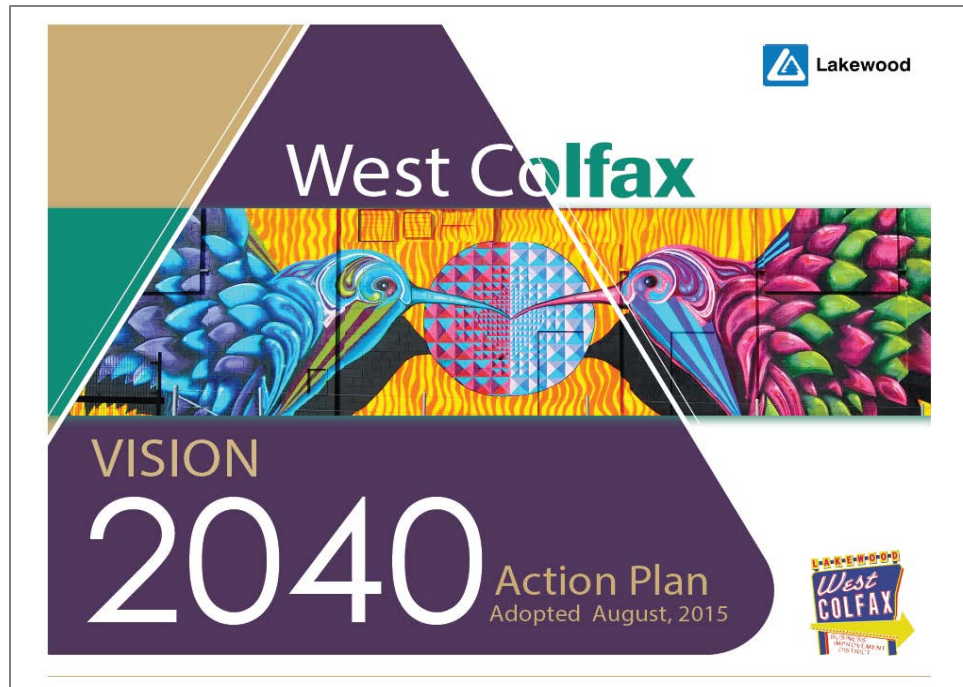




Home to 40 West Arts District



THE VIG

The Vision Implementation Group

WEST COLFAX AMBASSADORS

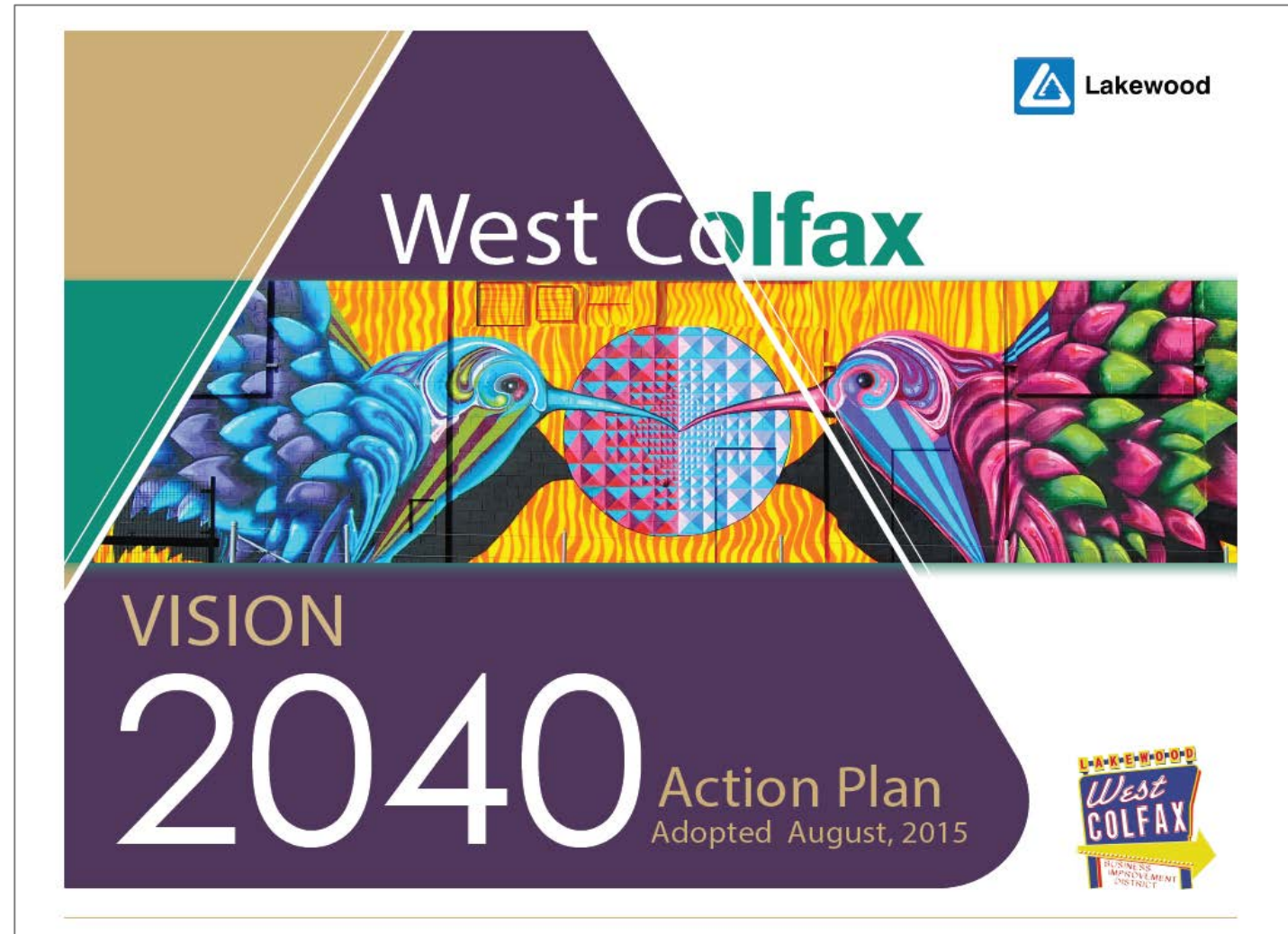
SESSION 3 – Nov. 19, 2020

Vibrancy & Celebrating Colfax

(Economic Development / Marketing)

Agenda

- Welcome and Reminders
- Session Overview
 - Quick Recap
 - Chapter 5-6 Input
 - Q & A / Discussion
 - Importance Rating
- Homework for Next Session



→ 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:

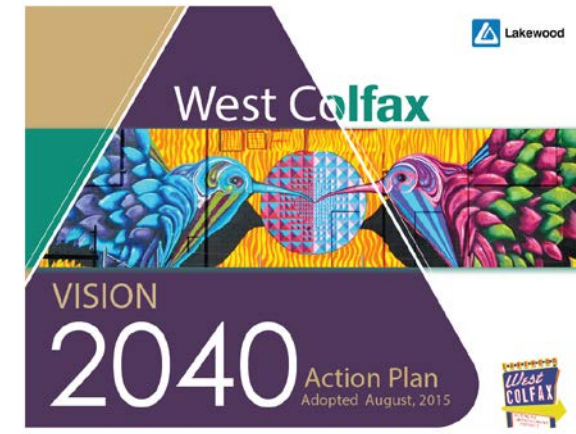
A 501(c)6 association for businesses and residents that provides a forum for dialogue & reliable community information as well as a unifying voice for the West Colfax community

