



Jewell & Wadsworth

Specific Area Plan



City of Lakewood
Department of Community Planning & Development
Strategic Planning Division
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Jewell and Wadsworth Specific Area Plan

The Jewell and Wadsworth Specific Area Plan was prepared collaboratively by the City of Lakewood Strategic Planning Division, Business Owners and Managers, Commercial Property Owners, and Residents.

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Executive Summary

The Jewell and Wadsworth Specific Area Plan was developed through the cooperative efforts of business owners, commercial property owners, residents and the City of Lakewood. By working together, a vision has been established for the area and action steps identified to enhance the economic vitality of the area and to beautify the area.

The Jewell and Wadsworth Specific Area Plan is similar in format and scope to the City's plans for other transportation corridors such as West Colfax Avenue, West Alameda Avenue, Wadsworth Boulevard, and North Kipling Street. Each of these plans addresses the unique needs of the area within the overall citywide context of the Lakewood Comprehensive Plan. The Jewell and Wadsworth Specific Area Plan is an amendment to the Lakewood Comprehensive Plan. As such, the Specific Area Plan will guide future land use decisions and serve as a work program for the area.

The vision statement for the area sets the direction for future development and redevelopment and frames the action steps designed to achieve this vision.

VISION STATEMENT

The shopping area located at Jewell Avenue and Wadsworth Boulevard provides the residents of the area with small to medium size businesses which provide specialty goods and services and which serve the needs of the neighboring residents. In the future, the area should continue to provide a similar mix of businesses types and sizes, and the area should be clean, vital, well maintained, landscaped, and attractive.

Action Committee members identified many steps to achieve the vision for the area. Key steps include:

- Formation of a business association.
- Establishment of a grant program to revitalize and beautify businesses.
- Publication of a quarterly newsletter for businesses and residents.
- Assistance with the development of design and development guidelines.
- Assistance with the development of a comprehensive circulation and landscaping plan for the area.
- Scheduling clean up days.
- Assistance in addressing dumping problems in the area.
- Review and analysis of redevelopment and revitalization efforts to ensure consistency with the Plan.

Purpose of the Plan

The purpose of the Jewell and Wadsworth Specific Area Plan is to develop a vision for the shopping area located at this intersection and identify action steps to achieve this vision within the context of the entire City of Lakewood.

The Lakewood Comprehensive Plan sets forth general goals and policies for the City as a whole. Corridor Plans, Activity Center Plans, Neighborhood Plans and Specific Area Plans all serve to further refine the Comprehensive Plan while protecting and enhancing the unique characteristics of these areas. As an amendment to the Lakewood Comprehensive Plan, the Jewell and Wadsworth Specific Area Plan will be used to guide future land use decisions and serve as a work program for the area.

In developing the Jewell and Wadsworth Specific Area Plan, the City worked closely with business owners, property owners and residents in the area to identify issues, goals and a range of action steps designed to address the goals and needs of the area.

Existing Conditions

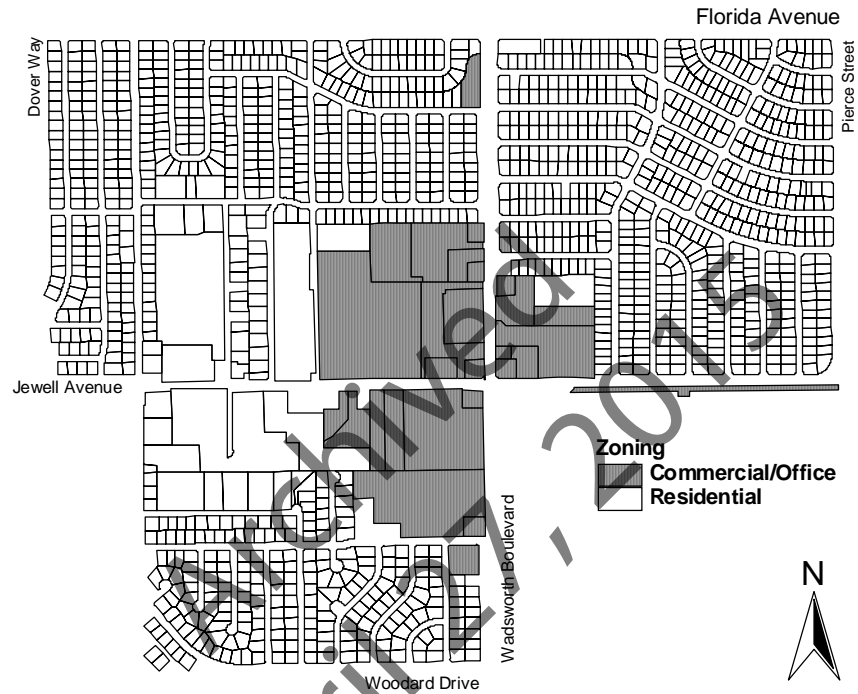
Land Use and Zoning

Map One identifies the boundaries of the plan area and current zoning. The vision statement, goals and action steps contained in the Specific Area Plan will apply to all commercially zoned property identified in this area.

