



IMAGINE. DISCOVER. CULTIVATE.

CAC Update – Placemaking Study

February 22, 2018



February Placemaking Public Meeting

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February Public Meeting Overview

- **When:** February 1, 2018
- **Where:** Colorado Miners Community Center
- **Who:** Approximately 50 members of the community
- **What:** Sharing information about site planning and concurrent projects and gathering information on programming
- **How:** Combination of presentation, large group discussion and open house formats



February Public Meeting Overview



Large Group Discussion Highlights

- **Grading and Drainage**

- Floodway concerns for flood prone areas near river
- Drainage and river solutions are an integral part of the plan

- **Land Use and Programming**

- Design multiple uses for riverfront park areas
- Utilize technology as a component to provide interest along the riverfront
- Interest in the future plans for the DPS site; the site is more physically linked to the neighborhood
- Desire for mixed-income / affordable housing that blends with neighborhood along with a small retail components
- Desire for healthy and affordable food



Open House Boards Highlights

- **Highlights:**

- Office and research/tech desired along river and along I-70
- Housing desired as transition from NWC to neighborhoods
- Hotel/hospitality desired along Washington Street and on DPS site



Open House Boards Highlights

- **Highlights:**
 - Strong desire for local/ healthy food and restaurants
 - Strong desire for arts and culture uses and programming
 - Modest support for shopping and other entertainment

WHAT TYPES OF RETAIL ARE APPROPRIATE FOR THE CAMPUS? ¿QUÉ TIPOS DE VENTA MINORISTA SON ADECUADOS PARA EL RECINTO?

INSTRUCTIONS: Retail will be incorporated into future buildings to activate the campus. Place a dot next to the types of retail you think would best activate the campus and serve the needs of nearby residents.

INSTRUCCIONES: El comercio minorista se incorporará a las edificaciones futuras para activar el recinto. Coloque un punto al lado de los tipos de comercio minorista que cree que mejor activarán el recinto y atenderán las necesidades de los residentes cercanos.



LOCAL / HEALTHY FOOD
COMIDA LOCAL / SALUDABLE



RESTAURANTS
RESTAURANTES



SHOPPING
COMPRAS



ARTS & CULTURE
ARTE & CULTURA



FAMILY ENTERTAINMENT
ENTRETENIMIENTO FAMILIAR



NIGHTLIFE
VIDA NOCTURNA

OTHER APPROPRIATE TYPES OF RETAIL
OTRO TIPO DE NEGOCIOS ADECUADOS

RETAIL TYPES THAT ARE **NOT** APPROPRIATE
TIPOS DE NEGOCIOS QUE NO SON ADECUADOS



LEGEND LEYENDA

LEARN MORE MÁS

NATIONAL
WESTERN
CENTER
RETAIL TYPES
TIPOS DE NEGOCIOS

Open House Boards Highlights

- **Highlights:**

- All types of events garnered support
- Strongest support for Farmers' Market
- Strong support for:
 - Movies
 - Concerts
 - Festivals
 - Other Personal Sales



Open House Boards Highlights

Highlights:

- Desire for:
 - Riverfront Access
 - Picnic Areas
 - Outdoor classrooms
 - Trails
 - Food/Drink/ Coffeehouse
 - Trailhead
 - Observation Deck
 - Interpretive Signage
 - Water Quality

01 ARGO PARK (625,000 sq. ft.)

02 HERON POND/ HELLER/ CARPIO-SANGUINETTE PARK (563,000 sq. ft.)

03 GLOBEVILLE PARK (417,000 sq. ft.)

04 ELYRIA PARK (327,000 sq. ft.)

05 SWANSEA PARK (402,000 sq. ft.)

06 DUNHAM PARK (120,000 sq. ft.)

07 RIVERFRONT SITE ENLARGEMENT (1" = 120')

WHAT AMENITIES DO YOU WANT?
STICKERS HERE:

	AMPHITHEATER AMFITEATRO	BASKETBALL COURT CANCHA DE BASQUETEBOL	BOULDER WALL MURDODEESCALADA	OBSERVATION DECK PLATAFORMA DE OBSERVACION	PLAYGROUND PATIO DE JUEGOS	PICNIC AREA AREA DE PICNIC	RIVERFRONT ACCESS ACCESO A LA RIBERA DEL RIO	SKATEPARK PARRAJE DE PATINAJE	SPORTS FIELD CAMPIO DE DEPORTES	SWIMMING POOL ALBERCA	TRAILS SENDEROS	VOLLEYBALL COURT CANCHA DE VOLEIBOL	WATER QUALITY CALIDAD DEL AGUA
01				✓	✓	✓			✓	✓			
02	✓			✓		✓						✓	✓
03			✓	✓	✓	✓	✓					✓	
04	✓			✓	✓	✓		✓				✓	✓
05	✓			✓	✓	✓		✓				✓	✓
06				✓	✓	✓							

Existing Amenity
 Actividad Actual

Planned Amenity
 Actividad Planeada

NATIONAL WESTERN CENTER
RIVERFRONT AMENITIES
ACTIVIDADES EN LA RIBERA DEL RIO



Results of "After Event" Questionnaire

- 12 total responses (11 from the email sent to those who signed up, 1 from the link sent via text and social media)
- Majority heard about the event via an email from NWC
- All found the meeting to be beneficial and would like to see future meetings at this venue
- Most prefer the open house with presentation format



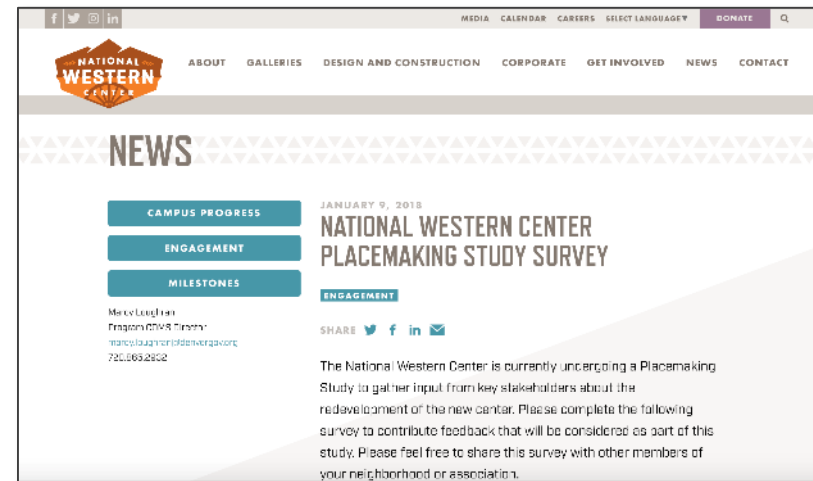


2018 Placemaking Survey Results

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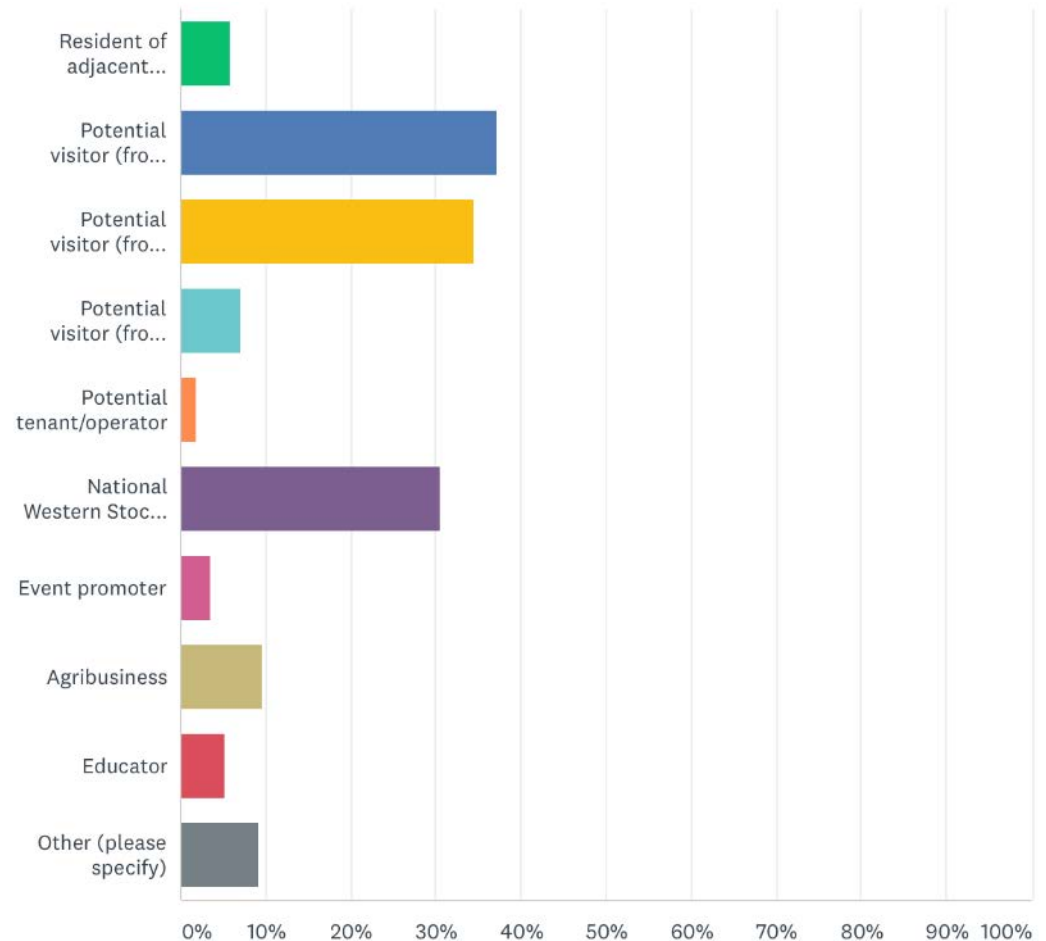
SURVEY OVERVIEW

- **Purpose of Survey:**
 - Gather input from key stakeholders about the redevelopment of the new center
- **Collection of surveys:**
 - Provided in both English and Spanish
 - Distributed both online and as printed copies
 - Surveys were collected from Dec. 11, 2017 to Feb. 8, 2018
- **Promotion of the survey included:**
 - Hand-outs at meetings and placed at various partner organizations (i.e., Focus Points, GrowHaus), parent meetings at GES elementary schools, Facebook updates, texting system, emails to trade associations, WSSA exhibitors and volunteers and NDCC, CSU newsletter, etc.



KEY RESULTS – Overview of Respondents

- 1,231 surveys collected
 - 37 Spanish completed
- 453 (37.3 percent) were potential visitors from Denver-metro area
- 419 (34.5 percent) were potential visitors from Colorado
- 372 (30.6 percent) were National Western Stock Show staff, volunteers or exhibitors
- 72 (5.9 percent) were residents of the adjacent community (i.e., Globeville, Elyria-Swansea)
- 96% of total respondents, and 93% of GES residents, visited NWC in the past



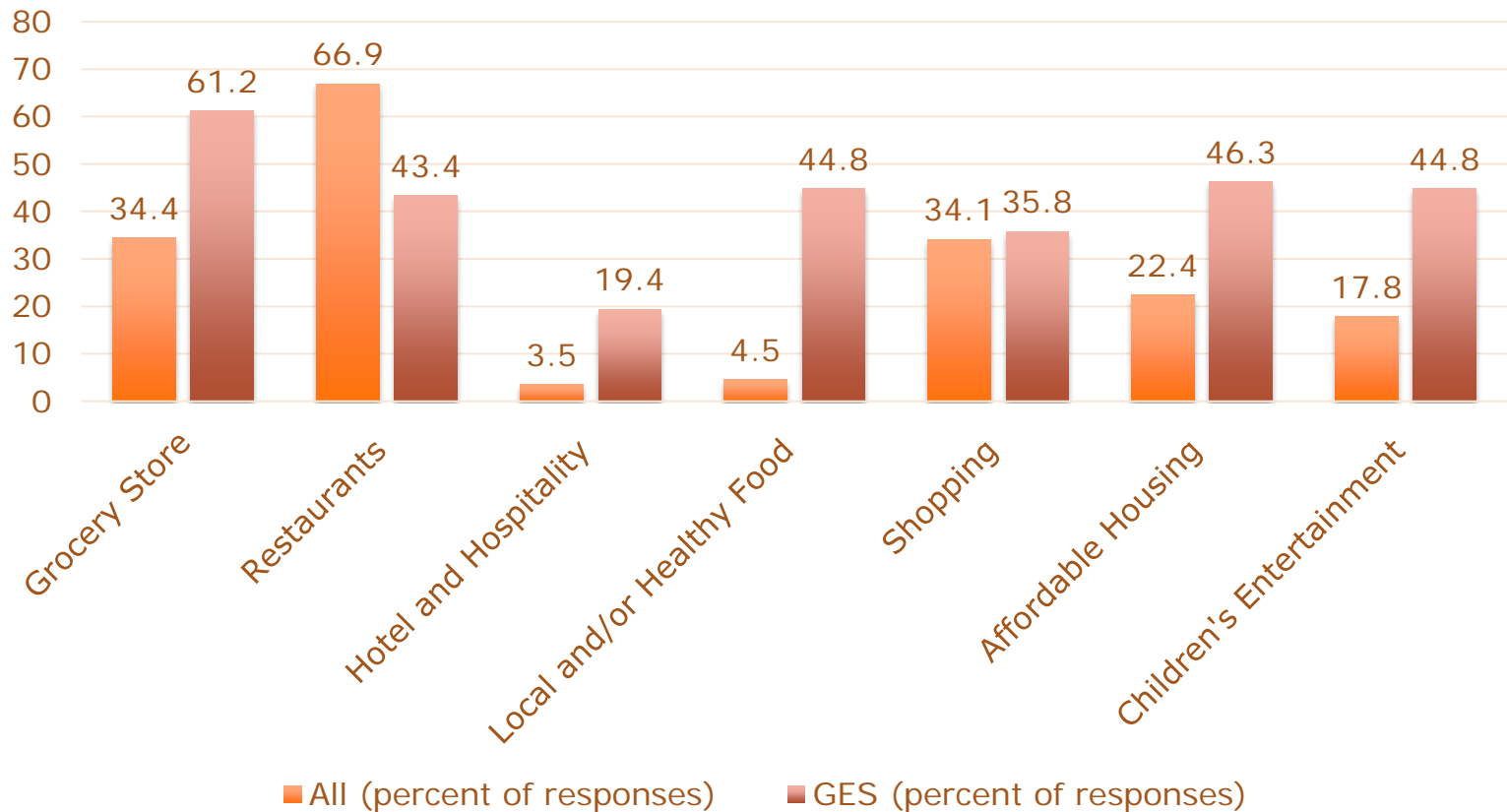
KEY RESULTS – What Types of Future Development Would you Like to See At the NWC?

