

LAMAR STATION PLANNING

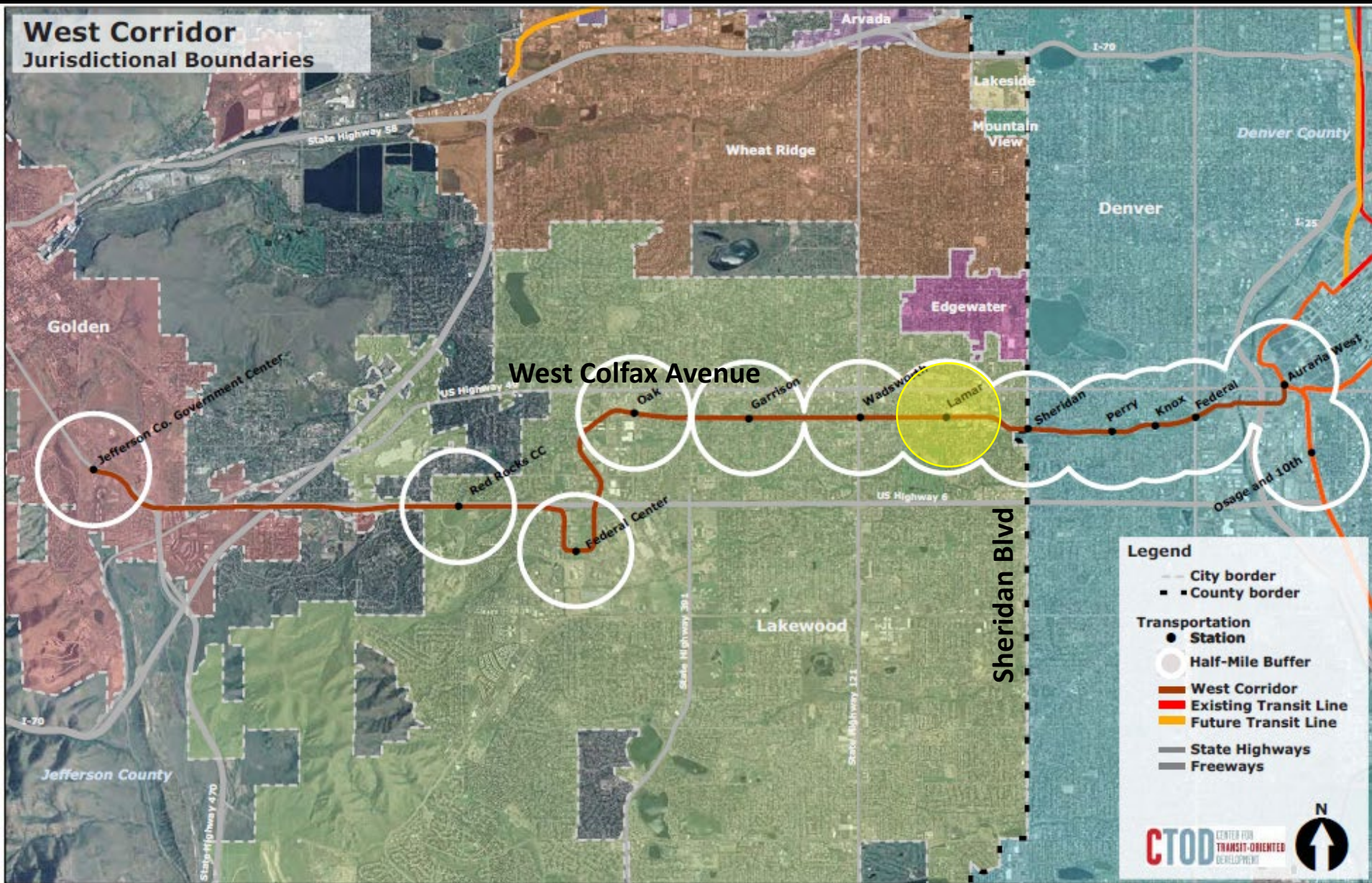
40 WEST ARTS DISTRICT + ARTLINE



LIFE CYCLE OF A PLAN

- Overall community vision plan (*Lakewood Comprehensive Plan*)
- Need identified for *Special Area Plan*
- Impacted stakeholder group develops *Plan* (with broad input)
- *Plan* adopted as *Comp Plan* amendment (typically...)
- *Special Area Plan* implemented and community vision becomes reality
- Additional planning may be needed to ensure long-term sustainability and success (especially if new development standards needed)

