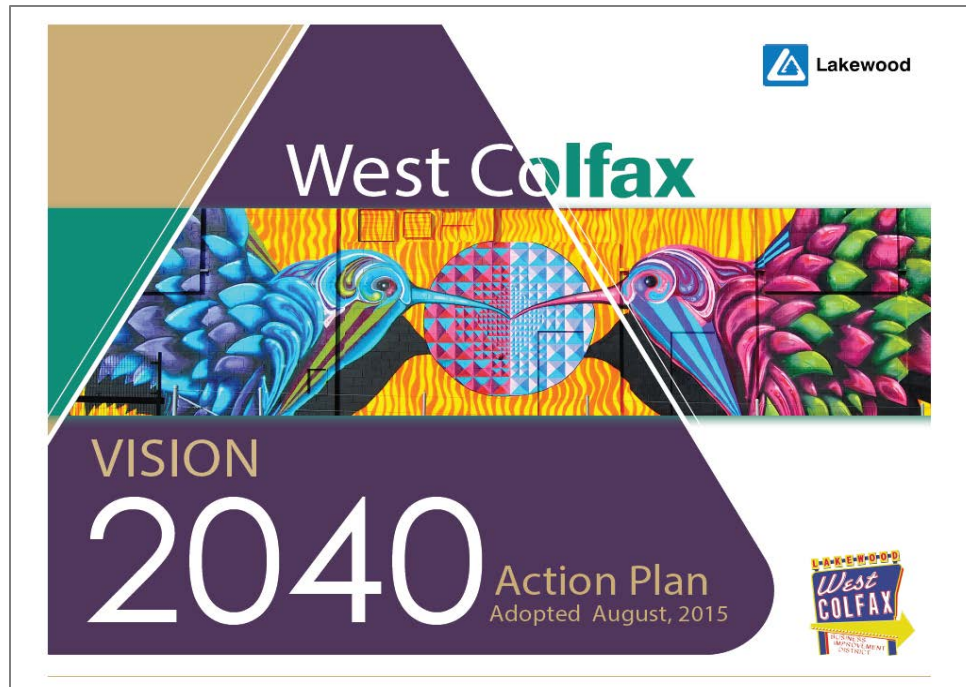




Home to 40 West Arts District



THE VIG

The Vision Implementation Group

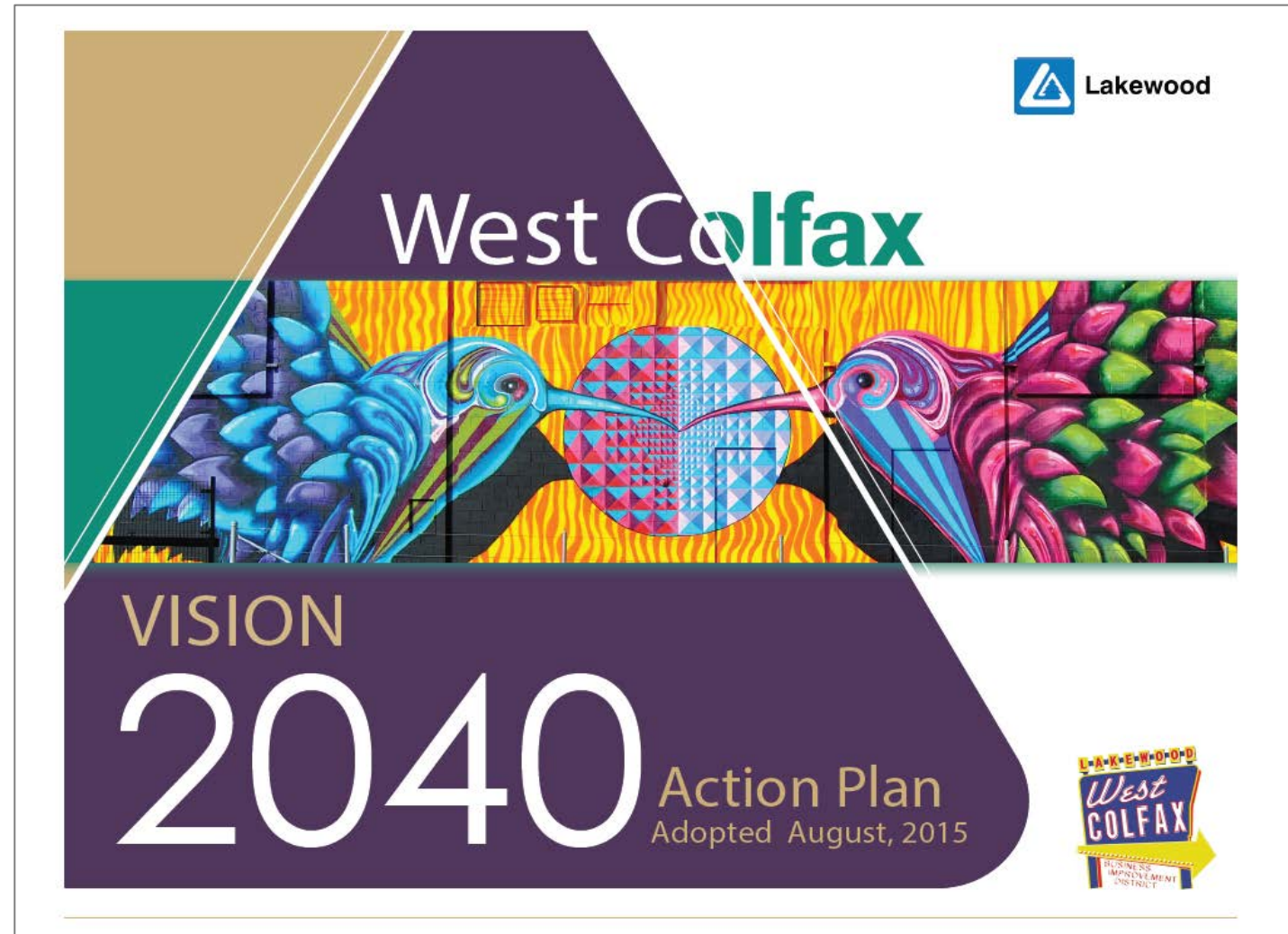
WEST COLFAX AMBASSADORS

SESSION 6– Mar. 18, 2021

Review Recommendations

Agenda

- Welcome
- Quick Recap
- Session Overview (today)
 - Overview of 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:

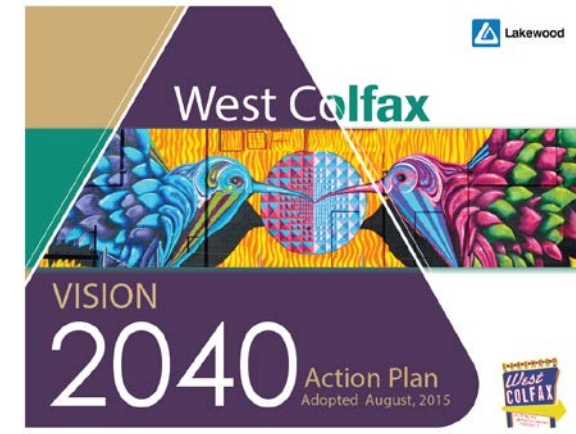
A 501(c)6 association for businesses and residents that provides a forum