Morrison Road Improvements
Community Advisory Group Meeting
03/15/22
Agenda

01 Project Introduction
02 What We’ve Heard
03 Community Conversations
04 Project Benefits
05 Morrison Road Design
Project Introduction
Project Origins

In 2018 BuCu West created a plan to attract business and customers in order to develop Morrison Road into a destination.
Denver voters supported this plan in 2017 and 2021

- Elevate Denver and RISE GO Bond Projects
- Reconstruct Morrison Road between Perry Street and Nevada Avenue; between Stuart Street and Sheridan Boulevard
- Funded Amount: $25 million
Who Is Involved?

- City and County of Denver
  - Department of Transportation and Infrastructure (DOTI)
  - Department of Parks and Recreation
  - Denver Fire Department
- BuCu West
- Community Advisory Group
Role of the CAG

The Community Advisory Group (CAG) includes local community leaders who will:

- Provide feedback on project designs
- Provide guidance on outreach methods and proposed community messaging
- Share information with your membership and spheres of influence
What We’ve Heard
What we’ve heard from the community

- Morrison Road is not currently a pleasant or safe place to walk.

- Celebrate art and unique culture along the corridor.

- Supporting existing businesses by enhancing the street.

- Make sure Morrison Road is a safe place for kids.
Improving safety

- Safety is a major concern on Morrison Road.

- There were 2 fatalities and 14 serious injuries along Morrison Road from January 2018 to September 2021:
  - 8 involving people on foot, bicycle, or motorcycle.

- Speeding is an issue.
Engaging with the Morrison Road community

**Concerns/Barriers:**
- Gentrification is the biggest concern
- Survey and project fatigue
- Public meetings are not always convenient
- Distrust of government agencies
- Language and technology barriers

**Effective Methods:**
- Paper surveys, texting, phone calls, and face-to-face outreach (Promotoras)
- Bilingual flyers
- Yard signs
- Local events
- School partnerships
- Organization newsletters
Westwood Chile Fest

When: September 11, 2021
What: Introduced community members to the project
How: Nearly 80 people discussed the future of Morrison Road and voted on proposed plaza amenities
Most popular plaza amenities:
1. Water features
2. Lighting/security
3. Play space
4. Shade
5. Art
6. Vegetation
7. Food
8. Others: business, seating, décor, performance space
Involvement & Outreach

- Pass out flyers
- Post on social media
- Advertise this project at an existing event
Future Possible Events

Plaza Site Visit
End of March 2022

June/July Project Event
Summer 2022

Surveys and Pop-Ups
April-May 2022
Safety and Access

- Reduce the number of crashes and create a safer environment for people walking, rolling, taking transit, and driving
- Make Morrison Road accessible for people using wheelchairs and people of all abilities
- Enhance access to businesses, residents, and cultural organizations along Morrison Road
Welcoming and Comfortable

- Create an attractive space for residents and visitors
- Provide shade and other amenities
- Install Green Infrastructure and protect the natural environment
- Celebrate the cultural heritage of Westwood
Site Context: Art & Murals
Site Context: Community
Site Context: Business
Existing Street:
• 60’ ROW
• Motor vehicle volumes: 12,220 ADT
• Speed limit: 30 mph
• Relatively wide travel lanes
• Standard bike lane
• Narrow sidewalks and amenity zone
• Lack of consistent amenities along the street edge
Speed Reduction Tools

- Add stopping/slowing points
- Shifting the street alignment
- Raised crossings/intersections
- Visual and physical narrowing
Water Quality and Placemaking Tools

- Preserve existing trees and add more trees
- Seating
- Pedestrian Lighting
- Signage and water quality education
- Branding opportunities – custom drain covers
Proposed Street Section
Previous Plans, Proposed Districts & Phased Improvements

**PROPOSED DISTRICTS**

In anticipation of phased implementation and due to diverse land uses along the corridor, the study is divided into four districts:

**Commercial District:** The Commercial District extends from W. Alameda Avenue to W. Nevada and serves as the primary entrance to the Mercado Lineal from Downtown Denver and north and eastern neighborhoods. There are currently two large commercial structures with surface parking. The turning movements and traffic signalization promote vehicular access from westbound Alameda, eastbound Alameda and S. Knox Court. The Morrison Road Streetscape Implementation Plan did not include any improvements to the W. Alameda Avenue / Morrison Road intersection as CDD was in the process of construction improvements to this intersection during the course of this project. The improvements were completed in 2017.

**Arts District:** The Arts District extends from W. Nevada Place to S. Perry Street, and is home to Re:Vision and a significant number of small locally owned businesses.

**Community Core:** The Community Core extends from S. Perry Street to W. Kentucky Avenue and includes Paloma Villas (home to BuCu West) and Del Corazon, a new multi-family developments with significant presence along Morrison Road.

**Entertainment District**

Intersection Reconstruction

Intersection Reconstruction and Drainage Improvements coordinated with CCD Wastewater

Plaza - Intersection Closure

**COMMERCIAL DISTRICT**
Local Character & Community | Carácter Local y Comunidad

MORRISON ROAD
Visual Simulation: Plaza de Artistas at the current intersection of W. Virginia Avenue and S. Newton Street
Simulación Visual: Plaza de Artistas en la intersección actual de la W. Virginia Avenue y la Newton Street

Previous Concept Rendering

MORRISON ROAD
Inspiration - Site Program | Inspiración - Programa del Sitio

Art / Arte

Play / Recreación

Performance / Actuación

Business / Negocios

Food / Comida

MORRISON ROAD
Next Steps

- CAG meeting planned for May; public event planned for summer

- Begin concept design for southern part of the corridor (Phase 3)

- Advance our Phase 2 design based on comments