



Lakewood
Full of Possibilities

Public Places, Private Messages:
How the First Amendment Shapes Street Art and
Advertising

Municipal Government Perspective



Rocky Mountain Land Use Institute

Designing for the Future: Building Enduring Value

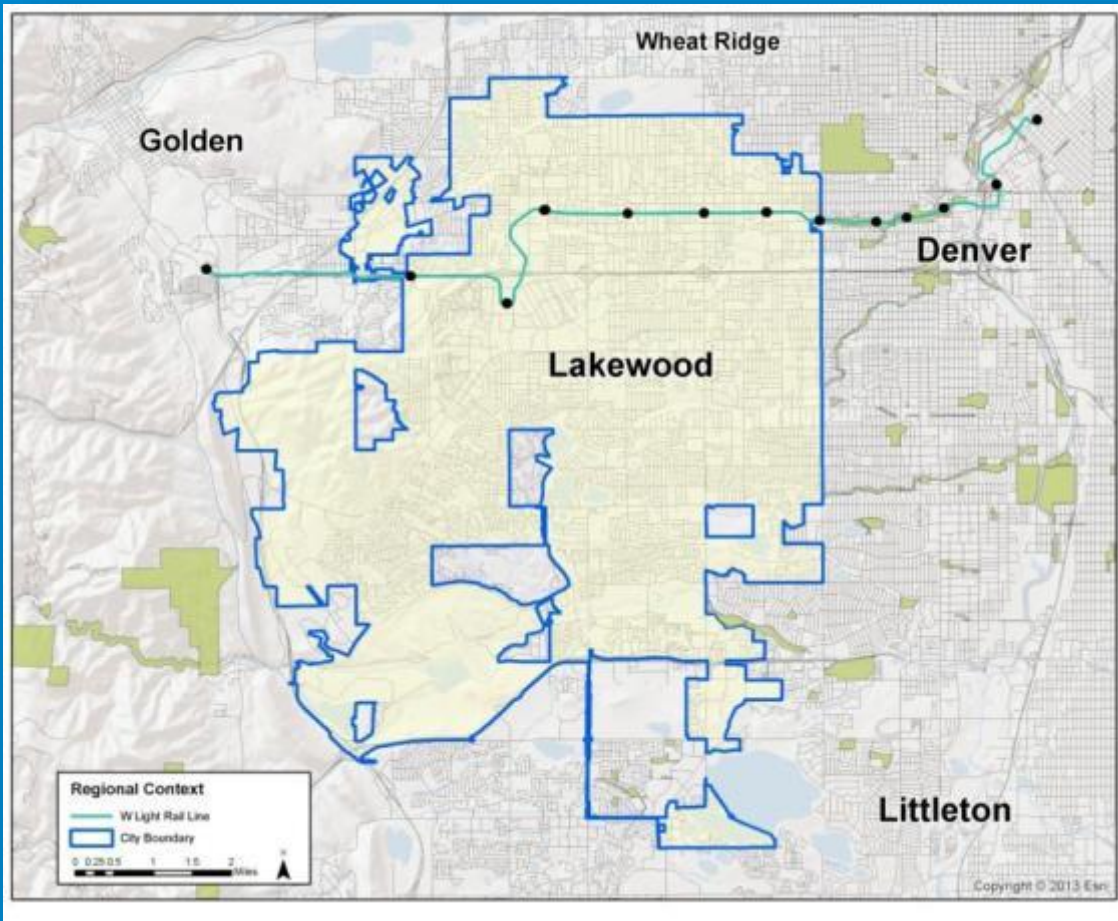
LAMAR STATION PLANNING 40 WEST ARTS DISTRICT + ARTLINE





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City of Lakewood



- Incorporated in 1969
- Population 155,070
- 44 square miles
- 66,388 housing units