THE STUDY AREA



BACKGROUND + ADOPTED PLANS

- Lakewood Comprehensive Plan
- West Colfax Avenue Action Plan
- Lamar Street Station Area Plan
- 40 West Urban Design and Mobility Concepts Plan
- 40 West Placemaking Implementation Plan

LAMAR STATION

- Located in historic Two Creeks Neighborhood
- Neighborhood walk-up station
- ¼ mile from retail on Colfax Avenue, Rocky Mountain College of Art + Design, 40 West Arts Gallery and Studios
- Adjacent to new affordable and market rate apartment buildings
- Zoned for TOD
- Vision to transform the station area into a small-scale, mixed-use neighborhood, focusing on arts and creative industries



WHY AN ARTS DISTRICT?

“There is a growing body of evidence that **thoughtful investment in arts and culture initiatives can generate significant economic benefits for cities large and small**. Looking at data collected across numerous studies, along with the broad array of recent arts and culture plans and projects, one will likely conclude that the right strategy and implementation approach, whether initiated by the public sector or by private interests, can result in significant increases in property values, revenues, and jobs.” *ULI Report, 2011*

ECONOMIC ACTIVITY STUDY

OF METRO DENVER CULTURE SUMMARY

Economic Activity: \$1.9 Billion

▲ 8% increase over 2015

Metrics Based on 2017 data

Economic Impact: \$573M

▲ 12% increase over 2015

Jobs: 11,820 jobs

▲ 10% increase over 2015

Giving to the Arts: \$182.6M

▲ 3.5% increase over 2015

Attendance: 15M people

▲ 8.5% increase over 2015

Education Outreach: 4.3M children

▲ 8.5% increase over 2015

High Notes

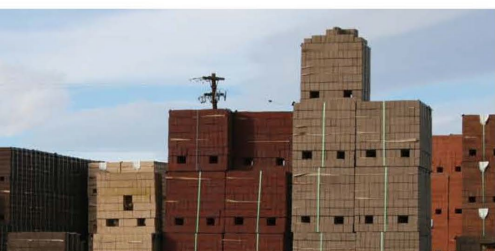
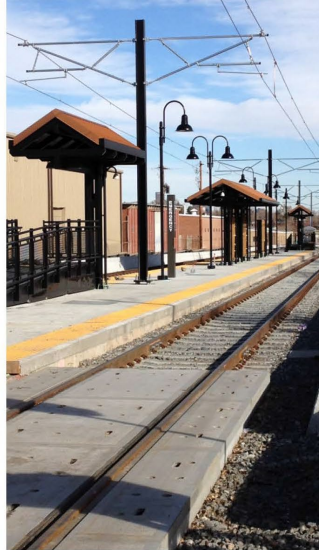
Denver metro area continues to see steady rise in economic impact from cultural tourists, reaching nearly \$400 million.

Employment in the arts sector (full-time, part-time and contract) reached an all-time high.

There was a 40% increase in capital spending in the arts between 2015 and 2017.

Since 1992, cultural attendance has increased at nearly twice the pace of Denver metro area's population growth.

On average, a cultural participant spends \$22.50 on non-ticket items per arts experience (CPI adjusted).



