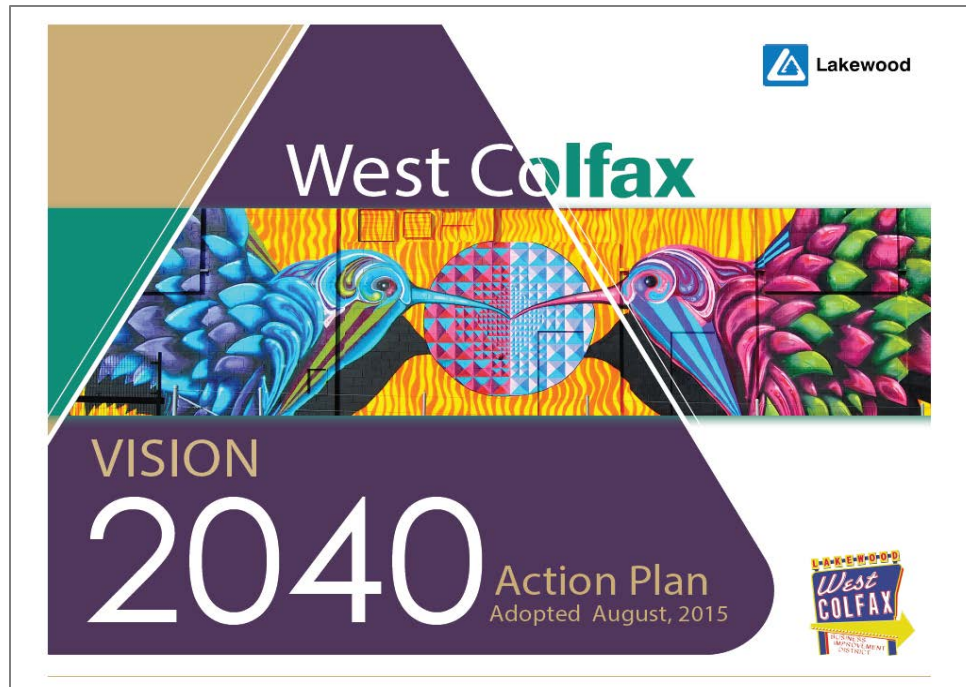




Home to 40 West Arts District



# THE VIG

The Vision Implementation Group

**WEST COLFAX AMBASSADORS**

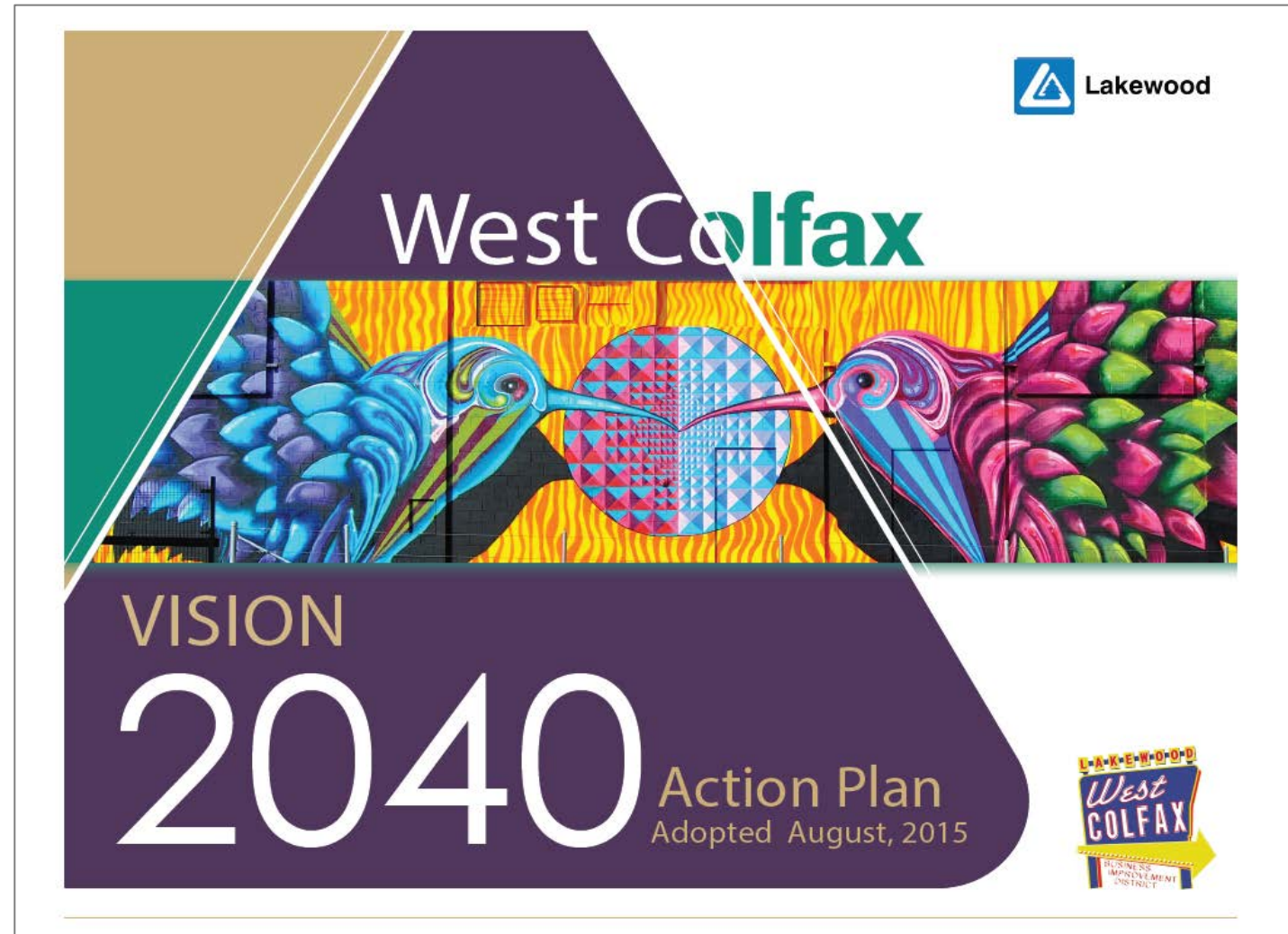
**SESSION 4 – Jan. 21, 2021**

**Key Questions | Dialogues**

(Synthesis and Priorities)

# Agenda

- Welcome
- Session Overview
- Quick Recap
- Key Questions  
Dialogue / Lessons  
Learned / Priorities
- 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:

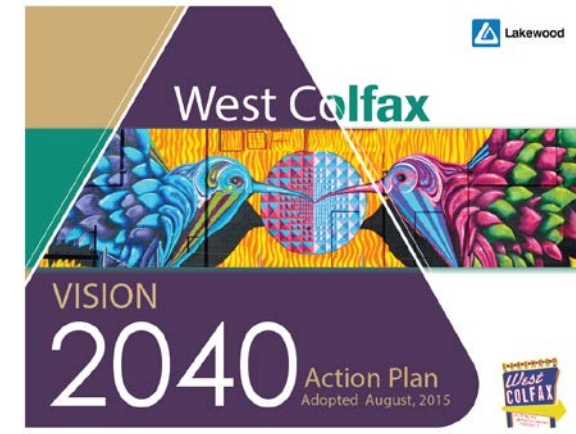
A 501(c)6 association for businesses and residents that provides a forum for dialogue & reliable community information as well as a unifying voice for the West Colfax community

