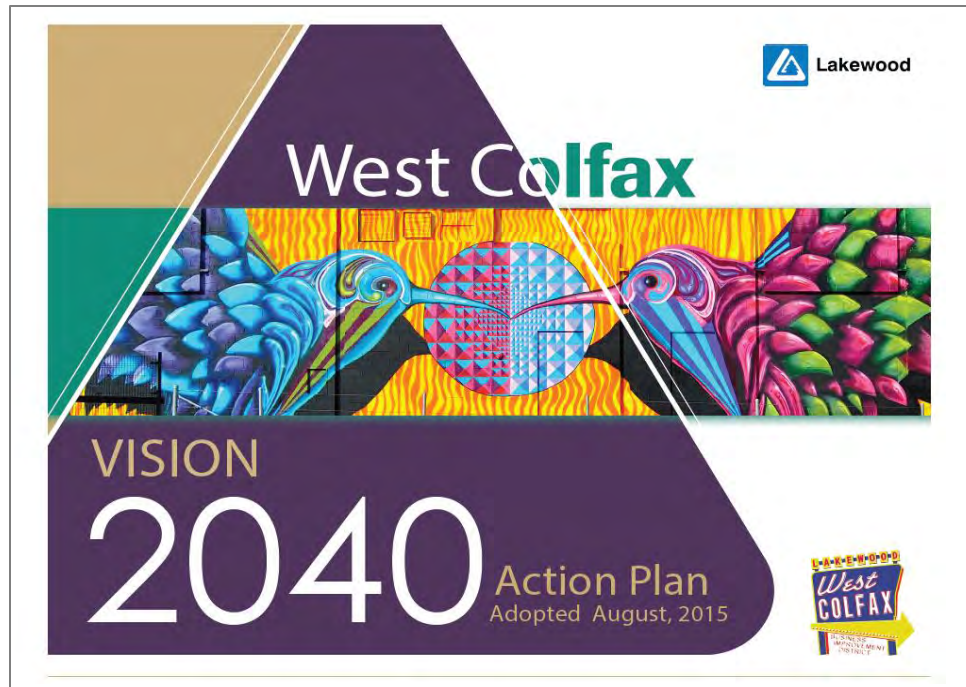


Home to 40 West Arts District



THE VIG

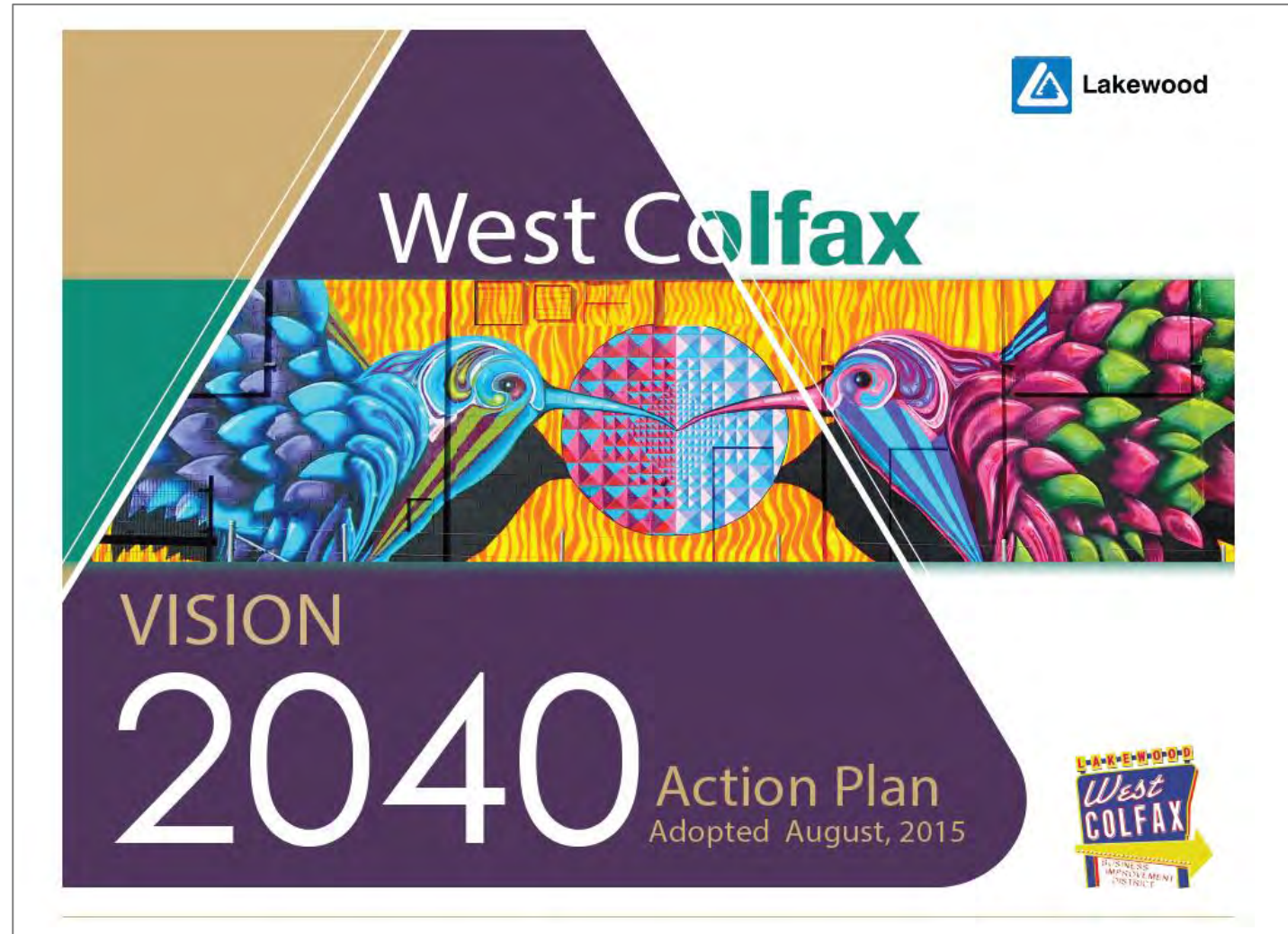
The Vision Implementation Group

WELCOME WEST COLFAX AMBASSADORS!

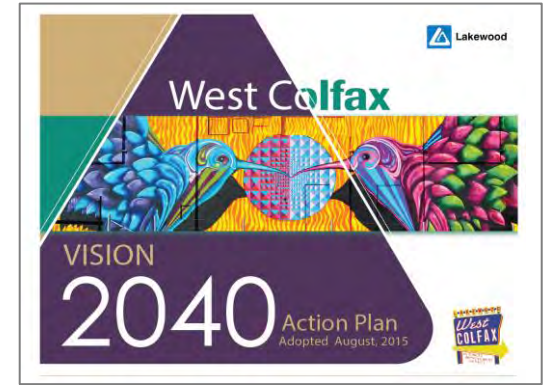
Kick-off Meeting – August 20, 2020

Contents

- Welcome: The Big Picture
- The “What” & “Why” of The VIG
- Background & Context for VISION 2040 Plan
- Key Shortcoming & Successes
- Moving Forward
 - Scope, Process, & Scheduling
 - Rating Approach
 - Homework for Sept. Meeting
- Wrap-up / Q & A



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

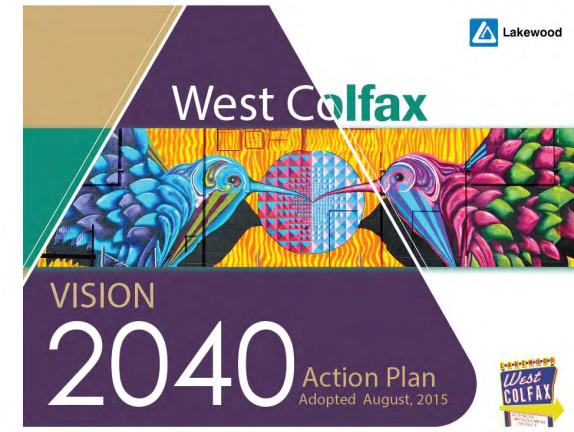
The VIG: Core Purpose

Understanding the “why” . . .

