



38th Avenue Corridor Plan

DRCOG Metro Vision Idea Exchange

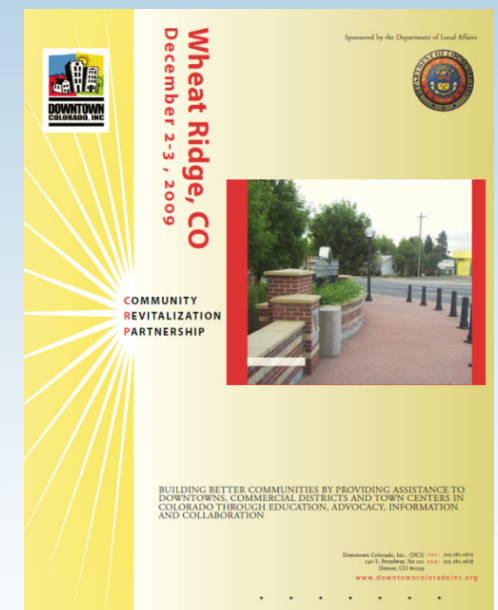
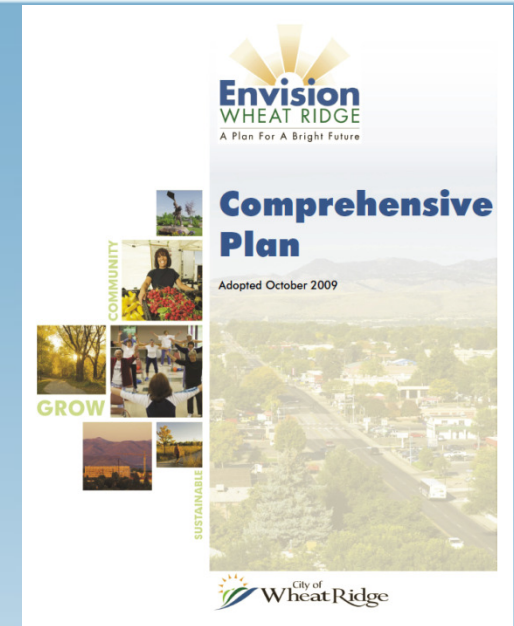
August 23, 2012



38th Avenue Revitalization

Presentation Outline

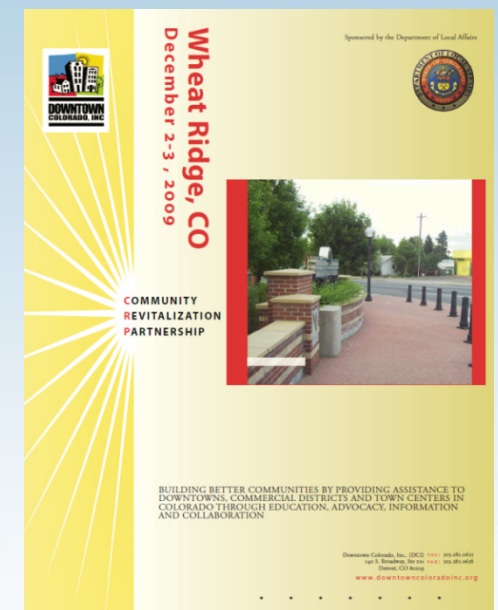
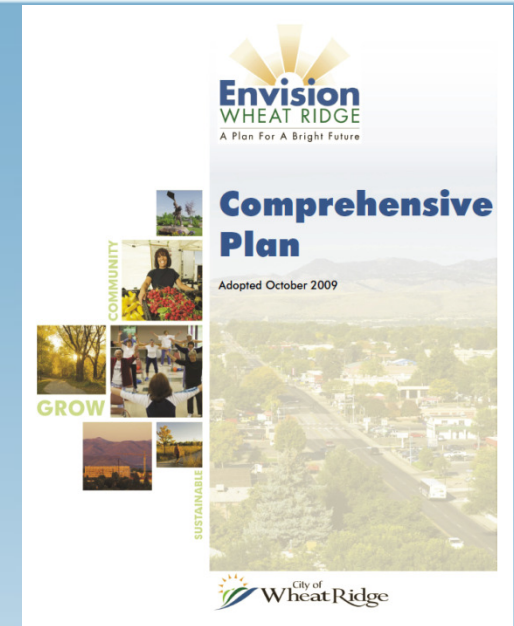
- Planning background
- Implementation efforts to date
- What we've learned (Ideas)
- Challenges that remain



