

# WALLS

Several buildings in the neighborhood include colorful and unique wall murals. These enhance the sense of identity for both the buildings and the neighborhood.



# WALLS

Murals can be used to enhance any vertical surface including fences. These help enhance the overall neighborhood character and serve as an opportunity to create a unique and vibrant identity as well as to tell stories, display history, and convey relevant messages to residents and visitors.





# COLOR

Many cultures have traditions of painting their buildings with vibrant and eye-catching colors. There are examples of this in the Westwood neighborhood and such practices should be encouraged as a way of enhancing the identity of both the individual establishment and the community as a whole.



# SCALE

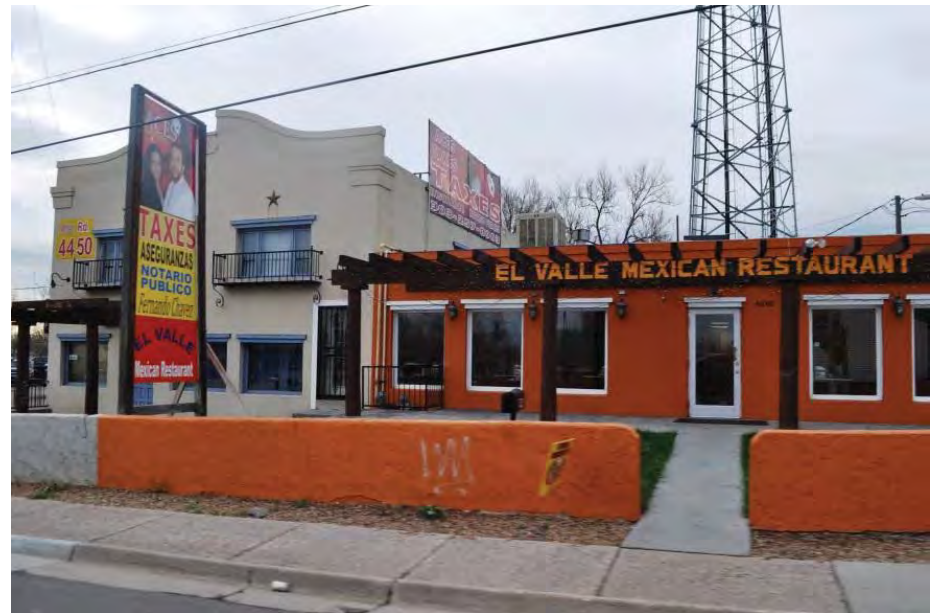
Along certain parts of Morrison Road, the street section is relatively well-defined with multi-story buildings adjacent to the sidewalks and across from one another making a clearly defined urban space. Along most of the corridor, however, buildings are smaller and set back from the street, often at an angle, creating a less desirable condition.





# CIVIC SPACES

The Westwood neighborhood contains a number of formal spaces where residents and community members can gather for a range of social situations. Both public and quasi-public civic spaces should be encouraged throughout the neighborhood.



# COMMERCIAL USES

While the Westwood neighborhood is underserved by neighborhood scale commercial uses, there are several sections along Morrison Road in which groups of viable shops, stores and restaurants have established themselves. These should be supported and additional such entities encouraged.





# COMMERCIAL USES

The Westwood neighborhood contains a wide variety of active automotive uses. Viable commercial enterprises should be maintained, and encouraged to match the design standards that are starting to emerge along the length of the Morrison Drive corridor.



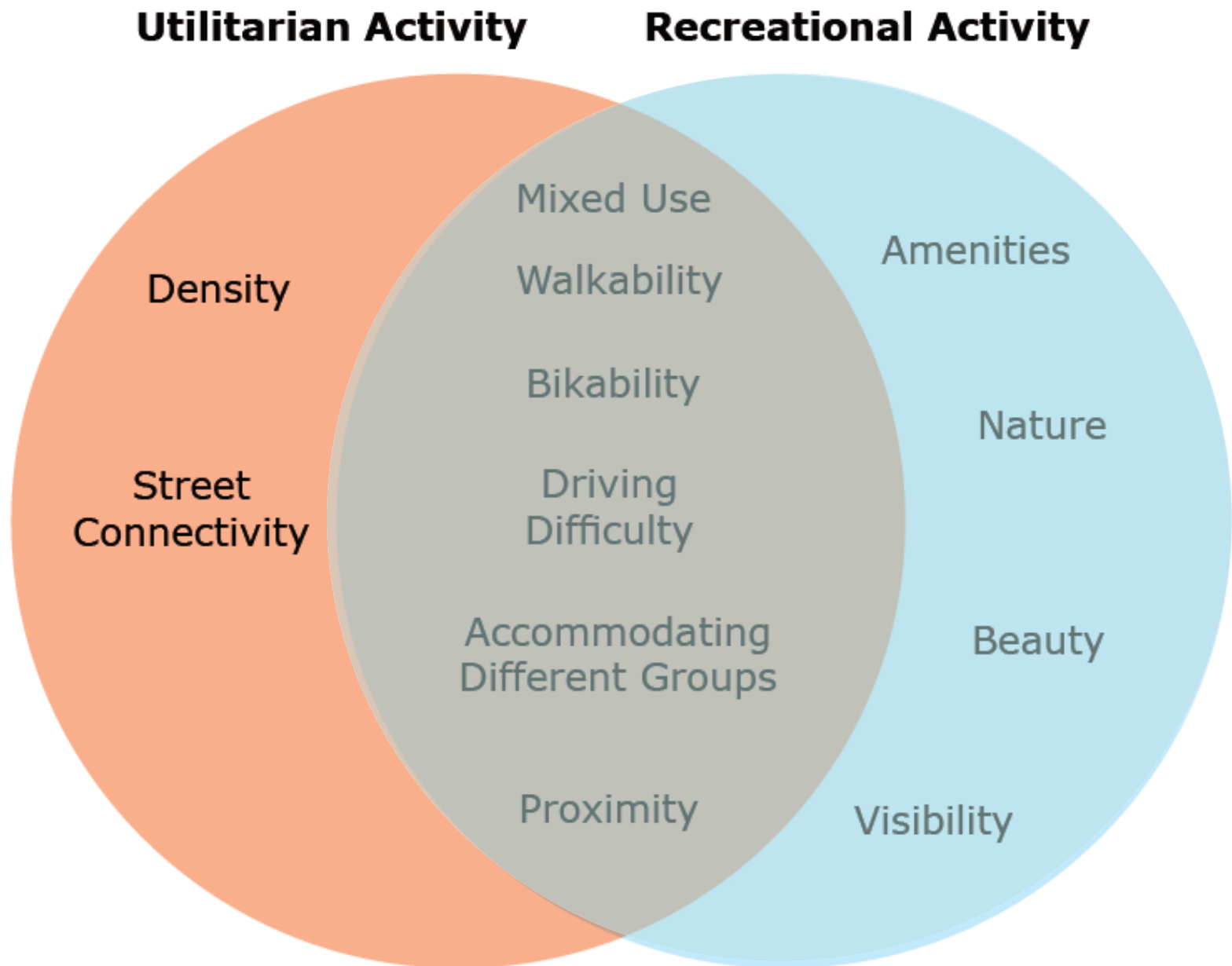
# REDEVELOPMENT OPPORTUNITIES

While the vast majority of the neighborhood is built out with viable buildings and uses, there are a number of key sites that are ideally poised for redevelopment.





