- An expanded **Appendix** will include:
- Our process
 - Our Importance Ratings
 - Our “What If” Homework



Guiding Principles

- PRINCIPLE #1: This document regards Lakewood’s West Colfax corridor as a whole—from a **360-degree perspective**—with a common heritage and complementary character but with different nodes of activities that require integrated and synergistic strategies
- PRINCIPLE #2: To keep this document not only relevant, but organically nimble and vibrant, we recommend a review of this document at least **every five years** with broadly **inclusive engagement**, with residents from as many neighborhoods as possible, representative property owners and business operators throughout the corridor, and strategic partner organizations, including the City
- PRINCIPLE #3: This document emphasizes the essential **value of local voices** but recognizes that **City elected leaders and staff are fundamental** to sustained progress on the implementation this plan

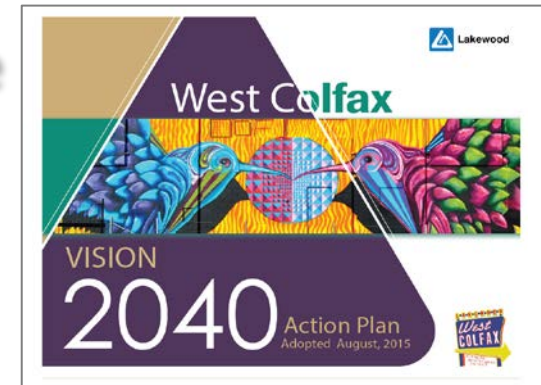
→ **Guiding Principles** emphasize the core tenets that are the underpinning the document as a guide to future implementers and reviewers.



NEW SECTION GOALS

2020-2021 Update

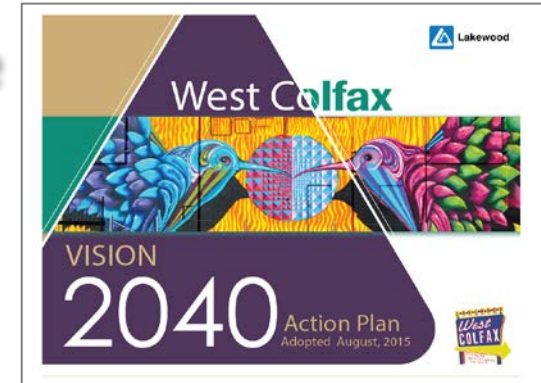




NEW GOAL #1

- Work with the City and other partners to activate emerging opportunities in the targeted nodes of activity
 - Identify near-term and long-term development or redevelopment opportunities in each node of activity
 - EX: Westland, RTD land, & other potentials assemblages of land—and City’s investment in new parks and green space in corridor
 - Prioritize and rally support for development opportunities that align with the 2040 vision by providing letters of support, speaking at public hearings, etc.
 - EX: categorize opportunities and bring ideas and support
 - Work with all local economic development entities to advocate for real incentives to support development that aligns the community’s vision
 - EX: Leverage local, county, and state supporting resources

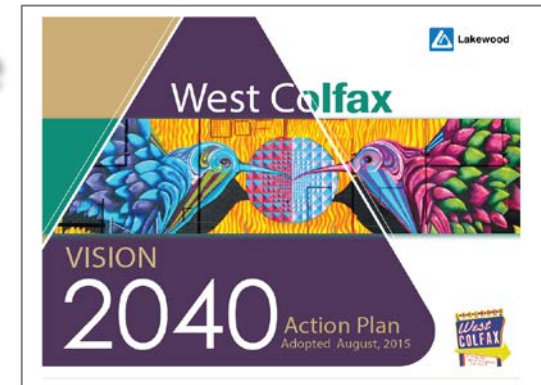
→ **Proactively support development we want!**



NEW GOAL #2

- Define, publish, and promote land uses and land use policies that align with our community's vision
 - Make the Vision 2040 Plan come to life by identifying more and new ways to create visuals that represent the vision for West Colfax to influence development or redevelopment
 - EX: visuals of an integrated town square or village green in mixed-use
 - Work to ensure that engaged corridor advocates understand current land use policies, the development process, and when/how they can effectively participate in both
 - EX: Schedule and conduct Land Use seminars based on demand
 - Identify land use policies that inhibit desired development or redevelopment engage with policymakers in creative problem-solving and advocate for changes
 - EX: Issue with convenience stores or storage facilities; two-story requirement, building massing issue

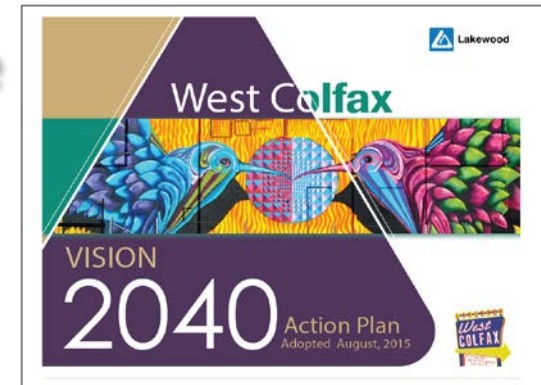
→ **Identify and promote what we want and are willing to support!**



NEW GOAL #3

- Distribute information and resources that help neighborhood associations, residents, property owners, and business operators advocate for desired land use outcomes
 - Create/promote a forum in which stakeholders can receive reliable information on land use matters
 - EX: WCCA meetings recorded; quarterly development forums
 - Create/promote tools and resources for advocacy
 - EX: policy updates, HOA resources, samples letters of support
 - Ensure that potential investors/developers have foreknowledge of Vision 2040 Plan and other available resources and contacts
 - EX: Digital “Welcome to West Colfax” kit / session; facilitate introductions

→ **Empower our community with info and tools to participate in the process!**



NEW GOAL #4

- Renew efforts around historical preservation to capture the quintessential Colfax character for posterity
 - Seek funding to develop a plan for the long-term preservation and activation of Trolley Car 25 along W. Colfax
 - EX: Research grants for funding planning and/or visuals
 - Establish a sustainable program to collect West Colfax artifacts and visual/oral history
 - EX: Identify funding to restart program to gather photos, oral histories, artifacts
 - Update inventory of existing neon signs and their conditions and encourage new one (LEDs)
 - EX: Prioritize sign to preserve and restore; seek funding restoration and/or incentives for new, more sustainable LEDs

→ Preserve and celebrate West Colfax authentic character and history!