38th Avenue Corridor Plan

Background

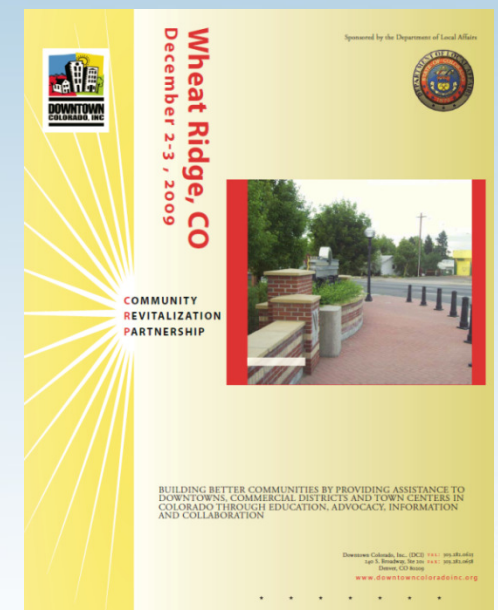
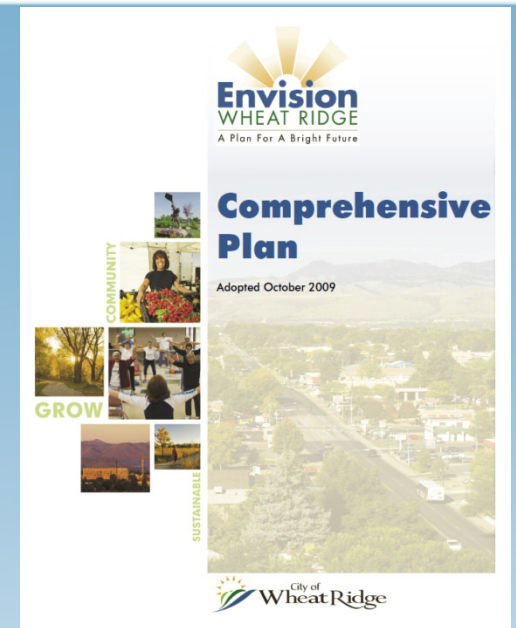
- 2009 Citywide Comp Plan – *Envision Wheat Ridge*
 - 38th Avenue = “Main Street”
 - Priority Area – Corridor Plan
- December 2009 DCI – DOLA Event
 - Need a better vision – a Plan
 - Road Diet?



38th Corridor Plan

Purpose of Plan

- Establish a **vision** as City's Main Street
- Study feasibility of "road diet"
 - Traffic study was critical
- Concrete strategy for **revitalization**
- Plan adopted October 10, 2011