Zoning in the area allows for offices and small to medium sized neighborhood and specialty retail stores. There are a number of “commercial planned developments” in the area which comprise a special zone district where the types of uses, required landscaping, size of buildings, etc. are specified in the Official Development Plan for that site. Additionally, there are several small-scale (buildings less than 70,000 square feet in size) 5C zone uses which are in keeping with the neighborhood serving character of the shopping area.

Map One

**Jewell and Wadsworth Specific Area Plan
Study Area and Existing Zoning**



Existing Physical Conditions

The Jewell and Wadsworth Specific Plan Area is comprised of three corners of commercially zoned properties located at the intersection of South Wadsworth Boulevard and West Jewell Avenue. As shown in the following photographs, many of the properties in the area have not had upgrades to façades, interiors, or landscaping in the last five to ten years. Studies have shown that shopping areas must receive these updates a minimum of every seven years in order to remain competitive and vital shopping areas.

Northwest Corner

The northwest corner of the area, includes two older commercial centers and several free standing commercial buildings. The types of uses include: home improvement, retail, pharmacy, personal care, sports/fitness, office, restaurant, and automotive.

This area exhibits older style architecture. Additionally, there is a lack of landscaping along the perimeter of the shopping area and within the parking areas. This lack of landscaping is not consistent with current City standards for landscaping.



Southwest and Southeast Corners

The southwest corner of the area includes three commercial centers and an indoor shooting range. Uses include: retail, personal services, restaurant, office, professional services, and banking.

The facades and landscaping at the King Soopers center were updated in the last three years.

The southeast corner of the area includes a restaurant and a small commercial center which has not been updated in the last five to ten years.



Northeast Corner

The northeast corner of the area includes one large commercial center and several freestanding commercial buildings. Uses in the area include: retail, banking, automotive, offices, and restaurants.

The commercial buildings along Wadsworth and Jewell are attractively landscaped and exhibit newer architecture.

The anchor store of the large commercial center is currently vacant. This portion of the commercial center and the adjacent parking lot are deteriorating.



Transportation System

Wadsworth Boulevard operates as a major north-south travel corridor in the Denver metropolitan area. As a Colorado State Highway and designated route on the National Highway Systems, the Colorado Department of Transportation controls access permits and jointly reviews the traffic impacts associated with proposed development and redevelopment along the corridor. The City of Lakewood, Jefferson County, the Colorado Department of Transportation, and the Denver Regional Council of Governments classify Wadsworth Boulevard as a Primary Regional Arterial. This classification is based on the regional and Citywide importance of Wadsworth Boulevard from a traffic operations standpoint and existing and projected traffic volumes.

West Jewell Avenue is an important east-west travel corridor in the City of Lakewood. It is classified as an arterial roadway in the City's Functional Plan.

Currently, the intersection of Jewell and Wadsworth is built out with respect to City Standards for arterial to arterial intersections. There are medians in place at all approaches to the intersection. There are no plans to make modifications to the intersection.

An analysis of accident data in this area indicates that the number of accidents at this location is comparable with similar intersections within the City of Lakewood. This indicates that the current configuration of the intersection is adequately meeting the vehicular and safety needs of the area.

In addition to providing regional vehicular access, Wadsworth Boulevard is also an important transit corridor. The Regional Transportation District's bus route 76 operates along the full length of Wadsworth Boulevard. Use of this route is one of the highest in the region. Total daily boardings average approximately 1,500 patrons.



