



*Focus Group Meeting*

March 15, 2022

# Welcome!



# Agenda

- Welcome
- Project overview
- Branding unveil
- Construction update
- Preview of communication tools
- Business support update
- Closing remarks

# *Project Overview*

# *Project Overview*

**The 16th Street Mall Project will revitalize the Mall from Market Street to Broadway**

**Goals:**

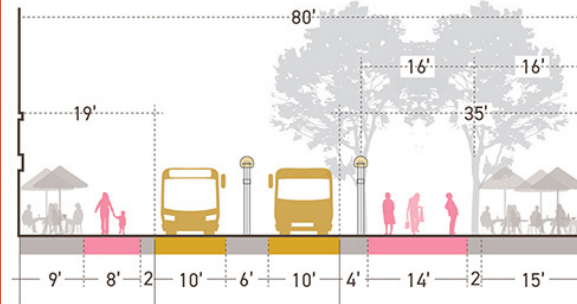
- Improve safety and mobility
- Address deteriorating infrastructure
- Create more opportunities for the people who live, work and visit the Mile High City to enjoy the Mall for years to come

# Project Overview

- Installing a new granite paver system with improved surface friction and drainage;
- Planting more trees on both sides of the mall and expanding sidewalks to create more space for people to lounge, work and play;
- Moving transit lanes to the center or offset-center of each block; and
- Maintaining the free MallRide service and increasing safety and mobility for all users.

