



DENVER
MAYOR'S OFFICE



TRIANGLE COMMUNITY OUTREACH WORKGROUP

BUILDING A CAMPUS FOR THE NEXT 100 YEARS

- 250-acres at full buildout.
- A place that honors our past and celebrates our future.
- A location with a local to global reach.
- Bridge between rural and urban interests.
- Year-round uses for entertainment, education and agri-business.
- Flexible spaces to enable programming and activation for events such as:
 - Concerts, festivals, farmers' markets, sporting events, trade shows, conventions, classes, and more!

VISION

To be the global destination for agricultural heritage and innovation.

MISSION

Convene the world at the National Western Center to lead, inspire, create, educate and entertain in pursuit of global food solutions.

ROLES AND RESPONSIBILITIES



Founding Partner | Funding
Mayor's Office of the National Western Center is responsible for construction of the campus, holds the lease and is the principal landowner.



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Founding Partner | Funding
The Western Stock Show Association is building their own headquarters, the Legacy Building, and will continue to host the Stock Show, Denver County Fair and All-Star Rodeo.



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MILESTONES

2012

Mayor Hancock commits to keep the Stock Show in Denver.

2013

Citizen's Advisory Committee formed.

2014

Venue feasibility study.

2015

Master plan.

Funding.
(HB 15-1344,
Ballot Measure
2C, RTA award)

2016

Mayor creates city office to lead construction.

2017

Framework Agreement.

2018

Authority Board of Directors and CEO.

Construction begins.

2019

Call for programming ideas.

2020

Contract to source clean energy from wastewater.

Public artists selected.

2021

Stockyards Event Center and stockyards complete.

2022

CSU Spur opens, multiple buildings, plazas, bridges & riverfront are complete.
* GES Scenario Planning Begins

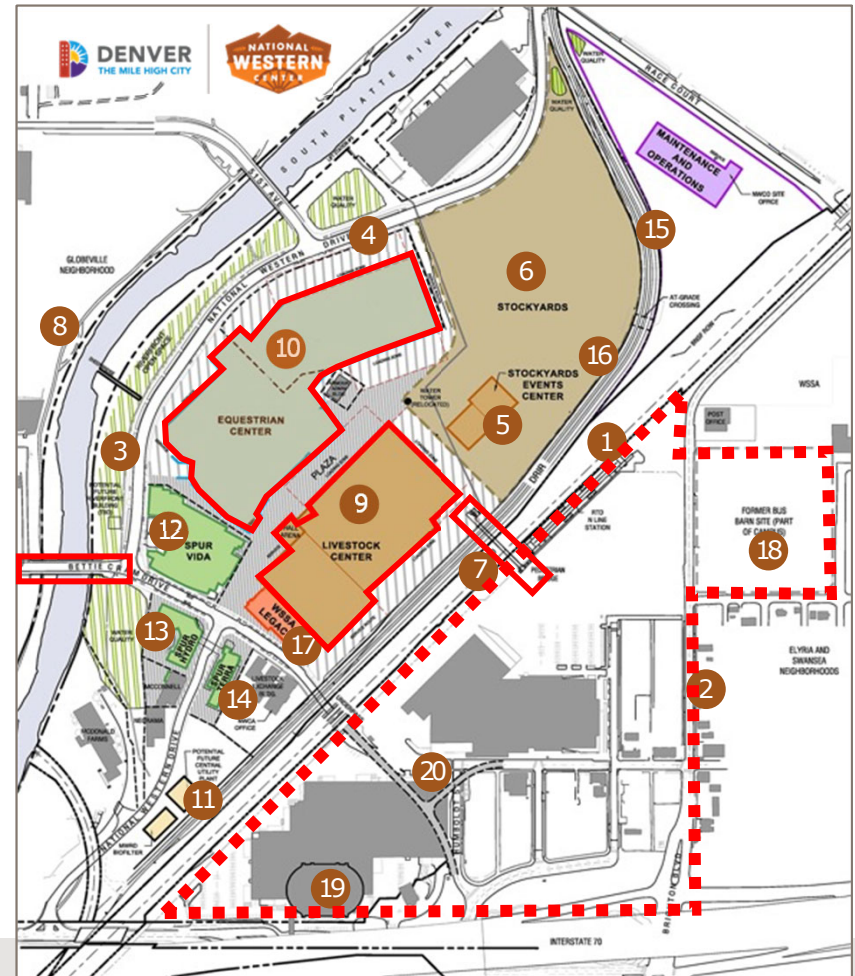
2024 and Beyond

Construction start on Livestock Center. Future phases.