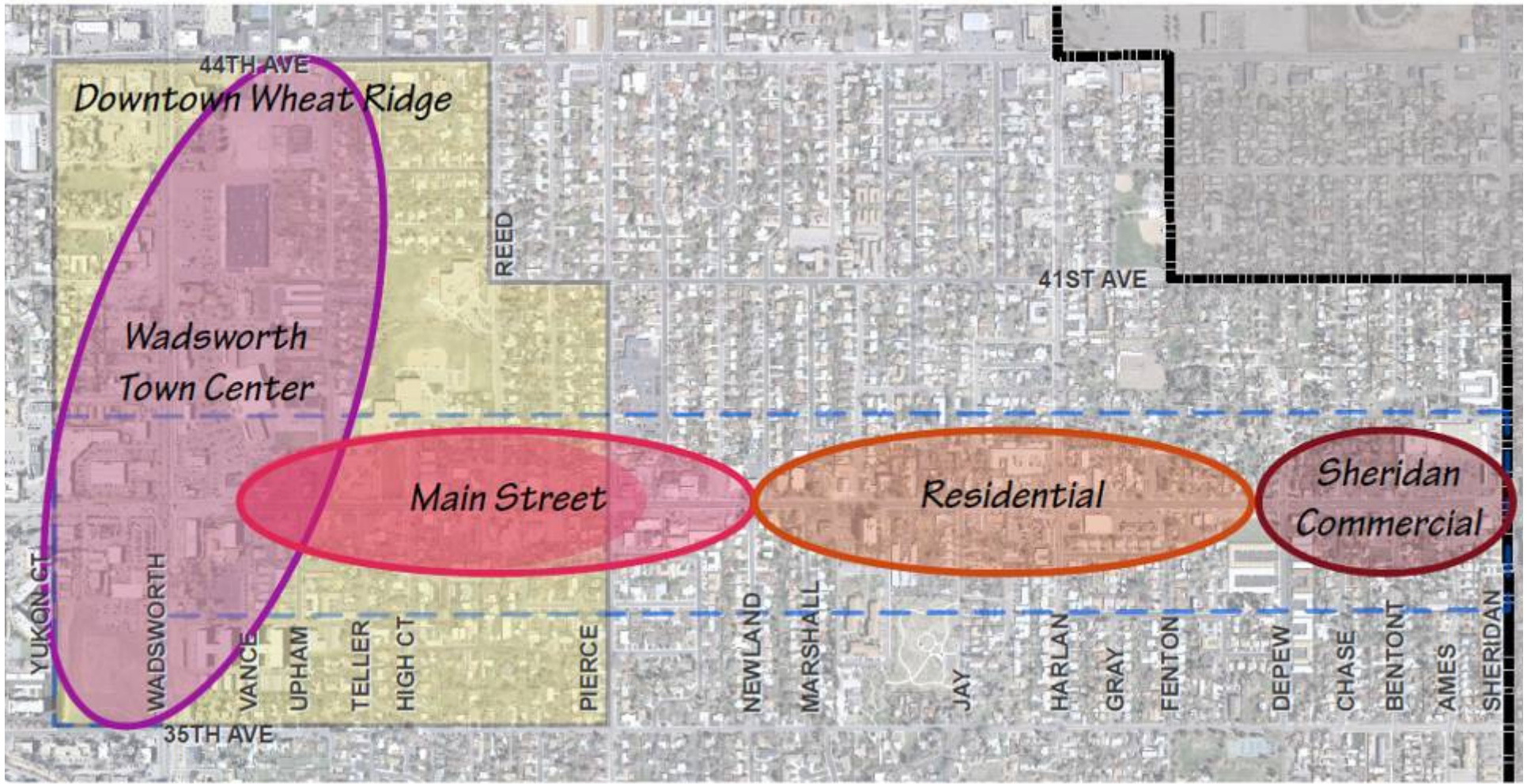




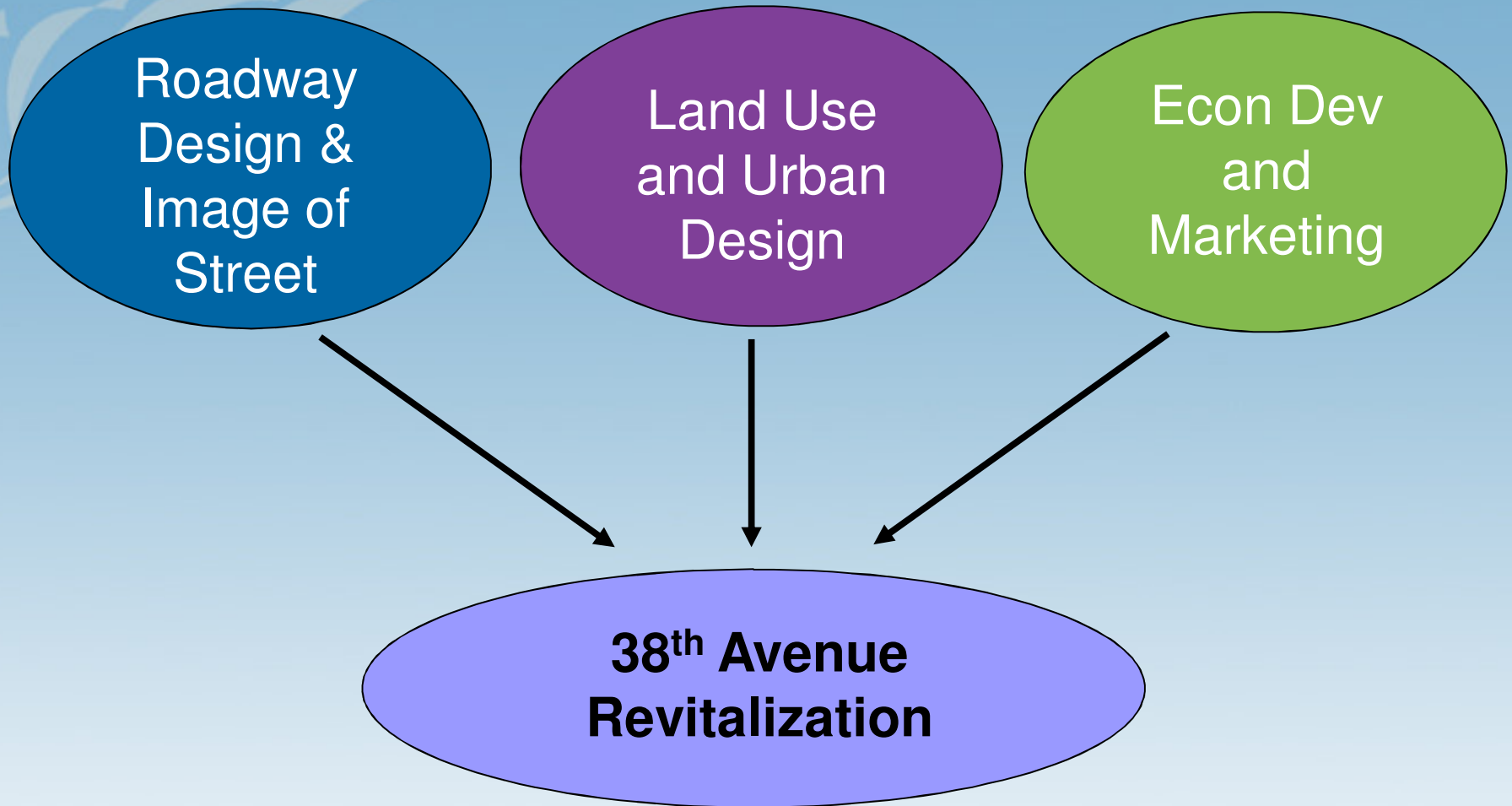
Major Plan Recommendations

38th Corridor Plan

Proposed Sub-Districts



38th Corridor Plan



38th Corridor Plan

Land Use and Urban Design

- Rezone corridor
- Define streetscape design
- Encourage infill redevelopment
- Civic Center on 38th Avenue
- Parking reservoirs



Civic Center Concept



38th Corridor Plan

Economic Development

- Leadership Committee
- Marketing/branding strategy
- Promotional materials
- Land assembly
- Business retention plan
- Continue grant and loan programs



38th Corridor Plan

Roadway Design

- Why consider a road diet?
 - Street designed to carry more cars than it actually does
 - More pedestrian-friendly
 - Fewer accidents
 - More vibrant and economically successful corridor



