



40W PLACEMAKING IMPLEMENTATION PLAN



Project Overview Booklet
December 2015





Acknowledgments

40W PLACEMAKING IMPLEMENTATION STAKEHOLDER GROUP

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City of Lakewood, Colorado



40West Arts District



Lakewood West Colfax
Business Improvement
District



C+B Design



Walk Denver

The 40 West Placemaking Community - Thank you!

The success of any placemaking project is inexorably tied to the community of people who help bring it to life. The 40 West Arts District is a special, unique and vibrant place supported by a community that is devoted to its growth and success. Throughout the placemaking project, members of the 40 West and West Colfax community not only provided direction and input, they also acted as the living and dynamic inspiration for the placemaking vision. Throughout the process, the interaction with community stakeholders was a constant source of creativity and passion, and the final placemaking plan benefited immensely from the devotion of the people and groups who gave their time to help shape the 40 West Arts District placemaking vision.



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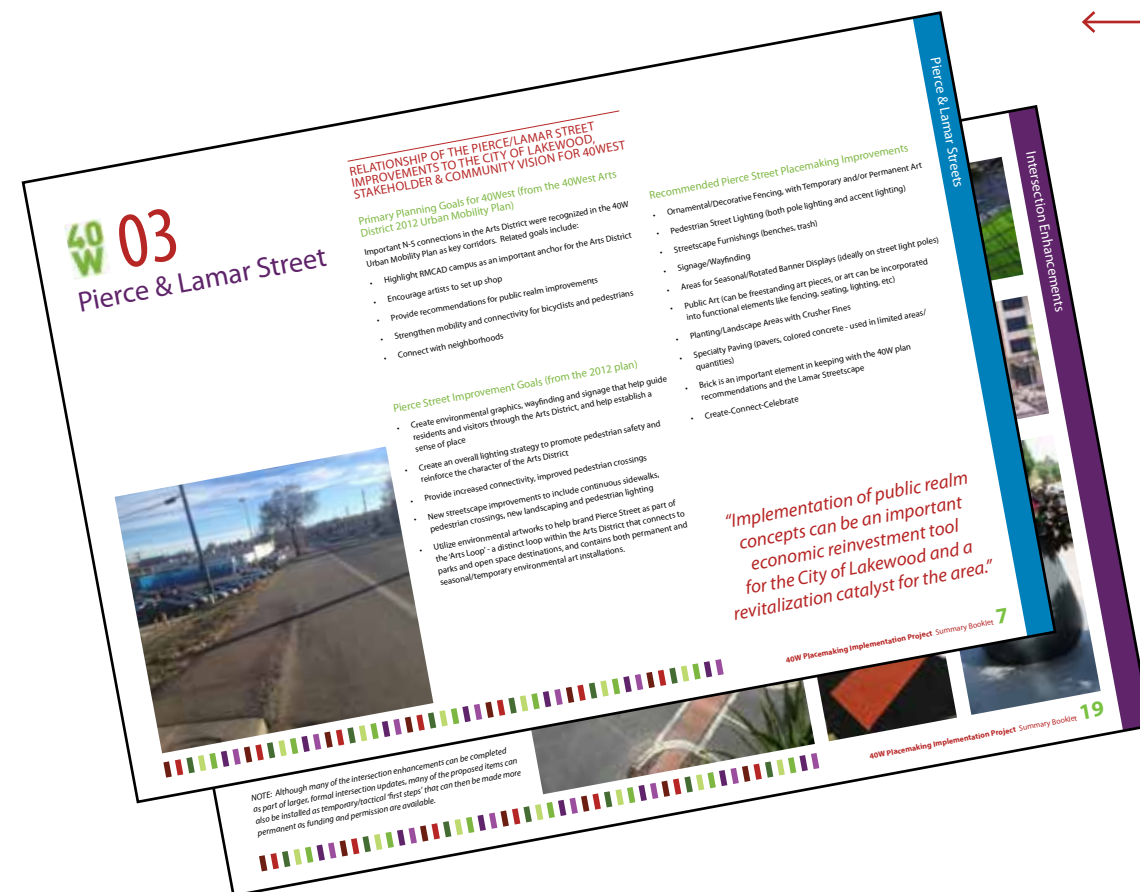
How To Use This Booklet

For easy reference, each section of the booklet is color-coded and labeled according to its topic area. The labels run alongside the edge of each page.

Section 1 provides overview information regarding the project, as well as a brief executive summary.

Sections 2 - 6 detail specific topics and ideas generated during the project.

Section 7 provides the implementation steps needed to move the project ideas forward.



Each section of the booklet is color-coded and labeled to help users easily navigate to the information they need.



40 West 01

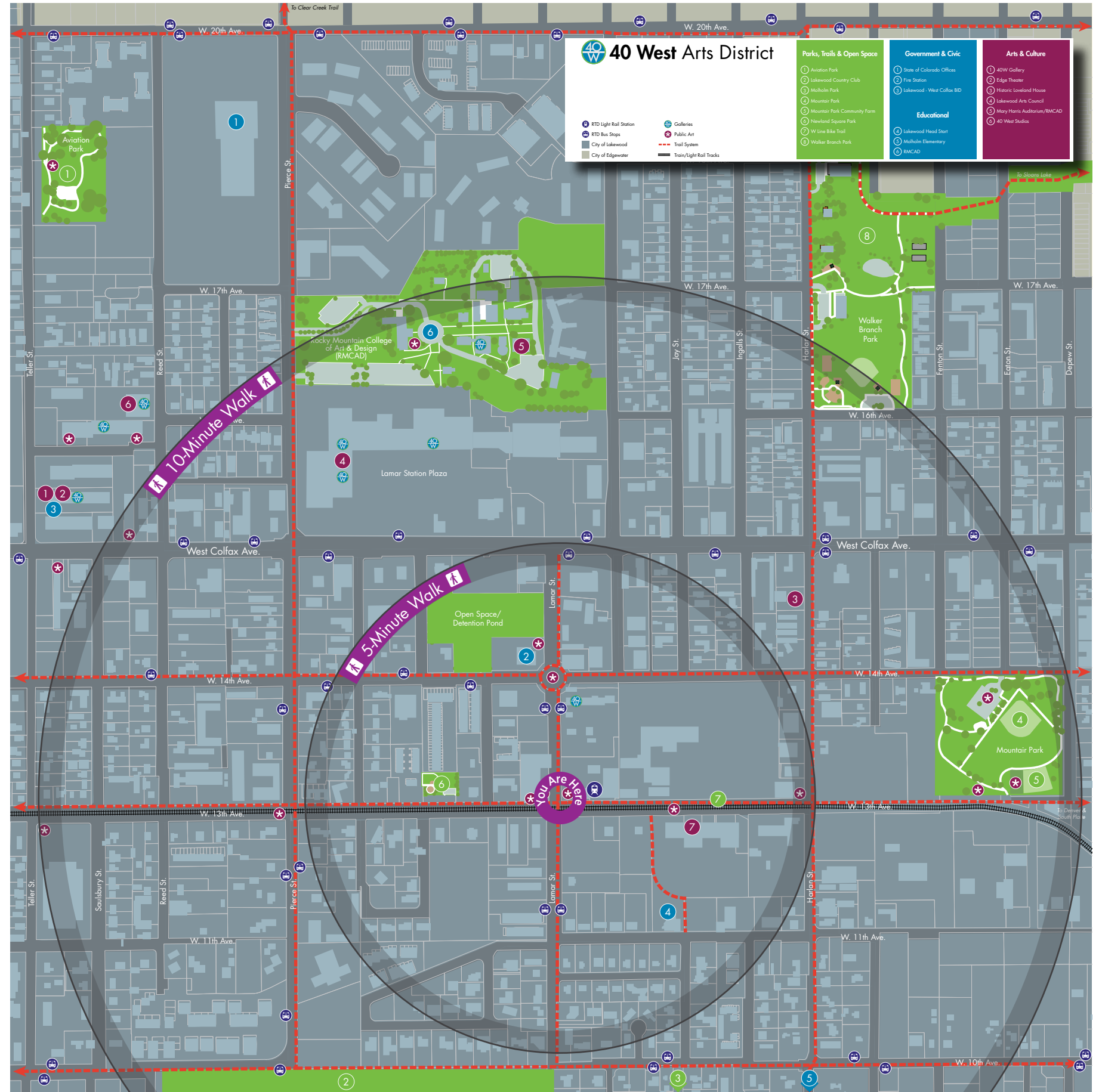
Project Overview

40 West: A Certified Colorado Creative Arts District

Established in 2011, 40 West Arts, a 501(c)(3) nonprofit, is anchored by historic West Colfax Avenue (U.S. 40), Rocky Mountain College of Art + Design, and the Lamar and Lakewood-Wadsworth light rail stations. The 40 West Arts District has experienced meaningful progress toward establishing itself as an influential community-based arts organization dedicated to transforming the West Colfax corridor into a hub of cultural, artistic, and economic vitality within the region.

In June 2014, the state of Colorado designated 40 West Arts as an official Certified Creative District, one of just 12 in the state. One of the top priorities for 40 West Arts is to install signage and other placemaking identification elements to let people know they've arrived in the 40 West Arts State Certified Creative District and to help them navigate throughout the District as pedestrians, bicyclists, or motorists.

Project Area Map



40 WEST PLACEMAKING INTRODUCTION

The 40 West Arts Placemaking Implementation booklet was created to help ensure a cohesive visual character and identity for the 40 West Arts District by designing and installing unique district signage and other streetscape elements that let people know they've arrived in a special place. A stakeholder group comprised of representatives from the City of Lakewood, 40 West Arts, Rocky Mountain College of Art + Design, Lamar Station Plaza, Metro West Housing Solutions, and other area stakeholders worked with C+B Design consultants to fine-tune the conceptual directional signage and placemaking recommendations in the adopted 40 West Arts District Urban Design and Mobility Concepts document in order to bring them to the next level for implementation. In addition to seven stakeholder group meetings, the project and recommended concepts were presented to the community at several meetings, open houses, and community events to promote the effort and to solicit feedback.

Project Stakeholder Events



The booklet is titled "40W Placemaking Implementation Project Project Overview & Stakeholder Input". It includes the following sections:

- Project Area, Phases & Deliverables:**
 - Deliverables:**
 - Maps showing specific locations for the various streetscape elements
 - Recommended product selection and/or final designs for the various streetscape elements
 - Cost estimates for all streetscape elements
 - "Vision Book" summarizing project, process, final design and implementation recommendations
 - PHASE 1: Pierce & Lamar Streets:** Streetscape & Placemaking Ideas for Sidewalks & Streets
 - PHASE 2: Colfax Avenue:** Sidewalk Edges & Medians
 - PHASE 3: 14th Avenue & Pierce/Harlan Side Streets:** Streetscape & Placemaking Ideas for Sidewalks & Streets
 - NOTE:** Signage & Wayfinding also included in scope
- January Outreach & Feedback:**
 - January 6: Stakeholder Group Meeting to Review Pierce Street & Lamar Street Concepts, and Provide Preliminary Feedback Regarding Colfax Avenue Ideas & Direction
 - January 11: RMCAD 8-Week Spring Term Begins (potential for student class involvement in the project)
 - January 21: West Colfax Community Association Meeting
 - January 28: 40West Artist Mixer
- Stakeholder Group Role:**
 - Your contribution is critical to the success of this next step for the 40West District! The Stakeholder Group will be involved in the following:
 - Role 1: Community Liaison:** Each of you has important ties to the 40West community, and communication regarding the milestones and opportunities for input into this process will be an important part of your role.
 - Role 2: Direction & Feedback:** At each step of the process, we will look to you to provide both preliminary design direction and final design review.
 - Role 3: Bridge to Implementation:** Although some of the design ideas will require additional funds to implement, others will be easy-quick-cheap - for these preliminary 'quick wins', grassroots help to bring the vision to life will be essential.
- Timeline:**
 - 2014:** Nov-Dec Background Research and Information-Gathering (Existing Conditions, District Plan, Stakeholder Group Kick-Off)
 - 2015:**
 - Jan-Feb-Mar Preliminary Design Options: Pierce & Lamar Streets, Colfax Avenue, 14th Street & Side Streets (Preliminary Design Options, Engineering Staff Review & Direction, Stakeholder Group Feedback, Community Outreach)
 - Apr-May Final Designs: Implementation Strategies "Vision Book" (Final Design Options, Staff Review & Direction, Stakeholder Group Feedback, Community Outreach)

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PLACEMAKING PROJECT SCOPE

This booklet identifies recommended pedestrian lighting, banners, benches, and bike racks to be placed in key locations throughout the arts district and includes final designs for gateway markers, directional signage, and map kiosks to help direct people to important destinations, such as the Rocky Mountain College of Art + Design, light rail stations, arts venues, and more. The booklet also includes “outside the box” recommendations about creative placemaking, or “tactical urbanism”, elements that can be implemented in a cost-effective manner. Examples include projects related to temporary, or low-cost, beautification of public spaces, such as the vinyl art wraps that were installed on large metal RTD boxes along the West Line light rail in 2014. Cost estimates, responsible parties, and potential funding mechanisms are identified at the end of the booklet. Implementation of the recommendations will occur as funding is secured through grants and through partnerships with interested private property owners and other community partners.

Elements of the Placemaking Project Scope



Community volunteers beautify a vacant building in the 40 West Arts District

What is Placemaking?

As both an overarching idea and a hands-on approach for improving a neighborhood, city, or region, Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

With community-based participation at its center, an effective Placemaking process capitalizes on a local community’s assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people’s health, happiness, and well being.

Placemaking shows people just how powerful their collective vision can be. It helps them to re-imagine everyday spaces, and to see anew the potential of parks, downtowns, waterfronts, plazas, neighborhoods, streets, markets, campuses and public buildings.

From the Project for Public Spaces Website:

http://www.pps.org/reference/what_is_placemaking/



PROJECT FOCUS AREAS

The 40 West Arts Placemaking project involved both a deep and broad perspective on what would help the 40 West public spaces be more vibrant, attractive and reflective of the artistic character of the district and its stakeholders. Building on the initial recommendations of the 2012 Urban Design and Mobility Concepts Plan, the placemaking project provides more detail regarding both aesthetic and functional public space improvements.

Elements of the 40 West Arts Placemaking Project

- Arts Loop Alignment & Aesthetic Enhancements
- Pierce & Lamar Streetscape Design Recommendations & Costs
- Detailed Streetscape Furnishings & Lighting Palettes, Locations & Costs
- Signage & Wayfinding Palette Design Elements, Locations & Costs
- Community-Created Tactical Urbanism Project Descriptions & Ideas



40 West community members and stakeholders had an integral role in the placemaking project recommendations



40 W 03

Pierce & Lamar Street

Pierce Street existing conditions
(January 2015)



RELATIONSHIP OF THE PIERCE/LAMAR STREET IMPROVEMENTS TO THE CITY OF LAKEWOOD, STAKEHOLDER & COMMUNITY VISION FOR 40WEST

Streets play an important role in the 40 West Arts District. Not only do streets provide important linkages between district destinations and amenities, they also help communicate the character and sense of place of the Arts District and encourage walking and biking. During the placemaking project, the character and design of key district streets was analyzed, and recommendations for improving both the character and function of the streets were outlined.

2012 40W Arts District Urban Design & Mobility Concepts Plan Streetscape Ideas

Pierce & Lamar Streets were recognized in the adopted 2012 40W Arts District Urban Design & Mobility Concepts Plan as key corridors. Related goals include:

- Highlight RMCAD campus as an important anchor for the Arts District
- Encourage artists to set up shop
- Provide recommendations for public realm improvements
- Strengthen mobility and connectivity for bicyclists and pedestrians
- Connect with neighborhoods

Pierce Street Improvement Goals (from the 2012 plan)

- Create environmental graphics, wayfinding and signage that help guide residents and visitors through the Arts District, and help establish a sense of place
- Create an overall lighting strategy to promote pedestrian safety and reinforce the character of the Arts District
- Provide increased connectivity, improved pedestrian crossings
- New streetscape improvements to include continuous sidewalks, pedestrian crossings, new landscaping and pedestrian lighting
- Utilize environmental artworks to help brand Pierce Street as part of the 'Arts Loop' - a distinct loop within the Arts District that connects to parks and open space destinations, and contains both permanent and seasonal/temporary environmental art installations.

Recommended Pierce Street Placemaking Improvements

- Ornamental/Decorative Fencing, with Temporary and/or Permanent Art
- Areas for Seasonal/Rotated Banner Displays (ideally on street light poles)
- Public Art (can be freestanding art pieces, or art can be incorporated into functional elements like fencing, seating, lighting, etc)
- 'Create-Connect-Celebrate' Themed Elements

“Implementation of public realm concepts can be an important economic reinvestment tool for the City of Lakewood and a revitalization catalyst for the area.”

From the 2012 40W Arts District Urban Design & Mobility Concepts Plan

PIERCE & LAMAR STREET - RECOMMENDED IMPROVEMENTS

List of Preferred Enhancements to Pierce & Lamar Streets

- Low-Water Grasses in Tree Lawns
- Streetscape Furnishings (benches, trash)
 - *A Mixture of Custom Artistic Benches and Catalog Benches and Trash*
 - *Benches with Middle Armrests (to prevent bench sleeping and protect personal space)*
 - *Bike Racks (both custom and catalog pieces)*
- Signage & Wayfinding
- Pedestrian Street Lighting (both pole lighting and accent lighting that can accommodate banners)
- Irrigation, Lighting & Electrical Service
- Sidewalk Enhancements
 - *Specialty Concrete Elements (using the 'create-connect-celebrate theme)*
 - *Planting/Landscape Areas with Crusher Fines*
 - *Specialty Paving (pavers, colored concrete - used in limited areas/quantities)*
 - *Brick is an important element in keeping with the 40W plan recommendations and the Lamar Streetscape*



Existing Lamar Street Improvements - Note the need for additional landscaping to help define the street edge and fill in the planted bed areas. Lighting and furnishings are also needed to complete this streetscape.



LOW-WATER GRASSES IN TREE LAWN AREAS

For Lamar and Pierce, it will be important to add low-water plantings in the tree lawn areas. The grasses will not only reduce water use, they will also provide an important vertical element along the street, which will help better define the pedestrian sidewalk areas, while also reducing the tendency for delivery trucks to park on the sidewalks.



PIERCE STREET - DESIGN PALETTE

The proposed streetscape palette for Pierce utilizes acid-etched colored concrete, brick and crusher fines to create a buffer between the sidewalk and the street. In the larger brick paver areas, streetscape furnishings such as benches and trash cans provide pedestrian amenities that reinforce the overall vibrancy and character of 40 West, and provide a resting place for pedestrians.

The planting palette is comprised of low-water perennial grasses, whose upright and architectural character helps protect the pedestrian realm and establish a clear boundary along the street edge. Grasses also provide year-round visual interest and texture. Street trees are recommended to be installed in crusher fine gravel beds, with drip irrigation.

Within the planted buffer, pedestrian light poles should be evenly spaced along the street, and adorned with seasonal banner arms.

Where conditions permit, fencing along the top of the proposed retaining wall should be buffered with perennial grasses and accented with metal panels adorned with artistic vinyl art wraps. Much like the existing RTD utility box wraps, these art pieces can be easily updated and renewed as desired.

