THE VIG
The Vision Implementation Group

WELCOME WEST COLFAIX AMBASSADORS!

Kick-off Meeting – August 20, 2020
Contents

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

• Engagement
  • 28 signed up to be Ambassadors
  • Engagement Stats
    • Corridor Residents – 13
    • Local Business Members - 14
    • City & Local Nonprofits – 6
  
  *NOTE: Some individuals are both residents & business or nonprofit members.*

• Intended Outcomes
  • Build on Progress
  • Accelerate Momentum
  • Conduct Plan 5-Year Review (both performance & importance ratings)
  • Identify Needs and Sources
  • Recommend Priorities for the next 5 years
The VIG: Core Purpose

Understanding the “why”...

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

Advocate for West Colfax:
Input—Priorities—Resources—Reporting
Vision 2040 - Corridor Focus Area

Primarily focusing on commercial & public areas between Welch and Sheridan in Lakewood's W. Colfax corridor
In addition to Neighborhood Plans and Station Area Plans . . .

Sense of Place

Destinations & Experiences

A Place for People to Make Memories!
Background & Context

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

Other Key Milestones

• First West Colfax Action Plan adopted in 2006
• Campaign for the BID started in 2009
• BID formation and 40 West Arts established in 2011
• W Line opening in 2013
• 40 West Arts designated State-Certified Creative District in June 2014
Scatter Map of Programs/Activities
Remember Maslow?

Hierarchy of Needs for Communities

MEMORABLE

LIVABLE

Viable

Infrastructure

Cultural Identity

Connectivity

Placemaking

Vibrancy

Celebrate

Memorability

Authenticity

Destination

Diversity

Uniqueness

Variety

Interconnectedness

Business incubators

Innovation

Place making

Neighborhoods

Businesses

Arts and culture

Vivacity

Public spaces

Transfer and safety

Businesses

Accessibility

Neighborhoods

Community

Transportation

Historical assets

Transit

Trees

People

Floodplain floodplain

Sidewalk continuity

Human scale

Lakewood

West Colfax

Vision 2040

Action Plan

Adopted August, 2013
Vision 2040 Focus Areas

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APPENDIX  48
Vision 2040 Goals & Action Steps

GOAL P-1
Increase human-scale design and walkability along the corridor through physical design.

Action Steps

P.1.a. Implement the GWI placemaking recommendations in the arts district.
P.1.b. Identify physical, economic, and regulatory impediments for new businesses to inhabit existing structures.
P.1.c. Develop an integrated strategy and resources to encourage adaptive reuse of existing buildings.
P.1.d. Identify design themes and elements that contribute positively to the identity and character of the corridor.
P.1.e. Develop design guidelines and design review standards.
P.1.f. Integrate placemaking goals into the functional classification of the corridor.
P.1.g. Reinforce nodes of pedestrian activity through wayfinding and placemaking.
P.1.h. Create a noteworthy building or structure on West Colfax.
P.1.i. Infuse color and vibrancy into all design projects.

GOAL P-2
Revitalize existing buildings.

Action Steps

P.2.a. Identify physical, market, and regulatory impediments to adaptive reuse of existing buildings.
P.2.b. Enact appropriate incentive and leveraging strategies to encourage revitalization.
P.2.c. Articulate design guidelines that are based on identifying appropriate architectural themes that reinforce and retain the character of the corridor.
P.2.d. 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.3.a. Integrate existing buildings into new development projects to maintain the character of the West Colfax Corridor.
P.3.b. Identify locations where assembling multiple properties will result in retention of existing buildings that can be integrated into larger redevelopment efforts.
P.3.c. Align economic, historic, and urban design goals to encourage that redevelopment efforts include the reuse of existing buildings.
Vision 2040 Participation in 2014-2015
# Shortcomings & Successes

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WEST COLFAX AVENUE HISTORIC RESOURCES SURVEY

Cultural Resource Survey Report

November 2016
SHF GRANT # 2014-01-010

Submitted by
40 West Art District
collaborating with
Lindenwood West, Colfax Blvd
1501 Telluride Street
Lakewood, CO 80214

written by
Robert Anikow, M.A., Katrina Anikow, M.A.
Morgan, Argul & Associates, L.L.C.
Lakewood, CO 80226
The 40 West ArtLine – a 4-mile walking & biking art experience, with 70+ art installations connecting 3 district parks.
Contents

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Moving Forward

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

• **Process**
  • Series of Seven (7) Zoom Work Session (proposed schedule on next page)
  • Updates provided at WCCA Community Meetings
  • Presentation to City Council
# Master Schedule