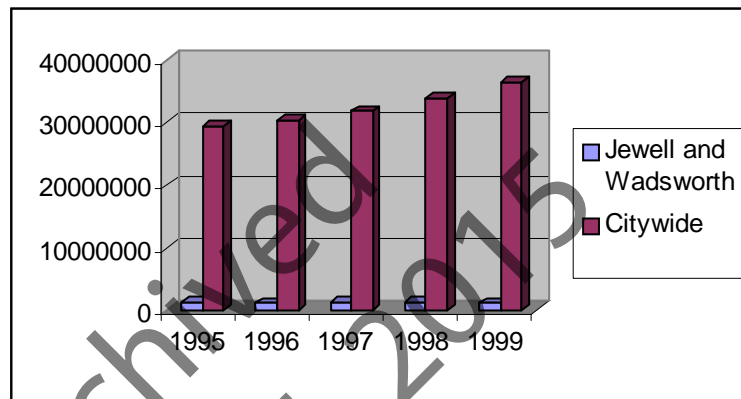
Wadsworth Boulevard looking south. Two travel lanes, right turn lane, and median.

Sales Tax

An analysis of sales tax revenues in the area indicates that revenues have been relatively stable with a slight decline over the last five years. While indicative a stable business environment, when compared to sales tax revenue throughout the City, the area is not growing at the same rate as retail sales throughout the City of Lakewood. This would suggest that the area's businesses could benefit from programs that encourage economic revitalization.

Chart One summarizes sales tax revenue collected in the area from 1995 through 1999.

Chart One
Sales Tax Revenue



Planning Process

The process used for developing the Jewell and Wadsworth Specific Area Plan is similar to the processes used by the City in developing plans for commercial corridors, activity centers, neighborhoods, and special areas. The planning process is one in which City staff members seek to educate residents and business owners about City programs and plans for facilities e.g., roads, community centers, etc. City staff members serve as facilitators for the development of the Plan. By serving as a facilitator, the end result is a plan that is developed by the residents and businesses in an area. As such, the plan represents the residents and businesses vision and ideas for the area.

The following is a summary of the activities that went into preparing the Jewell and Wadsworth Specific Area Plan.

Surveys

Surveys of residents, business owners/managers, and commercial property owners were undertaken as a key strategy to identify issues, vision and goals for the study area.

800 surveys were hand delivered to residents within the study area. Of these, 57 were returned to the City. This represents a seven percent response rate. In conducting mail based surveys, a response rate in the range of three to ten percent is typical.

150 surveys were delivered to business owners/managers and commercial property owners within the study area. Of these, 37 were returned to the City representing a twenty-five percent response rate.

Public Meetings

Involvement of residents and businesses in the development of the Jewell and Wadsworth Specific Area Plan was considered to be tantamount to the development of a plan that accurately represented the views, ideas and concerns of these groups.

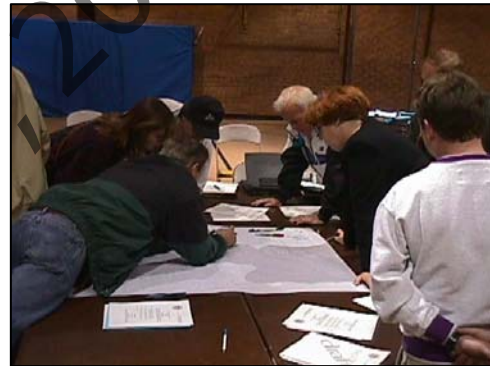
Two open houses were held to provide information about the planning process, survey results and draft plan. The purpose of the first open house was to provide information about the planning process and various City programs and similar planning efforts. Attendance at the first open house was light with approximately 15 people in attendance. The purpose of the second open house was to provide information about the draft Specific Area Plan and to receive additional input on the Plan. Attendance at the second open house was much greater with approximately 45 people in attendance. At both open houses, Lakewood staff members were available to answer questions about the planning process, the study area, and to hear concerns and ideas.

Five Action Committee meetings were held as a way to develop action steps for inclusion in the Specific Area Plan. Committee membership was open to all residents, business owners/managers, and commercial property owners. Action Committee members worked with City staff members to develop the vision statement, goals and action steps. Attendance at the Action Committee meetings ranged from 9 to over 40 people per meeting. The topics of the meetings

included: land use and appearance, transportation and communication, economic development, prioritization of action steps, and organization for presentation of the Plan to Planning Commission and City Council.

Newsletters

Five newsletters were published and mailed to all residents, businesses, and commercial property owners in the area as a means to ensure that everyone in the Study Area was informed about the planning process. The newsletters contained information about the planning process and the draft vision statement, goals and action steps. The newsletters also served to provide notice of Action Committee meetings, Open Houses, and public hearings.



