



NATIONAL WESTERN CENTER

Neighborhoods and Planning Council Committee

February 18, 2015



MASTER PLAN SCHEDULE

- December 18, 2014 Public Release
- December 18, 2014 NWCAC Meeting
- January 6, 2015 NWCAC Master Plan Work Session
- January 13, 2015 NWCAC Master Plan Work Session
- January 14, 2015 NWC Public Meeting
- January 20, 2015 Master Plan comments due
- January 21, 2015 Planning Board Draft Plan Review - info item
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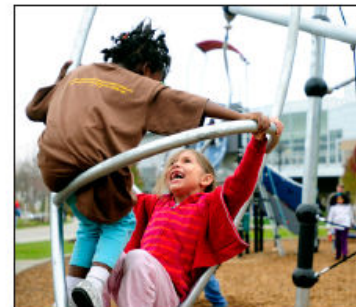
Vision and Guiding Principles

Vision

The National Western Center celebrates the pioneering spirit and promise of the West through year-round experiential life-long learning, the arts, entertainment, competition and commerce.

Guiding Principles

- Community and Neighborhood Integration
- Engage the River and Nature
- Celebrate Western Heritage
- Inspire Health and Wellness
- Build Cultural Crossroads
- Be Pioneering: Break Trail and Foster Innovation
- Create Fun and Entertaining Experiences
- Grow Local, Regional, and Global Intelligence
- Embrace an Ethic of Regeneration





Illustrative Master Plan

Key Site Elements

- 1 Water Resources Center and South Platte Riverfront
- 2 Stockyards/Event Pavilion
- 3 CSU Equine Sports Medicine Clinic
- 4 Equestrian Center
- 5 Livestock Center
- 6 NWC Transit Station
- 7 Shared Use/TOD Parking Structure
- 8 Livestock Exchange Building/Flex Space
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National Western Center Partners



NATIONAL WESTERN CENTER



Master Plan Big Ideas

Improve Access to and Health of the South Platte River

- Move rail from river's edge and consolidate to center of site
- Bury or move the Delgany Interceptor sewer lines
- Relocate National Western Drive to allow for better river and Event Pavilion access
- Improve river habitat and health
- Create recreational trails and educational areas along the river

Foster Regeneration

- Create a center to respond to global challenges around food, water, energy and the environment
- Improve, restore and enhance the site and its surroundings ecologically, economically and socially
- Create long term work spaces and job opportunities

Flexible, Year-Round Programs to Drive New Tourism

- Create flexible, efficient, vibrant indoor and outdoor spaces that allow various uses throughout the year, including markets, offices, restaurants, retail, festivals, and the Stock Show
- Provide a variety of programs—educational, recreational, commercial, competitions, entertainment, visual and performing arts—for neighbors and local to global visitors
- Provide hands-on, informal and formal educational programs for families, students, and life-long learners
- Build off the history and heritage of the site, while highlighting innovation, particularly in food, energy, and water use
- Pursue long-term opportunities to create new programs, spaces, and partnerships

Provide New Connections

- Create two new connections across the river between Washington Street and National Western Drive at 49th Avenue and 51st Avenue
- Connect Washington Street and Brighton Boulevard with a new complete/green street
- Provide an elevated walkway connection to provide access to the RTD Rail Station
- Improve pedestrian and bicycle facilities throughout the NWCC
- Increase active transportation options with improved pedestrian and bicycle facilities on all new and existing streets
- Lower 46th Avenue under I-70 viaduct to allow easier movement between the NWCC and the Denver Coliseum
- Improve Brighton Boulevard to accommodate change in land use and improved streetscape that integrates green infrastructure
- Redevelop the area south of I-70, including Coliseum, for complementary uses to the NWCC



Provide Partnership Opportunities

- Build off the history and heritage of and secure the future of the National Western Stock Show
- Increase year-round program opportunities for education, food and food production, art, agriculture and livestock, water resources, and recreational activities through collaboration
- Provide flexibility for long term opportunities to add additional partners with complementary vision and goals
- Redevelop Coliseum site south of I-70 for complementary uses and new partners



MASTER PLAN BENEFITS

Plan Benefits

- | | |
|----------------------|---|
| Neighborhoods | <ul style="list-style-type: none">· Updated infrastructure, streets with bike and pedestrian improvements· Two new east/west crossings of the site linking the neighborhoods to the river and rail station· 1 mile of new River Park with river access and Water Resources Center· New public street access along the east side of the South Platte River· Access to educational opportunities for businesses, jobs, and local food· 46 acres of new flexible outdoor multi-use public space |
| Region | <ul style="list-style-type: none">· Secure the National Western Stock Show for the next 100 years· 365 day-a-year active campus· New destination for increased tourism and economic benefit· New multi-use entertainment, event and meeting venues· Provides opportunities for new partnerships centered around food, education, agriculture, economic development and entertainment |
| Global | <ul style="list-style-type: none">· Sets the stage for a center focused on addressing world agricultural education and energy issues |

