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CAC Update – Placemaking Study
April 26, 2018



April 2018 Placemaking Public Meeting

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April Public Meeting Overview

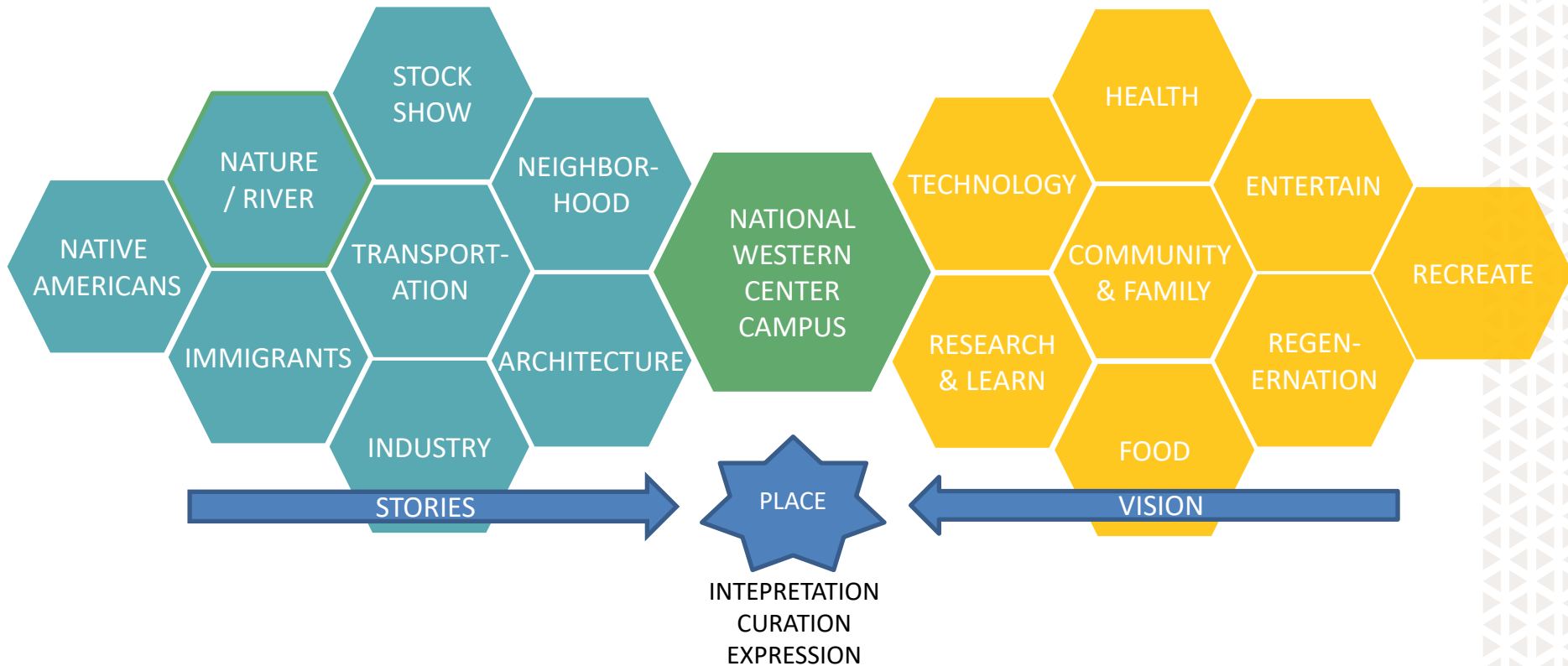
- **When:** April 12, 2018
- **Where:** Swansea Recreation Center
- **Who:** Approximately 45 attendees
- **What:** Gather community feedback and stories, including specific suggestions on how the redeveloped site can best capture the history of the area
- **How:** Combination of presentation, large group discussion and open house



April Public Meeting Overview



Campus Cultural Plan



Community Input and Feedback

Common Thread: Theme/s that tie the entire campus, its programming and community together

