



Mickey Zeppelin &lt;mzeppelin@zeppelinplaces.com&gt;

---

**Re: National Western Vision Statement**

1 message

---

**Hittle, Jocelyn** <Jocelyn.Hittle@colostate.edu>  
To: Mickey Zeppelin <mzeppelin@zeppelinplaces.com>

Fri, Jan 9, 2015 at 10:01 AM

Hi Mickey,

Thanks so much for these comments. I also read through the comments from the CAC work session earlier this week, and think there are some common themes. I am working on plan comments today, and will include your thoughts below where they seem most appropriate. I'm re-writing the program section in particular to include more of the detail that was originally included, and will take a stab at some intro text revision that incorporates a bolder vision.

Thanks again for all the thinking you are doing on this, and see you soon!  
Jocelyn

Jocelyn Hittle  
Director, Denver Operational Initiatives  
Colorado State University  
[303-718-0931](tel:303-718-0931)

---

**From:** Mickey Zeppelin <mzeppelin@zeppelinplaces.com>  
**Date:** Tuesday, January 6, 2015 at 11:50 AM  
**To:** Jocelyn Hittle <jocelyn.hittle@colostate.edu>  
**Subject:** National Western Vision Statement

Hi Jocelyn - Happy New Year. Thanks for the meeting late last year to talk about the Master Plan. Per your request, I am providing a bit more of my input. I appreciate the effort that went into the Plan and the artistic elements with photos and maps, charts, etc. The Plan was comprehensive, in fact, a little to much - it was frequently repetitive. It was unclear who would or could read through the entire document. Obviously, it was designed to satisfy requirements of every grant and every entity. It had something for everyone but difficult to find a real focus. Clearly, it was designed particularly for the physical needs of National Western Stock Show and their activities. The role of CSU and the Natural History Museum was unclear.

It is critical that the Plan not be read as one commentator stated. "The proposed plan for the National Western Stock Show, which appears to be a sanitized amusement park, special events venue and equestrian center, most innovative and sustainable disposition of 100 acres of prime urban real estate." Moreover, for a billion dollar investment, it has to truly be a game changer.

It must be bold and global and inspiring. I suggest that the Master Plan be prefaced by a vision statement which will generate the excitement and dispel the notion that this is only a reinvention of the former stockyard facility. It must tell an enticing story that will demand global attention. The vision statement for National Western celebrates the pioneering spirit and promise of the West. We need to re-examine that pioneering spirit in the new National Western story.

Subject to much re-editing, I suggest something like the following as part of the vision statement. CSU must take a leadership role in implementing this vision of the New West.

The glamour of the "West", western history must be re-told based on today's times. The story of those early west values - the pioneer, the miner - those stories represent a different era. Those pioneers came to a country that was raw, fresh and a primary value to use those resources to develop a new life. There was little reverence for natural beauty - use every means possible to gain an economic foothold for themselves, their families. They were not concerned about the impact on the environment, or the native people. It was self survival. There was little consideration about polluting the river, abusing the land or tearing up the earth for gold, silver or other resources. There was an "abundance" of natural resources and restoration or displacement of the earth or use



of natural resources, including animals (like the buffalo) was not a consideration. The "pioneer mindset" continued for more than 100 years and until recently was the accepted rule. We witnessed with natural disasters like the dust bowl, the pollution of our waters and air. With the automobile came the failure to consider its impact on air, land use, urban development, further depletion of resources and impact on quality of life. That need to dominate was demonstrated in the slavery by this country and the continued prevalence of a society of classes and racial and economic discrimination. Creating classes and protective barriers was part of the pioneering spirit.

We are entering into a new pioneering movement where we are re-examining our values. We are acknowledging that our resources are exhaustible, that we must take care of our environment and be respectful of people regardless of race, economic status, sexual orientation and a realization of the value of all people. The National Western must boldly assert its leadership role as the flag bearer of the New West. Many of these concepts are part of the proposed Master Plan and facilities.

The National Western Plan must proclaim loud and clear that Denver and the State of Colorado, through National Western, reject those exploitive aspects of the West and promote a New Western Culture with new values. These values extend beyond respecting the rights and dignity of people, all forms of life and the natural environment. It will provide knowledge, innovation, compassion and new insights into the human condition. It means global collaboration with multiple educational, scientific, communal, governmental, etc., entities.

The National Western is the ideal organization to take on the task of re-pioneering a new Western set of values that could alter world actions on the environment and human relations. The area surrounding Nation Western has experienced the insensitivity of the Old West. The Globeville, Elyria, Swansea areas have witnessed the pollution of its air from the smelters and autos. The community of Globeville was physically divided by Interstate 70. The area endured the indiscriminate placement of wastewater and waste and sewer lines as barriers to the river and development. Numerous rail lines and roads disregarded the development of the communities. The placement of undesirable uses such as sewer plants and industrial facilities emanating bad smells, noise and pollution and poor working conditions were imposed on its residents. The failure of the government to provide equal services, education, health and recreation facilities for the communities.

