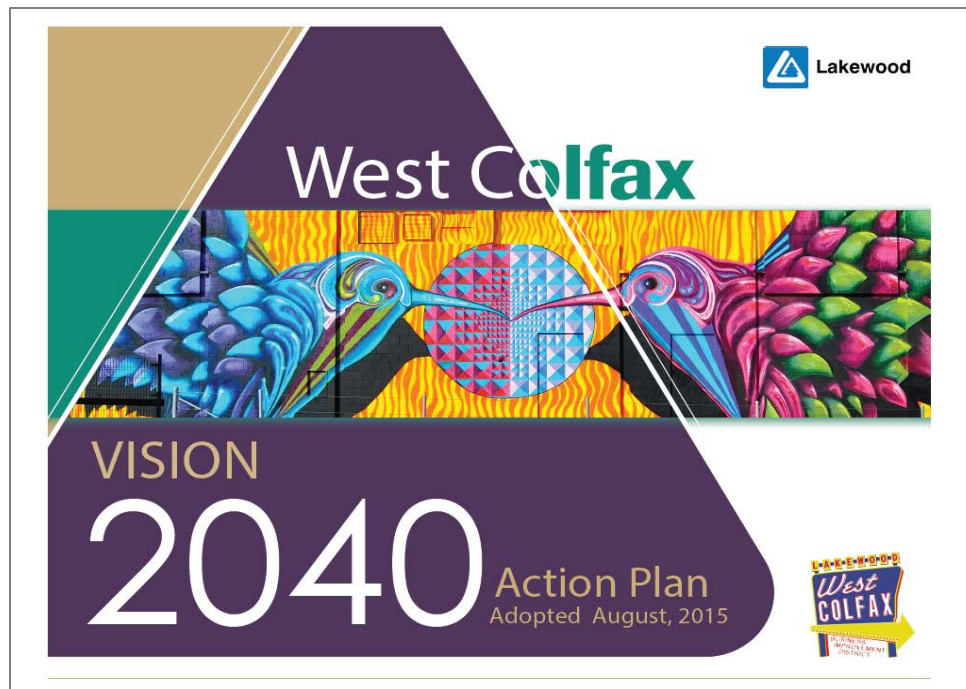




Home to 40 West Arts District



THE VIG

The Vision Implementation Group

WEST COLFAX AMBASSADORS

SESSION 5 – Feb. 18, 2021

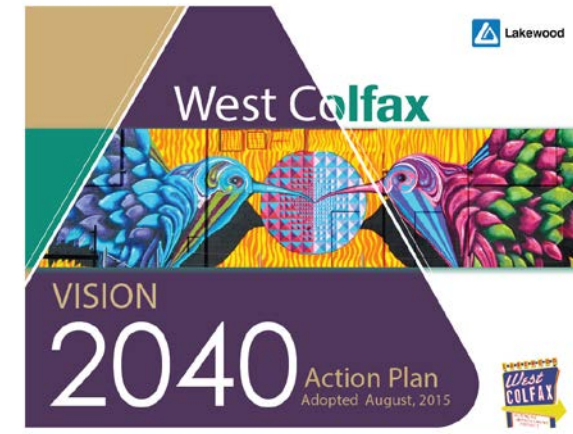
Synthesis Session

Core Purpose