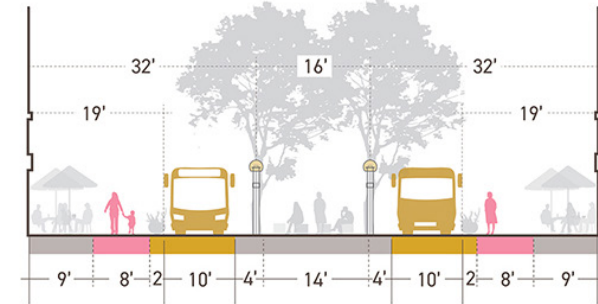
## CURRENT

BROADWAY - TREMONT  
ARAPAHOE - MARKET



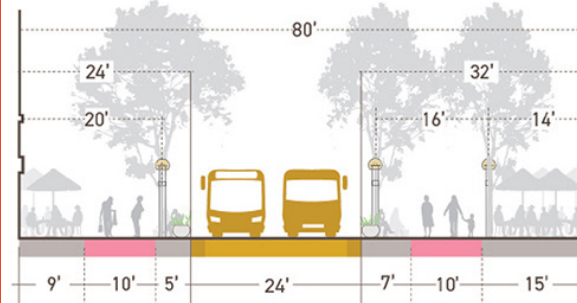
## CURRENT

TREMONT - ARAPAHOE



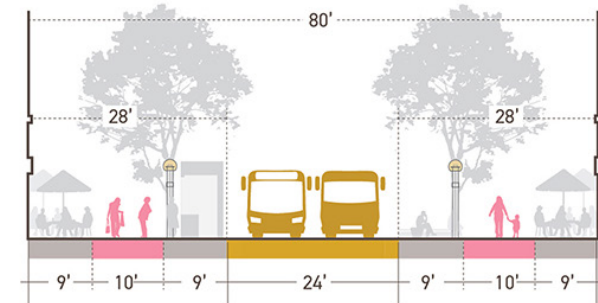
## RECOMMENDED

BROADWAY - TREMONT  
ARAPAHOE - MARKET



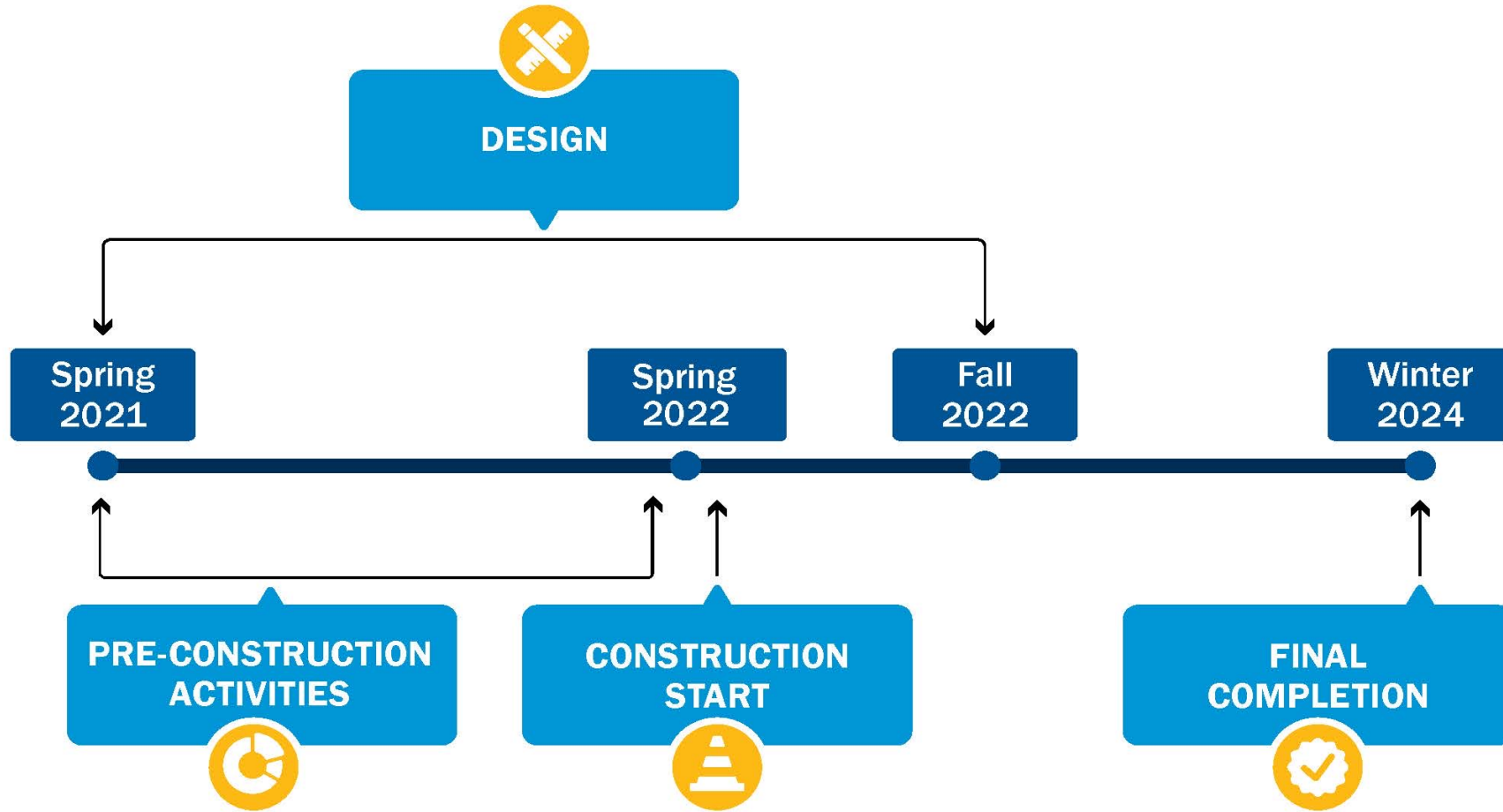
## RECOMMENDED

TREMONT - ARAPAHOE





# PROJECT SCHEDULE



BRAND PLATFORM

**GREAT CITIES NEVER STAND STILL**

Great cities think big. They think future forward. They understand that momentum is their lifeblood. They undertake large endeavors that inspire and benefit the people who live in and visit them. They harness optimism and create common cause among their citizens.



BRAND PLATFORM

And yes, those projects can be messy, disrupt daily life and cause inconvenience, but the end far outweighs the means. Because the future depends on what we do in the present, and the only way to actively steer the future is to create it.

BRAND PLATFORM

The 16th St. Mall Project is our future. It is the backbone of our city and the catalyst for what Denver is and will be. A cultural/transportation corridor where 21st century life unfolds, the 16th St. Mall is a place where inclusivity is celebrated, business is done and people from near and far experience the vibrancy of our world-class city.

BRAND PLATFORM

16th St. is our great downtown street —  
a street that connects us to the vibrancy of our city,  
to one another and to our optimistic future.  
It's time to get busy, Denver.



CAMPAIGN STRUCTURE

We've arranged our messaging around our four brand pillars. This gives us the structure we need to stay on message and evolve alongside the work being done, culminating in an overarching feeling of being the street/place in Denver that connects us all to one another.

OUR PILLARS

OPTIMISM

FUTURE FORWARD

A CULTURE OF MOMENTUM

INCLUSIVITY

THEMES AS WE PROGRESS

OPTIMISM

Messaging centered around the optimistic vision of what Denver should and will be and how the 16th St. Mall project is a catalyst for this.

FUTURE FORWARD

Messaging centered around our vision as a world-class city and how what we do on the 16th St. Mall reflects this.

A CULTURE OF MOMENTUM

Messaging centered around fueling the energy and vibrancy of the 16th St. Mall and the momentum it creates to fuel Denver's world-class city cred.

INCLUSIVITY

Messaging centered around the power of our diversity and how the 16th St. Mall brings us together.

LOGO

The 16STMP logo is vibrant and adaptable to its environment.  
The preferred primary and secondary color lockups are shown below.



PRIMARY HORIZONTAL — 3-COLOR



PRIMARY VERTICAL — 3-COLOR



SECONDARY HORIZONTAL — 3-COLOR



SECONDARY VERTICAL — 3-COLOR



PRIMARY HORIZONTAL — 2-COLOR



PRIMARY VERTICAL — 2-COLOR



SECONDARY HORIZONTAL — 2-COLOR



SECONDARY VERTICAL — 2-COLOR



## CAMPAIGN EXECUTIONS

These images show how the campaign can come to life in the real world with construction fences, storefront windows, banners and other applications.



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These images show how the campaign can come to life in the real world with construction fences, storefront windows, banners and other applications.