# Core Purpose

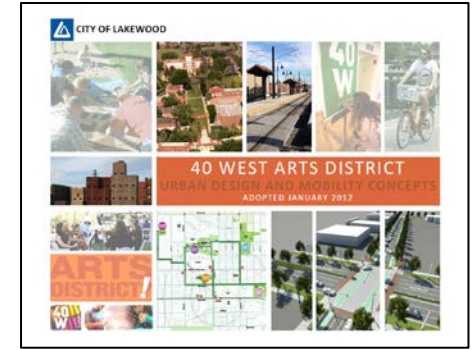
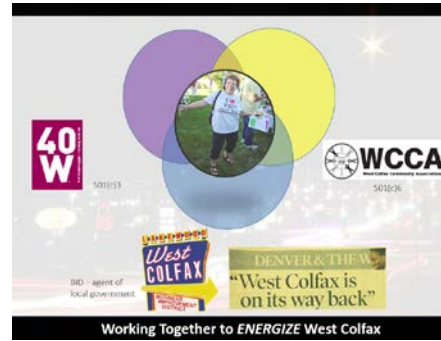
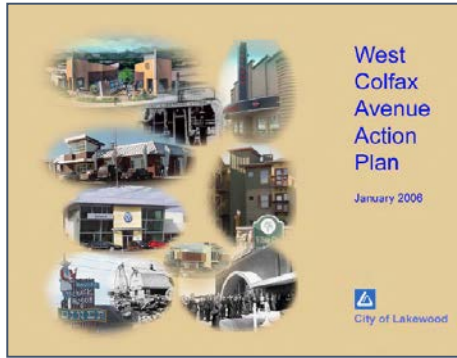
The **Vision Implementation Group** exists to provide an inclusive community forum to integrate input, distill ideas, isolate priorities, marshal resources, and report status on the focus areas in the West Colfax Vision 2040 Action Plan.

## 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



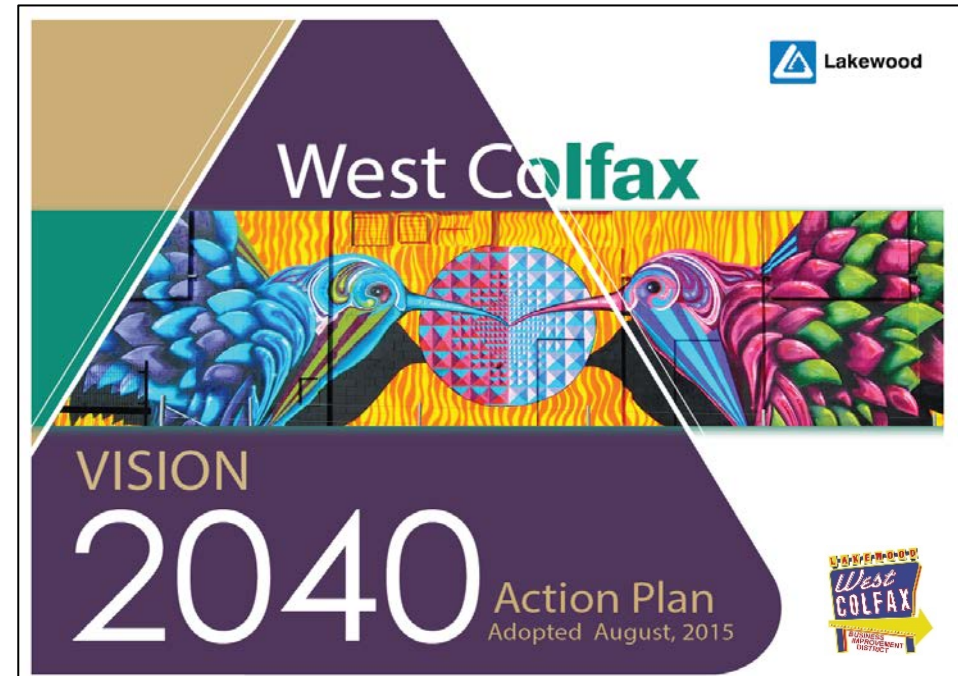
# In addition to Neighborhood Plans and Station Area Plans . . .