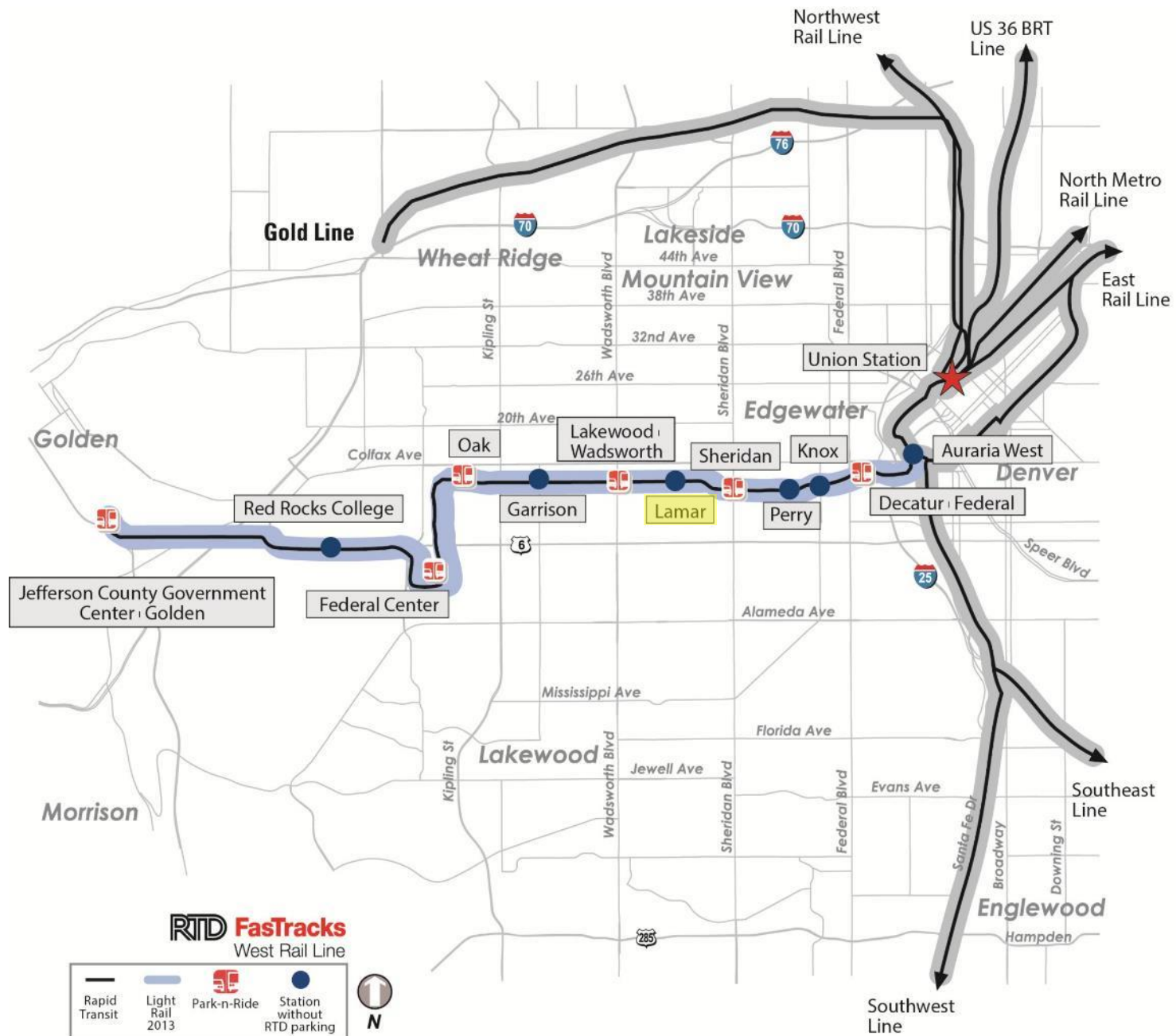


FasTracks Region-Wide

2004 voter approved
ballot measure
122 miles of new rail
18 miles of bus transit

West Corridor

12.1 miles
Opened April 2013
7 Lakewood stations



Lamar Station



- Located in historic Two Creeks Neighborhood
- Neighborhood walk-up station
- 1/4 mile from retail on Colfax Avenue, Rocky Mountain College of Art + Design, 40 West Arts galleries and studios
- 1/2 block from 110 unit Lamar Station Crossing development and 155 unit West Line Flats, with more development online
- Zoned for TOD
- Vision is to transform the station area into a small-scale, mixed-use area, focusing on arts and creative industries



