



DENVER
THE MILE HIGH CITY

On-Call Professional Engineering Services for the

National Western Center

Campus Placemaking Study

NWC-CAC | July 27, 2017



In partnership with: studioINSITE | Matrix Design Group | Communication Infrastructure Group

In association with: Winter & Company | HR&A Advisors, Inc. | GH2 Equine Architects | Zoeller Consulting
505Design | OV Consulting | Livable Cities Studio | Two Hundred, Inc. | ArLand LLC
SSG MEP | San Engineers | C.H. Johnson Consulting | Bullock, Smith & Partners

What is Placemaking?



21st century placemaking
visions, principles and challenges

Julian Dobson, director, Urban Pollinators
@juliandobson

**PLACEMAKING:
MAKING IT HAPPEN***

*In New England

October 7-8
Cambridge, MA

WHAT MAKES A
GREAT PLACE?



P.L.A.C.E

P
EOPLE



L
AND



A
RCHITECTURE



C
ONTEXT



E
NVIRONMENT



Designers need to Listen & Learn in order to Adapt & Reveal

NWC Placemaking is Storytelling...

1800



1859
Colorado part of the
Jefferson Territory

1900



1870
First rail
lines in Denver

1899

Globe Smelting
and Mining
becomes American
Smelting and
Refining Company
(ASARCO)

1881

Elyria Lots for
sale by Archie Fisk
for \$20 to \$40

1882

Omaha and
Grant Smelter
moves to
Coliseum site

1886

Holden Smelter
opens at 51st and
Washington

1902

Globeville Annexed
to City of Denver

1903

Omaha and Grant
Smelter closes

1904

Elyria Annexed
to City of Denver
Western Packing/Smith Packing
Company built along river
Blayney-Murphy/Cuddehly/
Sigman/Bar-S Packing
Company built at 48th
and Brighton

1906

First National Western
Stock Show
CSU wins the first Grand
National Steer prize



1909

National Amphithe-
(Stadium Arena)—1
permanent structure
at NWSS



1898
Original Livestock
Exchange Building

1892

Colorado Packing
and Provision/
Armour Packing
built along river

1891

Town of Globeville
Incorporated

1890

Town of Elyria
Incorporated

1916

Livestock
Exchange
Building
Opens

1919

Smelting
Operations
stop at
ASARCO



1952
Denver Coliseum
Dedicated I-70
Constructed
Yards Auction Area

1964
Construction
of I-70

1973

Hall of Education,
Beef Palace, and
National Western
Center Club open

1991
Expo Hall
and Stadium
Hall open

1989
Voters approved
bond issue for
NWSS

2013

Mayor Hancock
announces the
creation of the North
Denver Corridor to be
Collaborative (NDC),
of which the National
Western Center
project is included as
one of the six major
projects in the region
National Western
Center Memorandum
Of Understanding
signed by City and
County of Denver,
Western Stock Show
Association, Colorado
State University,
Denver Museum of
Nature and Science
and History Colorado

