Lakewood

West Colfax

VISION

2040 Action Plan

Adopted August, 2015

Update Review, 2021

Working together to ENERGIZE historic West Colfax

COVER IMAGE
2015 Mural at 13th Avenue and Lamar Street. "Hear the Train A Humming" by Bobby Magee Lopez / Photo Ken Papaleo. High Country Coloring
Mural funded by Lakewood Community Development Block Grant

40W Ribbon-Cutting to open the first 40 West Gallery on Teller St., 2012 / Photo Barbara Gal

Experience Lakewood's West Colfax

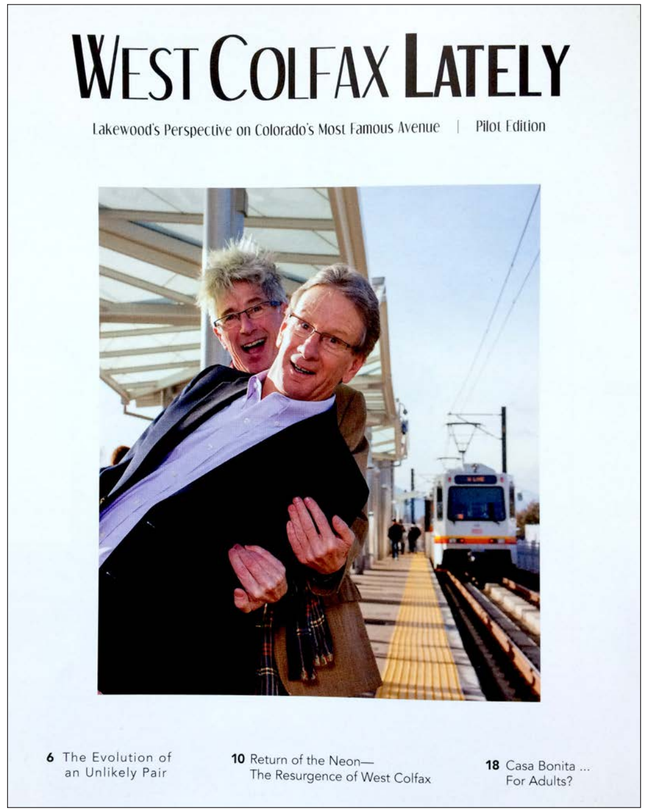
Vision 2040 Chair, Cindy Baroway / Photo Ryan Muncy Photography

A creative community...come be inspired!

This document represents the collective efforts of a broad spectrum of stakeholders. The group has dedicated time, expertise, and passion for West Colfax to support the evolution of this historic corridor in a way that aligns with the vision and values of the community. The overarching goal is to shape West Colfax into a place where locals and visitors come to create fresh opportunities, connect with diverse experiences, and celebrate culture both old and new. The community and this plan have a clear message that is both a vision and an invitation to all who wish to join in the journey: Experience Lakewood's West Colfax - a creative community...come be inspired!

"West Colfax is more than just a street. People live here, they make memories here, they work here, they celebrate important events here, and they love it here! West Colfax is a community!"

- Cindy Baroway, Lakewood City Council, 2008-2015, and Colfax cooridor resident



Cover of Pilot Edition / West Colfax Lately, 2015, feturing Mayor Bob Murphy and artist Lonnie Hanzon

The Lakewood West Colfax Corridor is a great place to do business

It is...

- A vibrant, growing area with the right zoning in place
- Home to the 40 West Arts District, one of twelve Colorado Creative Districts
- Adjacent to the West Rail Line
- Home to Rocky Mountain College of Art + Design with over 1,500 students enrolled

It has...

- The West Colfax Community Association that works in partnership with the City of Lakewood in organizing businesses, neighbors, and events to showcase the corridor
- A vested Business Improvement District in place
- Opportunities everywhere for residential and commercial development
- Decades long vibrant businesses that dot the corridor such as Rockley Music, Chicago's, and Casa Bonita
- A unique history that continues to capture one's imagination
- Infrastructure investments that have been implemented and additional investments that have been approved by City Council

Lakewood is a forward-thinking City ready to partner with you.

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Casa Bonita

Colfax Avenue in Lakewood / Photo Ken Takahashi

PART I | (2014-2015)

The Lakewood Lion mural by Giuseppe Percivati viewable from W Line light rail heading Westbound on rooftop terrace of WestLine Flat, has become a favorite along 13th Avenue

Introduction-Part I

Purpose of this Document:

From the onset, this plan had two central objectives: It was not only intended to function as a framework to codify and advance a unifying community vision, but also—practically speaking—it was to demonstrate to those looking to invest along West Colfax that we could create momentum, were well organized, and could rally around projects aligned with our vision.

In 2014, spurred on by other ongoing community planning effort, a collection of engaged citizens convened to consider the vision of the West Colfax corridor for the next generation. Asking "What do we want to achieve in the next 25 years by the year 2040?" Charting a course for anything for the next 25 years is a lofty goal, particularly for Lakewood's storied West Colfax corridor.

The group that set out on this journey faced many unknowns. It involved collaboration among 60+ civic, business, neighborhood leaders and city staff and was both practical and bold: the group first identified the categories of known issues impacting the future of the corridor, and in little more than a year the West Colfax Vision 2040 Action Plan was ready to be presented to City Council with a set of goals and action items that were bold but achievable.

The timing was right. The community was beginning to coalesce around a series of meaningful milestones: the formation of new business improvement district (2011), the insights and adoption of the catalytic 40 West Arts Urban Design and Mobility Concepts (2012), the long-awaited opening of RTD's W Line Light Rail (2013), the two blockbuster announcements that FirstBank and Terumo BCT both would build new headquarters—collectively amounting to more than $200+ million in new construction in the corridor, and the elation of 40 West Art earning the designation as a state-certified creative district (2014)—a first for Lakewood and Jefferson County.

The West Colfax community, with its "quirky" 150-year history, was a subset of the collective Colfax lore, and it needed a clear vision for the future to rally behind—and a plan to capture and share it. Longtime corridor resident (and Lakewood City Councilor at the time) Cindy Baroway, chaired this endeavor, and her supporting cast of stakeholders—neighborhood leaders, business, and civic leaders—set out to create it. Under Cindy Baroway leadership, a cohesive core group was assembled and collaborated with scores of locals who took part in the many work sessions that resulted in the original plan's formation. What is now Part 1 of The West Colfax 2040 Action Plan was adopted by City Council in Aug. 2015.

In many ways, the progress along West Colfax and this Action Plan is a tribute to the passion and active community involvement of Joe Margotte and his wife Luanne—longtime owners of Chicago Style Beef & Dogs. Among his many roles in the community, Joe served as a West Colfax Ambassador for this plan during 2014-2015, always challenging the City to do more for its oldest commercial corridor.

Joe was a mainstay at community meetings, including WCCA and City Council—advocating for improvements along West Colfax—even though, at times, his approach some would say could be abrasive. Joe embodied the West Colfax spirit—entrepreneurial, fiercely independent, and always involved in the community. Although, of course, Joe was a one-of-a-kind character—the world needs more Joe Margottes. Joe passed away in 2019 at the age of 88. His family continues to operate Chicago Style restaurant on West Colfax. It is fitting that we remember Joe in this document.

"Joe always spoke his mind—most often about the big issues impacting the community. Joe challenged us to do better as a City, and he was always willing to roll up his sleeves and get involved. That's why he is a West Colfax Legend." Mayor Adam Paul

Joe Margotte and his wife Luanne (front right) at a community dinner hosted by Mayor Adam Paul

Cindy Baroway, Vision 2040 Chair, addresses the WCCA / Photo Bill Marino

Plan Organization

The original 2014-2015 plan is organized by topical categories: **Cultural Identity, Infrastructure, Connectivity, Placemaking, Vibrancy, and Celebrating Colfax**. The plan's authors considered these topics to be critical in addressing the key issues in the West Colfax community and implementing the important goals and action items recommended herein. (See "acknowledgements" in the APPENDIX for who participated with the group to create the original Vison 2040 plan.)

To keep this plan fresh and well aligned with the community, in 2020-2021, a select taskforce of West Colfax Ambassadors, members of our local organizations, and neighborhood groups, along with the business improvement district team and city staff, conducted a thorough review and provided new content and updates to the plan. This newly updated content primarily appears in Part II under the "Reviews" heading, as five-year updates are now embedded in the plan's goals. (See also "acknowledgements" in the APPENDIX for who participated in the collaboration that provided the five-year review of the plan.)

Under each topic category are **Goals** and specific **Action Steps** developed and delineated by the West Colfax Vision Group Committee of community members. This Plan organization is discussed in greater detail in the appendix (see Viable, Livable and Memorable discussion).

Implementation of these Goals and Action Steps identified in this Plan will continue to be a collaborative effort between the Lakewood West Colfax business organizations (Lakewood-West Colfax Business Improvement District, West Colfax Community Association, and 40 West Arts District), the City of Lakewood and other civic organizations (i.e. Lakewood Historic Preservation Committee); with the business community taking a strong and frequently a lead role in implementation.

This collaborative effort has been ongoing since the adoption of the 2006 Colfax Action Plan, the very first West Colfax Action Plan. The intent of this newPlan is to update and expand upon that plan based upon progress that has been made and to extend the vision for West Colfax in Lakewood well into the future.

Guilding Principles

- PRINCIPLE #1: This document regards Lakewood's West Colfax corridor as a whole—from a **360-degree perspective**—with a common heritage and complementary character but with different nodes of activities that require integrated and synergistic strategies

- PRINCIPLE #2: To keep this document not only relevant, but organically nimble and vibrant, we recommend a review of this document at least **every five years** with **broadly inclusive engagement**, with residents from as many neighborhoods as possible, representative property owners, business operators throughout the corridor, and strategic partner organizations, including the City

- PRINCIPLE #3: This document emphasizes the essential **value of local voices** but recognizes that **City elected leaders and staff are fundamental** to sustained progress on the implementation of this plan

These ***Guiding Principles*** were added during the 2020-2021 review process. They emphasize the core tenets that underpin the document as a guide to future implementers and reviewers. The details of our first five-year review can be found in Part II of this document, including the purpose, scope, schedule, homework assignment, and overall findings.

As you'll likely notice, there are parts of the Vision 2040 Plan that have become outdated; that is the overriding purpose of recommending an ongoing five-year review—to keep the plan relevant and focused. We have made progress . . . but there is still much work to be done!

VIG Ambassadors meeting over Zoom during the pandemic.

CHAPTER 1

Lakewood

CULTURAL IDENTITY

transportation heritage

eclectic • entrepreneurial

architectural uniqueness

diversity

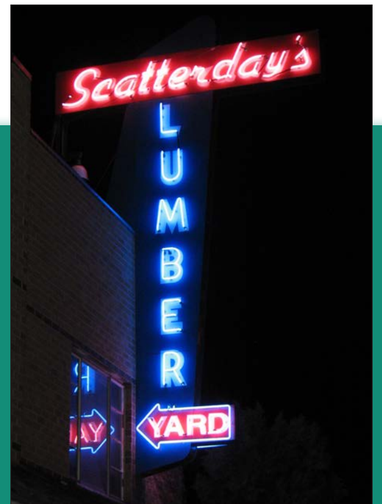
historical assets

unity

Cultural Identity

When Jack Kerouac, an American novelist and poet, first traveled Colfax, Lakewood was not yet a city. What he saw then and what travelers see today are uniquely different but surprisingly the same. West Colfax, US Highway Route 40, was once a traveler's dream, much like the famous Route 66. Travelers had places to rest their heads for a good night's sleep, dine at Davies' Chuck Wagon Diner, a place to enjoy a meal and entertainment at Taylor's Supper Club.

Rocky Mountain College of Art + Design



Historic Scatterday's Lumber Sign

Davies' ChuckWagon Diner

Today, you can still dine at Davies'. While Taylor's is long gone, Lakewood is home to the iconic Casa Bonita where you can enjoy the atmosphere and be entertained.

In 2013, Lakewood took a major step toward recognizing its past and created a Historic Preservation Commission. The following spring, the State of Colorado granted the City Certified Local Government (CLG) status. The City's Historic Preservation Commission can make recommendations to the City Council concerning the Historic Preservation Ordinance. The commission also can provide information on state and federal preservation tax credits and other potential funding sources for preservation activities. That same year, 40 West Arts District was awarded a state grant to survey nearly 600 buildings along West Colfax Avenue from Sheridan to Youngfield. The results of this survey were shared with the public in 2015. There is much interest in preserving the cultural identity of West Colfax and the following section provides recommended goals and action items for preservationists, the Lakewood West Colfax BID, Lakewood, and the community.

GOAL CI-1

Develop a ways and means to preserve the oral and visual history of this commercial byway and to illustrate the impact it had on Lakewood's development.

Action Steps

CI-1a.
Develop a public-private partnership to create experiences that celebrate elements of West Colfax's past. Efforts could include a museum, public events, or displays of food services that recreate the menus of "lost restaurants."

CI-1b.
Record oral histories of West Colfax residents and business owners and index the Sentinel and other newspapers from 1919 to the present.