Core Purpose

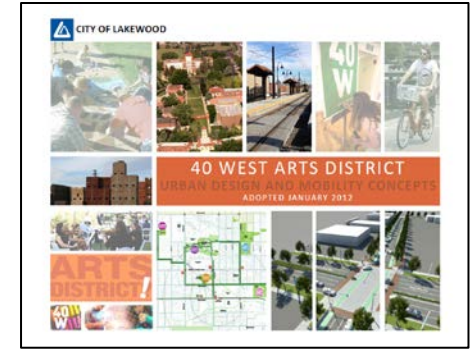
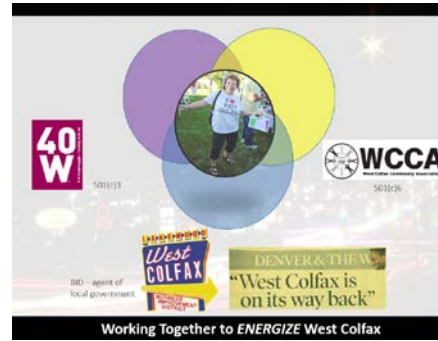
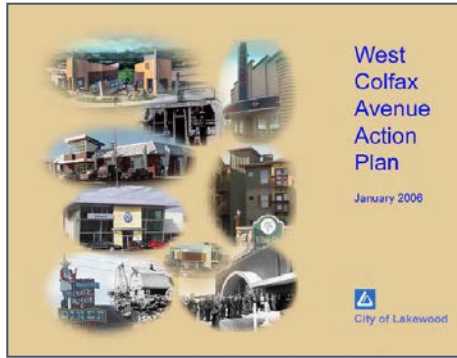
The **Vision Implementation Group** exists to provide an inclusive community forum to integrate input, distill ideas, isolate priorities, marshal resources, and report status on the focus areas in the West Colfax Vision 2040 Action Plan.

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



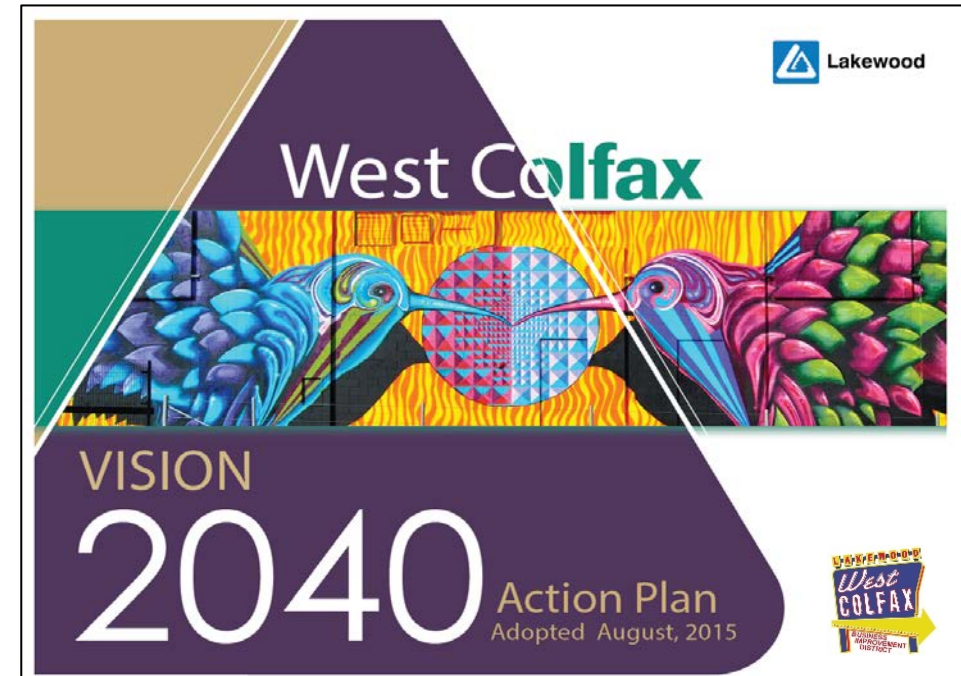
In addition to Neighborhood Plans and Station Area Plans . . .



Sense of Place

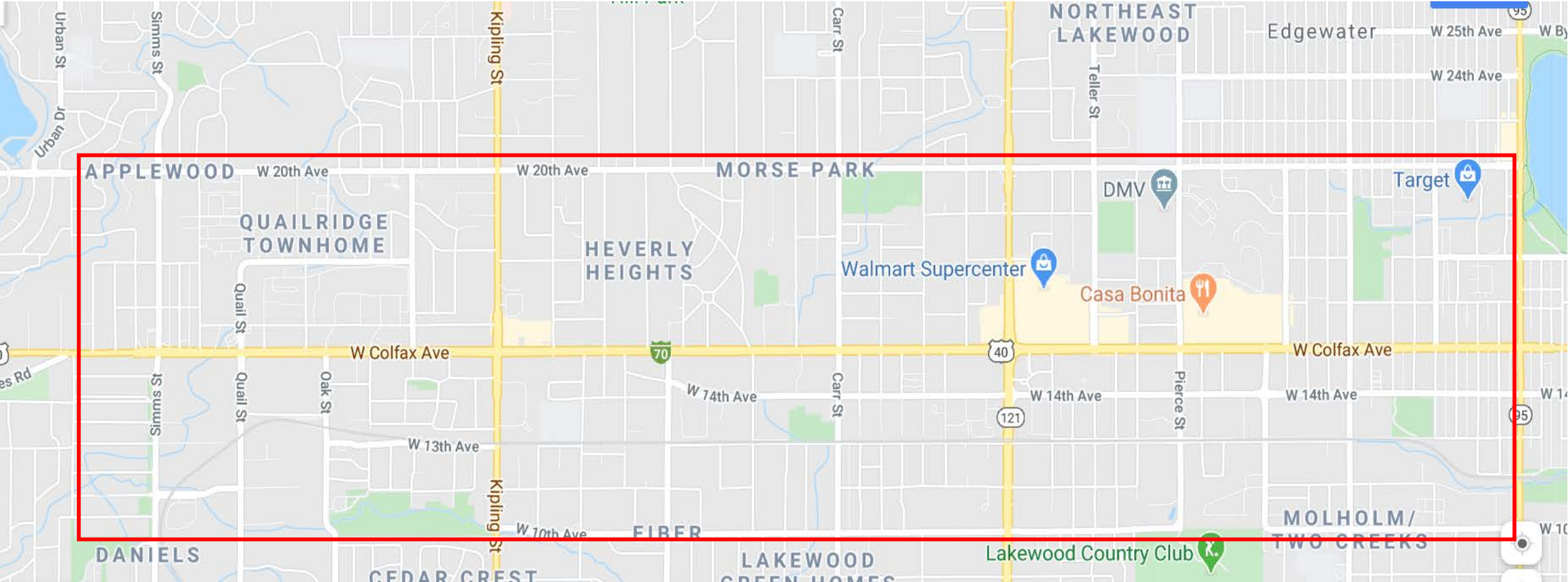


Destinations & Experiences



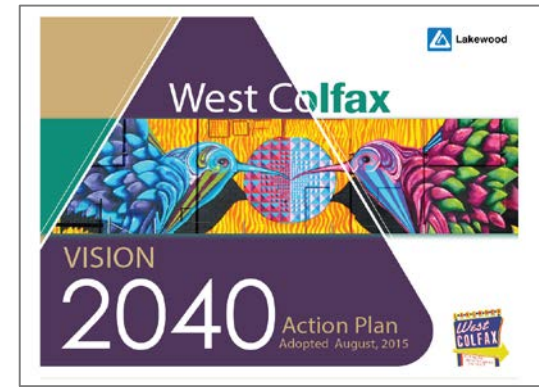
A Place for People to Make Memories!