2006

Centennial of
National Western
Stock Show



Late 2014

National Western
Center
(draft)
Master
Plan
released
publicly

2012

National Western
Stock Show
announces
they are staying
in Denver

April 2014
National Western
Center Master
Plan process
started

March 2015

National Western
Center Master
Plan approved



1995
National Western
Events Center,
paddock and Horse
Barn Open



1931
National Western adds
a Rodeo to the show



2000
Elevated I-70 and 46th Avenue
reconstructed west of Brighton Blvd.



1889
Globe Smelting
and Mining Co.
purchases
Holden Smelter

1858-1860
Colorado Gold Rush

1000-1450
Ancestral Pawnee
in the area

1500-1600
Ancestral Plains Apache
in the area

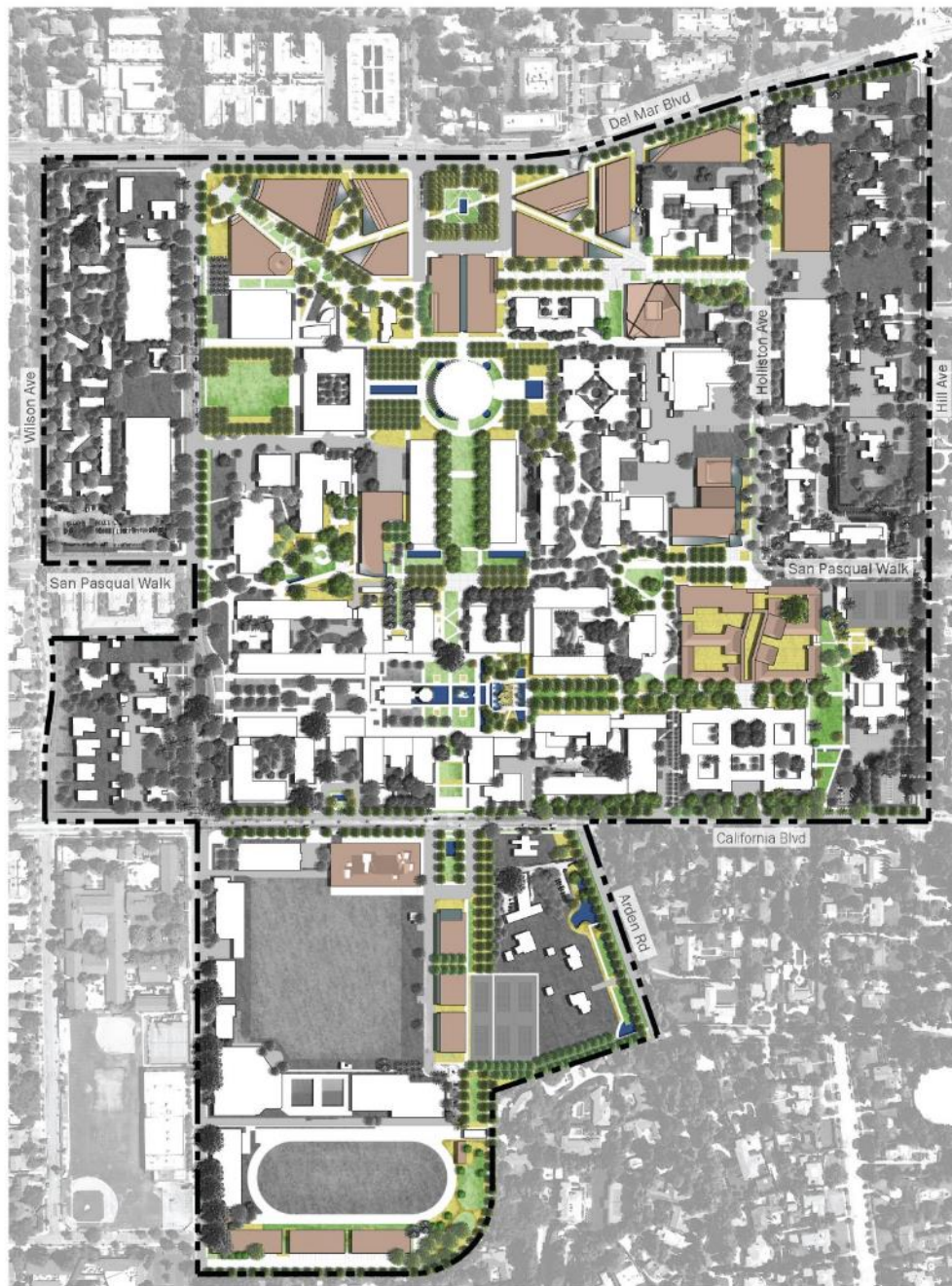
1600
Ancestral Comanche
in the area

Early 1700's
Spanish Explorers

1700
Historical Kiowa, Arapaho
and Cheyenne in the area

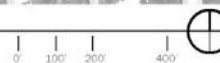
Means of Storytelling

- Site planning and iconic features
- Architectural design and detail
- Landscape design
- Materiality
- Exposure of key systems and "back of house"
- Traditional and creative educational and interpretive elements
- Public Art
- Signage and wayfinding