## Sense of Place

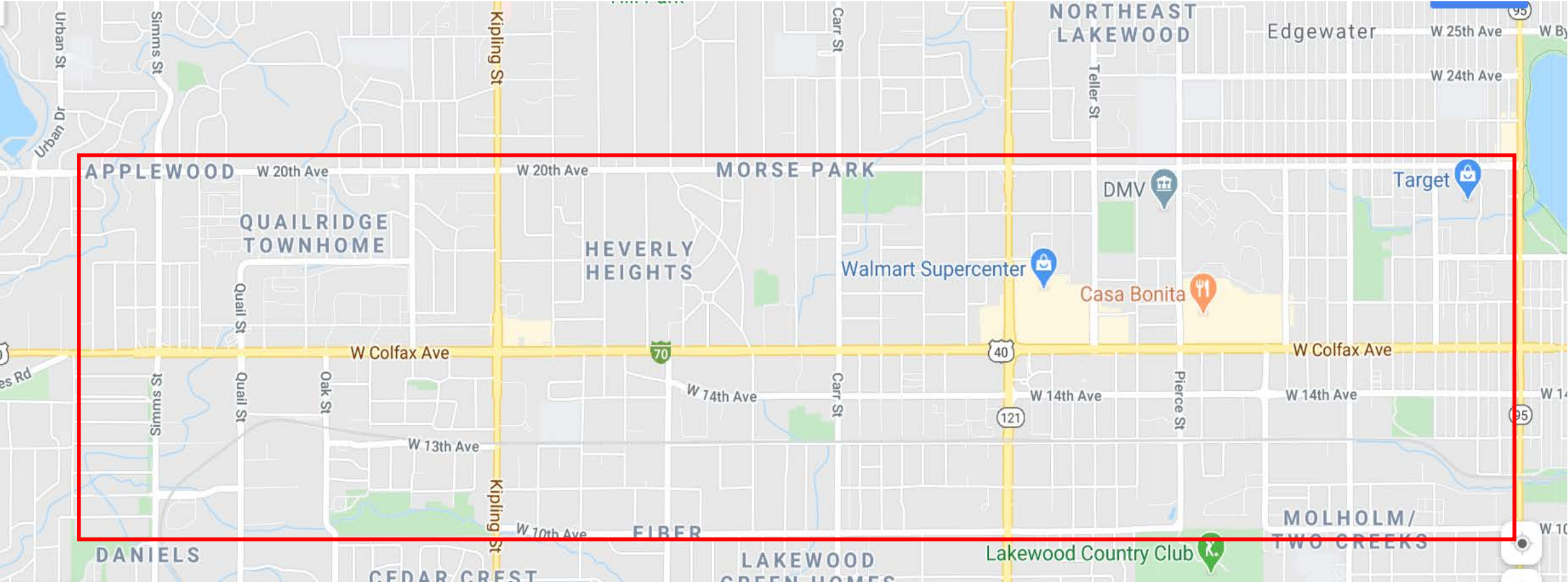


## Destinations & Experiences



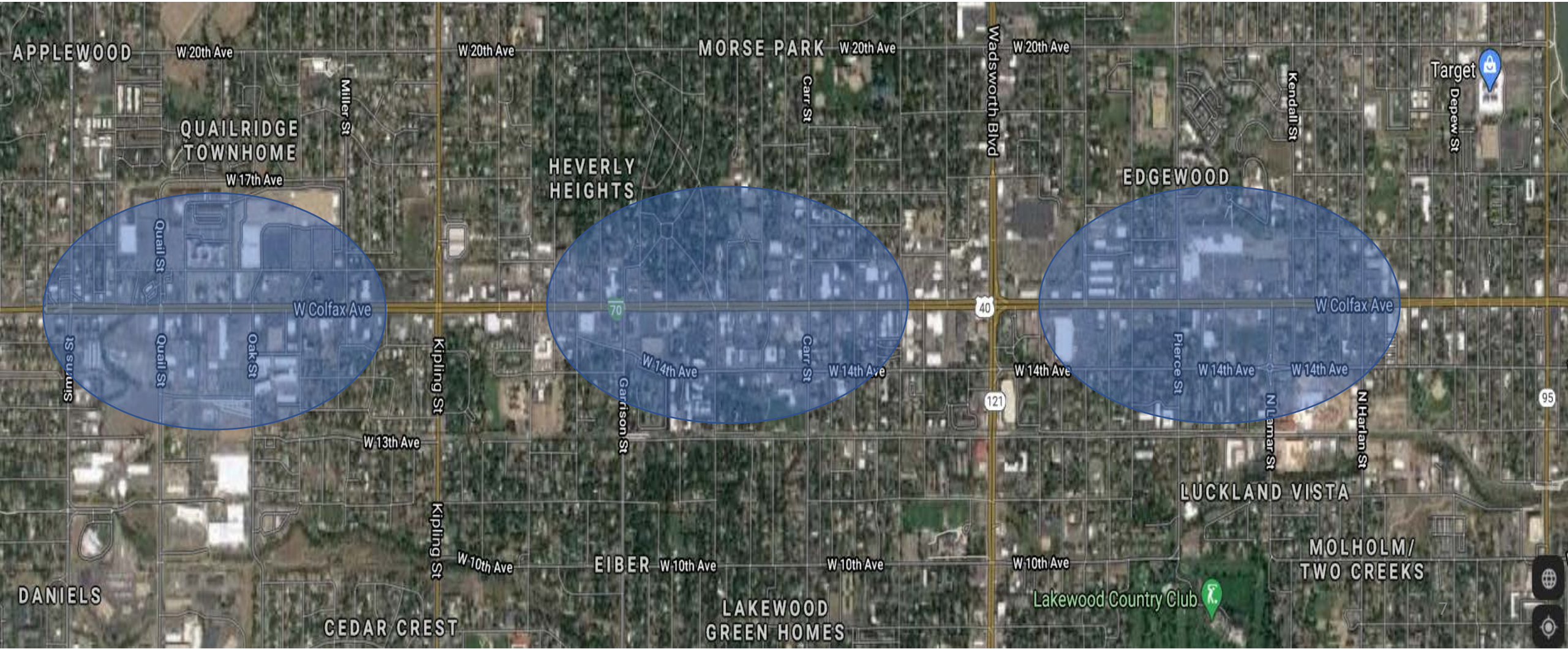
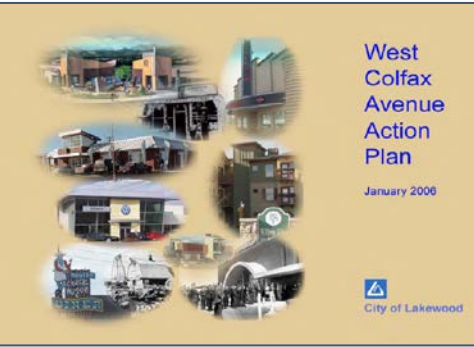
**A Place for People to Make Memories!**

# Vision 2040 - Corridor Focus Area

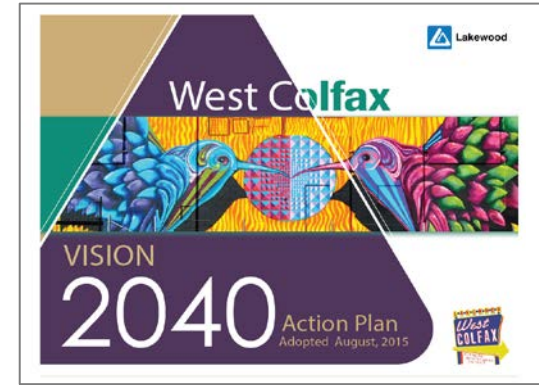


*Primarily focusing on commercial & public areas between Welch and Sheridan in Lakewood's W. Colfax corridor*

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 &amp; Placemaking)</i>	11:45-1pm
Oct. 15	Ambassadors Meeting – Part 2 & 3 <i>(Infrastructure &amp; Placemaking)</i>	11:45-1pm
Nov. 19	Ambassadors Meeting – Part 5 & 6 <i>(Vibrancy &amp; Celebrating Colfax)</i>	11:45-1pm