Vision 2040 - Corridor Focus Area



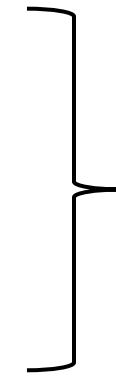
Primarily focusing on commercial & public areas between Welch and Sheridan in Lakewood's W. Colfax corridor

Ambassador Schedule



PART 1

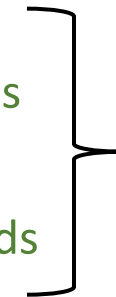
Aug. 20	Ambassadors Kick-off Meeting	Noon-1pm
Sept. 17	Ambassadors Meeting – Part 1 & 4 <i>(Cultural Identity & Placemaking)</i>	11:45-1pm
Oct. 15	Ambassadors Meeting – Part 2 & 3 <i>(Infrastructure & Placemaking)</i>	11:45-1pm
Nov. 19	Ambassadors Meeting – Part 5 & 6 <i>(Vibrancy & Celebrating Colfax)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



**Part 1:
Input sessions,
discussion, &
rating**

PART 2

Dec. 17	NO MEETING	
		TIMES TBD
Jan. 21	Ambassadors Meeting – Other Considerations, Synthesis & Priorities	
Feb. 18	Ambassadors Meeting – Convergence of Recommendations/Needs	
Mar. 17	WCCA General Meeting Panel <i>(date pending)</i>	
Mar. 18	Ambassadors Meeting – Final Discusses on Recommendations/Needs	
Apr. 21	WCCA General Meeting Update <i>(date pending)</i>	
TBD	City Council Presentation	



**Part 2:
Collaboration,
Synthesis, &
Recommendations**

Notes from Session 1-2

ENGAGEMENT - 28 Ambassadors signed up

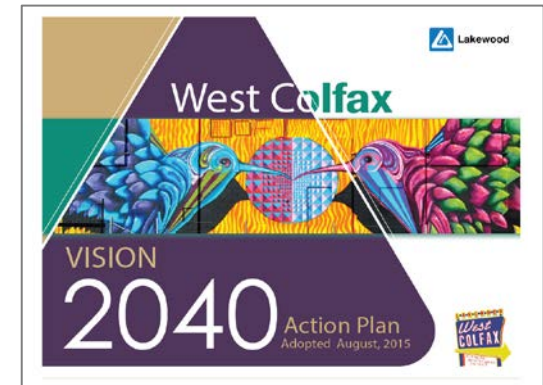
SESSION 1 - 26 Ambassadors and several guests attended
- 24 Ambassadors completed the Importance Survey

SESSION 2 - 20 Ambassadors and several guests attended
- 22 Ambassadors completed the Importance Survey

Notes from Discussions: (to carry forward to Part 2)

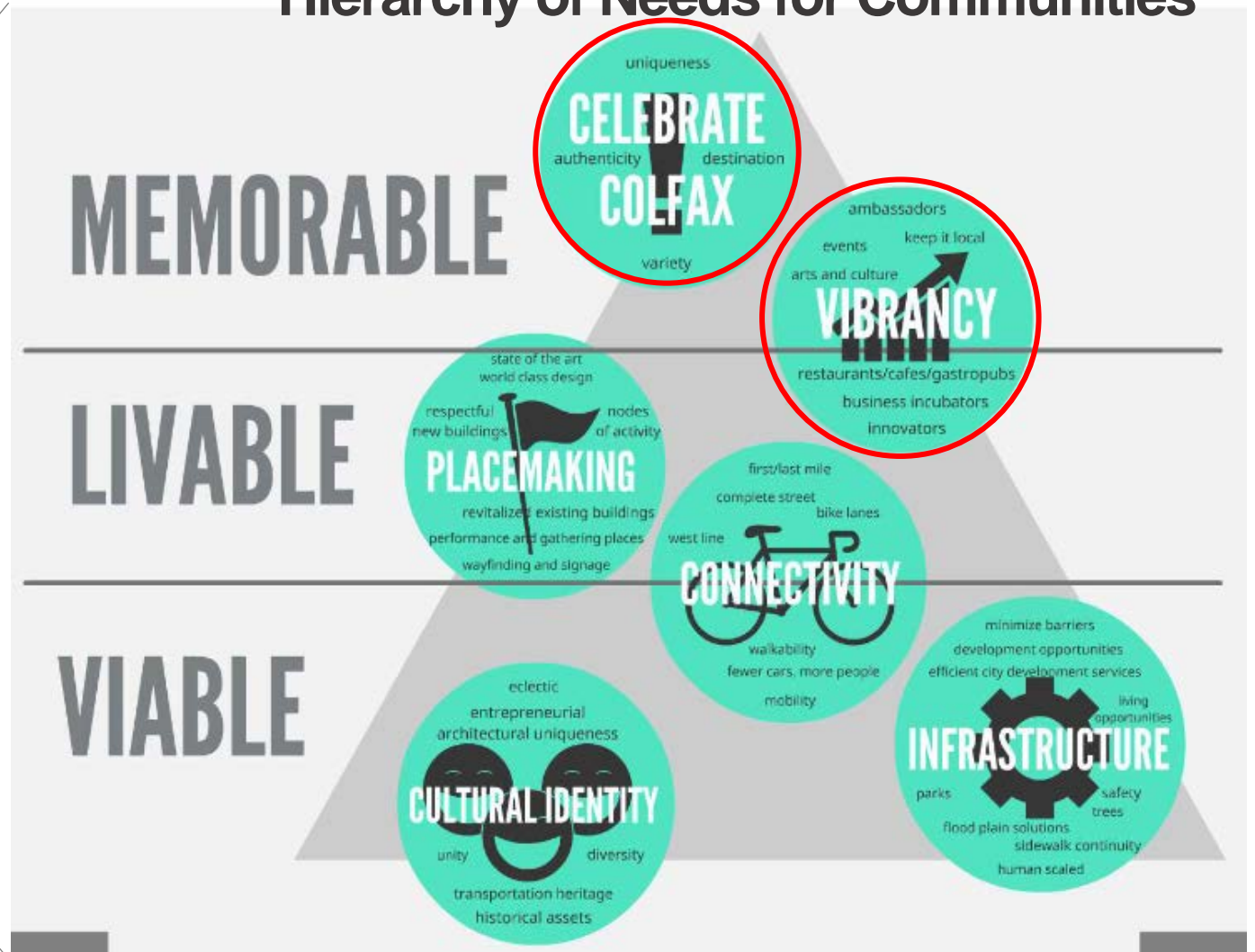
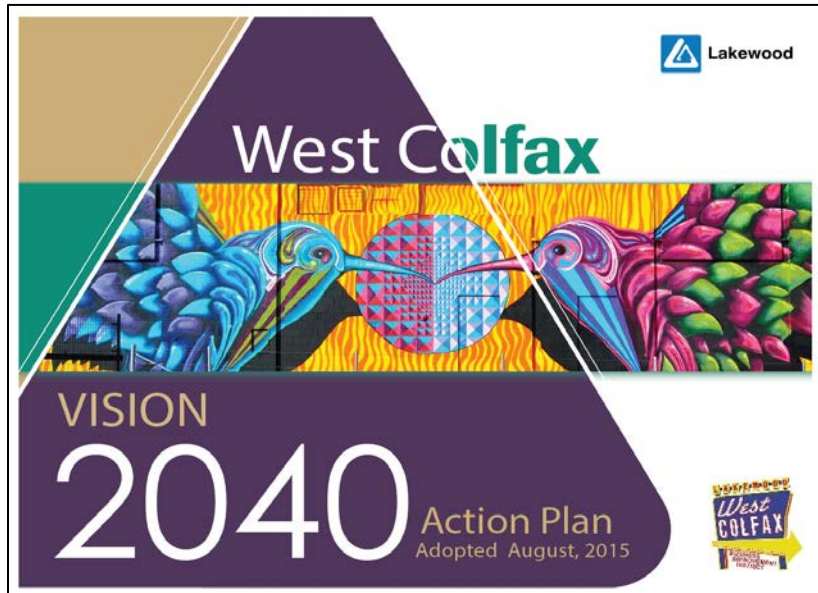
- More revitalization on W. Colfax west end
- More parks & open space in corridor
- Options for something special at Westland
- More neighborhood-oriented retail, restaurants, and entertainment (date night options!)
- Why so many proposed convenience stores along corridor?
- Find a way to save Casa Bonita
- More wayfinding signage
- 360-view of the West Colfax corridor

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



Remember Maslow?

