

WESTMINSTER | EST. 1870 |

72nd AVENUE

CORRIDOR STUDY



72nd Avenue Corridor Study

October 2024



ACKNOWLEDGMENTS

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Regional Transportation District (RTD)
Westminster Public Schools

Corridor Businesses & Residents

Thank you to all the corridor businesses and residents that were engaged and provided feedback throughout each stage of the planning process.

ATIIP	Active Transportation Infrastructure Investment Program
BRT	Bus Rapid Transit
CDTO	Colorado Department of Transportation
CIP	Capital Improvements Program
DRCOG	Denver Regional Council of Governments
FASTER	Funding Advancement for Surface Transportation and Economic Recovery
FHWA	Federal Highway Administration
FTA	Federal Transit Administration
HIN	High-Injury Network
LOS	Level of Service
LPI	Leading Pedestrian Internal
MMOF	Multi-modal Transportation and Mitigation Options Fund
PHB	Pedestrian Hybrid Beacon
RAISE	Rebuilding American Infrastructure with Sustainability and Equity
RMS	Revitalizing Main Streets
RRFB	Rectangular Rapid Flashing Beacon
RTD	Regional Transportation District
SRTS	Safe Routes to School
TIP	Transportation Improvement Program
TOD	Transit-Oriented Development
USDOT	United States Department of Transportation

TABLE OF CONTENTS

- Executive Summary 8**
 - Project Overview10
 - Project Process 11
 - Existing Conditions and Needs Assessment 12
 - Public Engagement..... 12
 - Overall Feedback Themes & Takeaways..... 16
 - Preferred Alternative 17
- Existing Conditions 20**
 - Existing Plans Summary 22
 - Corridor Demographics 23
 - Mobility Assessment by Mode 24
 - Safety Assessment 42
 - Needs Assessment 43
 - Economic Vitality Study 48
 - Land Use to Activate the Community 49
- Transportation & Urban Design Elements 52**
 - Transportation Elements 54
 - Urban Design Elements 57
- The Plan for 72nd Avenue 60**
 - Alternatives Development 62
 - Preferred Alternative 102
- Implementation Strategy 116**
 - Funding and Phasing 118
 - Cost Estimates 120
 - Implementation Matrix 122
- Appendices 132**

TABLE OF FIGURES

- Figure 1: 72nd Avenue Study Area 10
- Figure 2: Needs Assessment Development Process.....12
- Figure 3: CAC #1 Community Visioning Exercise.....13
- Figure 4: CAC #2 Concept Alternatives Review 14
- Figure 5: Business Owner Feedback from June 2023 Meeting..... 14
- Figure 6: Summer 2023 Neighbor Nights (left)15
- Figure 7: June 2024 Summer Block party (middle)15
- Figure 8: CAC Meeting #2 Walking Tour (right)15
- Figure 9: Phase 1 Online Feedback Map15
- Figure 12: Feedback Takeaways & Themes16
- Figure 10: 72nd Avenue Corridor Character Zones.....16
- Figure 11: 72nd Avenue Corridor Demographics..... 23
- Figure 12: Level of Traffic Street (LTS) Facility Types Graphic25
- Figure 13: 72nd Avenue Study Area Crash Types.....42
- Figure 14: England Park Corridor Final Master Plan - W 72nd Avenue Area51
- Figure 15: Westminster Station.....51
- Figure 16: Widened Sidewalk.....54
- Figure 17: Neighborhood Bikeway54
- Figure 18: Widened Sidewalk.....55
- Figure 19: Water-Wise Landscaped Median55
- Figure 20: Enhanced Transit Stop.....55
- Figure 21: Leading Pedestrian Interval.....56
- Figure 22: Pedestrian Hybrid Beacon56
- Figure 23: Amenity Zone Landscaping57
- Figure 24: Lush Sidewalk Adjacent Landscaping57
- Figure 25: Example Wayfinding Signage58
- Figure 26: Dark Sky Roadway Lighting58
- Figure 28: Decorative Space-Conscious Art.....59
- Figure 29: Mobility-Themed Art59
- Figure 27: Path Integrated Art Installation59
- Figure 30: Narrow Landscaped Median.....63