40 WEST ARTS DISTRICT

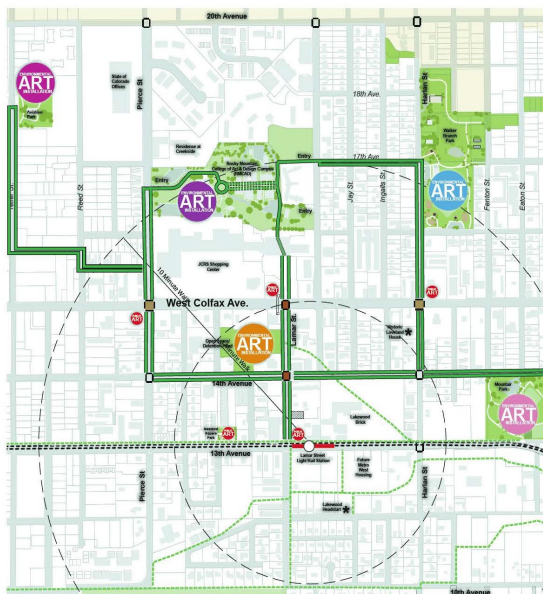
URBAN DESIGN AND MOBILITY CONCEPTS

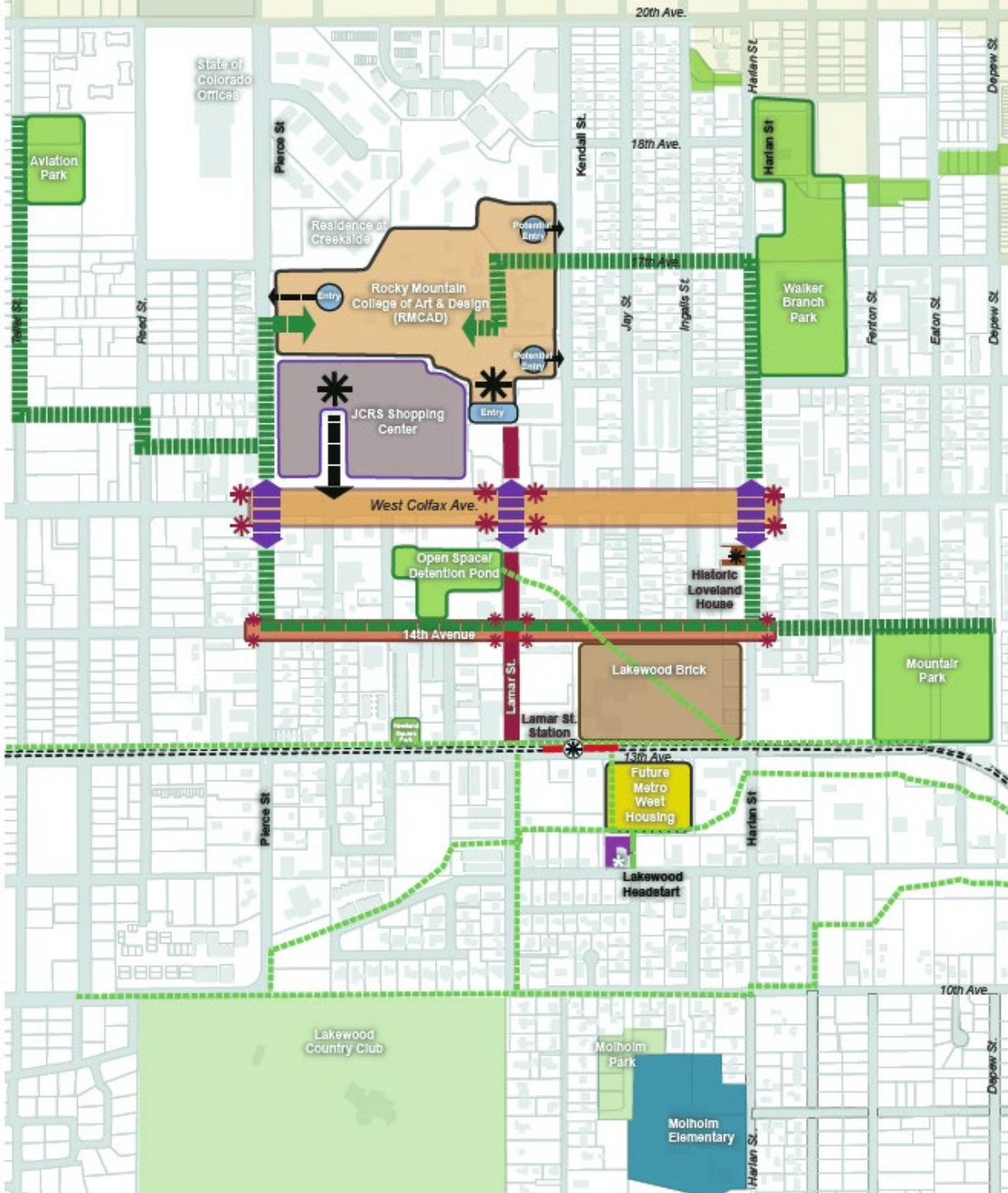
ADOPTED JANUARY 2012



ARTS DISTRICT!

CREATING. CONNECTING. CELEBRATING.