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

**PART 2**

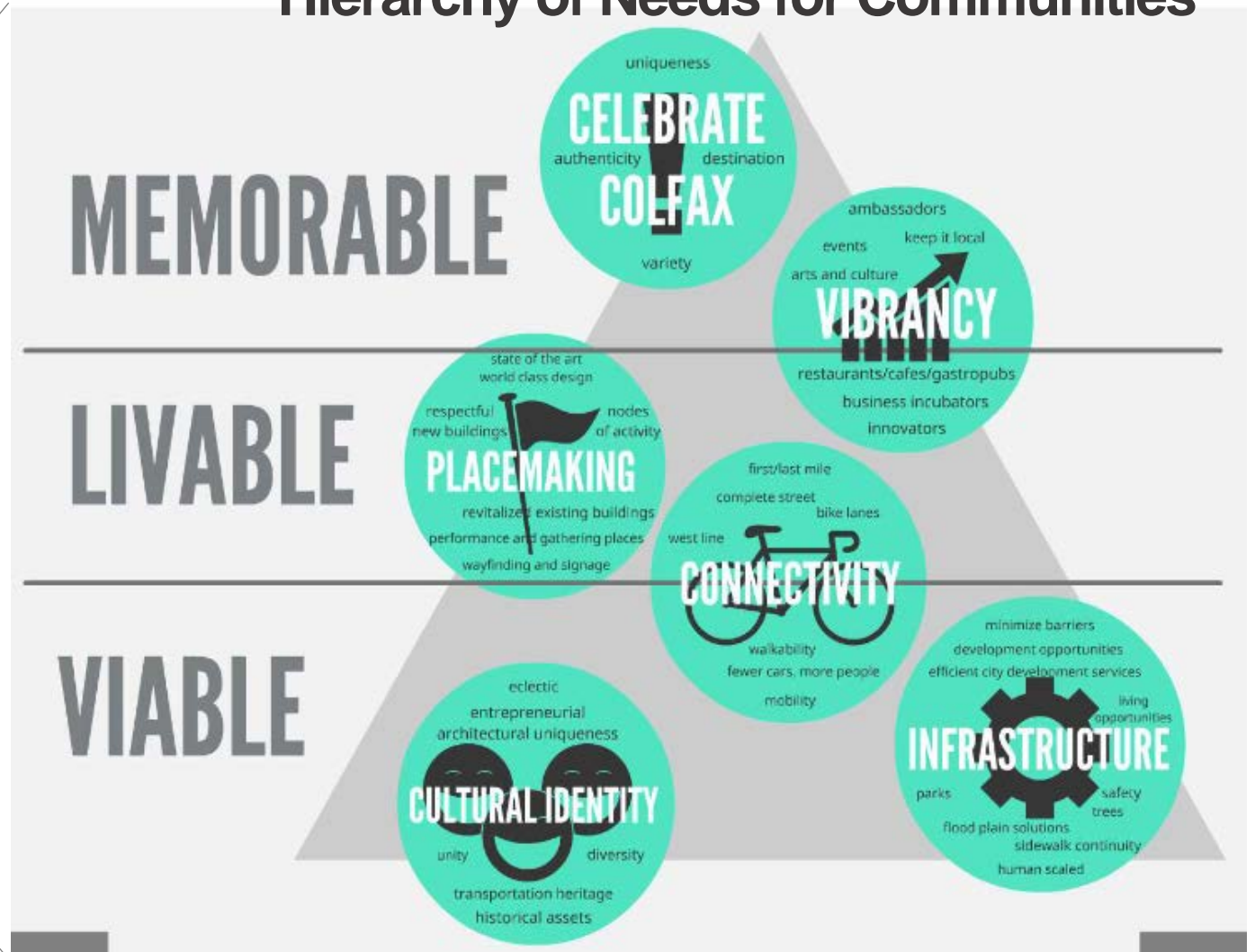
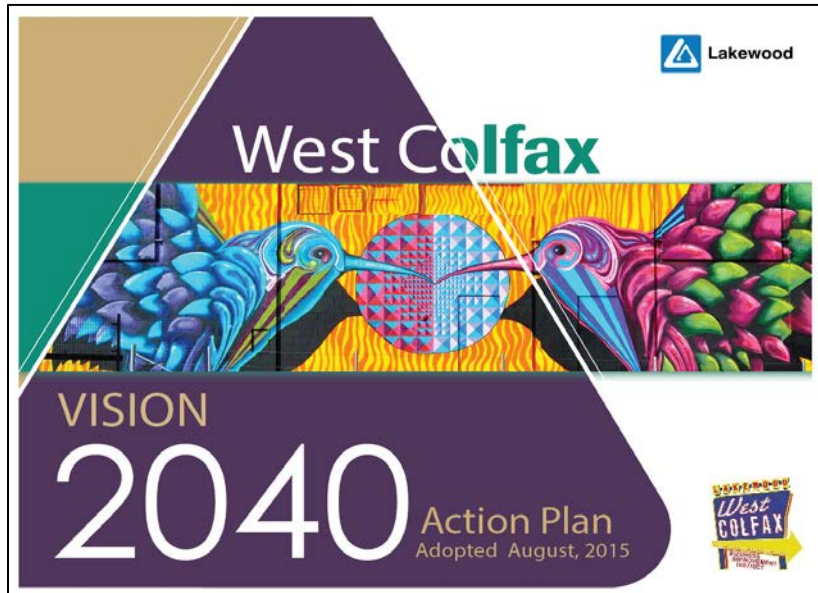
Dec. 17	NO MEETING	
Jan. 21	← Ambassadors Meeting – Other Considerations, Synthesis & Priorities	<b>11:45-1pm</b>
Feb. 18		Ambassadors Meeting – Convergence of Recommendations/Needs
Mar. 17		WCCA General Meeting Panel <i>(date pending)</i>
Mar. 18		Ambassadors Meeting – Final Discusses on Recommendations/Needs
Apr. 21		WCCA General Meeting Update <i>(date pending)</i>
TBD	City Council Presentation	

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



# 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.

# Notes from Session 1-3

**ENGAGEMENT** - 28 Ambassadors signed up

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

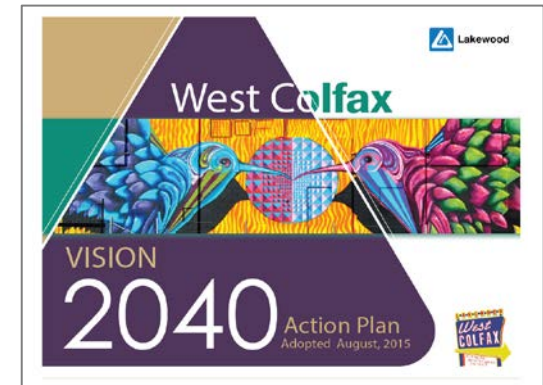
**SESSION 2** - 20 Ambassadors and several guests attended; 22 Ambassadors completed the Importance Survey

