



West Littleton Boulevard

The Story of "Mid Mod Mile"

Prepared by: **Reese Shaw**
Prepared for: **City of Littleton, CO**

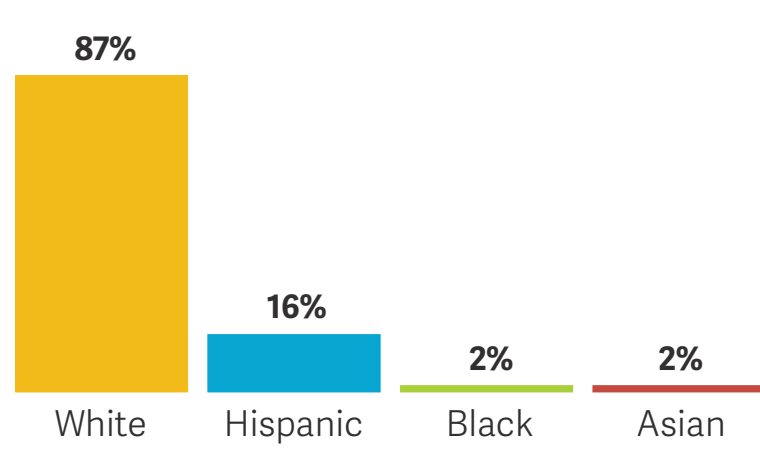
This project focuses on the story of West Littleton Boulevard, also known as "Mid Mod Mile" due to its collection of commercial Mid-Century Modern buildings. The boulevard was a major economic engine in the 1960s and 1970s, but now there are perceptions that businesses are under-performing. The City of Littleton may be conducting a corridor plan for West Littleton Boulevard and wishes to obtain a clear picture of its social, historic, economic, and physical attributes to create a vision for the future.

Demographics

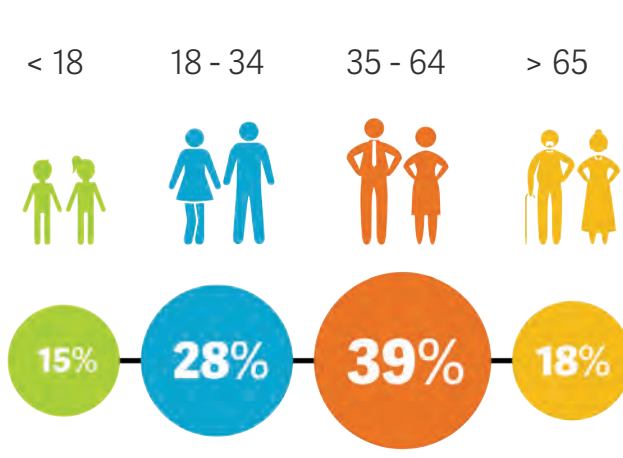


Data Sources: ACS 2020 (5-year estimates)