# HEALTHY DESIGN



# “MAIN STREET” with Gathering Areas

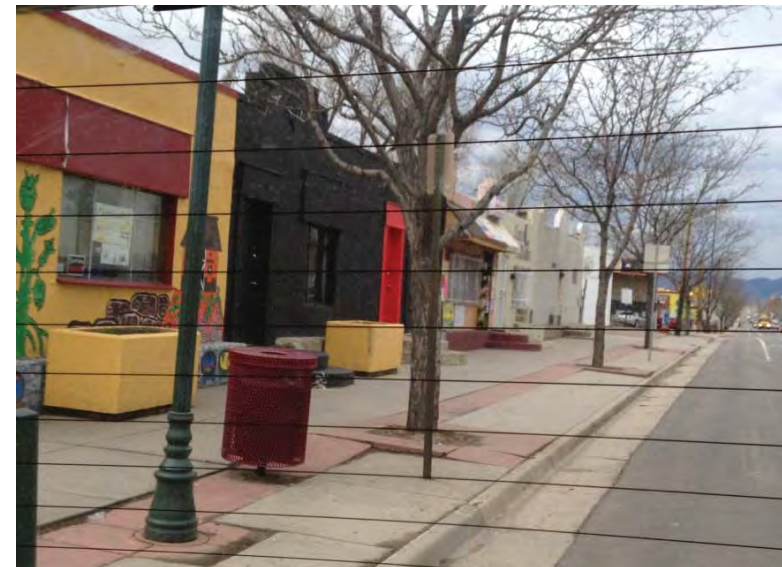
- Transform Morrison Road from “*Divider*” to “*Connector*”
- Community spine activated with shopping, restaurants, services, businesses, urban housing
- Core area between Kentucky and Virginia; central node at Exposition
- Safe pedestrian crossings/traffic controls, traffic calming (stops or signals at Virginia and Exposition; possible stop at Perry)





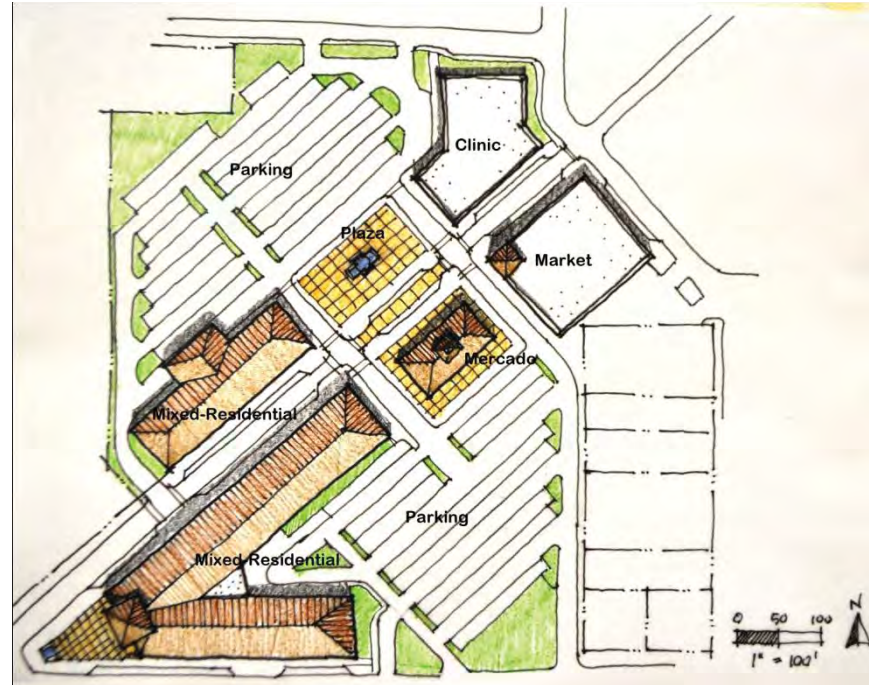
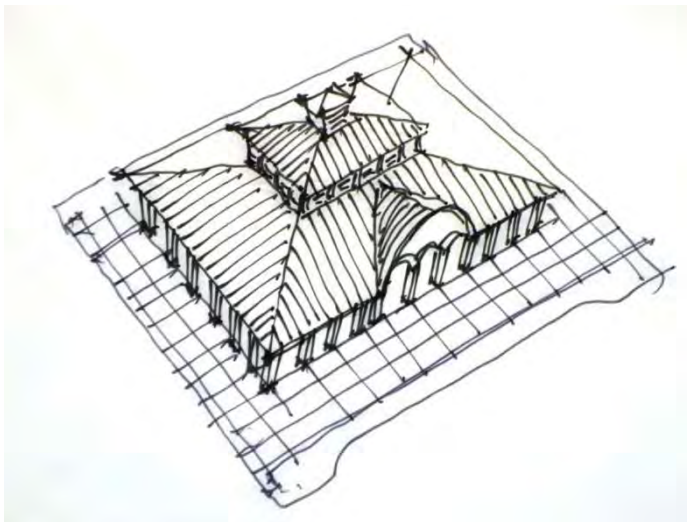
# “MAIN STREET” Design

- Narrower vehicular width
- Wider sidewalks with tree wells and lighting
- Continuous street trees, widened sidewalks, lighting
- Buildings oriented to street
- Use intersections to make places for art, murals, music, performances



