

40W Placemaking Implementation Project



40 West 4th Wednesday
March 25, 2015



What is Placemaking?

A people-centered approach to planning, designing, and managing public spaces.

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*



Successful Arts-Oriented Placemaking Initiatives



1. Creative Initiator

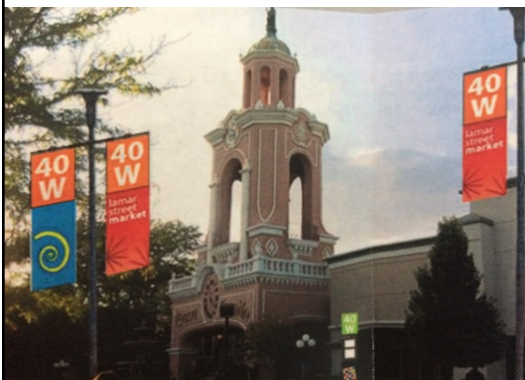


2. Designing Around Distinctiveness



Lakewood
Colorado

3. Mobilizing
[Government Will]



4. Garnering Private Sector
Support



5. Securing Arts Community
Engagement



WCCA
West Colfax Community Association



**BUSINESS
IMPROVEMENT
DISTRICT**

RmCAD

Rocky Mountain College of Art + Design

6. Building Partnerships

40W Arts District Plan

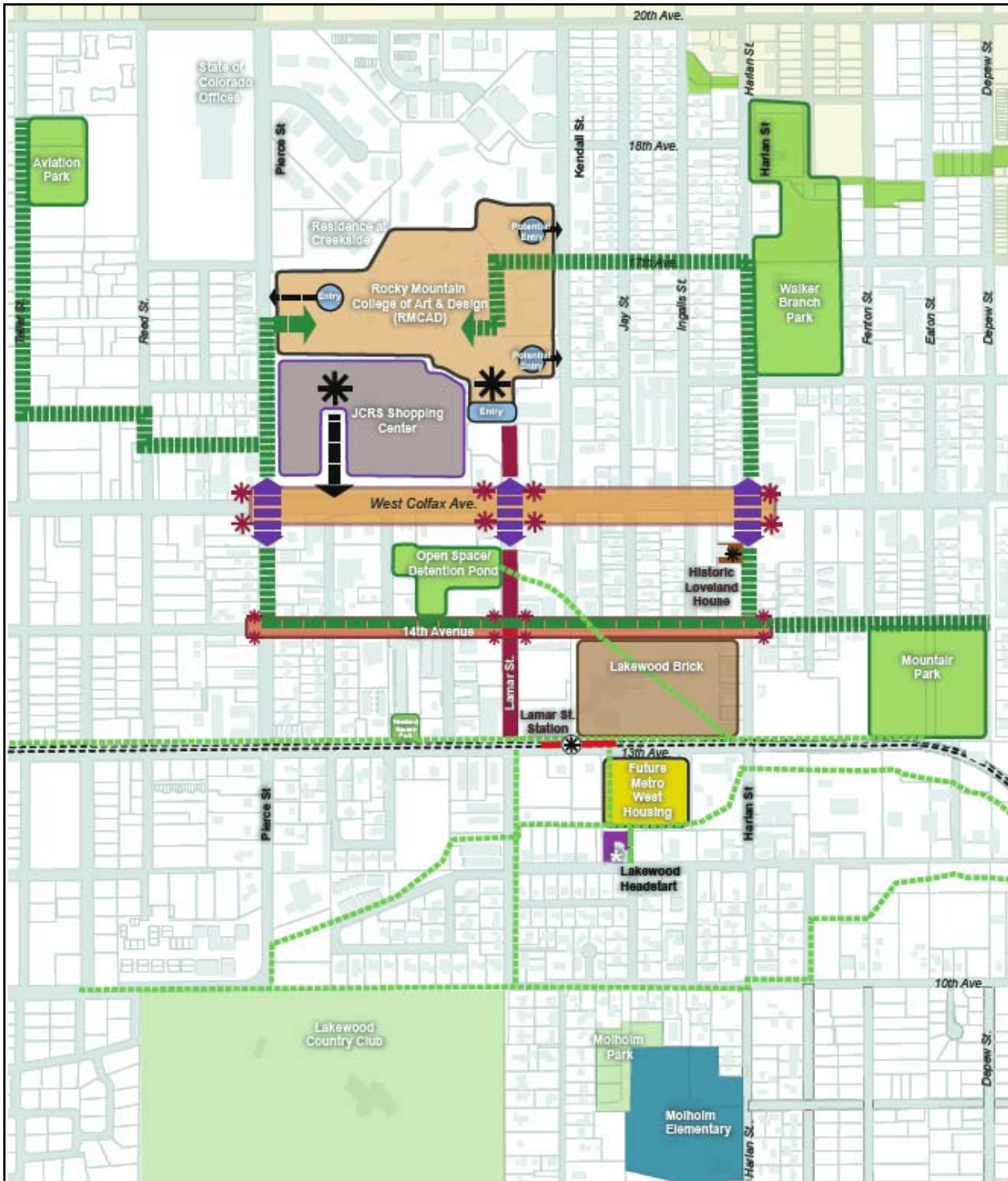


CITY OF LAKEWOOD



40 WEST ARTS DISTRICT
URBAN DESIGN AND MOBILITY CONCEPTS
ADOPTED JANUARY 2012





