

Denver City Council
Land Use, Transportation & Infrastructure Committee
October 10, 2017

-THE-
OUTDOOR
DOWNTOWN

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



DENVER
PARKS & RECREATION

&



DOWNTOWN DENVER
PARTNERSHIP, INC.

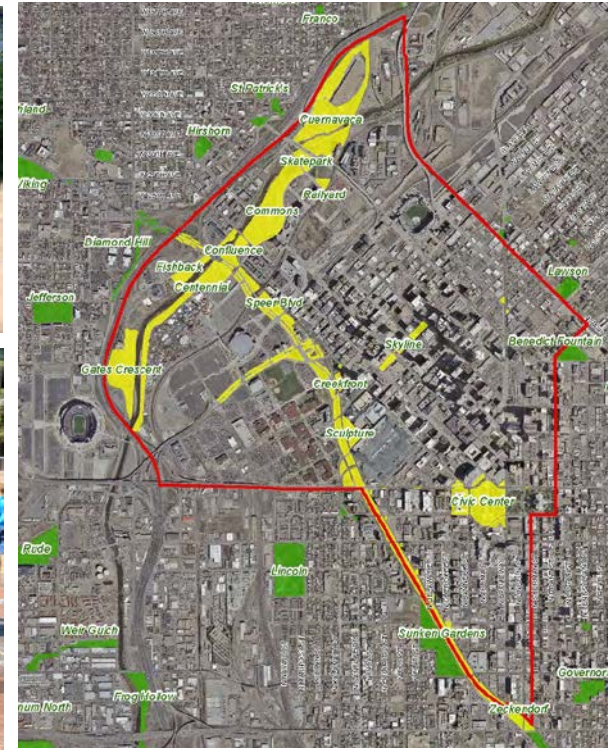
-THE- OUTDOOR DOWNTOWN

THE FUTURE OF
DENVER'S
PARKS AND
PUBLIC SPACES

City Building Denver's Frontyard



CITY BUILDING Denver's Frontyard

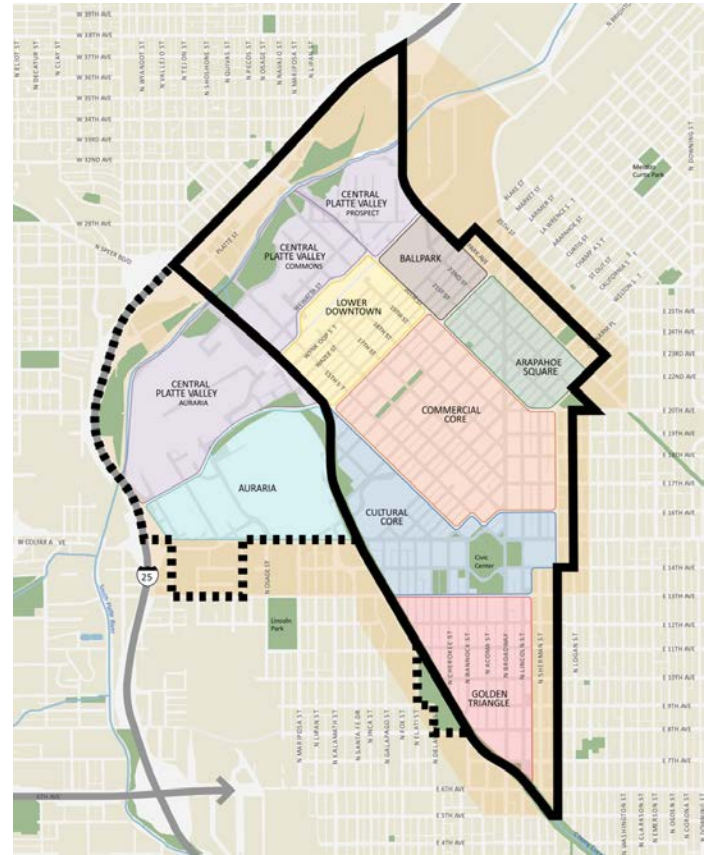


CITY BUILDING Denver's Frontyard



Investing in Parks and Public Spaces will promote the Downtown Area Plan's Vision Elements; and create an economically healthy, growing and vital downtown

The **Outdoor Downtown** provides a strategic framework and implementation plan to guide the development of parks and public spaces across eight neighborhoods in Downtown Denver over the next 20 years

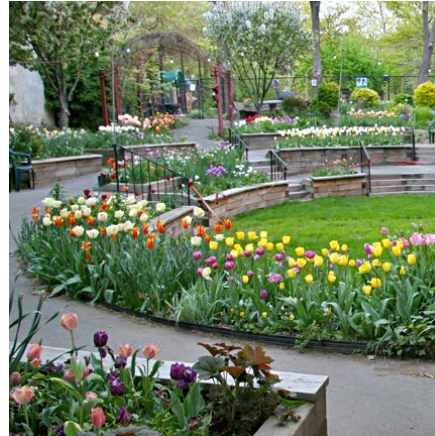


WHY PLAN? Livable, Healthy Downtown

Improve physical and mental well-being



Beautify downtown's landscape



Create social, recreational and cultural experiences

Create a distinctive and vibrant downtown



Attract and Retain residents, jobs and tourism



WHY PLAN? Economic Opportunities

Attract New Business | Klyde Warren Park (Dallas)
\$1B in residential/commercial development



