Building Grass Roots Advocacy: Stories From the Front Lines

October 17, 2011
• **Moderator: Sue Comis, AICP, Project Manager, SoundTransit, Seattle**

• **Benjamin Ross, Vice President, Action Committee For Transit, Bethesda, Maryland**

• **Nick Caston, Partner, Truillo|Caston Solutions, Santa Rosa, California**

• **Brian McCarter, AICP, FASLA, Principal Urban Designer, ZGF Architects, Portland, Oregon**
Moderator:

Sue Comis, AICP
Project Manager, SoundTransit,
Seattle, Washington
Building a grass roots advocacy – a success story

Benjamin Ross
Vice President, Action Committee For Transit, Bethesda, Maryland
Golfers tee off on Purple Line

Join homeowners and hikers to fight project
Learn more at:
http://www.actfortransit.org/purple_history.html

Forthcoming book:

_Ticky-Tacky Boxes: Why We're Losing the War Against Sprawl and How We Can Start to Win_

by Benjamin Ross
Santa Rosa, CA
Downtown Station Area Plan

Nick Caston
Partner, Trujillo|Caston Solutions
Building the Coalition

Lead Organizations
Accountable Development Coalition
Greenbelt Alliance
Conservation Action Fund for Education

North Bay Labor Council, AFL-CIO
IBEW Local 551
Community Housing Sonoma County
Concerned Citizens of Santa Rosa
Greenbelt Alliance
Housing Advocacy Group
Leadership Institute for Ecology and the Economy
Living Wage Coalition

New Economy Working Solutions
Sonoma County Asthma Coalition
Sonoma County Conservation Action
Sonoma County Transportation and Land Use Coalition
Sonoma County Young Democrats
Sonoma, Mendocino and Lake County Building Trades Council
Political Environment

• Political opportunity and power mapping work
• Aggressive agenda
• Early organizing removed key barriers
• Political strategy led to citywide acceptance of SAP policy platform
Grassroots Organizing

• Neighborhood & community org outreach
• Educating the grassroots
• Bilingual outreach and cross-jurisdiction empowerment
Nick Caston
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Photos provided by Greenbelt Alliance, the Conservation Action Fund for Education, Sonoma County Transportation Authority and the City of Santa Rosa.
Brian McCarter, AICP, FASLA
Principal Urban Designer, ZGF Architects,
Portland, Oregon
16th Street Mall
Community Outreach
16th Street – Denver, Colorado: 1970’s
Market Street: Major regional bus terminal

Shuttle/people mover on 16th Street

Civic Center: Major regional bus terminal
SYMMETRICAL - MEDIAN

ASYMMETRICAL - NO MEDIAN
Changes in Downtown: 1982-2007

Changes in:
Retail
Office
Housing
Historic preservation
Urban housing
Cultural
Entertainment, Sports
Tourism
Transportation
• Ticking time bomb - 30 years of bus traffic, freeze-thaw: bus lanes failing; continued repair is un-sustainable $

• RTD tests recommendation to replace granite bus lanes with concrete

• Stakeholders go into action
Community Outreach Strategy:
Consolidate Agency Support

Partners

• Regional Transit District
• City and County of Denver Public Works
• Downtown Denver Partnership
• Downtown Denver Business Improvement District

agree to share funding of a planning process to address paving, overall design and management
Community Outreach Strategy:
Form a Diverse Steering Committee

Downtown Business Improvement Board, Regional Transit District, Downtown retailers, restaurateurs, Downtown residents, Historic Preservation, Urban Renewal, design professionals, Downtown Area Plan Steering Committee, Public Works, Community Planning and Development, Downtown Denver Partnership Board
Community Outreach Strategy:

Get Respected Outside Perspective – ULI Panel
Honor integrity of design and renovate; preserve the paving, lights, trees

Keep median but clear clutter

City share responsibility

Encourage variety of retail, extend around corners to cross streets

Extend enhanced pedestrian environment to adjacent streets

inclusive planning process to arrive at major decisions
16th Street Plan Steering Committee

16th Street Plan Technical Committee

Community
Citizens
Stakeholder Interest Groups
Professional Organizations Boards

Urban Design Team

Downtown Denver Partnership
Downtown Business Improvement District

City and County of Denver

Regional Transit District
Community Outreach Strategy: Start with a set of Guiding Principles

- Designed to function and will continue as ped-transit Mall
- Historically served as Main Street, continue as economic catalyst
- Nationally recognized for design and craftsmanship
- Must be sustainable economically, operationally and ecologically; long term plan feasible for future
- Most recognized feature of downtown, primary civic space
- Ped experience is highest priority when considering other design and operational features
2009: Phase 1 Tech Assessment and Rehabilitation Plan

- Repair the paving, utilities
- Stay with rubber tired transit
- Replace missing trees, lights
November 2009: Phase II Urban Design Plan Scope

- Field Observation – users on the Mall, successes, failures
- Urban design analysis – furnishings, lighting, landscape, fountains, ADA, vending, ground floor vitality, zoning code/design review, Security, maintenance, operations
- Urban design alternatives, preferred design
- Framework plans, recommended urban design plan, capital cost estimates
- Assist/conduct community outreach and consensus
November 2009:
Field Observation on the Street

