THE VIG
The Vision Implementation Group

WEST COLFAKX AMBASSADORS
SESSION 3 – Nov. 19, 2020
Vibrancy & Celebrating Colfax
(Economic Development / Marketing)
Agenda

• Welcome and Reminders
• Session Overview
  • Quick Recap
  • Chapter 5-6 Input
  • Q & A / Discussion
  • Importance Rating
• Homework for Next Session

⇒ Ambassadors Landing Page: https://bid.westcolfax.org/2040
Core Purpose

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

Advocate for West Colfax:
Input—Priorities—Resources—Reporting

• Intended Outcomes
  • Build on Progress
  • Accelerate Momentum
  • Conduct Plan 5-Year Review (both performance & importance ratings)
  • Identify Needs and Sources
  • Recommend Priorities for the Next 5 years
In addition to Neighborhood Plans and Station Area Plans . . .

Sense of Place

Destinations & Experiences

A Place for People to Make Memories!
Vision 2040 - Corridor Focus Area

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

Aug. 20  Ambassadors Kick-off Meeting  Noon-1pm
Sept. 17  Ambassadors Meeting – Part 1 & 4  11:45-1pm
          (Cultural Identity & Placemaking)
Oct. 15   Ambassadors Meeting – Part 2 & 3  11:45-1pm
          (Infrastructure & Placemaking)
Nov. 19   Ambassadors Meeting – Part 5 & 6  11:45-1pm
          (Vibrancy & Celebrating Colfax)
Dec. 17   NO MEETING

Jan. 21  Ambassadors Meeting – Other Considerations, Synthesis & Priorities
Feb. 18  Ambassadors Meeting – Convergence of Recommendations/Needs
Mar. 17  WCCA General Meeting Panel (date pending)
Mar. 18  Ambassadors Meeting – Final Discusses on Recommendations/Needs
Apr. 21  WCCA General Meeting Update (date pending)
TBD     City Council Presentation

Part 1:
Input sessions, discussion, & rating

Part 2:
Collaboration, Synthesis, & Recommendations

TIMES TBD
Notes from Session 1-2

ENGAGEMENT  -  28 Ambassadors signed up

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

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

Notes from Discussions:  (to carry forward to Part 2)
•  More revitalization on W. Colfax west end
•  More parks & open space in corridor
•  Options for something special at Westland
•  More neighborhood-oriented retail, restaurants, and entertainment (date night options!)
•  Why so many proposed convenience stores along corridor?
•  Find a way to save Casa Bonita
•  More wayfinding signage
•  360-view of the West Colfax corridor

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Remember Maslow?

Hierarchy of Needs for Communities

MEMORABLE

LIVABLE

VIVABLE

INFRASTRUCTURE

PLACEMAKING

CONNECTIVITY

CULTURAL IDENTITY
IMPORTANCE Rating Scale: 1 (lowest) to 5 (highest)

All of the Goals in West Colfax VISION 2040 Action Plan are important. One of the objectives of this process is to rank the goals to determine resource priorities. A starting point is to rate the levels of importance of each goal on the following 1 to 5 scale.

**ESSENTIAL** (Rating 5) – You consider this goal to be an emergency; it should receive immediate resources before all others. Typically, this rating involves fundamental elements of public health and safety and/or the protection of public assets.

**CRITICAL** (Rating 4) – While not an emergency, you consider this goal to be urgent because it addresses essential elements that are inhibiting our community’s economic progress and undermining our quality of life.

**NECESSARY** (Rating 3) – You consider this goal to be a high need because it aligns with our shared vision for future and will bolster economic vitality and enhance the livability of our community.

**RECOMMENDED** (Rating 2) – You consider this goal to be important because it advances our stated priorities and elevates our community’s standing as a desirable (and memorable) place to live, work, and visit, but you are willing to address this goal after other, more pressing needs are met.

**LOW PRIORITY** (Rating 1) – You either don’t consider this to be a worthy goal or don’t consider it to be a priority; it can be addressed (or not) in due course when additional, non-critical resources are available.

Each Ambassador, based on his or her opinion and perspective, will rate each goal on this scale. Later in the process, we will aggregate the ratings and discuss priorities based these findings.
### 5. Vibrancy (Economic Development / Business Climate)

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<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Performance Rating</th>
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<tbody>
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**Performance Rating Scale**

1. No Progress
2. Evidence of Progress
3. Meaningful Progress
4. Good progress toward completion
5. Completed
6. Ongoing (never-ending)

*Performance Rating is the average score among the seven performance raters.*
6. Celebrating Colfax (Awareness / Promotions)

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Input Session

- The BIG Picture
- Foundational Opportunities
- Economic Factors
- Local Approach
- Next Steps
But instead . . . Let’s talk about Convenience Stores on W. Colfax
And... let's talk about Westland
LAND USE Choices

How can a jurisdiction influence LAND USE outcomes?