NWC CAMPUS PLAN

Phases 1 and 2

1. RTD Transit Station
2. Brighton Blvd. – 47th to Race Court
3. South Platte Riverfront
4. New National Western Drive
5. Stockyards Event Center
6. The Yards Multi-Use Space
7. Pedestrian Bridge
8. 48th Ave Bridge & 51st Ave Bridge
9. Livestock Center
10. Equestrian Center
11. District energy system's central utility plant (CUP)
12. CSU Spur: Vida (health)
13. CSU Spur: Hydro (water)
14. CSU Spur: Terra (food)
15. Maintenance & Operations Facility
16. DRIR Rail Corridor
17. WSSA Legacy Building HQ
18. Former DPS Bus Barn Site
19. 1909 Building rehabilitation
20. Supporting development



COMMUNITY BENEFITS PROGRESSION

Future Phases Triangle

- Baseline + future campus infill community process +
 - Community ownership
 - GES-affordable housing
 - Community amenities + gathering spaces – Plaza del Pueblo
 - Small business incubator sites

Campus Infill Equestrian Center Project

- Baseline +
 - Identified project specific community benefits before procuring developer:
 - 4,000 sf community building
 - Expanded CIF Support - Hotel room night fee; hotel fundraising day
 - Job Creation – Work Now – construction; Hotel apprenticeships, internships; small business promotion and support
 - Workforce housing

Campus Baseline Initial Campus Development Phases 1 + 2

- Procurements adhere to all City social ordinances (prevailing wage, public art, SBE, MWBE)
- CIF Support - Roundup at retail points of sale

TRIANGLE | PAST AND PRESENT

In 2015, Denver voters broadly approved ballot measure 2C to fund construction of phases 1&2 for the campus. Phases 3-8, which include a future arena have always been contingent upon the availability and timing of future funds.

2018 - 2020 Public Private Partnership	2021 Ballot Measure 2E	2024 and Beyond
<ul style="list-style-type: none">• RFQ/RFQ for development partner to complete Master Plan<ul style="list-style-type: none">• Public assets• Develop remaining land• Ultimately impacted by pandemic	<ul style="list-style-type: none">• Bond measure to fund<ul style="list-style-type: none">• 10,000-Seat Arena• Renovation of 1909 Stadium• Not passed by Denver voters	<ul style="list-style-type: none">• Johnston Mayoral Administration• Commitment to a community-driven planning process

GES TOUR + TRIANGLE PLANNING

On March 2, 2024, Mayor Johnston joined a GES community tour organized by the GES Coalition and other local leaders. The Mayor pledged to continue a community-driven process to explore potential uses for the NWC Triangle land.



Photo Credit: Kevin Beaty, Denverite

THE TRIANGLE - FUTURE PHASES OF THE CAMPUS

The City + campus partners will engage the GES community in a Community Vision Planning effort starting in Spring 2025.

The Planning effort will focus on the following aspects:

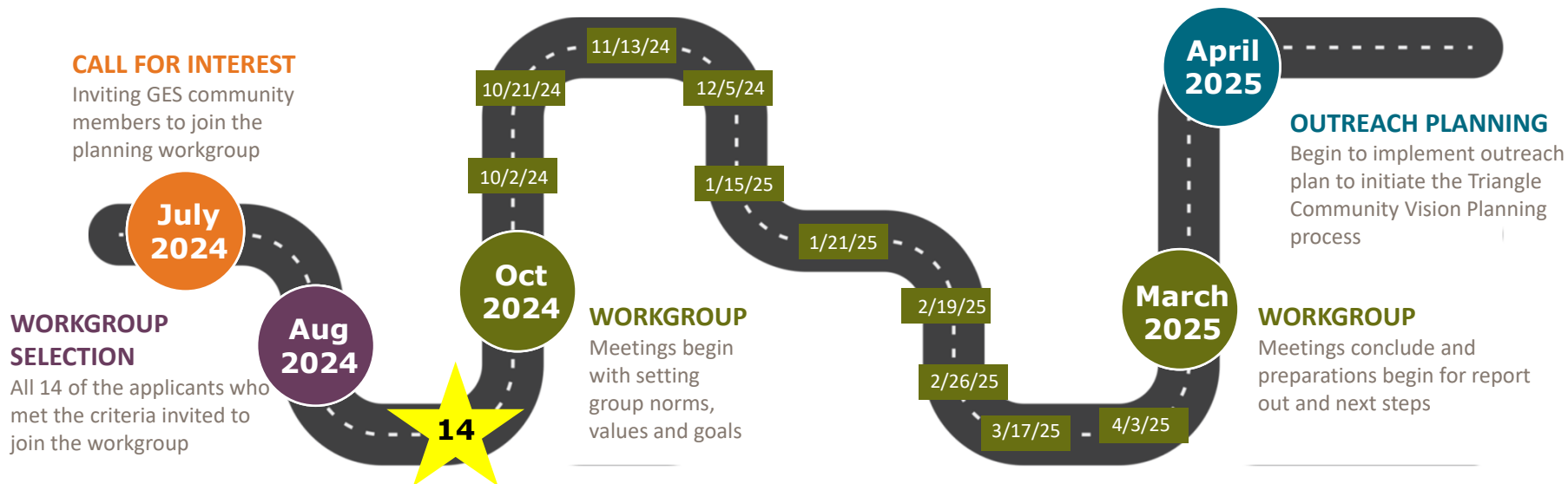
- Level Setting (Framework Agreement, Master Plan)
- Locations of public assets
 - 10,000-seat Arena
 - Expo Hall
 - 1909 Stadium Arena Adaptive Reuse
- Horizontal Infrastructure
 - Transportation + Utilities
 - Drainage and Stormwater
 - Resiliency and Sustainability
- Land use and density
 - Affordable Housing
 - Mixed-Use
 - Heights + setbacks
- Environmental Remediation
- Community Benefits + Community Ownership Models
- Sequencing, financing and delivery



