



FOR IMMEDIATE RELEASE

Officials Gather to Break Ground on 14th Street Improvements *14th Street to become “Ambassador Street” of Downtown Denver*

DENVER, CO — November 23, 2010 – Deputy Mayor and Denver Public Works Manager, Guillermo “Bill” Vidal, City Councilwoman Carla Madison, Downtown Denver Partnership President and CEO, Tami Door and other officials gathered today at the Spire to officially break ground on the 14th Street sidewalk and streetscape improvements. Once the sidewalk and streetscape work is complete, 14th Street will become a new “Ambassador Street”, welcoming people to Downtown Denver with an enhanced pedestrian experience, improved livability, and opportunities for retail and business.

“Known now as ‘Ambassador Street,’ 14th Street is home to the Colorado Convention Center, the Denver Performing Arts Complex and an abundance of hotels, restaurants and residences,” said Denver Mayor John Hickenlooper. “Today we are truly breaking new ground, creating a new identity for the street as a pedestrian friendly environment with a strong sense of ‘place’ that will serve the diversity of this thriving corridor for years to come.”

Home to the Colorado Convention Center, the Denver Performing Arts Complex, and an abundance of hotels, restaurants and residences, 14th Street will be constructed three blocks at a time with the project scheduled for completion in late 2011. Denver Public Works is managing the project construction and design with the improvements completed by Concrete Works of Colorado, Inc. The project was designed by PB Americas, Studio Insite, Art House Design, and Canton & Associates, with public outreach coordination during design done by CRL Associates. Additionally, the Downtown Denver Partnership has been a champion of the initiative to make these improvements a reality.

“We are excited to be a part of this project,” said Guillermo “Bill” Vidal, Deputy Mayor and Manager of Public Works. “The improvements on 14th Street will enhance both residents and visitors’ experiences in Denver. These improvements will highlight the Theater District along with some of the most prominent and important facilities while at the same time, encouraging bicycle and pedestrian movement in the Mile High City.”

The streetscape and sidewalk enhancements along 14th Street will be constructed between Market Street and Colfax Avenue and include the following:

- ◇ Expanded sidewalks with sandblasted accents
- ◇ Outdoor seating
- ◇ 150 trees
- ◇ New raised granite planters with colorful plantings
- ◇ New planter pots with flowers
- ◇ Banner poles
- ◇ Way-finding signage
- ◇ Bulb-outs, which extend the corner sidewalk area at intersections on the south side of the street
- ◇ Improved pedestrian lighting
- ◇ Wayfinding monuments and pedestrian kiosks
- ◇ Bike racks, and combination trash/ recycling cans
- ◇ Dedicated bicycle lane

“This groundbreaking represents the creation of a stronger physical identity for 14th Street,” said Tami Door, President & CEO of the Downtown Denver Partnership. “This type of investment will be a catalyst to more and more significant development--both commercial and residential.”

The \$14 million project is funded in part by the voter approved 2007 Better Denver Bond Program, which earmarked \$10 million for the project. Property owners along 14th Street contributed the remaining \$4 million for the streetscape project through the creation of the 14th Street General Improvement District.

“The Better Denver Bond Program is making improvements to many different facilities across the city, and over half of the bond projects are now complete,” said Don Hunt, Bond Implementation Manager. “The improvements have pumped millions of dollars into the economy, created jobs, and enhanced our quality of life. With this 14th Street Reconstruction project, the Bond Program is helping to transform Denver in a lasting way.”

For additional details and renderings of the 14th Street Improvements, please visit, www.Denvergov.org/14thStreetImprovements

The Better Denver Bond program is a \$550 million, voter-approved program that is improving the City’s existing infrastructure and adding critical new infrastructure to support and enhance Denver’s economic vitality and quality of life well into the future. The program reaches roads, bridges, libraries, parks, hospitals, public safety and cultural facilities and other important public amenities.

###