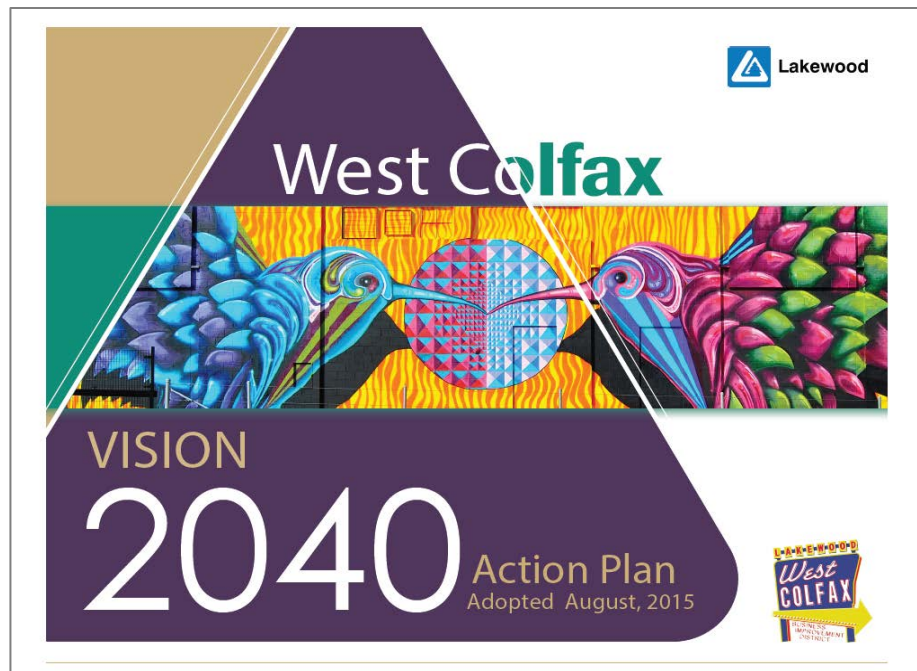




Home to 40 West Arts District



THE VIG

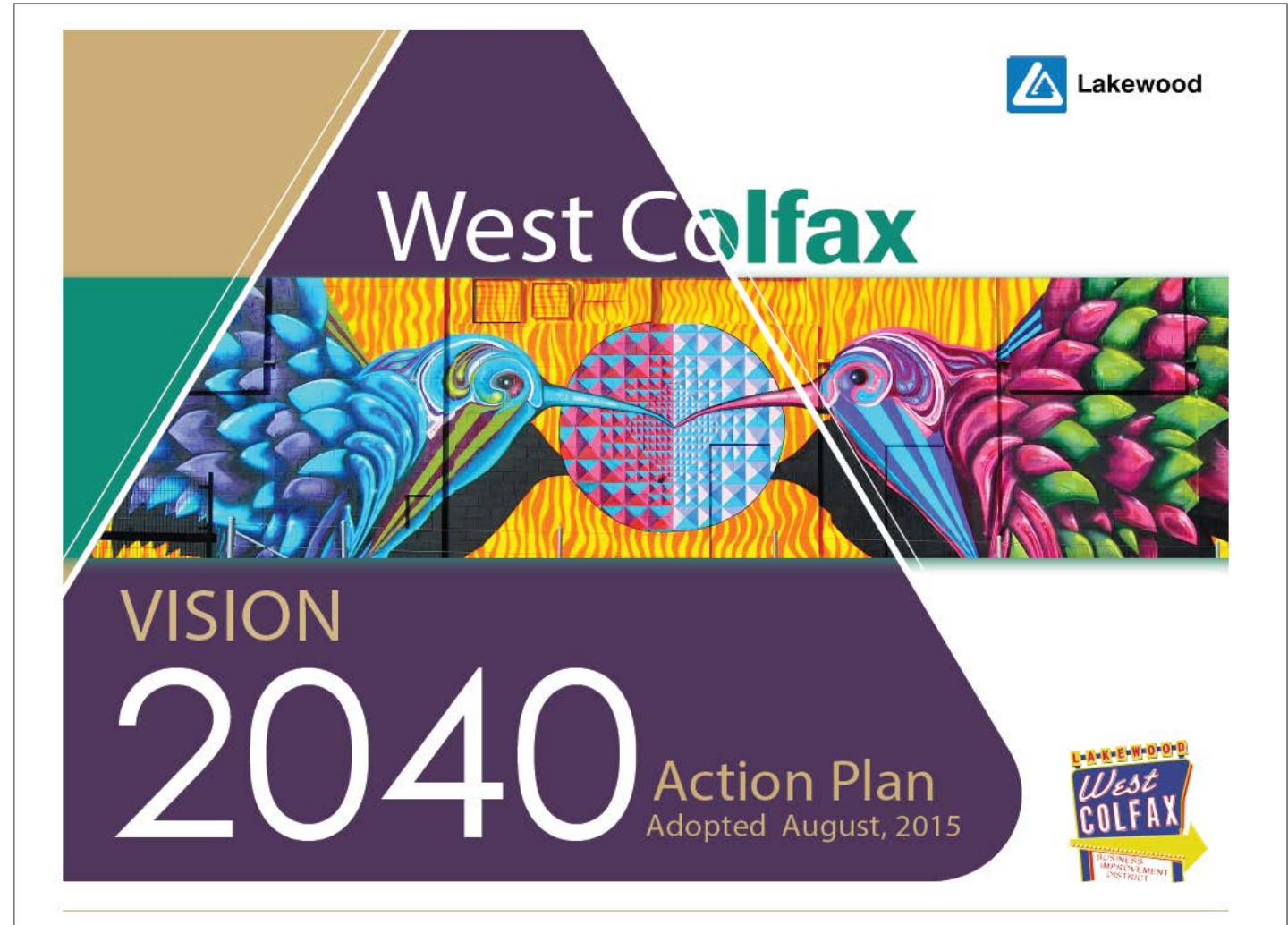
The Vision Implementation Group

An Overview: June 2020

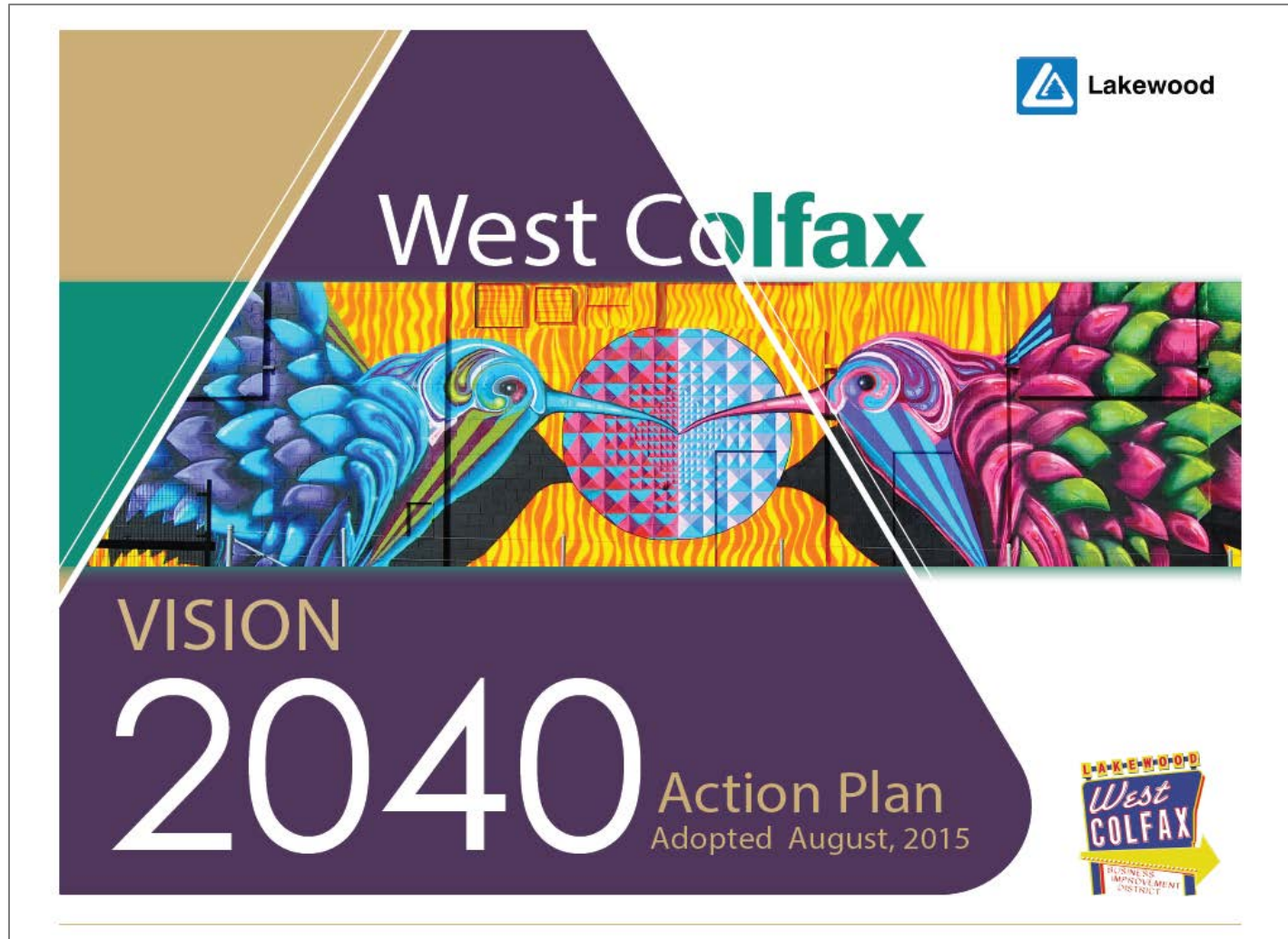
Bill Marino & Kevin Yoshida

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- Background & Context
- Vision 2040 Focus Areas
- The VIG
 - Vision/Mission/Values
 - Goals
 - Partners & Process
- Next Steps
- Wrap-up / Q & A