**SESSION 3** - 28 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(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

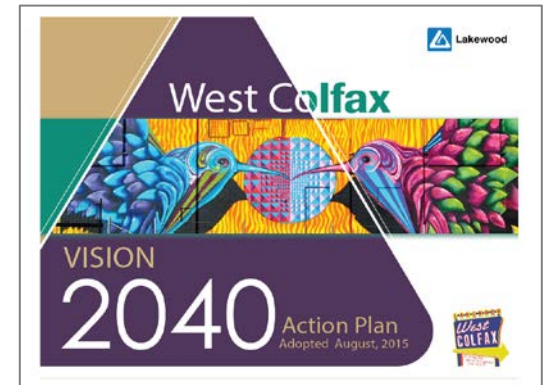
→ **Ambassadors Landing Page:** <https://bid.westcolfax.org/2040>



# 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

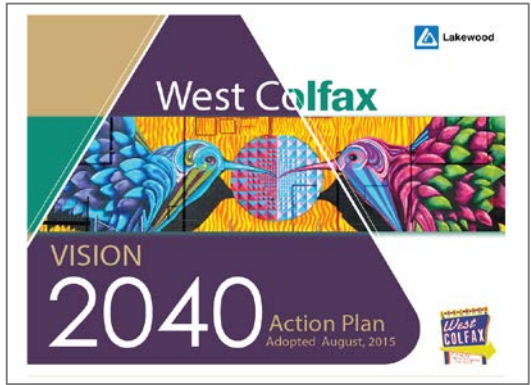


→ *Status Quo / Path of least resistance*

→ *Expensive!*

→ *Slow Process / Sometime unintended consequences*

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



# Near-Term Initiatives

## TOPIC

## RECOMMENDATION

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



# KEY QUESTIONS

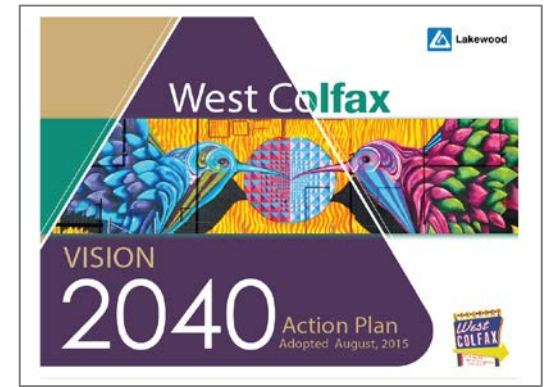


# Key Questions

- What did we learn from the Importance Rating Surveys?
- What was the take-aways from our session discussions and homework?
- Can we distill our priorities into concepts for goals and action items?

**Today's Next Step:** 10-15 minutes dialogues on each question

*(Input / Validation for next session)*

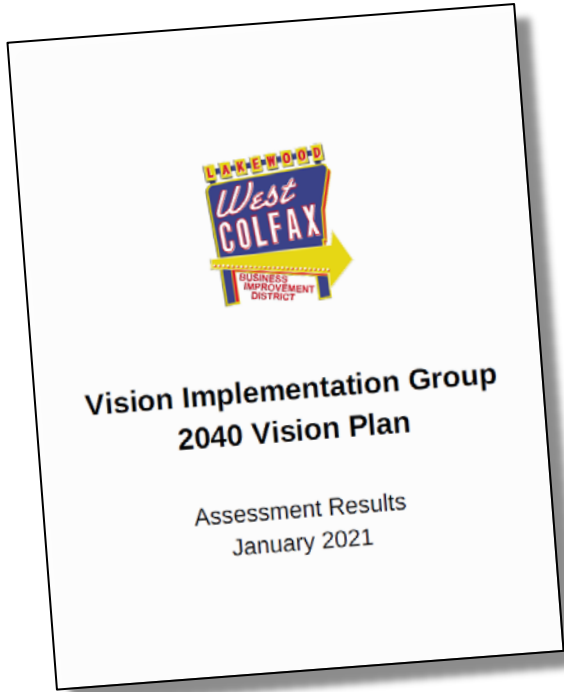




# IMPORTANCE RATINGS



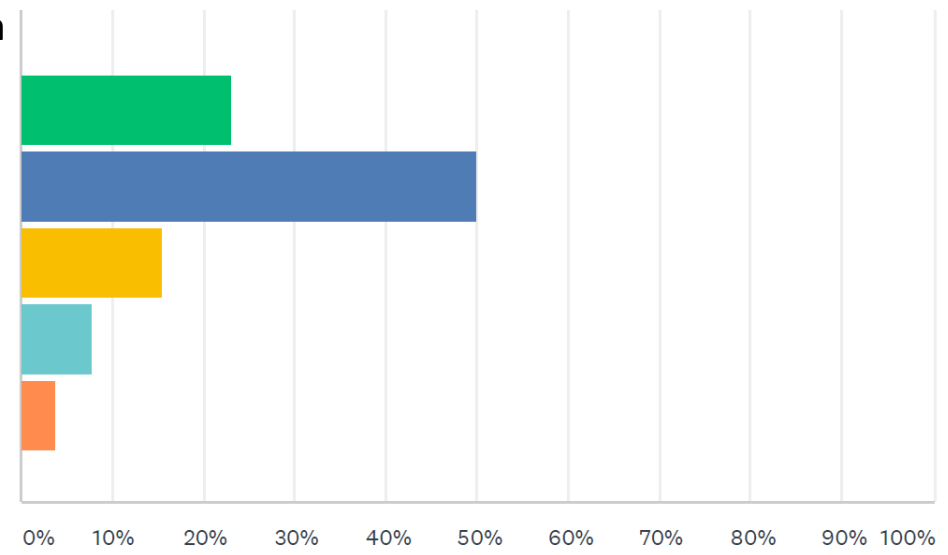




■ Low Priority - 1   
 ■ Recommended - 2   
 ■ Necessary - 3   
 ■ Critical - 4   
 ■ Essential - 5

