



38th Avenue Corridor Plan

Adopted October 2011

ACKNOWLEDGEMENTS

City of Wheat Ridge City Council

Mayor	Jerry DiTullio	
District I	Karen Berry	Davis Reinhart
District II	Joyce Jay	Wanda Sang
District III	Karen Adams	Mike Stites
District IV	Joseph DeMott	Tracy Langworthy

City of Wheat Ridge Planning Commission

District I	Alan Bucknam	Anne Brinkman
District II	Steve Timms	Scott Ohm
District III	Richard Matthews	George Pond
District IV	Marc Dietrick	Tracy Guildner

City of Wheat Ridge Staff

Community Development Department

Kenneth Johnstone, Director
Sally Payne, Senior Planner
Meredith Reckert, Senior Planner
Sarah Showalter, Planner II
Lauren Mikulak, Planner I
Nathan Thompson, Intern

Public Works Department

Tim Paranto, Director
Steve Nguyen, Engineering Manager
Mark Westberg, Projects Supervisor

Economic Development

Steve Art, Manager

Wheat Ridge 2020

Britta Fisher, Executive Director
Denise Balkas, Director of Real Estate Development

Consultants

Entelechy

Deana Swetlik, AICP
Libby Kaiser
Jeff Wohlfarth, RLA

Muller Engineering Company

Karl Buchholz, PE, PTOE
Kenneth Ryan, PE

ArLand Land Use Economics

Arleen Taniwaki

LiveWell Wheat Ridge

Molly Hanson, LiveWell Wheat Ridge Coordinator
Ted Heyd, Planning and Technical Consultant

Stakeholder Committee

Brian Scott Bergeler	David Land-Closson
Chris Boardman	Jose Martinez
Buzz Calkins	Jerry Nealon
Shad Dirks	Richard Oneslager
Britta Fisher	Russ Redig
Allyson Hakala	Carol Salzman
Molly Hanson	Marc Seiver
Ted Heyd	Mike Stites
Charles Holcer	Jenifer Walter
Tara Jahn	Jackie Weinhold
Jim Jensen	Thomas Yang

Planning Commissioner Anne Brinkman
Planning Commissioner Steve Timms
City Councilwoman Kerry Berry
City Councilwoman Joyce Jay
City Councilman Davis Reinhart
City Councilwoman Wanda Sang

The City of Wheat Ridge would like to thank the numerous residents, property owners, and business owners who participated in planning meetings for the 38th Avenue Corridor Plan. The City would also like to thank Wheat Ridge Middle School for hosting two community input sessions.



Partial funding for this plan was provided by LiveWell Wheat Ridge.

TABLE OF CONTENTS

Executive Summary..... 1

1 - Introduction 4

 1.1 - Study Area Location 5

 1.2 - Purpose of Plan 5

 1.3 - Planning Process..... 5

 1.4 - Relationship to Other Plans 6

2 - Corridor Profile 9

 2.1 - Historic Context 9

 2.2 - Demographics..... 10

 2.3 - Zoning and Land Use..... 12

 2.4 - Landmarks and Open Space..... 16

 2.5 - Built Environment..... 16

 2.6 - Transportation and Mobility..... 17

 2.7 - Economic Conditions..... 21

 2.8 - Potential for Change..... 24

3 - Vision..... 31

 3.1 - Vision Statement..... 31

 3.2 - Sub-Districts..... 31

 3.3 - Guiding Principles 32

4 - Plan Recommendations..... 39

 4.1 - Introduction 39

 4.2 - Road Diet 39

 4.3 - Land Use and Urban Design..... 54

 4.4 - Economic Development..... 63

5 - Implementation 66

 5.1 - Introduction 66

 5.2 - Implementation Table..... 68

6 - Resources..... 79

Appendices

Appendix A: Road Diet Traffic Analysis and Technical Memo

Appendix B: Leland Market Study

Appendix C: Visual Preference Survey Results

Appendix D: Road Diet Cost Estimates

TABLE OF FIGURES

1 - Introduction

Figure 1: Study Area Map.....	4
-------------------------------	---

2 - Corridor Profile

Figure 2: Census Block Groups.....	11
Figure 3: Existing Zoning.....	13
Figure 4: Existing Land Use.....	14
Figure 5: Landmarks and Open Space.....	15
Figure 6: Figure Ground with Parking Lots.....	18
Figure 7: Transit.....	19
Figure 8: Parcel Size.....	25
Figure 9: Land Utilization.....	27
Figure 10: Potential for Change Analysis.....	28

3 - Vision

Figure 11: Proposed Sub-Districts.....	33
--	----

4 - Plan Recommendations

Figure 12: Existing Cross Section West.....	40
Figure 13: Existing Cross Section Center.....	40
Figure 14: Existing Cross Section East.....	40
Figure 15: Road Diet Transition Diagram.....	41
Figure 16: Road Diet Map.....	44
Figure 17: Main Street Retrofit Road Diet Cross Section.....	46
Figure 18: Option 1 for Permanent Main Street Road Diet.....	47
Figure 19: Option 2 for Permanent Main Street Road Diet.....	47
Figure 20: Main Street Road Diet Conceptual Plan.....	48
Figure 21: Residential Road Diet Cross Section.....	50
Figure 22: Residential Road Diet Conceptual Plan.....	50
Figure 23: Main Street Illustrative Plan.....	57
Figure 24: Vision for Main Street and Proposed Civic Center.....	58
Figure 25: 3D Views of Main Street and Civic Center.....	59
Figure 26: Concept Plan for 38th Avenue and Wadsworth.....	61



EXECUTIVE SUMMARY

West 38th Avenue, between Sheridan and Wadsworth Boulevards, is a priority redevelopment area in Wheat Ridge. The City's comprehensive plan, *Envision Wheat Ridge*, identifies the corridor as one of five key redevelopment sites and designates 38th Avenue as the City's main street. Although many residents view 38th Avenue as the heart of the community, today it lacks the physical environment and economic vitality that is commonly associated with a main street corridor. The purpose of the 38th Avenue Corridor Plan is to establish a vision for 38th Avenue so that it can be revitalized into an attractive focal point for the community. Building on valuable input from stakeholders and the public at-large, the plan creates a vision for the future of the street. It establishes four guiding principles that set the framework for the plan's recommendations, which focus on transportation, land use, urban design, and economic development.

PLANNING PROCESS

The formation of the corridor plan relied on input from stakeholders along the corridor as well as the entire Wheat Ridge community. A stakeholder committee composed of business and property owners on 38th Avenue, as well as residents who live close to the street, met four times throughout the planning process. Three community input sessions, open to the entire city, were also essential to the planning process. At the first stakeholder and public meetings, participants identified their hopes for what 38th Avenue would become in the

future. This input led to the vision statement and guiding principles that lay the foundation for the plan's recommendations.

VISION STATEMENT

The following statement captures the vision for what 38th Avenue will become in the next two decades:

"West 38th Avenue between Sheridan and Wadsworth is a safe, vibrant and diverse corridor in Wheat Ridge with a strong identity and robust commercial and residential markets. The corridor has identifiable sub-districts with its Main Street being a source of community pride and a primary destination for city residents and visitors. In the year 2030, people of all ages and abilities live, work, learn, shop, and play along 38th Avenue."

SUB-DISTRICTS

The vision for the corridor includes the creation of sub-districts, or nodes, each with a unique character.

Wadsworth Town Center

The Wadsworth Town Center anchors the corridor at its western end. Building upon the City's adopted plans, which envision a mixed use town center on Wadsworth between 38th and 44th Avenues, this sub-district includes a mix of community and regional serving



Input received at public meetings during the planning process helped create the vision for 38th Avenue as a vibrant, pedestrian-friendly corridor.



This image captures the vision for 38th Avenue, with an attractive streetscape environment that includes outdoor seating.

Photo credit: Entelechy

retail, offices, and residences. It will serve as a gateway into Wheat Ridge's downtown and Main Street from the west.

Main Street

The vision for Main Street is a historic gathering place that integrates small shops, restaurants, and services at the ground floor with residences and office space on upper floors. This half-mile stretch of 38th Avenue will be easily walkable and attract a synergy of people and activities during the day and night. The heart of Main Street is between Vance and Pierce Streets, though the district extends east to the Wheat Ridge Lanes bowling alley on Newland Street.

Residential District

This sub-district is envisioned as one of Wheat Ridge's premier living quarters. With a mix of townhomes, apartments, and condominiums, it will be a neighborhood particularly attractive to young adults, empty nesters, and seniors, who will be able to comfortably walk to transit or the local coffee shop to meet with friends. This sub-district begins at Newland Street and extends east to Depew Street.

Sheridan Commercial District

This sub-district anchors the east end of the corridor between Depew Street and Sheridan Boulevard. The vision for this portion of the street is to maintain a variety of community serving businesses with a focus on retail uses on lower-scale buildings. The identity for this area will draw on the existing streetscape improvements that were built by the City in 2001.

GUIDING PRINCIPLES

The input received during the visioning process led to the creation of four guiding principles that inform the plan recommendations.



Identity - *Redevelop 38th Avenue with a strong identity as Wheat Ridge's Main Street.*



Vitality - *Promote economic and real estate vitality and healthy living.*



Appeal - *Create an attractive, comfortable, inviting atmosphere.*



Mobility - *Develop a complete street that better accommodates pedestrians, cyclists, and transit riders while maintaining adequate vehicular access and parking.*

PLAN RECOMMENDATIONS

The vision and guiding principles are the basis for the plan recommendations, which are detailed in Chapter 4 of the plan.

Road Diet

A key plan recommendation is to pursue a "road diet" for the majority of the corridor. This entails removing one eastbound and westbound lane on each side of the street. The road diet would result in a 3-lane section with one thru-lane in each direction and a center turn lane down the middle of the street. In some areas, the road diet would also create room for one lane of on-street parking. A detailed traffic analysis demonstrated that the proposed 3-lane section would have very minimal impact on traffic flow along the street, even with the assumption that the number of cars utilizing 38th Avenue will increase in coming decades.

The road diet is anticipated to bring many benefits to the corridor, including:

- An attractive, pedestrian-friendly environment
- Reduced traffic speeds
- Increased safety
- Economic benefits, including the attraction of new businesses

The plan recommends a short-term retrofit road diet for the Main Street and Residential sub-districts. This would entail restriping the street, without moving the curbs, and installing pilot projects such as temporary sidewalks with outdoor seating. In the longer term, the street could be permanently redesigned with sidewalks and amenity zones on both sides of the street. In the Main Street area, this would include relocating the existing curbs.

Land Use and Urban Design

The land use and urban design recommendations focus on encouraging quality, mixed use redevelopment along the corridor. Important recommendations include:

- Updating and revising city regulations, including rezoning the corridor to encourage mixed use development.
- Creating and building a comprehensive streetscape design for the corridor, with a focus on the Main Street and Residential sub-districts.
- Encouraging a new civic center within Main Street that will bring activity and a synergy of uses to 38th Avenue.

Economic Development

The successful revitalization of 38th Avenue depends on increased vitality for existing businesses as well as attracting new businesses and redevelopment. Important recommendations for economic development include:

- Developing a marketing and branding strategy for the corridor.
- Encouraging the formation of an organization that can successfully market the street.
- Creating a strategy for land assembly that will support catalyst redevelopment sites.
- Developing a plan for business attraction and developer/broker outreach.

IMPLEMENTATION

Implementation of the plan requires the coordinated efforts of many parties, including the City of Wheat Ridge, Wheat Ridge 2020, and property/business owners on 38th Avenue. The implementation actions detailed in Chapter 5 hinge on the creation of a Leadership Committee, composed of stakeholders on the corridor, to oversee implementation of many of the plan's recommendations. The Leadership Committee would also explore a more permanent organizational structure for 38th Avenue, such as a merchants association or business improvement district.

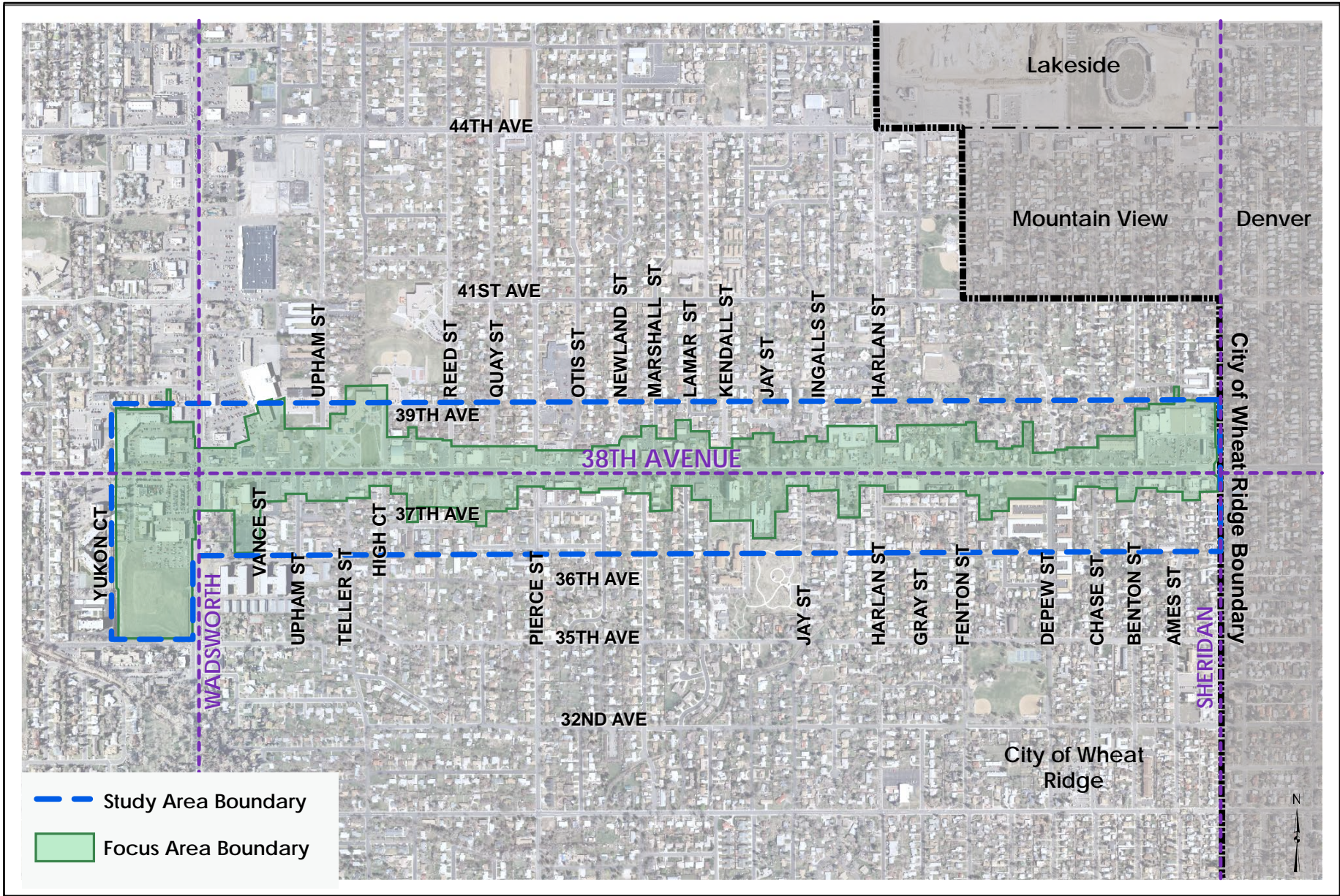
Beyond the formation of the Leadership Committee, essential implementation steps include:

- Completing the design for the retrofit road diet and restriping the street, ideally utilizing money from the City's Capital Investment Program (CIP).
- Finalizing the design for a complete redesign of the street and identifying funding sources for reconstruction, such as bonds or the formation of a special district.
- Developing a comprehensive branding strategy for the corridor, including streetscape design and signage that will enhance the image and identity of 38th Avenue.
- Pursuing regulatory changes and economic development strategies to promote redevelopment and attract private investment to the corridor.



These images illustrate the future vision for 38th Avenue, which includes new buildings, placed close to the street, and a pleasant sidewalk environment.

Figure 1: Study Area Map



1 - INTRODUCTION

1.1 - STUDY AREA LOCATION

West 38th Avenue is an important east-west corridor that runs the entire length of Wheat Ridge. The focus of this plan is the portion of W. 38th Avenue that falls between Sheridan Boulevard and Wadsworth Boulevard, which is about 1.5 miles in length (see Figure 1, Study Area Map). The study area continues just west of Wadsworth in order to capture the entire 38th and Wadsworth intersection, which is a gateway within Wheat Ridge and into the study area. To the east, the study area ends at Sheridan, which is also the boundary between the City of Wheat Ridge and the City of Denver. The study area extends roughly 600 feet to the north and south of 38th Avenue.

Because this is a corridor plan, the majority of the analysis and recommendations focus on properties that have direct frontage on 38th Avenue. These properties compose the Focus Area, which is shown in green in Figure 1.

1.2 - PURPOSE OF PLAN

The purpose of the *38th Avenue Corridor Plan* is to establish a vision for the future of 38th Avenue between Wadsworth and Sheridan. This portion of the street is identified as a priority redevelopment area in the City's Comprehensive Plan and Economic Development Strategic Plan. While several previous plans and studies have addressed the future of 38th Avenue, this corridor plan utilized a broad public outreach process, including residents, business owners, and property

owners, to refine a vision with wide-based support.

Just as important, this corridor plan focuses on implementation steps so that the vision for 38th Avenue can be realized over a 20-year time frame. The plan's recommendations, in combination with the implementation table in Chapter 5, will guide future economic, land use, design, and transportation improvements to create an economically vibrant, diverse, and healthy corridor.

1.3 - PLANNING PROCESS

The formation of the *38th Avenue Corridor Plan* included the key partners of Wheat Ridge 2020 and LiveWell Wheat Ridge. Wheat Ridge 2020 is a community-based non-profit that works to create a vibrant and sustainable Wheat Ridge through community and economic development. Wheat Ridge 2020 has identified 38th Avenue as a priority area and is committed to the revitalization of the corridor. The organization is also an important stakeholder given its office location on 38th Avenue.

LiveWell Wheat Ridge, another key partner and staff group member, is a community coalition funded by LiveWell Colorado that has worked in Wheat Ridge since 2005 to reduce and prevent obesity through strategies that increase access to healthy foods and encourage active lifestyles. LWWR played an important role in the planning process by providing funding for community input sessions and by participating in the staff oversight group.



Public and stakeholder committee meetings provided valuable feedback throughout the planning process.

Planning Process: Public Input

Identify the Vision for
38th Avenue



Evaluate Roadway
Design Alternatives



Inform Plan
Recommendations

In addition to these project partners, the planning process relied on the valuable input of a Mayoral-appointed stakeholder committee, who met four times throughout the planning process. The stakeholder group included over 20 members representing business owners, property owners, and residents who live near the corridor, as well as planning commissioners and city council members representing the two council districts covered by the study area.

The planning process also entailed three community input sessions that were open to the public. These meetings enabled residents, property owners, business owners, and community partners to provide essential feedback. A mailing list of 600 addresses was utilized to notify property owners, businesses, and residents in close proximity to the corridor of the public meetings. Meeting announcements and information related to the plan and was posted on the City's website throughout the planning process.

1.4 - RELATIONSHIP TO OTHER PLANS

There are several existing plans, studies, and guiding documents that set the framework for the *38th Avenue Corridor Plan*. Current links to online digital copies for these documents may be found on page 79 under Resources.

38th Avenue Corridor Redevelopment Plan Urban Renewal Plan - Adopted 2001

This plan established an urban renewal area along 38th Avenue between Sheridan and Wadsworth, which covers a majority of the focus

area. A major objective identified in the plan is to strengthen the identity of 38th Avenue as the City's main street with a human-scaled mix of uses. The proposed land use concept was to enhance neighborhood- and community-serving retail while preserving housing.

The urban renewal plan also identified redevelopment techniques that could be utilized such as demolition, land acquisition, redevelopment and rehabilitation. Financing tools identified in the plan include revenue from property and sales tax increments, federal loans or grants, as well as issuing bonds.

Neighborhood Revitalization Strategy Adopted 2005

The *Neighborhood Revitalization Strategy (NRS)* focused on the repositioning of Wheat Ridge as a vibrant community by improving its housing stock and revitalizing its commercial corridors to attract higher-income households. Acknowledging demographic trends such as decreasing median income, the NRS strongly urges the City to pursue policies and regulations that encourage investment in neighborhoods and redevelopment in commercial areas.

The NRS recommends that the City and Wheat Ridge 2020 focus housing efforts on the east side of the city by increasing permissible densities and encouraging infill and rehabilitation of existing housing stock. The NRS also specifically identifies 38th Avenue as one of four key commercial areas where the City should focus redevelopment efforts. The recommendations

in the *38th Avenue Corridor Plan* are consistent with the NRS.

Feasibility Study for On-Street Parking Prepared for Wheat Ridge 2020 in 2007

This study provides a preliminary analysis of adding on-street parking to 38th Avenue between Sheridan and Wadsworth. It notes several benefits of on-street parking, especially on pedestrian-oriented retail streets, but it also highlights challenges to implementing on-street parking on 38th Avenue including: (1) the current form of the street, which has buildings set back with large parking lots in front; (2) the existence of curb cuts, often more than one per parcel, which business owners are likely to resist the consolidation of; (3) an excessive off-street parking supply that reduces the demand for on-street parking; the study estimates that only about 40-60% of existing off-street parking spaces are being utilized. The study also notes that, if traffic volumes on 38th significantly increased, the removal of traffic lanes to create on-street parking could increase congestion.

The study recommends that on-street parking needs to evolve as design patterns on the street - namely pushing buildings closer to the street - change into a more urban form. It also encourages the City to reduce off-street parking requirements and embrace shared parking as strategies to encourage redevelopment and to increase demand for on-street parking. The recommendations in the *38th Avenue Corridor Plan* are consistent with this study.

Envision Wheat Ridge Comprehensive Plan - Adopted 2009

Envision Wheat Ridge is a city-wide plan that guides the future of the city. The plan identifies 38th Avenue between Sheridan and Wadsworth as a Main Street corridor that is transit- and pedestrian-friendly. It recommends small-scale mixed-use infill and redevelopment focused primarily between Wadsworth and Pierce Streets, with additional nodes of development extending along 38th Avenue to Sheridan over time. *Envision Wheat Ridge* also identifies 38th Avenue as one of five priority redevelopment areas in the city and calls out several action items to facilitate its redevelopment, including:

- Prepare of a 38th Avenue Subarea/Corridor Plan.
- Form a public-private partnership with the merchants and owners along the corridor to make the area attractive for private investment.
- Develop a streetscape plan.
- Over time, facilitate the creation of a business improvement district to maintain improvements.

The recommendations in the *38th Avenue Corridor Plan* coincide with the vision and recommendations in *Envision Wheat Ridge*. The corridor plan has been adopted as an official amendment to the comprehensive plan.

West 38th Avenue Community Revitalization Partnership Report

Prepared for Wheat Ridge 2020 in 2009

This study, prepared by the Colorado

Department of Local Affairs and Downtown Colorado, Inc. was the result of a 3-day assessment of the 38th Avenue corridor between Wadsworth and Sheridan by a multi-disciplinary assessment team. The assessment team evaluated strategies for revitalization of the street, focusing on land use, real estate, marketing and promotion, and urban design.

The study recognizes existing aspects of the corridor that detract from its economic viability, including its auto-oriented form, outdated retail formats, and the lack of a cohesive identity. The report includes many recommendations to guide the revitalization of 38th Avenue, focusing on marketing and branding, redevelopment opportunities, and urban design. The report recommends the completion of a corridor plan and further study of a road diet that would reduce travel lanes and create opportunities for on-street parking, improved sidewalks, and/or bicycle facilities.

Bicycle and Pedestrian Master Plan Adopted 2010

This plan lays the framework for providing a more comprehensive pedestrian and bicycle network throughout the city. It identifies which streets in Wheat Ridge need pedestrian and bicycle improvements, and discusses potential funding sources for implementing the planned pedestrian and bicycle facilities. The plan proposes detached sidewalks with amenity zones on both sides of 38th Avenue between Sheridan and Wadsworth, as well as a shared bicycle facility (sharrow). Other proposed

improvements within the study area include bike lanes on Pierce Street, a shared lane on Harlan Street, and a shared lane that starts on 38th at High Court and connects north to W. 41st Avenue. Page 77 contains a link to the online version of the master plan, which includes a map illustrating all planned routes.

The recommendations in the *38th Avenue Corridor Plan* generally comply with the *Bicycle and Pedestrian Master Plan*. However the corridor plan does not recommend adding bike facilities to the street (see Chapter 5). Bike lanes for 38th Avenue were considered through public input during the planning process, as described in Chapter 4, but ultimately were ruled out due to lack of continuity with other east-west routes and a high potential for cyclist/motorist conflict. One implementation step identified in this plan is to amend the *Bicycle and Pedestrian Master Plan* to remove the proposed shared bicycle facility on 38th Avenue between Sheridan and Wadsworth.

Streetscape Design Manual Adopted 2011

This document establishes design standards for important corridors throughout the city. The document identifies 38th Avenue between Sheridan and Wadsworth as a priority corridor and lays out design goals and standards intended to create a high-quality streetscape and pedestrian-friendly environment. The manual requires improvements to the streetscape in front of a parcel on 38th Avenue if it is subject to new construction or to

expansion of an existing building by more than 50 percent. Required improvements include an 8-foot wide sidewalk and 6-foot wide amenity zone. If there is not room within the existing right-of-way to make these improvements, then the City may require an easement or right-of-way dedication.

The manual also contains requirements for regularly spaced street trees, pedestrian lights, and other amenities within the amenity zone. The requirements within the manual do not apply to the portion of the 38th Avenue between Sheridan and Harlan that was subject to a City-funded streetscape improvement project in 2002.

The recommendations included in the *38th Avenue Corridor Plan* generally coincide with the Streetscape Design Manual. The implementation plan in Chapter 6 identifies potential future amendments to the Streetscape Design Manual.