- How are people using the space now?
- On asymmetrical and median blocks?
- Which blocks active? inactive?
- Vary by time of day?
- Sun or shade effect on types or levels of activity?
- Effect of ground floor vitality on street activity?
- Are fountains used?
What effects do physical design have on social issues?
December 2009:
Focus User Group interviews

• What works, what doesn’t?
• Their observations on use of the space
• What would make it better?
• Is it safe for their customers?
• Is it accessible?
SGI: maintenance, Ambassadors

Police: Mall beat

Vendors

DDP Vending Program
December 2009:
Field Observation and Focus User Group Findings

• most love trees, flowers, patios and fountains
• split opinion on the median
• security issues – poor lighting, inactive retail, fast food events difficult because they impact transit
• Median works - where less restaurants, good food vendors, busy foot traffic
• Asymmetrical blocks mostly pass through
• Some areas not accessible for disabled users
Community Outreach Strategy:

Technical Committee – technical issues:

• Don’t overburden Steering Committee with detailed information and decisions
• Resolve technical issues on parallel track
• Keep progress going
• Seek community opinions for these items through Public Meetings, Stakeholder Group Meetings, email, Facebook and website surveys
Disposition of non-original furnishings
Upgrade ADA access
Evaluate lighting – renovate, replicate or replace?
Evaluate B-5 Zoning regs and Design Review process for Mall frontages
December 9, 2009: Public Meeting #1

- Present findings from Field Observations, Focus User Group interviews, site analysis
Community Outreach Strategy: Set a reasonable schedule of tasks and milestones

- Steering and Technical committee’s review design team products first, then Public review
- Large, complex projects and issues – present and discuss in digestible portions, in sequence
- Don’t be afraid to extend the schedule when conflicts arise; allow adequate time for community dialogue
<table>
<thead>
<tr>
<th>Event</th>
<th>Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis</td>
<td>Nov, Dec, Jan</td>
</tr>
<tr>
<td>Design Charette #1</td>
<td>Feb</td>
</tr>
<tr>
<td>Alternative Concepts</td>
<td>Mar</td>
</tr>
<tr>
<td>Design Charette #2</td>
<td>Apr</td>
</tr>
<tr>
<td>Preferred Concept</td>
<td>May</td>
</tr>
<tr>
<td>Detailed Concepts Estimates</td>
<td>Jun</td>
</tr>
<tr>
<td>Adopted UD Plan</td>
<td>Jul</td>
</tr>
<tr>
<td>Public Meetings and Open Houses</td>
<td>Aug</td>
</tr>
<tr>
<td>SC Meetings</td>
<td>Sep</td>
</tr>
<tr>
<td>TC Meetings</td>
<td>Oct</td>
</tr>
</tbody>
</table>

**Schedule Milestones – 6 month process**
Analysis

Design Charette

Alternative Concepts

Design Charette

Preferred Concept

Detailed Concepts

Estimates

Adopted UD Plan

Public Meeting and Open Houses = ⭐
SC Meetings = □
TC Meetings = △

Schedule Milestones – 11 month process
Community Outreach Strategy: Set up project email inbox and website for comments

December 2009


Posted findings from Field Observations, Focus User Group interviews, site analysis
December 2-3, 2009:
Design Team Charette #1 in Denver
3 alternatives

1: Preserve the existing design:
- asymmetrical wide sidewalks at east and west ends
- median blocks in middle
- Clean up median clutter
2 Convert median blocks to all-asymmetrical:
• Consistent design

• 35’ north sidewalks for larger restaurant patios, easy access to vendors

• Possible space for programmed events
3 Transit couplet with 15th Street:
• asymmetrical wide sidewalks at east and west ends
• median blocks in middle
• Clean up median clutter
20' SIDEWALK  TRANSIT PRIORITY LANE  3 TRAVEL LANES  10' SIDEWALK  80' RIGHT-OF-WAY  15th ST RE-DESIGNED
February 3-4, 2010: Design Team Charette #2 in Denver

- Refinement and testing of 3 alternatives
- SC – are #2 and #3 technically feasible?
February 4, 2010:
Steering Committee

- Discuss refinement of 3 alternatives

- **Needed**: additional analysis and data on why #2 or #3 would improve on the existing design.
February 4, 2010: Public Meeting #2

Brief recap of analysis and findings of Meeting #1
First presentation of 3 alternatives to public

1

2

3
Community Outreach Strategy: Add Stakeholder Interest Group Presentations/Discussions

February 24-25, 2010:
Stakeholder Group Meetings # 1

- Retail Council of DDP
- ADA interests
- Historic Preservation Groups
- Professional design and planning groups
- Brief recap of analysis and findings
- Review of 3 alternatives
Community Outreach Strategy: Add Public Open Houses

February 24-25, 2010

• Two Public Open House events
• Brief recap of analysis and findings
• Review of 3 alternatives at topic workstations
Community Outreach Strategy: PPT, Display boards, Handout
Option # 1 minimizes overall intervention with the current design by maintaining existing transit operations and overall layout. This option keeps the bus lanes, sidewalks and tree line as originally designed.