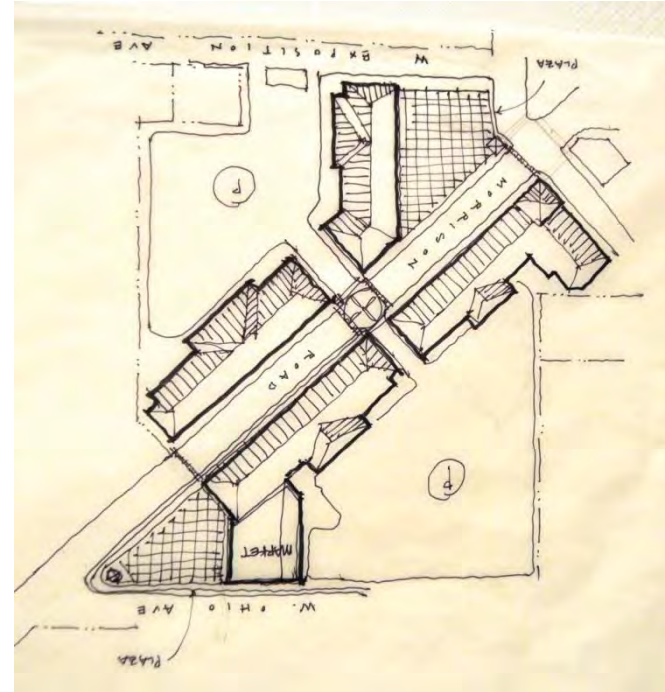
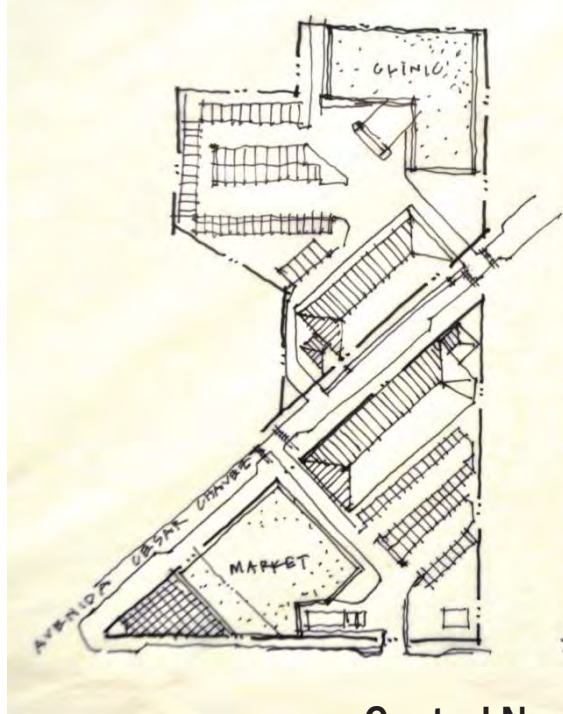
# CENTRAL NODE

- Concentration of destinations and uses at Morrison/Exposition
- Traffic control for safe crossings
- Mercado, plaza, grocery, clinic, homes over retail
- Street closures for major events

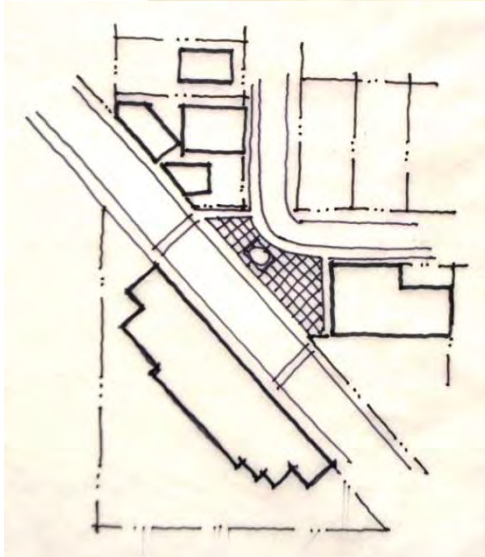




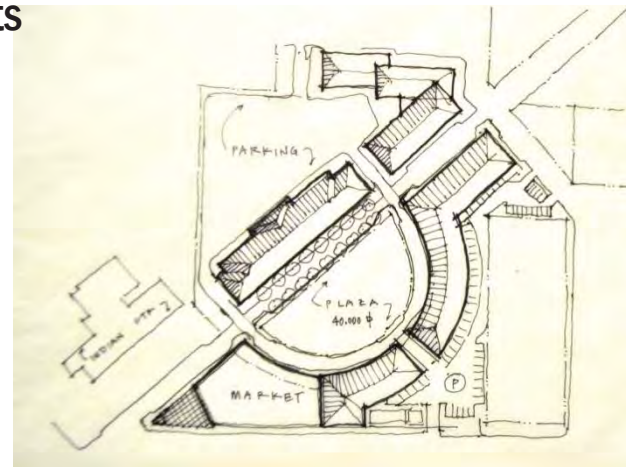
# CONCEPTS FOR CORE AND PLAZA



Central Node Concepts

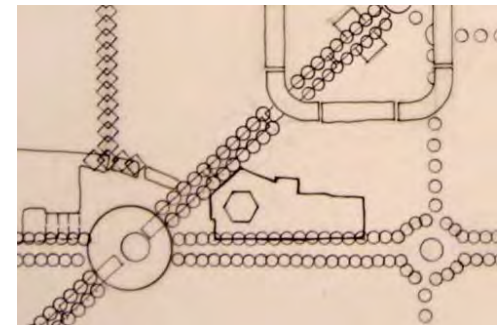
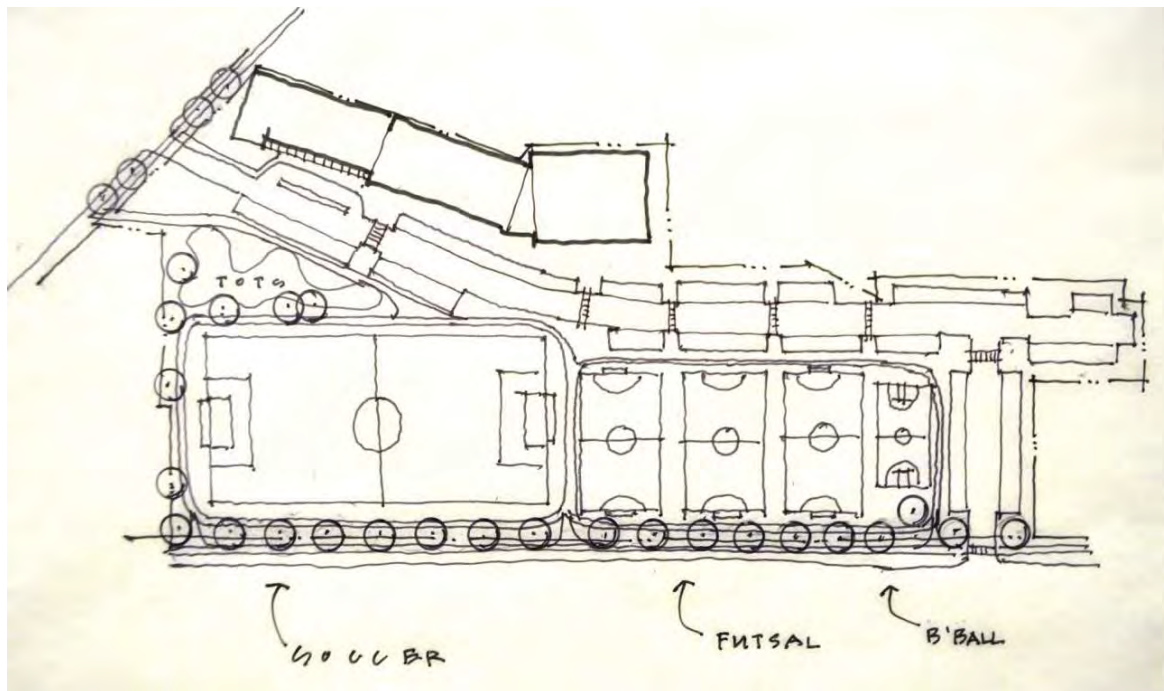