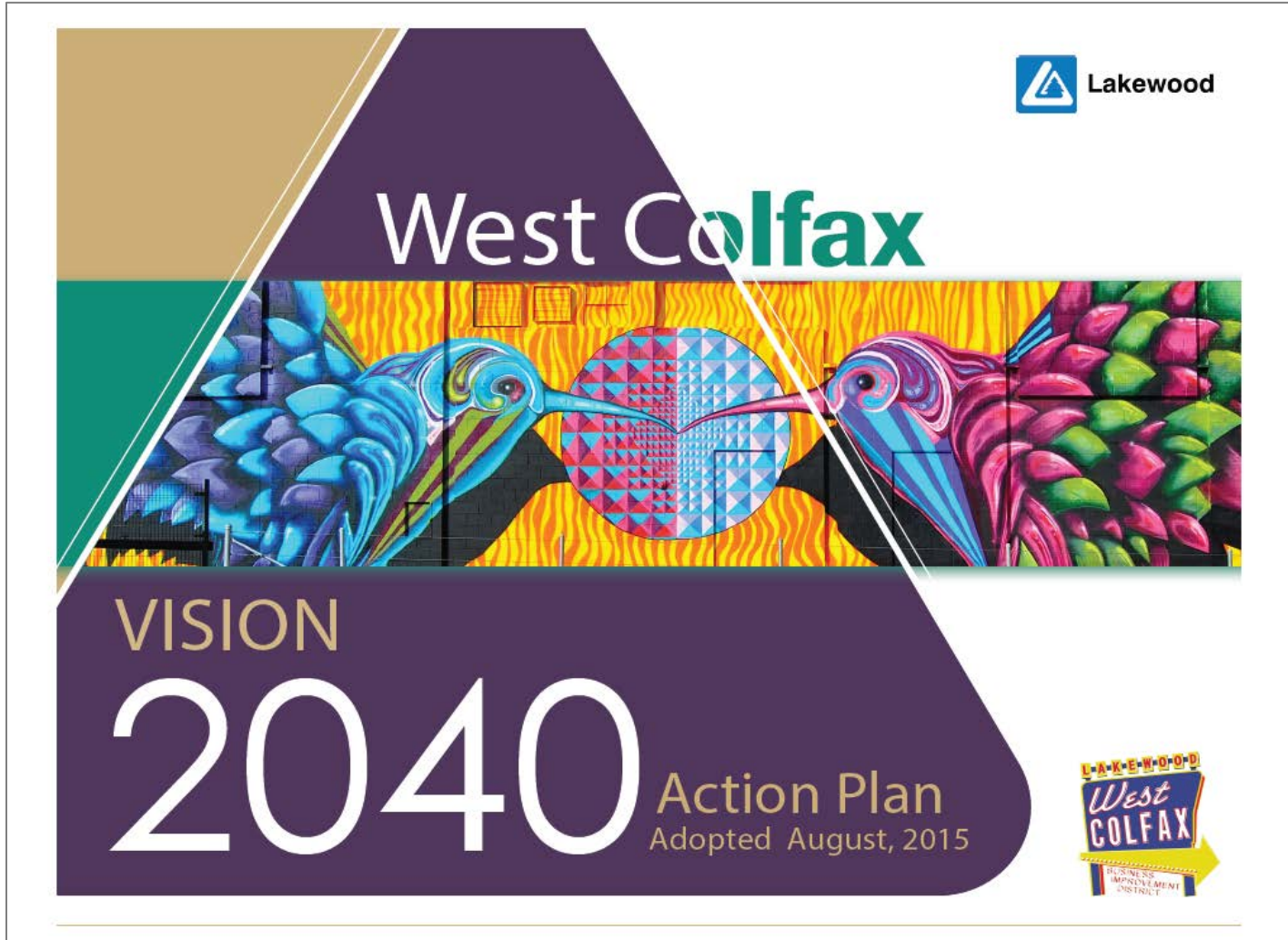


Background & Context



- First 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

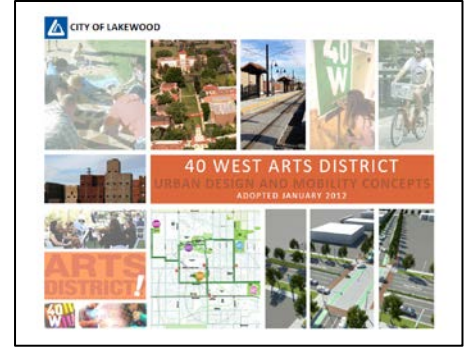
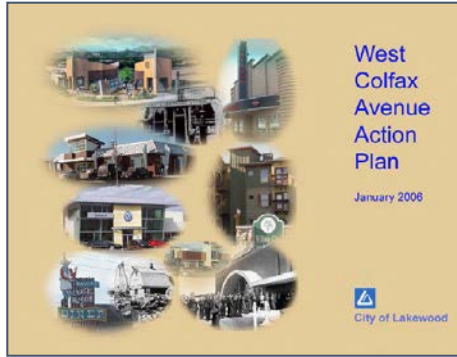
Background & Context



Other Key Milestones