for dialogue & reliable community information as well as a unifying voice for the West Colfax community

Core Purpose

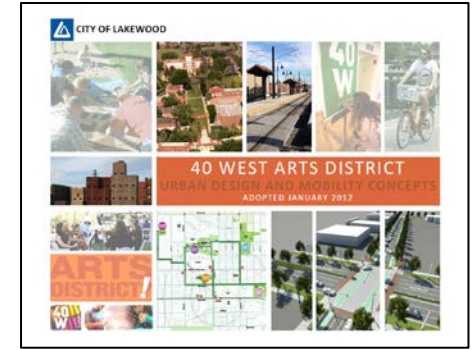
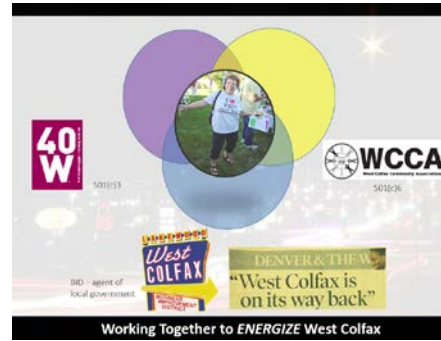
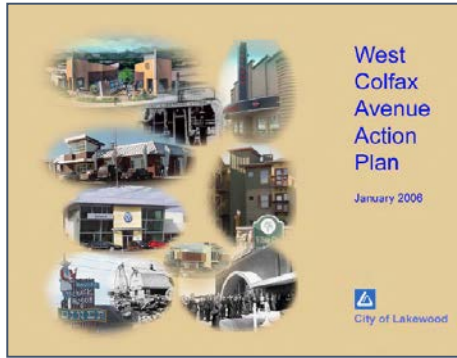
The **Vision Implementation Group** exists to provide an inclusive community forum to integrate input, distill ideas, isolate priorities, marshal resources, and report status on the focus areas in the West Colfax Vision 2040 Action Plan.

