



IMAGINE. DISCOVER. CULTIVATE.

**CAC Update – Cultural Plan**  
**May 31, 2018**



# Cultural Plan

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# Cultural Plan – Scope of Work

- Identify key defining elements and influences of the West
- Define the campus as a cultural institution
- Define how campus visitors will interact with a 'whole campus' experience
- Address the following topics:
  - a. Historic and Cultural Resources
  - b. Public Art
  - c. Cultural and Interpretive Education
  - d. Campus Events
  - e. Music
  - f. Future Cultural Programming Considerations
- Target completion of Mid-June




# Cultural Plan



## NATIONAL WESTERN CENTER CAMPUS CULTURAL PLAN CAC Update - May 31, 2018



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 In association with Winter and Co., 505 Design, and John Grant



## WHAT IS A CULTURAL PLAN?

A cultural plan defines that role that **art and heritage** play in shaping the future of a place. This plan provides a set of **resources and tools for future artists, designers, story tellers, planners, and consultants** as they continue to develop the National Western Center Campus. It offers a **flexible thematic framework** in order to coordinate a cohesive and authentic experience. This document is also intended to **capture the discussions and ideas for the site** at the time of its publishing and how the National Western project team and stakeholders envision the campus going forward.



# Cultural Plan - Components

- VISION FOR CULTURAL RESOURCES AT NWC
- HISTORY OF THE SITE
- REFLECTING HISTORY AT NWC IN THE FUTURE
- FUTURE OF THE NATIONAL WESTERN CENTER
- PUBLIC ARTS MASTER PLAN
- IMPLEMENTATION



# VISION FOR CULTURAL RESOURCES AT NWC



## NATIONAL WESTERN CENTER VISION STATEMENT:

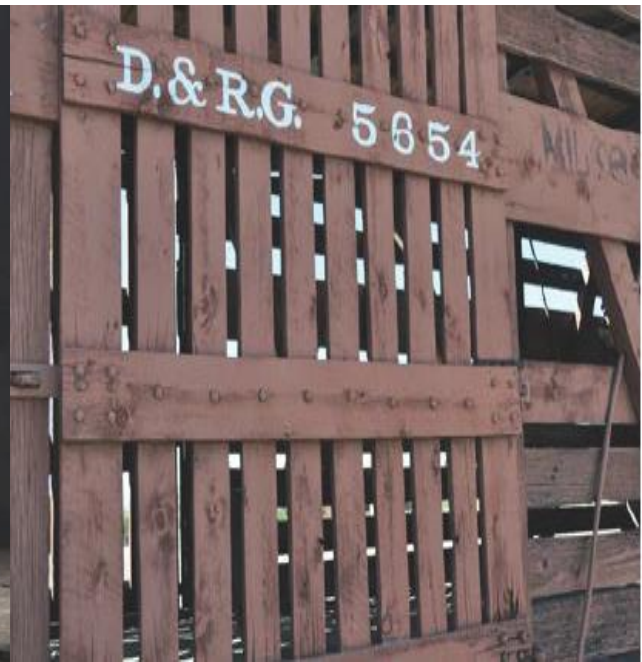
**“BE THE GLOBAL DESTINATION FOR AGRICULTURAL HERITAGE AND INNOVATION.”**



# PRELIMINARY CONCEPT OF CURATION

Concept of Curation/Common Thread can:

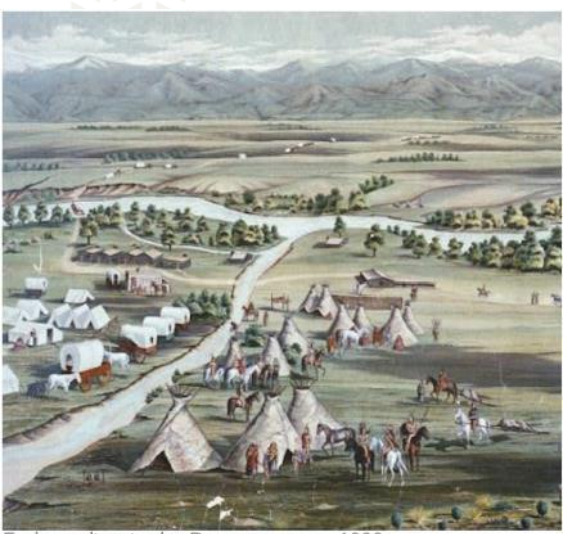
- Aid in attracting appropriate partners and programmers
- Define a direction for interpretive messages in site signage (markers/labels) as well as potential programs
- Help create the character of the site visually by suggesting the general look, feel, tone, and voice.