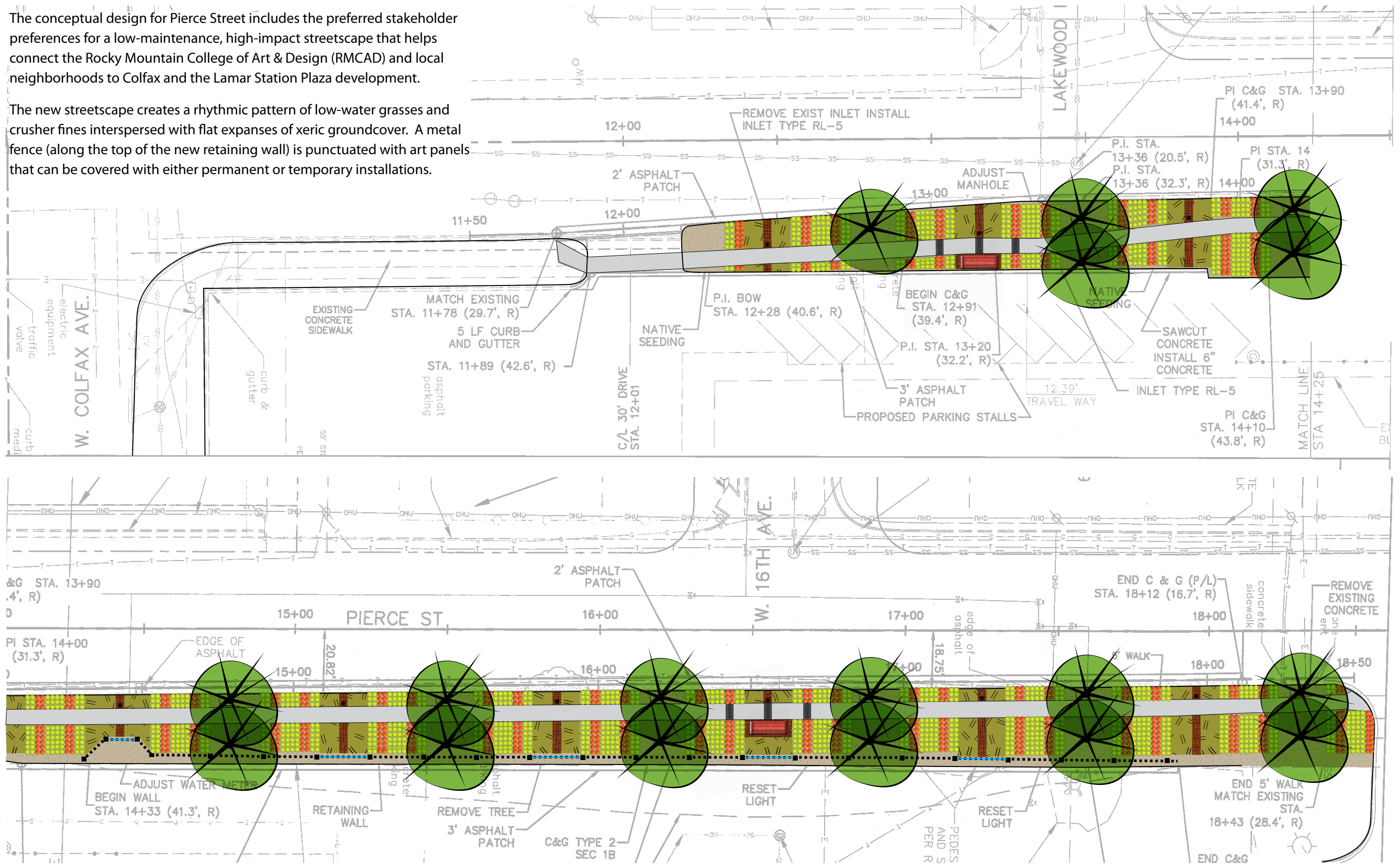
Where space permits, the designated bike lane should be themed according to the Arts Loop signature color, with the 40W logo incorporated periodically.



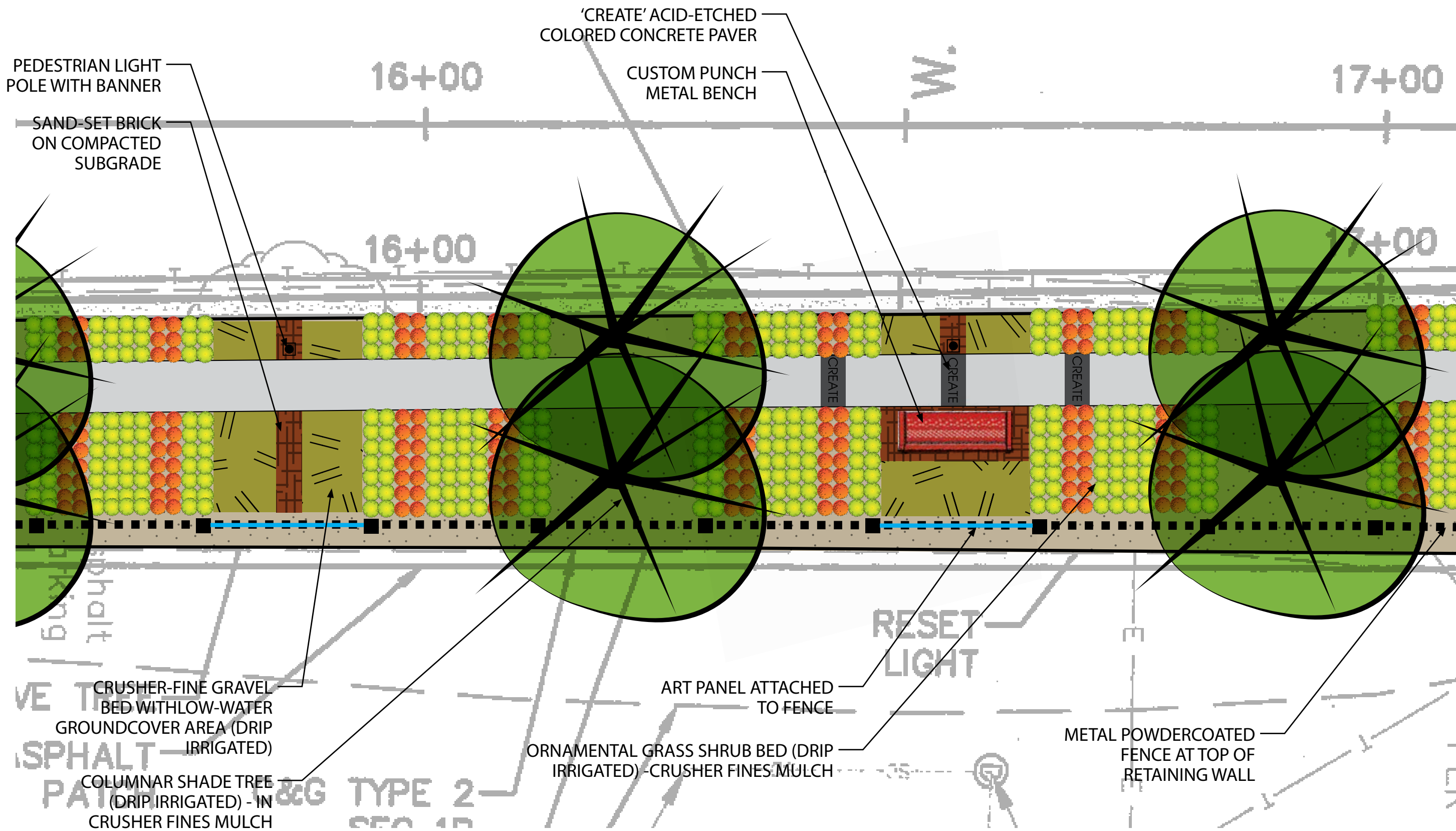
PIERCE STREET - CONCEPTUAL STREETSCAPE - LONG-TERM DESIGN VISION

The conceptual design for Pierce Street includes the preferred stakeholder preferences for a low-maintenance, high-impact streetscape that helps connect the Rocky Mountain College of Art & Design (RMCAD) and local neighborhoods to Colfax and the Lamar Station Plaza development.

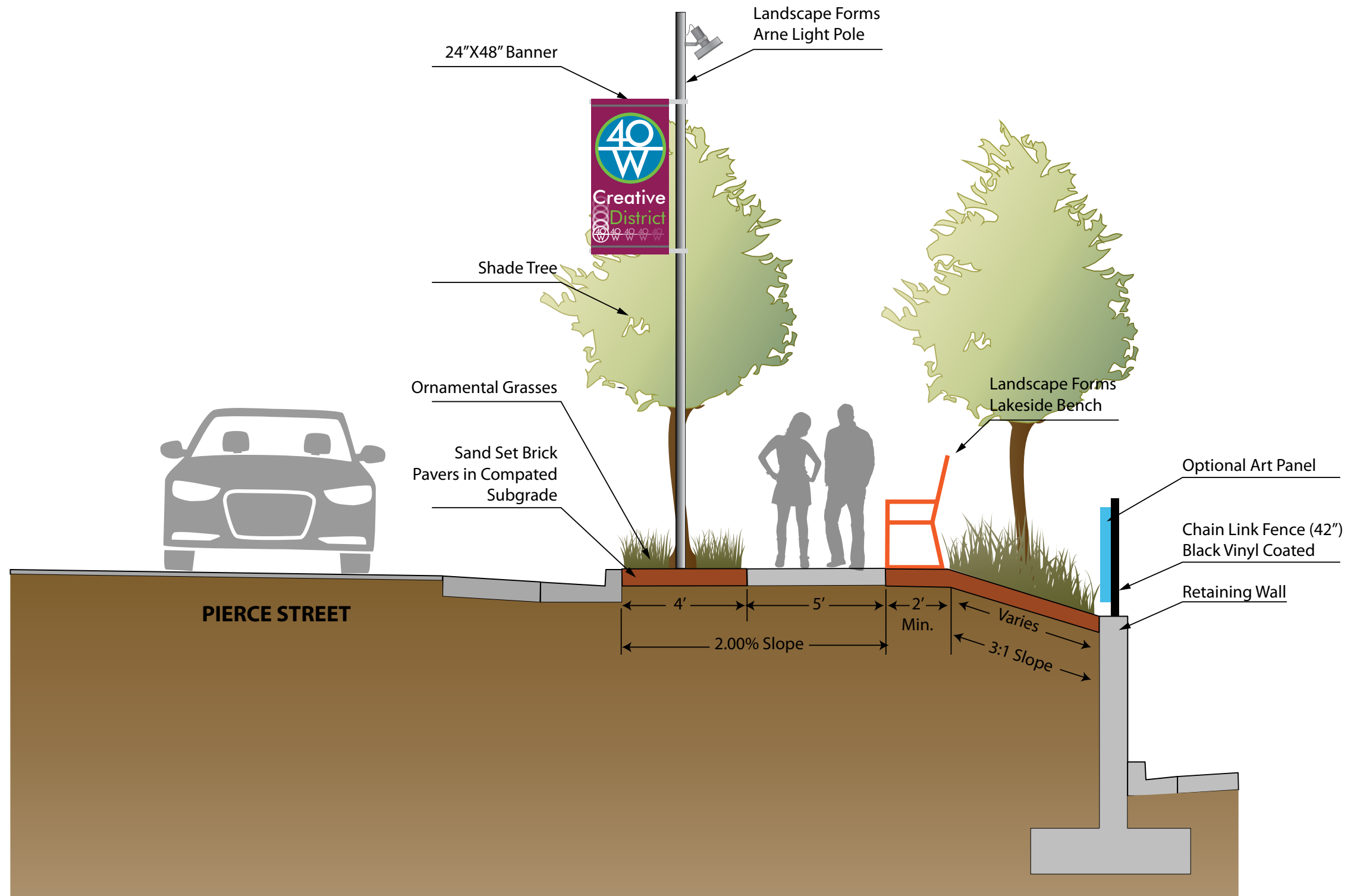
The new streetscape creates a rhythmic pattern of low-water grasses and crusher fines interspersed with flat expanses of xeric groundcover. A metal fence (along the top of the new retaining wall) is punctuated with art panels that can be covered with either permanent or temporary installations.



PIERCE STREET - CONCEPTUAL STREETSCAPE DESIGN DETAILS



PIERCE STREET - STREETScape SECTION



LAMAR STREET - EXISTING CONDITIONS

Lamar Street is one of the most important streetscapes within the 40 West Arts District. With linkages to light rail, the West Line bike path, Lamar Station Plaza and other district-wide destinations, Lamar provides critical opportunities for linking people to the resources and amenities that make 40W so special.

Several existing and planned improvement projects have significant impacts on Lamar Street. The installed streetscape improvements from 13th to 14th Avenue - including a new roundabout at the intersection of Lamar and 14th - establish an overall materials palette for the district. Within the new roundabout, a significant public art piece helps welcome visitors while also drawing attention to the Lamar light rail stop. The new traffic signal and intersection improvements at Lamar and Colfax improve circulation to the light rail stop and provide an opportunity to add banners, art and placemaking elements to the intersection design - helping to announce the district along Colfax Avenue.

As a street in transition, the proposed improvements to Lamar add an additional layer to the emerging design, ensuring the final streetscape is beautiful, functional, safe and evocative of the 40W Arts District brand.



Finalizing the Lamar Street streetscape palette will ensure this landmark district street is both inspiring and functional



LAMAR STREET - DESIGN PALETTE

Lamar Street has benefited from recent streetscape improvements that have dramatically improved walkability to the Lamar light rail station. The new sidewalks, bike lanes, sandstone pavers and roundabout at the intersection of Lamar and 14th Avenue have set the tone for other 40W streetscape palette elements.

However, although the new sidewalks and urban design elements have made a dramatic impact within the district, the existing Lamar Street streetscape is not complete. In order to finalize the Lamar Street improvements, the next layer of palette elements - lighting, furnishings and plantings - were chosen.

The new streetscape for Lamar proposes a long-term vision that includes adding lighting, plantings and furnishings that help identify the sidewalk areas and raise awareness of the distinction between pedestrian areas and the street. This is especially important along Lamar, where a number of curb cuts cross the sidewalk area to provide access to parking for buildings set back from the street.

In order to emphasize the sidewalk edges, a vertical palette of ornamental grasses is recommended to create a buffer between the pedestrian walkways and the roadway, helping motorists look for the 'gaps' where access drives provide auto linkages to parking lots and delivery areas. The proposed pedestrian lights and banners further reinforce the edge distinction, while also providing needed lighting.

In order to save costs and construction disruptions, the new palette elements have been designed to work within the existing brick and sandstone paver locations. The only additions to the existing hardscape palette are new areas of colored concrete that are saw-cut into the existing sidewalk. These dark gray bands call attention to seating and furnishing zones, or areas where the 'create-connect-celebrate' pavers are located.

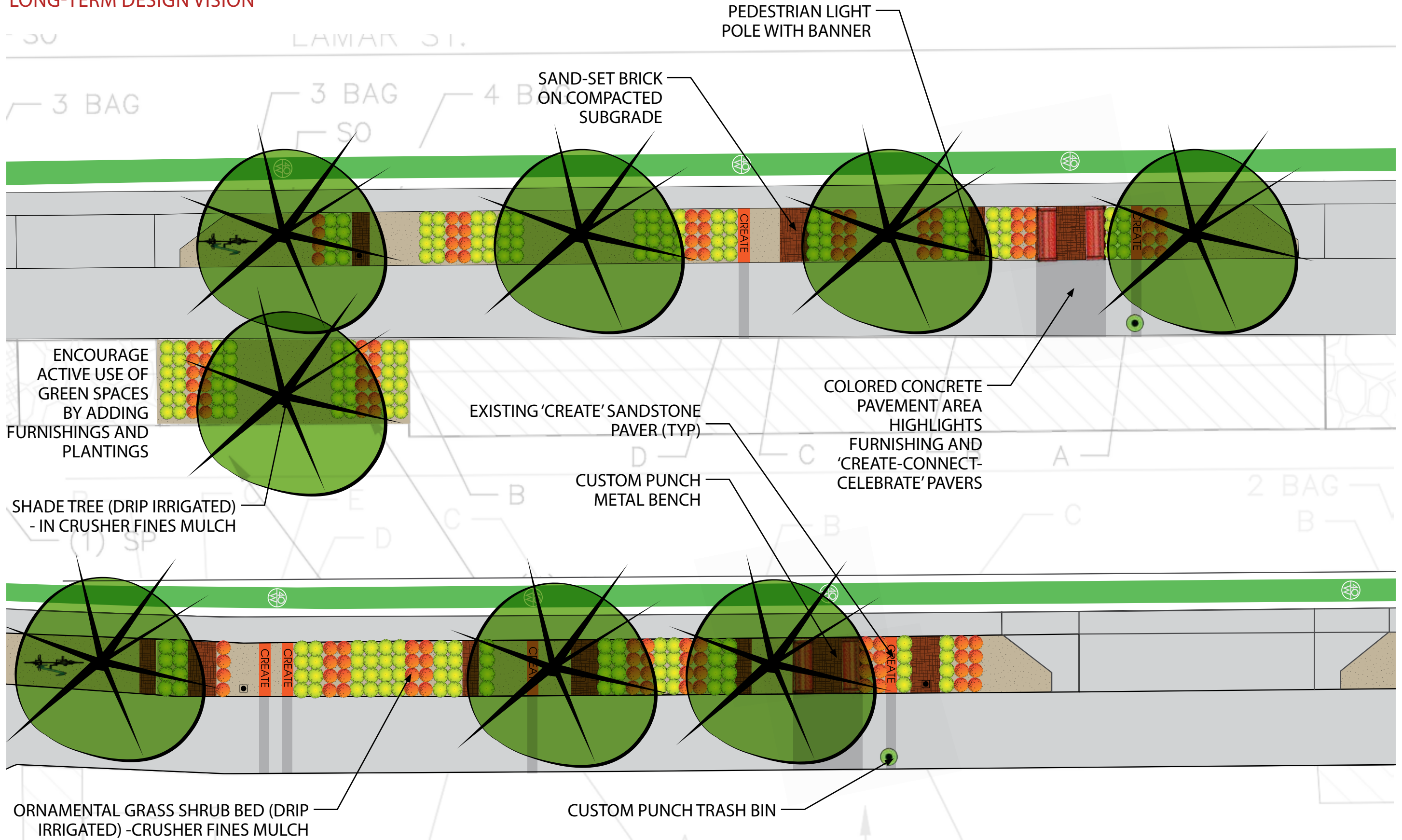
Because Lamar Street is an important Arts Loop connection, color has been added to the bike lane to reflect the 40W brand. Bike racks are also recommended along Lamar, reflecting its connection to both the light rail station and the West Line bike path.



