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Advocating for people-friendly streets in Denver

Survey Guide: Revitalizing Downtown through the Downtown Development Authority

BACKGROUND

The Downtown Development Authority (DDA) is a mechanism through which the City of Denver can invest in revitalization efforts to make Denver more thriving and vibrant. Mayor Johnston believes investing in downtown will have city-wide effects. He is proposing to use \$500 million through the DDA to regenerate [the downtown area](#) and is taking community input to determine what projects to spend the money on.

We at the Denver Streets Partnership think this is a great opportunity to redesign a few streets downtown to make them shared or open main streets (streets where vehicular traffic is restricted or prohibited to prioritize walking, biking, and other non-car uses) that draw people in and invite them to stay, play, and make purchases.

Reallocating street space this way offers multiple benefits:

- **Economic revitalization** (it's good for business): [Research shows](#) that people purchase more from businesses when they can access them by foot or bike, and when they can linger in the area because it's comfortable to be there.
- **Environmental sustainability**: Shared or car-free streets encourage people to travel outside their vehicles, reducing greenhouse gas emissions and other air pollutants.
- **Equity**: Many people, including the service workers who support downtown businesses, already use non-car modes to commute downtown, but most of the street space is dedicated to cars and driving.

WHAT WE WANT TO SEE

Quick-win opportunities to create car-free or car-lite streets include:

- Building out the portions of the [5280 Trail](#) located within the proposed DDA boundaries (Wynkoop and Sherman Streets)
- Capitalizing on the success of the shared streets established during the pandemic by expanding them and making them permanent (Larimer and Glenarm Streets). Check out this [Storymap](#) and [Twitter account](#) for Larimer Street by Pedestrian Dignity member and mobility advocate Justin Bai.

The mayor wants to hear from community members like you about what you want to see prioritized with these funds. Be sure to include the following key features in the redesign of Downtown Denver and **Share your vision for Downtown Denver with the City by completing [the DDA survey](#) by June 14, 2024, and be sure to include the following key features:**

- Creation of new parks, plazas, playgrounds, and other outdoor gathering spaces
- Improvements to existing parks, plazas, playgrounds, and other outdoor gathering spaces
- Upgrades to the public right-of-way (resurfaced streets, sidewalks, signalization, and crossings)
- Multimodal connectivity enhancements (new infrastructure and facilities for biking and public transportation)
- Streetscape enhancements to improve the pedestrian experience (wider sidewalks, lighting, furnishings, wayfinding signage, etc.)
- Green infrastructure and landscaping enhancements (sidewalk planters, tree canopy, water-permeable surfaces, etc.)
- Public event infrastructure enhancements (stage and shade structures, infrastructure for music, theater, and performance, and other social spaces)

SAMPLE COMMENT

Here is a sample comment you can use in the “Other” response box of the survey:

Making a few streets downtown car-free or car-lite is the best way to achieve true revitalization of downtown Denver. Specifically, fully or partially pedestrianizing Wynkoop St, Sherman St, Larimer St, and Glenarm St. This would be good for business, since it would make people want to spend extended time on the streets and explore, both of which lead to increased consumerism. It would be huge for environmental sustainability and the reduction of greenhouse gasses as people travel to, from, and around downtown, outside of personal vehicles. It would also be a more equitable use of space because, while many service workers that support downtown businesses already arrive by bus, bike, or on foot, travel space for wealthier residents and visitors who drive and park is currently given priority.