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



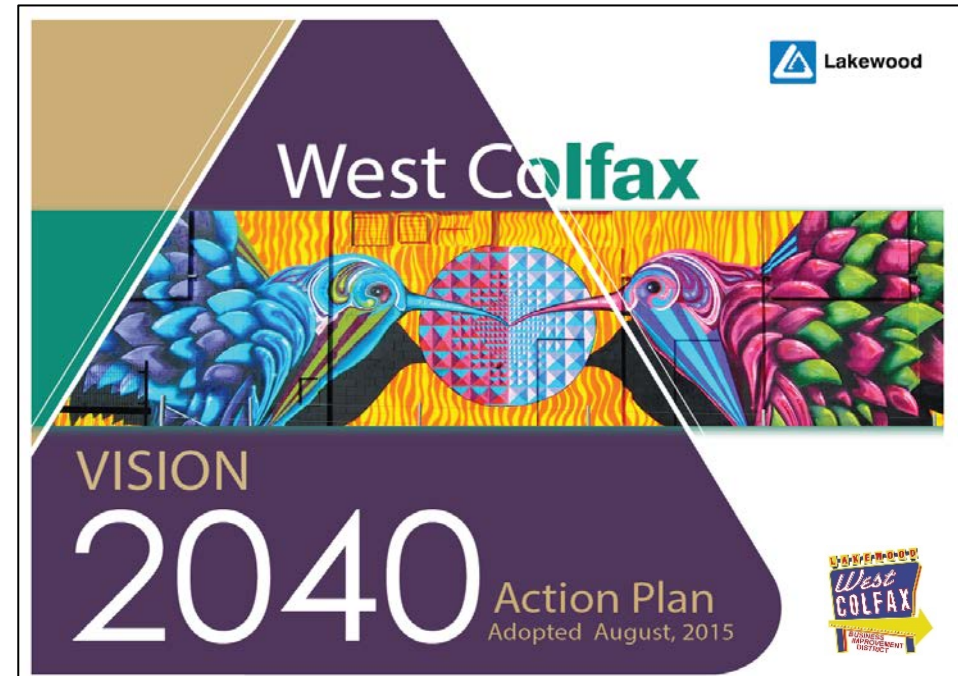
In addition to Neighborhood Plans and Station Area Plans . . .



