



CALL TO ACTION:

REIMAGINING DENVER PAVILIONS & UPPER DOWNTOWN DENVER

A Once-in-a-Generation Opportunity to Redefine Urban Retail, Dining, Entertainment, Residential and Hospitality

The Denver Downtown Development Authority (DDDA) is assembling an elite, multidisciplinary team to lead the transformation of **Denver Pavilions** - the **largest and most prominent retail, dining, and entertainment destination in Downtown Denver**. Since its opening in 1998, the property has served as a retail and entertainment anchor for Upper Downtown. The initial visioning process will inform and support a future ULI Advisory Services Panel, which will be facilitated by the DDDA from April 13-17. This initial process is intended to generate visionary concepts for a dynamic redevelopment of the two (2) blocks composed of the Denver Pavilions, including Glenarm Plaza, and the two (2) adjacent surface parking lots, taking into consideration the context provided by the Downtown Area Plan.

Like many urban cores across the country, Downtown Denver, and Upper Downtown in particular, have faced extraordinary challenges over the past several years. COVID created work-from-home patterns that resulted in high vacancies in downtown office buildings, impacting the number of employees accessing downtown businesses. And unique to Denver, a prolonged multi-year reconstruction of 16th Street followed that resulted in unprecedented headwinds for retail, restaurants, entertainment venues and property owners alike. These forces disrupted momentum, altered consumer behavior, and temporarily dimmed the energy of what was once one of the most active urban corridors in the Rocky Mountain region.

That chapter is ending.

Downtown Denver is entering a **new phase of opportunity** – one defined by reinvention, creativity, and bold thinking.

The objective is not simply to lease space or renovate buildings. As a critical step in the implementation of the Downtown Area Plan, this vision will build on the strategic investments the DDDA is making throughout Downtown Denver and the recent revitalization of the iconic place that is 16th Street. The goal is to **reimagine an entire district**, create a new model for post-pandemic urban retail, dining and entertainment to reestablish Upper Downtown Denver as a magnetic destination for workers, residents, visitors, and tourists alike. The Denver Pavilions and immediately adjacent opportunity sites are uniquely situated to take advantage of the axes of activity and foot traffic, generating energy from- and a catalyst for- tourist, employment,



convention, and residential activities. This 2-block redevelopment site should anchor a new central gathering place for the Upper Downtown District that is experiential, immersive, and playful and contextually beneficial to performance driven vertical development.

To do this, the DDDA is assembling a team of change agents:

- Visionary architects and urban designers
- Best-in-class retail and entertainment leasing and programming consultants
- Brand builders, storytellers, and place-makers
- Experiential and immersive entertainment innovators
- Leaders in residential and hospitality development

Together, we will:

- Energize, catalyze and densify
- Create a compelling central public attraction for the site
- Reposition a flagship downtown asset
- Activate adjacent underutilized surface parking lots
- Attract best-in-class retail, dining, and entertainment concepts
- Cultivate a unique hospitality experience
- Inspire residential development to foster a true 24-hour district
- Create inclusive neighborhood amenities and housing types for the next generation

This is a rare opportunity to shape not just a project, but the future of an entire downtown district. We are seeking partners who think boldly, act collaboratively, and believe that urban centers can – and will – thrive again.

If you are interested in being part of this transformation, we invite you to join the conversation.

Please confirm your interest by contacting:

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Sperry Advisory will respond with next steps and an RFP that includes property, zoning, and other relevant information, together with a timeline for submission.

This initial visioning process is intended to inform and support the ULI Advisory Services Panel with retail and entertainment leasing and programming ideas and a few visionary redevelopment concepts. A more detailed process will ensue following the completion of the Advisory Services Panel in April.