LAMAR STREET - DESIGN PALETTE



LAMAR STREET - CONCEPTUAL STREETSCAPE - LONG-TERM DESIGN VISION



PIERCE & LAMAR STREET - PRODUCT & MATERIAL SPECIFICATIONS



Benches

Supplier: Landscape Forms
 Product Name: Lakeside (custom punch)
 Color/Size: Cosmic Blue
 Parrot Green
 Flambe Orange
 Unit Cost: \$2,300

**Costs include designer colors and custom '40W' punch



Trash Receptacles

Supplier: Landscape Forms
 Product Name: Lakeside (custom punch)
 Color/Size: Cosmic Blue
 Parrot Green
 Flambe Orange
 Unit Cost: \$1,420

**Costs include designer colors and custom '40W' punch



Bike Rack

Supplier: Landscape Forms
 Product Name: 35: Loop
 Color/Size: Cosmic Blue
 Parrot Green
 Flambe Orange
 Unit Cost: \$530

**Costs include designer colors



Pedestrian Lighting

Supplier: Landscape Forms
 Product Name: Arne
 Color/Size: Silver
 20' pole
 Single, Top-Mounted Luminaire (mid-block)
 Double Luminaire (intersections)
 Unit Cost - Pole & Banner \$1,320 (2'x4' banner, removable arms)
 Unit Cost - Luminaire: \$1,550



Colored Concrete with Acid Etched 'Create-Connect-Celebrate'

Supplier: Davis Colors
 Product Name: Mix-In Colors
 Color: Graphite (8084)
 Unit Cost: \$400



Planting Palette

Native Grasses: Karl Foerster Reed Grass
 Little Bluestem
 Street Trees: Honeylocust (thornless)
 Groundcover: Greek Yarrow



40 W 04

Intersection Enhancements

IMPORTANCE OF DISTRICTWIDE INTERSECTIONS

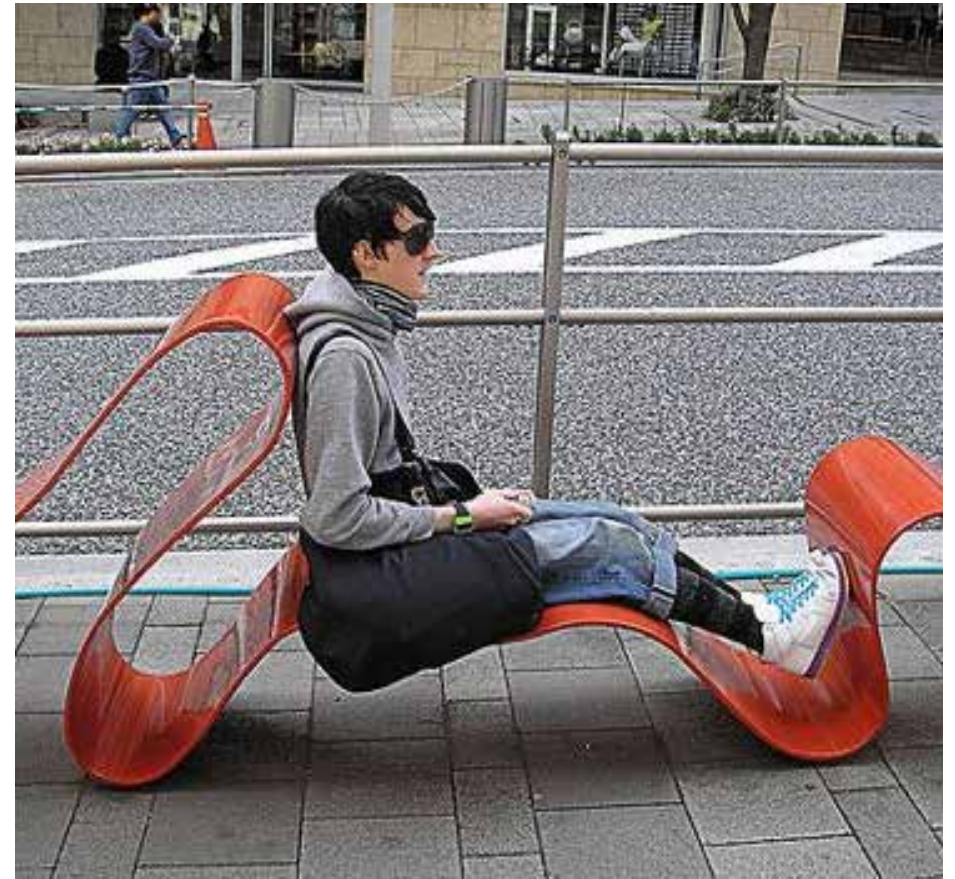
Adding enhancements to districtwide intersections will not only provide safer places for pedestrians and bicyclists to cross the street, intersection treatments will also act as placemaking and branding elements for 40 West, drawing attention to the district for drivers and letting people know they've entered into a special place. Working hand-in-hand with the gateway signage elements, the enhanced intersections will alert travelers that they've arrived into the district. Along the Arts Loop, the enhanced intersections will also reflect the artistic and nuanced character of the district.

Palette of 40 West Intersection Enhancements

- Painted Crosswalks
- Signage & Wayfinding
- Seasonal Banners
- District-Specific Street Name Signs
- Vinyl Wrapped/Enhanced Utility Boxes
- Streetscape Furnishings (benches, bike racks, trash cans, etc)
- Planters (internally irrigated, if possible, to reduce maintenance costs)
- 'Bump Outs' or Extended Corner Areas

NOTE: Although many of the intersection enhancements can be completed as part of larger, formal intersection updates, many of the proposed items can also be installed as temporary/tactical 'first steps' that can then be made more permanent as funding and permission are available.





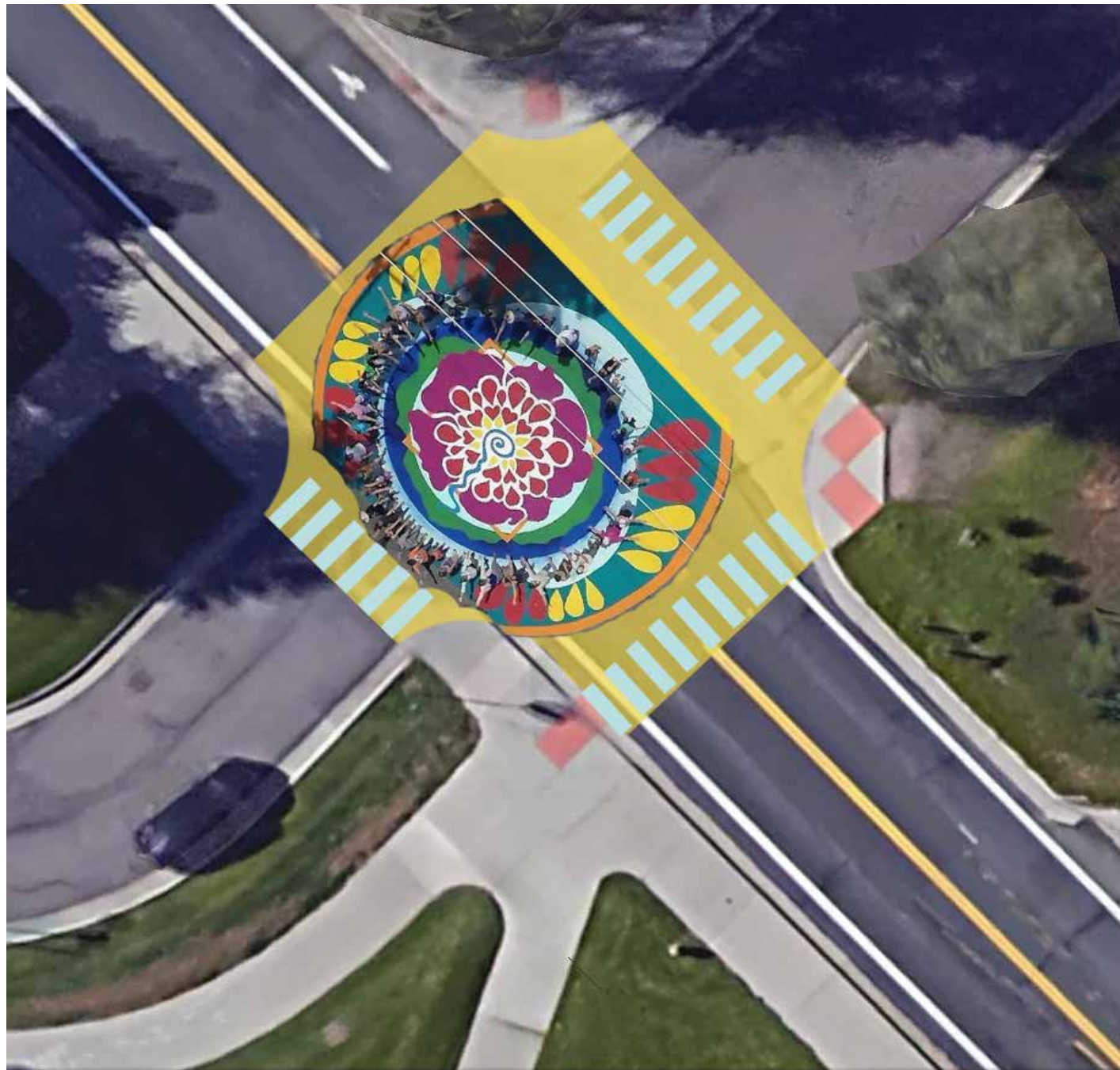
INTERSECTION IMPROVEMENTS - DESIGN PALETTE

Community-created enhancements to district intersections are an opportunity to raise awareness of the arts within the 40 West Arts District, while also increasing pedestrian safety and driver awareness at intersections. As community-building projects, intersection enhancements also provide an opportunity for neighbors and artists within 40W to work together to create something with beauty and meaning.

Beginning with intersections along the proposed Arts Loop, intersection enhancements can also be part of the annual West Colfax Mural Fest, allowing both professional artists and community members to work together on a transformative public art piece.



Existing intersections within the 40W Arts District (like this one at 17th and Harlan) provide opportunities for the community to add artistic enhancements that add beauty, safety and 40W brand awareness to the street.



40 W 05

Signage & Wayfinding Elements - Streetscape Enhancements

GOALS OF THE 40WEST SIGNAGE & WAYFINDING PROGRAM

Although the primary goal of new signage and wayfinding within the district is to help people navigate and understand what's available within the project area, the signage and wayfinding also plays an important 'placemaking' role within the district. As one of the most prominent features of the proposed improvements, the signage and wayfinding can help reinforce the 40West brand and sense of place.

Elements of the Proposed Signage & Wayfinding System

- Gateways & Median Elements
- Auto Navigation Signs (freestanding)
- Pedestrian/Bike Navigation Signs (freestanding)
- Auto, Pedestrian & Bike Signage (attached to existing infrastructure - poles, benches, fences, railings, etc)



WAYFINDING DESTINATIONS

What Should Be Highlighted Within the 40 West Arts District?

The new signage and wayfinding will support the need to daylight important destinations, attractions and amenities within 40W. Because most auto traffic is concentrated along Colfax - but most destinations are in the blocks north and south of Colfax - there is a keen need to help emphasize the unique amenities of the district along the major arterial.

In addition to Colfax, there is also a need to help orient people moving from one mode of travel to another to pathways and destinations. The RTD light rail stations and RTD bus stops are places where pedestrian-level signage with maps and directional arrows are needed. The proposed pedestrian-level signage has walking times and distances, so people can accurately judge how long it will take to get where they are going. Walking and biking times also encourage multi-modal transportation by helping people understand how easy and quick it can be to bike and walk within the district.

Regional trail connections are also other important locations for pedestrian and bicycle signage. Ideal locations for this type of signage are at the intersections of the trail with identified district walking and biking loops (like the Arts Loop).

Destinations

Destinations within the 40 West Arts District were chosen for their civic, cultural, recreational and educational value. Large, private shopping districts are also identified on the signage - as specific destinations on pedestrian level signage, and as 'shopping' on the signs along Colfax Avenue (individual private businesses cannot be signed within CDOT right of way areas).

DESTINATIONS WITHIN 40 WEST ARTS DISTRICT

Parks, Trails & Open Space

- Aviation Park
- Walker Branch Park
- Mountair Park
- Mountair Park Community Farm
- Newland Square Park
- Lakewood Country Club
- Molholm Park
- W Line Bike Trail
- 40W Arts Loop

Government/Civic/Educational

- State of Colorado Offices
- Fire Station
- RMCAD
- Molholm Elementary
- Lakewood Head Start
- Lakewood W Colfax BID

Transit

- RTD Light Rail Stations
- RTD Bus Stops

Arts & Culture

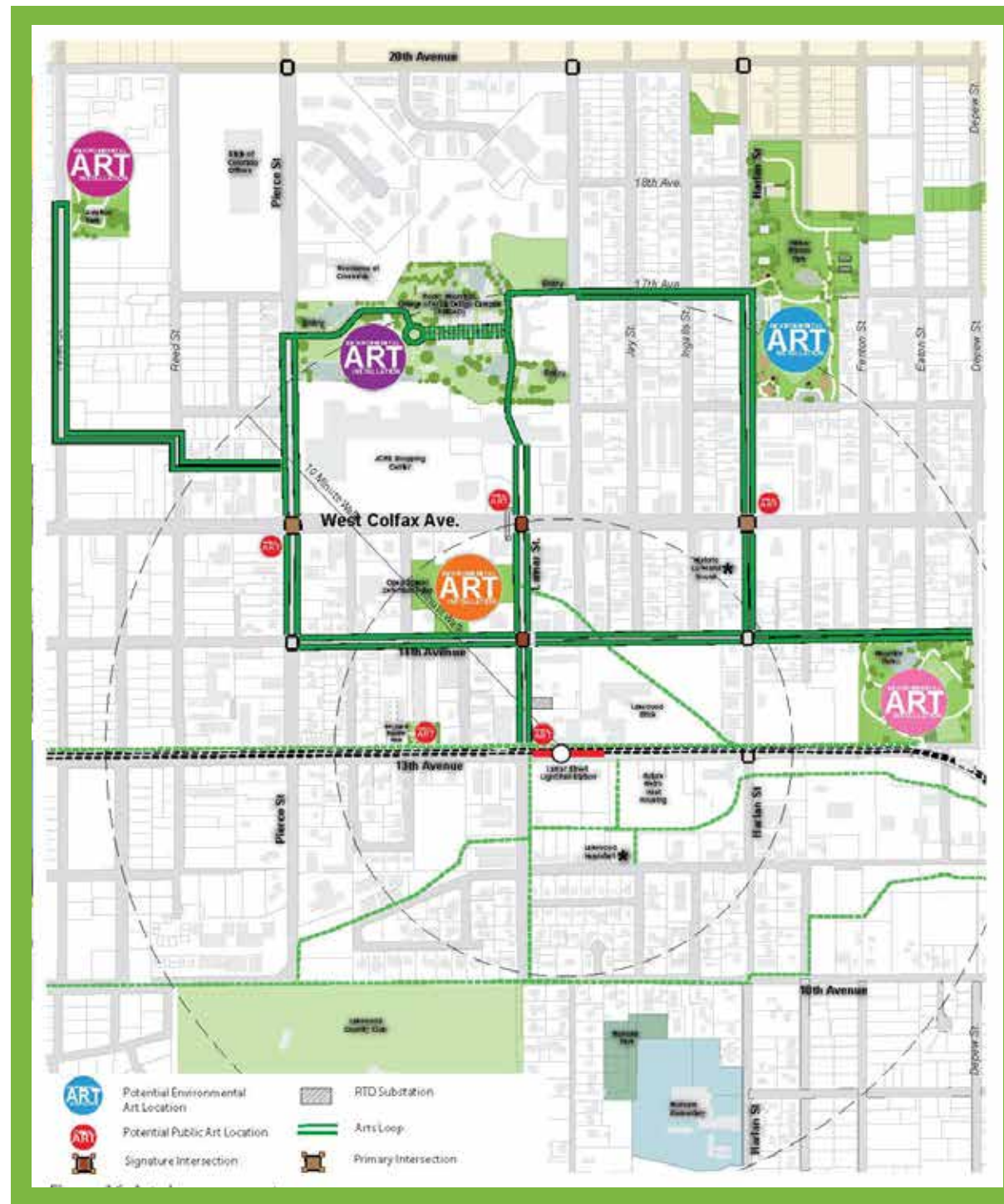
- 40W Gallery
- Edge Theater
- Galleries
- Public Art Locations
- Historic Loveland House
- Lakewood Arts Council
- Mary Harris Auditorium
- Sons of Norway

Private Businesses

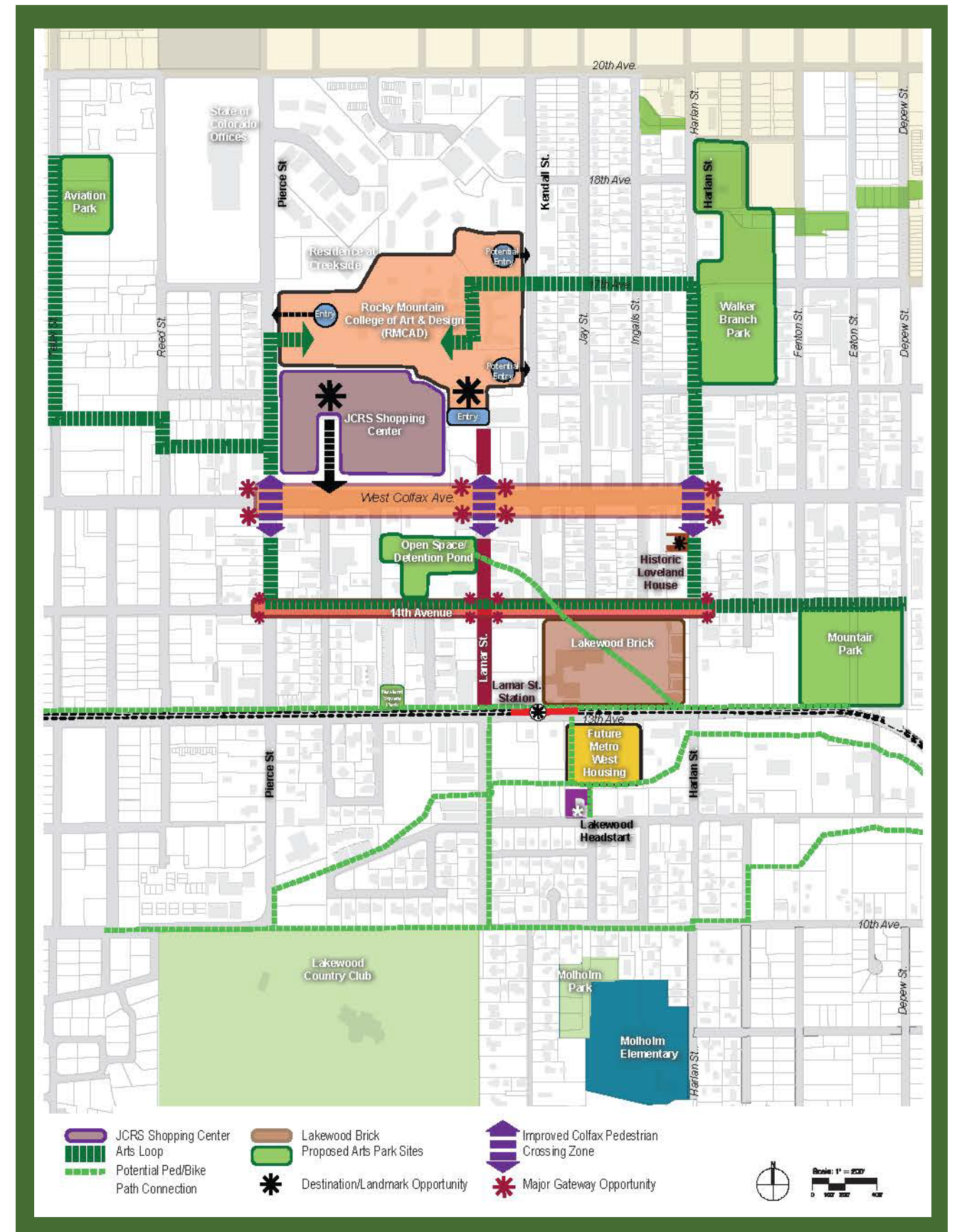
- Lamar Station Plaza
- Lamar Station Crossing Live/Work Destinations
- West Colfax Avenue Commercial District
- Elks Lodge