W. Custer Intersection  
Concept



# RECREATION/WELLNESS CENTER + PARK

- Approximately 5.4 acres at Morrison/Kentucky
- Indoor facilities (Futsal/indoor soccer, basketball, classrooms, clinic, kitchen, events)
- Outdoor multi-purpose fields, play ground/splash pad, parking, trails, seating
- Re-purpose existing buildings on Morrison and/or build new buildings





# GATEWAYS AND HUBS

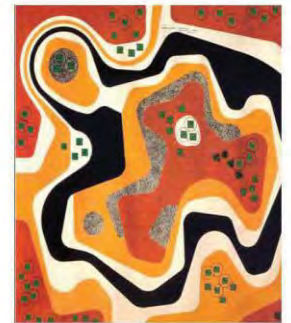
## Community Gateways

- Major entry features at Alameda and Mississippi
- Design for community identity – color, verticality, design



## Westwood Food Hub

- Located at Morrison/ Virginia
- Traffic control for safe crossing
- Community food gardens, kitchens, education, resources



# PARKS + RECREATION FACILITIES

City Standard: 10 acres of parkland/1,000 residents

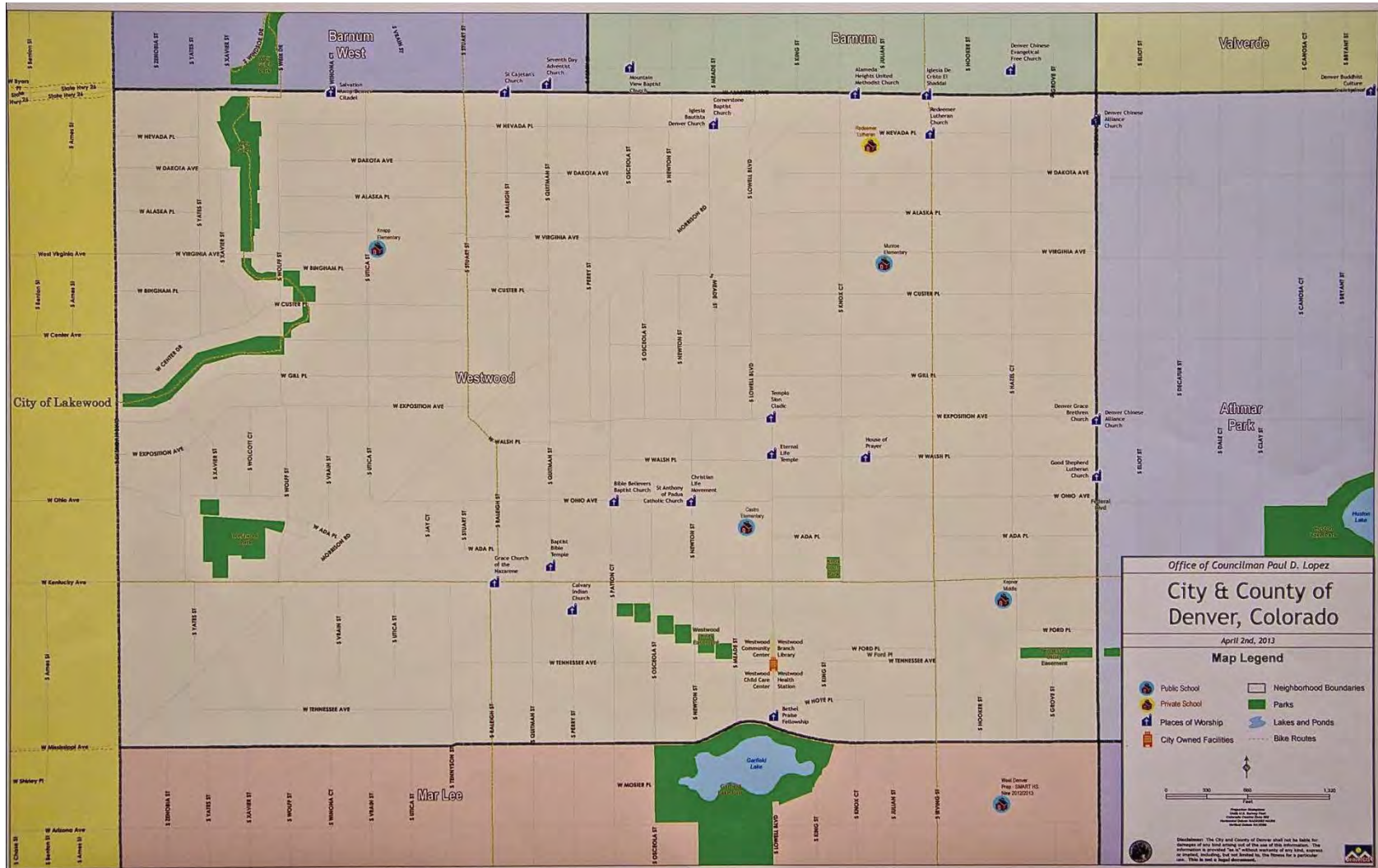
Westwood Today: 1.2 acres of parkland/1,000 residents  
= 10% of City standard

Park/Open Space	Approx. Size (acres)	Acres/ 1,000 residents
Westwood Park	5.1	
Knox Court Park	0.3	
New Park (Alameda/Newton)	1.5	
Weir Gulch	11.1	1.2
Subtotal	18.0	
Utility Easements	6.2	
Total Parks + Gulch + Easement	24.2	1.6