Issues

Six main issue areas were identified from responses to the surveys and by people who attended the open houses and Action Committee meetings. The issues included the following:

- Revitalize and beautify the area.
- Protect the existing mix of small and medium sized businesses.
- Establish effective communication between the City, businesses and residents.
- Organize businesses to protect and promote their interests.
- Address specific site concerns e.g., trash, parking lot maintenance and circulation, vacancies, etc.
- Clean up trash being dumped in the area.

These six issues formed the basis of the vision statement for the area and allowed for the development of goals and action steps designed to achieve the Vision for the area.

Vision Statement

A vision statement is an important element of a plan. The vision statement sets the direction for future development and redevelopment, articulates the desires of the people who live and work in the area, and provides the framework for specific action steps designed to achieve the vision.

The vision statement for the shopping area located at Jewell and Wadsworth was developed through survey responses to the question “What do you want the area to look like in 20 years?” The initial draft vision statement was further refined by work of the Action Committee members. The purpose of the vision statement is to set the direction for the future development and redevelopment of the area.

VISION STATEMENT

The shopping area located at Jewell Avenue and Wadsworth Boulevard provides the residents of the area with small to medium size businesses which provide specialty goods and services and which serve the needs of the neighboring residents. In the future, the area should continue to provide a similar mix of businesses types and sizes, and the area should be clean, vital, well maintained, landscaped, and attractive.

Goals and Action Steps

Goals and action steps were developed from survey responses and by the members of the Action Committees. In developing specific action steps, the Action Committee members worked with City staff members and aerial photographs of the area. Action Committee members identified problem areas and proposed solutions in light of the information provided by the City staff members.

Action steps were prioritized within the broad categories through the use of a written exercise that required participants to compare all action steps within a given category against each other. The results were totaled for action steps and the steps were ranked accordingly.

Upon adoption of the Jewell and Wadsworth Specific Area Plan, City staff will work with the residents, business owners, and commercial property owners in implementing the identified action steps. While some of the identified action steps may be able to be implemented using current City funds, many action steps will require the use of other funding sources in order to be implemented, or will be the responsibility of private property owners. As the Plan is implemented, funding sources will be identified and applications made as appropriate. Table One summarizes potential funding sources and programs.

Table One
Potential Funding Sources and Programs

City of Lakewood Capital Improvement and Preservation Program

- Sidewalks/Bike Paths
- Right of Way Landscaping Program
- Comprehensive Plan Implementation - Arterial Corridors
- Neighborhood Participation Program

City of Lakewood Economic Development Division

- Matching Grant Programs
- Small Business Administration Loans
- Job Training Grants
- Seminars, Information, Site Information, Referrals

Small Business Development Corporation

- Training Grants
- Business Assistance

West Chamber Serving Jefferson County

- Business Assistance

Other Sources and Programs

- Creation of Business Improvement District or Maintenance District
- Jefferson County Open Space Funds
- Urban Drainage and Flood Control District
- Colorado Lottery Proceeds
- Great Outdoors Colorado (GOCO)
- Private Property Owners
- Business Owners

Goals and Action Steps for the Jewell and Wadsworth shopping area are provided in the next eight sections. The goals and action steps are presented in eight categories including:

- **Land Use**
- **Appearance**
- **Landscaping**
- **Transportation**
- **Economic Development**
- **Communication**
- **Public Safety**
- **Review of the Specific Area Plan**



1. Land Use

GOAL

1. Maintain existing mix of small and medium sized commercial businesses and offices that provides specialty type services.

ACTION STEPS (in order of priority)

RANK	ACTION STEP	TIMING	RESPONSIBILITY
1.	Support the retention of existing zoning on commercial properties and discourage higher intensity commercial uses. Discourage large scale (greater than 70,000 square feet) 5C land uses, industrial land uses, and additional mini warehouses.	Immediate/On going	Lead: DR Support: SP, ED, B, CPO, R
2.	Work with property owners to identify additional commercial uses that would fit with the area e.g., sit-down restaurants, childcare facilities, skateboard facility.	1-2 years	Lead: SP Support: ED, B, CPO
3.	NE Corner: Research potential to have youth facilities or senior center at the old Safeway site.	1 year	Lead: SP Support: CR
4.	Buffer residential areas from business uses. Maintain vitality of neighborhoods adjacent to the shopping area.	Immediate/On going	Lead: DR Support: SP, B, CPO
5.	Do not allow big box stores in the area e.g., stores greater than 70,000 square feet.	Immediate/On going	Lead: DR Support: SP, B, CPO

SP=City Strategic Planning, DR=City Development Review, Codes=City Code Enforcement, ED=City Economic Development, Arts=Lakewood Arts Council, PW=City Public Works, PD=City Police Department, CR=City Community Resources, CDOT=Colorado Dept. of Transportation, UDFCD=Urban Drainage and Flood Control District, B=Business Owner/Manager, CPO=Commercial Property Owner, R=Resident

2. Appearance

GOALS

1. Update buildings, signs and landscaping.
2. Encourage building maintenance and upgrading.
3. Beautify the area by cleaning up garbage and debris.
4. Enhance the identity of the area.