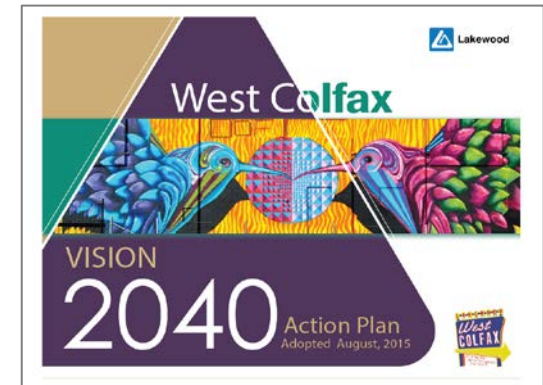
DISCUSSION & WRAP-UP



Next Steps

- HOMESTRETCH HOMEWORK:
 - Review posted summary document (on Landing Page) and send in any additional comments via email by 3/11: info@westcolfax.org
- MARK YOUR CALENDAR FOR THE NEXT SESSION:
 - **Thurs. Mar. 18, 2021 @11:45am-1pm** via Zoom
- PLUG INTO WCCA!
 - Newsletter, Social Media, 3rd Wednesday Monthly Meeting . . . New PASSPORT WEST COLFAX PROGRAM!! (<https://westcolfax.org/passport>)

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



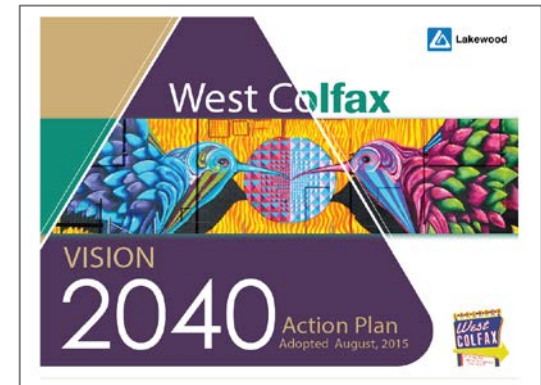


RESOURCES | REMINDERS



Factors for Economic Vibrancy

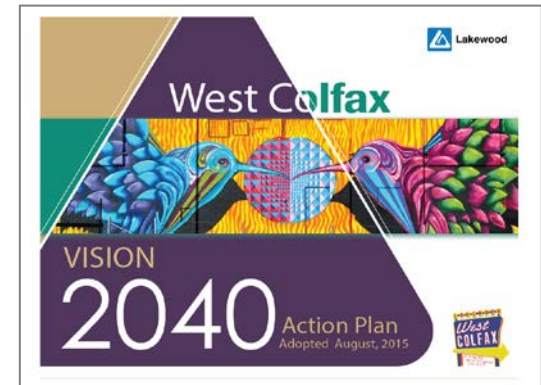
1. Human Capital
 - leadership: ideas & ability to execution)
2. Capital Markets
 - access to \$\$\$\$
3. Natural/Man-made Characteristics
 - natural surroundings, location of and access to both types of amenities
4. Political Stability, Legal Infrastructure & Land Use Policy
 - predictability
5. Economic Viability
 - demographics, heads & beds (growth trajectory), & will a deal “pencil”
6. Workforce
 - availability/education level, transportation & housing options
7. Innovation & Entrepreneurship
 - visionaries! risk-takers!` profit-seeker!



LAND USE Choices

How can a jurisdiction influence LAND USE outcomes?

- Use by Right / Allow Market Forces to work
 - entitlements in place, follows jurisdictional processes and requirements
- Outright Purchase to achieve total control
 - Master plan outcome (whether a park use or re-development)
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→ *Expensive!*

→ *Slow Process / Sometime unintended consequences*

→ *Requires vision, leadership, & political will; Takes time & effort; needs community buy-in & consistent leadership*

The Momentum Formula™

$$\text{Current State} \left[\frac{(\text{History} + \text{Assets} + \text{Perception})}{\text{Community Values}} \right] \times \left[\frac{(\text{Value-based Goals} + \text{Core Purpose})}{\text{Community Buy-In}} \right] = \text{Shared Vision}$$



= results in
 → leads to
 + along with or in addition to
 X magnified by
 / supported by

3Cs: Clear, Compelling, Consistent Message

History + Assets + Values + Vivid Description → Authentic Story



The 10 Community Readiness Principles™ curriculum is a field-tested framework developed by The Creativity Lab of Colorado to help enact community transformation. Based on hands-on experience, the Principles, and the corresponding survey instrument, serve as a community benchmark and an ongoing tools to evaluate and drive progress.

The overarching approach of this iterative process is one that focuses on collaborative community development, coupled with creative organizational dynamics—along with a dash of entrepreneurial vigor; it's mindful leadership, steeped in creativity and anchored in service. Learn more in our workshop series and bootcamps. Contact info@CreativityLabColorado.org for more information