Attract New Developers | High Line (NYC)
\$4B in residential/commercial development



Generate Tourism | Governors Island Park – New York



Save Residents Money – Reduced Healthcare Costs



Generate Tax Revenue | Shake Shack – Madison Square Park



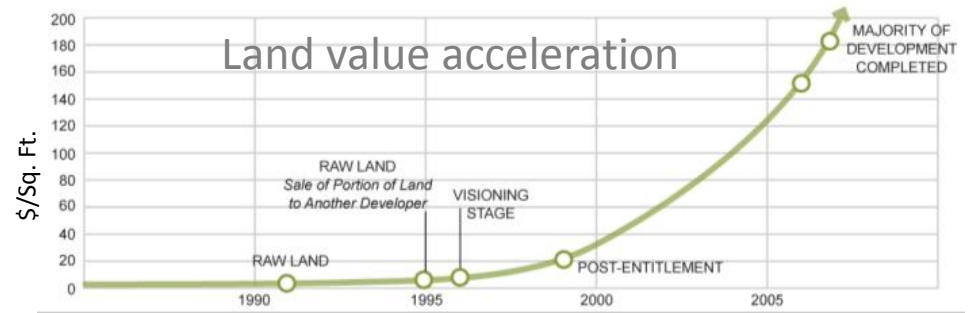
WHY PLAN? Economic Benefits

- Parks Improve Property Values

Commons Park | Central Platte Valley



Riverfront Neighborhood & Union Station



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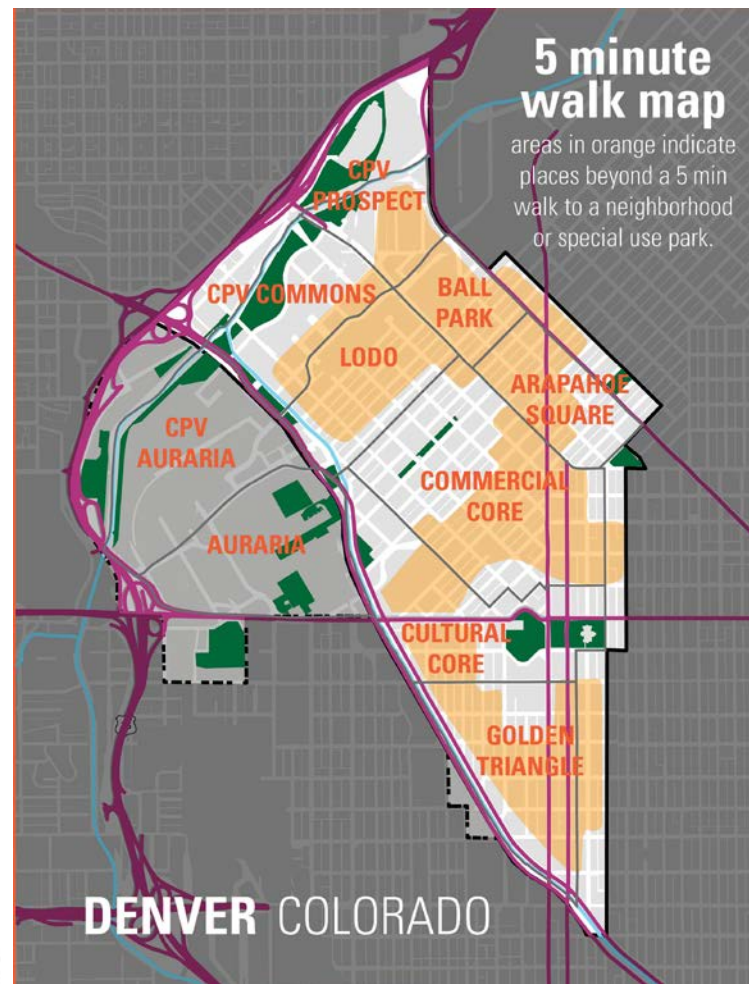
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Why Plan? Current State