ACTION STEPS (in order of priority)

RANK	ACTION STEP	TIMING	RESPONSIBILITY
1.	NE Corner: Reconfigure, landscape, and repave parking lots. Work with businesses and property owners to improve exterior appearance.	1-2 years	Lead: SP Support: ED, DR, B, CPO
2.	NW corner: Work with businesses and property owners to install landscaping, clean up trash behind building, resurface driving and parking areas, and reconfigure parking lots.	1-2 years	Lead: SP Support: Codes, ED, DR, B, CPO
3.	Proactively enforce building and zoning codes. Use these codes to address current deficiencies.	Immediate/ Ongoing	Lead: Codes Support: SP, ED, B, CPO
4.	Research feasibility of developing/enacting a building maintenance code.		
6.	Schedule a clean up day for the area to include commercial areas and gulches.	Immediate/ Annually	Lead: SP and Codes Support: B, CPO, R
7.	Identify street furniture and banners that could serve to enhance the identity of the area e.g., benches, trash cans, pedestrian lights, banners, etc.	1-2 years	Lead: SP Support: CR, B, CPO
8.	Form a committee to develop design guidelines for the area. Guidelines should respect the individual character of area businesses and buildings.	Immediate Complete within 1 year	Lead: B, CPO Support: SP, CR, DR
9.	Develop sign standards to ensure that business signs on the street are attractive and up to date.	Immediate Complete within 1 year.	Lead: B, CPO Support: SP, DR, ED
10.	Repaint buildings located at Southeast corner of area.	1-2 years	Lead: CPO, B Support: SP, ED
11.	Consider implementing murals on back of buildings that are adjacent to housing.	2-5 years	Lead: SP Support: CR, Arts, B, CPO, R

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3. Landscaping

GOAL

1. Beautify the area through the use of landscaping.

ACTION STEPS (in order of priority)

RANK	ACTION STEP	TIMING	RESPONSIBILITY
1.	Research the feasibility of using City Right-of-Way funds to implement landscaping in the study area.	Propose project for 2001-2006 CIPP	Lead: SP Support: PW, B, CPO, R
2.	Work with property owners to develop a comprehensive landscaping plan for the area that increases interior lot landscaping, increases perimeter landscaping at all commercial properties in the area and buffers these areas from adjacent neighborhoods. Discourage the use of rock and encourage the use of drought tolerant plant materials.	Guidelines to be complete within 1 year	Lead: SP Support: DR, B, CPO, R
3.	Schedule tree plantings for the area. Incorporate irrigation needs.	2-3 years	Lead: SP Support: CR, B, CPO

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4. Transportation

GOALS

1. Maintain the regional serving character and function of Wadsworth Boulevard.
2. Maintain the city serving character and function of Jewell Avenue.
3. Facilitate pedestrian and bicycle travel through and within the area.
4. Enhance bus stop amenities.

ACTION STEPS (in order of priority)

RANK	ACTION STEP	TIMING	RESPONSIBILITY
1.	Develop a comprehensive access plan for businesses in the area to improve internal transportation circulation.	2-3 years	Lead: SP Support: PW, DR, B, CPO,
2.	Restripe Wadsworth at Front Range Lumber, add left turn lane to improve access into Front Range Lumber.	1-2 years	Lead: PW Support: CDOT, SP, B, CPO
3.	Front Range Lumber and Standard Interiors to coordinate access in the area of their businesses.	1 year	Lead: B, CPO Support: PW, SP
4.	Incorporate Sanderson Gulch into the Area by enhancing appearance and bike and pedestrian connections.	1-5 years	Lead: PW Support: UDFCD, SP, DR
5.	Extend bike path that exists to the west of Wadsworth on Jewell.	1-5 years	Lead: CR Support: SP, PW, B, CPO, R
6.	Improve all bus stops. Install privately provided bus stop shelters at existing bus stops.	1 year	Lead: SP Support: B, CPO
7.	Complete sidewalk system in the area.	1-5 years	Lead: PW Support: SP, CR, B, CPO
8.	Work with property owners regarding any potential widening of Wadsworth Boulevard e.g., communicate effectively, provide mitigations as necessary, etc.	Immediate/ Ongoing	Lead: PW Support: SP
9.	Improve access to the storage area on Jewell Avenue.	1 year	Lead: B, CPO, PW Support: SP
10.	Use speed trailer to address speeding problem on Jewell.	Immediate/ Ongoing	Lead: PW Support: SP
11.	Work with residents in the neighborhoods adjacent to the area to address perceived speeding problems.	Immediate	Lead: PW Support: SP