THE TRIANGLE – PLANNING THE PROCESS

Community Outreach Workgroup

Since October 2024 NWCO and the Mayor’s Office have been working with a group of dedicated Globeville, Elyria and Swansea community members to help create the outreach and engagement plan for the Triangle Community Vision Plan process.



COMMUNITY OUTREACH WORKGROUP

A group of dedicated Globeville, Elyria and Swansea community members helping create the outreach and engagement plan for the Triangle Community Vision Plan process.





CHANGING THE PARADIGM - HOW IS THIS A DIFFERENT APPROACH?

- Repair past harm + injustice
- Community Benefit Parameters are the engagement incentives for residents
 - Community Ownership
 - Impact Fee
 - Smaller RFPs for smaller business
 - Neighborhood priority for procurements
 - Anti-displacement lens
- Community should be treated like an equity partner
- Community ambassadors/block captains
- Smaller scale engagement points not large public meetings
- Shared decision making and incremental voting
- Transparent dashboard tracking process and accountability mechanisms



GOALS TO GUIDE OUTREACH

GOAL 1 | Collaborative and Empowering Community Engagement:

To create a collaborative and empowering engagement and decision-making process that builds trust **within the community** by ensuring that community voices and true benefits are genuinely considered in all stages of development, ensuring that at least 50% of residents are actively involved in decision-making.

This process will promote community self-determination and contribute to the creation of a Community Site Plan for the Triangle. **We aim to establish a true partnership between the community and the city,** ensuring the implementation of community-led solutions as outlined in the Community Site Plan for The Triangle.



GOALS TO GUIDE OUTREACH

GOAL 2 | Support a Thriving, Connected and Resilient Community

To support a thriving, connected, and resilient community by implementing equitable comprehensive changes across: transportation, housing, support for community members staying in or returning to their homes, environmental resiliency planning and infrastructure, emergency preparedness, community wealth and capacity-building efforts, growth of community-led initiatives, collaborative projects with community partners and developers, ensuring community ownership in The Triangle, financial resources that directly benefit community members, access to the NWC campus, and celebration of cultural heritage.

NWC User Fee To Benefit GES

Example Impact Fee: At Denver's Union Station, there is a 3% Union Station Historic Preservation Fee added to each transaction along with a 5% Living Wage Fee, totaling 8%
Critical part of pre-planning phase – parameter setting and trust building



GOALS TO GUIDE OUTREACH

GOAL 3 | Mechanisms + Structure for Community Voice and Shared Decision-Making:

Overcome historic city engagement processes in the neighborhood through reconciling the truth of the history of The Triangle and **ensuring that there are mechanisms and structures for community voice to share in decision-making and inform policy decisions** through the development and implementation of the visioning plan.

- Invest in Block Captains/Community Ambassadors to drive organic engagement process
- Smaller scale engagement points
- Data-driven outreach model
- Transparency and accountability



GOALS TO GUIDE OUTREACH

GOAL 4 | Transparent and Two-way Communications:

Through transparent and clear communications, outreach, and equitable collaboration on decision-making, make possible the following participation and action in community by aiming to engage:

- **Aspirational engagement goals:**
- **75%** of community members in are **aware of the vision and scenario planning process**
- **60%** of community members can **clearly envision and share their role in the future** of Triangle
- **50%** of GES residents have a **true vote** on Community Site Plan for The Triangle.