# HISTORY OF THE SITE



Early trading in the Denver area; c. 1800s



Denver Union Stock Company yards; c. 1920s



Denver Union Stockyards and livestock; c. 1920-1940



The Denver Coliseum; 1951



# History of the Site - circa 1900



## LEGEND

- 2017
- 1950s-1991
- 1929-1933
- 1890-1900
- Livestock
- Circulator
- Rail Roads
- Street Car
- NWC Cam Boundary
- S. Platte F (approx. 1900)
- Delgany Intercepto

## SOURCES

Sanborn Insurance Maps - 1887, 1890, 1890-1893, 1903-1904, 1904-1925, 1909, 1929, 1929-1930, 1929-1938, 1929-1951, 1933, 1962, 1962-1967, 1968

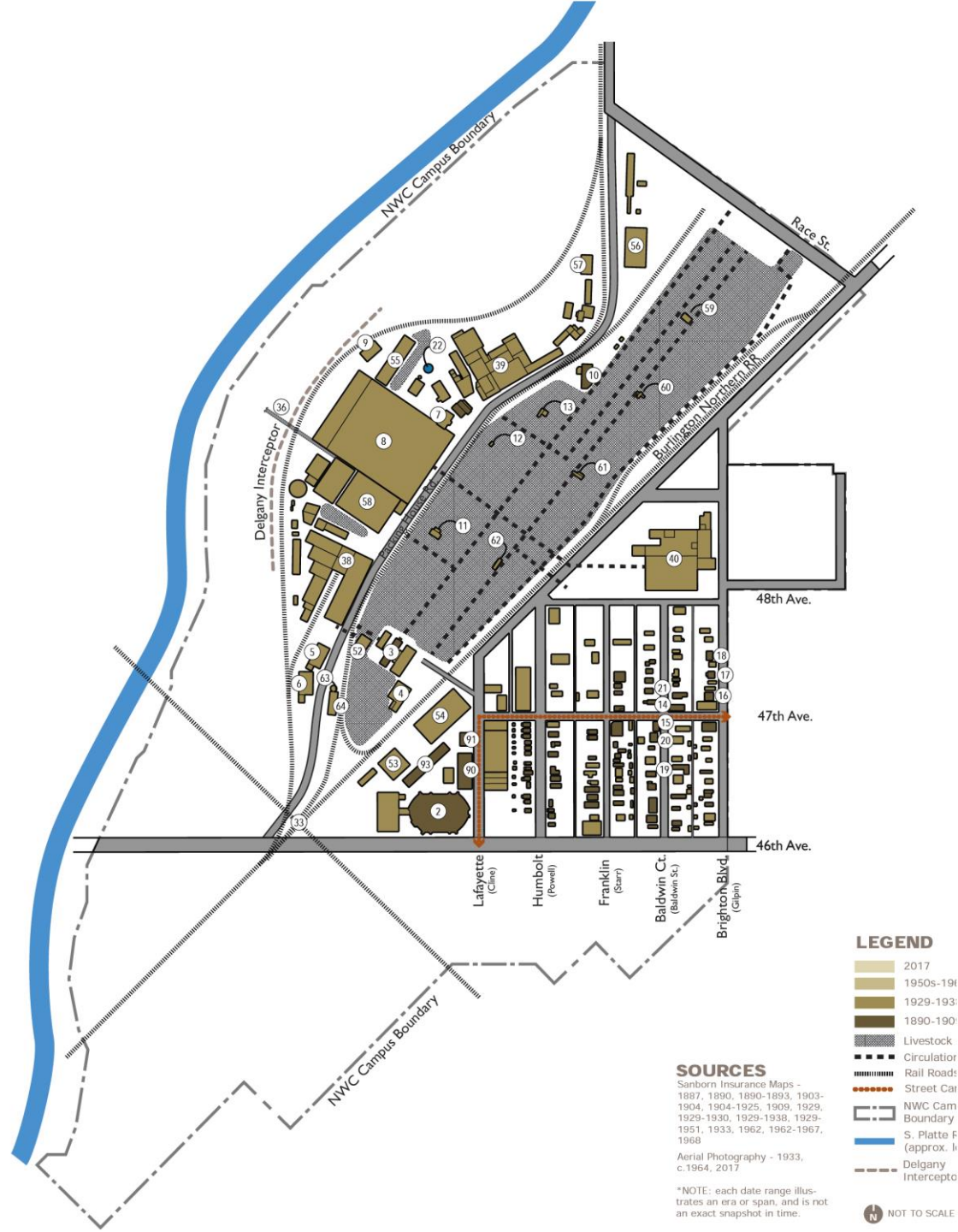
Aerial Photography - 1933, c.1964, 2017

\*NOTE: each date range illustrates an era or span, and is not an exact snapshot in time.