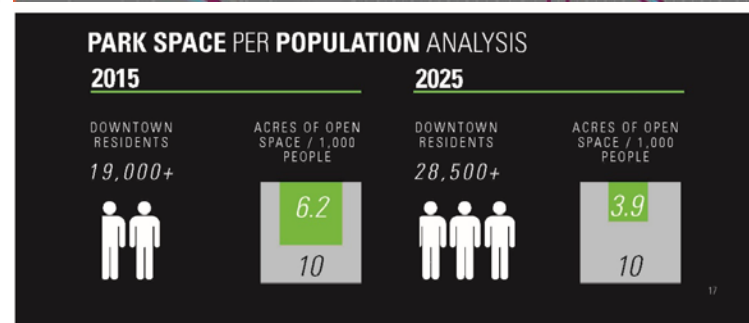


WHY PLAN? Growing Population

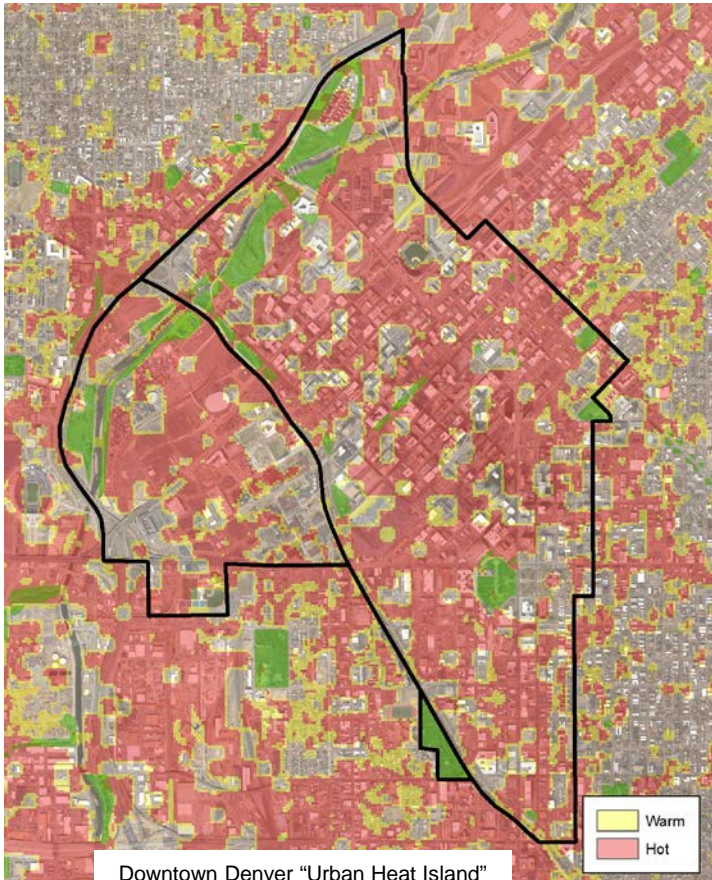
- Downtown Denver is experiencing **unprecedented population growth**, and evolving into the next great neighborhood
- Downtown's existing parks and public spaces are not meeting social, recreational and cultural needs
- 43.7% of the Downtown study area is a **park desert** with no neighborhood or special use parks within a five minute walk.
- **Rising acquisition costs** as Downtown develops and densifies
- **Development policies** do not require contributions to parks and public spaces.
- **PLAN FOR A 24/7, LIVABLE AND HEALTHY DOWNTOWN**