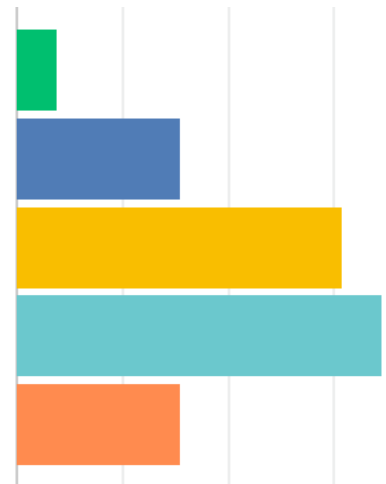
### History Museum

Develop a Lakewood West Colfax history museum to preserve the oral and visual history of this commercial byway and to illustrate its impact on Lakewood's development.



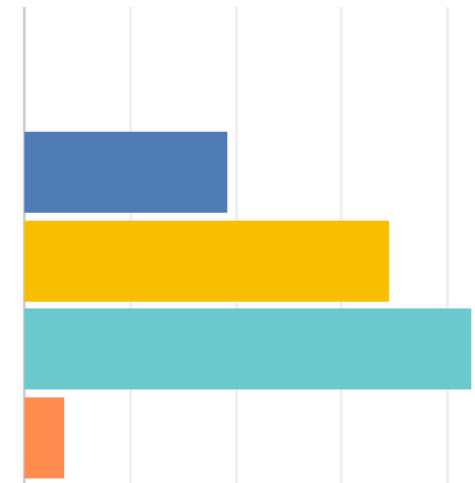
### Authentic Character

Define the authentic characteristics and features that are valuable to honor Colfax's history and character.



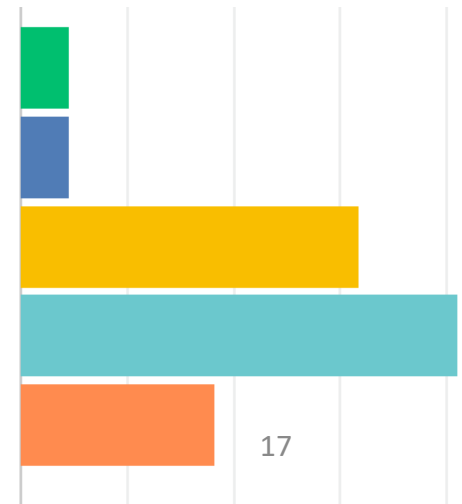
### Historical Preservation

Recognize and promote the historical resources along the corridor as cultural assets and as a key to the corridor's ongoing vitality.



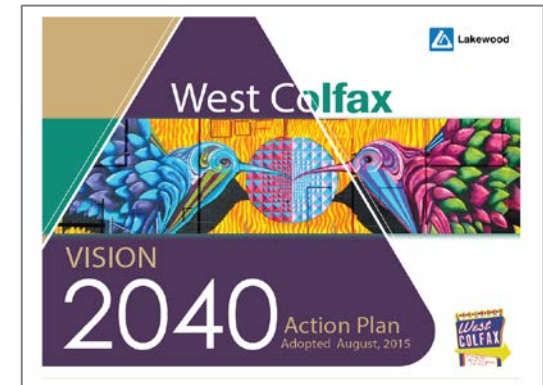
### Leveraging Infrastructure

Utilize investments in infrastructure to support and enhance placemaking in the corridor.



# Survey Take-Aways

- Authenticity (including history & preservation)
- 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)
- 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)



**Other  
observations  
or comments?**

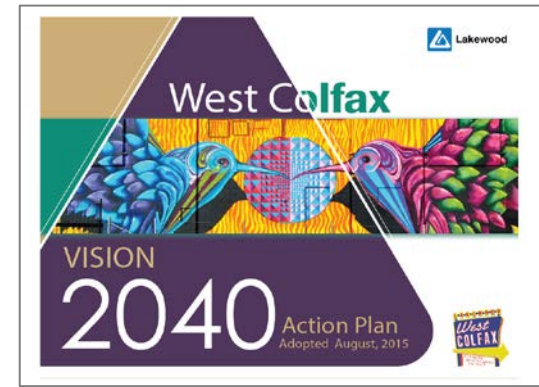


# AMBASSADOR HOMEWORK



# Homework Take-Aways

- Recreational Options, Parks and Green “People” Spaces
- Walkable Retail and Restaurants
- New “Town Square” Destination
- A plan for Car 25
- Infrastructure
- Festivals and Outdoor Activities
- Housing Options
- Employment Options



**Other  
concepts or  
ideas?**



- **What if... We had Innovative / Unconventional Gathering Places?**

Located throughout the corridor- not just West End.'