Sense of Place

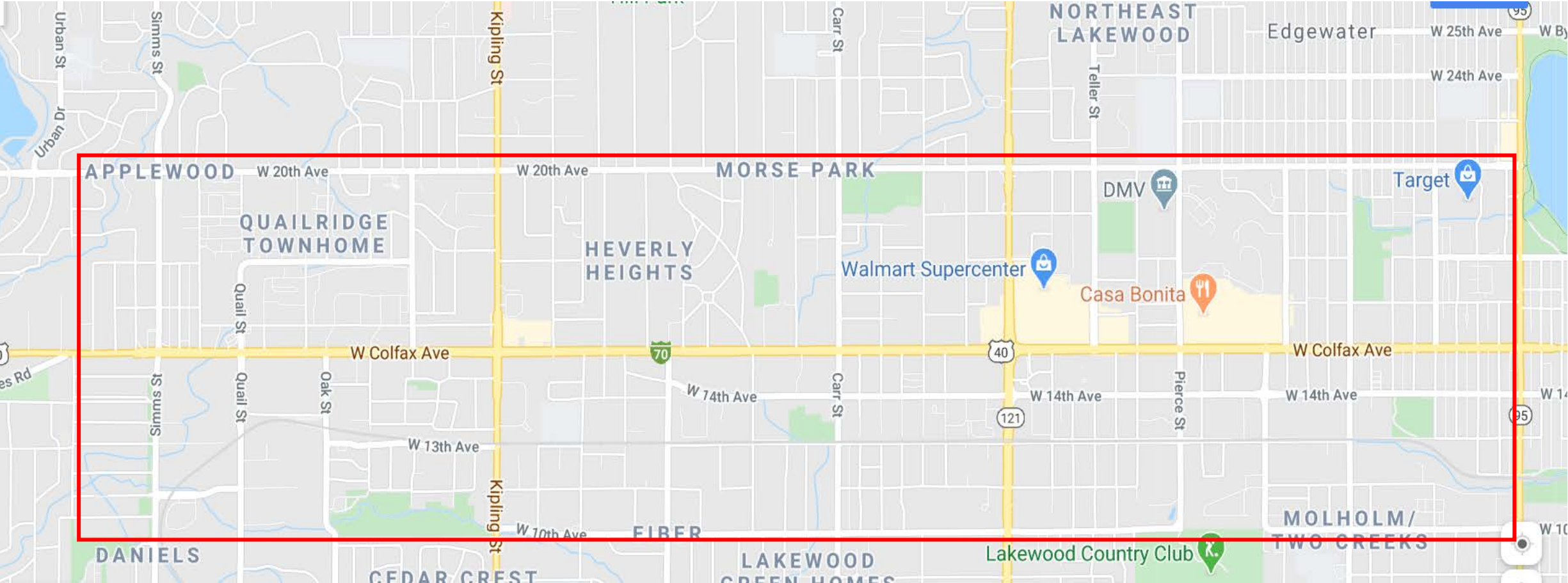


Destinations & Experiences



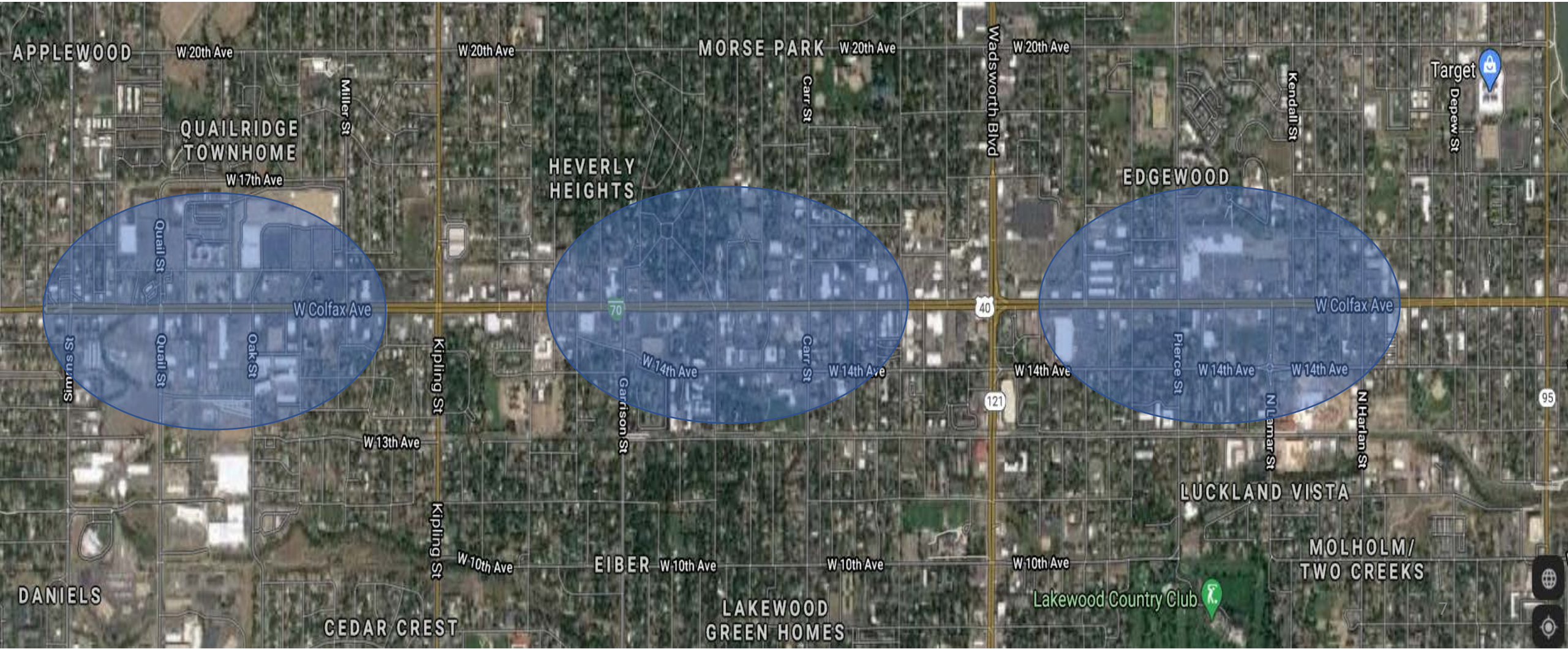
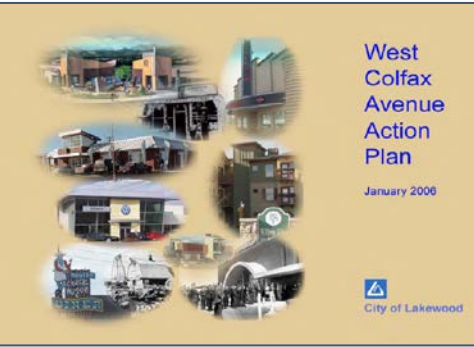
A Place for People to Make Memories!

Vision 2040 - Corridor Focus Area

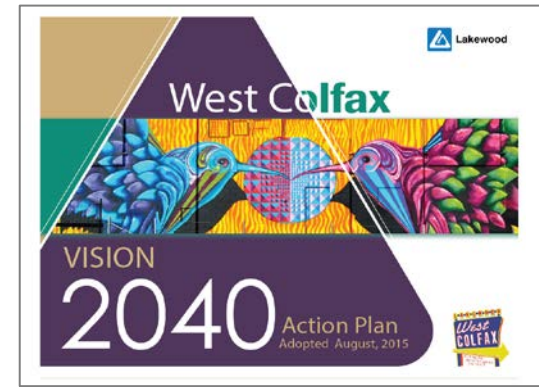


Primarily focusing on commercial & public areas between Welch and Sheridan in Lakewood's W. Colfax corridor