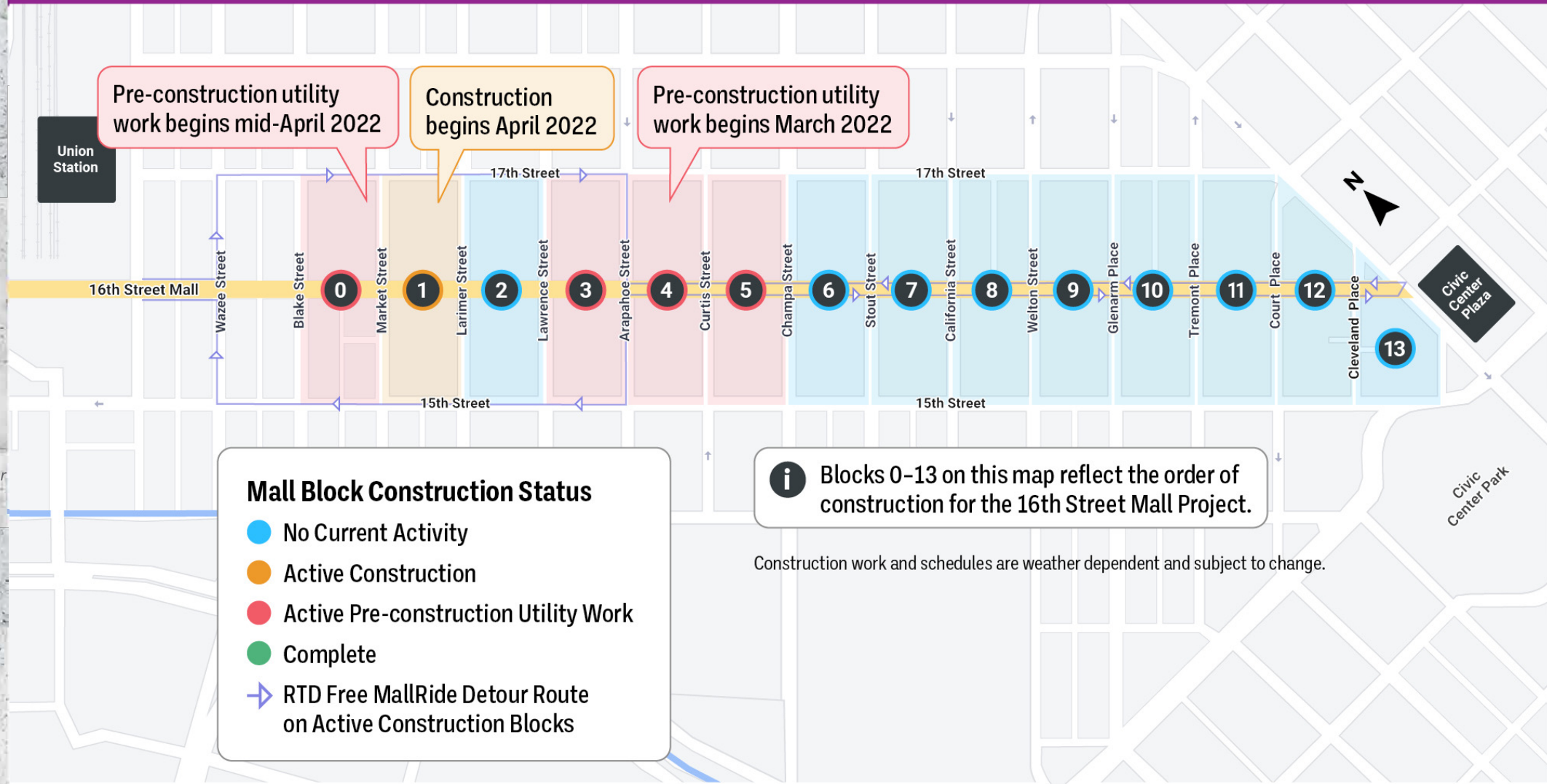




Q&A

# *Construction Update*

# 16TH STREET MALL CONSTRUCTION UPDATE MAP



## Mall Block Construction Status

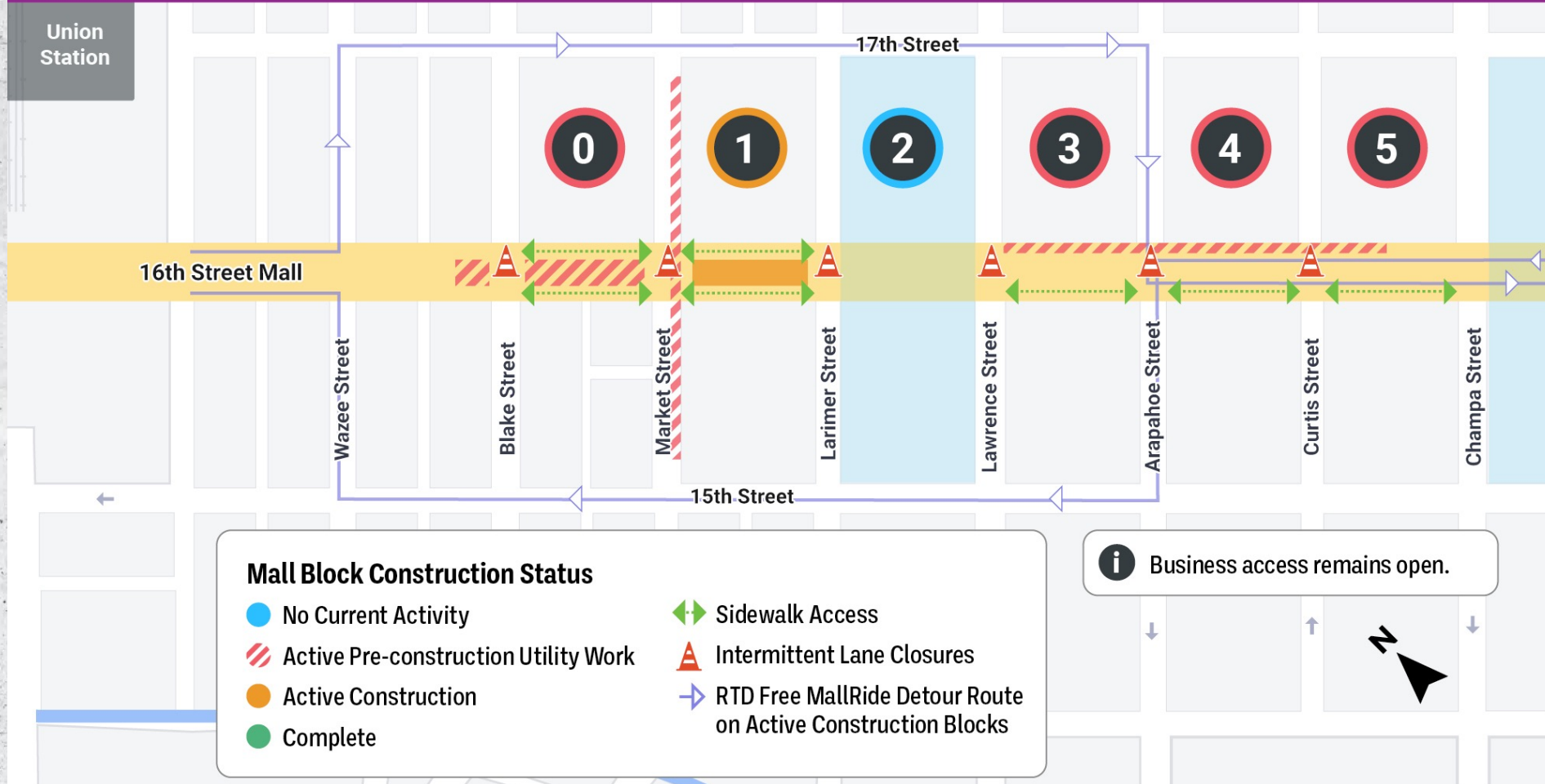
- No Current Activity
- Active Construction
- Active Pre-construction Utility Work
- Complete
- ➔ RTD Free MallRide Detour Route on Active Construction Blocks

**i** Blocks 0-13 on this map reflect the order of construction for the 16th Street Mall Project.

Construction work and schedules are weather dependent and subject to change.

