



40 West ArtLine: A Framework for Moving Forward

Adopted December 6, 2023

Prepared by Livable Cities Studio



Lakewood
Full of Possibilities

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Acknowledgments

The 40 West ArtLine project helps implement numerous community goals related to placemaking, public health, multi-modal mobility, economic development, public art and more. Because it is such a multi-faceted and complex project, its progress to date has been sustained through a coordinated effort between several City departments and community partners along the West Colfax Avenue corridor.

The City-led ArtLine Project Team helps guide project decisions. The City representatives include staff from Planning, Community Resources – including Heritage, Culture and the Arts and Parks, Economic Development, and Public Works. Additional existing partnerships include the 40 West Arts District, a state-certified Colorado Creative district, and the Lakewood-West Colfax Business Improvement District, a Colorado special district formed in 2011. These partners collaborate on decisions related to funding, maintenance, implementation of investments and programming along the ArtLine. This Framework Plan and supporting efforts will help current and future project partners document a long-term vision to guide the future of the ArtLine.

Funding to develop this Framework Plan was provided through a grant from the Denver Regional Council of Governments. Grants from the Colorado Department of Transportation, National Endowment for the Arts, Jefferson County Public Health, and several non-profit and other community partners have also been instrumental in supporting the ArtLine.

Key Project Partners + Community Collaborators

40 West Arts Creative District
City of Edgewater
City of Lakewood
Lakewood-West Colfax Business Improvement District (BID)
Metro West Housing Solutions (MWHS)
Rocky Mountain College of Art + Design (RMCAD)
Sprout City Farms
West Colfax Community Association (WCCA)

ArtLine Project Team

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Community Connectors

Brenda Gurule, Executive Director, Chicano Humanities and Arts Council Gallery
Reverend Ruben Rodriguez, Pastor, Mountair Christian Church

Two community connectors, Brenda Gurule and Rev. Ruben Rodriguez, provided significant support on the outreach efforts for this project by spreading the word about the plan, displaying project information in an ArtLine area art gallery and church, attending community events to speak with community members, encouraging people in their networks to attend events, and inviting people to take the ArtLine survey. These individuals are both deeply connected to the community surrounding the ArtLine and met regularly with the project team to share feedback.

40 West ArtLine: A Framework for Moving Forward



Ground mural, Harvest Labyrinth by Katy Casper, along the W Line bike path



Sculpture art, Stegoskel by PUNCH, within Walker-Branch Park



Fence art, Today is the Day by Yulia Avgustinovich, along Lamar St



Sculpture art, Dermal Plate Gateway by PUNCH, within Mountair Park



Interactive art, Affirmation Station by Timothy Flood, in Lamar Station Plaza



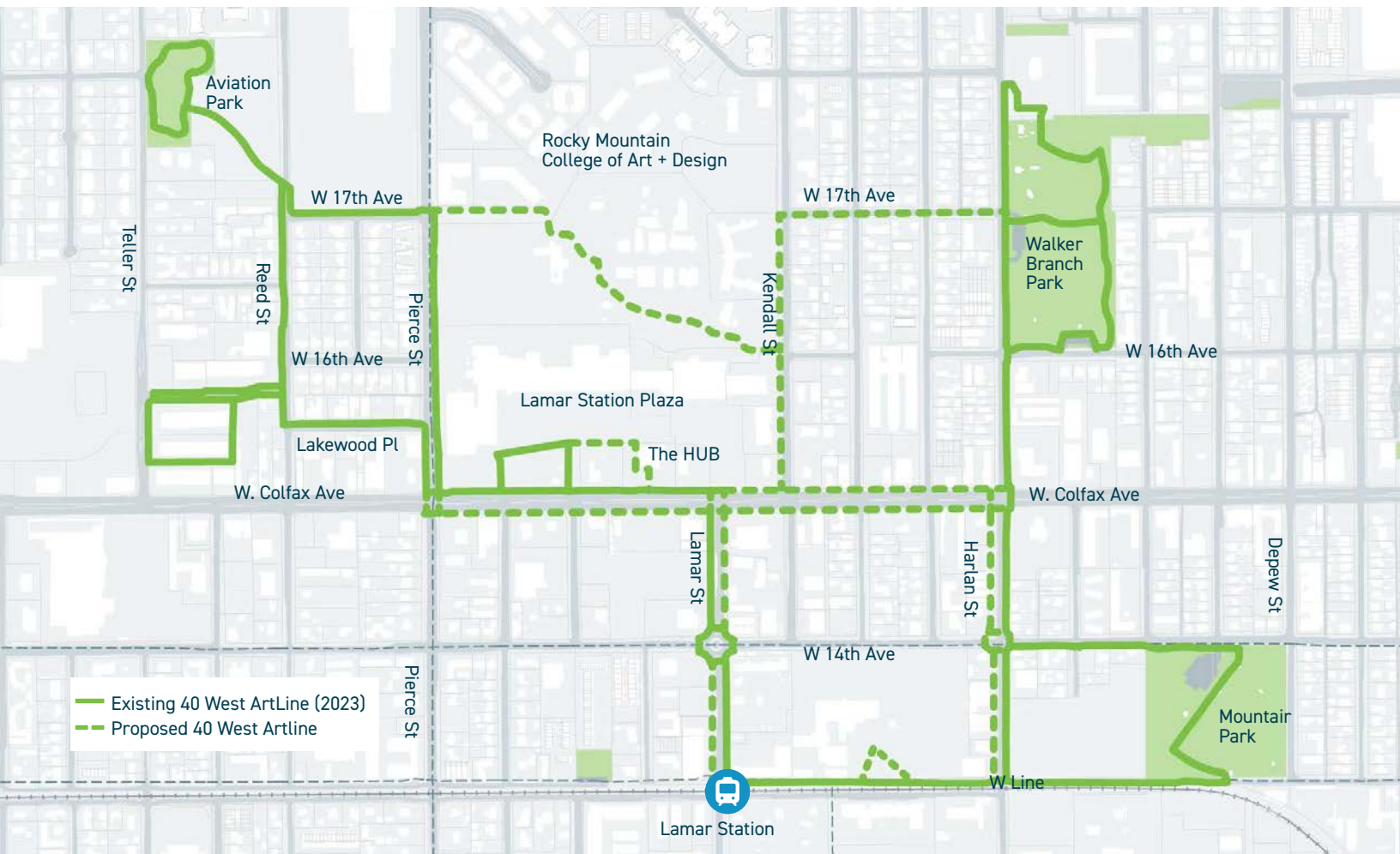
Wall mural, Take Time by DAAS, at the W Line bike path and Harlan St

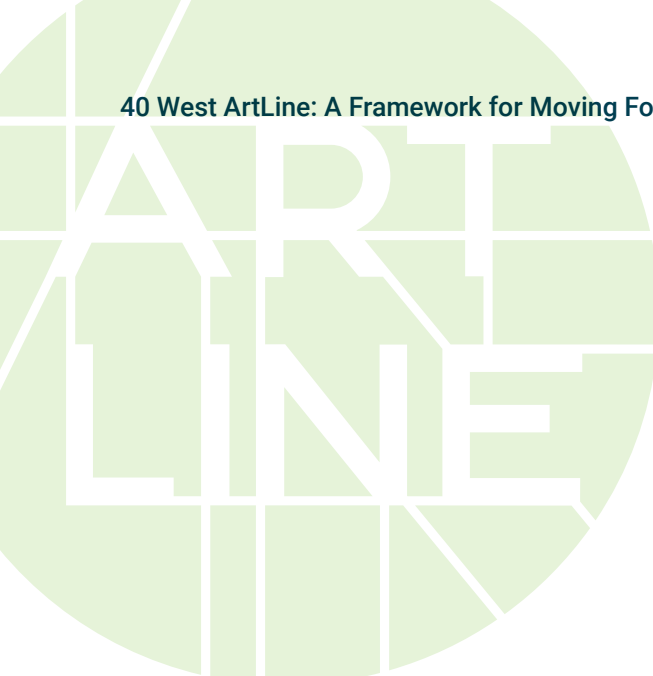
Framework Plan Overview

The 40 West ArtLine is an outdoor art and creative placemaking experience in the heart of the state-certified 40 West Arts Creative District in Lakewood, Colorado. This free outdoor gallery experience tests new urban design and placemaking ideas and showcases over 70 temporary and permanent art and creative placemaking installations created by dozens of artists and many community volunteers. The route is marked by a green line on the ground and follows sidewalks, bike and park paths, and local streets to connect people to parks, dining, shopping, public art, transit and more. The ArtLine is connected to

the greater metro Denver region via historic West Colfax Avenue and the RTD W Line light rail. Originally envisioned by the community in 2011 and with support from an Our Town grant from the National Endowment for the Arts, the ArtLine officially launched in 2018 and is envisioned to eventually become the longest continuous arts experience in Colorado. This Framework Plan charts the ArtLine course for the years to come by documenting the vision, goals and key project priorities for this award-winning community amenity.

40 West ArtLine Map: Recommended Route





VISION

The 40 West ArtLine is a 4-mile public art and creative placemaking experience that connects parks, transit, local businesses, and neighborhoods in the 40 West Arts Creative District. The 40 West ArtLine: A Framework for Moving Forward is a plan that reflects the community's vision to enhance the ArtLine as a creative placemaking amenity that supports a resilient, equitable, and vibrant neighborhood with abundant cultural and transportation opportunities. The following goals and strategies were developed based on community and stakeholder input and guide the plan recommendations.

GOALS

Vibrant Art and Public Realm Experiences

Manageable Smaller Loops

Transformative Destinations

Long Lasting Community Amenity

STRATEGIES



Densify Public Art



Integrate with Development



Improve Mobility and Connections



Create Programming and Destinations

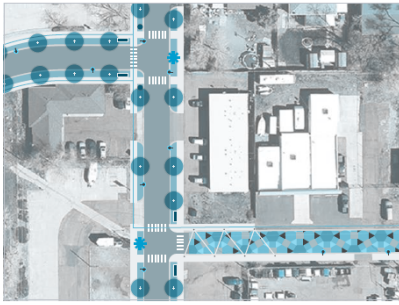


Emphasize Sense of Identity



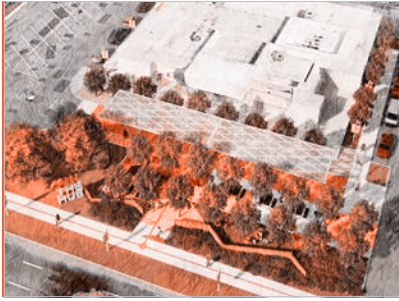
KEY CONCEPTS

*Priority Projects



Aviation Park

1. State-Owned Parcel Improvements
2. Activate Aviation Park Art Pedestals
3. 17th Avenue Sculpture Gardens
4. Reed Street Utility Art
5. Reed Street Mobility Improvements
6. Reed Street and 17th Avenue Intersection Improvements
7. 16th Avenue Streetscape and Creative Business Area
8. Lakewood Place Mural and Lighting Experience



Colfax Core

1. **The HUB at 40 West Arts Plaza***
2. Art Gateway at Lamar and Colfax
3. Art Along West Colfax Streetscape
4. Improve North-South Crossings Along West Colfax Avenue
5. Lamar Station Plaza Creative Hub



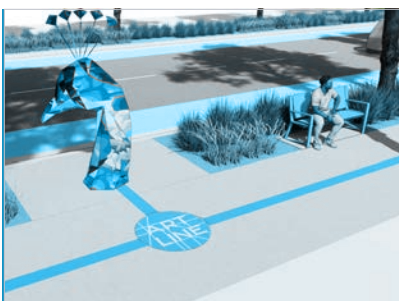
Lamar Street

1. **Lamar Street Art Corridor, Street Gallery + Festival Street***
2. Art With Private Development
3. Attractive and Complete Street
4. Lamar Street Gateway
5. Environmental Art along Lamar Street



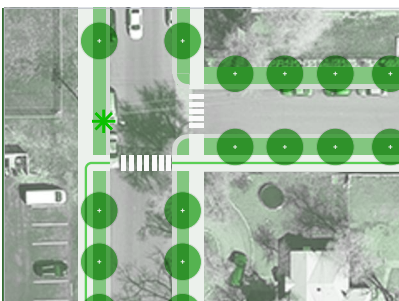
Mountair Park

1. **Densify W Line Bike Path Art***
2. Harlan Streetscape Improvements
3. Brickyard Development Art + Community Gathering Spaces
4. Mountair Park Gateway Moments



Walker-Branch Park

1. 17th Avenue and Harlan Street Intersection
2. Harlan Streetscape Improvements
3. Walker-Branch Park Art
4. Harlan Street and 18th Avenue Crossing
5. Opportunities for Programming, Gathering and Events
6. Walker-Branch Park Gateway and Wayfinding



Rocky Mountain College of Art + Design (RMCAD)

1. ArtLine Connection Through RMCAD
2. Adaptive Reuse of Historic Building and Outdoor Performance Garden
3. RMCAD Art and Sculpture Garden
4. Kendall Streetscape
5. 17th Avenue and Kendall Street Intersection
6. 17th Avenue Streetscape

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The ArtLine Story

The 40 West ArtLine is a community inspired 4-mile long public art and creative placemaking amenity that meanders through the historic and eclectic neighborhoods of the 40 West Arts Creative District in Lakewood, Colorado. The ArtLine's popularity has continued to grow since the idea of creating an arts trail in this area first emerged in 2011 while the community was planning for the future Lamar Station on the W Line light rail, which opened in 2013. The arts trail was envisioned as a green painted line on the ground to connect three neighborhood parks with transit, historic neighborhoods, local businesses, and Creative District amenities. The ArtLine, which officially launched in 2018 with over 70 temporary and permanent art installations created by over two dozen artists and hundreds of community volunteers, has become an award-winning creative placemaking experience that has overwhelming public support. The ArtLine has beautified the area through public art and provided new physical and social connections within the community.

Since implementation, the necessity for a formal framework plan has arisen to help prioritize and guide future decisions and ensure the ArtLine is well-maintained and sustainable. The 40 West ArtLine: A Framework for Moving Forward is a long-term plan to chart the ArtLine's course for the years to come. The plan documents the ArtLine vision, synthesizes the previous work and extensive community engagement since the ArtLine's early beginnings, builds on the existing public art and creative placemaking features and identifies additional opportunities for new art and public space amenities, conceptualizes designs to improve conditions for walking and bicycling, defines what the green line treatment should be, and provides guidance to put the plan into place and to fund and maintain the project. In addition to this plan, the *40 West ArtLine Design Standards and Guidelines* have been developed as a separate but related document to provide design guidance for the public and private realm streetscape in the six different character segments of the 40 West ArtLine.



40 West ArtLine Map by Elle Powell



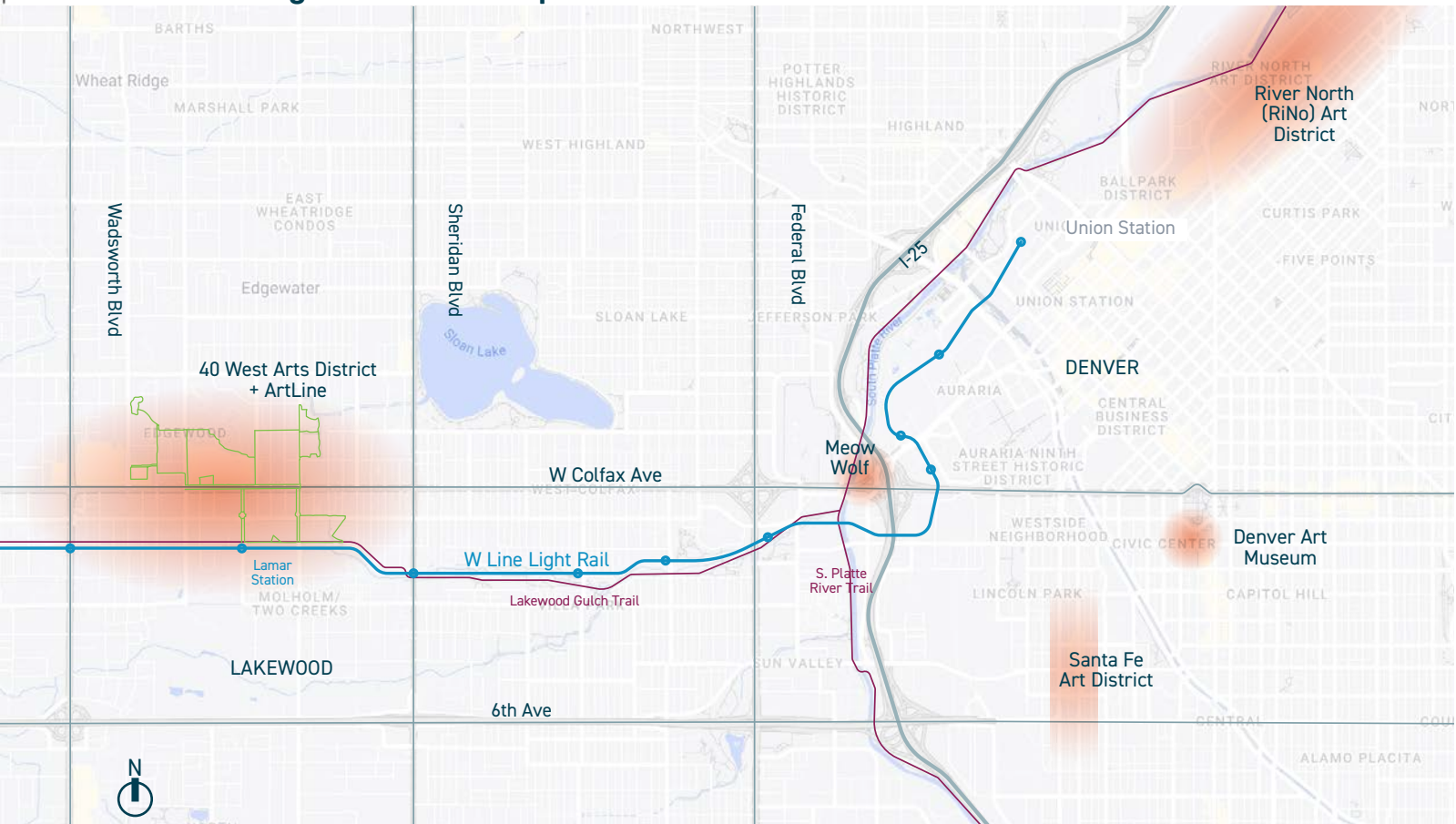
ArtLine Dedication, June 2018

The ArtLine in Context

The ArtLine is part of the Denver metropolitan region's vibrant arts and culture scene and is situated in Lakewood, CO, directly west of Denver. The ArtLine serves residents in the historic neighborhoods where it is located as well as visitors who can easily access this unique amenity via the Lamar Station on the W Line light rail, by foot or bicycle from the W Line bike path that connects to the regional Lakewood Gulch Trail, or by bus or vehicle from West Colfax Avenue, an arterial street that provides a major connection between Lakewood and Denver.