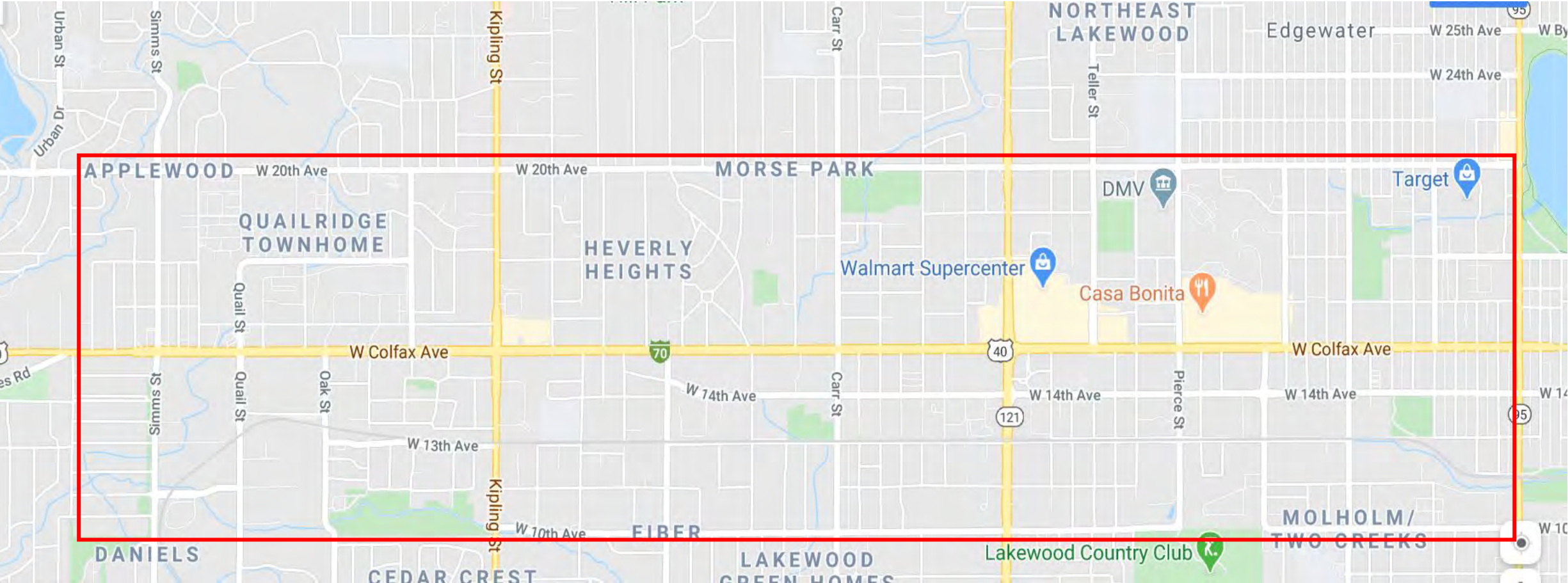
The **Vision Implementation Group** exists to provide an inclusive community forum to integrate input, distill ideas, isolate priorities, marshal resources, and report status on the focus areas in the West Colfax Vision 2040 Action Plan.

Advocate for West Colfax:

Input—Priorities—Resources—Reporting

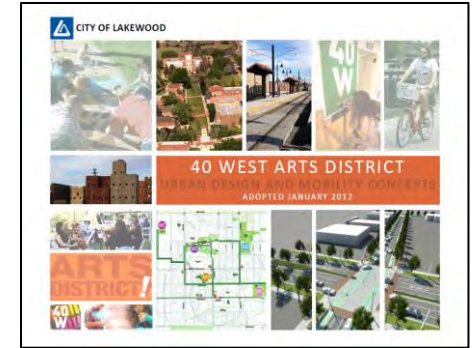
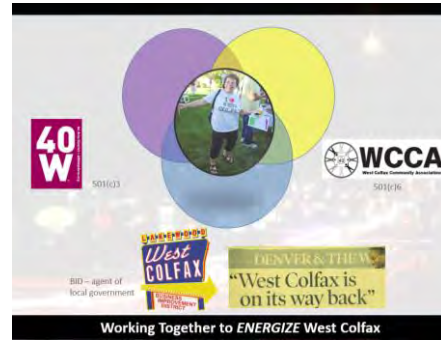


Vision 2040 - Corridor Focus Area



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

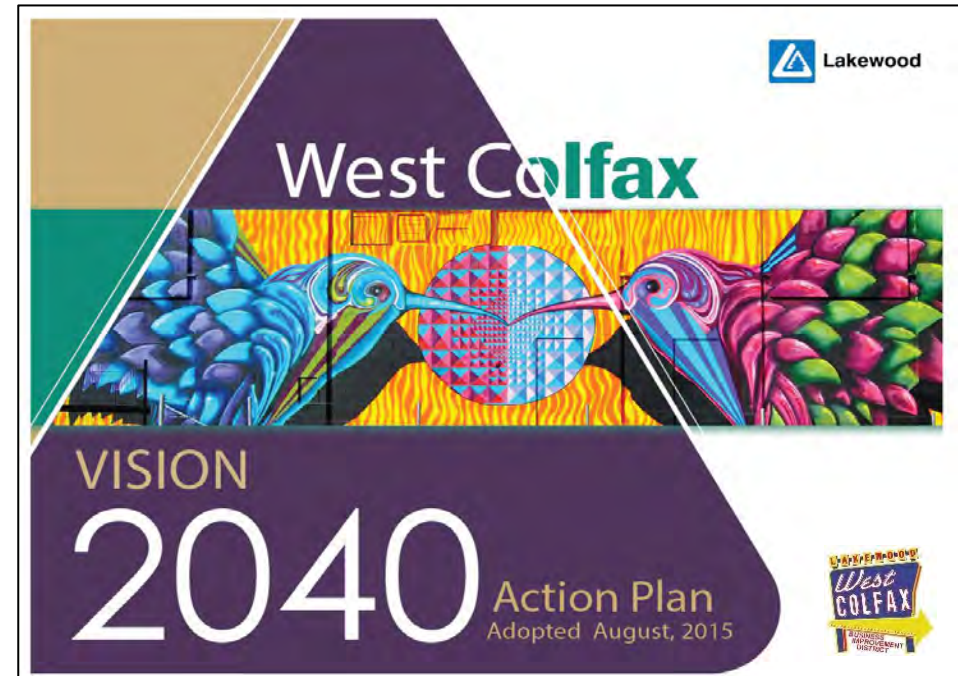
In addition to Neighborhood Plans and Station Area Plans . . .