Stories and Categories: Past, present and future moments, memories and meaning

Storytelling: How and where the stories are expressed



Large Group Discussion Highlights

- Interest in the future plans for the full NWC site, including opportunities for affordable housing
- Desire to see the site be more linked to the neighborhoods
- Desire to see other adjacent projects on maps and drawings
- Emphasis on using Master Plan as foundation
- Strong interest in blending the historic heritage of the site with the future






Three Main Breakout Areas

- **Share your stories**
- **What categories of stories interest you?**
- **How would your stories best be told?**



SHARE YOUR STORY OR SHARE A STORY YOU'VE HEARD

COMPARTA SU HISTORIA O COMPARTA UNA HISTORIA QUE HAYA OIDO

1. **WRITE IT.** *ESCRÍBALA.*

2. **TELL IT, AND WE WILL TYPE IT.** *DÍGANOS, Y NOSOTROS LA ESCRIBIREMOS.*

3. **VIDEO IT (ON ONE OF OUR PHONES).** *HAGA UN VIDEO (EN NUESTROS TELÉFONOS).*

4. **SEND US YOUR STORY (ASK US FOR CONTACT INFO).** *ENVÍENOS SU HISTORIA (PIDA INFORMACIÓN DE CONTACTO)*
julie@cig-pr.com (Julie Skeen)

NATIONAL WESTERN CENTER
STORY BOARD
GUIÓN GRÁFICO

Share Your Stories

- **Highlights:**
 - Documented seven stories from community members
 - Many stories focused on growing up in GES and their connection to the local community



STORYTELLING EXAMPLES
EJEMPLOS DE CUENTACUENTOS

		ART ARTE
		INTERPRETIVE SIGNAGE / TOURS SEÑALIZACIÓN INTERPRETATIVA / TOURS
		REUSE RESTAURACIÓN HISTÓRICA USAR DE OTRA MANERA
		EVENTS / PROGRAMS EVENTOS / PROGRAMAS
		ARCHITECTURE ARQUITECTURA
		LANDSCAPE PAISAJE
		OTHER OTRO

STORYTELLING EXAMPLES
EJEMPLOS DE CUENTACUENTOS

What Categories Interest You?

- Highlights:**

- Interest in most categories
- Arts, Family, Nature, Neighborhood, Agriculture, and History, & Other scored highest
- Other: Food, Workforce, Bike lanes, infrastructure, sports, railroad, horse drawn vehicles



WHAT CATEGORIES INTEREST YOU?
¿QUÉ CATEGORÍAS LE INTERESAN?

(USE STICKERS TO VOTE USA CALCOMANÍAS PARA VOTAR)

<p>ARTS / EVENTS ARTE/EVENTOS</p> <p>01 03</p>	<p>FAMILY FAMILIA</p>
<p>HISTORY HISTORIA</p>	<p>INDUSTRIAL INDUSTRIAL</p>
<p>AGRICULTURE / STOCK SHOW AGRICULTURA / EVENTOS DE GANADERIA</p>	<p>NATURE / RIVER NATURALEZA / RIO</p>
<p>NEIGHBORHOOD VECINARIA</p>	<p>POLITICS POLITICA</p>
<p>FOOD COMIDA</p>	<p>TRANSPORTATION / RAILROAD TRANSPORTE / FERROCARRIL</p>
<p>OTHER OTRO</p>	<p>OTHER OTRO</p>

Handwritten Notes:


- Food Access
- Food Stores
- APPROPRIATE HOUSING
- Alpha House
- SPORTS - Basketball - Soccer - Tennis
- HERE ISLAND VEHICLES
- BASIC INFRASTRUCTURE (SIDEWALKS, BIKE LANES, ROADS, YOUR POTENTIAL...)
- WORKFORCE DEVELOPMENT TRAINING IN AREA OF THE INDUSTRIES ON CAMPUS
- RAILROAD
- CONTINUOUS BIKE LANES FROM E-S TO 36TH

How Would Your Story Best Be Told?

- **Highlights:**
 - Interest in every category
 - Stories will be told in a variety of ways

HOW WOULD YOUR STORY BEST BE TOLD? ¿CUÁL ES LA MEJOR MANERA DE CONTAR SU HISTORIA?