- Food was identified as a priority for future development in NWC by both overall respondents and GES residents
- Other development suggestions included:
 - Education (agriculture and other)
 - Art studios/venues
 - Affordable and workforce housing
 - Horse shows and events

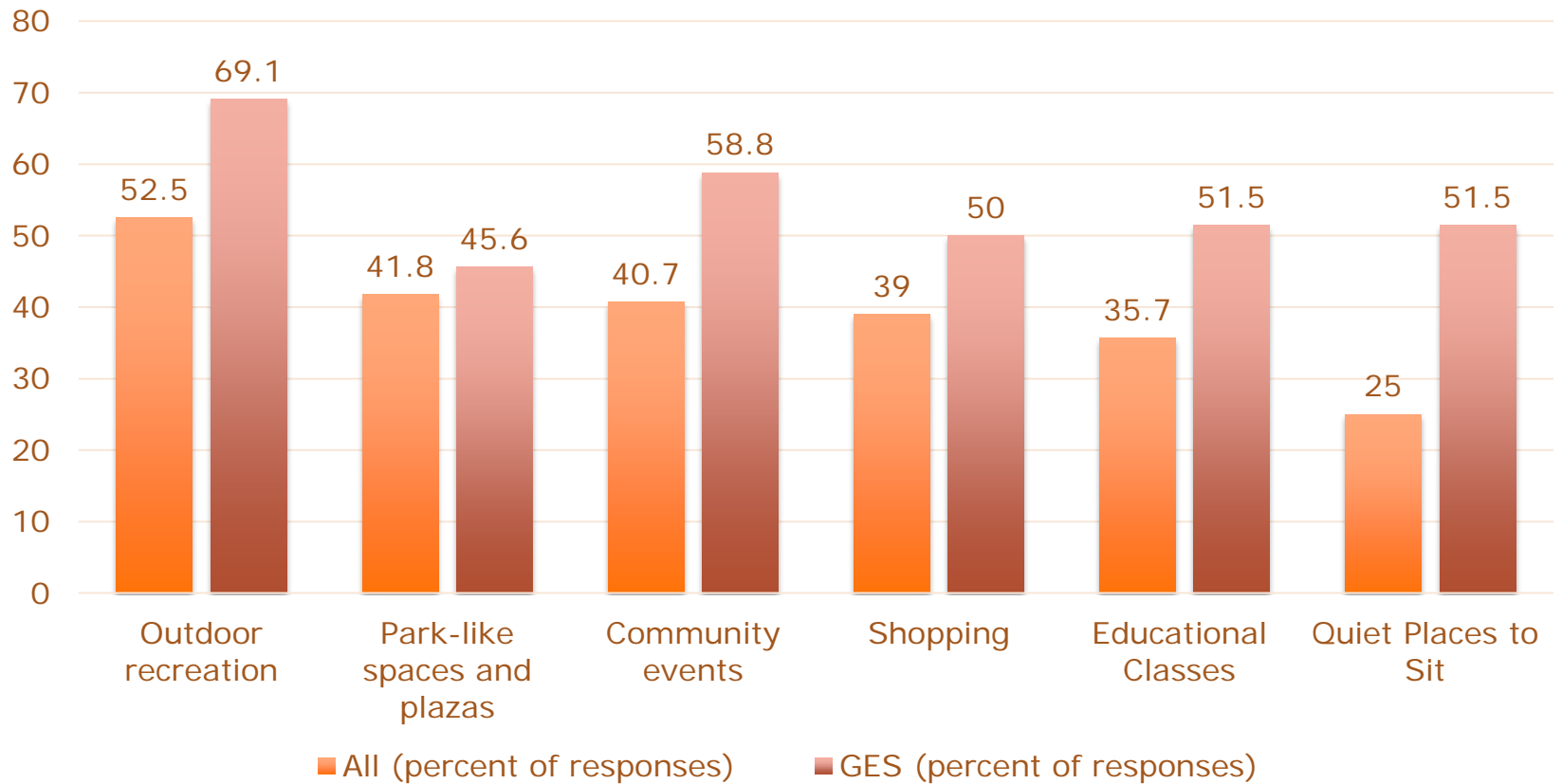


KEY RESULTS – What Types of Future Development Would you Like to See At Or Near the NWC?

- When asked what should be developed at or near the NWC, the answers varied between GES and all respondents.



KEY RESULTS – What Types of Activities Would Draw You to the Future NWC?



KEY RESULTS – Visiting NWC (cont.)

- Respondents answered that they would visit on weekends (39.4% all / 39.1% GES), or depending on what the event is at NWC (52.4% all / 44.9% GES)
- The frequency of attending events at NWC (no matter what the type of event) was generally once per year or a few times per year
 - GES residents answered that they would visit more frequently for events like farmers markets, flea markets, movies

KEY FINDINGS – What Types of Events Would You be Most Interested in Attending at the Future NWC?

All respondents interested in:

Equestrian / rodeo events

Livestock / animal shows

Concerts

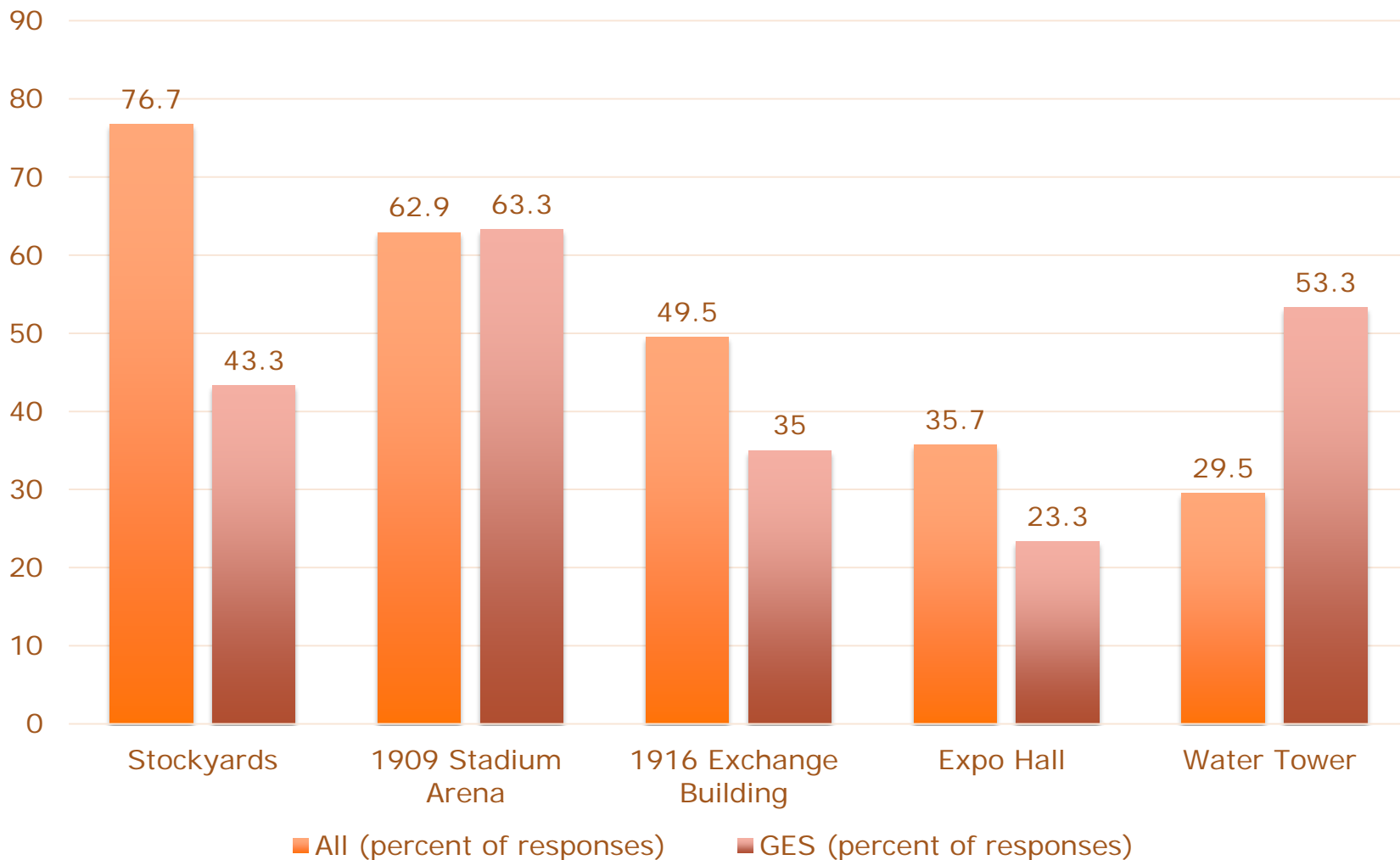
Holiday or seasonal-themed events

Farmers Markets

Festivals and Fairs

- GES residents showed more interest in the following than other respondents:
 - Sporting events
 - Movies
 - Flea markets and craft shows
 - Educational talks/classes
 - Car shows
- All respondents had less interest overall in:
 - Runs and races
 - Consumer shows

KEY FINDING – What Are Your Favorite Historic Areas/Aspects of the Existing Site That You Feel Should Be Incorporated Somehow As the Future NWC is Redeveloped?



How Input will Inform the Placemaking Study

- **Community desires for uses** will be compared to Market Analysis and inform the types of spaces being designed
- **Riverfront programming desires** will be used to inform the activities and elements designed along the Riverfront
- **Event and programming desires** will be integrated into evaluation, public space design and recommendations given to the Authority
- **Input on historic features** will be integrated into the Cultural Plan recommendations



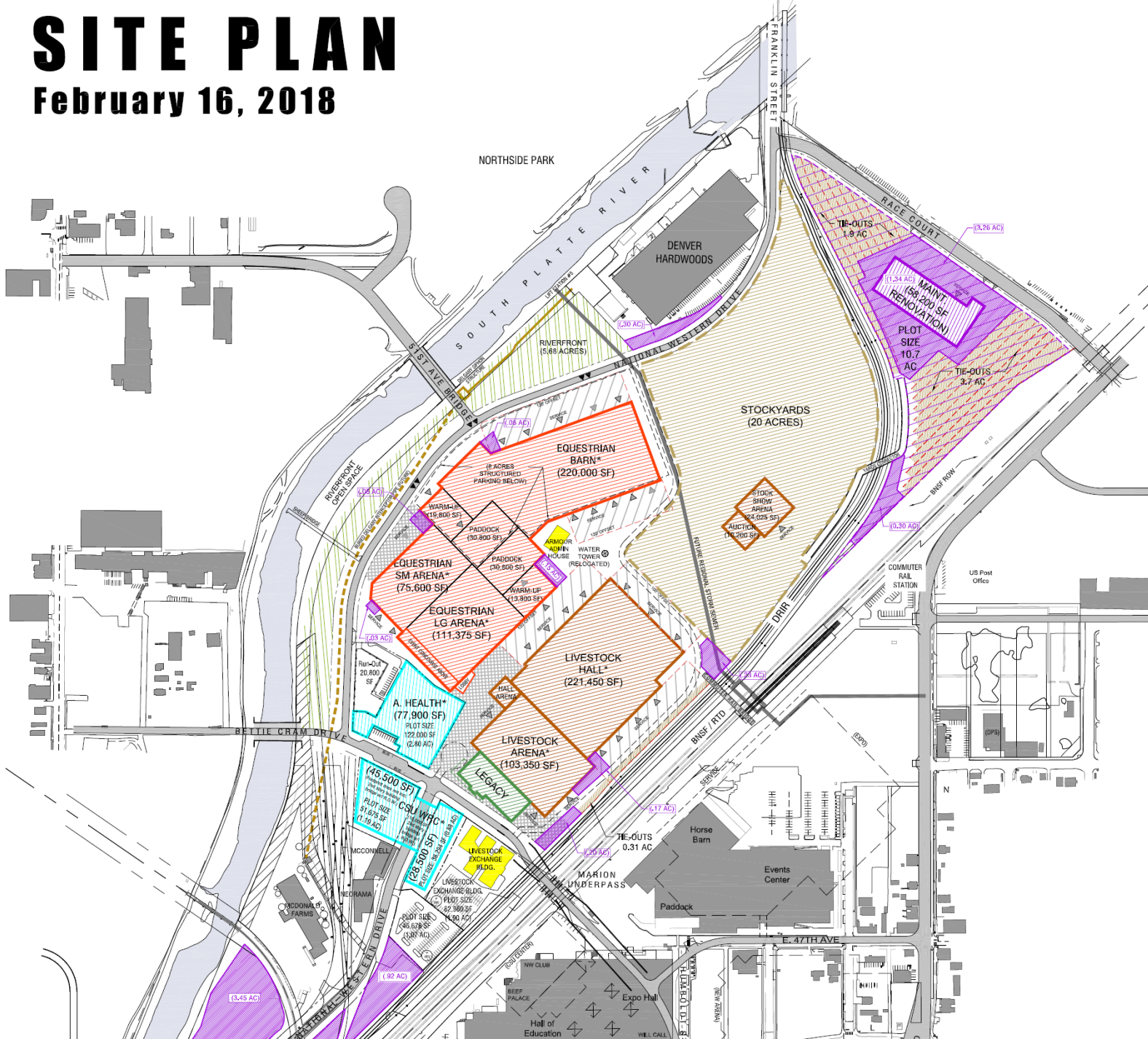


Placemaking Study Task Order #3

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SITE PLAN

February 16, 2018



Task Order #3 Overview

- Task 3.1: Plan Management
- Task 3.2: Public Engagement
- Task 3.3: Detailing of Character Areas
- Task 3.4: User Experience
- Task 3.5: Public and Private Right-of-Way
- Task 3.6: Public Spaces/Plazas and Interface with Facilities
- Task 3.7: Front of House/Back of House
- Task 3.8: Pedestrian Flow and Multi-Modal Connections



Task Order #3 Overview

- Task 3.9: Architectural Character
- Task 3.10: Signage and Wayfinding
- Task 3.11: Site Security Overlay
- Task 3.12: Review of Existing National Western Center Zoning
- Task 3.13: Incorporation of Deliverables from Prior Study
- Task 3.14: Conceptual Site Plans, Perspectives, and Presentation Graphics and Reports
- Task 3.15: Campus Model
- Task 3.16: Initial Design Guidelines Criteria





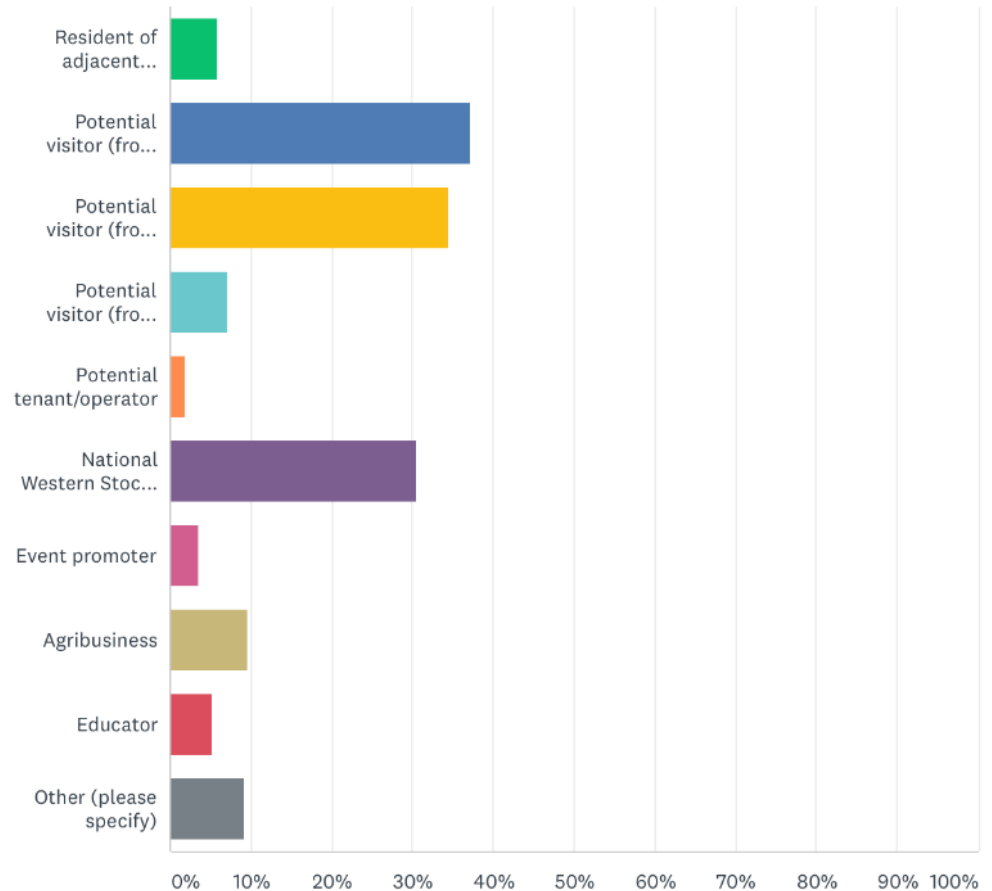
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Placemaking Survey Results
Sorted by Question
February 22, 2018

Q1: Please select the following category that best describes your relationship to the future National Western Center (NWC)

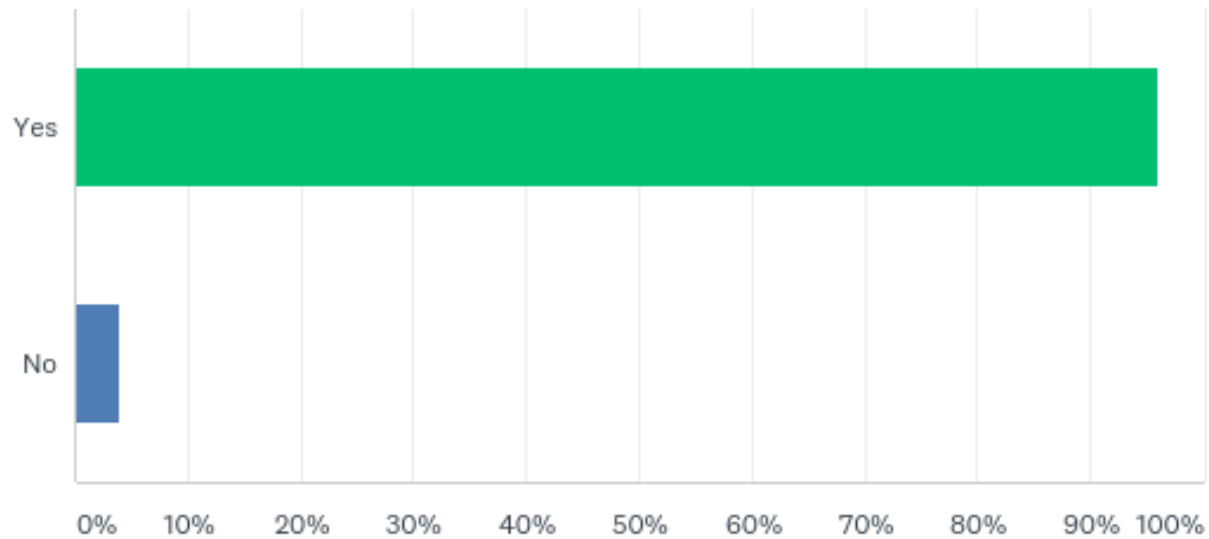
More than one category could be selected