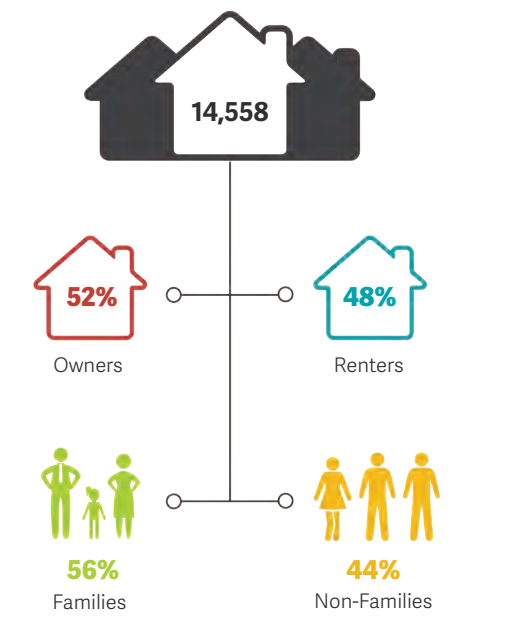
Race + Ethnicity



Age



Households



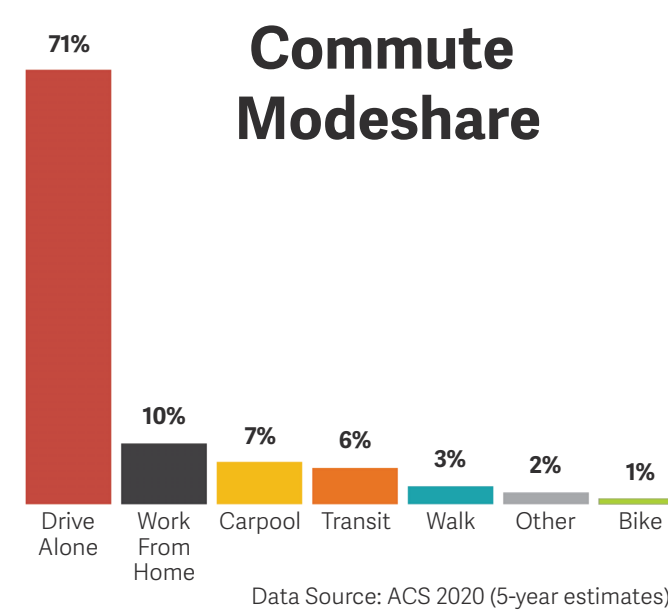
Equity in Census Tract 66.01

This area is the most racially diverse, contains the most housing units, has the lowest education levels and the lowest income levels of all nine census tracts. 13% of families here live below the poverty level, which is more than twice the average poverty level of the study area. This community should be prioritized in all future corridor planning efforts.

Mobility

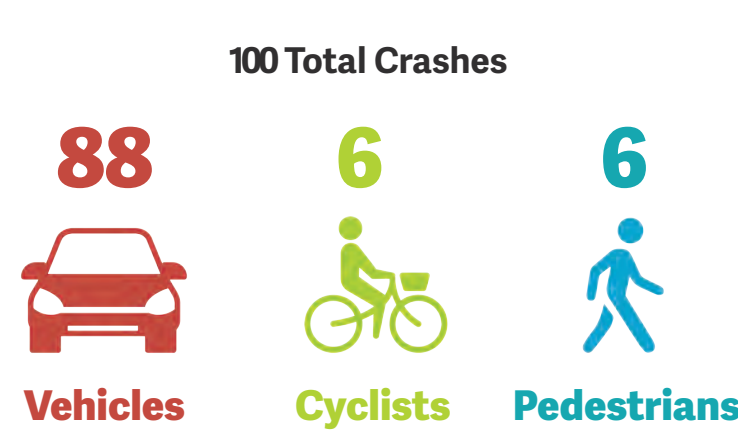


Commute Modeshare



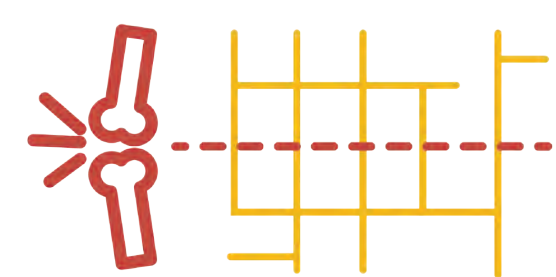
Data Source: ACS 2020 (5-year estimates)