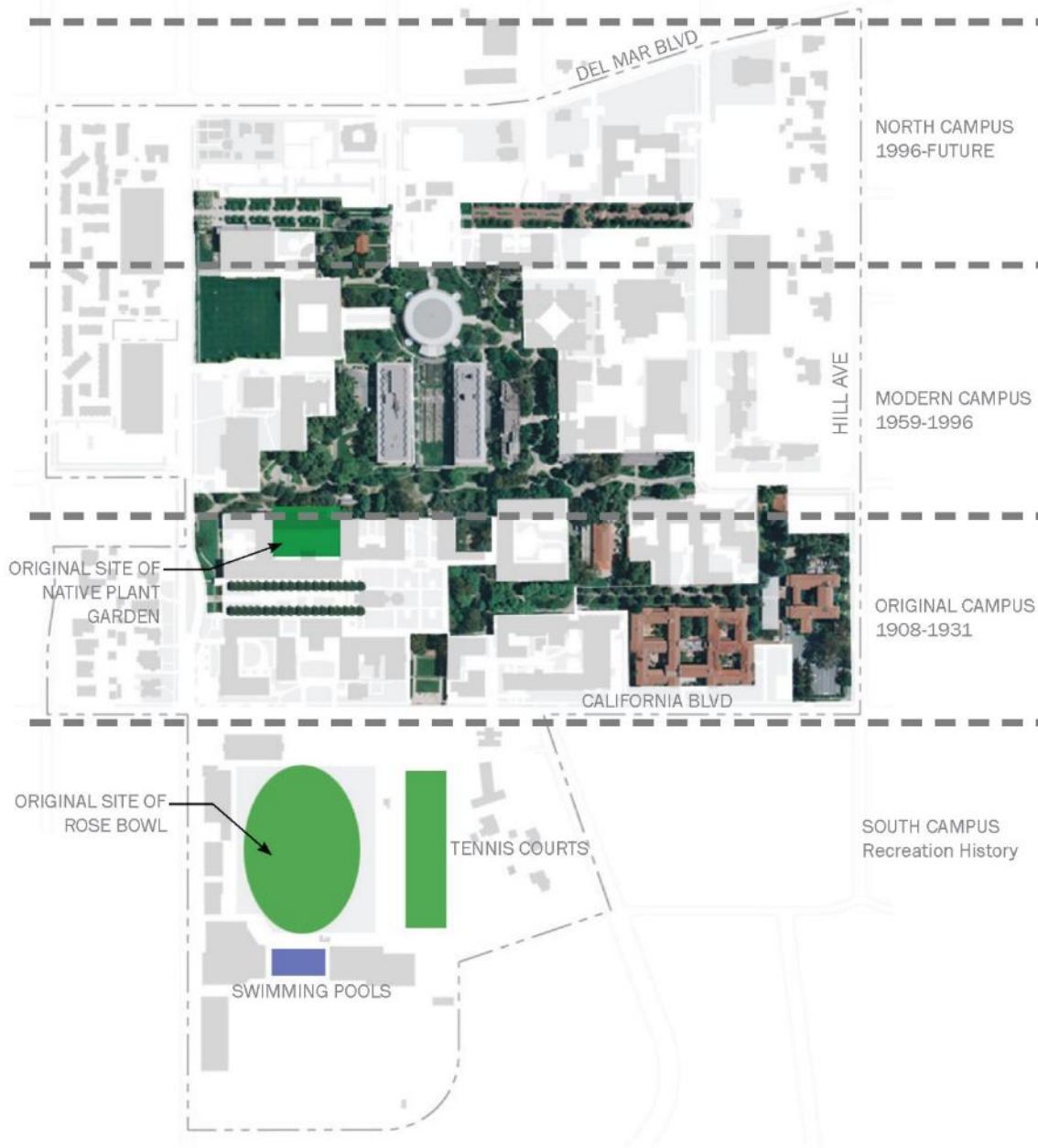


FINAL MASTER PLAN

123-acre campus - highlighted areas indicate proposed landscape and building interventions.



Character Areas and Historical Period Zones



SITE ANALYSIS - History

Development history organizes campus into four distinct bands or zones.