- 453 (37.3 percent) were potential visitors from Denver-metro area
- 419 (34.5 percent) were potential visitors from Colorado
- 372 (30.6 percent) were National Western Stock Show staff, volunteers or exhibitors
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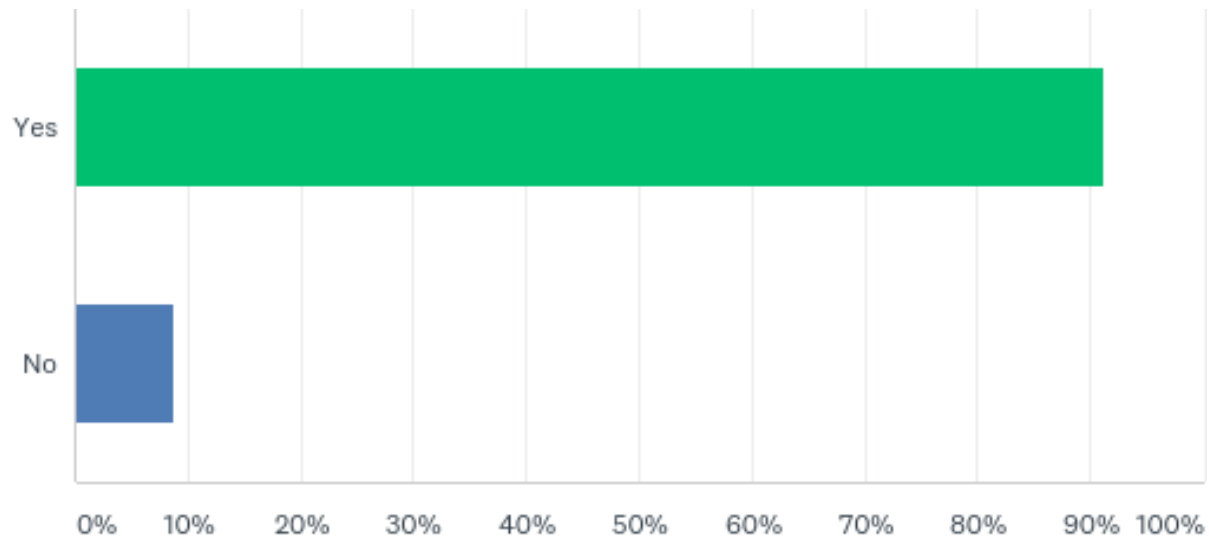
Q2: Have you visited the NWC in the past?

- Answered: 1,231 Skipped: 0



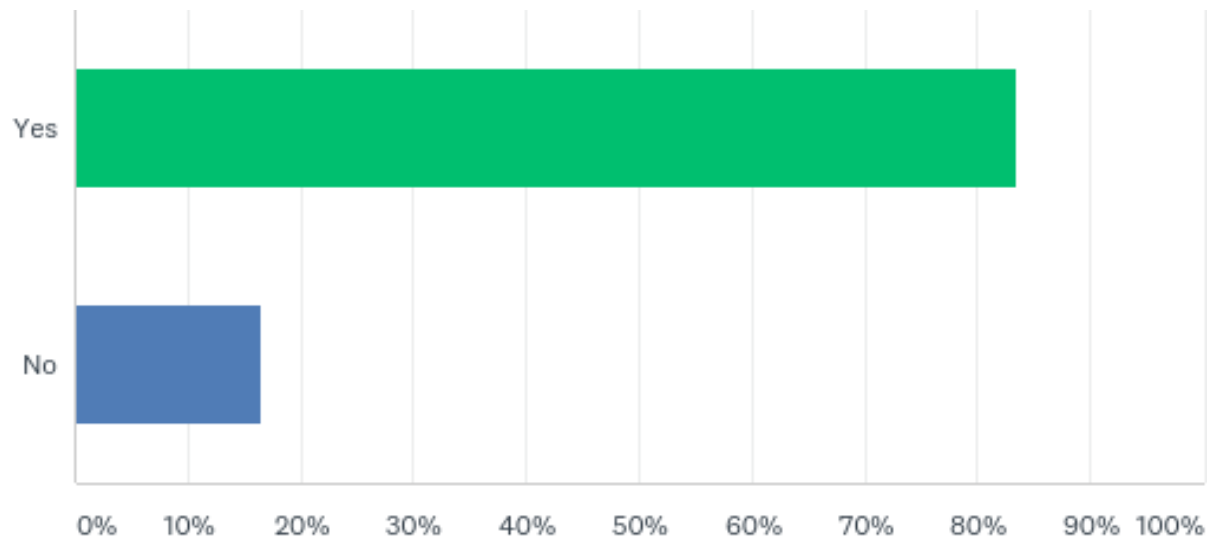
Q3: When you visited the existing National Western Complex, were you visiting the National Western Stock Show?

• Answered: 1,099 Skipped: 132



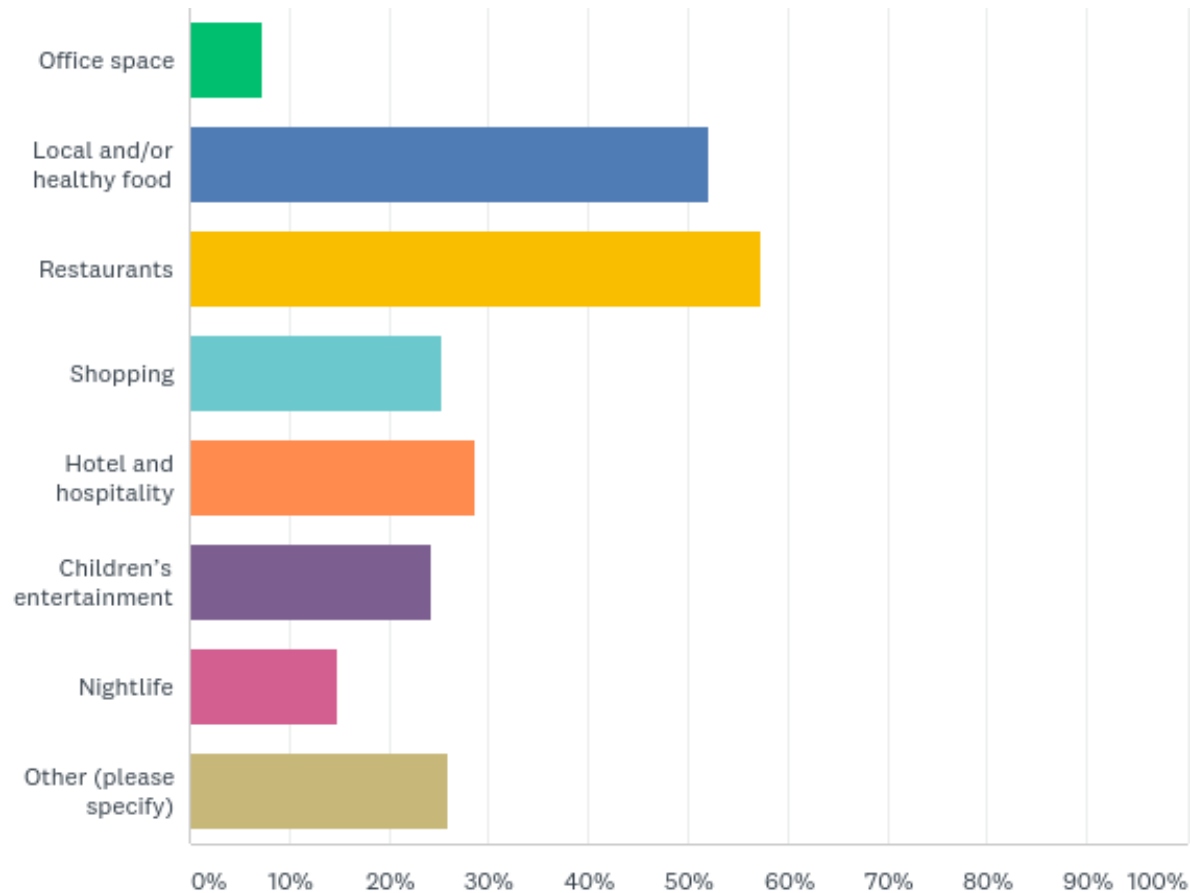
Q4: Have you attended any activities/events at the NWC that were NOT associated with the National Western Stock Show?

• Answered: 1,099 Skipped: 132



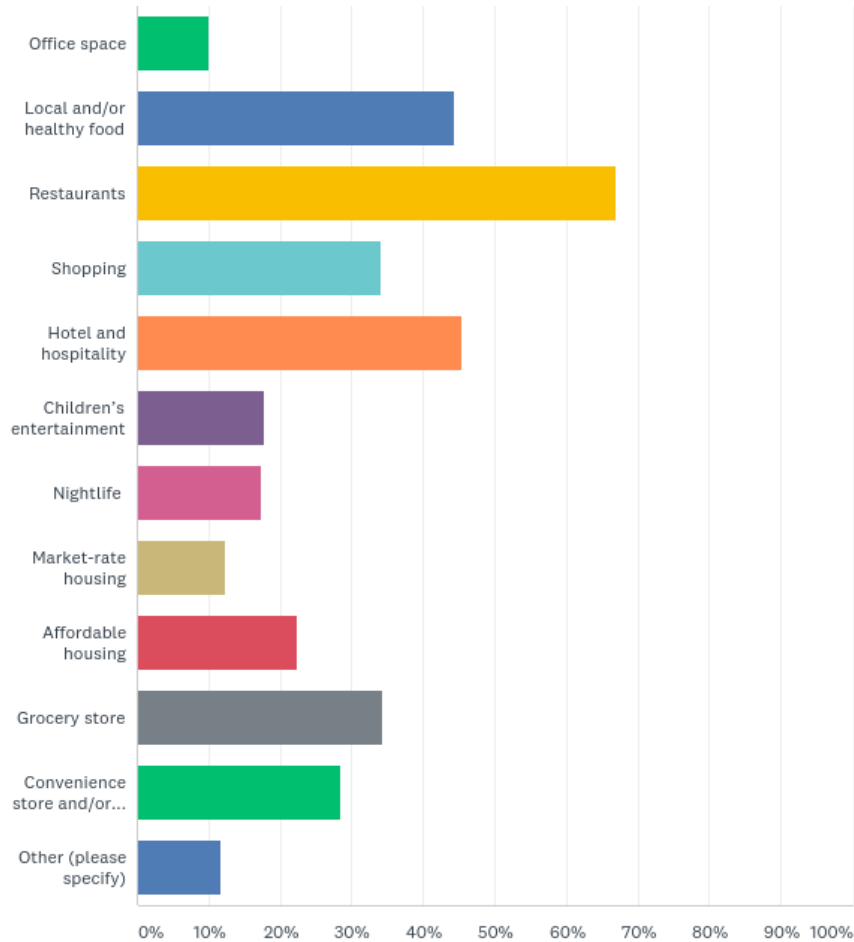
Q5: In addition to facilities and venues associated with the National Western Stock Show and Colorado State University, what types of future development would you like to see at the future NWC? (You may select more than one category)

• Answered: 1,047 Skipped: 184



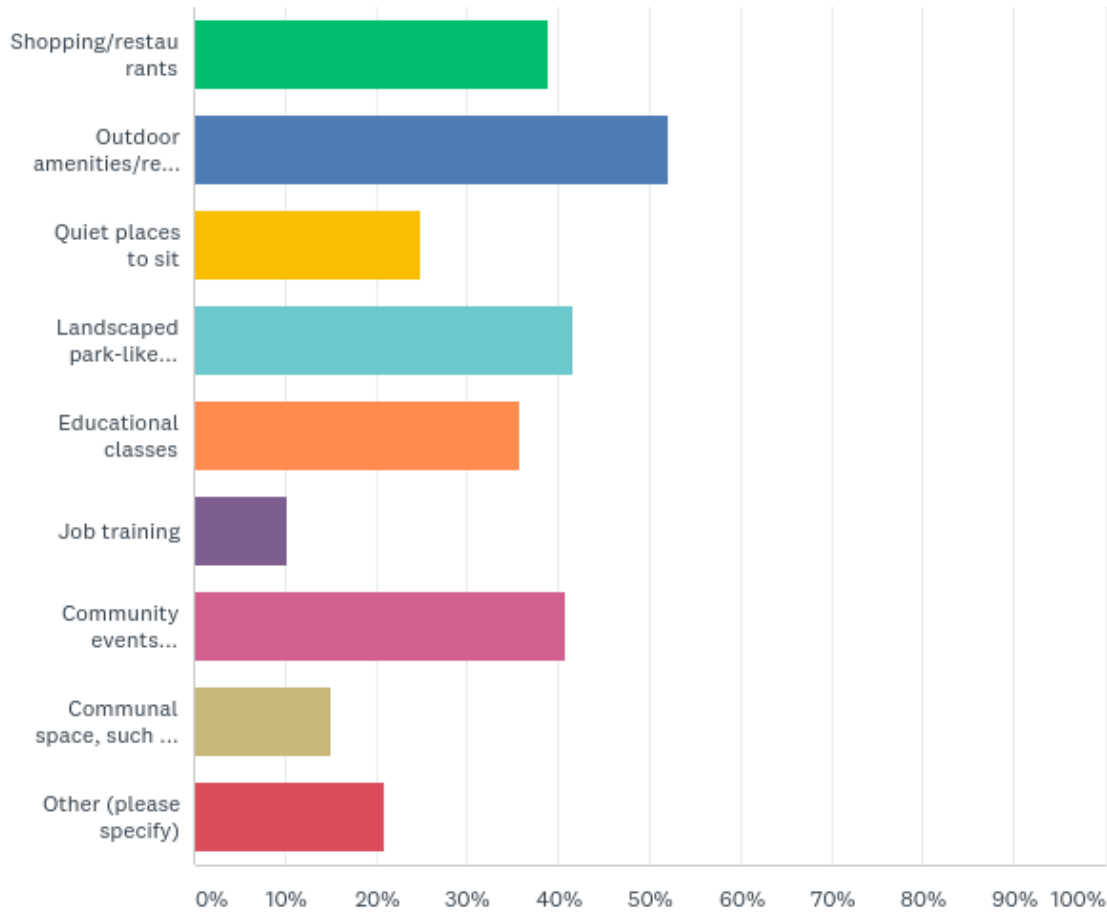
Q6: In addition to facilities and venues associated with the National Western Stock Show and Colorado State University, what types of development would you like to see at or near the NWC? (You may select more than one category)