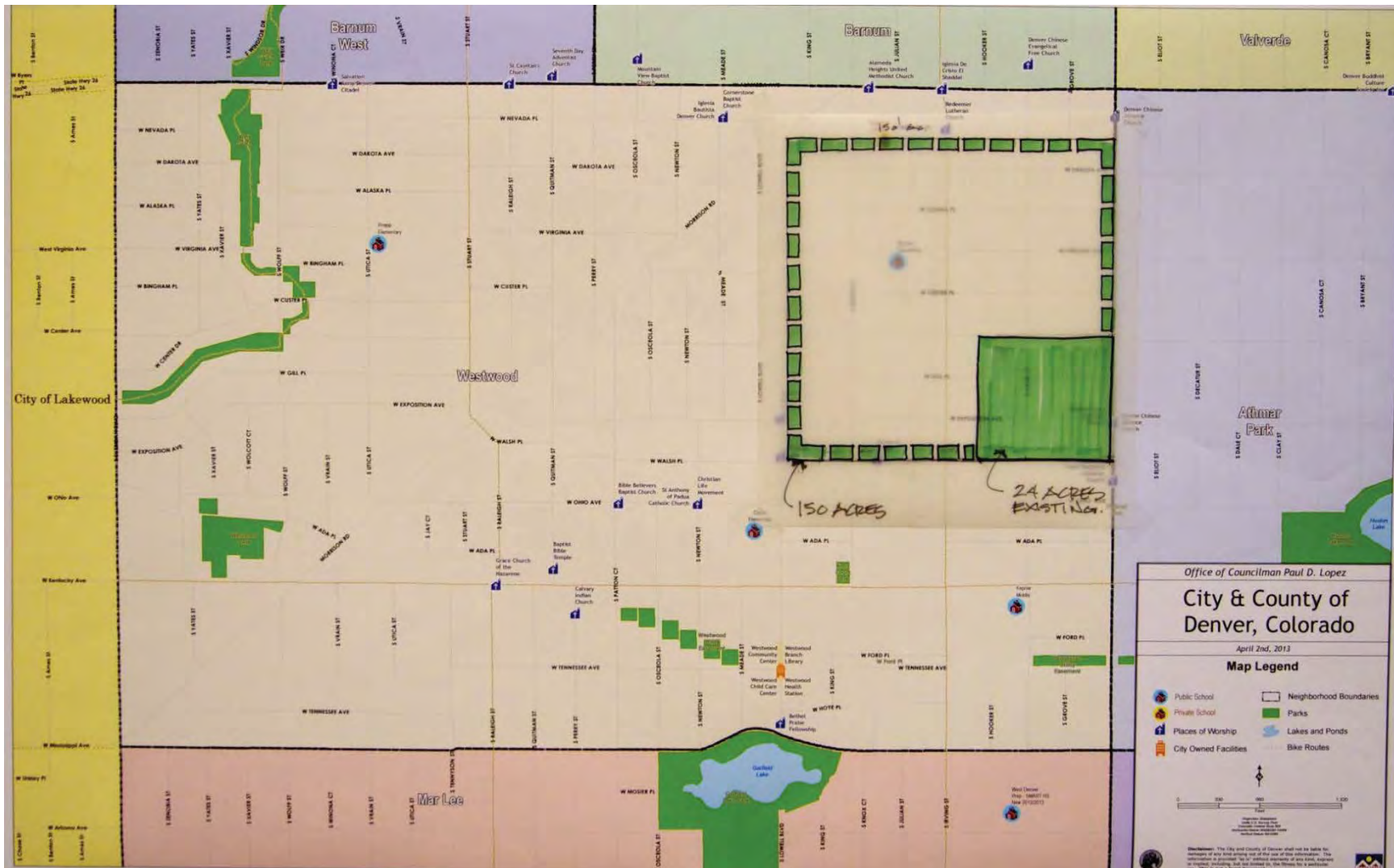




# PARKS + RECREATION FACILITIES



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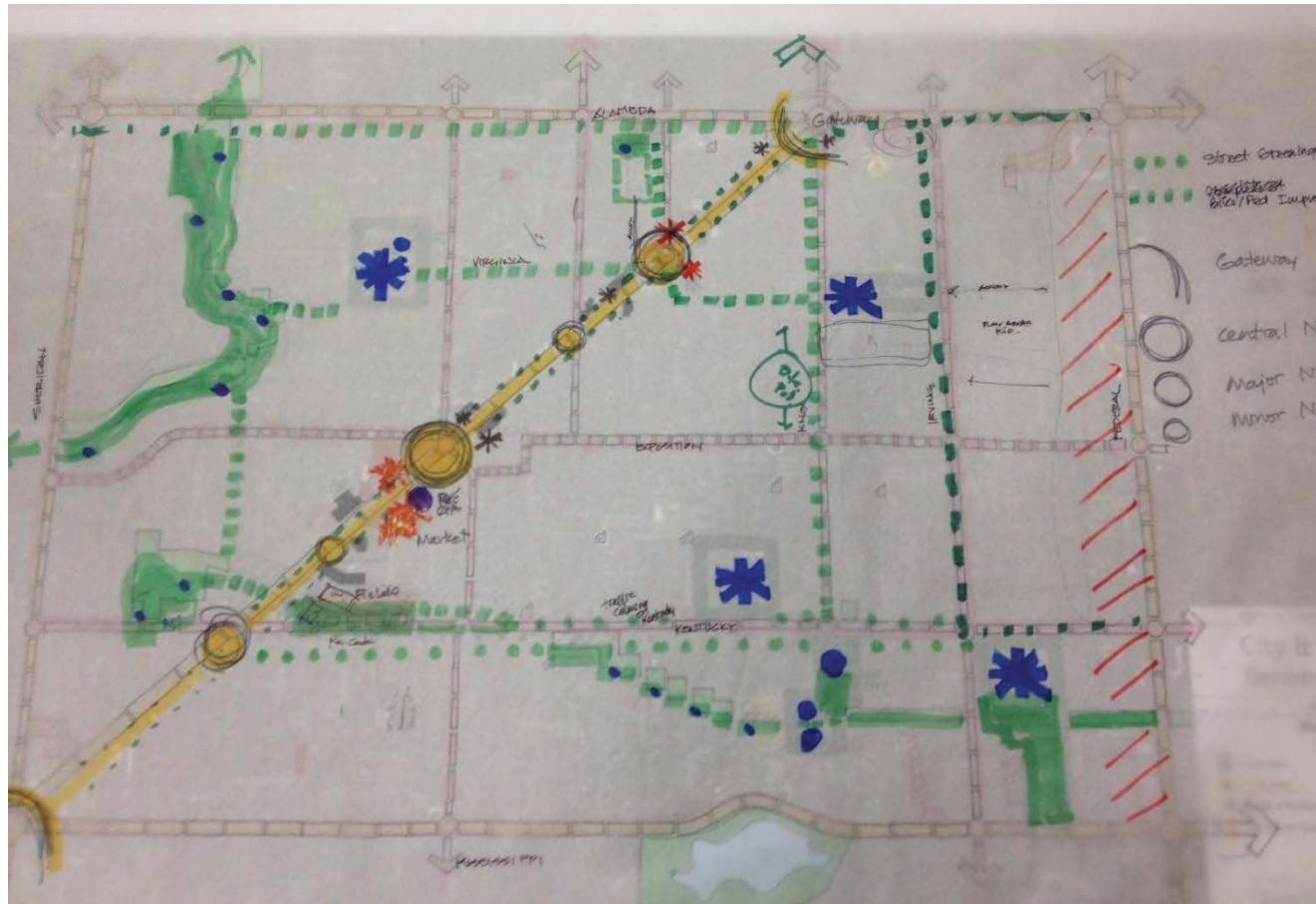