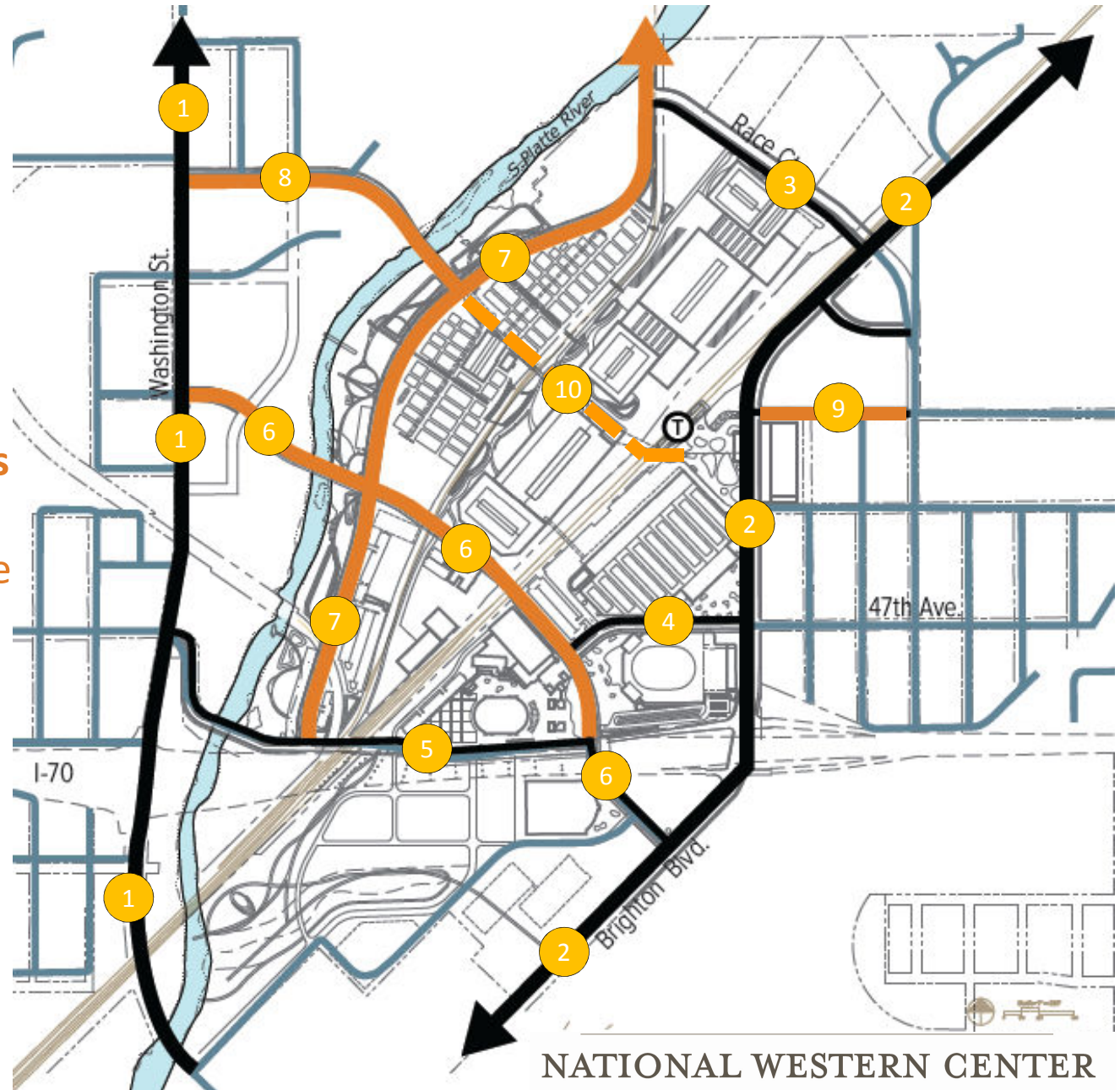
PROPOSED SITE CIRCULATION

Existing Streets

1. Washington Street
2. Brighton Boulevard
3. Race Court
4. 46th Avenue
5. 47th Avenue

New Streets/Connections

6. Bettie Cram Drive
7. National Western Drive
8. 51st Avenue
9. 49th Avenue
10. Elevated Walkway



OPEN SPACE PROGRAM

NWC Open Space: 46 ac (26%)

1. South Platte River Frontage 12.4 acres

- Access to River/River viewing platforms
- Continuous River Trail
- Cycle track that connects to the overall bike network
- Horse trails
- Small lawn areas (maintained)
- CSU growing fields / research plots
- Water Resource Center educational opportunities / educational walk
- Opportunity for various outdoor activity areas; slackline, frisbee, fitness classes, playgrounds, bocce ball, etc.
- Public Restrooms
- Picnic & BBQ shelter
- Cottonwood Galleries
- Native habitat areas & corridors

2. The Stockyards Event Pavilion 12 acres

- Large Concerts & Festivals
- Large Agricultural business events

3. Livestock Center Plaza 3.8 acres

- Upper Plaza
 - Food Vendor Space
 - Vendor Parking for special events
 - Large Event space
- Lower Plaza
 - Seating
 - Passive recreation
 - Outdoor Movies

4. Equestrian Center Plaza 2.6 acres

- Food Vendor Space
- Vendor Parking for special events
- Public Restrooms

5. Northside Park, Herron Pond, Heller Open Space

- Wetlands
- Passive recreational and educational uses



OPEN SPACE PROGRAM

6. NWC Station Plaza 3.5 acres

- Catwalk connection over BNSF
- Seating areas under a Cottonwood Canopy
- Potential for Retail Building in Plaza

7. Elyria Plaza 2.3 acres

- Large Event Space
- Seating areas under a Cottonwood Canopy

8. Arena Square 2.3 acres

- Large Event Space
- Seating areas under a Cottonwood Canopy
- VIP parking for special events
- Vendor Parking for special events

9. Colorado Commons 5 acres + 1.8 acres plots

- Large Event Space
- Outdoor seating
- CSU fields / research plots
- Farmers Markets
- Special Event Outdoor Dining
- Seasonal ice skating rink
- Art festivals

10. Livestock Exchange Plaza 0.4 acres

- Small special events
- Outdoor markets / exhibits

11. Under I-70 5 acres

- Small special events
- Outdoor markets / exhibits

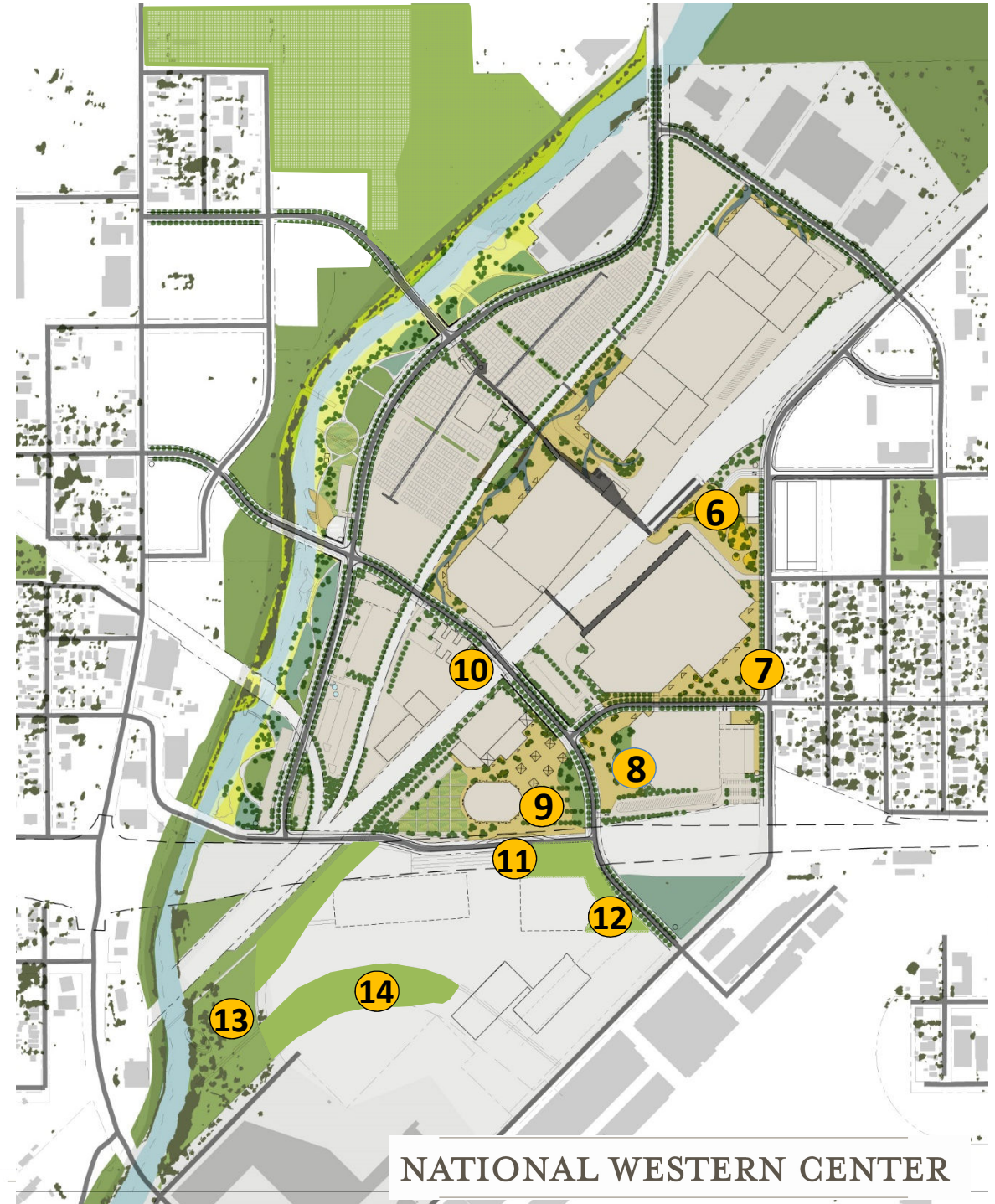
12. Denver Coliseum Plaza 1 acre

- Small special events
- Exhibits/Public Art

13. Globeville Landing Park 5.5 acres (not incl in calc)

- Large lawn areas (maintained)
- Public Restrooms
- Picnic & BBQ shelter
- Access to the River
- River Trail that connects to the overall trail network