- First West Colfax Action Plan adopted in 2006
- Campaign for the BID starts 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

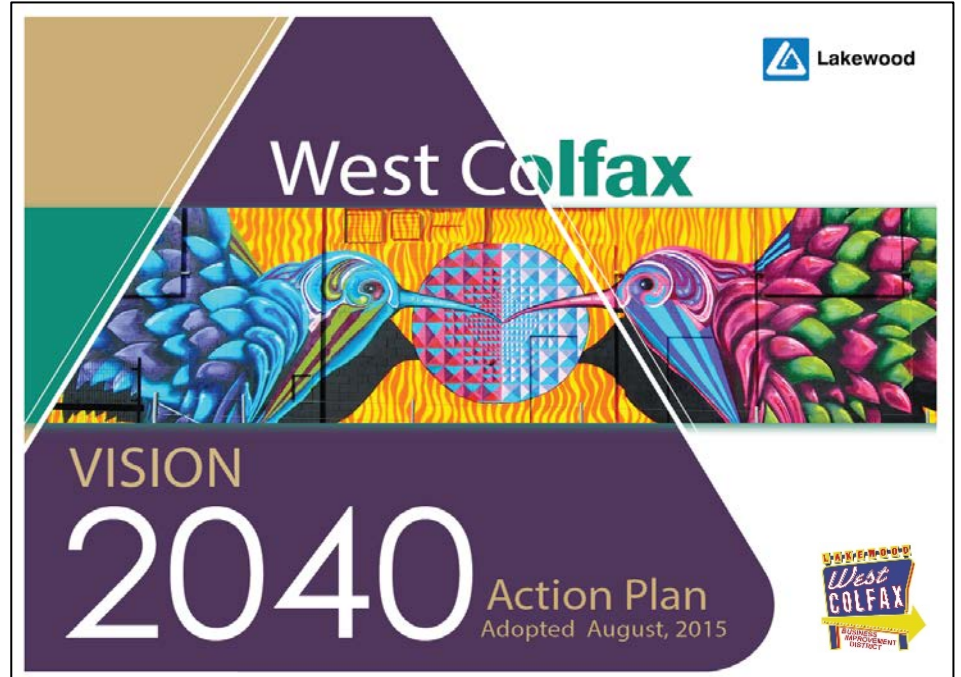
In addition to Neighborhood Plans and Station Area Plans . . .