Sense of Place

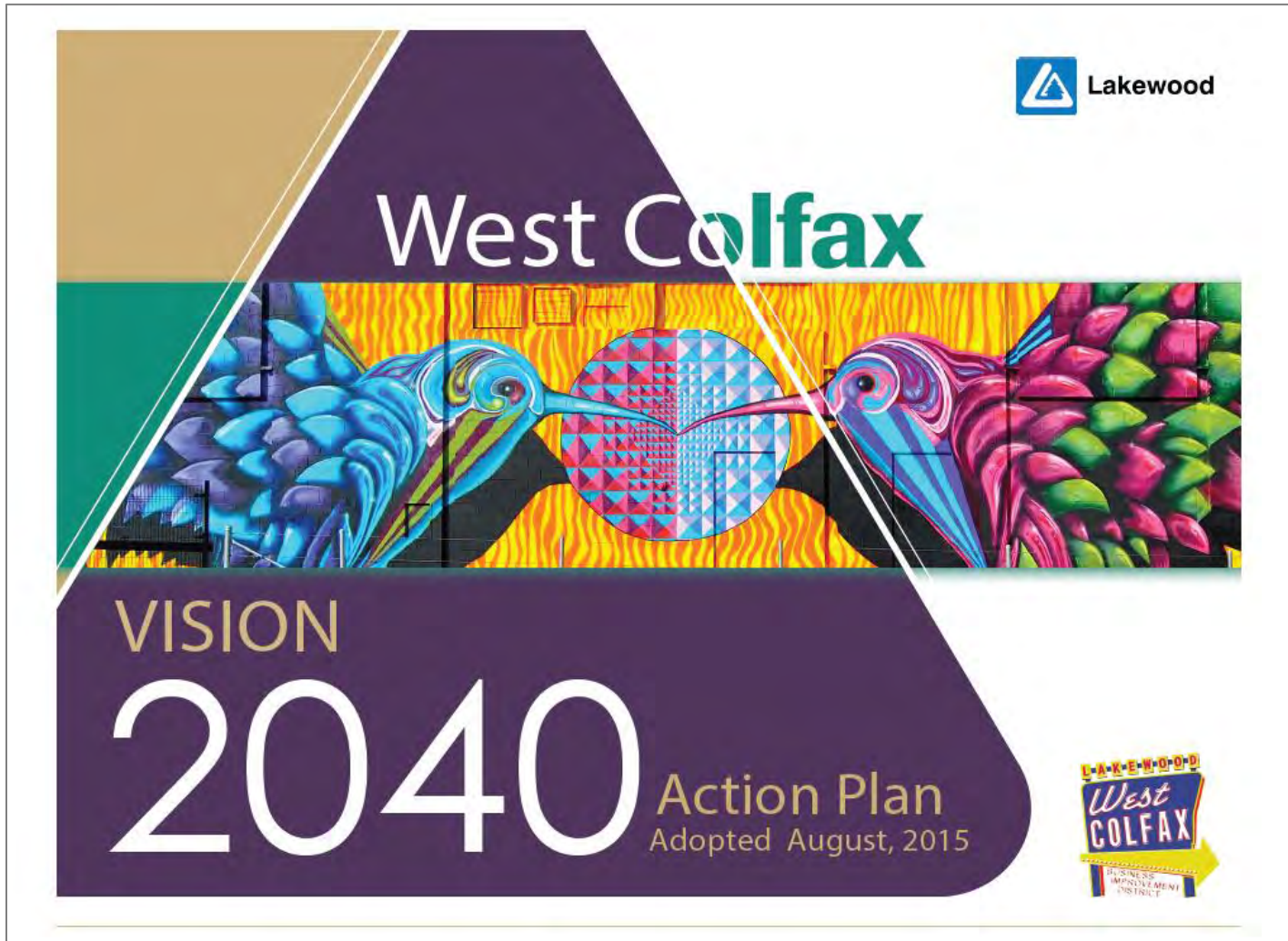


Destinations & Experiences



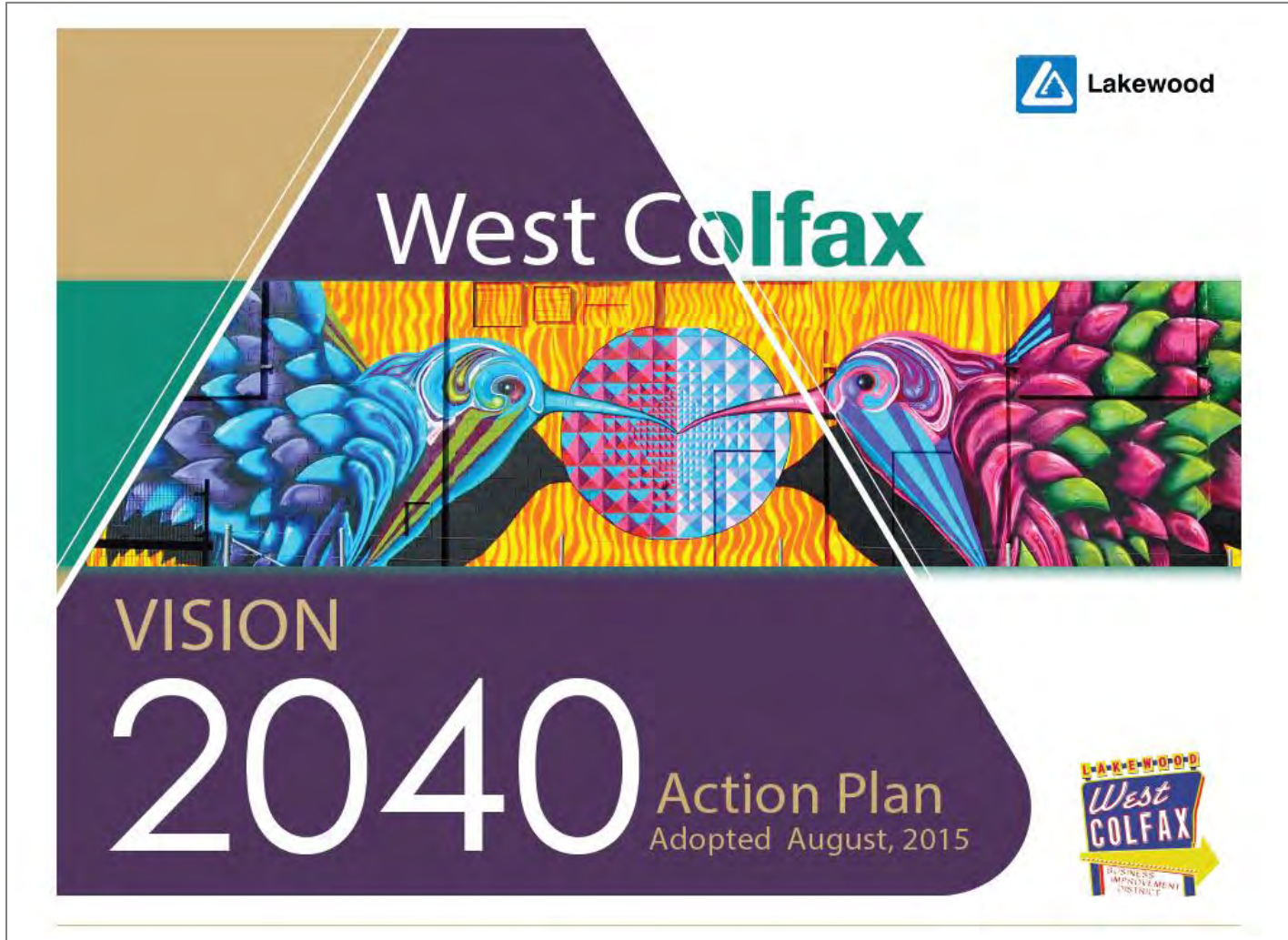
A Place for People to Make Memories!

Background & Context



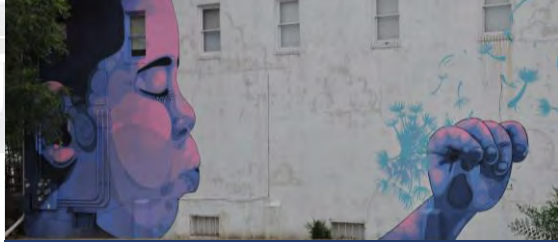
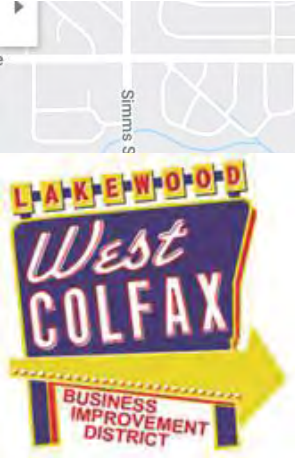
- First 2040 Plan in meeting April 2014
- Coordinated through the City of Lakewood, Lakewood-W. Colfax BID, and WCCA
- City Liaison: Roger Wadnal
- Chair: Cindy Baroway
Co-chairs: Kevin Yoshida & Bill Marino
- Adopted by City Council August 2015