Pros:
- preserves the central median space
- allows shuttles to be accessed with equal ease on both sides of the street
- Follows Technical Assessment, preserves historical configuration and two paving patterns
- Preserves transit operations

Cons:
- does not solve the observed problems with vending and restaurant patio space, fountain accessibility/safety or median flexibility.
- does not respond to existing sun exposure
- offers less flexibility long-term as an isolated civic space can challenge changes in program
- Challenged to utilize the median space effectively
- Exposure to kiosk merchandise requires crossing bus lane
- Kiosk size in median limited if also used for pedestrian circulation
- Cafe patios limited to current size
- Least flexibility for programmed events

Other Issues:
- does not solve the observed problems with vending and restaurant patio space, fountain accessibility/safety or median flexibility.
**Option #2** responds to current solar exposure by transforming the entire mall into an asymmetrical block setup. This setup moves the two lanes of traffic together around the existing south treeline (see above), making the former transit lane an extra-wide walkway with extended patio and kiosk space. This provides more flexible pedestrian space with room for full-scale retail kiosks. It also allows retail access without crossing bus lanes and creates an expanded walkway area as well as a possible third row of trees. It is feasible to make this change while still preserving the ornate diamondback paver design and the design does not disturb the existing Honey-Locust trees.

**Pros:**
- Responds carefully to specific sun exposure
- Allows for significant expansion and improvement in vending
- Creates easy and safe access to vendors
- Modified median blocks use an established paving configuration
- Enhanced flexibility for sidewalk space programming – full utilization
- Kiosk and café patio size are not as limited as in option 1
- Preserves transit operations
- Safer bus operations without weave
- More flexibility for future transit technologies – straight alignment

**Cons:**
- Requires enhanced slab support beneath the center median to support traffic along the current median area
- May risk a pedestrian sidewalk “preference” as Mall visitors may prefer the expanded south sidewalk (more room to walk) or the current-sized north sidewalk (better shuttle access).
- Does not preserve historical configuration of two paving patterns

**Other Issues:**
- Provides less variety in configuration but more flexibility in use
- Status of fountains – new or rebuild in sidewalk
Option #3 transfers westbound bus traffic to a proposed bus lane on 15th Street, opening up the original westbound bus lane. This lane could serve as an expansion of public space, an emergency lane, or possibly a 2-way bicycle lane. This change would bring significant pedestrian traffic to 15th Street, improving activity parallel to the Mall. This entails the same paver transformation as Option #2 in order to preserve the diamondback pattern, but doesn't require expansion of the slab beneath the median.

Pros:
- Could significantly improve retail/storefronts, pedestrian traffic and transit along 15th Street.
- Considers the larger downtown environment, linking it with future projects (14th Street and Denver Union Station) and future needs for development along 15th Street.
- Allows for maximum flexibility of program - from everyday traffic and vending needs to a high capacity for special event attendance.
- Maximum flexibility for sidewalk space programming - full utilization
- Exposure to kiosk merchandise is direct - no bus lane to cross
- Kiosk and café patio size not limited as 1, potentially more than 2
- Rationale for improving 15th and expanding pedestrian district
- Possible improvement in downtown bike connections and facilities
- More flexibility for future transit technologies – straight alignment

Cons:
- Could risk de-concentration of downtown pedestrian traffic by spreading it too far across downtown
- Could add additional danger of speeding cyclists
- Does not preserve historical configuration of two paving patterns
- Require change to major transit operations
- Require in-depth transportation analysis of area, 15th corridor, cross streets
- More years for approval – EIS, etc

Other Issues:
- Provides less variety in configuration but more flexibility in use
- Status of fountains – delete or rebuild in sidewalk
- Does this make 16th Street retail diluted or does it expand downtown retail opportunities?
March 2010: Steering Committee Meeting #4

• Community and stakeholder opinions on alternatives 1, 2 and 3 are not decisive.

• Committee needs more information on +’s and –’s of the three alternatives.
1: REORGANIZED EXISTING MEDIAN – VENDOR SPACE
1: ASYMMETRICAL BLOCK
EVERYDAY
2: FESTIVAL
3: EVERYDAY
3: FESTIVAL
March, 2010:
Stakeholder Group Meetings # 2

• Retail Council of DDP
• ADA interests
• Historic Preservation
• Professional design and planning
• Review of 3 alternatives, block activity plans, detailed analysis
January - March, 2010: Continued analysis

- Requests for additional analysis, findings for 3 alternatives
  - Pedestrian densities on each sidewalk
  - Retail sales per side of street
  - Construction feasibility of alt’s #2 and #3

- More design analysis of detail elements and recommendations
Community Outreach Strategy: Interviewed Plans Reviewer, City Planners and Developers

What is working and not working with development review applications on the Mall?
B-5 Zoning, Design Guidelines analysis: Recommendations from City Planning

- All frontage on Mall – subject to Design Review
- All kiosks and carts – subject to Design Review
- Owners/developers to attend DR meetings
- Base DR on relevant ‘intent’ statements vs prescribed
- Make approval process timeline clear – currently not
B-5 Zoning, Design Guidelines analysis: Recommendations

- Make standards clear and consolidated
- Show good (local) and bad (non-local) examples of design
- Greater attention to street level design
- Emulate private development ‘Exhibit C’ – design and operations requirements, attached to lease; enforcement by management
- Include lighting, graphics, canopies and arcades in Exhibit C requirements
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   Plaza Shops  Balcony Shops  Terrace Shops
10  Storefront Form
12  Signage
14  Visual Merchandising
15  Materials
16  Neutral Piers
April 6, 2010:  
Steering Committee Meeting # 4