Sense of Place

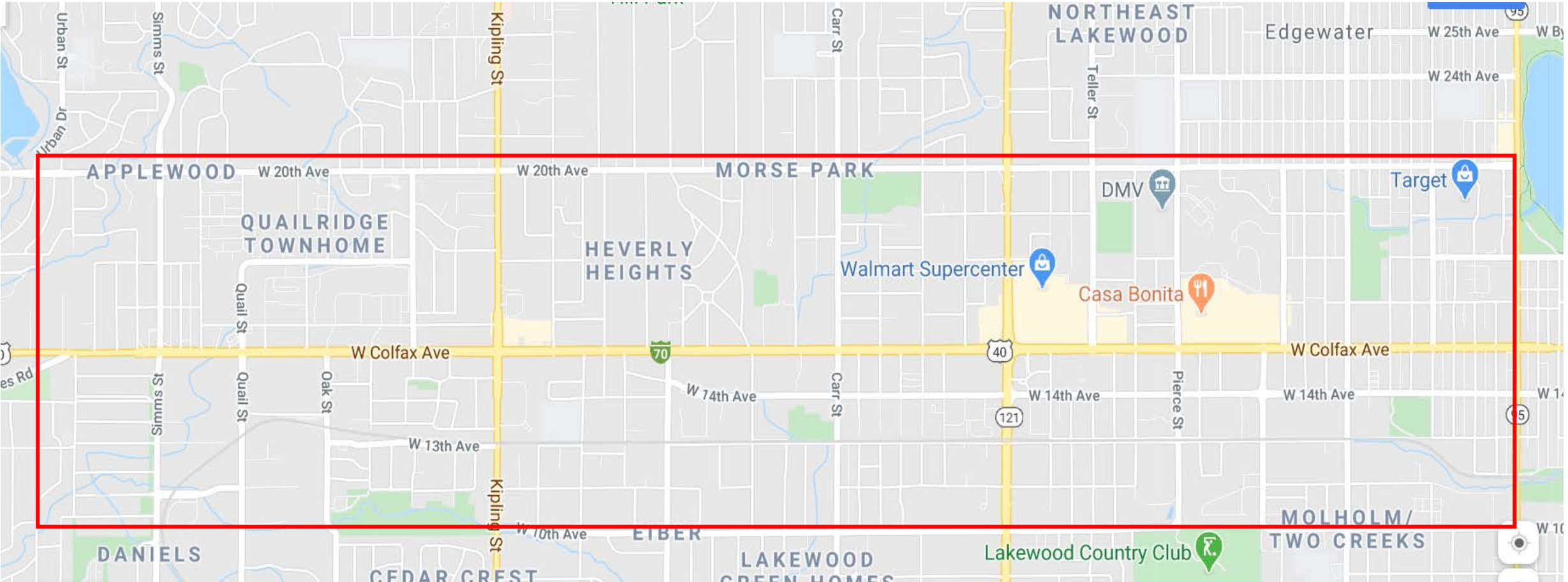


Destinations & Experiences



A Place for People to Make Memories!