CI-1c.
Identify funding mechanisms and partnerships to develop and operate a museum or other ways to preserve West Colfax history.

GOAL CI-2

Leverage the unique identity of the corridor to support historic district designation and preservation.

Action Steps

CI-2a.
Establish design guidelines to encourage new construction and incorporate details and design elements from the mid-20th Century.

CI-2b.
Pursue designation as a National Historic District and conduct a Multiple Property Documentation of West Colfax's historic motels.

GOAL CI-3

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

Action Steps

CI-3a.
Create a cohesive feel and community identity around the historic character of the area. Possibilities include promoting West Colfax's agricultural beginnings with farmer's markets at Lamar Station Plaza and Westland and implement interpretive signage at important locations.

CI-3b.
Encourage the existing neighborhood associations to work with historians and preservationists to understand and document their special historic sites.

CI-3c.
Establish an annual Lakewood historic symposium as part of Historic Preservation Month in May.

CI-3d.
Celebrate important historic buildings and place markers.

CI-3e.
Create a 'walk of fame', written histories, and other experiences for residents and visitors.

GOAL CI-4

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

Action Steps

CI-4a.
Identify characteristics and activities that support the historic era (the mid-20th Century) most associated with West Colfax Avenue. Develop neighborhood surveys to document styles, building forms, and to gather the history of the built environment.

CI-4b.
Work with developers to identify how construction can complement and enhance historic characteristics.

CI-4c.
Use West Colfax as the economic and preservation model to develop theme surveys to document groups of at-risk structures.

CI-4d.
Support the City and the Lakewood Historic Preservation Commission as it develops and oversees programs that may include a municipal tax credit program that encourages home and business owners to preserve their historic properties. Utilize tax credits through enterprise zones, or other incentives like low-interest loans to encourage the owners of non-listed and non-eligible buildings to incorporate historic design ideas into their buildings.

GOAL CI-5

Promote historic preservation as an economic development tool.

Action Steps

CI-5a.
Promote the federal and state income tax programs to encourage rehabilitation of historic structures.

Dino's Restaurant on Colfax since 1960s / Photo Ken Papaleo, High Country Coloring

Note: The restaurant was sold and the site was redeveloped in 2022

JCRS Site Circa 1900
(Now Rocky Mountain College of Art + Design Campus)

Rocky Mountain College of Art + Design
Water Tower built by JCRS in 1910

Rockley Music

One of the longest-running businesses on West Colfax.

Rockley Music Mural / Photo provided by Liane Rockley

Note: The Rockley Building is now an event center under new management

Rockley Music / Photo provided by Liane Rockley

Rockley music has been family-owned and operated since 1946. After almost 70 years on the West Colfax Corridor, the Rockley family has seen many changes. At one time there were four music-related stores along this stretch of US Highway 40. Yet, these stores somehow managed to avoid overlapping their products with one another.

Melvin and Mildred Rockley first opened Rockley Music in 1946 at the corner of Colfax and Wadsworth by selling everything from washers and dryers to band instruments. In the 1950s, the Rockleys built their current store with the help of some friends, almost like an old barn-raising community event! Everyone pitched in. As the booming record industry took off, they decided to concentrate on their musical instruments and print music.

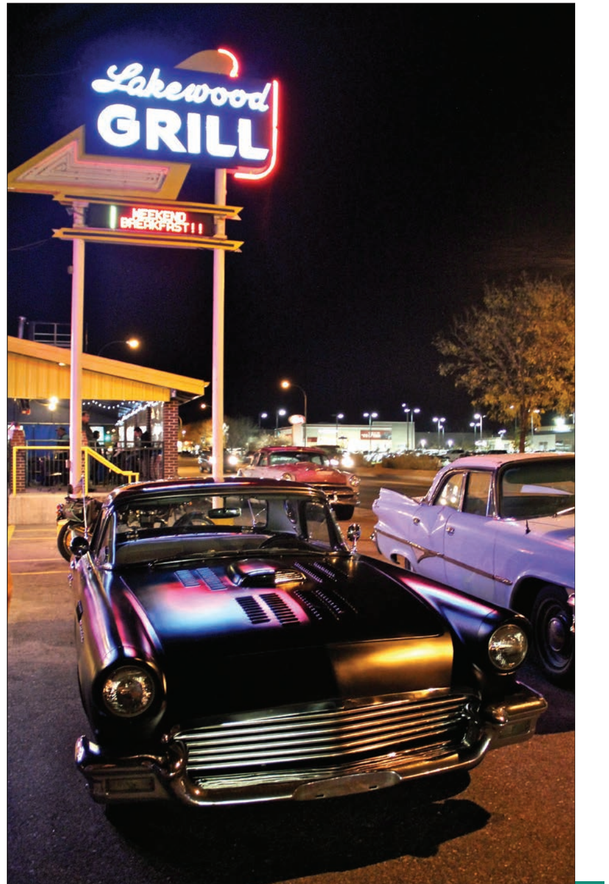
Over the past eight decades, the Rockley family has continued to stay current, even with all the change in the music industry. They have witnessed the ebb and flow of other businesses along the historic corridor. Through it all, they never wavered in their belief that Colfax Avenue was the place to be!

Ideas to Think About

What if...

- There was a museum celebrating West Colfax's history and its entrepreneurial heritage?
- There was a Lakewood-West Colfax Walk of Fame?
- There was a new, iconic building along West Colfax inspired by mid-century modern architecture?
- There was a destination celebrating neon signs?
- Supper clubs returned to West Colfax?

CULTURAL IDENTITY



Lakewood Grill / Photo Barbara Gal

CHAPTER 2

Lakewood

Infrastructure

Every community relies heavily on its infrastructure for safety, for commerce, and for future design of development and redevelopment. The City of Lakewood was incorporated in 1969 and inherited an existing infrastructure system, especially along the West Colfax corridor. Over the years, various projects have been undertaken to improve the area with many more projects to complete. In the spring of 2015 City Council approved a stormwater utility fee increase that will allow funding for 10 drainage improvement projects, many of which will improve the corridor.

A great example of the impact of such projects is the northeast corner of Wadsworth and Colfax. This area historically flooded after heavy rainstorms. After redeveloping this corner, the flooding has stopped, a water feature is now in place, and many properties have been removed from the flood plain - a win-win for all involved.

Public infrastructure serves as the building blocks essential to support and enhance the physical environment as a place to live, work, and play. Important infrastructure elements that directly support the West Colfax Corridor include streets, sidewalks, stormwater and flood plain systems, green infrastructure such as parks, and public infrastructure including plazas, community facilities and gathering spaces. It is critical that future infrastructure investments contribute to a well-designed and functional physical environment for people as well as for the economic vibrancy of the Lakewood West Colfax Corridor.

As the vision group committee members agreed: "Nurture the roots, and there will be fruit."

Gulch Improvements Colfax & Wadsworth

Prior to the Walmart redevelopment, North Dry Gulch was a combination of short segments of open channels, small diameter pipes, and surface flow across parking lots. The surface flood plain through the middle of the property was several feet deep and 350 feet wide in places, making redevelopment of the site difficult.

The new North Dry Gulch channel was constructed to manage the entire flood plain flow of about 700 cubic feet per second. By collecting and redirecting surface drainage, the flood plain was contained within the 70-foot wide channel, leaving developable land north and south of the channel. The 1200-foot long channel spans the site from west to east about a half block north of Colfax. With landscaped side slopes and a pedestrian trail along the north bank, the channel provides a green oasis in this urban setting. (See photo on the next page.)

North Dry Gulch Improvements at Colfax & Wadsworth - more improvements are in the works/ Photo Ken Papaleo, High Country Coloring

GOAL I-1

Implement stormwater and flood plain improvements that support economic development objectives and demonstrate quality and functional design.

Action Steps

I-1a.
Work with the Lakewood Stormwater Utility Master Plan for North Dry Gulch to incorporate economic development objectives and design elements and incrementally develop improvements.

I-1b.
Work to incorporate park, open space, and trail opportunities when developing flood plain and stormwater system improvements as well as maximizing opportunities within existing systems.

I-1c.
Develop and design systems that provide site amenities while working with the business community to meet property development needs.

GOAL I-2

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

Action Steps

I-2a.
Continually seek opportunities for community gathering spaces along transportation corridors including, but not limited to, pop-up markets, informal gathering spaces with seating, and better utilization of alleyways and parking areas for commercial and public purposes.

I-2b.
Identify and apply for additional funding for infrastructure and placemaking enhancements through grants and other mechanisms.

I-2c.
Seek opportunities to share uses, day and night uses, for example, when creating public uses along transportation corridors.

I-2d.
Capitalize on opportunities to activate drainage and detention areas, appropriately recognizing drainage and detention regulations and requirements.

GOAL I-3

Leverage infrastructure investment with creative application of innovative technologies to meet plan goals.

Action Steps

1-3a.
Research best practices and innovative solutions to optimize experience-enhancing solutions to infrastructure projects.

1-3b.
Continually look for opportunities to incorporate technological advances as a part of the corridor and seek out partners to implement these technological improvements. Think big in developing solutions.

1-3c.
Consider cutting edge materials and design in developing and implementing infrastructure improvements.

Mountair Park Community Farm

Mountair Park Community Farm is an urban farming partnership between the City of Lakewood and Sprout City Farms, a nonprofit organization that believes a thriving local food system is the foundation for healthy, resilient communities. An urban farm is defined as a food production site, managed by paid staff with the help of interns, students and volunteers. Food produced at the farm is donated to local food banks and to volunteers who provide labor, distributed through a donation-based farm stand, and sold to local residents through a Community Supported Agriculture (CSA) program. In addition to providing fresh, locally grown food to residents in the area, the farm is quickly becoming an important community gathering space and amenity, and hosts several community festivals each year.

Mountair Park Community Farm Haunted Harvest Event, 2015

Ideas to Think About

What if...

- Infrastructure improvements created a water feature?
- Flood plain improvements made all developable areas more economically feasible?
- Whitlock Park along West Colfax became an outdoor performance venue?
- We expanded our Community Farm?
- There were complete sidewalk connections along all of West Colfax?

INFRASTRUCTURE

Vision for Proposed Whitlock Rec Center Improvements at Colfax Frontage

CHAPTER 3

Lakewood

CONNECTIVITY

fewer cars, more people

first / last mile

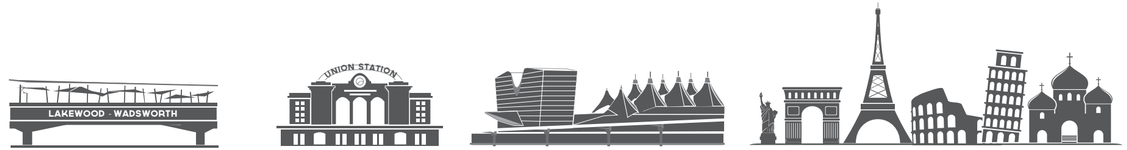
bike lanes • walkability

west rail line

mobility

Connectivity

LIGHT RAIL CONNECTING LAKEWOOD TO THE WORLD



Whether cruising in a classic car or riding light rail, West Colfax Avenue is a transportation corridor. Like infrastructure, an efficient, multi-modal transportation system is essential to economic vibrancy. West Colfax Avenue has been an essential east-west transportation artery since it was built.

Denver Union Station

Denver International Airport

A transportation vision, in the nearer-term, will identify elements to enhance all transportation modes as smooth-functioning and efficient as is reasonable. In the longer-term, as the vision unfolds into reality, it will combine the modes into a unified scheme that makes transportation an attraction itself in a larger, coherent vision of West Colfax while simultaneously nurturing nodes of prosperity across the corridor.

Transportation connectivity will increasingly accommodate more than just the automobile. Many of our residents, young and old, want to be able to bike or walk to restaurants, bakeries, and coffee shops from their homes and places of work.

From a regional context, West Colfax - with RTD's light rail connections opening in 2016 - will connect throughout the metro area, including Denver International Airport, thus connecting Lakewood to the world.

Lakewood / Wadsworth Station / Photo Ken Papaleo, High Country Coloring

Lakewood's West Colfax Corridor has been a major transportation corridor for over 100 years.

Last Days of Denver Tramway Line 84 through Lakewood, 1950

'W' Line Rail Car, Lamar Station 2014 / Photo Bill Marino

Interurban Car No. 25

Car 25 is the last remaining and completely intact electric railway car that once served the Denver area. As an exquisitely restored piece of history, Car No. 25 is listed on both the State Register of Historic Properties and the National Register of Historic Places. The car was built by Denver's own Woeber Carriage Company and placed into service on February 17, 1911 and was one of seven cars that provided passenger service on the Denver & Intermountain Interurban's 13-mile Denver-Lakewood-Golden line until 1950, when rail transit service was abandoned. Beginning in 1988, the Rocky Mountain Railroad Club Historical Foundation embarked on a 22 year restoration project with volunteers contributing 24,000 hours toward the project. Car No. 25 is currently stored at the Denver Federal Center. There are plans to build a museum at the Oak Street Station - the future home of Car No. 25.