(USE STICKERS TO VOTE USA CALCOMANÍAS PARA VOTAR)

	AGRICULTURE / STOCK SHOW AGRÍCOLA/EVENTOS DE GANADERÍA	TR HI HI	01
	ART ARTE	TR HI AR AR	AR ↑ 01 02 03
	ARCHITECTURE ARQUITECTURA	HI ↑ ●	02
	EVENTS / PROGRAMS EVENTOS/PROGRAMAS	TR AR HI ↑	AR 02 03
	INTERPRETIVE SIGNAGE / TOURS SEÑALIZACIÓN INTERPRETATIVA/TOURS	TR HI	
	LANDSCAPE PAISAJE	AR	
	NEIGHBORHOOD VECINDARIO	AR HI AR HI	HI ↑ 01 02 03
	REUSE RESTAURACIÓN HISTÓRICA USAR DE OTRA MANERA	↑ AR	
	OTHER OTRO	AR	


STORYTELLING METHOD
MÉTODO DE CUENTACUENTOS



Where Should Your Story Be Told?

- **Highlights:**
 - Riverfront
 - Main plaza
 - Overlook plaza
 - Mouth of future Water Resource Center
 - Bus Barn site, and
 - Outside the project boundary



Next Steps – Cultural Plan

- Draft Cultural Plan
 - Identifies key elements and influences of the West (past, present, and future) as the West relates to the NWC Campus
 - Defines the campus as a cultural asset
 - Activates year-round programming
 - Local impact
 - Global reach
 - Informs entire campus experience
- Will be complete by May 31





Preliminary Public Space Programming


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Public Space Programming

- Drafting first draft Public Space Programming memo
 - Identifies and organizes public spaces
 - Catalogs potential programming from:
 - Master Plan
 - CAC
 - Inputter Interviews
 - Case Studies
 - Additional Community Input
- Target completion of May 31



Public Space Programming




APRIL 22, 2018
PLACEMAKING STUDY

NATIONAL WESTERN CENTER

**NATIONAL WESTERN CENTER
PUBLIC REALM PROGRAMMING**

M I G
In association with studioINSITE

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Public Space Programming - Components

INTRODUCTION

DOCUMENTATION OF INPUT

CONSIDERATIONS FOR FUTURE TASK ORDERS

VISION STATEMENT

MISSION STATEMENT

GUIDING PRINCIPLES

WHY PROGRAM?