2 - CORRIDOR PROFILE

2.1 - HISTORIC CONTEXT

Wheat Ridge

The City of Wheat Ridge has its origins in the early mining days of Colorado in the late 1800's. Miners traveled from Denver through what is now Wheat Ridge to reach towns to the west such as Golden, Black Hawk, and Central City. Eventually, farmers settled in the Wheat Ridge area and routes between Denver and the west were established as the main thoroughfares that exist today, including West 38th Avenue.

Wheat Ridge was largely an agricultural community through the 1940's. After World War II, farms were subdivided and residential development started to shape the community into an auto-oriented, inner-ring suburb of Denver. The City officially incorporated in 1969. Wheat Ridge experienced its most significant commercial development between 1960 and 1990. Most of the city's commercial development occurred along major arterials, including 38th Avenue, in the form of low-density, auto-focused strip development.

West 38th Avenue

West 38th Avenue, especially between Wadsworth and Sheridan Boulevards, was always an important corridor in Wheat Ridge. As early as the turn of the twentieth century it was lined with residences and stores serving local farmers, such as the George Smith store, located on 38th Avenue near Teller Street. In 1905, slightly west of Wadsworth and just beyond the study area boundaries on 38th

Avenue, the Evangelical Lutheran Sanitarium opened for the treatment of tuberculosis. The hospital was a major destination throughout the Denver area and has expanded over the years to its present Exempla-Lutheran hospital, a large regional medical facility.

As development continued through the first half of the twentieth century along 38th Avenue, commercial and mixed-use buildings, often with retail at the ground floor, started to line the street. Some of the buildings from this era remain on the south side of 38th near Teller Street and High Court.

In the second half of the twentieth century the street saw the rise of auto-oriented, retail strip development. Also during this time period, Interstate I-70, which runs on the northern edge of Wheat Ridge, was completed. With a new highway connecting the west side of the Denver Metropolitan area to downtown, major east-west streets such as 38th Avenue became less important links in the regional transportation system.

In more recent decades, 38th Avenue has remained a key corridor in Wheat Ridge. However, due to redevelopment in the 1970's to the 1990's, it does not retain its original form or character. Many of the older buildings that were originally built close to the street in the first half of the 1900's have since been replaced.



The George Smith Store, on 38th Avenue near Teller Street, in 1909.

Photo Credit: Denver Public Library



Lutheran Hospital, with 38th Avenue in the foreground, in 1922.

Photo Credit: Denver Public Library

2.2 - DEMOGRAPHICS

The demographic data utilized for this plan comes from the six Census Block Groups that abut the corridor within the study area, as shown in Figure 2. This area, which is larger than the study area, includes data for the residential neighborhoods that are closest to the corridor.

The data utilized for the demographic analysis comes from DemographicsNow. At the time that the plan was prepared, very little data from the 2010 Decennial Census was available directly from the U.S. Census Bureau.

DemographicsNow uses data from the Census and the American Community Survey.

Overview

In many ways, the study area exhibits the same demographic and socioeconomic trends as Wheat Ridge. This includes a declining population in the past decade, lower household incomes compared to the Denver metro area as a whole, and an increasing Hispanic/Latino population.

The total population for the six block groups included in the study area was approximately

7,200, or 24% of the City's total 30,100 residents, in 2010. The City experienced a population decline of about 8% from 2000 to 2010 while the study area decreased by 6%. The Denver metro area grew by approximately 18% during the same time frame.

Race and Ethnicity

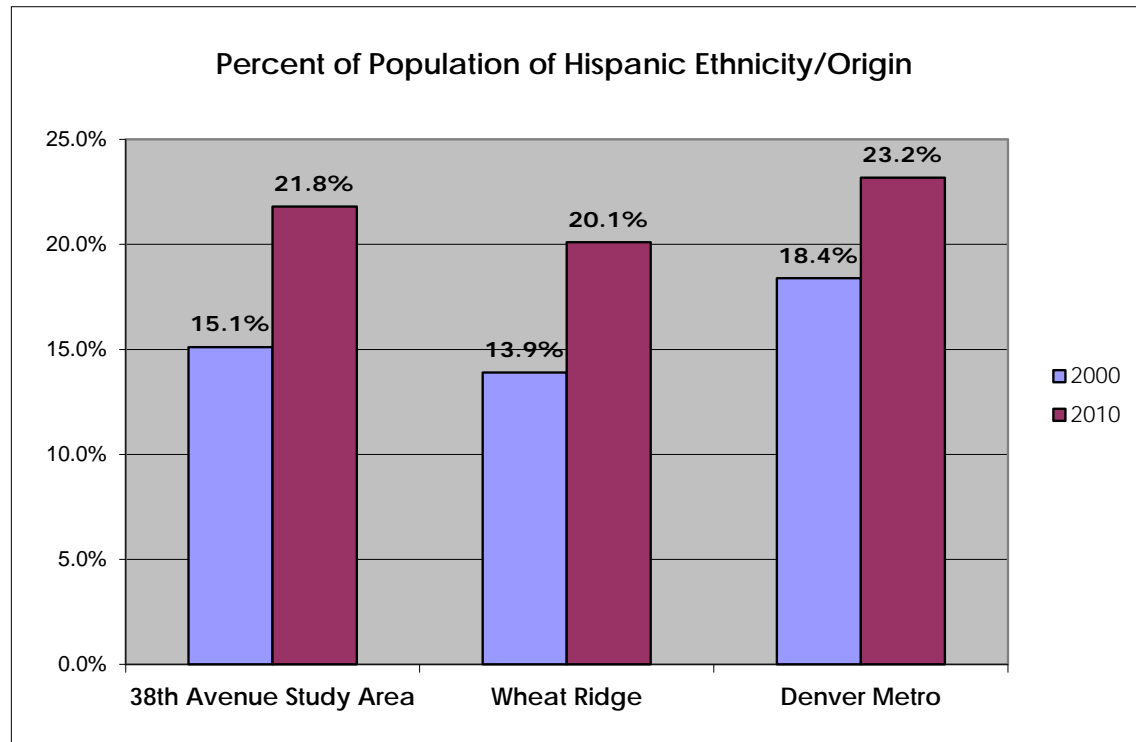
Similar to the City of Wheat Ridge, the study area's population is predominately white, around 85%. The percent of residents that are of Hispanic/Latino ethnicity has increased in recent years from 15% in 2000 to just under 22% in 2010.

Household Characteristics

The six block groups included in the demographic analysis contain approximately 3,700 households. The median household income, about \$40,000 in 2010, is less than the City's (\$45,000) and significantly less than the Denver metro area (\$61,300).

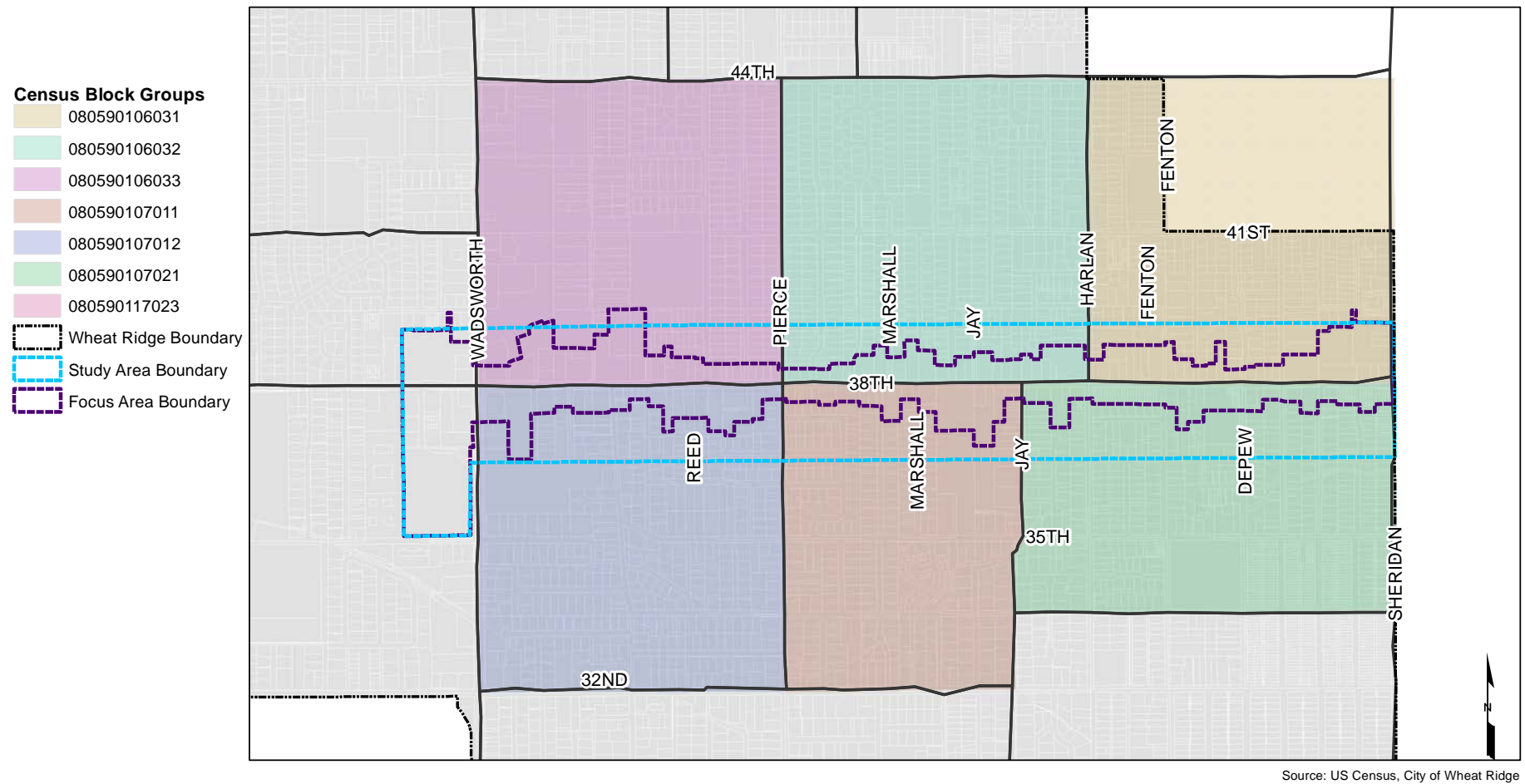
The average number of vehicles per household in the study area is 1.5, compared to 1.7 for Wheat Ridge and 1.9 for the metro area. This means that there are more households in the study area than in the city as a whole who do not have access to a car.

There are approximately 3,800 housing units in the demographic analysis area. The percent of units that are renter occupied - almost 50% - is higher than in Wheat Ridge (44%) and significantly higher than the metro area (30%).



Source: DemographicsNow

Figure 2: Census Block Groups Utilized for Demographic Analysis



2.3 - ZONING AND LAND USE

Zoning

The focus area includes 125 total properties, of which about 80% are commercially zoned (see Figure 3, Existing Zoning Map). The most common commercial zone districts found on the corridor are Commercial-One (C-1) and Restricted-Commercial (R-C). The C-1 district allows for a wide range of commercial land uses and is most prominent at the west and east ends of the focus area, where 38th Avenue

Focus Area Existing Land Use

Commercial and Retail	73%
<i>(17% of all commercial properties are auto-based)</i>	
Residential	25%
Institutional and Public	2%



Auto-focused businesses are a common land use along 38th Avenue.

is close to Sheridan and Wadsworth. The R-C zone district allows for a slightly narrower range of commercial uses. The Neighborhood-Commercial (N-C) zone district, which applies to a few parcels in the focus area, allows primarily for offices and neighborhood-serving retail. All of the commercial zone districts found on the corridor have strict limits on residential uses that generally prohibit mixed use development.

The properties that are residentially zoned make up about 20% of the focus area and include single family homes, multi-family developments, and a couple of civic/institutional uses. Wheat Ridge Middle School and Stevens Elementary, which share a large campus on the north side of 38th Avenue and Teller, are zoned residentially. There is also a large senior living facility at 38th and Jay that is zoned Planned Residential Development (PRD). Commercial uses of any type are not allowed in any of the residential zone districts, which include R-1A, R-1C, R-2, and R-3.

There is one property on the corridor, a vacant lot located at the southwest corner of 38th and Depew Street that is zoned for mixed use development through a Planned Mixed Use Development (PMUD) zone district.

The entire focus area falls within an architectural overlay, the Traditional Overlay, through the City's *Architectural and Site Design Manual* (ASDM), adopted in 2007. The ASDM contains standards for building and site design that apply to new development and to expansions

of existing buildings by 50% or more.

Beyond the focus area, the neighborhoods that abut the corridor are zoned residentially - primarily R-1A, R-1C, R-2, or R-3.

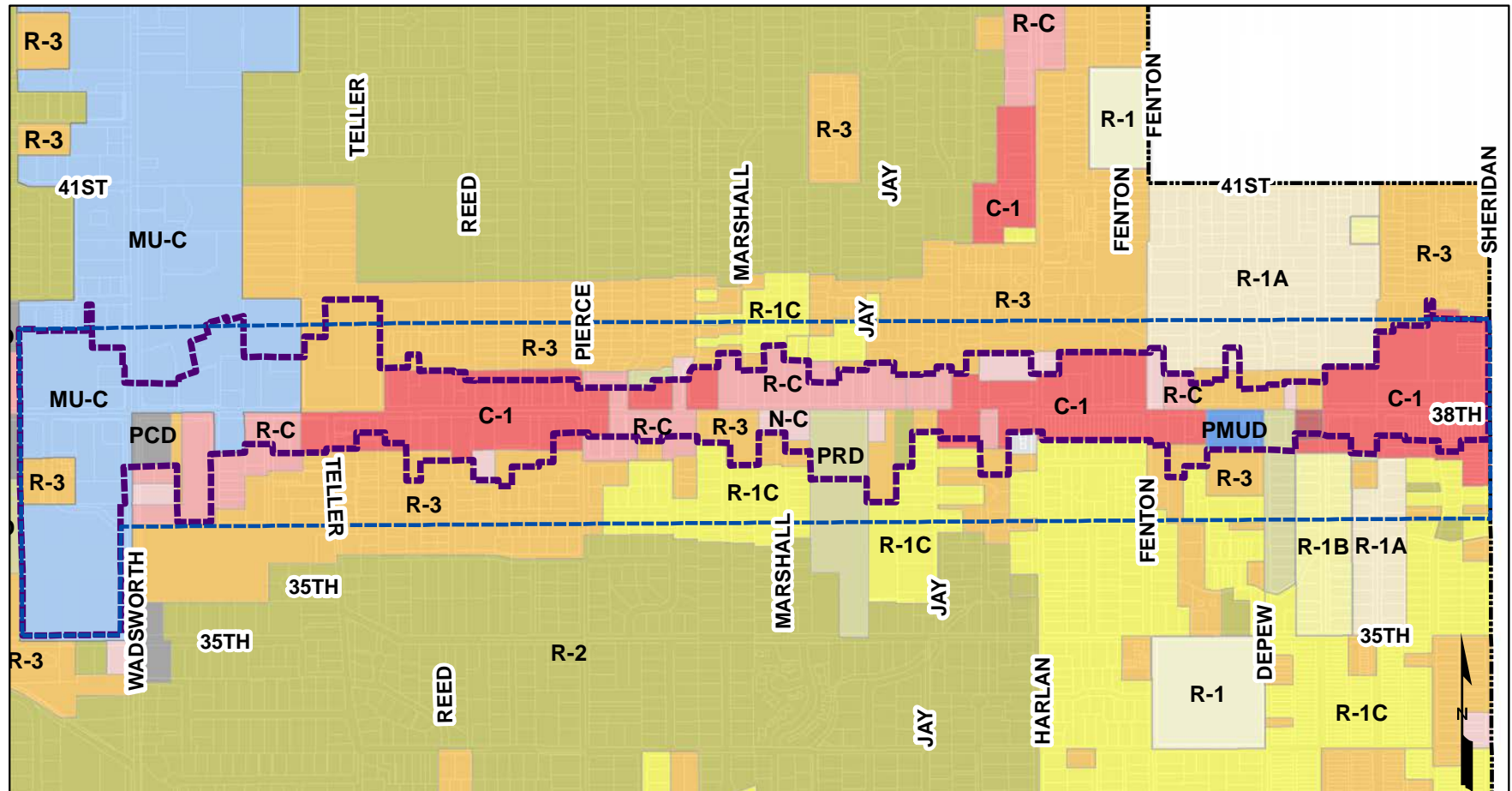
Land Use

The focus area contains a mix of commercial, residential, and institutional land uses. Figure 4 shows existing land uses along the corridor, based on a field survey of the street. Nearly 75% of the focus area has a commercial or retail land use. Fifteen percent of the parcels in the focus area contain an auto-focused use including auto repair, car washes, auto sales, and gas stations.

Almost all of the residential land uses are located between Marshall and Depew Streets. Residential land uses include some single family homes, generally located on the north side of 38th between Fenton and Depew Streets.

At the time of the field survey in 2010, there were just over ten vacant lots and buildings within the focus area. One large vacant parcel is located at the southwest corner of 38th Avenue and Wadsworth. This 14-acre site includes a former car dealership as well as a large vacant lot that has never been developed. Another prominent vacant lot is the parcel at 38th Avenue and Depew Street that was zoned for mixed use development through a PMUD but has not been developed. There is also a large unused lawn in front of Wheat Ridge Middle School that directly abuts 38th Avenue next to the school's parking lot.

Figure 3: Existing Zoning



- Study Area
- Focus Area
- Wheat Ridge City Boundary

Residential Zoning

- R-1 (Residential-One)
- R-1A (Residential-One A)
- R-1B (Residential-One B)
- R-1C (Residential-One C)
- R-2 (Residential-Two)
- R-3 (Residential Three)
- PRD (Planned Residential Development)

Commercial and Mixed Use Zoning

- N-C (Neighborhood-Commercial)
- R-C (Restricted-Commercial)
- C-1 (Commercial-One)
- C-2 (Commercial-Two)
- PCD (Planned Commercial Development)
- PMUD (Planned Mixed Use Development)
- MU-C (Mixed Use-Commercial)

Figure 4: Existing Land Use

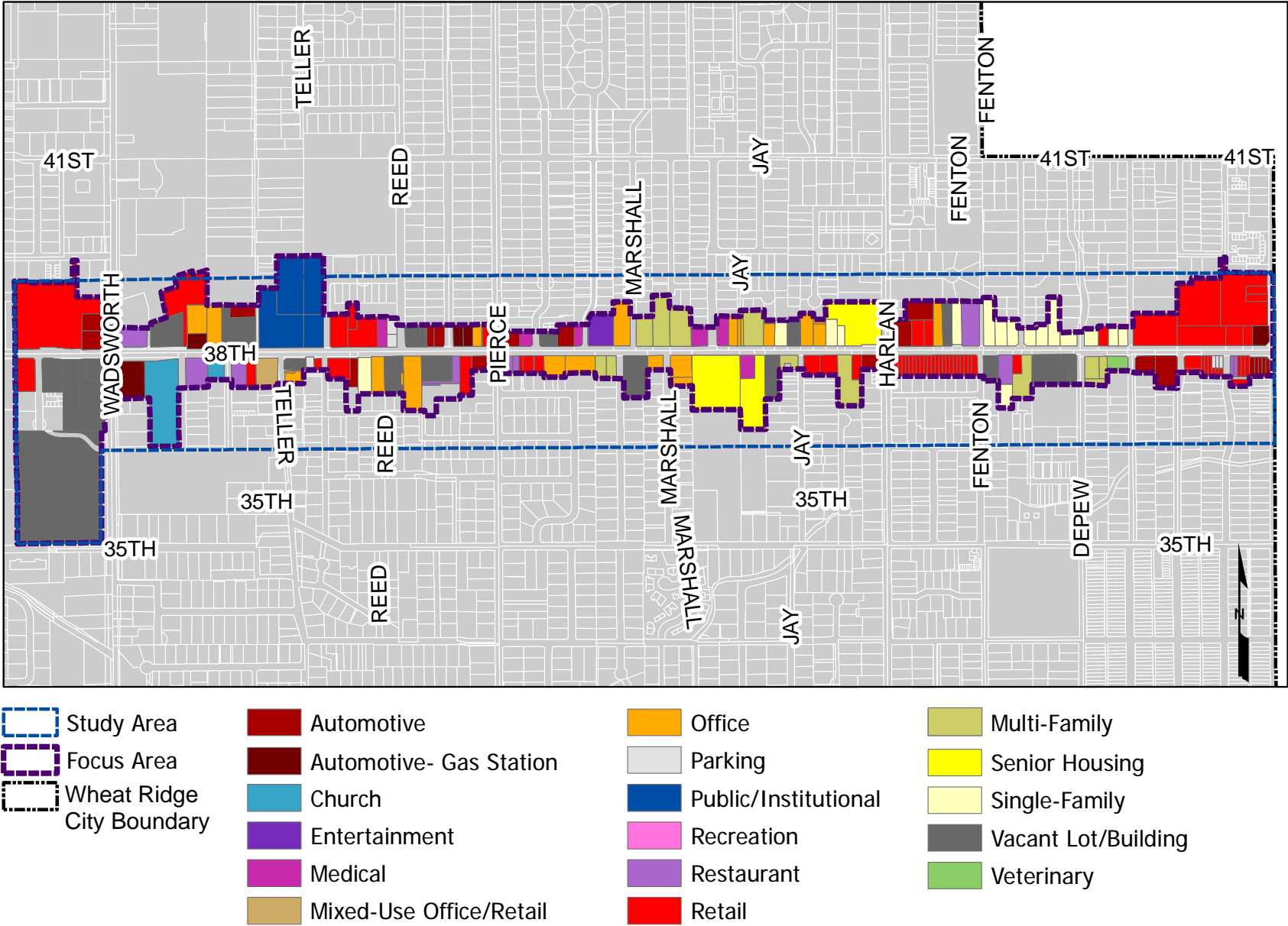
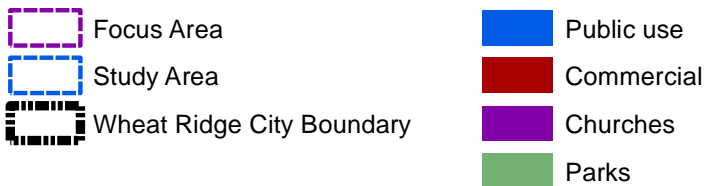
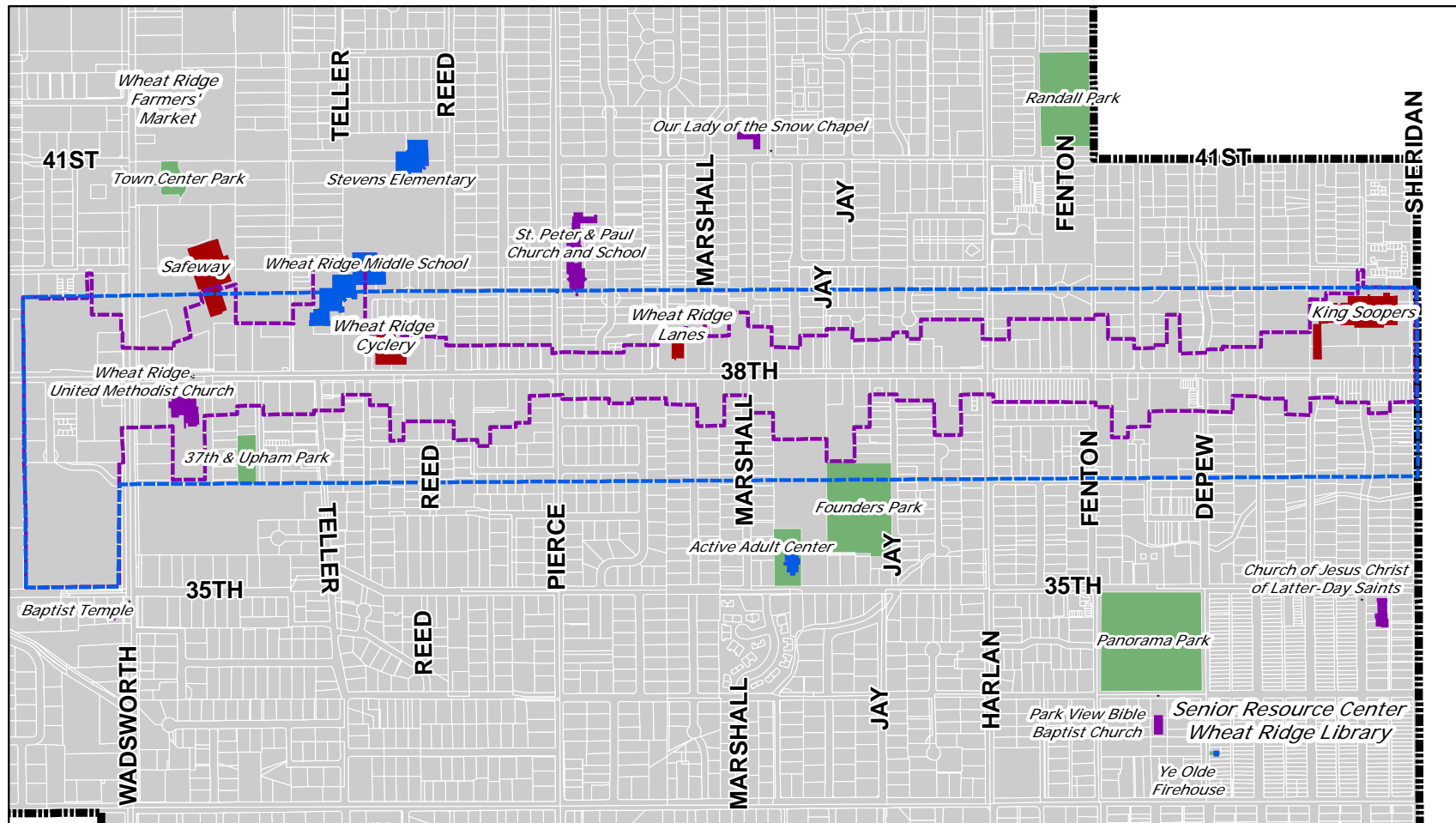


Figure 5: Landmarks and Open Space





This building, located at 38th and Teller Street, is one of few remaining structures that is built close to the street and has more than one story.