Background + Adopted Plans

- 2006 - West Colfax Avenue Action Plan
- 2010 - Lamar Station Area Plan
- 2011/2012 – EPA Area Wide Brownfields Planning Grant/
40 West Urban Design and Mobility Concepts Plan
- 2012- City passed the torch to 40 West Champions + 40 West designated Emerging Creative District by State of CO
- 2014 - 40 West receives full Creative District certification
- 2016 – City and 40 West awarded major NEA Our Town Grant to create 40 West ArtLine



CITY OF LAKEWOOD

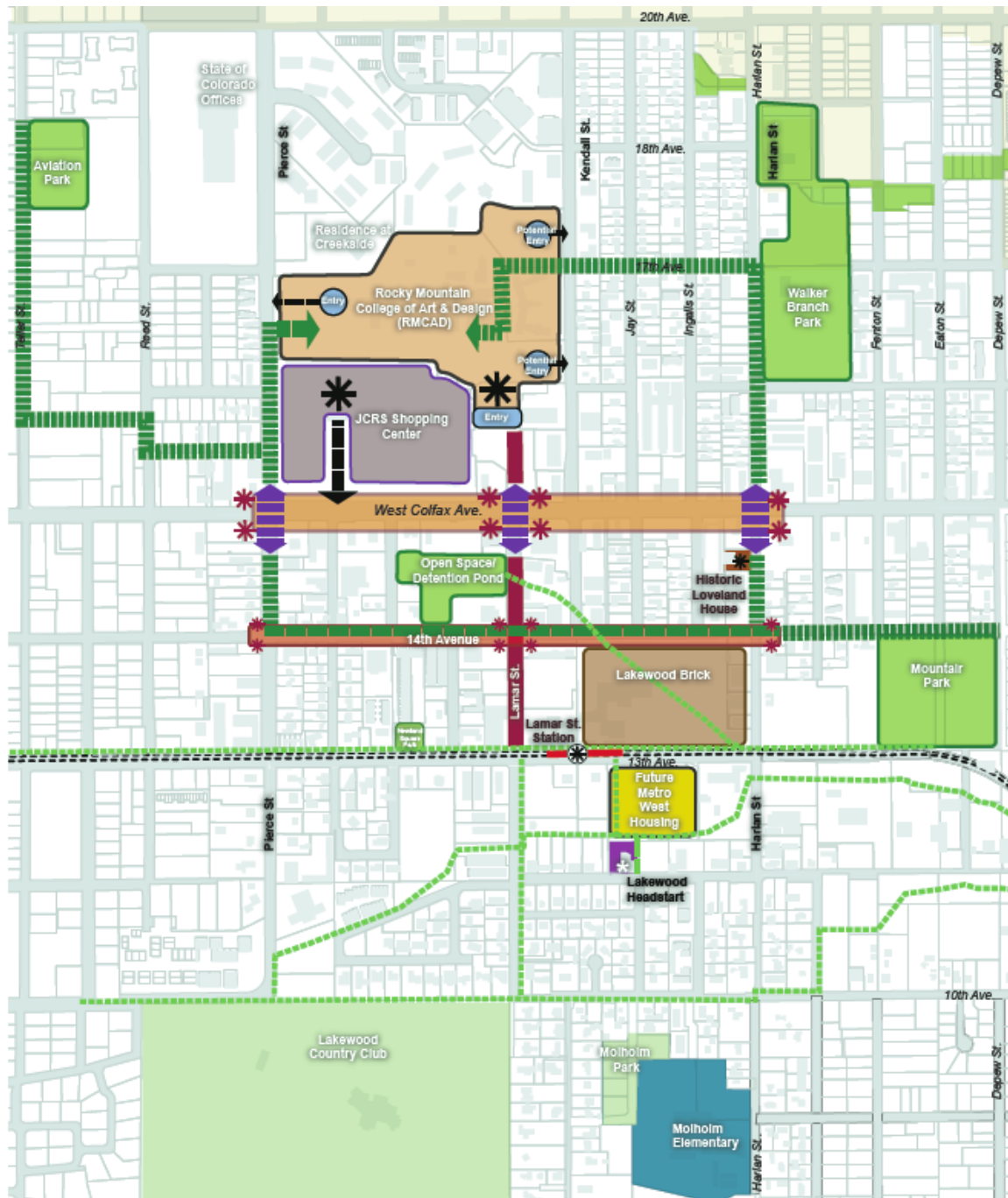


40 WEST ARTS DISTRICT

URBAN DESIGN AND MOBILITY CONCEPTS

ADOPTED JANUARY 2012





- Core area anchored by RMCAD, Lamar Station, W. Colfax Ave
- Mobility Improvements
- Streetscapes
- Wayfinding Signage
- Connect the parks with an Arts Loop (40 West ArtLine)
- Public Art



Mobility + Streetscape



Before



After



Before



After



Before



After



Before



After



Our Town Grant

The National Endowment for the Arts Our Town grant program helps transform communities into lively, beautiful and resilient places with arts at their core.

2016 Stats

Approximately 25% of applicants funded

Awards ranged from \$25,000 - \$100,000

Lakewood awarded \$100,000

Only Our Town Grant in Colorado





The 40 West ArtLine: Connecting people and places through an interactive walking and biking arts experience.



- ArtLine Route
- ArtLine Story Totems
- Kaleidoscope Crossings
- Art Ground Murals
- Game Ground Murals
- Park Art Sculptures
- Fence Art
- Interactive Sculptures
- Other Public Art





