



WESTWOOD NEIGHBORHOOD DENVER, COLORADO

May 5 – 10, 2013

SPONSORS + CONSULTANT TEAM



ABOUT THE URBAN LAND INSTITUTE

- The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.
- ULI is a membership organization with nearly 30,000 members, in 100 countries on 6 continents representing the spectrum of real estate development, land use planning, and financial disciplines, working in private enterprise and public service.
- What the Urban Land Institute does:
 - Conducts Research
 - Provides a forum for sharing of best practices
 - Organizes and conducts meetings
 - Directs outreach programs
 - Conduct Advisory Services Panels

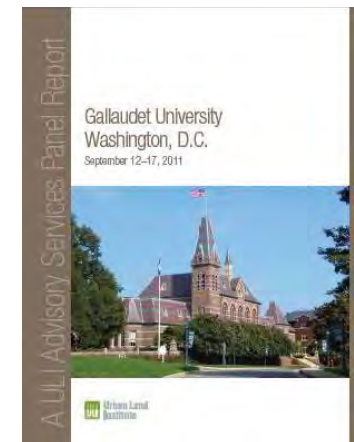


THE PANEL'S ASSIGNMENT

- 1 As part of the Colorado Healthy Places Initiative the ULI Panel was ask to consider how Westwood could foster a built environment that would make it easier to walk, bike, play and engage in daily activities that encourage movement and connection.
- 2 The panel was also asked to recommend specific infrastructure investments that promote walking, biking, and access to open space and recreational facilities

ADVISORY SERVICES PROGRAM

- Since 1947
- 15 - 20 panels a year on a variety of land use subjects
- Provides independent, objective candid advice on important land use and real estate issues
- Process
 - Review background materials
 - Receive a sponsor presentation & tour
 - Conduct stakeholder interviews
 - Consider data, frame issues and write recommendations
 - Make presentation
 - Produce a final report