Outdoor Classroom and Living Laboratory



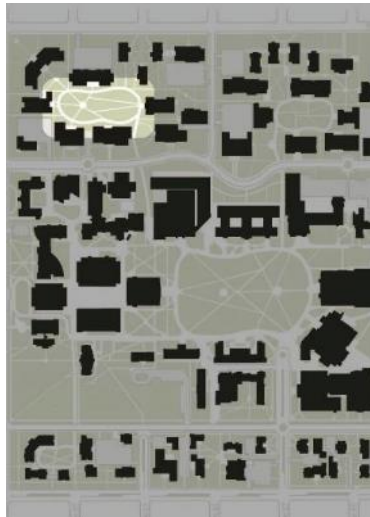


Hierarchy of Open Spaces

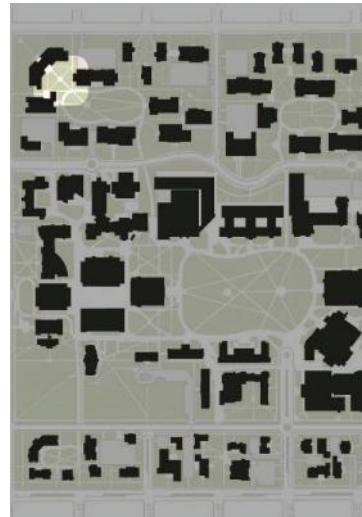
Pasture



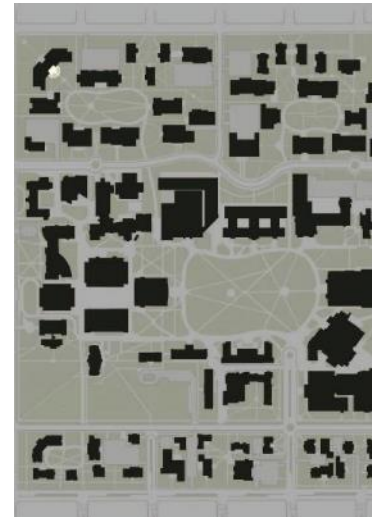
Main Quad



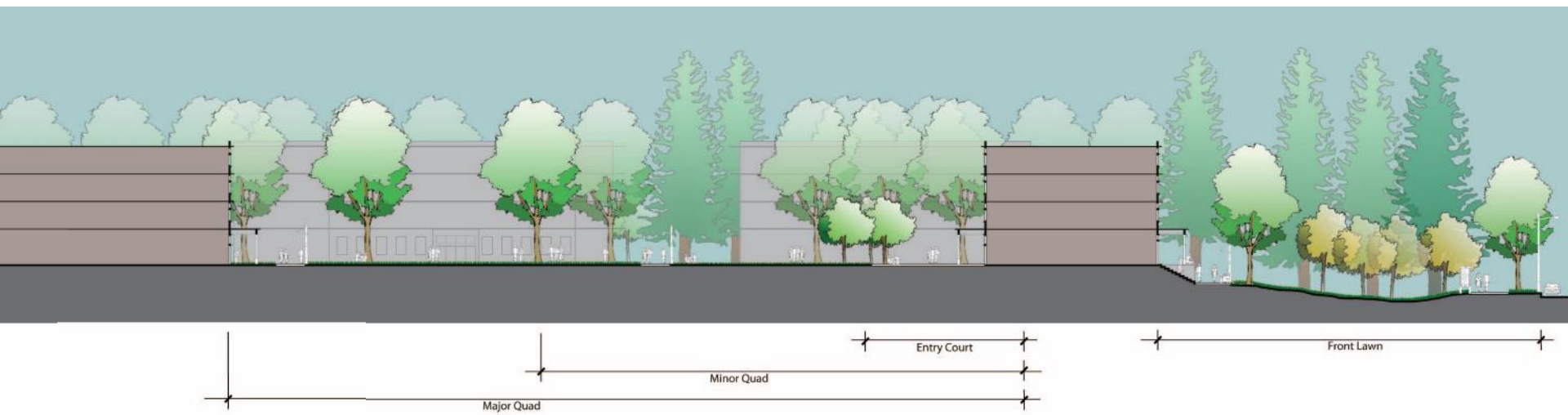
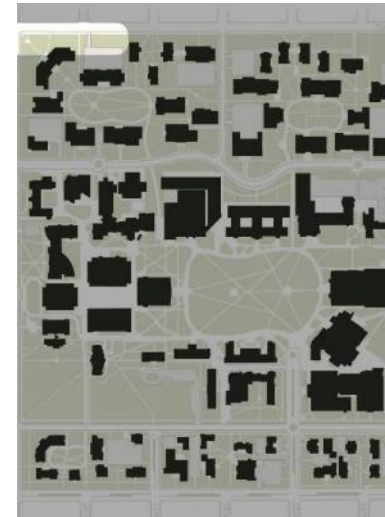
Minor Quad



Entry Court



Front Lawn















Scalable Experience









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