

## v. moving forward

**The 2007 Denver Downtown Area Plan provides a Vision, Strategy Framework and Action Plan to guide the evolution of Downtown over the next 20 years. Moving forward, a combination of market forces and public policies will shape investment and development patterns in the city center.**

First, **immediate action must be taken toward realizing the seven transformative projects.** Simultaneously, other strategies and actions, large and small, must be undertaken.

The steps outlined in the plan are intended to be carried out by a range of entities, both public and private. Some are relatively easy to undertake, others are more complex and time consuming. But they are all realistic and achievable if the right forces are brought to bear. It will take concerted, sustained partnership among all stakeholders to tackle these initiatives and set the course for success.

Just as the planning process is a joint effort of the City and County of Denver and the Downtown Denver Partnership, these partners must share the responsibility of plan implementation. To facilitate the coordinated effort and sustained commitment, it is critical that the two entities form a standing Downtown Area Plan committee. The committee should have the following attributes:

- Include leaders and key staff from the City, the Partnership and other key downtown organizations;
- Remain a workable size (eight to 10 members);
- Conduct regular meetings;
- Establish measurable goals, priorities and time frames for implementation of plan items;
- Invite public participation and comment;
- Review the Area Plan annually to define success and prepare work programs; and
- Celebrate and publicize accomplishments.

Committee members should be knowledgeable about the plan and its recommendations and be able to steer the implementation actions through the political and technical challenges that will emerge. Members should be drawn from City Council, the DDP Board, managers of key City agencies, the Downtown BID, and City and Partnership staff. Membership can change as needed, and specific people may be added to facilitate certain plan actions.



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