TABLE OF FIGURES

TABLE OF FIGURES

Figure 31: Rendering of Center Median with Landscaping West of Depew Street (Looking East)66

Figure 32: 3D Rendering of Streetscape Improvements at N Lamar Street (Looking East).....68

Figure 33: Enhanced Driveway Crossing.....70

Figure 34: Artistic Crosswalk Rendering East of Winona Street (Looking East).....72

Figure 35: Pedestrian Refuge Median73

Figure 36: Urban Design and Streetscape Improvements Rendering West of Irving Street (Looking West)74

Figure 37: 3D Rendering of Streetscape Improvements at England Park (Looking East)76

Figure 38: Multi Use Path.....78

Figure 39: Enhanced Pedestrian Crossing.....79

Figure 40: 3D Rendering of Streetscape Improvements at Orchard Park (Looking East).....80

Figure 41: Protected Bike Lane82

Figure 42: Graphic Representation of Proposed Protected Bike Lane West of Depew Street (Looking East)86

Figure 43: Bicycle Lane Transition to Multi-Use Path.....87

Figure 44: 3D Rendering of Streetscape Improvements at N Lamar Street (Looking East).....88

Figure 45: Raised Crosswalk.....90

Figure 46: Enhanced Transit Stop.....92

Figure 47: Multi-Use Path93

Figure 48: Rendering of Urban Design and Streetscape Enhancements West of Irving Street (Looking West) 94

Figure 49: 3D Rendering of Streetscape Improvements at England Park (Looking East).....96

Figure 50: Neighborhood Bikeway.....99

Figure 51: 3D Rendering of Streetscape Improvements at Orchard Park (Looking East).....100

Figure 52: Vibrant Amenity Zone.....102

Figure 53: Multi-Use Path.....108

Figure 54: Enhanced Transit Stop.....108

Figure 55: Pedestrian Refuge Median110

Figure 56: Neighborhood Bikeway.....115

Figure 57: Streetscape Planters Enhancements118

Figure 58: B Line to Westminster Station.....119

Executive Summary



Project Overview

The 72nd Avenue Corridor Study evaluates opportunities for enhancing multimodal infrastructure to deliver increased safety and comfort for people walking, biking, riding transit, and driving along, to, and from 72nd Avenue between Pierce and Zuni Streets. The project also identifies opportunities to enrich public spaces, recommends appropriate enhancements based on the variety of character areas present, and aims to make 72nd Avenue into a gateway for the Westminster Station Area that is welcoming to residents, commuters, and visitors alike.

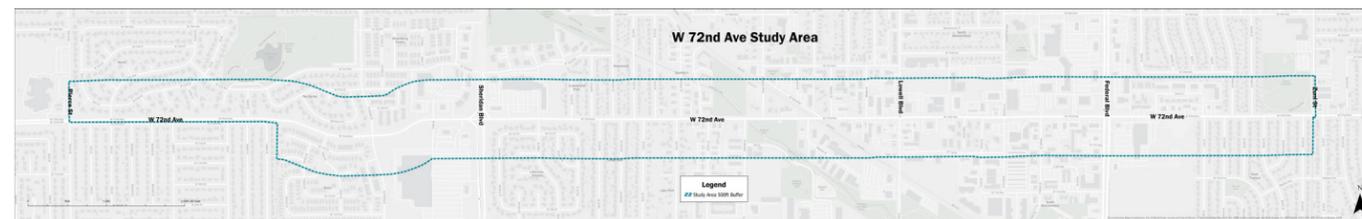
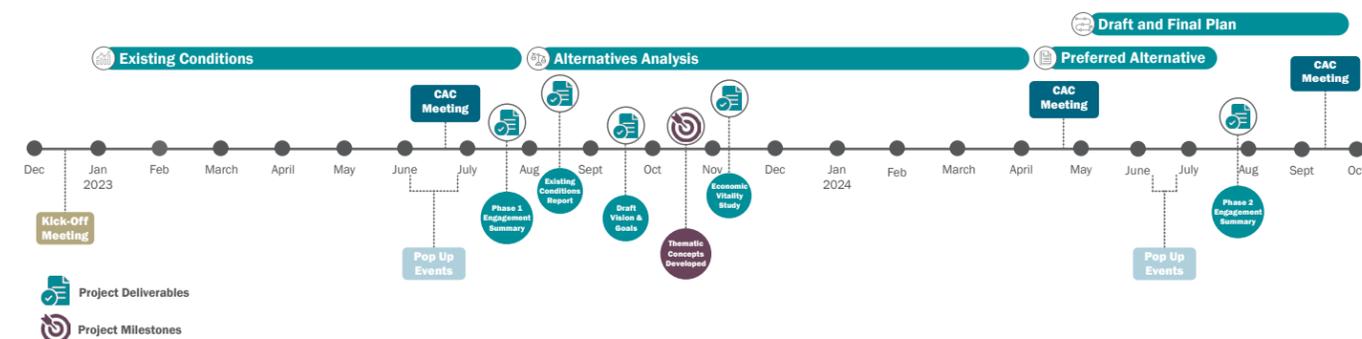