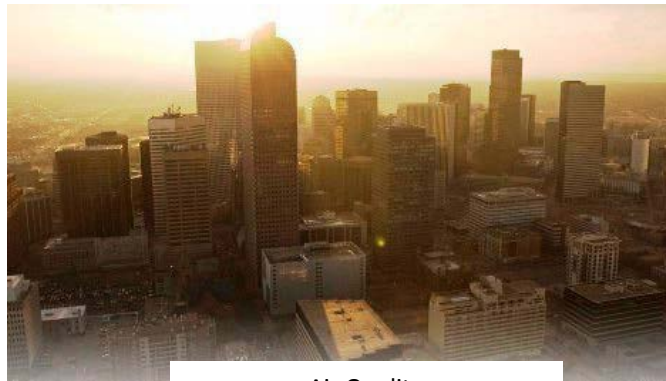
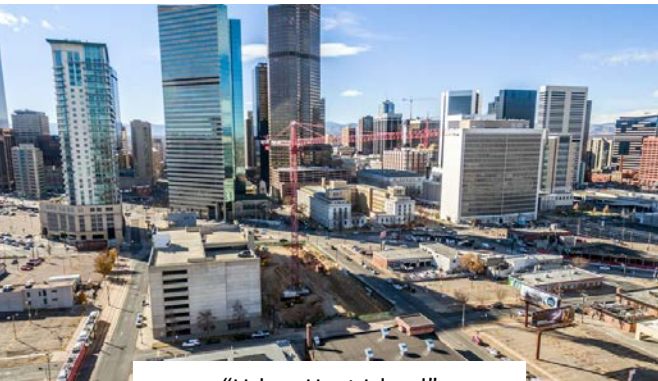
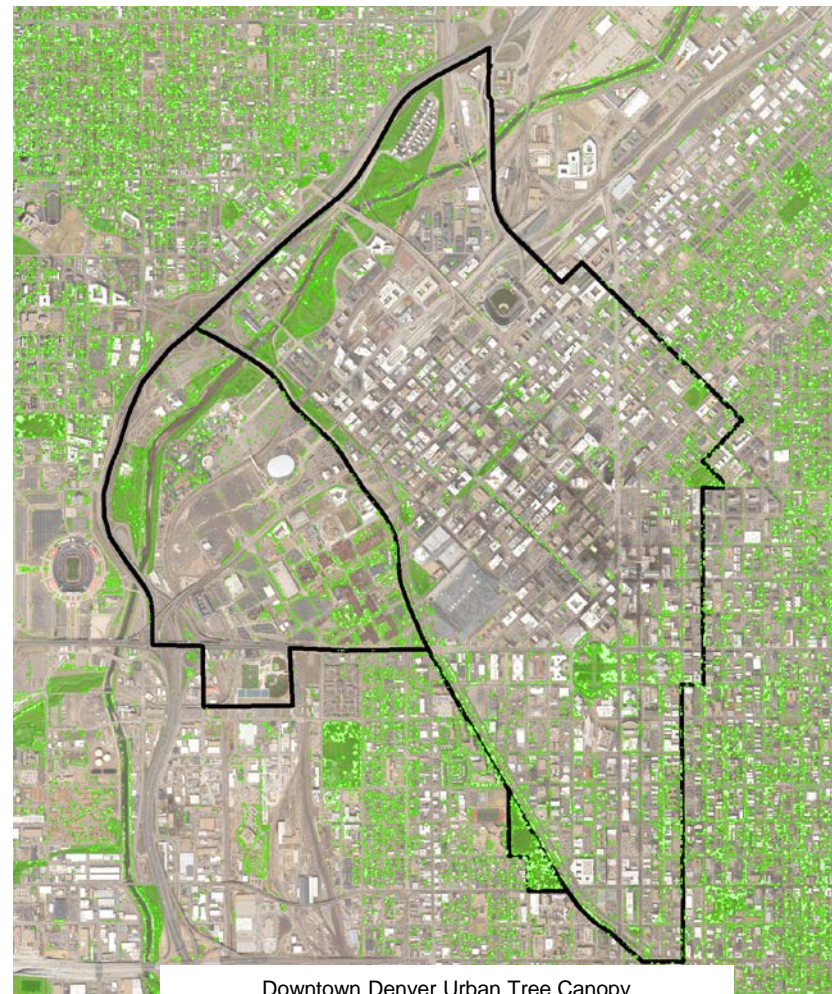
Downtown Denver's Expanding Residential Population



WHY PLAN? Environmental



When measured against 20 other American cities, downtown Denver ranked the lowest for urban tree canopy with 4% coverage. Parks & Recreation's stated goal is 10%



-THE- OUTDOOR DOWNTOWN

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Why Plan?

To be a 21st Century
World Class City



WHY PLAN? World Class Cities...Globally Inspired

Because Denver wants to be a **world class** city.
And **world class** cities invest in **world class** places.



WHY PLAN? World Class Cities...Globally Inspired

World Class Cities
Invest in World
Class Places



Portland



San Francisco



WHY PLAN? World Class Cities

World Class Cities are Innovative...

