

**-THE-**  
**OUTDOOR**  
**DOWNTOWN**

**THE FUTURE OF  
DENVER'S  
PARKS AND  
PUBLIC SPACES**

**A COLLABORATION BETWEEN**



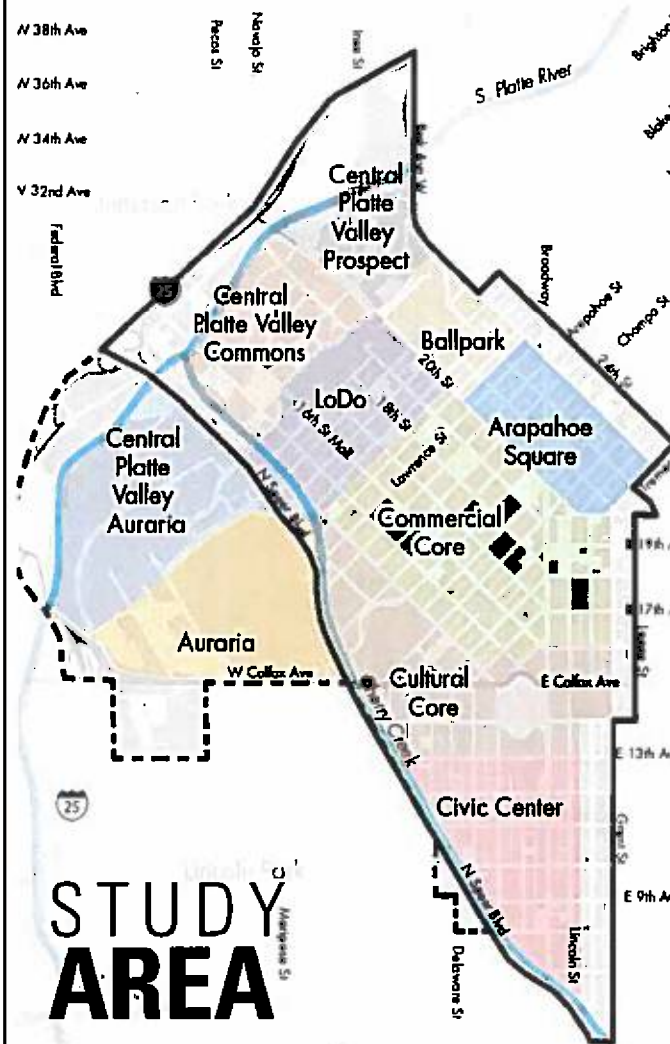
**DENVER**  
**PARKS & RECREATION**



**DOWNTOWN DENVER  
PARTNERSHIP, INC.**

## BACKGROUND: DENVER'S "FRONT YARD"

- Downtown Denver is experiencing tremendous population growth, and evolving into the next great neighborhood and world-class destination.
- However, downtown's parks and public spaces are not currently serving the social, recreational and cultural needs of an emerging multi-generational and diverse community.
- Investing in parks and public spaces will ensure that Downtown Denver will thrive as an economically healthy and vibrant center city.



## PLAN CONTEXT



**DENVER**  
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### GamePlan

- Sustainable Environment
- Equitable System
- Engagement
- Sound Economics

### Downtown Area Plan

- Prosperous City
- Distinctive City
- Walkable City
- Diverse City
- Green City

## PUBLIC MEETING #3 SUMMARY JANUARY, 2016

### OVERVIEW

- *85 people attended*
- *For the prioritization exercise, 22 recommendations across all 5 vision elements were presented and the public got to rank their top 5 priorities*
- *Of those recommendations, these 3 were the top priorities set by the public...*



**PUBLIC MEETING #3 SUMMARY**  
**JANUARY, 2016**

**TOP PRIORITIES**

- **#1: *Improve pedestrian and bike connections to Downtown.***
  - 66.2% placed this in their top 5



**PUBLIC MEETING #3 SUMMARY**  
**JANUARY, 2016**

**TOP PRIORITIES**

- **#2: *Improve **safety** in Downtown Parks & Public Spaces.***
  - 52.3% placed this in their top 5