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

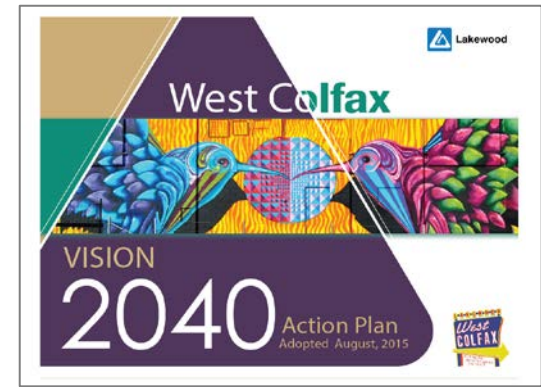
PART 2

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 – Review Recommendations	
Apr. 21	WCCA General Meeting Update	
TBD	City Council Presentation (Tentatively in June/July Timeframe)	



Part 2:
Collaboration,
Synthesis, &
Recommendations

Notes from Session 1-4



ENGAGEMENT:

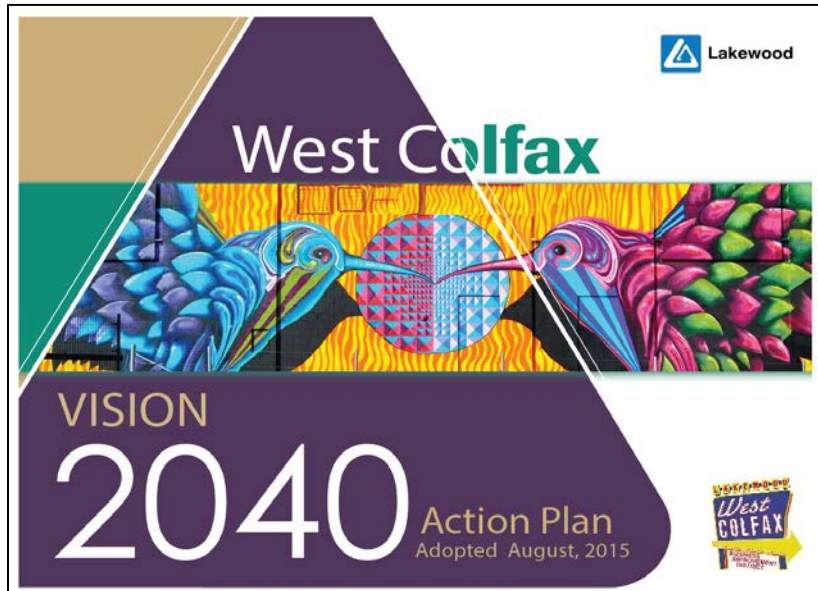
- SESSION 1** - 26 Ambassadors and several guests attended; 24 Ambassadors completed the Importance Survey
- SESSION 2** - 20 Ambassadors and several guests attended; 22 Ambassadors completed the Importance Survey
- SESSION 3** - 28 Ambassadors and several guests attended; 22 Ambassadors completed the Importance Survey
- SESSION 4** - 28 Ambassadors and several guests attended; 24 Ambassadors submitted “What If” concepts
- SESSION 5** - 27 Ambassadors and several guests attended

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 ← ← ←

Remember Maslow?

Hierarchy of Needs for Communities



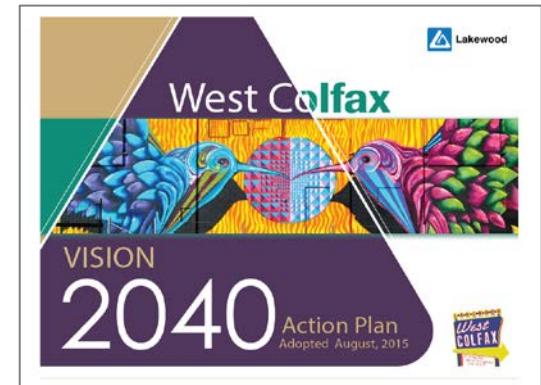


RAPID RECAP



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





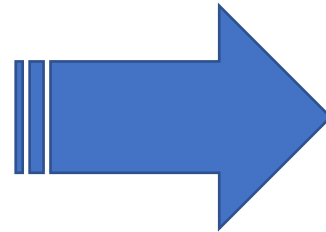
RECOMMENDATIONS

2020-2021 Update

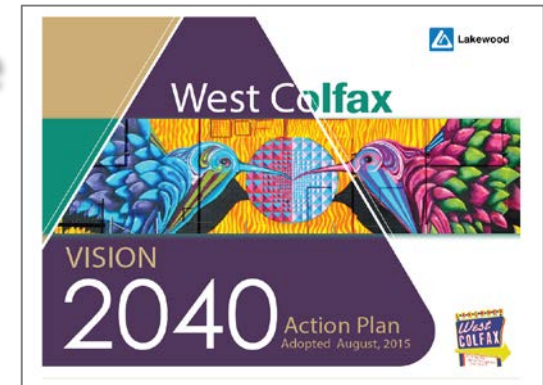


Recommendations

- New Content
- Updated Structure
- Memorialized Process



2020-2021 Update

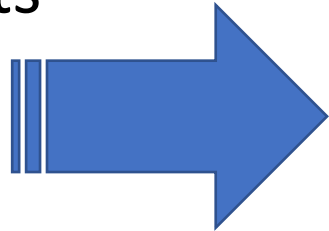


INTENDED OUTCOME:

