The Study Area
Destination Connector

Legend:
- County border
- Station
- Half-Mile Buffer
- Transit Rail Line
- State Highways
- Freeways

Major Destinations within a mile of transit stations:
- Destinations

 Sources: City and County of Denver and City of Lakewood

January 14, 2011

Lamar Station

- ¼ mile from retail on Colfax Avenue, Rocky Mountain College of Art + Design, 40 West Arts Gallery
- ½ block from 110 unit Lamar Station Crossing development
- Located in historic Two Creeks neighborhood
- Neighborhood walk-up station
- Zoned for TOD
- Vision is to transform the station area into a small-scale, mixed-use area, focusing on arts and creative industries
The 40W Arts District Plan

40 WEST ARTS DISTRICT
URBAN DESIGN AND MOBILITY CONCEPTS
ADOPTED JANUARY 2012
- Core area anchored by RMCAD, Lamar Station, W. Colfax Ave
- Connect the parks with an Arts Loop
- Wayfinding Signage
- Streetscapes
- Mobility Improvements
- Public Art
What is Creative Placemaking?

"In creative placemaking, partners from public, private, nonprofit and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, city or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire and be inspired."

2010 Creative Placemaking Report, NEA
40W Placemaking Implementation Project

- Creative District Status – Create Visibility
- Public Sector Improvements
  - Lamar Street Sidewalks/Roundabout/Lighting/Art
  - Pierce Street Sidewalks
  - Colfax Signals – Facilitate Ped/Bike Access
- Private Sector Involvement
- Embrace Opportunities to Create Cohesive District
Signage and Wayfinding
Street Furnishings and Lighting
Tactical Urbanism
Progress

- January 2012 - Plan adopted as amendment to Lakewood Comprehensive Plan
- February 2012 – 40 West designated Emerging Creative District by State of CO
- April 2012 – DRCOG recognizes plan with Gold Award for Planning with Vision
- May 2012 – Approx. $1M CDOT funding secured for roundabout and sidewalks near Lamar Station (completed in 2014)
- June 2014 – 40 West officially Certified as a Creative District by State of CO (just 12 in state)
- December 2014 – Began 40W Implementation Project with Stakeholder Group
- Spring 2015 – WalkDenver/WALKscope Effort
- Ongoing – Investment in 40W plan implementation, events, collaboration, grants, etc
Conclusions

- In TOD areas with infrastructure and/or economic challenges, creative placemaking can help encourage walking
- Need destinations
- Collaboration/partnerships key
- Community involvement and champions essential
- Be creative with funding mix
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