DESTINATION MAPS FROM THE 40WEST ARTS DISTRICT URBAN DESIGN AND MOBILITY CONCEPTS PLAN (JANUARY 2012)



Mapping and identification of destinations and routes within the 40 West Arts District began with the 2012 Urban Design & Mobility Plan



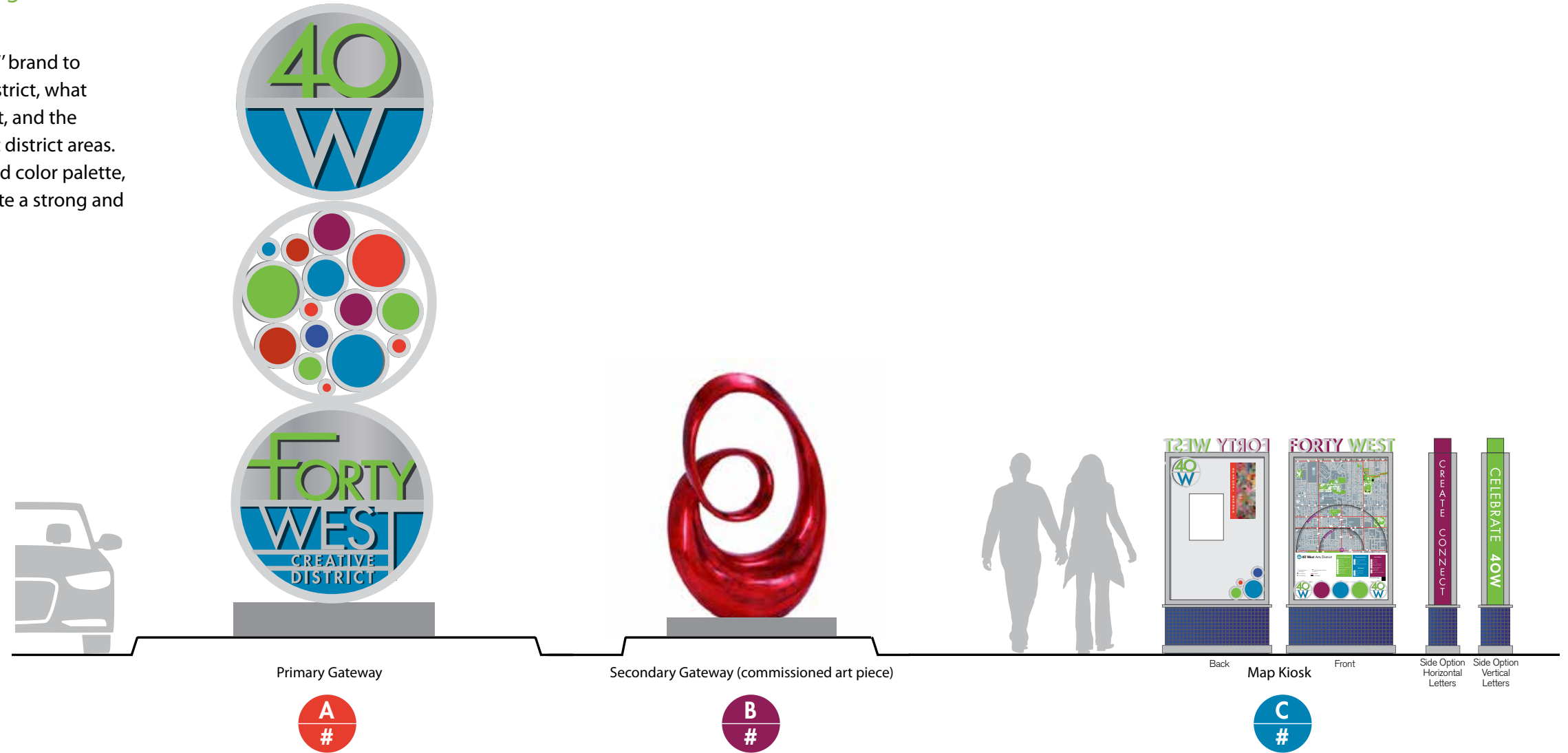
SIGNAGE & WAYFINDING PALETTE

Daylighting District Amenities & Creating a Memorable District Identity

The signage and wayfinding palette uses the '40W' brand to help visitors understand they have entered the district, what amenities and destinations exist within the district, and the directional information needed to access different district areas. Drawing from the overall approved furnishings and color palette, the district-wide signage and wayfinding will create a strong and recognizable image for 40W.

Overall Sign Types

- A #** Primary Gateway Monument
- B #** Secondary Gateway Monument
- C #** Map/Info Kiosk
- D #** Ped Information Sign
- E #** Banner & Auto Navigation Signs on Traffic Signal Pole
- F #** Banner & Navigation on Other Pole
- G #** Street Name Sign



Primary Gateway Monument

- Elements: District Identification
- Design Goal: Highlight District Brand, Announce Arrival within 40 West Arts District
- Priority: HIGH

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NOTE: Will require coordination with CDOT for installation, and maintenance by the BID/ City

Secondary Gateway Monument

- Elements: District Identification (implied thru art), Public Art
- Design Goal: Announce Arrival at Signature Intersections and/or District Destinations
- Priority: MEDIUM

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NOTE: Will require coordination with CDOT for installation, and maintenance by the BID/ City

Map/Info Kiosk

- Elements: District Identification, District Map, Temporary Notice Board
- Design Goal: Provide Destination/ Route Information for Pedestrians and Bicyclists, Provide Community Message Board for Events/Celebrations/Notices
- Priority: MEDIUM

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Ped Information Sign



Ped Information Sign

- Elements: District Identification, Ped/ Bike Navigation (walking & biking distances and times), District Map
- Design Goal: Provide Destination/ Route Information for Pedestrians and Bicyclists, Highlight District Brand
- Priority: HIGH

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Banner and Auto Navigation Signs on Traffic Signal Pole



Banner & Auto Navigation Signs on Traffic Signal Pole

- Elements: District Identification, Auto Navigation, Seasonal Banners, Updated Street Signs
- Design Goal: Highlight Primary N-S Street Connections Across Colfax; Provide Directional Information for District Destinations
- Priority: HIGH

\$

NOTE: Will require coordination with CDOT, and maintenance by the BID/City

Banner and Auto Navigation Signs on Newly Installed Pole



Banner & Navigation on Other Pole

- Elements: Pole, Seasonal Banners, Navigation Signs
- Design Goal: Highlight Events and District Identification Along Colfax; Provide Directional Information for District Destinations
- Priority: MEDIUM

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NOTE: Will require purchase of poles. Banners could also be added to cobra lights, if they are purchased from Xcel. Poles will need to be installed in ROW owned by others - will require coordination with CDOT and/or private property owners to install new poles

Street Name Sign



Street Name Sign

- Elements: Aluminum Sign
- Design Goal: Highlight District Identification and Awareness
- Priority: HIGH

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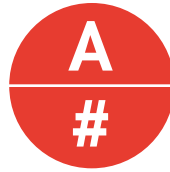
NOTE: Can be constructed by the City of Lakewood sign shop (very low cost). Should be installed first on Colfax and Major collectors. Will need to coordinate with neighborhood groups to determine if signs are desired within residential neighborhoods



PRIMARY GATEWAYS

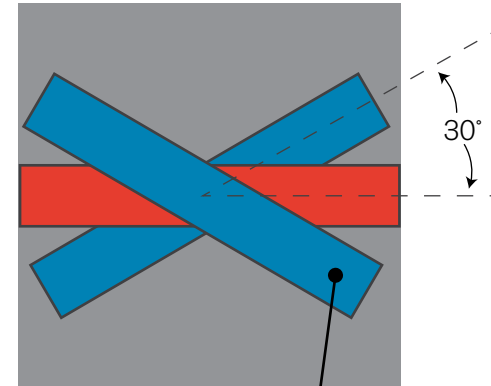
Gateway signage is placed at key entrances into the district. The gateway signs make a prominent statement of entry into the district, alerting visitors that they have arrived into 40W.

NOTE: Each primary gateway will have the same design, and be located in landscaped median areas.



Aluminum powdercoated letterforms for 40W Logo

Signage Plan View

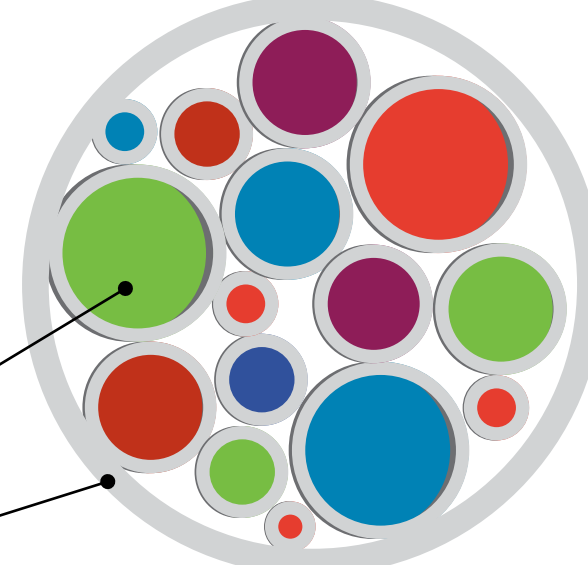


Top and bottom two sign "loops" are each rotated 30° from center

Aluminum powdercoated panels with brushed aluminum frames.

Brushed aluminum frame with anti-vandalism clear coat.

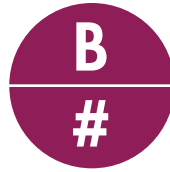
Aluminum letterforms on powdercoated base for 40West in Futura typeface



SECONDARY GATEWAYS - COMMISSIONED ART

Secondary gateways announce locations for important destinations within the district, or arrival to intersections where right or left turns would link motorists to significant district destinations (such as the 40W Arts Gallery, Mountair Park, or the Lamar Station Light Rail Plaza).

Unlike the other signage that was designed to fit within an established palette, the secondary gateways are intended to each be a unique, commissioned art piece, agreed upon by members of the 40W community. Although flexibility and creativity are encouraged for these pieces, they should be substantial (10' or more tall) in size, and scaled in width to fit within the designated median areas. Strong colors can reflect the overall district color palette, and options for creating multiple or linear sculptures are preferred.

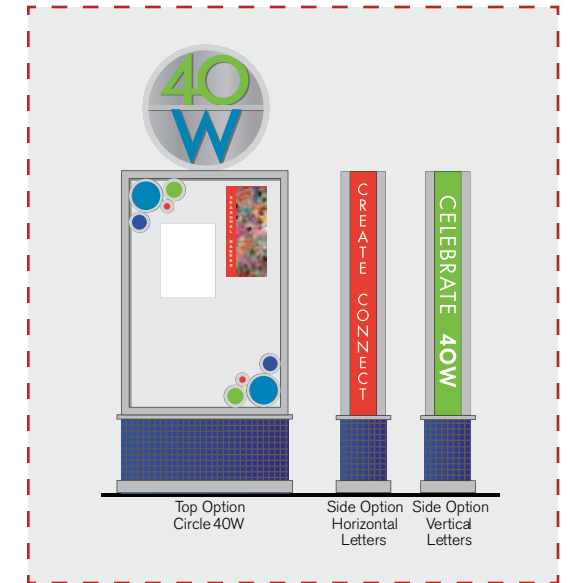
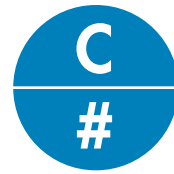


MAP INFO KIOSKS

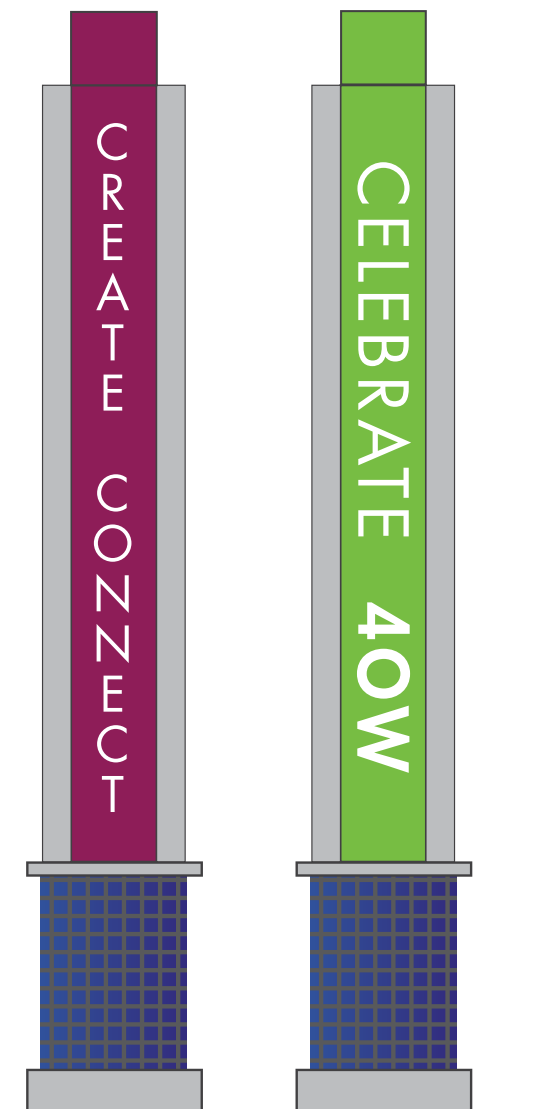
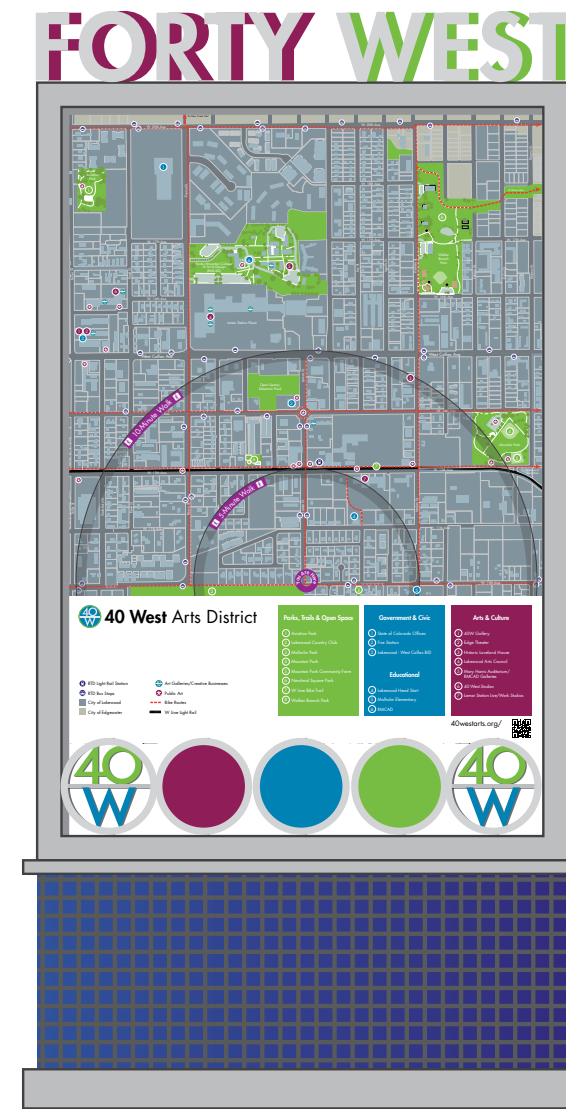
Two options are provided as possibilities for the two-sided kiosk sign (map on one side, community bulletin board on the other). The first option includes a small circular 40W logo and colorful circles on both sides of the sign, with 'forty west' spelled out on top. The second option takes the large 40W circular logo and applies it to the top of the sign, and uses the small circles to accent either side of the map/bulletin board areas.

On both options, the 'Create-Connect-Celebrate' wording is rendered down each side of the sign.

NOTE: Each map info kiosk will have the same design, with only a 'you are here' unique map marker.



Optional 40W emblem option for Map Info Kiosk



PEDESTRAIN SIGNAGE

The proposed pedestrian signage is intended to encourage and facilitate walking and biking within the district. Branded with the '40W' logo, the pedestrian signage includes a district-wide map (with destinations clearly marked), and a list of destinations accessible from the signage location. Each destination and its route is called out on the map, and walking and biking times are given for each destination.

NOTE: All pedestrian signage elements have unique information, dependent upon their location within the district.



TRAFFIC SIGNAL POLE SIGNAGE

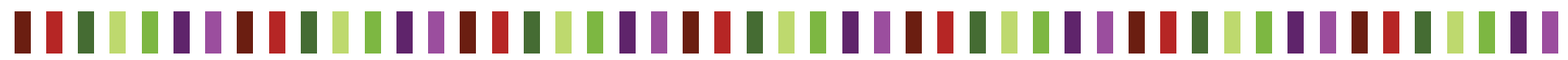
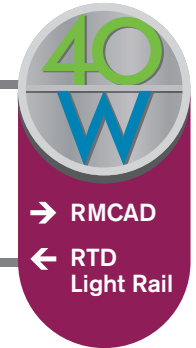
Where new traffic poles are installed, there is an opportunity to add both banners and auto navigational signage elements to the existing or proposed poles.

NOTE: All directional traffic signal pole signage elements have unique information, dependent upon their location within the district (the traffic pole banners will remain consistent throughout the district).



N Lamar ST
6300W

NOTE: Location of the banners and auto navigational signage will need to be coordinated with CDOT and the City of Lakewood Public Works Department. The actual location of the banners and signs can also go above the signal arm, if needed.

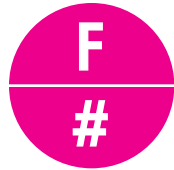


BANNER AND AUTO NAVIGATION SIGNS ON NEWLY INSTALLED POLES

Because banners and signage may not be installed on existing Xcel poles, there was a need to create a new pole system that allowed for district information to be displayed along Colfax (as well as along other major district streets). The new poles are modeled after the specified 'Arne' light poles, and should be scaled and fabricated to accept the weight and wind loads of both the banners and the auto navigation signage.

The auto navigation signage was designed to use color codes to help designate categories of destinations. Parks, trails, farms and recreational areas are shaded green. Arts-related destinations are dark purple, and government/civic/educational destinations are blue. Transit links are orange.

NOTE: All auto navigation signage elements have unique information, dependent upon their location within the district.



NOTE: The number of blades on each pole will vary according to the location and desired content for each.



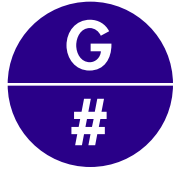


STREET SIGNS

Designed to be produced in-house by the City of Lakewood, and designed to match City standards, the new street signs are recommended to help reinforce the unique character of the 40 West Arts District. Within the district area, the recommended signs feature the revised 40W logo that mirrors the logo in the signage and wayfinding palette. The initial custom street signs will be installed at significant Colfax intersections. Locations and preferences for additional 40 West street signs will be determined during discussions with 40 West neighbors and stakeholders.