14. Regional Drainage Channel 5 acres



47th Avenue Festival Street and Elyria Plaza at the front door to the new Trade Show/Exhibition Hall-looking Northwest



Colorado Commons with the renovated 1909 Stadium Arena Market and the New CSU Center-looking Northwest



The new Water Resources Center, Stockyards/Event Pavilion with the new Livestock Center in the background and Bettie Cram Drive connecting through the site-looking Southeast

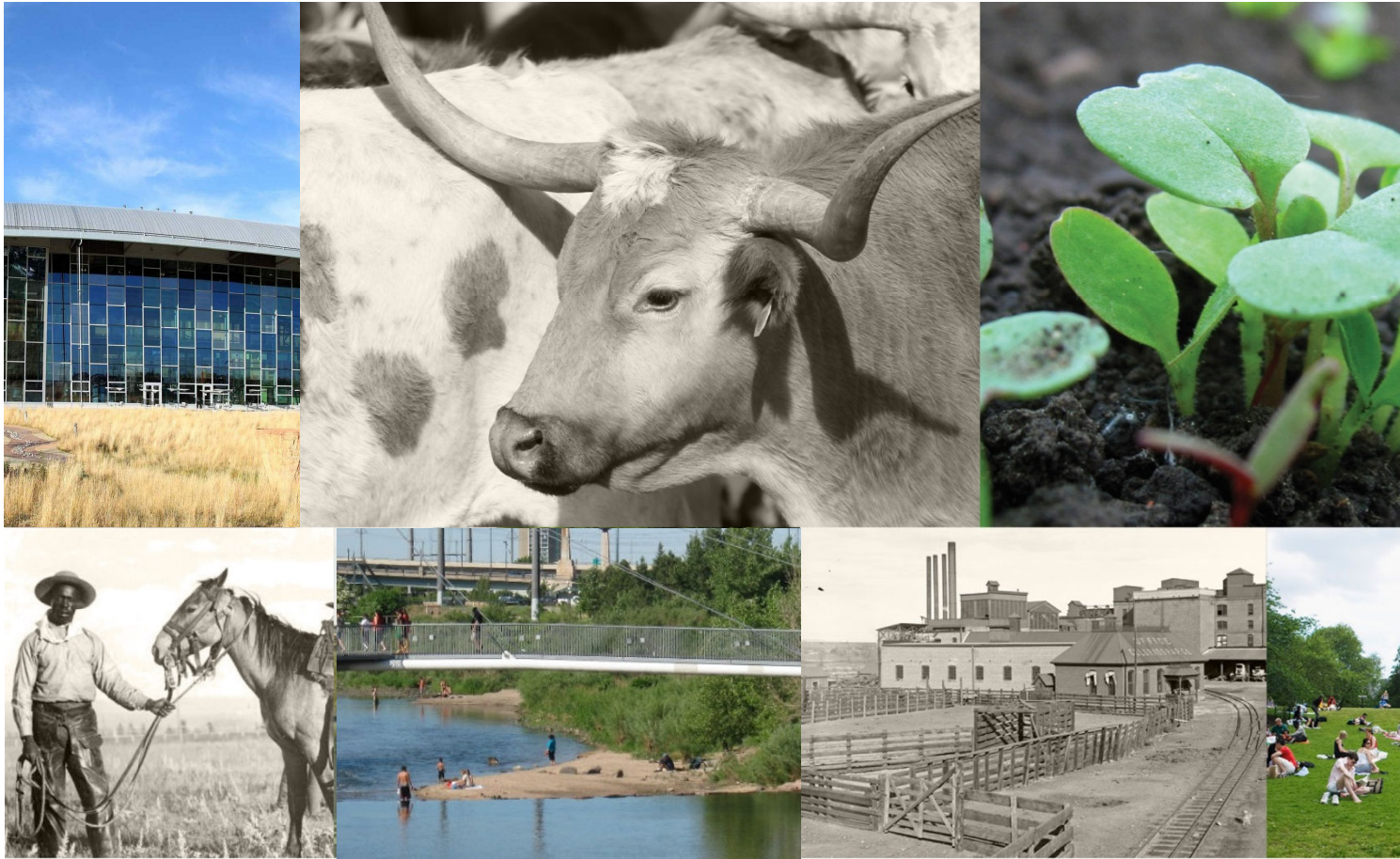


*New River crossing at 51st Avenue to the new relocated National Western Drive and the Stockyards with the new Stockyards Auction Arena and the Livestock Center in the background-
looking Southeast*



*The National Western Center Transit Plaza at 49th Avenue and Brighton Boulevard and pedestrian connections to the west with the Livestock Center and Equestrian Center in the background-
looking West*





