

West Colfax



VISION

2040

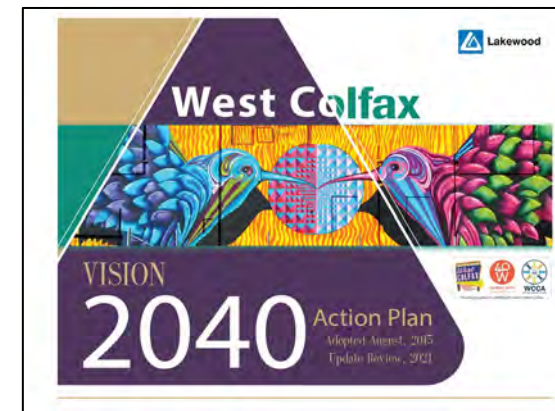
Action Plan

Adopted August, 2015

Update Review, 2021 ←



Ambassador Schedule



PART 1

Aug. 20	Ambassadors Kick-off Meeting	Noon-1pm
Sept. 17	Ambassadors Meeting – Part 1 & 4 → <i>Cultural Identity & Placemaking</i>	11:45-1pm
Oct. 15	Ambassadors Meeting – Part 2 & 3 → <i>Infrastructure & Placemaking</i>	11:45-1pm
Nov. 19	Ambassadors Meeting – Part 5 & 6 → <i>Vibrancy & Celebrating Colfax</i>	11:45-1pm

Part 1:
Input sessions,
discussion, &
rating

PART 2

Dec. 17	NO MEETING	
Jan. 21	Ambassadors Meeting – Other Considerations/Convergence of Priorities	11:45-1pm
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)	

Part 2:
Collaboration,
Synthesis, &
Recommendations

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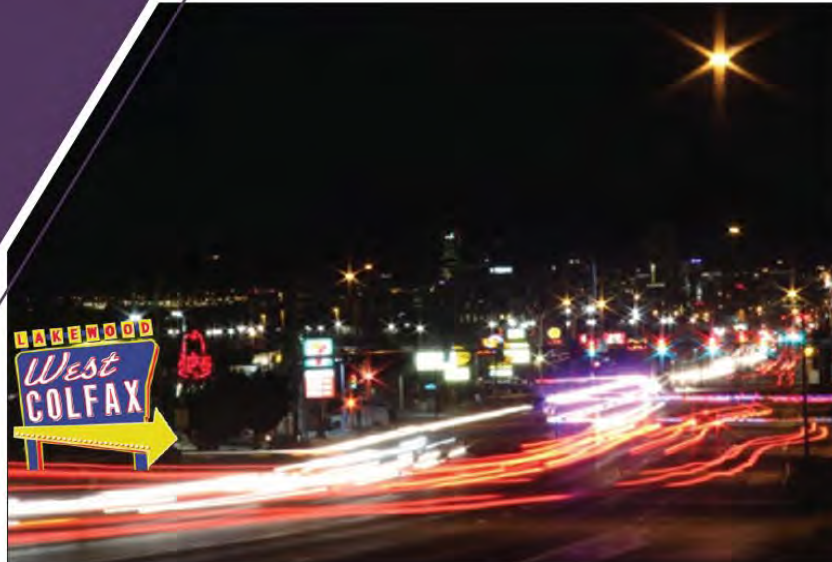
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Casa Bonita



Colfax Avenue in Lakewood / Photo Ken Takahashi

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

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.

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 influencers to 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 exacerbate 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 III



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)



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

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 the development we want.



- 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 politics that inhibits desired development or redevelopment



Social Surge Day #LakewoodCO @Mint & Serif

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.
 - Record WCCA meetings: and host quarterly development forums

- 3b. Create/promote tools and resources for advocacy.
 - Regular policy updates, HOA resources, sample letters of support

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



Vision Implementation Group Participants with 40 West Arts Champions

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

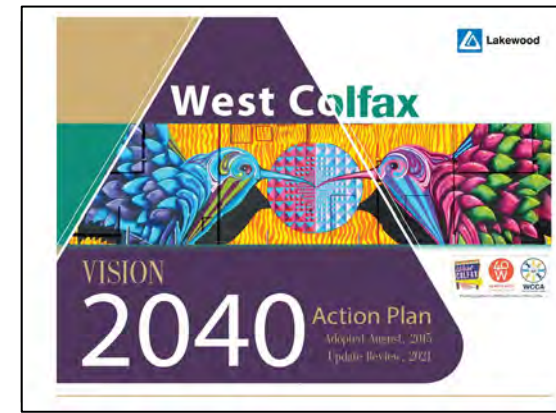
- 4b. Establish a sustainable program to collect West Colfax artifacts and visual/oral history.

- 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.

Keys for Goals/Action Items

- Keep a 360-degree view of corridor (nodes of activity)
- Seek Authenticity, Aesthetics and Art (placemaking)
- Encourage people places
 - More parks and green space
 - Walkable recreation & retail options
 - Work with the City to explore more options for Car 25 as a corridor feature
 - Explore RTD land potential
- Focus on West end redevelopment
 - Influence Westland's future
 - Advocate for investment in infrastructure & beautification
- Deploy redevelopment tools & incentives to attract & influence the desired mix of land uses



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!

Thank You Ambassadors!

Also special thanks to Staff, Kevin Yoshida, & Marissa Miller

West Colfax Ambassadors

Kris Autabee
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