Before



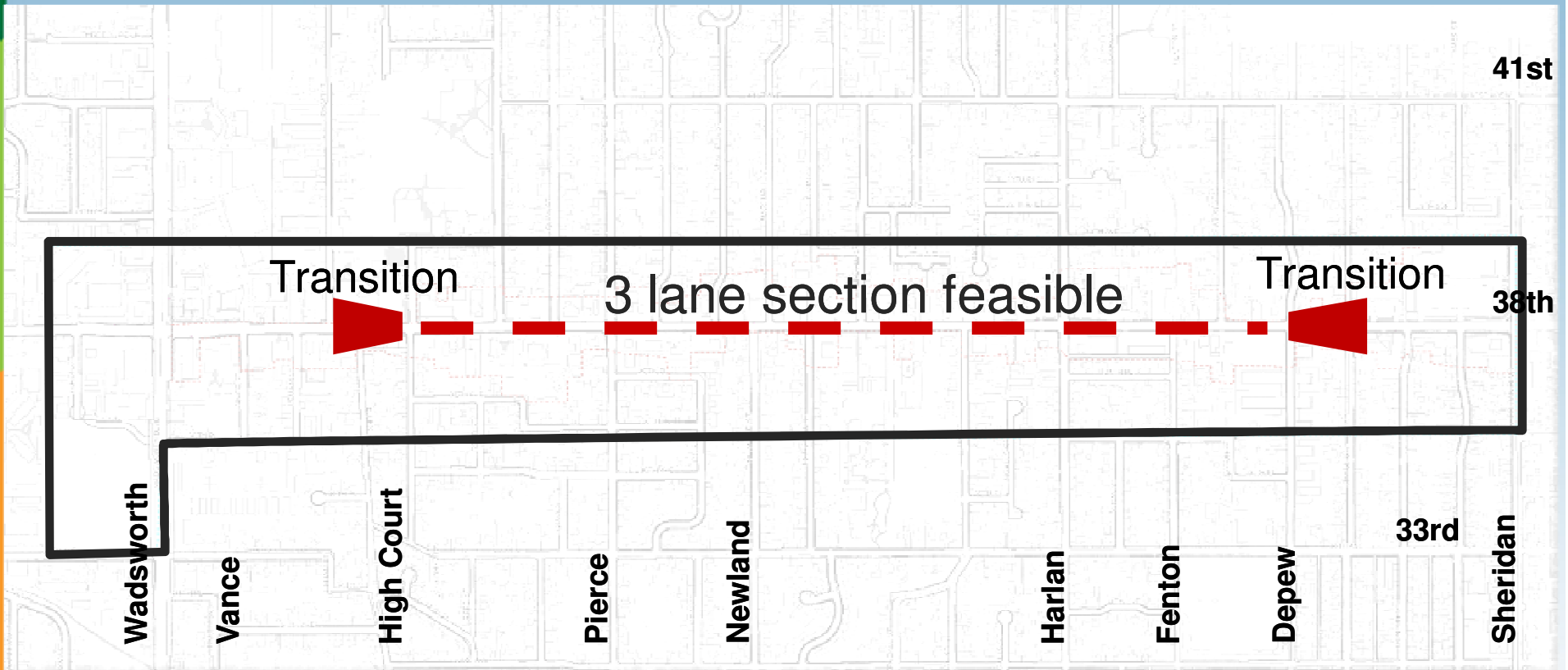
After

*Tacoma Street
Portland, OR*

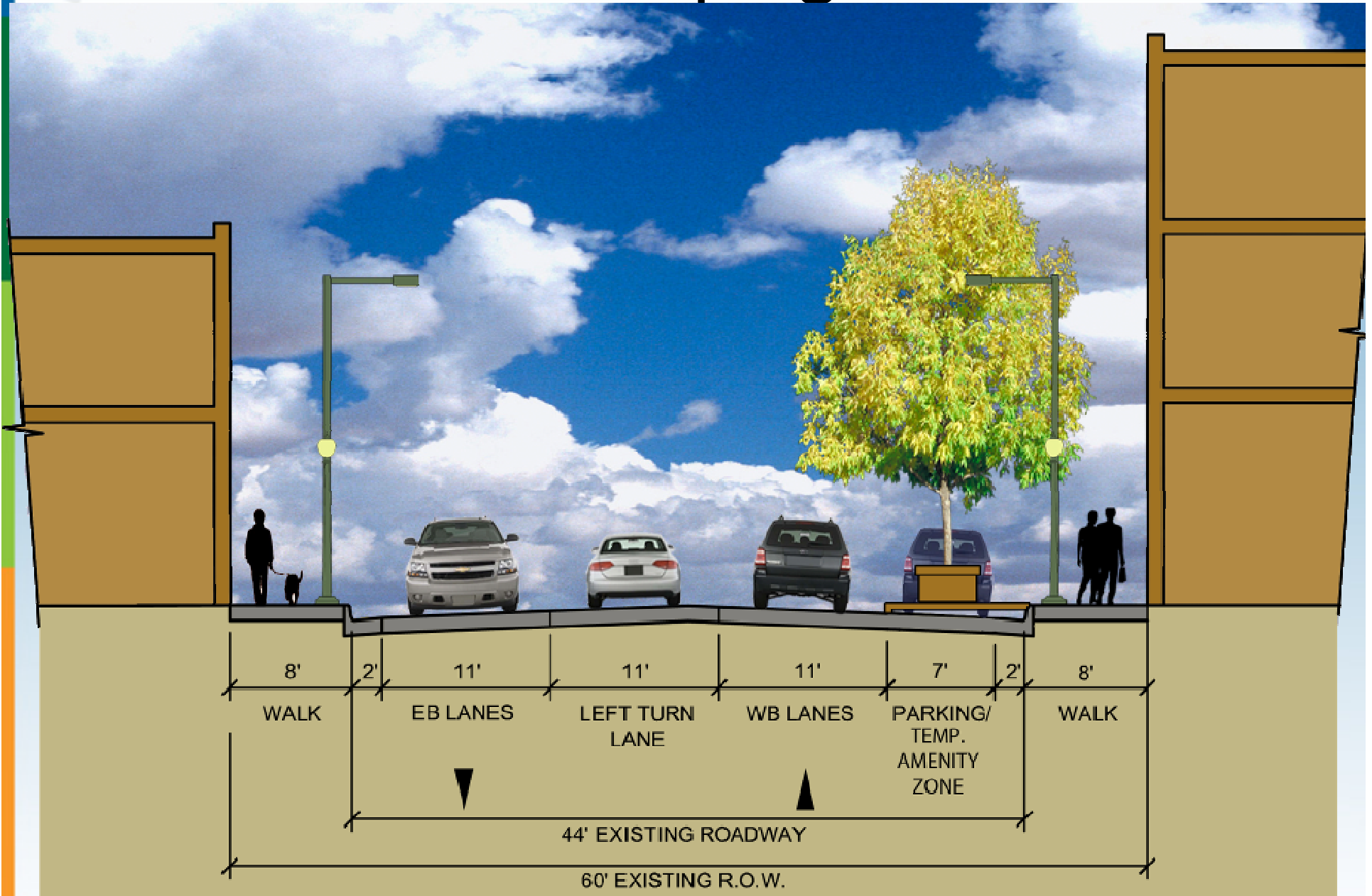
38th Corridor Plan