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

40W Arts District Plan Implementation

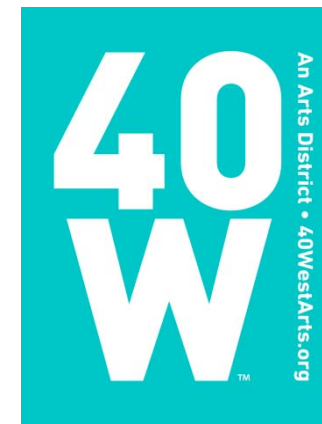






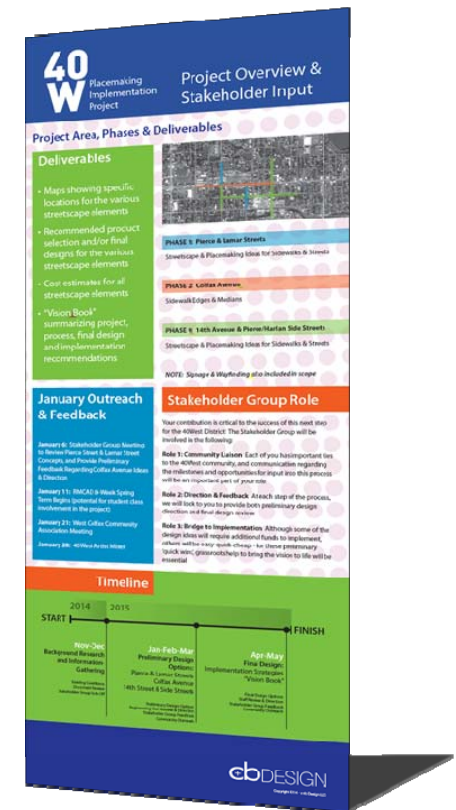
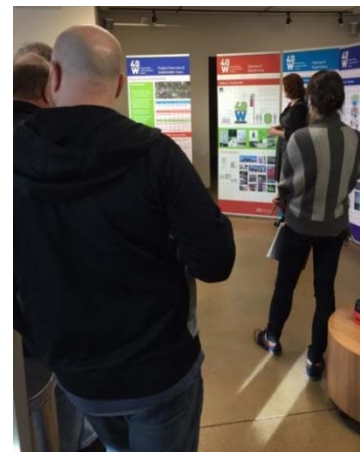
Project Purpose

- Creative District Status – Raise the Bar
- Public Sector Improvements
 - Lamar Street
 - Pierce Street
 - Colfax Signals
- Private Sector Involvement
- Embrace Opportunities to Create Visually Cohesive District
- Continue to Implement 40W Plan (2012)



The Process

- ❑ Consultant – C+B Design
- ❑ Stakeholder Team-Community Liaisons
 - ❑ Business Improvement District
 - ❑ 40 West/Artist in Residence
 - ❑ RMCAD
 - ❑ Colfax Vision Group/Local Business Owner
 - ❑ Metro West Housing Solutions
 - ❑ Broad Street Realty
 - ❑ City Staff
- ❑ Outreach
- ❑ Open House/Final Implementation Document – Late Spring 2015
- ❑ Action!