# April 2022

## 16TH STREET MALL CONSTRUCTION UPDATE MAP



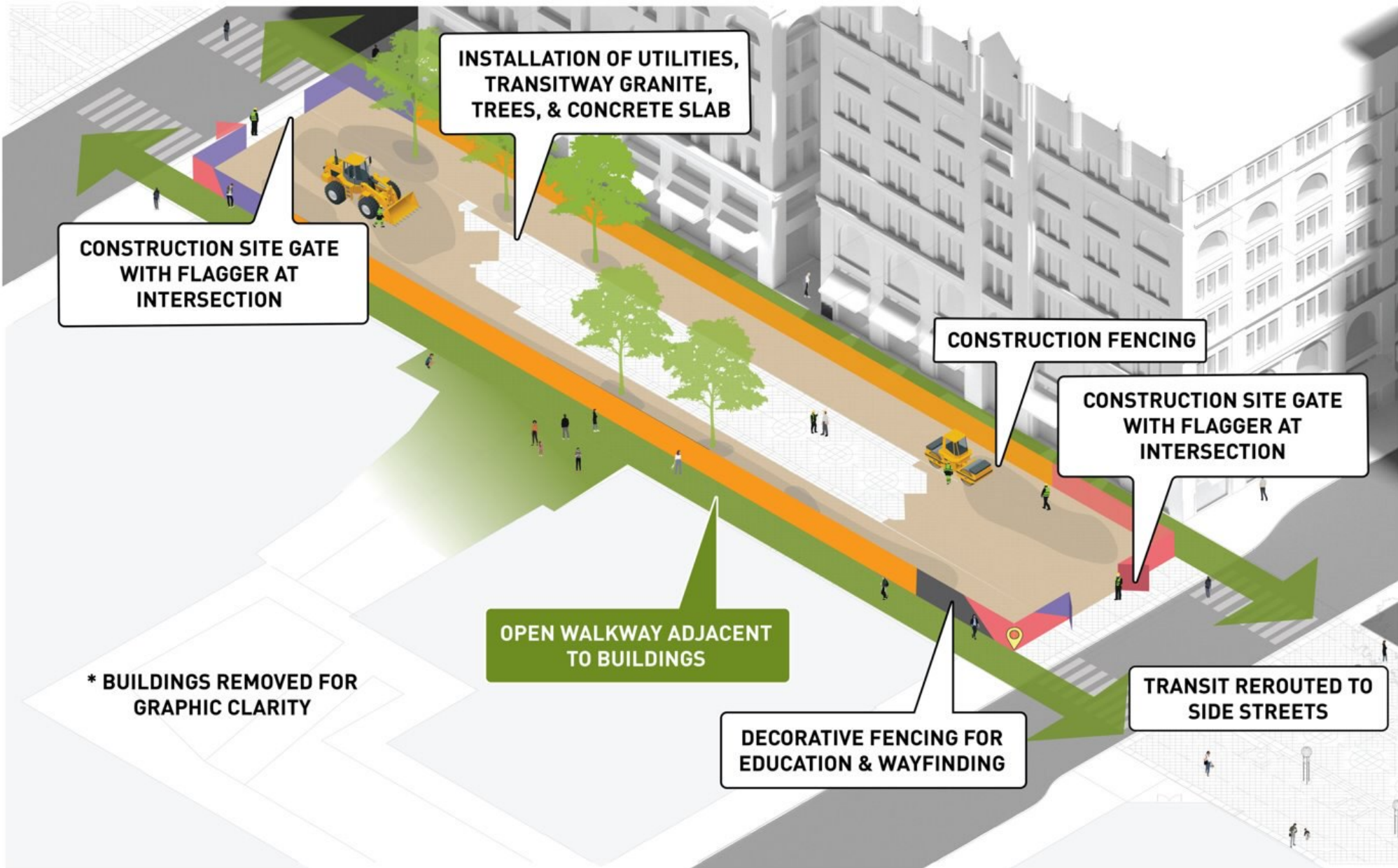
# Construction Schedule

## Block

## Estimated Construction Start Date for Blocks 1-6

Block 1 – Market to Larimer	April 2022
Block 2 — Larimer to Lawrence	Spring 2022
Block 3 — Lawrence to Arapahoe	Early summer 2022
Block 4 – Arapahoe to Curtis	Summer 2022
Block 5 — Curtis to Champa	Late summer 2022
Block 6 — Champa to Stout	Early fall 2022

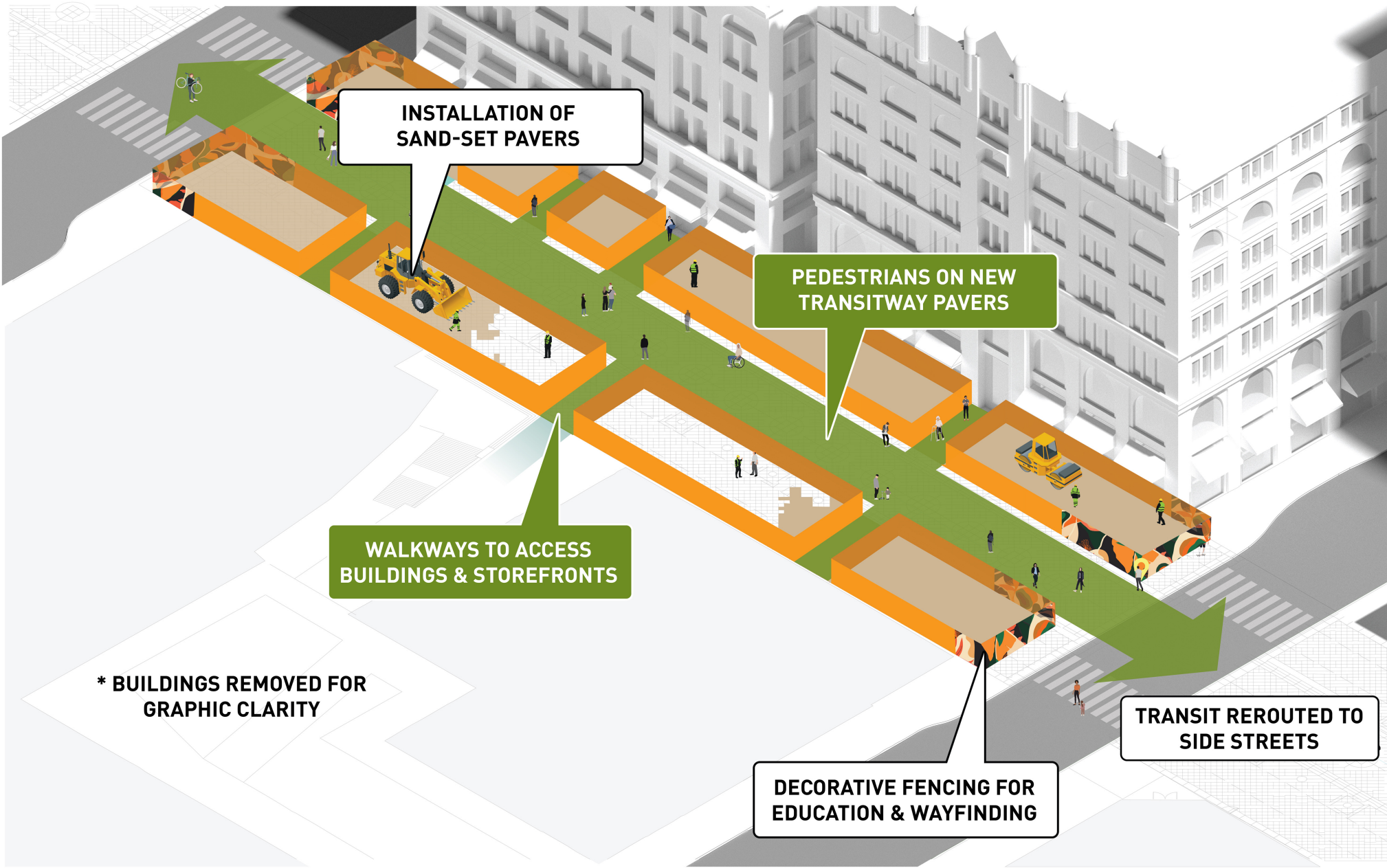
Stay  
tuned  
for  
updates  
on  
Blocks  
7-13