• Answered: 1,042 Skipped: 189



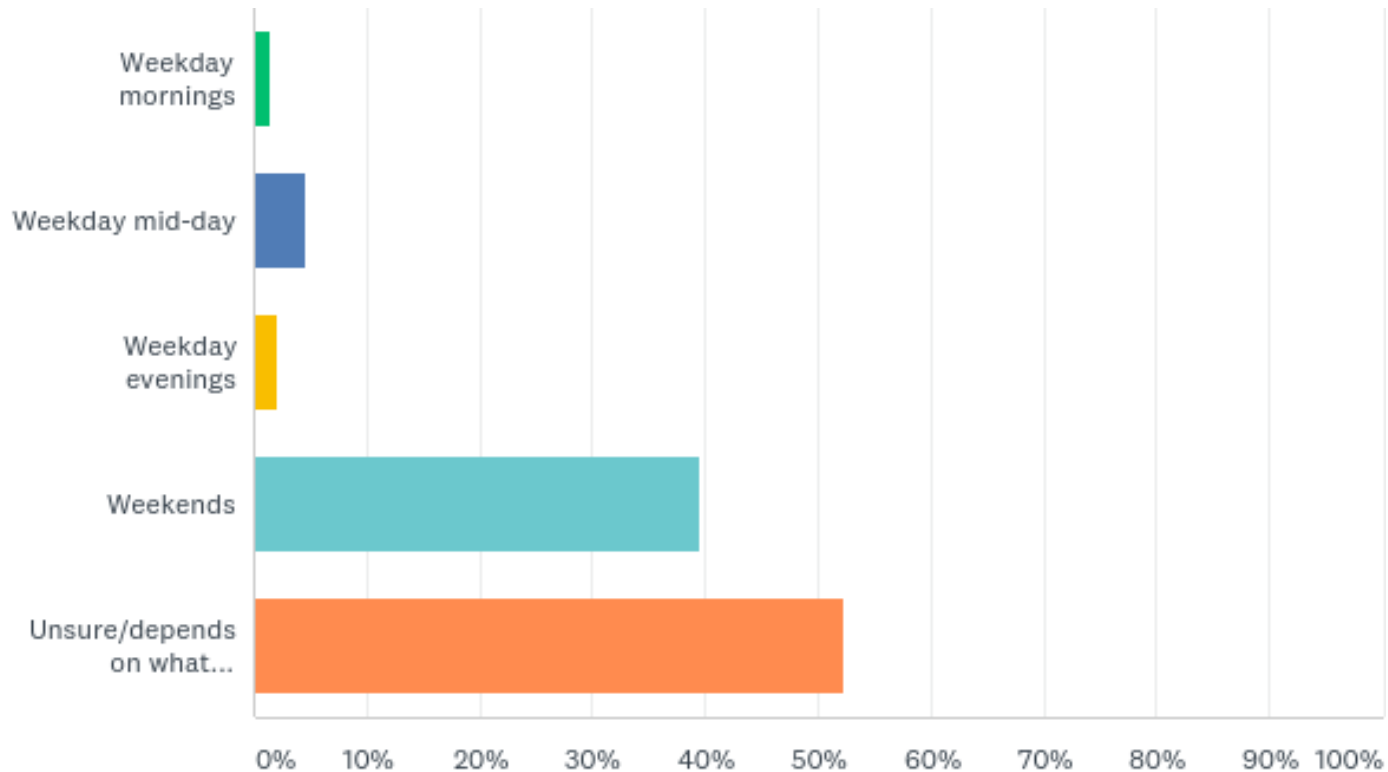
Q7: What daily activities would draw you to the future NWC? (You may select more than one category)

• Answered: 1,012 Skipped: 219



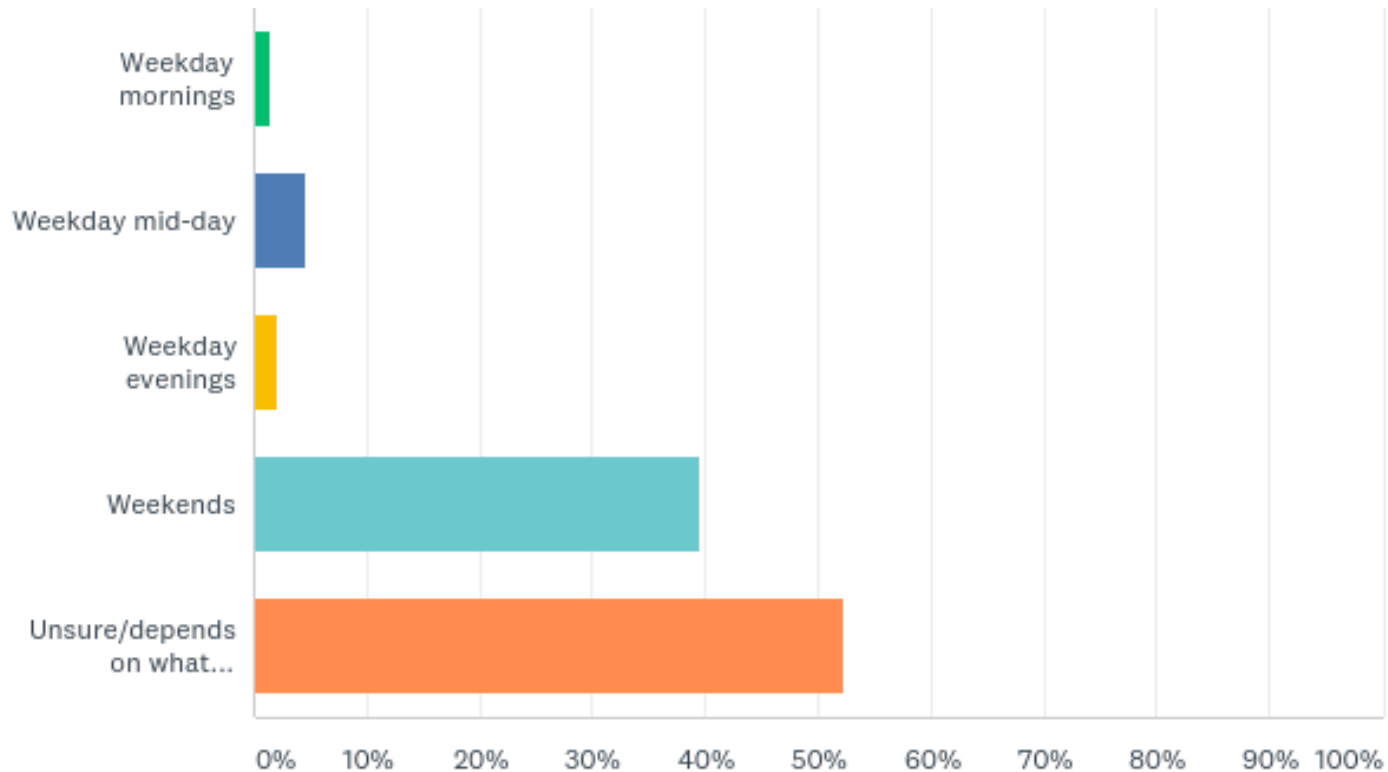
Q8: When would you be most likely to visit the NWC?

• Answered: 1,096 Skipped: 135



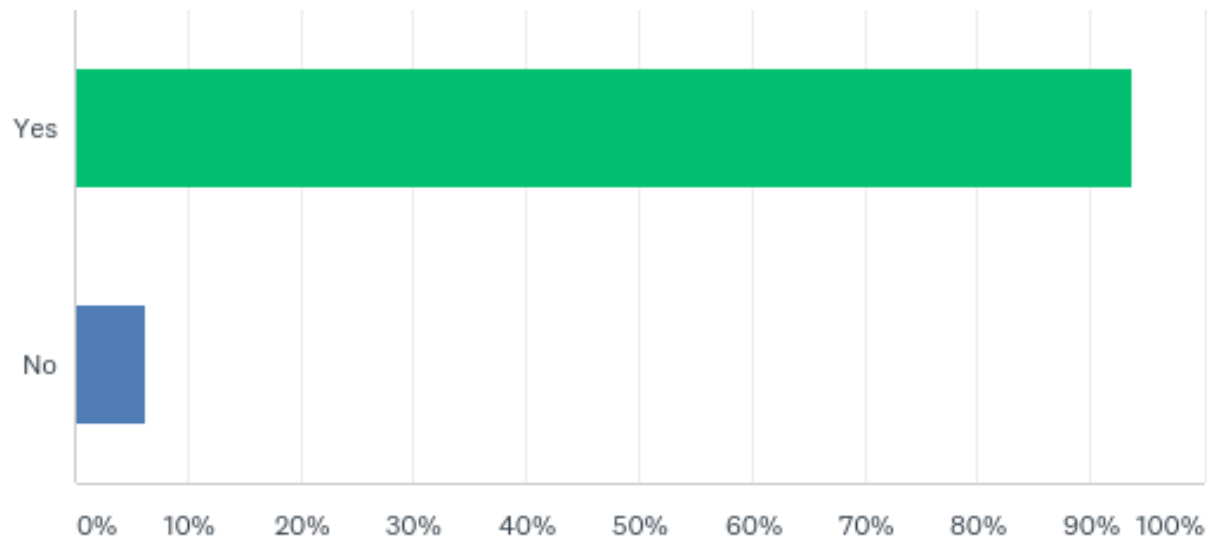
Q8: When would you be most likely to visit the NWC?

• Answered: 1,096 Skipped: 135



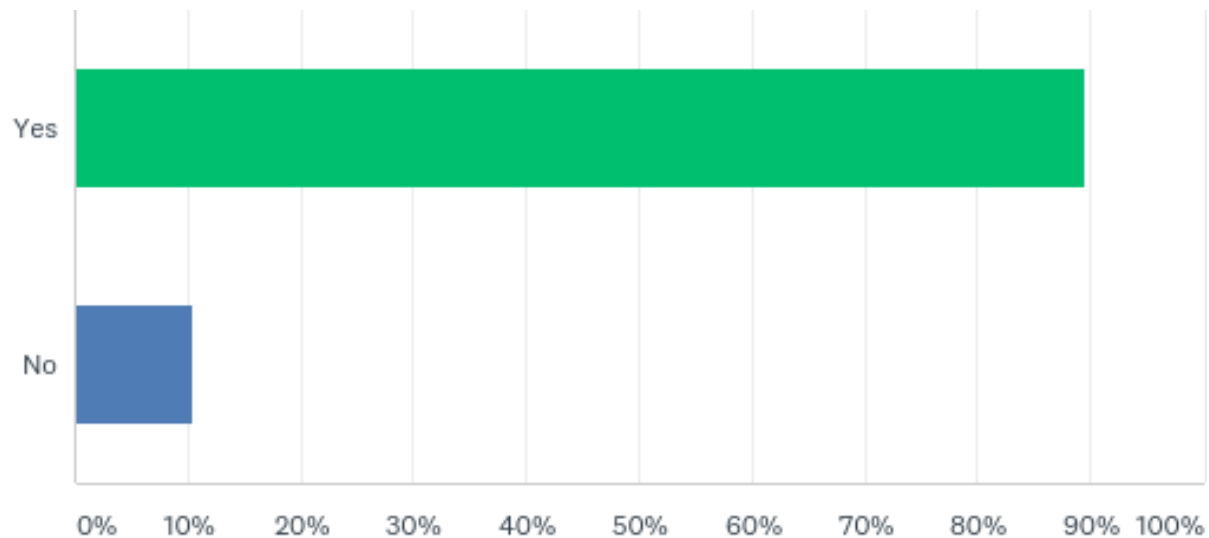
Q9: Are you interested in attending equestrian/rodeo events at the future NWC?

• Answered: 1,128 Skipped: 103



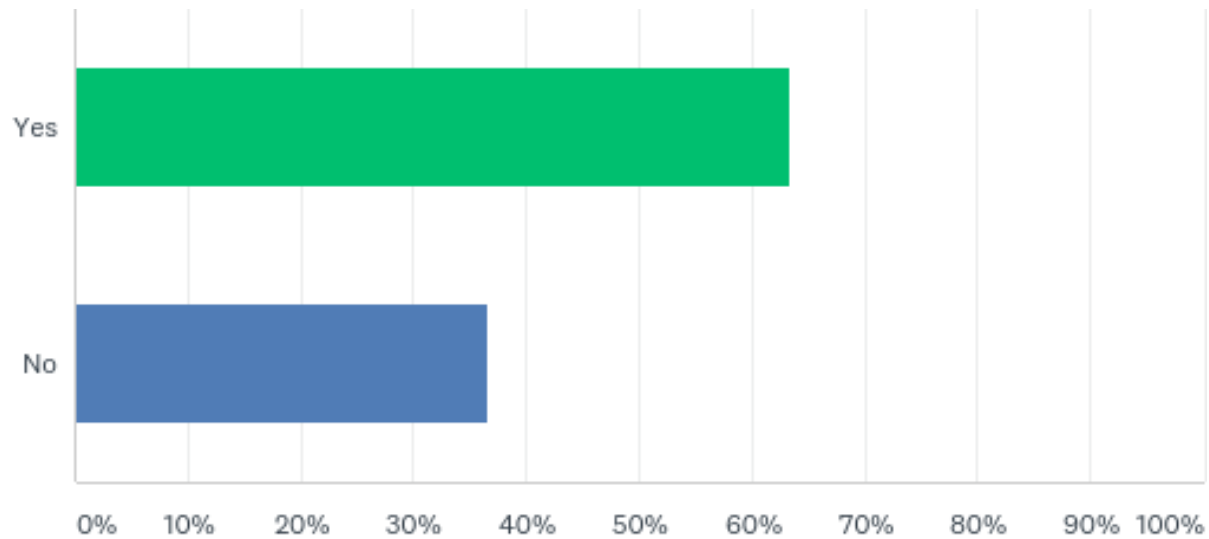
Q10: Are you interested in attending livestock/animal shows at the future NWC?

- Answered: 1,119 Skipped: 112



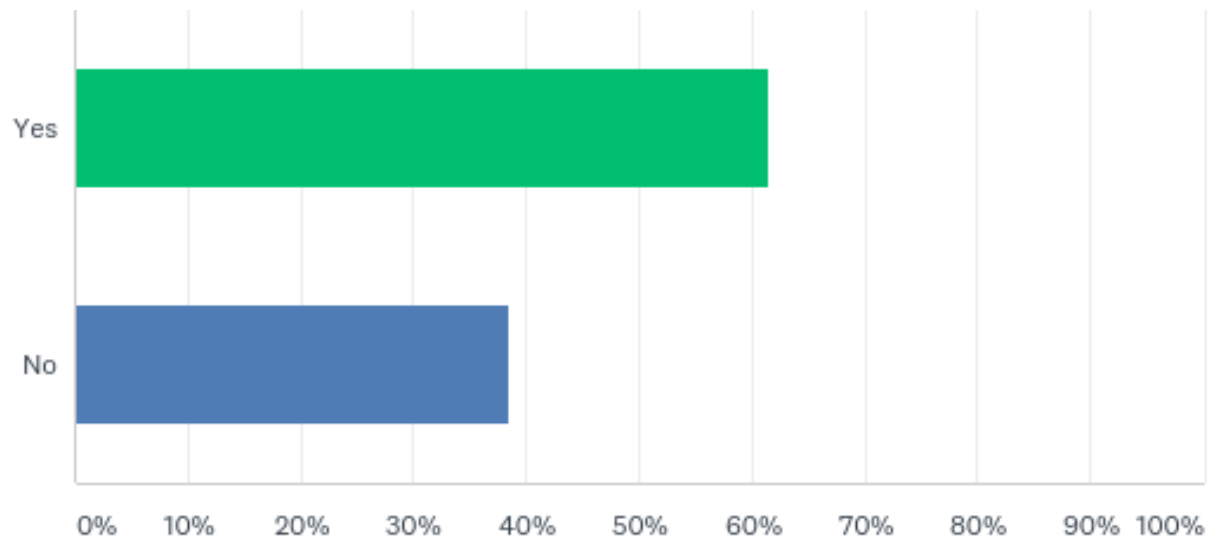
Q11: Are you interested in attending concerts at the future NWC?

• Answered: 1,112 Skipped: 119



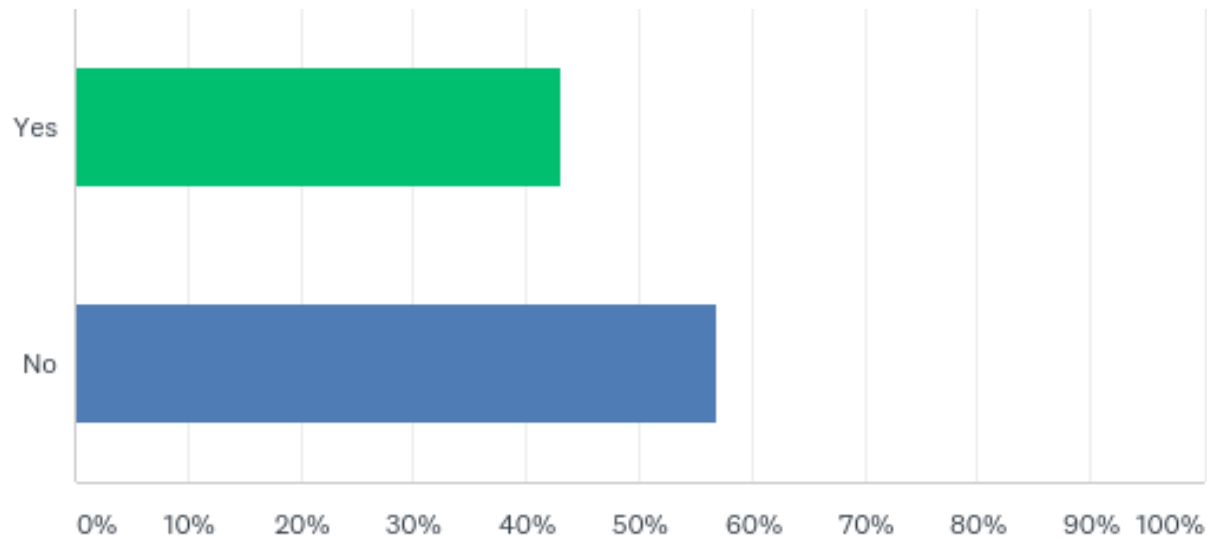
Q12: Are you interested in attending holiday or seasonally-themed events at the future NWC?