Hierarchy of Needs for Communities



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

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.

5. Vibrancy (Economic Development / Business Climate)

5.V-1. Attract a mix of employment and housing	
5.V-1a. Identify gaps in employment and housing and prioritize/reach out to targets	
5.V-1b. Identify and track employment and housing metrics with the City and analyze trends	
5.V-1c. Schedule forums to share metrics with stakeholders and community	+
5.V-2. Attract neighborhood-serving businesses, retail and entertainment	
5.V-2a. Identify and prioritize areas of opportunity for public amenities and services	
5.V-2b. Create/promote pop-up events showcasing desired businesses	+
5.V-2c. Work to attract entertainment providers and creative venues	
5.V-2d. Create a task force or committee to foster festivals and activities that brings vibrancy	-
5.V-3. Create a district that will attract to live, work, and play here	
5.V-3a. Fosters partnerships to bring unique/authentic experiences to the corridor	
5.V-3b. Develop collaborative strategies to attract world-class experiences and landmarks	
5.V-3c. Develop/promote annual activities and festivals that celebrate Colfax	
5.V-3d. Develop, support, and promote the 40 West Arts Loop (ArtLine)	+
5.V-3e. Leverage historic preservation, including tax credits, to maintain historic character	

PERFORMANCE Rating Scale

1. No Progress
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6. Ongoing (never-ending)



Performance Rating is the average score among the seven performance raters

6. Celebrating Colfax (Awareness / Promotions)

6.CC-1. Create and integrate programming to showcase "The Lakewood West Colfax Story"		
6.CC-1a. Collaborate with stakeholders to share and implement the vision		
6.CC-1b. Develop/evolve cohesive, consistent messaging for stakeholder communications		
6.CC-1c. Evaluate timing to congeal the vision into an authentic brand		
6.CC-1d. Establish and promote West Colfax brand as part of an overall corridor experience	-	
6.CC-1e. Package and promote existing and emerging corridor assets		
6.CC-1f. Create one or more "Channel(s)" to share and showcase the West Colfax experience	+	
6.CC-2. Create and support programs that support the corridor's image as a destination		
6.CC-2a. Explore licensing opportunities for brand monetization		
6.CC-2b. Integrate communications, objective, and tactics with economic development	+	
6.CC-2c. Schedule sessions with civic and neighborhood groups		
6.CC-2d. Regularly update communications priorities, targets, and objectives	+	
6.CC-2e. Develop and expand clean-up and fix-up programs (approve curb appeal)		
6.CC-2f. Create guideline for design standard and programming that aligns with vision		
6.CC-2g. Identify funding to support image initiatives		
6.CC-3. Cultivate engagement, foster community pride, and develop corridor ambassadors		
6.CC-3a. Celebrate and promote incremental success		
6.CC-3b. Establish a West Colfax Ambassador program	+	
6.CC-3c. Develop and support "Buy Local/Created on West Colfax" initiatives		
6.CC-3d. Explore options to establish a Vision-Visitor Center in high traffic venue	-	
6.CC-3e. Develop ways to recognize individuals & organizations for contribution to momentum		
6.CC-3f. Collaborate on a "Colfax Cool" supper club, music/food/entertainment destination		

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VIBRANCY

restaurants / cafes / gastropubs
ambassadors
keep it local · events
arts & culture
business incubators
innovators