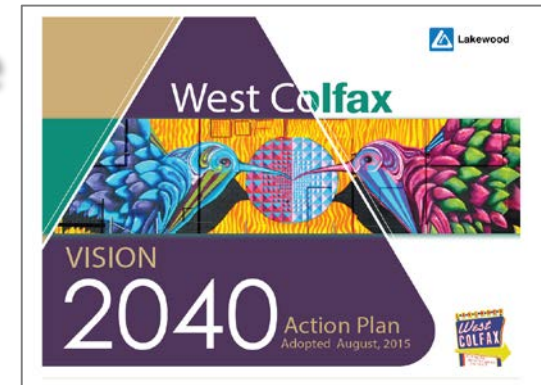
- Add clarity and emphasis
- Add context and useability
- Reinforce scope of the document

New Content

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

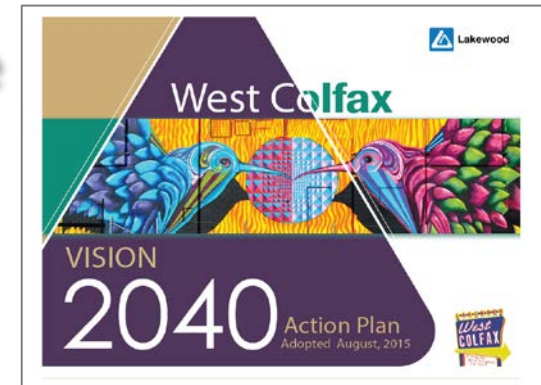


2020-2021 Update



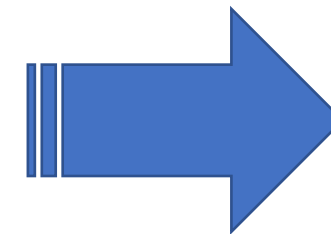
→ **Introduction** - to state the plan’s purpose as an advisory document, to cover historical context on how this document (and its subsequent iterations) came into being, and to acquaint readers with the main topics and sections of the plan

→ **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

A c k n o w l e d g e m e n t s

Thank you to all the
**2020-2021 West Colfax
Ambassadors, our
participating elected
officials, and the Core
Team** for your
willingness to engage in
this process—You all
make a difference in our
community!

WEST COLFAX AMBASSADORS

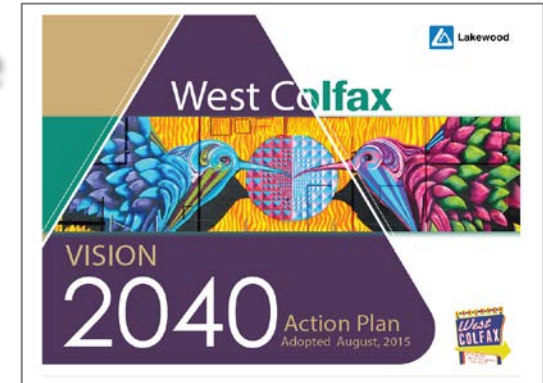
Kris Autobee
Cindy Baroway
Liz Black
Josh Caucutt
Brendalee Connors
Kristi Czajkowski
Diane Duffey
Gloria Enger
Kathi Hasfjord
Bill Marino
Anthony Martuscello
Maddie Nichols
Jenny O’Neill
Marianne Ortiz
Katie Owens
Jim Rabiolo
Craig Robb
Gary Reed
Dave Rein
Lauren Richardson
Craig Rouse
Dave Ruchman
Ron Seigneur
Adam Snyder
Tom Yockey
Kevin Yoshida
Katy Zeigler

CITY OF LAKEWOOD CITY COUNCIL

Mayor Adam Paul
Ramey Johnson – Ward 1
Charley Able – Ward 1
Sharon Vincent – Ward 2
Jacob LaBure – Ward 2

VIG CORE TEAM

Kevin K Yoshida – Lakewood Colfax BID
VIG: co-chair
Bill Marino – Lakewood-Colfax BID
VIG: co-chair
Katy Zeigler – Lakewood-Colfax BID
Liz Black – 40 West Arts
Roger Wadnal, Lakewood Planning
Alexis Moore, Lakewood Planning
Vanessa Zarate, :Lakewood Economic
Development



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

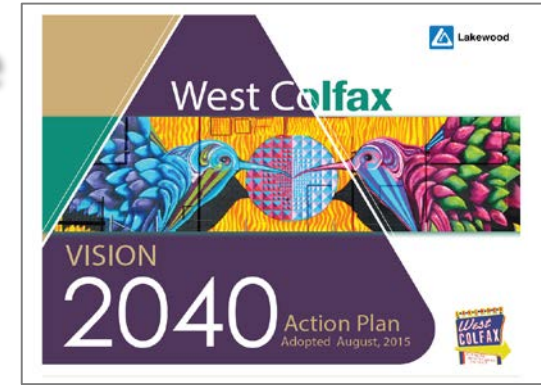
→ **Guiding Principles** emphasize the core tenets that are the underpinning the document as a guide to future implementers and reviewers.