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

**Ambassadors Kick-off Meeting**
- Aug. 20: Noon-1pm

**Ambassadors Meeting – Part 1 & 4**
- Sept. 17: 11:45-1pm
- Oct. 15: 11:45-1pm
- Nov. 19: 11:45-1pm

**NO MEETING**
- Dec. 17

**Ambassadors Meeting – Other Considerations, Synthesis & Priorities**
- Jan. 21: TIMES TBD

**Ambassadors Meeting – Convergence of Recommendations/Needs**
- Feb. 18

**WCCA General Meeting Panel**
- Mar. 17

**Ambassadors Meeting – Final Discusses on Recommendations/Needs**
- Mar. 18

**WCCA General Meeting Update**
- Apr. 21

**City Council Presentation**
- TBD

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**Input, discussion, & rating**

**Evaluation, Synthesis, and Priorities**
Sept., Oct., & Nov. Meetings

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

• Review Rating Approach
  • Performance Rating
  • Importance Rating

See Next Slides
Review Rating Approach

• Two Ratings: Performance Index and Importance Index

  • Core Team Ratings to arrive at a **Performance Index**
    • Each team members rates each Action Item on the following scale

    1-no progress  2-evidence of progress  3-meaningful progress  4-good progress toward completion  5-completed  or  6-ongoing (as in never-ending)

  • Ambassadors Ratings to arrive at **Importance Index**
    • Each Ambassador rates every goals on a **1 to 10 scale** on his/her perception of importance

In future meetings, Group will prioritize goals per section (and discuss **NEW** goals)
Review Rating Approach

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

6.CC-3. Cultivate community pride and develop corridor ambassadors
6.CC-3a. Celebrate incremental success
6.CC-3b. West Colfax Ambassador program
6.CC-3c. "Buy Local/Created on West Colfax"

Goal Importance Index

7.1
## 2. Infrastructure (physical and organization readiness)

<table>
<thead>
<tr>
<th>GOAL</th>
<th>Action Item</th>
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</thead>
<tbody>
<tr>
<td>2.I-1. Stormwater and floodplain improvements</td>
<td></td>
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<tr>
<td>2.I-1a. Incorporate incremental economic development priorities</td>
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<tr>
<td>2.I-1b. Incorporate park, open space and trail opportunities</td>
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<tr>
<td>2.I-1c. Balance community amenities with business needs</td>
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<tr>
<td>2.I-2. Leverage infrastructure investment to enhance placemaking</td>
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<tr>
<td>2.I-2a. Gathering places</td>
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<tr>
<td>2.I-2b. Additional funding for infrastructure and placemaking</td>
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<td>2.I-2c. Shared uses</td>
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<tr>
<td>2.I-2d. Find opportunities for active uses</td>
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<tr>
<td>2.I-3. Integrate innovative technologies</td>
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<tr>
<td>2.I-3a. Best practices in experience-enhancing infrastructure</td>
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<tr>
<td>2.I-3b. Seek partners in technologic improvements</td>
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<tr>
<td>2.I-3c. Lead in innovation</td>
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#### Ambassadors Ratings to arrive at Importance Index

After the Input Session, Each Ambassador rates every goals on a 1 to 10 scale on his/her perception of importance.

## 3. Connectivity (transportation)

<table>
<thead>
<tr>
<th>GOAL</th>
<th>Action Item</th>
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</thead>
<tbody>
<tr>
<td>3.C-1. Identify and explore best practices in multi-modal corridors</td>
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</tr>
<tr>
<td>3.C-1a. Sidewalk improvements for Colfax and 14th</td>
<td></td>
</tr>
<tr>
<td>3.C-1b. Safety best practices for multi-modal mobility</td>
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</tr>
</tbody>
</table>
Homework

For September 17 . . .

• Familiarize yourself with the entire plan
• Read Sections 1 & 4 of the 2040 VISION Plan
• Review the Goals and Action Steps
• Share and seek input from your neighbors and friends
• Come to the session on the 17th ready to:
  • Receive input on context and/or progress on the sections
  • Participate in discussions about the sections
  • Rate the importance of each goal on a scale of 1 (lowest) to 10 (highest)
Wrap-up

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

RESOURCES:
Link to Vision 2040 Plan – HERE | Link to Article – HERE (in your email box)
LINK ALL OUR 2040 RESOURCES: https://bid.westcolfax.org/2040 (We’ll email you this link.)
If you’d like a hard copy: email info@westcolfax.org with your mailing address.

→ QUESTIONS ←