• Answered: 1,106 Skipped: 125



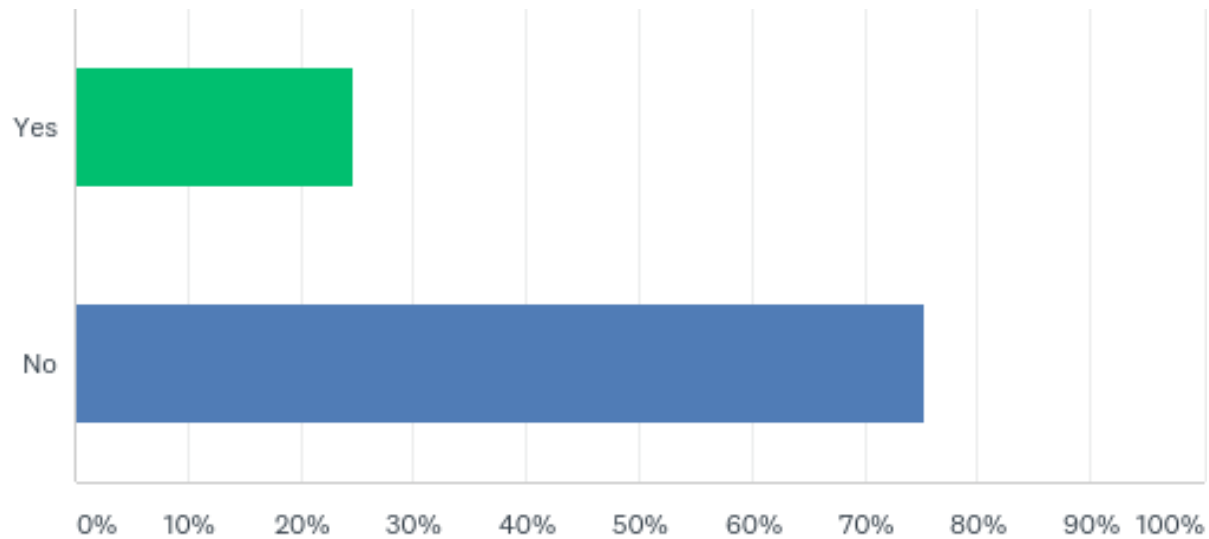
Q13: Are you interested in attending sports events at the future NWC?

• Answered: 1,102 Skipped: 129



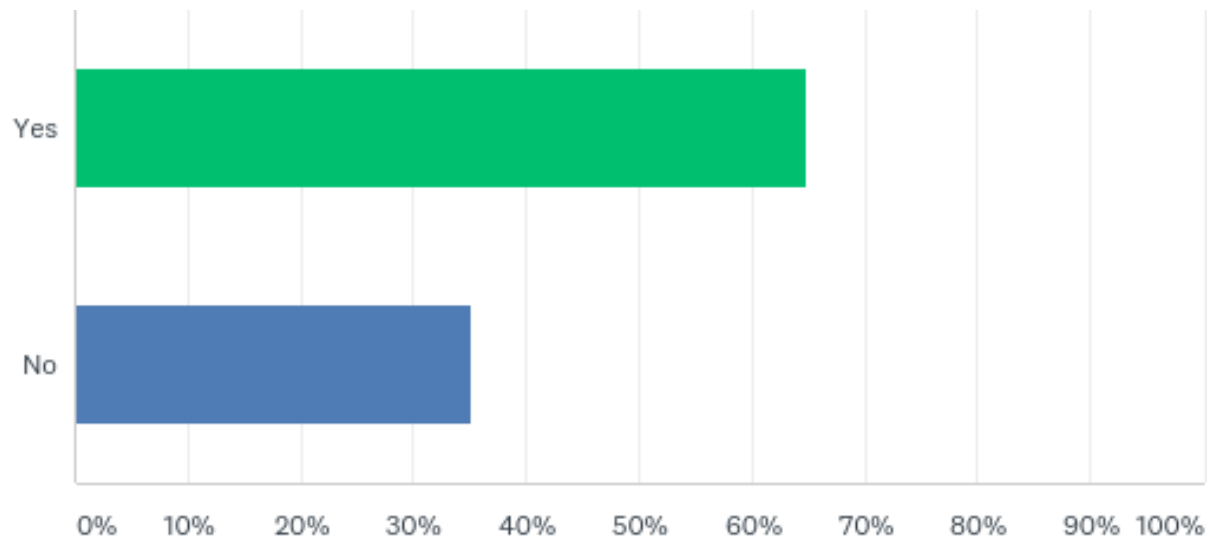
Q14: Are you interested in attending movies at the future NWC?

• Answered: 1,090 Skipped: 141



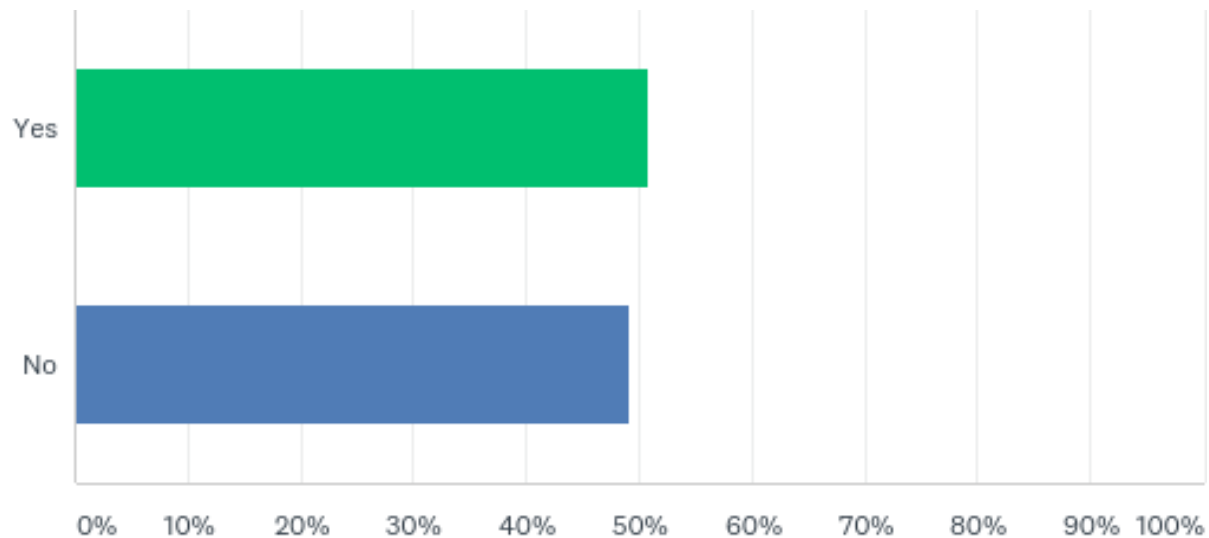
Q15: Are you interested in attending a farmers market at the future NWC?

• Answered: 1,095 Skipped: 136



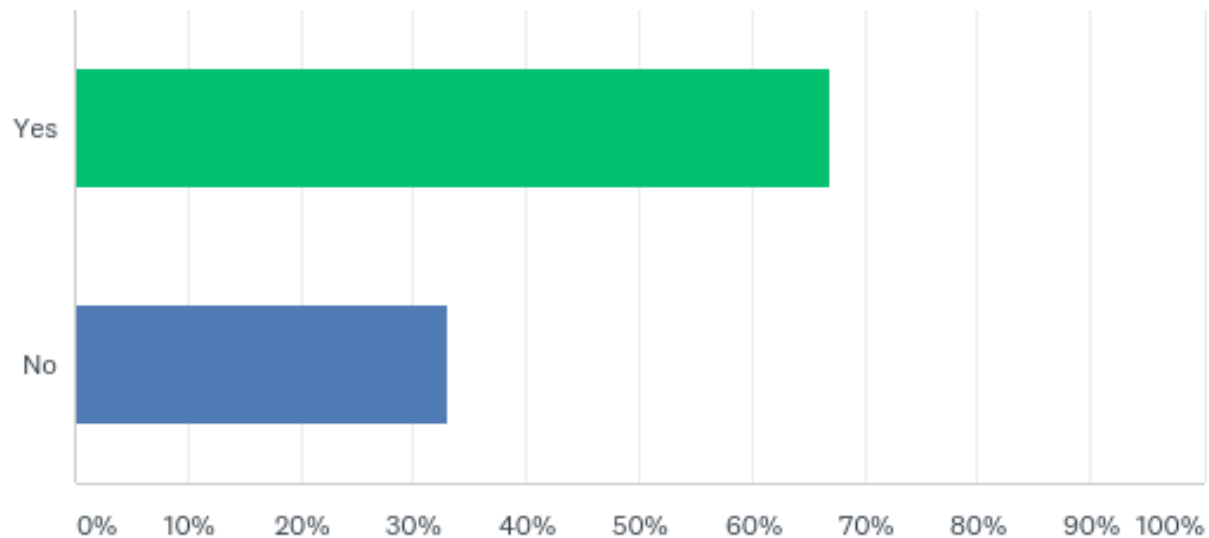
Q16: Are you interested in attending flea market/craft shows at the future NWC?

• Answered: 1,094 Skipped: 137



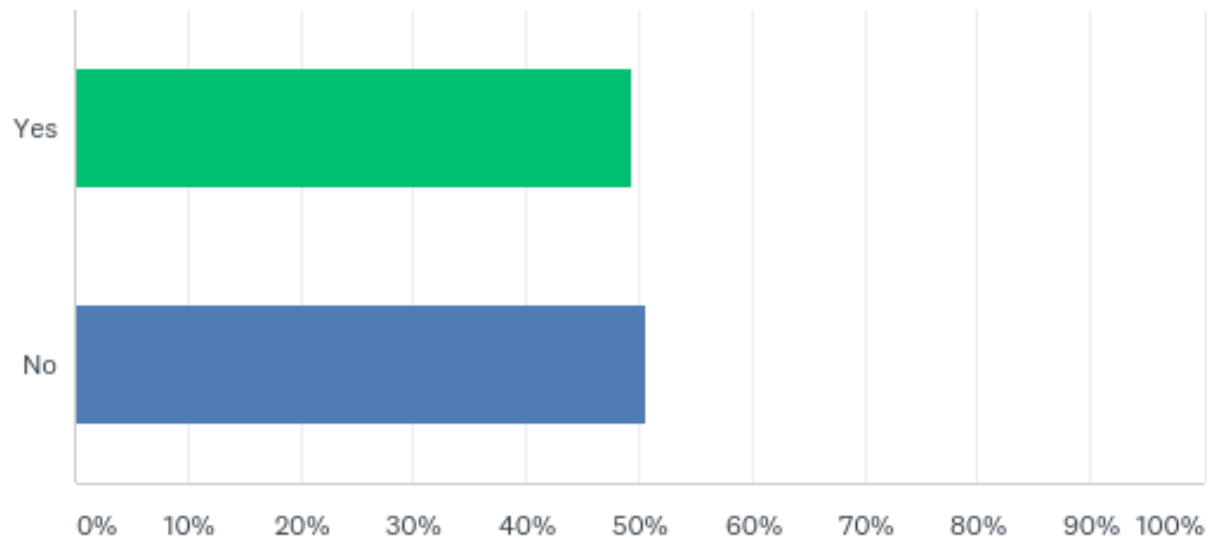
Q17: Are you interested in attending festivals/fairs at the future NWC?

• Answered: 1,095 Skipped: 136



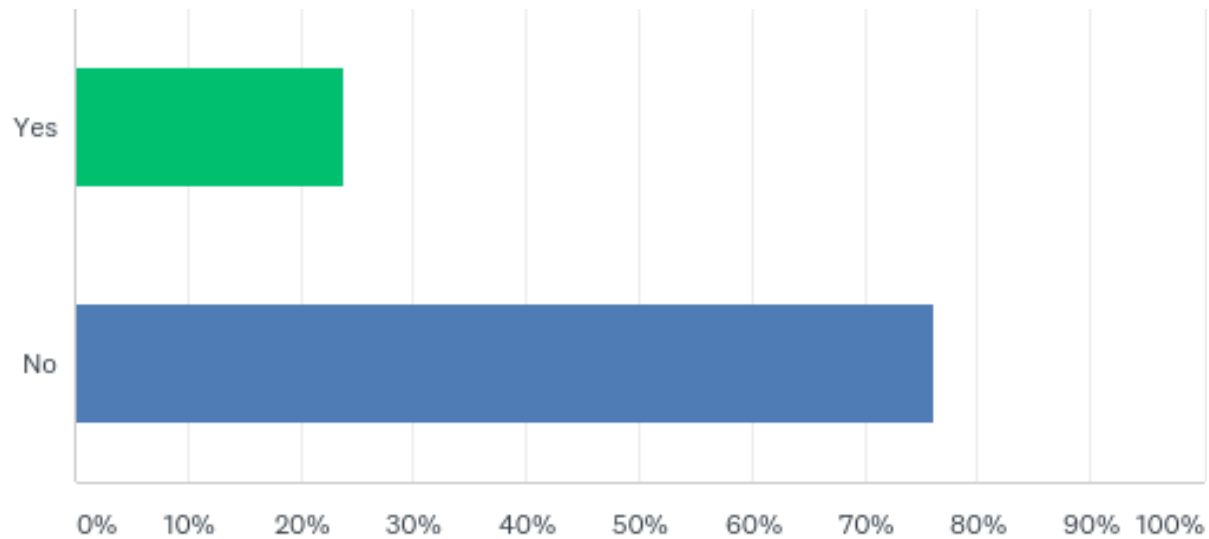
Q18: Are you interested in attending educational talks/classes at the future NWC?

• Answered: 1,093 Skipped: 138



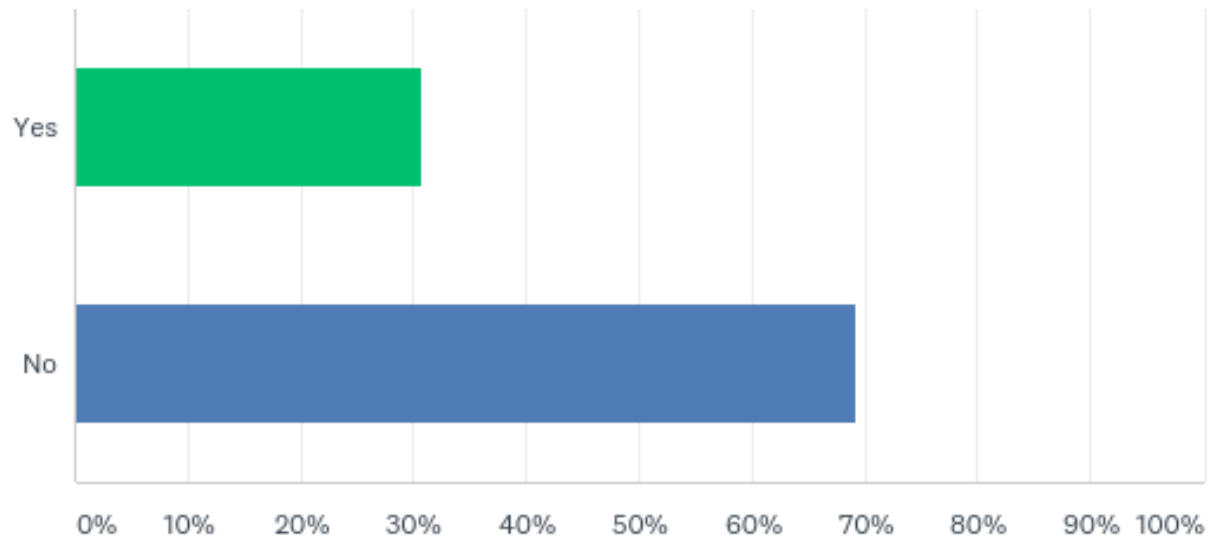
Q19: Are you interested in attending fun runs, walks or races at the future NWC?