Background & Context

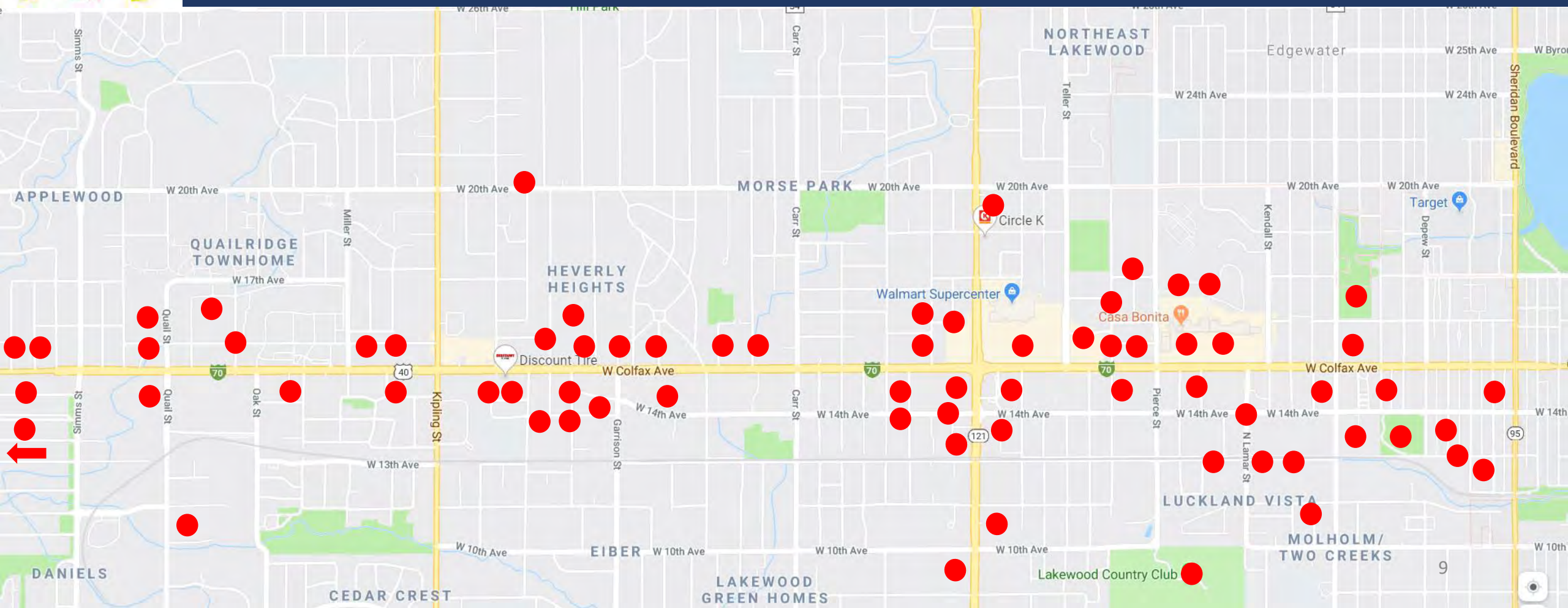


Other Key Milestones

- First West Colfax Action Plan adopted in 2006
- Campaign for the BID started in 2009
- BID formation and 40 West Arts established in 2011
- W Line opening in 2013
- 40 West Arts designated State-Certified Creative District in June 2014

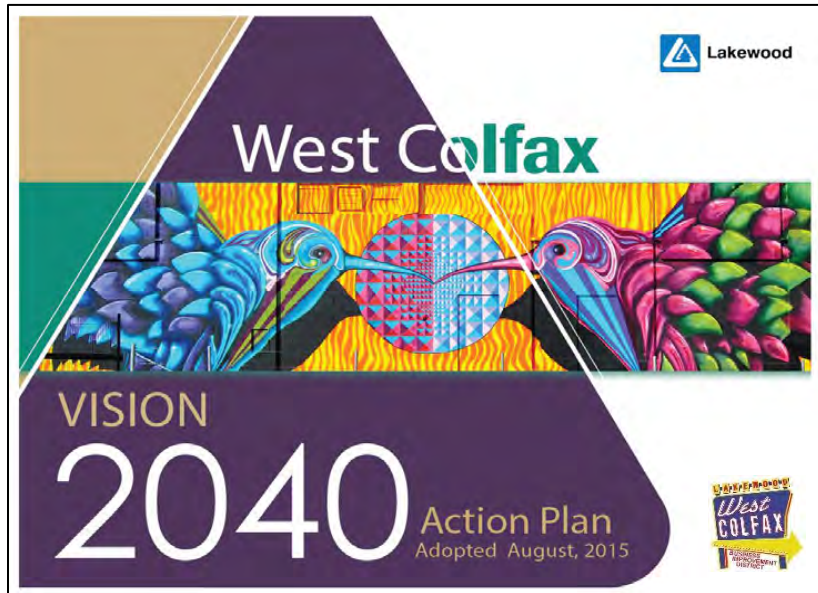


Scatter Map of Programs/Activities



Remember Maslow?

Hierarchy of Needs for Communities



Vision 2040 Focus Areas

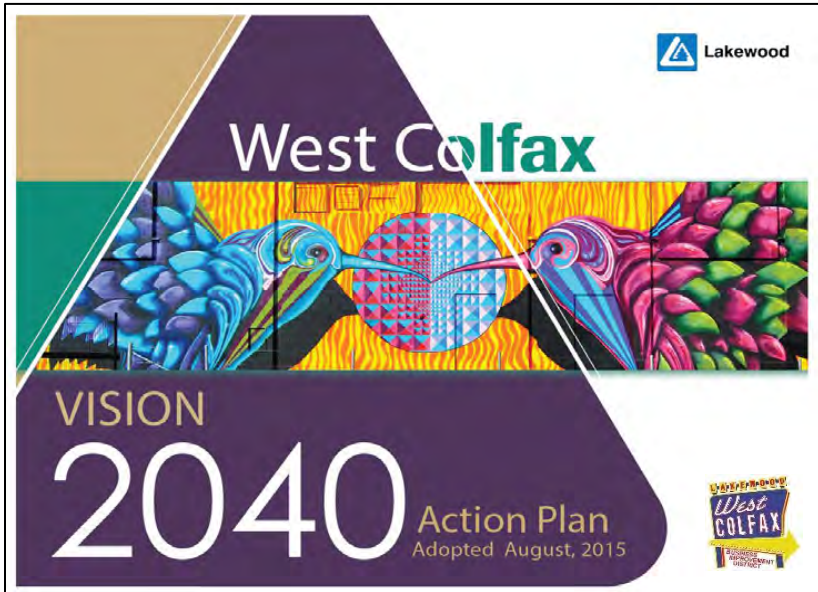


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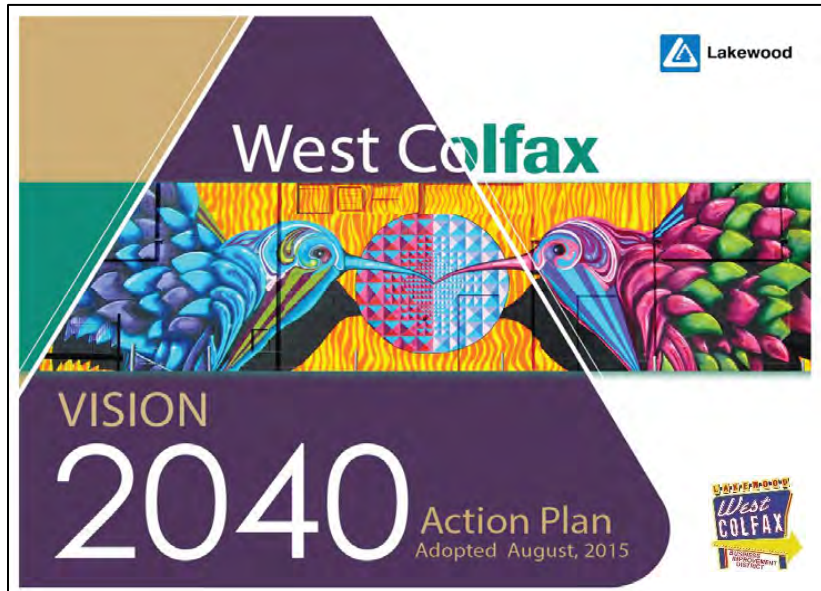


Casa Bonita



Colfax Avenue in Lakewood / Photo Ken Takahashi

Vision 2040 Goals & Action Steps



GOAL P-1

Increase human-scale design and walkability along the corridor through physical design.

