

CALIFORNIA MALL

16TH STREET MALL & CALIFORNIA ST., DOWNTOWN DENVER, COLORADO 80202



DEMOGRAPHICS - 2020

Area	Daytime Population	Population	Avg. HH Income
1-MILE	175,685	41,553	\$95,663
3-MILE	410,685	228,608	\$90,351
5-MILE	679,724	483,642	\$89,295

TRAFFIC COUNTS: **Highest Pedestrian Count Downtown*

16th Street & California	35,300 pedestrians per day
16th Street Mall	60,000 riders per weekday on RTD shuttle
RTD Light Rail	D Line stops here 96 times per day

** Demographics provided by Alteryx*

**Pedestrian counts provided by the Downtown Denver Partnership*

FEATURES

The busiest intersection on the 16th Street Mall

Excellent exposure and identity

The phenomenal mix of business traffic, tourists, conventioners and residents make this a great location

16th Street Mall is Metro Denver's most popular tourist attraction

Downtown Denver has the 4th highest percentage of young and educated residents

1/3 of all Denver's jobs are in Downtown Denver

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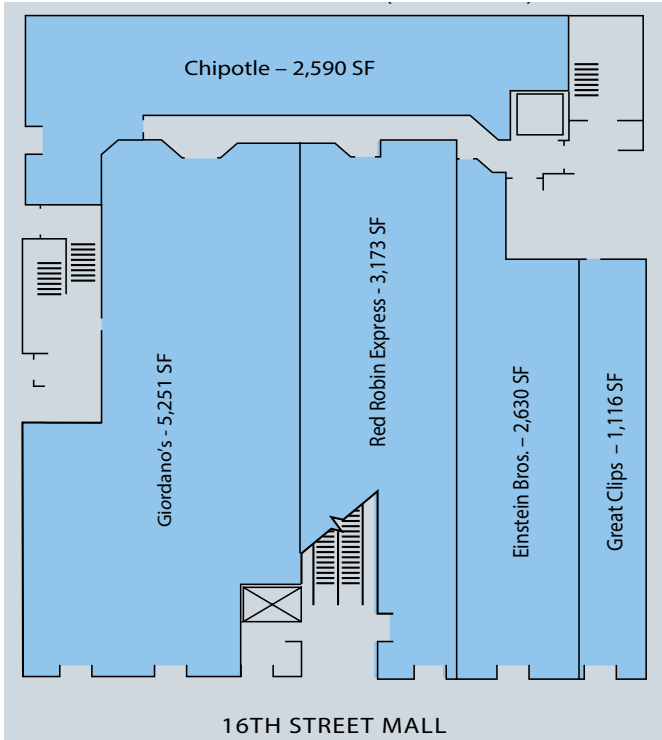
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