Traffic Analysis Results

- 3-lane roadway feasible between North Upham and Depew

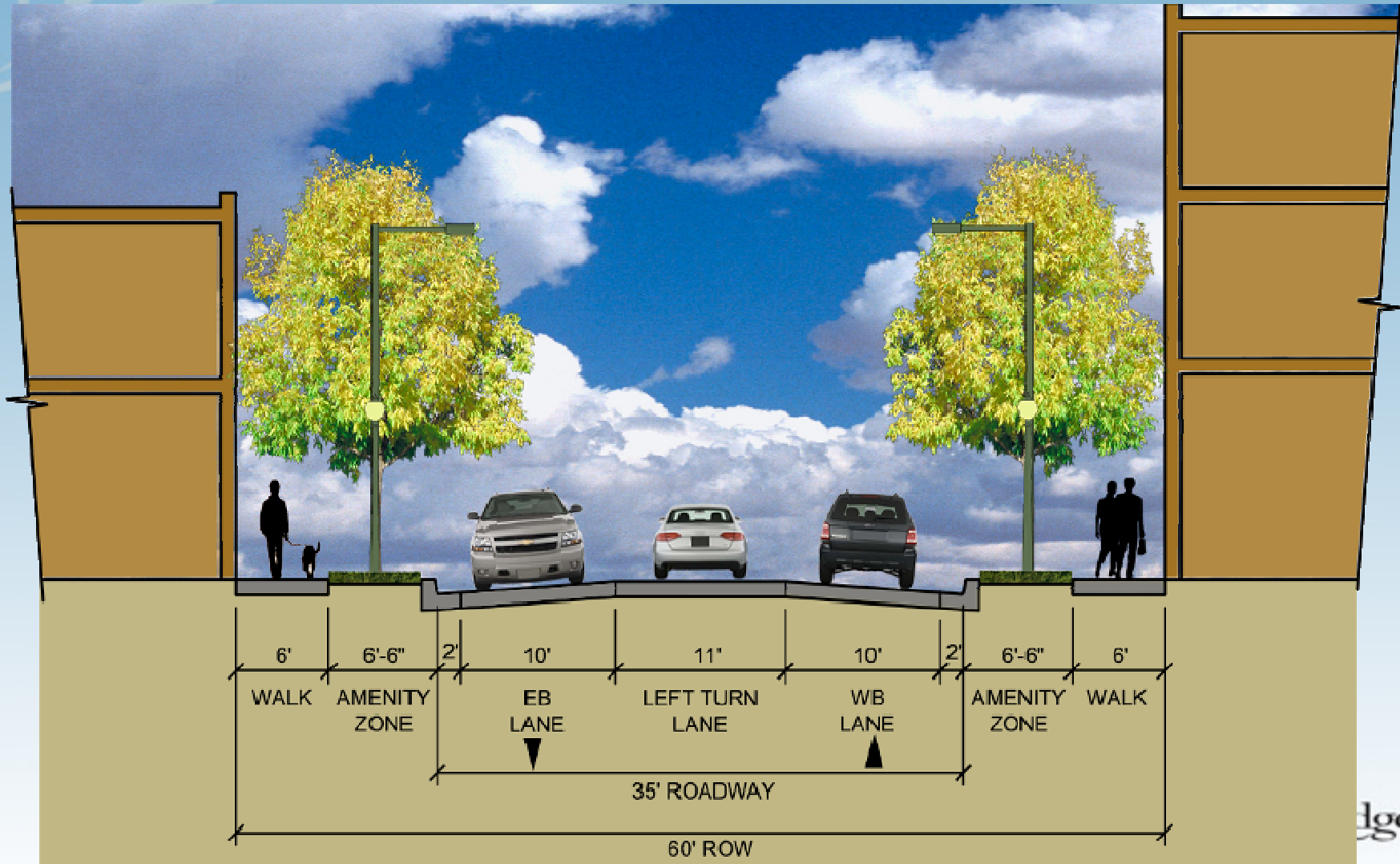


Short term Restriping for Main St.