• SC votes to eliminate Alternative 3 – Transit Couplet due to uncertainty over impacts to design, scope of reconstruction, ridership, loss of retail exposure, etc
• Group of major property owners and retailers submit two additional design alternatives be considered
• Steering Committee decides to add these two for consideration at next SC meeting
• Design team to illustrate and evaluate additional two alternatives
Community Outreach Strategy: Decision to include two new alternatives vs. dismissing and losing participation
2.1: alternating wide sidewalks

- at existing medians blocks, convert to asymmetrical wide sidewalks on opposite (shady) side
2.1: alternating wide sidewalks
4: equal sidewalks
• rebuild center of street to equal sidewalks
• (complete re-construction)
4: equal sidewalks
April 6, 2010: Public Meeting #4

Full block activity plans presented
Pros and cons discussed

May 12, 2010: Public Meeting #5

Review of 4 alternatives - #1, #2, #2.1, #4

Presentation and public comment recorded on local access cable channel
Community Outreach Strategy: Online Web Surveys created in April 2010

Facebook page added
Online Web Survey #1: Mall Use

• How far do you live from Mall? 2 blocks, 5 miles?
• Reason for being on Mall most often? Work, shopping, etc
• How often do you come to Mall? Daily, 3-5/week, etc
4. How often do you use the central median space (between the Mall shuttles from Tremont to Arapahoe)?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a day (or more)</td>
<td>9.3%</td>
<td>22</td>
</tr>
<tr>
<td>3 – 5 times per week</td>
<td>13.1%</td>
<td>31</td>
</tr>
<tr>
<td>Once a week</td>
<td>13.5%</td>
<td>32</td>
</tr>
<tr>
<td>Once a month</td>
<td>16.0%</td>
<td>38</td>
</tr>
<tr>
<td>3 – 4 times per year</td>
<td>11.8%</td>
<td>28</td>
</tr>
<tr>
<td>Once a year or less</td>
<td>9.3%</td>
<td>22</td>
</tr>
<tr>
<td>Never</td>
<td>27.0%</td>
<td>64</td>
</tr>
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</table>

answered question 237

skipped question 8
5. What is your favorite activity within the median space?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eating</td>
<td>5.2%</td>
<td>12</td>
</tr>
<tr>
<td>People-watching</td>
<td>10.3%</td>
<td>24</td>
</tr>
<tr>
<td>Sitting/leisure activities</td>
<td>8.6%</td>
<td>20</td>
</tr>
<tr>
<td>Socializing</td>
<td>3.0%</td>
<td>7</td>
</tr>
<tr>
<td>As an alternate sidewalk for moving along 16th Street</td>
<td>33.2%</td>
<td>77</td>
</tr>
<tr>
<td>Access to food and retail vendors</td>
<td>8.2%</td>
<td>19</td>
</tr>
<tr>
<td>I do not use the median space</td>
<td>31.5%</td>
<td>73</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**answered question** 232

**skipped question** 13
Online Web Survey #1: Mall Use

• Use which sidewalk more frequently?
• Opinion on width of sidewalk? Ok, too wide, too narrow
• Opinion on walking next to patios? Ok, avoid, neutral
• Comfortable walking near shuttles? Concern over speed, closeness, both, none
• How often do you use the shuttle?
• Your primary use of shuttle? To shopping, eating, meetings, events, transit stations, work?
Community Outreach Strategy: Web Survey #2: Safety, Furnishings
<table>
<thead>
<tr>
<th>Response</th>
<th>Response Percent</th>
<th>Response Count</th>
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</thead>
<tbody>
<tr>
<td>Yes, all the time</td>
<td>10.1%</td>
<td>33</td>
</tr>
<tr>
<td>Most of the time</td>
<td>61.0%</td>
<td>199</td>
</tr>
<tr>
<td>Sometimes</td>
<td>23.9%</td>
<td>78</td>
</tr>
<tr>
<td>Never</td>
<td>4.9%</td>
<td>16</td>
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</table>

**answered question** 326

**skipped question** 9
7. How do you think the 16th Street Mall could be made safer? (Mark all that apply)

<table>
<thead>
<tr>
<th>Option</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>More visible police/security presence</td>
<td>71.9%</td>
<td>212</td>
</tr>
<tr>
<td>Cameras</td>
<td>32.2%</td>
<td>95</td>
</tr>
<tr>
<td>Improved Lighting</td>
<td>52.5%</td>
<td>155</td>
</tr>
<tr>
<td>More events and programmed activities</td>
<td>48.1%</td>
<td>142</td>
</tr>
<tr>
<td>Emergency Phones</td>
<td>21.4%</td>
<td>63</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>52</td>
</tr>
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</table>

answered question 295

skipped question 40
4. What would encourage you to use 16th Street Mall more frequently? (Mark all that apply)