Vision 2040 - Corridor Focus Area



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

Vision 2040 Focus Areas

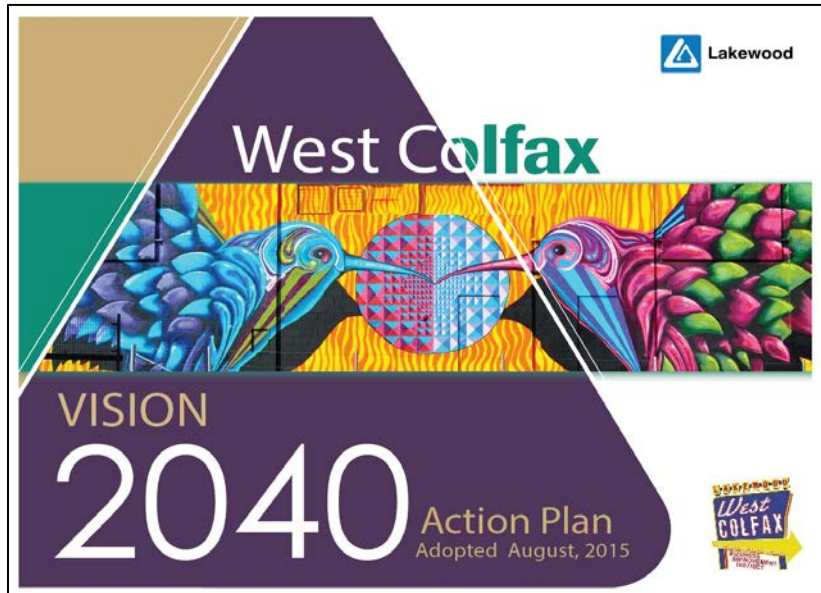


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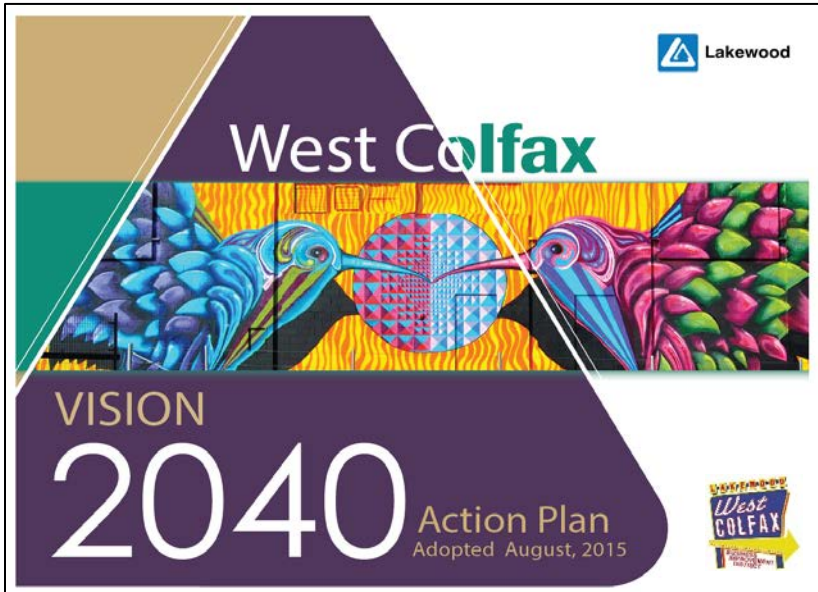


Casa Bonita



Colfax Avenue in Lakewood / Photo Ken Takahashi

Vision 2040 Goals & Action Steps



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.

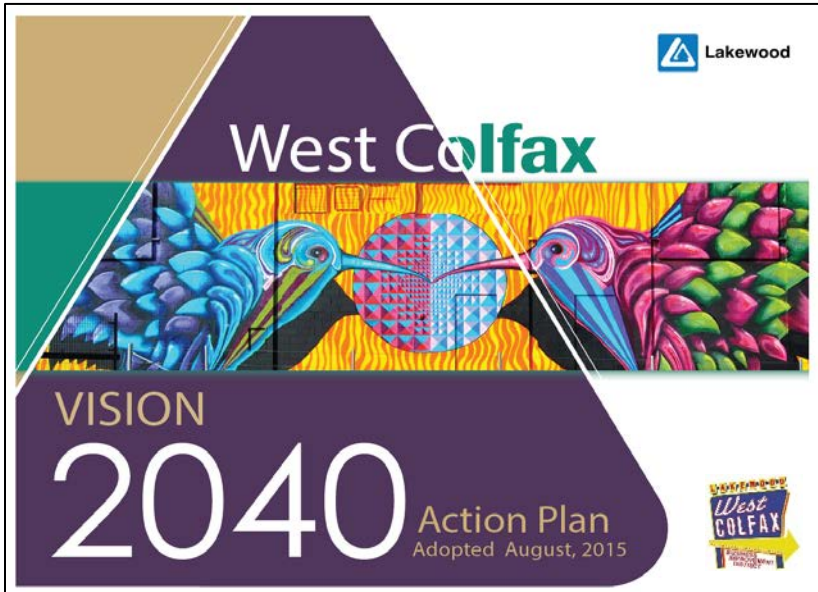
P-3b.