Interurban Car No. 25

GOAL C-1

Identify and explore options to ensure Lakewood's West Colfax is a well-functioning major east-west arterial that is designed with Best Practices to address multi-modality and climate change.

Action Steps

C-1a.
Participate in a sidewalk installation and improvement campaign on West Colfax and 14th Avenue.

C-1b.
Identify best practices for safety and barriers to cycling and walking and ensure viability and vitality of West Colfax for multi-modal mobility.

C-1c.
Assess locations for bike share/car share nodes or stations along the West corridor.

C-1d.
Build infrastructure for electric vehicle plug-in stations at key nodes.

C-1e.
Implement a "complete streets." program to develop West Colfax as a multi-modal arterial.

C-1f.
Assess the modification of West Colfax to two through lanes in each direction to allow for on-street parking and/or larger medians.

GOAL C-2

Create a bicycle and pedestrian experience that makes Lakewood's West Colfax Corridor an attraction.

Action Steps

C-2a.
Identify critical connections and intersections needing improvement for safety, functionality, and aesthetics. (This includes the lighting, signage, striping, and overall experience).

C-2b.
Develop and identify resources to implement needs and improvements.

C-2c.
Review pedestrian/cycling plans with the perspective of future mobility practices.

C-2d.
Assess the feasibility of allowing innovative mobility modes, based on street, traffic, and market assessment.

GOAL C-3

Assure that parking areas are functional, appropriate in size, and developed aesthetically.

Action Steps

C-3a.
Assess parking availability to identify current and future parking challenges and opportunities.

C-3b.
Identify potential sites for longer-term shared parking structures.

C-3c.
Survey existing bicycle parking and identify potential sites for future short- and long-term bicycle racks at light rail stations.

GOAL C-4

Promote public transportation as a convenience, attraction, and amenity within the corridor that provides regional connectivity.

Action Steps

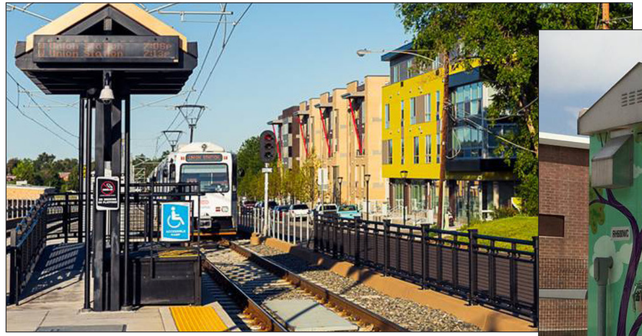
C-4a.
Identify key priorities for artistic signage and innovative wayfinding to increase visibility of multi-modal transportation opportunities.

C-4b.
Install wayfinding signage in partnership with RTD, the Business Improvement District (BID), and the City of Lakewood to make bus and train use more visible.

C-4c.
Develop a multi-partner sponsored user-incentive program.

C-4d.
Develop priorities for new or enhanced amenities, features, and services to increase Lakewood's West Colfax bus ridership.

C-4e.
Identify and prioritize first- and last-mile connection needs along the West Colfax Corridor.



W Rail Line at Lamar Station

RTD Box Wrap at Lamar Station / Artist Johanna Parker

Light Rail in Lakewood / Photo Ken Papaleo, High Country Coloring

W Line Bike Path and RTD Box Wrap at Mountair Park / Artist Johanna Parker

Three generations of Mayors attend RTD W Line Ribbon Cutting in April 2013

Ideas to Think About

CONNECTIVITY

What if...

- Lakewood's West Colfax Avenue was once again a top metro destination?
- Every bus and rail stop was a fun, artistic experience?
- There was a bike-share system all along the Lakewood West Rail Line and West Colfax?

B-Cycle Bike Share Station

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

CHAPTER 4

Lakewood

PLACEMAKING

state of the art, world class design

nodes of activity

performance & gathering places

revitalize existing buildings

respectful new buildings

wayfinding & signage

Placemaking

Placemaking should integrate the reinvigoration of existing buildings as well as the design of new buildings along West Colfax. Meaningful and impactful places not only exist within buildings but inhabit the spaces between buildings; the fabric that connects West Colfax should prioritize people and activity.

Lakewood's West Colfax has a unique history and a unique opportunity to simultaneously connect with the past and look to the future. The vibrancy and functionality of the street, the buildings that define the street, and the collections of buildings that create memorable districts must all intentionally leverage design to connect emotionally, physically, and socially to visitors and residents alike.

The Artspace Team in 2015 on an exploratory visit

Design and physical improvements along the corridor should strive to be authentically connected to Lakewood.

Authenticity is not only honoring the mid-century modern architecture and neon, the DNA of West Colfax, but also the car culture and freedom-loving and entrepreneurial spirit behind the buildings and signs. Authentic design is deeper than imitating shapes and forms and should balance a respect for history with relevant best practices and an ambitious vision of integrated urban design.

Design and physical improvements along the corridor should seek to connect new generations with history in a way that celebrates the genuine personality of the corridor. Good design celebrates the vibrancy of the unique businesses and people that define West Colfax and catalytic improvements rely on a foundation of public and private partnerships that are motivated to improve the corridor.

14th & Lamar Roundabout Sculpture 'Connected' - Artist Christopher Weed / Photo Ben Waldman

Urban design on West Colfax should prioritize the value of human relationships and support how locals and visitors gather to seek fresh experiences, foster friendships, and create life-long memories in an environment that celebrates originality, ingenuity, and resourcefulness.

The West Colfax Vision Group had many ambitions that spoke about iconic, culturally important, and sustainable buildings to attract and capture the imagination of residents and visitors alike. Never underestimate the power of those who love Colfax to make a dream a reality.

GOAL P-1

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

Action Steps

P-1a.
Implement the 40W placemaking recommendations in the arts district.

P-1b.
Identify physical, economic, and regulatory impediments for new businesses to inhabit existing structures.

P-1c.
Develop an integrated strategy and resources to encourage adaptive reuse of existing buildings.

P-1d.
Identify design themes and elements that contribute positively to the identity and character of the corridor.

P-1e.
Develop design guidelines and design review standards.

P-1f.
Integrate placemaking goals into the functional classification of the corridor.

P-1g.
Reinforce nodes of pedestrian activity through wayfinding and placemaking.

P-1h.
Create a noteworthy building or structure on West Colfax.

P-1i.
Infuse color and vibrancy into all design projects.

GOAL P-2

Revitalize existing buildings.

Action Steps

P-2a.
Identify physical, market, and regulatory impediments to adaptive reuse of existing buildings.

P-2b.
Enact appropriate incentive and leveraging strategies to encourage revitalization.

P-2c.
Articulate design guidelines that are based on identifying appropriate architectural themes that reinforce and retain the character of the corridor.

P-2d.
Synthesize tools and guidelines that holistically encourage adaptive reuse in the context of current market forces and creative possibilities for revitalizing historic assets.

GOAL P-3

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

Action Steps

P-3a.
Integrate existing buildings into new development projects to maintain the character of the West Colfax Corridor.

P-3b.
Identify locations where assembling multiple properties will result in retention of existing buildings that can be integrated into larger redevelopment efforts.

P-3c.
Align economic, historic, and urban design goals to encourage that redevelopment efforts include the reuse of existing buildings.

GOAL P-4

Support the creation of distinct districts and unique nodes of authenticity and activity.

Action Steps

P-4a.
Integrate individual West Colfax business and neighborhood identities along the entire corridor with new development to create authentic places.

P-4b.
Identify authentic districts, sub-areas, and neighborhoods on the corridor and encourage appropriate development.

P-4c.
Coordinate reuse, redevelopment, and new development efforts to reinforce catalytic projects.

P-4d.
Encourage new project initiatives along the corridor to integrate with West Rail Line connectivity.

GOAL P-5

Integrate relevant character into the aesthetic expression of new buildings.

Action Steps

P-5a.
Encourage architectural and landscape design that creates a holistic understanding of how each increment contributes to the entire urban fabric of the corridor.

P-5b.
Ensure that economic, infrastructure and urban design priorities are aligned.

P-5c.
Identify how authentic adjacent districts, sub-areas, and neighborhoods can inform the design of, and work with, new development.

Artist Lonnie Hanzon, helping to complete a Colfax mural designed by Johanna Parker

'W' Line Opening Day, 2013

New Sidewalk connecting
Lamar Station to Colfax Avenue

Rocky Mountain College of Art + Design

Now the home of the Rocky Mountain College of Art + Design, the Jewish Consumptive Relief Society (JCRS) opened its doors in 1904 to treat patients with tuberculosis, the leading cause of death in the United States at that time. Patients came from throughout the country to "chase the cure" and to seek a remedy for the disease. The treatment promoted and used at the time was to maximize patients' exposure to the local fresh and dry air. Patients were housed in white wooden tent-cottages on the site. Over the next fifty years the JCRS provided all of its services free of charge and 10,000 patients would pass through its doors before it changed its mission to cancer treatment. Thirteen of the original buildings still stand and the site is on the National Register for Historic Places.

Texas Building - Rocky Mountain College of Art + Design

Ideas to Think About

What if...

PLACEMAKING

- There was an iconic destination like the Space Needle here?
- Lakewood's West Colfax was a leader in craft brewing?
- A "people-place" pocket park like a town square or amphitheater existed here?
- Lakewood's West Colfax became a top music venue?
- 40 West converted an historic motel into an arts-centric boutique motor inn, or purchased a historic building in the cooridor?
- Someone opened a "retro" supper club?

Colfax Motel Conversion Vision / Rendering and Images Kevin Yoshida

CHAPTER 5

Lakewood

VIBRANCY

restaurants / cafes / gastropubs

ambassadors

keep it local • events

arts & culture

business incubators

innovators

Vibrancy

In the 1920s, Denverites would climb into their horse-driven buggies to take a ride in the country or to go to their summer home in the Glens' neighborhood by driving along what would become US Highway 40/Colfax Avenue. As they took that ride, they would need various supplies - whether it was food for the kitchen, seeds to plant their gardens, or flowers to decorate their summer cottages. This was the beginning of economic vibrancy along the corridor. Today, that mix of businesses, employment, and housing, private retail and entertainment, as well as public amenities and services is still critical for any community to thrive. Lakewood's City Council adopted mixed-use zoning in 2009 to allow for residential development along this longest commercial corridor in the US to help balance the mix of commercial and residential development.

In 2005 City Council designated much of Lakewood's West Colfax Corridor as being within Lakewood's Reinvestment Authority (LRA). Since then, the LRA has invested in the community by providing amenities to the West Line and supporting catalytic businesses.

Changes are already occurring with a 1950s era shopping center. Now with new ownership, it is undergoing a major transformation and getting a new name - Lamar Station Plaza. In addition, a former Target site near the Oak Light Rail Station has now redeveloped as Westlink at Oak Station, a beautiful, new multi-family apartment community. One of the most exciting things to happen along Lakewood's West

The Annual Colfax Marathon in Lakewood / Photo Bill Marino

Colfax is the creation and ongoing impact of 40 West Arts District, one of only 12 state-certified creative districts in Colorado. Soon, an Artspace development will be built in the corridor. These are just the beginning stages of an economic renaissance along Lakewood's West Colfax Corridor, which will be further enhanced by achieving the goals set forth in this plan.

Artspace

Artspace is a non-profit developer that transcends its mission to create, foster, and preserve affordable space for artists and arts organizations, and is a catalyst for positive community change.

Artspace creates live/work residences that maintain affordable housing opportunities for artists. Supportive artist housing can mitigate the impact of the gentrification that can displace the creative residents that once defined and built the value and identity for a community.

Artspace has a proven positive effect on a community's ability to leverage creativity as an economic asset.

On April 13, 2015, Lakewood City Council unanimously endorsed a partnership with Artspace, leveraging 40 West Arts as a creative district and investing in the city's unique confluence of culture and social responsibility.

Note: Conversations are still ongoing

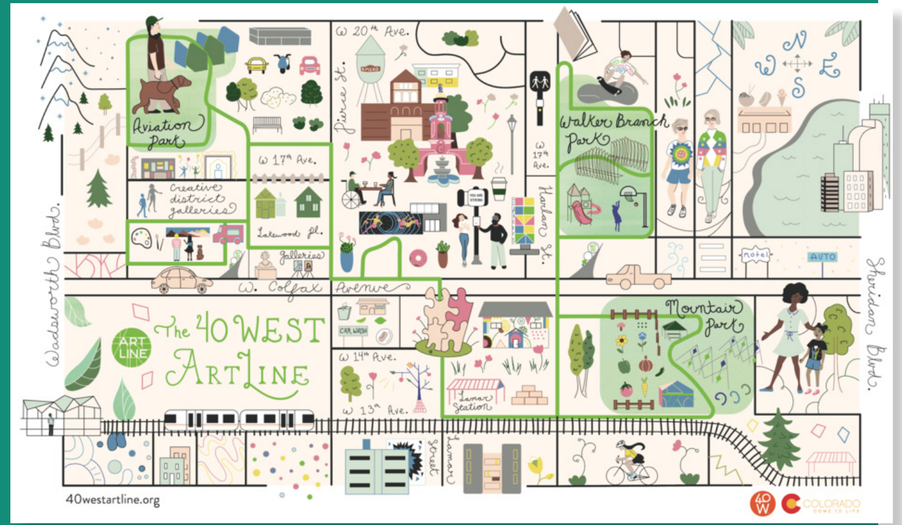
Artspace Hiawatha Lofts, Seattle, WA / Photo Artspace

40 West ExplorARTory Loop

The creation of an Arts Loop (now the 40 West ArtLine) is a distinguishing component of the Arts District concept that was proposed in the 40 West Arts District Urban Design and Mobility Concepts Plan adopted in 2012. The Loop was envisioned as a continuous and distinctly-colored, multi-use path circling the 40 West Arts District, connecting people to public and environmental art located in parks, open spaces and other installations in the area.