The ArtLine is located within the state-certified 40 West Arts Creative District and contributes to a robust regional art system, with Meow Wolf, Denver's Arts District on Santa Fe, the Denver Art Museum, and RiNo Art District all within a 6-mile radius. The ArtLine is anchored by The HUB at 40 West Arts, which houses seven unique galleries and creative businesses and serves as a central gathering and events space for 40 West, the Lakewood community, visitors, and artists. The HUB at 40 West Arts is a key entry point to the ArtLine and is located along historic West Colfax Avenue and within the Lamar Station Plaza shopping center, home to the legendary and recently re-opened Casa Bonita restaurant.

ArtLine Regional Context Map



Importance of Public Art and Creative Placemaking

Public art and creative placemaking – generally defined as diverse partners using arts and culture to shape the character of a place to spur local economic development, enhance social connections, and improve the physical environment – are foundational to the 40 West ArtLine. Creative placemaking has many documented benefits. A 2022 Urban Land Institute study found that it promotes social cohesion, reduces crime, and helps build trust among diverse groups. It is also an economic driver. Similar creative placemaking projects like the High Line in New York City and the Indianapolis Cultural Trail have generated billions of dollars in economic benefit to local communities. Done well, creative placemaking can also promote equity by leading with a placekeeping approach that attracts energy, amenities, and investments while acting to retain people, character, history, and culture.

The ArtLine is a community influenced creative placemaking project. Its benefits to area residents and the City of Lakewood are both anecdotal and quantifiable. More than 4000 community members attended the 2018 ArtLine opening celebration and many expressed that the project generated increased pride in their neighborhood. One resident shared photos of her grandchildren joyfully discovering artwork along the green line, demonstrating how the ArtLine improved her family's lives. Social connections and quality of life have been improved for dozens of residents of the Creekside community, an affordable senior living development on the ArtLine, through participation in a community art project and an immersive performance arts experience during the COVID pandemic. Funded through an AARP grant in 2020, this collaborative project paid local 40 West artists to work with the residents in creating a visual storytelling fence art installation that beautified their neighborhood and helped the seniors feel more connected to their community during a time of isolation. The grant also funded Handsome Little Devil's, a local arts group, to bring Project Joy Bomb, an immersive parade-like arts experience, to the seniors and other residents along the ArtLine. Economic benefits of the ArtLine are notable, ranging from large-scale development projects, financed because of their proximity to the 40 West

Arts District and the ArtLine, to direct payments to artists, fabricators, and engineers through public art commissions and purchases. One local artist along the route made his career highest one-day sale to a visitor following the ArtLine map who stopped at his gallery to shop. Public health benefits are documented through an annual ArtLine Pedestrian and Bicycle Count, which showed a 130% increase in pedestrians and a 325% increase in bicyclists using the ArtLine route in 2021 compared to 2018 before the ArtLine launched. Estimates suggest nearly 235,000 people will walk or bike along the ArtLine each year and benefit from the creative placemaking project. This Framework Plan outlines strategies to bolster the ArtLine as an amenity that will continue to directly involve and benefit the surrounding community for years to come.



Handsome Little Devil's Joy Bomb, funded by AARP grant in 2020

ArtLine + The Community

The 40 West ArtLine is a community driven project that is the result of extensive public engagement and planning efforts with thousands of stakeholders. The process to develop this *40 West ArtLine Framework Plan* built on the past community engagement work and included additional

community pop-up and open house events, an online bilingual survey, and small group workshops to gather input and feedback. Some of the key community feedback that helped develop the goals and recommendations in this plan includes:

Strong support for plaza space adjacent to The Hub at 40 West.

Excitement around existing art and support for additional enhancements.

Need for maintenance operations.

Support for bolstering the visibility of the green line.

Support for densifying art to create special destinations.

Desire to learn more about represented artists and the artwork when on the route.

Desire for improved connections, particularly through the RMCAD property.

Excitement around emphasizing the connection to the Lamar Street W Line Station as a crucial link and gateway for visitors.

Desire to improve the streetscapes and public spaces.

Desire for improvements to enhance safety and comfort.

For more information about the ArtLine's inception, community engagement efforts and input, and additional resources please refer to the supplemental 40 West ArtLine Existing Resources and Community Input Summary document.



Strategic Framework

18	ArtLine Vision, Goals + Strategies
20	ArtLine Route + Access
22	ArtLine Segments + Priority Projects Overview
24	Aviation Park
30	Colfax Core
36	Lamar Street
40	Mountair Park
44	Walker-Branch Park
50	Rocky Mountain College of Art + Design (Future)

ArtLine Vision, Goals + Strategies

Vision

The 40 West ArtLine is a 4-mile public art and creative placemaking experience that connects parks, transit, local businesses, and neighborhoods in the 40 West Arts Creative District. The 40 West ArtLine: A Framework for Moving Forward is a plan that reflects the community's vision to enhance the ArtLine as a creative placemaking amenity that supports a resilient, equitable, and vibrant neighborhood with abundant cultural and transportation opportunities. The following goals and strategies were developed based on community and stakeholder input and guide the plan recommendations.

Goals

- a. **Vibrant Art and Public Realm Experiences.** Establish an identifiable public realm with a consistent and aesthetically interesting marking for the ArtLine that promotes pedestrian safety and comfort and a dynamic artistic and creative placemaking experience.
- b. **Manageable Smaller Loops.** Break down the ArtLine into shorter, identifiable segments that are anchored by major destinations, amenities, or clusters of activities and art and are easier for people to experience during a typical visit.
- c. **Transformative Destinations.** Enhance existing and create new transformative destinations that attract visitors, support local resident needs, and promote local businesses and development.
- d. **Long Lasting Community Amenity.** Ensure that the strategies and recommendations support a community amenity that is well-operated and maintained and flexible and resilient in the face of future changes.



The Illusion by Bobby MaGee Lopez

Public Art and Creative Placemaking Strategies

Five major recommended strategies have emerged to enhance the ArtLine and support the goals. Each strategy addresses community desires and concerns that have surfaced throughout the engagement process. The six ArtLine segments concentrate on a different set of strategies, all working toward the overall goals and vision to enhance the ArtLine as a sustainable creative placemaking amenity.



Densify Public Art

Art should be focused strategically to elevate the experience and add an element of surprise and discovery for ArtLine visitors.



Integrate with Development

Embrace opportunities to enhance the ArtLine experience by incorporating art, placemaking, and enhanced streetscapes with new development and adaptive reuse projects.



Improve Mobility and Connections

A safe, comfortable, well-lit, and continuous pedestrian and bicycle network is essential for the long-term success of the ArtLine.



Create Programming and Destinations

Places for community to come together to celebrate, play, shop, dine, and connect are important for a vibrant and dynamic ArtLine experience.



Emphasize Sense of Identity

The ArtLine area is rich in history and culture and many opportunities exist to celebrate this and create memorable places and experiences.

ArtLine Route + Access

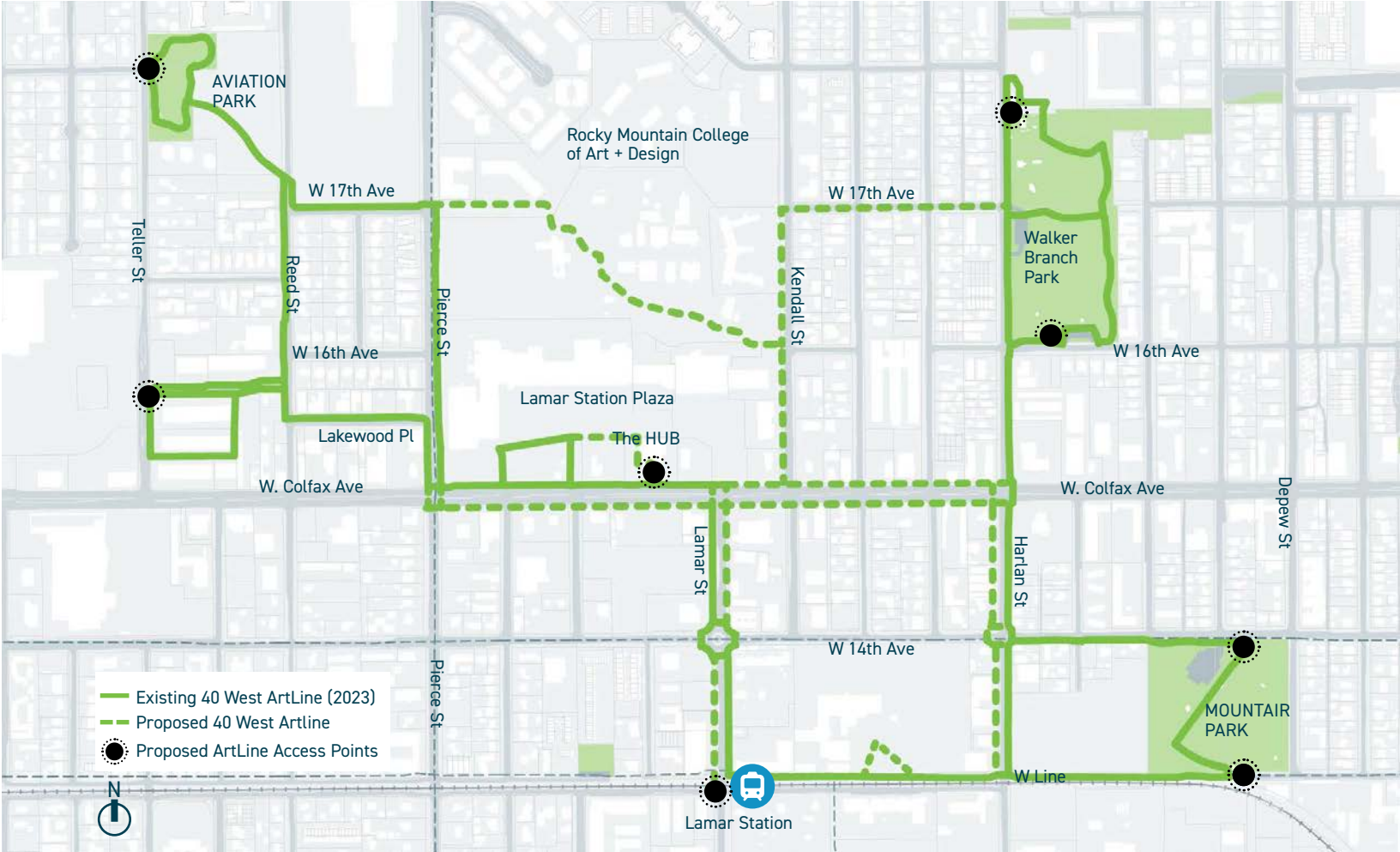
Based on community feedback and an understanding of ArtLine visitors based on observation during annual ArtLine pedestrian and bicycle counts, people do not typically experience the entire 4-mile ArtLine at one given time, and instead, users explore the route in smaller more manageable segments. Therefore a desire exists to create shorter distinct segments and sub-loops and to enhance the ArtLine to improve wayfinding and the walking and biking experience to connect to area destinations like parks, Lamar Station Plaza, and the Lamar Light Rail Station. While the overall ArtLine route largely stays the same, to create the shorter segments and sub-loops, several additions are recommended:

- A key recommendation is to bring the ArtLine through the Rocky Mountain College of Art + Design (RMCAD) campus in the future. Throughout the public engagement process there was strong support for exploring a connection through the historic campus and RMCAD has supported this idea. The RMCAD route would start at the corner of 17th and Pierce and travel east through campus, pass the sculpture garden, and emerge on Kendall Street. This expansion would include implementing the ArtLine along the west side of Kendall Street from West Colfax Avenue to 17th Avenue where the route would head east along the south side of 17th Avenue to connect with Walker-Branch Park. Additional design work, funding, and collaboration with RMCAD is necessary to realize this future connection.
- The additional suggested expansions include implementing the ArtLine on both sides of the street along Colfax Avenue from Pierce Street to Harlan Street with the West Colfax Safety Project, both sides of Lamar Street from Colfax Avenue to 13th Avenue, and both sides of Harlan Street from 17th Ave to the W Line bike path.

Identifying access points into the ArtLine route is also important for ensuring a welcoming entrance to the experience and a place where visitors can find ArtLine information and resources. While the ArtLine can be accessed and enjoyed from any starting point along the route, there are a few main entry locations that should be prioritized for people accessing the route by foot, bicycle, rail, or vehicle. These locations include the HUB at 40 West Arts, the three parks, and the W Line Lamar Street light rail station. Priority should be given to additional signage and information for visitors at these entry points.



40 West ArtLine Map: Recommended Route + Access Points



ArtLine Segments + Priority Projects Overview

To create the smaller sub-loop ArtLine segments and celebrate the unique character areas and assets along the route, the Framework Plan identifies six different segment areas, each with its own special features, adjacent land uses, parks or public spaces, and relationship to existing neighborhood amenities. These segments can be experienced individually and work together to feature a diverse range of creative and artistic opportunities which will create a continuous ArtLine experience that is dynamic and supports the neighborhood context.

The six segments, as illustrated on the map, include:

- Aviation Park - [page 24](#)
- Colfax Core - [page 30](#)
- Lamar Street - [page 36](#)
- Mountair Park - [page 40](#)
- Walker-Branch Park - [page 44](#)
- Rocky Mountain College of Art + Design (Future) - [page 50](#)

Details for each of these segments are described on the following pages and include:

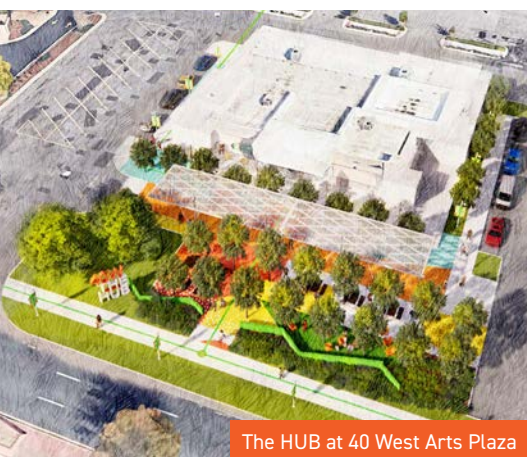
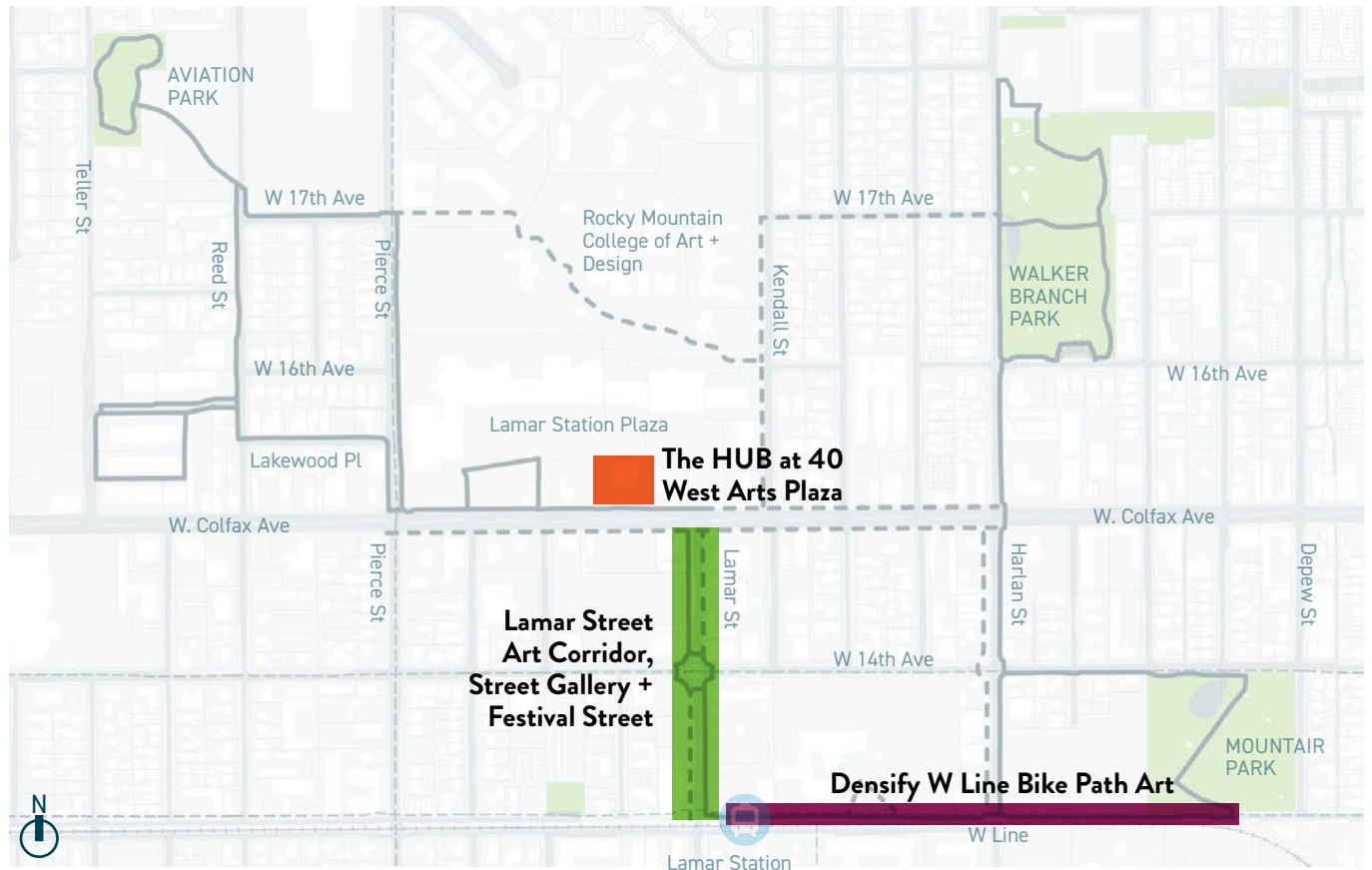
- Existing Character and Opportunities
- Segment Vision, Recommendations, and Concept Designs

40 West ArtLine Segments Map



Additionally, three Priority Projects are described in detail in the Segments where each project is located. These Priority Projects were identified based on community and stakeholder input as areas to focus on first to enhance the ArtLine's identity and user experience and to showcase what the entire ArtLine experience can be. Project partners should focus on identifying funding, tools, and partnerships to implement the Priority Projects as soon as possible.