4-mile
ArtLine

Park Art
Sculpture

Interactive
Sculpture

Kaleidoscope
Crossing

Ground/Game/
Wall Mural

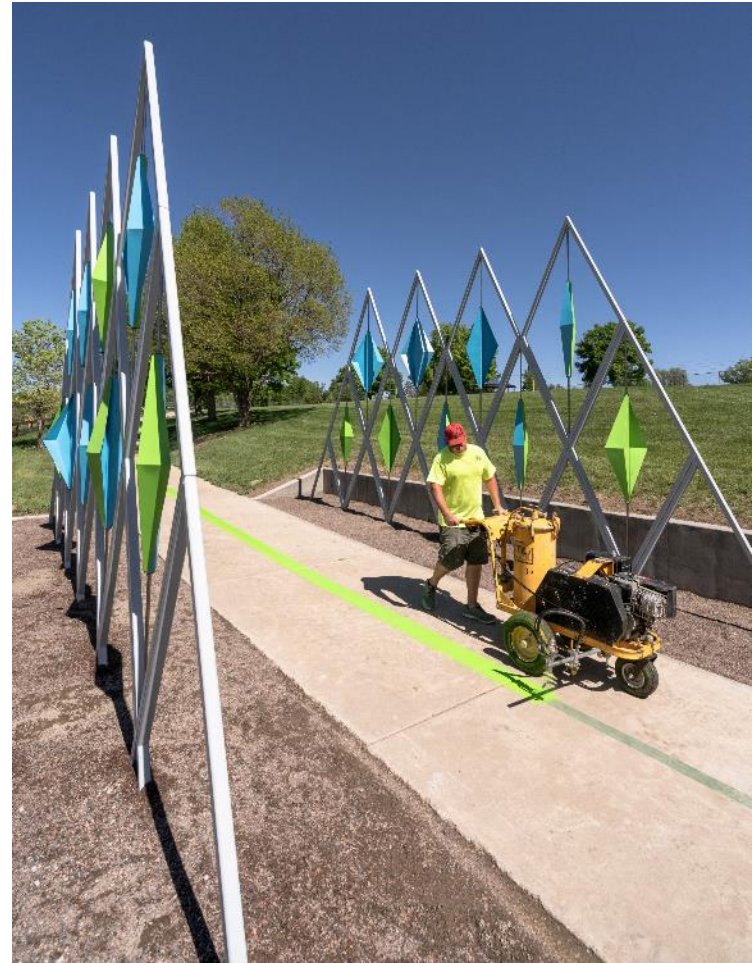
Fence Art

ArtLine
Story Totem

Box
Wrap Art

District Core
Galleries

Wayfinding: Signage + Green Line







Conclusions:

- Collaboration + partnerships between local government, arts non-profits, BID are key to success, both in creating and sustaining this kind of effort
- Community involvement, dedicated champions and artists are essential
- Be creative with funding mix
- Be bold!



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www.Lakewood.org/CommunityPlans
www.40WestArtLine.org

SIGN ORDINANCE UPDATE



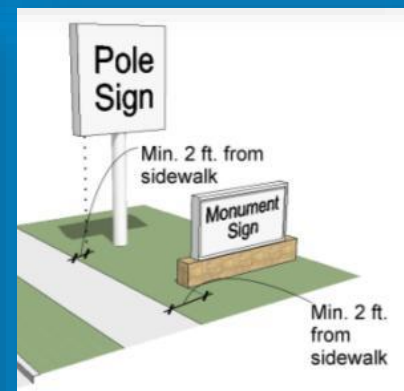
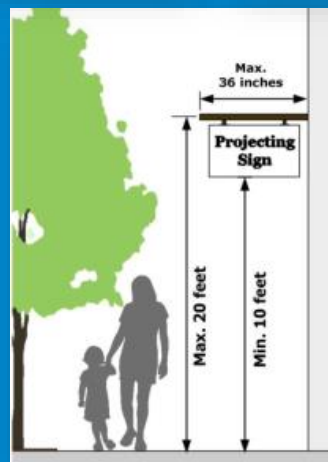
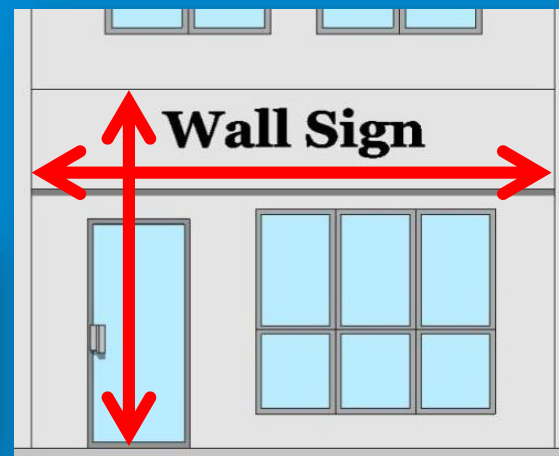
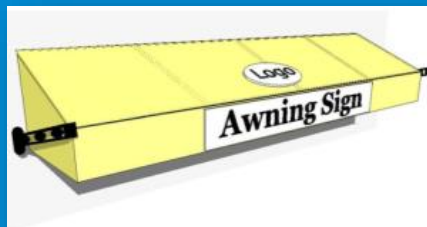
40 West Character





Standards by Sign Type

- Awning Signs
- Major Tenant Identification Signs
- Projecting Signs
- Wall Signs
- Freestanding Signs
- Digital Display Boards
- Menu Boards
- Temporary Signs
- Political Signs
- Special Event Signs
- Portable A-Frame Signs
- Construction Signs





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Prior to update...