PANEL MEMBERS

Chair

Ed McMahon
Urban Land Institute
Washington, DC

Panelists

Kamuron Gurol
City of Sammamish
Sammamish, Washington

Debbie Lou
Active Living Research
San Diego, California

James Moore
HDR, Inc.
Tampa, Florida

Ralph Nuñez
Design Team Plus, LLC
Birmingham, Michigan

James Rojas
Latino Urban Forum
Los Angeles, California

David Scheuer
The Retrovest Companies
Burlington, Vermont

Elizabeth Shreeve
SWA Group
Sausalito, California

ULI Staff

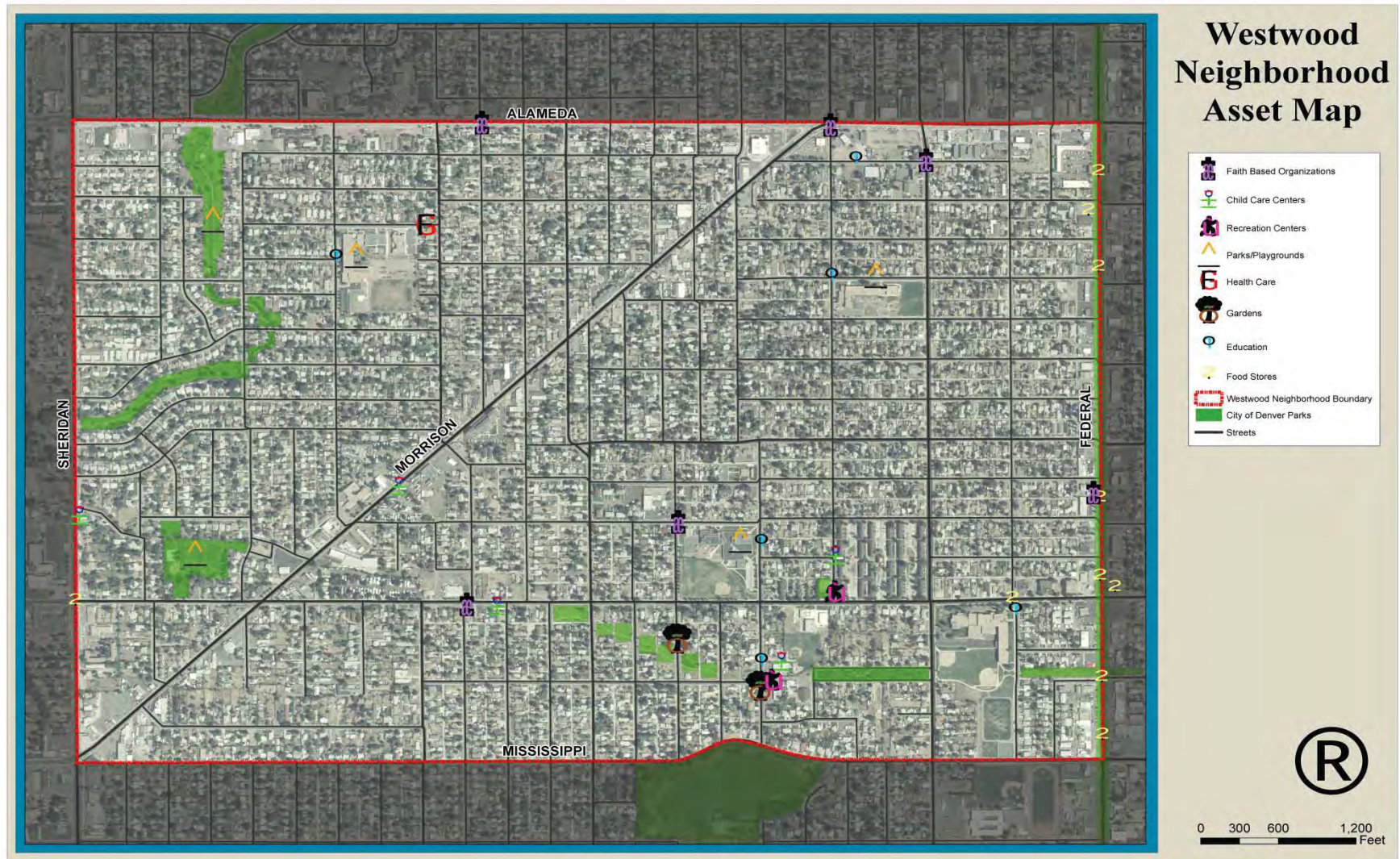
Caroline Dietrich

Annie Finkenbinder Best

Kathryn Craig



WESTWOOD: The Study Area



KEYSTONES TO A HEALTHY COMMUNITY

- Activity
- Healthy foods
- Safety and Security
- Sense of Community



HEALTHY PLACES ARE WALKABLE PLACES

- Walkable communities are good places to live, work and invest
- Parks and recreation are good for people and business



PHYSICAL ACTIVITY

Physical activity, once part of our everyday life, has been engineered out of daily routines.

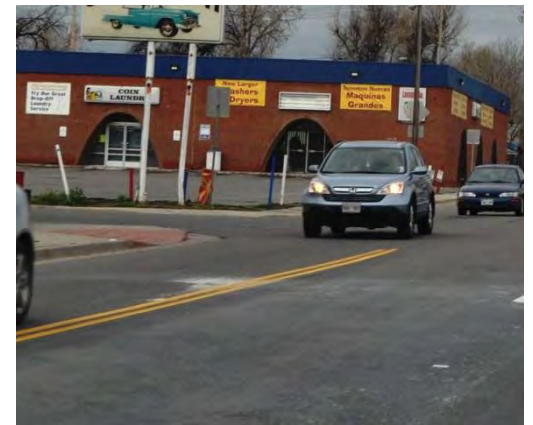


WALKING CAN SOMETIMES BE DANGEROUS OR DIFFICULT



WESTWOOD HAS CHALLENGES

- It lacks adequate parkland and green space
- It has few places where teens and residents can gather for public events or celebrations
- It has a lack of public transportation
- It has many unpaved alleys and illegal dumping
- It has narrow or non-existent sidewalks
- It has auto-oriented street design



WESTWOOD HAS ASSETS

- It has hard working people
- It has a strong belief in education and learning
- It has a distinctive multi-cultural identity and history
- It has a diverse group of non-profits working for neighborhood improvement
- It values family and children
- It has a talented and dedicated councilman