Figure 1: 72nd Avenue Study Area

72nd Avenue Study Timeline



VISION & GOALS

The 72nd Avenue Corridor Study is guided by an overarching vision statement describing the desired future conditions of the corridor. The vision and goals are based on previous planning efforts, recent community feedback, and the needs identified through the evaluation of existing conditions.

VISION

“The vision for 72nd Avenue is a safe and accessible corridor that instills a sense of place and serves as an artistic and attractive gateway to the Westminster Station area, supporting multimodal connections to and from Westminster neighborhoods, businesses, parks, and schools.”

GOALS



Improve safety for all ages, abilities, and modes traveling along and across 72nd Avenue



Enhance livability, foster maintainable and climate appropriate greenscaping and shade-enhancing improvements



Enhance the corridor’s visual appearance, establishing its sense of place and celebrating its history and identity through enhancements to the urban environment and fostering business revitalization



Create opportunities for social interaction and community building



Provide mobility choices and increase accessibility

Project Process

72nd Avenue is an important east-west connection to many area and regional destinations, including schools, businesses, services, parks and open space, Westminster Station, and regional trails such as Little Dry Creek. The project team captured feedback from a diversity of stakeholder groups using this corridor, including parents/caregivers whose children attend Westminster Public Schools, area residents and business owners, transit riders, and more.

Existing Conditions and Needs Assessment

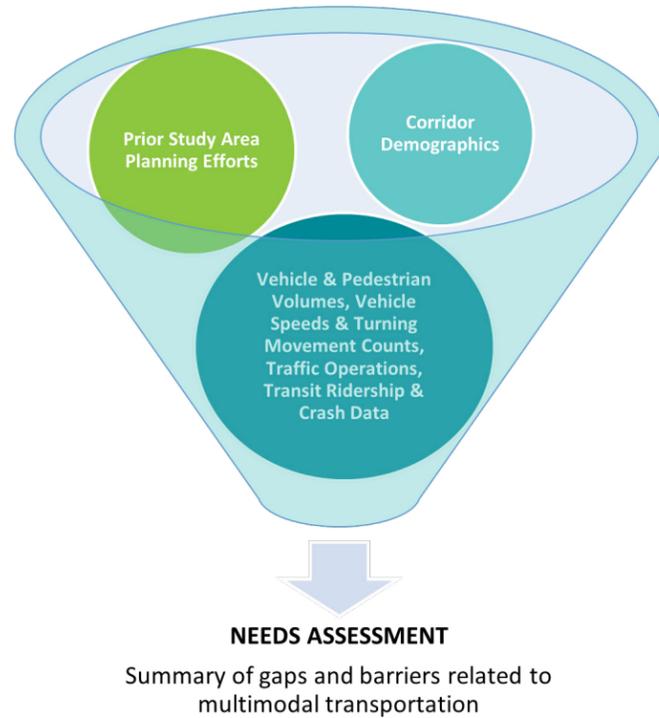


Figure 2: Needs Assessment Development Process

Public Engagement

The project team gathered feedback in two phases. Phase 1 engagement extended from Spring to July 2023 and focused on community visioning. This phase introduced and raised awareness about the project, presented information on previous planning efforts and initial findings from the existing conditions analysis, and hosted community listening and feedback opportunities with residents, business owners, community members, and area stakeholders.