Destinations now include: Aviation Park, Walker Branch Park, Mountair Park, the RMCAD Campus, Lamar Station Plaza, Lamar Station and the water detention area between Lamar and Newland Streets. The ArtLine features a combination of permanent public art and seasonal environmental art installations, and now offers a significant art experience in Lakewood featuring a regular rotation of site-specific public environmental art installations.

Note: A major NEA grant began the ArtLine in 2018



40 West ArtLine illustrative map / Artist Elle Powell

GOAL V-1

Create the desired mix of employment and housing by actively seeking to attract those who provide either or both.

Action Steps

V-1a.
Identify gaps in the desired mix of employment and housing and prioritize needed targets in employment and housing.

V-1b.
Identify key metrics associated with employment and housing and work with the City to compile and analyze trends.

V-1c.
Share key metrics with stakeholders and community groups.

GOAL V-2

Attract neighborhood-serving businesses, retail, and entertainment that complements and enhances what currently exists.

Action Steps

V-2a.
Identify and prioritize areas of opportunity for public amenities and services.

V-2b.
Create pop-up events to showcase desired businesses such as a pop-up supper club.

V-2c.
Work collaboratively to activate more entertainment venues and promote the spectrum of entertainment activities in the corridor.

V-2d.
Create a task force to set criteria and create additional festivals/activities that fit the Lakewood's West Colfax brand to bring more vibrancy to the corridor and add to the overall experience.

GOAL V-3

Create a district that is so unique that people will want to visit, spend time and money here, and live in the area.

Action Steps

V-3a.
Develop public-private partnerships to bring authentic West Colfax-centric experiences to the corridor, (examples may include retro supper club destinations, the old motor inn converted to an arts enclave and boutique motel, a pop-up drive-in theater experience, and a West Colfax Museum and Hall of Fame/Walk of Fame).

V-3b.
Develop collaborative strategies to bring world-class attractions and/or landmarks to the corridor such as an observation tower with restaurant, Worldwide Museum of Neon, or an authentic, restored carousel to place in a public space to attract visitors from far and wide.

V-3c.
With community partners, develop activities, festivals, and other annual events that showcase and celebrate the past, present, and future of the corridor.

V-3d.
Develop the 40W Arts Loop.

V-3e.
Promote the use of historic preservation tax credits to maintain the historic character of the corridor.

Mountain Park Community Farm / Community Activity

Sustainable Development

Sustainability is the ability to last or continue for a long period of time. Building design, city design, transit design, and food sourcing is influenced by new moral and philosophical paradigms to reduce consumption and improve quality and efficiency.

Sustainable measures and practices that can be enacted today should not be delayed or diluted, rather sustainability must ultimately transcend recycling, transit, and building science. Sustainability is our ability to continually adapt to new opportunities, leverage inventiveness and nurture revolutionary thinking.

Artist in Residence Workshop at Lamar Station Crossing / Photo Bill Marino

We support sustainability along Lakewood's West Colfax Corridor.

Ideas to Think About

VIBRANCY

What if...

- The Lakewood-Wadsworth Station Plaza always had carts and vendors?
- West Colfax in Lakewood had a broader spectrum of dining options for first dates, family gatherings, etc?
- Lakewood's West Colfax had a business incubator for creative entrepreneurs?
- West Colfax in Lakewood had a fun, buzz-worthy attraction, such as a vintage carousel or Ferris wheel?
- The corridor had a dedicated space for a "Makers' Market?"

Lakewood - Wadsworth Light Rail Station Event / Photo Ken Papaleo, High Country Coloring

Andy Sprenger, Owner of Sweet Bloom Coffee Roaster, located on the 40 West ArtLine / Photo Bill Marino

CHAPTER 6

Lakewood

CELEBRATE COLFAX

memories • authenticity

experiences

uniqueness

destination

variety

Celebrating Colfax

"Omming Birds" Mural at Lamar Light Rail Station by Bobby Magee Lopez / Photo Ken Papaleo, High Country Coloring

The Lakewood section of historic West Colfax - with its inimitable brand of glitter and grit - has a story to tell that's all its own. Marketing, at its core, is about telling a story and making a connection with people. Simply put, it's about creating memories. Top marketers seek to deliver a memorable "brand experience" to foster loyal customers, and ultimately, cultivate brand advocates. This presents West Colfax with a unique opportunity - to look at its past to shape its future...to tap into its colorful history and harness the extraordinary passion that exists for the storied avenue.

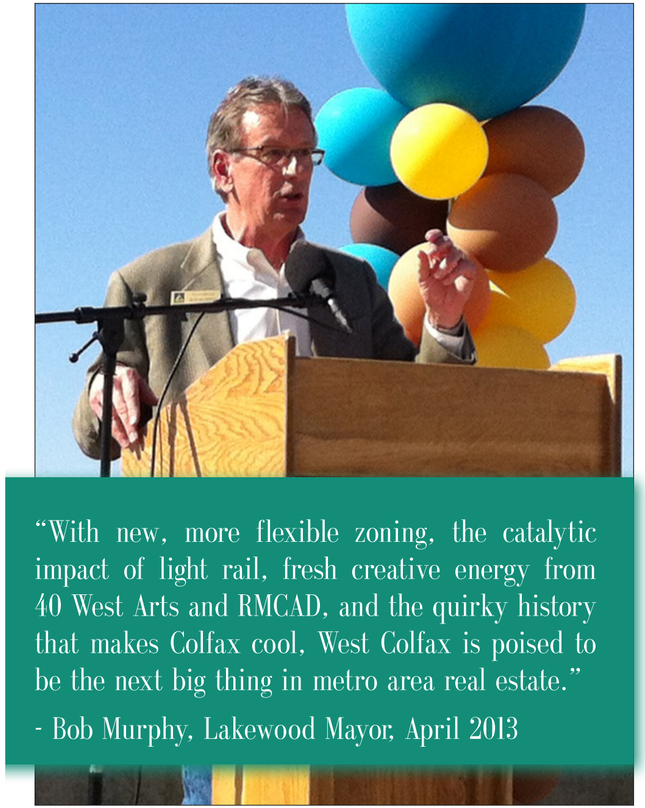
U.S. 40, historic West Colfax - the Gateway to the Rockies - was the place to be in the 40s, 50s, and 60s. The West Colfax story is as vivid as any in the country. It comes with its own lore, its own brand - rich in character and creativity. Along West Colfax, mid-century buildings and multi-generational businesses continue to embody the Colfax culture, and carry over from the 1950s car culture and America's love of the open road. Colfax speaks to the "Americana" in all of us. Its heritage and heart - the neon and neighborhoods, the diners and dance halls, the motels and motorcycles, the galleries and gathering places - that's what keeps it relevant today. As the historic heart of Lakewood, West Colfax is now re-emerging, and the renaissance is underway!

Partners Ron Abo and Kevin Yoshida of the Abo Group, an urban design and sustainable architecture firm, bought the historic Lakewood Lanes building and moved their business to West Colfax: "The evolution of the corridor is happening right before our eyes," said Yoshida, now a member of the local BID board of directors. "We not only want to be part of it - we want to help spread the word about the opportunities here."

The marketing question is: How do we leverage the nostalgia of the past, the energy of the present, and package it for the future? No small feat! The answer is collaboration. With sustained, integrated efforts among the City of Lakewood, the West Colfax-based organizations, and an active business community - the West Colfax story can and will make its way on air, in print, and online to tell the world about the experiences and opportunities in this historic corridor... about a community gathering to celebrate the glory of the past and the glitter still to come.

Showcasing the Art & Culture of West Colfax

40 West Arts District celebrates West Colfax with its most anticipated (most attended) art show of the year: The Annual 40W Colfax Exhibition. In addition, a new festival celebrates the art and culture of the corridor. The first-ever West Colfax MuralFest (August 2015) was a huge success . . . 2,200 attendees, 30 art booths, 5 food trucks, 3 bands, activities for the whole family - and the unveiling of 7 new murals . . . all in one day! Given the momentum in the district and throughout the West Colfax Corridor, and the support of its partners, including Rocky Mountain College of Art + Design, future festivals will be even bigger!



"With new, more flexible zoning, the catalytic impact of light rail, fresh creative energy from 40 West Arts and RMCAD, and the quirky history that makes Colfax cool, West Colfax is poised to be the next big thing in metro area real estate."

- Bob Murphy, Lakewood Mayor, April 2013

Lakewood Mayor 2008-2015 Bob Murphy / Photo Bill Marino

Business Organizations

WCCA West Colfax Community Association

West Colfax Community Association (WCCA), a 501(c)6 nonprofit, is a coalition of citizens, business owners, community leaders, and local organizations working together to foster and sustain an engaged community and the economic vitality of the West Colfax Corridor. WCCA exists to serve the West Colfax Community - its businesses, residents, and partners - by providing reliable community information, a forum for community dialogue, and a unified voice for community advocacy to help support the quality of life and economic vibrancy of the corridor.

40 West Arts, a state-certified Creative District in Colorado, is a 501(c)3 nonprofit focused on delivering direct, positive impact to help catalyze the resurgence of the West Colfax Corridor - the historic heart of Lakewood - through the energy of arts and culture and the inspiration of creative enterprises. The 40 West Arts mission is to enrich the community and enhance the creative, cultural, and economic vitality of historic West Colfax by creating community arts spaces and community arts events and by supporting creative enterprises and activities in the district.

Lakewood-West Colfax Business Improvement District, formed by petition and special election in 2011, represents the corridor in conversations about business, development, and investment opportunities, coordinates efforts among local organizations with a common vision for West Colfax, advocates for economic development and capital investment in the district, provides a stable entity for grants, intergovernmental agreements, and other funding, delivers direct support and maintenance for local public spaces, and serves as the operational platform for WCCA and 40 West Arts.

GOAL CC-1

Create and integrate programming to communicate "The Lakewood West Colfax Story," now and for the future.

Action Steps

CC-1a.
Work collaboratively with Community stakeholders to identify, share, and implement key principles of the Vision Statement.

CC-1b.
Establish cohesive, consistent messaging to be used by all stakeholders and provide a toolset for marketing the corridor.

CC-1c.
Evaluate timing to congeal the vision into an authentic brand.

CC-1d.
Establish and promote the West Colfax brand as part of the overall corridor experience.

CC-1e.
Package and promote existing corridor assets through available communication channels, including media opportunities within and outside of Lakewood.

CC-1f.
Create one or more "West Colfax Channels," leveraging existing and new communication technologies, to share and showcase the experiences available in the West Colfax Corridor.

GOAL CC-2

Create and support programs that improve the corridor's image and position it as a destination.

Action Steps

CC-2a.
Evaluate licensing opportunities to monetize the brand to create additional revenue for corridor improvements and promotions.

CC-2b.
Integrate communications objectives/ tactics with other economic development entities.

CC-2c.
Establish regularly scheduled sessions with civic and neighborhood groups.

CC-2d.
Update communication priorities, targets, and objectives on a consistent basis.

CC-2e.
Develop programs for cleanup and fix-up (i.e. a West Colfax curb appeal initiative).

CC-2f.
Create guidelines for design standards and programs to support visioning capability.

CC-2g.
Identify funding to support image initiatives.

GOAL CC-3

Cultivate and develop community pride and engagement so neighbors, retailers, artists, policy leaders, and citizens become ambassadors for Lakewood's West Colfax Corridor.

Action Steps

CC-3a.
Celebrate incremental successes through community organizations (40 West, Lakewood Arts Council, WCCA, etc.).

CC-3b.
Establish a West Colfax Ambassador program.

CC-3c.
Develop and support "Buy Local/Created on West Colfax" initiatives.

CC-3d.
Establish and support a Vision-Visitor Center in a high-traffic venue.

CC-3e.
Develop programs that recognize key individuals and organizations that contribute to the ongoing momentum of the corridor.

CC-3f.
Collaborate to fund and launch a "Colfax Cool" attraction (a monthly revolving retro supper club, dance club, diner revival music, food, entertainment destination).

Why develop a project on West Colfax in Lakewood?

The development tools are in place.