- Creating visual interest through unconventional or sustainable materials. A reason to visit W. Colfax that doesn't exist elsewhere in the city.
- Indoor/Outdoor Venue and Breakout Spaces.
- Begins to create those nodes throughout the corridor as well as interesting spaces to house some of the W. Colfax history, imagery, art –a nod to the past.
- I selected this image to convey that it doesn't need to be high-end materials or an expensive building process... in-fact, that doesn't really suit our culture. The idea that the aesthetic isn't agreed upon (some will love it, some will hate it) is embraced.
- I believe this should be an important driver throughout the development of the corridor. Let's make this an ongoing, community conversation through design & architecture.



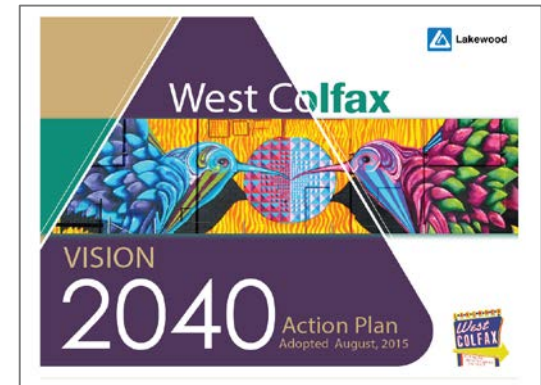


# PRIORITY CONCEPTS



# Priorities for Goals/Action Items

- Infrastructure and beautification improvements
- Walkability (infrastructure)
- West end redevelopment
- 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 the desired mix of uses



**Other  
concepts &  
comments?**



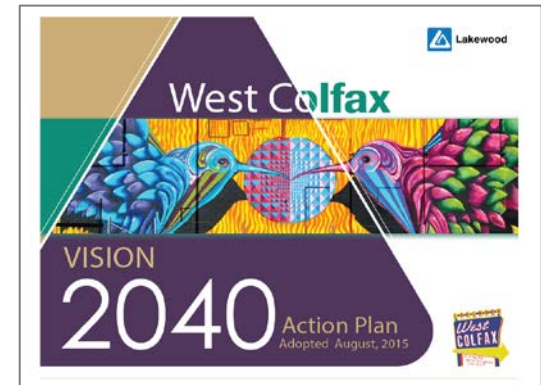
# WRAP-UP





# Next Steps

- CORE TEAM HOMEWORK:
  - We will distill our dialogue into draft goals and actions items for review in next session
- NEXT SESSION:
  - Thurs. Feb. 18, 2021 @11:45am-1pm via Zoom
- MARK YOUR CALENDAR FOR MARCH, TOO:
  - Thurs. Mar. 18, 2021 @11:45am-1pm via Zoom
- PLUG INTO WCCA!
  - Newsletter, Social Media, 3<sup>rd</sup> Wednesday Monthly Meeting



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



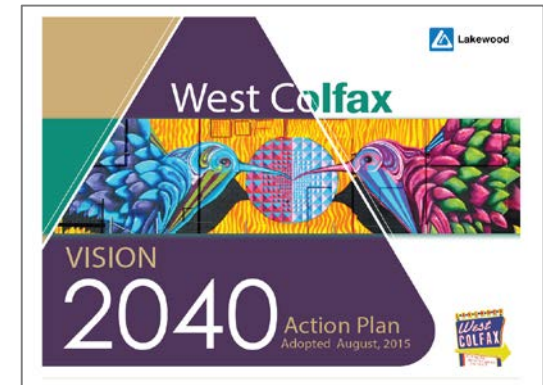
# RESOURCES | REMINDERS



# 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?

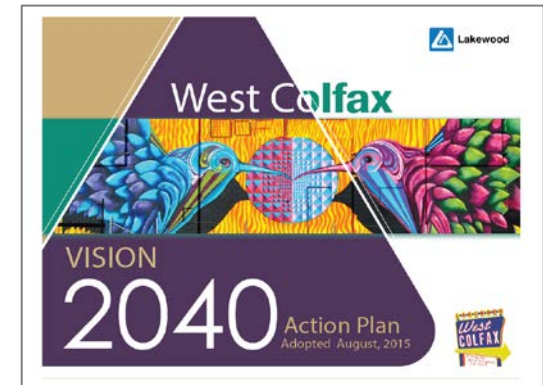
- Share your opinion with elected officials
- Learn how the process works; dream big, but be realistic about timeframes and outcomes; compromise is a likely option
- Engage with like-minded group to create a clear, shared vision for the community
- Organize and rally support for your vision

→ *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*

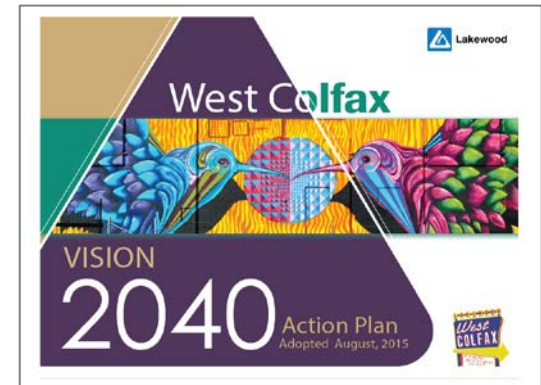
→ *Advocate and educate; be inclusive in creating*

→ *There is strength in a unified voice!*



# 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!



# 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](mailto:info@CreativityLabColorado.org) for more information