NATIONAL WESTERN CENTER

ARCHITECTURAL CHARACTER

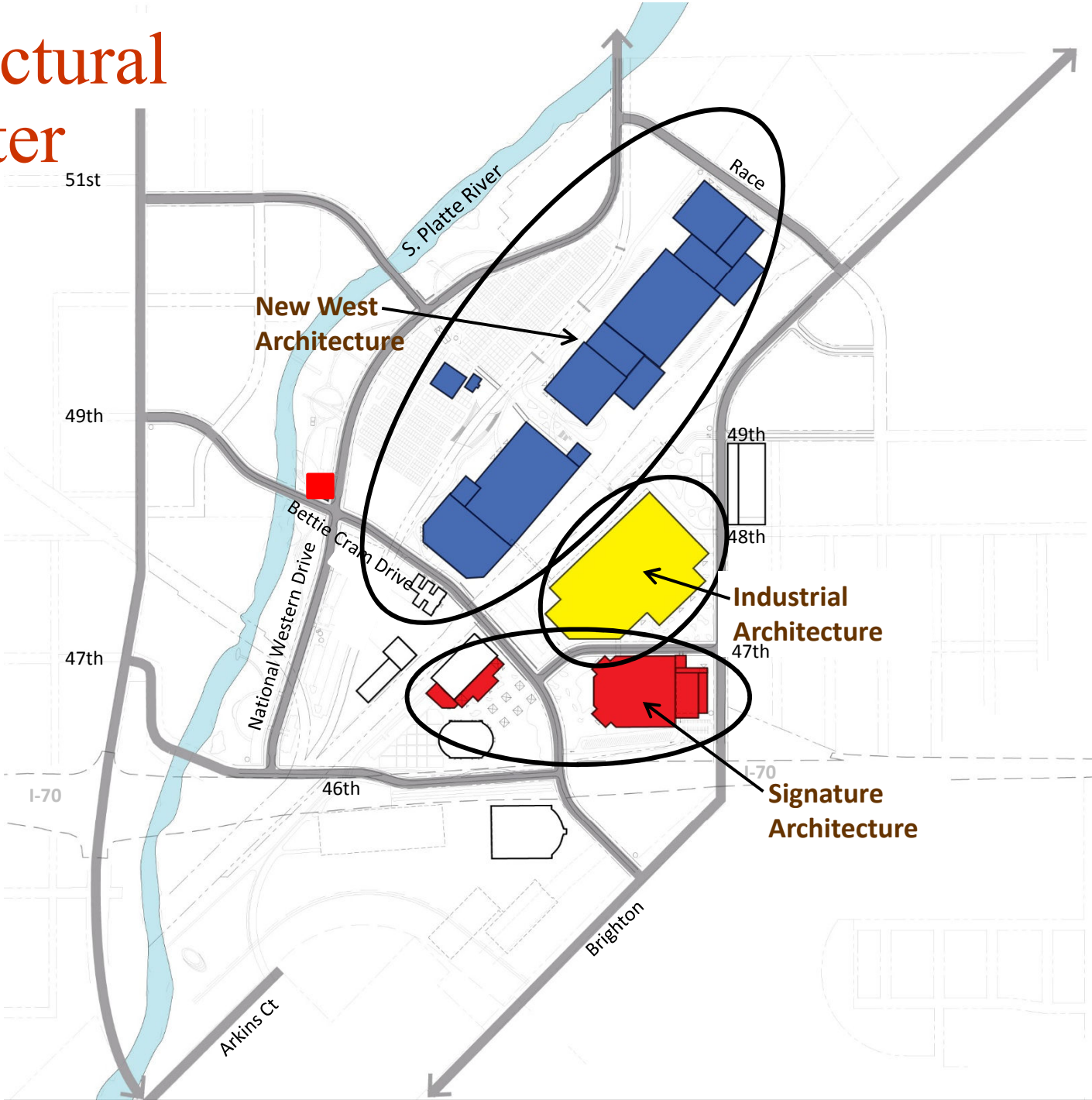


DENVER
THE MILE HIGH CITY

HISTORY  Colorado



Architectural Character



New West Architecture

Livestock and Equestrian Center

- Buildings specifically related to agricultural purposes
- Simple Forms with pitched roofs
- Metal, wood with muted earth tones
- Arcades and galleries
- Highlighted entryways
- Broken up long facades
- Architectural ornament
 - Rafter tails
 - Ridge beams
 - Overhangs
 - Struts
 - Lanterns



Scottsdale, Arizona



Scottsdale, Arizona



Texas



Texas



Texas



Ithaca, New York



Ithaca, New York



Ithaca, New York

Industrial Architecture

Trade Show/Exposition Hall

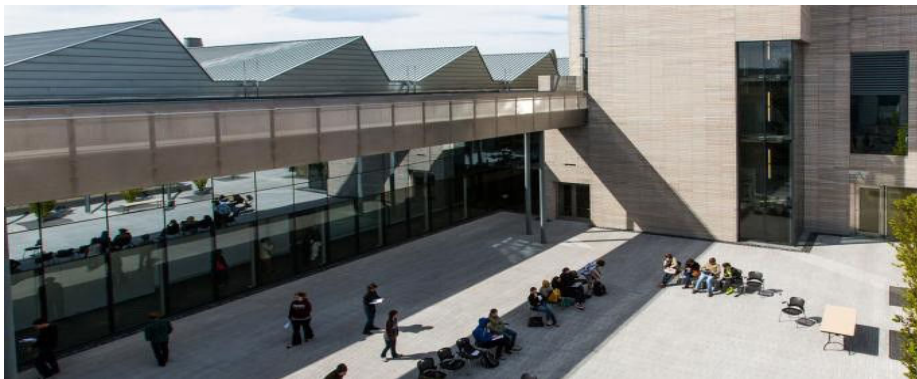
- Reflects the historic industrial and meat packing history of the site
- Simple rectangular forms with horizontal reference
- Tower forms to highlight main entry
- Building elements that scale down the building at the plaza level
- Flat roof with architectural sawtooth clerestory
- Glass facades at street level to show activity inside



Blayney-Murphy Company



Lower Saxony, Germany



Chicago, Illinois

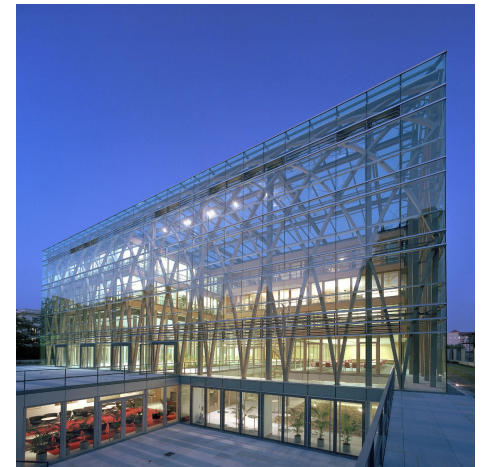


Lower Saxony, Germany

Signature Architecture

New Arena/CSU Center

- Reflects public use of the facilities
- Modern material of glass and steel
- Respectful to the history of the place
- Provides a unique identify to the NWC
- Provides a sense of pride for the community
- Inviting entry from I-70



Historic Architectural Reference

Historic Building and Site Artifacts Reference

- Rehabilitate and reuse historic structures
- Use elements that reflect historic past-stone, brick, wood
- Site signage and wayfinding elements tied to the history of the place
- Reference in pedestrian scaled elements throughout site



HISTORIC BUILDINGS



ca. 1917 Armour & Company Building



1909 Stadium Arena

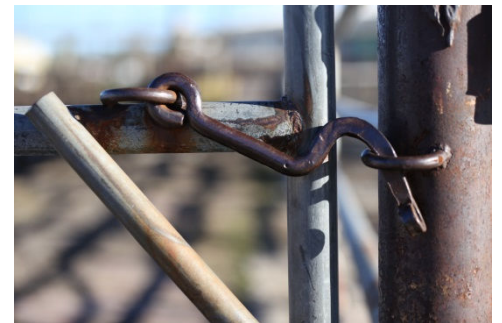
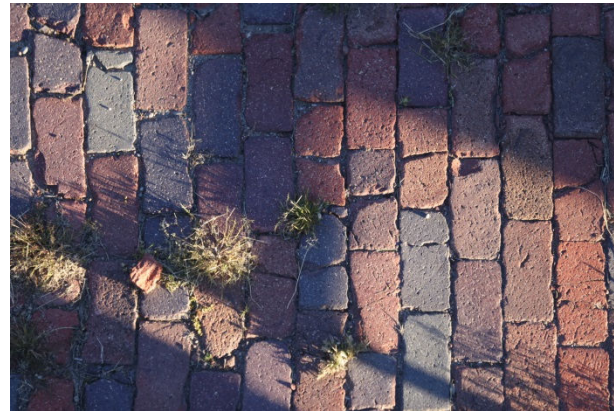
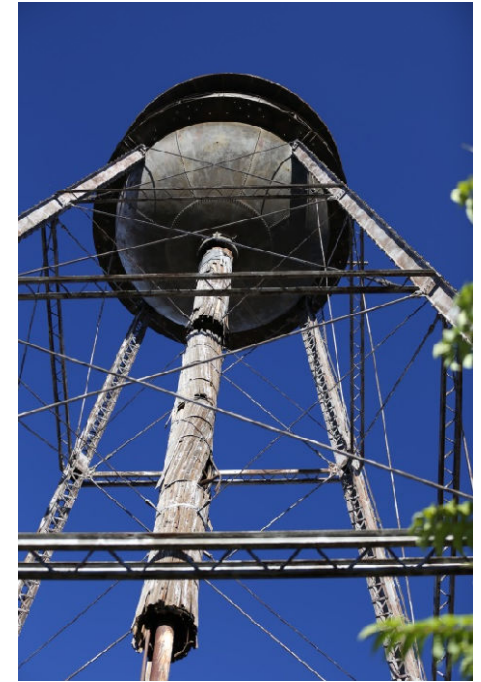