Lakewood has created and adopted special plans for West Colfax and each of the light rail stations in the corridor. The Lakewood Zoning Ordinance has been modified to allow for appropriate densities and mixed-use development to occur in this area with administrative review. The entitlements are in place.

There is strong City and community support from the top on down.

From the Mayor and City Council to the business community to neighborhood residents, there is support and commitment to quality development in the corridor. The City invested over 20 million dollars in the years before and after the West Rail Line opened on improvements including landscaped medians on West Colfax Avenue, a signature bridge at the Lakewood-Wadsworth Station, two major bike bridges and upgrades to the light rail stations in Lakewood including more amenities, sidewalks, and public art.

Lakewood is committed to make it easy and fast for the development process to happen.

Lakewood City staff is committed to work with you to make sure that your project will happen quickly and efficiently without red tape.

Community Partners are engaged.

Key community partners include the Lakewood-Colfax Business Improvement District; 40 West Arts District; neighborhood organizations including Two Creeks, Eiberhood, Northeast Lakewood and Morse Park, the West Line Corridor Collaborative partnership between Lakewood and Denver; the Colfax Main Street Coalition grant that addresses brownfield issues; and the Kaiser Permanente Colfax Marathon - Denver's major spring running event that showcases West Colfax.

West Line Corridor Collaborative

The West Line Corridor Collaborative, a 501(c)(3) non-profit organization, is a multi-jurisdictional and multi-agency partnership of public and private agencies coordinating efforts to attract quality investment and support livable communities along the West Line light rail corridor, located within the Cities of Denver, Lakewood and Golden and unincorporated Jefferson County, Colorado. To learn more about the West Line Corridor Collaborative, please visit WestLineCorridor.org.

WEST LINE CORRIDOR COLLABORATIVE™

www.WestLineCorridor.org

Celebrating Colfax Culture

"Manifesting Our Future" by David Ocelotl Garcia / Photo Bill Marino

The West Colfax MuralFest is a vibrant art experience in 40 West Arts District in Lakewood, the first of many festivals, that celebrates creativity and the character of historic West Colfax initiated in August 2015. This free arts festival features artists from across the country creating outdoor art galleries of murals. The first event featured seven murals - all painted during one week - culminating in a one-day celebration of art, music, food, and creative activities for the whole family.

The festival showcases regional and local artists and performers in the areas of Visual Arts, Performing Arts, Interactive Arts and Media Arts, and includes exhibitions, demonstrations, hands-on activities, art, craft, and food/drink vendors. The first festival was located along West 16th Avenue between Teller and Reed streets, just north of West Colfax Avenue.

"Radio Birds" by Sandy Toland / Photo Bill Marino

"The Bulldog" by Patrick Kane McGregor / Photo Bill Marino

Ideas to Think About

CELEBRATE COLFAX

What if...

- There were Harley motorcycles pulling rickshaws for those disembarking at Lakewood-Wadsworth Station?
- There was a "Keep West Colfax Cool" merchandise shop?
- West Colfax Cruises were the place to be on Colorado summer nights?
- MuralFest became the BEST annual outdoor venue in Metro Denver?
- 40W ExplorARTory Loop (now the ArtLine) rivaled the popularity of New York's High Line?
- A retro-designed digital sign promoted arts & culture events to passers-by at the Southwest corner of Colfax and Wadsworth?

Maddie Nichols, Two Creeks Neighborhood

LOOKING AHEAD

This pandemic era challenged us all ... the social and economic impacts of this time affected organizations large and small. As our community turns our collective attention to renewal, reconnections, and recovery, we look to our community leaders to chart a course to a brighter future. Our unique community of leaders—from elected policy makers to civic-minded business influencersto nonprofit leaders—all play a role in shaping West Colfax corridor's future.

We asked them to share their thoughts on what's on the horizon. Here's what they said.

City of Lakewood - Mayor Adam Paul

While all five Wards and all 156,500 residents in our city are important in our policy and budgetary considerations, the West Colfax corridor, as our oldest commercial strip, holds a significant place in Lakewood's history and culture and clearly plays an important role in our future.

West Colfax is simultaneously one of our greatest success stories and most daunting challenges. While we will cover milestones and accomplishments worthy of celebration in the subsequent paragraphs, we need to acknowledge that West Colfax suffers from many of the same problems as other neighboring cities (and society at large): homelessness, mental illness, and addiction, and their very real impact on crime in our community. The city is not only dedicating resources to address these issues directly, but also rallying support from the county to work in unison to develop new and better ways for community policing that will lead to more positive outcomes. Even our infrastructure issues acerbate this situation—but upgrades are in the works—including flood mitigation along North Dry Gulch and street and pedestrian improvements along the stretch of the avenue with the highest incident of pedestrian-vehicle accidents. As our partners with the Lakewood-West Colfax BID indicate, there is still much to do along West Colfax, as is clearly stated in the recent community review of The West Colfax VISION 2040 Action Plan; to follow in Part II!

Mayor Adam Paul meets with Bill Marino and Casa Bonita to strategize ahead of the May 2023 reopening / Photo Stephen Shumaker, BloomMedia

PART II | (2020-2021)

Lakewood

5 - Year Reviews
West Colfax Ambassadors
collaboration • community
green spaces
memories
people places
art

Introduction- Part II

Purpose of this Document:

The 2020-2021 five-year review of the Vision 2040 Plan is to provide an inclusive community forum to integrate input, distill ideas, isolate priorities, marshal resources, and report status on the West Colfax Vision 2040 Action Plan. The purpose in convening this group was to ensure the Vision 2040 Plan remains current and continues to serve its original intentions—to bolster momentum around a shared vision for an ever-better future for historic West Colfax.

The Part II review was led by two co-chairs who supported Baroway in the creation of the original plan, Bill Marino and Kevin Yoshida, director and board chair of the Lakewood-W. Colfax BID, respectively. They first formed a core team to discuss the process and then rolled out a plan that involved recruiting West Colfax Ambassadors to serve on a review committee. This collection of people was called the Vision Implementation Group or (the "VIG" for short). More than two dozen ambassadors signed up to take part in a nine-month review process, with the purpose stated above. See Acknowledgement on page 70.

Key Focus Areas for the 2020-2021 Plan Review:

- Conduct a review of the goals and action item in the original plan.
- Add new content for context to make the document more user friendly.
- Add new goals and action step that address new priorities in new ways.
- Work with partners with a 360-degree view of the corridor to activate emerging opportunities in the targeted nodes of activity, particularly targeting the corridors west end.
- Promote land uses and land use policies that align with our community's vision.
- Liaison with the city and help neighborhood associations, residents, property owners, and business operators to advocate for desired land use outcomes.
- Renew efforts around historical preservation to capture the quintessential Colfax character for posterity

"We can't say enough about the positive programs that are funded or facilitated by the Lakewood-West Colfax BID and their partners. As an owner of Lamar Station Plaza, a critical commercial property in Lakewood's West Colfax corridor, I can attest to the positive impacts that the BID's efforts have had on our property as well as the business climate in the area.

Arts programs and events like the quarterly Colfax Art Crawls, the ArtLine Placemaking Initiatives, and other First Friday festivities provide important pedestrian traffic that greatly contribute to the patronage of the businesses at our retail center.

These activities and the sense of community that it helps create have also assisted us in attracting new businesses to our center that have helped define a new image for the corridor. I fully expect that future efforts of the BID will continue to assist our efforts, bringing new businesses and new customers that will continue to rejuvenate and build the identity and support the vibrancy of the West Colfax community."

Thomas Yockey - Founder, Board Member, Broad Street Realty & Lakewood-W. Colfax BID Board Member

Starting in August 2020, amid a global pandemic, this 2020-2021 Vision Group met every month via Zoom, reviewed every goal, assessed the current circumstances, and then collaborated on priorities for the next five years, with an emphasis on activating opportunities along the corridor's west end.

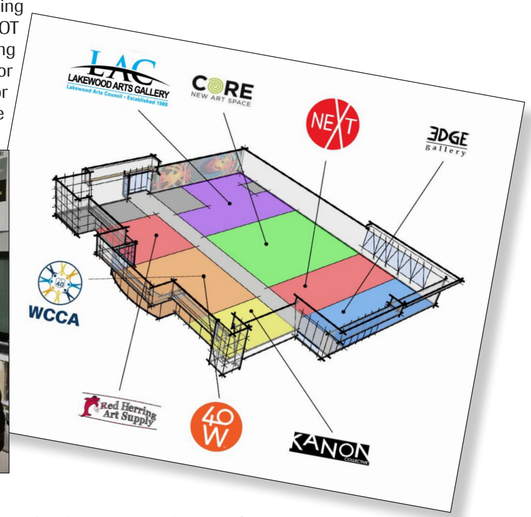
In the prior five-year, much energy was focused on the section of West Colfax east of Wadsworth—for good reasons. At that time, it was widely agreed this section had the greatest need—and much has been accomplished with the emergence of 40 West Arts District and the revitalization efforts and significant investment by Broad Street and others to transform the old JCRS Shopping center into the new more vibrant Lamar Station Plaza. As we progress into the next five-year period, the same level of effort and attention and new investment is needed for revitalization west of Kipling.

When we embarked on the Vision 2040 project more than five years ago—a global pandemic was the stuff of a Stephen King novel. While our world struggled with profound upheavals in public health, in the economy, and in social justice, the 2020-2021 Vision Group gathered as a community to discuss the progress since the original plan was adopted. Who would have fathomed the strange world we experienced in 2020 and 2021—and likely, effects will have impact long after this update is completed.

But we cannot be stymied. We know there is more work to do. While we have much to celebrate from the last five years, all six original categories of the current plan have unmet goals—and many unfulfilled dreams yet to achieve—from targeted revitalization efforts and critical flood plain improvements that will spur re-development to streetscape upgrades that will improve pedestrian safety and add to the aesthetics of our placemaking efforts. The corridor still needs more sidewalks, more lighting, and more new businesses to fill empty spaces to add to the vibrancy – and yes more density around our light rail stations to bring the people that our local small businesses need to grow and thrive. We are actively planning for the implementation of a major CDOT grant from Sheridan to Teller along West Colfax, new city budgeted for beautification further west, and for enhancements that will improve the ArtLine, 40 West Arts award-winning four-mile walking and biking amenity that serves as an economic development driver and a recreational and cultural feature for residents and visitors.

How do we continue the forward motion . . . how do we stay focused on delivering results for our community? With the same fundamental approach: we do it with heart, and we do it together. All are welcome in the spirit of community and collaboration. And within this spirit—we promise to keep asking "what if" and to always dream big. It's no failure to fall short of a big dream—but certainly we cannot achieve great things if we don't first think it's possible.

Kevin Yoshida, Bill Marino, and Stu Wright celebrate the purchase of the historic Drumstick Building for the future home of the HUB



Floorplan of tenants at the HUB in 40 West Arts District

2020-2021: 5-Year Review

The Process

The **Vision Implementation Group** (composed of 20+ West Colfax Ambassadors) exists to provide an inclusive community forum to **integrate input, distill ideas, isolate priorities, marshal resources, and report status** on the focus areas in the West Colfax Vision 2040 Action Plan. (See acknowlegement page XX.)

This group of leaders provided recommendations for the Vision Plan review process, as well as the Guiding Principles (added to p.10). These Guiding Principles emphasize the core tenets that underpin the document as a guide to future implementers and reviewers.

Advocate for West Colfax:

Input—Priorities—Resources—Reporting

Intended Outcomes

- Update Vision Plan with relevant content
- Add clarity and emphasis
- Add context and usability to the Vision Plan
- Memorialize the process of 5-year reviews
- Reinforce the scope of the document
- Maintain a 360 view of the corridor

Kevin Yoshida facilitates the Vision Implementation Group in online sessions during the pandemic / Photo Bill Marino

Guiding Principles

- PRINCIPLE #1: This document regards Lakewood's West Colfax corridor as a whole—from a **360-degree perspective**—with a common heritage and complementary character but with different nodes of activities that require integrated and synergistic strategies

- PRINCIPLE #2: To keep this document not only relevant, but organically nimble and vibrant, we recommend a review of this document at least **every five years** with **broadly inclusive engagement**, with residents from as many neighborhoods as possible, representative property owners, business operators throughout the corridor, and strategic partner organizations, including the City

- PRINCIPLE #3: This document emphasizes the essential **value of local voices** but recognizes that **City elected leaders and staff are fundamental** to sustained progress on the implementation of this plan

seen also on p. 10

Vision Group Schedule

How do you collaborate during lockdown?

Starting in August 2020, amid a global pandemic, this 2020-2021 Vision Group met every month via Zoom, reviewed every goal, assessed the current circumstances, and then collaborated on priorities for the next five years, with an emphasis on activating opportunities along the corridor's west end.

VIG Sessions: Part 1

The first meetings, held from August 2020 through the end of the year, served as the Vision Group's input sessions, deep discussions, and priority ratings.

VIG Sessions: Part 2

After the first of the year, the Vision Group continued to meet in 2021 to review outcomes from Part 1, synthesize the survey data, share with the community through WCCA meetings, and crafted recommendations. These reports helped formed the ideas brought before Lakewood City Council and set the foundation for memorializing the review process for coming years.