The Project

- ❑ Signage and Wayfinding
- ❑ Street Furnishings
- ❑ Lighting
- ❑ Walls/Murals
- ❑ Tactical Urbanism
- ❑ Mapping
- ❑ Costs/Prioritization



Ready, Set...Action!!



- Building on District **Character & Identity**
- Finding & Revealing** – Signage that Supports District Sense of Place & Storytelling
- 'Lean' or 'Tactical' Urbanism** – Short-Term Actions for Long-Term Change

Character & Identity



Signage & Wayfinding

GOALS

- Reinforce District Character
- Reveal Destinations & Assets
- Encourage Exploration



Signage & Wayfinding



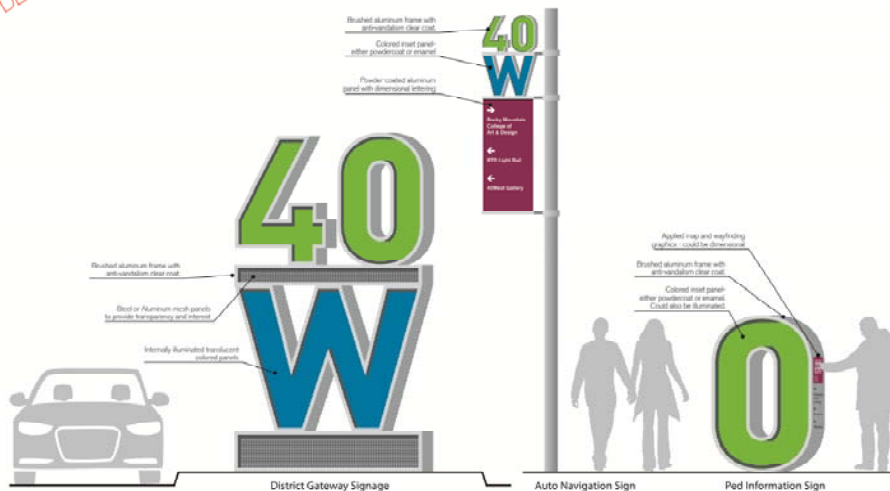
PROCESS

Image Preferences
Preliminary Designs
Refined Concepts

Signage & Wayfinding



40West District Signage
Signage Concept A
Draft version - 15 January 2016



PROCESS

Image Preferences