When constructing the street signs, the following guidelines should be used:

The sign is a 6" high blade using Myriad Pro typeface to match the proposed district signs.

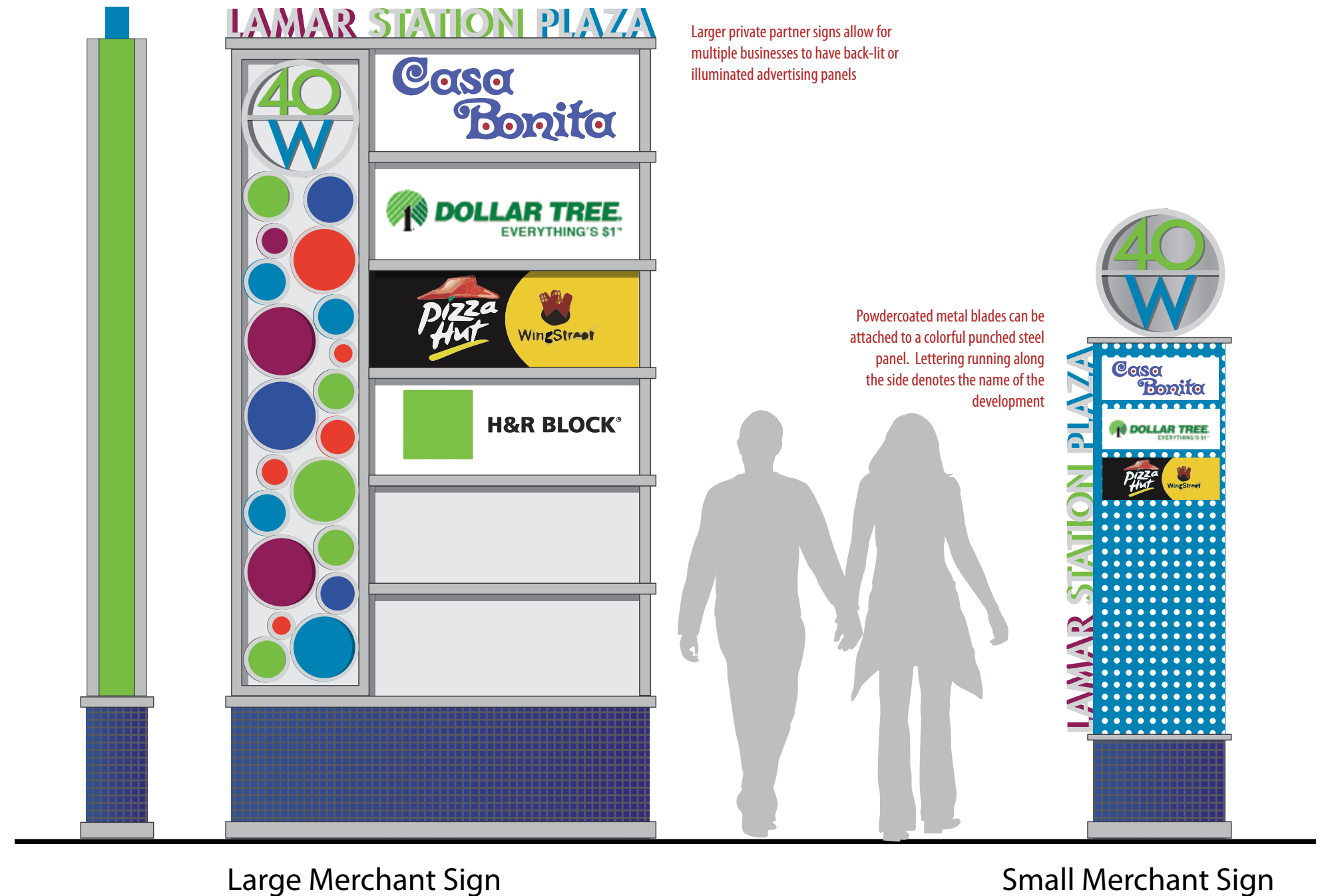


Branding Both the 40 West Arts District & the City of Lakewood For district streets that mark the perimeter of the City of Lakewood, the new street signs should include the City of Lakewood logo.



PRIVATE PARTNER SIGNAGE

There are currently a number of private business signs within the 40 West Arts District, some of which are large, multi-tenant signs. In order to provide an opportunity for private business signage to reflect the character and brand of the 40 West Arts District, a general design for both larger and smaller private partner signage was developed during the placemaking project. These larger signs use the same colors and materials as the civic signage, but allow space for private businesses to display their information, either through back-lit panels, or powdercoated aluminum/steel blades.



CUSTOM 40W BANNERS

The Arne light poles specified for the district include a 2'x4' banner on each light pole. Although the banner displays are intended to be rotated for special events and seasonal celebrations, a custom '40W' banner was designed for the first round of district-wide banner displays.

In addition to being located on the Arne light poles, the 40W banners can also be added to the new intersection poles. At the intersections, the banners would be located above the traffic signals.

In addition to installing banners on new light fixtures, it is also recommended that additional poles and banners be installed at regular intervals along Colfax Avenue. On average, the recommendation is to install 4 banners on poles per block (using the block size between Teller and Reed as an example), with two banners on each side of the street.



Double-sided 2'x4' custom 40W banner with 4" pole pockets (top and bottom) on 13 ounce vinyl

PRINTING COST: \$40-\$60 EACH



Larger double-sided 2'x6' custom 40W banner with 4" pole pockets (top and bottom) on 13 ounce vinyl

PRINTING COST: \$75-\$100 EACH

NOTE: 40W banners can be printed in any of the designated district colors (here the banner is shown attached to the Arne single-head light pole)



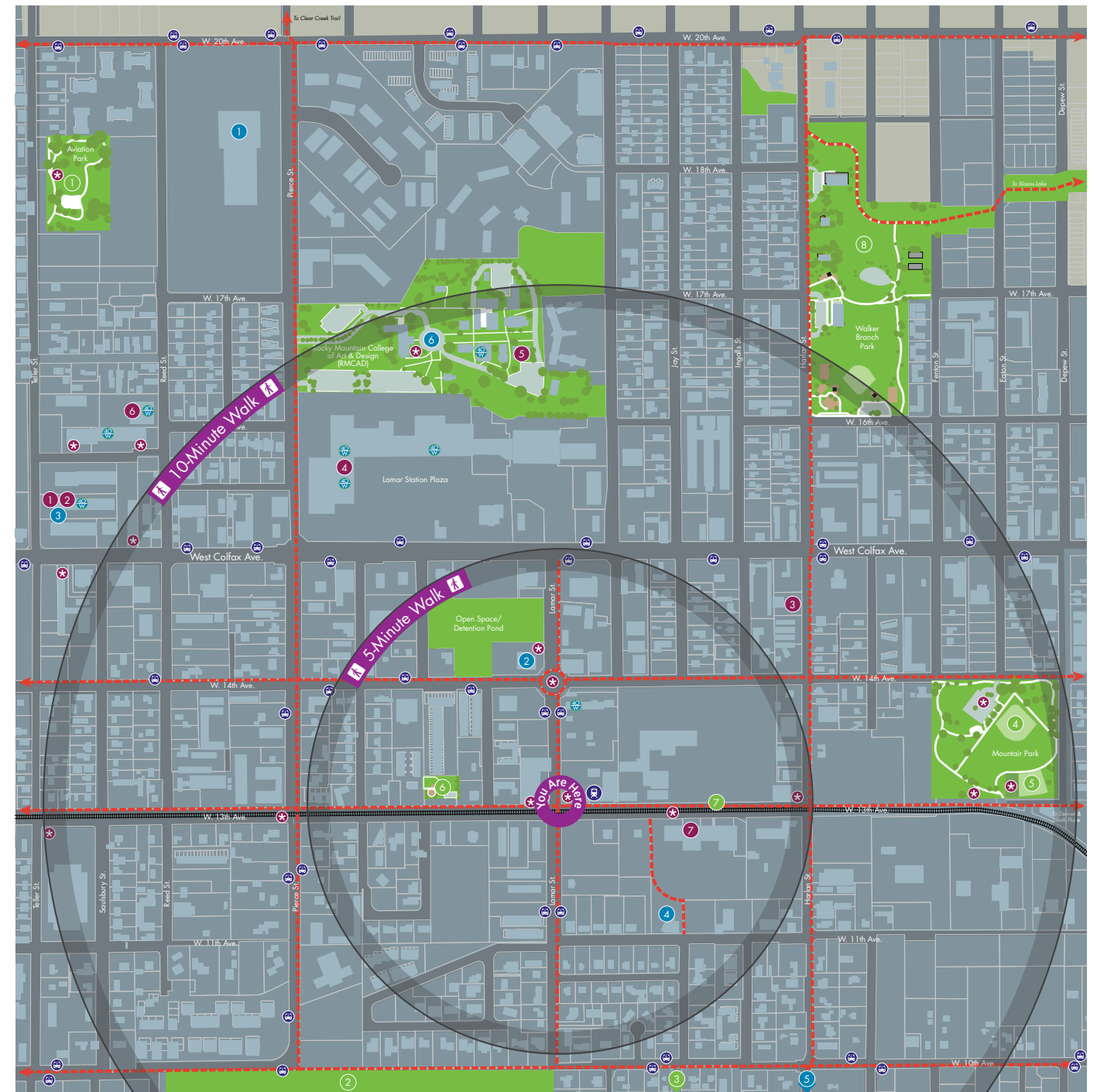
PEDESTRIAN MAPS

Maps are a critical component of the district signage and wayfinding. Maps not only provide important directional information, they also help visitors understand the larger district area and its destinations, amenities, pathways and connections.

In addition to map signage, the new maps are also formatted to be printed as stand-alone 11" x 17" posters that can be printed and displayed temporarily in other locations (such as info points and park kiosks).

Recommended Signage Locations

Larger 40W district maps are most useful and beneficial when they are located in areas where people gather (like parks, plazas and retail/entertainment centers), or at entry points into the district (such as light rail stops, bus stops or entry points along bike paths or walking routes). Smaller maps (like the pedestrian signage maps) are more appropriate along the 40W Arts Loop, where they can serve as reference points for district destinations and the Arts Loop route.



40 West Arts District

- RTD Light Rail Station
- RTD Bus Stops
- City of Lakewood
- City of Edgewater
- Art Galleries/Creative Businesses
- Public Art
- Bike Routes
- W Line Light Rail

Parks, Trails & Open Space

- 1 Aviation Park
- 2 Lakewood Country Club
- 3 Malholm Park
- 4 Mountain Park
- 5 Mountair Park Community Farm
- 6 Newland Square Park
- 7 W Line Bike Trail
- 8 Walker Branch Park

Government & Civic

- 1 State of Colorado Offices
- 2 Fire Station
- 3 Lakewood - West Colfax BID

Educational

- 4 Lakewood Head Start
- 5 Malholm Elementary
- 6 RMCAD

Arts & Culture

- 1 40W Gallery
- 2 Edge Theater
- 3 Historic Loveland House
- 4 Lakewood Arts Council
- 5 Mary Harris Auditorium/RMCAD Galleries
- 6 40 West Studios
- 7 Lamar Station Crossing Live/Work Studios

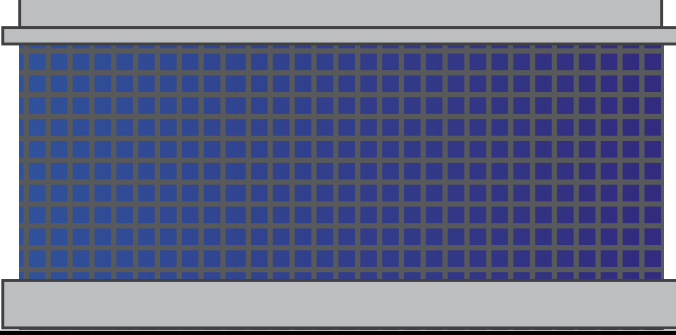
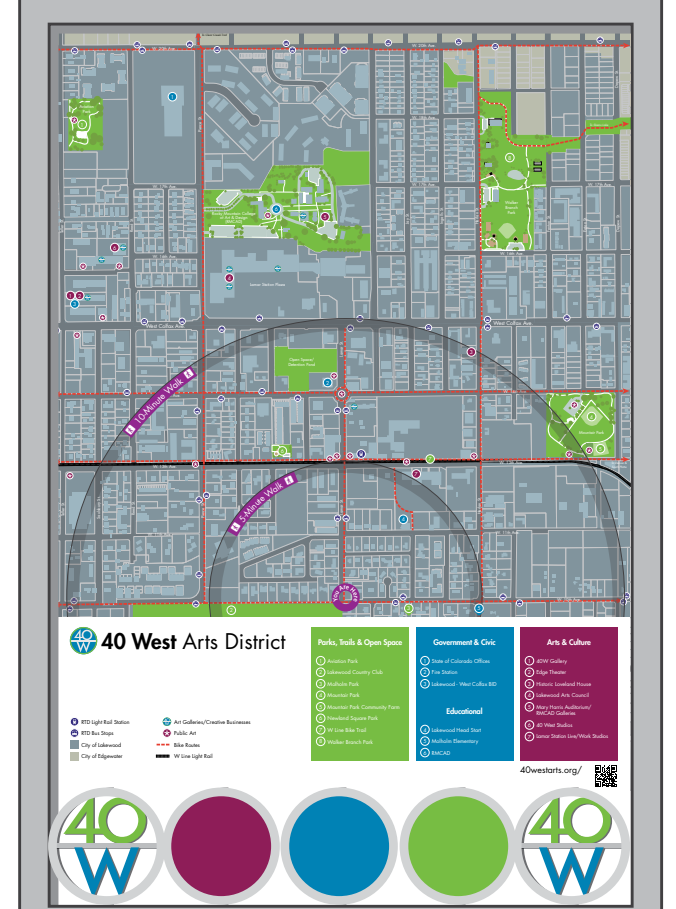
The new pedestrian map helps walkers and bikers find their way to districtwide destinations and amenities

40westarts.org/



PEDESTRIAN MAPS - MAP KIOSK

FORTY WEST

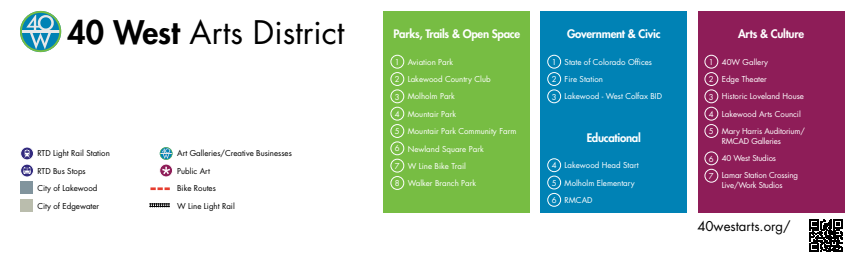
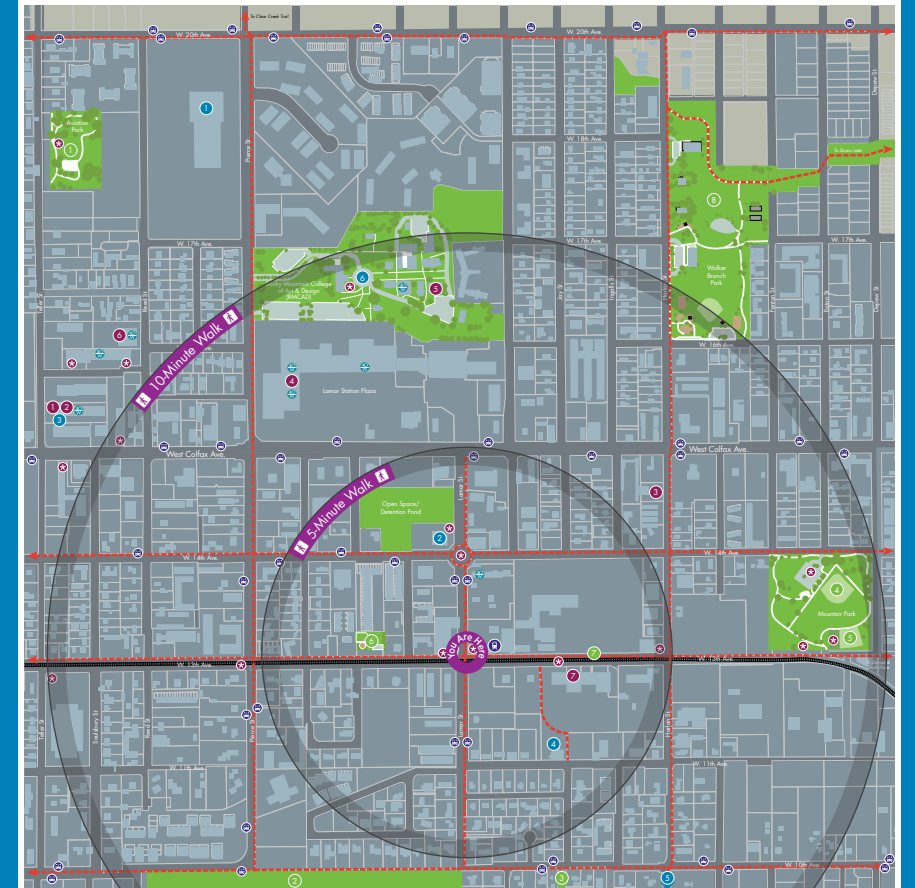