• Answered: 1,086 Skipped: 145



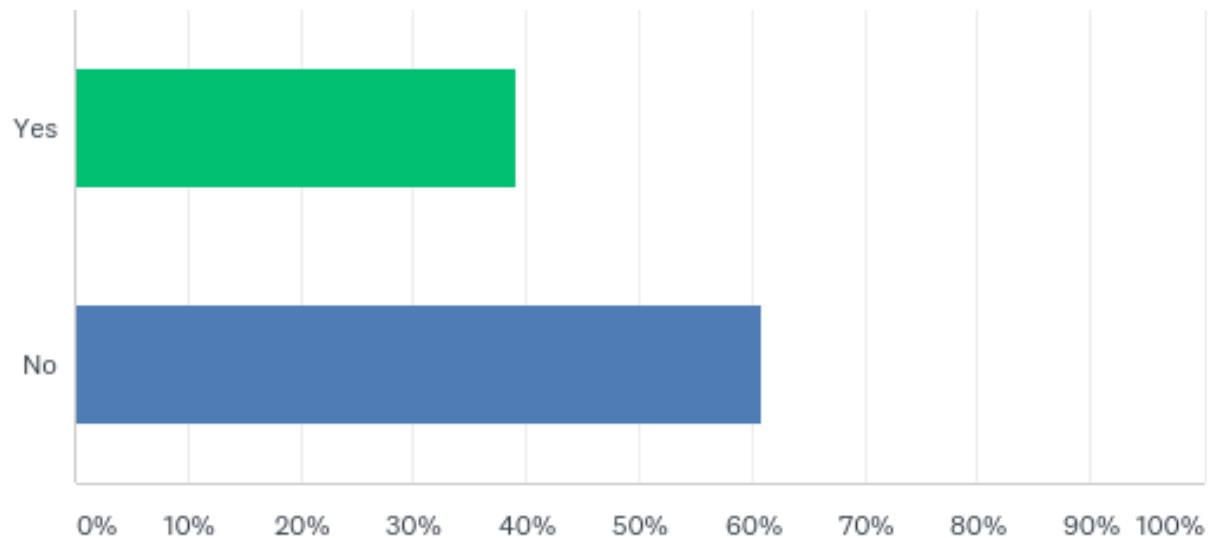
Q20: Are you interested in attending car shows at the future NWC?

• Answered: 1,089 Skipped: 142



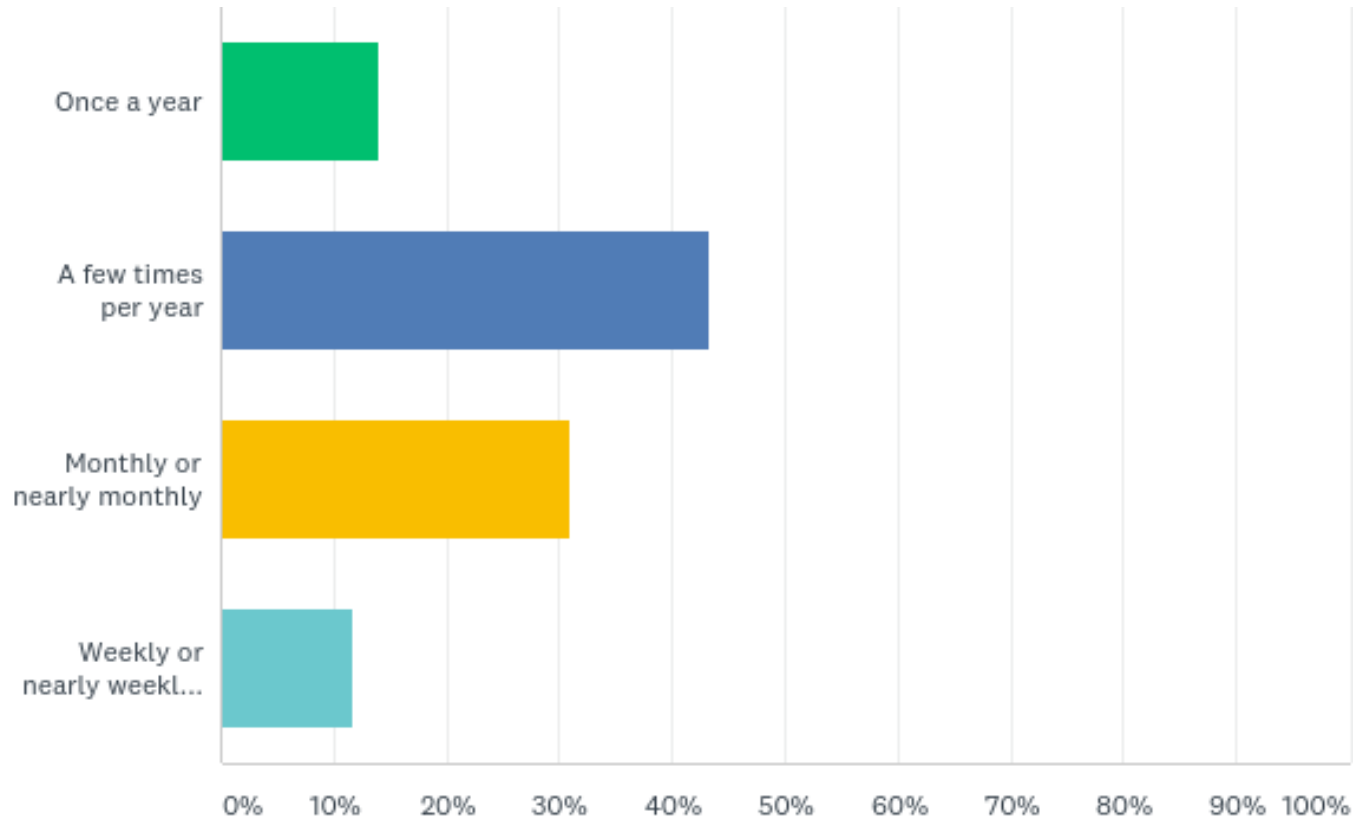
Q21: Are you interested in attending consumer shows (e.g. Home and Garden Show, Bridal Events, etc.) at the future NWC?

• Answered: 1,085 Skipped: 146



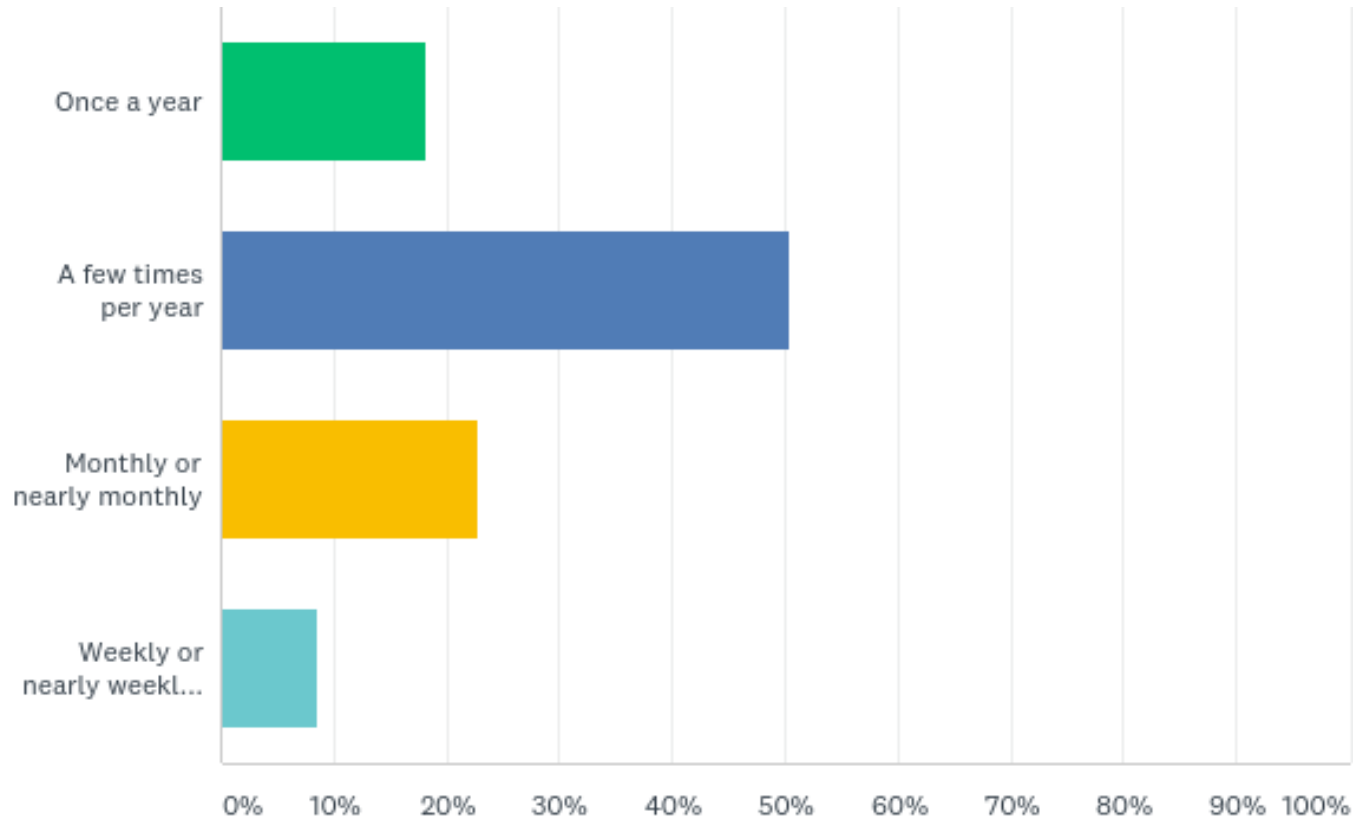
Q22: How often would you attend equestrian/rodeo events if they were hosted at the future NWC?

- Answered: 1,050 Skipped: 181



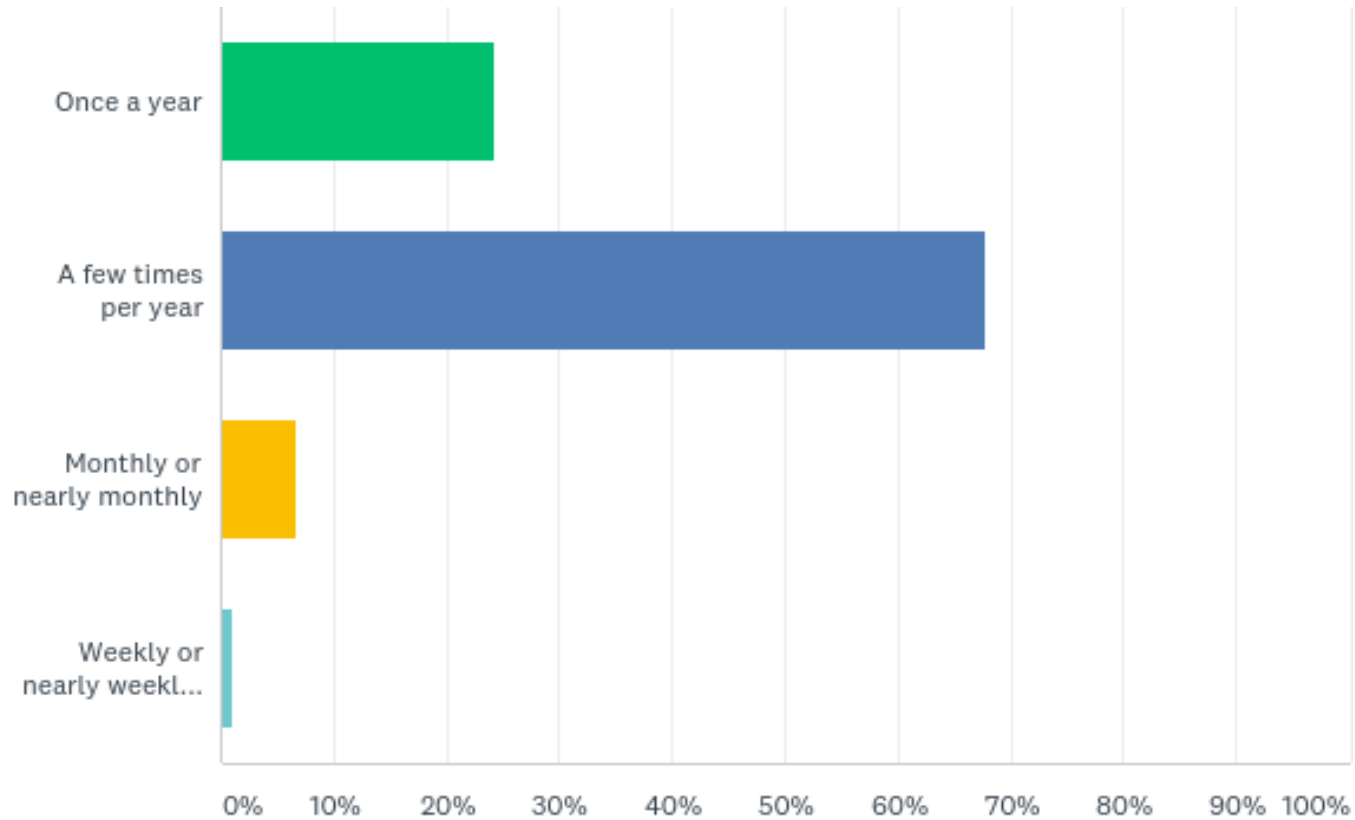
Q23: How often would you attend livestock/animal shows if they were hosted at the future NWC?

• Answered: 998 Skipped: 233



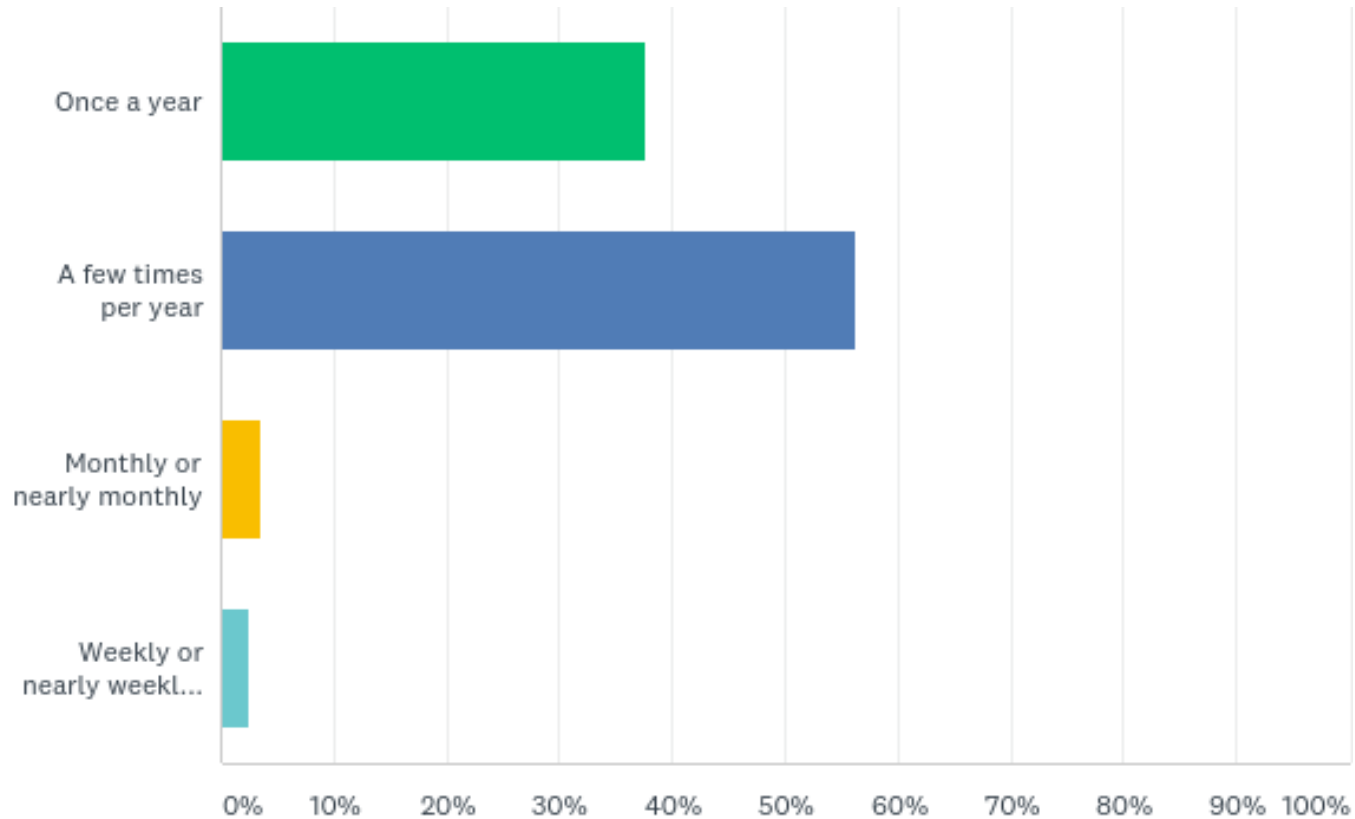
Q24: How often would you attend concerts if they were hosted at the future NWC?