Phase 2 engagement extended from Spring to Summer 2024 and focused on gathering feedback on proposed improvements. The second phase solicited feedback on elements of the two project alternatives, “Break the Barrier” and “Calm the Traffic,” which led to further design refinement. The project’s primary engagement avenues are outlined below. For a full summary of engagement activities, findings, and feedback, see the Appendix for the [Phase 1 Engagement Summary](#) and [Phase 2 Engagement Summary](#).

Community Advisory Committee (CAC)

The CAC included representatives from critical local commissions, community-based organizations, organizations focused on regional mobility and health, and service providers, including:

- Bike Jeffco
- Colorado Department of Transportation (CDOT)
- Colorado Department of Public Health & Environment (CDPHE)
- City of Westminster Chamber of Commerce
- City of Westminster Planning Commission
- Denver Regional Council of Governments (DRCOG)
- Foothills Regional Housing
- Jeffco Public Schools
- Jefferson County
- Regional Transportation District (RTD)
- Westminster Public Schools

CAC members met three times at critical project milestones to help the project team develop project vision and goals, and provide feedback on draft project deliverables and findings, including existing conditions, project alternatives, and the draft of the Final Plan.

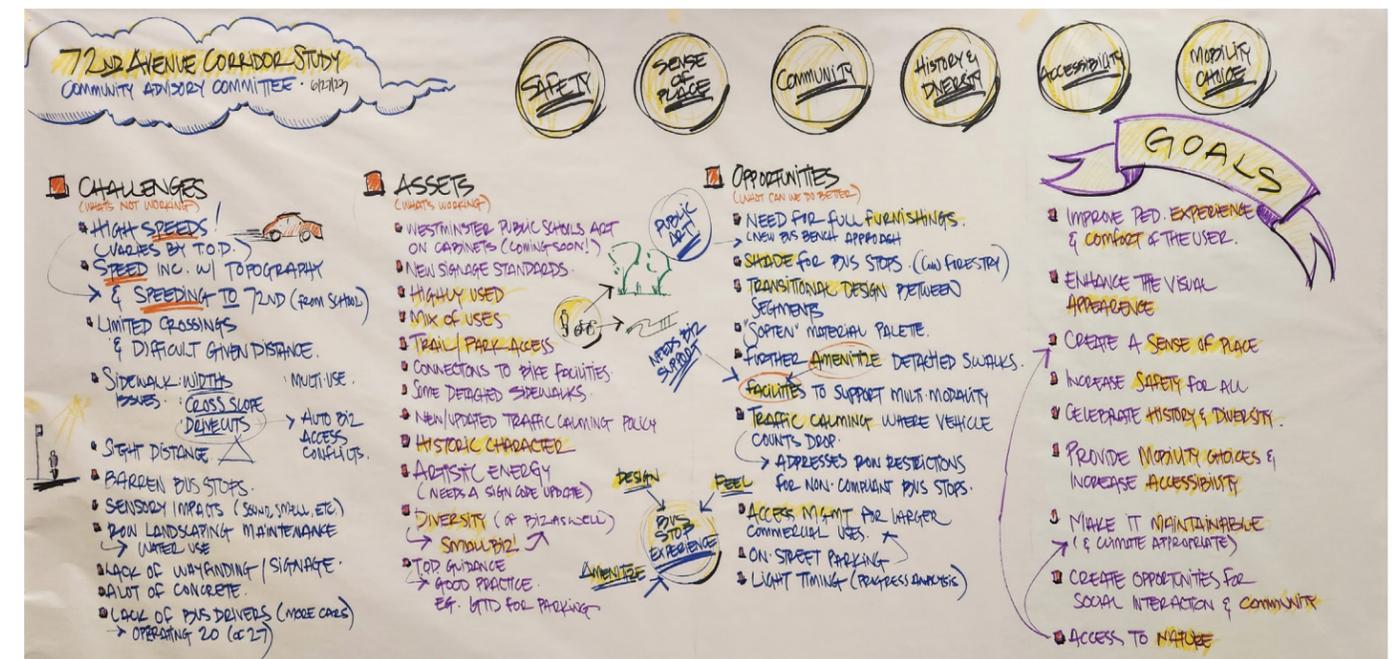