Creating and Activating Places



New York



Copenhagen



New York



Los Angeles

WHY PLAN? World Class Cities

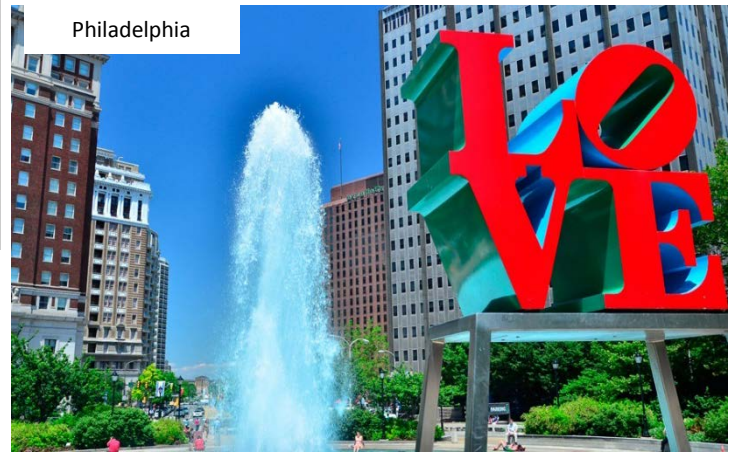
New York



Seattle



Philadelphia



World Class Cities...
Create Iconic Places

Chicago

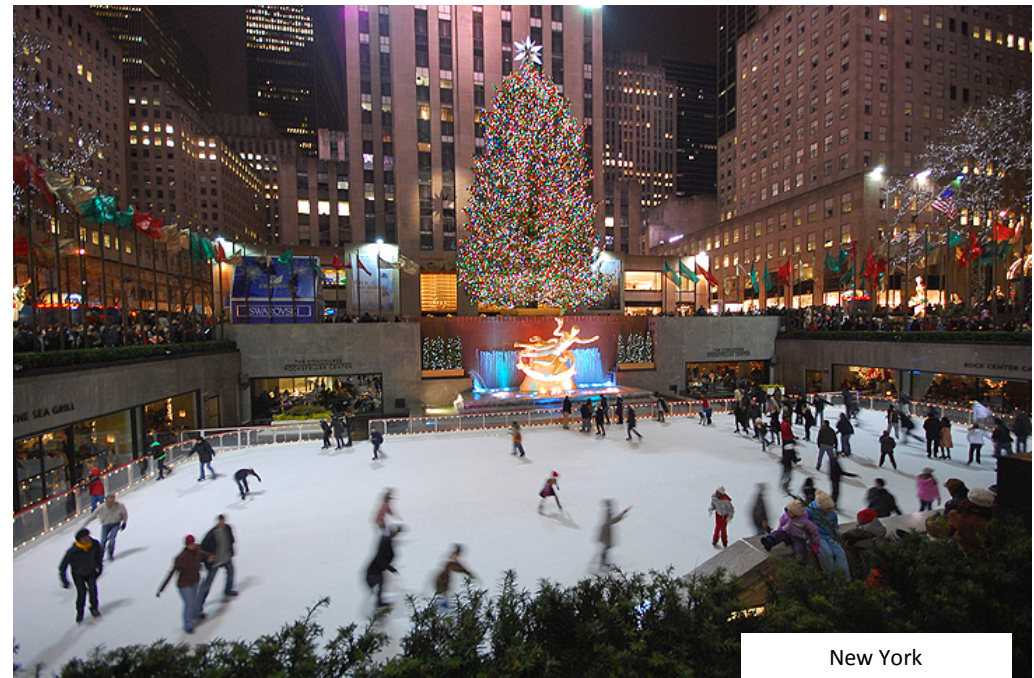


WHY PLAN? World Class Cities



World Class Cities...

Celebrate Arts and Culture



WHY PLAN? World Class Cities

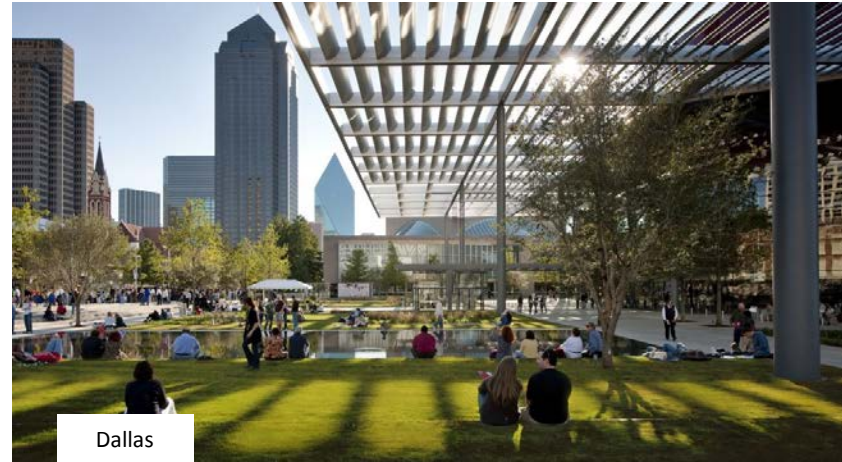
- Improve quality of life
- Sustain an economically vibrant downtown
- Compete with other cities



San Francisco



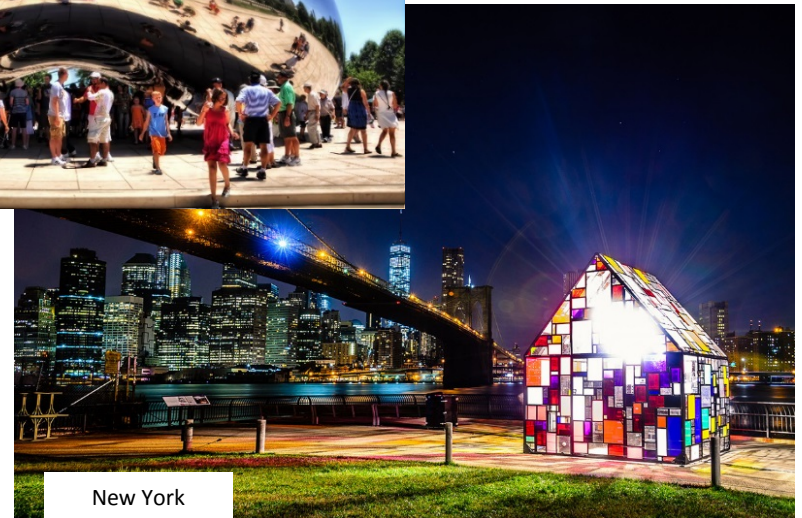
Chicago



Dallas



Indianapolis



New York

-THE- OUTDOOR DOWNTOWN

THE FUTURE OF
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Community-Driven A Plan Powered by People



WHY PLAN? Community-Driven



22 **POP-UP** EVENTS



70 **RNO'S & HOA'S**
CONSULTED



3,800+
SURVEYS
COMPLETED



10 EXPERT **ROUNDTABLES**



3 **PUBLIC** MEETINGS,
OVER 300 **ATTENDEES**



DOWNTOWN STAKEHOLDERS

19,900 RESIDENTS

+120,000 EMPLOYEES

+1.6M VISITORS

+55,000 STUDENTS



WHY PLAN? Key Findings

THE TAKEAWAY

- Denver wants safe, distinctive, accessible, vibrant, flexible & comfortable public spaces.
- Denver wants a **THRIVING** downtown

WHAT WE'VE HEARD & LEARNED...