Major Court Case

- Reed v. Town of Gilbert, AZ
 - Lawsuit where the church argued that the town's sign regulations were a violation of its First Amendment right to the freedom of speech.
 - In 2015, the US Supreme Court decided in favor of the church 6-3





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Purpose of Sign Ordinance

“...to provide standards that result in a reasonable balance between the right of an individual to exercise freedom of speech through signage, and the right of the public to be protected from the potential health impacts, safety hazards and visual blight that result from the unrestricted display of signs.”

Reasonable balance?



Sign Codes are actually
good for business





ROUNDHOG
DAY
THE MUSICAL
DANNY RUBIN TIM MURCHIN

"EXTRAORDINARY!
TRANSPORTS US
ON A WAVE OF HOPE."
COME FROM AWAY
A NEW MUSICAL
THE REMARKABLE TRUE STORY OF
THE SMALL TOWN THAT BELIEVED THE WORLD
COMEFROMAWAY.COM

THE HITS
Disney

CAMERON MACKINTOSH'S
NEW PRODUCTION OF
BOUBIL & SCHONBERG'S
MISS SAIGON
1 5 4 0 B

LG
ROADWAY

21
Forever 21

9-5-4
TOSHIBA

2017
TOSHIBA

AUDIENCE
TOSHIBA

OTDK

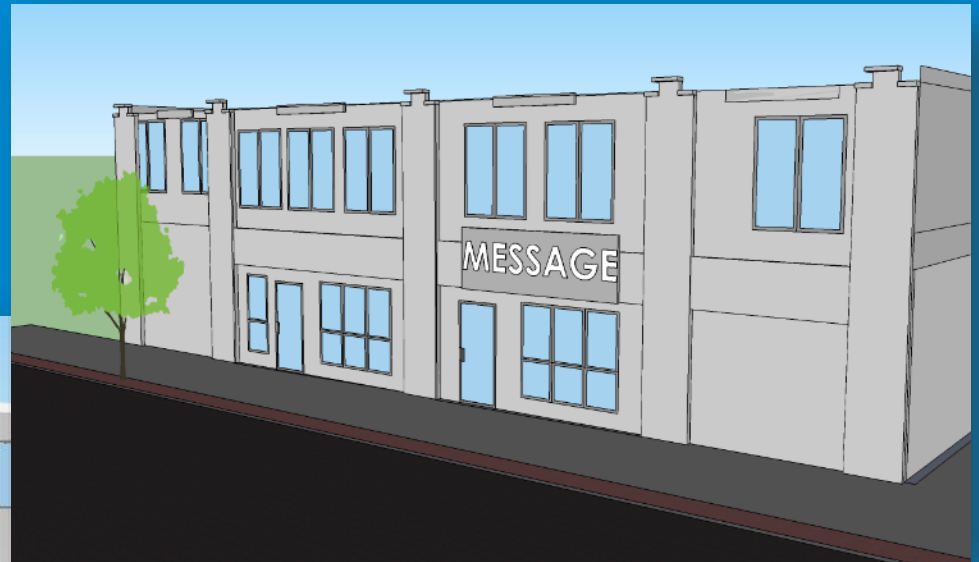
GRAPES





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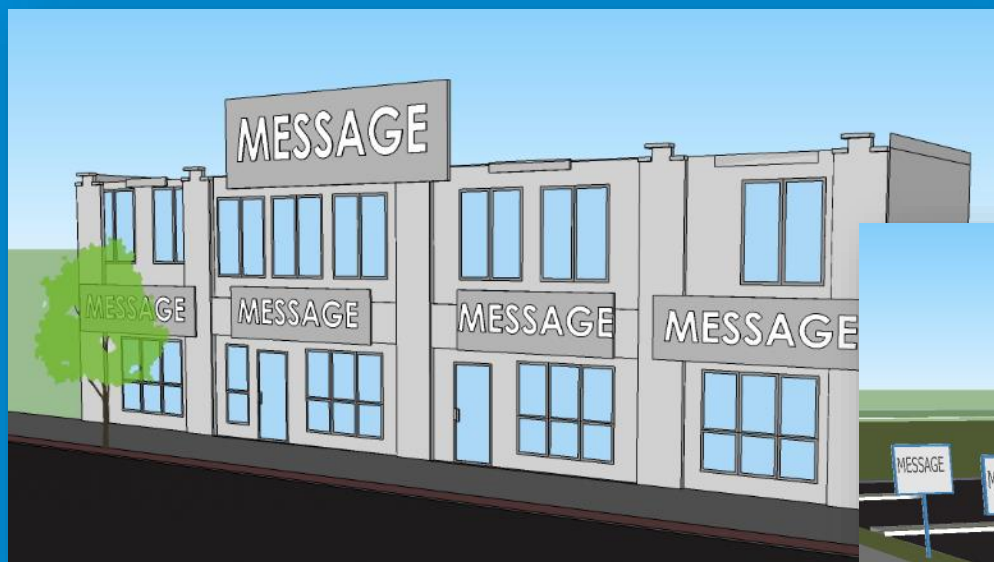
Ideal Message





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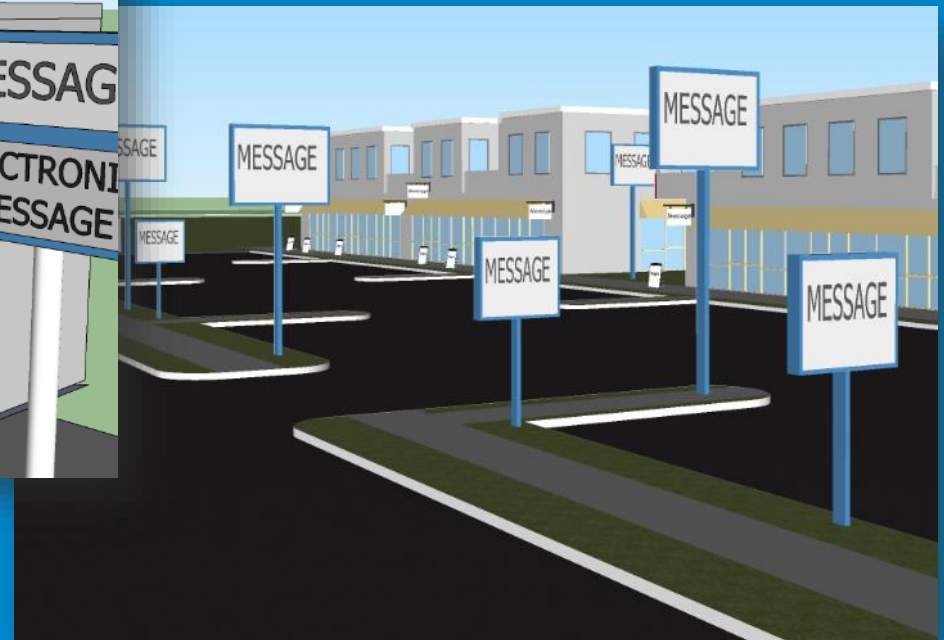
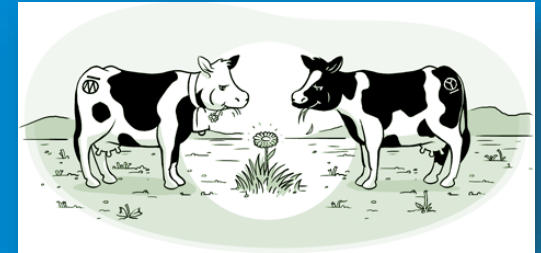
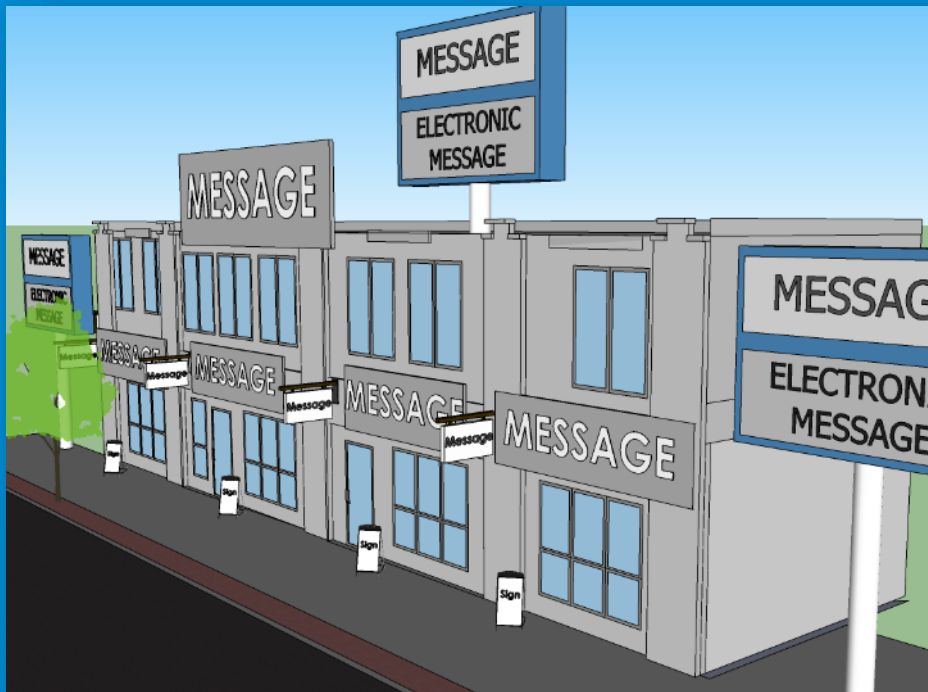
Next best thing...