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

MOBILITY + STREETSCAPE



















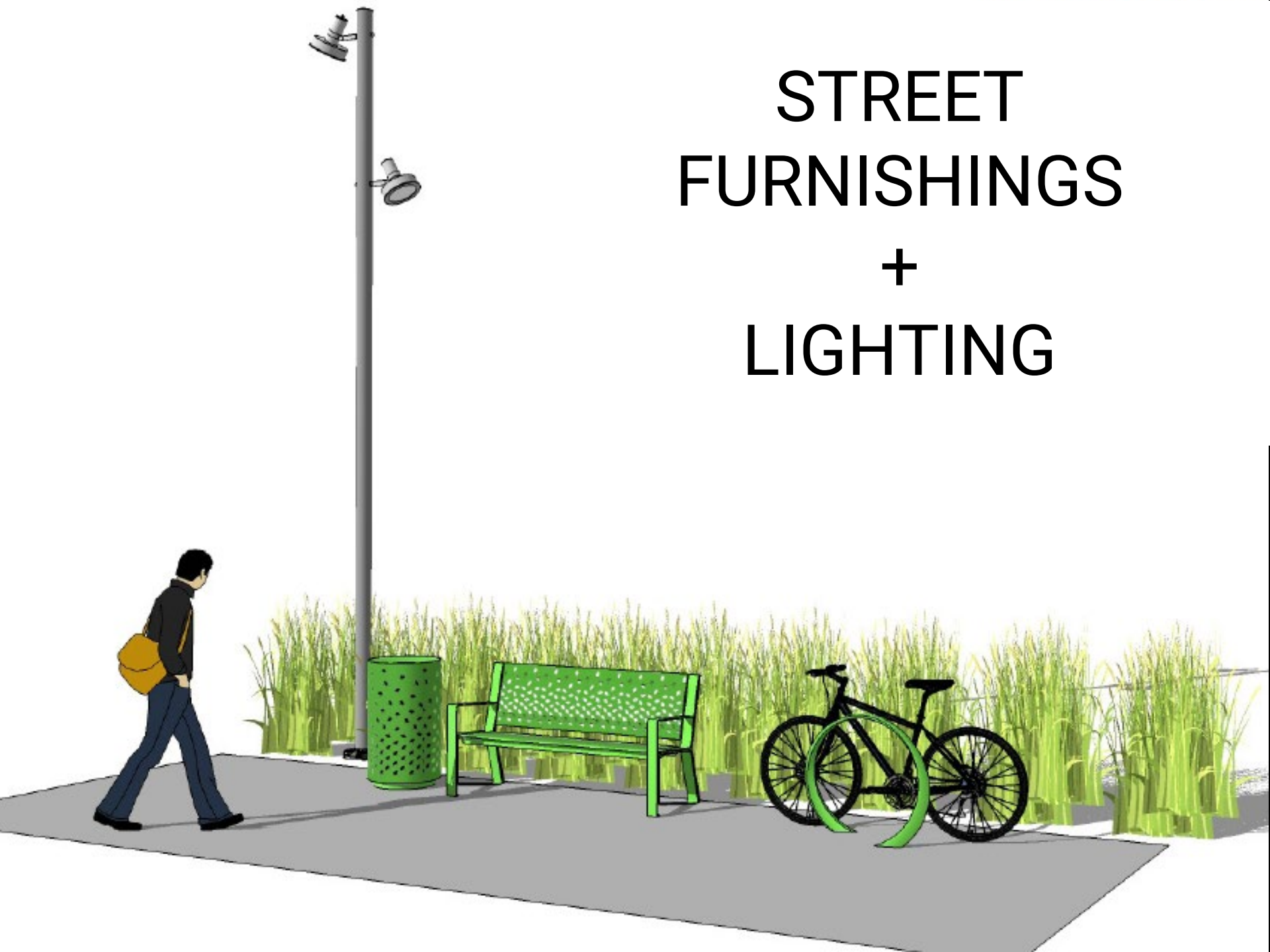
40W

PLACEMAKING IMPLEMENTATION PLAN



Project Overview Booklet
December 2015

STREET FURNISHINGS + LIGHTING





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*





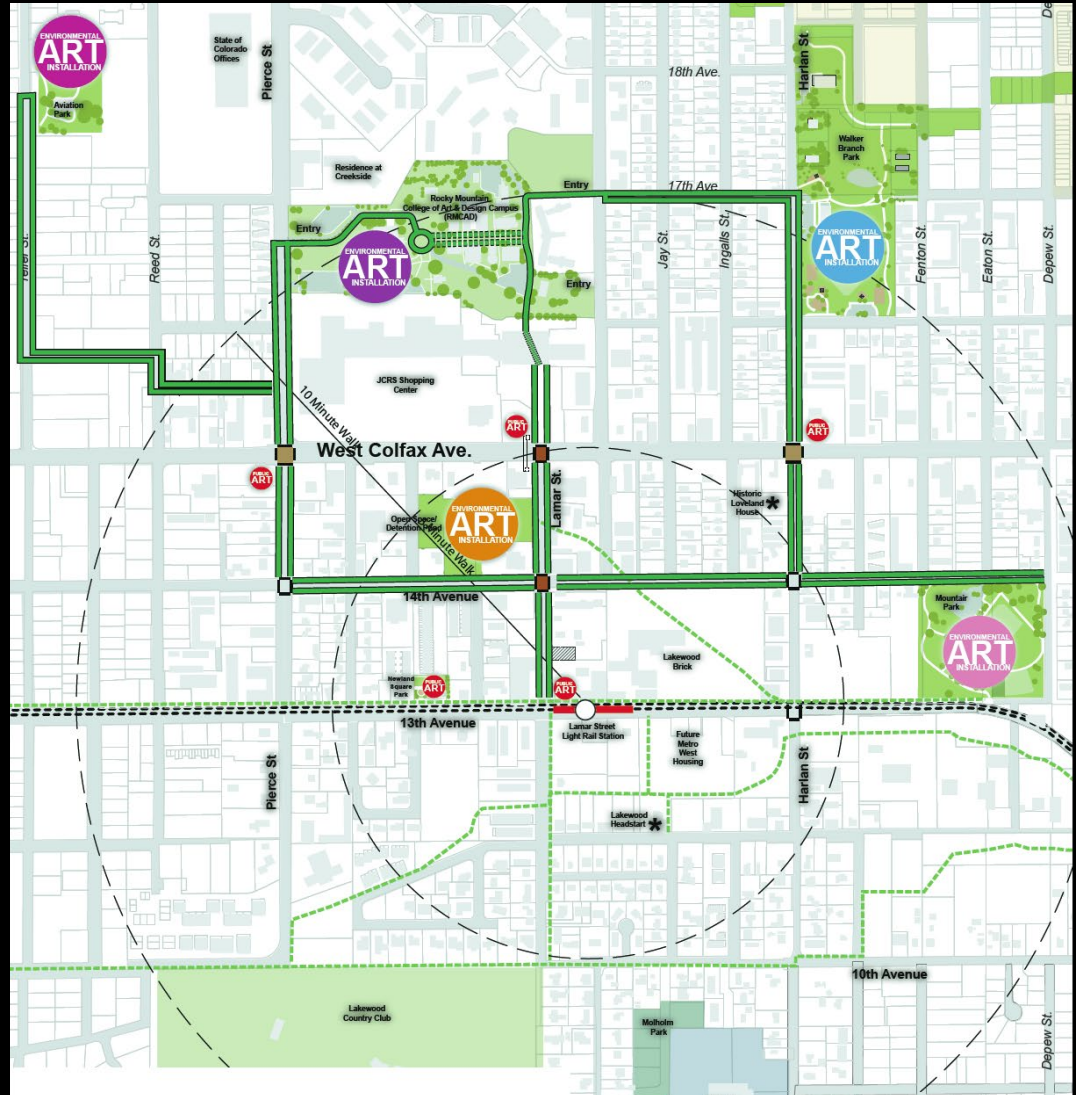








ARTS LOOP/PUBLIC ART





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.**

400	Survey Participants
6000	Postcard Mailings
50	Meetings and Community Events
100	ArtLine Committee Members
1	New Project Website + FB Page
338	Newsletter Subscribers
4	Miles of Green Line
63	Wayfinding Signs
6	Ped/Bike Count Locations
12	Property Owner Agreements
22	Artist/Fabricator Contracts
70	New Art Installations