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5. Economic Development

GOALS

1. Enhance the economic vitality of the area.
2. Facilitate full leasing of area buildings.

ACTION STEPS (in order of priority)

RANK	ACTION STEP	TIMING	RESPONSIBILITY
1.	Implement a grant program for area businesses that is similar to the Alameda Gateway Grant Program to assist business owners and commercial property owners in revitalizing and beautifying their businesses and properties.	Immediate/ Projects within 1 year	Lead: ED Support: SP, B, CPO
2.	Facilitate the formation of a merchants group.	Immediate	Lead: B, CPO Support: SP, ED
3.	Redevelop the old Safeway complex.	1-2 years. If no activity at that point, revisit methods of redevelopment	Lead: CPO, B Support: ED, SP
4.	Keep tenants who are currently in the old Safeway complex in the area. Encourage existing tenants of all properties to remain in the area.	1-2 years	Lead: CPO, B Support: ED, SP
5.	Work with property owners re: leases and allowable uses. Research feasibility of modifying leases to add and/or move uses. Utilize City's real estate database to facilitate full leasing of area buildings.	1-5 years	Lead: ED, CPO, B Support: SP
6.	Assist in developing joint marketing materials for the area e.g., a marketing directory for the area.	1 year	Lead: B, CPO Support: ED, SP

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6. Communication

GOALS

1. Effectively communicate with area businesses and residents regarding City programs and policies.
2. Enhance communication between businesses and commercial property owners.

ACTION STEPS (in order of priority)

RANK	ACTION STEP	TIMING	RESPONSIBILITY
1.	Communicate to businesses regarding City policies, programs and other issues such as trash pickup.	1 year. Information should be distributed quarterly.	Lead: SP Support: Codes
2.	Facilitate communication between businesses and commercial property owners regarding vision for the area and the need to be proactive in building maintenance and redevelopment.	1 year/ Ongoing	Lead: SP Support: ED, DR
3.	Publish a newsletter for residents and businesses regarding the future of the area.	Begin in 2000 Issues to be distributed quarterly.	Lead: SP Support: ED
4.	Continue to meet with residents and merchants to discuss future of the area and ideas for the area.	Immediate/ Use merchants association and newsletter.	Lead: SP, B, CPO Support: ED, DR, PW, CR

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7. Public Safety

GOALS

1. Increase perception of safety in the study area.
2. Enhance public safety and health in the area.

ACTION STEPS (in order of priority)

RANK	ACTION STEP	TIMING	RESPONSIBILITY
1.	Schedule a clean up day to get rid of trash and debris	1999 Annually	Lead: SP Support: Codes, B, CPO
2.	Address the problem of public dumping behind the businesses in this area.	Immediate/ Ongoing	Lead: SP, B, CPO Support: Codes
3.	Need security lighting behind buildings.	Immediate/ Utilize Grant Program to install lighting.	Lead: SP, ED, B, CPO Support: PD
4.	Address the pigeon problem at old Safeway complex.	Immediate/ Ongoing	Lead: SP, B, CPO Support: Codes
5.	Increase police patrol behind businesses.	Immediate/ Ongoing	Lead: PD Support: SP, B, CPO
6.	Throughout the area, need signs posted for prohibition of dumping i.e., City Code Prohibits Dumping.	Immediate	Lead: SP Support: Codes, PD

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8. Review of the Specific Area Plan

Implementation of the Jewell and Wadsworth Specific Area Plan will be monitored and analyzed by City staff in cooperation with area business owners, commercial property owners, and residents according to the following schedule. Changes will be made as necessary to the Specific Area Plan pursuant to this analysis and review.

GOAL

1. Review the Jewell and Wadsworth Specific Area Plan on an established schedule to ensure effectively and timely implementation of action steps.