- HIGHER LEVEL OF MAINTENANCE
- HIGHER LEVEL OF SAFETY AND COMFORT
- INCREASED BASIC AMENITIES
- CELEBRATE ARTS AND CULTURE
- EVERYDAY ACTIVATION – SOCIAL, RECREATIONAL
- GROW URBAN FOREST
- NEW PARKS AND PUBLIC SPACES
- ICONIC PROJECTS





THE FUTURE OF
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Recommendations

A Plan in Motion



TOP TEN RECOMMENDATIONS



#1

UPGRADE & INCREASE ACCESS TO **BASIC AMENITIES.**



#2

CREATE A DOWNTOWN **MAINTENANCE AREA.**



#3

IMPROVE SAFETY DOWNTOWN & BOLSTER **SECURITY.**



#4

INCREASE EVERYDAY **ACTIVATION.**



#5

BUILD **NEW PARKS** DOWNTOWN.



#6

IMPLEMENT FOUR **ICONIC PROJECTS.**



#7

GROW OUR **URBAN FOREST.**



#8

DIVERSIFY **FOOD & BEVERAGE** OPTIONS.



#9

ENGAGE THE **PUBLIC &** INCREASE **STEWARDSHIP.**



#10

CREATE **FUNDING & GOVERNANCE** TASK FORCE.

TOP TEN UPGRADE BASIC AMENITIES



Rank your top three priorities for basic amenities.



Provide a **mix of amenities** and infrastructure in all Downtown parks to support daily and year-round use for the greatest possible cross-section of users. For example, playgrounds, game tables, fountains, dog runs, rest rooms, enhanced planting areas, trees, lawn areas, shade, hardscaped plazas, and site furnishings.



TOP TEN DOWNTOWN MAINTENANCE SERVICE AREA



#2

CREATE A DOWNTOWN MAINTENANCE SERVICE AREA.

Form a **downtown maintenance service area** with Denver Parks and Recreation to better respond to the intensity of uses in an urban setting and to address the specific maintenance needs of Downtown.



Yearly Maintenance Budget Per Square Foot of Park Space 2014 Data

32¢ DENVER

69¢ SAN FRANCISCO

75¢ CHICAGO

\$2.60 SEATTLE

TOP TEN IMPROVE SAFETY



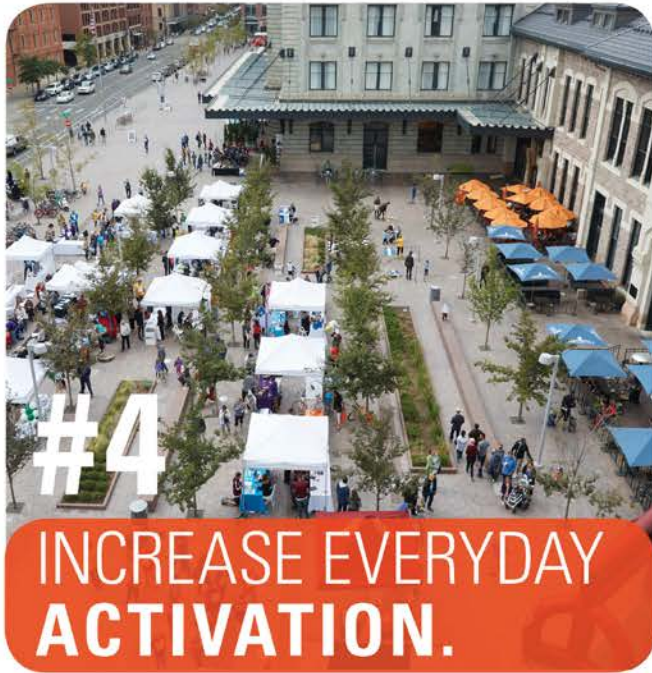
IMPROVE SAFETY DOWNTOWN
& BOLSTER **SECURITY.**

Increase **dedicated uniformed presence** downtown and invest in security infrastructure, such as enhanced lighting and security cameras.



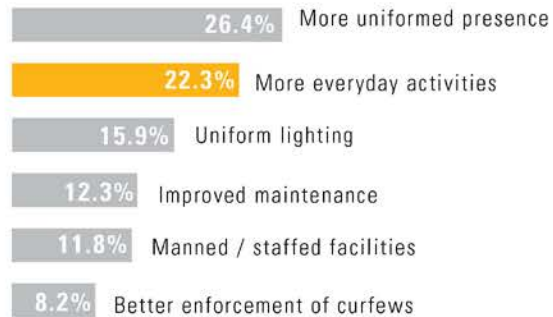
3 out of 5 online survey respondents reported that they **avoid downtown outdoor spaces** because they feel uncomfortable.