Preliminary Designs

Refined Concepts

Signage & Wayfinding



40West District Signage
Signage Concept B
Draft Version - 08 January 2015



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PROCESS

Image Preferences

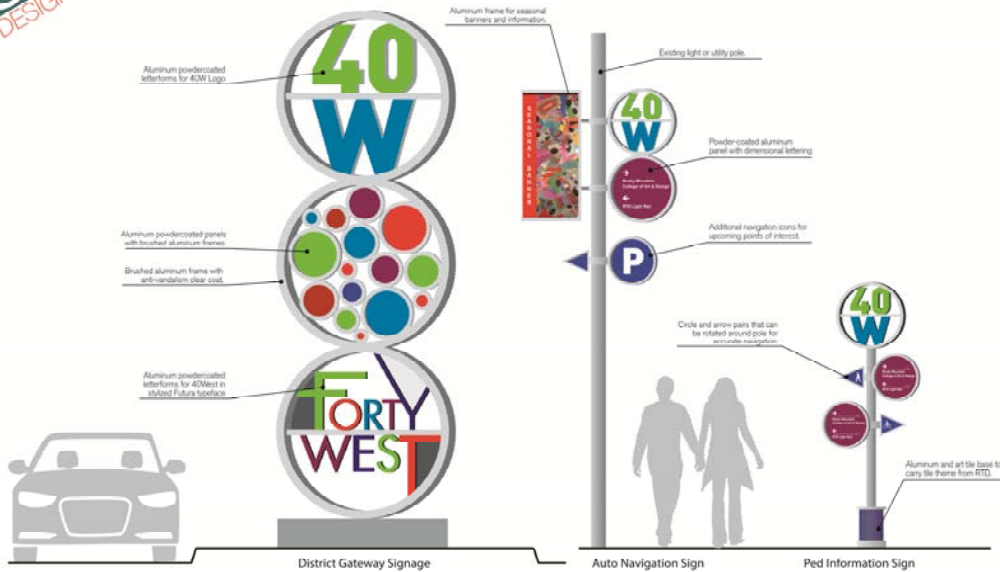
Preliminary Designs

Refined Concepts

Signage & Wayfinding



40West District Signage
Signage Concept C
Draft Version - CB January 2015



PROCESS

Image Preferences

Preliminary Designs

Refined Concepts

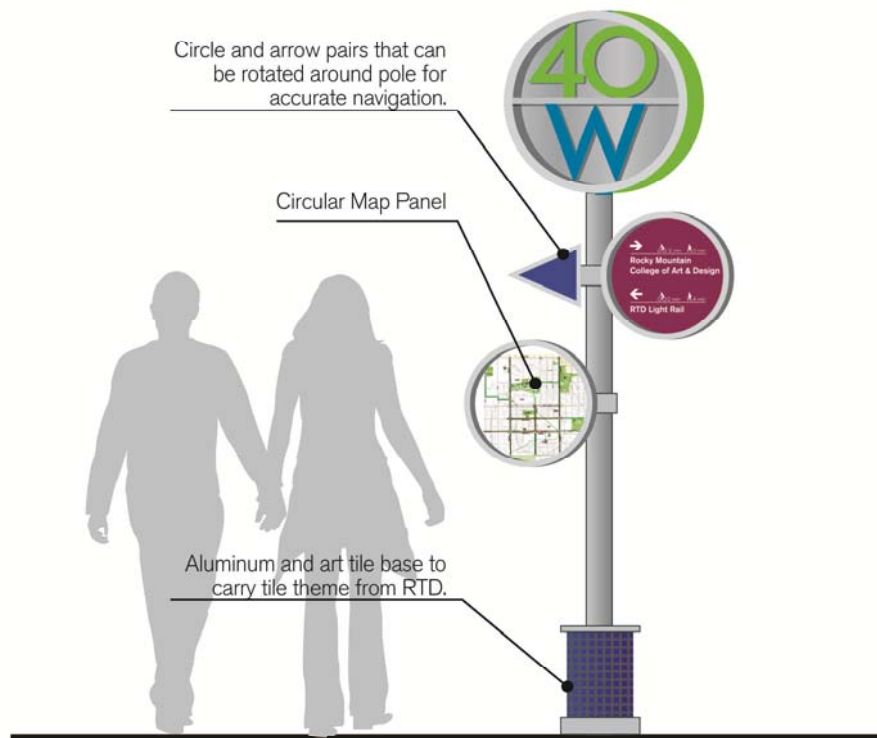
Signage & Wayfinding

PROCESS

Image Preferences

Preliminary Designs

Refined Concepts



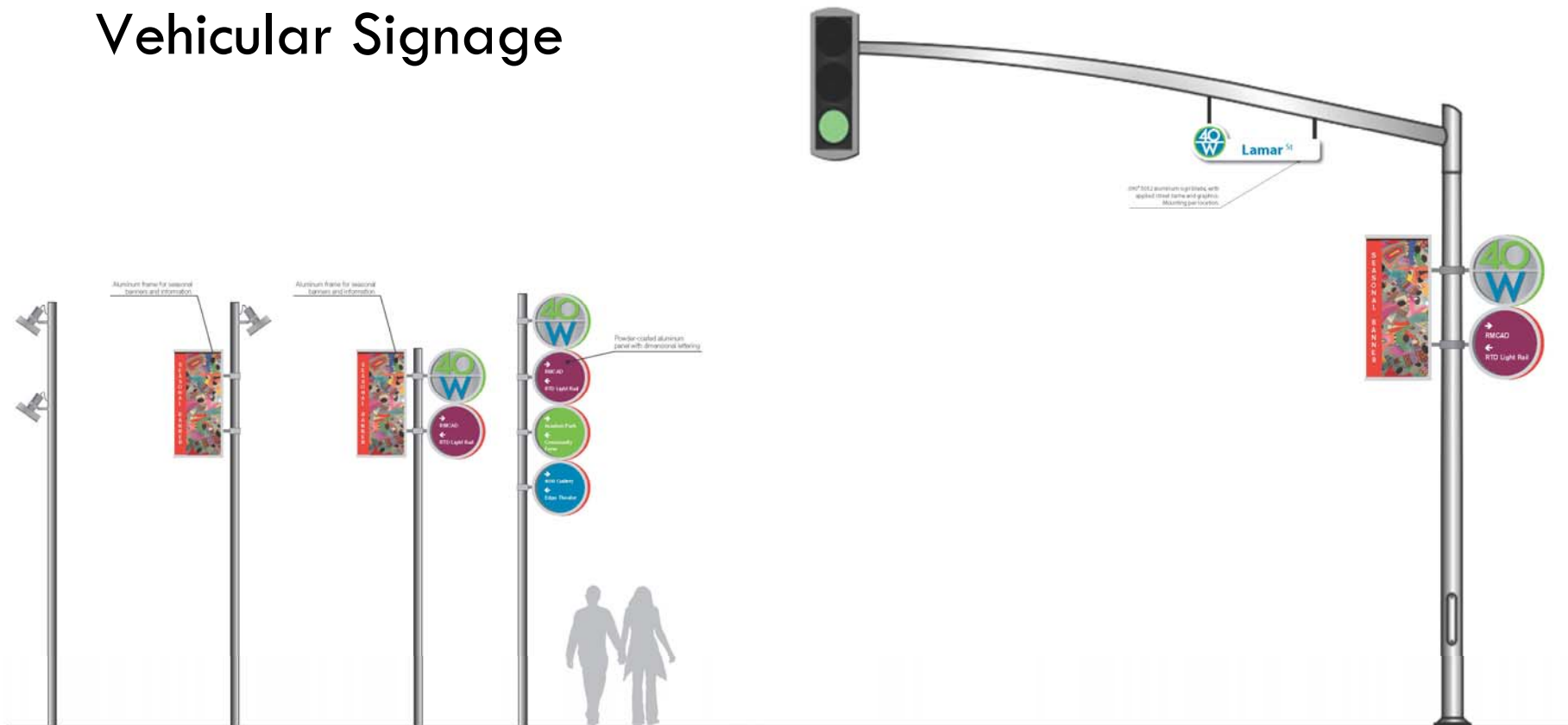
Signage & Wayfinding

Pedestrian Signage



Signage & Wayfinding

Vehicular Signage



Signage & Wayfinding

Aluminum frame for seasonal banners and information.