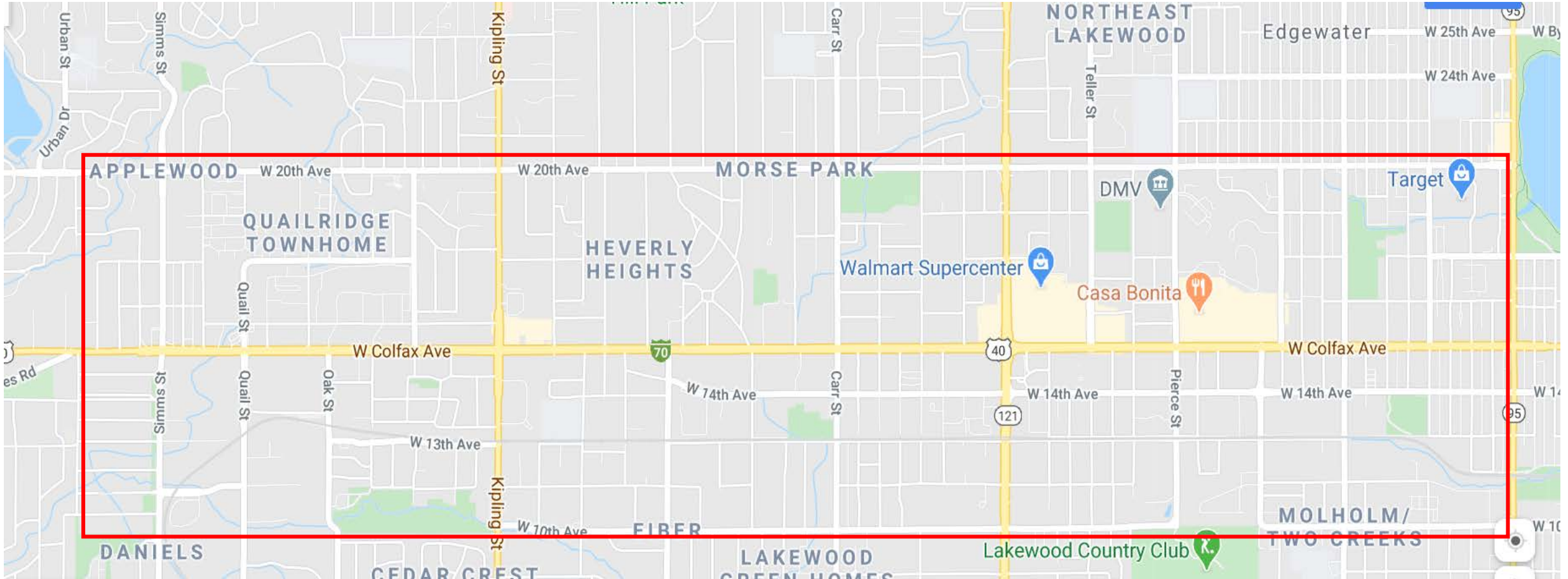
The **Vision Implementation Group** exists to provide an inclusive community forum to integrate input, distill ideas, isolate priorities, marshal resources, and report status on the focus areas in the West Colfax Vision 2040 Action Plan.