Action Steps

P-1a.

Implement the 40W placemaking recommendations in the arts district.

P-1b.

Identify physical, economic, and regulatory impediments for new businesses to inhabit existing structures.

P-1c.

Develop an integrated strategy and resources to encourage adaptive reuse of existing buildings.

P-1d.

Identify design themes and elements that contribute positively to the identity and character of the corridor.

P-1e.

Develop design guidelines and design review standards.

P-1f.

Integrate placemaking goals into the functional classification of the corridor.

P-1g.

Reinforce nodes of pedestrian activity through wayfinding and placemaking.

P-1h.

Create a noteworthy building or structure on West Colfax.

P-1i.

Infuse color and vibrancy into all design projects.

GOAL P-2

Revitalize existing buildings.

Action Steps

P-2a.

Identify physical, market, and regulatory impediments to adaptive reuse of existing buildings.

P-2b.

Enact appropriate incentive and leveraging strategies to encourage revitalization.

P-2c.

Articulate design guidelines that are based on identifying appropriate architectural themes that reinforce and retain the character of the corridor.

P-2d.

Synthesize tools and guidelines that holistically encourage adaptive reuse in the context of current market forces and creative possibilities for revitalizing historic assets.

GOAL P-3

Integrate open space and buildings in a cohesive manner that expresses both unity and diversity.

Action Steps

P-3a.

Integrate existing buildings into new development projects to maintain the character of the West Colfax Corridor.

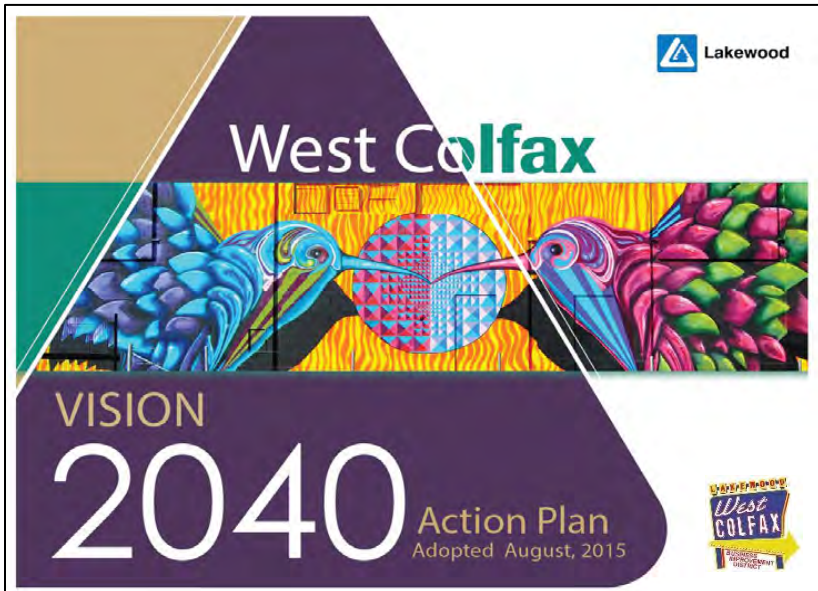
P-3b.

Identify locations where assembling multiple properties will result in retention of existing buildings that can be integrated into larger redevelopment efforts.

P-3c.

Align economic, historic, and urban design goals to encourage that redevelopment efforts include the reuse of existing buildings.

Vision 2040 Participation in 2014-2015



Acknowledgements

COLFAX VISION 2040 GROUP MEMBERS

Cindy Baroway,
Lakewood City Council - Chair
Kevin Yoshida,
The Abo Group, Architect - Vice Chair
Bill Marino,
Lakewood/West Colfax BID - Vice Chair
Ron Abo
Judy Atencio
Kristin Autobee
Robert Autobee
Blake Brown
Julie Byerlein
Faye Crowe
Rus Hackstaff
Todd Lansing
Joe Margotte
Carrie Mesch
Dave Ruchman

SUBCOMMITTEE MEMBERS

Cultural Identity
Robert Autobee - Chair, Kristin Autobee,
and Judy Atencio

Infrastructure
Carrie Mesch - Chair, Kimball Crangle,
Rus Hackstaff, Tim McCarthy, and Bill Marino

Connectivity

Dave Ruchman - Chair, Steve Burkholder,
Matt Cohen, Bill Marino, Carrie Mesch,
Tom Murray, Ed Peterson, Cassie Stenstrom,
and Max Tyler

Placemaking

Kevin Yoshida - Chair, Bill Marino,
Cindy Baroway, Ron Abo, and Faye Crowe

Vibrancy & Celebrate Colfax

Bill Marino - Chair, Blake Brown, Todd
Lansing, Liz Black, Julie Byerlein, Mayor Bob
Murphy, Kathi McCarty, Kristy Pring,
and Allison Scheck

CITY OF LAKEWOOD STAFF

Roger Wadnal - Planning, Project Manager
Nanette Neelan - Economic Development
Director, Deputy City Manager
Dave Baskett - Traffic Engineering
Mallory Bettag - Planning
Holly Boehm - Planning
Anne Heine - Engineering
Neil Marciniak - Economic Development
Alexis Moore - Planning
Allison Scheck - Community Resources
Rob Smetana - Planning
Vanessa Zarate - Economic Development

CITY OF LAKEWOOD MAYOR & CITY COUNCIL

Bob Murphy - Mayor
Ramey Johnson
Karen Kellen
Scott Koop
Cindy Baroway
Shakti
Pete Roybal
David Wiechman
Adam Paul
Karen Harrison
Tom Quinn

LAKEWOOD PLANNING COMMISSION

Stuart Crawford
Julia Kirkpatrick
Johann Cohn
Robert Eadie
Dale Miller
Henry Hollender
Carrie Mesch

Photo Credits - City of Lakewood
unless otherwise noted on photo.

Shortcomings & Successes

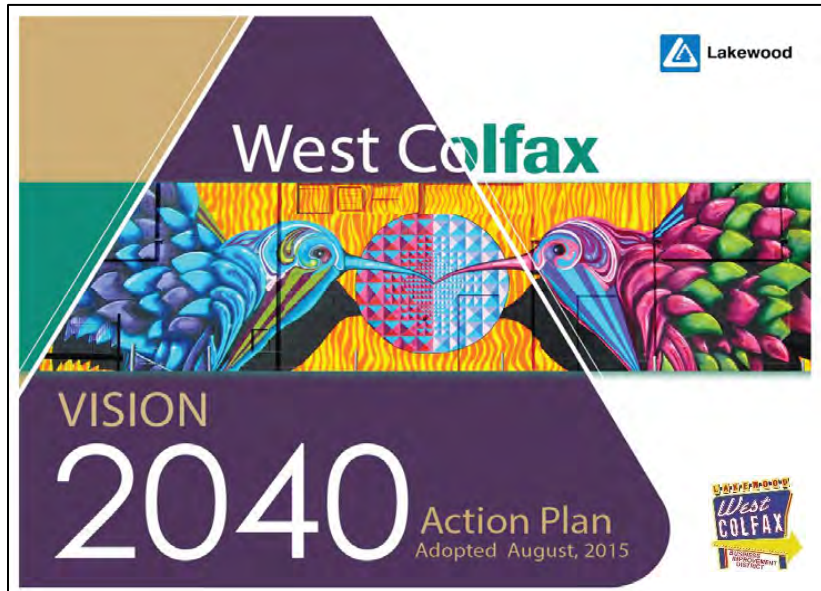


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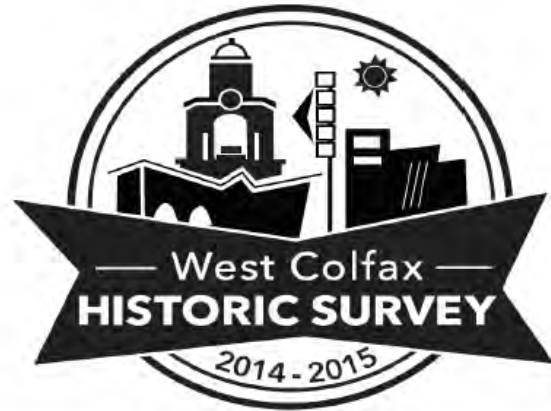
Casa Bonita