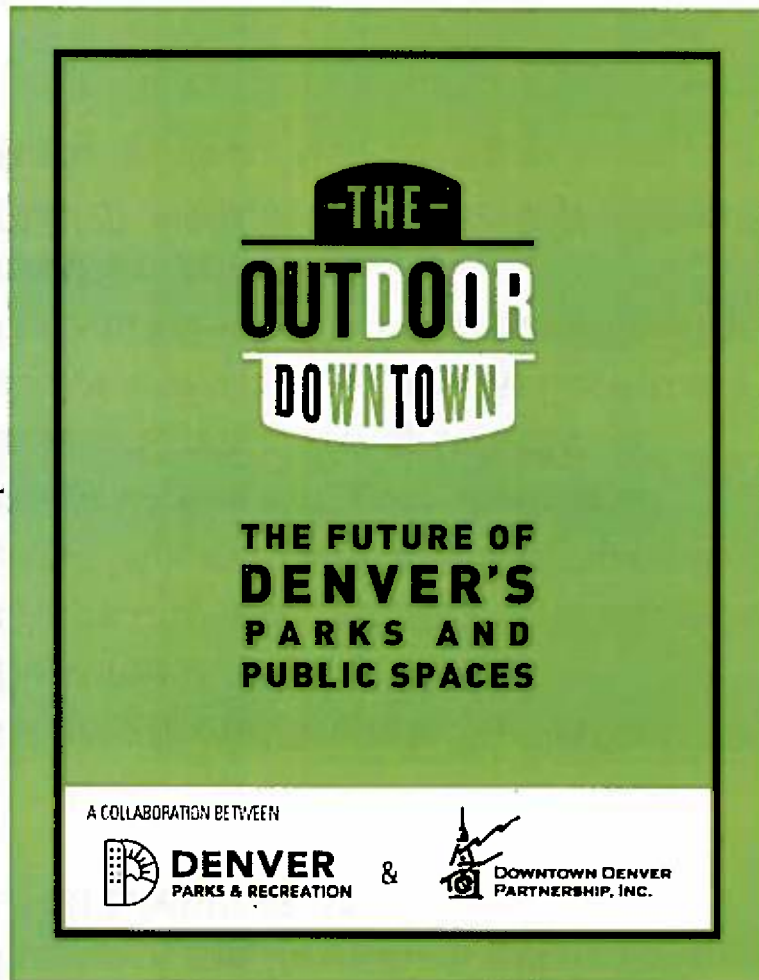


**PUBLIC MEETING #3 SUMMARY**  
**JANUARY, 2016**

**TOP PRIORITIES**

- **#3: Provide additional basic amenities, such as tables, chairs, trees, restrooms, etc.**
  - 40% placed this in their top 5





## STATUS OF PLAN

July 2016

### MILESTONES

- *60% DRAFT*
  - Completed
- *80% DRAFT*
  - August 2016
- *95% DRAFT*
  - To be completed fall 2016

## 5 VISION ELEMENTS

The master plan is structured around five vision elements which provide a holistic approach to activating of the Downtown public realm over the next twenty years.

### Master Plan Goals:

- ***Celebrate and activate** Denver's outdoor Downtown*
- *Create a premier outdoor Downtown by providing accessible and inviting parks and public spaces that contribute to an **economically thriving** Downtown*
- *Foster a diverse and **livable** Downtown*
- *Cultivate Denver's **culture and identity** in the outdoor spaces*
- *Provide environmentally and functionally **sustainable** outdoor spaces*





## PUBLIC OUTREACH

The project **engaged a wide range of stakeholders**, from neighborhood organizations to over interested 4,000 citizens.

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**“Interactivity** in open space is key: attracts, engages, holds attention, encourages people to return”

--Comment  
Card from Public  
Meeting #2



**Public Outreach**

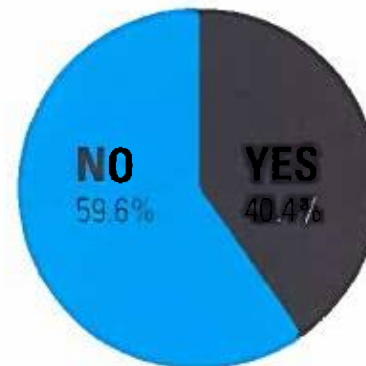
## OUTDOOR DOWNTOWN 80% DRAFT

### KEY TAKEAWAYS

- *There is a focus in the plan on addressing core concerns about **safety, cleanliness, and adequate basic amenities.***
  - Fund additional security
  - Increase the maintenance budget
  - Invest in basic park amenities

### PUBLIC SURVEY QUESTION:

Do you avoid any outdoor spaces Downtown because you feel uncomfortable?