This image shows typical development on 38th Avenue, with buildings setback from the street and parking lots in front.

In the study area adjacent to the focus area, almost all of the land uses are residential, except along Wadsworth, where there are more commercial uses. The neighborhoods that border the corridor are generally composed of single- and two-family homes, with some multi-family apartments, built in the middle of the twentieth century. At the eastern end of the study area, closer to the City of Denver, there are some older homes. There is a concentration of low-rise, multi-family rental units south of 38th Avenue along Depew Street.

2.4 - LANDMARKS AND OPEN SPACE

Landmarks

There are a handful of existing public and commercial uses that are major destinations on the corridor. These destinations draw traffic and pedestrians to 38th Avenue, especially near the major arterials of Sheridan and Wadsworth. Figure 5 highlights important existing landmarks on 38th Avenue, including:

- The Safeway and King Soopers grocery stores that anchor the focus area at Wadsworth and Sheridan, respectively.
- Wheat Ridge Cyclery, at 38th Avenue and High Court, a regional destination.
- Wheat Ridge Middle School and Stevens Elementary, at 38th and Teller Street.

Open Space

As seen in Figure 5, there is no public open space directly on 38th Avenue. A couple of properties, such as the large senior housing complex between Marshall and Jay Streets,

provide private open space on-site. There are a handful of City-owned parks that serve the neighborhoods that border the corridor. These parks include Founders Park, which is next to the City's Active Adult Center on W. 35th Avenue, Panorama Park to the south of the corridor, and Randall Park to the north.

2.5 - BUILT ENVIRONMENT

Buildings

The majority of the buildings in the focus area, over 60%, were built before 1960. While there were many properties developed between 1960 and 1990, there has been little investment in the corridor since the late 1980's. The newest buildings in the focus area are the Wheat Ridge Middle School, built in 1994, and a few commercial structures constructed in the early 2000's within the Safeway marketplace development on Wadsworth. Wheat Ridge Cyclery completed a major addition to their building in 2007.

The typical commercial building on 38th Avenue is one-story and is set back from the street, with parking in front. There are a few buildings, constructed in the 1930's and 1940's, that are built close to the street, often with second stories for office or residential uses. These buildings are mainly located on the south side of 38th between Upham Street and High Court, across the street from the middle school.

There are also residential structures, primarily built in the first half of the twentieth century,

that front 38th Avenue. Some of these homes, especially on the eastern end of the focus area, are still utilized as residential uses. Others have been converted to commercial uses.

Based on field observations, the majority of the buildings in the focus area are in fair or good condition. Buildings in fair condition are structurally sound but require improvements such as paint, new roofs, or new windows. There are several properties on the corridor that noticeably require minor improvements or better maintenance.

Because so many buildings are set back from the street, making them difficult to see from the roadway, there are many large pole signs that line the corridor. These large signs contribute to the auto-oriented character of the street.

Parking

38th Avenue has a large supply of off-street parking lots. An inventory of existing parking based on a field survey and aerial photography yielded 3,500 total off-street parking spaces. About 37 acres, or 28%, of the focus area is currently dedicated to surface parking lots. Figure 6 illustrates the dominance of parking areas on the street today.

Presently there are around 10 on-street parking spaces on 38th Avenue, located on the south side of the street between Upham Street and High Court. There are two City-owned parking lots with free parking on the corridor: one near 38th Avenue and High Court and one at

38th Avenue and Ames Street. Each of these parking lots has 12 parking spaces.

Streetscape

The east end of the corridor, between Sheridan and Harlan Street, has a quality streetscape environment that is the result of a \$2 million streetscape improvement project that the City completed in 2001. This project entailed the installation of 5-foot wide sidewalks, amenity zones containing street trees and pedestrian lights, landscaped screening between parking lots and the sidewalk, and enhanced crosswalks. It also included street furniture such as benches, bollards, and planters that create a cohesive design.

Between Wadsworth and Harlan Street, 38th Avenue does not contain significant streetscape improvements. While most of the street along this stretch of the corridor has an attached sidewalk at least three to four feet wide, there are a few blocks where the sidewalk is interrupted by long curb cuts. There are some pedestrian lights on this stretch of the street, which are acorn-shaped.

2.6-TRANSPORTATION AND MOBILITY

Various modes of transportation use 38th Avenue, including cars, public buses, pedestrians, and bicyclists.

Vehicular

The portion of 38th Avenue included in this plan is classified as a principal arterial by the City of Wheat Ridge. Arterial roadways serve higher

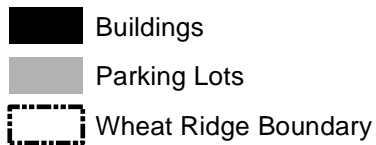
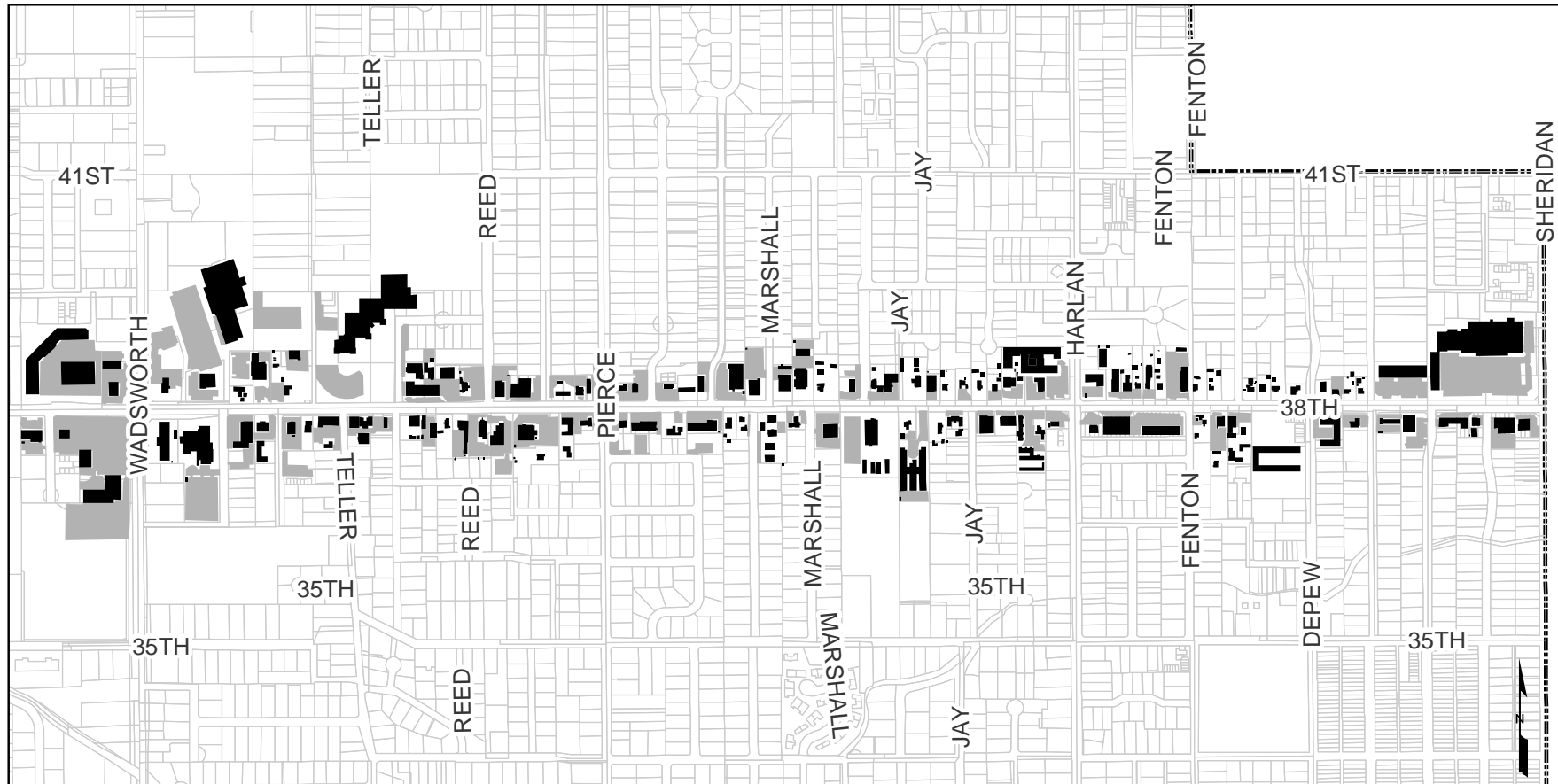


Example of the typical streetscape environment between Wadsworth and Harlan Street.



The existing streetscape improvements between Harlan Street and Sheridan include an amenity zone, with trees and pedestrian lights, as well as landscaped screening of parking lots.

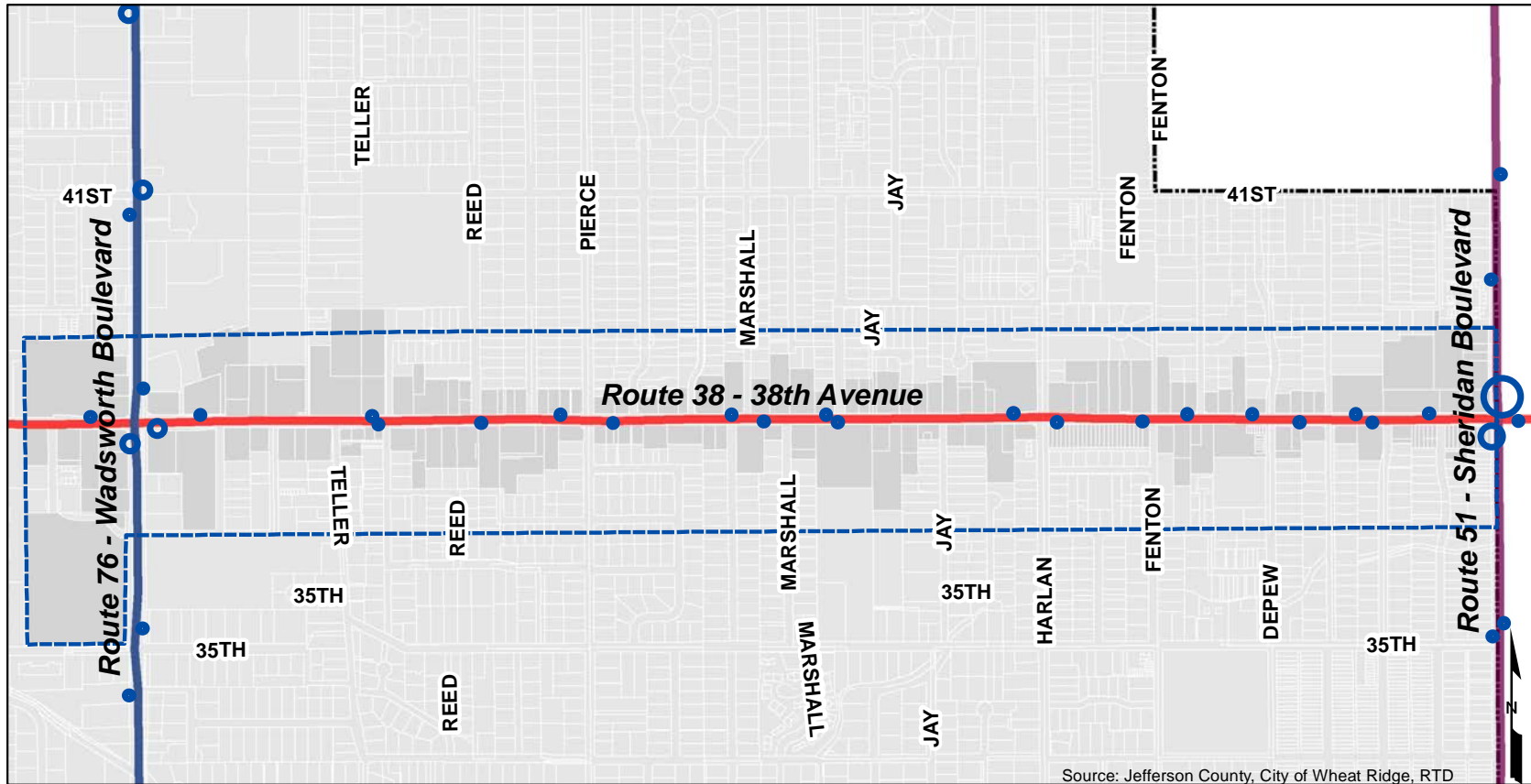
Figure 6: Figure Ground with Parking Lots



Parking Data for Corridor:

- Approximately 3,500 total off-street parking spaces (24 in public parking lots)
- Total land area devoted to parking = approximately 37 acres
- Approximately 10 existing on-street parking spaces

Figure 7: Transit



RTD Routes

- Route 38
- Route 51 - Sheridan
- Route 76 - Wadsworth
- Study Area
- Wheat Ridge Boundary

Number of Daily Riders

- 0 - 10
- ◉ 11 - 20
- ◍ 21 - 30
- ◌ 31 - 40
- ◯ More than forty



Example of the existing 5-lane cross section between Vance Street and Pierce Street.



Example of the existing 4-lane cross section between Pierce Street and Depew Street.

traffic volumes and provide access to regional centers and freeway interchanges. Although 38th Avenue is classified in the same category as major arterials such as Wadsworth Boulevard and Sheridan Boulevard, it carries significantly fewer cars per day compared to those streets. Between Wadsworth and Sheridan, 38th Avenue has an Average Daily Traffic (ADT) volume of 17,000 cars. By comparison, Wadsworth's ADT volume is 40,000 and Sheridan's is 30,000.

There are two streets with the City's collector classification that intersect 38th Avenue within the study area - these are Pierce Street and Harlan Street. Both of these streets have an ADT in the range of 5,000 vehicles.

The roadway section for 38th Avenue varies within the study area. The traffic analysis prepared for this plan, found in Appendix A, contains more detail on the current roadway design. A summary of the different cross sections for 38th Avenue, starting at the west end, follows:

- Wadsworth to Vance Street: multi-lane section with two through lanes in each direction as well as two westbound left-turn lanes at Wadsworth.
- Vance Street to Pierce Street: 5-lane cross section with two through lanes in each direction and a two-way left turn lane in the center.
- Pierce Street to Depew Street: 4-lane cross section with two through lanes in each direction and no center turn lane

- Depew Street to Sheridan: 5-lane cross section including two through lanes in each direction and a center turn lane.

Data on existing traffic counts by intersection as well as accident history are included in the traffic analysis in Appendix A. Between 2008 and 2010 there were 144 reported accidents along 38th between Sheridan and Wadsworth. The majority of these accidents occurred at signalized intersections, which is typical for an arterial corridor.

Transit

Figure 7 depicts the bus routes on and adjacent to 38th Avenue within the study area. Bus route 38 runs down 38th Avenue and provides a direct connection to downtown Denver to the east. Route 76 runs down Wadsworth and has a stop at 38th and Wadsworth. On Sheridan, bus route 51 also has stops at 38th Avenue.

The map in Figure 7 also shows where the existing bus stops are located along the corridor, with circles representing how many passengers utilize each stop daily. Most of the east and westbound stops for Route 38 serve in the range of 1-10 passengers each day. The highest numbers for ridership occur at Wadsworth and Sheridan. The northbound stop for Route 51 at 38th and Sheridan serves about 70 passengers each day.

There are no existing or planned rail corridors in the study area. However there is a light rail line currently under construction by RTD that will

have a stop at Wadsworth and 13th Avenue. Bus route 76 will connect to that new station and will also connect in the future to a planned commuter rail station close to Wadsworth in Old Town Arvada.

Pedestrians and Bicyclists

As described in Section 2.5 under Streetscape, most of 38th Avenue contains a sidewalk on both sides of the street. Between Harlan Street and Sheridan, this sidewalk is detached with an amenity zone between the sidewalk and the street. For the remainder of the corridor, the sidewalk is attached (with no amenity zone) and it is often interrupted by large curb cuts. In many places, the sidewalk is also a substandard width, less than 5 feet. The City's *Bicycle and Pedestrian Master Plan*, adopted in 2010, recommends the addition of a 6-foot detached sidewalk with an amenity zone for the entire length of 38th Avenue.

The traffic analysis in Appendix A contains data on pedestrian counts for 38th Avenue. The highest counts during the morning and evening peak hours occurred at the intersections of Harlan, Pierce, and Sheridan. Of the 144 accidents that occurred on 38th Avenue between 2008 and 2010, five involved pedestrians. Two of those five pedestrian accidents occurred at or near the intersection with Sheridan. During this same time frame, there were four collisions involving bicycles.

There is no data available for the number of bicyclists who use the 38th Avenue corridor.

The street does not contain any bike facilities, such as a bike lane or bike parking areas, and most bicyclists observed on the corridor use the sidewalk, not the street. Wheat Ridge Cyclery, located on High Court at 38th, is a major destination for cyclists in the Denver region, though most customers access the site by car. There are existing east-west bicycle routes parallel to 38th Avenue. One heavily-used route is W. 32nd Avenue. This corridor has on-street bike lanes at the west end of Wheat Ridge and is planned for continuous bike lanes along its entire length in Wheat Ridge's *Bicycle and Pedestrian Master Plan*. In Denver, W. 35th Avenue is a dedicated bike lane with a shared bike facility. The *Bicycle and Pedestrian Master Plan* calls for continuing this route into Wheat Ridge with a shared bike facility from Sheridan to Pierce Street, where it would connect to a planned bike lane on Pierce Street (please see page 17 of the Master Plan for a map of the proposed routes).

2.7 - ECONOMIC CONDITIONS

Data for the retail and office market along 38th Avenue generally reveals high rates of vacancy and low rents compared to other areas in Denver.

Retail Market

For the retail properties in the focus area on 38th Avenue, the vacancy rate in June 2011 was 18%. While this is lower than the high of 22% vacancy that was reached in early 2010, it is still significantly higher than the Denver West retail market, which has a vacancy rate of about 6%.



Most bicyclists who use the 38th Avenue corridor today ride on the sidewalk.

Retail and Office Market Data

RETAIL

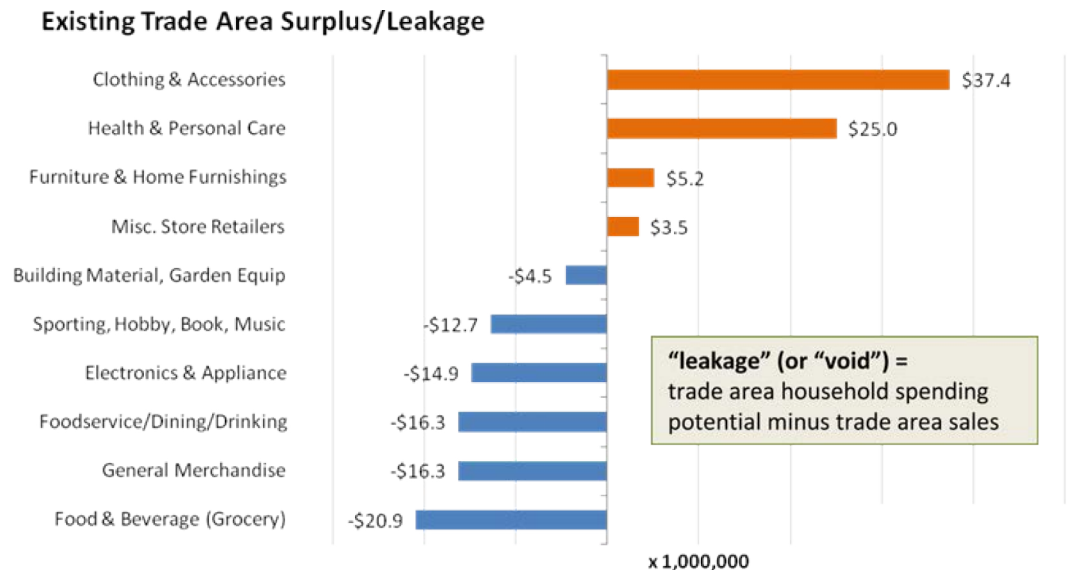
	<u>Vacancy</u>	<u>Average Rent</u>
38th Avenue	18%	\$8.20/yr
Denver West	6%	\$12.24/yr

OFFICE

	<u>Vacancy</u>	<u>Average Rent</u>
38th Avenue	3%	\$13.55/yr
Denver West	13%	\$17.74/yr

Data source: CoStar

Note: The Denver West submarket is defined by CoStar and includes several cities in the Denver metro area west of Interstate-25.



This graph shows existing retail leakage in the 3-mile trade area for the 38th Avenue corridor. Source: LeLand Consulting Group.

The average lease rate along 38th Avenue is also well below the Denver West retail market. As noted in the Community Revitalization Report prepared by Downtown Colorado Inc, which examined the potential for revitalizing 38th Avenue, these lower rents could make the corridor "entrepreneur-friendly" for small businesses.

Office Market

The office market on 38th Avenue is composed of primarily smaller offices, with only a few office buildings with more than one story. While the vacancy rate for the office market on 38th Avenue has fluctuated over the past

years, it reached a low rate of 3% in June 2011. This is much lower than the Denver West office market, which has a vacancy rate of 13%. Office lease rates on the corridor are about \$4 less per square foot than the Denver West average rate of \$17.74/year.

Trade Area

In 2009, LeLand Consulting Group prepared a market study for the 38th Avenue corridor between Sheridan and Wadsworth for the City's Urban Renewal Authority, Renewal Wheat Ridge. The complete market study is included in Appendix B. The market study defined a trade area for the corridor. The trade

area is the geographic area that business owners and developers (of residential, retail, or office uses) use to define the area from which the majority of their customers, residents, or employees originate. For regional shopping areas, the trade area is typically 5 miles. For neighborhood commercial services, it is typically 1 mile. The 38th Avenue trade area is in between the regional and neighborhood scale at 3 miles, with boundaries adjusted for major barriers such as Interstate-25.

The trade area is used to analyze the realistic potential for an area to grow and change beyond its current condition.

Residential Demand

Local data from the Denver Regional Council of Governments (DRCOG) indicates moderate growth in households for the trade area over the next ten years, at 0.6% per year. The LeLand Consulting Group's market study used this growth rate and assumed an aggressive but attainable capture rate, or market share, of 12%. With these assumptions, the 38th Avenue corridor (between Sheridan and Wadsworth) could absorb between 20 and 30 market rate condo/townhome/loft units and between 60 and 70 rental units by 2020.

The market study recommends focusing new residential and commercial development on the corridor at a node focused on High Court and 38th Avenue. It also notes that the corridor could potentially support additional new housing units, beyond the totals given

above, if it captures an increased share of infill development that would otherwise go to Denver's Highlands or the Lakewood/Edgewater markets.

Retail Demand

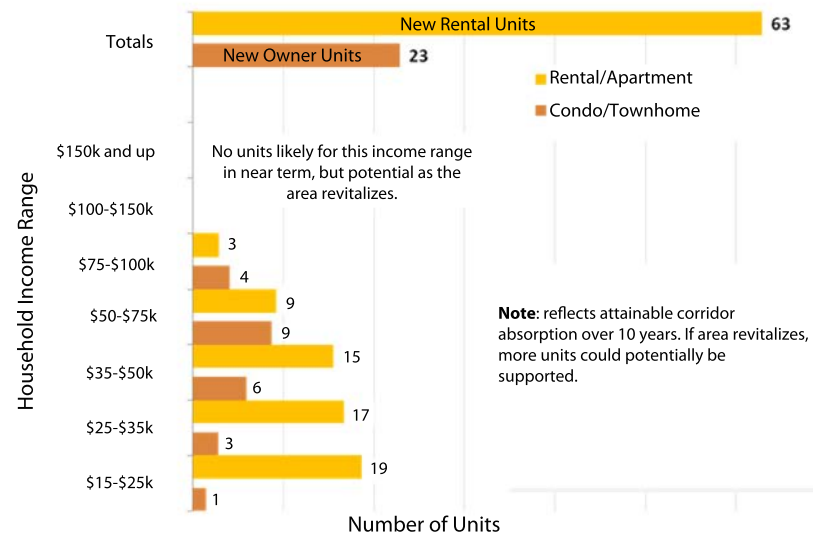
Utilizing the 3-mile trade area and Census data on spending potential for consumers within this area, the market report identified gaps - or "leakages" - in the retail market where supply is not meeting demand. This analysis showed that substantial leakage in retail dollars is occurring in the spending categories of Clothing and Accessories and Health and Personal Care.

Beyond these existing gaps in the retail market, the market study examined demand that would come from projected household growth within the trade area. Based on existing leakage and projected growth, the study found that the 38th Avenue corridor could realistically capture almost 50,000 square feet of new retail space by 2020. While this amount of square footage is not enough to support a large-format grocery store, it would align with small speciality grocers as well as restaurants, health and beauty stores, and other retail categories that are currently experiencing gaps in supply on the corridor.