40 West ArtLine Priority Projects



The HUB at 40 West Arts Plaza



Lamar Street Art Corridor, Street Gallery + Festival Street



Densify W Line Bike Path Art



Aviation Park

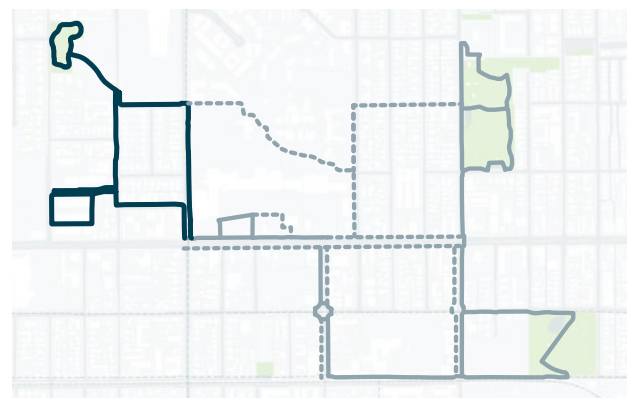
Existing Character and Opportunities

The Aviation Park segment encompasses the northwestern section of the ArtLine. The park was once the site of the former Aviation Country Club, a social club for WWII pilots and other aviation personnel in the 1950s. Prior to that it was the Broadmoor Country Club, which hosted big name entertainers like Lawrence Welk. It was developed as a Lakewood park in 2005.

The character of this segment varies from single family residential homes, including some multifamily residential, to commercial, light-industrial, and mixed uses closer to West Colfax Avenue. There are some larger institutional uses along the north and east sections of the segment that include the Colorado Department of Revenue building and Rocky Mountain College of Art + Design (RMCAD), where the route passes the main entry of the historic campus along Pierce Street. Just north of RMCAD is the Residences at Creekside which is owned and operated by Metro West Housing Solutions and offers affordable apartments to seniors in the community.

The park serves as a major anchor for the segment by featuring some of the earliest ArtLine public art installations. The areas near West Colfax Avenue have embraced local artists and creative industries by creating a collection of galleries and creative businesses along West 16th Avenue, Reed Street, and Teller Street. Lakewood Place contains an eclectic mix of uses and has been activated with temporary art in the past. It's an important link between galleries and creative businesses in the west part of the ArtLine to the HUB at 40 West Arts and destinations to the east.

The public realm and mobility infrastructure in the Aviation Park segment is lacking consistency with several unimproved streets due to the period that the area developed and the historic lack of emphasis on pedestrian and bicycle infrastructure. In many areas, the streets lack sidewalks and street trees, and do not meet current city public roadway standards. Building and land uses along each street also affect the character of the streets. This includes substantial areas of surface parking, asphalt paving, unobstructed access to commercial businesses, and established landscaping and mature trees on private property in the residential areas. Of the two major north-south streets in this segment, the only area with a continuously improved sidewalk and landscape treatment is the east side of Pierce Street, which was completed in 2016 with Community Development Block Grant funds. The remaining three frontages along the two major north-south streets either have substandard sidewalks or are missing them completely. Recent ArtLine crosswalk improvements at 17th Avenue and Pierce Street and Aviation Park and Reed Street, funded through CDOT Revitalizing Main Streets grants, facilitate safer access between the park and areas to the east.



Aviation Park Segment Map



Aviation Park entry sign on Teller St



Sculpture art, *Unearthed Plates* by PUNCH, within Aviation Park



Ground mural, *Aztec Maze* by Katy Casper and *Story Totem* by Nestor Fedak with *Hidden Dinosaur* art panels by Michelle Wolins, at Teller St and 16th Ave



Wall mural, *Legilimens* by Birdcap and *Story Totem* by Nestor Fedak, along Pierce St



Reed St and 40 West Arts creative businesses



Ground mural, *Pollinator Path* by Charlotte Ricker, at 17th Ave and Pierce St

Segment Vision, Recommendations, and Concept Designs

The Aviation Park segment concentrates on **improved mobility and connections and creating programming and destinations**. The segment will utilize the larger open spaces near the park while transitioning to the industrial and commercial character closer to West Colfax, with the two major streetscapes along Reed Street and Pierce Street acting as primary connections. The varied character areas inspire different approaches to each part of the segment ranging from opportunities for land art and large sculptures near the park to creative lighting, gathering spaces, murals, fence art and integration with the business near Colfax.

Key Concepts

1 State-Owned Parcel Improvements

- a. Create a larger land art experience by adding new large-scale installations within the state-owned parcel on the west side of Reed Street. This expanse of unimproved natural area provides ample space for new installations to allow visitors and residents to connect with the natural environment and create a sense of discovery, exploration, and contemplation through the expression of new forms of land art.
- b. Integrate an artistic intervention or creative surface treatment within the path that connects Reed Street to Aviation Park to let people know they are on the ArtLine.

2 Activate Aviation Park Art Pedestals

- a. Activate and repurpose the existing pedestals near the playground with art pieces with lighting or family-friendly elements to make people feel comfortable and bring color to the area.
- b. Consider implementing a rotating mural program with artists, students, and community members to create dynamic art pieces on the pedestal bases.

Public Art & Creative Placemaking Strategies



Improve
Mobility and
Connections



Create
Programming
and Destinations

3 17th Avenue Sculpture Gardens

- a. Implement a sculpture garden along 17th Ave in the park area on the north side of the road between Reed Street and Pierce Street in the Colorado Department of Revenue property.
- b. Capitalize on this area's natural setting and mature trees to introduce large outdoor sculptures and small-scale land art that can be experienced as users walk or bike along 17th Ave.

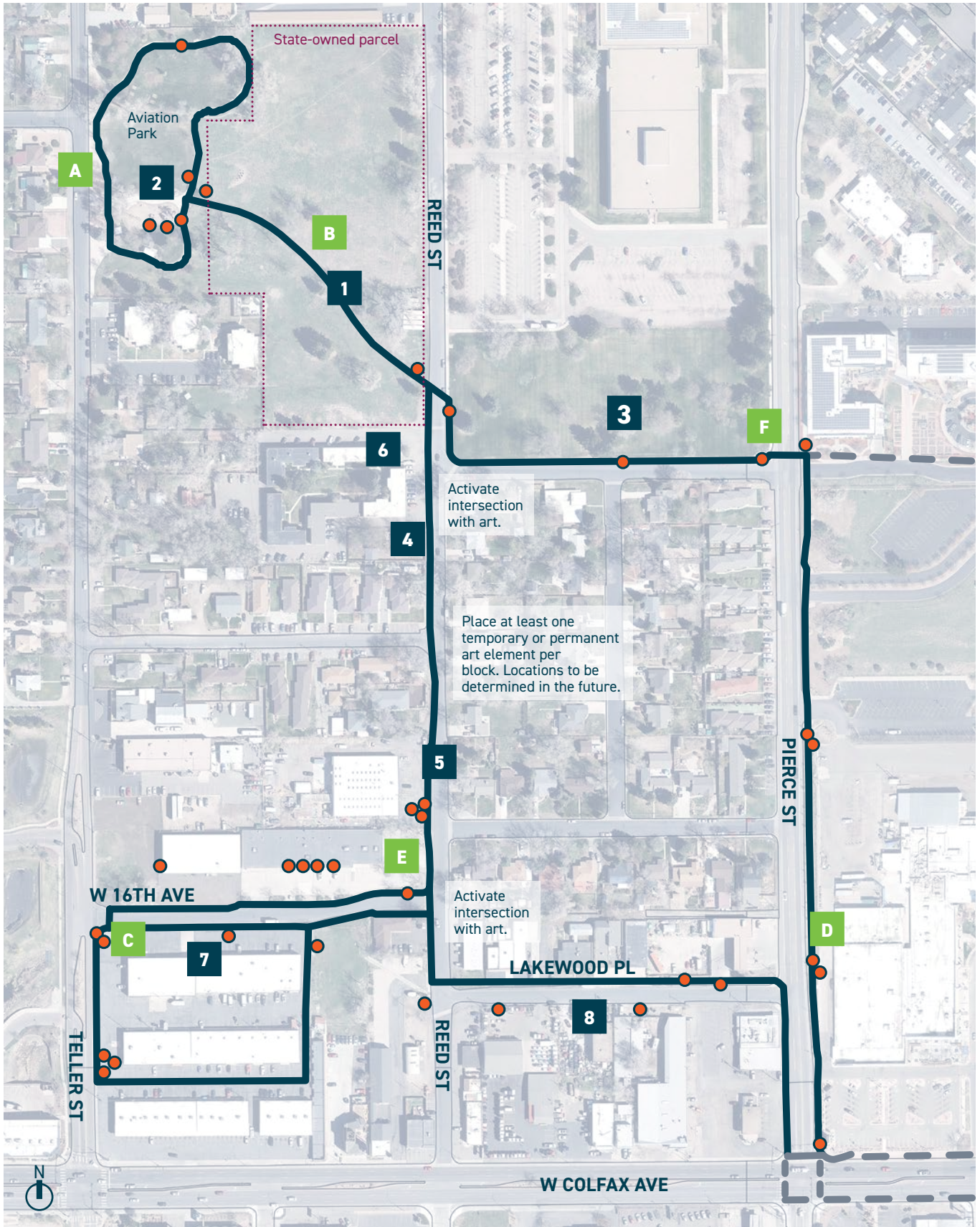
4 Reed Street Utility Art

- a. Utilize the existing 4-5 utility streetlight poles as a canvas for creative and artistic expression along the street. Work in partnership with Xcel to explore artistic treatments in the form of painted murals, yarn wrapping, or other forms of creative and colorful wraps that can be applied to the existing poles to test new placemaking ideas and bring more artistic identity to Reed Street.

5 Reed Street Mobility Improvements

- a. Implement mobility improvements on Reed Street, first along the west side and eventually on both sides of the street, including curb and gutter, new sidewalks, and a landscaped tree lawn to improve pedestrian comfort and safety.
- b. Incorporate artistic and/or ArtLine branded crosswalk treatments with street crossings.

Aviation Park Segment Framework Diagram



- Existing Art (temporary and permanent as of 2023)
- Existing ArtLine (2023)
- Existing Character Images
- Key Concepts



6 Reed Street and 17th Avenue Intersection Improvements

- a. Add artistic and/or ArtLine branded crosswalk to connect north-south across 17th Avenue.
- b. Add artistic and/or ArtLine branded crosswalk to connect east-west at the north and south portions of the intersection to connect across Reed Street and consider raised intersection to slow traffic.
- c. Retain the existing mid-block crosswalk between 17th Avenue and 18th Avenue.
- d. Utilize this intersection as an opportunity to create a more welcoming connection into the state-owned parcel adjacent to Aviation Park.

Concept of Reed St and 17th Ave Intersection Improvement



7 16th Avenue Streetscape and Creative Business Area

- a. Create an enhanced public realm experience using ground murals and markings to connect doorways to new streetscape improvements.

Concept of W. 16th Ave Streetscape Improvement



8 Lakewood Place Mural and Lighting Experience

- a. Utilize creative lighting, fence art, and murals to create a destination placemaking experience and strong connection between gallery hubs in the 40 West Arts District.

Concept of Reed Street Area Improvements



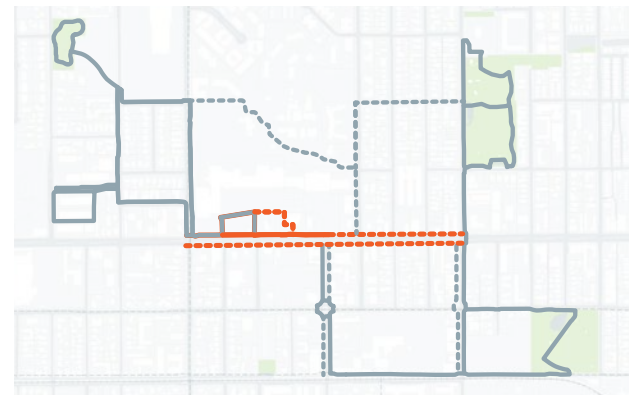
Colfax Core

Existing Character and Opportunities

The Colfax Core segment of the ArtLine has the greatest visibility to attract potential visitors and encompasses West Colfax Avenue from Pierce Street to Harlan Street. Lamar Station Plaza anchors this segment with the HUB at 40 West Arts and businesses like WestFax Brewing Company, Arc Thrift Store, and Casa Bonita. West Colfax Avenue has a rich history, once known as the Golden Road and serving as the primary road to connect Denver and Golden. When West Colfax Avenue was paved in 1932 it became part of the transcontinental US Highway 40. In the 1950s the area was populated with dozens of motels. During the 1960s and 1970s West Colfax Avenue started providing services and housing residents, including increasing numbers of immigrants. Today, the character of this segment is primarily commercial and West Colfax Avenue still operates as a primary arterial road, with three travel lanes in both directions currently.

The existing public realm is uncomfortable for pedestrians with many missing or inadequate sidewalk areas and paved tree lawn areas that slope toward the road on the north side of West Colfax Avenue. There is a lack of street trees and vegetation and surface parking lots that directly abut the sidewalk and pedestrian area. For the thousands of people traveling West Colfax each day in a vehicle, there is no indication that you are arriving at the ArtLine as you drive through the Colfax Core segment. However, the planned West Colfax Avenue Safety Project will transition one travel lane in each

direction to improve safety and aesthetics by providing continuous detached sidewalks and areas for landscaping and placemaking, which is a priority for the community. Significant opportunities exist in the next few years to enhance the entrance into the ArtLine and this segment of the route with the Safety Project. Notably, the intersection of Colfax Avenue and Lamar Street is envisioned as a key focal point and gateway entrance opportunity. Also, Casa Bonita re-opened in 2023 under new ownership and with significant renovations. It's expected to attract more than a million visitors annually, which provides exciting opportunities to build more awareness and visitorship for the ArtLine and can help attract other new creative uses and businesses to Lamar Station Plaza to create a central hub and destination on the ArtLine.