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.

Vision 2040 Participation



Acknowledgements

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
Julia Kirkpatrick
Johann Cohn
Robert Eadie
Dale Miller
Henry Hollender
Carrie Mesch

Photo Credits - City of Lakewood
unless otherwise noted on photo.



Rockley
MUSIC
SIGN







Pepe Gaha

 WEST LINE
FLATS





40
W

FORTY
WEST
ARTS
CREATIVE
DISTRICT

↑



ADVENTURE
DENTAL
VISION & ORTHODONTICS

DOLLAR
TREE

Gate 1









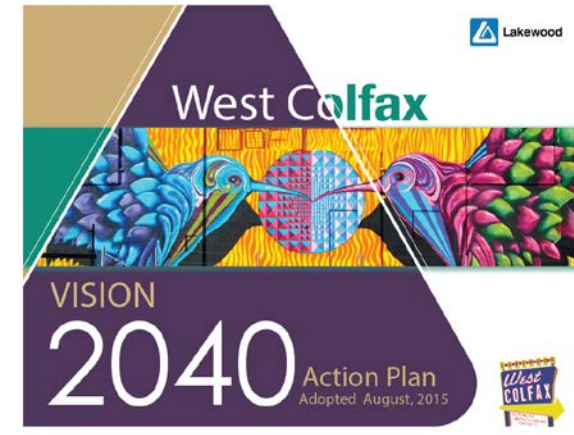
The 40 West ArtLine – a 4-mile walking & biking art experience, with 70+ art installations connecting 3 district parks



The VIG: Core Purpose

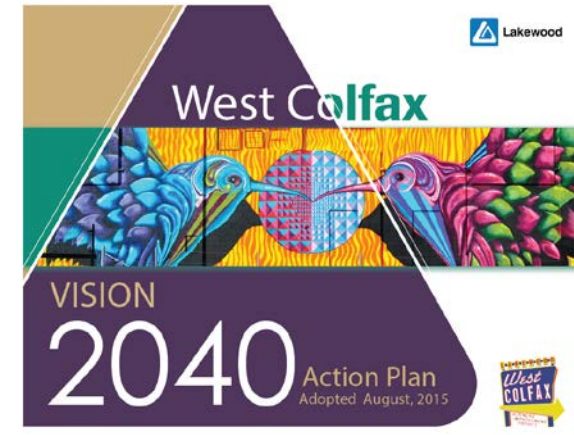
Understanding the “why” . . .

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



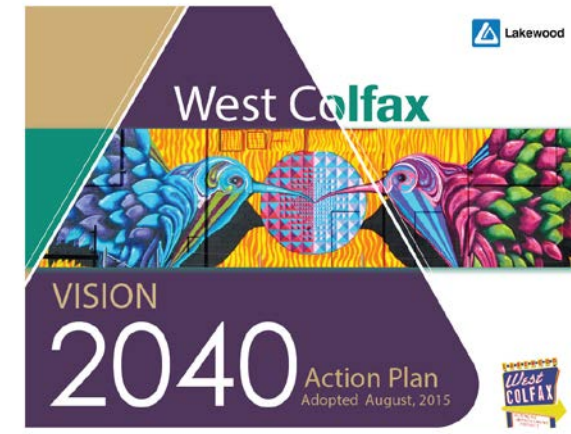
The VIG: Vision-Mission-Value

- **Vision:** To see key elements in West Colfax Vision 2040 Action Plan manifest in the next 10 years
- **Mission:** To champion the goals in West Colfax Vision 2040 Action Plan by creating a community-led forum and a community process that integrates input from a broad array of community stakeholders and encourages collaboration between the public and private sectors
- **Values:** Collaboration, Continuity, Clarity, Engagement, Inclusiveness, Integration, Innovation



The VIG: 10 Objectives

1. To provide a forum to report progress on the 2040 Plan
2. To seek input from broad community stakeholders
3. To solicit guidance from professionals to inform decisions
4. To gather and distill ideas that may result in 2040 Plan updates
5. To prioritize projects in order to best utilize available resources
6. To integrate local input and coordinate with local jurisdiction(s)
7. To contribute to local knowledge on best practices in community-building, design, and land use
8. To champion resources for implementation of priorities in the Plan
9. To coordinate local corridor organization to ensure continuity
10. To use available resources to bring clarity to key elements (projects) that align with 2040 Plan priorities



The VIG: 10 Objectives

1. To provide a forum to report progress on the 2040 Plan

2. To

3. To **Overarching Goal:**

4. To *To provide an inclusive community forum to*

5. To *integrate input, distill ideas, isolate priorities,*

6. To *marshal resources, and report status on the*

7. To *focus areas in the West Colfax Vision 2040*

Action Plan.