NEW SECTION GOALS

2020-2021 Update



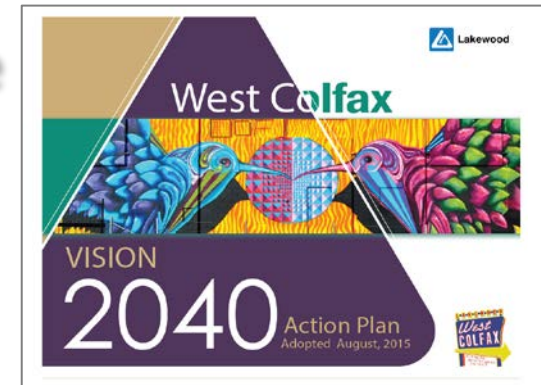


NEW GOAL #1

- Work with the City and other partners to activate and Support emerging opportunities in the targeted nodes of activity

- Identify near-term and long-term development or redevelopment opportunities in each node of activity
- Ensure that neighborhoods are informed and play an active role in shaping re-development.
 - IE: tracking progress on Westland, RTD parcel, & other potentials assemblages of land in the area—and the City’s investment in new parks and green space in corridor
 - IE: actively advocating for the acquisition and redevelopment of the the RTD Parcel by the City
 - Working with the City to stay engaged with potential developers and seek to influence development outcome by productive dialogue.
 - Meeting with City staff quarterly to discuss possibilities and progress
 - Discussing leverageable incentives that the City can bring to the table.
- Prioritize and rally support for development opportunities that align with the 2040 vision by providing letters of support, speaking at public hearings, etc.
 - IE: 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
 - IE: Leverage local, county, and state supporting resources

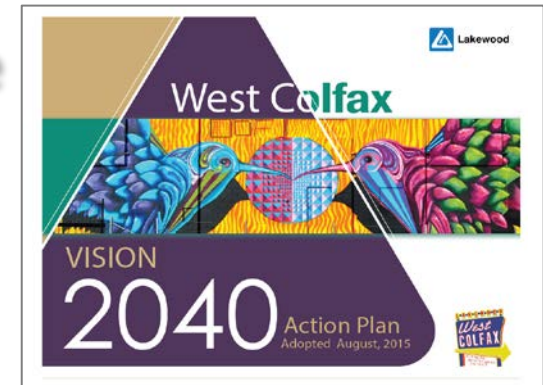
→ Proactively support development we want!



NEW GOAL #2

- 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
 - IE: Create visuals of an integrated town square or village green in mixed-use
 - IE: Schedule and conduct Land Use seminars based on community interest
 - Identify land use policies that inhibit desired development or redevelopment
 - IE: Recent concern with convenience stores or storage facilities; two-story height requirement, building siting requirement
 - engage with City staff and policymakers in creative problem-solving and advocate for revisions that would facilitate desired development

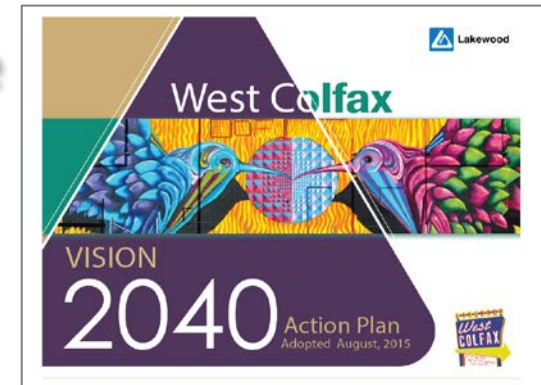
→ **Identify and promote what we want and are willing to support!**



NEW GOAL #3

- Distribute information and resources that help neighborhood leaders, residents, property owners, and business operators to advocate for desired land use outcomes
 - Create/promote a forum in which stakeholders can receive reliable information on land use matters
 - IE: Record WCCA meetings; and host quarterly development forums
 - Create/promote tools and resources for advocacy
 - IE: Policy updates, HOA resources, sample letters of support
 - Ensure that potential investors/developers have foreknowledge of the Vision 2040 Plan and other available resources and contacts
 - IE: Digital “Welcome to West Colfax” kit / session; facilitate introductions
 - IE: Publish Neighborhood Association Leadership Roster and make it available to developers to facilitate community meetings

→ **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
 - Restart efforts to seek funding to develop a plan for the long-term preservation and activation of Trolley Car 25 along W. Colfax
 - IE: Research grants for funding planning and/or visuals
 - IE: Propose integrating it into the redevelopment plan
 - Establish a sustainable program to collect West Colfax artifacts and visual/oral history
 - IE: Identify funding to restart the program to gather photos, oral histories, artifacts
 - Update inventory of existing neon signs and their conditions and encourage the deployment of new signs with new technologies (IE: LEDs)
 - IE: 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!**