Figure 3: CAC #1 Community Visioning Exercise



Figure 4: CAC #2 Concept Alternatives Review

Business Outreach

The project team partnered with the City of Westminster staff to identify key business owners to engage with along the corridor. Westminster staff walked the study area and talked with business owners along the corridor, providing them information on the project and opportunities to provide feedback. These critical stakeholders were also invited to an in-person meeting in June 2023, then emailed to encourage them to provide virtual feedback on their needs, concerns, and vision for the future via a survey. Survey feedback from the business community was incorporated within the overall [Phase 1 Engagement Summary](#) in the Appendix.

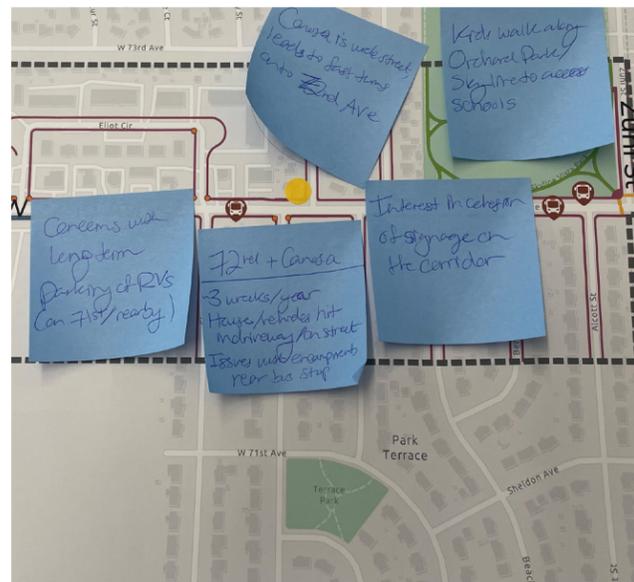


Figure 5: Business Owner Feedback from June 2023

Community Outreach and Online Engagement

In addition to business owner and CAC engagement, the project team conducted broad community engagement through pop-up events, outreach to Westminster Public Schools, and two online surveys posted on a Social Pinpoint online engagement platform. The City of Westminster Communications Department promoted the online surveys through social media channels, newsletters, and water bills.



Figure 6: Summer 2023 Neighbor Nights (left)

Figure 7: June 2024 Summer Block party (middle)

Figure 8: CAC Meeting #2 Walking Tour (right)

