

What We Have Done

STEP 1

- **Developed the Purpose and Need, Evaluation Criteria, and a Full Range of Alternatives**

STEP 2

- **Evaluated Alternatives**
- **Level 1 Evaluation:** Assessed the alternatives against the following criteria related to the Purpose and Need:
 - Infrastructure
 - Safety
 - Mobility
 - Public Use
 - Social and Environmental Impacts
 - Cost
 - Construction
- **Level 2 Evaluation:** Added a Partial Build Alternative and further assessed the alternatives against the following criteria:
 - Cost and infrastructure
 - Safety and security
 - Transit and pedestrian mobility
 - Public Use functionality
 - Community and social/environment impacts
 - After the Level 2 Evaluation, the Center Running and New Asymmetrical Alternative was modified to better meet the Project's Purpose and Need.

STEP 3

- **The Center Running and New Asymmetrical Alternative was recommended as the Locally Preferred Alternative**

www.denvergov.org/themallexperience



Project Overview

Over the last several years, significant analysis and outreach has been conducted in order to determine feasible options for long-term solutions to ensure the continued success of the Mall for the next 35 years.

Due to the significant cost to maintain the pavers, RTD began researching the option of replacing the bus lanes with an alternative surface in 2015.



At the same time, the City and County of Denver and the Downtown Denver Partnership launched The Mall Experience: The Future of Denver's 16th Street Mall, working with Gehl Studio to identify ways to help the Mall reach its full potential as a welcoming place in the heart of downtown. The Mall Experience also addressed concerns with pedestrians and vehicles. These prior studies will inform the current alternatives analysis and environmental clearance. **This open house is being held to collect public input for the environmental study that is underway.**



Project Funding

Initial project funding will come from tax increment financing (TIF) via the Denver Urban Renewal Authority (DURA), as well as the Federal Transit Administration (FTA).

TIF funding requires that a design project be identified by 2020 and completed by 2022.

If approved by voters, 2017 General Obligation Bonds might also be applied as the project heads into construction.



Purpose and Need for the Project

The purpose of the project is to develop and implement a flexible and sustainable plan for the Mall to address deteriorating infrastructure, provide equitable and sufficient space for high-quality public gathering opportunities, improve pedestrian and vehicle safety, and continue reliable two-way transit shuttle service on the Mall while honoring the Mall's use and iconic design.

Improvements are needed to:

- Increase opportunities for public use of the Mall as an iconic civic space for leisure, commerce, and tourism.
- Address deteriorating infrastructure to allow reasonable maintenance frequency and costs to businesses and taxpayers.
- Improve safety for pedestrians and vehicles.
- Maintain mobility for desired transit operations and for all users.



Objectives and Goals

- Maintain and improve transit operations to provide convenient and efficient travel in downtown Denver, including the Free MallRide and Free MetroRide.
- Maintain and improve economic viability of businesses on the Mall and on adjacent streets.
- Provide a balance of amenities fronting properties on both sides of the Mall.
- Maintain and improve a sense of security on the Mall.
- Enhance the public image of the Mall as one of Denver's primary identity elements.
- Provide a flexible, dynamic space over time of day, season, and year.
- Provide a cost-effective solution over the total life cycle of the Mall.
- Honor the Mall's design, building upon its character-defining features

Project Limits and Study Area