# Phase 1, Block 1

April 2022-  
May/June  
2023

13-14  
months

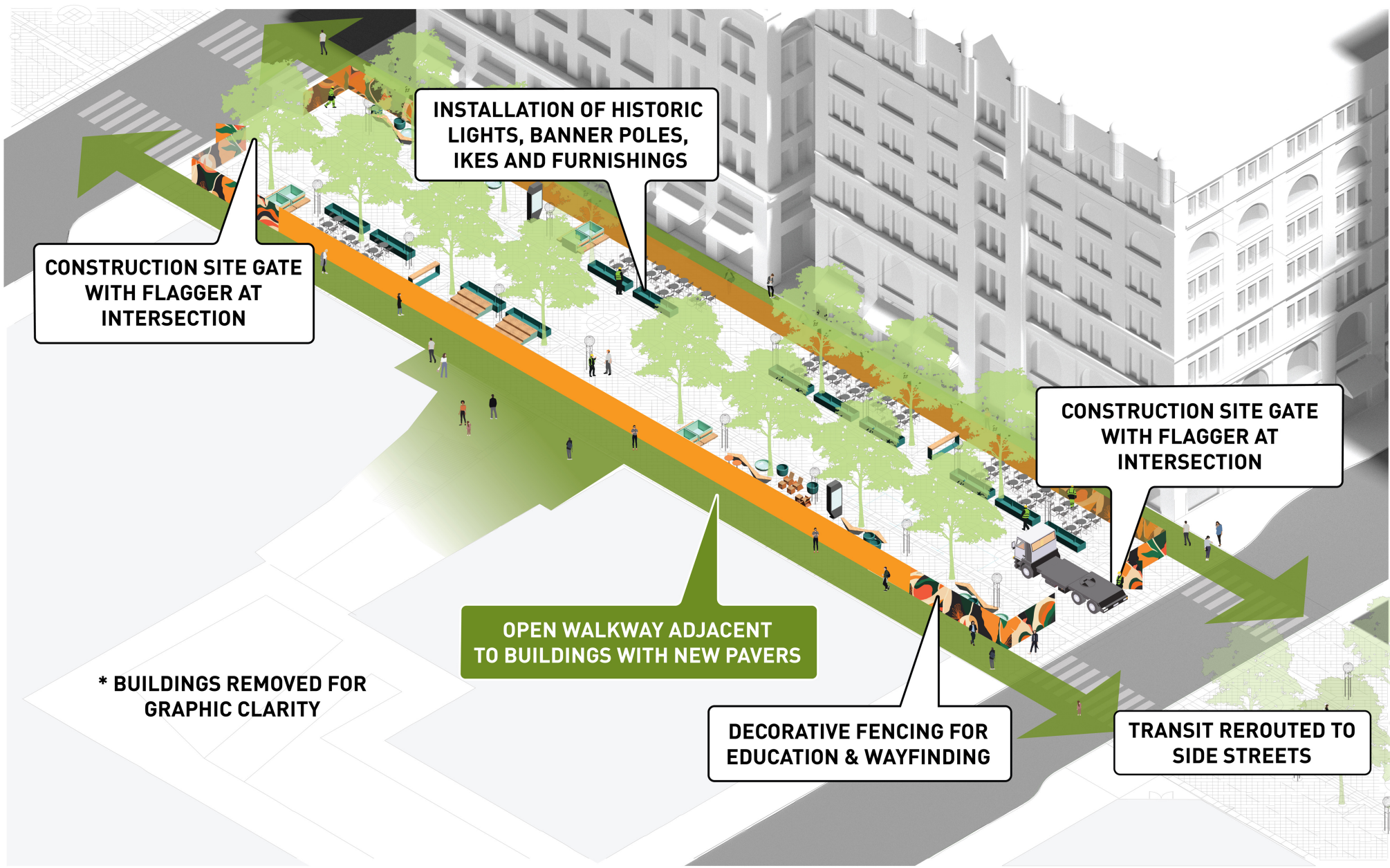


# Phase 2, Block 1

Summer  
2023

2-3 months





**INSTALLATION OF HISTORIC LIGHTS, BANNER POLES, IKES AND FURNISHINGS**

**CONSTRUCTION SITE GATE WITH FLAGGER AT INTERSECTION**

**CONSTRUCTION SITE GATE WITH FLAGGER AT INTERSECTION**

**OPEN WALKWAY ADJACENT TO BUILDINGS WITH NEW PAVERS**

**DECORATIVE FENCING FOR EDUCATION & WAYFINDING**

**TRANSIT REROUTED TO SIDE STREETS**

**\* BUILDINGS REMOVED FOR GRAPHIC CLARITY**

*Phase 3,  
Block 1*

Fall 2023

1-2 months





# *Active Pre-Construction Utility Work*

- **Market Street Gas Line**
  - Timeline: Work continues through late March
  - Impacts: Intermittent single-lane closures on Market Street between 15th and 17th streets