WESTWOOD NEEDS FOCUS: Physical + Programmatic

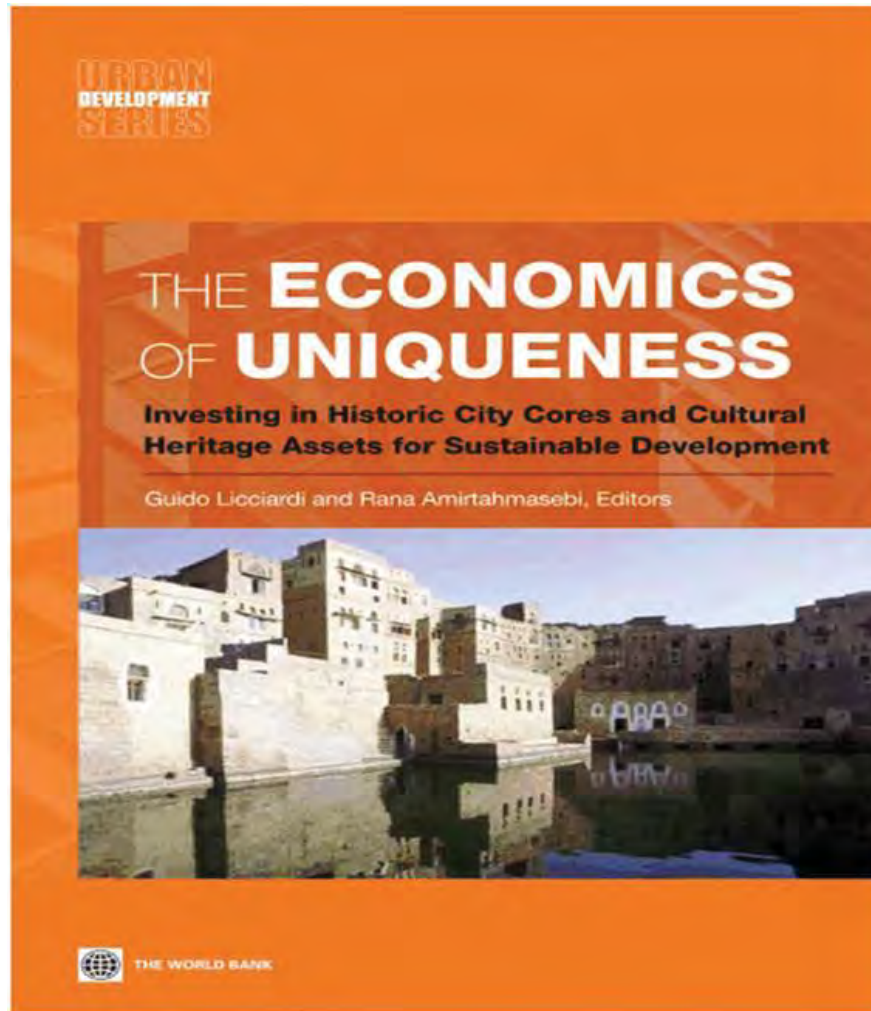
Physical



Programmatic



WESTWOOD NEEDS TO DISTINGUISH ITSELF



- If you can't differentiate yourself you will have no competitive advantage
- Sameness is a minus, not a plus in the world today

BIG IDEAS

- 1 Create a unique identity – Latino Cultural District
- 2 Create a Main Street – Transform Morrison Road
- 3 Create a plaza at the heart of the neighborhood
- 4 Create neighborhood connections using open space and greenways

CREATE A UNIQUE IDENTITY



CREATE A STREET FOR PEOPLE

Cars



People



GIVE THE COMMUNITY A HEART



CREATE GREEN SPACE CONNECTIONS



OUTLINE OF PRESENTATION

- 1 Latino Heritage and Culture
- 2 Planning and Design Strategies
- 3 Programmatic and Healthy Living Strategies
- 4 Policy and Financial Strategies