Office Demand

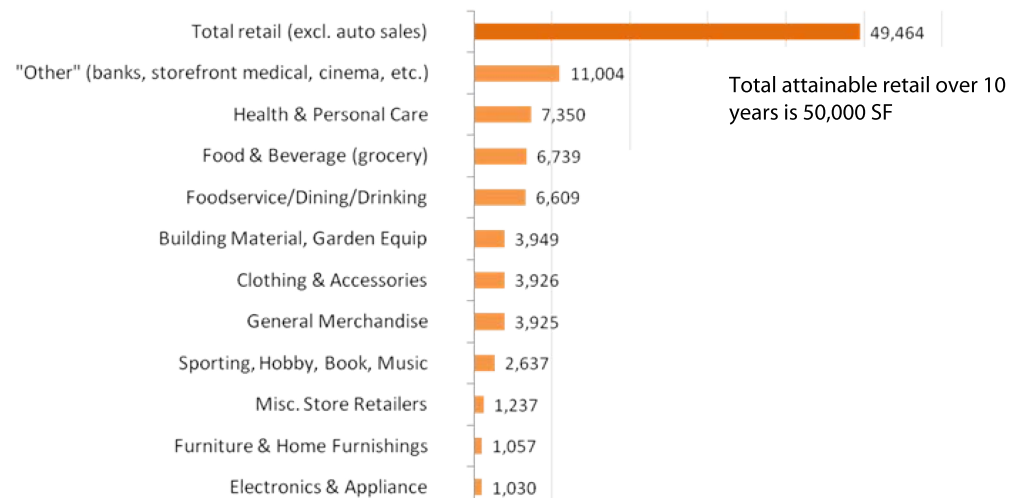
The market study did not examine future demand for office space on the corridor. Speculative office buildings occupied by a single tenant are not likely for the market along the corridor. However, due to low office vacancy and proximity to the Exempla-

10-Year Attainable Residential Demand For 38th Avenue Corridor



These graphs show potential 10-year demand for new retail space and residential units on the corridor. Source: LeLand Consulting Group.

10-Year Attainable Demand for New Retail Space (Square Feet) For 38th Avenue Corridor





Example of a vacant building on the 38th Avenue corridor. Vacancy was an important factor in the potential for change analysis.



A vacant lot located at 38th Avenue and Depew Street is one of the few parcels over five acres within the focus area.

Lutheran campus just west of the Study Area, there could be some office demand that would complement new residential and retail space, such as live/work space and small medical offices.

2.8 - POTENTIAL FOR CHANGE

Wheat Ridge 2020 commissioned a Community Revitalization Partnership (CRP) Study, completed by Downtown Colorado, Inc. and the Colorado Department of Local Affairs in 2010, that recommended multiple strategies for revitalizing the 38th Avenue Corridor. One recommendation in the CRP report was to compile an extensive database for properties that border 38th Avenue between Sheridan and Wadsworth (those properties in the focus area) and to utilize that data to perform a potential for change analysis. This analysis would use data such as ownership, parcel size, building age, and vacancies to identify parcels or areas on the corridor that are most likely to attract change, or redevelopment. This analysis would help the City and the private market focus revitalization efforts at key catalyst sites.

The City performed the potential for change analysis for the focus area as part of this planning process. Although a long list of data inputs was assembled, the final potential for change analysis included six key inputs that are most likely to influence a property's potential for change, or reinvestment:

- Parcel size and ownership
- Vacancy
- Building condition

- Year built
- Proximity to major intersection
- Land utilization

An overview of each input follows.

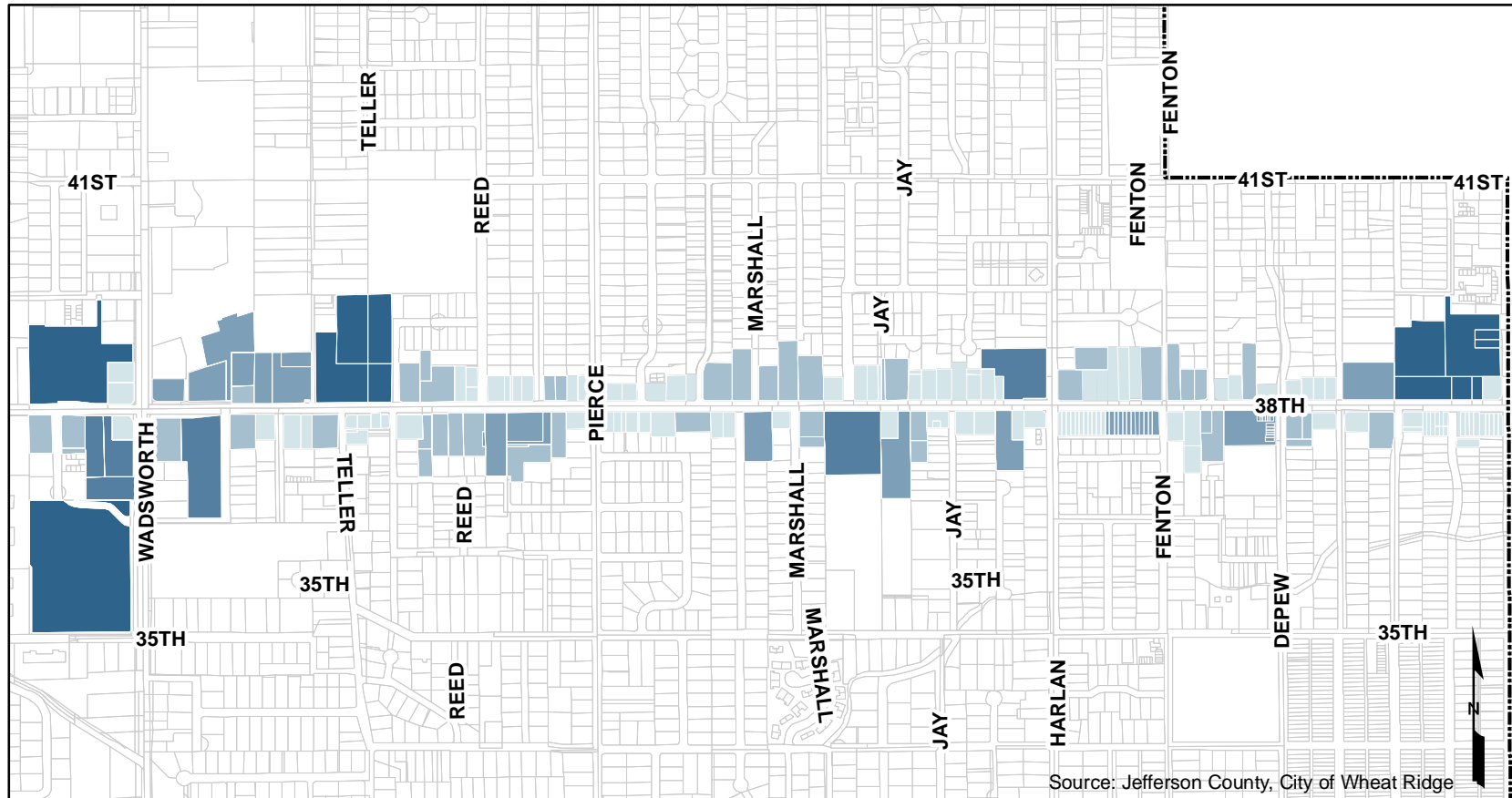
Parcel Size and Ownership

Properties larger in size are more likely to accommodate redevelopment. As noted in previous plans and studies of 38th Avenue, the large number of small parcels and fractured ownership patterns on the street pose a challenge to redevelopment. Of the 125 parcels in the focus area, only four (3%) are over 5 acres in size. Only eight (6%) are over 2 acres in size. Because most parcels are owned by separate owners, this makes assembly of smaller parcels difficult to achieve. Parcels (or contiguous parcels under one owner) over 5 acres in size were rated the most likely to change. Parcels less than 2 acres in size were rated the least likely to change.

Vacancy

Field surveys were utilized to identify vacant buildings and vacant lots. Vacant buildings were considered more likely to change than occupied buildings. Vacant lots were rated the most likely to change. There are three vacant lots in the focus area. The largest vacant site is the former Go car dealership and adjacent undeveloped land at the southwest corner of Wadsworth and 38th Avenue, totaling 14 acres. At the time that the field survey was completed, there were 14 vacant buildings (or buildings with at least one vacant tenant space) on the corridor.

Figure 8: Parcel Size



Parcel Size

- 0.0 - 0.5 Acres (73 total parcels)
- 0.6 - 1.0 Acres (32 total parcels)
- 1.1 - 2.0 Acres (12 total parcels)
- 2.1 - 5.0 Acres (4 total parcels)
- 5.1 - 10.0 Acres (4 total parcels)

Potential for Change Analysis

Potential for Change Key Factors:

- Parcel size and ownership
- Vacancy
- Building condition
- Year built
- Proximity to major intersection
- Land utilization



The parking lot and green lawn in front of Wheat Ridge Middle School are two underutilized parcels that front directly on 38th Avenue.

Building Condition

Field observations were utilized to rate each building in the focus area as good, fair, or poor condition. These condition ratings were based on what is observable from the exterior of a building. For buildings in the “good” category the primary building elements, including walls and roof, do not show signs of repair and only small maintenance, such as a new paint coat, may be needed. The majority of structures fell into this category.

Buildings that appeared to be structurally stable but in need of maintenance that requires considerable time and effort, such as new windows or doors, were rated in fair condition. Only nine buildings fell into this category.

At the time that the survey was completed, there was one structure rated as poor since it had experienced significant structural damage from a fire. More recently, the property came under new ownership and was remodeled into a new restaurant.

Year Built

Utilizing parcel data available from the Jefferson County Assessor’s office, each parcel was ranked by decade that the improvements on the parcel were constructed. Older properties, built before 1960, were scored as more likely to change than buildings that were constructed more recently. Buildings constructed after 1990, of which there are only a handful, were considered least likely to change.

Proximity to Major Intersection

Recognizing the importance of visibility and access to well-traveled streets, parcels were ranked by how close they are to major streets. Properties located close to Wadsworth and Sheridan received the highest possibility for change. Parcels located close to Pierce Street or Harlan Street, the two collectors that intersect 38th Avenue, were considered slightly more likely for change compared to parcels that are not proximate to an important intersection.

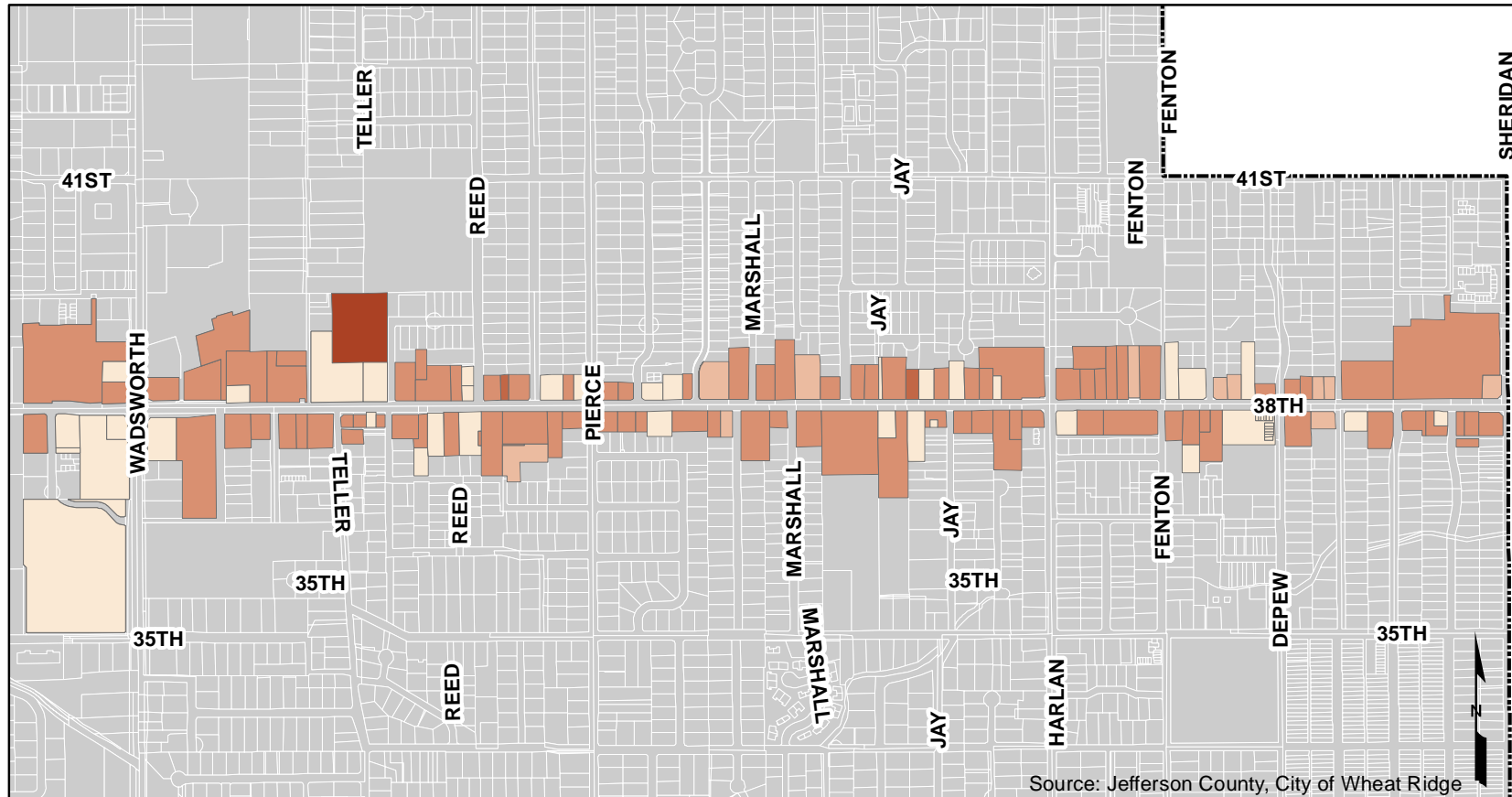
Land Utilization

An important factor in likelihood for change is whether a parcel is underutilized. A common measure for land utilization is improvement to value ratio. This metric is the value of the improvements on a lot divided by the value of the land (with values coming from the Jefferson County Assessor’s records). Properties with a value of 1.0 or less, or those where the value of the improvements on site is less than or equal to the value of the land, are considered underutilized. These underutilized properties were rated the most likely to change. Most properties in this category are vacant lots with no improvements, parking lots, or parcels with small, older buildings. Underutilized lots include the parking lot and unused green space in front of Wheat Ridge Middle School.

Analysis

Utilizing the six inputs summarized above, and weighting land utilization, vacancy, and building condition the highest, each parcel was assigned a “score” for likelihood for

Figure 9: Land Utilization

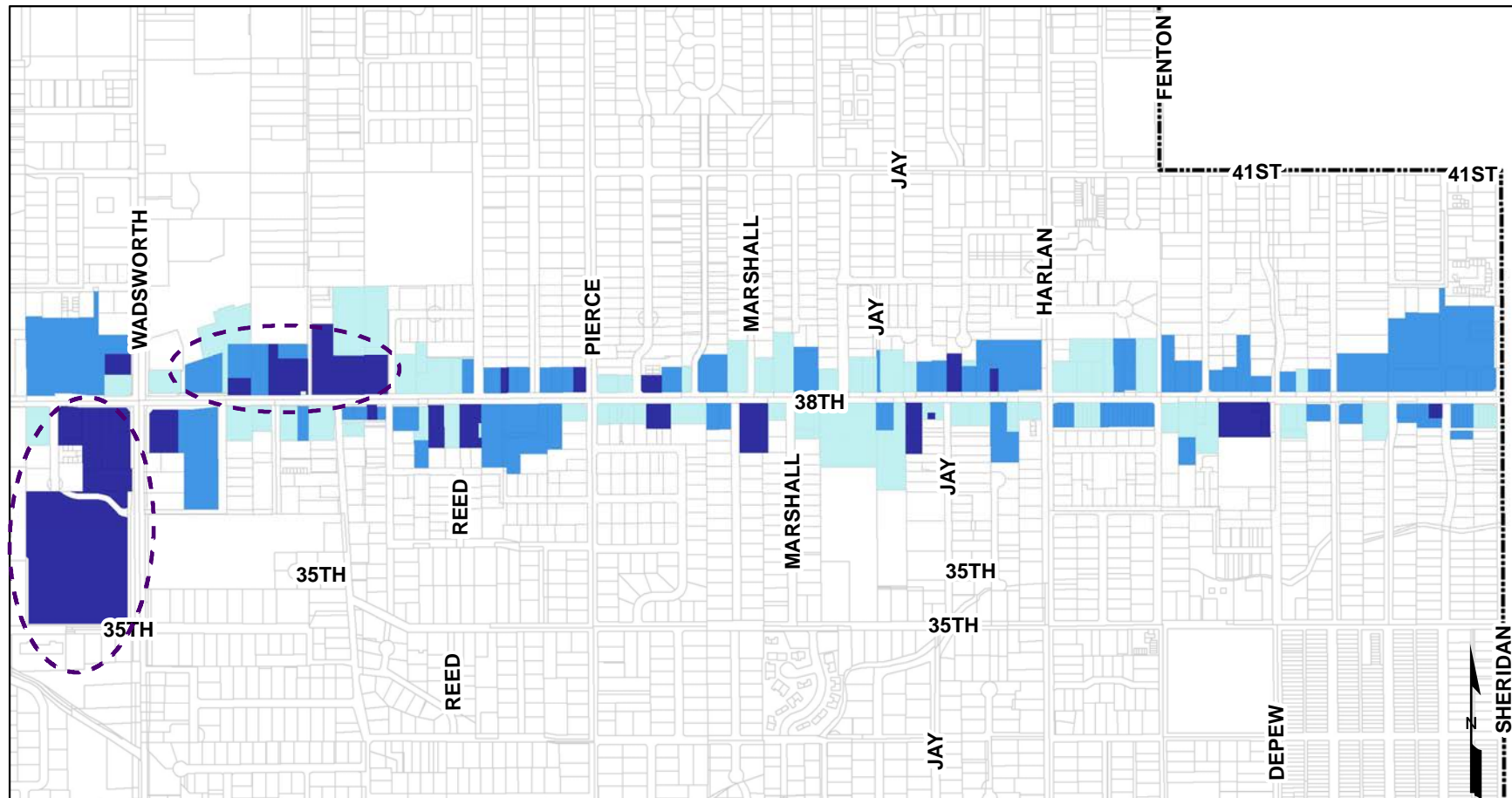


Improvement to Value Ratio

- 0.00 - 1.00 (32 total parcels)
- 1.01 - 2.00 (11 total parcels)
- 2.01 - 5.00 (79 total parcels)
- 5.01 - 10.00 (2 total parcels)
- Greater than 10 (1 total parcel)

Ratio of the value of improvements on a parcel to the value of the land. A value less than 1 indicates underutilized land.

Figure 10: Potential for Change Analysis



Potential for Change

- Low
- Medium
- High
- Opportunity Areas

change. Figure 10 illustrates the results. Clusters of parcels with a higher potential for change represent areas where the investment of public or private dollars might have the most impact. Two areas that could serve as catalyst sites along the corridor are highlighted on the map as opportunity areas. With contiguous parcels rated more likely for change, they may have greater potential than other areas for attracting redevelopment.

The opportunity area to the west is the 14-acre former car dealership and adjacent vacant lot. This site is an important gateway into the 38th Avenue corridor, but it is more oriented toward Wadsworth, a major regional arterial, than toward 38th Avenue.

The opportunity area just east of Wadsworth falls primarily on the north side of 38th Avenue between Upham Street and High Court. Land assembly in this area would be important since it includes the parking lot and unused green space in front of Wheat Ridge Middle School. This area is particularly well-positioned since Wheat Ridge Cyclery lies just to the east and already draws many customers from the entire metro area. This area was also called out in the market study as a strategic location to target redevelopment and investment on the corridor.



3 - VISION

3.1 - VISION STATEMENT:

“West 38th Avenue between Sheridan and Wadsworth is a safe, vibrant and diverse corridor in Wheat Ridge with a strong identity and robust commercial and residential markets. The corridor has identifiable sub-districts with its Main Street being a source of community pride and a primary destination for city residents and visitors. In the year 2030, people of all ages and abilities live, work, learn, shop, and play along 38th Avenue.”

The vision statement is the result of input received from stakeholders and the community during the planning process. At the beginning of the process, visioning meetings were held with both the stakeholder committee and the public. Participants identified what they would like the corridor to look and feel in the year 2030. Common desires expressed during the visioning process for 38th Avenue included:

- Improve the design and quality of the street.
- Create a street that is safe and enjoyable for pedestrians but that does not compromise other modes of travel, especially cars.
- Draw a variety of restaurants, shops, and other services to the corridor so that it becomes a lively, attractive destination during the day and night.
- Recognize the street as the heart of the community (its Main Street) through improved design and a clear identity.
- Encourage different districts or nodes along the 1.5 mile length of the street.
- Improve connectivity to surrounding neighborhoods

As part of the visioning process, attendees of the first public meeting participated in a visual preference survey. Participants voted for images under a variety of categories, including retail storefronts and streetscapes, to indicate which they liked the most and the least. The results of this survey helped to inform the community’s vision for the future of 38th Avenue. The highest-rated images showed streets with quality streetscaping, pedestrian-friendly buildings and uses, and outdoor seating. The results of the visual preference survey are summarized in Appendix C.

3.2 - SUB-DISTRICTS

One prominent idea that arose during the visioning process was that, although it makes sense for the corridor to have an overall unifying theme, its total length of 1.5 miles is too long for only one identity. Residents and business owners on the corridor suggested the creation of different nodes, or sub-districts. These smaller areas would encourage land uses or businesses, such as restaurants or active living businesses similar to Wheat Ridge Cyclery, to cluster in certain districts. Each sub-district would have its



Both of these images, which received numerous positive votes during the visual preference survey, demonstrate the vision for the future of 38th Avenue.

Photo credit: Entelechy.

own character and vision. A description of the four proposed sub-districts and the vision for each follows. Figure 11 illustrates the proposed sub-district map.

Wadsworth Town Center

The Wadsworth Town Center anchors the corridor at its western end. Building upon the City's adopted *Wadsworth Corridor Subarea Plan* and *Envision Wheat Ridge*, which envision a mixed use town center on Wadsworth between 38th and 44th Avenues, this sub-district includes a mix of community and regional serving retail, offices, and residences. It will serve as a gateway into Wheat Ridge's downtown and Main Street from the west. The Wadsworth Town Center will draw larger-format, higher-intensity retail uses that fit well on a regional arterial like Wadsworth.

This sub-district contains one of the major opportunity areas identified in the potential for change analysis (see Chapter 2), which is the 14-acre vacant lot and former car dealership at the southwest corner of 38th Avenue and Wadsworth. This site could draw significant redevelopment that would help establish a quality gateway to the 38th Avenue corridor.

Main Street

The vision for Main Street is a historic gathering place that integrates small shops, restaurants, and services at the ground floor with residences and office space on upper floors. This half-mile stretch of 38th Avenue will be easily walkable and attract a synergy of people and activities

during the day and night. The heart of Main Street is between Vance and Pierce Streets. This area overlaps with one of the major opportunity areas identified in the potential for change analysis. The eastern edge of Main Street extends to Newland Street so that it is anchored by Wheat Ridge Lanes, a popular bowling alley, on the east end and so that it encompasses a full 1/2 mile walking distance along the corridor.

It is important to note that Main Street falls within the proposed downtown area. Wheat Ridge has never had an official downtown but main streets are typically found within the downtown of a community. Downtown Wheat Ridge incorporates the Wadsworth Town Center and Main Street, recognizing the portion of 38th Avenue that has historically been the heart of the City.

Residential District

This sub-district is envisioned as one of Wheat Ridge's premier living quarters. With a mix of townhomes, apartments, and condominiums, it will be a neighborhood particularly attractive to young adults, empty nesters, and seniors, who will be able to comfortably walk to transit or the local coffee shop to meet with friends. This sub-district begins at Newland Street and extends east to Depew Street. Although the primary vision for this area is to attract new, quality residential uses, it may also include retail and office uses that will be easily accessible to residents.

Sheridan Commercial District

This sub-district anchors the east end of the corridor between Depew Street and Sheridan Boulevard. The vision for this portion of the street is to maintain a variety of community serving businesses with a focus on retail uses. The identity for this area will draw on the existing streetscape improvements that were built by the City in 2001.

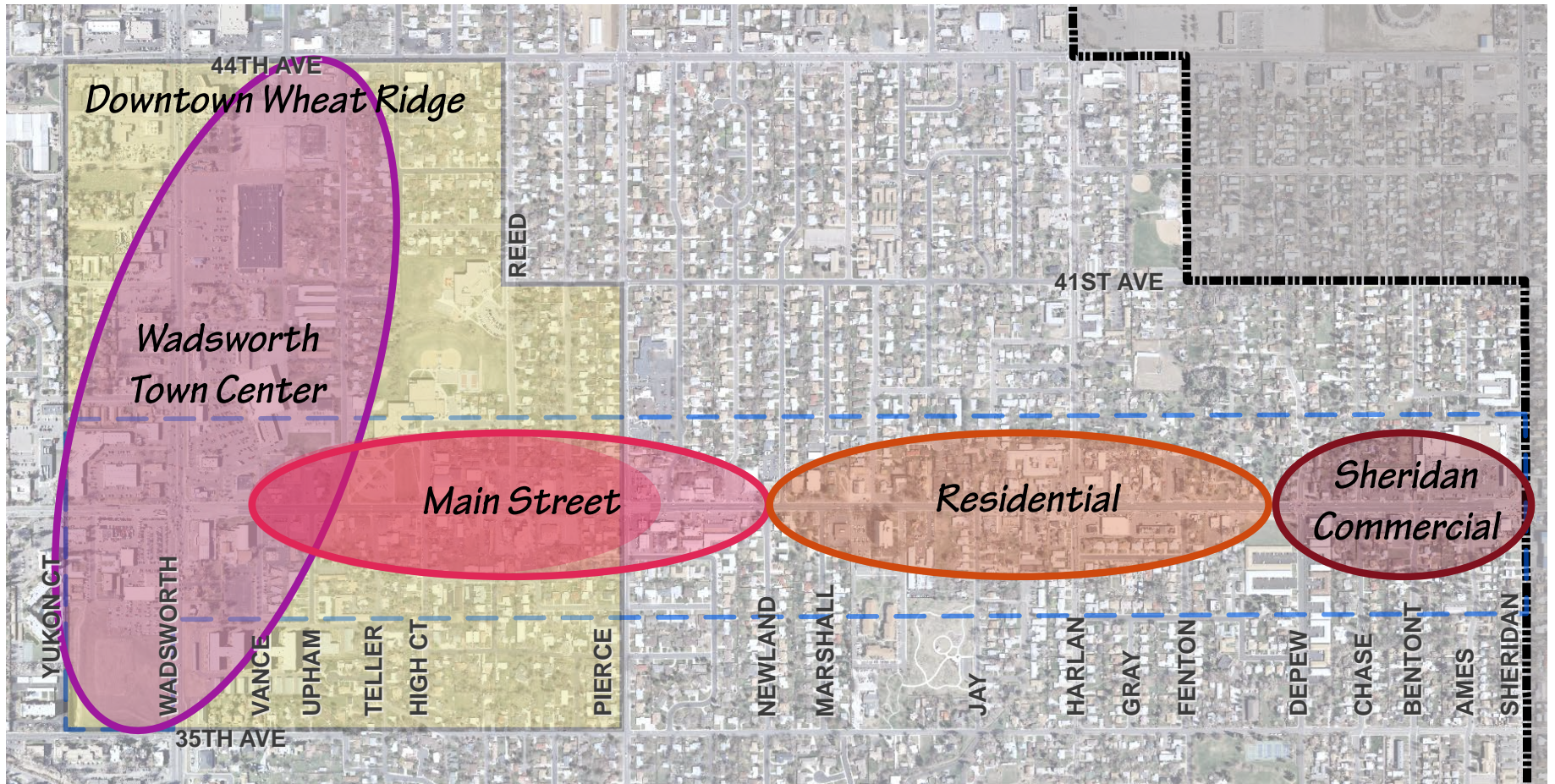
3.3 - GUIDING PRINCIPLES

The input received during the visioning process led to the creation of four guiding principles, or cornerstones, which set the framework for realizing the vision for 38th Avenue:

- Identity
- Vitality
- Appeal
- Mobility

The four principles and their related goals are outlined on the following pages. The four principles guide the specific plan recommendations that are found in Chapter 4.