Powder-coated aluminum panel with dimensional lettering



District Identity

Seasonal/Event Banners

Color-Coded Destinations

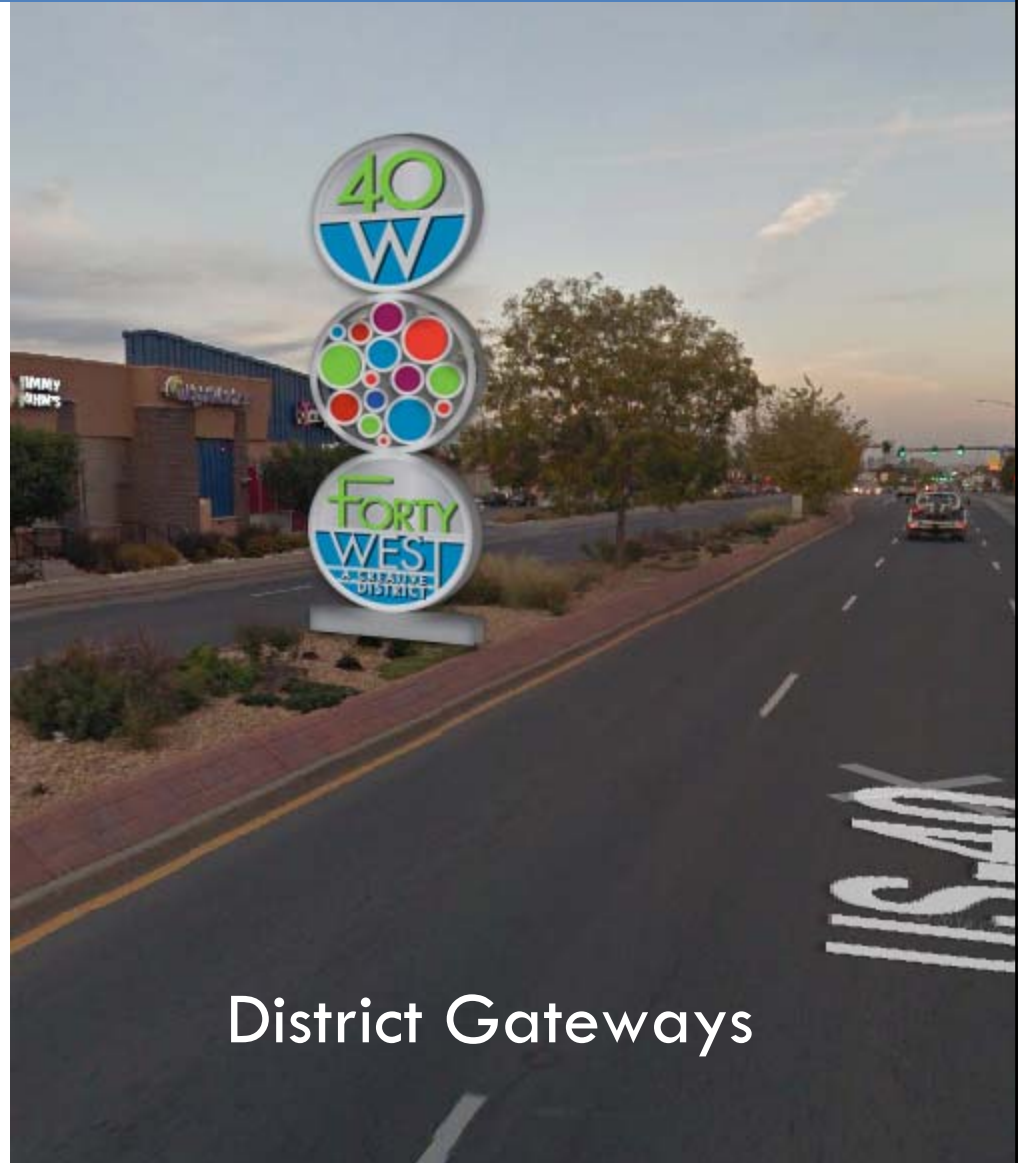
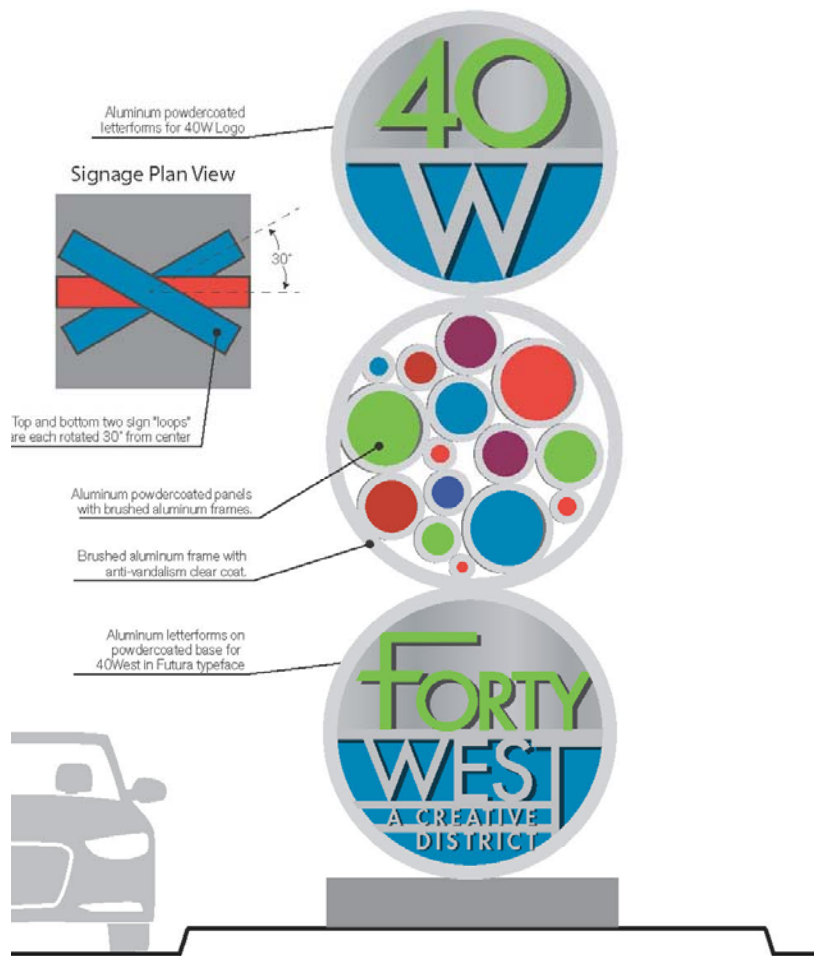
(civic/educational, parks/trails, creative)