TOP TEN EVERYDAY ACTIVATION



- Fund downtown focused **recreation planner**
- Develop and implement flexible policies and programs to enable **everyday activation** including pilot, demonstration or temporary projects

What would make you feel safer [in Downtown Denver parks & public spaces]?



TOP TEN NEW PARKS



43.7% of the Downtown study area is a **park desert** with no neighborhood or special use parks within a five minute walk.

Identify locations, acquire and develop **new park and public space** to address service gaps across Downtown, including Golden Triangle, Arapahoe Square, and the Central Business District.



TOP TEN FOUR ICONIC PROJECTS



Implement **four iconic projects** to bring world class public space to Denver.

- Arts & Culture Park
- Large Gathering Space
- Bike & Pedestrian Trail
- Children's Playground

* Public approval rates shown in pie charts



TOP TEN URBAN FOREST

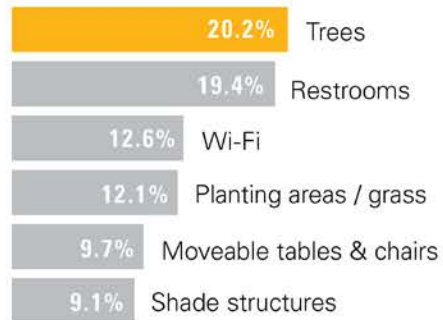


Pursue funding for Downtown **tree maintenance**.

Complete **shade and canopy** coverage master plan.

Retrofit 50 conventional **tree pits** annually for 10 years.

Rank your top three priorities for basic amenities.



TOP TEN FOOD & BEVERAGE



Identify locations and provide a variety of authentic **food and beverage** choices in Downtown parks and public spaces.



TOP TEN PUBLIC ENGAGEMENT & STEWARDSHIP



#9

ENGAGE THE **PUBLIC** &
INCREASE **STEWARDSHIP.**

Form a publicly and privately funded advocacy organization to help engage citizens in the **stewardship** of our Downtown parks and public spaces through outreach activities, a “front yard” awareness campaign, public service events, and multigenerational engagement.