# *Active Pre-Construction Utility Work*

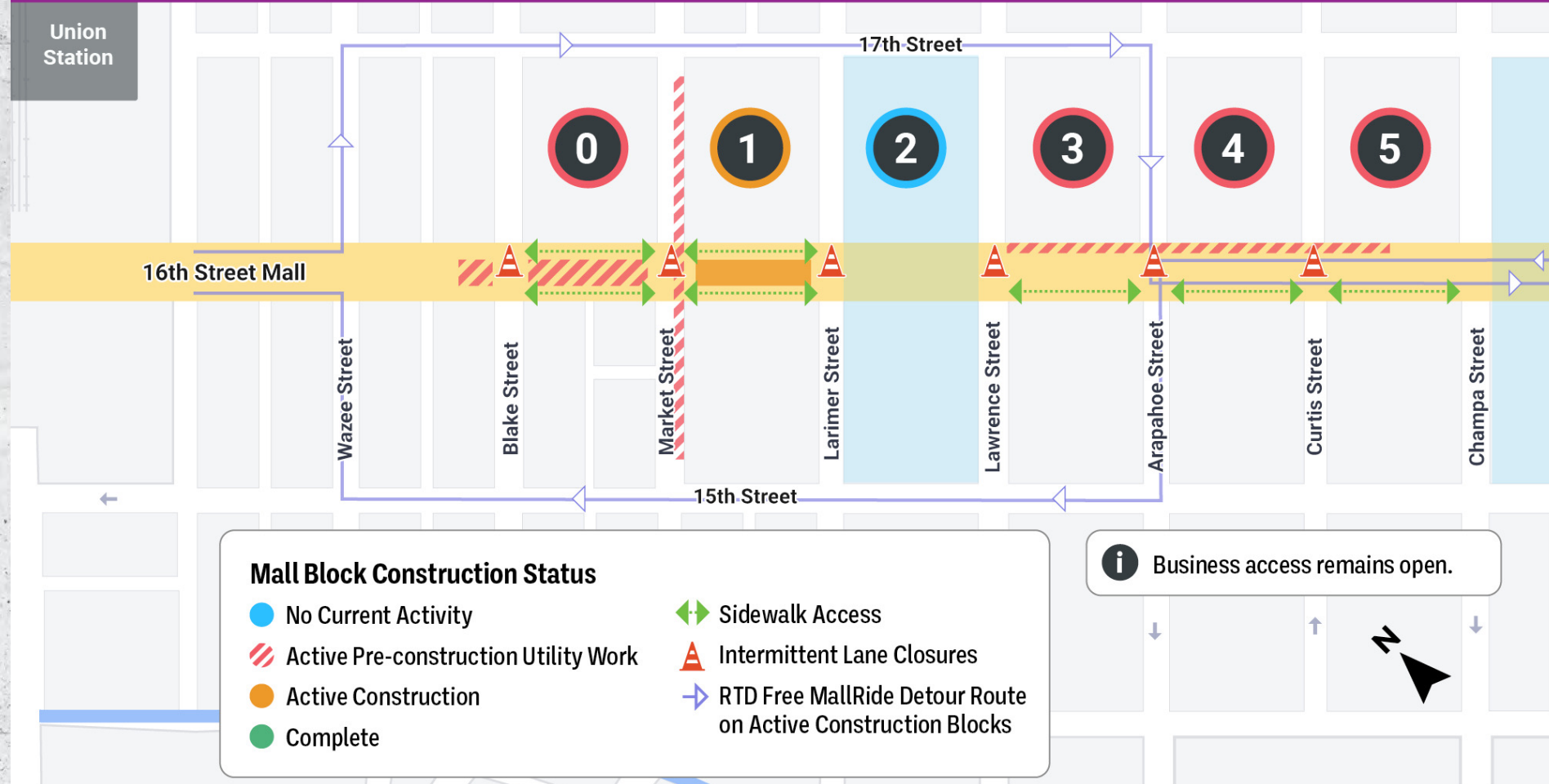
- **Xcel Network line – Lawrence to Champa streets**
  - Timeline: March through early summer 2022
  - Impacts: westbound transit lane closure and partial sidewalk closure on 16th; RTD Free MallRide maintained, flaggers present to direct buses as needed; intermittent single-lane closures on Lawrence, Arapahoe and Curtis streets as the work progresses

# *Active Pre-Construction Utility Work*

- **Denver Water line – Blake to Market streets**
  - Timeline: mid-April through early summer
  - Lane closures will be required in the transitway and on Blake Street near the 16th Street Mall intersection; RTD's Free Mall Ride will be detoured to 15th and 17th streets.

# April 2022

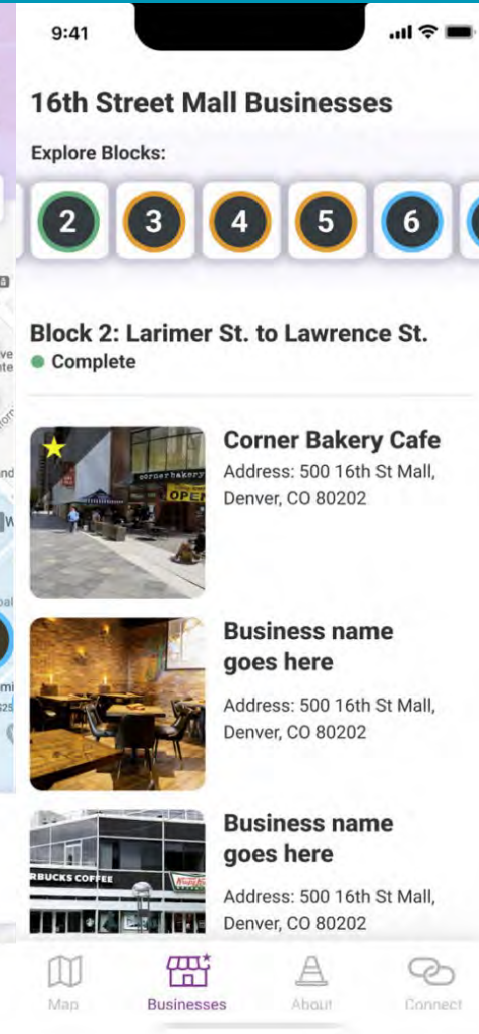
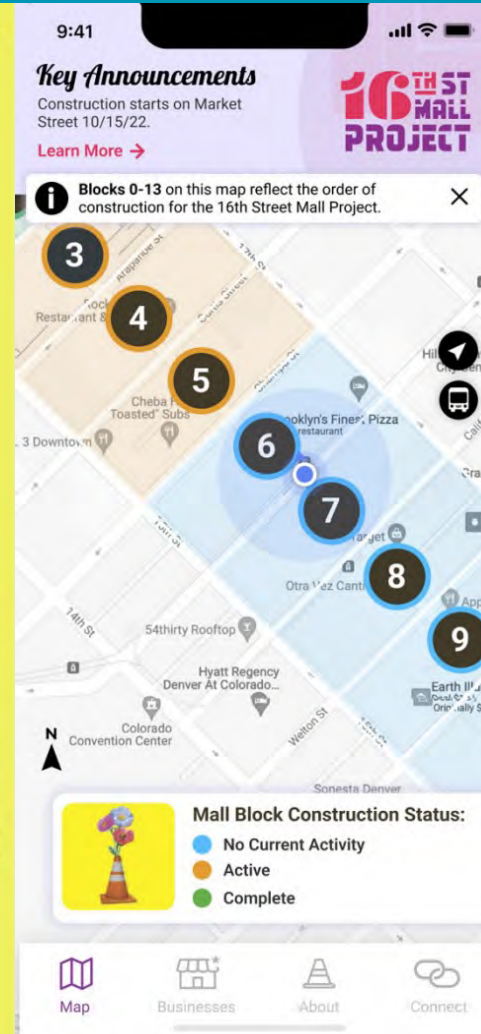
## 16TH STREET MALL CONSTRUCTION UPDATE MAP



Q&A

*Preview -  
Communication Tools*

# Mobile Phone Application



# ENDCAPS | Block 1

# Wayfinding

LEFT SIDE OF BLOCK

MARKET TO LARIMER

RIGHT SIDE OF BLOCK

Spread good construction vibes.