PART 1	Aug. 20	Ambassadors Kick-off Meeting	Noon-1pm	Part 1: Input sessions, discussion, & rating
	Sept. 17	Ambassadors Meeting – Part 1 & 4 → ***Cultural Identity & Placemaking***	11:45-1pm	
	Oct. 15	Ambassadors Meeting – Part 2 & 3 → ***Infrastructure & Placemaking***	11:45-1pm	
	Nov. 19	Ambassadors Meeting – Part 5 & 6 → ***Vibrancy & Celebrating Colfax)***	11:45-1pm	
PART 2	Dec. 17	NO MEETING		Part 2: Collaboration, Synthesis, & Recommendations
			11:45-1pm	
	Jan. 21	Ambassadors Meeting – Other Considerations/Convergence of Priorities		
	Feb. 18	Ambassadors Meeting – Key Findings/Synthesis		
	Mar. 17 ☘	WCCA General Meeting Update		
	Mar. 18	Ambassadors Meeting – Review Recommendations		
	Apr. 21	WCCA General Meeting Update		
	Apr. 27	BID Board Briefing		
	TBD	City Council Presentation (subject to scheduling by city staff)		

Results & Key Discussion Items

Finally, the synthesized conversations were packaged for evaluation and implementation. See additional Key Discussion Items in the Appendix.

Importance Ratings Take-Aways

- **Authenticity** (including character & history)
- **Local Amenities & Retail Options** (including parks, green space, rec. activities, independent restaurants, boutiques, night life → targeted mix of uses)
- **Aesthetics & Human Scale** (authentic character, design considerations, adaptive reuse/preservation)
- **Nodes of Activities and Walkability** (including whole corridor improvements/branding/promotions, infrastructure [sidewalks, stormwater, etc.], lighting, safety, and signage)
- **Leverage Infrastructure Investment for Placemaking and Innovation** (new technologies, safety, art, signage)

Vision Group
- New Goals & Action Items

GOAL VIG-1

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

Action Steps

1a.
Identify near-term and long-term development or redevelopment opportunities in each node of activity.

1b.
Ensure that neighborhoods are informed and play an active role in shaping re-development to proactively support development that is aligned with this plan.

1c.
Prioritize and rally support for development opportunities that align with the 2040 vision by providing letters of support, speaking at public hearings, etc.

1d.
Work with all local economic development entities to advocate for tangible incentives to support development that aligns the community's vision.

GOAL VIG-2

Publish and promote land uses and land use policy that aligns with our community's vision.

Action Steps

2a.
Make the Vision 2040 Plan come to life by identifying more and new ways to create visuals that represent the vision for West Colfax to influence development or redevelopment:

- Create visuals of an integrated town square or village green in mixed-use.
- Schedule and conduct Land Use seminars based on community interest

2b.
Identify land use policies that inhibit desired development or redevelopment

Social Surge Day #LakewoodCO @Mint & Serif

Vision Implementation Group Participants with 40 West Arts Champions

GOAL VIG-3

Distribute information and resources that help neighborhood leaders, residents, property owners, and business operators to advocate for desired land use outcomes activity.

Action Steps

3a.
Create/promote a forum in which stakeholders can receive reliable information on land use matters.

- Explore recording WCCA meetings; and host quarterly development forums.

3b.
Create and promote tools and resources for advocacy, including regular policy updates, neighborhood organization resources, and sample letters of support.

3c.
Ensure that potential investors/developers have foreknowledge of the Vision 2040 Plan and other available resources and contacts.

GOAL VIG-4

Renew efforts around historical preservation to capture the quintessential Colfax character for posterity.

Action Steps

4a.
Restart efforts to seek funding to develop a plan for the long-term preservation and activation of Trolley Car 25 along W. Colfax.

4b.
Establish a sustainable program to collect West Colfax artifacts and visual/oral history.

4c.
Update inventory of existing neon signs and their conditions and encourage the deployment of new signs with new technologies.

4d.
Continue to support preservation efforts for the historic Loveland House and other identified assets.

Ideas to Think About, “What if..?”

The Vision Group was asked to submit three (3) “What if” dreams for Lakewood’s west end of West Colfax. The following is a synopsis of Ambassadors’ homework submissions. Not all responses are included here; you can view the Ambassador “What If” full report hosted on the WCCA website.

We have combined some concepts, ideas, and recommendations that were very close to the same - a number in parentheses after an idea indicates the number times the similar ideas were submitted.

Westside Cleanup Volunteers at Westland Center / Photo Bill Marino

Concept sketch during vision sessions / Photo Riverpoint

OTHER IDEAS SUBMITTED:

The pictures included here are of the land adjacent to the new RTD station in Broomfield. We still have the opportunity to do something similar. The two lots across from the Oak street station are still vacant and RTD has no plans for them. The north lot is in a flood plain and would need lots of expensive work if it were to be developed into a buildable site. This idea makes so much sense since Ward 1 is severely lacking in park land. Perfect place given within a couple blocks are the Oak street apartments 300 units, Avenida 250 units and West Link 225 units and the new one being built in front of Avenida another 250 units. A park is sorely needed here.

- Not the west end of West Colfax—but—what if someone took over the Casa Bonita space and turn it into multi-themed entertainment experience (with no food purchase required for entry).
- Not the west end of West Colfax—but—what if the back parking lot (behind the ARC and Casa Bonita) could be repurposed and used for a productive purpose—such as affordable student/artist housing or transitional housing that’s sorely needed in the corridor.

Vision Implementation Group homework “What if...?” submissions / 2021

Here’s some of the responses we collected:

Westland

- What if the people at Golden Music (corner of Miller & W. Colfax) worked with the community to hold a music festival every year in the Westland parking lot—or better yet—a new green space with an amphitheater? (2)
- What if a large business or campus took over Westland and created both a headquarters there (Google Lakewood HQ or the Culinary Institute of Lakewood HQ) and created a large public open space in front with benches, walkways and a community garden for the public to enjoy?

RTD

- What if we had a live/work/play community developed on RTD’s site on the south side of Colfax—one that rivals Belmar as it would have more open space? (4)
- What if the City could purchase the RTD land and then lead a nationwide call to developers to partner with the City (and provide incentives) to redevelop the parcel to include mixed-uses for residential, services, office, entertainment, retails, working, and include a new Colfax Town Square—an interactive public green space with art throughout, a bandstand for performances, and play areas for kids and families. (4)
- Outdoor entertainment venues for music as well as other entertainment would be great, perhaps in front of Whitlock or incorporated into a new park at RTD land or Westland. (3)
- What if the RTD land became an active senior living complex with ‘micro’ apartments for a single or two active seniors with public businesses on the other end that are open to all but catered to active seniors, such as café/tea/smoothie bars, small rec center/gym, community gardens, hair/nail salons, a mini-library, and wellness businesses, like healthy grocers, chiropractors, nutritionists, yoga studios, etc.? (2)

Oak Street Station

- What if Oak Street Station and the parcel north of it became a designated entertainment district, filled with restaurants and boutiques, like Old Towne Arvada or Morrison? (3)
- What if there was an amphitheater and gathering spot with biking/walking trails along Quail Street, making Oak Street Station a destination? (2)
- What if we could redevelop the King Soopers complex at Quail and Colfax? Something that attracts retailers to surround an updated grocery. Or, if the whole complex could become an artist community?

West End

- What if at the West end of Colfax there was a walkable, multipurpose Community Center with recreational facilities, where one could meet friends for good coffee or a beer, eat at a quaint restaurant, or watch an artsy movie outside with the kids? (3)
- What if we attract a major “niche” museum to the west end of Colfax Ave. (like a neon museum or hot rod museum)
- Trolley at Westland Shopping Center, potentially connecting to Oak St Station/Quail St that brings vibrancy, retail, and a new West End Entertainment district (3)
- What if we could redevelop the King Soopers complex at Quail and Colfax? Something that attracts retailers to surround an updated grocery. Or, if the whole complex could become an artist community?

Green & People Spaces

- What if the City of Lakewood would launch a new sustainability initiative to enhance Lakewood's urban forest by putting in many new trees and shrubs on the north & south edges of Colfax Ave.? This effort would include south of the Miller Heights neighborhood & Oak Street station
- What if there were strategically located and authentically designed pedestrian bridges (or "archways") over West Colfax, providing safe access to pods of activities, and these artistic bridges became iconic symbols of the new vibrancy along the corridor. (2)
- More Walkability. It would be nice to have Colfax walkable. It is not - at this time. Walkable locations for restaurants and retail (2)

Community

- Having a destination spot for kids and young adults like an outdoor/ indoor recreation and educational fun environment that would be a draw for folks in and outside of Lakewood
- What if we could attract a dinner entertainment-type nightclub like Taylor's Supper Club? (2)
- What if there were an early spring Applewood-centric event – possibly a sculpture festival and sale?
- What if a property became a health and wellness complex, with a large 'anchor' business like a huge climbing gym with indoor/outdoor climbing walls combined with a host of other wellness businesses with the front parking lot being transformed in part to a small pocket park with community gardens?

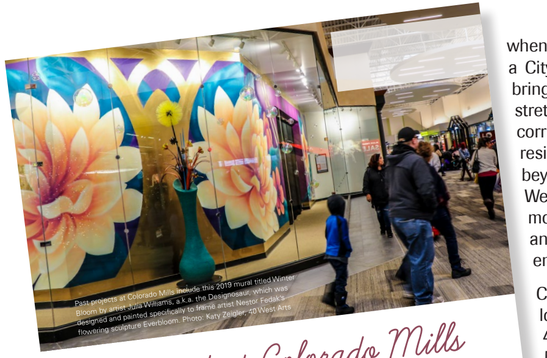
Historic WEST COLFAX
Lakewood 40 W Colorado

AMBASSADOR HOMEWORK
West End "What ifs . . ."

Homework Take-Aways

- Parks and Green Space
- Walkable Retail and Restaurants
- Festivals and Outdoor Activities
- New "Town Square" Destination
- A Plan for Car 25
- Infrastructure Improvements
- Housing Options
- Employment Options

Art Activation at Colorado Mills



Past projects at Colorado Mills include this 2019 mural titled Winter Bloom by artist Jim Williams, a.k.a. the Designosaur, which was designed and painted specifically to frame artist Nestor Fedak's flowering sculpture Everbloom. Photo: Katy Zeigler, 40 West Arts

Curated at Colorado Mills

A Partnership between 40 West Arts and Lakewood's Premier Outlet Shopping Destination

By Liz Black

How many people does it take to carry a 300 pound, 12-foot metal cactus into a shopping mall, tilt it into place and bolt it to the ground? The answer is five and artist Greg Wasil's 'Whispering Cactus' can be viewed in Colorado Mills indoor walkway near entry 2, now through Spring of 2022. Spreading art and creativity throughout Lakewood's West Colfax corridor has always been foundational to the mission of 40 West Arts District. 40 West Arts prides itself on being Lakewood's only Colorado certified creative district and Sarah Vickers, Board Vice Chair puts it plainly when she states, "we see ourselves as a City-wide amenity. Our mission is to bring artistic experiences to the entire stretch of Lakewood's West Colfax corridor and our vision is to welcome residents from all of Lakewood and beyond." Sarah further asserts, "40 West Arts is more than a place, it's a movement to celebrate the arts far and wide within Lakewood and the entire West Metro region."

Curated at Colorado Mills is a longstanding partnership between 40 West Arts District and Colorado Mills to bring art, exhibitions, events, and more to Lakewood's premier outlet shopping destination. Colorado Mills is home to over 160 stores and restaurants, with daily visitorship in the thousands. The Mills has been a passionate supporter of the arts for many years, sponsoring multiple sculpture and mural opportunities, and converting Hallway 4 1/2 into an exhibition space with rotating shows. Both 40 West Arts and Colorado Mills are located along Lakewood's historic West Colfax Avenue, linking these two City amenities to an iconic and important stretch of road. The Curated at Colorado Mills partnership allows 40 West Arts to further its mission of delivering arts programming throughout the West Colfax corridor, and deepens the connection of arts and economy within the City of Lakewood.

The partnership, which continues into its fifth year in 2022, has yielded seven on-loan sculptures, seven murals, multiple gallery exhibitions and a few laughable moments.

In addition to navigating that 12-foot cactus onto a dolly and through the doors of the mall, there was also an incident in 2021 where an artist accidentally spilled an entire bucket of jet black paint onto a hallway floor. The stain was promptly covered with a rug, the art project finished, and new carpet tiles affixed into place. As I reflect on this, I can't help but laugh... you can't make art without a few paint splatters! But in all seriousness, we're grateful for Colorado Mills' deep understanding of how art and commerce intersect, and their commitment to partnering with 40 West Arts to bring artistic elements to the places where people are already gathering, shopping, and doing business."

Patrons to Colorado Mills can look for a new window installation and 3D painted sculptures of hikers going up in the summer of 2021. You can also keep an eye out for 'Whispering Cactus' although most likely, it will be pretty hard to miss.