Figure 11: Proposed Sub-Districts





Consistent streetscape amenities, banners, and signage can help brand 38th Avenue as the community's main street.



Banners and pedestrian signage help create an identity for a street or district.

Identity - Redevelop 38th Avenue with a strong identity as Wheat Ridge's Main Street.

- Design the street as a unique, pedestrian-oriented, safe, comfortable, and economically viable place that people go to repeatedly for an unparalleled experience.
- Build and sustain support for the vision among public officials, corridor businesses, and area residents.
- Create four distinct districts - the Wadsworth Town Center, Main Street, the Residential District, and the Sheridan Commercial District.
- Allow for a mix of uses throughout the corridor, with specific standards for each district.
- Apply to each sub-district a unique, timeless, easily maintainable materials palette to each district with enough overlap among the palettes to convey a unified image.
- Capitalize on existing and historic assets.
- Provide adequate and consistent signage, wayfinding, marketing materials, and streetscape amenities to brand 38th Avenue and its districts.
- Continue to encourage architecturally appropriate building facade renovations as well as new infill development that supports a Main Street environment.
- Create a branding strategy for the Main Street district.

Vitality - *Promote economic and real estate vitality and healthy living.*

- Develop a competitive marketplace that provides opportunities for local and national businesses, existing and new.
- Create a vibrant place of commerce where people congregate.
- Encourage local businesses to enliven the streetscape with outdoor seating and merchandise displays.
- Implement short-term stimulant projects/improvements to spur long-term redevelopment.
- Identify and consolidate land as necessary for large catalytic projects that will provide a substantial infusion of energy to the corridor and specifically to Main Street.
- Provide opportunities for flexible use of the public realm for temporary events, such as street fairs and farmer's markets.
- Encourage a diverse mix of land uses to create 18-hour activity.
- Preserve and cultivate health-related uses within and near the corridor, through projects and events that promote Healthy Eating and Active Living (HEAL) among all members of the Wheat Ridge community. Examples include community gardens, farmers markets, mobile vending of healthy foods, family or youth bike rodeos, Living Local/Living Well exhibitions or mini-fairs, summertime events in which the street is closed to cars, and/or temporary demonstration projects that show possible improvements to the street.
- Encourage the formation of an entity to aggressively market the corridor.
- Focus public and quasi-public uses such as a new library or City Hall to locate on or immediate to the corridor to provide a significant population to patronize local businesses.
- Provide a predictable and clear regulatory process including mixed use zoning along 38th Avenue and regulations that support the Main Street district.
- Retain and expand incentive programs (grants and loans) that stimulate private sector investment.



Outdoor seating would help bring life and economic vitality to 38th Avenue.



Street fairs and outdoor markets could draw customers and activity to the corridor.



Quality streetscaping and attractive buildings close to the sidewalk create a pleasant environment for pedestrians.



Landscaping and amenities along the street create an appealing space where people want to linger.

Appeal - Create an attractive, comfortable, inviting atmosphere.

- Implement pedestrian-oriented urban design strategies and regulations.
- Create a consistent street edge with commercial buildings placed near or at the front lot line along 38th Avenue, especially within the Main Street Sub-district.
- Provide opportunities for casual social interaction by incorporating gathering spaces into the streetscape or via pocket plazas and park space.
- Incorporate public art into the streetscape.
- Generously provide landscaping via trees, planters, and hanging pots to provide visual appeal, protection from the elements, and a buffer from vehicular traffic.
- Provide pedestrian lighting that results in a safe, welcoming nighttime environment.
- Utilize high-quality materials that are relatively easy to maintain.
- Provide routine maintenance to sustain a safe streetscape free of obstructions and ensure a high level of plant health, cleanliness, and repair.
- Minimize the visual clutter of signage through new regulations or design standards.

Mobility - *Develop a complete street that better accommodates pedestrians, cyclists, and transit riders while maintaining adequate vehicular access and parking.*

- Reduce the number of vehicular travel lanes on 38th Avenue where feasible.
- Consolidate and reduce curb cuts to minimize conflicts among pedestrians, bicyclists and motorists.
- Embrace shared parking strategies and restrict off-street parking to the sides and backs of buildings along 38th Avenue.
- Create an unobstructed walkway at least 6 feet wide that is detached from 38th Avenue with an amenity zone.
- Clearly identify and improve pedestrian crossings across 38th Avenue as well as crossings along 38th Avenue from block to block.
- Consider developing bulb-outs at feasible intersections to help further traffic calming, reduce the pedestrian crossing distance, and increase the visibility of pedestrians by motorists.
- Provide adequate amenities as feasible, including benches, trash cans, pedestrian lighting, and bicycle racks.
- Enhance visibility of and amenities at transit stops working closely with RTD.
- Strengthen connections to the surrounding neighborhoods to encourage mobility for pedestrians, cyclists, and the disabled.
- Strengthen connections to other non-vehicular networks, such as adjacent bike facilities, both existing and planned.



38th Avenue is envisioned to become a multi-modal street that serves a variety of users including pedestrians, transit riders, bicyclists, and cars.



Example of the type of clearly-marked pedestrian crossing that could improve pedestrian safety on 38th Avenue.



4 - PLAN RECOMMENDATIONS

4.1 - INTRODUCTION

The vision and guiding principles outlined in Chapter 3 call for 38th Avenue to become an attractive, economically viable corridor that serves as the Main Street for Wheat Ridge. Recommendations to attain this vision are found in this chapter. Specific action items for realizing each recommendation, including potential funding sources and time frames, may be found in the Implementation Table in Chapter 5. Please refer to the guiding principle under each recommendation (Identity, Vitality, Appeal or Mobility) to locate it in the Implementation Table.

4.2 - ROAD DIET

A primary recommendation of this plan is to reduce the number of vehicular lanes on 38th Avenue, generally between Upham Street and Depew Street, utilizing the additional space for a combination of on-street parking and enhanced sidewalks with amenity zones. A reduction of lanes on an existing street is often referred to as a “road diet.” Road diets have been successfully implemented on arterial streets similar to 38th Avenue throughout the United States. A road diet may involve restriping the lanes on a street without moving the existing curbs, or it can entail a complete reconstruction of the street with new curb locations.

Why Consider a Road Diet?

The concept to remove a lane of thru-traffic in each direction (westbound and eastbound) on 38th Avenue between Sheridan and Wadsworth

Boulevards was initially recommended in the Community Revitalization Partnership (CRP) Study completed for Wheat Ridge 2020 in 2010. The CRP report notes that the street has enough lanes to carry about 24,000 cars per day, but actually only carries around 17,000 cars per day. Given this surplus capacity, the report suggests redesigning the street to remove one thru-lane on each side of the street, retaining a center turn lane in the middle of the street.

The report notes that this configuration could actually improve vehicular flow on the corridor and create room to add amenities to the street such as on-street parking, a sidewalk with amenity zone (the space between the sidewalk and the street where trees are often planted), or bike lanes. A key recommendation from the report was to study the road diet concept more closely and consider its implementation on 38th Avenue.

Road diets implemented throughout the U.S. suggest several benefits that coincide with the guiding principles for 38th Avenue, especially related to mobility, economic vitality and healthy living. Positive outcomes from a road diet on 38th Avenue may include:

- **Reduced traffic speeds.** Slower moving cars create a street that is safer for pedestrians and bicyclists. In addition, drivers are more likely to notice businesses on the street while traveling at a slower speed.
- **Healthy community design and greater mobility options.** A road diet would



Before (top) and after (bottom) images of a road diet completed on Baxter Street in Athens, Georgia in 1999. This arterial 4-lane street, which carries 20,000 vehicles per day, was re-stripped to a 3-lane cross section. The additional room was used to add bike lanes.

Source: Road Diet Handbook presentation, Jennifer Rosales, PE, PB Placemaking, 2008.

Figure 12: Existing Cross Section West. This is the existing typical 5-lane cross section for 38th Avenue at the west end of the study area, roughly between High Court and Pierce Street.

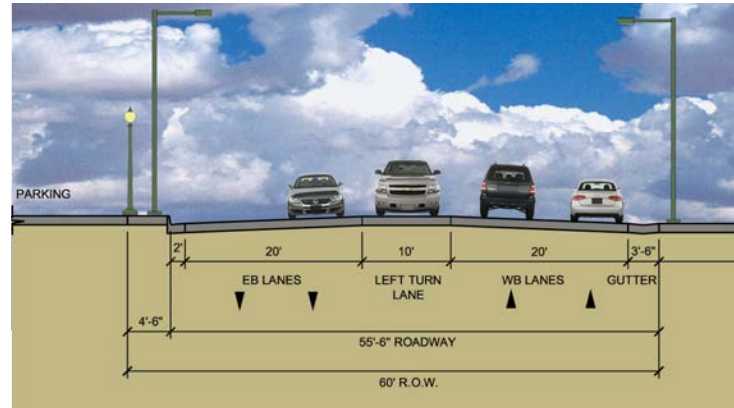


Figure 13: Existing Cross Section Center. This is the existing typical 4-lane cross section for 38th Avenue in the center of the study area, roughly between Pierce Street and Depew Street.

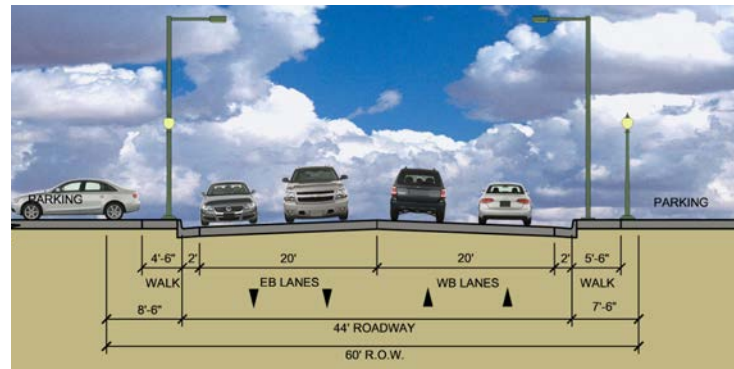
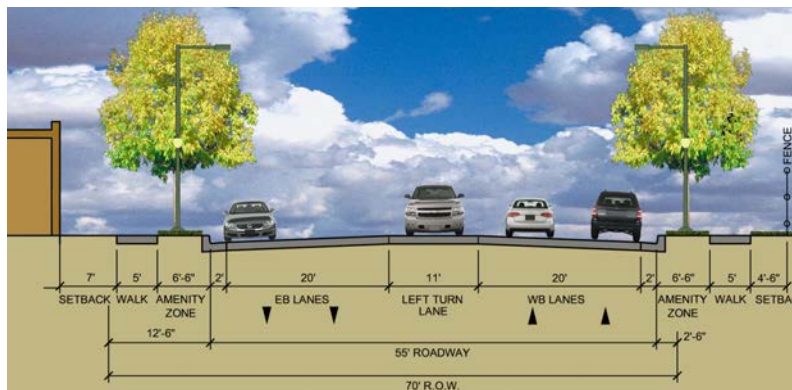


Figure 14: Existing Cross Section East. The typical 5-lane cross section for 38th Avenue at the east end, roughly between Depew Street and Ames Street. This portion of 38th Avenue includes the streetscape improvements installed by the City in 2001, including amenity zones with street trees.



create a more pedestrian-friendly street that might encourage people to walk, bike and access transit on the corridor. Providing alternate transportation options could encourage an active, healthy lifestyle for those who live on or near the corridor.

- **Economic benefits.** An attractive street with a quality streetscape that draws more pedestrians could help support businesses on the corridor, as could on-street parking that might be added through the road diet. In many communities that have implemented road diets, sales revenue and property values for adjacent businesses have increased.
- **Increased safety.** Documentation about the safety benefits of a road diet may be found in the traffic analysis technical memo in Appendix A. In sum, a 3-lane street with a center turn lane for left-hand turns provides better visibility than the current 4-lane section found throughout most of the corridor. This, along with the absence of vehicles stopped in the through traffic lane waiting to turn left, reduces the opportunity for accidents.

Existing Roadway Design

As noted in the Corridor Profile in Chapter 3, the cross section for 38th Avenue varies throughout the study area. The entire length of the street has four thru-lanes. At the east and west ends of the study area, portions of the street also have a center turn lane, resulting in a 5-lane

section. Except for two blocks between Upham Street and High Court, which have on-street parallel parking on the south side of the street, 38th Avenue does not contain any existing on-street parking. The majority of the street has a total right-of-way width of 60 feet, but there are portions of the corridor that are as wide as 70 feet. Figures 12-14 illustrate the three typical cross sections that exist along the street today.

Road Diet Traffic Analysis

To understand whether a road diet would be feasible on 38th Avenue without creating significant traffic congestion or diversion, a detailed Road Diet Traffic Analysis was prepared. The complete traffic analysis may be found in Appendix A. The analysis assumes a 15% growth rate over 20 years in overall traffic volume for the corridor. This rate is higher than the relatively flat growth that has occurred in recent decades, but it accounts for possible future development on the corridor that could add traffic in coming decades.

After adjusting the total traffic volume on the corridor from its current rate of 17,000 cars per day by 15%, the traffic study analyzed how the proposed road diet would impact traffic flow. The analysis assumes that the street would have a 3-lane cross section with one thru-lane in each direction and a continuous center turn lane. A clear, continuous center turn lane is an important feature for providing safe left turning movements and for enabling emergency vehicles to easily drive the corridor.

The traffic analysis assumes that the existing 5-lane section would remain at the east and west ends of the corridor in order to accommodate higher traffic and turning movements at the intersections of Sheridan and Wadsworth. Figure 15 shows the concept for transitioning from three lanes to five lanes at the east and west ends of the street.

The traffic analysis also considers the possibility of adding parallel on-street parking. On-street parking could provide many benefits including visible front-door parking for businesses and a buffer for pedestrians between the sidewalk and moving traffic. Ultimately, the traffic analysis tests four alternatives:

- No road diet
- Road diet option 1: 3-lane section with no on-street parking and no right-turn lanes
- Road diet option 2: 3-lane section with on-street parking and no right-turn lanes
- Road diet option 3: 3-lane section with on-street parking and right-turn lanes at Pierce Street and Harlan Street

The analysis examines the following travel impacts of each alternative:

- **Level of Service** for all signalized intersections on 38th Avenue, focusing on the peak morning and evening hours. Level of service (LOS) is a qualitative

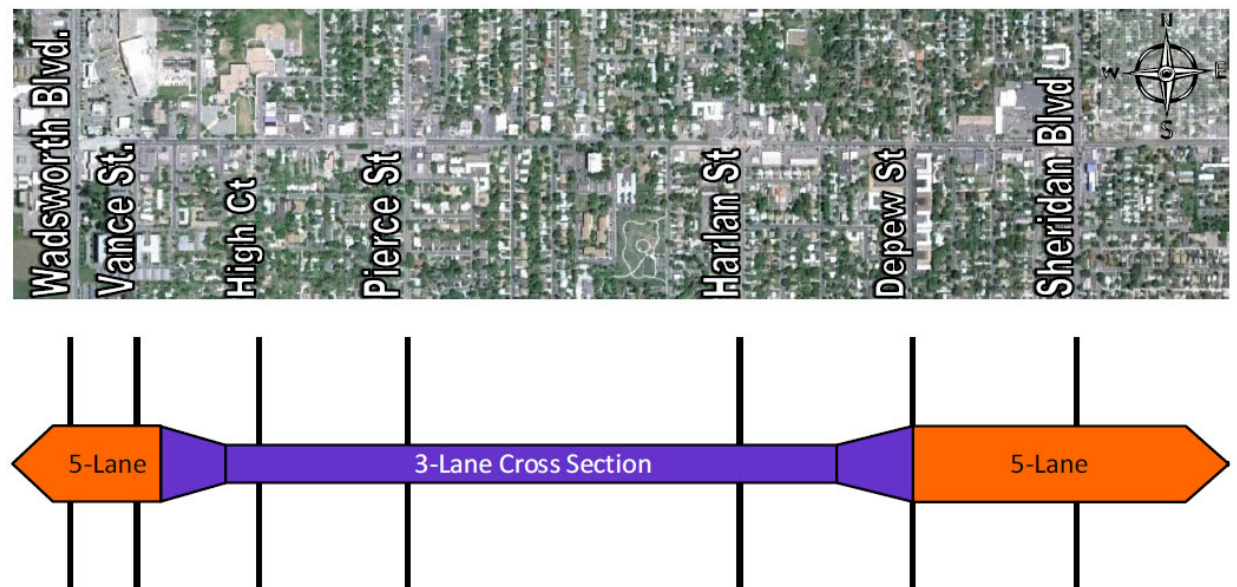


Figure 15: Road Diet Transition Diagram. 38th Avenue would retain a 5-lane cross section near Wadsworth and Sheridan.

Potential Road Diet Benefits

- Reduced traffic speeds
- Increased pedestrian safety and fewer vehicular accidents
- Opportunities to add amenities including sidewalks and on-street parking
- Increased property values and/or higher sales revenues



An example of a retrofit planter utilized in an on-street parking lane. Photo credit: Entelechy.

measure of traffic operational conditions based on capacity and motorist delay.

- **Travel time**, or the amount of time that it would take a vehicle to travel from a point just east of Wadsworth to just west of Sheridan during peak travel times.
- **Traffic diversion**, the possibility that drivers would divert to parallel routes such as 32nd Avenue to the south or 44th Avenue to the north, in order to experience a reduced travel time or to avoid congestion.

The analysis finds that road diet options 1 and 3 had little impact compared to the no road diet alternative. With both options, intersections would continue to operate at an acceptable level of service, travel time would increase by 15-40 seconds during peak periods, and diversion to alternate routes would be unlikely since the alternate routes take significantly longer to travel compared to remaining on 38th Avenue.

Based on these results, the traffic analysis concludes that a road diet resulting in a 3-lane section is feasible and would have minimal impact on current traffic operations and operations under potential future volumes. The analysis also demonstrates that on-street parking is feasible as part of the road diet as long it is not provided near the intersections of Pierce Street and Harlan Street, where right-turn lanes and bus pull-outs are important to maintain vehicular flow.

Alternatives Considered

Given the outcome of the road diet traffic analysis, the stakeholder committee and participants at the second public meeting were asked to give input on the concept of a road diet. Specifically, they provided feedback on a series of alternate road diet designs. These included retrofit options, in which the existing curbs remain in place and a 3-lane section is created by restriping the street. Restriping is cheaper than relocating curb and gutter and could potentially be implemented more quickly. The options for the retrofit approach included:

- **On-street parking**: restripe to three lanes and utilize the additional room to provide on-street parking on one side of the street. There is not enough room within the existing curb-to-curb dimension to provide on-street parking on both sides.
- **Retrofit planters**: restripe to three lanes and utilize the additional room to provide retrofit planters/amenity zones on one side of the street. A retrofit planter can be a substitute for the amenity zone that is often found between the sidewalk and the roadway. It does not connect with the existing curb and gutter (see image to left) so stormwater drainage can still operate as designed. There would be enough room after restriping the street to provide a 7.5-foot wide planter on one side of the street, which is wide enough to accommodate street trees.
- **Easements**: The City's *Streetscape Design Manual* already calls for the construction

of an 8-foot sidewalk and a 6-foot amenity zone as properties redevelop along 38th Avenue. In most locations the right-of-way is not large enough to accommodate these improvements, so the Streetscape Manual calls for easements to be placed on the private property to allow for the full sidewalk and amenity zone. These easements could be implemented on existing properties without redevelopment, but in some cases they would overlap with existing parking lots or other site features that would need to be re-designed to accommodate the new sidewalk and amenity zone.

The road diet options presented for feedback also included moving the existing curbs. While relocating curb and gutter is more expensive, it provides more flexibility to incorporate desired amenities. The options for fully redesigning the street included:

- **Sidewalk and amenity zone:** reduce the street to a 3-lane section and move the curbs so that the additional room can be utilized for a sidewalk and amenity zone on each side of the street. Given the existing right-of-way of 60 feet in most locations, there would be enough room for a 6-foot sidewalk and a 6.5-foot amenity zone on each side of the street.
- **On-street parking:** reduce the street to a 3-lane section and move the curbs to allow for on-street parking on one side of the street. The existing right-of-way width

does not allow for on-street parking on both sides of the street. In this option, there is only room for a 5.5-foot sidewalk and 3.5-foot amenity zone on each side of the street. The 3.5-foot amenity zone is not wide enough to accommodate street trees. This option would also require some curb cut consolidation in order to create room for on-street parking.

- **Bike lanes:** reduce the street to a 3-lane section and move the curbs to allow for a 5-foot bike lane on both sides of the street. This option, as with on-street parking, does not leave enough room within the existing right-of-way for an amenity zone wide enough to accommodate street trees.

Attendees at the stakeholder and public meetings provided similar feedback on the road diet options. Common themes included:

- Because there is not enough room to include all amenities, the priority should be to create sidewalks with amenity zones wide enough for trees. This will have the greatest impact on the character of the street and create the most pedestrian-friendly environment.
- While amenity zones are the first priority, on-street parking should be the second priority since it will benefit businesses on the corridor.
- Bike lanes are the third priority. While many participants expressed a desire for bike lanes if the street were wider, they noted that there are other bike routes

Road Diet Options

The community ranked which amenities they would most like to see on 38th Avenue if a road diet created room for new improvements. The results in order of preference were:

- (1) Sidewalk and amenity zone
- (2) On-street parking
- (3) Bike lanes



At the second public meeting, the majority of attendees voted in favor of implementing a road diet on 38th Avenue.

Figure 16: Road Diet Map



parallel to 38th Avenue, especially on 32nd Avenue, which carry fewer cars and are more attractive to cyclists. Additionally, there are no existing bike routes at the east or west end of the study area on 38th Avenue to connect with. For these reasons, most participants chose bike lanes as the third priority given the limited width of the street.

- Focus on a restriping option that can be implemented in the very near future, with a full reconstruction as a longer-term goal since it will be more expensive.
- Overall, the street design should vary by sub-district. It makes sense to alternate retrofit planters with on-street parking and to create different identities for different parts of the street.

This input informed the final road diet recommendations. As seen in Figure 16, the road diet is only proposed in the Main Street and Residential Districts. There is no road diet proposed in the Sheridan Commercial District. The intent is that curb relocation, which carries the most cost, would only be utilized in the Main Street area. The road diet for the Residential District could be implemented by restriping without relocating curb and gutter.

Main Street Road Diet

Implementing the road diet on this portion of the corridor is the highest priority. Public input indicated a strong desire for both amenity zones and on-street parking within Main Street. Amenity zones create a pedestrian-friendly

atmosphere and on-street parking would complement retail uses. On-street parking will also benefit pedestrians by providing a buffer between the sidewalk/amenity zone and moving traffic.

The proposed approach is to implement a short-term restriping option at a relatively low cost. In the longer term, Main Street would be fully redesigned with relocated curbs. For short- and long-term options, the transition to a 3-lane section would begin just east of North Upham Street in order to accommodate the Wheat Ridge Fire Station, which is located north of 38th Avenue on Upham Street.

- **Recommendation 4.2-1: Implement a short-term, retrofit road diet for Main Street.**

Guiding Principle: Mobility

Figure 17 illustrates the proposed retrofit cross section for Main Street, in which the street is restriped and the curbs remain in place. This low-cost retrofit design creates room for on-street parking and temporary amenity zones on one side of the street. The temporary amenity zones are similar in concept to a retrofit planter, however they are cheaper to build and are intended to be temporary, an important factor since the ultimate recommendation is to relocate the curbs in the Main Street area. Rather than investing in retrofit planters with concrete curbs and landscaping that would have to be removed, this approach creates the feel of an amenity zone without spending money on permanent infrastructure.



The Downtown Business Association in Louisville, Colorado, recently installed these temporary amenity zones in what used to be on-street parking on Main Street. The improvements are moved during winter months.