38th Corridor Plan

Long-Term: Move Curbs (Main Street Only)



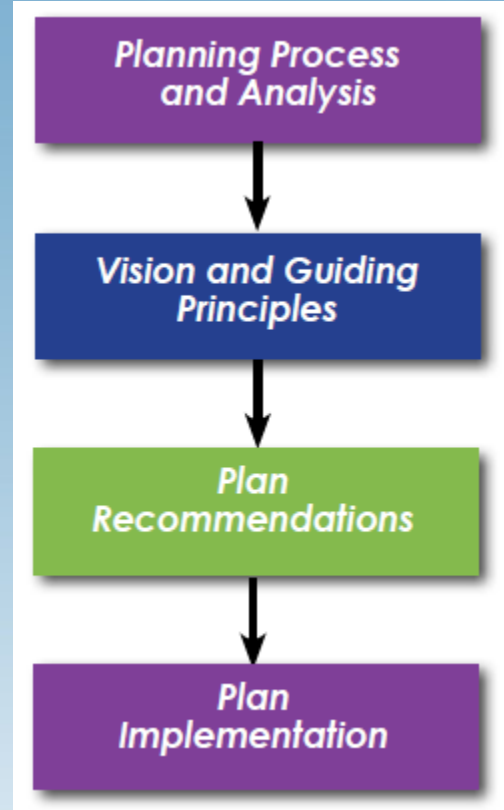


Implementation

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Implementation since Oct.

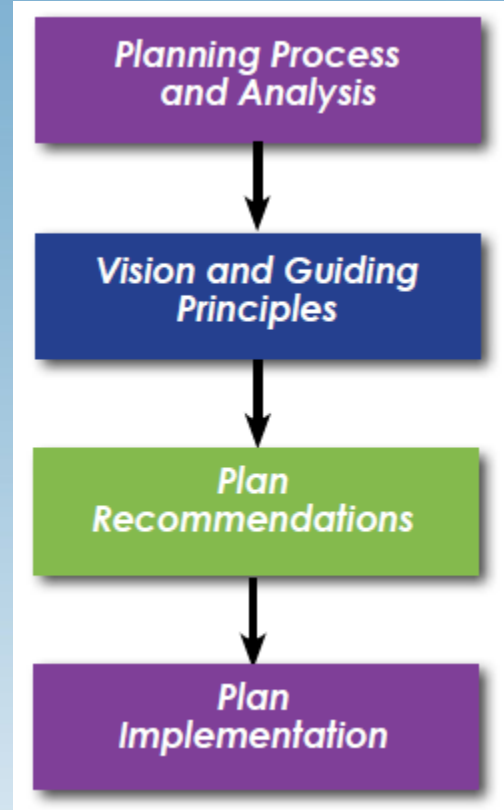
- Leadership Committee
- Branding/marketing
- Short term “Road Diet”
- Mixed Use Zoning



38th Corridor Plan

Leadership Committee

- Staffed by WR2020 – funded by the City
- Since January 2012 – once or often twice a month
- Leading effort to create a brand – marketing strategy with Centro
- Special events – September 22 grand opening



Branding



- Retro with a fresh twist
- “Look closer” – it’s here
- Celebrate Ridge at 38 on Saturday, Sept 22nd

SUPPORTING GRAPHICS #1 "I LOOKED CLOSER"

The "I LOOKED CLOSER" graphic can be used with or without the rounded rectangle shape. It is best used on white or very light backgrounds, refrain from using on top of any busy-backgrounds. "I LOOKED CLOSER" text as well as the outside border should always use the primary colors. The interior rounded rectangle background must use tints of the secondary colors or the tertiary colors.

This graphic may be used for the following applications:

- Decals, stickers
- Clothing
- Small-scale marketing materials: table tents, brochures, flyers, postcards
- Chotchky items, such as keychains, coasters, koozies, ornaments, hats, etc.

File name: RA38_lookedcloser-rectangle.ai



File name: RA38_lookedcloser.ai

I LOOKED CLOSER.



SUPPORTING GRAPHICS #2 "LOOK LIVE BE CLOSER"

The "LOOK LIVE BE CLOSER" graphics are best used on white or very light backgrounds, refrain from using on top of any busy-backgrounds. For consistency and brand recognition, the color combination and layout of the graphics should not be changed.

This graphic may be used for the following applications:

- Buttons/stickers
- Clothing
- Stamps
- Chotchky items, such as keychains, coasters, koozies, ornaments, hats, etc.