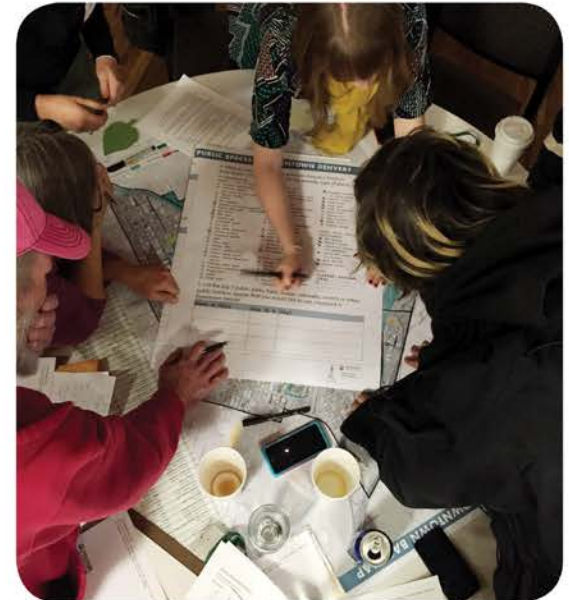
NEW YORK, NY



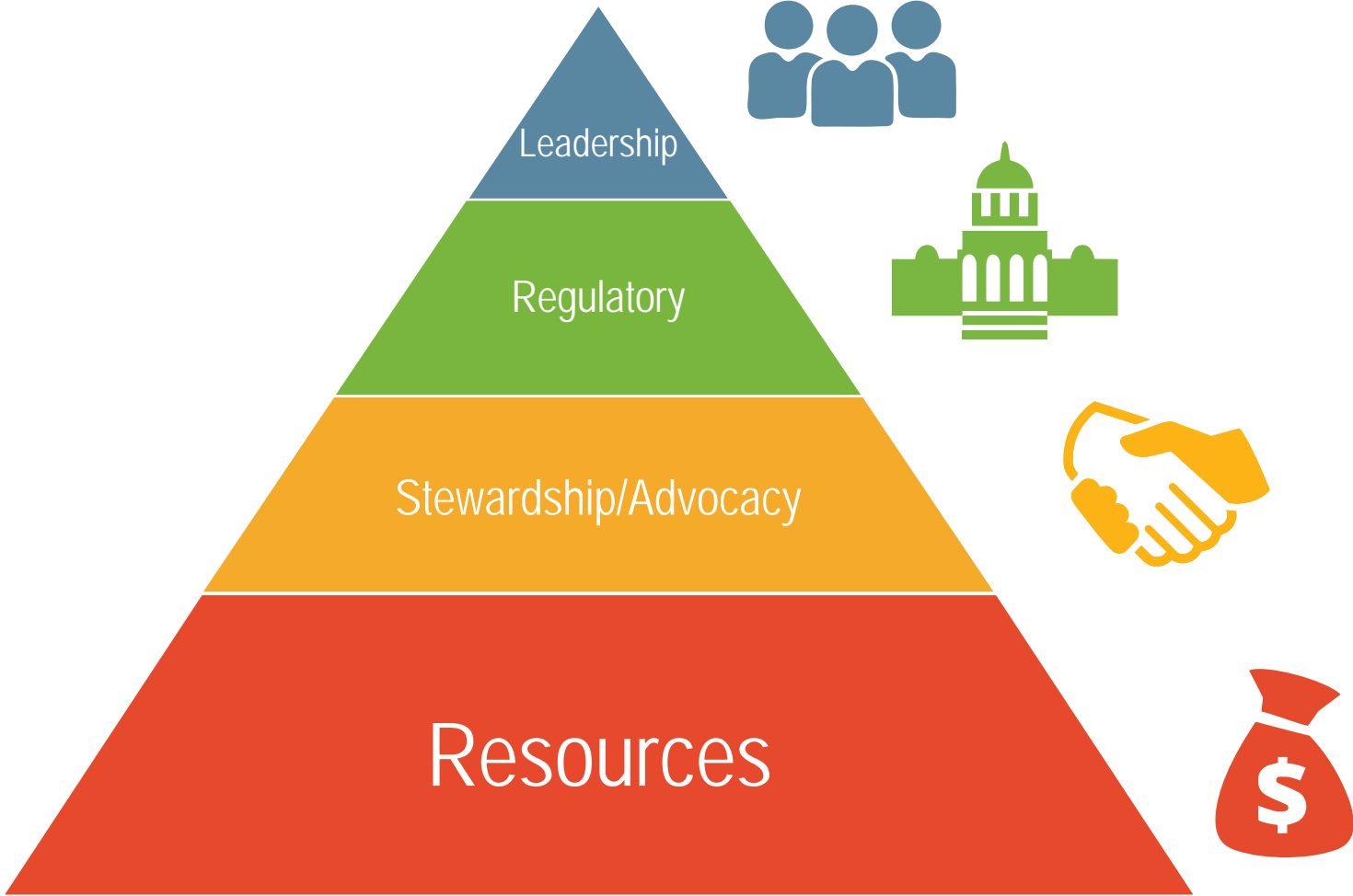
TOP TEN FUNDING & GOVERNANCE TASK FORCE



Create a committee of civic and community leaders, and key stakeholders to explore options and recommend **funding and governance** solutions necessary to implement the Outdoor Downtown Plan.



TOP TEN Challenges



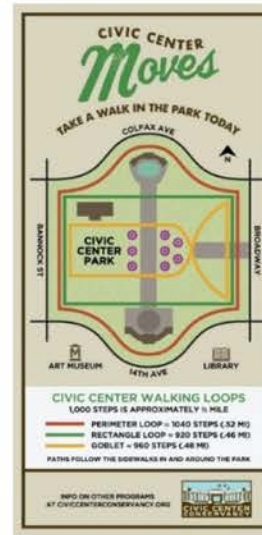
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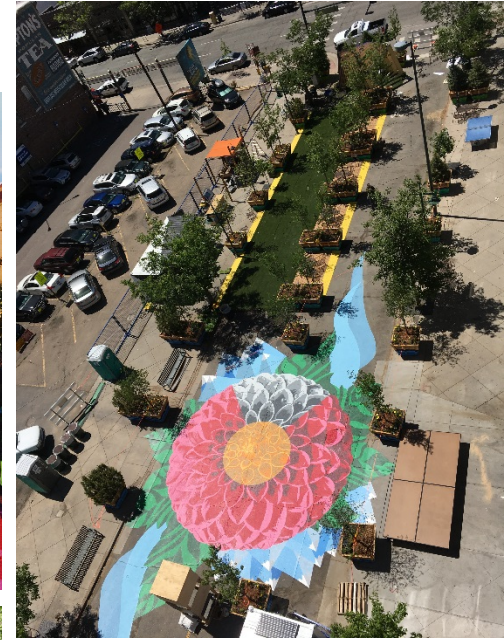
Pop-Up Activities A Plan in Motion



POP-UP Downtown Activities



POP-UP The Square on 21st



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IN MOTION

2018 Next Steps



CURRENT AND PLANNED PROJECTS

- 5280 Loop
- Urban Tree Canopy
- Private Plaza Activation
- Urban Parks Management Plan

POTENTIAL PROJECTS AND INITIATIVES

- Civic Center Greek Theater Improvements
- Skyline Park Improvements
- Commons Park Community Garden
- 21st Street Concept Design
- Downtown Parks Maintenance Service Area
- Park Rangers



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IN MOTION