# WESTWOOD FEATURES



# HEALTHY COMMUNITY CONCEPT

- Parks, street upgrades, bikeways, alleys for community-wide connections
- Focus on Morrison, Virginia, Knox, Kentucky, Wolff

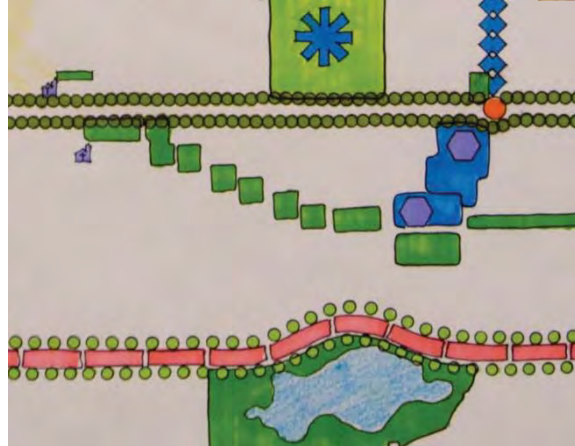
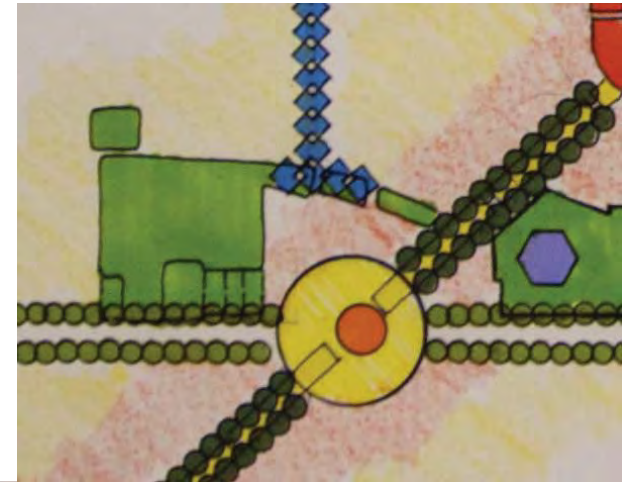




The map illustrates the layout of the 1893 Columbian Exposition grounds. The main entrance is at the top, leading into a large central area. The map is divided into several sections by streets and paths. Key areas labeled include Alameda, Virginia, Morrison, Exposition, Kentucky, Mississippi, Garfield Park, Weir Gulch, Knox Ct., Irving, and Federal. The map features a grid of streets and paths, with various colored areas representing different exhibits or parks. A red rectangular box highlights a specific area near the center, and a yellow circle marks a point near the bottom center.

# PARK PROPOSALS

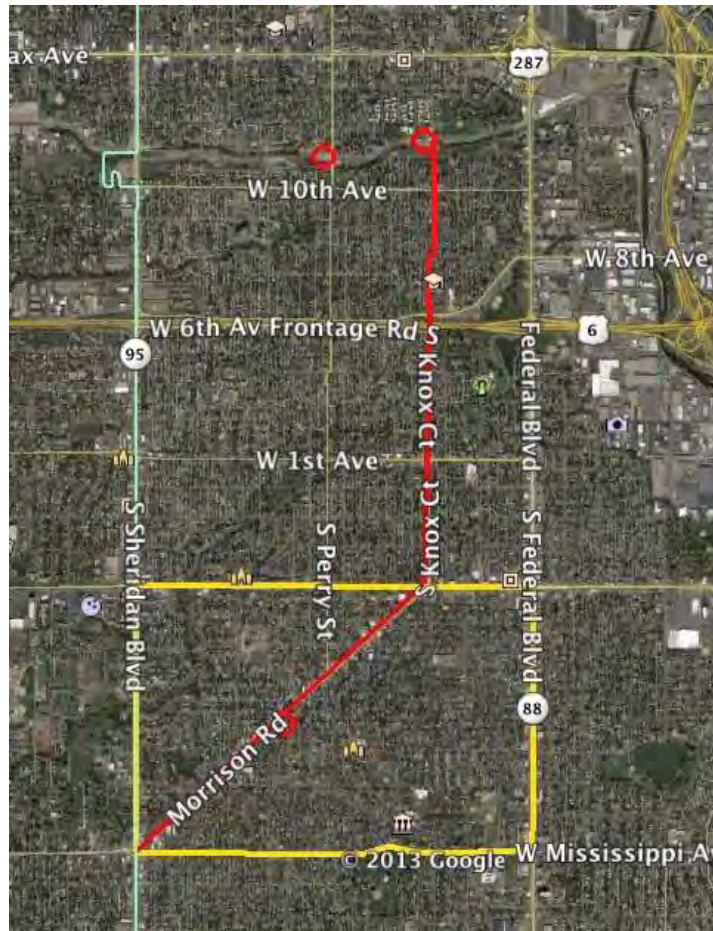
- Westwood Park – expand and improve lighting, trails, equipment, visibility along the street
- Weir Gulch – expand/improve in coordination with City's urban drainage infrastructure
- Upgrade utility easement parcels with recreation activities (gardens, totlots)



