

SMART GROWTH IN ACTION

Belmar's Walkable Downtown Pedestrian-Friendly Redevelopment

LAKEWOOD, COLORADO

In communities across the country, aging shopping centers are losing business to larger and newer competitors. As these retail centers, known as "greyfields," cease to be viable as shopping malls, they can often provide opportunities for redevelopment that meet other community needs. One good example can be found in Lakewood, Colorado. Facing the decline of its Villa Italia shopping mall, the city worked with citizens, civic groups, and a local developer to transform the property into Belmar—the real, walkable downtown that this Denver inner suburb had lacked.

Belmar's traditional grid of narrow streets and small blocks replaces the footprint of the old mall. At build-out in 2007, these new, pedestrian-friendly blocks will have one million square feet of shops, restaurants, and other services. The development will also include 1,300 new homes, including townhouses, loft apartments, and live-work units. Belmar will have 700,000 square feet of the first new Class-A office space built in the area in over a decade. Nine acres of parks and plazas will give people a place to get together, relax, and enjoy festivals, markets, and other entertainment. Belmar also offers galleries and studio spaces to artists to make the development an arts hub.

Putting time and effort into a high-quality redevelopment has been a great investment for Lakewood. Belmar brings a new sense of vibrancy and prosperity to the area. The redevelopment would not have been possible without a strong partnership between the city and the developer. The inclusive process transformed citizens' concerns about losing the mall into civic pride for their new downtown.

Belmar's first phase has been a success. Its retail income is comparable to higher-end malls. Belmar's office space is fully leased, and rental and for-sale housing are outperforming the local market. Upon Belmar's completion, the city estimates it will add \$952 million to the local economy and will directly create over 7,000 permanent jobs.

Belmar illustrates how the loss of a community resource like a shopping mall can become an asset. With creative, inclusive planning, Lakewood turned this underused site into a vibrant downtown with new home choices, shopping options, and civic spaces for its citizens.



SMART GROWTH PRINCIPLES BELMAR'S WALKABLE DOWNTOWN

#1	Includes Mixed Land Uses	★
#2	Exhibits Compact Building Design	★
#3	Provides Range of Housing Types	✓
#4	Promotes Walkable Neighborhoods	✓
#5	Exhibits a Distinct Sense of Place	✓
#6	Preserves Open Space	✓
#7	Utilizes Existing Development	✓
#8	Provides Transportation Choices	
#9	Practices Fair Decision-making	
#10	Promotes Stakeholder Participation	✓

QUICK FACTS

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Location: Lakewood, Colorado
Website: www.belmarcolorado.com
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