INTERCEPT SURVEY RESPONDENTS



ONLINE RESPONDENTS

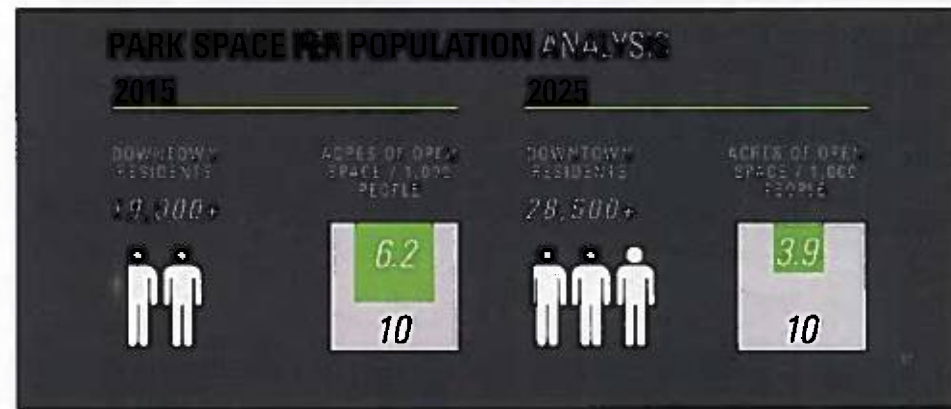
## OUTDOOR DOWNTOWN 80% DRAFT

### KEY TAKEAWAYS

- *The plan aims to address service gaps in Downtown Denver's park network by providing adequate & equitable space across neighborhoods.*
  - 5 minute walk to neighborhood parks
  - 3 minute walk to quality outdoor spaces
  - Innovative use of rights of way & unconventional locations



### WALKABILITY ANALYSIS



## OUTDOOR DOWNTOWN 80% DRAFT

### KEY TAKEAWAYS

- *After elevating the level of quality and distribution of parks, the plan looks at how to **infuse Denver culture** into outdoor spaces*
  - Everyday activation
  - 4 transformative capital projects
  - Innovative programming
  - Permanent temporariness



19,000  
RESIDENTS

121,000  
EMPLOYEES

55,000+  
STUDENTS

1,600,000  
VISITORS



## Implementation Framework

- Denver currently spends an average of \$0.09 per square foot to maintain its Downtown parks and open space.
- In a comparison of nine cities, **Denver ranked the lowest** in terms of the maintenance budget allocated per park square foot.