• Answered: 703 Skipped: 528



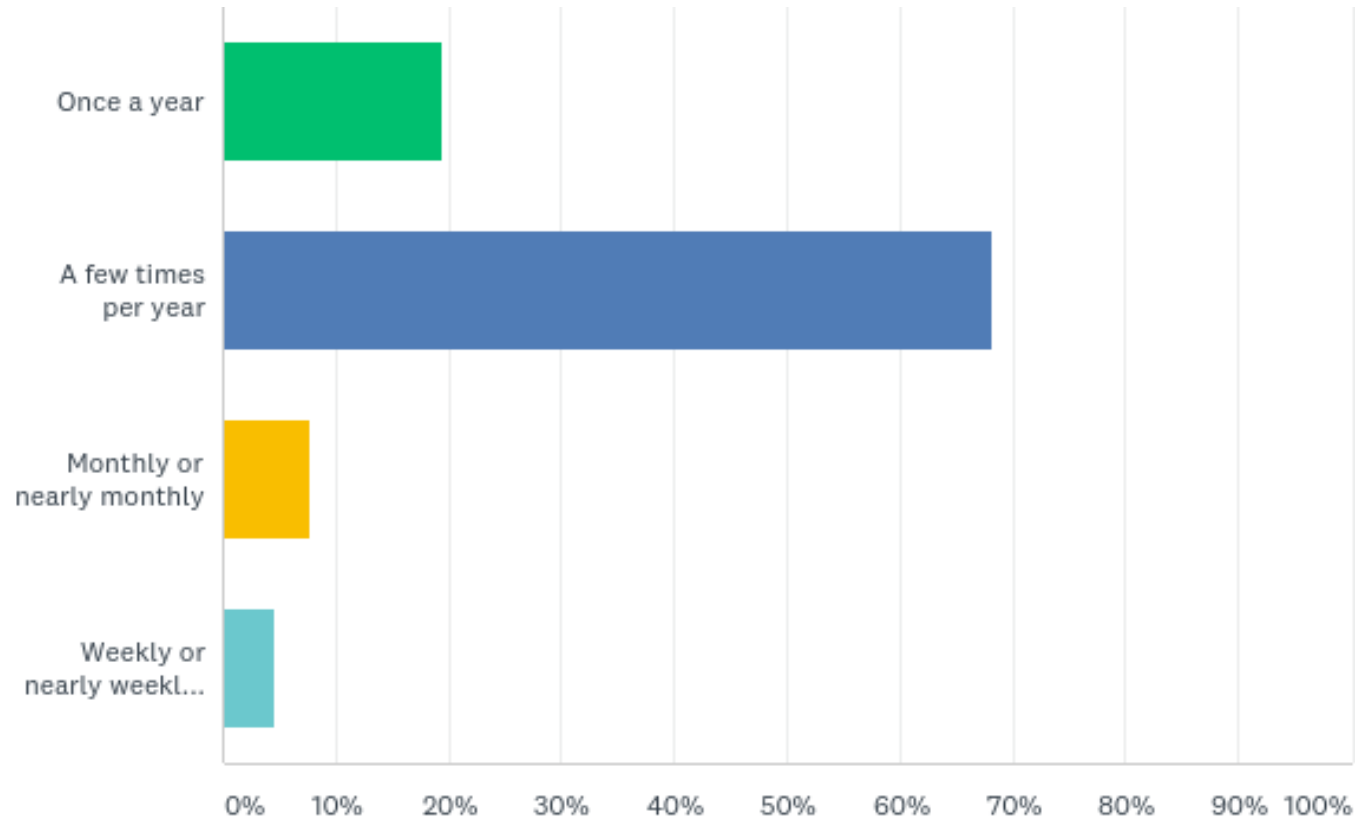
Q25: How often would you attend holiday or seasonally-themed events if they were hosted at the future NWC?

• Answered: 678 Skipped: 553



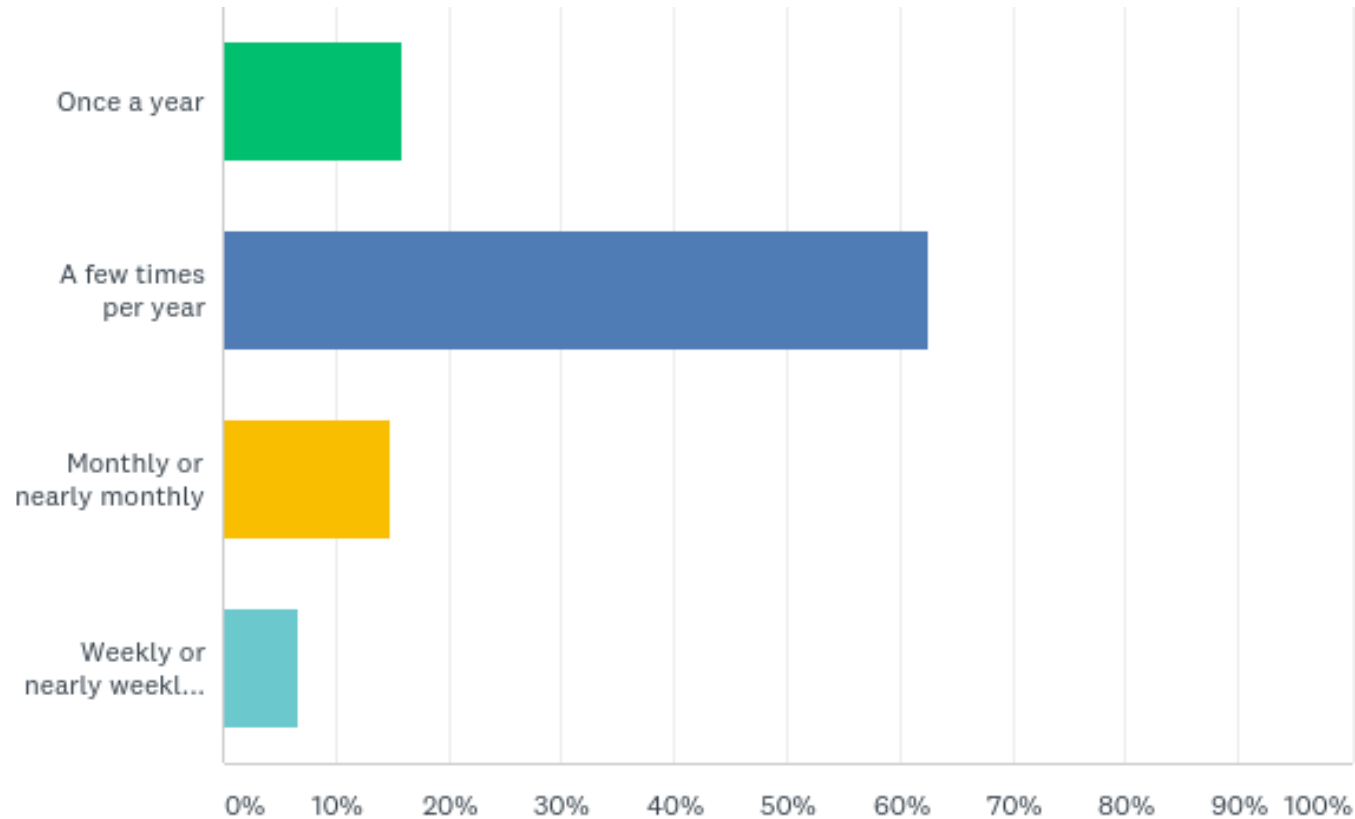
Q26: How often would you attend sports events if they were hosted at the future NWC?

- Answered: 475 Skipped: 756



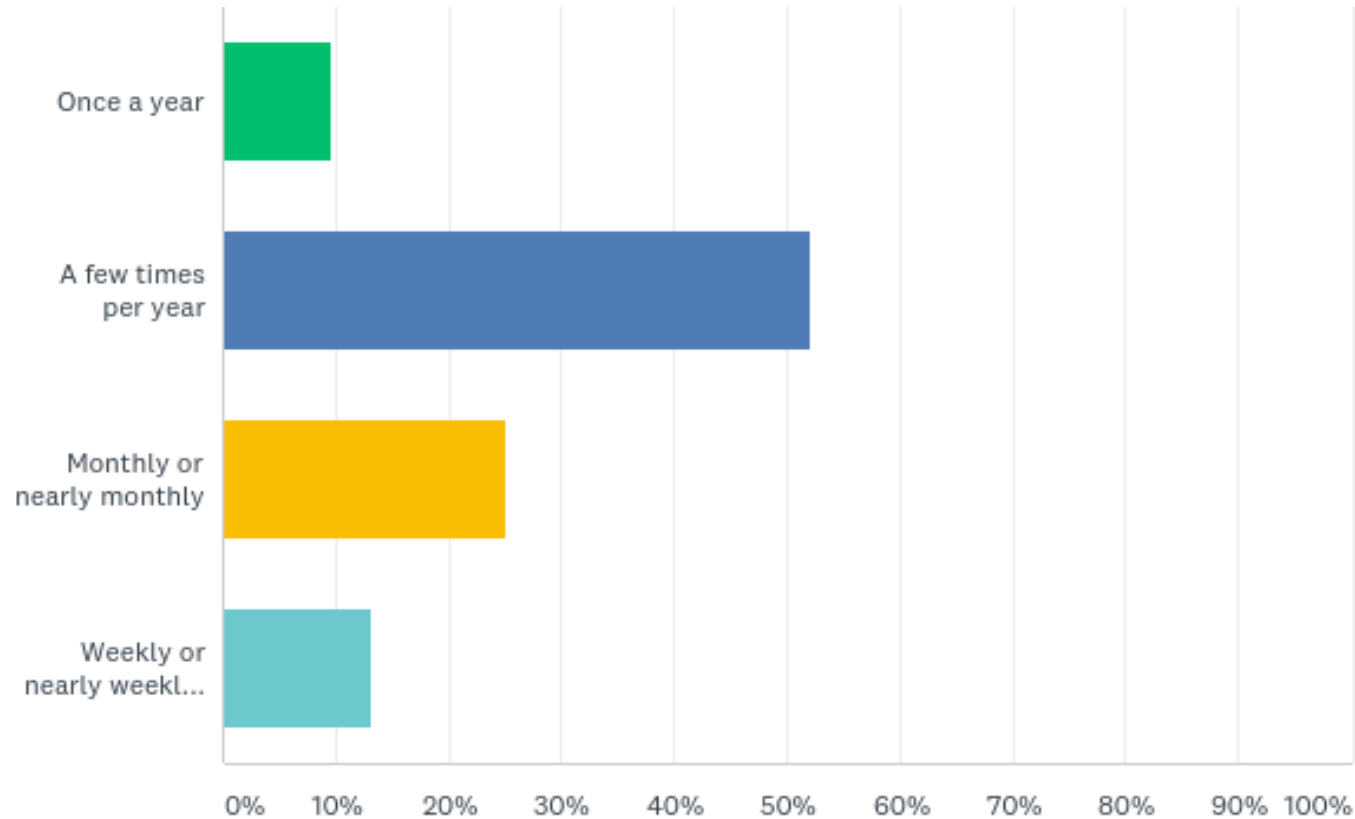
Q27: How often would you attend movies if they were hosted at the future NWC?

• Answered: 269 Skipped: 962



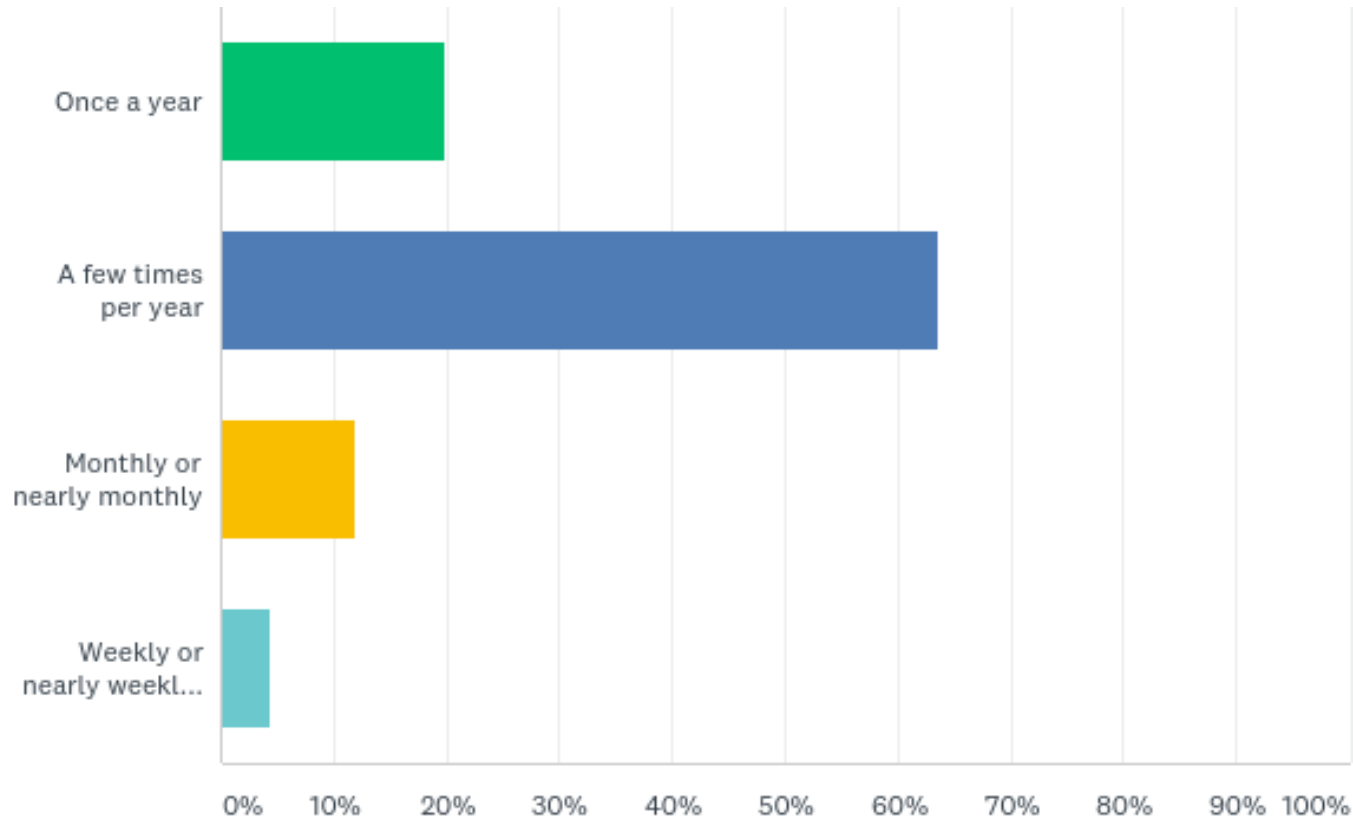
Q28: How often would you attend a farmers market if it were hosted at the future NWC?