A temporary amenity zone in St. Paul, Minnesota. Photo credit: David Joles, Star Tribune, www.startribune.com/local/stpaul/103584414.html

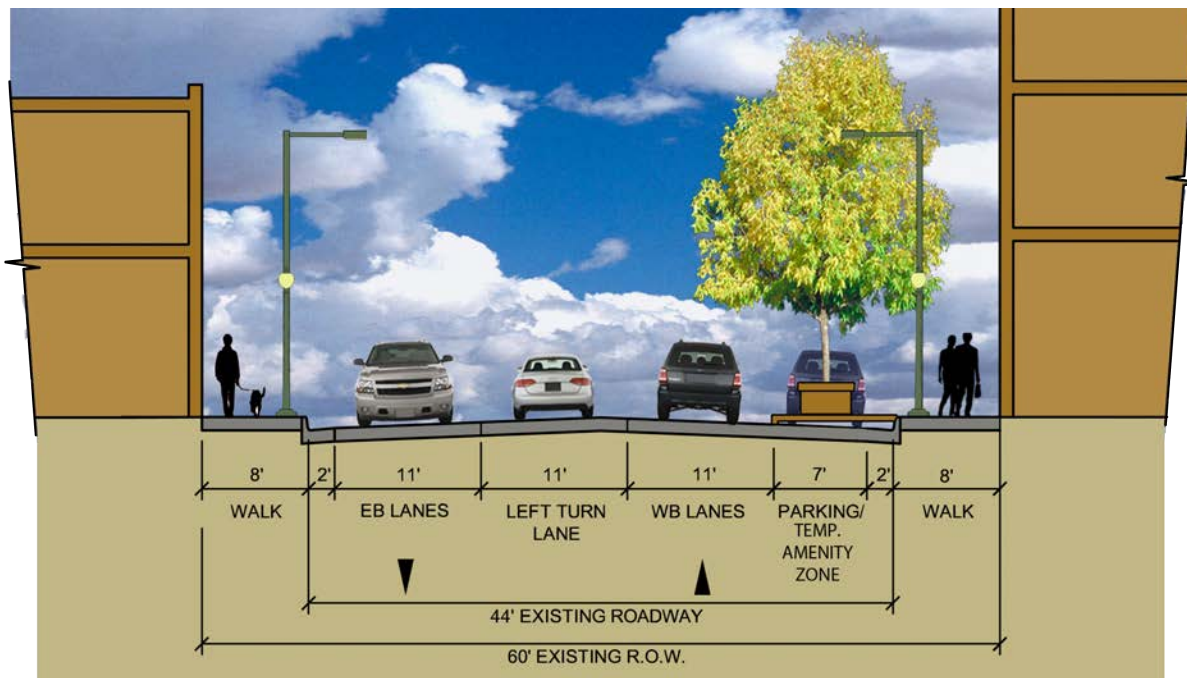


Figure 17: Main Street Retrofit Road Diet Cross Section. This section illustrates the short-term road diet option within the typical 60-foot right-of-way. The street is restriped to a 3-lane section with on-street parking on one side, most likely on the south side of the street. Portions of the parking lane could have a temporary amenity zone with planters, seating, and other amenities.

Several cities in the U.S. are utilizing temporary amenity zones by converting on-street parking spaces into outdoor seating and cafe zones for adjacent businesses. Sometimes called parklets, the temporary amenity zones are created by building a platform over the existing curb and gutter in a manner that allows stormwater to flow under the platform. The temporary platforms are built as an extension of the existing sidewalk. Planters with plants or small trees,

along with seating and other pedestrian amenities, are placed on the platform.

The temporary amenity zones should be strategically placed to complement adjacent land uses. In other cities, these improvements have typically been paid for by adjacent business owners who wish to create outdoor seating in front of their cafe or restaurant. Cooperation with existing businesses in the Main Street sub-district will

be essential. One potential location for the temporary amenity zones is on the blocks between Teller Street and High Court where there is already a lane of on-street parking and wider right-of-way (70 feet rather than 60 feet). In this area, the temporary amenity zones could take up the existing parking lane and there would still be room for a new lane of parking adjacent to the amenity zone when the street is re-striped.

• **Recommendation 4.2-2: Finalize a permanent road diet design for Main Street.**

Guiding Principle: Mobility

In order to provide a permanent, quality streetscape environment for Main Street, the preferred recommendation is to redesign the street so that the existing curbs are relocated between Upham Street and Newland Street. The redesign would reduce the existing curb-to-curb dimension from 44 feet to one of two options: (1) 42 feet curb-to-curb, which allows for on-street parking; or (2) 35 feet curb-to-curb, which does not include on-street parking.

The first option, with the 42-foot roadway, accommodates on-street parking on one side of the street. As seen in Figure 18, this option requires easements on private property in order to create an 8-foot sidewalk and a 6-foot amenity zone on both sides of the street. For most portions of the street, a 5-foot wide easement would be needed. If existing improvements on a property made the 5-foot easement difficult to attain, a

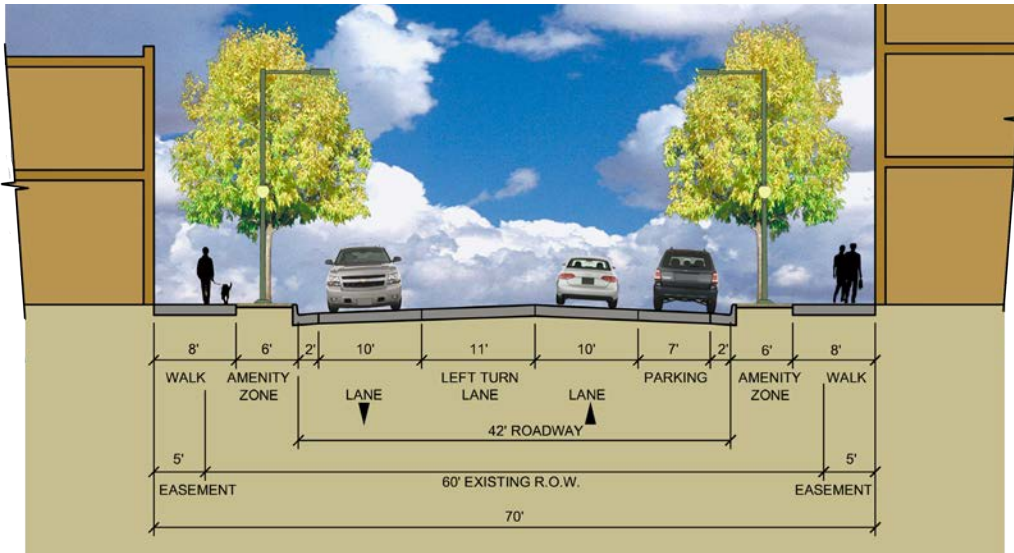


Figure 18: Option 1 for Permanent Main Street Road Diet. The curbs are relocated in order to create a 3-lane section with on-street parking on one side of the street. In this option, there is a 42-foot wide roadway. Easements would be required in order to fit the full 8-foot sidewalk and 6-foot amenity zone.

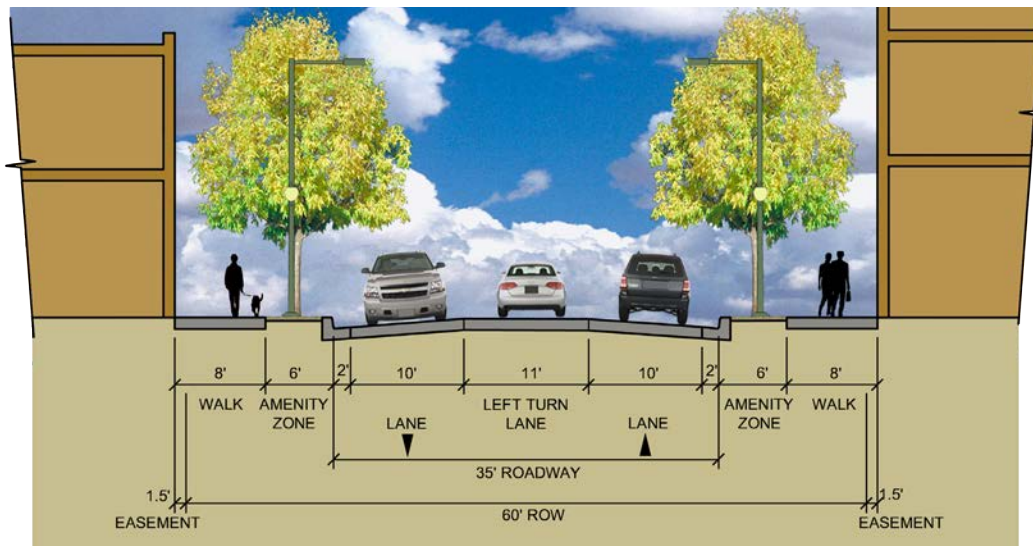
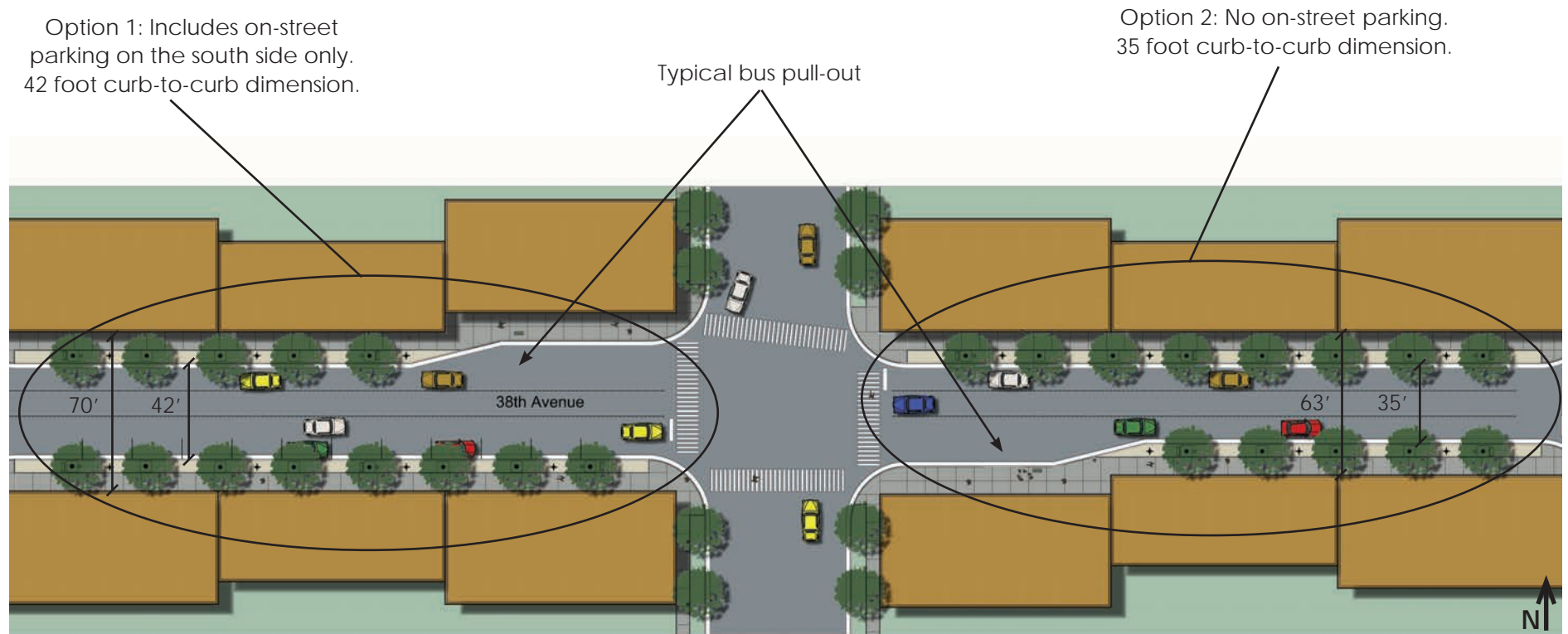


Figure 19: Option 2 for Permanent Main Street Road Diet. The curbs are relocated in order to create a 3-lane section with no on-street parking. In this option, there is a 35-foot wide roadway and room to fit the full 8-foot sidewalk and 6-foot amenity zone within the existing 60-foot right-of-way that is typical for the street. It would be possible to fit the full sidewalk and amenity zone within 63 feet of right-of-way.

Figure 20: Main Street Road Diet Conceptual Plan



Within the Main Street area, the intersection of Pierce Street is recommended to include bus pull-outs as well as right-hand turn lanes (not illustrated here) to maintain adequate traffic flow. Option 2, shown on the right-hand side of the graphic, depicts a total right-of-way width of 63 feet in order to fit a full 8-foot sidewalk and 6-foot amenity zone. The sidewalk or amenity zone could be slightly reduced in some areas to fit the existing 60-foot right-of-way width that is typical for most of the street.

sidewalk without an amenity zone could be installed and the easement could be taken in the future if that property were to redevelop. One significant advantage of this option is that it provides on-street parking, which would benefit existing and future businesses on the corridor. One drawback is that it requires easements in order to obtain the full sidewalk and amenity zone.

The second option for redesigning Main Street, shown in Figure 19, results in a 35-foot roadway width. This option does not include on-street parking but there is enough room to fit almost the entire 8-foot sidewalk and 6-foot amenity zone within the existing 60 feet of right-of-way. One drawback to this cross section is that it does not provide any on-street parking. One positive is that it only requires an easement 1.5 feet in width, which could be more easily accommodated on existing properties. Even if an easement as narrow as 1.5 feet would not fit within an existing property's configuration, it would be possible to reduce the sidewalk to 6.5 feet and still attain the full amenity zone.

Additional design work is needed to determine which cross section is the most attractive and practical. One possible approach is to use the 42-foot option for the majority of Main Street and the 35-foot option at the eastern end as a transition into the Residential District. Important considerations in determining the final design include:

- **Cost of construction.** Estimated costs for

both redesign options may be found in Appendix D. Chapter 5, Implementation, includes potential funding sources for the reconstruction.

- **Viability of on-street parking.** The 42-foot roadway section, which includes one lane of on-street parking, may best be implemented only where curb cuts can successfully be consolidated to provide a reasonable number of on-street parking spaces.
- **Importance of amenity zone:** for the option that provides on-street parking, it is only possible to attain a quality sidewalk and amenity zone through the use of easements on private property. Such easements may only be possible if or when a property redevelops. The 35-foot roadway option may more successfully create a cohesive streetscape environment since it could be implemented with very narrow (1.5 feet) or even no easements.
- **Recommendation 4.2-3: Pursue opportunities for the reduction and consolidation of curb cuts in Main Street and corridor-wide.**
Guiding Principle: Mobility
One important issue related to the road diet is the large number of access points, or curb cuts, that are on the corridor today. Many properties have more than one curb cut on 38th Avenue, and in some cases nearly the entire frontage of a property is one long curb cut. This disrupts the sidewalk and creates conflict points that diminish the

safety of pedestrians, bicyclists, and drivers. For properties with multiple access points, it can be confusing for motorists to know where to safely enter and exit a site.

Consolidating curb cuts along 38th Avenue is essential for creating continuous sidewalks and amenity zones. It is also greatly impacts the ability to add on-street parking to Main Street. Because most blocks have multiple and/or very wide curb cuts, there is little opportunity to provide on-street parking without blocking these access points. In some cases, existing curb cuts are extremely wide, sometimes even as wide as the entire property's frontage, and can be narrowed to a typical curb cut width, usually in the range of 22 to 24 feet. In other cases, there are opportunities for businesses to utilize shared access points as well as curb cuts on side streets that intersect with 38th Avenue.

Retaining viable vehicular access to each business on the corridor is crucial. As the road diet is implemented, cooperation with business owners on this issue will be essential. One short-term strategy is to work closely with a handful of property owners to identify demonstration sites where curb cuts can be consolidated or reduced. Bollards and/or large planters could be utilized to remove or narrow duplicative access points and create room for on-street parking. These temporary installations would provide a way to test curb cut consolidation and guide permanent design/curb relocation.

Figure 21: Residential Road Diet Cross Section. The street is restriped within the existing curb-to-curb dimension to add one lane of on-street parking. Portions of the on-street parking lane would contain retrofit planters with trees. Easements would be utilized to create a new sidewalk and amenity zone. This design does not apply to the eastern end of the Residential District, between Harlan and Depew Streets, where streetscape improvements already exist.

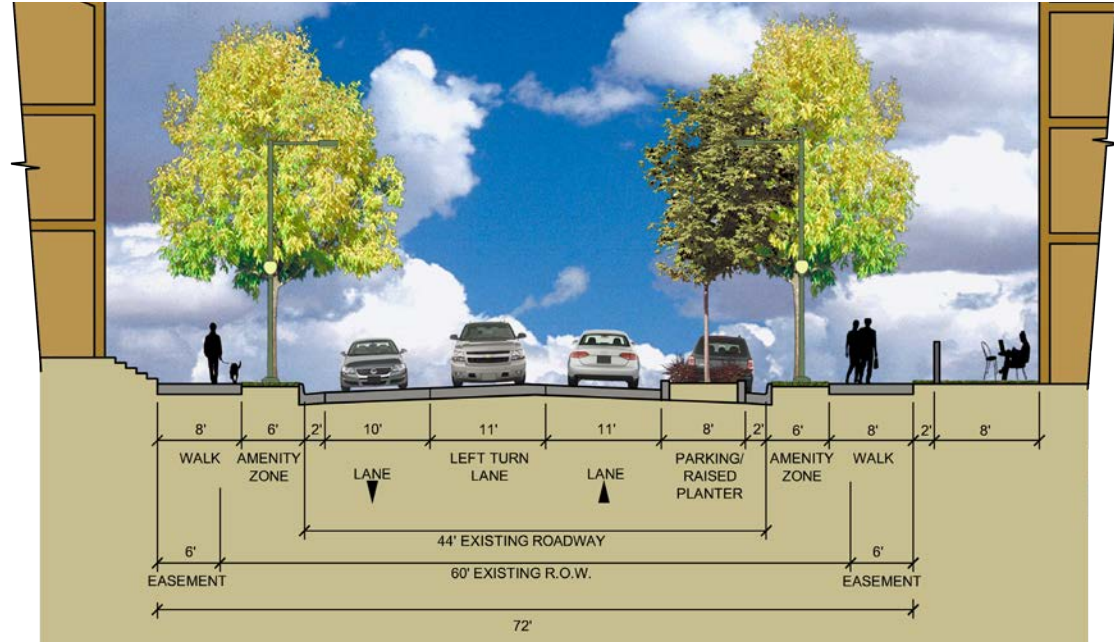


Figure 22: Residential Road Diet Conceptual Plan. This plan shows the residential road diet design with properties that have been developed with new residential uses. On-street parking would not be provided near the intersection of Harlan Street, where bus pullouts and right-turn lanes are recommended by the road diet traffic analysis.



Residential District Road Diet

The proposed approach for the majority of this sub-district is to restripe the street and provide retrofit planters in the short term, with a longer-term final design that would add sidewalks and amenity zones without relocating the curb and gutter. The option to relocate the curbs to reduce the roadway from 44 feet to 42 feet was considered. However this option is not recommended since curb relocation is expensive and because the desired quality for the street can be created through the combination of restriping, retrofit planters, and easements for amenity zones.

- **Recommendation 4.2-4: Implement a retrofit road diet for the Residential District.**

Guiding Principle: Mobility

In the short-term, the street would be restriped to a 3-lane section with on-street parking on one side of the street. Portions of the parking lane would contain retrofit planters. These planters would provide the opportunity to plant trees and create the feel of an amenity zone through a short-term, low cost option. The retrofit planters would generally be placed near intersections to provide trees at the beginning and end of the proposed on-street parking lane.

- **Recommendation 4.2-5: Finalize a long-term road diet design for the Residential District.**

Guiding Principle: Mobility

Figures 21 and 22 show the proposed full redesign for the Residential District. In addition to the 3-lane section with on-street

parking, an 8-foot sidewalk and 6-foot amenity zone are added to both sides of the street. Easements on private property, 6 feet wide in most cases, would be needed to create the amenity zone and sidewalk. More detailed analysis is needed to determine the impact that the easements might have on existing properties and whether these improvements should be made cohesively or incrementally - at the cost of the developer - when a property redevelops.

Although the proposed Residential sub-district extends from Newland Street to Depew Street, the road diet design for this sub-district would only apply from Newland Street to Harlan Street. Between Harlan Street and Depew Street, the existing streetscape improvements include an amenity zone, thus the only proposal is to restripe the street. The restriping would create a 3-lane section with one lane of parking that is consistent with the rest of the Residential District. Retrofit planters and easements would not be utilized since this portion of the street already contains quality amenity zones and sidewalks.

- **Recommendation 4.2-6: Pursue opportunities for the reduction and consolidation of curb cuts in the Residential District and corridor-wide.**

Guiding Principle: Mobility

As within the Main Street sub-district, the implementation of a road diet, especially on-street parking, will need to be carefully

Road Diet Recommendations

SHORT TERM

- Restripe the street to three lanes from N. Upham to Depew Streets
- Add temporary sidewalk amenity zones and planters in key locations
- Pilot curb cut consolidation projects to add on-street parking

LONG TERM

- Relocate curbs and create new sidewalks with amenity zones in the Main Street sub-district
- Build permanent streetscape improvements in the Main Street and Residential sub-districts
- Consolidate access points to create continuous sidewalks and allow for on-street parking

balanced with the reduction and/or consolidation of existing curb cuts. Some consolidation may be possible in the short term with careful cooperation with property owners. As discussed in the Main Street section, pilot projects that create temporary reductions in curb cuts on 38th Avenue through bollards or planters should be pursued to create opportunities for on-street parking. More permanent curb cut removal can occur as properties redevelop.



Crosswalks with special paving materials are recommended to improve pedestrian safety and mobility on 38th Avenue.



Bicycle parking incorporated into the streetscape would improve access to the corridor for bicyclists. The proposed road diet could also calm traffic, increasing the safety for cyclists to ride in the street.

Pedestrian and Bicycle Improvements

The proposed road diet would significantly enhance the quality and safety of 38th Avenue for pedestrians and bicyclists. Along with the road diet, the following recommendations should be pursued to enhance mobility for people of all ages and abilities.

- **Recommendation 4.2-7: Improve crossings for pedestrians along the corridor.**

Guiding Principle: Mobility

Clearly marked pedestrian crossings with signals and accessible curb ramps should become the standard for the corridor. This includes crosswalks across 38th Avenue, as well as along 38th Avenue from block to block. The crosswalks at the east end of the street, between Harlan Street and Sheridan, are a great example of how different materials can be used in the roadway to create attractive, safe crossing points.

Improved pedestrian crossings are especially important where 38th Avenue crosses Wadsworth. At this intersection, special pavement markings for crosswalks, as well as better maintenance of existing crosswalks, would increase safety and visibility for pedestrians. Raised tables, which slow traffic, could also be utilized at turning bays at this intersection to improve pedestrian safety.

- **Recommendation 4.2-8: Improve pedestrian connections to adjacent neighborhoods.**

Guiding Principle: Mobility

Narrow, attached sidewalks, as well as the complete lack of sidewalks on some blocks, currently inhibit access to and along the corridor for pedestrians, cyclists, the disabled, and transit patrons. Safe, quality connections between adjacent neighborhoods and 38th Avenue should be created. This is especially important where side streets form pedestrian connections to nearby residences and amenities for seniors, such as the Active Adult Center at 35th Avenue and Marshall.

- **Recommendation 4.2-9: Improve connections to adjacent bicycle networks and provide bike parking on the corridor.**

Guiding Principle: Mobility

Although an on-street bicycle facility is not recommended as part of the proposed road diet for the corridor, enhancing connections to adjacent bicycle routes, both existing and planned, is important (please see page 77 for a link to an electronic copy of the Wheat Ridge *Bicycle and Pedestrian Master Plan* for existing and planned routes). Improved connections for cyclists of all abilities to Wheat Ridge Cyclery and other destinations on the street are needed. Bicyclists who wish to reach 38th Avenue from surrounding neighborhoods should be able to utilize parallel and intersecting bike routes identified in the City's *Bicycle and Pedestrian Master Plan*. Two key planned bike facilities that would provide connections to 38th Avenue are on Pierce Street and 35th Avenue.

Once on the corridor, bicyclists should enjoy easy access to safe, quality bike parking. Bicycle parking should be considered as an amenity within the streetscape design for the corridor. It should also be provided on private property when a property redevelops, as would be required by zoning. Convenient bicycle parking will provide the opportunity for cyclists to patronize businesses on the corridor.

- **Recommendation 4.2-10: Enhance the visibility of and amenities at RTD transit stops.**

Guiding Principle: Mobility

Many pedestrians and some bicyclists utilize 38th Avenue in order to connect to the bus network. Attractive, clearly-signed bus stops that provide cover will encourage additional ridership, enhance the image of the street, and improve the quality of experience for transit riders.

Summary of Road Diet Recommendations		
Recommendation		Guiding Principle*
4.2-1	Implement a short-term, retrofit road diet for Main Street.	Mobility
4.2.2	Finalize a permanent road diet design for Main Street.	Mobility
4.2.3	Pursue opportunities for the reduction and consolidation of curb cuts in Main Street and corridor-wide.	Mobility
4.2.4	Implement a retrofit road diet for the Residential District.	Mobility
4.2.5	Finalize a long-term road diet design for the Residential District.	Mobility
4.2.6	Pursue opportunities for the reduction and consolidation of curb cuts in the Residential District and corridor-wide.	Mobility
4.2.7	Improve crossings for pedestrians along the corridor.	Mobility
4.2.8	Improve pedestrian connections to adjacent neighborhoods.	Mobility
4.2.9	Improve connections to adjacent bicycle networks and provide bike parking on the corridor.	Mobility
4.2.10	Enhance the visibility of and amenities at RTD transit stops	Mobility

*Use the Guiding Principle to find implementation steps related to a recommendation in the implementation table in Chapter 5.



An example of mixed use development with quality architecture that is envisioned for 38th Avenue. Buildings placed close to the street contribute to a pedestrian-friendly environment.



An example of quality, pedestrian-scaled signage that is envisioned for 38th Avenue.