ACTION STEPS (in order of priority)

RANK	ACTION STEP	TIMING	RESPONSIBILITY
1.	Review and evaluate Plan at the end of the first year after adoption of the Plan.	Summer 2000	Lead: SP Support: ED, DR, PW, PD, B, CPO, R
2.	Two years after adoption of the Plan. If no progress being made on redeveloping and revitalizing properties, revisit methods.	Summer 2001	Lead: SP Support: ED, DR, PW, PD, B, CPO, R
3.	Five years after adoption of the Plan.	Summer 2005	Lead: SP Support: ED, DR, PW, PD, B, CPO, R

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Conclusion

The Jewell and Wadsworth Specific Area Plan was developed through the cooperative efforts of business owners, commercial property owners, residents and the City of Lakewood. By working together, a vision has been established for the area and action steps identified to enhance the economic vitality of the area and to beautify the area. By establishing a review schedule for the Plan, businesses, commercial property owners and residents will be able to ensure that the goals and action steps contained in the Specific Area Plan are being implemented in a timely manner.

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Appendix One

Implementation Ideas

The following photographs and drawings provide some ideas for the future redevelopment and revitalization of the Jewell and Wadsworth shopping area.

Members of the Action Committee in cooperation with City staff members generated the ideas and concepts. The ideas are not intended to be a final product, rather they provide direction for business owners, commercial property owners and residents as they develop guidelines for buildings, signs, landscaping and traffic circulation.

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Implementation Ideas

Building Facades

Building facades are an important feature in the perception of whether an area is vital and up to date architecturally. The following series of photos illustrate ways to create and enhance the visual interest of a building. Strategies include the use of raised roofs over entrances, breaking the mass of building every 30 feet through the use of architectural elements and windows, and creating a pedestrian scale along the building through the use of canopies, awnings and arcades.



Commercial center at 72nd and Wadsworth.



Mission Commons commercial center at 88th and Wadsworth.



King Soopers center at 72nd and Wadsworth.



Fairfield Commons at 1st and Wadsworth.



Commercial center located at 55th and Wadsworth.



University Hills Shopping Center at Yale and University.

Implementation Ideas

Shopping Area Entrances

Successful and up-to-date commercial centers use landscaping to define entry points to the shopping center and to delineate driving lanes. The following photos show several methods to effectively landscape these areas.



Commercial center located at 80th and Sheridan.



Commercial center located at 80th and Sheridan.



Fairfield Commons located at 1st and Wadsworth.

Implementation Ideas

Street Edge Treatments

The appearance of a commercial center from the street is an important factor in its perceived attractiveness and vitality to shoppers and residents. The following photos present effective street edge treatments.



Broadway Market Place located at Alameda and Broadway.



Commercial center located at Ohio and Wadsworth.



Safeway shopping center located at 38th and Wadsworth.



Mission Commons shopping area located at 88th and Wadsworth.



Broadway Market Place located at Alameda and Broadway.



Commercial areas along Colorado Blvd.

Implementation Ideas

Pedestrian Amenities

Providing places for patrons to sit and safe places to walk increases the attractiveness of a shopping area.



Mission Commons commercial center located at 88th and Wadsworth.



University Hills shopping center located at Yale and University.



Mission Commons commercial center located at 88th and Wadsworth.

Appendix Two
Resolutions of Adoption

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A RESOLUTION

ADOPTING THE JEWELL/WADSWORTH SPECIFIC AREA PLAN AS AN
AMENDMENT TO THE LAKEWOOD COMPREHENSIVE PLAN

WHEREAS, the City of Lakewood Planning Commission adopted the Lakewood Comprehensive Plan on February 25, 1987; and

WHEREAS, the City of Lakewood City Council approved the Lakewood Comprehensive Plan on March 9, 1987; and

WHEREAS, the Lakewood Comprehensive Plan includes goals related to identity and image, stating that a goal is to "promote a distinct Lakewood identity and strengthen the positive perception of the City's image" (page 6); and

WHEREAS, the Lakewood Comprehensive Plan includes goals related to economic vitality, stating that a goal is to "promote economic vitality, local employment, and revitalization of commercial and industrial areas" (page 15); and

WHEREAS, the Lakewood Comprehensive plan includes goals related to commercial development, stating that a goal is to "structure new commercial development, restructure existing retail strips, and preclude spread of strip development by clustering commercial uses" (page 19); and stating that a goal is to "concentrate needed community level commercial activities in nodes" (page 29); and stating that a goal is to "locate neighborhood commercial nodes convenient to the residents while minimizing their negative impacts upon the neighborhood" (page 32); and

WHEREAS, the Lakewood Comprehensive Plan includes goals related to planning for major travel corridors, stating that a goal is to "restructure existing commercial strips and preclude the development of new commercial strips" (page 32); and

WHEREAS, the citizens, property owners, business owners, and other participated in the development of the Jewell and Wadsworth Specific Area Plan by identifying issues of concern, goals, a vision statement, and action steps designed to achieve the vision of the area.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Lakewood, Colorado, that:

SECTION 1. The City Council of the City of Lakewood do hereby adopt the Jewell and Wadsworth Specific Area Plan as an amendment to the Lakewood Comprehensive Plan.