Colfax Avenue in Lakewood / Photo Ken Takahashi



Rockley
MUSIC
STUDIO



WEST COLFAX AVENUE HISTORIC
RESOURCES SURVEY

Cultural Resource Survey Report

November 2016

SHF GRANT # 2014-01-010



Submitted by:
40 West Arts District
in collaboration with the
Lakewood W. Colfax BID
1560 Teller Street
Lakewood, CO 80214



Written by:
Robert Autobe, M.A., Kristen Autobe, M.A.
Morgan, Angel & Associates, L.L.C.
Lakewood, CO 80226





ADVENTURE
DENTAL
VISION & ORTHODONTICS

DOLLAR
TREE

Lakewood
Gate 1





Pepe Gaka





40
W

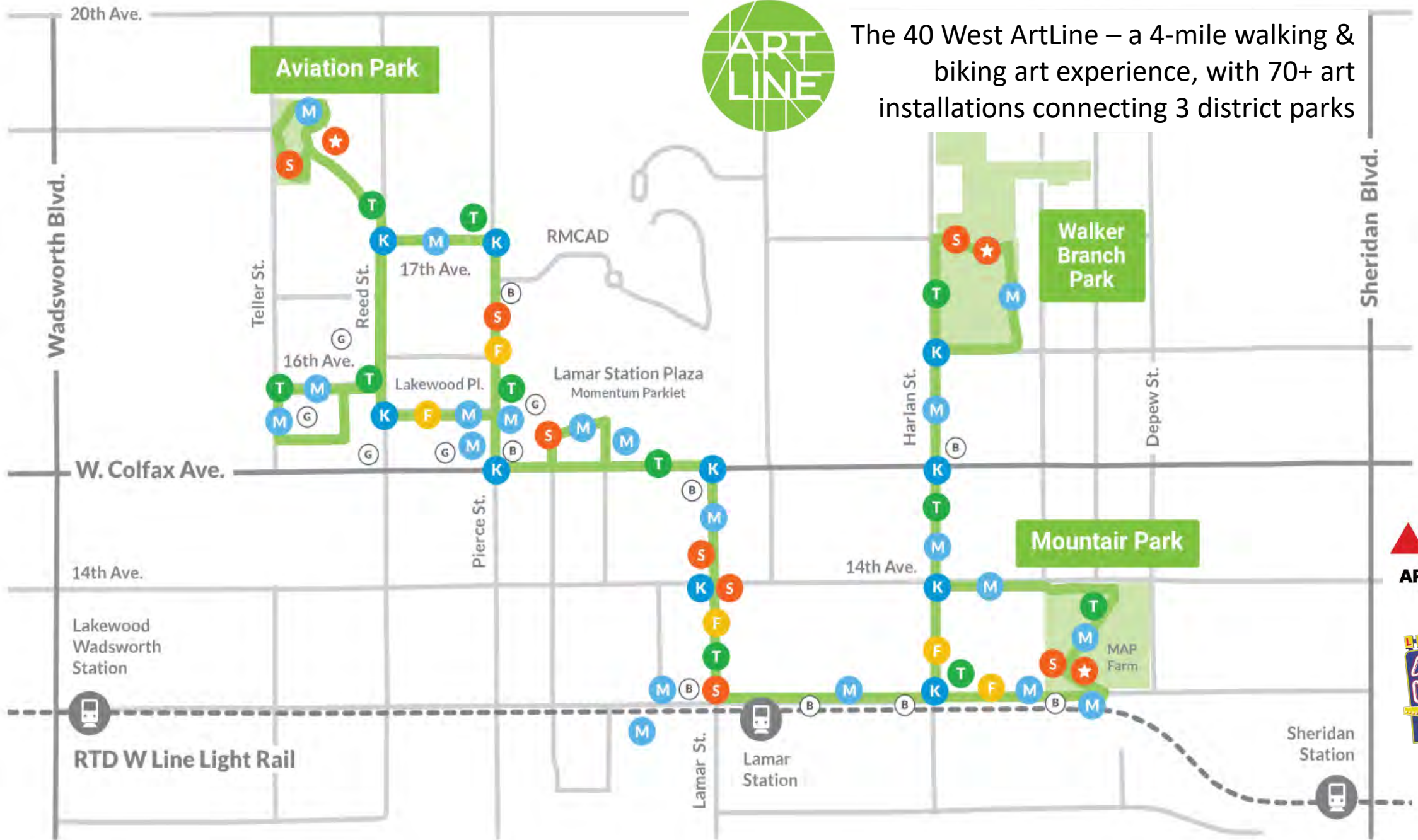
FORTY
WEST
ARTS
CREATIVE
DISTRICT

↑



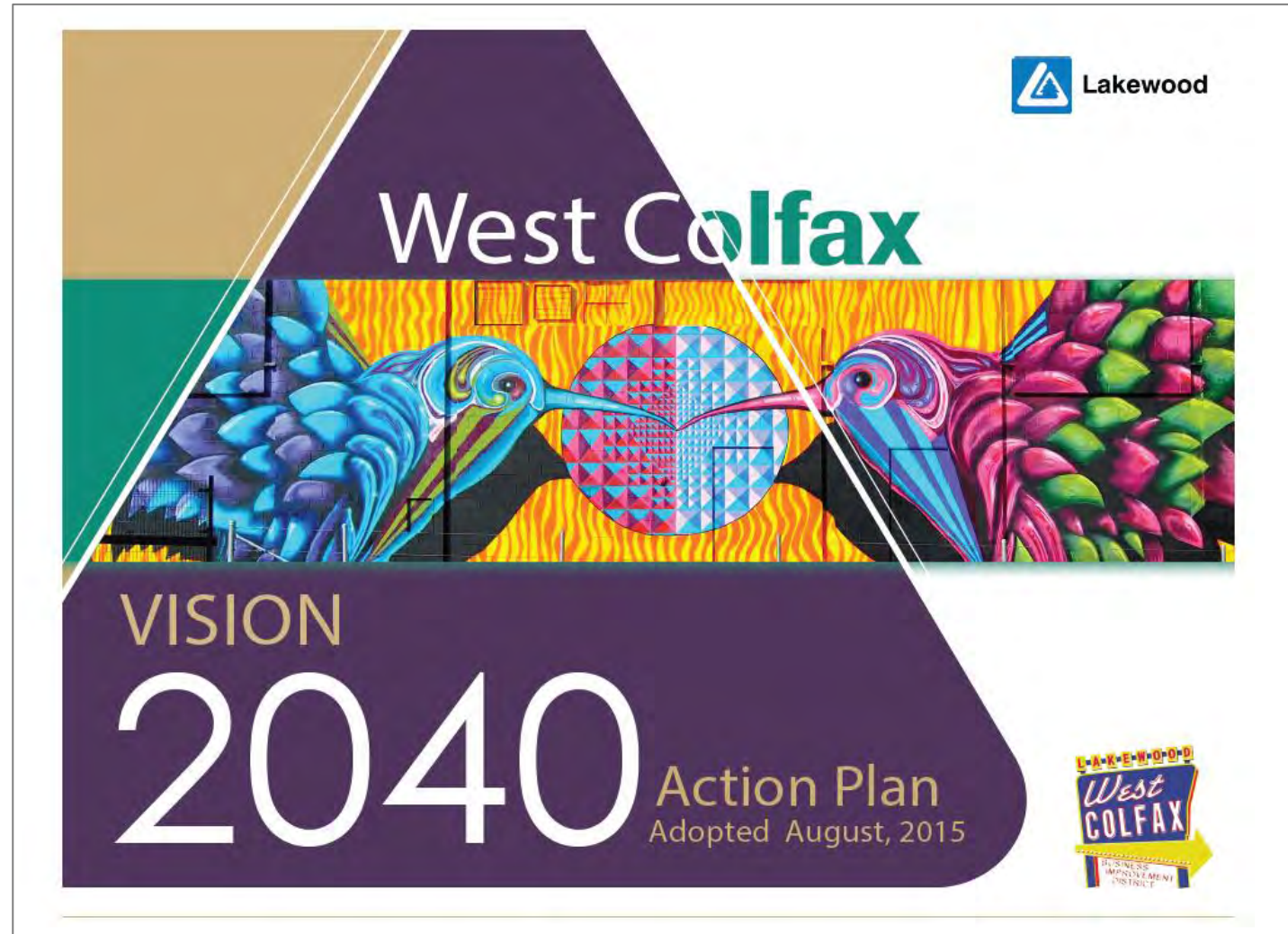


The 40 West ArtLine – a 4-mile walking & biking art experience, with 70+ art installations connecting 3 district parks