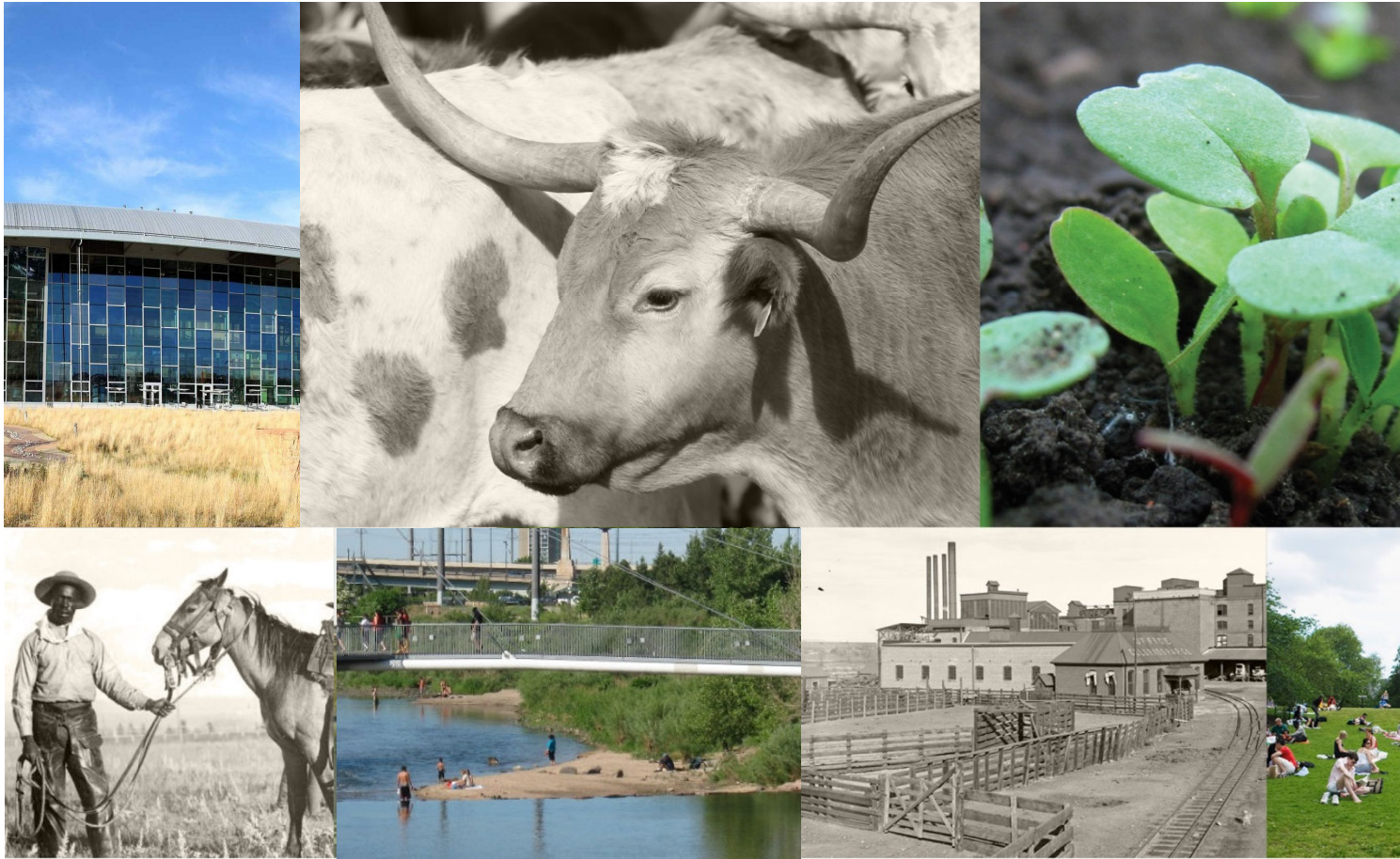
1898-1919 Livestock Exchange Building



1952 Denver Coliseum

HISTORIC REFERENCE





NATIONAL WESTERN CENTER

DENVER COLISEUM SITE

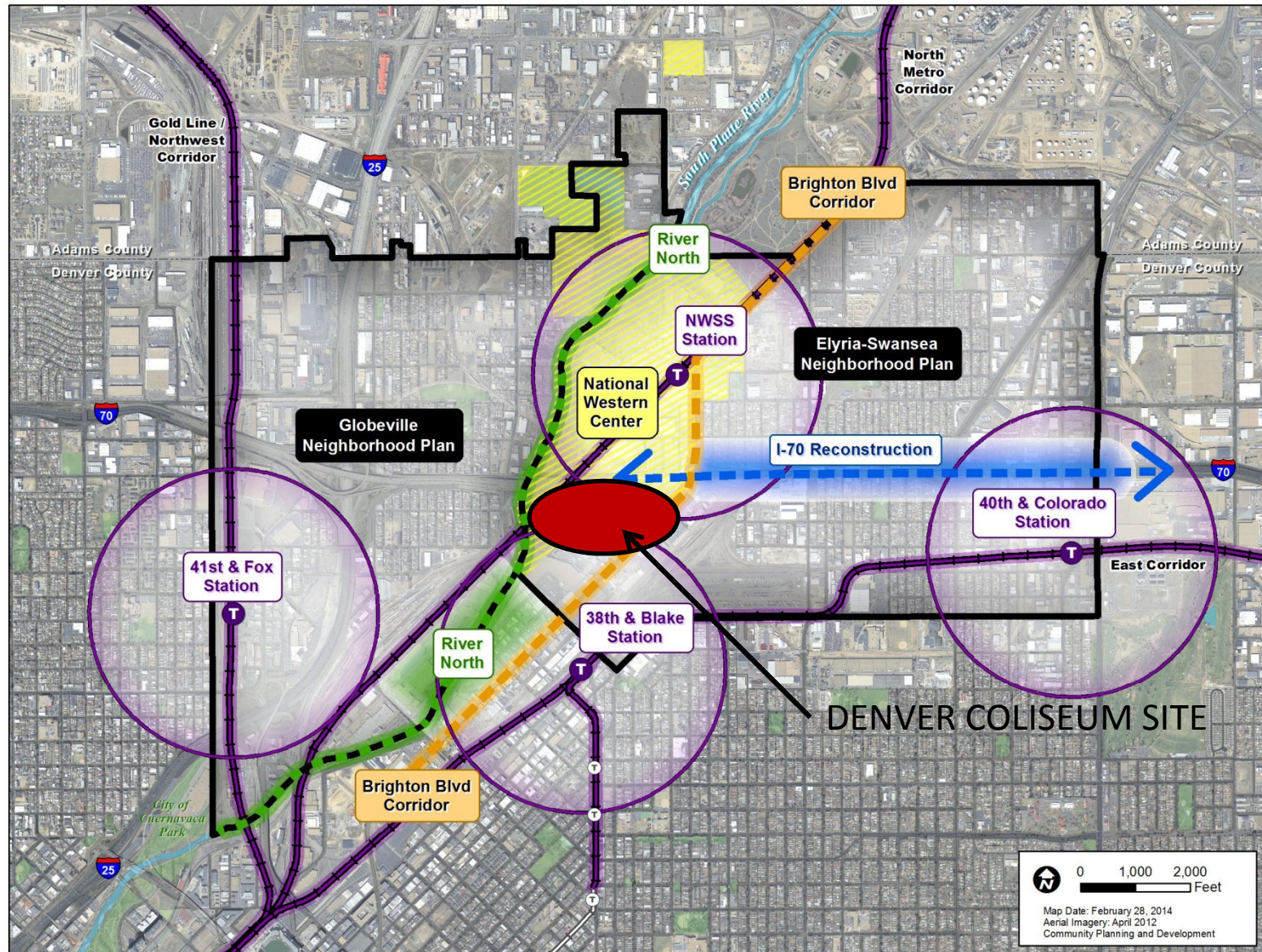


DENVER
THE MILE HIGH CITY

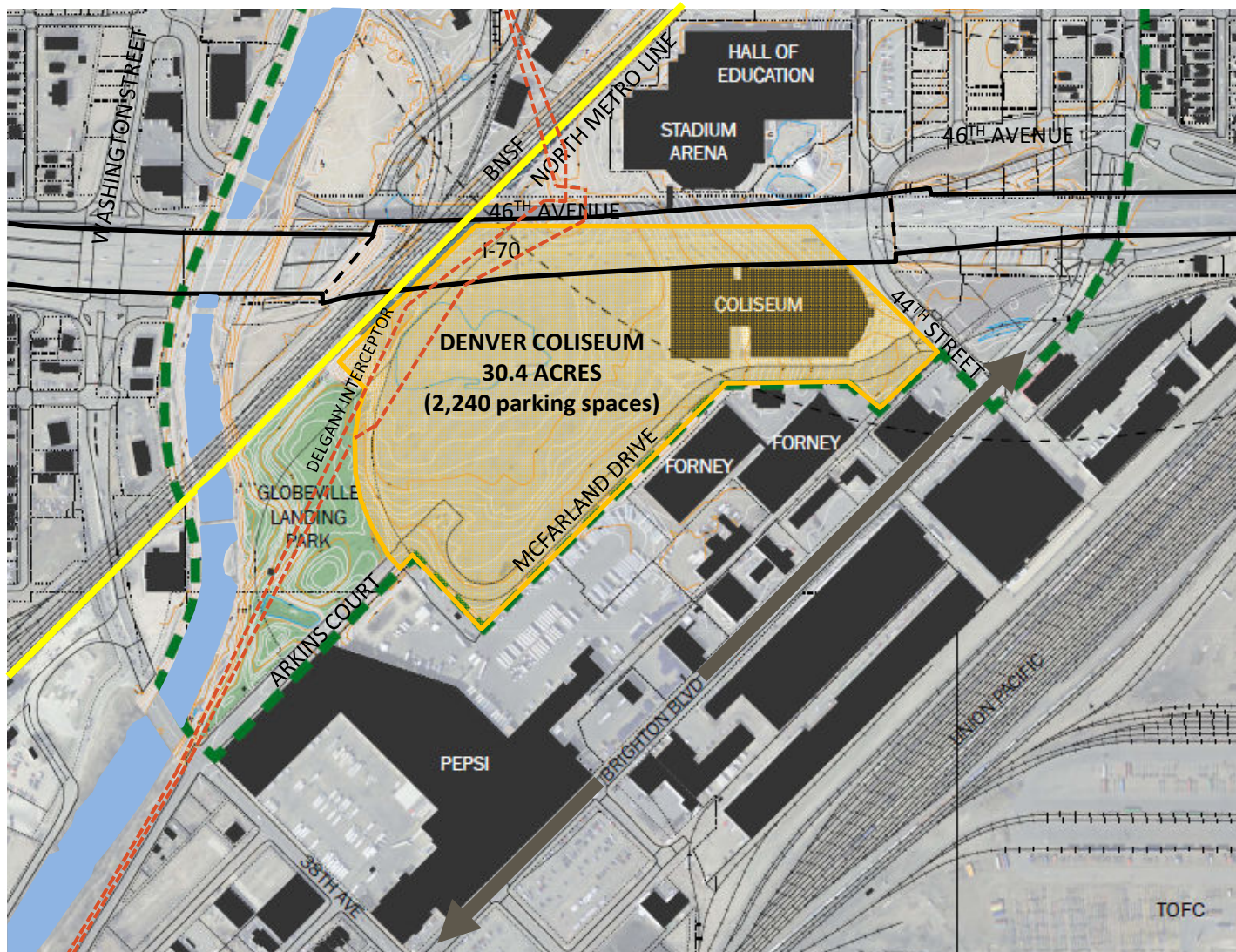
HISTORY *Colorado*



REGIONAL CONTEXT-NDCC



EXISTING CONDITIONS

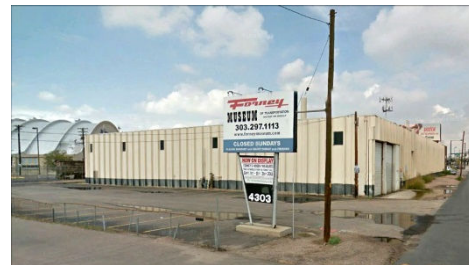


SITE INFLUENCES

- RINO Neighborhood Revitalization
- Globeville Neighborhood
- Elyria Neighborhood
- S. Platte River Access
- Globeville Landing Park
- Denver Coliseum
- Environmental Constraints
- Delgany Interceptor
- Pepsi Bottling Co.
- Access
 - I-70
 - Brighton Blvd.
 - Arkins Ct.
 - McFarland Drive
 - 44th Street
 - 46th Avenue
- Forney Transportation Museum
- Regional Drainage Channel
- NWC Parking Requirements
- Rail access/noise



