



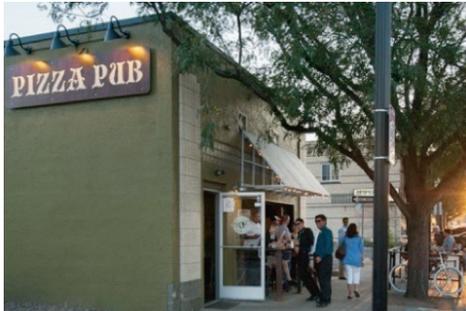
# VOICES FROM THE STREET:

## WHAT ARE BUSINESS AND PROPERTY OWNERS SAYING ABOUT WEST 38TH AVENUE?

**Reclaiming West 38th Avenue as Wheat Ridge's Main Street began nearly 10 years ago.** Since then, extensive community input from many perspectives — business owners, property owners, residents and civic advocates – has been considered. Along with community input, several plans have been developed to make 38th Avenue a more attractive, vibrant Main Street. A pilot street design project, including road restriping, the addition of bike lanes, temporary planters, pedestrian crossings and other elements intended to attract more people to the corridor, was implemented in 2012. A more permanent design solution can facilitate a stronger sense of place, more diverse retail and restaurant offerings, and is supported by many of the anchor businesses along the corridor. Read on.

### RIGHT COAST PIZZA

**Justin Vogel – Business/Property owner**



Right Coast Pizza opened in April of 2012, just as the restriping pilot project was starting. Justin grew up nearby and saw a pronounced change in 38th Avenue in recent years. Since the restriping, **Justin has seen a reduction in speeding and believes his business now has more visibility.** “Before this [restriping], 38th Avenue was essentially a ghost town.” Speaking of his customers, Justin explains, “It’s a neighborhood place — most of my business comes from people who live here.” Regarding future improvements, Justin responded, “I’d like to see more beautification and permanent streetscaping.”

### CRESS KITCHEN & BATH

**Jerry Nealon – Business/Property owner**



Jerry’s father started a business in this location in 1959. Jerry has seen his fair share of improvements to West 38th Avenue over the years and remodeled his building in 2008. Before the restriping, he recalls “38th was looking bad.” When describing vacancy rates during the recession, Jerry stated, “I saw more for lease signs than actual businesses.” Plus, he said “tunnel vision drivers didn’t see us at 40+ miles per hour.” **Since the restriping, Jerry has seen a dramatic increase in local customers.** He used to average two or three customers per month who were Wheat Ridge residents. Now it is closer to two to three per week. Speaking of the 38th Avenue improvements, Jerry claims, “Now it [38th Avenue] is a nicer place to be.”



### WHEAT RIDGE CYCLERY

**Ron Kiefel – General Manager/Property owner**

Ron’s father, Eugene purchased a 750 square foot bicycle shop in this location in 1973. The store has expanded little by little, reaching 30,000 square feet with the most recent remodel in 2007. When speaking of the restriping project in 2012, Ron recalls, “The 38th Avenue corridor was dying and needed some changes.” Ron has always been in support of changes to the corridor, **“we love the concept of multiple modes of transportation along 38th.”** He also believes that Wheat Ridge has a great opportunity to “take something old and make it new” with the idea that change is healthy for the economy. Ron believes that the corridor is changing

because consumers are changing; **“It’s not just about drive-by traffic [anymore]”**, he says. Wheat Ridge’s mature trees, large lots and affordability continue to attract young families and educated professionals looking for more room than is offered in nearby Denver. Ron views improvements along 38th Avenue as a positive action to promote “the idea of change and new investment.”