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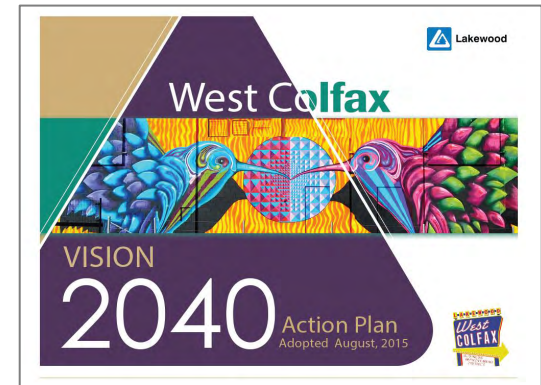
Moving Forward

- Scope

- Digest the 2040 Plan and its Purpose
- Review and Rate the Importance of Goals of each Section
- Discuss and Identify Needs and Sources
- Evaluate Other Considerations
- Recommend Priorities for the next five years

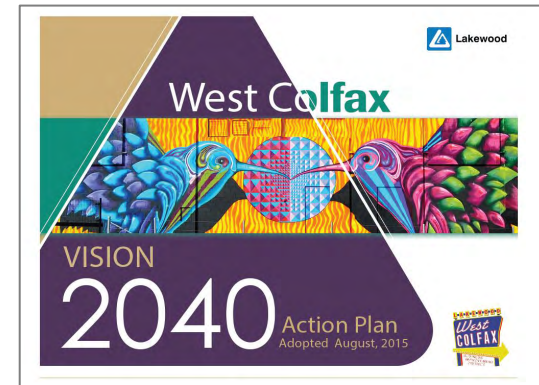
- Process

- Series of Seven (7) Zoom Work Session (proposed schedule on next page)
- Updates provided at WCCA Community Meetings
- Presentation to City Council

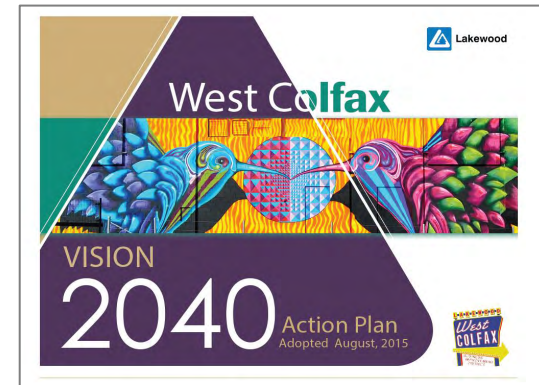


Master Schedule

Key Dates	WCCA General for Update Core Work Group Ambassadors Meetings-1¼ Hr. Session
May 20	WCCA General Meeting - outreach for Ambassadors
June 17	WCCA General Meeting - outreach for Ambassadors
July 15	WCCA General Meeting - outreach for Ambassadors
July 15-31	Neighborhood Association outreach for Ambassadors
July 28, 31	Core Work Group Meeting – Planning / Assessment
Aug. 6, 13	Core Work Group Meeting – Reporting Method(s) / Prep for 8/20
→ Aug. 20	First Ambassadors Meeting – Scope/Process/Homework Noon-1pm
Sept. 15	CORE Work Group – Team Meeting
Sept. 17	Ambassadors Meeting – Part 1 & 2 input session (<i>maybe 1 & 4</i>)
Oct. 15	Ambassadors Meeting – Part 3 & 4 input session (<i>maybe 2 & 3</i>)
Nov. 17	CORE Work Group – Team Meeting
Nov. 19	Ambassadors Meeting – Part 5 & 6 input session
Dec. 17	NO MEETING
Jan. 19	CORE Work Group – Team Meeting
Jan. 20, 2021	WCCA General Meeting Update
Jan. 21	Ambassadors Meeting – Other Considerations (parking lots), Needs Synthesis & Priorities
Feb. 18	Ambassadors Meeting – Convergence of Recommendations/Needs
Mar. 16	CORE Work Group – Team Meeting
Mar. 17	WCCA General Meeting Panel
Mar. 18	Ambassadors Meeting – Final Discusses on Recommendations/Needs
Apr. 19	CORE Work Group – Team Meeting
Apr. 21	WCCA General Meeting Update



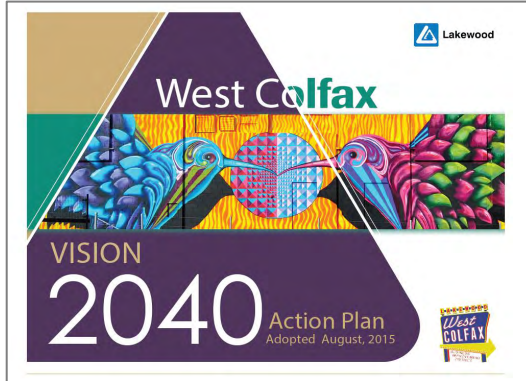
Ambassador Schedule



PART 1	Aug. 20	Ambassadors Kick-off Meeting	Noon-1pm
	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
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	
	Mar. 18	Ambassadors Meeting – Final Discusses on Recommendations/Needs	
Apr. 21	WCCA General Meeting Update		
TBD	City Council Presentation		

**Input,
discussion,
& rating**

**Evaluation,
Synthesis,
and
Priorities**




Sept., Oct., & Nov. Meetings

- Meeting Structure
 - Deep Dive into Focus Areas
 - What has been done (challenges & accomplishments)
 - Share Performance Rating
 - Questions & Discussion of Needs
 - Individual Importance Rating by Goal (link provided at meeting)
- Review Rating Approach
 - Performance Rating
 - Importance Rating


See Next Slides

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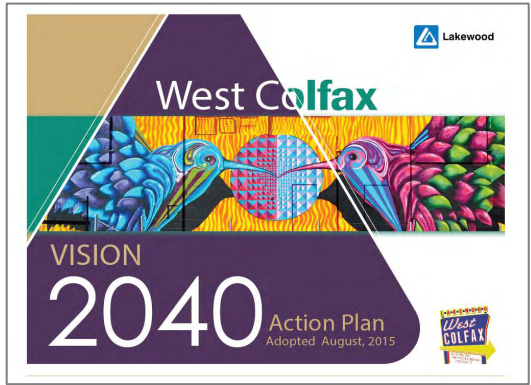