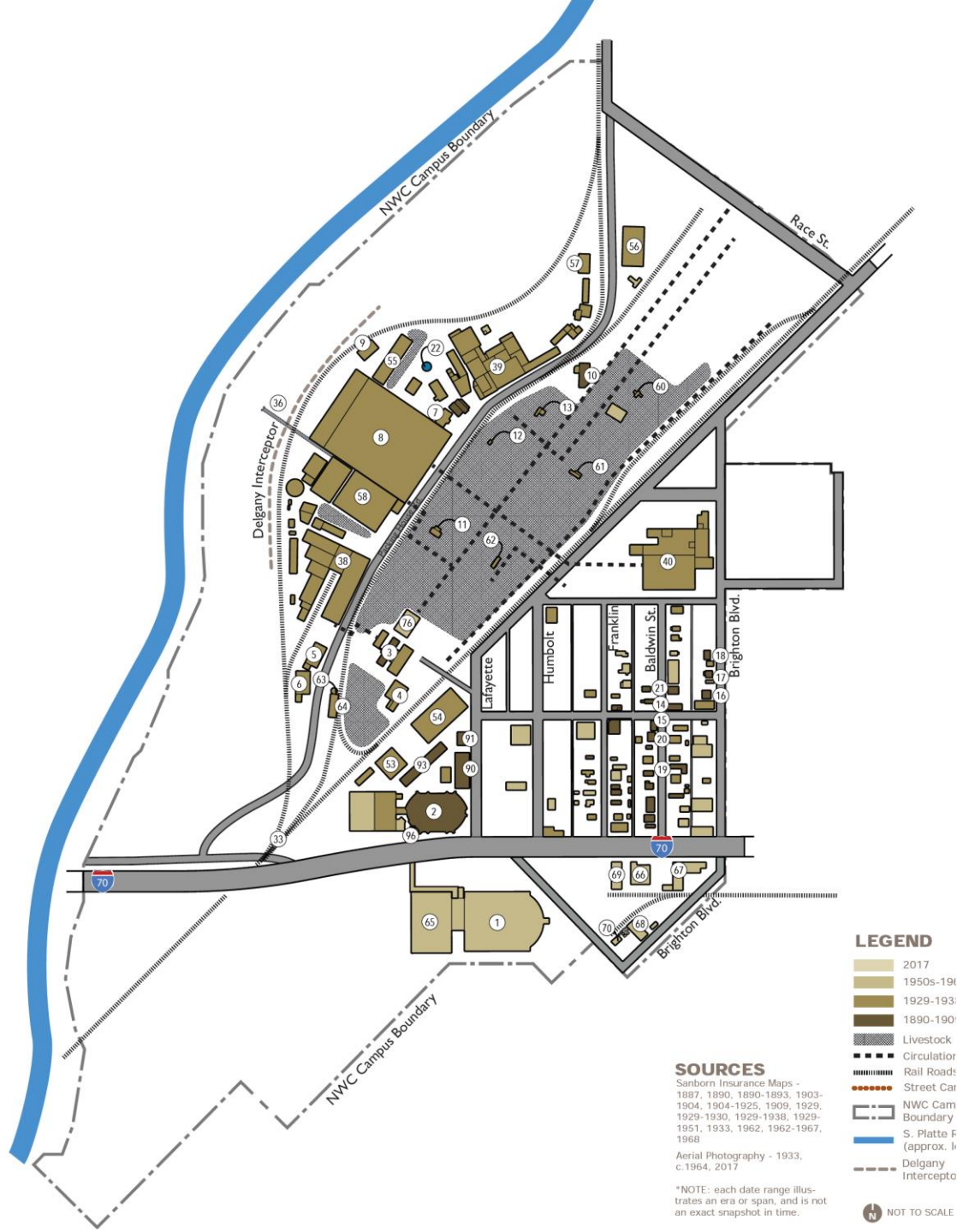
N NOT TO SCALE



# History of the Site- circa 1930



# History of the Site- circa 1960



## LEGEND

- 2017
- 1950s-19t
- 1929-193
- 1890-190
- Livestock
- Circulator
- Rail Roads
- Street Car
- NWC Cam Boundary
- S. Platte F (approx. h
- Delgany Intercepto