WAYFINDING

1. Green Line
2. Signage



THE ART

1. Park Art
2. Sculptures
3. Fence Art
4. Ground Murals
5. Story Totems



EXPLORE ART OUTSIDE

Over 70 public artworks along the ArtLine! Learn more at 40WestArtLine.org

— 4-mile ArtLine Route

W Line Light Rail Station

District Core Galleries

S Interactive Sculpture

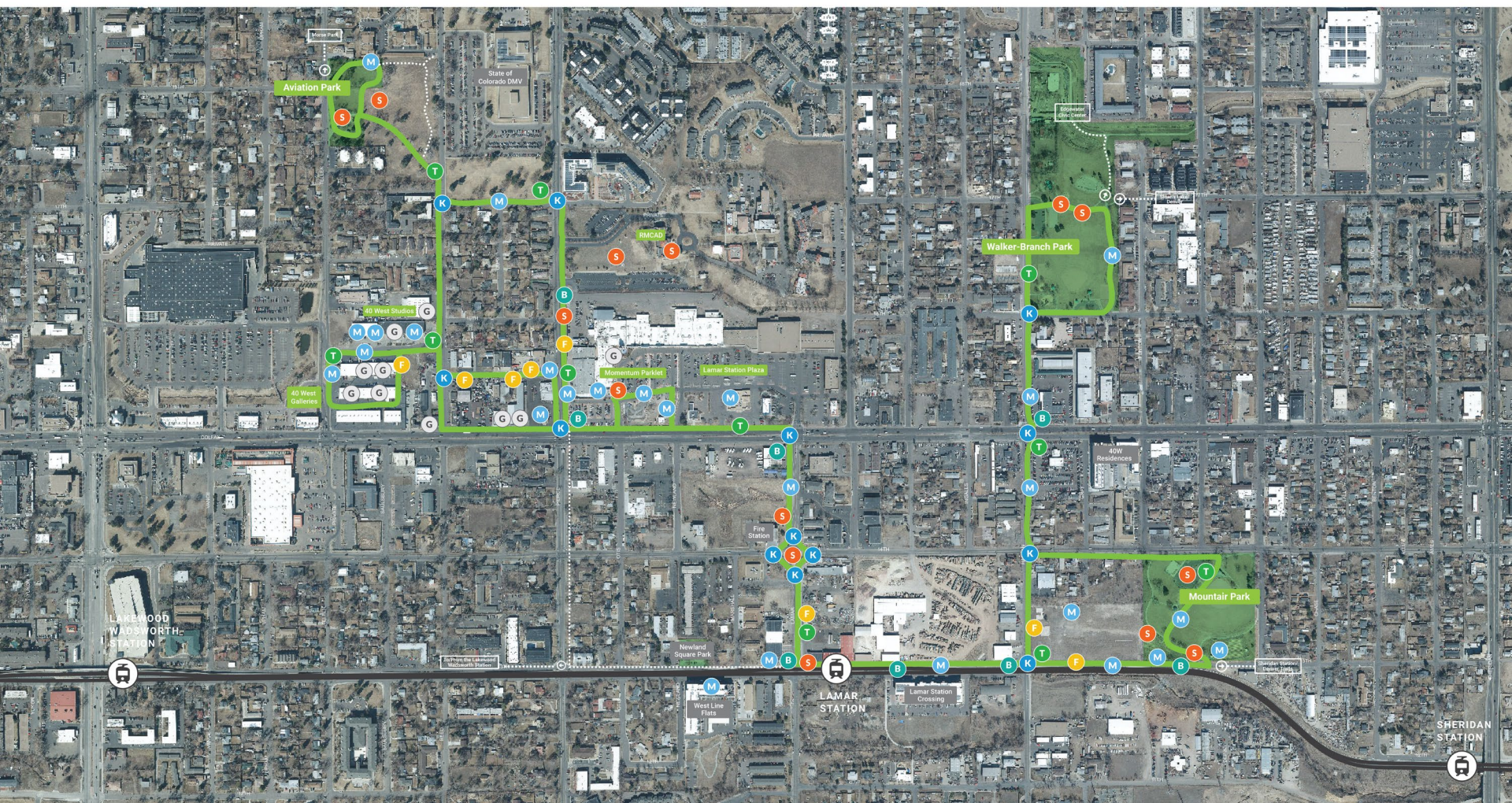
K Kaleidoscope Crossing

M Game/Ground/Wall Mural

F Fence Art

T ArtLine Story Totem

B Box Wrap Art





Name: Dermal Plate Gateway
Artist: PUNCH



Name: ArtLine Story Totems
Artist: Nestor Fedak



Name: Rainbow Road Chroma Code
Artist: Katy Casper



Name: The People in Your Neighborhood
Artist: NEXT Gallery



Name: Stegoskel
Artist: PUNCH



Name: Hidden Dinosaurs
Artist: Michelle Wolins



Name: Take Time
Artist: DAAS



Name: Davey Jones's Locker
Artist: Pirate: Contemporary Art



Name: Unearthed Plates
Artist: PUNCH



Name: Today is the Day
Artist: Yulia Avgustinovich



Name: Stranger Reduction Zone
Artist: Timothy Flood



Name: Mr. & Mrs. Birdy's Neighborhood
Artist: EDGE Gallery

Colfax revitalization

Sense of place and beautification

Economic benefits

Public health

Access to parks and the arts

National and local models

