

Colfax BRT Station Design Themes: Design Survey Feedback Summary

February 7, 2022

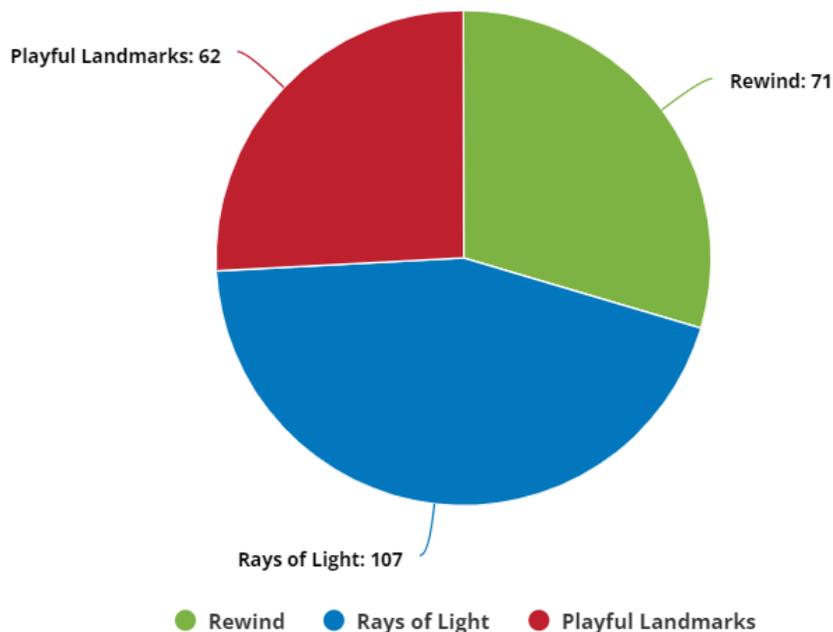
Community feedback on the Colfax BRT station design themes was collected through an online survey and comment tracking tool that garnered a total of 240 survey responses and 175 design comments from September 8 through December 31, 2021. Responses were received from 467 unique site visitors. Participants were asked to identify their preferred station design theme and share additional comments or questions, ideas to further enhance or improve the designs, something they like about the design and/or something that stands out to them. The Colfax BRT Project Team supplemented this input with additional input from community workshops to narrow the design concepts and inform revisions to the station design.

Total Responses to Date

- **467 unique site visitors** and **240 survey responses**
- **175 design comments** provided by **65 unique respondents**

Station Themes Survey Response

- Q: What station theme do you like best?



- **44.5%** of respondents selected **Rays of Light** as their preferred station design theme
- **29.5%** of respondents selected **Rewind** as their preferred station design theme
- **26%** of the respondents selected **Playful Landmarks** as their preferred station design theme

Summary of Comments by Station Design Theme

- **Rewind**
 - 72 responses; ~32 comments highlight enjoyment and express positive feedback
 - Responses emphasize lighting aspects, throwback to earlier eras and neon signage
 - Interest in opportunity to capitalize on branding and history of Colfax, enthusiasm for something “distinctly Colfax.”
 - Several comments specifically referenced using Albuquerque BRT as inspiration, specifically how historic artwork and neon was incorporated there
- **Rays of Light**
 - 65 responses; ~41 comments highlight enjoyment and express positive feedback
 - Some respondents liked the simplicity and sleekness of the design while others expressed concern that the sleekness does not represent the eclectic nature of Colfax
 - Broader preference was shown for the arch and its association with mountain landscapes, and the bold and iconic shape.
 - Broad interest in creative color use, considering opportunity to mirror “sunset/sunrise.”
 - Excitement around opportunity for each station to become its own landmark (rather than relying on the branding of other landmarks elsewhere).
 - *“This theme is new and allows for stations to become their own sort of landmark rather than relying on branding of other landmarks that exist elsewhere.”*
 - *“I think Colfax needs a modern look to reestablish it as more than what it was.”*
 - *“Taking East Colfax to the 21st Century while still honoring the history of the corridor.”*
 - Descriptors included “slick, functional, elegant, unique and architecturally interesting.”
- **Playful Landmarks**
 - 38 responses; ~19 comments highlight enjoyment and express positive feedback
 - Like the poles’ mimicry of trees (particularly given the lack of green landscape on Colfax) and the lettered branding (CLFX) that represents the identity of the corridor (although not shared by all respondents)
 - Enjoy the simplicity of the designs, believe they are more “substantial,” “will stand the test of time” and “will age better than others.”
 - Some concerns expressed for this design not being consistent with the energy of East Colfax.

Key Themes

- Consider **personal safety in design of all features** (lighting, walls, canopies, etc.)
- Ensure shelters provide **adequate protection from weather**, considering extreme temperatures, sunshine, and precipitation, as well as **splash guarding from vehicles**
- Prioritize **open space** to facilitate passenger flow and safety and **consistent placement of platform elements**, including **safe bicycle parking** and ticket vending machines, and consider placing vending machines on both sides to mitigate rush prior to bus boarding
- Ensure all designs **incorporate waste facilities (trash, recycling, compost)** and **sustainable, green elements and trees** in station infrastructure
- **Embed opportunities for local, public art to reflect the many unique and vibrant communities**
- Incorporate **access to key rider information** in station design, including maps, bus ETAs, and real-time tracking of connecting lines
- Integrate **overhead lighting** vs. lighting at eye-level that impairs visibility
- Consider **materials that dampen reverberations of sounds of traffic** and that mitigate noise
- Prioritize design opportunities that can **speed up implementation** and **decrease costs**

Detailed Feedback on Design Themes

Rewind

Positive

- Capitalizing on the branding/history of Colfax
- Neon signs, retro lighting, and the “Googie” style/aesthetic
- Callback to 1950s streetcar era in Colfax through design of elements
- Distinct architecture will make the stations easier to find and more likely to be used

Questions/Concerns

- The white exterior near the road may often become visibly dirty. **Note:** This concern may apply to all designs as each one ostensibly has a white exterior in the concept images.
- Concern around type of flooring/stone shown in the materials overview.
- Worry that this would appear dated quickly

Rays of Light

Positive

- Simplicity of shape; bold and iconic
- The arch – pays homage to the mountains
- Harkens nicely to the new Platt and Cherry Creek bridges
- Incorporation of solar panels
- Design feels safer, more secure and provides the greatest weather protection
- Preference for lighting overhead instead of at eye level
- Canopy design helps promote sense of security

Questions/Concerns/Suggestions

- Incorporate the colors of sunrise/sunset
- Add color options to mirror the red/orange/yellow/blue stripes from light rail/commuter trains
- Too similar to (“mimicking”) other iconic landmarks (DIA, DUS)
- Base of arch design may take up space in an already constrained area
- Concern around integrated lighting and long-term maintenance/upkeep; preference for designs that maximize longevity
- Worry that cold air would blow through the holes in the shelter design

Playful Landmarks

Positive

- Tree theme, especially given the lack of landscaping on Colfax
- CLFX - we are proud to live on Colfax and celebrate it with all its identities
- Like the simplicity of the design, expect that this design will age better than others and are more “substantial”
- Enjoy the uniqueness of the lighting mirroring the shape of trees

Questions/Concerns

- Design fragility – concerns about vandalism and maintainability
- CLFX – Task Force members preferred that the CLFX abbreviation not be incorporated in the final design but rather spelled-out (Colfax)
- Concern around light pollution and design appearing “childish” or “too playful”