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

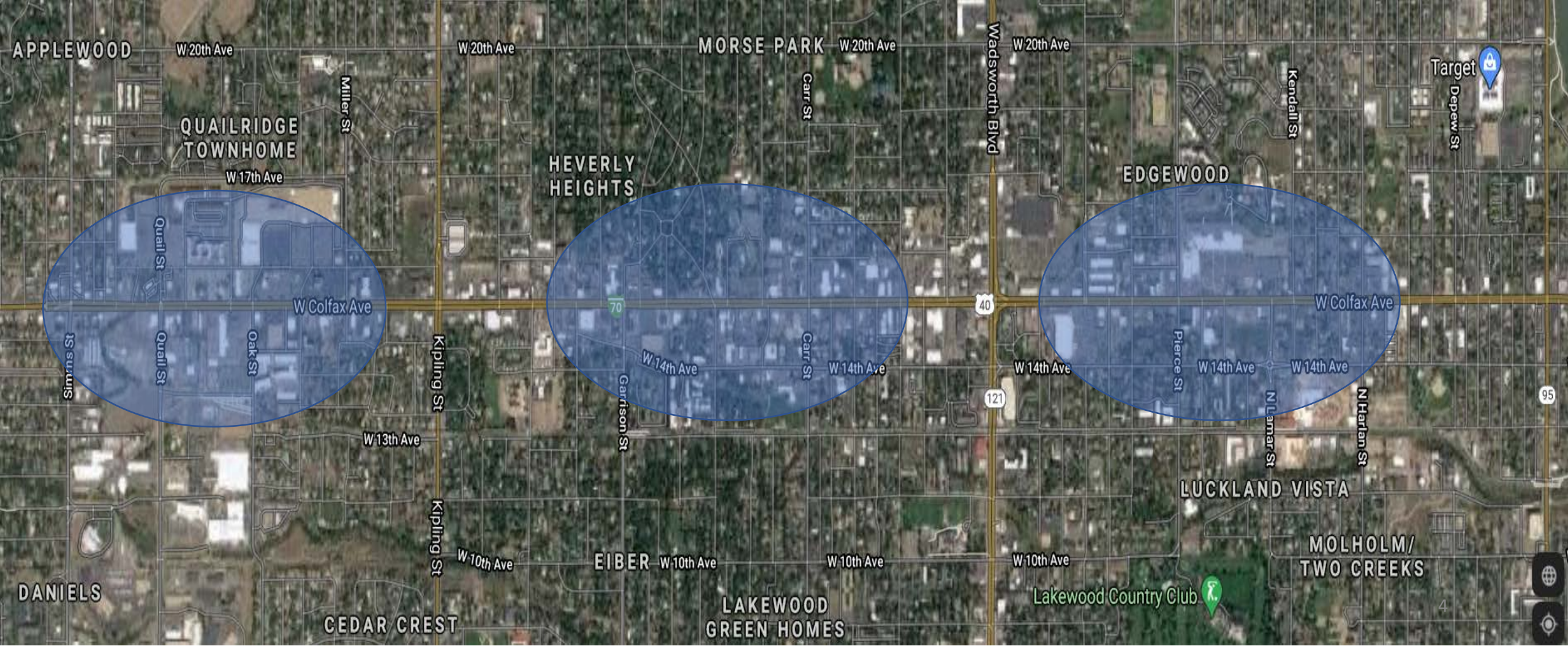
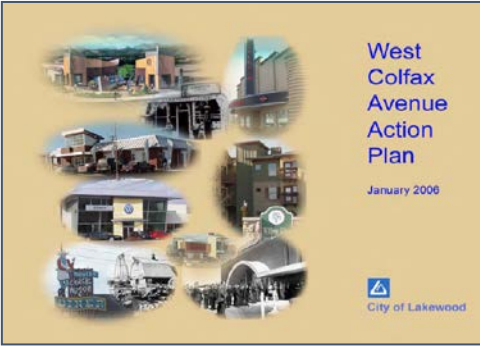


Vision 2040 - Corridor Focus Area

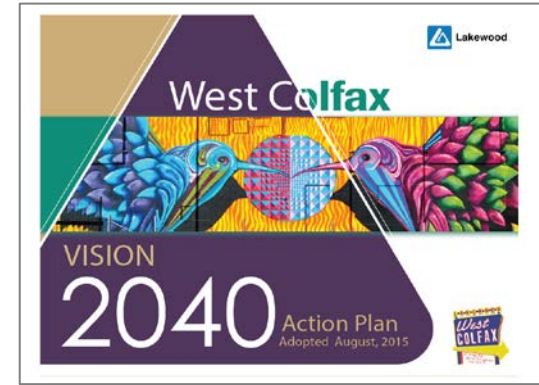


Primarily focusing on commercial & public areas between Welch and Sheridan in Lakewood's W. Colfax corridor

Mayor Steve Burkholder (2005):
“We envision multiple ‘Pods of Activity’ along West Colfax”



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 – Closing Discussions/Recommendations	
Apr. 21	WCCA General Meeting Update	
TBD	City Council Presentation (Tentatively in June/July Timeframe)	



Part 2:
Collaboration,
Synthesis, &
Recommendations

A c k n o w l e d g e m e n t s

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 AMBASSADORS

Kris Autobee
Cindy Baroway
Liz Black
Josh Caucutt
Brendalee Connors
Kristi Czajkowski
Diane Duffey
Gloria Enger
Kathi Hasfjord
Bill Marino
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
Kevin Yoshida
Katy Zeigler