Colfax Core Segment Map



Interactive art, Affirmation Station by Timothy Flood, in Lamar Station Plaza



Community celebration at The HUB at 40 West Arts in Lamar Station Plaza



Story Totem by Nestor Fedak with Hidden Dinosaur art panels by Michelle Wolins, along Colfax Ave



Ground mural, Rainbow Road Chroma Code by Katy Casper, in Lamar Station Plaza



Segment Vision, Recommendations, and Concept Designs

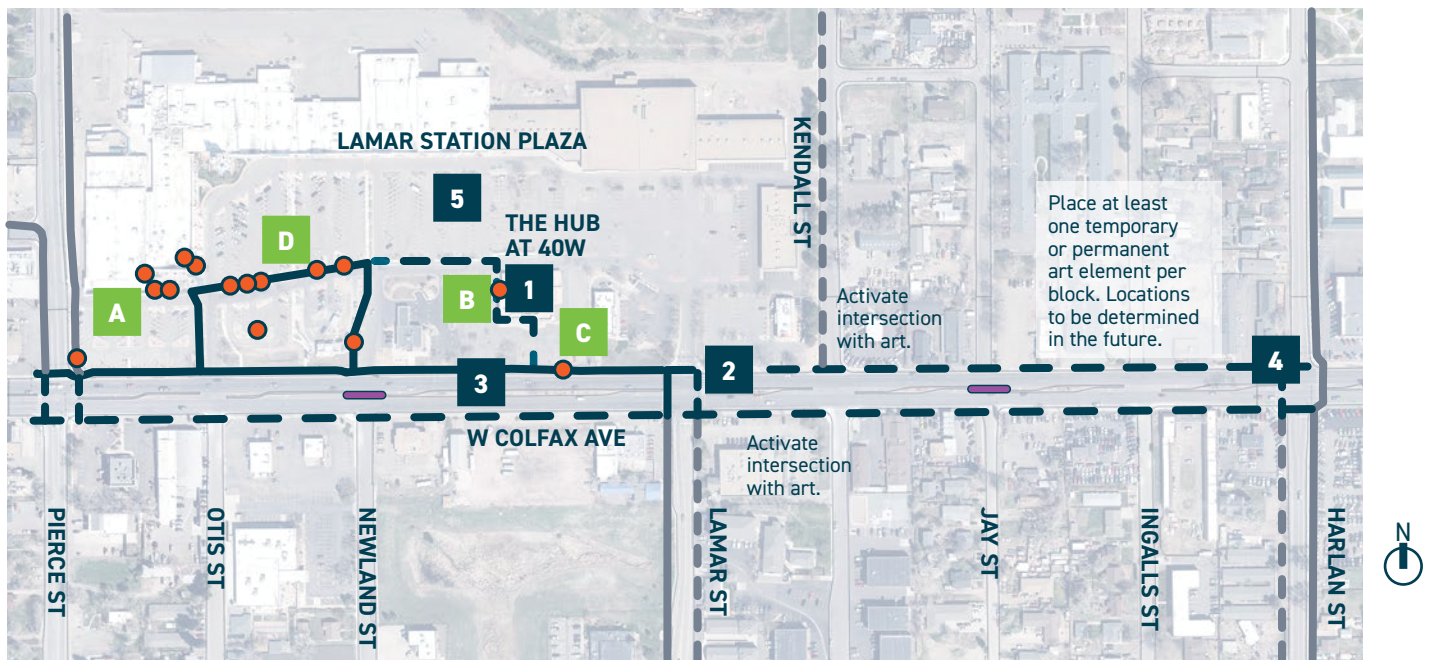
The Colfax Core segment concentrates on **densifying public art, integrating with development, improved mobility and connections, creating programming and destinations, and emphasizing a sense of identity.** The segment will become the front door for the ArtLine, announcing arrival to the route for the diverse variety of users along West Colfax. The segment will feature an ArtLine experience on both sides of the street and a new public space and flexible performance and event area at the HUB at 40 West Arts. The segment will also feature a signature public art gateway piece at the intersection of Lamar Street and West Colfax Avenue and opportunity for additional art installations along the improved streetscape.

Public Art & Creative Placemaking Strategies



Colfax Core Segment Framework Diagram

- Existing Art (temporary and permanent as of 2023)
- Planned Z-Crossings with Opportunity for Art
- Existing ArtLine (2023)
- Proposed ArtLine
- Existing Character Images
- Key Concepts



Key Concepts

1 The HUB at 40 West Arts Plaza

*PRIORITY PROJECT

- Create, support, and fund a destination public space that is adaptable for events, performances, rotating art, and everyday gathering.
- Explore hiring artists to work with community members to install ground murals on the plaza space as a near-term investment. Consider thermoplastic murals as a longer-term investment.
- Utilize this plaza to establish a highly visible front door for the 40 West Arts District along West Colfax Avenue by extending paving and/or ground murals to the sidewalk in order to integrate the plaza with the streetscape and invite people in.
- Locate the plaza between the south side of the building and West Colfax Avenue to enhance the entrance and showcase The HUB at 40 West Arts.
- Implement landscape improvements along the east side of The HUB building and consider creation of a small patio/outdoor dining space.
- Promote The HUB as a main entry point to the ArtLine and provide signage and visitor information about the route, ArtLine Audio Tours, artist info, and more.

One Concept of The Hub at 40 West Arts Plaza



2 Art Gateway at Lamar Street and West Colfax Avenue

- a. Commission a signature art gateway at the intersection of West Colfax Avenue and Lamar Street featuring a large public art piece, ideally activating all four corners, to announce you have arrived in the heart of the 40 West Arts District. The size, scale and visual impact of the art installation should make it a visually recognizable gateway and let people know they have arrived in the 40 West Arts District and at a key location along the ArtLine.

Gateway Concept Idea at Lamar St and W Colfax Ave



**For illustration purposes only*

3 Art Along West Colfax Streetscape

- a. Engage with planned improvements to the medians during Phase 1 of the West Colfax Safety Project. Consider fence art, improved lighting, Z crossing art installations, and landscape improvements.
- b. Implement improvements to the streetscape along both sides of the street during Phase 2 of the West Colfax Safety Project. Consider wayfinding elements, furnishings, improved lighting, and landscape improvements. Use art to highlight designated areas for pedestrians to safely cross West Colfax Avenue.

4 Improve North-South Crossings Along West Colfax Avenue

- a. Ensure north-south crossings of Colfax Avenue at Pierce, Lamar, and Harlan Streets are designed to prioritize and accommodate people walking or biking the ArtLine with short crossings and accessible ramps.
- b. Add public art and lighting, and clearly delineate the crosswalks with ArtLine branded pavement markings to make it a comfortable, safe, and welcoming experience.

5 Lamar Station Plaza Creative Hub

- a. Position Lamar Station Plaza as a destination with creative businesses, restaurants, and entertainment to build on the energy of Casa Bonita, the HUB at 40 West Arts, WestFax Brewery and other restaurants and galleries.
- b. Continue to work with Lamar Station Plaza owners and businesses on placemaking, art, and wayfinding along the ArtLine route within the shopping center.



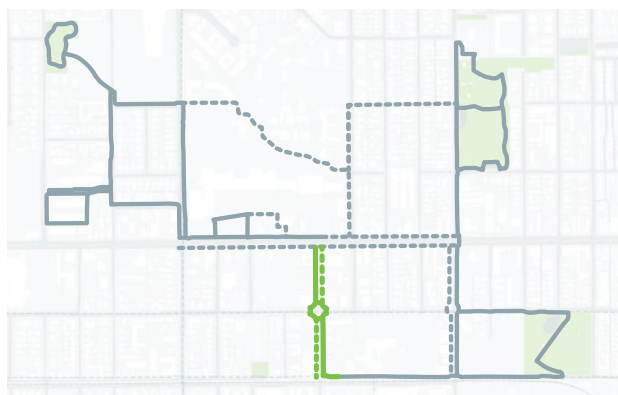
Examples of public art in median and along the street. Art by Okuda San Miguel.

Lamar Street

Existing Character and Opportunities

The Lamar Street segment spans two blocks and connects Lamar Station Plaza and West Colfax Avenue with Lamar Station, a neighborhood-serving walk-up stop along the RTD West Rail Line. The street is considered a key spine of the 40 West ArtLine and is envisioned to be a focal point of the 40 West Arts District. The direct connection to public transit represents an opportunity to welcome regional visitors to the ArtLine and draw them to The HUB at 40 West and other area destinations. Lamar Street is a minor collector from 13th to 14th Ave and a local street from 14th to Colfax Ave with one lane of traffic in each direction and bike lanes. A roundabout at the intersection of W 14th Avenue and Lamar Street is home to the sculpture “Connected” by Christopher Weed, which honors the connectedness of the people and neighborhoods in the area. This area is characterized by a mix of uses, including industrial and makerspace uses as well as newer affordable and market-rate apartment developments and The Loop apartments, an older apartment building that was recently beautified with the Wild Urban Medicine murals by artist Katy Casper. Nearby future proposed developments, like The Brickyard, will put even more emphasis on the potential to activate this segment as a vibrant place.

Lamar Street has enhanced sidewalk and streetscape in two segments but is currently missing sidewalks along the west side of the street between 13th Avenue and 14th Avenue and along the east side of the street between 14th Avenue and West Colfax Avenue. It has many art and placemaking elements, including recently installed thermoplastic ground murals designed by 40 West Artist Charlotte Bassin, but there is potential to greatly enhance the public and private realm in the area and create a major sense of arrival to the ArtLine for visitors arriving from Lamar Station or from the W Line bike path.



Lamar Street Segment Map



Thermoplastic mural, Dance of the Dandelions by Charlotte Bassin, at 14th Ave and Lamar St



Wall murals, Urban Wild Medicine by Katy Casper, along Lamar St



Sculpture art, Connected by Christopher Weed, at Lamar St roundabout



Fence art, Today is the Day by Yulia Avgustinovich, along Lamar St

Lamar Street Segment Framework Diagram

Segment Vision, Recommendations, and Concept Designs

Lamar Street will concentrate on **densifying public art, integrating with development, improved mobility and connections, and emphasizing a sense of identity.** This segment will become an outdoor art corridor and gallery framed by adaptively reused buildings and higher density mixed-use activities with numerous locations for public art, including individual pieces, sculptures, wall murals, and small pockets for people to gather and socialize. The street will be the focal point and main mixed-use neighborhood spine with a continuous design character and street-level activation, including gathering spaces, neighborhood-serving businesses, public art, and lighting. Lamar Street is envisioned to become a community destination, and the roadway could be temporarily closed off for festivals and community events. Future improvements along the street will enhance mobility and connectivity between the Lamar Station and areas to the north along the ArtLine. This segment also has the potential to be a welcoming and enhanced entrance to the future proposed Brickyard development to the east and creatively activated pedestrian walkways should be designed to connect the two areas.

Public Art & Creative Placemaking Strategies



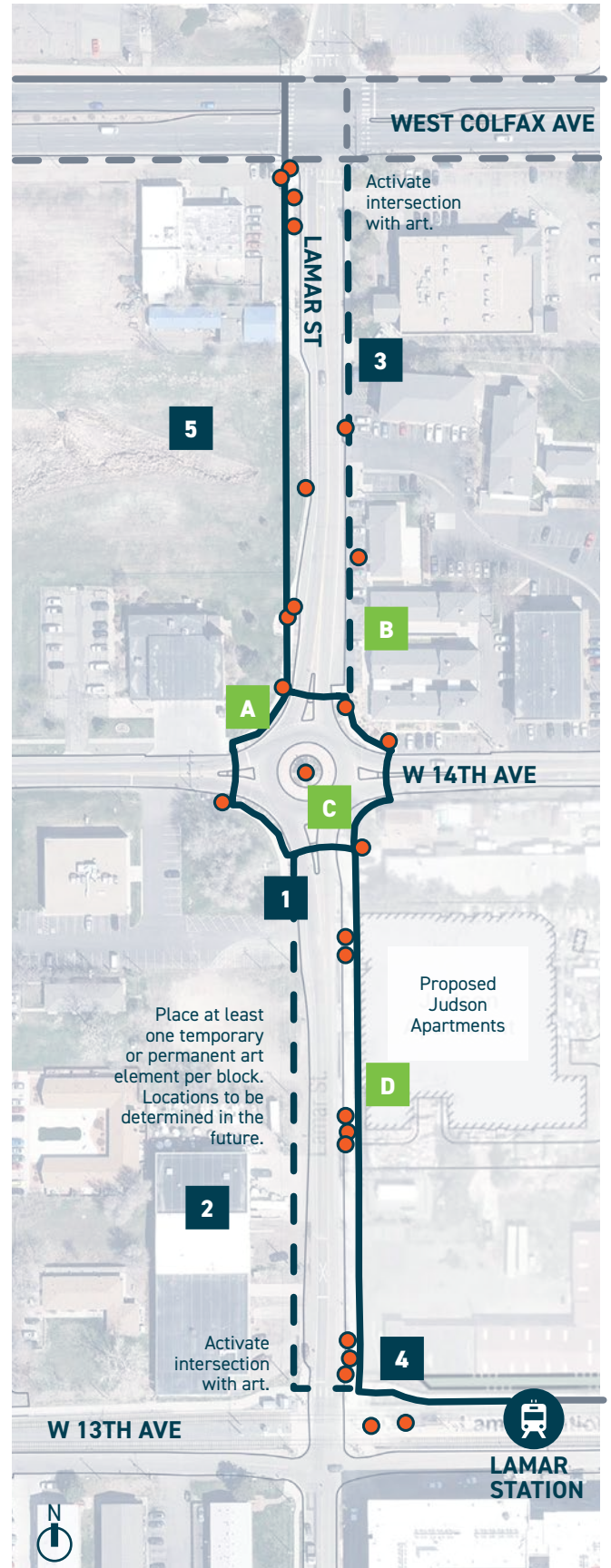
Densify Public Art

Integrate with Development

Improve Mobility and Connections

Emphasize Sense of Identity

- Existing Art (temporary and permanent as of 2023)
- Existing ArtLine (2023)
- Proposed ArtLine
- Existing Character Images
- Key Concepts



Key Concepts

1 Lamar Street Art Corridor, Street Gallery + Festival Street ***PRIORITY PROJECT**

- a. Create an outdoor art corridor or hallway experience that includes numerous locations for public art along both sides of the street.
- b. Integrate this street gallery approach with new developments and adaptive reuse by integrating public art on private property, buildings, or public realm enhancements.
- c. Support the creation of a well-lit and creatively enhanced pedestrian walkway/alleyway to connect Lamar Street to adjacent future redevelopment to the east.
- d. Encourage opportunities to create a “festival street” for block parties and temporary street closures for pop-up celebrations and events in partnership with local businesses and 40 West Arts.

Concept of Lamar Street Art Corridor



2 Art With Private Development

- a. Incorporate art and creative design features into new development as a part of the City of Lakewood's Enhanced Development Menu and ArtLine Design Standards & Guidelines to create a continuous art experience utilizing the facade and ground floor of buildings facing the street.
- b. Encourage art enhancements on existing buildings to help activate the street and provide interest.
- c. Support efforts to encourage adaptive re-use of existing buildings and new mixed-use buildings that provide neighborhood-serving businesses that help activate the street level and contribute to developing Lamar Street as a destination for the community.

3 Attractive and Complete Street

- a. Complete the missing sidewalk and streetscape segments with future grants or redevelopment to provide a safe and attractive connection on both sides of Lamar Street in this segment.
- b. Consider opportunities to prioritize active transportation and to improve comfort and safety for pedestrians and bicyclists with secure bike parking and other enhanced design elements.

4 Lamar Street Gateway

- a. Create an enhanced and improved vertical placemaking / wayfinding element near the station at 13th Avenue to be highly visible and welcome people to the ArtLine when they are arriving by light rail or on the W Line bike path. Consider a gateway element at or near the station.
- b. Utilize the existing 40W kiosk and bike station at 13th and Lamar to provide information about the ArtLine and events in the area and promote this as an entrance point into the ArtLine for visitors accessing the amenity from the W Line light rail.

5 Environmental Art Along Lamar Street

- a. Create an environmental land art experience in the storm water detention area to activate it as a passive recreational area along the ArtLine.
- b. Coordinate with the future North Dry Gulch drainage improvement project to incorporate the art into future designs.



Art should be included with private development



Examples of arrival gateway opportunities

Mountair Park

Existing Character and Opportunities

The prominent feature of this segment is Mountair Park, a 9-acre park at the intersection of 14th Avenue and Depew Street that slopes down to the W Line bike path and 13th Avenue. The park features a baseball field, picnic tables, playground, basketball court and a picnic shelter. The park is also home to Mountair Park Community Farm, a 1.5-acre organic vegetable farm in the south section of the park that was established in 2014 through a partnership between the City of Lakewood and the non-profit Sprout City Farms. The farm averages 10,000 pounds of food produced per year and works to provide access to fresh, healthy food for area residents and to be a gathering space for the community.

The ArtLine route travels through the park and connects to the other segments along Harlan Street and the W Line bike path. The surrounding land uses are primarily residential with some industrial, transit-oriented development and affordable housing along the south edge of the segment. The historic Loveland House is located on the west side of Harlan Street in this segment and is proposed to be restored and adaptively re-used as part of a boutique hotel project. The segment passes by the Lakewood Brick property, an historic industrial site that is proposed to be redeveloped as The Brickyard. This development is envisioned as a mixed-use community with residential, commercial, and community gathering spaces activated with art.

The public realm along Harlan Street within this segment is uncomfortable for pedestrians. There is an attached and narrow sidewalk along the east side of the street and a missing sidewalk along the west side of the street. Bike lanes are located on both sides of the street and the W Line bike path is a well-used local and regional route for walking and biking. There is an opportunity to emphasize the linear nature of the W Line bike path and the spirit of movement through kinetic artwork. There is also an opportunity to build on the existing art in the park, which includes Dermal Plate Gateway by PUNCH, one of the largest and most recognizable sculptures on the ArtLine, to create an exciting destination.