On a rating scale of 1 to 10, with 1 the lowest and 10 the highest, please rate your impression of the overall value of the ArtLine to our community.



Top 3 events respondents would like
to *attend on the ArtLine in 2019?*

1. Parties and pop-up events
2. Helping to create temporary art installations
3. Walking tours

SUMMER ALONG THE ARTLINE

40WestArtline.org/events



May 18

FARM FIESTA

11am-1pm
Mountair Park Farm
Farm activities, mural
painting & more.

July 13

HAUTE DOG

10am-12pm
Mountair Park Farm
An outdoor party &
ArtLine parade devoted
to our 4-legged friends
(& their keepers). Dogs
in costume encouraged.
Prizes awarded!

August 2

**ARTLINE COMMUNITY
ART AT FIRST FRIDAY**
6pm-9pm | 40W Gallery
Help create a 'love lock'
fence art installation on
the ArtLine.

June 7

COLFAX ART CRAWL: CIRCUS STREET PARTY

6pm-9pm | 40W Arts District
Outdoor celebration of circus
arts, acts & events.

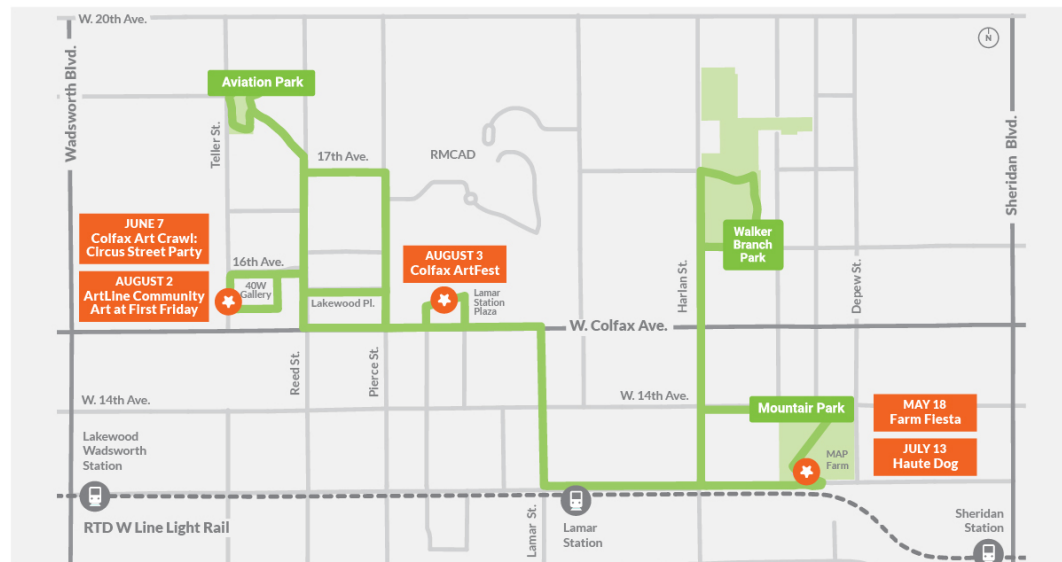
August 3

COLFAX ARTFEST

11am-9pm
Lamar Station Plaza
Art, music, beer garden,
trolley tours & a
celebration of the
creative momentum
of Colfax Avenue!

Summer Along the ArtLine Free Event Series

Located in 40 West Arts, a State-Certified Creative District



Visit the ArtLine Facebook page and 40WestArtline.org/events for specific details.