Whispering Cactus / Artist Greg Wasil / Photo Bill Marino

> "The Mills is a perfect place for an art program because the space is so big. It means lots of room for large sculptures, murals, artworks and installations, with thosands of people visiting each day. This has been an amazing experience for me as an artist."
>
> - Greg Wasil

Colorado Mills Mural / Artist Tom Ward / Photo Bill Marino

¡Casa Bonita ha vuelto!

The anticipation is building for the Grand Re-Opening of Casa Bonita. Not only to experience new owners South Park creators Matt Stone and Trey Parker vision for the iconic Lakewood destination, but also for the 400-450 jobs that it brings to the area.

GM, partner, and award-wining Executive Chef Dana "Loca" Rodriguez and members of the new Casa Bonita team conducted a walk-through of 55,000 square-foot restaurant with Lakewood Mayor, the BID Director, and the Plaza Owner to showcase progress at Casa Bonita. While not sharing any details of the tour out of respect for the new owners' wishes, the three visitors came away with the same two conclusions:

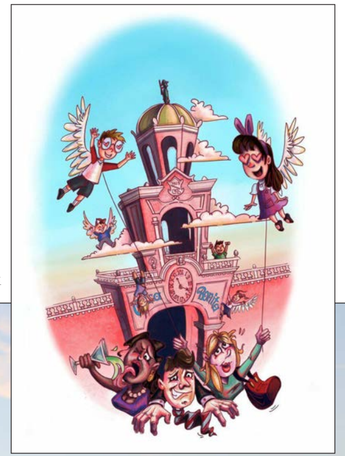
1. The renaissance of Casa Bonita holds true to both Casa Bonita's original vision (and more!) and to Matt & Trey mantra to their team: "Change Nothing and Improve Everything!"
2. Our community is very fortunate to have Matt, Trey, and their entire team leading the charge and investing the money, time, and effort (lots of each!) to make Casa Bonita a truly world-class destination! Their passion really shows!

While this plan review and update was compiled and published before the re-opening in 2023, we all can't wait to have this popular landmark open once again. Thank you, Matt, Trey, and Team! Welcome to our community. We are eager to work together!

New owners Matt and Trey share their exciting news for the Grand Re-Opening of Casa Bonita / Photo Channel 9 News

Lakewood Mayor Adam Paul (left) with Bill Marino (right). The Cartman hat was presented to the Mayor at the 2021 West Colfax Lately Luncheon. He is promising to do a cannonball off the cliff of Casa Bonita when it reopens!

Dana "Loca" and Maria Barron speak at the WCCA breakfast about Casa Bonita's re-opening / Photo Bill Marino



Casa Bonita by Megan Stack

Lamar Station Plaza during 40 West Arts' Colfax Artfest / Photo Bill Marino

What's Next?

Lakewood West Colfax BID

What a few years we've all just been through! It's refreshing to turn our attention to the future and brighter days (post pandemic). And for our little group of tight-knit organizations based here along West Colfax, including 40 West Arts, West Colfax Community Association (WCCA), and the Lakewood-W. Colfax BID (the BID), we remain focused on our core mission: Re-energizing historic West Colfax corridor.

As 40 West Arts celebrates its 10th anniversary this year (2021), this arts and culture nonprofit is really spreading its wings, and with its partner venues throughout the district, 40 West Arts continues to make a difference by providing free arts experiences that the whole family can enjoy. While the BID provides sustainable funding to 40 West Arts, supporting its ongoing positive impact within the community, it is noteworthy to report that the district has become an SCFD-funded Tier III nonprofit—a significant milestone for any nonprofit in the seven-county service area. Liz Black and the 40 West Arts team - Lakewood's only state-certified creative district, is a significant West Colfax success story.

The BID was created to provide predictable funding for a community vision of a new arts district along West Colfax and to rejuvenateWest Colfax's oldest community association(WCCA). The BID provides predictable funding to 40 West Arts, so it can bring arts and culture programming to the city and county at large, with an emphasis on this historically underserved area and to help continue the resurgence of West Colfax as a commercial and entertainment destination. Funding for 40 West supports the BID's goals for arts & culture, but it's an economic development strategy as well. The BID also funds WCCA to support its business-related and community engagements goals, providing this all-volunteer organization the capacity to hold its mainstay monthly WCCA's monthly meetings (every 3rd Wednesday at 7:30am!) and provide a consistent drumbeat of news and updates about the corridor (that's reflected through social media and newsletters). In addition, the funding provides micro-grants and support to local civic and neighborhood organizations and allows WCCA to take on a number of small business beautification projects every year.

"The purchase and renovation of this noteworthy building gives us so much more control of our own destiny. Having this facility will help us better serve our community and help other local nonprofits as well...

Our goal is to make this building a must-see arts and culture destination and vibrant community hub on West Colfax!"

- Bill Marino, Lakewood-West Colfax BID

The BID's mission also includes several strategic initiatives:

Vision 2040: The development and review of the community conceived and city-council adopted West Colfax Vision 2040 Action Plan (adopted in 2015), which since the 2020-2021 updates to the plan includes initiatives around future planning for the award-winning 40 West ArtLine and efforts to revitalize the west end of the corridor around the Oak Street Station area and to influence the redevelopment of the Westland retail site. Early conversations are in process with the Westland ownership group and RTD, which own a meaningful tract adjacent to Oak Street Station. We envision the tract as a potential site for redevelopment that could include the type of retail and entertainment amenities desired by local neighborhoods. As a potential people-centric entertainment district with its own green spaces and destinations, this area would leverage and connect arts and cultural programming activities of 40 West Arts District, such as: live performances, arts markets, and festivals—and eventually have a themed trolley to take patrons to and from popular West Colfax destinations.

Safe, attractive, and thoughtful pedestrian, vehicular, and bicyle connectivity.

A gateway into Lakewood, West Colfax, and the 40W Arts District.

Imagining a Gateway to Lakewood / Concepts by Riverpoint

40 West Hub Building at night / Photo Bill Marino

A Building to Repurpose for Community Use: Through a convergence of opportunities, the BID was able to purchase a building at 6501 W. Colfax in the core of 40 West Arts District. This long-term goal was a major milestone. The Lakewood-West Colfax BID teamed up with 40 West Arts and other partners to acquire the building (the old Drumstick Restaurant). The renovated facility now serves as the headquarters of 40 West Arts District (and its gallery), the West Colfax Community Association, and the new location of its monthly community meetings, and the main office for the Lakewood-West Colfax BID. And that's not all: the building will house several district galleries that are also looking for a more sustainable location, a number of other local nonprofits, civic groups, and neighborhood organizations, and potentially additional creative retail and food uses as well.

Multi-million dollar Improvements coming to West Colfax: And finally, not the least which, is supporting the implementation of the scheduled $20 million of improvement planned for West Colfax between Sheridan and Teller St. As the Mayor stated, the overarching goal for the improvements is to make this area of West Colfax Avenue a safer and more beautiful experience for residents, business patrons, pedestrians, and all users and to assist the city in managing the process with the least amount of disruption to local businesses and their patrons. This project, funded in large part by a major CDOT grant, will be completed in less than 3.5 years and is proposed to include: an evaluation of the best use of the third travel lane, wide-ranging transportation infrastructure and technology to improve safety, more lighting, landscaping, art, and other placemaking elements to buffer sidewalks from vehicles, improvements to sidewalks and accessibility ramps, and enhancements to bus stops with pull-outs for safer and faster unloading, and brighter, more attractive waiting areas; more directional and informational signs for pedestrians and motorists.

The genesis of the transformation that is underway along West Colfax is a tribute to all the citizens who supported the vision more than 10 years ago and all along the way. Not only did they support the vision, but also they rolled up their sleeves and volunteered to help—whether that was showing up to paint a storefront, planting flowers to add color to Colfax, helping with an art installation on the ArtLine, showing up early to set up tents for a festival, or just helping to pick up trash before the Colfax marathon to put our best foot forward for a special event–they did the work! Without a supportive community, none of this happens. We need more to continue the journey and achieve the next stage of the vision. There is more to do. Let's all work together on What's Next for West Colfax!

Big Changes for West Colfax

Timeline for the $20M West Colfax Safety Project

Updates at WCCA meetings and in newsletters
Track progress & ask questions: LakewoodTogether.com/WestColfax

Changes coming to Lamar St. Station / Concept Riverpoint Partners

FOR IMMEDIATE RELEASE

MEDIA CONTACTS:
Bill Marino, Executive Director, Lakewood. W. Colfax BID - 720.530.6051
wpm@GoWestColfax.org | https://GoWestColfax.org

Lakewood to Invest $12.5 in West Colfax Avenue

LAKEWOOD, Colo. (Jan. 20, 2021) – After years of collaboration among city departments and community stakeholders, the Denver Regional Council of Governments (DRCOG) awarded a $10 million grant to the City of Lakewood to implement West Colfax Avenue safety and beautification improvements. Lakewood pledged $2+ million in matching funds, making this a $12.5 million investment in the future of this historic corridor. This project is one of 30 others funded in the metro area by $58.9 million in grants as part of State of Colorado's Safer Main Streets Initiative.

FOR IMMEDIATE RELEASE

MEDIA CONTACTS:
Bill Marino, Executive Director, Lakewood. W. Colfax BID - 720.530.6051
wpm@GoWestColfax.org | https://GoWestColfax.org

District Reaches Milestone, closing on building as a "Forever Home" for 40 West Arts District, WCCA, and other local creative & civic nonprofits.

LAKEWOOD, Colo. (May 15, 2021) – Sometime dreams do come true! After years of searching and planning, the Lakewood-West Colfax BID has teamed up with 40 West Arts and other partners to purchase the building at 6501 W. Colfax Ave. While it needs much work, it signals that 40 West Arts and its creative partners have reached a milestone for its long-term sustainability as a Creative District—a building that they own and call home.

Lamar Station Plaza is in the 40 West Arts District core and home to Casa Bonita, recently purchased by the creator of South Park and confirmed to reopen May 2023.

Dreams Do Come True

The HUB finds a Home

After years of searching and planning, the Lakewood-West Colfax BID has teamed up with 40 West Arts and other partners to purchase the building at 6501 W. Colfax Ave. While it needs much work, it signals that 40 West Arts and its creative partners have reached a milestone for its long-term sustainability as a Creative District–a building that they own and call home.

"With the many delays associated with the pandemic, it took more than a year to get this deal closed. We could not have arrived here without the help and support of many. We're grateful to our partners at the City of Lakewood and our friends at Broad Street Realty and FirstBank. In addition, the help and guidance from Kevin Yoshida of IDEATE Design and the BID Board of Directors, as well as Don and Carol Calahan of Calahan Construction were integral in making this happen."

After the planned yearlong construction effort for the adaptive reuse to reactivate the building, the renovated facility is slated to serve as the headquarters of 40 West Arts District (and its gallery), the West Colfax Community Association and the eventual new location of its mainstay monthly community meetings, and the main office for the Lakewood-West Colfax BID. And that's not all: Once improvements are completed, the building will house several district galleries that are also looking for a more sustainable location, and a number of other local nonprofits, civic groups, and neighborhood organizations, and potentially additional creative retail and food uses as well.

Ribbon cutting at the new HUB building at 40 West Arts

"Our goal is to make this building a must-see arts and culture destination and a vibrant community hub on West Colfax!" added Marino.

The 11,300 s.f. building is best known as one of the former Denver Drumstick Restaurant locations, a popular family restaurant in the 60s and 70s, known for its boxcar of chicken and shrimp boats as well as the model train that piqued the interest of youngsters and the young-at-heart at this location. Built in 1969, the venue closed its doors later in the 1970s. It was subsequently used as a bingo hall but has been vacant and deteriorating for the last decade or more.

There is still nostalgia surrounding the building as many locals recall the eatery from their youth. The property was included as a noteworthy building in the 2015-2016 historical resources survey of structures in the West Colfax corridor, conducted by Kris and Bob Autobee and a host of local volunteers, funded in part by a grant from the History Colorado State Historical Fund. Don Calahan and Calahan Construction will lead the charge as the general contractor on the project. "The Calahan team has been integral all along the way," added Marino. The community will start seeing activities on the site in short order as improvement will start within the next two weeks. The building, located directly along the 40 West ArtLine, at Lamar Station Plaza will benefit from $12.5M of improvements along this section of West Colfax in the coming years due to a major CDOT grant awarded to the City for significant safety and placemaking improvements as part of Colorado's Safer Main Street Initiative.

Ideas to Think About

CONNECTION

What if...