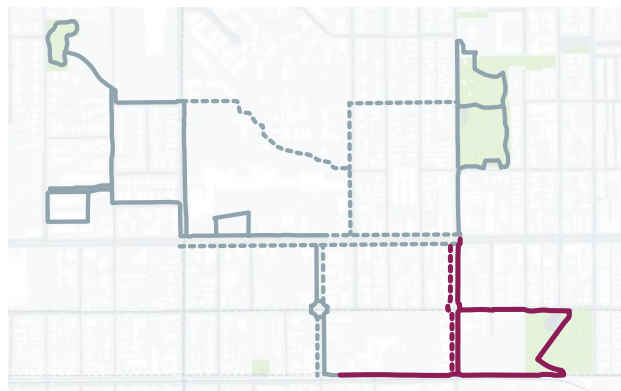
Sculpture art, Dermal Plate Gateway by PUNCH, within Mountair Park near W Line



Ground mural, Street Confetti by Sandra Fettingis, along the W Line bike path



Mountair Park Community Farm managed by Sprout City Farms and interactive musical instruments



Mountair Park Segment Map

Segment Vision, Recommendations, and Concept Designs

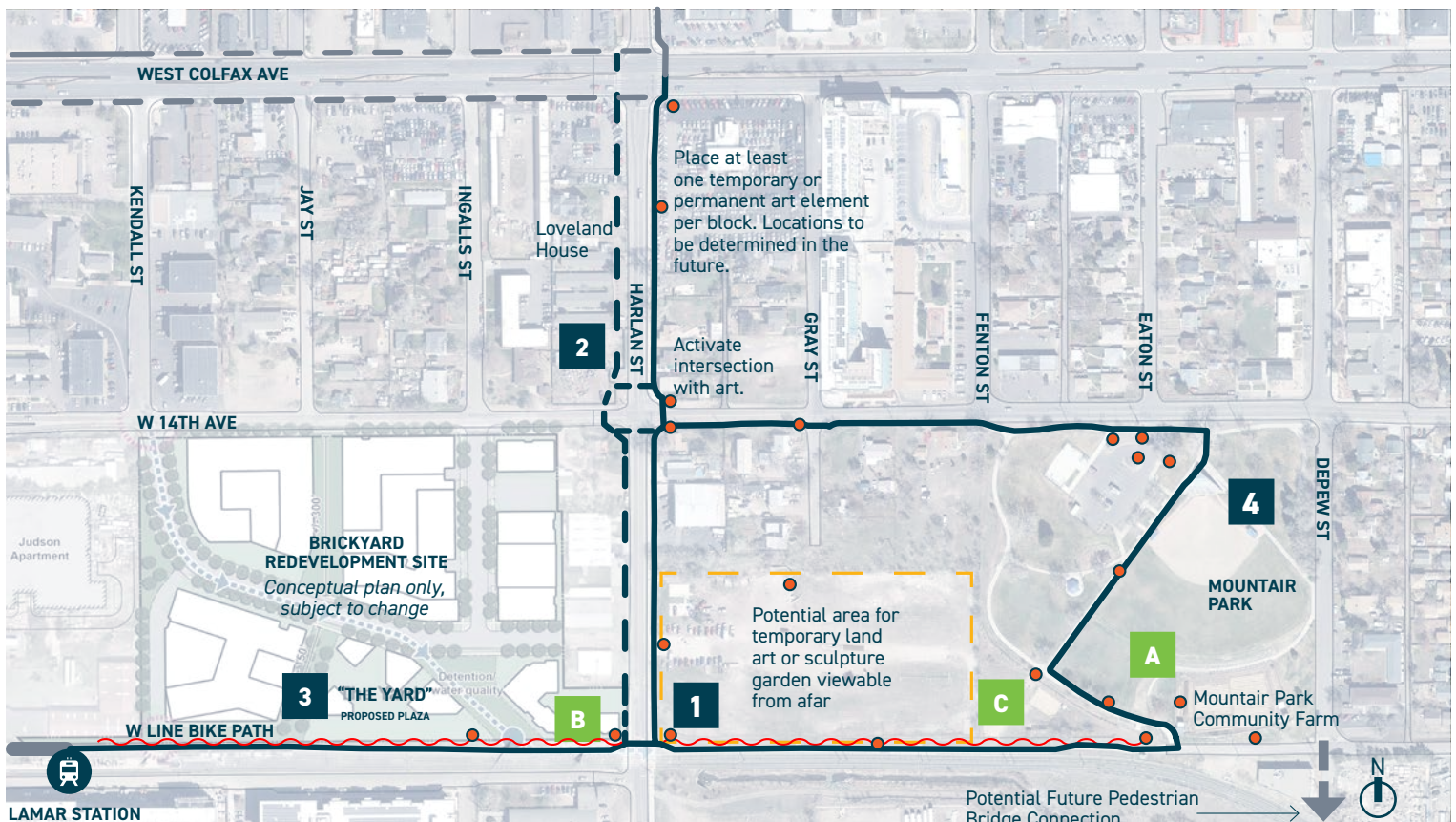
The Mountair Park segment will concentrate on **densifying public art, integrating with development, improved mobility and connections, creating programming and destinations, and emphasizing a sense of identity.** The segment will be characterized by the integration of art in many forms, including larger sculptural pieces, land art, fence art, integration with Mountair Park Community Farm, new gateways, kinetic art, and the unique opportunity to connect to the planned Brickyard and Loveland House redevelopments.

Public Art & Creative Placemaking Strategies



Mountair Park Segment Framework Diagram

- Existing Art (temporary and permanent as of 2023)
- Existing ArtLine (2023)
- Proposed ArtLine
- Existing Character Images
- Key Concepts
- ~ Linear Art Activation



Key Concepts

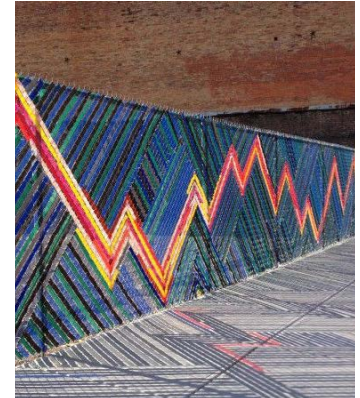
1 Densify W Line Bike Path Art

***PRIORITY PROJECT**

- a. Take advantage of the existing W Line bike path to create a linear art and public space experience along the RTD W Rail Line. Thousands of potential ArtLine visitors see the route from the W Line and the bike path and there's an opportunity to generate interest and excitement by adding more art to this area.
- b. Implement kinetic art, fence art, lighting, and banners to create a continuous artistic experience connecting Lamar Station to Mountair Park.
- c. Continue to coordinate with the owners of the vacant parcel at the northeast corner of Harlan Street and the W Line bike path to maintain existing art and add new temporary art elements.



Examples of linear kinetic art



Examples of fence art

Concept of W Line Bike Path



2 Harlan Streetscape Improvements

- a. Create a more comfortable experience for pedestrians and bicyclists along Harlan Street with wider sidewalks, tree lawns, and more defined bike lanes.
- b. Partner with the future Loveland House redevelopment to connect the project to the ArtLine with enhanced art and placemaking experiences that honor the history of the site and neighborhood.
- c. Support opportunities to provide murals or other art and placemaking on existing commercial buildings along Harlan Street.

3 Brickyard Development Art + Community Gathering Spaces

- a. Coordinate with the developer to support integration of public art and performance spaces into the project adjacent to the ArtLine and create an attractive and highly visible access into the site from the ArtLine.
- b. Consider celebrating the connection to the new Brickyard redevelopment by allowing for a future ArtLine route through 'The Yard,' which is a new mixed-use plaza envisioned at the heart of the development.

4 Mountair Park Gateway Moments

- a. Implement gateway elements and enhance art and murals at Mountair Park Community Farm to strengthen its role as a major ArtLine destination.
- b. Utilize new park improvements in the northeast corner of the park to create a new gateway and public space featuring the ArtLine and a new public art installation.
- c. Add new public art installations in the form of land art or sculpture art to the park along the ArtLine route.
- d. Explore the opportunity for a new public space and flexible community plaza on 13th Avenue, and a future pedestrian bridge connection over the W Line light rail near the intersection of 13th Ave and Depew Street.
- e. Identify a location within the park to provide a welcoming entrance point to the ArtLine where visitors can park their vehicle or bicycle and find information about the ArtLine route, Audio Tours, and area information.

Concept of Proposed 14th Ave Gateway at Mountair Park

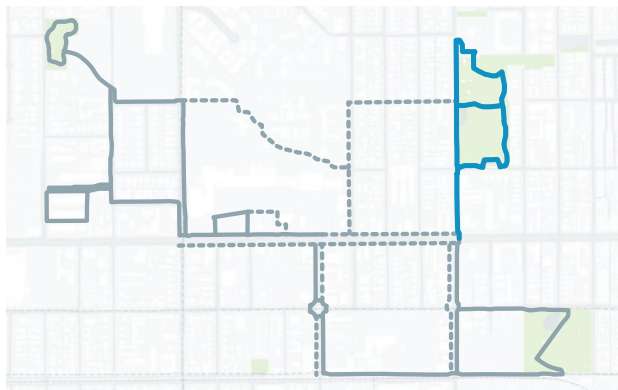


Walker-Branch Park

Existing Character and Opportunities

The Walker-Branch Park segment begins at West Colfax Avenue and continues north along Harlan Street to the Edgewater Civic Center and Library. The segment is characterized by the 13-acre community park that has views of downtown Denver to the east and the iconic RMCAD water tower to the west. The park provides a variety of recreation opportunities and gathering spaces, including a skate park, basketball court, two playgrounds, and grassy play fields. A future dog park is planned, along with other improvements in the recently completed Walker Branch Park Master Plan. The park and this segment of the ArtLine is unique, as portions are within both the City of Edgewater and the City of Lakewood's boundaries and collaboration between the jurisdictions is important.

According to the ArtLine Pedestrian and Bike Count 2021 Annual Report, Walker-Branch Park is one of the most visited locations on the ArtLine with high pedestrian activity and a diverse set of users. The report notes that Walker-Branch Park had the highest number of children under 5 and school-aged children. This makes it an ideal location for youth and family programming and interactive art. The park is already home to interactive and functional art, including Stranger Reduction Zone by Timothy Flood and Stegoskel by PUNCH. There are bike lanes on both sides of Harlan Street but the pedestrian experience along the street is uncomfortable and fractured due to narrow attached sidewalks and missing sidewalks in some sections on the west side of the street.



Walker-Branch Park Segment Map



Sculpture art, Stegoskel by PUNCH, within Walker-Branch Park



Ground mural by Brian Raymond Simmonds within Walker-Branch Park near the Edgewater Civic Center during winter



Story Totem by Nestor Fedak with Hidden Dinosaur art panels by Michelle Wolins, along Harlan St

Segment Vision, Recommendations, and Concept Designs

The Walker-Branch Park segment will concentrate on **densifying public art, improved mobility and connections, creating programming and destinations, and emphasizing a sense of identity.** This segment will celebrate the largest destination park on the ArtLine by building on the existing public art and offering new opportunities to expand the public art experience into the beautiful park setting in coordination with future park and mobility improvements. The ArtLine begins along Harlan Street before continuing into the park where users experience ground murals, interactive art installations, functional art, a new outdoor performance area, and a direct connection to the Edgewater Civic Center and Library building to the north. In addition, improvements to the 17th Avenue and Harlan intersection create a colorful pedestrian-friendly connection as users continue west along 17th Avenue to RMCAD. Improvements to the 18th Avenue and Harlan intersection will help welcome users into the ArtLine and Civic Center from the west.

Public Art & Creative Placemaking Strategies



Densify Public Art




Improve Mobility and Connections



Create Programming and Destinations



Emphasize Sense of Identity

 Existing Art (temporary and permanent as of 2023)

 Existing ArtLine (2023)

 Existing Character Images

 Key Concepts

Walker-Branch Park Segment Framework Diagram

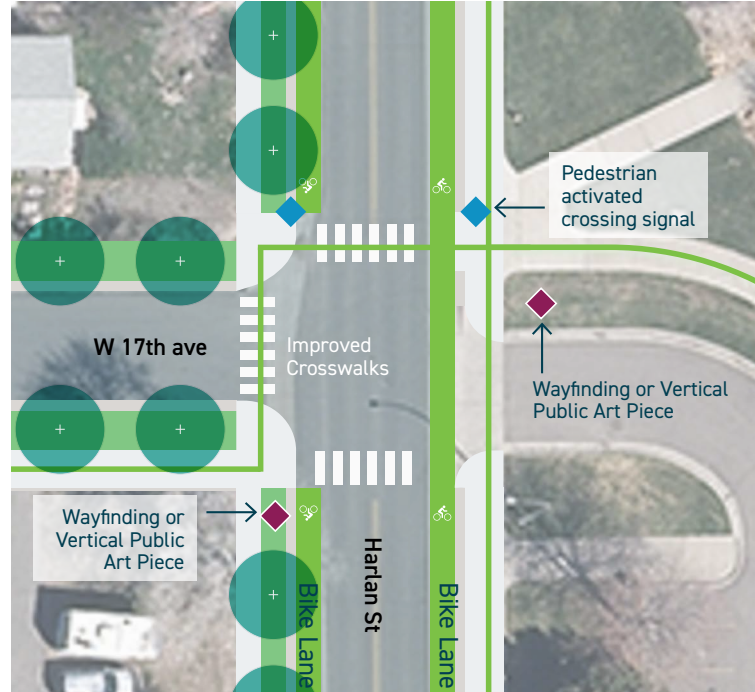


Key Concepts

1 17th Avenue and Harlan Street Intersection

- Create a pedestrian-friendly crossing and implement safety measures at this intersection.
- Consider making this crosswalk raised to calm traffic.
- Incorporate artistic and/or ArtLine branded crosswalk treatments with the new crossing.

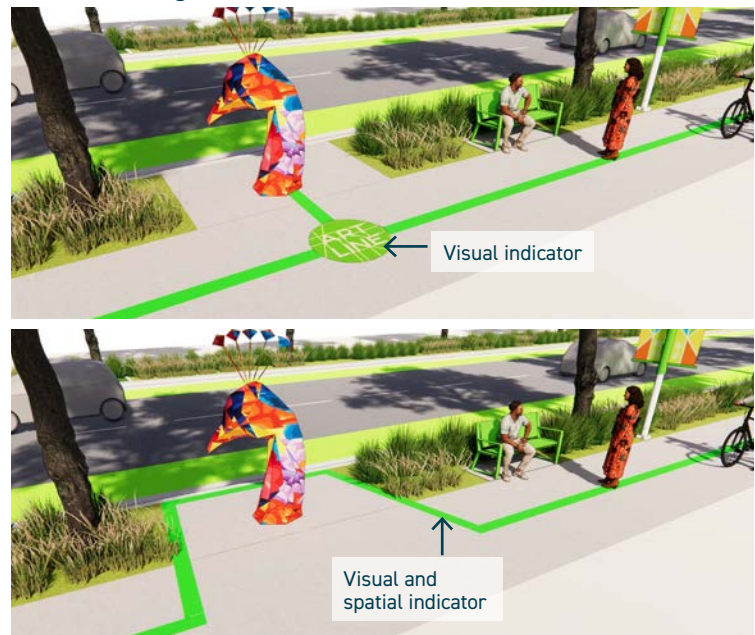
Concept Diagram of 17th and Harlan Intersection



2 Harlan Streetscape Improvements

- Implement sidewalk and tree lawn along Harlan Street between West Colfax Avenue and 16th Avenue.
- Create art nodes with ground murals, areas set aside for small art installations, and consistent elements like benches and lighting.
- Consider protected bike lanes and pedestrian bulb outs at crossings.

Concepts of ArtLine Visual Indicators at Public Art Location Along the Street

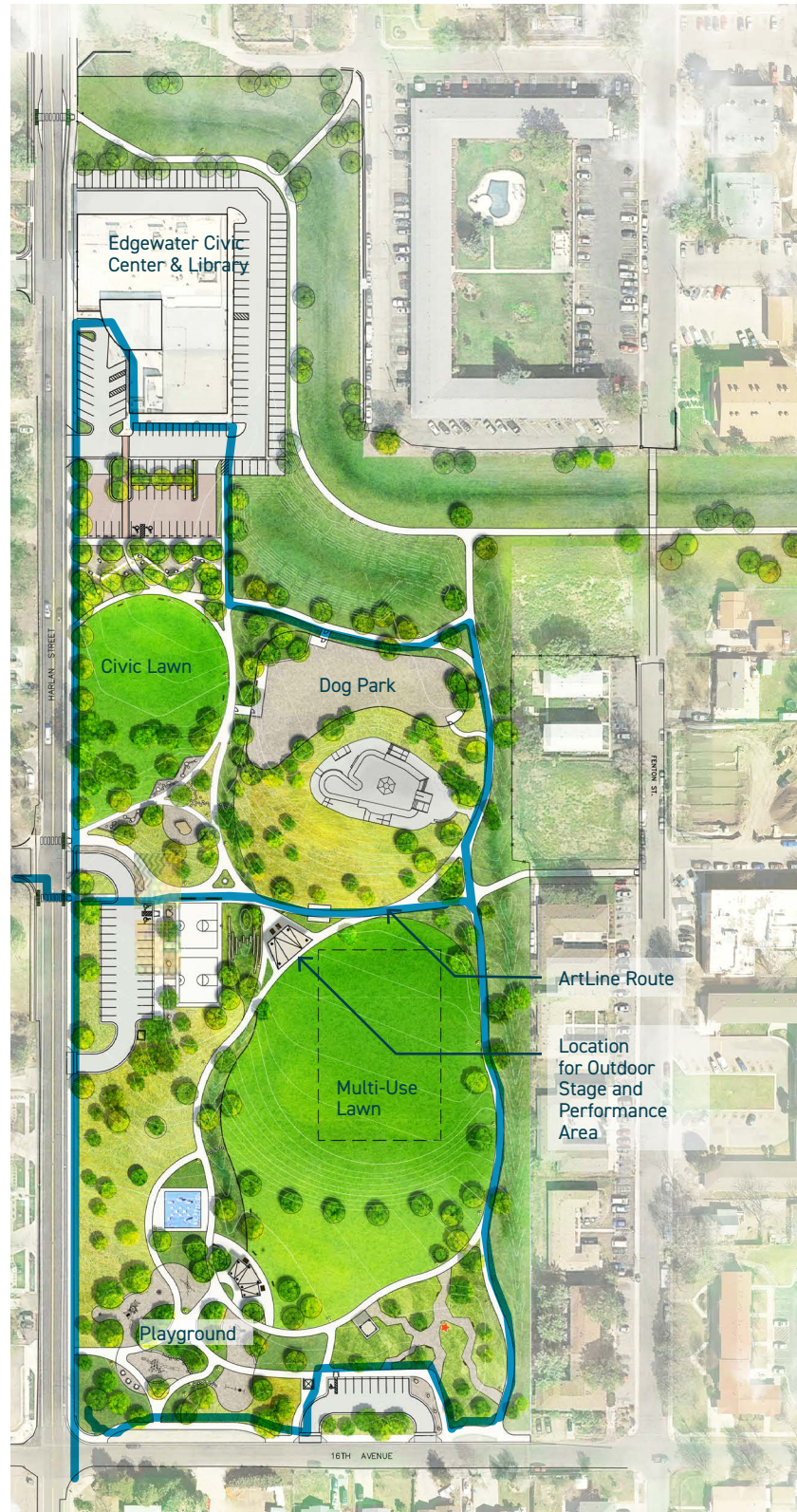


3 Walker-Branch Park Art

- a. Reinforce Walker-Branch Park as a key ArtLine destination by ensuring existing art is well-maintained and selectively adding new interactive and functional art with future projects, including the new dog park and future crosswalks on Harlan Street.
- b. Implement large new artistic murals by local artists on the existing basketball courts to create a highly graphic and playful entry into Walker-Branch Park from W 17th Ave.
- c. Consider the addition of a “permission wall” near the skate park, seasonal lighting, and temporary art elements to activate the park.
- d. Implement an improved gateway and ground mural at the park entry at the corner of Harlan Street and West 16th Avenue.