Go Denver Go!

**16<sup>TH</sup> ST MALL PROJECT**

Sidewalk

This way!

Thompson Denver  
 Chez Maggy  
 Christian Science Reading Room

RTD Free MallRide operating on 15th and 17th streets

Download the new 16th Street Mall Project App today for the latest construction updates! Connect with the project team by visiting [denvergo.org/16thStreetMall](http://denvergo.org/16thStreetMall) or call 855-816-MALL (6255).

**16<sup>TH</sup> ST MALL PROJECT**

Front

This way!

Panera Bread  
 Dragonfly Noodle

RTD Free MallRide operating on 15th and 17th streets

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**16<sup>TH</sup> ST MALL PROJECT**

Front

Making it great,  
 one piece at a time.

**16<sup>TH</sup> ST MALL PROJECT**

Go Denver Go!

Sidewalk

LEFT SIDE OF BLOCK

LARIMER TO MARKET

RIGHT SIDE OF BLOCK

Making it great,  
 one piece at a time.

**16<sup>TH</sup> ST MALL PROJECT**

Go Denver Go!

Sidewalk

This way!

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 Panera Bread

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 Chez Maggy  
 Thompson Denver

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**16<sup>TH</sup> ST MALL PROJECT**

Front

Spread good construction vibes.

Go Denver Go!

**16<sup>TH</sup> ST MALL PROJECT**

Sidewalk



# Wayfinding

**BLOCK 1** | Market to Larimer



LEFT SIDE OF BLOCK



*This way!*



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App Promotion and Contact Info (enlarged view)



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**Thompson Denver  
Chez Maggy  
Christian Science Reading Room**

**RTD Free MallRide operating on 15th and 17th streets**

**16<sup>TH</sup> ST MALL  
PROJECT**



Front

Please note that the QR code does not work at this time.

# Wayfinding

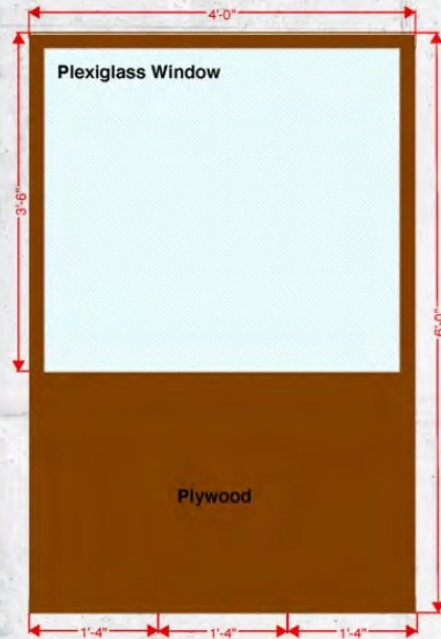


Left side of gate

Right side of gate

# Wayfinding

## WINDOW | Side B



# Paver Preview

Please note that the QR code does not work at this time.

*Making it great,  
one piece at a time.*

This is a preview of the new granite pavers and curbless design for the 16th Street Mall Project. Scan this QR code to access both an overview and details related to this display.

Para acceder esta información en español por favor escanee el código.



**16<sup>TH</sup> ST  
MALL  
PROJECT**

*Go Denver Go!*

Connect with the project team by visiting [denvergov.org/16thStreetMall](https://denvergov.org/16thStreetMall) or calling 855-816-MALL (6255).

Please use caution when interacting with the paver preview.

**16<sup>TH</sup> ST MALL  
PROJECT**

# Mailer

*Say hello to a sweeter 16.*

Denver's 16th Street Mall Project to begin construction as soon as April 2022



PRST STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM RETAIL

Local  
Postal Customer



Great cities never stand still. We think to the future. That mindset inspires us to take on large endeavors that benefit the people who live, work and visit the Mile High City. The 16th Street Mall Project builds on nearly a decade of planning and community input to inform how we reconstruct and revitalize the Mall from Market Street to Broadway.

The investment will:

- ✓ Improve safety, mobility and accessibility
- ✓ Address deteriorating infrastructure
- ✓ Create more space for people to lounge, work, shop and play

Construction is expected to begin in April 2022 and continue through late 2024. Work will begin on the 16th Street Mall between Market and Larimer streets and progress toward Broadway. For more information, visit [denvergov.org/16thStreetMall](https://denvergov.org/16thStreetMall).



*Join the project team to learn more*



**16<sup>TH</sup> ST MALL PROJECT**

*Go Denver Go!*

### VIRTUAL OPEN HOUSE

Join the project team for a virtual open house and learn more about construction and what to expect:

Tuesday, March 15, 2022

5:30 - 7 p.m.

<https://bit.ly/16thStreetMallOpenHouse>

To submit a question ahead of the meeting, please email [16thStreetMall@denvergov.org](mailto:16thStreetMall@denvergov.org).

### IN-PERSON PAVER PREVIEW

Join us at the Paver Preview to see the new granite pavers and curbless design:

Wednesday, March 16, 2022

5:30 - 6:30 p.m.

The Outer Space  
16th and Welton streets

Connect with the project team or learn more.

Stay up-to-date, submit a question or learn more about the project by visiting [denvergov.org/16thStreetMall](https://denvergov.org/16thStreetMall) or call the telephone hotline at **(855) 816-MALL**.

Para solicitudes de traducción al español, por favor contacte [16thStreetMall@denvergov.org](mailto:16thStreetMall@denvergov.org).

For those who cannot attend the virtual open house or paver preview, visit [denvergov.org/16thStreetMall](https://denvergov.org/16thStreetMall) for more information.

For sign language services, contact [SignLanguageServices@denvergov.org](mailto:SignLanguageServices@denvergov.org) at least three business days ahead of the meeting. For other public accommodation requests/concerns, contact [DisabilityAccess@denvergov.org](mailto:DisabilityAccess@denvergov.org).



Download the new 16th Street Mall Project App today for the latest construction updates!

Please note that the QR code does not work at this time.