Denver Coliseum



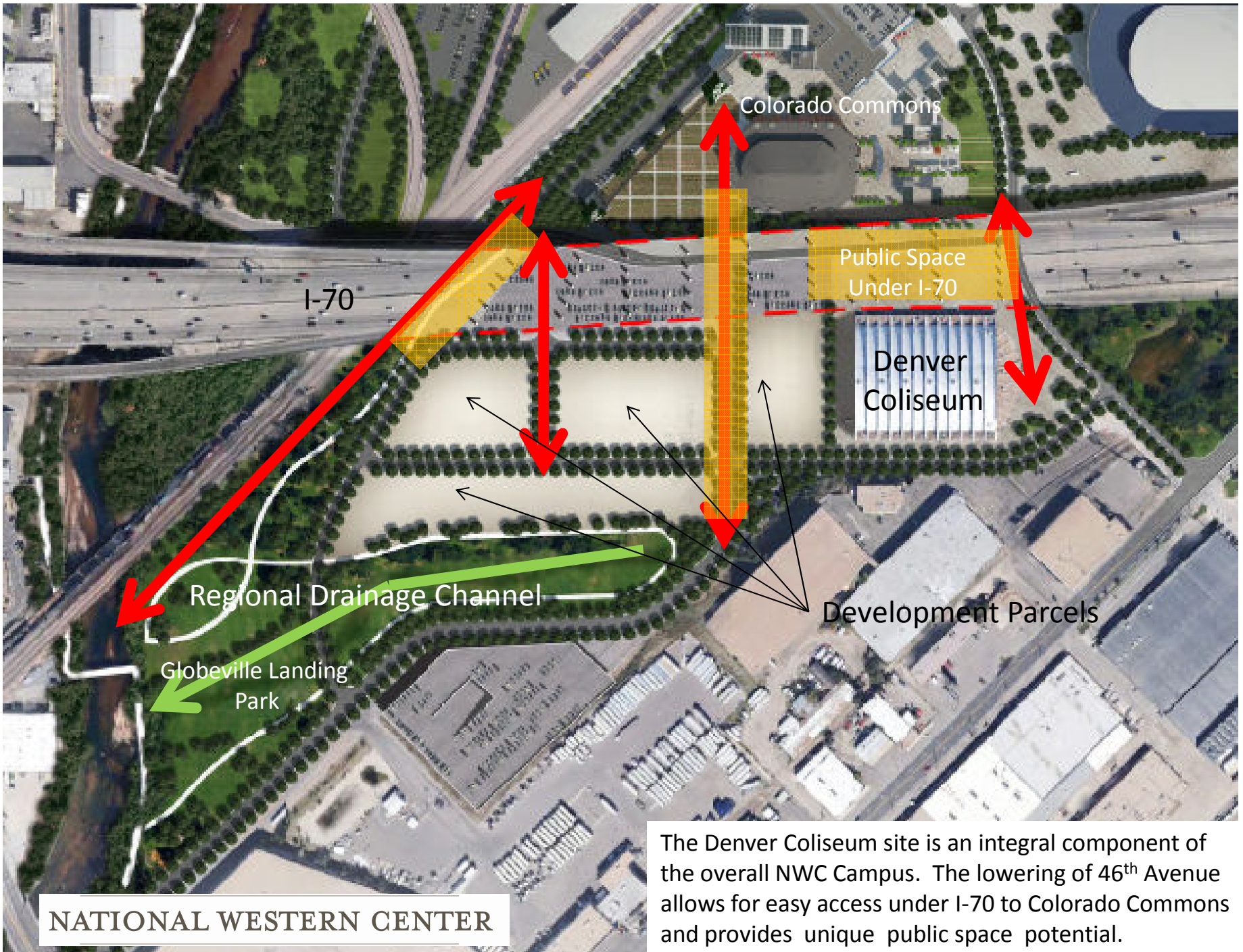
Brighton Frontage



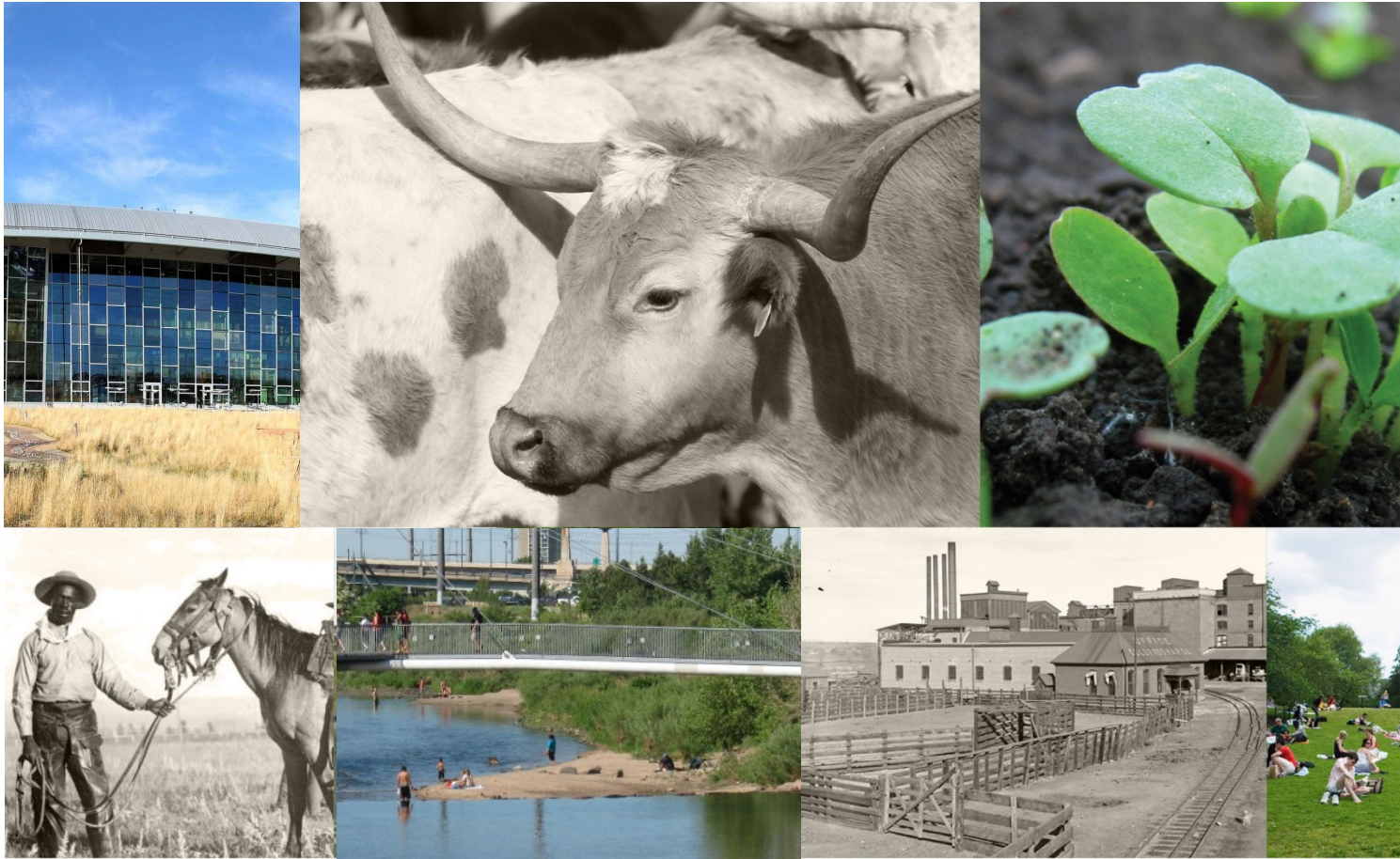
Under I-70/46th Avenue



28
Coliseum Site-Looking South



The Denver Coliseum site is an integral component of the overall NWC Campus. The lowering of 46th Avenue allows for easy access under I-70 to Colorado Commons and provides unique public space potential.



NATIONAL WESTERN CENTER

PHASING SUMMARY



PHASING CONSIDERATIONS

- This phasing overview identifies **one possible way** to phase the implementation of the National Western Center Campus
- Final phasing and schedule will depend on a variety of elements:
 - Timing and amount of available funding
 - Construction feasibility/methodology
 - Property purchase and available land
 - Existing building and site environmental remediation
 - Demolition and site preparation
 - New facilities construction
 - New site work/core infrastructure needed
 - Move-in
 - Temporary facilities
 - Parking availability
 - Stock Show every January (Keeping NWSS functional during construction)
 - Neighborhood connections, streets and access
 - Partner implementation schedule and Funding (programming readiness)
- Prior to any site construction taking place, the following elements will need to be addressed and impact all phases of construction:
 - Land Acquisition
 - Environmental remediation of buildings
 - Environmental remediation of ground
 - Demolition of existing structures

PHASE I-NEIGHBORHOOD CONNECTIVITY, RIVER EDGE ACCESS AND STOCKYARDS

Facilities

- Stockyards Auction and Show Arenas
- Stockyards Event Pavilion/Outdoor Event Space

Streets

- 51st Avenue and river bridge
- 49th Avenue and river bridge
- National Western Drive (new)
- Rail Consolidation (off river)
- Temporary NWD connection from Bettie Cram Drive to 46th Avenue
- 49th Avenue between Brighton Blvd. and High Street