4 Harlan Street and 18th Avenue Crossing

- a. Create a pedestrian-friendly crossing and implement safety measures at this intersection, as it is a key access point to the ArtLine and the Edgewater Civic Center and Library from the north and west.
- b. Incorporate artistic and/or ArtLine branded crosswalk treatments with the new crossing.



Concept plan rendering from Walker-Branch Park Master Plan



Concept rendering from Walker-Branch Park Master Plan of new outdoor space and flexible lawn adjacent to Edgewater Civic Center, and potential program events in partnership with Edgewater Public Library. For illustrative purposes only

5 Opportunities for Programming, Gathering and Events

- a. Create a new outdoor space and large flexible lawn for performances and events in collaboration with the City of Edgewater.
- b. Partner with Edgewater Public Library to cross-program events on the ArtLine, with a focus on youth and families.
- c. Celebrate the future dog park as the only one on the ArtLine and incorporate art and placemaking elements when it's developed so it stands out as a unique and memorable gathering space for visitors (and their four-legged friends!)
- d. Explore partnerships with the Filipino-American Community of Colorado Center, which is directly north of the Edgewater Civic Center and Library. This community center represents an opportunity to partner with organizations that will increase access to the ArtLine for visitors and residents of diverse backgrounds.



Concept rendering from Walker-Branch Park Master Plan illustrating new areas for ArtLine sculptures and the outdoor performance and event space. For illustrative purposes only

6 Walker-Branch Park Gateway and Wayfinding

- a. Implement wayfinding and placemaking elements in Walker-Branch Park to draw visitors from Edgewater into the ArtLine and the 40 West Arts District.
- b. Partner with the City of Edgewater and the Edgewater Library to promote the Civic Center location as a key entry point to the ArtLine where visitors can park and find ArtLine information both outside and inside of the Civic Center building.

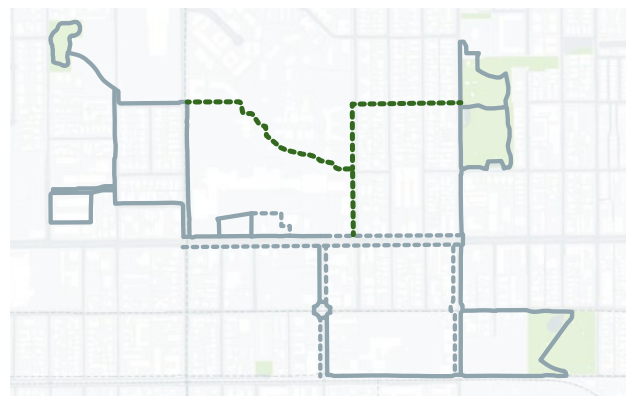
Rocky Mountain College of Art + Design (Future)

Existing Character and Opportunities

This proposed new segment would extend the ArtLine route from the Aviation Park segment on the west through the beautiful and historic Rocky Mountain College of Art + Design (RMCAD) campus to the Walker-Branch Park and Colfax Core segments to the east and south. Implementation of this future segment will require close coordination with RMCAD and adjacent property owners to determine the final design and alignment. The route is envisioned to start near Pierce Street and 17th Avenue and continue through the campus to Kendall Street on the east. To complete the new segment, the proposed route connects to Walker-Branch Park along the west side of Kendall Street and south side of 17th Avenue or to the Colfax Core segment by traveling south along the west side of Kendall Street. The new segment would allow ArtLine visitors to enjoy the unique RMCAD campus and would provide area residents and visitors a more direct east-west connection from Aviation Park to Walker-Branch Park.

RMCAD is a private for-profit art school, and the 23-acre campus is a designated historic district on the National Registry of Historic Places. The campus was initially home to the Jewish Consumptives' Relief Society in the early 1900s, shifting to become the American Medical Center in the 1950s. In 2002, RMCAD purchased the property and works to maintain the unique grounds which include gardens, lawns, the iconic RMCAD water tower, and historic structures.

As a private school the property has been inaccessible for residents and visitors to the ArtLine. A desire has emerged for residents to the west of RMCAD to be able to directly access Walker-Branch Park, specifically seniors who live at the Residences at Creekside, a Metro West Housing Solutions (MWHS) property. Additionally, allowing access through the property will give residents and visitors alike the ability to enjoy this beautiful institutional space and learn about and celebrate its rich history.



RMCAD Segment Map

Segment Vision, Recommendations, and Concept Designs

The proposed RMCAD segment concentrates on **improved mobility and connections and creating programming and destinations**. This segment will connect Walker-Branch Park to Aviation Park by featuring a new connection through the heart of the RMCAD campus. The route includes two linear street connections with ground murals, wayfinding, and pedestrian crossing improvements before entering the campus and bringing visitors through RMCAD's sculpture garden and proposed outdoor performance area located adjacent to historic campus buildings.

Public Art & Creative Placemaking Strategies



Improve Mobility and Connections



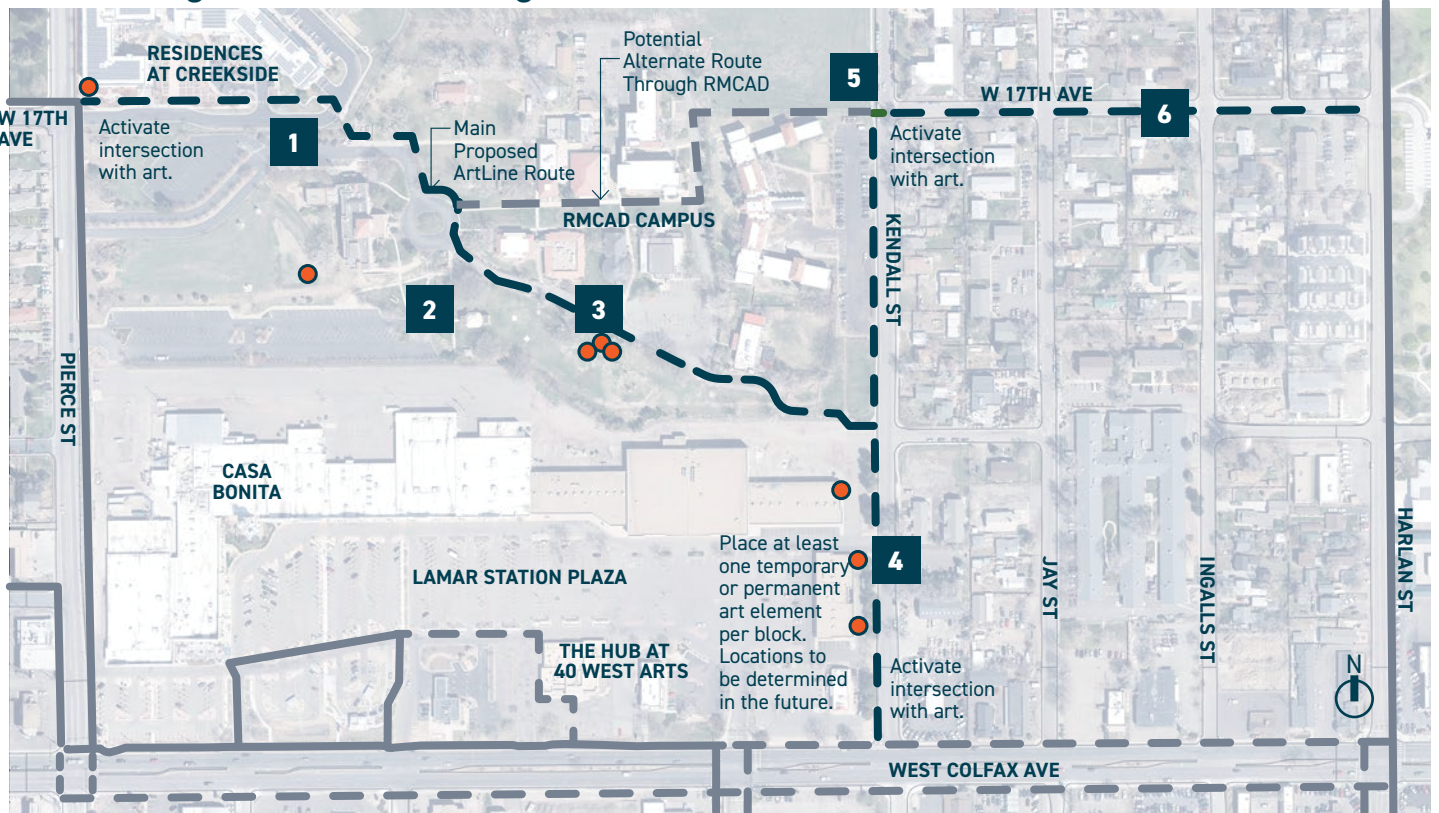
Create Programming and Destinations

Key Concepts

1 ArtLine Connection Through RMCAD

- Collaborate with RMCAD, MWHS and Lamar Station Plaza to fund through grants or other means the design and implementation of a future ArtLine route that is envisioned to connect through or adjacent to the Residences at Creekside property, past the historic buildings and sculpture garden, and exiting onto Kendall Street behind Lamar Station Plaza.
- Explore an alternate route through RMCAD that does not pass the sculpture garden and instead aligns with 17th Avenue, bringing ArtLine visitors through the north part of the RMCAD campus and still connecting with the Residences at Creekside community.
- Update maps and marketing materials to reflect the new segment after it is implemented.

RMCAD Segment Framework Diagram



- Existing Art (temporary and permanent as of 2023)
- Proposed ArtLine
- 1 Key Concepts



2 Adaptive Reuse of Historic Building and Outdoor Performance Garden

- a. Explore adaptive reuse of the Isaac Solomon Synagogue building as a gathering and event space.
- b. Integrate an outdoor performance garden adjacent to this building.
- c. Additional opportunities to collaborate on programming, for example concerts in the sculpture garden.
- d. Pursue grants to help implement these recommendations.



3 RMCAD Art and Sculpture Garden

- a. Integrate the ArtLine with the existing RMCAD Sculpture Garden.
- b. Explore using interpretive or interactive art elements to tell the unique story and history of the RMCAD campus.
- c. Collaborate with RMCAD students and faculty to create temporary and/or permanent art installations to elevate their work, integrate it with the ArtLine, and promote emerging student artists.



Examples of opportunities within the RMCAD campus, including a potential outdoor performance amphitheater and an expanded art program in the sculpture garden

4 Kendall Streetscape

- a. Improve the west side of the Kendall Street streetscape from 17th Avenue to Colfax Avenue with the ArtLine green line, ground murals, wayfinding, and locations for temporary or permanent art installations created in collaboration with RMCAD and potentially ICCS.
- b. Design Kendall Street as a low-stress bike route when the RMCAD Segment is installed.



Examples of potential small areas along Kendall St for art installations or wayfinding

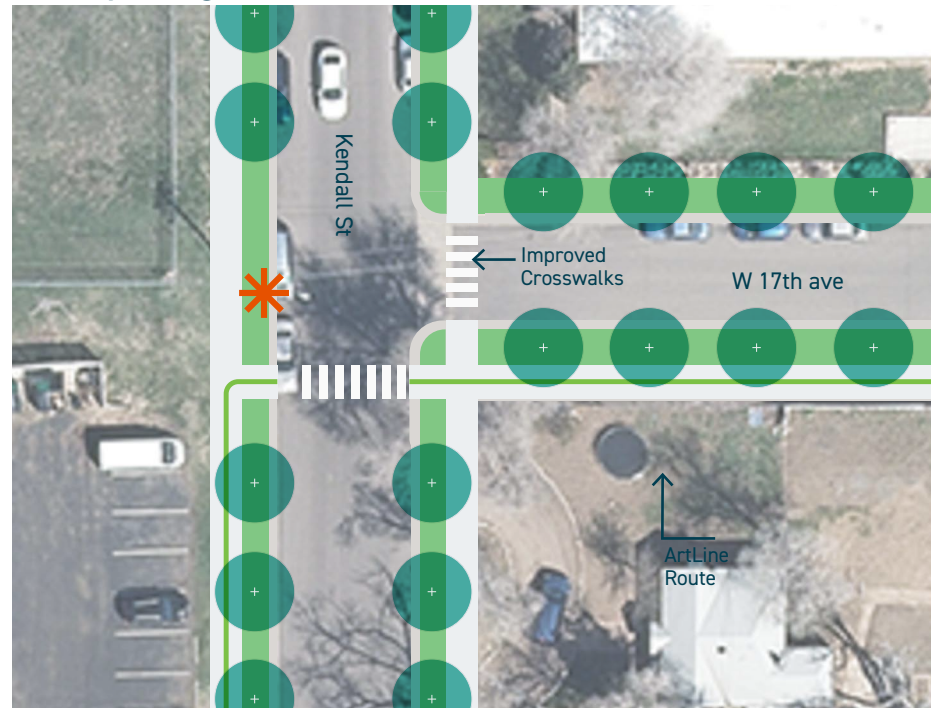
5 17th Avenue and Kendall Street Intersection

- a. Improve pedestrian crosswalks in both directions at the 17th Avenue and Kendall Street intersection.
- b. Align the east-west crosswalk to the south side of 17th Avenue where the new ArtLine route will go and incorporate ArtLine branded crosswalk treatments.
- c. Utilize the terminus of 17th Avenue as a key location for wayfinding or vertical art pieces to draw visitors down Kendall Street toward the RMCAD segment. Consider the prominent RMCAD water tower when designing any new vertical elements at this location.

6 17th Avenue Streetscape

- a. Enhance 17th Avenue to include pedestrian-friendly crossings, additional wayfinding, and art nodes at the intersections of Harlan Street and Kendall Street.
- b. Shorten crossing distances for pedestrians and explore curb extensions in key locations to slow traffic and create space for gateway art pieces.

Concept Diagram of 17th Ave and Kendall St Intersection



Streetscape Elements

While the street network along the ArtLine route provides the primary connection for all the segments, the route itself lacks a consistent streetscape character, and in many areas, lacks basic infrastructure including sidewalks, curb and gutter. Streetscape improvements that are consistently designed can strengthen the sense of a continuous route, reinforce the overall identity and brand of the ArtLine, and support a safer and more comfortable experience for all users, encouraging visitors to linger and explore.

Due to the length of the ArtLine and the varying conditions along the route, streetscape improvements are anticipated to be implemented over time with an emphasis on bringing unimproved areas of asphalt up to a basic level of improvement while continuing to complete enhancements along priority corridors or segments.

Recommendations

The categories of streetscape elements included below establish the overall framework and goals for the streetscape along the ArtLine. These recommendations are derived from community input that indicates desire for more landscaping, lighting, and other elements to enhance the user experience. The primary tool in assisting with the implementation of a consistent streetscape is the *ArtLine Design Standards and Guidelines* (DSG), which provides overall design guidance, rules and regulations for all public streets along the route. The DSG, a separate but associated document to the Framework Plan, should be referenced for additional detail and information on these Streetscape Elements.

Trees and Vegetation

- » Establish a consistent streetscape on public streets along all six ArtLine segments that provides continuous shade trees and canopy to reduce urban heat island effect and provides a more comfortable pedestrian experience.
- » Utilize landscape and understory plantings in the tree lawn that emphasizes water conservative planting and includes a variety of seasonal colors and interests while providing habitat and food species for pollinators.
- » Be mindful of plant selection where people might gather and stop.

Pedestrian Lighting & Banners

- » Continue to implement new pedestrian lighting on the segments lacking fixtures to enhance safety, evening comfort, and visibility. Pedestrian lighting is currently installed on parts of Pierce Street, Lamar Street and Mountair Park. Efforts should be made to continue phased implementation along all public streets and paths along the route with a special emphasis on the W Line bike path and major corridors, including West Colfax Avenue, Harlan Street, and Reed Street.
- » Incorporate creative art elements and use of colorful lighting projection technology in some fixtures to further reinforce the creative identity of the ArtLine.
- » Ensure the existing ArtLine Story Totems continue to be well-maintained to provide a lighting element along the route.
- » Selectively add new pedestrian lighting locations with furnishings, like seating and benches, to create safe and comfortable locations for people after dark.
- » Continue to utilize the pedestrian lighting banner program to reinforce the ArtLine identity and make users aware of special events, activities, or seasonal celebrations.