Traffic Crashes



Data Source: DRCOG 2019 Crashes

W Littleton Blvd is on DRCOGs High Injury Network



Traffic Volumes

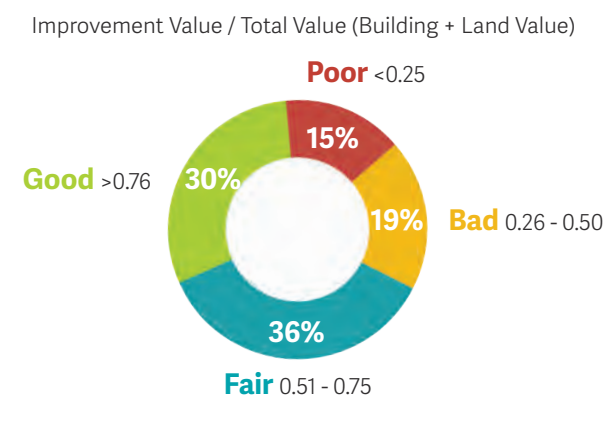


Data Source: DRCOG 2020 Traffic Counts

Economics



Economic Utilization of Commercial Parcels



Data Source: Arapahoe County Property Assessor

5-Minute Driveshed

Most **Oversupplied** Industry: Motor Vehicle & Parts Dealers



Data Source: ESRI Tapestry Segmentation - Retail Marketplace Profile

5-Minute Driveshed

Most **Undersupplied** Industry: Specialty Food Stores



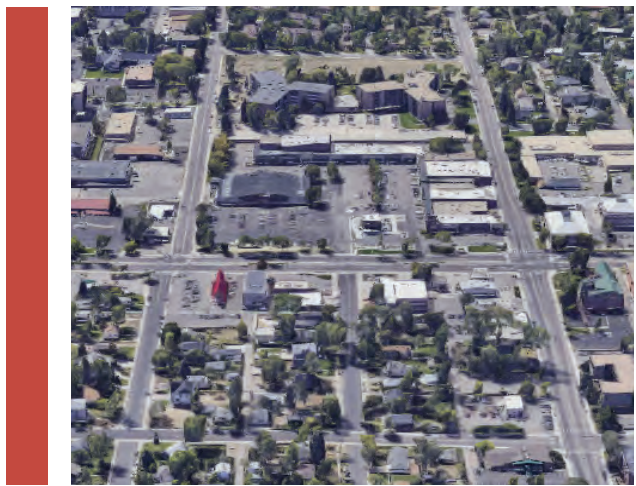
Data Source: ESRI Tapestry Segmentation - Retail Marketplace Profile

17% of Consumers Within a 5-Minute Drive:

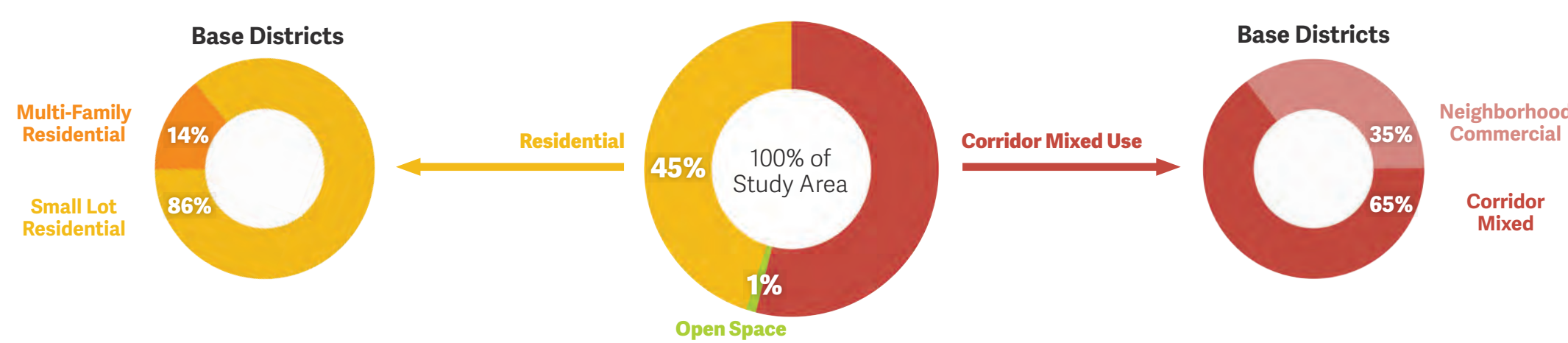


Data Source: ESRI Tapestry Segmentation - Psychographics of Consumers

Land Use



2021 Unified Land Use Code: Study Area Breakdown



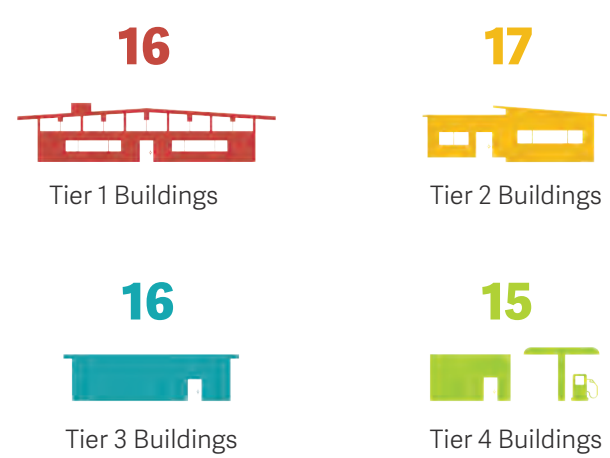
Corridor Mixed

Vehicles sales and service establishments are permitted, however the corridor is already oversaturated with this industry group. Multi-family housing and mixed-use developments are accepted, but few of these exist on the corridor. Mixed-use development with a blend of multi-family housing and commercial uses would help diversify how the corridor functions.

Culture



64 Total Historic Mid-Century Modern Buildings



Data Source: Commercial Modernism in the Greater Littleton Boulevard Corridor 1950-1980

Tier 1 Buildings



First Tier buildings are those commercial buildings within the Greater West Littleton Boulevard Corridor that exemplify the history of social and commercial development trends of the post-World War II period from 1950-1980.

Tier 2 Buildings



Second Tier buildings are those commercial buildings within the Greater West Littleton Boulevard Corridor that have a high level of architectural significance as it relates to Modern architecture.

Tier 3 Buildings



Most Third Tier buildings originally possessed and retain their ability to convey the history of social and commercial development trends of the post-World War II period from 1950-1980.

Tier 4 Buildings



Only a few Fourth Tier buildings originally possessed or retain their ability to convey the history of social and commercial development trends of the post-World War II period from 1950-1980.

Toolkit | Identifying Catalyst Sites for Development Opportunities



Economics		Mobility		Land Use		Culture	Redevelopment Potential Score	Toolkit Results
Utilization	Vacancy	WalkScore	Crashes	% Parking	Building Age	Historic Tier		
0.49	No	79	7	33	52	3	43	Circle K Gas Station
0.24	No	75	2	84	62	3	56	Lost Coffee
0.49	No	77	3	34	59	3	43	Littleton Auto Care Center
0.44	No	73	2	42	63	1	39	Drinkwine Family Mortuary
0.16	No	67	28	45	17	0	57	Arby's
0.22	No	68	4	47	53	0	56	Wells Fargo Drive Thru
0.22	No	65	2	68	61	1	47	Taco House
0.32	No	75	0	72	48	3	51	Orchid Asian Bistro
0.00	No	77	2	100	n/a	0	70	Romano's Pizzeria Off-Site Parking
0.35	No	66	4	83	58	4	55	Pyramid Discount Liquors
0.27	Yes	71	1	81	55	2	63	Hastey House
0.42	Temp	73	2	92	65	4	62	Mohan's Auto Repair
0.44	No	76	2	70	55	2	46	Arc Thrift Store
0.33	No	79	2	52	71	4	54	Damascus Grill
0.48	No	79	1	75	57	3	49	Littleton Café
0.14	No	67	28	45	8	0	57	King Soopers Gas Station

Top Catalyst Site

Romano's Pizzeria Off-Site Parking Lot



Zoning Corridor Mixed (CM)

Current Use: Surface Parking Lot
Recommended Reuse: Combine parcel with Mohan's Auto Repair Shop (also top 3) for a Mixed Use Development with Affordable Housing and a Neighborhood-Serving Commercial Use