<table>
<thead>
<tr>
<th>Option</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better variety of shopping choices</td>
<td>83.2%</td>
<td>257</td>
</tr>
<tr>
<td>More attractive store appearances</td>
<td>46.6%</td>
<td>144</td>
</tr>
<tr>
<td>Improved vending options</td>
<td>16.2%</td>
<td>50</td>
</tr>
<tr>
<td>Improved bicycle access and parking</td>
<td>28.8%</td>
<td>89</td>
</tr>
<tr>
<td>More public seating</td>
<td>19.4%</td>
<td>60</td>
</tr>
<tr>
<td>Wider sidewalks</td>
<td>17.5%</td>
<td>54</td>
</tr>
<tr>
<td>Improved street entertainment</td>
<td>20.7%</td>
<td>64</td>
</tr>
<tr>
<td>Faster/more frequent transit</td>
<td>17.2%</td>
<td>53</td>
</tr>
<tr>
<td>Slower/less frequent transit</td>
<td>5.8%</td>
<td>18</td>
</tr>
<tr>
<td>More special events and activities</td>
<td>40.5%</td>
<td>125</td>
</tr>
<tr>
<td>Better lighting</td>
<td>15.9%</td>
<td>49</td>
</tr>
</tbody>
</table>
9. Please rate the following design elements in order of importance.

<table>
<thead>
<tr>
<th>Design Element</th>
<th>Extremely Important</th>
<th>Somewhat Important</th>
<th>Moderately Important</th>
<th>Not Important at All</th>
<th>Rating Average</th>
<th>Response Count</th>
</tr>
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<tbody>
<tr>
<td>Outdoor seating</td>
<td>40.8% (127)</td>
<td>38.9% (121)</td>
<td>17.4% (54)</td>
<td>2.9% (9)</td>
<td>1.82</td>
<td>311</td>
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<tr>
<td>Plantings/trees</td>
<td>77.0% (245)</td>
<td>19.8% (63)</td>
<td>2.8% (9)</td>
<td>0.3% (1)</td>
<td>1.26</td>
<td>318</td>
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<tr>
<td>Passive space (with furnishings for sitting, reading, socializing, etc.)</td>
<td>38.8% (121)</td>
<td><strong>41.0% (128)</strong></td>
<td>17.6% (55)</td>
<td>2.6% (8)</td>
<td>1.84</td>
<td>312</td>
</tr>
<tr>
<td>Bike lane and bike parking ON 16th Street</td>
<td>20.1% (62)</td>
<td>20.4% (63)</td>
<td><strong>25.6% (79)</strong></td>
<td><strong>34.0% (105)</strong></td>
<td>2.73</td>
<td>309</td>
</tr>
<tr>
<td>Bike lane and bike parking on a street ADJACENT TO 16th Street</td>
<td>30.1% (91)</td>
<td><strong>36.1% (109)</strong></td>
<td>24.5% (74)</td>
<td>9.3% (28)</td>
<td>2.13</td>
<td>302</td>
</tr>
<tr>
<td>More space for vending activities</td>
<td>6.6% (19)</td>
<td>26.2% (76)</td>
<td><strong>41.7% (121)</strong></td>
<td>25.5% (74)</td>
<td>2.86</td>
<td>290</td>
</tr>
<tr>
<td>More space for sidewalk cafes</td>
<td>38.5% (119)</td>
<td><strong>38.8% (120)</strong></td>
<td>17.5% (54)</td>
<td>5.2% (16)</td>
<td>1.89</td>
<td>309</td>
</tr>
<tr>
<td>More space for events and programmed activities</td>
<td>21.7% (65)</td>
<td><strong>38.7% (116)</strong></td>
<td>28.7% (86)</td>
<td>11.0% (33)</td>
<td>2.29</td>
<td>300</td>
</tr>
<tr>
<td>Preservation of existing design</td>
<td>22.1% (66)</td>
<td><strong>29.5% (88)</strong></td>
<td>26.5% (79)</td>
<td>21.8% (65)</td>
<td>2.48</td>
<td>298</td>
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<tr>
<td>Preservation or better use of the central median space</td>
<td><strong>41.2% (124)</strong></td>
<td>32.2% (97)</td>
<td>17.6% (53)</td>
<td>9.0% (27)</td>
<td>1.94</td>
<td>301</td>
</tr>
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</table>
11. How do you think the 16th Street Mall could be made more visually pleasing? (Mark all that apply)

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Response Percent</th>
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<tbody>
<tr>
<td>Cleaner Mall pavers</td>
<td>42.7%</td>
<td>131</td>
</tr>
<tr>
<td>More updated furnishing styles</td>
<td>34.9%</td>
<td>107</td>
</tr>
<tr>
<td>More flowers and plantings</td>
<td>74.6%</td>
<td>229</td>
</tr>
<tr>
<td>More art installations</td>
<td>54.1%</td>
<td>166</td>
</tr>
<tr>
<td>More seasonal decoration</td>
<td>26.4%</td>
<td>81</td>
</tr>
<tr>
<td>More furnishing color</td>
<td>13.4%</td>
<td>41</td>
</tr>
<tr>
<td>Less furnishing color</td>
<td>15.0%</td>
<td>46</td>
</tr>
<tr>
<td>Renovated fountains</td>
<td>55.7%</td>
<td>171</td>
</tr>
<tr>
<td>Expanded outdoor dining</td>
<td>61.2%</td>
<td>188</td>
</tr>
<tr>
<td>Improved seating</td>
<td>42.7%</td>
<td>131</td>
</tr>
<tr>
<td>Improved wayfinding signage</td>
<td>19.2%</td>
<td>59</td>
</tr>
<tr>
<td>More decorative fountains</td>
<td>34.5%</td>
<td>106</td>
</tr>
</tbody>
</table>
12. Please rate the following furnishing items on the following scale