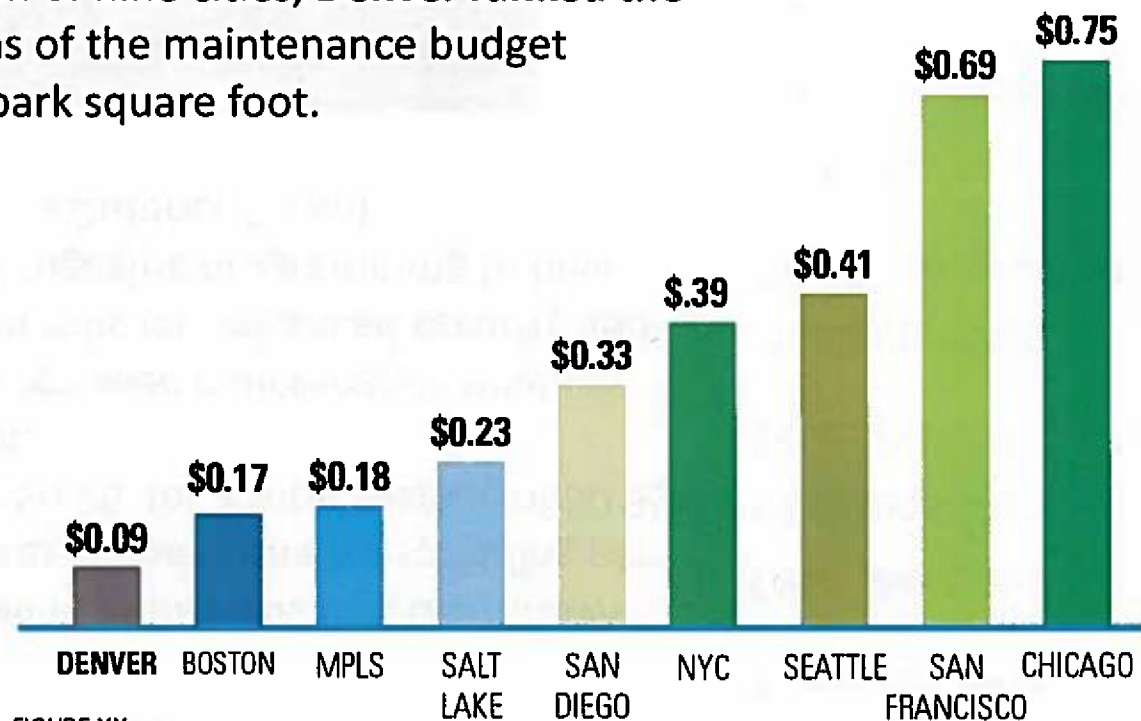


FIGURE XX

## Implementation Framework

- The Master Plan recommends that Downtown Denver **increases its maintenance spending** per square foot by \$0.26, for a total average of \$0.35 per square foot.
- In addition to increased maintenance funding, the Master Plan calls for **enhanced security** and expanded and **engaging programming** to help activate Denver's Outdoor Downtown.



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## Funding increases

*Operations &*

*Maintenance:*

\$0.26/square foot

*Programming:*

\$0.09/square foot

*Security:*

\$0.08/square foot

*Administration:*

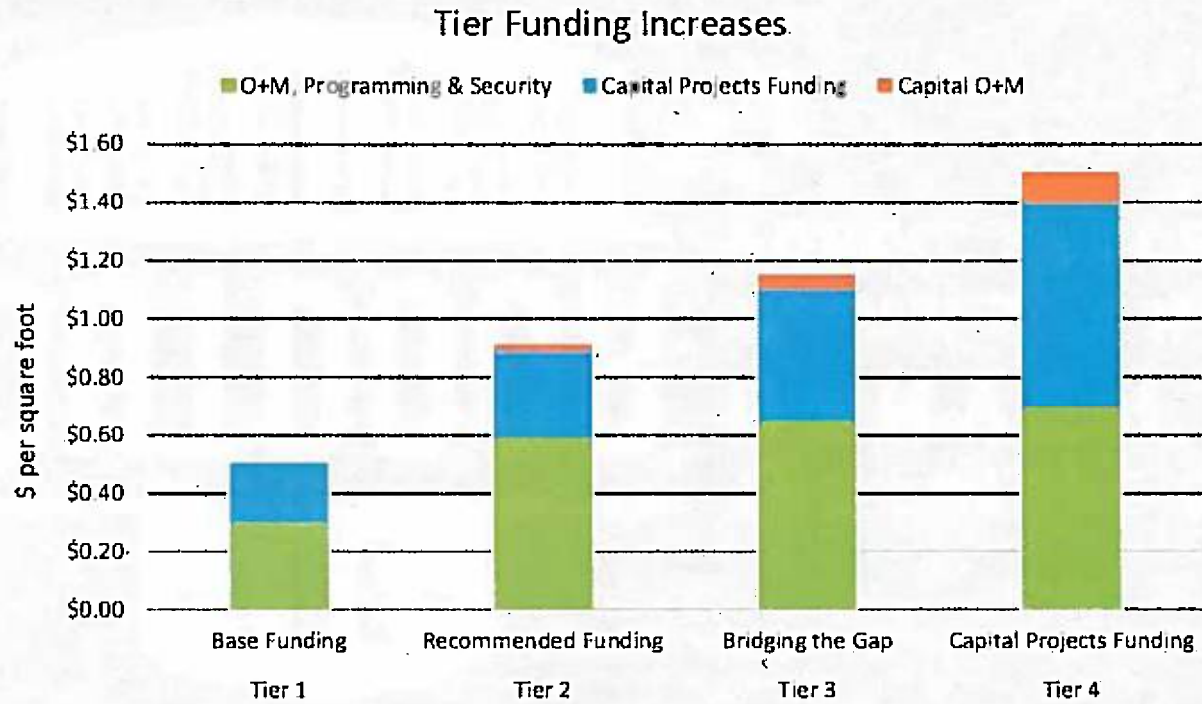
\$0.16/square foot

*Total:*

\$0.59/square foot

## Implementation Framework

- The Master Plan recommends that a **funding and governance task force be formed** to determine options for Downtown parks and public spaces.
  - *Multi-faceted approach*
  - *Tiered Funding*



Note: Funding increases are in addition to current funding

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**THE FUTURE OF  
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**Summer in the City**

Activating Downtown Denver's Parks & Public Spaces



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DENVER COLORADO

June - September  
2019



# 21st Street Demonstration Project: Neighborhood Park Block