EXPLORE ART OUTSIDE
40W ARTS CREATIVE DISTRICT



HISTORY TOUR
ALONG THE 40 WEST ARTLINE

PROJECT RECOGNITION

- CBCA - 2019 *Business for the Arts Award*
- CODA Magazine – *Best Placemaking Project*
- 5280 Magazine – 2019 Top of the Town Editor's Choice Award: *Best Place to See Art in Denver*
- Downtown Colorado, Inc. - 2019 Governor's Award for Downtown in *Best Use of Public Space* Category
- West Colfax Community Association – *2019 Momentum Award*

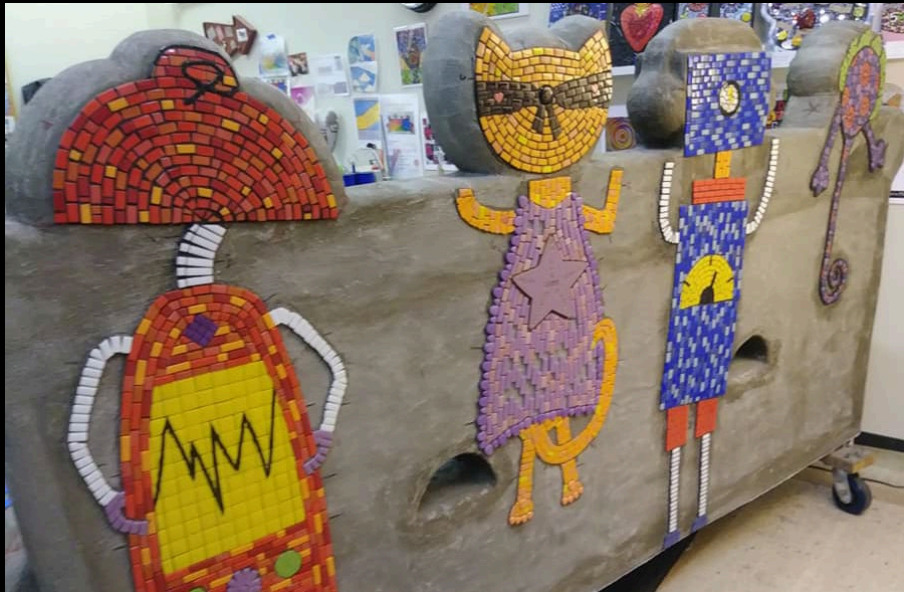
**NEXT STEPS:
MAINTENANCE**

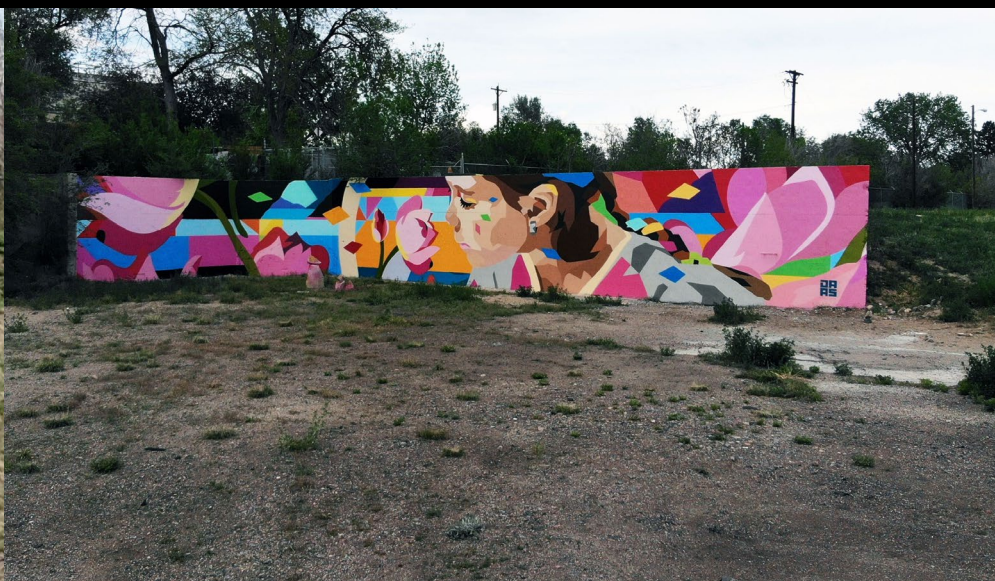


NEXT STEPS:
ART



Krystie Rose Millich









NEXT STEPS:

.....PLANNING



40WestArtLine.org

Follow the Facebook Page

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