INTRODUCED, READ AND ADOPTED by a vote of 10 For and 0 Against
at a regular meeting of the City Council on August 23, 1999, at 7 o'clock p.m. at Lakewood
City Hall, 445 South Allison Parkway, Lakewood, Colorado.

Linda Morton
Linda Morton, Mayor

ATTEST:

Karen Goldman
Karen Goldman, City Clerk

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RESOLUTION OF CITY OF LAKEWOOD PLANNING COMMISSION

On July 21, 1999, the Lakewood Planning Commission held a public hearing to determine if the Jewell/Wadsworth Specific Area Plan should be approved.

MOTION was made by COMMISSIONER LLOYD and seconded by COMMISSIONER PETERSON that Planning Commission adopt the Jewell/Wadsworth Specific Area Plan. The motion CARRIED by a vote of 6-0. The role having been called, the vote of the Commission was as follows:

Edward Peterson	Aye
Wilmae "Bunny" Malm	Aye
William Marino	Aye
Ken Lloyd	Aye
Bob Murphy	Aye
Tom Quinn	Aye

FINDINGS OF FACT AND CONCLUSIONS

WE FIND THAT:

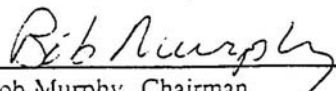
1. The City of Lakewood Planning Commission adopted the Lakewood Comprehensive Plan on February 25, 1987; and
2. The City of Lakewood City Council approved the Lakewood Comprehensive Plan on March 9, 1987; and
3. The Lakewood Comprehensive Plan includes goals related to identity and image, stating that a goal is to "promote a distinct Lakewood identity and strengthen the positive perception of the City's image" (page 6); and
4. The Lakewood Comprehensive Plan includes goals related to economic vitality, stating that a goal is to "promote economic vitality, local employment, and revitalization of commercial and industrial areas" (page 15); and
5. The Lakewood Comprehensive Plan includes goals related to commercial development, stating that a goal is to "structure new commercial development, restructure existing retail strips, and preclude spread of strip development by clustering commercial uses" (page 19); and stating that a goal is to "concentrate needed community level commercial activities in nodes" (page 29); and stating that a goal is to "locate neighborhood commercial nodes convenient to the residents while minimizing their negative impacts upon the neighborhood" (page 32); and
6. The Lakewood Comprehensive Plan includes goals related to planning for major travel corridors, stating that a goal is to "restructure existing commercial strips and preclude the development of new commercial strips" (page 32); and
7. Citizens, property owners, business owners, and others participated in the development of the Jewell and Wadsworth Specific Area Plan by identifying issues of concern, goals, a vision statement, and action steps designed to achieve the vision of the area.

And the facts to support these policies and goals as stated above.

ACTION

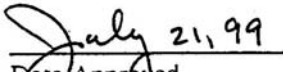
NOW, THEREFORE, BE IT RESOLVED by the City of Lakewood Planning Commission, on the basis of evidence presented to it and the findings and conclusions stated herein this 21st day of July 1999, the Jewell/Wadsworth Specific Area Plan is hereby recommended for adoption.

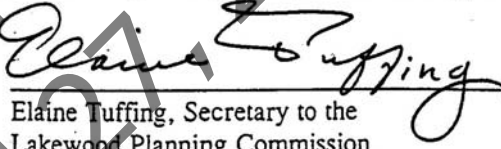

Ed Peterson, Secretary


Bob Murphy, Chairman

CERTIFICATION

I, ELAINE TUFFING, Secretary to the City of Lakewood Planning Commission, do hereby certify that the foregoing is a true copy of a resolution duly adopted by the Lakewood Planning Commission at a public hearing held in Lakewood, Colorado, on the 21st day of July 1999, as the same appears in the minutes of said meeting.


Date Approved


Elaine Tuffing, Secretary to the
Lakewood Planning Commission