Bike Facilities

- » Continue to improve bike facilities throughout the ArtLine by implementing bicycle lanes on designated routes and utilizing special ArtLine markings, especially at street crossing locations, to let cyclists know they are on a facility that is within the ArtLine and to help indicate the crossings to drivers.
- » As a part of the citywide bicycle plan and recommendations, consider implementing protected bike lanes along corridors that see heavy bicycle traffic based on information tracked in the annual *ArtLine Pedestrian & Bicycle Count Report*.
- » Continue to implement a consistent style of bike racks that reinforce the ArtLine brand and identity and place them strategically in key destination areas to create frequent opportunities for cyclists to park and visit businesses, galleries, and other community amenities.

Benches and Seating:

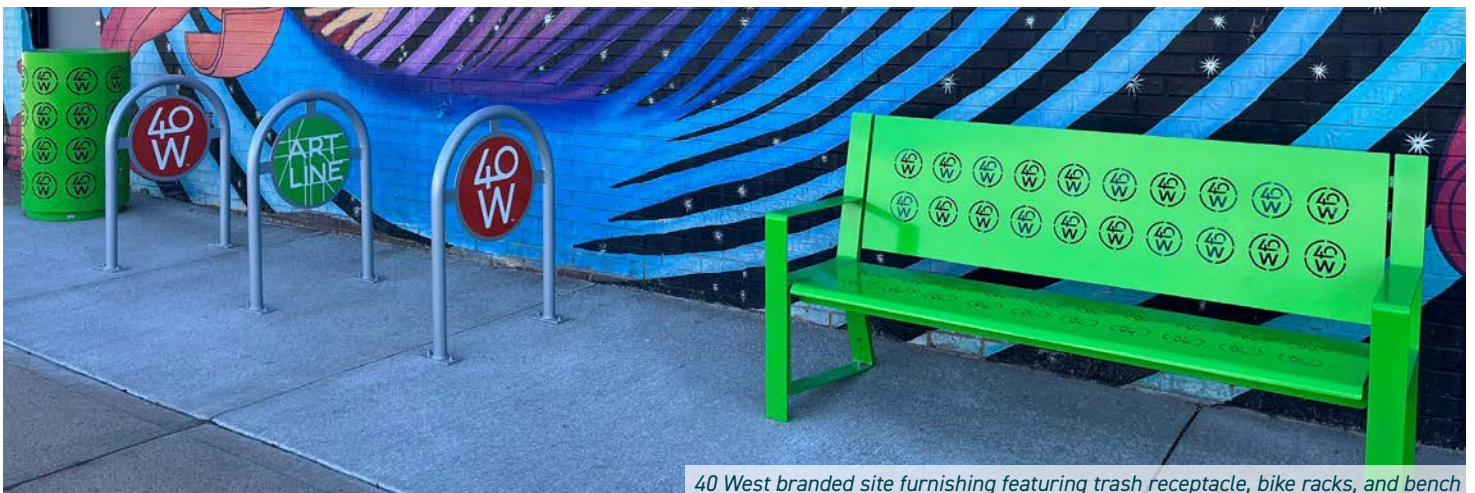
- » Continue to utilize and install the custom ArtLine bench along all the ArtLine segments to provide areas for seating, relaxation, and viewing art installations.
- » Additionally, look for opportunities to utilize creative and fun seating styles that relate to the vibrant and diverse nature of the artwork along the ArtLine.
- » Locate some benches and seating near public art to create opportunities for visitors to sit and linger while experiencing the public art.
- » Utilize the destination public spaces identified in the Framework Plan to create larger and more diverse gathering areas with a variety of seating opportunities, including large groupings of café seating, interactive and adaptable seating elements, or seating for larger groups of people.



Streetscape with site furnishing, lighting, and wayfinding banner



Add variety of street trees along the street



40 West branded site furnishing featuring trash receptacle, bike racks, and bench

The Green Line

The Green Line is the continuous, colorful graphic line marking the ArtLine route along sidewalks, park paths, the W Line bike path and on asphalt streets where no sidewalk exists. The current painted bright green line is a fast and effective way to draw visitors through the ArtLine and brand the concept, but the paint quickly fades and does not adhere well to new concrete. The line was initially painted in 2018 and has been re-painted in full or part three times since the original installation. It was envisioned as a quick-win to mark the route when the ArtLine idea was conceived but was not intended to be the long-term green line marking treatment. The goal has been to design and implement a more aesthetic and longer-lasting treatment.

The recommendations for the ArtLine markings establish a guide for more permanent methods of application that are more sustainable, require lower maintenance, and still create a colorful and recognizable visual element that further brands the ArtLine experience.

Marking Tiers

As part of the Framework Plan, three tiers of markings have been identified to address the varying conditions along the route. The tiers take into consideration the evolving nature of the ArtLine markings and allow for a phased approach to implementation based on opportunities and the physical conditions along the route. Each of the applications will be appropriate in different sections of the ArtLine, all working toward creating a more permanent and less maintenance-intensive Green Line marking method.

The three tiers include the following:



Tier 1: Temporary Markings – Acrylic Paint

Application:

- » To be used only in unimproved or existing areas where the current conditions do not allow for the installation of more permanent methods and there are not any plans for immediate improvements. Examples of this include areas that lack sidewalks where the markings are located on unimproved asphalt, or extremely unimproved sidewalk areas.
- » Average lifespan of this method is typically 1-2 years before repainting is required.

Marking Method:

- » Painted Acrylic:
 - Color: Pantone LT GREEN PMS 361C or equivalent agreed to by the City of Lakewood.
 - Width and location: 8" in width and located in the center of the sidewalk.



Examples of MMA (Methyl Methacrylate)

Tier 2: Semi-Permanent Markings – Thermoplastic and Methyl Methacrylate (MMA)

Application:

- » A semi-permanent marking that is not too expensive or complicated for projects improving the right-of-way/sidewalk. This method should be used in areas of the ArtLine that have higher quality existing paving conditions and on new development or improvement projects.
- » Average lifespan of this method is typically 5-10 years before reapplication is required.

Marking Methods:

- » Preformed Thermoplastic or MMA:
 - Color: Pantone LT GREEN PMS 361C or equivalent agreed to by the City of Lakewood.
 - Also incorporate 36" diameter ArtLine thermoplastic logo at key decision or entry points or in conjunction with adjacent art or placemaking elements.



Tier 3: Permanent or Enhanced Markings – Integral Color Concrete Band, Inset Metal, Microtop, etc.

Application:

- » Higher quality marking treatment or paving method for specific areas identified in the Framework Plan or where a special condition or location of public art warrants a Tier 3 application.
- » Average lifespan of this method is approximately 8 or more years before reinstallation or major repairs are required.

Marking Methods:

- » Integral Color Concrete Band
 - Color: Davis Color: Willow Green – 5376 or equivalent agreed to by the City of Lakewood.
- » Inset Metal Strip
 - Description: Permanent long-term application of an inset metal strip or band providing a visual reference to the area's rail history.
 - Color and Style: To be determined on a case-by-case basis in collaboration with the City of Lakewood.
- » Microtop
 - Description: Long lasting and durable specialty concrete topper application for use of vibrant colors and patterns.
 - Color and Style: To be determined on a case-by-case basis in collaboration with the City of Lakewood.
- » Thermoplastic Artistic Element on Sidewalk
 - Description: Long lasting and durable application for use of vibrant colors and patterns on specialty artistic elements or sidewalk markings.
 - Color and Style: To be determined on a case-by-case basis in collaboration with the City of Lakewood using artists to create the designs. The ArtLine logo should be considered for incorporation in or near the element to reinforce the branding and connection. The green line should also be creatively incorporated or referenced in the artwork and it should connect to the green line marking on either side of the artwork if possible.



Example of Colored Concrete



Example of Inset Metal Strip



Example of Microtop



Example of Thermoplastic Artistic Element

Public Art + Creative Placemaking

Public art and creative placemaking are at the core of the ArtLine's spirit and essential to its long-term vitality. Over 70 permanent and temporary art installations can be discovered along the route and include murals (on vertical and horizontal surfaces), fence art, sculptures, and story totems – a sculptural wayfinding element that is unique to the ArtLine. Many installations incorporate an interactive component, which is a design element that has been important to the community and should be continued with future art installations. Most of the artworks were created by professional or emerging artists, but several mural and fence art installations were completed with artists working alongside community volunteers. This diversity in how art is created, installed, and experienced along the ArtLine is essential to its design and its vision as a community-driven creative placemaking amenity.

The following categories of art are currently located on the ArtLine:

- » **Murals:** art form that involves painting or applying vinyl art wraps onto a surface or wall. Murals can be applied as ground murals, utility art murals, garage murals, wall murals, game murals, or chalk art murals.
- » **Sculptures:** three-dimensional representative or abstract forms, often involving elements that invite the viewer to interact with the piece and involve them in the creative process.
- » **Fence Art:** use of existing fence infrastructure as a canvas for public art expressions.
- » **Kinetic Art:** art from any medium that contains movement perceivable by the viewer or that depends on motion for its effect.
- » **Paving Art:** incorporates art into paving patterns along the streetscape. These can create a sense of place and act as traffic calming measures along vehicular travel and bike travel lanes.
- » **Land Art:** artwork that is composed directly on or in the natural landscape, oftentimes large scale.

Other art forms that should be considered in the future include:

- » **Digital Art:** a temporary or permanent art installation that relies on digital technology as part of the production, process, or presentation. This type of art is becoming increasingly popular.
- » **Performance Art:** a type of artwork involving actions by the artists and relevant collaborators, often including genres like dance, acting, music, and poetry.

Next Steps

Permanent and temporary art can be incorporated on public and private property along the ArtLine with new development or adaptive reuse on private property, public investment and grants, partnerships with public sector and non-profit partners along the route, and through individual businesses or property owners on the ArtLine who are interested in contributing to the experience.

To guarantee the long-term success of these elements on the ArtLine, it will be important to work with all project partners to develop a process to ensure permanent art installations are well-maintained, determine timelines for care and removal of temporary installations, and identify opportunities and selection processes for new installations that contribute to the design and character of the ArtLine. The Implementation section of the Framework Plan outlines next steps to support project partners with these public art and creative placemaking considerations.



ArtLine fence, sculpture and mural art by Lauren Culbreth, Nestor Fedak and DAAS



Pollinator Path ground mural by Charlotte Ricker and volunteers



Davey Jones's Locker by Pirate Contemporary Art

Implementation

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Introduction

The 40 West ArtLine Framework Plan includes a wide spectrum of ambitious recommendations that are anticipated to be implemented over the next 10-15 years, depending on available resources. Realizing these collective goals and strategies will require collaboration, partnerships, and creative thinking. Implementation will also require substantial resources and sustained support over time including funding for capital improvements, operations, and maintenance. Although these interventions will require a significant financial commitment to be implemented in full, they will provide a multitude of benefits to advancing a wide range of community goals related to quality of life, public health, active transportation, access to parks

and open space, economic development, and more. The following section highlights proposed steps to advance the recommendations in this plan. It's important to note that the ArtLine is envisioned as a dynamic project that will grow and evolve to meet the needs of current community desires. While this plan outlines many recommendations that reflect the community vision for the ArtLine at the time of plan development, like any good creative placemaking project, new ideas to enhance the ArtLine will emerge that are not yet envisioned. These ideas should be vetted by ArtLine project partners and implemented to the extent possible to ensure the ArtLine continues to be reflective of the local community and is an exciting experience for locals and visitors to enjoy.

Implementation Matrix

Aviation Park Segment

Key Concept	Timeframe	Lead Agency	Support Agency	Potential Funding
1. State-Owned Parcel Improvements	long-term (10+ yr)	ArtLine Coordinator/ Project Team	State of Colorado - DOR	State of CO - DOR, Other Grants
2. Activate Aviation Park Art Pedestals	short-term (1-4 yr)	Lakewood HCA	Lakewood Parks, 40W / Colfax BID	City, Other Grants
3. 17th Avenue Sculpture Gardens	mid-term (5-9 yr)	ArtLine Coordinator/ Project Team	State of Colorado - DOR	State of CO - DOR, Other Grants
4. Reed Street Utility Art	mid-term (5-9 yr)	ArtLine Coordinator/ Project Team	Xcel Energy, Lakewood Public Works, 40W / Colfax BID	Other Grants
5. Reed Street Mobility Improvements	short-term (1-4 yr)	Lakewood Public Works	ArtLine Coordinator/ Project Team	CDBG, City
6. Reed Street and 17th Avenue Intersection Improvements	short-term (1-4 yr)	Lakewood Public Works	State of Colorado - DOR, ArtLine Coordinator/ Project Team	City, CDBG, Other Grants
7. 16th Avenue Streetscape and Creative Business Area	mid-term (5-9 yr)	ArtLine Coordinator/ Project Team	40W / Colfax BID, Lakewood Public Works	CDBG, 40W/ Colfax BID, LRA, Other Grants
8. Lakewood Place Mural and Lighting Experience	mid-term (5-9 yr)	ArtLine Coordinator/ Project Team	40W / Colfax BID, Lakewood Public Works	CDBG, LRA, Other Grants

See pages 26-28 for details

Colfax Core

Key Concept	Timeframe	Lead Agency	Support Agency	Potential Funding
1. The HUB at 40 West Arts Plaza*	short-term (1-4 yr)	40W / Colfax BID	ArtLine Coordinator/ Project Team	40W/ Colfax BID, Other Grants, LRA
2. Art Gateway at Lamar and Colfax	mid-term (5-9 yr)	Lakewood Planning	Lakewood HCA, 40W / Colfax BID, Lakewood Public Works, State of Colorado - CDOT, ArtLine Coordinator/ Project Team	State of CO - CDOT, City, LRA, Other Grants
3. Art Along West Colfax Streetscape	mid-term (5-9 yr)	Lakewood Planning	Lakewood HCA, 40W / Colfax BID, Lakewood Public Works, State of Colorado - CDOT, ArtLine Coordinator/ Project Team	State of CO - CDOT, City, LRA, Other Grants
4. Improve North-South Crossings Along West Colfax Avenue	mid-term (5-9 yr)	Lakewood Public Works	Lakewood Planning, 40W / Colfax BID, State of Colorado - CDOT, ArtLine Coordinator/ Project Team	State of CO - CDOT, Other Grants, City
5. Lamar Station Plaza Creative Hub	long-term (10+ yr)	Lakewood Economic Development	40W / Colfax BID, ArtLine Coordinator/ Project Team	Private, LRA, 40W/ Colfax BID

See pages 33-35 for details

* indicates priority project

Lamar Street

Key Concept	Timeframe	Lead Agency	Support Agency	Potential Funding
1. Lamar Street Art Corridor, Street Gallery + Festival Street*	short-term (1-4 yr)	Lakewood Planning	Lakewood Economic Development, 40W / Colfax BID, ArtLine Coordinator/Project Team	Private, LRA, 40W/ Colfax BID, Other Grants
2. Art With Private Development	mid-term (5-9 yr)	Lakewood Planning	Lakewood Economic Development, 40W / Colfax BID, ArtLine Coordinator/Project Team	Private
3. Attractive and Complete Street	long-term (10+ yr)	Lakewood Public Works	Lakewood Planning	CDBG, Private, Other Grants
4. Lamar Street Gateway	mid-term (5-9 yr)	ArtLine Coordinator/ Project Team	RTD	City, Other Grants
5. Environmental Art along Lamar Street	long-term (10+ yr)	ArtLine Coordinator/ Project Team	Lakewood Public Works, 40W / Colfax BID	Other Grants, 40W/ Colfax BID, LRA

See pages 38-39 for details

* indicates priority project



Mountair Park

Key Concept	Timeframe	Lead Agency	Support Agency	Potential Funding
1. Densify W Line Bike Path Art*	short-term (1-4 yr)	ArtLine Coordinator/ Project Team	RTD, 40W / Colfax BID, Lakewood Planning	Other Grants, 40W/ Colfax BID, Sprout City Farms, LRA
2. Harlan Streetscape Improvements	long-term (10+ yr)	Lakewood Planning	Lakewood Public Works, ArtLine Coordinator/Project Team	Private, City, Other Grants
3. Brickyard Development Art + Community Gathering Spaces	mid-term (5-9 yr)	Lakewood Planning	ArtLine Coordinator/ Project Team	Private, LRA
4. Mountair Park Gateway Moments	mid-term (5-9 yr)	ArtLine Coordinator/ Project Team	Lakewood Parks, Lakewood HCA	City, Other Grants, Sprout City Farms