34

CELEBRATE COLFAX

memories · authenticity
experiences
uniqueness
destination
variety

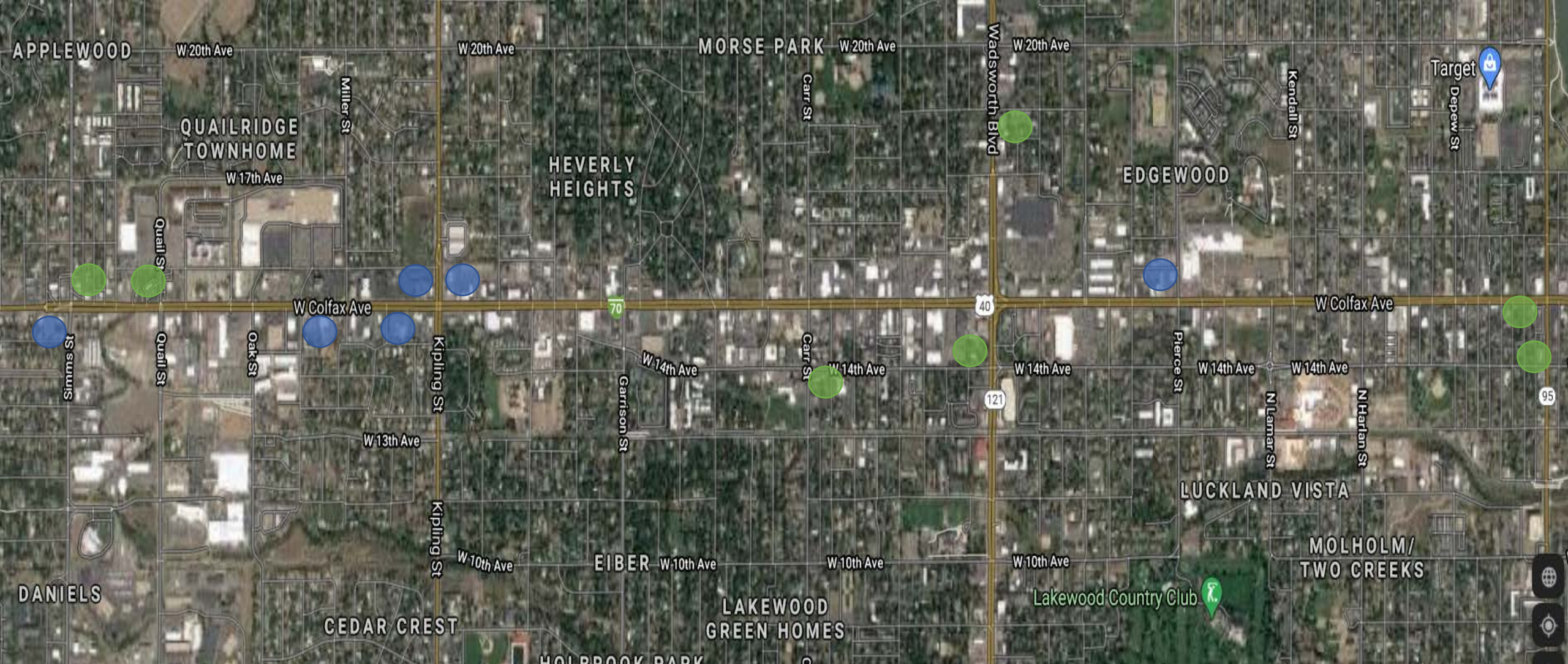
40

Input Session

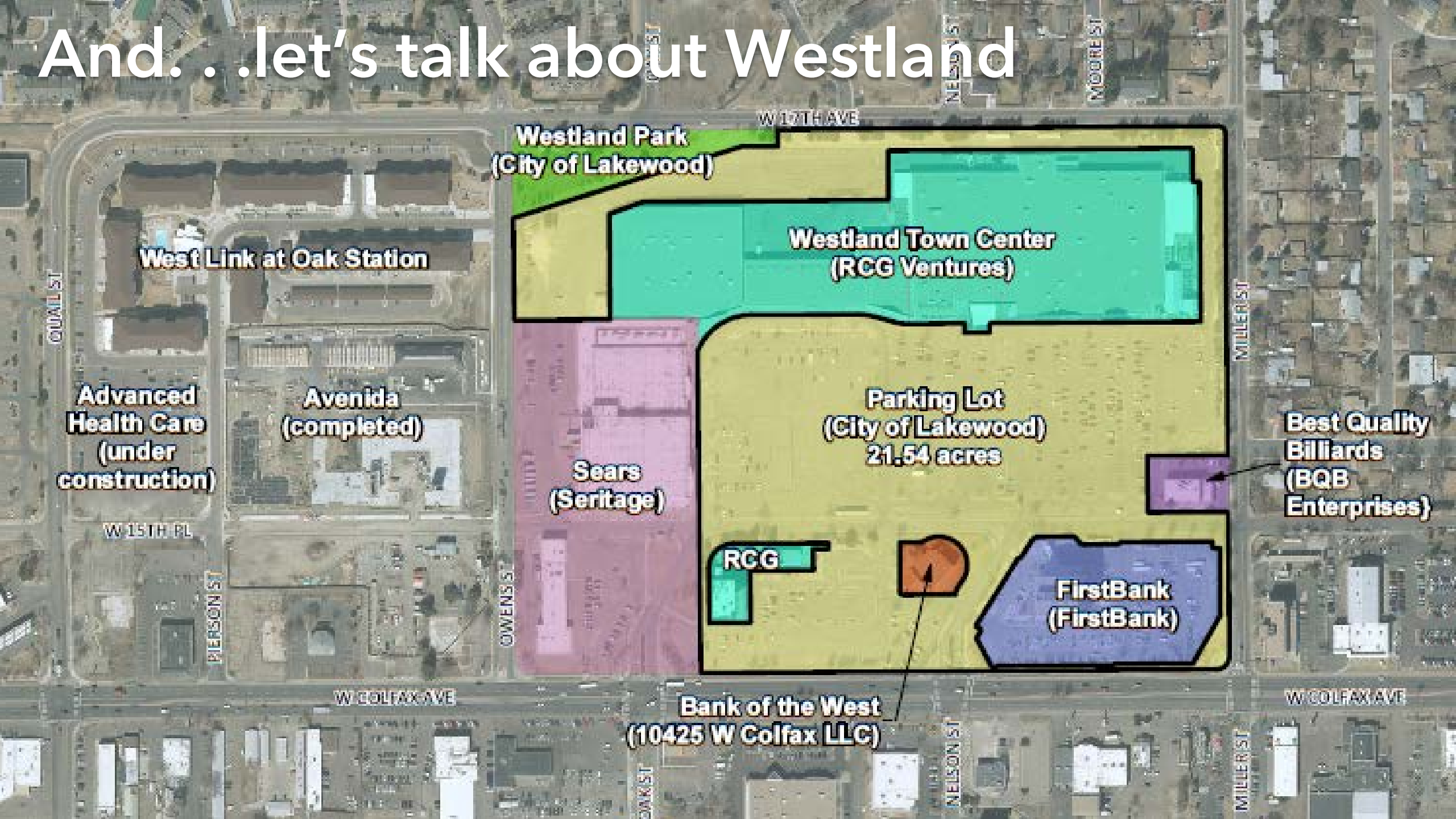
- The BIG Picture
- Foundational Opportunities
- Economic Factors
- Local Approach
- Next Steps`

But instead . . . Let's talk about Convenience Stores on W. Colfax

- - existing
- - proposed/in discussions



And...let's talk about Westland



**Westland Park
(City of Lakewood)**

West Link at Oak Station

**Advanced
Health Care
(under
construction)**

**Avenida
(completed)**

**Sears
(Seritage)**

**Westland Town Center
(RCG Ventures)**

**Parking Lot
(City of Lakewood)
21.54 acres**

**Best Quality
Billiards
(BQB
Enterprises)**

RCG

**FirstBank
(FirstBank)**

**Bank of the West
(10425 W Colfax LLC)**

W COLFAX AVE

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*

LAND USE Choices

How can we influence LAND USE outcome?

- Share your opinion with elected officials
- Learn how the process works; dream big, but be realistic about timeframes and outcomes; compromise is a likely option
- Engage with like-minded group to create a clear, shared vision for the community
- Organize and rally support for your vision

→ *Made your voice heard; articulate what you want (not just what you don't)*

→ *Get educated on the specifics; Research possibilities; Seek out others with experience*

→ *Advocate and educate; be inclusive in creating*

→ *There is strength in a unified voice!*

Notes from Session 1-2

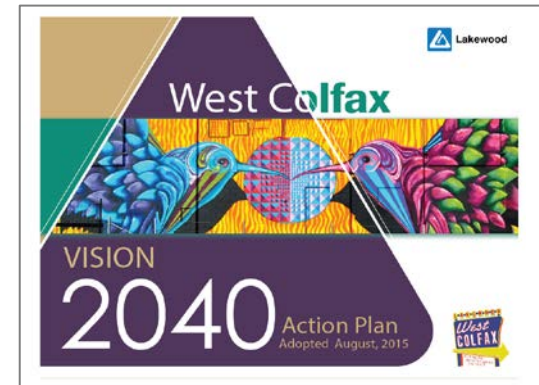
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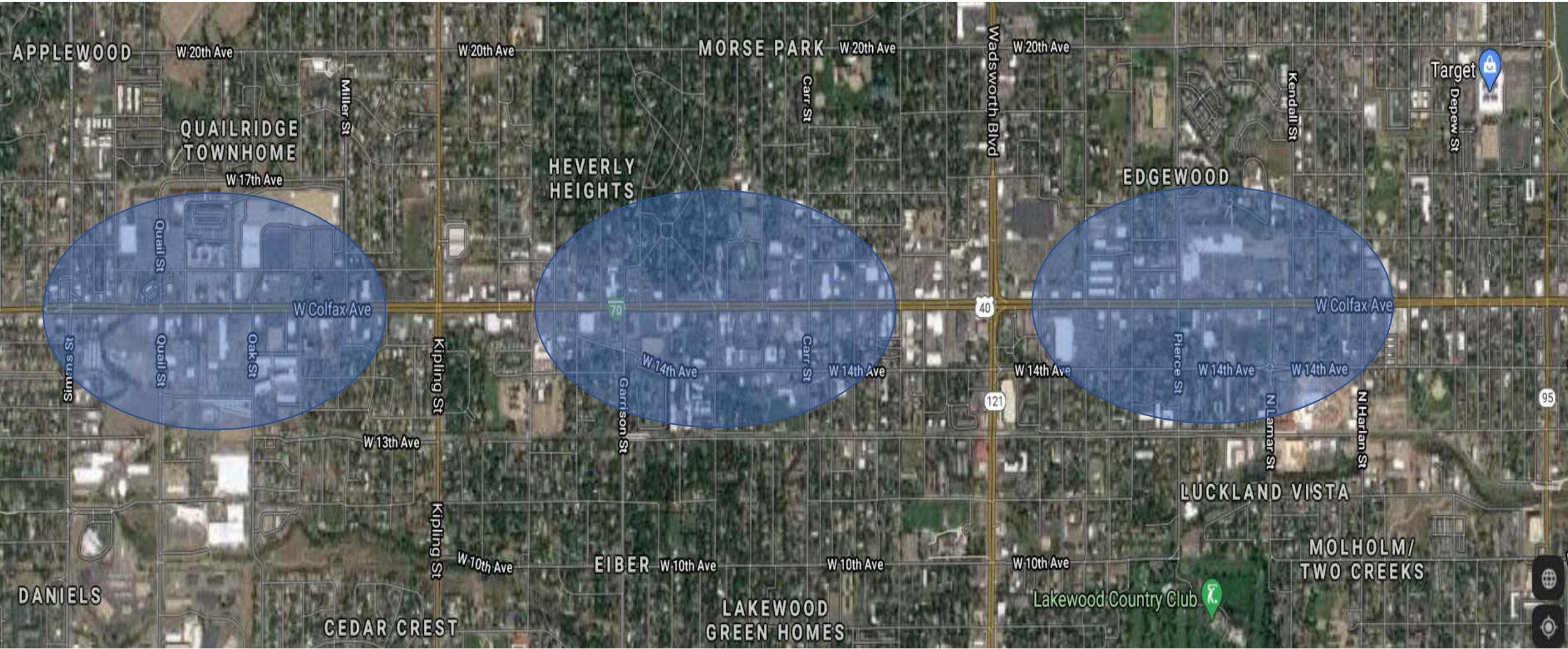
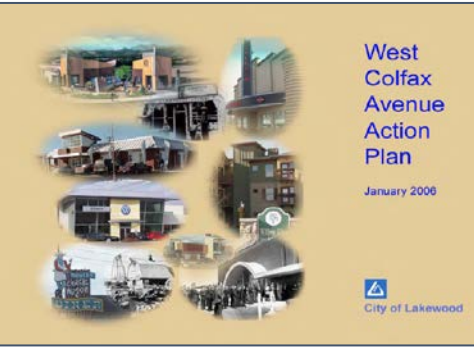