COW Timeline

COW Timeline  

Continue collaborating using your real name.

[Sign up for free](#)

National Western Community Outreach Workgroup Planning

Primary Challenge: How can we inform and activate as many GES residents as possible to vote on a final "scenario plan?"

Secondary Challenge: How can GES residents trust that the city will honor their commitment to community ownership of the triangle when they share their hopes and dreams for the land?

Project end date

Fall 2026

PROCESS GOALS

Final
Vote

Phase 5
July-Aug 2026

Phase 4
April-July 2026

Phase 3
Jan-April 2026

Phase 2
July-Dec 2025

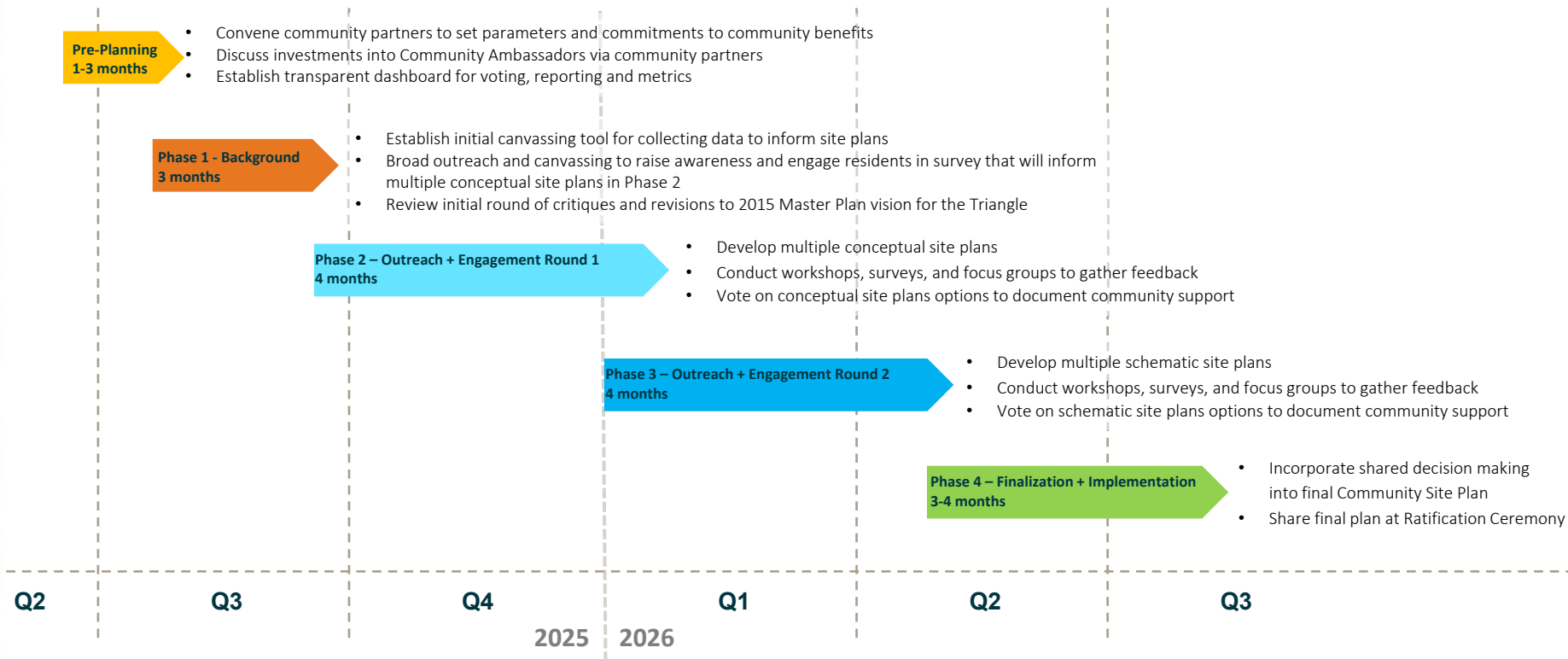
Phase 1
April-July 2025

Immediate Actions

Triangle Community Outreach Workgroup

17

PROPOSED PLANNING TIMELINE



ROLES AND RESPONSIBILITIES

We are here!



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**Globeville,
Elyria, Swansea
Residents**

**Land Stewardship
Partners**
The GES residents are the stewards of the GES land where there National Western Center is located. The people of GES aim to protect, improve and perpetuate the undisturbed existence of historically oppressed people in these communities.



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Q&A SESSION