4.3 - LAND USE AND URBAN DESIGN

While the proposed road diet is envisioned to greatly improve 38th Avenue, revitalization of the corridor also depends on improvements in land use and urban design. Changes to the roadway must be complemented by investment in private property. New land uses, especially restaurants, quality retail, and residential units, are needed to draw more people to the street. Enhanced design, both for the streetscape and private property, is essential to create an attractive destination where people of all ages will choose to live, work, and play. Recommendations related to land use and urban design are summarized below by geographic area, starting at the corridor level and then moving into the four proposed sub-districts.

Corridor-wide

Although the development of distinct sub-districts is important along the 1.5 mile stretch of 38th Avenue, there are many strategies that apply to the corridor as a whole.

- **Recommendation 4.3-1: Update and revise City regulations to encourage mixed use redevelopment of the corridor.**

Guiding Principle: Vitality

A diverse mix of land uses, including retail, residential, and office, is crucial for realizing the vision for 38th Avenue. The current zoning on the corridor is composed of single-use zone districts - primarily commercial and residential - that do not allow for mixed use development. In addition, the existing zoning

contains standards, such as high parking requirements, that could pose challenges to redevelopment.

The City recently adopted new zone districts that encourage pedestrian-friendly, mixed use development. The Mixed Use-Neighborhood (MU-N) zone district closely matches the land uses and scale of development envisioned for 38th Avenue. The City should pursue a corridor-wide rezoning of properties on 38th Avenue to mixed use zoning. This process should include consideration of design standards specific to each sub-district, either through revisions to the MU-N zoning or through a zoning overlay for the corridor.

Other City regulations that could prevent mixed use redevelopment on 38th Avenue are the height and density restrictions in the City Charter, which limit the height of any building with a residential use to 35 feet and restrict residential density to 21 units per acre. This greatly limits the ability to construct 3-story mixed use buildings on the corridor. The City should consider removing these restrictions for all or portions of 38th Avenue, as was approved by City voters for other urban renewal areas in 2009.

- **Recommendation 4.3-2: Encourage quality, pedestrian-friendly architecture that places buildings close to the street.**

Guiding Principle: Identity

The identity of 38th Avenue depends on

high-quality architecture. To promote a pedestrian-friendly street, buildings with active ground floors should be located close to the sidewalk. The City should implement new zoning - such as the Mixed Use-Neighborhood zone district - with design standards that will complement the vision for the corridor.

- **Recommendation 4.3-3: Create design standards for signage to enhance the image of 38th Avenue and to reduce visual clutter.**

Guiding Principle: Appeal

Quality, pedestrian-scaled signage will greatly improve the character of 38th Avenue. The City should utilize zoning and/or design guidelines to establish standards for the size, placement, and design of signs along the corridor.

- **Recommendation 4.3-4: Develop and adopt comprehensive streetscape design standards.**

Guiding Principle: Identity

An appealing, consistent streetscape design is essential for improving the character of the street and creating an identity for 38th Avenue. Quality streetscaping will also improve the pedestrian environment. A streetscape design for Main Street and the Residential District should be developed and incorporated into the City's *Streetscape Design Manual*. The design standards for both sub-districts should include:

- Elements common to both sub-district and elements unique to each one.

- A palette of quality, easy-to-maintain materials
- Generous landscaping including street trees, planters, and hanging pots.
- Wayfinding signage and gateway elements
- Pedestrian lighting and street furniture
- Public art

- **Recommendation 4.3-5: Incorporate public gathering spaces into streetscape design and develop public spaces along the corridor.**

Guiding Principle: Appeal

Public gathering spaces will enhance the image of the corridor, complement surrounding land uses and business, and provide opportunity for social interaction and enjoyment. The streetscape design, especially for Main Street, should include places to sit and gather. Public and private redevelopment on 38th Avenue should incorporate new public spaces such as pocket parks, plazas, and community gardens.

- **Recommendation 4.3-6: Develop a parking strategy for the corridor that includes shared parking and parking reservoirs.**

Guiding Principle: Mobility

As the corridor redevelops, the provision of adequate parking will be an important strategy. Since many parcels are small and may not be able to meet parking needs on-site, shared parking will be an important tool. The approach for parking on the corridor



Quality streetscaping should be used to enhance the image of 38th Avenue.

Photo credit: Entelechy



Public gathering spaces such as this plaza should be incorporated into redevelopment along the corridor.

should include allowing and encouraging shared parking on private property, as well as identifying key parking reservoirs. In the short-term, existing parking lots such as the one in front of Wheat Ridge Middle School can provide parking for adjacent uses. As the corridor develops over the long-term, redevelopment plans should include parking reservoirs, especially parking garages. Figure 23 identifies potential parking reservoirs within the Main Street sub-district. Strategic placement and successful usage of off-street parking reservoirs could partially reduce the need for on-street parking in some locations, thereby creating more room for other amenities on the street.

Main Street

Main Street is envisioned as the focal point of both downtown Wheat Ridge and 38th

Avenue. As such, there are a few key land use and urban design recommendations specific to this sub-district.

- **Recommendation 4.3-7: Design and build new streetscape improvements and gateway elements that create an attractive and consistent image for Main Street.**

Guiding Principle: Identity

Gateway signs, vertical elements, and other enhancements that clearly mark entry into Main Street should be utilized at both the western and eastern ends of the district. Signage and streetscape design should be developed in conjunction with the branding/marketing strategy for Main Street in order to create a strong identity for this sub-district. The streetscape design for Main Street should include some common elements that link it to the rest of the corridor, as well as unique, enhanced features that distinguish it from the Residential and Sheridan Commercial sub-districts.

- **Recommendation 4.3-8: Encourage infill development with land uses, building placement, and architecture that supports a Main Street environment.**

Guiding Principle: Identity

The proposed mixed use zoning for this sub-district should support a mix of uses and include design standards that promote a main street environment - encouraging the placement of buildings close to the street and quality, human-scaled architecture. Figure 23 is an illustrative plan of what Main Street

could look like in the year 2030. It identifies opportunity sites for infill development that could be catalytic projects in both the short and long term.

The new buildings shown would bring approximately 65,000 SF of new ground floor uses (retail or offices) and 56,000 square feet of new upper floor uses (office or residential) to Main Street. As discussed in more detail below, the development program for this sub-district also includes about 85,000 square feet of new public and quasi-public uses within a proposed civic center.

- **Recommendation 4.3-9: Foster a new civic center on Main Street that includes public and quasi-public uses.**

Guiding Principle: Vitality

Throughout the visioning process, many stakeholders mentioned the desire for public uses that would regularly draw residents to the corridor. A civic center would provide a focal point for Main Street and bring a significant number of employees and customers to 38th Avenue. The public uses would draw new activity to the corridor and create a large number of patrons for nearby businesses.

As a long-term goal, the City should pursue the possibility to relocate city offices to the Main Street sub-district. Figures 23-25 illustrate the vision and proposed location for the new civic center, between Upham Street and High Court on the north side of 38th

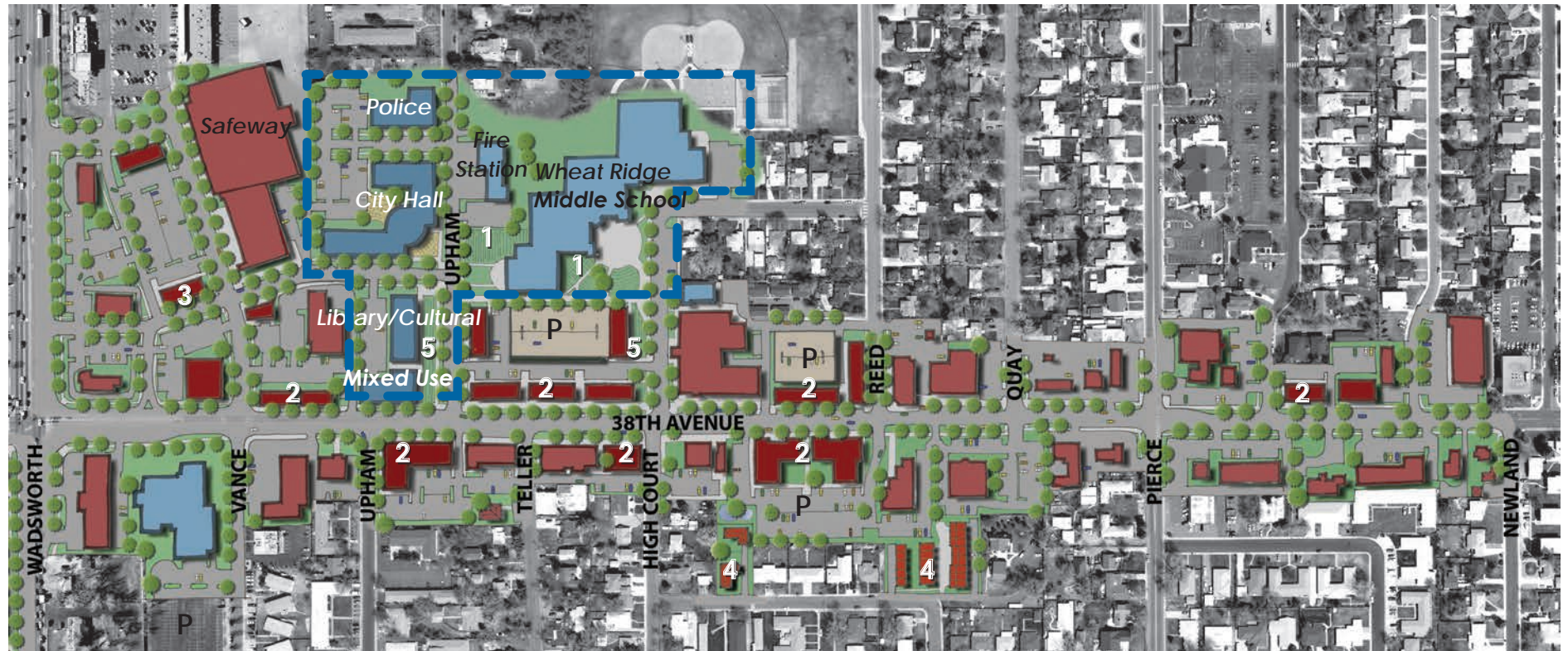
Potential Main Street Program (by year 2030)

Ground floor	65,000 SF (retail or office)
Upper level	56,000 SF or 50 units (residential or office)
Townhomes	15 units

CIVIC CENTER

City Hall	40,000 SF
Police	30,000 SF
Civic/library/cultural . .	16,000 SF

Figure 23: Main Street Illustrative Plan




 Existing Civic/Public Building

 New Civic/Public Building

 Existing Building

 New Building

 Proposed Civic Center

1 - Community gardens surrounding school/civic center

2 - Infill Main Street mixed-use

3 - Reposition existing shopping center

4 - Infill residential as transition from Main Street to residential neighborhoods

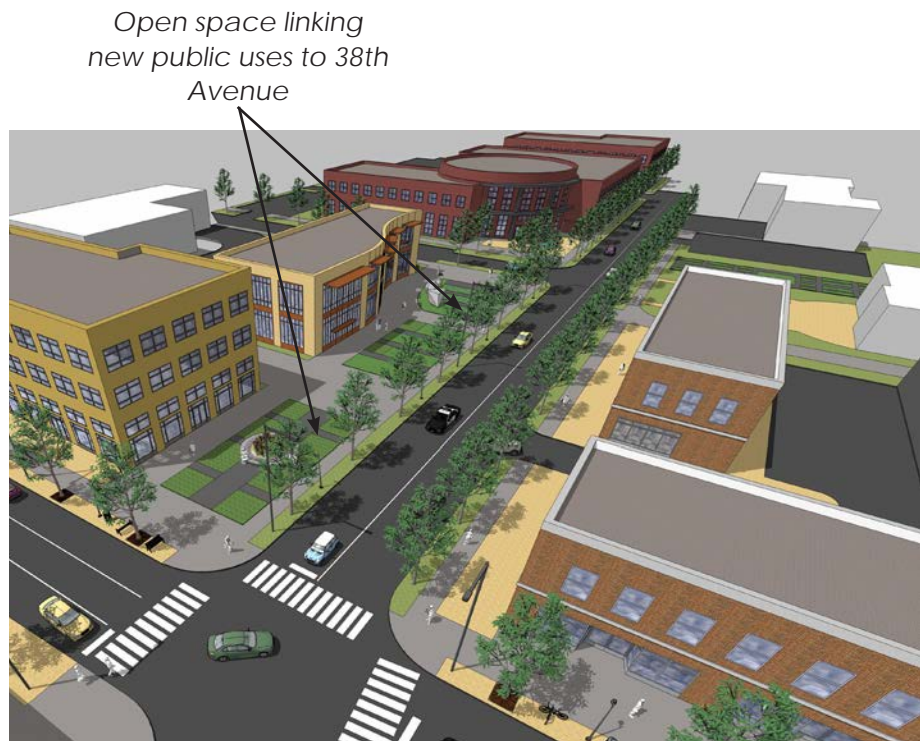
5 - New public open space connecting civic center to Main Street

P - Potential shared parking reservoirs

Figure 24: Vision for Main Street and Proposed Civic Center



Figure 25: 3D Views of Main Street and Proposed Civic Center



Looking north up Upham Street toward new City Hall

This image shows the proposed civic center along Upham Street and the potential for public open space to connect new public uses to 38th Avenue.



Looking northwest at the corner of 38th Avenue and High Court

This illustration shows potential future redevelopment of the underutilized land in front of Wheat Ridge Middle School. Mixed use buildings line 38th Avenue on the north side. Green space, which could be community gardens, line High Court and lead to the school's campus further down the street.



New residential and mixed use buildings with quality architecture are envisioned for the Residential District.



The Sheridan Commercial sub-district already has a pleasant streetscape environment.

Avenue. This location contains underutilized parcels that could be assembled to support approximately 85,000 square feet of development, including a new City Hall, police station, and complementary civic uses. The civic center is adjacent to a proposed parking structure, which would provide a large parking reservoir for the center as well as for adjacent retail uses - both existing and proposed.

The proposed civic center would build upon existing public uses in the area, including two schools and the Wheat Ridge Fire Station. Quality public spaces, such as a park or plaza in front of the civic center and community gardens surrounding the school, would help link public uses to 38th Avenue. Public open space is a key component for the civic center since it would draw people to the corridor and provide opportunities for outdoor special events. The proposed community gardens surrounding the school could be pursued in the short term, while the rest of the civic center is a longer-term goal for Main Street.

Residential District

While this sub-district is envisioned to contain a mix of uses, including retail and commercial, land use and urban design strategies should encourage infill development that will bring new residents to the corridor. An increased number of residents will bring more activity to the street and provide patrons for businesses.

- **Recommendation 4.3-10: Encourage quality infill development, with a focus on medium-density residential buildings, that will create new housing opportunities in the Residential District.**

Guiding Principle: Vitality

As discussed in Recommendation 4.3-1, new mixed use zoning should be implemented along the corridor. In the Residential District, zoning should allow a wide range of residential units, including townhomes and 2-4H story mixed use buildings, that will attract new residents and support 24-hour activity on the street. Enabling residential development in this area will likely entail updates to the City Charter, which restricts new residential development to a height of 35 feet and a density of 21 units per acre.

- **Recommendation 4.3-11: Design and build streetscape improvements that create a consistent and quality image for the Residential District.**

Guiding Principle: Identity

New streetscape design for the corridor should focus on a slightly different image for the Residential District compared to Main Street and the existing Sheridan Commercial District. Quality streetscape amenities will complement infill development by creating a corridor that is attractive to new residents.

Sheridan Commercial District

This sub-district already contains a unifying streetscape design and several successful commercial uses. Land use and urban design

strategies should focus on maintaining existing investments while encouraging new investment, especially on underutilized properties.

- **Recommendation 4.3-12:** Continue to improve the image of the Sheridan Commercial District through maintenance of existing streetscape improvements and regulations that encourage new investment.

Guiding Principle: Vitality

While this sub-district has an existing identity and quality streetscape environment, it would greatly benefit from many of the corridor-wide recommendations. New mixed use zoning and design standards for signage would encourage new investment and improve its visual appeal.

Wadsworth Town Center

The Wadsworth Town Center forms an important gateway into Main Street and contains opportunity sites for new development.

- **Recommendation 4.3-13:** Encourage the redevelopment of the southwest corner of Wadsworth and 38th Avenue to create an attractive gateway for the corridor.

Guiding Principle: Vitality

This site, about 14 acres in size, represents a significant opportunity for new development adjacent to the corridor. New Mixed Use-Commercial (MU-C) zoning recently adopted on Wadsworth should encourage a mix of uses and pedestrian-friendly design. Due to the site's size and visibility from Wadsworth, larger-format retailers and national chains would fit well. It makes sense to redevelop

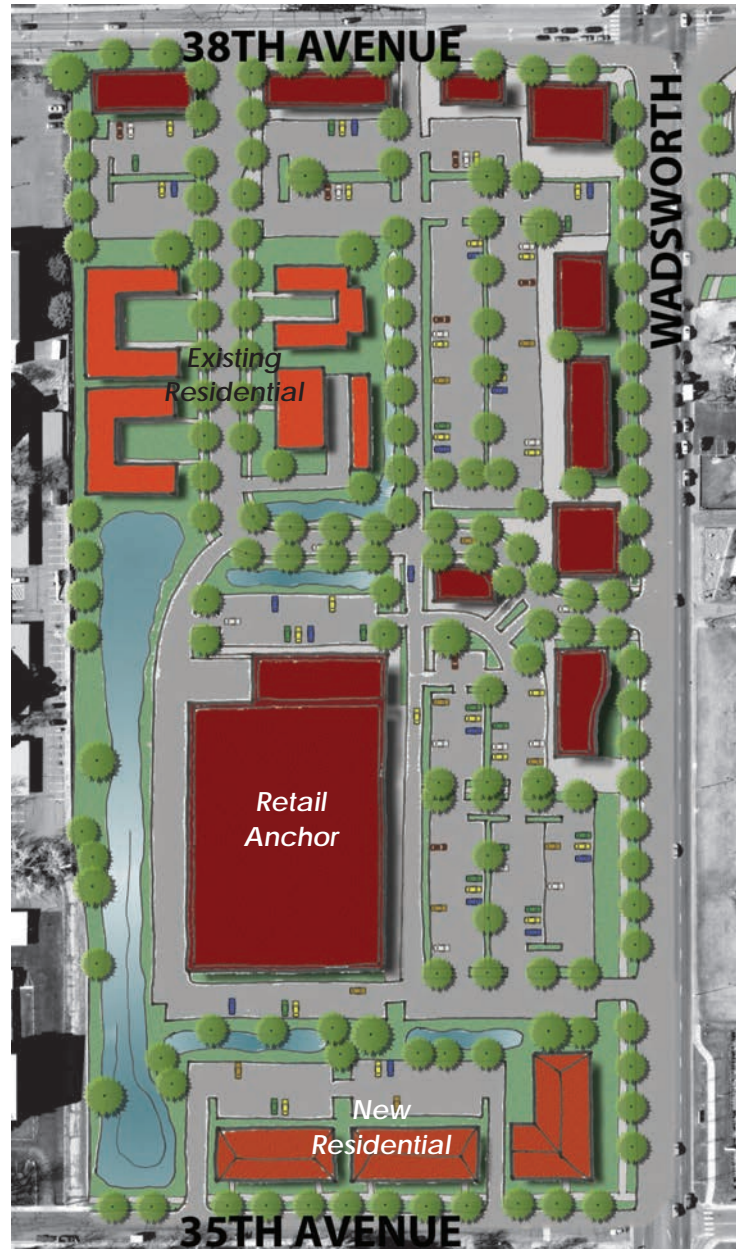


Figure 26: Concept Plan for 38th Avenue and Wadsworth. This illustrative concept plan depicts an example of the mixed use development that could occur at the 14-acre site at the southwest corner of 38th Avenue and Wadsworth. This location forms an important gateway at the western end of the corridor and the Main Street area. Office or residential uses at the site would help bring new patrons to 38th Avenue businesses, especially to the nearby Main Street sub-district.

the site with this type of retail use, which will not compete with the boutique-type retail envisioned for 38th Avenue, as long as the design includes pedestrian connectivity and quality architecture.

Ideally, new development at this site will be mixed use, with office and/or residential uses in addition to retail. New residents at this location would support new businesses on 38th Avenue. Figure 26 depicts one potential option for new development that incorporates a medium-box retail anchor, smaller retail pads built close to the street, and new residences. Residential uses at the southern end of the site provide an important transition to the residential neighborhood to the south. Design of the corner of Wadsworth and 38th Avenue is especially important for creating an inviting gateway into the Main Street sub-district.

• **Recommendation 4.3-14: Improve pedestrian crossings at 38th Avenue across Wadsworth.**
Guiding Principle: Mobility

Safer pedestrian access across Wadsworth could draw more people to 38th Avenue. Comfortable and safe crosswalks, including raised tables in turn pockets, would help to connect the corridor to new development on Wadsworth, to the Exempla-Lutheran Campus, and to existing residential neighborhoods, all of which contain potential patrons for businesses on 38th Avenue.

Summary of Land Use and Urban Design Recommendations		
Recommendation		Guiding Principle*
4.3-1	Update and revise City regulations to encourage mixed use redevelopment of the corridor.	Vitality
4-3.2	Encourage quality, pedestrian-friendly architecture that places buildings close to the street.	Identity
4-3.3	Create design standards for signage to enhance the image of 38th Avenue and to reduce visual clutter.	Appeal
4-3.4	Develop and adopt comprehensive streetscape design standards.	Identity
4-3.5	Incorporate public gathering spaces into streetscape design and develop public spaces along the corridor.	Appeal
4-3.6	Develop a parking strategy for the corridor that includes shared parking and parking reservoirs.	Mobility
4-3.7	Design and build new streetscape improvements and gateway elements that create an attractive and consistent image for the street.	Identity
4-3.8	Encourage infill development with land uses, building placement, and architecture that supports a Main Street environment.	Identity
4-3.9	Foster a new civic center on Main Street that includes public and quasi-public uses.	Vitality
4-3.10	Encourage quality infill development, with a focus on medium-density residential buildings, that will create new housing opportunities in the Residential District.	Vitality
4-3.11	Design and build streetscape improvements that create a consistent and quality image for the Residential District.	Identity
4-3.12	Continue to improve the image of the Sheridan Commercial District through the maintenance of existing streetscape improvements and regulations that encourage new investment.	Vitality
4-3.13	Encourage the redevelopment of the southwest corner of Wadsworth and 38th Avenue to create an attractive gateway for the corridor.	Vitality
4-3.14	Improve pedestrian crossings at 38th Avenue across Wadsworth.	Mobility

*Use the Guiding Principle to find implementation steps related to a recommendation in the implementation table in Chapter 5.

4.4 - ECONOMIC DEVELOPMENT

Successfully realizing the vision for 38th Avenue requires economic development strategies that will support existing businesses and attract new businesses and redevelopment. The following recommendations outline the approach for economically revitalizing the corridor.

- **Recommendation 4.4-1: Develop a branding and marketing strategy for the corridor.**

Guiding Principle: Identity

Identifying a brand for 38th Avenue is a key step for marketing the corridor, especially Main Street, as a destination throughout the metro area. A marketing strategy focused on a unique brand will draw new patrons to the corridor and help to attract private investment. Elements to consider include:

- Logo and tag line for 38th Avenue.
- 38th Avenue website.
- Utilization of social media.
- A brochure specific to the corridor.
- Business directory and map.

Establishing a unique identity for the street will also inform gateway signage and streetscape design, which will further enhance the image and brand of the corridor. Creation of the branding/marketing strategy should rely heavily on the input of existing businesses.

- **Recommendation 4.4-2: Identify and form an entity to aggressively market 38th Avenue.**

Guiding Principle: Identity

After a brand for the corridor is created, an

organization supported by businesses on the street, such as a merchants association or business improvement district, will be needed to market 38th Avenue successfully. In the short term, the entity could receive support from Wheat Ridge 2020 and/or the City.

- **Recommendation 4.4-3: Establish an entity that addresses the maintenance of public improvements along the corridor.**

Guiding Principle: Appeal

As sidewalks, streetscaping, lighting and signage is added to the corridor, an entity to maintain these improvements will be needed. Maintenance will also need to address snow removal, which is currently done by the City. Ideally the organization in charge of maintenance will coincide with the entity that takes on the role of marketing the corridor.

- **Recommendation 4.4-4: Create a strategy for land assembly to enable redevelopment sites.**

Guiding Principle: Vitality

Strategic assemblage of parcels along the corridor, especially along Main Street, will enable private redevelopment. A land assemblage strategy should include goals, methods for identifying potential acquisition targets, and exit criteria. The strategy could also include a focus on multi-family housing at appropriate locations along the street, especially in the Residential District, to attract new residential development.



Developing a brand for the corridor will guide future improvements, including signage and banners, that will help to market 38th Avenue.



A successful image for Main Street will help to entice private development.

Photo credit: Entelechy



Existing programs that provide financing for facade improvements on the corridor, such as this one, should be continued.



Temporary outdoor events should be encouraged as a way to bring activity and users to the corridor.

- **Recommendation 4.4-5: Continue and consider expansion of programs that stimulate private-sector investment on the corridor.**

Guiding Principle: Vitality

Wheat Ridge 2020 and the Wheat Ridge Business District already offer grants and low-interest loans for business owners to make sign and facade improvements. These type of programs encourage private investment in properties and helps to improve the image of the corridor.

- **Recommendation 4.4-6: Develop a business attraction plan and undertake developer and realtor outreach.**

Guiding Principle: Vitality

Drawing new businesses and private investment to the corridor will be much more successful if 38th Avenue is marketed to the brokerage and business community. Tools should include tours of the corridor for brokers and developers as well as brochures that summarize available sites, buildings, and spaces for sale or for lease.

- **Recommendation 4.4-7: Provide opportunities for flexible use of public space for temporary events, such as street fairs and farmers' markets.**

Guiding Principle: Vitality

Special events will bring activity and people to 38th Avenue. Major events, such as the Carnation Festival, should be utilized to highlight the street and its businesses. Smaller events, such as a farmers' market, will also

increase car and foot traffic. Land owned by the school district that fronts the street is one potential site for temporary outdoor would draw attention to the corridor.