PEDESTRIAN MAPS - PEDESTRIAN POLE



PEDESTRIAN MAPS - 11"X17" POSTER

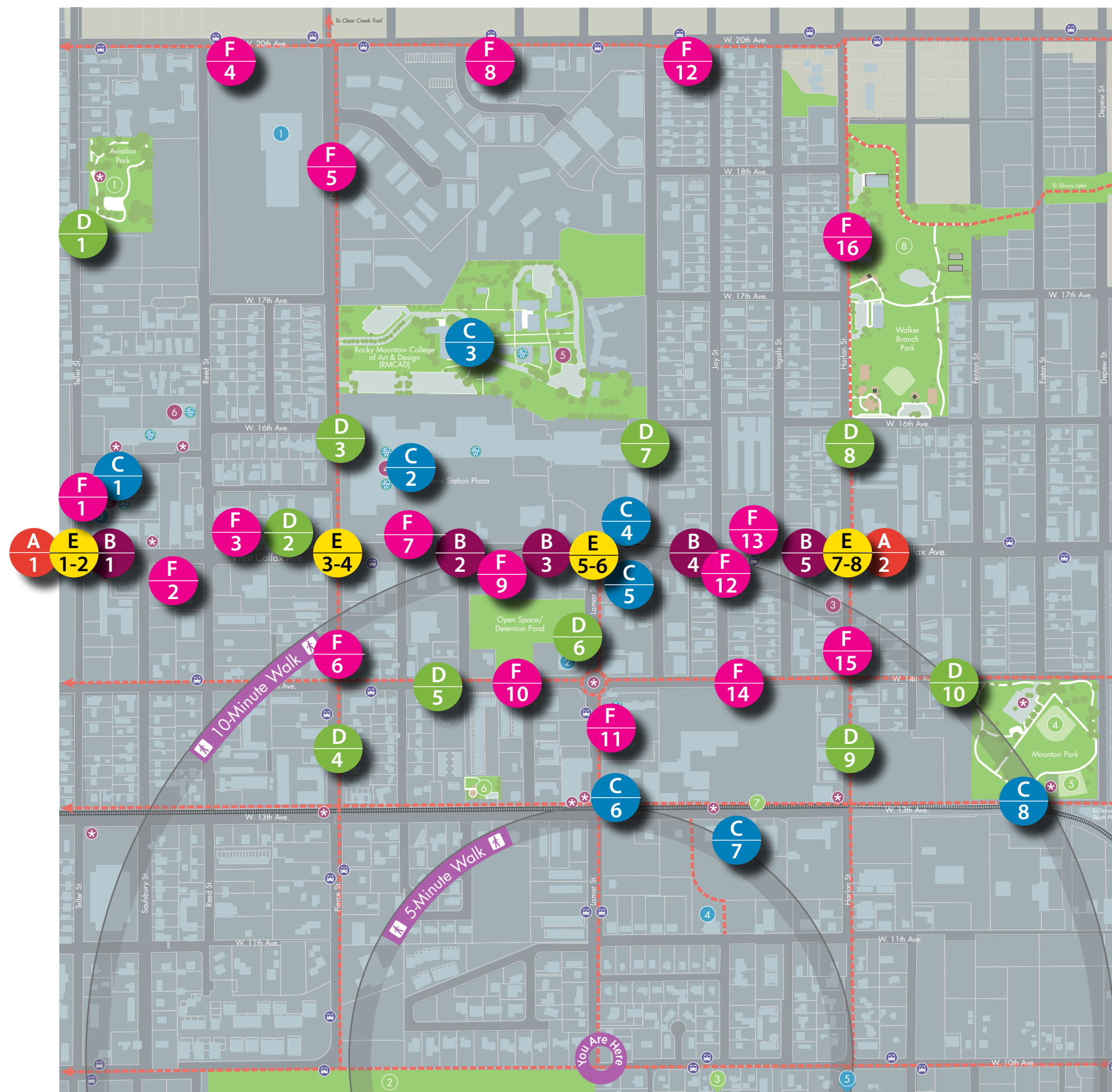
Discover 40W



SIGN LOCATIONS & QUANTITIES

Overall Sign Types & Quantities

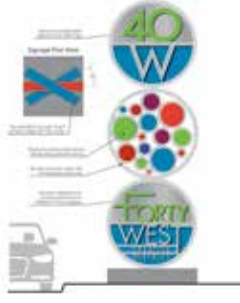

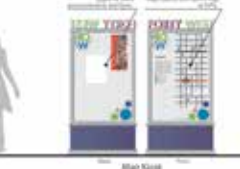
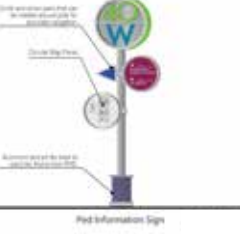

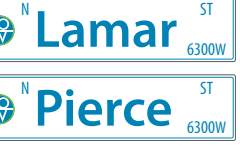
- A**
2 Primary Gateway Monument
- B**
5 Secondary Gateway Monument
- C**
8 Map/Info Kiosk
- D**
10 Ped Information Sign
- E**
8 Banner & Auto Navigation Signs on Traffic Signal Pole
- F**
16 Banner & Navigation on Other Pole
- G**
TBD Street Name Sign (quantities TBD)



SIGNAGE QUANTITIES & COST ESTIMATE

A
2

GATEWAY

Sign Type	Unit Cost	Quantity	Total Cost
	\$77,425	2	\$154,850
	Varies	5	TBD
	\$14,880	8	\$119,040
	\$10,814	10	\$108,140
	\$4,188 (small sign - purple)	8	\$33,504
	\$8,135 (large sign - multiple destinations)	16	\$130,160
	\$150-\$300	TBD	To be fabricated and installed by the City of Lakewood. Primary focus is signaled intersections as first step.

B
5

ART

C
8

KIOSK

D
10

PEDESTRIAN

E
8

AUTO

F
16

G
TBD

STREET



UPDATED 40WEST LOGO & BRAND

With the new signage, there's an option to create a new 40W logo that reflects a true circle shape for the '0'. Using Futura (or another true-circle font) would allow the 40W brand to fit more evenly into the circle shape.



UPDATED BRAND EXPRESSION

Using the 40W logo and brand for print materials and marketing pieces helps reinforce the district identity, and creates a link between the proposed urban design improvements and the 40W arts community.

As needed, the 40W brand can utilize different colors within the proposed palette, allowing the brand to be adapted for different seasons, events and special promotions.



Color Set 1



Color Set 2



Color Set 3



STREETSCAPE PALETTE OPTIONS

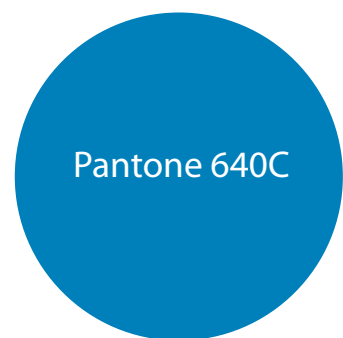
For the final streetscape palette, a range of colors were selected for site furnishings and artistic accents.



Pantone 368C



Pantone 179C



Pantone 640C

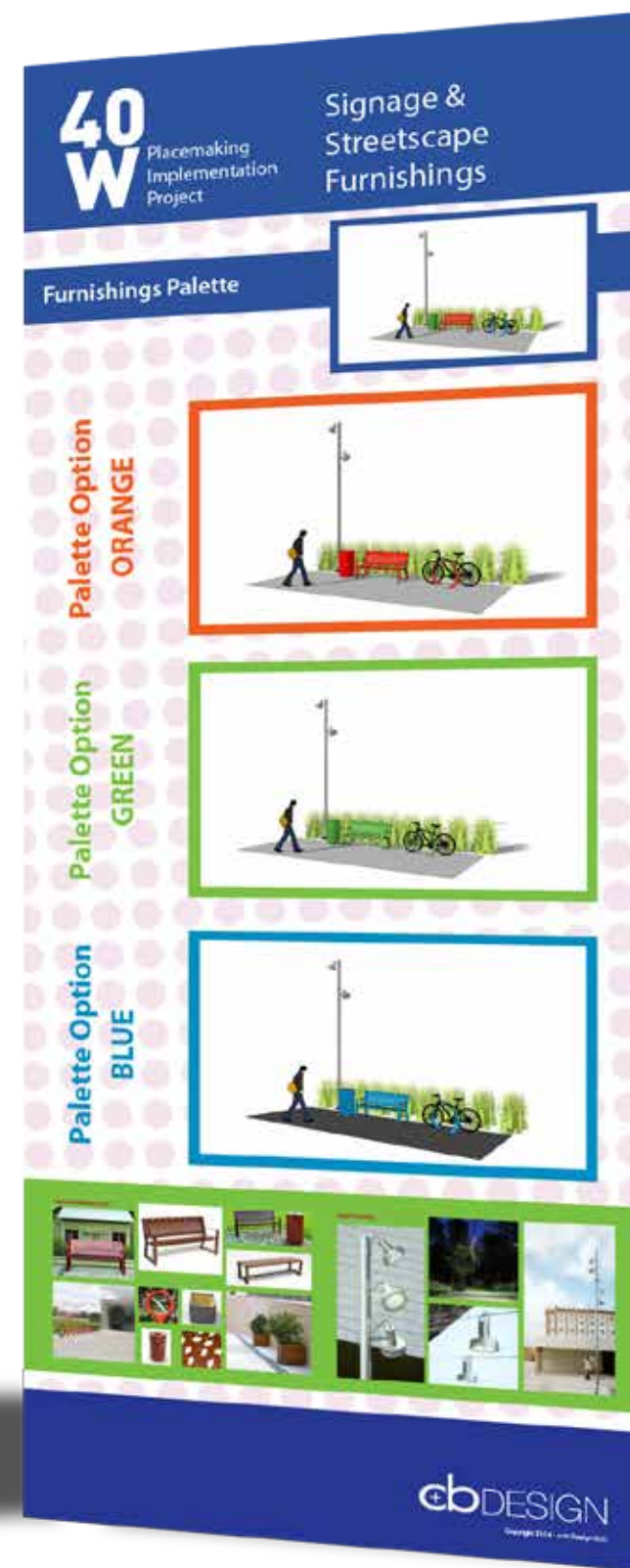


Pantone 228C



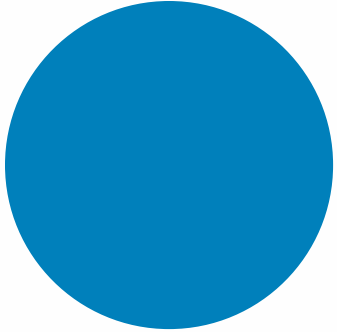
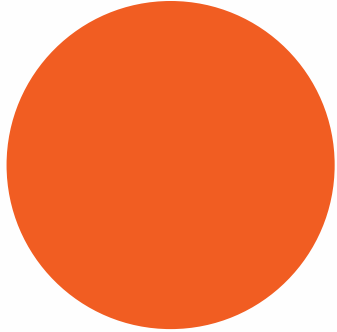
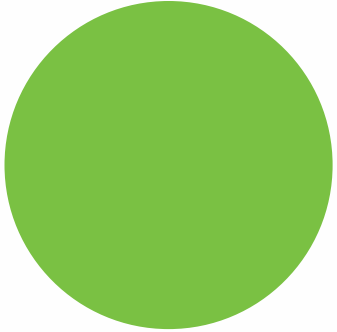
Pantone 2735C

Although all district colors can be used in print materials and marketing graphics, it may be beneficial to limit the number of colors represented in the signage, wayfinding and site furnishings palette



STREET FURNISHINGS COLOR PALETTE

The recommended streetscape palette for benches, trash and bike racks include a mixture of green, blue and red-orange (color matched to the Landscape Forms 2013 designer colors: parrot green, flambé orange and cosmic blue). The vibrant palette is intended to bring interest and bright color to the Arts District.



APPLYING THE PALETTE TO FURNISHINGS

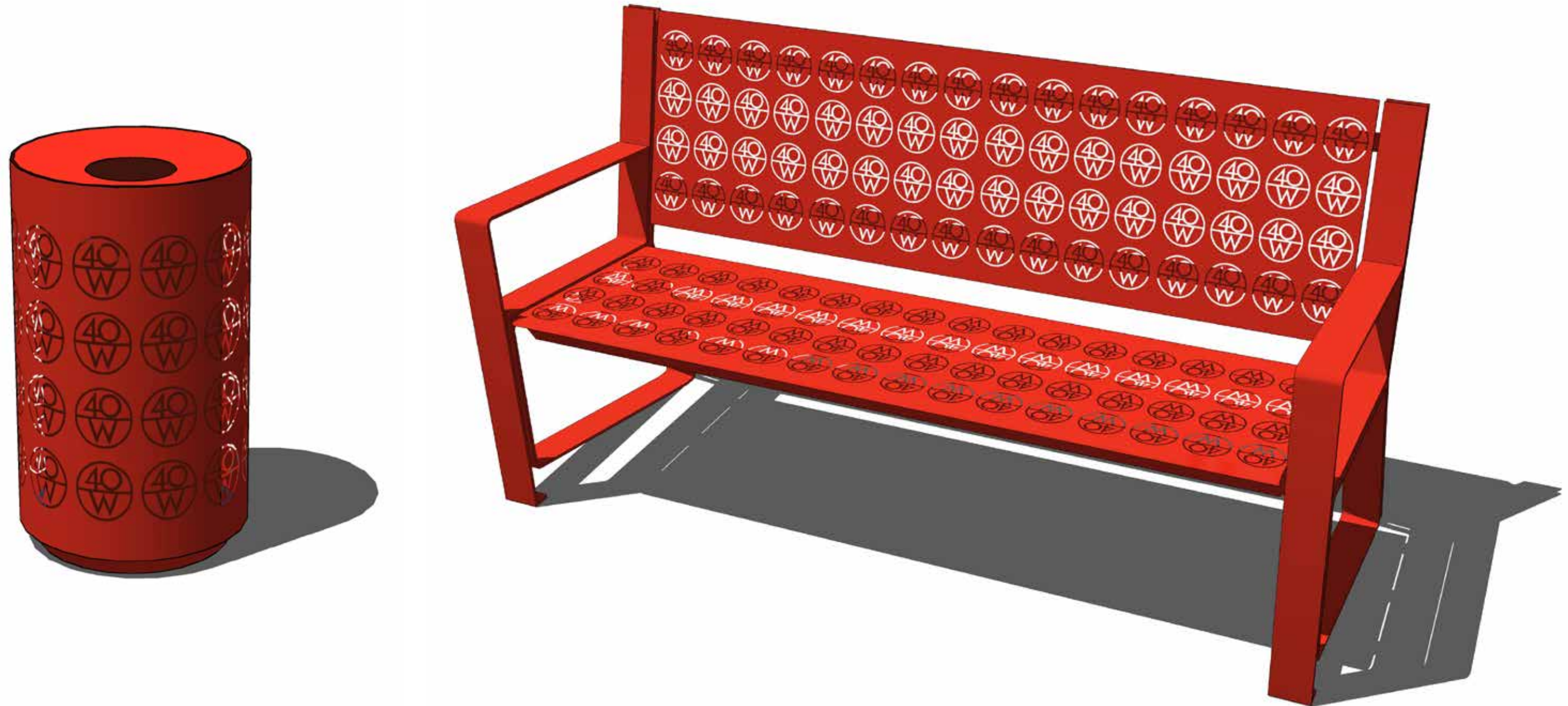
Creating a custom, vibrant palette for streetscape furnishings helps reinforce the 40W district brand and sense of place. The recommended palette includes:

- Lighting
- Benches
- Trash Bins
- Bike Racks
- Public Art Elements



STREET FURNISHINGS CUSTOM 40W PUNCH

In order to create a personalized bench for 40W, the 40W logo was scaled to fit the size and shape of the custom bench and trash receptacle. As new benches and trash are added within the district, the generic '40W' custom punch can be supplemented with an artist-designed custom punch. If needed, a center armrest bar could be added to the bench.



PLACING FURNISHINGS WITHIN THE 40 WEST ARTS DISTRICT

Application of the streetscape furnishings within the district involves both replacing existing furnishings (such as existing benches and trash cans), as well as adding new elements where needed or identified by stakeholders. The following criteria was used in the placement of each furnishings element:

Benches

The first benches are to be installed along major roadways within the district. Beginning with the new improvements along Lamar and Pierce Streets, the benches can be budgeted as part of streetscape improvement palettes. Along Colfax, new benches could replace the existing bus stop seating, or be added to bus stops without existing benches. Parks, trails and open space areas are another opportunity to add custom 40W benches. When working with private developers, the custom bench can be specified as the preferred bench option.

Trash Bins

Throughout the process of studying the district and working with stakeholders, the need for additional trash bins was identified. There are currently few trash bins within the district, and those in place are often full. Moving forward, it is recommended that at least one trash bin be installed along each major commercial/retail street within the district, with the goal being one trash bin per block. In addition to the commercial/retail streets, it is also recommended that new trash bins be installed in conjunction with the Arts Loop. Within private developments, the custom 40W trash bin can be promoted as the preferred choice when purchasing new furnishings.

Bike Racks

Encouraging walking and biking within the district has been identified as an important goal. During both the placemaking project and as part of the 2012 Urban Design and Mobility Concepts Plan, the need to provide safe and attractive places for people to walk, bike and connect to transit was identified as a high priority. When locating bike racks, it was important to identify those areas where people would naturally be transitioning from using a bike to using another mode of transportation (walking or using transit). Within the district, the following locations were identified as critical change-of-mode locations where bike racks are recommended:

- Lamar Station RTD Plaza
- West Line Bike Trail (Mountair Park, RTD Station, Newland Square Park)
- Lamar Station Plaza (private development)

- Lamar Station Crossing
- Mountair Park & Community Farm
- Residences at Creekside (private development)
- RMCAD (private school)
- Historic Loveland House
- Walker Branch Park
- Aviation Park
- 40West Gallery/Office
- Future Artspace Development

When working with private retail/commercial/office/housing developments, recommending 40W bike racks is strongly encouraged, since having access to a designated place to park a bike is as critical as having a designated space to park a car. If a new development or renovation is planned that includes parking, bike racks are also encouraged.

****NOTE:** These unit costs are based on prices for individual furnishings. If the furnishings are purchased in groups, the individual prices for each element will be reduced by at least \$200/each.

FURNISHINGS PALETTE COST ESTIMATE

Furnishings	Unit Cost**	Quantity	Total Cost
Custom 40W Bench	\$2,300	63	\$144,900
Custom 40W Trash Bin	\$1,420	62	\$88,040
Bike Rack	\$530	43	\$22,790



RECOMMENDED LOCATIONS FOR STREETSCAPE FURNISHINGS

The recommended streetscape furnishings could be standard catalog elements with the custom 40W punch (or other artistic design), or could be custom artist designed and created elements.



NOTE: Furnishings located on private developments is for reference only - the installation and purchase of custom 40W benches, trash bins and bike racks on private development will be negotiated between the City of Lakewood and the property owner



BUS SHELTERS

Adding the 40W logo and color scheme to pre-designed bus shelters would help reinforce the 40W brand, while highlighting the importance of transit within the district. It is recommended that existing shelters along Colfax be upgraded to larger, 40W branded enclosures, or new artist-designed 40W shelters. Along major arterials (such as Colfax Avenue), it is recommended that bus stops include shelters, seating and trash bins. It is also recommended that district branded seating and trash bins be installed at all bus stops within the district, as funding permits.



40W DISTRICT PEDESTRIAN LIGHTING

Lighting key corridors within the district serves several purposes. At a basic level, having adequate pedestrian lighting between destinations creates a safer and more pedestrian-friendly walking environment. As a district with both residential and commercial areas, lighting also helps differentiate between residential streets and more commercial, urban walkways.

Although lighting exists throughout the district, most of this lighting doesn't directly address 'pedestrian' lighting. Currently, cobrahead lights illuminate major streets, and building, sign and parking lot lighting provide a pathwork of illuminated spaces within the district. However, a goal of the placemaking project was to develop a standard for pedestrian lighting for the major walking pathways within the district. Installed on lower poles, pedestrian lighting is intended for illuminating sidewalks, walkways and pedestrian pathway systems. Although pedestrian lights may spill illumination onto adjacent roads, the primary light source is directed onto sidewalks.

Dark Skies and Pedestrian Lighting

In order to protect the beauty of Colorado's night skies, many communities have adopted 'dark sky' ordinances that help reduce light pollution by specifying that any new or retrofitted lights only point light downward, rather than up into the sky. The term for this type of lighting is called 'cut-off,' and refers to how light fixtures of this type 'cut off' light from the sky. All recommended light fixtures for 40W are dark-sky compliant 'cut-off' fixtures.