See pages 42-43 for details

* indicates priority project

Walker-Branch Park

Key Concept	Timeframe	Lead Agency	Support Agency	Potential Funding
1. 17th Avenue and Harlan Street Intersection	mid-term (5-9 yr)	Lakewood Public Works	City of Edgewater, Lakewood Planning	City, Other Grants
2. Harlan Streetscape Improvements	mid-term (5-9 yr)	Lakewood Planning	Lakewood Public Works, City of Edgewater	City, Private, City of Edgewater, Other Grants
3. Walker-Branch Park Art	short-term (1-4 yr)	ArtLine Coordinator/ Project Team	City of Edgewater, Lakewood HCA, 40W / Colfax BID	Other Grants, City, City of Edgewater
4. Harlan Street and 18th Avenue Crossing	short-term (1-4 yr)	City of Edgewater	Lakewood Public Works	City of Edgewater, Other Grants
5. Opportunities for Programming, Gathering and Events	short-term (1-4 yr)	ArtLine Coordinator/ Project Team	City of Edgewater, 40W / Colfax BID	City, 40W/ Colfax BID, Other Grants, City of Edgewater
6. Walker-Branch Park Gateway and Wayfinding	mid-term (5-9 yr)	ArtLine Coordinator/ Project Team	City of Edgewater, 40W / Colfax BID	City, City of Edgewater, Other Grants

See pages 46-49 for details

RMCAD

Key Concept	Timeframe	Lead Agency	Support Agency	Potential Funding
1. ArtLine Connection Through RMCAD	mid-term (5-9 yr)	ArtLine Coordinator/ Project Team	RMCAD	Other Grants, Private, LRA, RMCAD
2. Adaptive Reuse of Historic Building and Outdoor Performance Garden	long-term (10+ yr)	RMCAD	ArtLine Coordinator/ Project Team, 40W / Colfax BID	Other Grants, RMCAD
3. RMCAD Art and Sculpture Garden	short-term (1-4 yr)	RMCAD	ArtLine Coordinator/ Project Team, 40W / Colfax BID	Other Grants, RMCAD
4. Kendall Streetscape	mid-term (5-9 yr)	Lakewood Planning	Lakewood Public Works	Private, City, LRA, CDBG, Other Grants
5. 17th Avenue and Kendall Street Intersection	mid-term (5-9 yr)	Lakewood Public Works	Lakewood Planning	CDBG, City, Other Grants
6. 17th Avenue Streetscape	mid-term (5-9 yr)	Lakewood Public Works	Lakewood Planning	Private, City, CDBG, Other Grants

See pages 51-53 for details

Acronyms

BID	Business Improvement District
CDBG	Community Development Block Grant
CDOT	Colorado Department of Transportation
DOR	Department of Revenue
HCA	Heritage, Culture & Arts
LRA	Lakewood Reinvestment Authority
MWHS	Metro West Housing Solutions
RMCAD	Rocky Mountain College of Art + Design
SCF	Sprout City Farms and Mountair Park Community Farm
RTD	Regional Transportation District
40W	40 West Arts District



Art Selection Process

Art along the ArtLine may be initiated and funded through public, private, or partner efforts. A key priority for ArtLine partners is ensuring artists are compensated fairly for their work and this should be factored into the process for all art opportunities. The history and people of the region should also be honored and celebrated by highlighting artists and public art installations that elevate the area's unique character. Establishing a transparent and effective art selection process and guidelines will set expectations and help guide project partners and is key to the ArtLine's continued success. The following summarizes the typical ways art may be initiated on the ArtLine and includes recommendations for further development of the process for art selection and approval.

Art Opportunities

1. Permanent Public Art – Privately Funded: Art initiated through private development as a requirement or selected option through the 40 West ArtLine Design Standards & Guidelines and/or Enhanced Development Menu of the Lakewood Zoning Ordinance.
 - Art should be visible from the public realm but located on private property if possible. If art is in the public right-of-way, the developer may request it be considered for donation to the City's public art collection.
2. Permanent Public Art - Publicly Funded: Funded through public investment or grants.
 - Art is located on public property or in an easement.
 - Art becomes part of the City's permanent public art collection.
3. Temporary or Rotating Public Art: Typically funded through public investment or grants.
 - Art is located on public or private property.
 - The goal is to allow for creativity, support local creatives and emerging artists, and contribute to a dynamic and evolving ArtLine experience.
 - The art should be selected through a nimble process that is transparent and efficient.
 - Important to clarify prior to installation the length of time art will be in place, how (or if) art is rotated, and how art will be removed.
4. Other Art –Supporting Community Ownership of the ArtLine
 - "Guerilla" Art, or artwork that appears unannounced outside typical public art-sanctioned processes, has popped up along the ArtLine on private property. These grassroots efforts to be part of the ArtLine should be supported and encouraged.
 - Support partners on the ArtLine like Sprout City Farms, City of Edgewater, Metro West Housing, and others who want to initiate ArtLine art and placemaking efforts by sharing information about art selection processes, on-call artist list, supporting calls for art, etc.

Process Recommendations

Develop an On-Call Artist Pool

- » Consider issuing a Request for Qualifications (RFQ) annually, or at an interval determined with project partners, for a diverse set of artists to be considered as part of an on-call artist pool.
- » Selection of the artists should include representatives from 40 West Arts, 40 West Equity in the Arts Committee, City of Lakewood, and the Lakewood Public Art Committee.

Require Artwork with Development where appropriate and Involve 40 West Arts

- » Create a “tear sheet” for developers and local businesses that clearly outlines the development art selection process.
- » 40 West Arts should explore developing a formal process, that includes an administrative fee for the service, to provide assistance or curation of artists to help with art selection process.
- » Explore requiring a letter of support from 40 West Arts on proposed art installations that are required with development projects.

Encourage Temporary Art Installations

- » Create guidelines for expectations of temporary art based on the timeframe that is expected to last.
 - Guidelines should include requirements around concept review, installation, materials, removal, maintenance, and explicit content at a minimum.
- » Develop a streamlined approval process for temporary art that is expected to last less than 10 years.
- » Consider selecting artists from the on-call artist pool for temporary art installations.
- » Consider developing an “Activate the ArtLine” small grant campaign to encourage properties on the ArtLine to enhance their property with temporary artwork.
 - Consider providing information to show inspiration and examples of what could be done on private property along the route, and a range of costs to understand art budgets.
 - Consider implementing an artist-in-residence program with 40 West Arts to connect with the community and to help support these temporary art initiatives.

Continue adding art that is part of Lakewood’s public art collection

- » Permanent public art along the ArtLine should follow the public art process established by the City of Lakewood.
- » For public art donated to the City of Lakewood to be part of the public art collection, consideration should be given to an additional monetary gift of 5-10% of the public art project budget to cover long-term maintenance.



Organization and Maintenance Considerations

Marketing and Branding

Promoting the 40 West ArtLine and opportunities to explore it and attend events along it are important elements of the project, as is ensuring a consistent brand for the experience. Enhancing the ArtLine experience through wayfinding signage, lighting, and information about the types of art, artist information, and destinations along the route is also important. The ArtLine Audio Tours, which launched in 2021, enhance the ArtLine experience through storytelling and could be expanded upon in the future. Historically, marketing and branding of the ArtLine has occurred informally in a partnership through the City of Lakewood, 40 West Arts, and the BID. The 40 West ArtLine website, www.40WestArtLine.org, was developed by the City of Lakewood and supported by staff from the City and 40 West. However, there is no dedicated staff or formal structure to manage the website or oversee efforts to promote the ArtLine, and this is an identified need to ensure a consistent and compelling public facing presence for the project.

Programming

Working in partnership with the 40 West Arts District and West Colfax BID, programming of the ArtLine is important to activate the route and to bring awareness of this cultural asset to the community and visitors. Programming should be continued and expanded as staffing and resources allow. The following outlines areas for future programming to support and explore.

- » Increase stewardship of the ArtLine through volunteer engagement and considering an ArtLine Ambassador/ Adopt-a-Segment program.
- » Engage with youth and students and consider a mentorship program.
- » Create unique programming in each segment, which could include music and performance art and collaboration with partners along the route.
- » Consider opportunities for organized and themed bike and/or walking tours.

Staffing and Volunteers

The ArtLine currently does not have any dedicated staff nor does it have a clear organizational structure. To date, the ArtLine has successfully relied on a collaborative effort of staff from various City of Lakewood departments, the West Colfax BID, and 40 West Arts District to coordinate and advance efforts for the ArtLine. However, gaps exist in the capacity of staff to support current efforts and to effectively sustain and support the ArtLine to ensure it continues to meet community expectations. With current needs and the additional recommendations outlined in this plan, more dedicated and consistent staff time will be needed to process, coordinate, manage, maintain and oversee these efforts.

Based on current needs and projected growth, to sustain and grow the ArtLine to achieve the vision the community has identified for it, it is recommended to have three (3) staff positions, including one (1) part-time or full-time and two (2) variable part-time based on the following:

1. ArtLine Coordinator (1 full-time or part-time position)- This position would initially be housed within the City of Lakewood, with potential to shift depending on the identified long-term ArtLine organizational structure, and would have the following responsibilities:
 - Work with the City of Lakewood, West Colfax BID, and 40W Arts District to identify a long-term organizational structure for the ArtLine
 - Track, implement, and report out on Framework Plan progress
 - Help secure grants and other funding to support the project
 - Manage all art and placemaking funding, implementation, etc.
 - Coordinate with various departments on ArtLine related implementation needs, including with Design Review Committee on Design Standards & Guidelines
 - Staff ArtLine Project Team (APT) meetings and oversee APT work
 - Oversee work of part-time variable employee(s)
2. ArtLine Maintenance (1 variable part-time)- This position would be housed within the City of Lakewood with the following responsibilities:
 - Oversee maintenance of the ArtLine, including monitoring all art and placemaking elements, performing minor repairs, and coordinating with artists and other contractors on larger repairs and maintenance needs
 - Position could be expanded to support Heritage, Culture and the Arts on public art maintenance needs throughout the City
3. ArtLine Outreach Connector (1 variable part-time)- This position would be located in the community and work out of the 40 West Arts District/West Colfax BID offices with the following responsibilities:
 - Coordinate volunteers
 - Lead marketing and branding efforts, including overseeing the website and audio tours
 - Plan and implement programming, in coordination with the City of Lakewood and other partners
 - Conduct community outreach and engagement with area residents and broader audiences
 - Bi-lingual/Spanish speaking preferred



Maintenance

Long-term sustainability of the ArtLine, artwork and related amenities requires identifying strategies to address maintenance and conservation of ArtLine improvements. The following activities should be considered to ensure the ongoing success and vitality of the ArtLine:

- » Develop a maintenance plan and tracking spreadsheet for art, infrastructure, and gathering spaces along the ArtLine.
- » Conduct a regular condition assessment of all artwork on the ArtLine to determine which pieces need maintenance or conservation, or should be evaluated for deaccessioning (formally removed from the collection).
- » Prioritize conservation needs.
- » Identify and secure funding to provide necessary or recommended treatment.
- » Utilize Adopt-a-Sculpture and/or Adopt-a-Segment, when feasible; with appropriate training in maintenance techniques.
- » Investigate collaborations and partnerships with individuals and community organizations to assist with maintenance and conservation.
- » Include a maintenance plan with artist contracts.
- » Work closely with artists during the design phase to discuss materials and longevity of artwork with an eye on long term maintenance needs and costs.
- » Require a maintenance plan for all privately installed art installations required by the City of Lakewood.

Funding Strategies

Funding the ArtLine, a public community amenity, will require a diverse set of funding streams and strategies. Additionally, the success of the ArtLine to date is thanks to many factors including robust partnerships and a history of success of the partners in securing grants. As the ArtLine looks to the future, it will be imperative to pool resources through partnerships to implement ArtLine elements, support collaborative programming, and cultivate relationships with local groups and stakeholders to encourage a shared sense of pride and ownership of the ArtLine. While not an exhaustive list, the following opportunities and partnerships have been identified as potential ArtLine funding strategies.

Grants: Explore opportunities for national, state, and local grants. The ArtLine was established when project partners received a National Endowment for the Arts Our Town grant to launch the project. There is potential to obtain similar support to support the growth of the ArtLine as a creative recreational and cultural amenity through a variety of grants, including:

- » Safe Streets for All (SS4A)
- » Community Development Block Grants (CDBG)
- » Great Outdoors Colorado (GOCO)
- » Colorado Creative Industries (CCI)
- » National Endowment for the Arts (NEA)
- » SCFD funding (through City of Lakewood and 40 West Arts)
- » America Walks grants
- » AARP Community Challenge grants
- » Community First Foundation
- » Jeffco Open Space funds
- » AmeriCorps VISTA (potential grant program to fund a staff person to help build capacity for the ArtLine)
- » City of Lakewood grants (Neighborhood Participation Program, etc)

Developers and Public Private Partnerships: It will be crucial to set up systems that provide funding through the private sector in addition to federal, regional, and local funding streams. This area of Lakewood is seeing and will likely continue to see new development in the coming years, and sound systems that lay out requirements for working with developers to support the ArtLine and the benefits it brings will be important.

- » Work with and support developers to implement the 40 West ArtLine Design Standards & Guidelines and require public art with new development.
- » Consider a tax, donation, or sponsorship program for new developments that is invested in an ArtLine fund that contributes to art, programming, marketing, and maintenance.

Lakewood Reinvestment Authority (LRA): The LRA works to encourage private reinvestment within targeted areas of Lakewood to remove and prevent blight. The ArtLine is located within an LRA target area, and as such, LRA funds should continue to be invested in the ArtLine to support one of the LRA's primary goals, to maintain a strong identity and image for Lakewood. The funds could support City-initiated efforts, including maintenance, staffing, and new projects, as well as offset costs related to enhanced streetscape and other improvements on the ArtLine with private development.

Local Funding and Leveraging Existing Projects:

Opportunities to support the ArtLine through other local funding and by leveraging existing projects provide promising prospects. In addition to pursuing grants and other funding opportunities, the City's general operating budget should be considered to help support future staff positions as appropriate. The City should also consider requiring public art with all infrastructure projects in the ArtLine area. The following City projects and initiatives should also be leveraged to help implement ArtLine elements:

- » Colfax Safety Project
- » North Dry Gulch Improvements
- » 14th Ave overlay
- » Long-term roadway design plans (Functional Plans)
- » Reed Street sidewalks
- » Walker Branch Park Master Plan
- » Mountair Park Master Plan
- » Future public infrastructure projects

Other Partners: Partnerships have been key to the ArtLine's success and opportunities should be explored to strengthen and build capacity with the following partners to program and deliver projects outlined in this plan and to achieve shared goals.

- » Lakewood-West Colfax Business Improvement District
- » 40 West Arts
- » West Colfax Community Association
- » Metro West Housing Solutions
- » Rocky Mountain College of Art + Design (RMCAD)
- » City of Edgewater
- » Jefferson County Public Libraries (Edgewater branch)
- » Filipino-American Community Center of Colorado
- » Sprout City Farms and Mountair Park Community Farm
- » State of Colorado (Department of Revenue and Department of Transportation)
- » Regional Transportation District (RTD)
- » Private partners (e.g. Lamar Station Plaza and other local businesses)



Policy and Regulatory Considerations

ArtLine Route

The 40 West ArtLine Framework Plan provides guidance based on community input for improvements along the existing ArtLine route and recommends route additions in several areas to enhance the ArtLine experience as resources become available. While alternative route modifications or extensions could be proposed by project partners or others in the future, the priority should be to first implement the recommended route identified in the plan. Other areas that have been suggested for potential future ArtLine extensions include Sheridan Station and Wadsworth Station on the W Line Light Rail, the Edgewater Public Market area, and Sloan's Lake. Any proposed changes to the route recommended in the plan will be required to be evaluated and approved by the City of Lakewood and 40 West Arts prior to modifying the ArtLine Route.

ArtLine Brand Use

The 40 West ArtLine is a free and publicly accessible amenity and experience. To avoid any potential confusion and to maintain the integrity of the ArtLine brand, private development along or adjacent to the ArtLine route is discouraged from using the ArtLine name or logo in the name of the development. Developments are encouraged to have a unique and creative name to tie to the experience of being part of the ArtLine. Developments may propose to use a tagline to market the project as being "on the 40 West ArtLine". However, this proposed use of the ArtLine name or brand must be reviewed and granted permission by the City of Lakewood and 40 West Arts prior to being implemented.

Design Standards and Guidelines

The *40 West ArtLine Design Standards and Guidelines* is a companion document to the 40 West ArtLine Framework Plan and provides guidance around public realm and private development improvements along the ArtLine. The purpose of this document is to provide clear and consistent design direction with the goal of creating a creative, artistic, enlivening, economically healthy and thriving community-oriented district. The guidelines are administered by the City-Council appointed Lakewood Design Review Commission and support the 40 West ArtLine Framework Plan by providing more technical guidance around specific design elements to ensure a cohesive and attractive ArtLine streetscape and design along the entire route.

Future Zoning and Regulatory Tools

The ability to adjust zoning provides an opportunity to incentivize and balance land uses that are incompatible with the ArtLine. This powerful regulatory tool can support the ArtLine's overall vision.

Project partners should consider future zoning changes to:

- » Discourage or prohibit new predominantly auto-oriented uses directly on the ArtLine route, for example surface parking lots, gas stations, and car washes.
- » Encourage and incentivize neighborhood-serving local businesses. Incentives could include parking reductions and flexibility with adaptive reuse (both zoning and building code changes).
- » Allow for and encourage a range of housing options to include mixed income, live-work, and affordable housing options to encourage and incentivize a diverse set of residents.
- » Support artistic land uses like galleries, workshops, live-work spaces, and studios that contribute to the creative economy and create a unique sense of place within the 40 West Arts District.
- » Explore options to create an overlay district in alignment with the design standards and guidelines to promote ArtLine-oriented development and creative incentives. Ideas to consider include:
 - Potential for incentives for parking reductions in exchange for increased publicly accessible plaza space.
 - Potential changes to the minimum required retail-depth to keep the intent of activated, pedestrian-oriented ground floor design while allowing for flexibility so use can change over time with the economy and space needs.