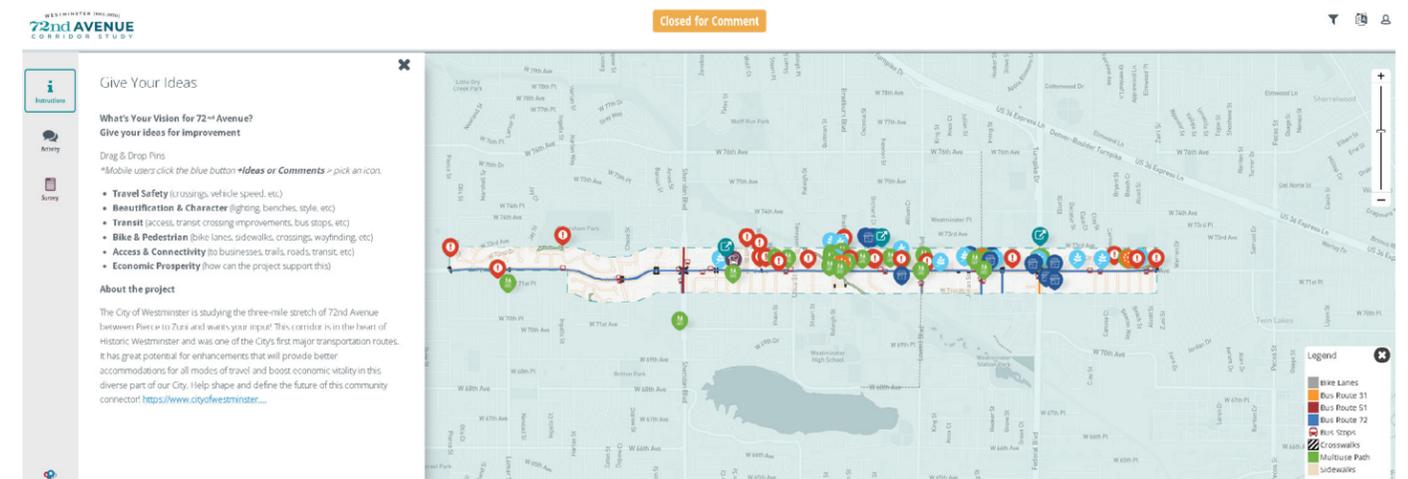


Figure 9: Phase 1 Online Feedback Map

Overall Feedback Takeaways & Themes



“Please let form follow function: wider paths, narrower crossings, and traffic calming all save lives...let’s check off the critical safety improvements before worrying about aesthetics.”



“Need more reasons to travel to/through this area like more shops, restaurants, and grocery stores worth coming to and gathering as a community in this area please!”



“We appreciate any consideration in improving landscaping and art in this neighborhood.”



“This part of town is what SHOULD be called Downtown Westminster and nurtured as such. Please advance the improvements to this corridor and coordinated business development, community empowerment, etc. to help the area to reach its potential.”



“I am very excited to see these improvements and the city paying attention to this area of Westminster as it has been overlooked for so many years.”



“I teach high school students with blindness to travel via transit and plan walking routes along 72nd Ave, and I am eager to see pedestrian improvements along the corridor.”

Preferred Alternative

Building upon both place-specific and corridor-wide recommendations from the needs assessment (and developed considering transportation improvements from the 2021 Westminster Transportation & Mobility Plan in mind) the project team developed two concept alternatives (“Break the Barrier” and “Calm the Traffic”), detailed further in the Alternatives Development section below. These concepts were developed within the context of corridor character zones (established during the Existing Conditions phase – see Figure 10 below). The variety of adjacent land uses, ranging from residential to commercial to mixed-use, influence the urban design elements and existing infrastructure present along the corridor. The varying conditions of the study area are characterized by a total of nine identifiable zones. There are five zone areas within three primary zone categories – residential corridor (2), commercial corridor (2), and open space gateway (1). Additionally, there are four transitional zones – two that are primarily residential, and two that are primarily commercial.

The team solicited feedback on the two concept alternatives from the CAC, business owners, Westminster Public Schools, and the general public. The preferred corridor alternative is shown on the next page.



Figure 10: 72nd Avenue Corridor Character Zones

Preferred Alternative Concept

Map Legend

- Study Area Boundary
- Access Road
- Repurpose Right-of-Way Space
- Railroad Crossing/Quiet Zone
- Land Use to Activate the Community
- Existing Transit Stop
- School Zone
- Bike Lane
- Multi-Use Path Proposed
- Multi-Use Path Existing
- Low Stress Bikeway
- Enhanced Transit Stop - Shelter, Bench, and Trash
- Enhanced Crossing and Intersection Improvements
- Pedestrian Crossing Improvement
- Driveway Crossing Improvement
- Urban Design Improvement
- Concrete Median with Landscaping
- Open Space Character Zone
- Commercial Character Zone
- Commercial Transition Character Zone
- Residential Character Zone
- Residential Transition Character Zone