Light Sources - LED and Bright White Lighting

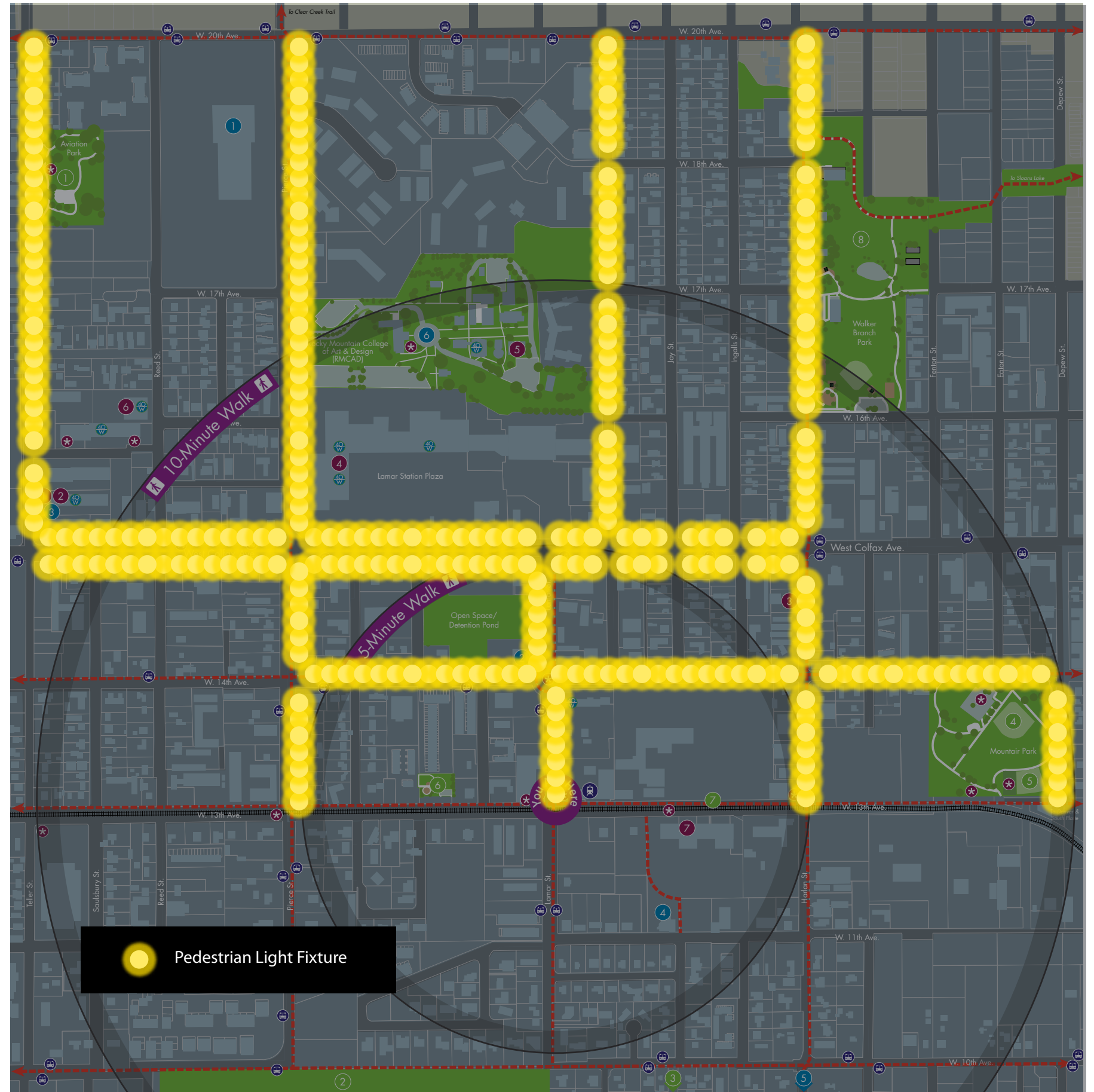
All specified pedestrian lights have LED light sources. The benefits of LED fixtures include longer bulb life, lower maintenance costs, and the ability to have true, white light. As an arts district, the true white light allows bright colors for sculptures, murals and other artwork to retain their nighttime vibrancy, rather than being dulled by yellow-tinted light sources.

Selected for its durability and beauty, the Landscape Forms Arne light fixture also references stage-type lights, reinforcing the artistic, performance elements of the creative district. The individual lights of the Arne fixture can also be used as tivoili or string lights, if additional future plaza-type lighting is needed.



Recommended Lighting Locations

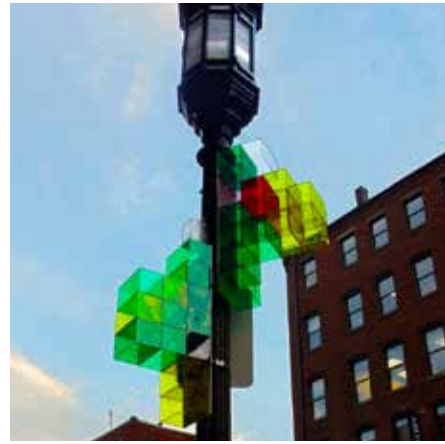
Consistent with the 2012 40 West Arts District Urban Design and Mobility Concepts Plan, pedestrian lighting is recommended for non-residential streets within the district. Some streets are recommended to have pedestrian lights on both sides of the street (such as Colfax), while other streets should aim for pedestrian lighting to be installed along at least one edge.



INCORPORATING ART INTO THE 40 WEST ARTS DISTRICT PLACEMAKING IMPROVEMENTS

Artistic Pole Elements

Artistic adaptations to existing light poles can help brand 40 West as a center for creativity and the arts. The following examples represent alternatives that could be added after catalog light poles are installed.



Adding Color & Whimsy to Functional Signage & Streetscape Elements

Partnering with artists to create streetscape and signage elements that are both functional and artistic will help reinforce the unique sense of place within the 40 West Arts District.







Shade/Screen Wall Details

There are several areas within the district where artistic enhancements to proposed or existing walls could help reinforce the 40W brand and sense of place and add unexpected art elements.



40 W 06

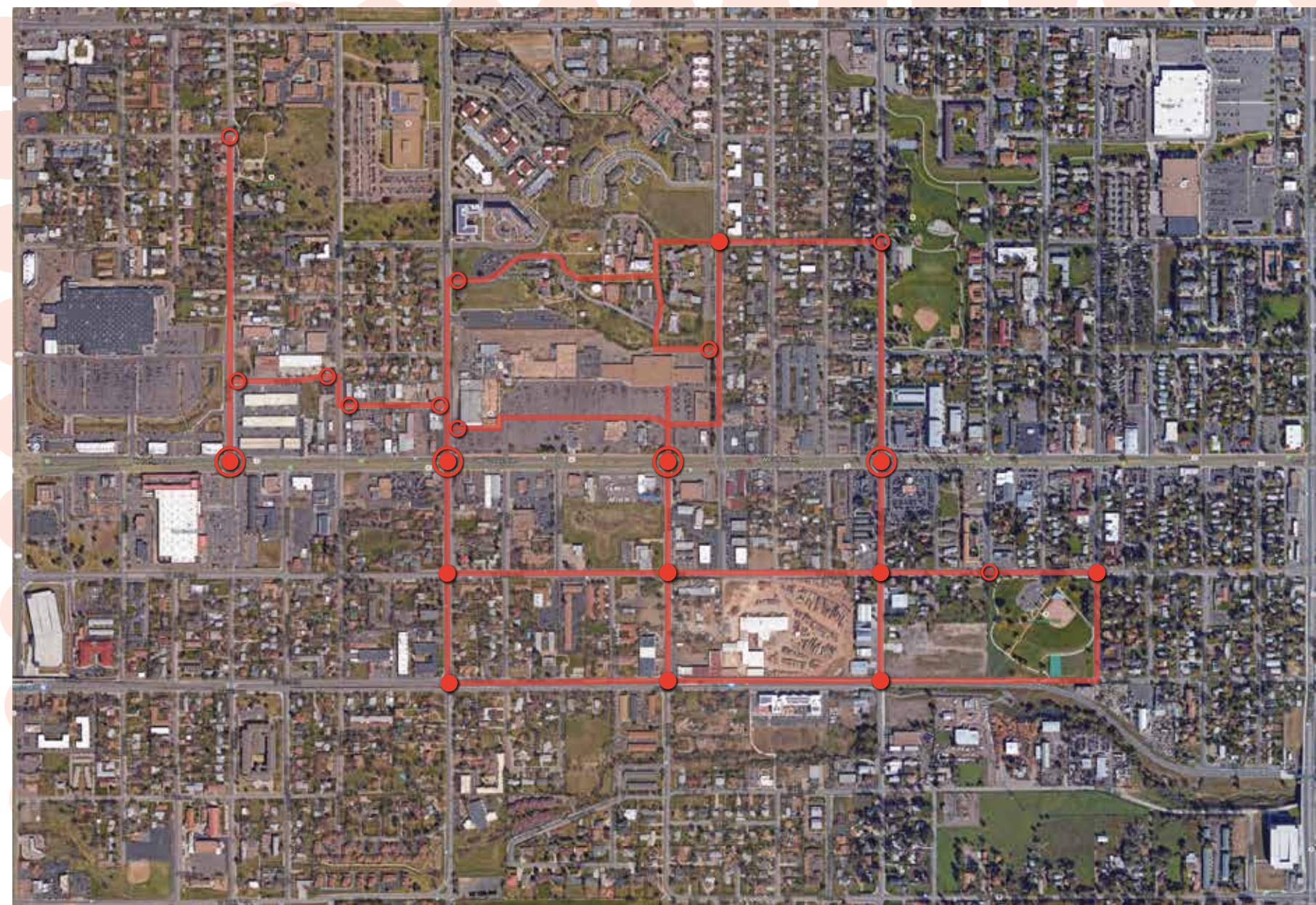
40W Arts Loop

ARTS LOOP: A DISTRICT AMENITY

Initially conceived as part of the 2012 40 West Arts District Urban Design and Mobility Concepts Plan, the Arts Loop is envisioned as a way to provide a safe, interesting and vibrant multi-modal pathway system within the 40 West Arts District. The proposed alignment of the Loop links destinations and amenities within the district, and either supplements existing sidewalk networks or provides an on-street pathway network where no sidewalks currently exist.

As resources and funding opportunities grow, the final Arts Loop delineation will be determined through community and stakeholder input. The Loop could ultimately transition from an on-street pathway system to a raised multi-modal trail complete with a full amenity package of paving, lighting, furnishings and signage.

However, even in its early stages of implementation, the Arts Loop will be a signature 40 West Arts District element, raising awareness of both 40 West and its unique landmarks, destinations and amenities.



— Potential Arts Loop Route

NOTE: Final Arts Loop delineation to be determined with additional stakeholder input



INSPIRATION & GOALS OF THE ARTS LOOP

Implementing the Arts Loop will do more than just provide an attractive route linking district-wide destinations, it will also function as a marketing, economic development and placemaking tool. The final recommended Arts Loop design will include specialty paving, space for signage, banner poles and public art, and painted crosswalk treatments. As a marketing tool, the Arts Loop can be at the center of district celebrations, races and events - as well as daily neighborhood walks and exercise. From a placemaking perspective, the Arts Loop will function as a destination in itself, and offer opportunities for district storytelling. The final Arts Loop design will also be a catalyst for economic redevelopment and investment within the district, encouraging new private investment along its length.

Goals of the Arts Loop

1. Create Walkable Connections within the District
2. Make the Walking Paths Vibrant, Colorful and Safe
3. Encourage Community-Grown Creativity & Placemaking
4. Daylight Areas Where Art Can Be Installed (or is installed)
5. Help Create Safer & More Visible Pedestrian & Bike Crossings Along Colfax
6. Help Raise Awareness of the Arts from Colfax, the W Line Bike Trail, Neighborhood Parks and Regional Destinations within the District





40W ARTS LOOP IMPROVEMENTS - DESIGN PALETTE

'Longest Mural In the World'

One of the most compelling ideas that stakeholders had for the Arts Loop was to not only paint it green and add the 40W logo, but to gradually add a mural to the loop, culminating in creating a linear mural that could be measured as 'the longest in the world.' Another concept stakeholders discussed was the potential to create the longest continuous arts experience in Colorado with murals and other public art elements.



The 'Great Wall of Los Angeles' was the inspiration for the idea to make the 40W Arts Loop into the longest mural in the world. The 'Great Wall' mural was begun in 1974 by artist Judith F. Baca, as part of a US Army Corp project. Since that time, the mural has been maintained and added onto, and is a source of pride and community-building for the area.

Existing



Conceptual





IMPLEMENTING THE LONG-TERM ARTS LOOP VISION

The long-term design for the Arts Loop will be defined with additional community and stakeholder input, and as resources become available. However, the Loop could ultimately be designed to accommodate two-way bike and pedestrian traffic. In areas with existing sidewalk improvements (such as Lamar and Pierce Streets), the Arts Loop could be added as an additional raised section of sidewalk adjacent to the existing curb. In areas within the district where ROW is limited and sidewalks do not currently exist (such as 14th Avenue), the final Arts Loop could be widened to 12', and function as both a sidewalk and multi-modal trail.

Transitioning from an on-street bike lane arts loop to an enhanced two-way system can be funded through redevelopment dollars (tax revenues or special financing districts tied to redevelopment), special grants and donations, or as a phased City of Lakewood Public Works project.



Tactical Urbanism

Tactical Urbanism is the idea of creating low-cost, quick-win placemaking improvements through local initiatives and leadership.

In April 2015, a tactical urbanism workshop was conducted to allow members of the community to create designs and generate ideas for different locations within the 40 West Arts District.

Using worksheets, image banners and a 'Tactical Urbanism Worksheet', the meeting participants worked in small groups to envision community-created improvements for different areas within the district. After creating a collaborative plan, each group presented their ideas and priorities for creating improvements to public spaces within the district.

The following pages outline the ideas generated during the workshop.

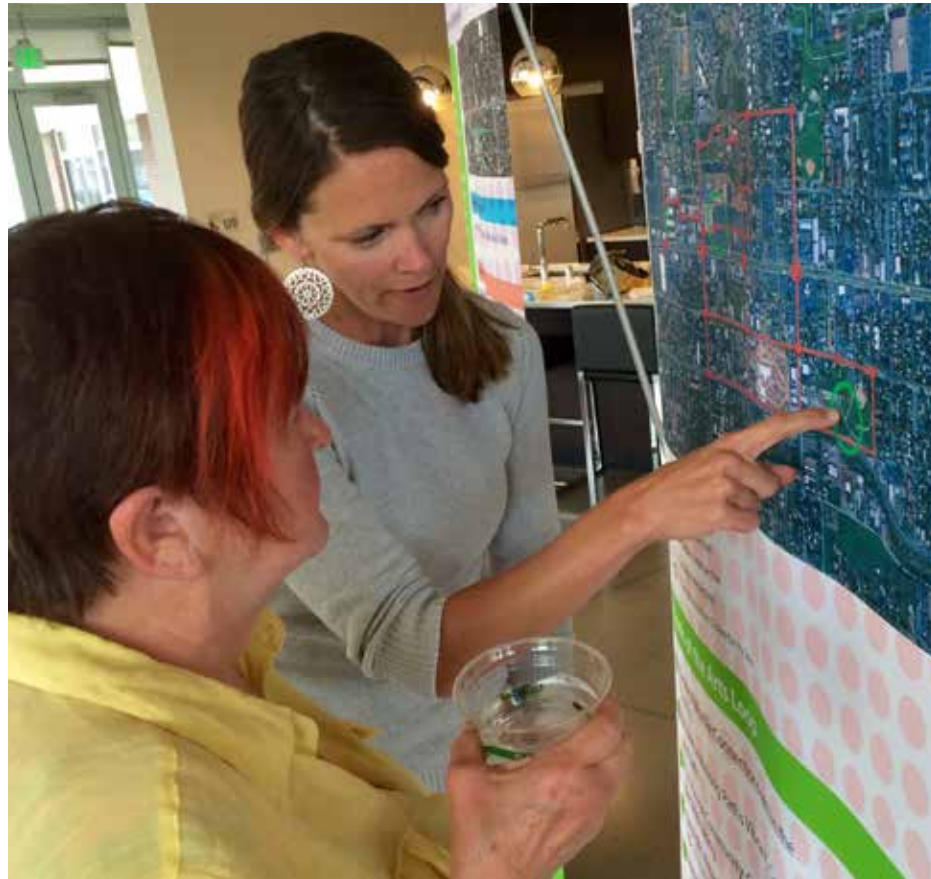
What is 'Tactical Urbanism'?

The Street Plans Collaborative defines Tactical Urbanism as an approach to urban change that features the following five characteristics:

1. A deliberate, phased approach to instigating change;
2. The offering of local solutions for local planning challenges;
3. Short-term commitment and realistic expectations;
4. Low-risks, with a possibly high reward; and
5. The development of social capital between citizens and the building of organizational capacity between public-private institutions, non-profits, and their constituents.

From: https://en.wikipedia.org/wiki/Tactical_urbanism





The tactical urbanism workshop encouraged members of the 40W community to envision improvements to the physical spaces within the project area.



TACTICAL URBANISM WORKSHOP SUMMARY - COMMUNITY-CREATED IDEAS

Overall Tactical Urbanism Objectives

- Increase biking and walking
- Activate vacant spaces
- Slow traffic
- Increase community social connections
- Provide wayfinding to the arts district
- To make the intersection at 14th and Pierce visible & identifiable
- To convey to people that they're in a special place
- To bring some color into the district, especially at the intersections
- Entice wayfarers to explore 14th and adjacent streets
- Install wayfinding signage
- Landscaping
- Public open space
- Community gathering
- Increase biking and walking
- Activate vacant spaces
- Support local businesses/local sales
- Public spaces
- Green spaces
- Make farm more visually evident/clear (from all angles)
- Diversify/celebrate diversity of park users
- 24/7 activities
- Safe and more welcoming spaces
- Wayfinding that leads people to parks and park amenities

Mountair Park/Neighborhood Parks (workshop participant comment summary)

"Need something vertical to find farm. Solid pinwheel or windmill (not too tall for neighbors, shine away from neighbors, i.e. Hollywood sign). Could this feature be activated with the light rail train speed/wind? Or solar? Smaller versions of this feature could also be placed at park entrances and along pathways."

"Baseball field with a 40W emblem in the grass - yarn bombs and banners on the baseball field fence."

"Events - movies in the park, farm fundraisers, fundraisers for 40W/TCNO. Similar to the Farm Fiesta, but maybe pay to get in, or pay at booths?"

"Arts-farm centric lending library at the park - design boxes with 40W logo and color scheme"

"Larimer Square style chalk festival but using parking spaces as canvases"

"Port-o-lets - mount artwork on shelters/screens around port-o-lets (maybe chalkboard with "Thought of the Day")"

"Yarn bomb trees with arrows to pointing towards farm"

"Paint arrows on pavement pointing to farm"

"Geocaching - hide-and-seek with prizes from 40W vendors/partners"

"Anchor the 4 corners of the park with painting/sculpture of fruit/herb/vegetable"

"Did You Know?" signs leading to farm (i.e. difference between farm and community garden, amount of produce in a year, how to sign up, etc)"

"Need something vertical in the farm area to help find it from light rail, bike path and 14th Avenue"

"Need long-term lighting plan for park"

"Add lighting in parks"

"Program parks with classes, events"

"Add permanent art to parks"

"Add '40W Anniversary' embedded into baseball field (partners = Gold Crown Foundation, Rockies, CO School of Mines)"

"Mountair Park doesn't feel included within 40W - how can the park uses be diversified to attract more people and make them aware of the arts district?"

"4 corners of park - cool image of large-scale produce (to advertise the farm)?"

"Yarn bomb on the trees with a big arrow pointing to the farm"

"40W logo in the sports outfield in conjunction with events"

"Large vertical element at the farm to address grade/visibility - windmill?"