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

Historic Trolley Car 25

Appendix

Part I Acknowledgements (2014-2015)

COLFAX VISION 2040 GROUP MEMBERS

Cindy Baroway,
Lakewood City Council - Chair

Kevin Yoshida,
The Abo Group, Architect - Vice Chair

Bill Marino,
Lakewood/West Colfax BID - Vice Chair

Ron Abo
Judy Atencio
Kristin Autobee
Robert Autobee
Blake Brown
Julie Byerlein
Faye Crowe
Rus Hackstaff
Todd Lansing
Joe Margotte
Carrie Mesch
Dave Ruchman

SUBCOMMITTEE MEMBERS

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

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

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

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

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

CITY OF LAKEWOOD STAFF

Roger Wadnal - Planning, Project Manager

Nanette Neelan - Economic Development Director, Deputy City Manager

Dave Baskett - Traffic Engineering
Mallory Bettag - Planning
Holly Boehm - Planning
Anne Heine - Engineering
Neil Marciniak - Economic Development
Alexis Moore - Planning
Allison Scheck - Community Resources
Rob Smetana - Planning
Vanessa Zarate - Economic Development

CITY OF LAKEWOOD MAYOR & CITY COUNCIL

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

LAKEWOOD PLANNING COMMISSION

Stuart Crawford
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Robert Eadie
Dale Miller
Henry Hollender
Carrie Mesch

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Part II Acknowledgements (2020-2021)

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

West Colfax Abassadors

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

City of Lakewood City Council

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

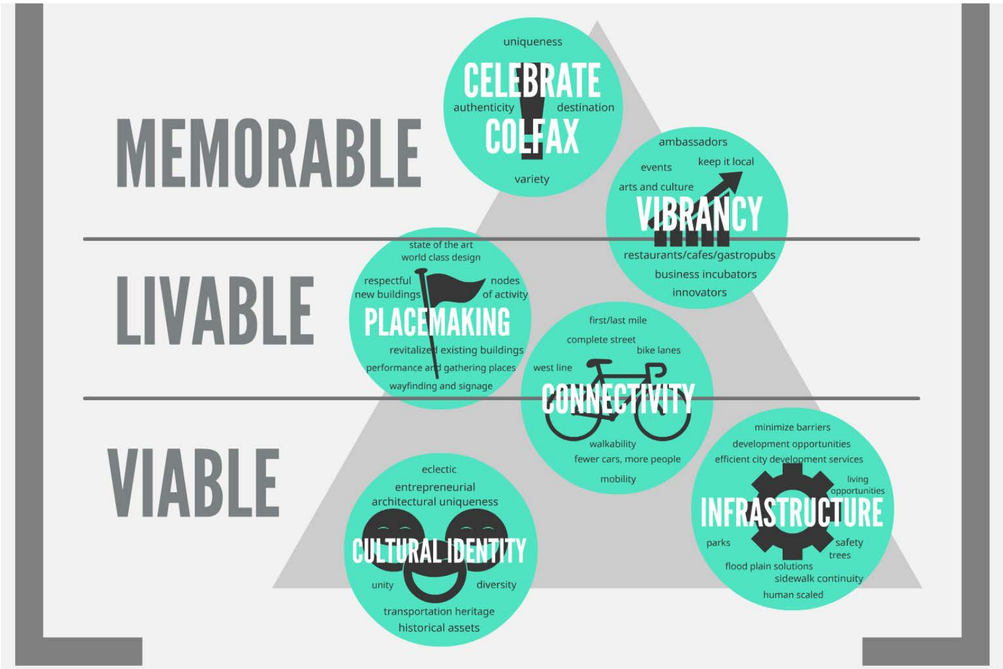
VIG Core Team

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

Special thanks to Marissa Miller and Sarah Harrison for their support of this Vision Plan along the way.

West Colfax Vision

Viable → Liveable → Memorable



In 1943 Abraham Maslow redefined psychology by outlining a hierarchy of needs to describe an individual's motivation to fulfill basic survival needs, evolve to the ability to participate in community and build relationships and ascend to become a synthesized and self-actualizing being.

The Lakewood West Colfax Vision Group transferred this model of human psychology to the West Colfax Corridor. The analogy is useful in organizing how the city, businesses and citizens can:

- Fulfill basic needs like pedestrian safety and address drainage problems.
- Evolve to reinforcing community through investment in old and new structures and building a healthy and diverse economic base.
- Become a unique destination by leveraging and growing the authentically unique cultural identity of Lakewood's West Colfax.

The Vision group's discussions defined six priorities to establish a 2040 vision for the corridor:

- Cultural Identity (History)
- Infrastructure (Physical & organizational readiness)
- Connectivity (Transportation)
- Placemaking (Design & Physical Improvements)
- Vibrancy (Marketing & Promotions)
- Celebrating Colfax (Economic & Cultural)

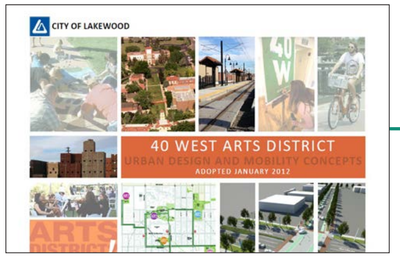
Detailed assessments of the corridor's current state were followed by a synthesis of goals, strategies, and action steps.

The pyramid is not one-directional or static; it is a dynamic and iterative journey. Events that mark momentary achievement of memorability must evolve and be nurtured, along with new ideas, to maintain the vibrant and successful place that this document envisions. Past and current successes, like the public art along the West Rail Line, are achievements in authentically manifesting the uniqueness of the West Colfax Corridor.

They touch the upper tier of the pyramid but do not imply that other basic needs along the corridor are being consistently met. Similarly, future ambitions, like a museum honoring motorcycles or neon signs, represent possible goals defined in the moment but do not necessarily represent the only target at the top of the pyramid. Maslow's greatest value as an analogy and organizational strategy for the West Colfax 2040 Vision is as an underlying structure that organizes goals and strategies that will evolve over time as the corridor matures and achieves authenticity and economic vibrancy.

Other Key Community Plans

2006



2012

2015

Planning and community engagement have been a big part of West Colfax revitalization. In addition to this Vision 2040 Action Plan, the process began with the first **West Colfax Action Plan**, spearheaded by Mayor Steve Burkholder and chaired by Bob Murphy (who became Lakewood's mayor after Mr. Burkholder) This plan, adopted in 2006, planted the seed for the formation of the business improvement district (the BID) and the notion of an arts district. It was the underpinning for the newest plan in 2015.

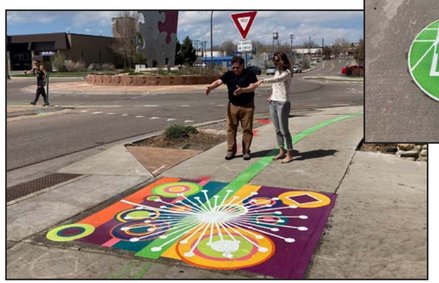
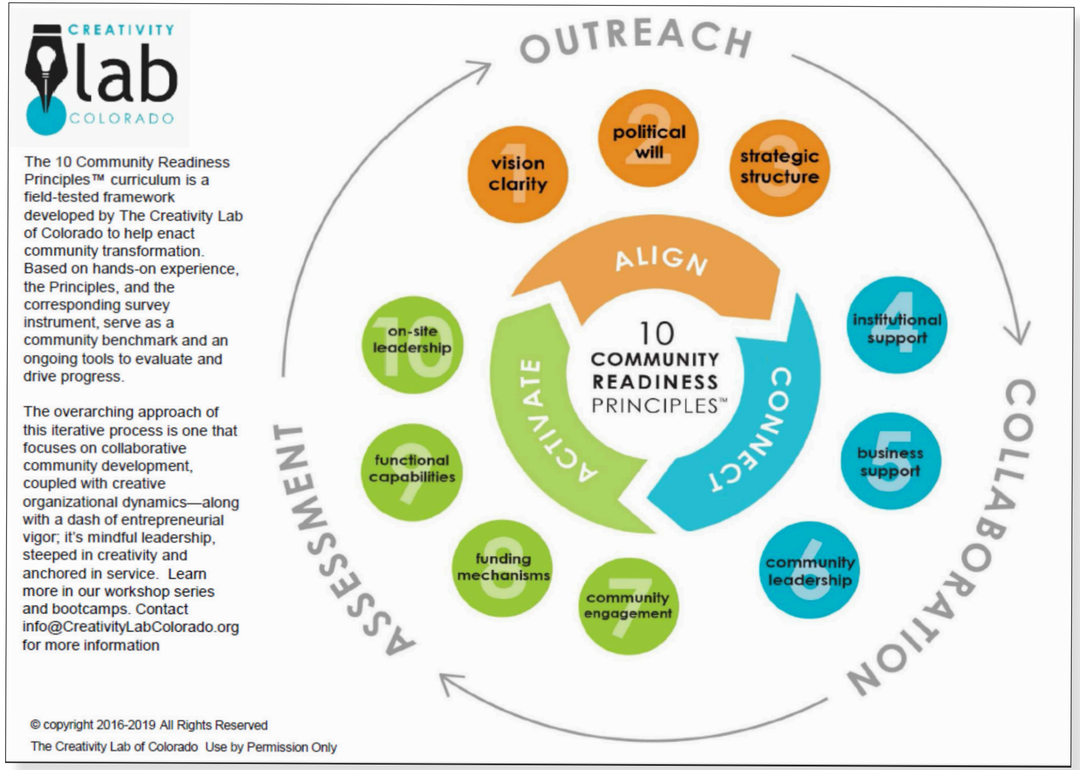
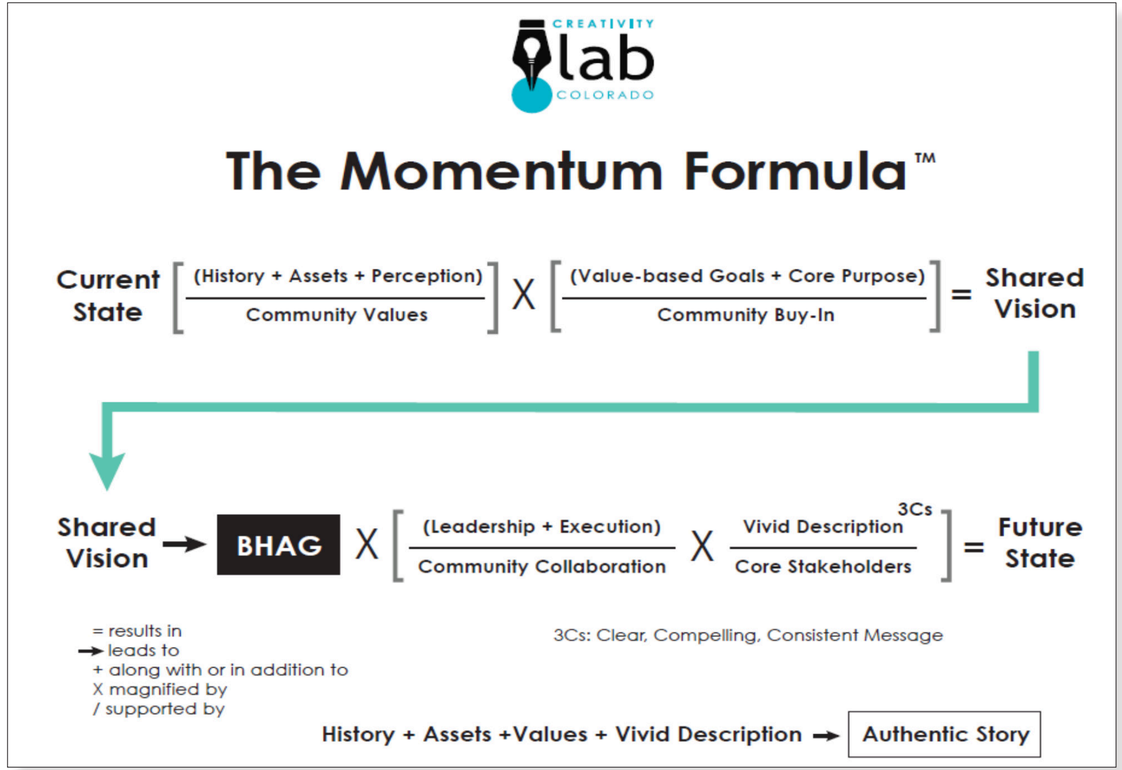
After the formation of the BID and new Arts District entity in 2011, City planners knew more intensive forethought was needed to support this community vision. Along with local leaders, the City developed the **40 West Arts Urban Design and Mobility Concepts** to study ideas for revitalizing the area around the new Arts District. This document, adopted by City Council in 2012, contains recommendations focused on urban design and mobility best practices, including improvements to the public realm in the form of streetscape improvements, lighting, signage, way-finding and the integration of arts throughout the area. The document envisioned an exploratory Arts Loop—that eventually became what we now call the 40 West ArtLine.

In 2015, the City of Lakewood, 40 West Arts, and the Lakewood-West Colfax BID developed the **40 West Placemaking Implementation Plan**. The intent of this most recent document is to ensure a cohesive visual character and identity for 40 West Arts District. The Plan included designs and recommended locations for directional and informational signage and other placemaking elements. (Many elements have been completed; some still in progress.)

ArtLine Ribbon Cutting at Dermal Plate Gateway

Left: Community members admire the art erected in the new Sculpture Walk on the corner of Wads and Colfax.

Below and right: Bright, graphic artwork now consistently appears along the ArtLine to give fresh experiences to those that ravel along it.



Vision Implementation Group: Other Key Resources