All of this is changing and the new National Western can be the catalyst to make the difference and create a new paradigm and set a global example. It will do so with improved facilities, but more importantly, a dedication to the most progressive thinkers and programs. It will inspire not only locals and tourists but educators and institutions throughout the world to be part of what is created at National Western. CSU and the Natural History Museum must take the leadership with National Western and appropriate funding for those two organizations is critical.

Mickey

**Mickey Zeppelin**  
**Zeppelin Development**  
**3455 Ringsby Court #100**  
**Denver, CO 80216**

**303.573.0781 x11**  
**[mzeppelin@zeppelinplaces.com](mailto:mzeppelin@zeppelinplaces.com)**

**National Western Center Master Plan**

**NWCAC**

Neighborhood Programming Summary and Alignment with NWC Program

~~DRAFT 062614~~ Draft 8/28/14

Identified Facilities from NWCAC Facility Fit with NWC	Integrated Facility Program (IFP)
Facility and plan should span the river	Part of overall Site Circulation plan
A place like Seattle Pike Street Market – on the S. Platte River	Multiple Options-Yards, Outdoor Trade Show Space, Stadium Arena
Walkable-	Entire Site-All facilities
Open Access to the public-priority	Open except during Stock Show and larger events
Bring the inside out!	Entire Site
<b>Public Space</b>	Throughout the site to connect facilities and the neighborhoods
Parks relationship to nature/agriculture	Connections and access along the river from Globeville Landing Park to Heron Pond
Park-Like Atmosphere across the entire community	Center in an 'agricultural green" concept
Outdoor venues for entertainment	Multiple Options for outdoor venues-Stock Pens, plaza and open space for small events, entertainment, gatherings
Inclusive of Parks	Plan to include integration of Globeville Landing, Northside, Elyria and Argo Parks, Heron Pond and Heller Open Space
River walk – Connection to River	Trail and access throughout the site
A great public amenity	Entire site
A Community gathering place	Multiple locations throughout the site-plazas, parks, green space, facilities
Public spaces that are reflective of the community and are fun to spend time in	Multiple locations throughout the site-plazas, parks, green space, facilities
Outside Venues	Multiple Options for outdoor venues-Stock Pens, plaza and open space for small events, entertainment, gatherings
A place to walk and exercise	Trail and access throughout the site
Surrounding parks need to be a part of the overall plan	Plan to include integration of Globeville Landing, Northside, Elyria and Argo Parks, Herron Pond and Heller Open Space



Tell the story about the place using historic landmarks and use new facilities to help the story continue	Heritage Center and throughout the overall center-indoor and outdoor education about the history of the neighborhoods and the NWSS
Western History – Indigenous History	Heritage Center and throughout the overall center-indoor and outdoor education about the history of the neighborhoods and the NWSS
Neighborhood Cultural Center	Heritage Center and throughout the overall center-indoor and outdoor education about the history of the neighborhoods and the NWSS. <del>Specific facility not identified in the program</del> –This element can be part of the Heritage Center and include uses such as the Globeville/Elyria Swansea display that was at the Denver Public Library
Coliseum/Stadium Arena/Livestock Exchange	Reuse studies of these 3 facilities pending
Take advantage of the river opportunity	Plan to provide access to river and river crossings
River open to the public-not closed off by private development	Plan to provide access to river and river crossings
Protect uniqueness of neighborhood-integrate the 'now' of the neighborhoods	Part of overall Master Plan development
Re-introduce Horses into the community	<del>Currently not in program</del> but could be shared with equine center. Needs to be discussed with CSU, NWSS & City; would require some zoning modifications
Horse Boarding Facilities	<del>Currently not in program</del> but could be shared with equine center. Needs to be discussed with CSU, NWSS & City; would require some zoning modifications. This will remain a possible programmed use pending ownership and staffing issue resolution.
4-H programming	Part of overall NWSS mission
Riding Stables/Trails	<del>Currently not in program</del> trails will be incorporated into the plan. Needs to be discussed with Parks and Recreation. This will remain a possible programmed use pending ownership and staffing issue resolution.
Horse rehab program	<del>Currently not in program as discussed</del> -CSU Equine Center is part of plan
Development around the transit station	Part of the overall Master Plan and Vision and the Neighborhood planning efforts
<b>Education for Children</b>	
Facilities for children that teach the relationship between water systems, animals and the food we eat	Overall education program to be developed-CSU and NWSS
A place to create better futures for the younger generation	Part of the overall Master Plan and Vision