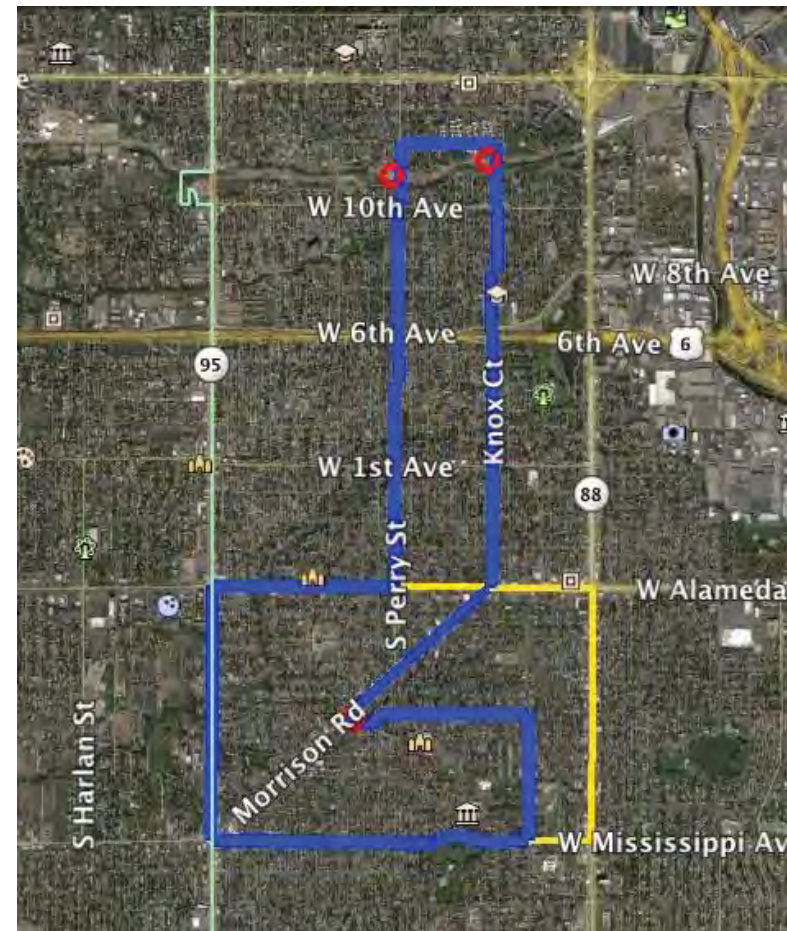


# ACCESS TO TRANSIT

Light rail located 3.2 miles from Mississippi/Morrison – too far!



“Circulator” shuttle system – 9 mile loop serving most major points



# ALLEYS





# ALLEY IMPROVEMENT PILOT PROJECT

- Expedite conversion to barrel pickup
- Close off alleys for safe play, art, neighborhood connections
- Focus on east area initially



# URBAN AGRICULTURE

- Expand on current backyard, school and urban farm programs
- Develop a “Westwood Food Hub” along Morrison Road for teaching, resources, kitchen
- Establish a weekly farmers market for sale of produce and canned goods





# PROGRAMMATIC + HEALTHY LIVING STRATEGIES

Debbie Lou



# PROMOTING ACTIVE LIVING + HEALTHY EATING

- Westwood has strengths and resources that can create a healthier neighborhood
- Co-benefits of healthier neighborhoods: safety, economic development, community building
- Biggest challenge: To prioritize and focus on activities most likely to succeed

## Recommendations

1. Hire a community coordinator
2. Train youth advocates





# COMMUNITY COORDINATOR

## Recommendation

Fund a Community Coordinator Who Will Develop a Comprehensive View of Existing and Potential Resources and Assets

## Coordinator Will

- Map community locations for programs/events/activities
- Inventory existing resources, programs, organizations, groups
- Research grant opportunities and other funding sources
- Focus on priority list of key programs and events to promote health and wellbeing
- Connect advocates and other Westwood leaders and champions



# YOUTH ADVOCATES

## Recommendation:

- Westwood is a very young neighborhood
- Potential for creating a dynamic and passionate cadre of youth leaders
- Advocates will promote environmental, attitude, and behavior change to increase physical activity and healthy eating

Model– Saludable Omaha





# BECOME PART OF A LARGER MOVEMENT OF ACTIVE LIVING AND HEALTHY EATING

Nation- wide initiatives focusing on physical activity and access to healthy foods

- Michelle Obama's Let's Move! Campaign



# CO-BENEFITS OF ACTIVE LIVING + HEALTHY EATING

*Health is a social justice issue!!*

- Physical & Mental Health (reduce stress; prevent diabetes and heart disease)
- Active and Fit Kids Are More Focused and Perform Better in School
- Promotes Self-Reliance, Civic Pride, and Economic Development
- Creates Safer & More Vibrant Environments (deters graffiti and vandalism)





# SCHOOLS

*Children need to be physically active for at least 60 minutes every day, and schools can provide a significant portion of this*

- Westwood schools are doing the best they can to promote health
- Like many other schools across the country, Westwood schools overall are facing tough challenges
  - Overcapacity
  - Lack of time, staff, and resources
  - Some schools experience specific challenges, including some parents bring fast food to school; some vandalized gardens; sometimes school meals are not culturally responsive



# PHYSICAL ACTIVITY PROGRAMS AT SCHOOL

Recommendation: Programs  
to increase physical  
activity during school day

Example: Instant  
Recess®





# LEVERAGING + IMPROVING EXISTING SPACE

- Develop “joint use” agreements
- Maximize awareness and use of these existing facilities
- Learning Landscapes



# WALKING + BIKING TO SCHOOL

- Walking School Bus
- Bike Trains





# LEVERAGE EXISTING FACILITIES + PROGRAMS

Westwood youth desperately need and want fun, active, and meaningful activities

- Boys and Girls Clubs
- SWIC
- Indian Center
- Mural projects
- Gardens



# CICLOVIAS

- Temporary street closure for lively, festive, colorful, active event centered around biking (or walking, dancing)
- Promotes community pride, sense of place, social connections
- Denver's own "ciclovia" is Viva Streets





# OTHER COMMUNITY-WIDE EVENTS

- Community safety/neighborhood watch
- Bike/Ped Safety education (e.g. Bike Rodeos)
- Play Street



# OTHER PROGRAMS AND ACTIVITIES TO PROMOTE HEALTHY EATING:

- Community (and school-based) gardens
- Co-ops in which residents can sell produce grown at home
- Green food carts (palederos that sell fresh produce)
- Mobile markets
- Shuttle service to markets (e.g. Circulator)
- Ability to use SNAP at farmer's markets.







# POLICY + FINANCIAL STRATEGIES

Kamuron Gurol, David Scheuer

# POLICY + FINANCIAL CHANGES

- 1 Transform Morrison Road into a true Main Street for Westwood
- 2 Planning and Zoning
- 3 Communication and Enforcement



# MORRISON ROAD TODAY

- Designed for cars not people
- Serves commuter needs
- “Walk Score” of 48



# MAIN STREET – AVENIDA CESAR CHAVEZ

- A *healthy* street
- Walkable and safe
- Reduced speeds
- Signals, roundabouts, and other techniques
- Wide sidewalks and pedestrian amenities