Signage & Wayfinding

Public/Private Partner Signage



Signage & Wayfinding



Signage & Wayfinding

Temporary or In-House Signage



Signage & Wayfinding

Preliminary Destinations & Signage Locations

Parks, Trails & Open Space

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

Government/Civic

- State of Colorado Offices
- Historic Loveland House
- Lakewood-West Colfax BID

Educational

- RMCAD
- Molholm Elementary
- Lakewood Head Start

Transit

- RTD Light Rail Stations
- RTD Bus Stops

Arts

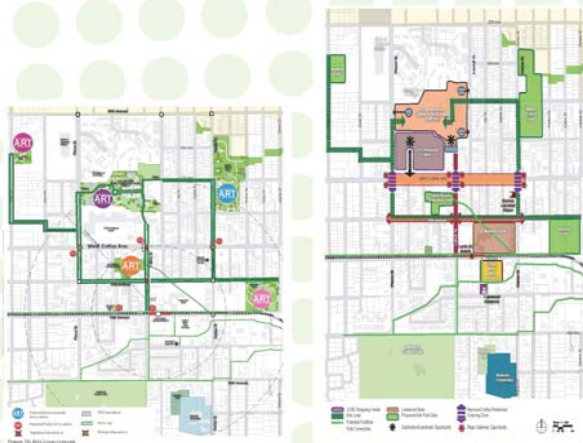
- 40W Gallery
- Edge Theater
- Galleries
- Public Art Locations
- RMCAD
- Lakewood Arts Council

Private Businesses

- Lamar Station Plaza
- Lamar Station Crossing Live/Work Destinations
- West Colfax Avenue Shopping District

Multi-Family Residential

- Lamar Station Crossing
- Residences at Creekside



ACTIVITY

What Message Where?