# Fact Sheet

*The Future of the 16th Street Mall is Coming Soon*



**16<sup>TH</sup> ST MALL PROJECT**  
*Go Denver Go!*

**FACT SHEET**

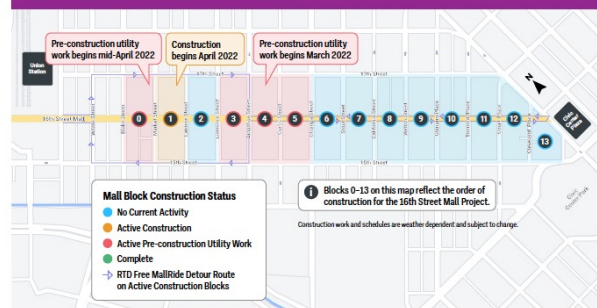
Great cities never stand still. We think to the future. That mindset inspires us to take on large endeavors that benefit the people who live, work and visit the Mile High City. The 16th Street Mall Project is our past, present and future. It is the backbone of our City, our version of a Main Street and the catalyst for a great future ahead. The 16th Street Mall Project builds on nearly a decade of planning and community input to inform how we reconstruct and revitalize the Mall from Market Street to Broadway.

This investment will improve safety and mobility, address deteriorating infrastructure and create more opportunities for leisure, commerce, entertainment and tourism so people from near or far can enjoy the Mall as a vibrant community gathering place for years to come. Construction is expected to begin in April 2022 and continue through late 2024.

**THE PROJECT WILL INCLUDE:**

- Installing a new granite paver system with improved surface friction and drainage;
- Planting more trees on both sides of the mall and expanding sidewalks to create more space for people to lounge, work and play;
- Moving transit lanes to the center or offset-center of each block; and
- Maintaining the free MallRide service and increasing safety and mobility for all users.

**16TH STREET MALL CONSTRUCTION UPDATE MAP**



16th Street Mall construction begins at Market Street and moves toward Broadway. Work starts on the block between Market and Larimer streets and progresses to the next adjacent block approximately four-eight weeks later.

Each block will be under construction for approximately 18 months and be constructed in three phases:

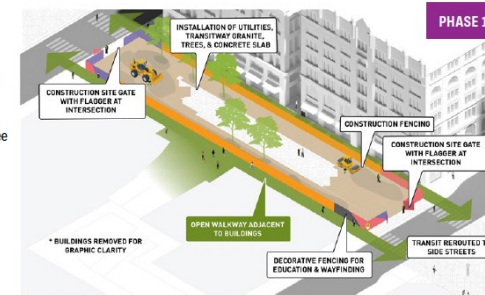
- **PHASE 1** will include work in the center of the Mall on each block and will last 12-13 months;
- **PHASE 2** will include work adjacent to the buildings, lasting 3-4 months; and
- **PHASE 3** will complete final finishes in the center of the Mall for about the last month.

**PHASE 1 OF CONSTRUCTION FROM MARKET TO LARIMER STREETS**

Activities will include demolishing and removing existing Mall infrastructure, upgrading utilities, and installing granite pavers, trees and lights.

**WHAT TO EXPECT:**

- Construction begins in the center transitway area;
- Pedestrian walkways and access to storefronts will be maintained on both sides of the Mall, but walkways will be narrower;
- 10 feet will be maintained on the south side of the 16th Street Mall. On the north side, tree planting will limit some areas to 5 feet.
- Construction fencing will surround the work site and have signs to direct people traveling on the Mall;
- Gates and flaggers will be on-site at intersections to direct construction and pedestrian traffic as needed; and
- All businesses will remain accessible.



For more information on Phases 2 and 3, which we anticipate to commence in 2023, visit [denvergov.org/16thStreetMall](https://denvergov.org/16thStreetMall).

**PRE-CONSTRUCTION UTILITY WORK**

Pre-construction utility work is expected on 16th Street Mall from Blake to Market streets and from Lawrence to Champa streets. For more information, visit [denvergov.org/16thStreetMall](https://denvergov.org/16thStreetMall).

**RTD BUS ROUTES**

RTD's Free MallRide will be temporarily rerouted to 15th and 17th streets until work is complete in late 2024. For more information on RTD's Free MallRide detours, visit [rtd-denver.com/app/alerts](https://rtd-denver.com/app/alerts).



Construction work and schedules are weather dependent and subject to change. For updated information, visit our website at [denvergov.org/16thStreetMall](https://denvergov.org/16thStreetMall).

CONNECT WITH THE PROJECT TEAM OR LEARN MORE  
[denvergov.org/16thStreetMall](https://denvergov.org/16thStreetMall) | (855) 816-MALL (6255)

Download the new 16th Street Mall Project App today for the latest construction updates!



Q&A

# *Business Support Roundtables*



# *Business Roundtables – Nov. 2021*

## Met with:

- Retail/Restaurant
- Hospitality/Tourism
- Property Owners

## Key takeaways:

- Assist with wayfinding/provide abundant directional signage
- Overcommunicate information re: construction and closures
- Provide marketing materials
- Increase security
- Advertise businesses are open in the media

# *Business Roundtables – Feb. 2022*

## Hospitality/Tourism

- Challenge will be noise/vibration (day sleepers, subterranean event space)
- Want city/DDP to invest in maintaining positive programming: events, promotions, activations, music. Not just in LoDO, i.e., outside of ACZ
- Want detailed construction schedule, frequent updates, email best
- Concerned with impact on group travel, need to maintain Mall Ride

## Retail/Restaurant

- Concerned with perception: is focus of PR on construction or businesses?
- Drop in sales is inevitable – put money toward incentives, sales
- Consider timing – inventory planning is 8-11 months in advance

# *Business Support*

## **Thriving in the Construction Zone Toolkit (mid-April)**

- Self-assessment tool to identify needs
- Access to free technical assistance resources
- Additional tips and planning for construction

## **Mitigation Grants – reduce impacts (mid-May)**

## **Stabilization Grants – offset losses (estimated mid-Summer)**


Support rollout follows construction timing (by block)

Q&A

# *Next Steps*

- Construction starting in April
- Public paver preview – TBD, stay tuned
  - Check the website for updates
- Virtual open house – tonight 5:30 to 7 p.m.

# Ways to connect

- Information Line: 855-816-MALL
- Email: [16thStreetMall@denvergov.org](mailto:16thStreetMall@denvergov.org)
- Website: [denvergov.org/16thStreetMall](http://denvergov.org/16thStreetMall)
- Mobile App:  16th St Mall Project

*Thank you  
for attending!*