# MAIN STREET - PAVEMENT MATERIALS + MARKINGS





# MAIN STREET – VIBRANT AND LIVELY

- Formal and informal gatherings
- Evening strolls
- “Pop up” businesses



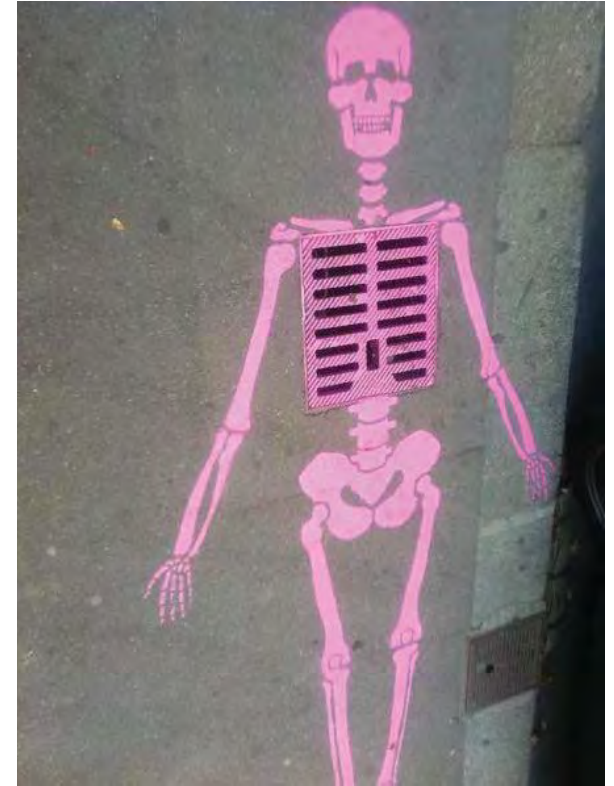
# LATINO CULTURAL DISTRICT - STREET SIGNAGE

- Maintain and enhance cultural fabric
- Grow local business
- Improve walkability and health
- Culturally reflective, way-finding and visual interest





# STREET ART THAT REFLECTS LOCAL CULTURE



# PLANNING AND ZONING

- Good planning work has been done
  - Blueprint Denver
  - Denver Livability Partnership
  - Morrison Road Study
  - District Development Plan

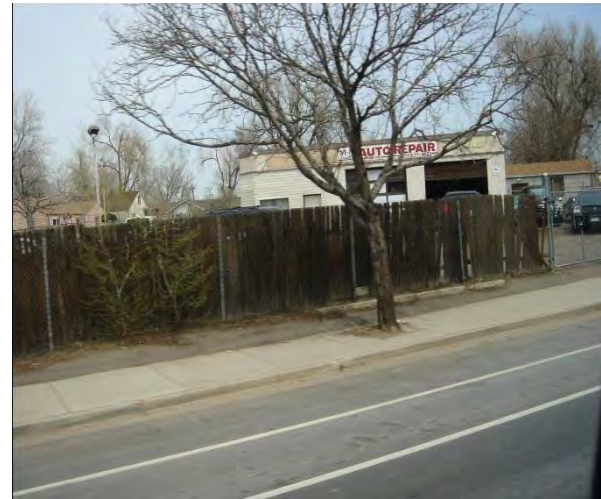


Lots of previous plans...  
**now focus on implementation**



# PLANNING AND ZONING

- E-MX-3 zoning
  - Alternatives?
- Ensure Latino District uses are favored
- Disallow or discourage incompatible uses
  - Drive thru business
  - Auto-oriented
    - Relocation/collocation
  - Dispensaries



# PLANNING AND ZONING

- Development standards review
  - Height, bulk, lot coverage, etc.
  - Incentives for desirable amenities like plazas, art
- Pro-forma analysis to ensure market acceptance
- Design Guidelines for the Westwood Latino Cultural District
  - Commercial uses and signage
  - Reflect Mexican and Colorado heritage, images and color



# PLANNING AND ZONING

- Parking standards
- Storm-water and LID
- Small scale agriculture and value-added products
- ADUs especially in alleyways



## City-initiated General Development Plan

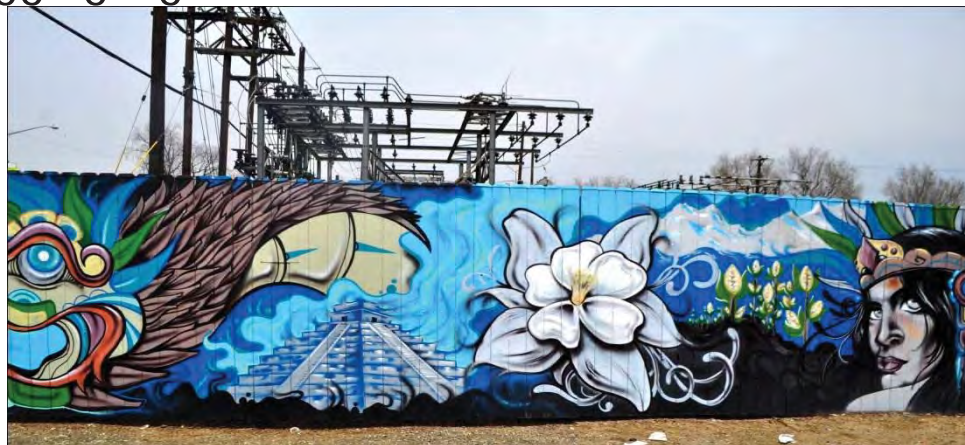
- Master plan an assembled site
- Tailor standards
- Community input
- Adopted administratively
- Strong signal to facilitate new development

# COMMUNICATION AND ENFORCEMENT: Safety, Trash, and Graffiti



## Graffiti Prevention and Removal

- Improve coordination among police, the Department of Public Works, and the Parks and Recreation department to remove tagging
- Repeated tagging sights could be a canvas for new murals painted by local artists





# COMMUNICATION AND ENFORCEMENT: Safety, Trash, and Graffiti

- Improvements to Waste Management Collection and Efficiency
  - Solid waste is collected using several methods
    - Alley dumpsters invite illegal dumping, tagging, and create a fire hazard
  - Designate Westwood as a priority area for full deployment of bin-type trash receptacles



# FROM THIS...





# TO THIS.



# “FOCUS” CONCENTRATION OF RESOURCES

- Westwood will require a disciplined community focus and investment strategy
- These investments should be focused in the Morrison Road corridor – a distance of about one mile





# THE STRATEGY IS BASED ON TWO PRINCIPLES

- Community redevelopment should start at the neighborhood's already-recognized core
  - Each stage of investment occur in a manner that will encourage subsequent phases
- The way to rebuild Westwood is from the epicenter outward



# OPPORTUNITY AREAS

- Three opportunity areas have been identified:
  - **Area #1:** Morrison Road Core Area
  - **Area #2:** Recreation and Wellness Center and Park, W. Kentucky Ave.
  - **Area #3:** Expansion of Westwood Park





# LAND USE SUMMARY

- 15.5 acres total
  - 8.5 acres for a public plaza, commercial and residential development
  - 7 acres for additional park space



# RESOURCES

- A collaboration of appropriate city agencies
- Public/private partnerships
- Non-profit sector
- The New Markets Tax Credit program
- Business Improvement District (BID)
- Local development coordinator
- Other outside resources





# CONCLUSION – 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

# THANK YOU/QUESTIONS