Latino Cultural District: Creation of Community Identity through Arte y Cultura

Art: Murals and Public Art

Food: Mercado

Plaza: Music, Dance
and Celebration







PUBLIC ART





FOOD





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MUSIC



DANCE



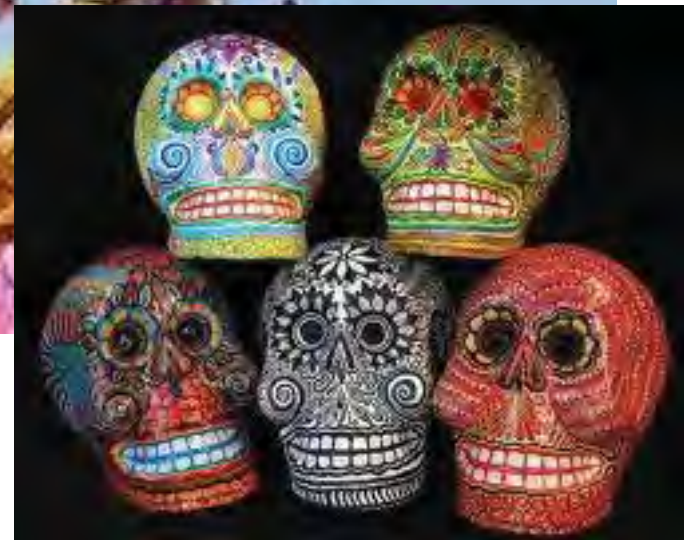
DANCE



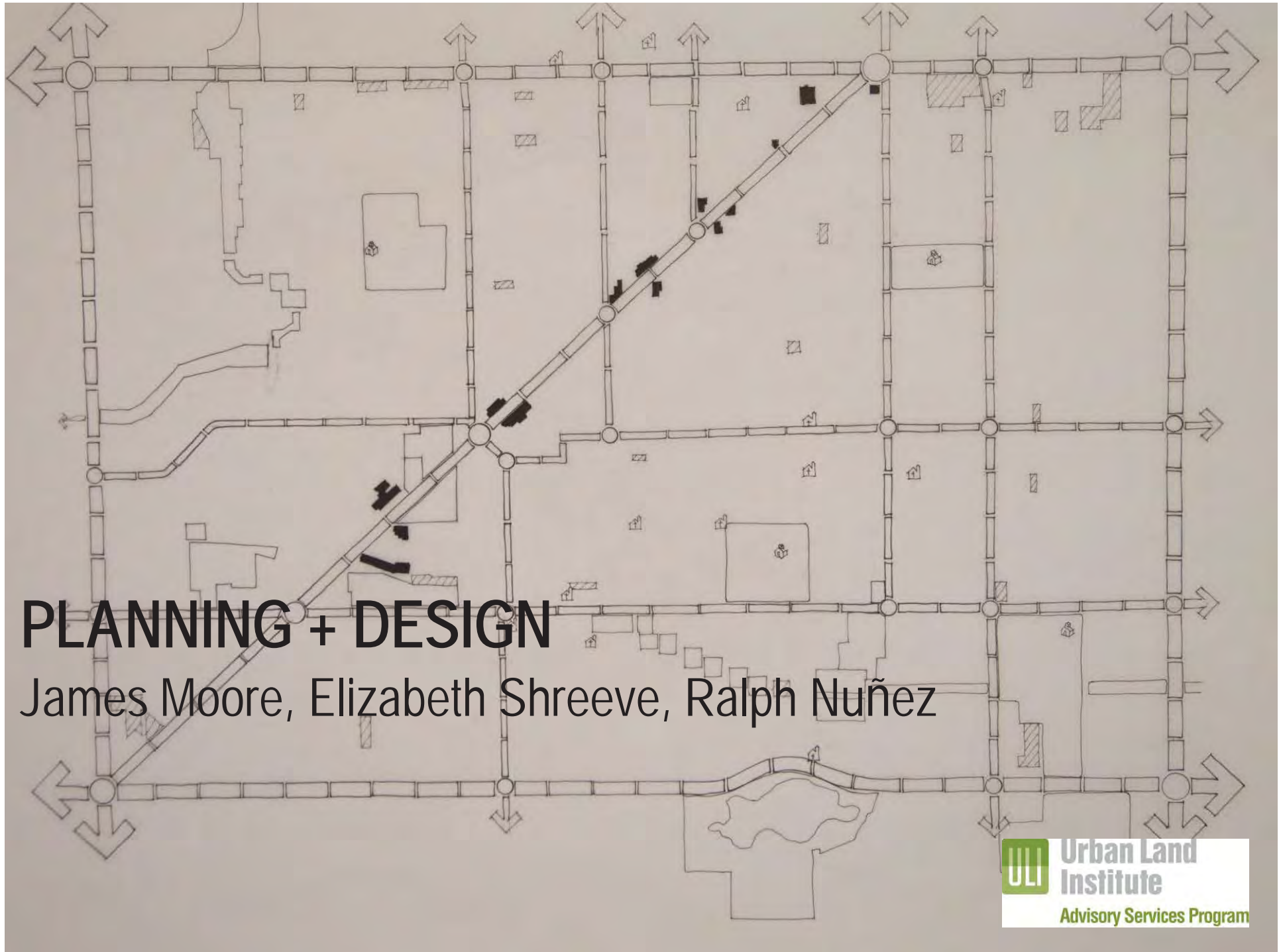
DANCE











PLANNING + DESIGN

James Moore, Elizabeth Shreeve, Ralph Nuñez

LOCATION

The Westwood neighborhood sits only a few miles from downtown Denver, the heart of the metro region. Morrison Road was the first route into the city from the south, and there are visible reminders of the connection between the neighborhood and the city center.



PARKS

The Westwood neighborhood includes only a nominal amount of formal public open space, including Westwood Park (above) and the recently started Cuatro Vientos Park (below). There are many opportunities, however, to create a range of formal civic and recreational spaces within the neighborhood.



PARKS

Weir Gulch (above) runs through the northwestern corner of the neighborhood and represents a unique opportunity to add to the functional open space within the neighborhood, as has been done in adjacent neighborhoods (bottom).



WALKABILITY

Along many streets in the neighborhood, sidewalks are extremely narrow and are often in need of maintenance. Even in situations where a part of the sidewalk has been upgraded to meet current standards, adjacent parts are under-sized, making it uncomfortable to walk safely in many areas of the community.



ALLEYS

Some Alleys in the neighborhood are unpaved and exhibit a generally disheveled physical character which makes them less desirable as a place to walk or bike.



ALLEYS

Many alleys are paved and function not only for walking and biking but also as a vibrant form of communal space.

Programs have been established to allow residents to decorate the alleys, further enhancing their appearance and creating a greater sense of communal ownership.



WALLS

The external appearance and physical presence of many buildings could be enhanced by repainting the facades or using them as a base for public murals.