- **Recommendation 4.4-8: Ensure that City regulations allow outdoor cafes and amenities in the public right-of-way and consider the creation of a 38th Avenue Development Handbook.**

Guiding Principle: Vitality

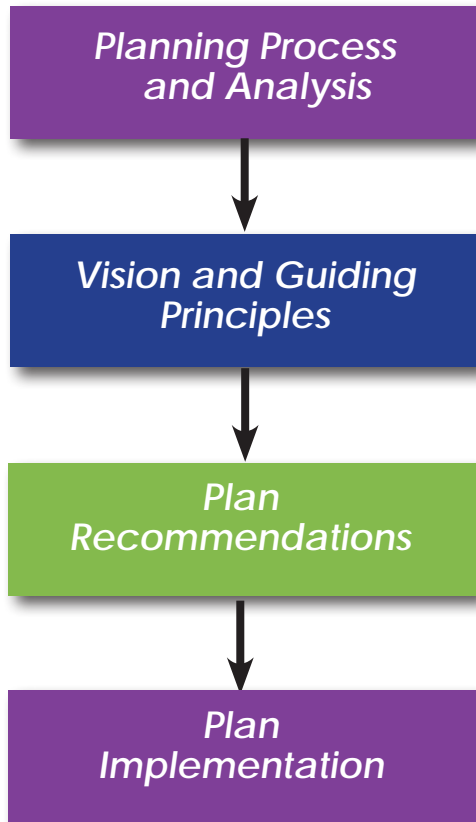
An assessment of City regulations is needed to make sure that businesses may install improvements in the right-of-way, such as outdoor seating, that would enliven the street. A handbook that explains City regulations and the development process with a focus on 38th Avenue could encourage investments and new development by the private sector.

Summary of Economic Development Recommendations

Recommendation		Guiding Principle*
4-4-1	Develop a branding and marketing strategy for the corridor.	Identity
4-4.2	Identify and form an entity to aggressively market 38th Avenue.	Identity
4-4.3	Establish an entity that addresses the maintenance of public improvements along the corridor.	Appeal
4-4.4	Create a strategy for land assembly to enable redevelopment sites.	Vitality
4-4.5	Continue and consider expansion of programs that stimulate private-sector investment on the corridor.	Vitality
4-4.6	Develop a business attraction plan and undertake developer and realtor outreach.	Vitality
4-4.7	Provide opportunities for flexible use of public space for temporary events, such as street fairs and farmers' markets	Vitality
4-4.8	Ensure that City regulations allow outdoor cares and amenities in the public right-of-way and consider the creation of a 38th Avenue Development Handbook.	Vitality

*Use the Guiding Principle to find implementation steps related to a recommendation in the implementation table in Chapter 5.

5 - PLAN IMPLEMENTATION



5.1 - INTRODUCTION

This Chapter details important next steps for implementing the 38th Avenue Corridor Plan. The implementation table, which begins on page 68, contains six main categories for specific action items: organization, funding, and the four guiding principles.

Organization

Implementation of the plan depends on the formation of an organization committed to the vision for 38th Avenue. In the near-term, this involves the formation of a Leadership Committee that will include a range of stakeholders - most importantly business and property owners on the corridor - as well as representatives from Wheat Ridge 2020 and the City of Wheat Ridge. The Leadership Committee will oversee important early implementation steps, such as developing a marketing and branding strategy for 38th Avenue.

The Leadership Committee will also explore the most viable options for a permanent organizational structure for 38th Avenue. This permanent organization is envisioned to oversee marketing of the corridor and may also play a role in maintenance or exploring funding for physical improvements. Several options exist, such as a merchants association, a Business Improvement District (BID), or a Downtown Development Authority (DDA).

Identifying the best organizational structure for 38th Avenue will hinge on the desires of the

Leadership Committee as well business and property owners on the corridor.

Funding

The implementation table also contains action items related to the funding of the plan's recommendations. One key short-term funding item is the proposed retrofit road diet for the Main Street and Residential sub-districts. Because the restriping is comparatively low in cost, estimated at approximately \$40,000 for Main Street and \$32,000 for the Residential District, the City's existing Capital Improvement Plan (CIP) budget is one viable funding source. The short-term restriping should also include the following low-budget retrofit projects to enhance the image of the street:

- Retrofit planters for the Residential District, estimated to cost \$50,000 per planter.
- Temporary amenity zones in the Main Street sub-district, estimated to cost \$6,000 to \$10,000 each.
- Pilot curb cut consolidations, estimated to cost \$3,000 - \$5,000 each.

For a more permanent reconstruction of the street, additional sources will be needed. Construction of the permanent Main Street road diet is estimated to cost \$3.3 - \$4.5 million. Full construction in the Residential District, which includes restriping, retrofit planters, and the hard costs for new sidewalks and amenity zones, is estimated to cost between \$1.3 - \$1.7 million. More detailed cost estimates for all of the road diet options may be found in Appendix

D. It is important to note that the cost estimates for the fully-redesigned options do not include the purchase of easements or right-of-way that may be needed to build sidewalks and amenity zones comprehensively, rather than incrementally as properties redevelop.

Potential funding sources for reconstruction of the street include federal and state transportation dollars, the formation of a special district, tax increment financing (TIF), and/or local bonds funded by a temporary increase in sales or property tax. Revenue bonds, which require voter approval, could also help to fund the proposed Civic Center.

The proposal to create a Civic Center within the Main Street sub-district will require further study, especially in terms of financing options. In addition to local revenue bonds, which were utilized in the construction of the Wheat Ridge Recreation Center, other potential funding sources could include grants and/or CIP dollars from the City.

Guiding Principles

The table contains specific action steps that detail how to implement the plan recommendations from Chapter 4. These action items are organized by the four guiding principles:

- Identity
- Vitality
- Appeal
- Mobility

Geographic Scope

Each action item is associated with a geographic area: Corridor-wide, Main Street Sub-District, Residential Sub-District, Sheridan Commercial Sub-District, and/or Wadsworth Town Center.

Phasing

Some action items are short-term while others are likely not to occur for several years. Under each category, action items are organized in order of the phase, or time frame, that they are recommended to occur:

- Phase I: 2011-2012
- Phase II: 2013-2014
- Phase III: 2015-2020
- Phase IV: 2021-2030

Responsibility

The table also identifies which party or parties are responsible for an action item. The list of responsible entities includes:

- City of Wheat Ridge (City of WR)
- Wheat Ridge 2020 (WR2020)
- 38th Avenue Leadership Committee (yet to be formed)
- Wheat Ridge Business District (WRBD)
- LiveWell Wheat Ridge (LWWR)
- Renewal Wheat Ridge (RWR)
- Wheat Ridge Housing Authority (WRHA)

Please see pages 68-78 for the implementation table.

ORGANIZATION

Action	Geographic Scope	Phase	Responsible Parties (Lead in bold)
1. Create a Transitional Implementation Leadership Committee (to be formed within 2-3 months after plan adoption and to last for 6 months to 1 year) to maintain momentum from the plan and to develop goals and objectives, roles and responsibilities for a permanent Implementation Leadership Committee focused on 38th Avenue. The Leadership Committee should meet regularly with City staff to ensure coordination with City-led efforts on 38th Avenue such as transportation improvements, economic development, etc.	Corridor-wide	Phase I	WR2020 , City of WR, Business/Property Owners, WRBD
2. Hold an open house to provide information on available resources for businesses on the corridor and recruit for Leadership Committee.	Corridor-wide	Phase I	WR2020, City of WR
3. Formalize a permanent 38th Avenue Implementation Leadership Committee to meet on a regular basis to address implementation tasks. The Committee should be "grassroots" oriented, self-sustaining and address branding, marketing, special events, etc. While WR2020 staff will initially help to guide formation of the committee, it ultimately be supported by the community, especially business and property owners on the corridor.	Corridor-wide	Phase I	WR2020 , Business/Property Owners
4. Develop regular 38th Avenue newsletter to get word out about the committee, events, resources, etc.	Corridor-wide	All	City of WR, WR2020
5. Start a regular coffee hour with City staff, elected officials, and businesses and property owners to discuss concerns/issues for the corridor.	Corridor-wide	Phase II	City of WR, WR2020 , Leadership Committee
6. In the long term, consider a permanent organization, such as a Business Improvement District or Downtown Development Authority as a way to obtain more funds for ongoing operations and the ability to bond for larger physical improvements.	Corridor-wide	Phase III	Leadership Committee , City of WR, WR2020

FUNDING

Action	Geographic Scope	Phase	Responsible Parties (Lead in bold)
1. Identify/ prioritize and include near and long term improvements in City's Capital Improvement Plan per the plan recommendations.	Corridor-wide	All	City of WR
2. Continue to research and support grant-writing efforts for grants and other funding sources to implement the 38th Avenue Corridor Plan.	Corridor-wide	All	City of WR , WR2020, LWWR
3. Research federal / state / regional sources of funding for transportation and other improvements such as Complete Streets, Safe Routes to School (FHWA program administered through CDOT), CDOT Enhancement, CDBG and other funds.	Corridor-wide	All	City of WR , LWWR
4. Inform and maintain contact with regional CDOT project or resident engineer to be notified of leftover funds at end of fiscal year for smaller transportation related and enhancement projects (can include sidewalk, streetscape, signage and similar type improvements).	Corridor-wide	All	City of WR
5. Pursue relationships with various government agencies including the Governor's Office of Economic Development and International Trade, Small Business Administration, Economic Development Administration, the Jefferson County Economic Development Corporation, the Jefferson County Business Resource Center, and the Metro Denver Economic Development Corporation, for programs to assist local small businesses with startup, expansion, and relocation.	Corridor-wide	All	City of WR , WR2020
6. Explore local funding mechanisms to support improvements and new development on the corridor. Funding tools may include impact fees and/or tax increment financing (TIF).	Corridor-wide	All	City of WR , WR2020, Leadership Committee
7. Consider issuing bonds to finance roadway redesign and/or the construction of the proposed civic center.	Corridor-wide	Later phases	City of WR

IDENTITY - Redevelop 38th Avenue with a strong identity as Wheat Ridge's Main Street.

Action	Geographic Scope	Phase	Responsible Parties (Lead in bold)
1. Continue to build and sustain support for the 38th Avenue vision among public officials, corridor businesses, and the larger Wheat Ridge community.	Corridor-wide	Ongoing	WR2020 , City of WR, Leadership Committee
2. Continue to encourage architecturally appropriate building façade renovations as well as new infill development that provides the building form and placement that supports a Main Street environment.	Main Street	Ongoing	City of WR , WR2020
3. Identify the corridor's niche in the marketplace identifying targeted consumers.	Corridor-wide	Ongoing	WR2020 , City of WR, Leadership Committee
4. Develop a branding strategy to provide a specific identity from which 38th Avenue can capitalize.	Corridor-wide	Phase I	Leadership Committee , WR2020
5. Conduct a specific streetscape design in conjunction with a branding study or immediately after. The streetscape design should include: <ul style="list-style-type: none"> • Consistent components to all of 38th - overall image • Unique components to each sub-district • Focus on unique identity of Main Street Sub-district • Components to include: signage, wayfinding, materials palette, lighting, benches, trash receptacles, bike racks, banners, etc. 	Corridor-wide	Phase I	City of WR , WR2020
6. Develop a Facebook page and website devoted to 38th Avenue that highlight existing businesses, new developments, special events, etc.	Corridor-wide	Phase I	WR2020 , Leadership Committee
7. On the City's website, add a page that highlights projects and work being done on the corridor.	Corridor-wide	Phase I	City of WR
8. Have City Council adopt a resolution declaring 38th Avenue, or the Main Street Sub-district, as the City's Main Street	Corridor-wide	Phase I	City of WR , Leadership Committee

IDENTITY - Redevelop 38th Avenue with a strong identity as Wheat Ridge's Main Street.

Action	Geographic Scope	Phase	Responsible Parties (Lead in bold)
9. Create a Position Statement/tag line that uniquely captures 38th Ave. to promote the corridor. One option would be to hold a community-wide contest to develop the tag line.	Corridor-wide	Phase I (with branding)	WR2020 , Leadership Committee, City of WR
10. Celebrate a 38th Avenue Main Street Grand Re-opening Ceremony once initial pilot projects are complete.	Corridor-wide/ Main Street	Phase II	WR2020 , City of WR, Leadership Committee

VITALITY - Promote economic and real estate vitality and healthy living.

Action	Geographic Scope	Phase	Responsible Parties (Lead in bold)
1. Continue to provide incentive programs such as grants and loans that stimulate private-sector investment.	Corridor-wide	All	WR2020 , City of WR
2. Preserve and cultivate health-related uses on and near the corridor, through projects and events that promote Healthy Eating and Active Living (HEAL) among the Wheat Ridge community. Examples include community gardens, farmers' markets, mobile vending of healthy foods, family or youth bike rodeos, Local Living/Living Well exhibitions or mini-fairs, summertime events in which the street is closed to cars, and/or temporary demonstration projects that show possible improvements to the street.	Corridor-wide	All	LWWR , WR2020
3. Maintain contact with local brokerage community and small regional commercial businesses interested in potential expansion for location on 38th Avenue.	Corridor-wide	All	WR2020
4. Develop a 38th Avenue marketing brochure summarizing the corridor's vision, applicable regulations, and resource agencies.	Corridor-wide	Phase I (with branding)	WR2020 , City of WR, Leadership Committee
5. Develop a land assemblage strategy; include goals, analysis and methods for identifying potential acquisition targets, brownfields assessment, exit criteria. Explore alternative fundraising / development models including CDBG, foundations. Explore alternative partnership arrangements with existing property owners to potentially help alleviate the need for up-front cash.	Corridor-wide	Phase I	City of WR , WR2020, RWR
6. Potential key sites for acquiring / assembling parcels include immediately east of Wheat Ridge Cyclery. Initiate conversations with property owners and develop site prospectus.	Main Street	Phase I - II	WR2020 , City of WR, property owners, RWR
7. Work with the Jefferson County School District to consider utilizing the large surface parking lot that abuts 38th Avenue for non-school events such as farmers' markets, family or youth bike rodeos, overflow retail parking or civic functions.	Main Street	Phase I	City of WR , JeffCo School District

VITALITY - Promote economic and real estate vitality and healthy living.

Action	Geographic Scope	Phase	Responsible Parties (Lead in bold)
8. Consider regulations requiring property owner removal of snow from sidewalks fronting their property along 38th Avenue (and potentially all retail areas in the City) within a specific time frame after a snow storm.	Corridor-wide	Phase I	City of WR
9. Consider amending City Charter to change building height and residential density limits along 38th Avenue. Do not restrict to 35' height or 21 units per acre, at least not in the residential sub-district, so that 2 – 3 story mixed use and residential building are allowed.	Corridor-wide/ Residential District	Phase I	City of WR
10. Pursue City-initiated rezoning of the entire corridor to the City's new Mixed Use-Neighborhood (MU-N) zone district. Consider whether the zoning should be updated, or design guidelines/architectural overlay created, to promote the different identities of the various sub-districts.	Corridor-wide	Phase I	City of WR
11. Create a 38th Avenue business directory and map, which could also highlight key assets/destinations on the corridor.	Corridor-Wide	Phase I	City of WR, WR2020, Leadership Committee
12. Conduct a regulatory assessment of the zoning regulations and development code to amend to allow outdoor cafes (with the serving of alcohol), planters and other amenities in the ROW to enliven the streetscape and other amendments as desired.	Corridor-wide	Phase I	City of WR
13. Fill vacant windows with items such as artwork to improve the attractiveness of vacant buildings.	Corridor-wide	Phase I	WR2020, Leadership Committee, City of WR, Wheat Ridge Cultural Commission
14. As part of the land assemblage strategy for the corridor, consider a multi-family housing strategy in appropriate locations along the corridor to help bolster support for commercial development.	Corridor-wide	Phase II	WR2020, City of WR, WRHA

VITALITY - Promote economic and real estate vitality and healthy living.

Action	Geographic Scope	Phase	Responsible Parties (Lead in bold)
15. Work with the Jefferson County School District to consider long term re-investment of their underutilized land along 38th Avenue (vacant land fronting 38th and parking lot) for mixed use development and community functions such as community gardens and corridor parking.	Main Street	Phase II	City of WR , WR2020, Jeffco School District, LWWR
16. Develop a business attraction plan.	Corridor-wide	Phase II	City of WR , WR2020, Leadership Committee
17. Undertake developer and realtor outreach and conduct tours of the corridor.	Corridor-wide	Phase II	WR2020 , City of WR, Leadership Committee
18. Consider creation and adoption of a 38th Avenue Main Street Development Handbook that would clearly explain applicable zoning, design, and other standards related to development.	Corridor-wide	Phase II	City of WR
19. Develop a shop local campaign and unified business promotions, which will develop out of the marketing/branding strategy.	Corridor-wide	Phase II	City of WR , WR2020, Leadership Committee
20. Proceed with next steps for Civic Center development on 38th Avenue: <ul style="list-style-type: none"> • Refine space needs for City and other entities that may complement facility (County, nonprofit, entertainment) • Complete a downtown/civic center Master Plan to refine ideas on the Civic Center and shopping center urban retrofit • Obtain appraisals for existing City owned properties • Develop land, building and relocation cost estimates for 38th Avenue location • Explore financing mechanisms used in other Denver area communities for civic construction. Recent commonly-used tools include Certificates of Participation or Sales and Use Tax Revenue Bonds backed by sales and use tax revenues. Other sources include land sales and TIF in an Urban Renewal area. City successfully used General Obligation Bonds for recreation center. 	Main Street and Wadsworth Town Center	All	City of WR

APPEAL - Create an attractive, comfortable, inviting atmosphere.

Action	Geographic Scope	Phase	Responsible Parties (Lead in bold)
1. Implement small-scale demonstration projects, such as reclaiming a short span of a travel lane and adjacent curb cuts to build outdoor seating.	Main Street	Phase I	City of WR , WR2020
2. Establish a management entity that immediately addresses the maintenance of streetscaping, sidewalks, crosswalks, striping, traffic control devices, street and pedestrian lights, and signage.	Corridor-wide	Phase III	City of WR , WR2020, Leadership Committee
3. Minimize the visual clutter of signage through new regulations or design standards and the removal of obsolete signage.	Corridor-wide	Phase II	City of WR
4. After branding and streetscape design study is complete, amend the <i>Streetscape Design Manual</i> so that the design standards for 38th Avenue match the new streetscape image.	Corridor-wide	Phase II	City of WR
5. Create public plazas or gathering places along the corridor at activity nodes for public gatherings.	Corridor-wide	Phase II - IV	City of WR
6. Improve the image of the corridor through continued code enforcement.	Corridor-wide	Ongoing	City of WR

MOBILITY - Develop a complete street that better accommodates pedestrians, cyclists, and transit riders while maintaining adequate vehicular access and parking.

Action	Geographic Scope	Phase	Responsible Parties (Lead in bold)
1. Complete detailed road diet retrofit design from North Upham to Depew. Include design of strategy for pilot retrofit programs, including: <ul style="list-style-type: none"> Retrofit planter locations – focus on Residential Sub-District Retrofit Amenity zone – focus on Main Street Sub-District Retrofit curb cut consolidation – aim for 2 parcels, at least one in Main Street Sub-district. Consider utilizing bollards with rope/chain to eliminate excessive curb cuts and then as part of restriping allow on-street parking 	Main Street and Residential Sub-districts	Phase I	City of WR
2. Restripe the street from North Upham to Depew (incorporating right turn lanes as identified) in the short term to implement the retrofit road diet, with the intent of moving the curbs in the Main Street sub-district in the long term. Include any necessary restriping or new striping of pedestrian crosswalks on all streets within Main Street and Residential sub-districts. <ul style="list-style-type: none"> Restriping should include demonstration curb cut consolidation projects, the installation of retrofit planters in the Residential District, and the installation of temporary amenity zones in the Main Street sub-district. 	Main Street and Residential Sub-districts	Phase I	City of WR
3. Conduct an assessment of the restriping for the Main Street and Residential sub-districts 12-18 months after the restriping is completed. This should include evaluation of sales tax revenues and property values along the corridor, as well as traffic, pedestrian, and bicyclist counts for the street to assess the effect of the retrofit road diet. <ul style="list-style-type: none"> Additional assessments may be needed in the first five years after the restriping to fully assess its impacts. 	Main Street and Residential Sub-districts	Phase II (12-18 months after restriping) and ongoing	City of WR
4. In conjunction with detailed streetscape design, finalize a permanent roadway design for the Main Street and Residential sub-districts. For Main Street, this includes curb relocation.	Main Street and Residential Sub-districts	Phase II	City of WR

MOBILITY - Develop a complete street that better accommodates pedestrians, cyclists, and transit riders while maintaining adequate vehicular access and parking.

Action	Geographic Scope	Phase	Responsible Parties (Lead in bold)
5. Clearly demark crossings across 38th Avenue as well as crossings along 38th Avenue from block to block. Include new crosswalks as part of the restriping of the street. Coordinate with Public Works to prioritize intersections for enhanced crosswalk treatments as part of the final road diet design.	Corridor-wide	Phase I, ongoing	City of WR
6. Identify opportunities for shared parking along the corridor, including the parking lot in front of the middle school, churches, other mid-to large sized surface parking lots. Consider a detailed parking study/strategy for the corridor to quantify the need for on-street and off-street parking.	Corridor-wide	Phase I, ongoing	City of WR , WR2020
7. Amend <i>Bicycle and Pedestrian Master Plan</i> to remove the recommendation for shared bike facilities on W. 38th Avenue.	Corridor-wide	Phase I	City of WR
8. Strengthen connections to the surrounding neighborhoods, especially senior living centers, to enhance mobility and access for pedestrians, cyclists, the disabled, and the elderly.	Corridor-wide	Phase I, Ongoing	City of WR , WR2020
9. Finalize and formally adopt a curb cut consolidation plan for the corridor.	Corridor-wide	Phase II	City of WR
10. Identify property owners in the short term who, in conjunction with restriping the street, can be a demonstration project for curb-cut consolidation and creation of on-street parking.	Main Street and Residential Sub-districts	Ongoing	City of WR , WR2020
11. Prepare a speed study that examines the feasibility of reducing the speed limit to 30 MPH after restriping the roadway.	Corridor-wide	Phase II	City of WR
12. Enhance visibility of and amenities at transit stops, working closely with RTD.	Corridor-wide	Phase II	City of WR
13. Strengthen connections to other non-vehicular networks, such as adjacent bike facilities, both existing and planned, as illustrated in Figures 2 and 3 of the <i>Wheat Ridge Bicycle and Pedestrian Master Plan</i> .	Corridor-wide	Phase II	City of WR

MOBILITY - Develop a complete street that better accommodates pedestrians, cyclists, and transit riders while maintaining adequate vehicular access and parking.

Action	Geographic Scope	Phase	Responsible Parties (Lead in bold)
14. Improve pedestrian crossings on all quadrants of the Wadsworth and 38th intersection. Consider a raised table crosswalk with differential paving at turn lanes.	Wadsworth Town Center	Phase II	City of WR , CDOT
15. Create a detached, unobstructed walkway at least 8 feet wide with a 6 foot amenity zone along 38th Ave. Determine whether the sidewalk and amenity zone will be part of permanent street redesign for Main Street and Residential sub-districts, or if the improvements will be built incrementally as properties develop over time.	Corridor-wide, except in Sheridan sub-district where sidewalk and amenity zone already exist	Phase III and ongoing as properties redevelop	City of WR
16. Implement permanent road diet design, which entails curb relocation in the Main Street sub-district.	Main Street and Residential Sub-districts	Phase III	City of WR

6 - RESOURCES

Previous Plans and Studies:

38th Avenue Corridor Redevelopment Plan (2001)

<http://www.ci.wheatridge.co.us/DocumentView.aspx?DID=365>

Neighborhood Revitalization Strategy (2005)

<http://www.ci.wheatridge.co.us/DocumentView.aspx?DID=562>

Envision Wheat Ridge - City of Wheat Ridge Comprehensive Plan (2009)

<http://www.ci.wheatridge.co.us/DocumentView.aspx?DID=1749>

West 38th Avenue Community Revitalization Partnership Report (2009)

<http://www.ci.wheatridge.co.us/DocumentView.aspx?DID=2399>

City of Wheat Ridge Bicycle and Pedestrian Master Plan (2010)

<http://www.ci.wheatridge.co.us/DocumentView.aspx?DID=2305>

Note: Figure 3 of this document shows the planned pedestrian and bicycle routes for the City.

City of Wheat Ridge Streetscape Design Manual (2011)

<http://www.ci.wheatridge.co.us/DocumentView.aspx?DID=2742>

Other Resources:

Road Diets Handbook: Setting Trends for Livable Streets

http://www.pbworld.com/capabilities_projects/sustainable_solutions/pb_sustainability/toolkit/highways/road_diets.aspx

National Complete Streets Coalition

<http://www.completestreets.org/complete-streets-fundamentals/>

Centers for Disease Control and Prevention - Healthy Community Design

http://www.cdc.gov/healthyplaces/healthy_comm_design.htm

LiveWell Colorado

<http://movement.livewellcolorado.org/>

How to Get Involved:

If you would like to learn more about this plan or become involved in activities on 38th Avenue, please feel free to contact us.

City of Wheat Ridge

Community Development Department

Sally Payne, Senior Planner

303-235-2852

spayne@ci.wheatridge.co.us

Sarah Showalter, Planner II

303-235-2849

sshowalter@ci.wheatridge.co.us

Wheat Ridge 2020

Britta Fisher, Executive Director

Denise Balkas, Director of Real Estate

Development

720-259-1030

LiveWell Wheat Ridge

Molly Hanson, Live Well Wheat Ridge

Coordinator

720-345-8547

mhanson@jeffco.us

<http://about.livewellcolorado.org/livewell-wheat-ridge>