"Parking lot - Larimer Square chalk art canvas"

"Port-a-let screening"

"Add lighting (very dark at night now)"

"Pocket park with turf and chairs - invite people to stay. Could this be sponsored once a month with a coffee or food truck? Maybe in conjunction with the farmers market?"

"Have public bulletin boards in the parks"

Activities/Programming of Spaces (workshop participant comment summary)

"Farmer's Market - paint pavement in the farmer's market location, add colorful planters"

"Lamar Station Plaza - paint existing building arcades, add the 40W streetscape furnishing palette"

"Create music events in the district by partnering with the Lakewood Symphony"

"Consider seasonal events to activate the district - holiday tree lighting, chalk fest art, car shows, bike races, art shows"

"Food trucks!"

Economic Development (workshop participant comment summary)

"Support local businesses, increase sales through business advertisement"

Gathering Spaces/Community Spaces (workshop participant comment summary)

"Public open space - there is a need for more community gathering spaces within the district"

"Activate vacant spaces (art shows, music)"

"Create a happy and unique sense of place within the district!"

"Green spaces - pocket parks, coffee cart gathering place"

Trails (workshop participant comment summary)

"Do You Know?" signs on trail (educational, whimsical)"

"Add 40W art plaques to existing sculptures/artwork, so the artist is identified (artist name)"

Art (workshop participant comment summary)

"CREATE (or connect, celebrate) in vibrant colors to fit within the district"

"Unexpected, whimsical notes - can create a process of discovery within the district"

"Art/motivational space - inspire people to think about space and place"

"Paint a mural on the west wall of the ARC building"

"Add 40W circle plaques to each sculpture within the district (esp in parks)"

"Paint asphalt in businesses with large parking lots (40W gallery, Lamar Station Plaza, etc)"

Transit/Bus Stops (workshop participant comment summary)

"Bus stop - interactive art component that ties to 40W chalkboard in ground at the bus stop"

"Bus stop idea: Plastic balls embedded into the bus stop shelter that spin to create images. Plexi squares, etc. sponsored by 40W"

"Interactive art component next to bus stop (chalkboard, plexiglass)"

Streetscapes, Crosswalks & Intersections (workshop participant comment summary)

"Planters at 4 corners to unify the intersection"

"Paint crosswalks - 40W in square in the middle of the intersection?"

"Hopscotch painted on existing sidewalks"

"Be whimsical! Have something interesting underfoot (on sidewalks)"

"Colorful crosswalk treatments"

"Use color-coded painted arrows to point to district amenities (green arrow - park, red arrow - gallery)"

"Encourage biking/walking by painting colorful connections between destinations"

"Install bike racks (colorful, artistic)"

"Crosswalk treatments indicating place, wayfinding, artistic treatments, games (4-square, hopscotch)"

"Add a planter (or some semi-small equivalent) on each corner of intersections, to help signify the importance of the crosswalk"

"Take advantage of 4 intersection crosswalks - paint creatively"

"Inside the intersection crosswalk (in the square), the 40W logo in each of the 3 colors, 1 per letter"

"Where there's a 6' sidewalk, retrofit or paint on whimsical things like hopscotch games"

"Bright palette rather than muted pastels for any/all changes to intersection paintings"

"Glow paint on walkways (safety and fun) would encourage pedestrian circulation"

"Increase 'green' on the street with landscaping and planters"

"Add twinkle lights in trees (in the blue-green-red 40W color palette)"

"Use funky bollards in multiple colors for properties with large curb cuts/parking lots (to show where people shouldn't drive in to access)"

Signage & Wayfinding (workshop participant comment summary)

"Temporary signs"

"Make sure signs are large enough to be visible to both pedestrians and autos"

"Signage Locations: park kiosk with QR code, schools/RMCAD, library"

"Welcome to 40W - create a sense of place!"

"Walk Your City' signs"

"Signs pointing to other places/destinations"

"Special signage to draw people to both Colfax and to light rail/transit and Montview Park"

"On banners on traffic poles, a message welcoming all to Two Creeks"

"Make street signs on 14th bolder and bigger - with a different color and different font than the rest of the City"

"The Teller Street median is wide enough for sculptures/signage"



TACTICAL URBANISM WORKSHOP - ENVISIONING THE FUTURE OF 40W

As part of the Tactical Urbanism workshop, participants were asked to envision the future of 40W. The following are the summary comments created by the meeting participants:

In the future, 40W will feel....

Vibrant, communal & alive!

Vibrant and active!

People will be doing....

Art! Communication

Interacting with green spaces ***Fun!***

Shopping/spending money

Finding their way to art, park spaces

It will look...

Colorful

Alive

Happy and unique

TACTICAL URBANISM ALLIES

The following allies can help support community-created improvements within the 40 West Arts District:

40W Community

City of Lakewood (planning, community resources, public works)

Two Creeks Neighborhood

Property Owners

Shopkeepers

Elks

Sons of Norway

Community Groups

Schools (Molholm Elementary)

RMCAD

Library

Mountair Park Community Farm Staff, Volunteers and Users

Mountair Christian Church

MWHS/Lamar Station Crossing

40W Artist-in-Residence



JULY/AUGUST 2015 TACTICAL URBANISM PROJECT: 14TH & GRAY

One of the first tactical urbanism improvements within 40West began in July 2015. Coordinated by members of the Two Creeks Neighborhood Organization, volunteers from the following groups helped beautify a vacant building at the intersection of 14th and Gray:

- TCNO
- NEWSSED
- 40W Artist in Residence
- Mountair Park Summer Camp Youth Participants



Painting of the vacant building helped create a beautiful, artistic statement of community-created change within the 40 West Arts District



TACTICAL URBANISM SIGNAGE & WAYFINDING

Supplementing the Preferred Signage Option with Tactical Urbanism Signage Elements

One of the most important goals of the 40 West Placemaking project was to design improvements that could make immediate, community-created change within the district. Grounded in the concept of 'easy-quick-cheap,' tactical urbanism signage explores site-specific ideas for how to direct people to amenities, attractions and destinations within the district.

The following images represent some key tactical urbanism signage and wayfinding concepts, and their potential application within the district.

'Walk Your City' Temporary Signage

'Walk Your City' signage is a nationwide program that uses ready-made templates to help community members create easy, quick and inexpensive temporary signage.

"Walk [Your City] helps you boost your community's walkability, linking informational street signs for people with web-based campaign management and data collection to complement traditional approaches to wayfinding."

From: <https://walkyourcity.org/>





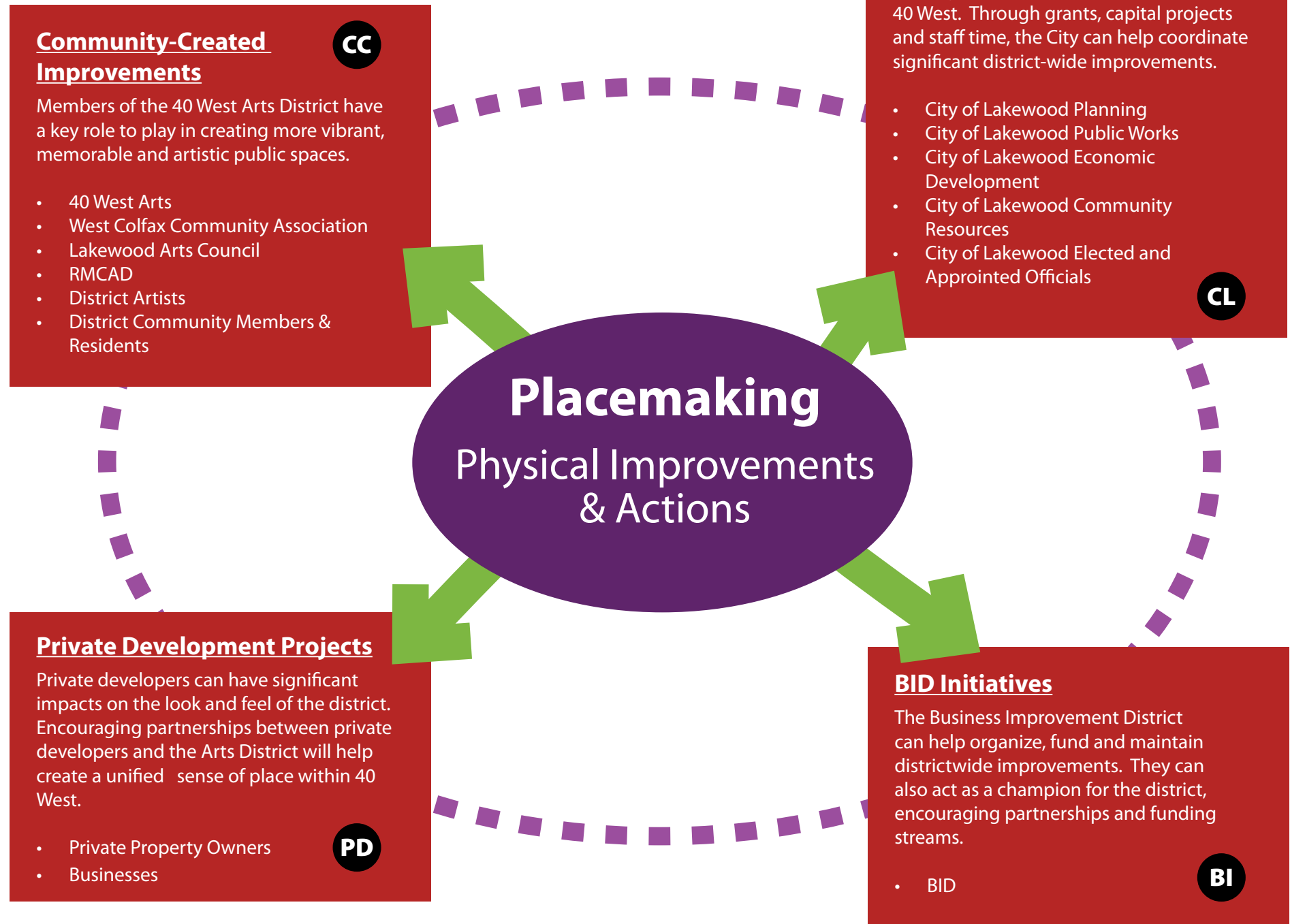
Implementation Plan

IMPLEMENTING THE 40 WEST ARTS DISTRICT PLACEMAKING VISION

Implementing the 40 West Arts District placemaking vision is both a short-term and long-term project. Creating visual differentiators for the district--through artistic installations and brand treatments--delivers on the objectives articulated to the community, enhances the district's ability to attract businesses and visitors, and supports the continued momentum of the 40W movement. In the short term, partnering with volunteers, artists and neighbors provides opportunities to initiate community-created improvements within the district. Although short-term, these community-created projects have the potential to produce significant and lasting physical changes within the district, while also helping to unite the 40 West community.

Long-term district projects are those that require more resources and coordination, and will need more advance planning and dedication to achieve. Where possible, the long-term projects have been broken out into their smaller components.

Whether addressing short or long-term projects, the implementation plan is intended to be a roadmap and guide for district improvements. Building on the foundation established in the 2012 40W Arts District Urban Design and Mobility Concepts Plan, the placemaking vision establishes a deeper and more specific level of design for potential improvements, grounded in the visions and perspectives of members of the 40 West Arts District community.



Implementing the 40 West Arts District placemaking improvements will require broad support across multiple groups



Overall Recommendations

Number	Specific Action	Responsibility	Timeframe	Notes/Funding
O-1	Identify additional funding opportunities to implement: <ul style="list-style-type: none"> • <i>Streetscape Palette</i> • <i>Intersection Enhancements</i> • <i>Signage & Wayfinding Elements</i> 	CL CC BI PD	On-Going	Some elements of the recommended streetscape and signage have the potential for grant funding for public art
O-2	Explore potential maintenance agreements for long-term caretaking of the recommended streetscape palette and intersection enhancements	CL CC BI PD	Short-Term	



District Streets

Number	Specific Action	Responsibility	Timeframe	Notes/Funding
DS-1	<p>Coordinate with Lakewood Public Works Department to install recommended streetscape improvements along Pierce and Lamar Streets:</p> <ul style="list-style-type: none"> • <i>Lighting/Electrical</i> • <i>Irrigation</i> • <i>Street Trees/Landscaping</i> • <i>Streetscape Furnishings (benches/trash)</i> • <i>Concrete Sandblasted 'Create-Connect-Celebrate' Pavers</i> 	<p>CL</p>	Short-Term	If funding from outside sources is available to help supplement the first phase of the streetscape improvements, this will increase the number/type of amenities that can go into the preliminary streetscape installation. This is a high priority recommendation.
DS-2	<p>Encourage relationships with artists within the district to design and install custom art fence panels along the Pierce Street fence (north of Colfax), and in other appropriate locations where artistic fence screening would help beautify the district.</p>	<p>CL CC BI PD</p>	Short-Term	This project has the potential for grant funding for public art.
DS-3	<p>Promote district events and identity through a rotating banner program along major district streets (Colfax, Lamar, Pierce, Teller)</p>	<p>CL CC BI</p>	Mid-Term	Consider utilizing RMCAD student volunteers, youth poster contest or artist design submittals for rotating banner displays. Events like Muralfest would benefit from banners along Colfax advertising the event.
DS-4	<p>Coordinate with private property owners to install recommended streetscape enhancements as part of future redevelopment projects</p>	<p>CL PD</p>	On-Going	Encourage the implementation of streetscape improvements (benches, trash bins, bike racks) with new projects. Development of design guidelines for district streetscapes could help establish design intent for new projects.
DS-5	<p>Implement banner program on pedestrian lights along Lamar and Pierce Streets</p>	<p>CL BI</p>	Mid-Term	Work with 40W artists and RMCAD students to design banner art.



Intersection Enhancements

Number	Specific Action	Responsibility	Timeframe	Notes/Funding
IE-1	<p>Coordinate with Lakewood Public Works Department, the BID and CDOT (where necessary) to install recommended intersection improvements:</p> <ul style="list-style-type: none"> • <i>Painted Crosswalks</i> • <i>Banners</i> • <i>Planter Pots</i> • <i>Artistic Utility Box Enhancements</i> 	<p>CL CC BI</p>	Short Term	This is a high-priority project to help make an impact at key locations. Recommend City and BID, with local stakeholders, collaborate on a more detailed framework/work plan and funding approach for implementation of intersection improvements.
IE-2	Promote district events and identity through a rotating traffic signal banner program	<p>CL CC BI</p>	Short-Term	The banner program is relevant for intersections controlled and maintained by the City of Lakewood (rather than CDOT) and is a high-priority project.



Signage & Wayfinding -Streetscape Enhancements

Number	Specific Action	Responsibility	Timeframe	Notes/Funding
SW-1	Explore artistic enhancements of existing and new fences and walls in the district	CL CC BI	Mid-Term	
SW-2	Coordinate the placement and display of 40 West Arts District 11x17 maps in parks, trails and recreation areas within the district and in adjoining communities (Edgewater, Denver)	CL CC BI	Long-Term	
SW-3	Fund and Install primary and secondary gateway monuments along Colfax Avenue	CL CC BI	Short-Term	Conceptual gateway signage will need to be finalized by working with a signage fabricator (note: selected signage fabrication shop will need to utilize a structural engineer to determine the structural footing needed to support the gateways monuments). This is a high-priority project.
SW-4	Prioritize the phasing, funding and installation of the 40 West signage and wayfinding palette	CL CC BI	Mid-Term	Gateways, information kiosks and pedestrian signage are recommended as high priorities, and auto directional signage, private partner signs and secondary gateways are lower priority signage elements. Preliminary signage priorities can be used as a reference when determining how to fund and install the recommended signage palette. Recommend City and BID collaborate on a more detailed framework/work plan and funding approach for signage and wayfinding implementation. Pursue grants to help fund.
SW-5	Coordinate printing of the 40 West Arts District maps as vinyl wraps for utility boxes	CL CC BI	Short-Term	In addition to the 40 West Arts District map, other signage directional/distance information can also be exported as flat vinyl graphics and applied to existing utility boxes or other available surfaces (see signage location map to determine if opportunities exist to place signage information on existing district elements)
SW-6	Coordinate the creation of custom artistic patterns to be used for benches and trash bins within the District (building on the design of the 40W custom bench/trash punch, but giving artists the freedom to develop more unique punch ideas)	CL CC BI	Short-Term	












40W Arts Loop

Number	Specific Action	Responsibility	Timeframe	Notes/Funding
AL-1	Facilitate a discussion with stakeholders to determine the final preferred Arts Loop route and enhancement package. Weigh the differences between a more informally painted mural, versus a more formal paver-lined pathway system and determine the best course of action	CL CC BI	Short-Term	Reference the Indiana Cultural Arts Trail as an example of how a loop trail can encourage redevelopment and investment within a district. This is a high-priority project.
AL-2	Encourage community-created art murals along the Arts Loop (both for the length of the Arts Loop, as well as in identified Arts Loop intersections)	CL CC BI	Mid-Term	Consider the Arts Loop as a large-scale Arts installation (longest continuous arts experience in Colorado). Grant funds should be pursued for this high-priority project.
AL-3	Coordinate with private property owners to install Arts Loop enhancements as part of future redevelopment projects and with existing development	CL PD	On-Going	Enhancements could be part of negotiated site plans.
AL-4	Encourage community-created art along the arts loop, and at key district intersections. Community-created art can include: <ul style="list-style-type: none"> • <i>Painting of the linear Arts Loop, either in a solid color, or with mural-like artistic elements</i> • <i>Painting at Arts Loop intersections</i> • <i>Painting Planters</i> • <i>Community-Created Mosaic Tile Planter Pots</i> 	CL CC BI	Mid-Term	Coordinate with CDOT and Lakewood Public Works to ensure painted crosswalks adhere to their guidelines and installation recommendations.
AL-5	Identify significant cultural, historical, recreational and other unique amenities in 40 West Arts District to help delineate the final arts loop route	CL CC BI	Mid-Term	As the Arts Loop is finalized, consider having a portion of the 40 West Arts webpage related to the loop (or create a new page), so visitors to the District can learn about the loop or follow it by scanning the QR code at the bottom of the new District map.
AL-6	Create marketing and promotional materials (website, info card, poster, etc) for the Arts Loop	CL	Long-Term	Short-term to help describe the concept. This will be beneficial for fundraising and grant proposals (see 303 artway for example).



Tactical Urbanism

Number	Specific Action	Responsibility	Timeframe	Notes/Funding
TU-1	Create & install temporary signs along district streetscapes and the Arts Loop, and at the intersection of the Arts Loop with the W Line Bike Trail. Additional temporary signs could also be installed at district destinations such as the 40W Arts Gallery, the Lamar Street RTD Station and RMCAD.	  	Mid-Term	Temporary signs can be created using a custom 40West temporary sign graphic, or done in conjunction with the 'Walk Your City' initiative: www.walkyourcity.org
TU-2	Coordinate with artists to artistically repurpose the old RTD bus benches and place them throughout the 40W district.	  	Short-Term	
TU-3	Identify key opportunity sites for tactical urbanism projects within the 40 West Arts District	  	On-Going	Participants in the tactical urbanism workshop identified locations and ideas for incorporating community-created tactical urbanism projects in the 40 West Arts District (Mountair Park Farm, Lamar Station Plaza, 40 West Gallery outside area, etc)

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