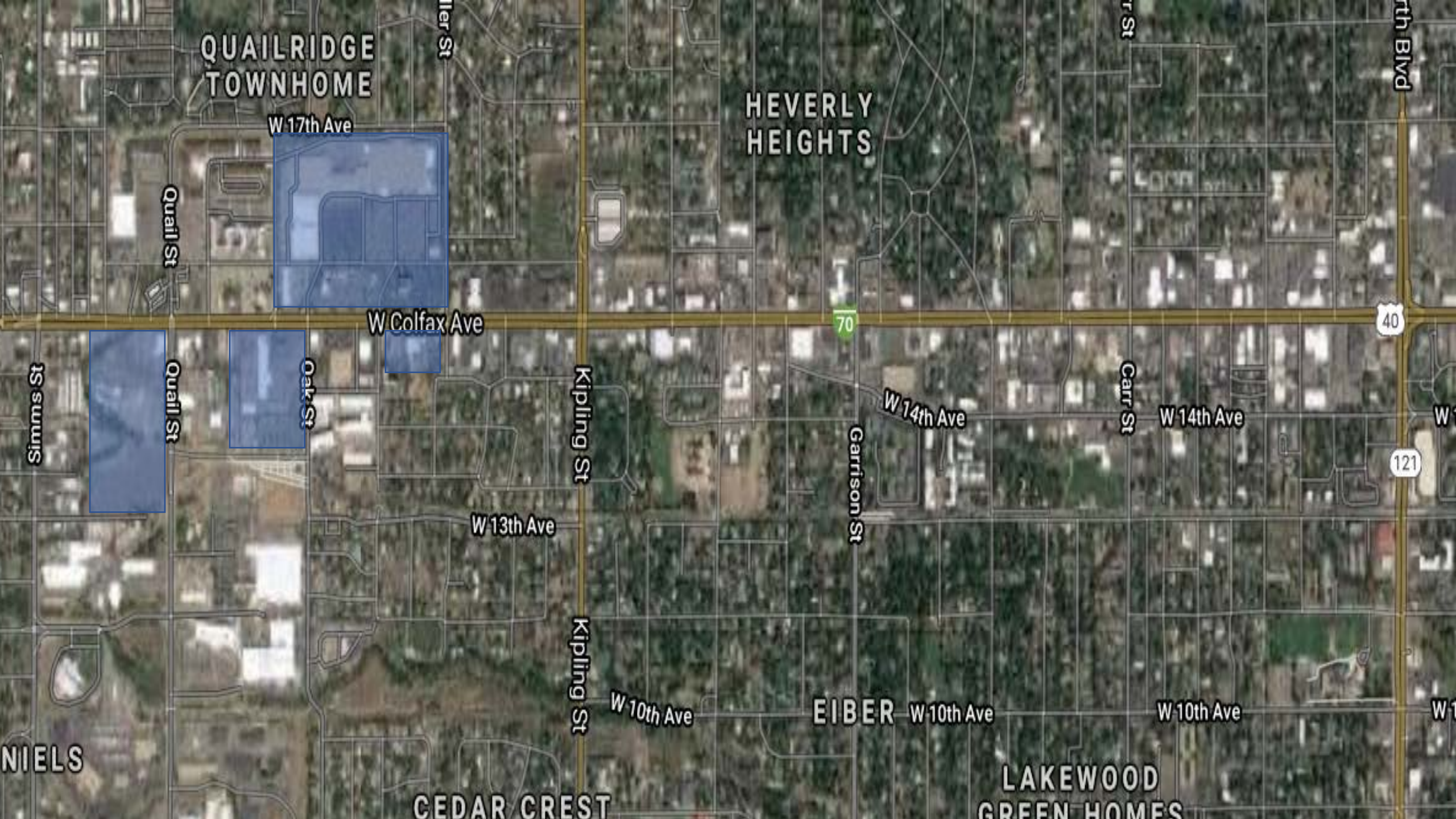
How do we begin to address this list!?

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

DREAM!