Casa Bonita



Colfax Avenue in Lakewood / Photo Ken Takahashi

6

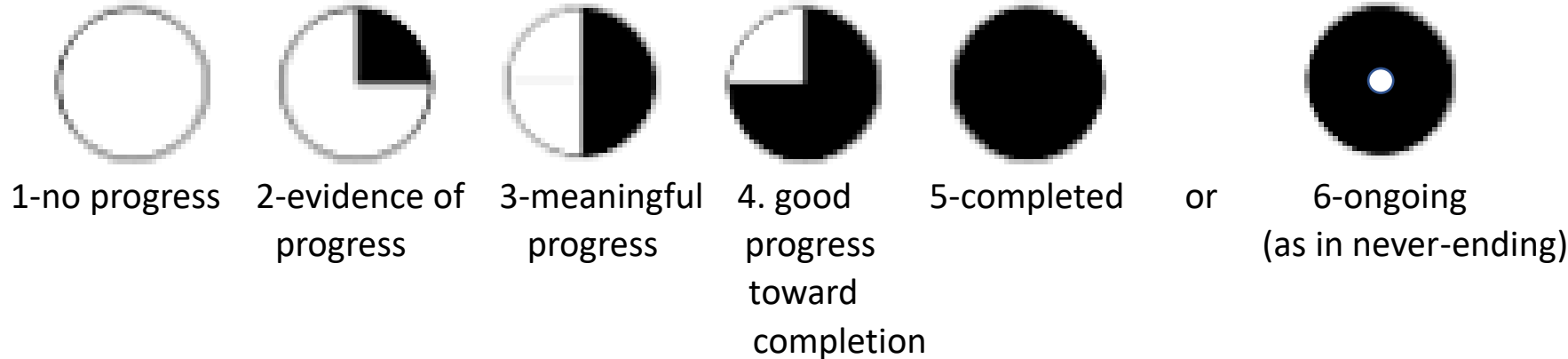


Review Rating Approach

- Two Ratings: Performance Index and Importance Index

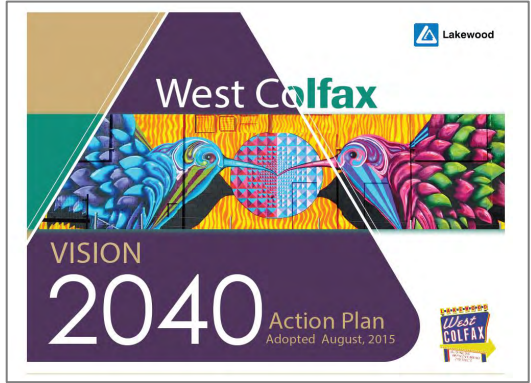
- Core Team Ratings to arrive at a **Performance Index**

- Each team members rates each Action Item on the following scale



- Ambassadors Ratings to arrive at **Importance Index**

- Each Ambassador rates every goals on a **1 to 10 scale** on his/her perception of importance
In future meetings, Group will prioritize goals per section (and discuss NEW goals) ←






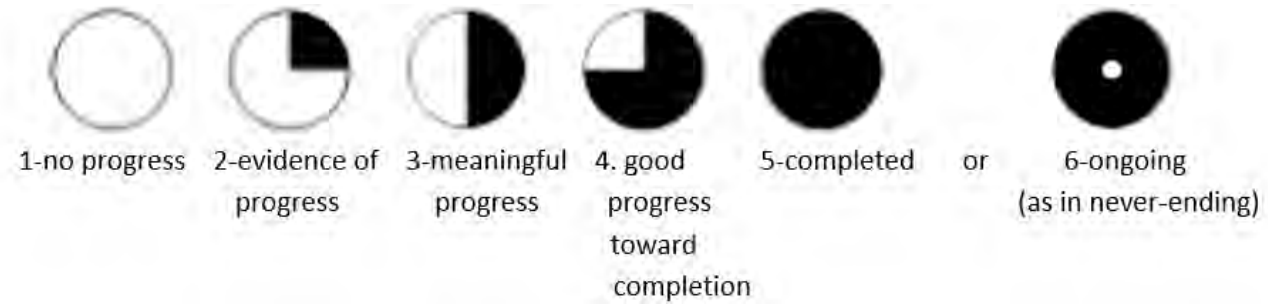
Review Rating Approach

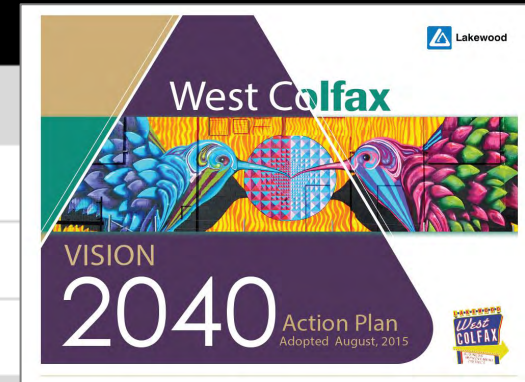
- Sample Ratings for a goal in Section 6: Celebrate Colfax

Goal Importance Index

6.CC-3. Cultivate community pride and develop corridor ambassadors 7.1

- 6.CC-3a. Celebrate incremental success 
- 6.CC-3b. West Colfax Ambassador program 
- 6.CC-3c. "Buy Local/Created on West Colfax" 





2. Infrastructure (physical and organization readiness)

2.1-1. Stormwater and floodplain improvements	← GOAL	
2.1-1a. Incorporate incremental economic development priorities	Action Item	
2.1-1b. Incorporate park, open space and trail opportunities	Action Item	
2.1-1c. Balance community amenities with business needs	Action Item	
2.1-2. Leverage infrastructure investment to enhance placemaking	← GOAL	Ambassadors Ratings to arrive at Importance Index
2.1-2a. Gathering places	Action Item	
2.1-2b. Additional funding for infrastructure and placemaking	Action Item	
2.1-2c. Shared uses	Action Item	
2.1-2d. Find opportunities for active uses	Action Item	
2.1-3. Integrate innovative technologies	← GOAL	After the Input Session, Each Ambassador rates every goals on a 1 to 10 scale on his/her perception of importance
2.1-3a. Best practices in experience-enhancing infrastructure	Action Item	
2.1-3b. Seek partners in technologic improvements	Action Item	
2.1-3c. Lead in innovation	Action Item	

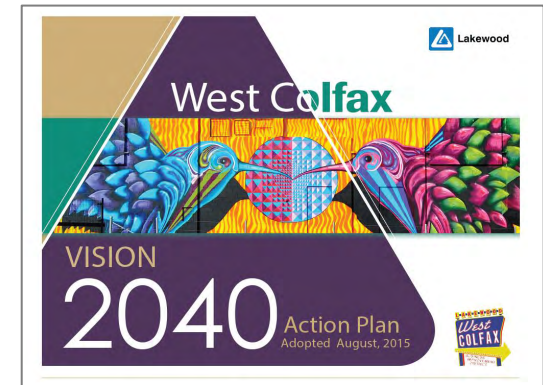
3. Connectivity (transportation)

3.C-1. Identify and explore best practices in multi-modal corridors	← GOAL
3.C-1a. Sidewalk improvements for Colfax and 14th	Action Item
3.C-1b. Safety best practices for multi-modal mobility	Action Item

Homework

For September 17 . . .

- Familiarize yourself with the entire plan
- Read Sections 1 & 4 of the 2040 VISION Plan
- Review the Goals and Action Steps
- Share and seek input from your neighbors and friends
- Come to the session on the 17th 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 a scale of 1 (lowest) to 10 (highest)



Wrap-up

REMEMBER:

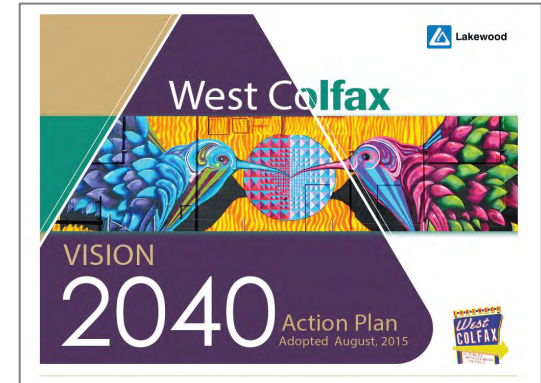
- Six (6) more sessions to recommend priorities for the next 5 years
- Sessions are about an hour each during lunch hour
- You will have a little homework for each
- Potential to schedule additional “social” gathering for us
- If Circumstances permit, Completion Dinner Celebration

RESOURCES:

Link to Vision 2040 Plan – [HERE](#) | Link to Article – [HERE](#) (in your email box)

LINK ALL OUR 2040 RESOURCES: <https://bid.westcolfax.org/2040> (We’ll email you this link.)

If you’d like a hard copy: email info@westcolfax.org with your mailing address.



→ QUESTIONS ←