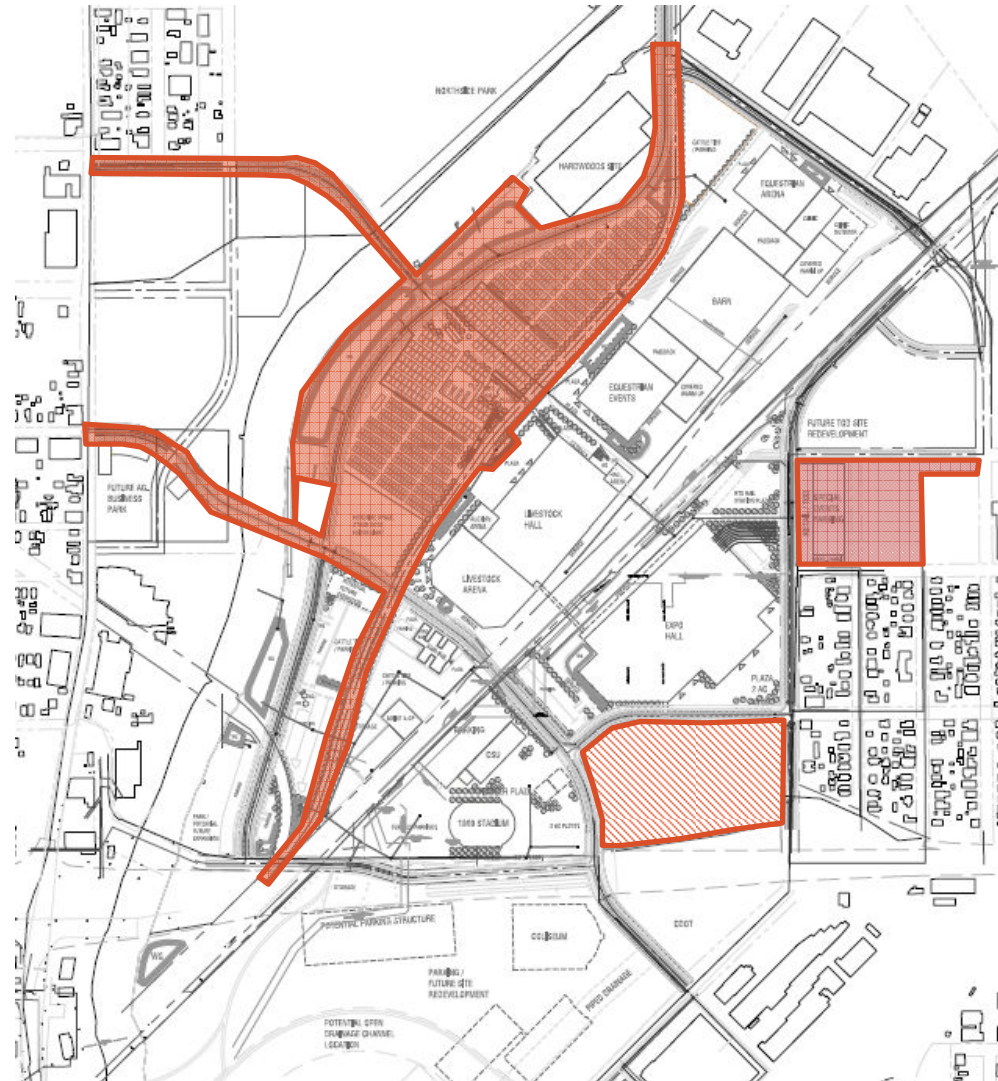
Other

- River edge on east side
- Property purchase and temporary surface parking at New Arena site
- New shared use/TOD parking structure at DPS site w/ retail TOD, Temp. NWC/CSU Welcome Center with interim surface parking
- Storm sewer improvements
- Bury Delgany Interceptors

Construction Duration

- 18-24 months

*CSU Water Resources Center could be built at any time. Earthwork and site prep would occur in Phase I



PHASE 2-LIVESTOCK CENTER AND EQUESTRIAN CENTER

Facilities

- Livestock Stadium Arena
- Livestock Hall
- Equestrian Events Center
- Horse Barn
- Equestrian Arena
- CSU Equine Clinic
- Enclosed Equestrian Warm Up
- Covered Equestrian Warm up
- Maintenance Facility
- Cattle ties

Streets

- Elevated Walkway (NWD to RTD Station)
- Portion of Bettie Cram Drive to BNSF (Maintain access to new Stockyards during construction)
- Race Court
- Brighton Blvd., 44th to 50th

Other

- Brighton/Race improvements could be a different phase
- Public Space at Livestock and Equestrian Centers (all or portions)

Construction Duration

- 24 to 30 months

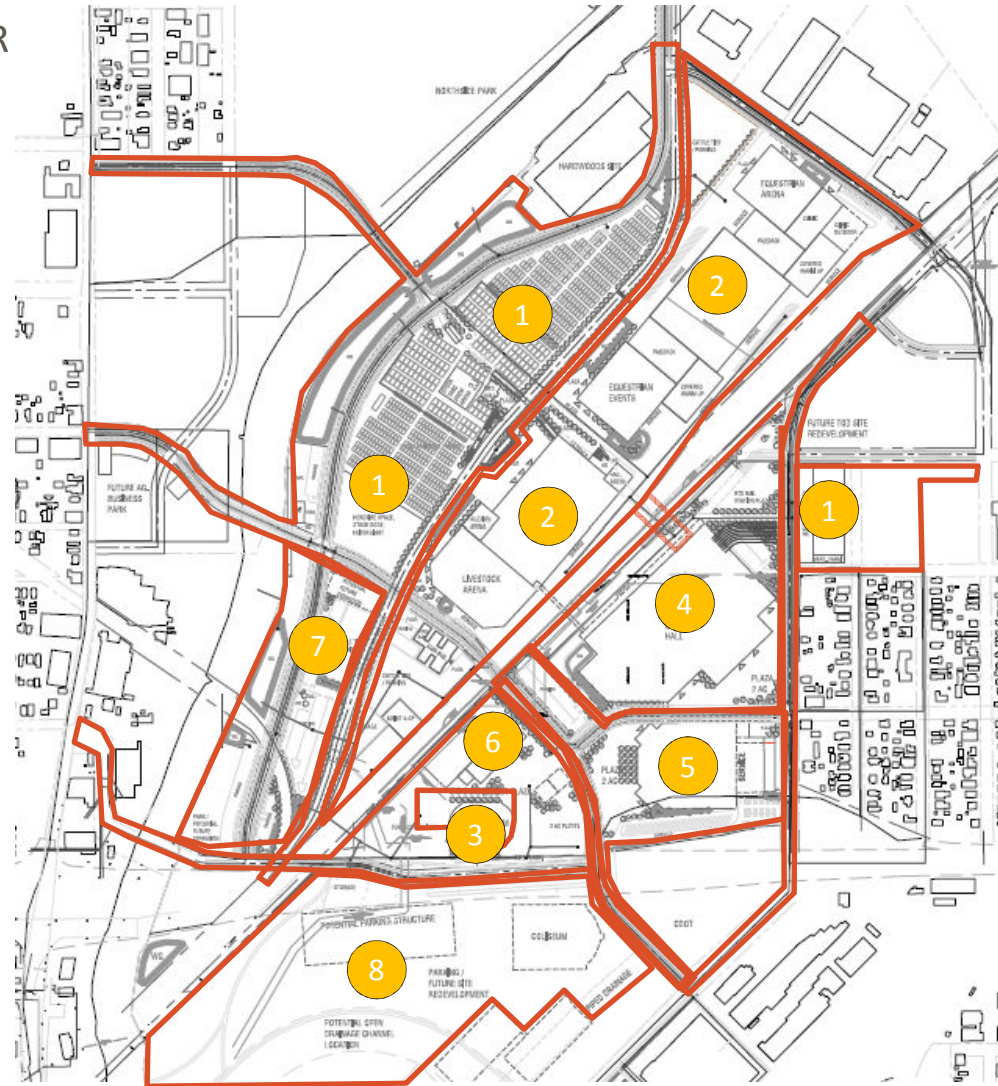
*Phase can't start until stockyards is complete

*Building livestock facilities first could provide earlier access to Stadium Arena in Phase 3



PHASING SUMMARY

1. NEIGHBORHOOD CONNECTIONS, RIVER EDGE ACCESS AND STOCKYARDS
2. LIVESTOCK CENTER AND EQUESTRIAN CENTER
3. 1909 STADIUM ARENA RESTORATION AND MARKET
4. TRADE SHOW/EXPOSITION HALL AND RIVER CENTER
5. NEW ARENA
6. CSU CENTER/COLORADO COMMONS
7. RIVER EDGE/NATIONAL WESTERN DRIVE
8. COLISEUM REDEVELOPMENT





NATIONAL WESTERN CENTER

Additional edits for clarity and correctness:

- Include images that are more reflective of the ethnicity and culture of the neighborhood.
- Include more images about the Native American influence on the site.
- Correct the history regarding an historic building on the site.
- Continue to wordsmith some of the introductory language to better highlight the global influence of the site.

Staff Recommendation

- Staff recommends moving the **National Western Center Master Plan** to City Council for adoption as a supplement to the Denver Comprehensive Plan.

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