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





QUAILRIDGE
TOWNHOME

HEVERLY
HEIGHTS

W 17th Ave

W Colfax Ave

70

40

121

Quail St

Simms St

Quail St

Oak St

Kipling St

Garrison St

Carr St

W 13th Ave

W 14th Ave

W 14th Ave

Kipling St

W 10th Ave

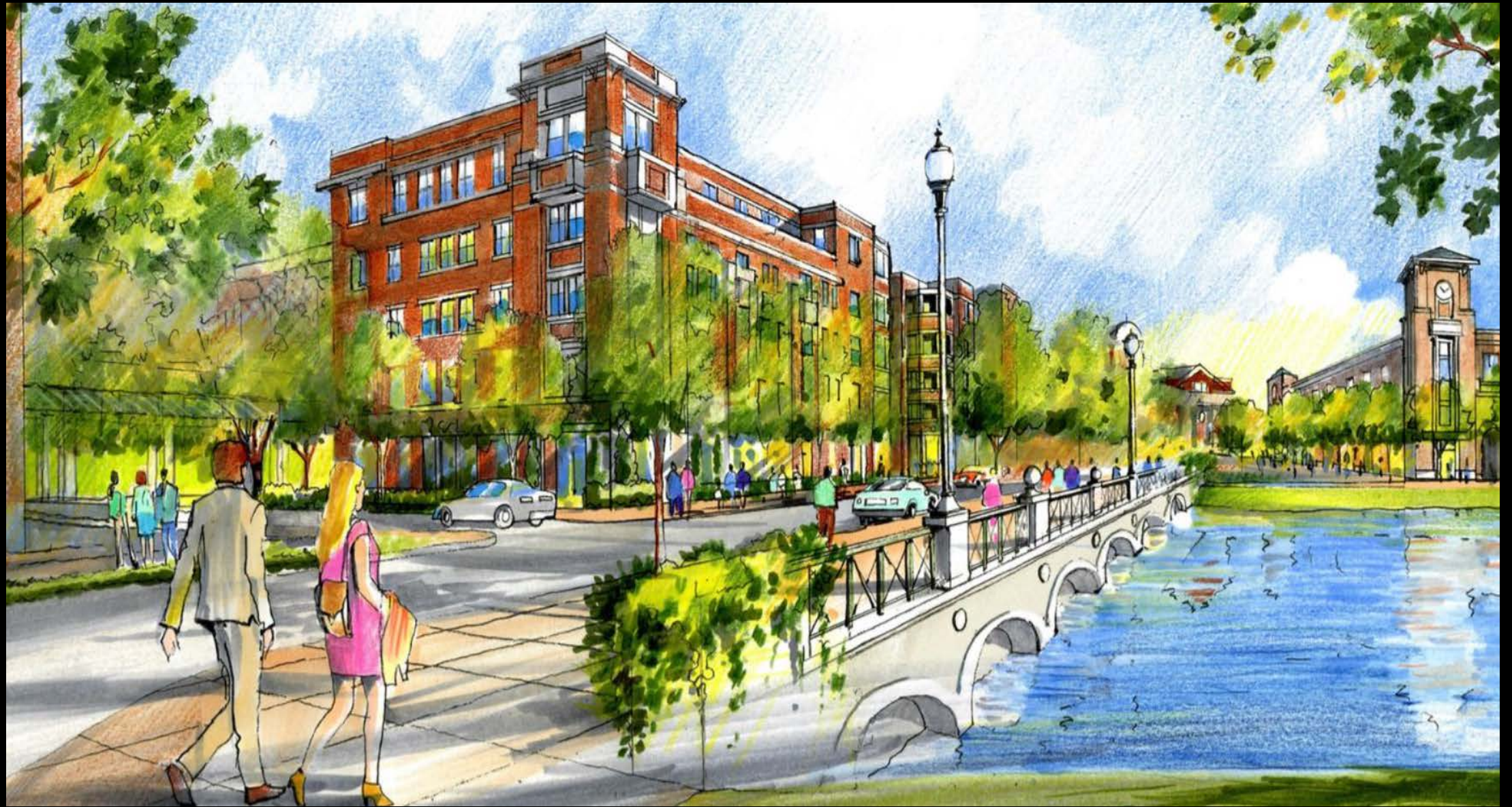
EIBER W 10th Ave

W 10th Ave

NIELS

CEDAR CREST

LAKWOOD
GREEN HOMES

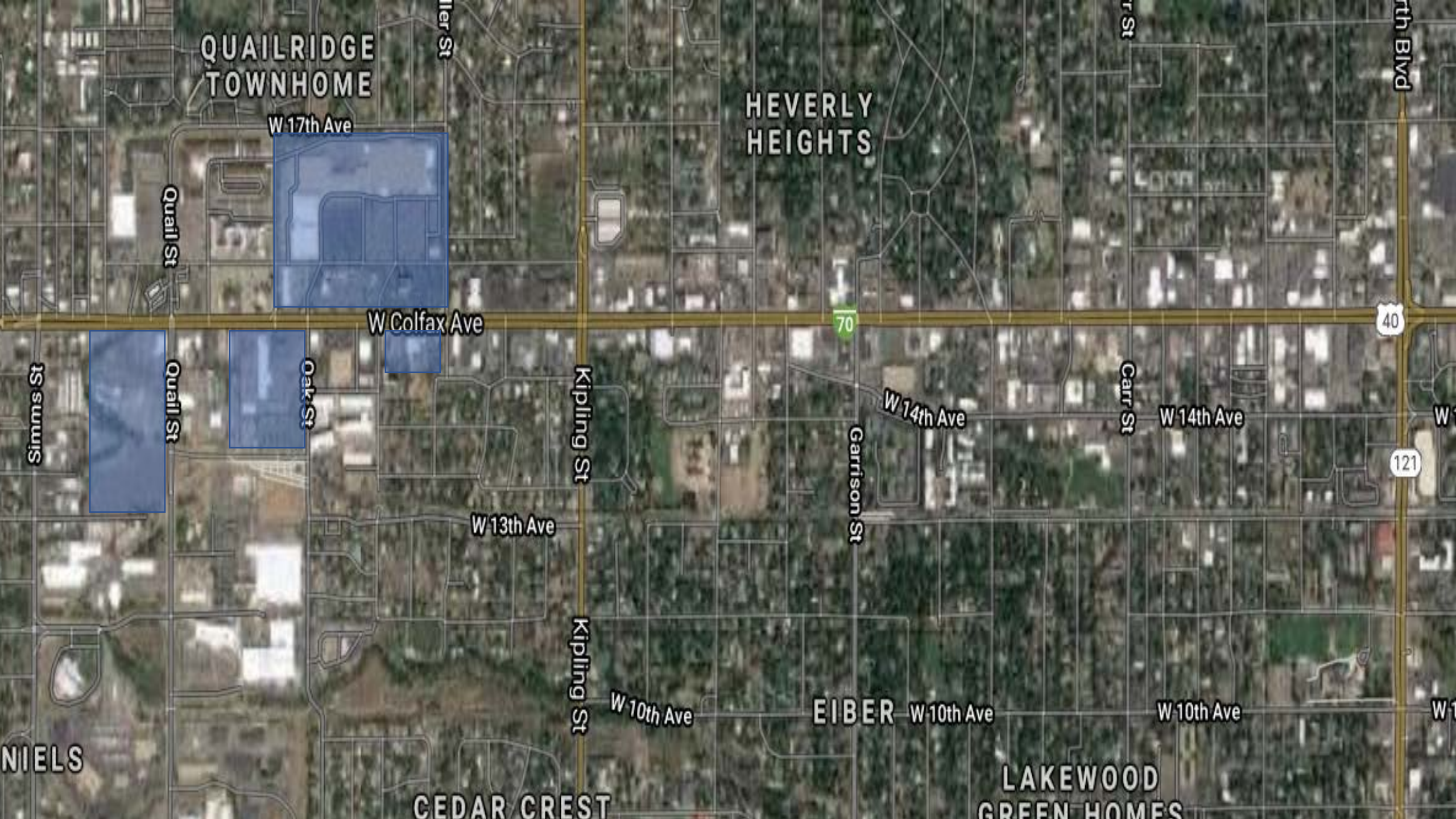




DMS ARCHITECTS INC. 20



VISION!



QUAILRIDGE
TOWNHOME

HEVERLY
HEIGHTS

W 17th Ave

W Colfax Ave

70

40

121

Quail St

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Quail St

Oak St

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W 14th Ave

W 14th Ave

Kipling St

W 10th Ave

EIBER W 10th Ave

W 10th Ave

NIELS

CEDAR CREST

LAKWOOD
GREEN HOMES





Tools for Part 2

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

Factors that Trigger 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!