*Help us understand
where signs are needed!*

Signage & Wayfinding

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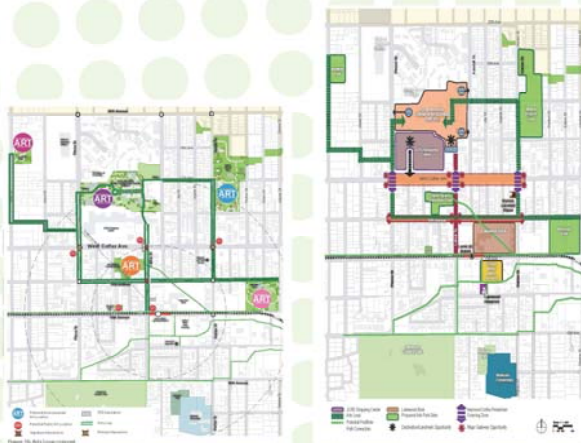
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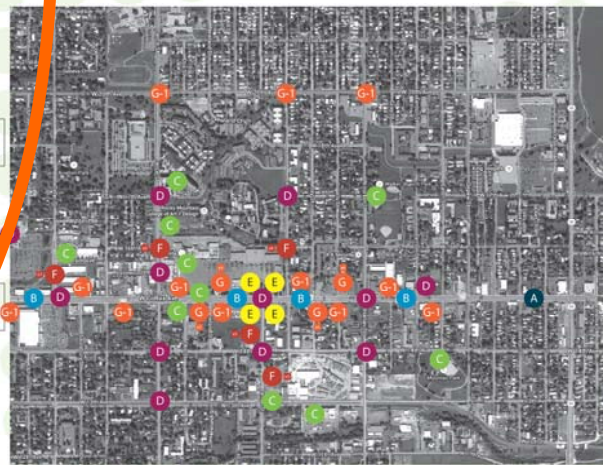
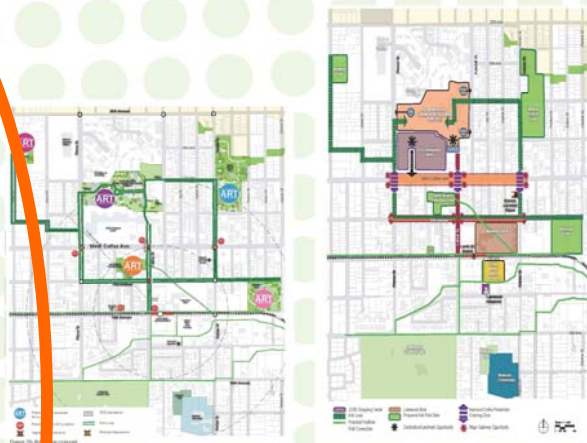
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ACTIVITY

Destination Check

What district destinations should we point to?

Signage & Wayfinding



Destination Check

What district destinations should we point to?

Furnishings



Furnishings



'Lean' or 'Tactical' Urbanism

What is Tactical Urbanism?

- Quick, often temporary, cheap projects that seed ideas and concepts for long-term change
- Community-focused
- Defined by realistic goals & local needs

GOAL: Change how a place works and is perceived, and then potentially **make this change permanent** (relate to long-term goals)

'Lean' or 'Tactical' Urbanism

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

From 'Tactical Urbanism 2'

(http://issuu.com/streetplanscollaborative/docs/tactical_urbanism_vol_2_final)

'Lean' or 'Tactical' Urbanism



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'Lean' or 'Tactical' Urbanism



'Lean' or 'Tactical' Urbanism



'Lean' or 'Tactical' Urbanism



'Lean' or 'Tactical' Urbanism



'Lean' or 'Tactical' Urbanism

YARRA RANGES REGIONAL MUSEUM PRESENTS

POP-UP MUSEUM

MAIN STREET PROJECT

HERE TODAY ►

For more information, dates and locations visit
www.yarraranges.vic.gov.au/museum



ON SALE NOW

Mooroolbark
Community
Centre

Opening Hours
Monday 10am - 4pm
Tuesday 10am - 4pm
Wednesday 10am - 4pm
Thursday 10am - 4pm
Friday 10am - 4pm
Saturday 10am - 4pm
Sunday 10am - 4pm

'Lean' or 'Tactical' Urbanism



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'Lean' or 'Tactical' Urbanism

Pop-Up Shops

Food Carts/Trucks

Bike Parking

Open Streets

Mobile Vendors

Site 'Pre-Vitalization'

'Build a Better Block'

Guerilla Gardening

Park(ing) Day

Play Streets

Intersection Repair

Temporary Retail

Pop-Up Civic Forum

Chair Bombing

Pavements to Plazas

Pop-Up Cafes

Reclaimed Setbacks

Park Making

Ad Busting

'Lean' or 'Tactical' Urbanism



Opportunities & Ideas

What Tactical Urbanism Images Appeal to You & Where Could They Go?