A place to educate the neighborhood about health and wellness	Overall education program to be developed-CSU and NWSS
Equestrian education for young children	Overall education program to be developed-CSU and NWSS
Dedicated horse stalls to teach people about horses/riding	Currently not in program Overall education program to be developed-CSU and NWSS
Water/Water Management Education for kids and adults	Overall education program to be developed-CSU and NWSS
<b>Culinary Arts</b>	
Teaching kitchen/commissary kitchen to help people learn healthy cooking	Overall education program to be developed-CSU and NWSS
A shared community kitchen space with education on cooking and relationships between agriculture and the animal industries	Kitchen for Farm to Table as part of CSU program- Community kitchen currently not in Program- This is a program element that can be incorporated into the larger CSU food and kitchen program
Chefs Kitchen for the Neighborhood	Kitchen for Farm to Table as part of CSU program- Community kitchen currently not in program- This is a program element that can be incorporated into the larger CSU food and kitchen program
Academy dedicated to food and agriculture	Possible through CSU-needs to be discussed in collaboration w/ DPS This is a program element that can be incorporated into the larger CSU food and kitchen program
<b>Business Activities</b>	
A place for commerce-support local businesses, artists, entrepreneurs	Part of Overall Vision
Vendor Space for markets and local goods sales/festivals	Multiple locations throughout the site for vendor space and sale of local goods
A place that helps to create jobs in the new economy	Work Force and job development program needs to be developed
A Main Street Economy	The neighborhood plans and NWCMP will recommend land use changes and encourage a main street economy.
Opportunities for Urban Farm / Urban Ranch	Urban farm and garden/growing plots is part of the CSU program
Enterprise market space	Multiple locations throughout the site for vendor space and sale of local goods
Business Incubator Space	Multiple locations throughout the site for vendor space and sale of local goods



Collaborative economy with neighborhoods – Enterprising Economy	Multiple locations throughout the site for vendor space and sale of local goods
Work Force Development opportunities on the site	Work Force and job development program needs to be developed This is a program element that can be incorporated into the business component of the overall program
Reinforce local investment	Part of Overall Vision
<b>Sport/Recreation Opportunities</b>	Currently not in program but multiple opportunities throughout the site-indoor and outdoor
Olympic sized pool, wellness center, Recreational Facility – State of the Art	Currently not in program. The primary study area site is very constrained, but there is an opportunity to explore additional recreation facilities outside of the primary study area. The GES HIA identifies the need for better access to recreation opportunities. This need will be reiterated in the GES Plans. The City will comment on the I-70 SDEIS requesting that indoor recreation facilities are included as mitigation. The Recreation Center Master Plan calls for a focus on more regional-scale recreation centers and getting away from building new neighborhood centers that are no longer sustainable to operate. The master plan proposes relying heavily on partnerships to complete these goals, one reason there has been so much discussion with CDOT for a potential GES recreation center. Without strong partnerships, the CCD is required to prioritize costs of a new recreation facility against the millions of dollars of needed infrastructure improvements throughout the entire park and recreation system. This is an annual process where opportunities are weighed one against the other.
Velodrome	Currently not in program. A permanent velodrome will not be provided, but this could be a temporary use based on need. Could be set up at multiple locations on the site.
Health education – wellness center	Currently not in program –Health Education - Overall education program to be developed-CSU and NWSS (see above for wellness center)
Recreational Facility – State of the Art	Currently not in program; placeholder for possible rec center in I-70 East project as part of activating the lid/cover @ Swansea School (See above for recreation center)
RV and Camper Space	Part of NWSS Program-200 RV spaces
<b>Art Related</b>	

Gallery spaces	Part of Coors Art-Western Heritage program
Public art spaces	Part of overall open space and connections
Outdoor Western Art Venue	Multiple opportunities in the overall open space and connections
Spaces for musicians / vendors	Multiple opportunities in the overall open space and connections
Affordable Artist Housing	<del>Currently not in program</del> —This is a program element that can be incorporated into the performing arts component of the overall program. The need for Affordable housing will be identified in the GES neighborhood plans.
Incubator	Flexible space in the program for this activity
Dance Studios	<del>Currently not in program; flexible space on the site could accommodate dance classes</del> —This is a program element that can be incorporated into the performing arts component of the overall program
<b>Other Identified Program Needs</b>	
Integrate local church events	Multiple opportunities in the overall site facilities open space
Recycling and Composting	Part of overall site regeneration vision and program
NWC as a Partnership with the Community	Part of the overall Master Plan and Vision
Mixed Income Housing	<del>Currently not in program</del> The need for mixed income housing will be identified in the GES neighborhood plans.
Project should recognize farmers	Opportunity to be part of Western Heirtage
Recognize the Military	Opportunity to be part of Western Heirtage
Mustang Adoption Program	<del>Currently not in program</del> —This will remain a possible programmed use pending ownership and staffing issue resolution.
New School Site	<del>Currently not in program</del> —dependent on DPS analysis. A new school site will not be provided for the overall NWC program. At the June CAC meeting, DPS presented that there was not a need for an additional school site in the area of North Denver.
Work with DPS to determine new school needs in the area	<del>Currently not in program</del> —dependent on DPS analysis. A new school site will not be provided for the overall NWC program. At the June CAC meeting, DPS presented that there was not a need for an additional school site in the area of North Denver.
Connection to Adams County	Part of overall Master Plan
Livestock Exchange Building as a museum	Reuse study to look at opportunities for uses in Livestock Exchange Building. <del>Traditional museum currently not in program</del> —This element can be part of the Heritage Center