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



Questions & Discussion

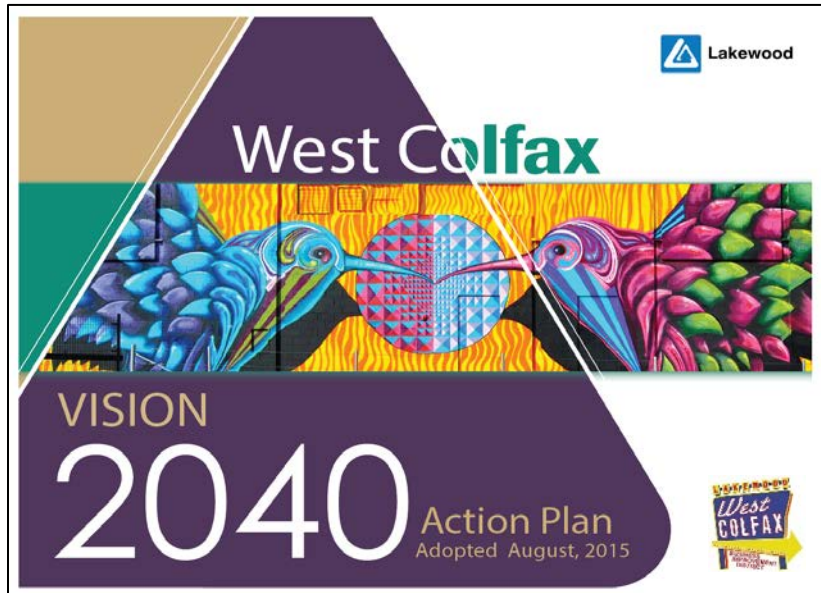


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Casa Bonita



Colfax Avenue in Lakewood / Photo Ken Takahashi

5. Vibrancy (Economic Development / Business Climate)

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5.V-3. Create a district that will attract to live, work, and play here	←	
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5.V-3d. Develop, support, and promote the 40 West Arts Loop (ArtLine)		+
5.V-3e. Leverage historic preservation, including tax credits, to maintain historic character		

PERFORMANCE Rating Scale

1. No Progress
2. Evidence of Progress
3. Meaningful Progress
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5. Completed
6. Ongoing (never-ending)



Performance Rating is the average score among the seven performance raters

6. Celebrating Colfax (Awareness / Promotions)

6.CC-1. Create and integrate programming to showcase "The Lakewood West Colfax Story" ←		
6.CC-1a. Collaborate with stakeholders to share and implement the vision	◐ ●	
6.CC-1b. Develop/evolve cohesive, consistent messaging for stakeholder communications	◐ ●	
6.CC-1c. Evaluate timing to congeal the vision into an authentic brand	◐ ●	
6.CC-1d. Establish and promote West Colfax brand as part of an overall corridor experience	- ◐ ●	
6.CC-1e. Package and promote existing and emerging corridor assets	◐ ●	
6.CC-1f. Create one or more "Channel(s)" to share and showcase the West Colfax experience	+ ◐ ●	
6.CC-2. Create and support programs that support the corridor's image as a destination ←		
6.CC-2a. Explore licensing opportunities for brand monetization	◑ ●	
6.CC-2b. Integrate communications, objective, and tactics with economic development	+ ◐ ●	
6.CC-2c. Schedule sessions with civic and neighborhood groups	◐ ●	
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6.CC-2e. Develop and expand clean-up and fix-up programs (approve curb appeal)	◐ ●	
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6.CC-3f. Collaborate on a "Colfax Cool" supper club, music/food/entertainment destination	◑ ●	

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Ambassador IMPORTANCE Rating

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Casa Bonita



Colfax Avenue in Lakewood / Photo Ken Takahashi

6

Importance Rating Survey Link:

<https://www.surveymonkey.com/r/vig-round3>

*Please complete the survey in the next day or two.
Survey link expires at midnight on Tuesday 11/24.*

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

Next Steps

- Complete Importance Rating for Chapters 5 & 6
- Compile, synthesize, and share survey and input data from Session 1 through 3
- Confirm 2021 Schedule in early December
- Think about your “What if” homework assignment and complete it by the December 31
- The homework handout is on the Ambassadors landing page (below) . . . Once finished, send it to info@westcolfax.org

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

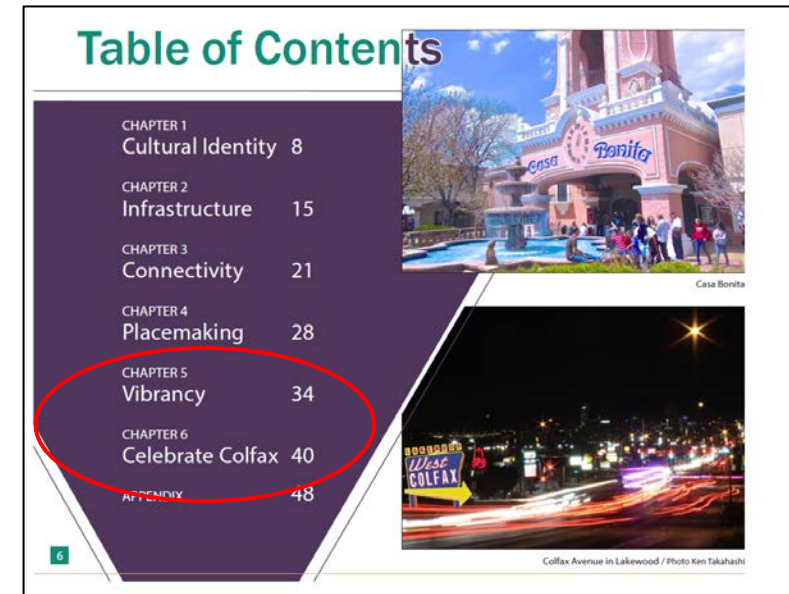


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Casa Bonita

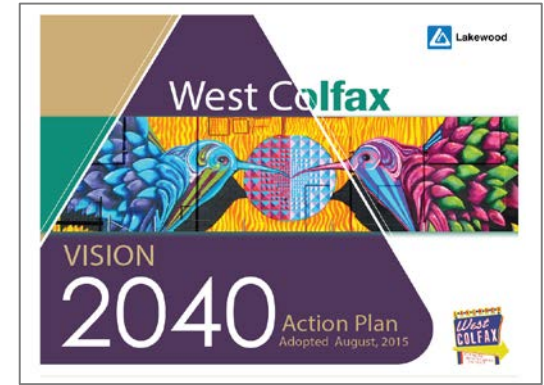
Collax Avenue in Lakewood / Photo Ken Takahashi

West End “What ifs . . .”

Ideas to Think About

What if...

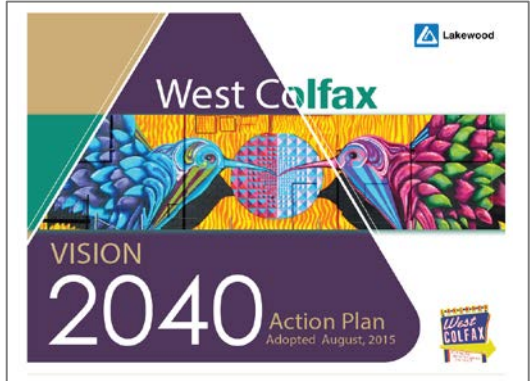
1. _____
2. _____
3. _____



B-Cycle Bike Share Station



Public Art at Oak Street Station / "Walking Boats" by Joshua Wiemer



West End “What ifs . . .”

Ideas to Think About

What if...

SAMPLE HOMEWORK!

1. . . . an open-air retro trolley shuttled people back and forth between 40 West Arts District and a new West End Entertainment District that included shops and restaurant along Quail Street?
2. . . . we connected with our past and rekindled “Colfax Cruising” to host a major must-see outdoor festival celebrating both classic cars and new electric/hybrid concepts?
3. . . . a new, large westside park was home Trolley Car 25 that families could not only see but ride as well—with a museum, gift shop, and authentic time-period restaurant



B-Cycle Bike Share Station



Public Art at Oak Street Station / “Walking Boats” by Joshua Wiemer