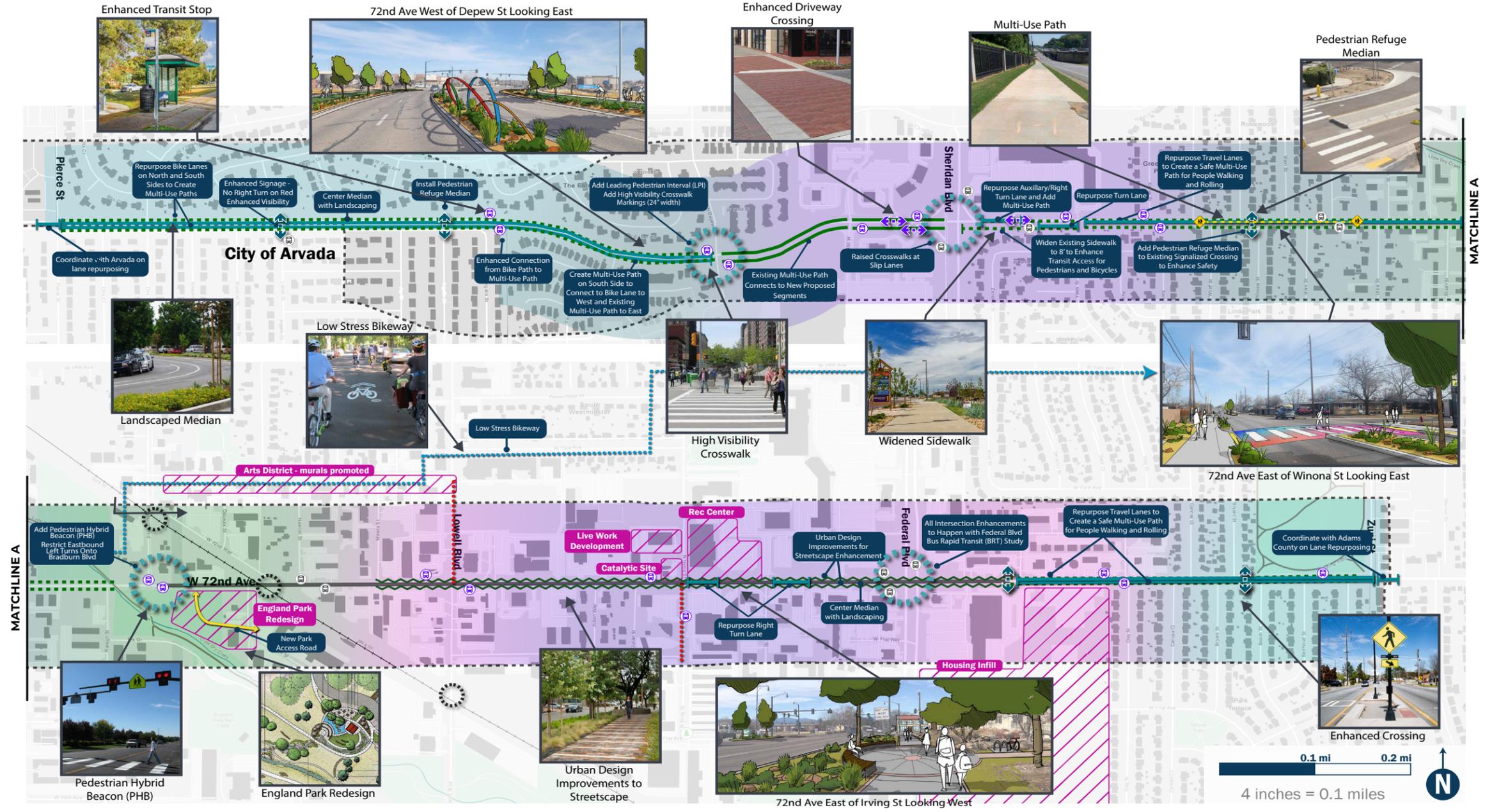
Key Features:

Multi-Use Paths

Enhanced Crossings

Lane Repurposing

Low-Stress Bikeway



0.1 mi 0.2 mi
4 inches = 0.1 miles