<table>
<thead>
<tr>
<th>Item</th>
<th>Love it</th>
<th>Don't mind it</th>
<th>Could do without it</th>
<th>Hate it</th>
<th>Rating Average</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrian lights along center of street</td>
<td>49.7% (155)</td>
<td>45.8% (143)</td>
<td>2.9% (9)</td>
<td>1.6% (5)</td>
<td>1.56</td>
<td>312</td>
</tr>
<tr>
<td>Wayfinding signs at shuttle stops</td>
<td>40.7% (127)</td>
<td>47.8% (149)</td>
<td>9.9% (31)</td>
<td>1.6% (5)</td>
<td>1.72</td>
<td>312</td>
</tr>
<tr>
<td>Trash receptacles</td>
<td>39.8% (125)</td>
<td>51.3% (161)</td>
<td>4.5% (14)</td>
<td>4.5% (14)</td>
<td>1.74</td>
<td>314</td>
</tr>
<tr>
<td>Recycling containers</td>
<td>47.1% (146)</td>
<td>38.1% (118)</td>
<td>10.3% (32)</td>
<td>4.5% (14)</td>
<td>1.72</td>
<td>310</td>
</tr>
<tr>
<td>Planters</td>
<td>63.6% (199)</td>
<td>27.2% (85)</td>
<td>4.5% (14)</td>
<td>4.8% (15)</td>
<td>1.50</td>
<td>313</td>
</tr>
<tr>
<td>Payphones</td>
<td>5.6% (17)</td>
<td>34.1% (104)</td>
<td>47.2% (144)</td>
<td>13.1% (40)</td>
<td>2.68</td>
<td>305</td>
</tr>
<tr>
<td>Movable Chairs</td>
<td>20.8% (64)</td>
<td>43.8% (135)</td>
<td>29.5% (91)</td>
<td>5.8% (18)</td>
<td>2.20</td>
<td>308</td>
</tr>
<tr>
<td>Benches</td>
<td>50.0% (155)</td>
<td>46.8% (145)</td>
<td>3.2% (10)</td>
<td>0.0% (0)</td>
<td>1.53</td>
<td>310</td>
</tr>
<tr>
<td>Banners</td>
<td>21.8% (66)</td>
<td>50.2% (152)</td>
<td>23.4% (71)</td>
<td>4.6% (14)</td>
<td>2.11</td>
<td>303</td>
</tr>
</tbody>
</table>

answered question: 318
skipped question: 17
May-June 2010: Schedule Added for Additional Public Input and Consideration

- Website survey closing dates extended to July
- Additional Stakeholder Group meetings and discussion
- No additional design work
June, 2010: Preliminary Cost Opinions

Alternative #1: $58M

Alternative #2: $66M (+$8M)

Alternative #2.1: $68M (+$10M)

Alternative #4: $82M (+$24M)
July 9, 2010:
All Public Comment due

- Website surveys closed
- Emails, surveys, letters collected, analyzed
- Outreach results compiled and displayed on project website
16th Street Plan Public Feedback

For review by the 16th Street Plan Steering Committee

July 12, 2010

1) Executive Summary

2) Committee Endorsements and Comments

3) Stakeholder Letters and Comments

4) Steering Committee Comments

5) Public Comments (Handwritten, Telephone and Email)

6) Facebook Comments

7) Survey Summary

Total: +3700 respondents
Summary of Specific Public Considerations

(Original Mall) Option #1:
- Favored by Retail Council, Denver Civic Ventures, Downtown Denver Inc.,
- Formal letters of support from Historic Denver, Colorado Preservation, Inc.
  • Support
    o Diversity of block style (both asymmetrical and symmetrical) allows diversity of program.
    o Maintains the design legacy of the original Mall plan
  • Concerns
    o Does it solve larger retail concerns and give fair consideration to future needs?
    o How do we ensure medians are utilized to their optimum potential?

(Original Mall) Option #2:
  Favored by the DDP Transportation and Development Council
  • Support
    o More options for use of expanded sidewalk on north side (activities, vending, etc.)
    o Improved pedestrian access, increased pedestrian capacity
    o More efficient transit loop (without cross-over)
  • Concerns
    o Is it necessary to maintain the same transit lines throughout the entire Mall?
    o Will this create a “tunnel” effect through the Mall?
    o Unless filled with pedestrians, larger sidewalks will feel like dead space
    o Concern over property-owner equity. Would Option #2 create a “first class” side of the street and a “second class” side?