- Answered: 714 Skipped: 517



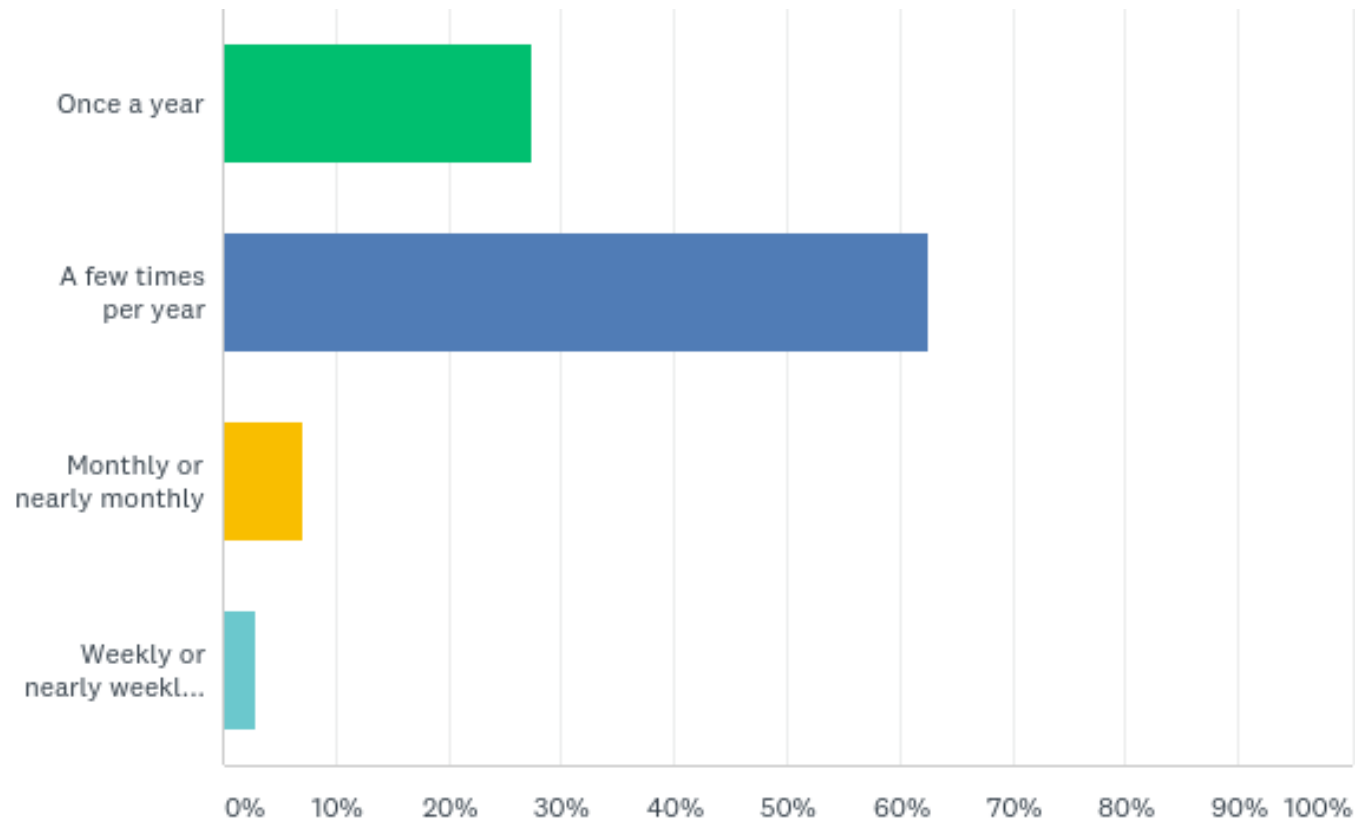
Q29: How often would you attend flea markets/craft shows if they were hosted at the future NWC?

• Answered: 557 Skipped: 674



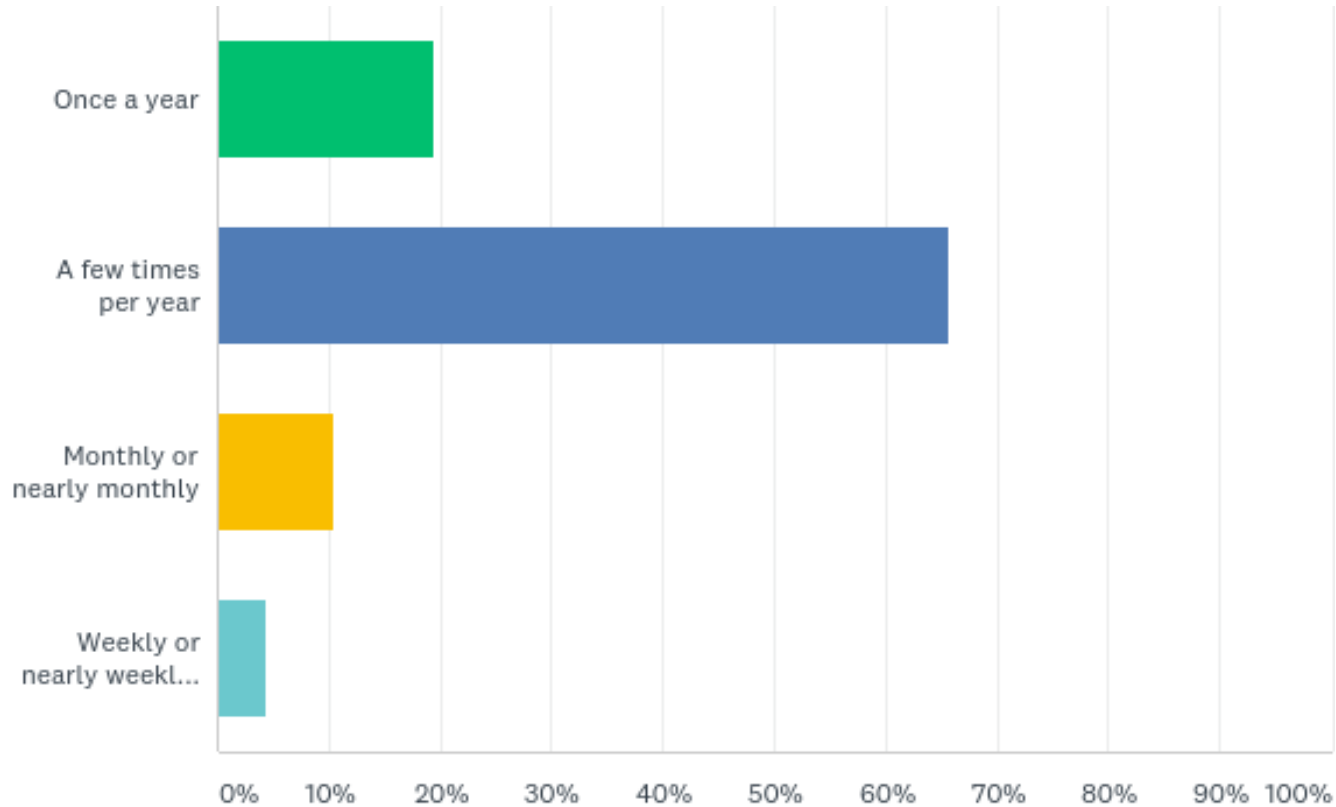
Q30: How often would you attend festivals/fairs if they were hosted at the future NWC?

- Answered: 731 Skipped: 500



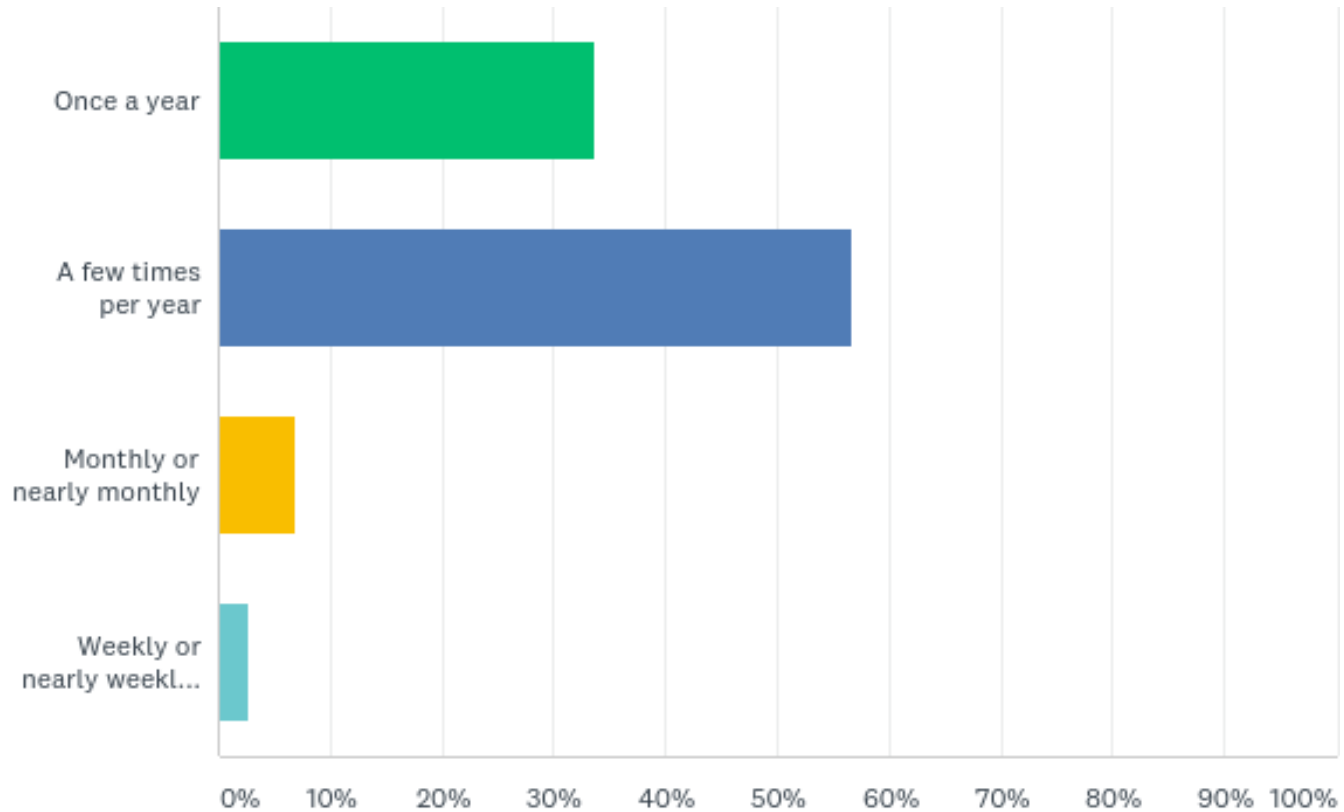
Q31: How often would you attend educational talks/classes if they were hosted at the future NWC?

• Answered: 537 Skipped: 694



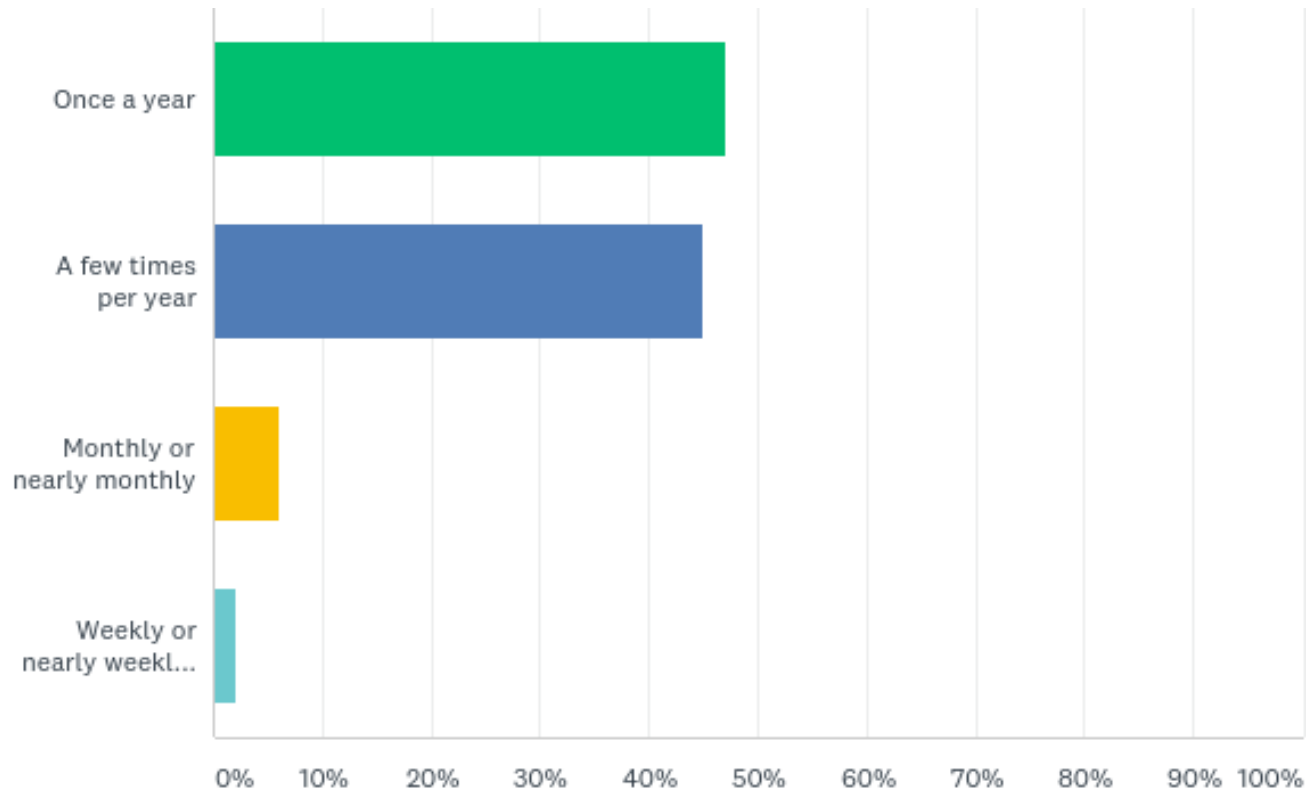
Q32: How often would you attend fun runs, walks or races if they were hosted at the future NWC?

• Answered: 261 Skipped: 970



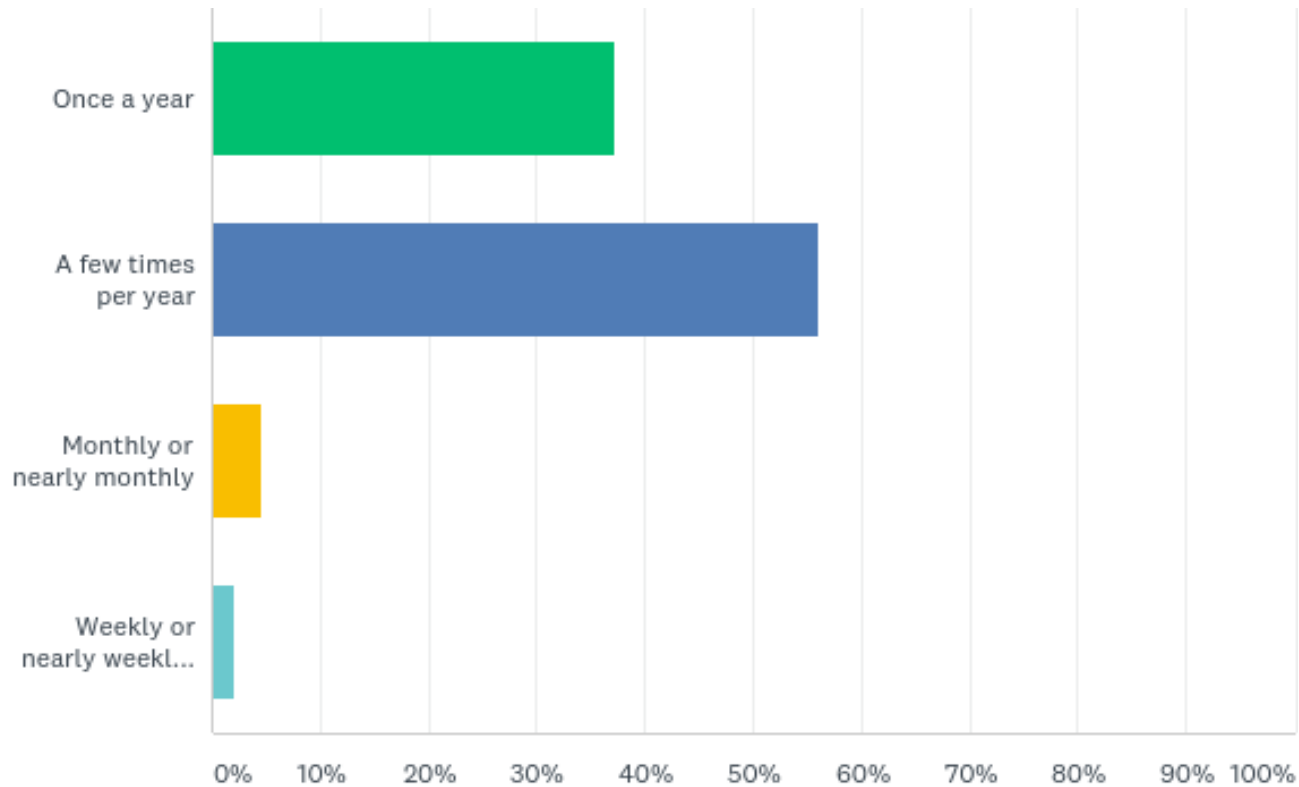
Q33: How often would you attend car shows if they were hosted at the future NWC?

• Answered: 332 Skipped: 899



Q34: How often would you attend consumer shows if they were hosted at the future NWC?

• Answered: 427 Skipped: 804



Q36: What are your favorite historic areas/aspects of the existing NWC that you feel should be incorporated somehow as the future NWC is redeveloped?

- More than one category could be selected
- Answered: 969 Skipped: 262