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Tragedy of the Commons





Sign Ordinance Update Process

- Lakewood Resident Working Group
- Legal Review
- Review with 40 West Arts District, West Colfax Community Association and Lakewood Cultural Center
- Review by City staff
- 2 Study Sessions with the Planning Commission
- 3 Study Sessions with the City Council
- 2 Public hearings



Painted Wall Signs:

Table 17.9.13: Painted Wall Signs

Applicable Zone District	Maximum Number	Maximum Size per Sign Face	Maximum Height	Location
All zone districts except properties with single family and duplex uses	N/A	N/A	N/A	N/A

Supplemental Standards:

- a. Unless permitted as a Wall Sign, Painted Wall Signs shall not contain a business name, business logo or commercial message.
- b. Permits may only be issued to:
 1. Certified Public Arts District; or
 2. Governmental organization working on a public art project; or
 3. A Special District; or
 4. Registered Neighborhood Organization or similar community based organization.



Painted Wall Sign Definition:

A sign painted or applied on the side of a building that has no sign structure.

Sign Definition:

Any structure, which requires a temporary or permanent location, that has a visual display visible from the public right-of-way and is designed to identify, announce, direct or inform.



Why? Art is Art...

Works of art which in no way identify a specific business, business activity, or product are not considered a sign and shall be allowed. Signs that contain text or logos that portray a business or message suggestive of the on-site business shall not be permitted to constitute a sign, shall be counted as a sign, and shall be subject to the number and size of signs permitted. All signs shall comply with building height limits and setback requirements applicable to the property on which they are located.



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Complete Angler Mural



photo from *Municipal Lawyer*, Vol. 59 No. 1



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Arlington's Wag More Mural



photo from The Washington Post



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Blue Lion Mural

photo from
West Line Flats website





Conclusion & Lessons Learned:

- Explaining Gilbert v. Reed takes time.
- Commercial vs. non-commercial speech is nuanced and difficult to explain.
- Changes to the standards for political signs weren't popular.
- There's never enough sign area allowance.



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Thank You