(Original Mall) Option #2.1:
  Favored by the DDP Economic Development Council
  • Support
    o Diversity of sidewalk sizes could create a diversity of program
    o Increased pedestrian capacity
    o More options for use of expanded sidewalk (activities, vending, etc.)
  • Concerns
    o Crossovers at Glenarm and Curtis will complicate transit traffic
    o Concern over property-owner equity. Would Option #2.1 create a “first class” side of the street and a “second class” side (based on block location)

Overall Shared Concerns & Suggestions:
- Numerous suggestions for a bicycle lane on 15th Street alongside any option.
- Must maintain the balance between transit, pedestrian and economic development.
- Mall shuttle operations and branding should be considered in all options
- Enhanced design guidelines and review process should be included in future phases
- Must maintain a theoretical timeline for any single idea into future scenarios (changes in the larger downtown landscape, transit, density, retail, etc.)
Notable Survey Results

- **Survey 1: Mall Use Patterns**
  - The largest percentage (27%) of those surveyed say they **never** use the central median space.
  - Of those that do use the median space, the largest percentage (33.2%) say that their favorite use for the median is as an **alternate sidewalk space**.
  - The majority (60.5%) of those surveyed say that they **use both sidewalks equally** (as opposed to preferring either the north or south side).
  - 34.9% of those surveyed prefer **walking alongside outdoor patio dining areas** while most respondents (53.4%) have **no preference**.
  - The majority (68.5%) of those surveyed feel **safe near the transit lanes**.

- **Survey 2: Mall Furnishings Preferences**
  - The majority of those surveyed rated **pedestrian lights, recycling containers, planters and benches** among the top furnishing items.
  - The top three suggestions for making 16th Street Mall more visually pleasing were: **more flowers and plantings, expanded outdoor dining, and renovated fountains**.
  - The primary element that respondents would like to see added to 16th Street Mall is **more fixed benches**.

- **Survey 3: Design Options Preferences**
  - 41.8% prefer Option 1
  - 40.6% prefer Option 2
  - 17.7% prefer Option 2.1

Response totals from public meetings, emails, Facebook participation and surveys: over 3,700 public participants in the 16th Street Plan.
July 23, 2010

Bill James, Bruce James and Robert Kochvar, Co-Chairs
16th Street Plan Steering Committee
511 16th Street, Suite 200
Denver, CO 80202

Re: Letter of Support for 16th Street Mall Design “Option 1”

To the members of the 16th Street Plan Steering Committee,

We, the co-chairs of the Downtown Denver Partnership Management Group (DDPMG), write in support of “Option 1” (the existing cross-section) as the preferred cross-section for the 16th Street Pedestrian and Transit Mall.

It is the consensus of the DDPMG that the existing configuration with the infrastructure, intersection and furnishings improvements suggested remains the most programatically beneficial and cost-effective option for the future of 16th Street. The reorganized median area will allow the flexibility of program desired by the Steering Committee and other contributing parties while the existing asymmetrical blocks will continue to provide the diversity of block styles currently in place.

In addition to the improvements recommended in “Option 1”, the DDPMG would like to recommend future phases of the 16th Street plan enhance the existing “Option 1” configuration with the following considerations specifically in mind.

- Transit operations, shuttle style and social experience are important factors in ensuring that the Mall remains a unique contribution to Downtown transit, economic development and the pedestrian experience.
  - Because the new Mall shuttle design production is expected to commence in late fall or early winter of this year, the DDPMG recommends the shuttle selection consider the goals of the 16th Street Plan when selecting the shuttle design.
  - Greater interaction between the shuttle driver and passengers would likely improve the transit experience for shuttle riders along with passenger communication for shuttle drivers.

- Mall shuttle speed and general operations should consider the pedestrian experience in light of transit goals. Speed, frequency and hours of operation should be discussed in the context of shuttle riders as well non-riders along the 16th Street corridor.
  - The medians must not be allowed to become inactive spaces as they often appear today. In order for “Option 1” to provide the success it promises, the medians must be better utilized for programmed activities or successful passive use space.

We appreciate your consideration in this planning process, and for allowing the DDPMG to express its recommendation.

Our board members and those whom they represent remain deeply invested in the future of 16th Street Mall.

Sincerely,

Ferd Bels, Brad Buchanan, Bruce James and Elbra Wedgeworth
Co-Chairs, Downtown Denver Partnership Management Group.
We want your opinion! We have tested two possible color schemes for the Mall furnishings. Which do you like best? See them for yourself outside of Republic Plaza on the Mall. Post your comments here, email 16thStreetPlan@downtowndenver.com or come to the public meeting on May 12th!

I like plans 2 and 3...seem to enhance the pedestrian access/experience while maintaining the convenience of the shuttle. #3 would generate an expansion of the pedestrian traffic beyond 16th street only, which could increase commercial activity. Cost and need for such expansion would need to be validated by someone. I would think the near to mid term need for MORE mall area (16th & 15th) is limited, which leaves me leaning toward option #2.

Greg Symons
Chairman and CEO
Colorado State Bank and Trust, N.A.
1600 Broadway
Denver, CO 80202
(303) 863-4454 | Phone
(303) 863-4459 | Fax
gsymons@csbt.com | Email

From: Dirk Zender [mailto:DZender@douglas.co.us]
Sent: Wednesday, February 10, 2010 6:13 PM
To: Cassie Milestone
Subject: 16th Street Mall Redesign

I would vote for option 3 with the following modification: The bicycle lane should be placed on 15th, not 16th, to free up additional pedestrian/kiosk space. Or eliminate the bike lane altogether if the new bicycle lane to be installed along 14th as part of that street’s remodel is going to serve both directions. And I’m saying this as a downtown biker. Bicycles on the mall sounds good on paper, but in reality will create just as much conflict with the pedestrians as the buses. That being said, I would put plenty of bike parking on the mall to accommodate people who bike up the named streets to the mall and walk their bikes along the mall to their destination.