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LOOK
LIVE
BE CLOSER

File name: RA38_looklivebecloser-horiz.ai

LOOKLIVEBE
CLOSER

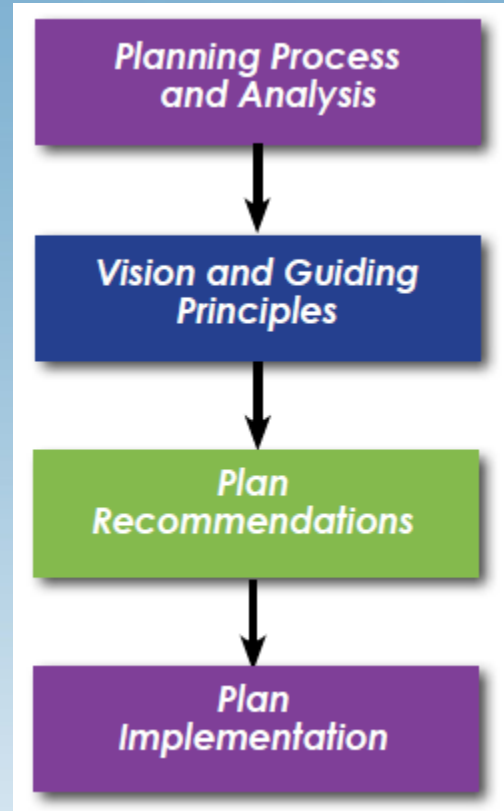


Questions? Contact Heather Thill / heather@julipp.com

38th Corridor Plan

Road Diet - “Pilot Project”

- Restriped from Upham to Depew
- One through lane, shared center turn lane, right turns as needed
- Back-in angle parking and bike lane between Upham and Pierce – “Main Street District”
- Pop-up café’s in 3 locations
- Landscape planters and curb cut consolidations



Before



After



Before



After



Before



After



Before



After



After



After



After



Bike Lane In Use





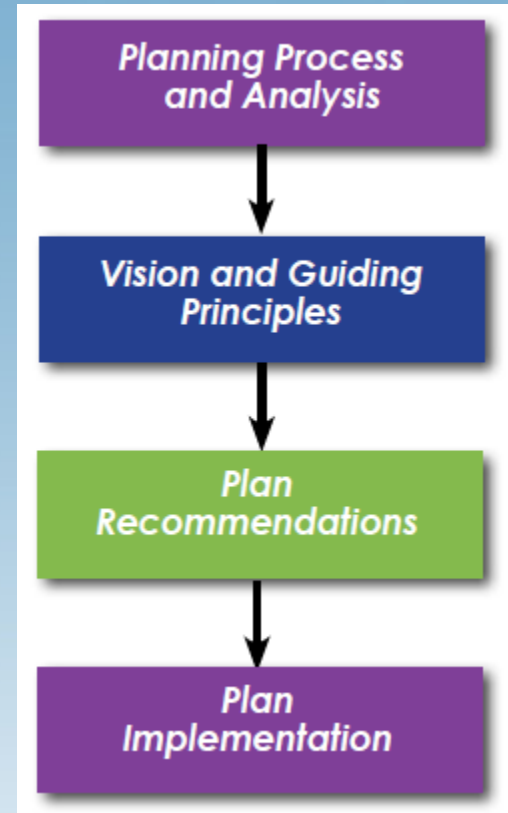
Sponsored by: Crest Kitchen & Bath

Sponsored by: Wheat Ridge Business District

38th Avenue Revitalization

Mixed Use Zoning

- City initiated a rezoning of the entire corridor to a MU-N zoning
- Public hearings scheduled in September / October
- 90% property owner support
- Flexible, largely form-based
- Administrative site plan approvals





38th Avenue Revitalization

“Ideas” we’ve learned

- Still early, initial traffic counts will be taken in September/October 2012, but seems to be functioning as predicted
- Anecdotally...slower speeds, visually more congestion, more bike/peds
- Possible to introduce more urban design principles into relatively suburban areas



38th Avenue Revitalization

“Ideas” we’ve learned

- Strong partnerships are critical – WR2020, LiveWell WR, property/business owners
- Multi-pronged approach is critical: street redesign; regulatory reform; marketing/branding; economic incentives; real estate strategy

...ultimately, we are pleased to have welcomed
14 new businesses in 2012



38th Avenue Revitalization

What we still need to figure out

- Evaluation time frame – is 12-24 months – various metrics (economic, transportation,...)
- Not everyone happy – managing community perceptions/opinions
- Finalize streetscape and roadway design – identify funding source – how do you get political/voter support for “soft” infrastructure



38th Avenue Revitalization

What we still need to figure out

- Pursue creation of civic center on 38th Avenue – Successful models? Anchor uses?
- Identify a self-sustaining organizational structure for businesses/owners on the corridor
- How to best overcome market challenges: demographics, soft real estate market – what incentives work best?



38th Avenue
Corridor Plan

Adopted October 2011



www.ci.wheatridge.co.us

Quick Links: 38th Ave