CITY OF LAKEWOOD CITY COUNCIL

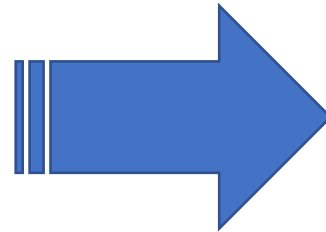
Mayor Adam Paul
Ramey Johnson – Ward 1
Charley Able – Ward 1
Sharon Vincent – Ward 2
Jacob LaBure – Ward 2

VIG CORE TEAM

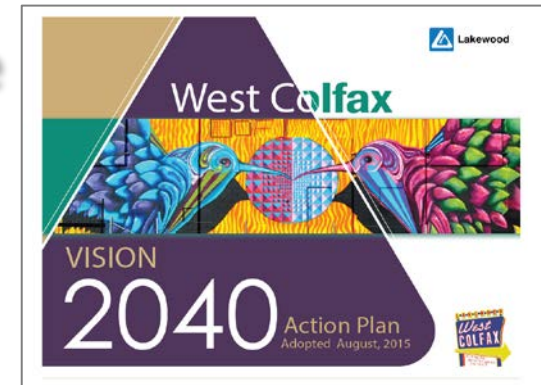
Kevin K Yoshida – Lakewood Colfax BID
VIG: co-chair
Bill Marino – Lakewood-Colfax BID
VIG: co-chair
Katy Zeigler – Lakewood-Colfax BID
Liz Black – 40 West Arts
Roger Wadnal, Lakewood Planning
Alexis Moore, Lakewood Planning
Vanessa Zarate, :Lakewood Economic
Development

Recommendations

- New Content
- Updated Structure
- Memorialized Process



2020-2021 Update

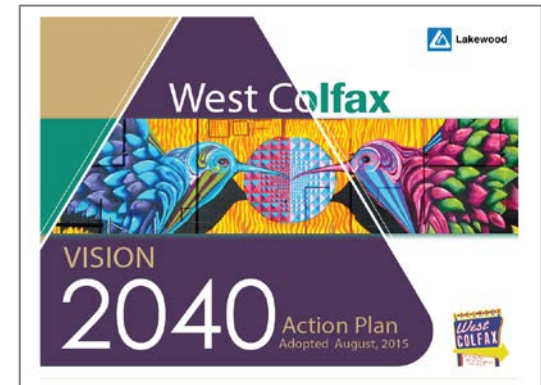


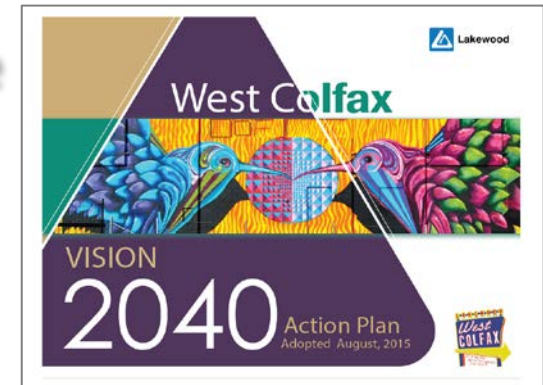
INTENDED OUTCOME:

- Add clarity and emphasis
- Add context and useability
- Reinforce scope of the document

Priorities for Goals/Action Items

- West end redevelopment
- Infrastructure and beautification improvements
- Walkability (infrastructure)
- Parks, green “people” spaces, recreational/retail options (incl. Car 25!)
- Influence of Westland’s future
- RTD land potential
- Authenticity, Aesthetics and Art (placemaking)
- 360-degree view of corridor (nodes)
- Whole corridor branding/promotions
- Efforts and incentives to attract and/or influence the desired mix of uses





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 and 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 this plan

→ **Guiding Principles** emphasize the core tenets that are the underpinning the document as a guide to future implementers and reviewers.

Focus of the New Goals

- 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
- 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

→ Ambassadors Landing Page: <https://bid.westcolfax.org/2040>