8. To

Advocate for West Colfax:

9. To

Input—Priorities—Resources—Reporting

10. To

(projects) that align with 2040 Plan priorities

lates

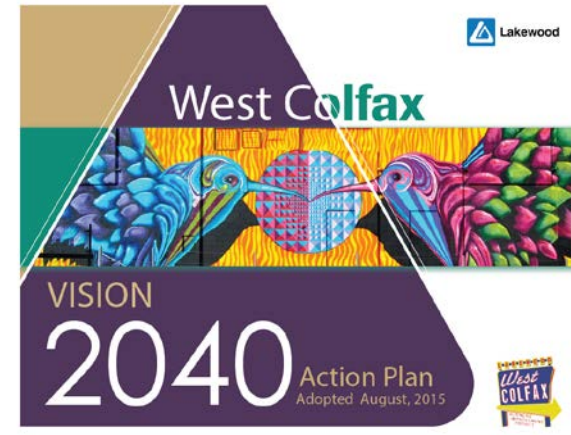
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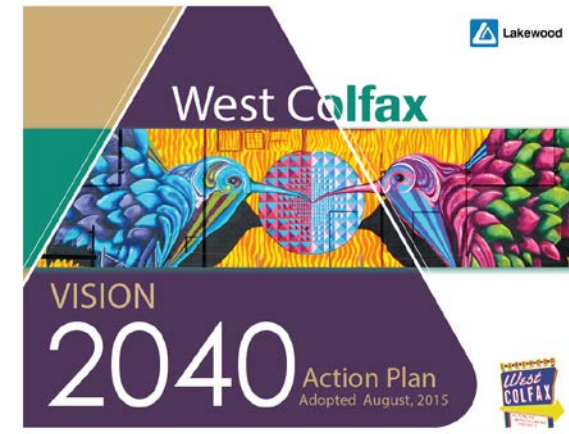
the Plan

ity



The VIIG: Partners & Process

- Organized into a **Working Group** and larger a group of **Corridor Ambassadors**
 - Both groups will include representatives from the City of Lakewood, the Lakewood-W. Colfax BID, WCCA, residents from neighborhood associations, local nonprofits, business & commercial properties owners
- **Working Group** will handle planning and logistics and **Ambassadors** will have “homework” to gather input and provide feedback
- **Output:** Report Card & Recommended Course Corrections

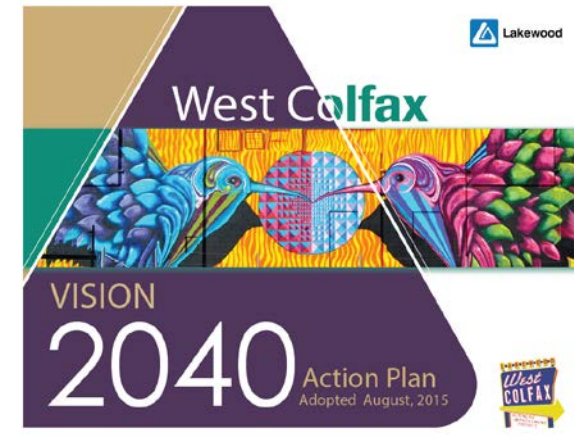


The VIG: Next Steps

- Confirm and recruit VIG Working Group and Ambassadors
- Divide the Plan into sections for review & input
- Set “working” schedule for a series of Zoom meeting on the different aspects of the plan

Timeframe: Meetings and workshops will be held over 9 months, starting in August

- Regular updates delivered in WCCA meetings



The VIG: Get Involved!

→ How to sign up:

EMAIL us by June 30:
info@WestColfax.org

(Please put **VIG** in the subject line. We will reach out to you with more information.)

→ Questions ←