I also think that option 3 fits better with a long range vision of replacing the buses with street cars and lengthening the stops to every 2 blocks vs. 1. This line could be an extension of the much mentioned Colfax street car, if this city is truly ready to embrace such a bold vision. You would have new bicycle service on 14th and 15th, and enhanced transit service on 15th, 16th, 18th and 19th (the last 2 obviously being part of the FastTracks downtown circulator). What more could you want?

Best Regards,
Dirk Zender
How far do you live from the 16th Street Mall?

- Within 2 blocks of the 16th Street Mall: 11.9%
- Within 5 miles of the 16th Street Mall: 74.2%
- Within 50 miles of the 16th Street Mall: 13.6%
- Further than 50 miles from the 16th Street Mall: 0.3%
How do you think the 16th Street Mall could be made easier to travel through? (Mark all that apply).

- Fewer Mall furnishings: 14.7%
- Faster/more frequent transit: 20.2%
- Slower/less frequent transit: 6.4%
- Constant bicycle access: 22.9%
- Improved pedestrian crossings at intersections: 33.0%
- Larger space for events and programmed activities: 23.5%
- Wider sidewalks: 32.7%
- Improved signage: 11.9%
- Nothing needs to be changed: 23.9%
Which side of the 16th Street Mall do you walk along most frequently?

- 60.5%: The “north” sidewalk (adjacent to the Tabor Center and Republic Plaza).
- 29.8%: The “south” sidewalk (adjacent to Writer Square, the Denver Dry Build).
- 9.7%: I use both sidewalks equally.
How do you think the 16th Street Mall could be made more visually pleasing? (Mark all that apply)

- More furnishing color: 13.5%
- Less furnishing color: 15.1%
- Improved wayfinding signage: 18.8%
- More seasonal decoration: 26.2%
- More decorative fountains: 33.8%
- More updated furnishing styles: 34.5%
- Cleaner Mall pavers: 41.8%
- Improved seating: 42.8%
- More art installations: 52.6%
- Improved evening lighting: 52.6%
- Renovated fountains: 55.1%
- Expanded outdoor dining: 60.6%
- More flowers and plantings: 74.2%
SURVEY #3: Design Option Preferences

Which of the three options above do you believe will best benefit the future of the 16th Street Mall?

- Option #1 (maintains existing block geometry) - 40.6%
- Option #2 (brings shuttles together on south side, expands north side...) - 17.7%
- Option #2.1 (similar to Option #2, except reverses asymmetrical block...) - 41.8%
August 15, 2010: Steering Committee Meeting # 8

- SC discusses remaining alternatives #1 and #2, all community comment

- Alternative #1 is recommended a final plan with a series of conditions including improved intersections, furnishings, lighting, fountains, vending program and Design Review process
August 25, 2010: Public Meeting # 6

SC recommendation of Alternative #1 is presented to the public as the conclusion to selection process.
November 2010: Final Urban Design Plan

Posted to 16th Street Plan website for public access
16th Street Mall Activity Framework

Activation Strategies:
- Concentrated vending
- Concentrated cafe patios
- Programmed uses in adjacent open space
- Infill development
- Renovated store fronts

- Public and private open space
- Significant public and private buildings/complexes

- 16th Street Mall

This diagram illustrates a strategy to activate the Mall throughout its length through deployment of a coordinated street vending program, provision of amenity areas, programming of adjacent open spaces and potential redevelopment and storefront revitalization. The goal is to provide a variety of experiences for Mall users and a variety of opportunities for commercial uses on the Mall.
Prototype Block

original mall segment • symmetrical/median • with vending
Prototype Block

original mall segment • symmetrical/median • public emphasis • fountain basins • no vending

Legend:
- Planter pots, two sizes
- Trash and recycling receptacles
- Mall light
- Mall signage
- Cafe zone
- Bench, backless
- Bench, podium
- Fountain with granite blocks
- Tree
- Vending carts
- Trash receptacle, cross streets
- Bike rack, cross streets
original mall segment

Planter color option B) 2-color concept by Olm from original design (top): test both color options at pilot blocks; make choice in final design.

Median bench: new hardwood and stainless steel replacement benches; backed version – similar to original design with mid-support and arm rest; backless version – with mid-support and arm rest; both at 7’ length.

Asymmetrical sidewalk bench: pedestal-style in hardwood and stainless steel framing to match other benches; to include mid-point raised armrest (not shown) and granite pedestal base; 4’-6” x 4’-6” square with eased corners. Aligned with paving pattern.

Trash and recycling receptacles: two options: A) new combination trash and recycling receptacle in stainless steel sheet metal with side entry doors (top);
B) repair and renovate original trash receptacle, fabricate new fiberglass matching recycling container with modified top; to be located together; repaint in original grey color, (bottom): test both options at pilot block, make choice in final design.
16th Street Mall
Community Outreach

Next Steps:

• Mockups of renovated furnishings
• Pilot Test Paving renovation
• Funding
• Phasing
• Implementation