THE ROLE OF PUBLIC SPACE

THE ROLE OF THE AUTHORITY



Public Space Programming - Components

PUBLIC REALM PROGRAM

PUBLIC REALM SPACE TYPES

PROGRAMMING TYPES

ENVIRONMENTAL CONSIDERATIONS

ADAPTIVE REUSE OF ELEMENTS

PUBLIC REALM PROGRAMMING

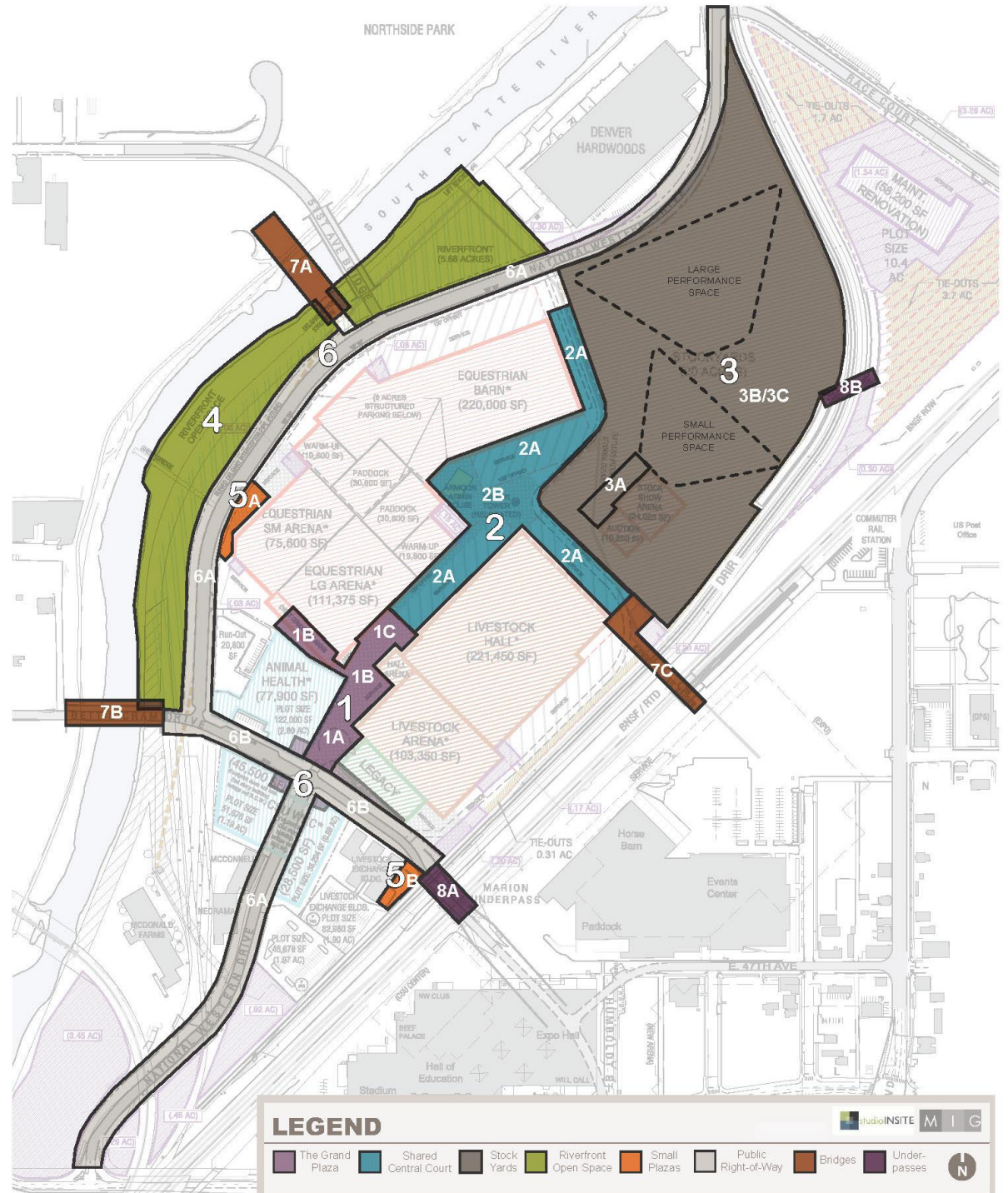
EVENTS & ACTIVATION

SPECIAL EVENTS

DAILY ACTIVATION



Public Space Programming



Public Space Programming

EVENTS & ACTIVATION



SPECIAL EVENTS

Special events are planned events that may last as little as a couple hours to as many as two weeks (i.e. Stock Show). They are both a major tourism draw as well as revenue generation for the campus - both of which are critical to the long-term success of the campus.

Brainstorming about the possibility of hosting different events has occurred throughout the development of the master plan and continued into the programming task for the Placemaking Study. Documentation of exhaustive lists can be found in the Appendix.

For the purposes of this report, the focus is on events that could occur partially or fully outdoor (public realm spaces) - and trying to understand in which space(s) these events could be held. Potential locations are indicated in the matrices on the next few pages for special events and activation. These are still hypothetical and further design is needed to understand feasibility. Some events could also be held in future phases of development. However, these lists are to be used by the Authority and the design team to consider. Note that these lists do not include CSU properties - which could partner to host additional events.



PUBLIC REALM PROGRAM



PUBLIC REALM SPACE TYPES

Phases 1 and 2 of the NWC campus include a variety of public realm space types. The following five prototypes have been determined:

- **Large plazas** - these spaces are associated with primary buildings on the campus. They are flexible spaces that can host outdoor events, serve as queuing space for large indoor events, or simply serve as a pleasant space to relax, learn, or play. They are more formal, public-facing spaces that are well-designed and detailed as well as safe and welcoming. They will also have a hierarchy of space - including both vast, open areas as well as more intimate and secluded spaces.
- **Small plazas** - these spaces are smaller than large plazas and have more defined roles in most cases. They may still be flexible in terms of use, but spatially are much more intimate than the large plazas.
- **Transformable space** - this space type is unique to the new stockyards area, which has always been planned as a unique and highly flexible space that serves multiple purposes. This space will serve the following purposes:
 - National Western Stock Show Stockyards - the entire space during the two-week show in January will be solely dedicated to and programmed for the outdoor stockyards.
 - Outdoor pens - during other events some of the space may still be used for temporary or permanent animal pens
 - Parking - much of this space will become surface parking for the campus when not in use by pens or other events.
 - Special events - having a large, flat surface on the campus provides a flexible space where large outdoor events could occur, such as: music festivals, farmer's and flea markets, car shows, and more.
- **Streets, Bridges, and Underpasses** - new multimodal connections are included as part of phases 1 and 2. The streets will serve as connections to the surrounding neighborhoods and through the campus as well as being a "public face" and gateway to the campus. Bridges and underpasses will provide connections as well as vistas and overlooks and places for public art and storytelling.
- **Open Space** - this space type, primarily dedicated to the riverfront, is a public amenity for recreation, relaxation, education, storytelling, public art, and water quality.



Events Programming by Public Space

- Agricultural/Food/Animal
- Educational
- Sports/Athletic
- Cultural/Entertainment
- Other

	SPECIAL EVENTS								REVENUE? Y/N	REACH? L/R/N/G	
	POSSIBLE LOCATION(S)										
	1	2	3	4	5	6	7	8	NH		
AGRICULTURAL / FOOD / ANIMAL											
Agricultural shows / Ag Equipment shows / Hay auction										Y	N
Dog shows + run/agility/obedience training										Y	N
Farmer's Markets										Y	R
Food shows (Tap Taps / Colorado Food & Wine / Food Truck Festivals)										Y	R
Fishes, Outdoor / Hikes/walk										Y	N
EDUCATIONAL											
Graduation ceremonies										Y	R
K-12 Summer Camps / Field Trips (History, ag, food or water focused) / Youth Competitions (Science Fairs/etc)										Y	R
Natural Resources Conference (RTA)										Y	G
Test City / Quarterly Resource Fair (in job-fair/training and home findings)										N	L
SPORTS / ATHLETIC											
Denver Cyclists / Tour de Fat / Velocrama										Y	R
Derby Party										Y	R
Fishing / Tournaments										Y	N
Wrestling Band Tournaments										Y	R
Race (Bicycle, running, triathlon) / Cross-Marathon Race Events / Velocrama										Y	R
SKI and Snowboard shows (Big Air)										Y	R
Sports Tournaments (outdoor)										Y	R
X Games / Outdoor sports comp. (American Ninja Warrior)										Y	N
Volunteers (temporary, not permanent)										Y	N
CULTURAL / ENTERTAINMENT											
Arts and Crafts Shows / Makers Mart / First Friday										Y	R
Beer / Wine Festivals (Collaboration Fest)										Y	R
Burner (Burner Baseart?) / Performance Art / Fire shows										N	L
Car Auction (Maximum 600,000 SF; Barrett Auto Auctions)										Y	N
Cars, Coffee, and Cows / Car Shows / Ride and Drive space / Jeep Incho										Y	R
Cross events / Cirque de Soleil / Teatro Zinco										Y	R
Concerts										Y	R
Denver County Fair										Y	R
Festivals - Large, Multi-day (People's Fair / Taste of Colorado / Pridefest / Made / Wonderblock / etc)										Y	R
Festivals - Moderate, single day (Denver Flea / Big Wonderful / and)										Y	R
First Friday										Y	L
Meets (Dinner / Outdoor)										Y	R
Private Events / Parties										Y	R
Roady Mountain Winter Festival (RTA)										Y	R
Tours: Art, Historic, Rail History, Segway, Walking, River										Y	N
Wedding Chapel										Y	R
Western Art and Cultural Celebration (RTA)										Y	N

NH = Neighborhood
L = Local; R = Regional; N = National; G = Global

GENERAL NOTE - also reference Demand Projections Report by Johnson Consulting (2018)

NATIONAL WESTERN CENTER PUBLIC REALM PROGRAMMING - EVENTS & ACTIVATION - 33





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