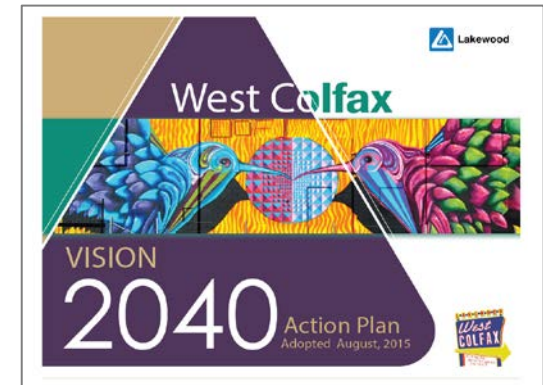
DISCUSSION & WRAP-UP



Next Steps

- HOMESTRETCH HOMEWORK:
 - Review posted document (on Landing Page) including **new Introduction** and send in any additional comments **via email by 3/31**: info@westcolfax.org
- MARK YOUR CALENDAR FOR NEXT Update at WCCA:
 - **Wednesday. April. 21, 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

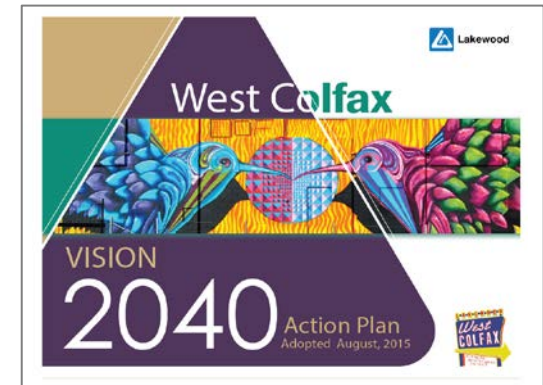


A P P E N D I X

1. 2020-2021 Schedule & Agendas
 2. Importance Ratings Report
 3. Performance Ratings
 4. What If Collection
 5. Land Use Choices
 6. 10 Community Readiness
 7. The Momentum Formula
 8. Collected Comments
-

Factors for Economic Vibrancy

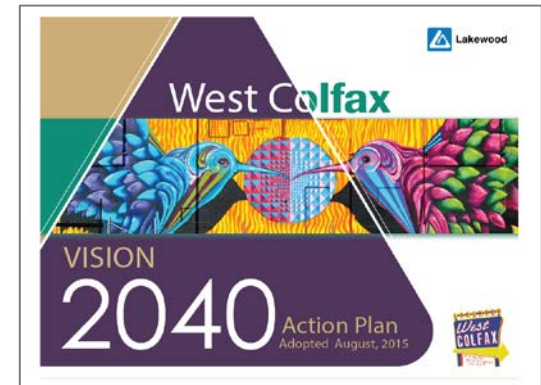
1. Human Capital
 - leadership: ideas & ability to execution)
2. Capital Markets
 - access to \$\$\$\$
3. Natural/Man-made Characteristics
 - natural surroundings, location of and access to both types of amenities
4. Political Stability, Legal Infrastructure & Land Use Policy
 - predictability
5. Economic 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)
- [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*



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



The Momentum Formula™

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

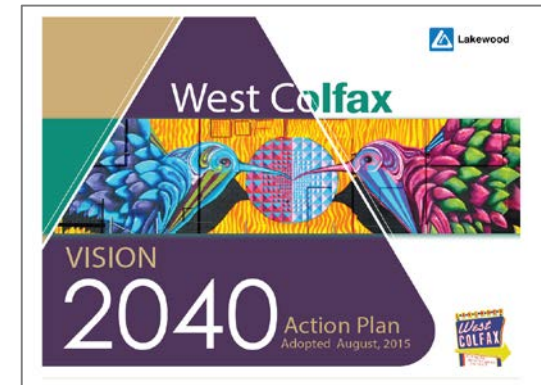


= results in
 → leads to
 + along with or in addition to
 X magnified by
 / supported by

3Cs: Clear, Compelling, Consistent Message

History + Assets + Values + Vivid Description → Authentic Story

Near-Term Initiatives

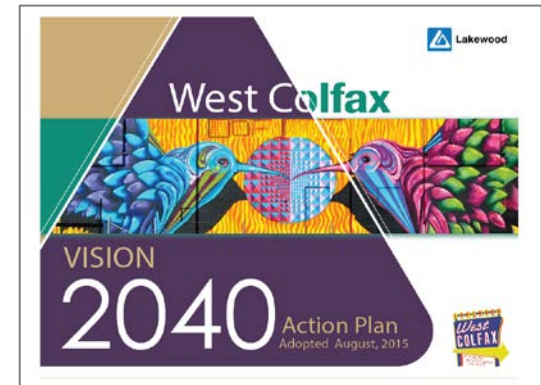


TOPIC

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*

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