• Use by Right / Allow Market Forces to work
  • entitlements in place, follows jurisdictional processes and requirements

• Outright Purchase to achieve total control
  • Master plan outcome (whether a park use or re-development)

• [New] Regulations
  • Pass legislation to add restrictions to land uses

• Influence Process / Participate in Deal-making
  • Influence and incentivize outcomes (with jurisdictional tools & process)
  • Serve as matchmakers (bringing other parties) with influence and incentives
  • Partner (and invest) in desired outcomes; public-private partnership—may involved creation of a separate entity to best steward development process

→ Status Quo / Path of least resistance
→ Expensive!
→ Slow Process / Sometime unintended consequences
→ Requires vision, leadership, & political will; Takes time & effort; needs community buy-in & consistent leadership
LAND USE Choices

How can we influence LAND USE outcome?

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

→ Made your voice heard; articulate what you want (not just what you don’t)
→ Get educated on the specifics; Research possibilities; Seek out others with experience
→ Advocate and educate; be inclusive in creating
→ There is strength in a unified voice!
Notes from Session 1-2

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Ambassadors Landing Page:  https://bid.westcolfax.org/2040
DREAM!
Mayor Steve Burkholder (2005): “We envision multiple ‘Pods of Activity’ along West Colfax”
VISION!
Tools for Part 2
The Momentum Formula™

Current State \[ \frac{(History + Assets + Perception)}{Community Values} \] \( \times \) \( \frac{(Value-based Goals + Core Purpose)}{Community Buy-In} \) = Shared Vision

Shared Vision \( \rightarrow \) BHAG \( \times \) \( \frac{(Leadership + Execution)}{Community Collaboration} \) \( \times \) \( \frac{Vivid Description}{Core Stakeholders} \) = Future State

3Cs: Clear, Compelling, Consistent Message

History + Assets + Values + Vivid Description \( \rightarrow \) Authentic Story
Factors that Trigger Economic Vibrancy

1. Human Capital
   • leadership: ideas & ability to execution

2. Capital Markets
   • access to $$ $$

3. Natural/Man-made Characteristics
   • natural surroundings, location of and access to both types of amenities

4. Political Stability, Legal Infrastructure & Land Use Policy
   • predictability

5. Economic Viability
   • demographics, heads & beds (growth trajectory), & will a deal “pencil”

6. Workforce
   • availability/education level, transportation & housing options

7. Innovation & Entrepreneurship
   • visionaries! risk-takers!` profit-seeker!
The 10 Community Readiness Principles™ curriculum is a field-tested framework developed by The Creativity Lab of Colorado to help enact community transformation. Based on hands-on experience, the Principles, and the corresponding survey instrument, serve as a community benchmark and an ongoing tool to evaluate and drive progress.

The overarching approach of this iterative process is one that focuses on collaborative community development, coupled with creative organizational dynamics—along with a dash of entrepreneurial vigor; its mindful leadership, steeped in creativity and anchored in service. Learn more in our workshop series and bootcamps. Contact info@CreativityLabColorado.org for more information.
Questions & Discussion

Table of Contents

CHAPTER 1
Cultural Identity  8

CHAPTER 2
Infrastructure  15

CHAPTER 3
Connectivity  21

CHAPTER 4
Placemaking  28

CHAPTER 5
Vibrancy  34

CHAPTER 6
Celebrate Colfax  40

APPENDIX  48
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Ambassador IMPORTANCE Rating

Importance Rating Survey Link:

https://www.surveymonkey.com/r/vig-round3

Please complete the survey in the next day or two. Survey link expires at midnight on Tuesday 11/24.

→ Ambassadors Landing Page: https://bid.westcolfax.org/2040
Next Steps

• Complete Importance Rating for Chapters 5 & 6
• Compile, synthesize, and share survey and input data from Session 1 through 3
• Confirm 2021 Schedule in early December
• Think about your “What if” homework assignment and complete it by the December 31
• The homework handout is on the Ambassadors landing page (below) . . . Once finished, send it to info@westcolfax.org

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West End “What ifs . . .”

Ideas to Think About

What if...

1. ____________________________________________________________
2. ____________________________________________________________
3. ____________________________________________________________
West End “What ifs . . .”

Ideas to Think About

What if...

1. . . . 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?

2. . . . 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?

3. . . . 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