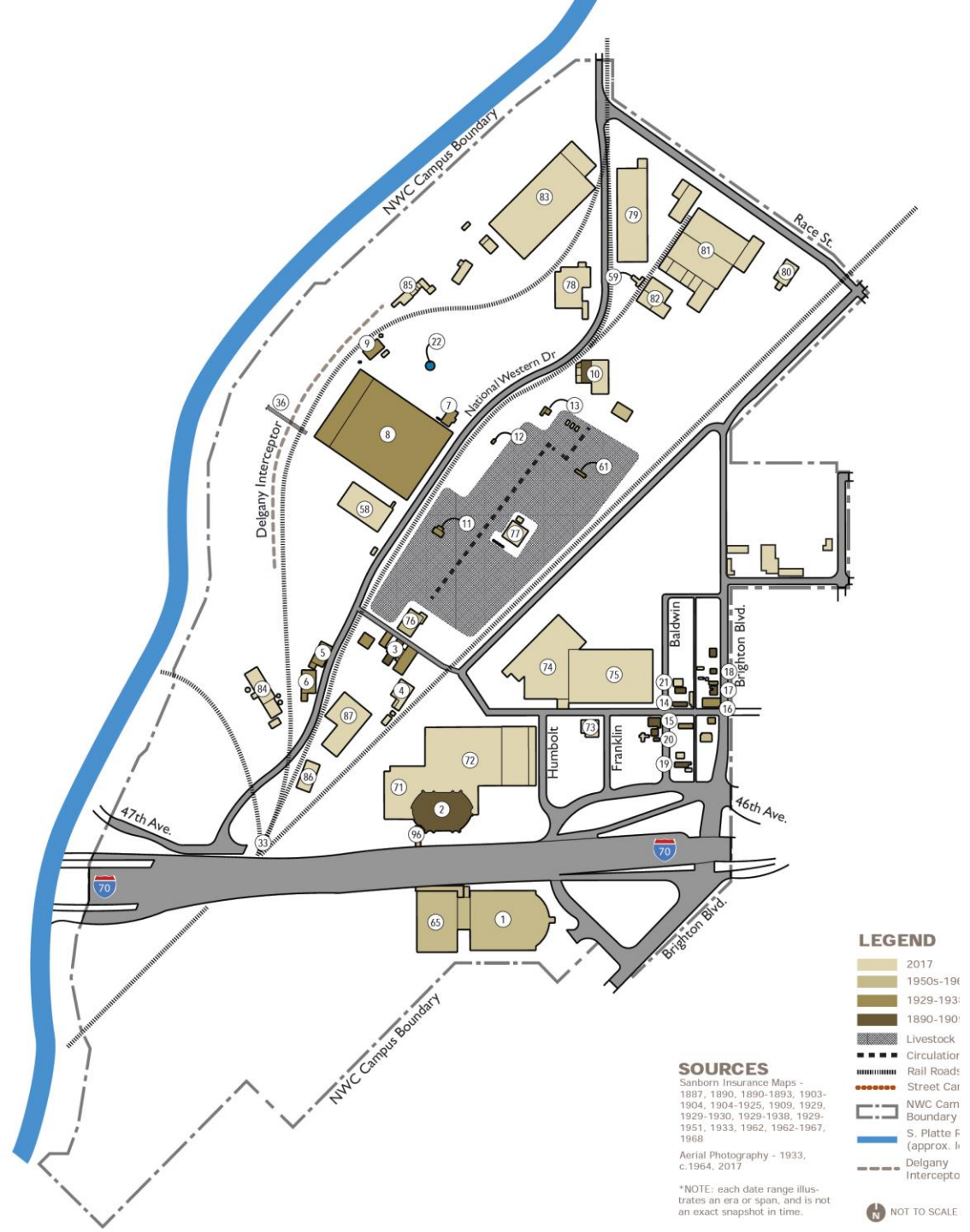
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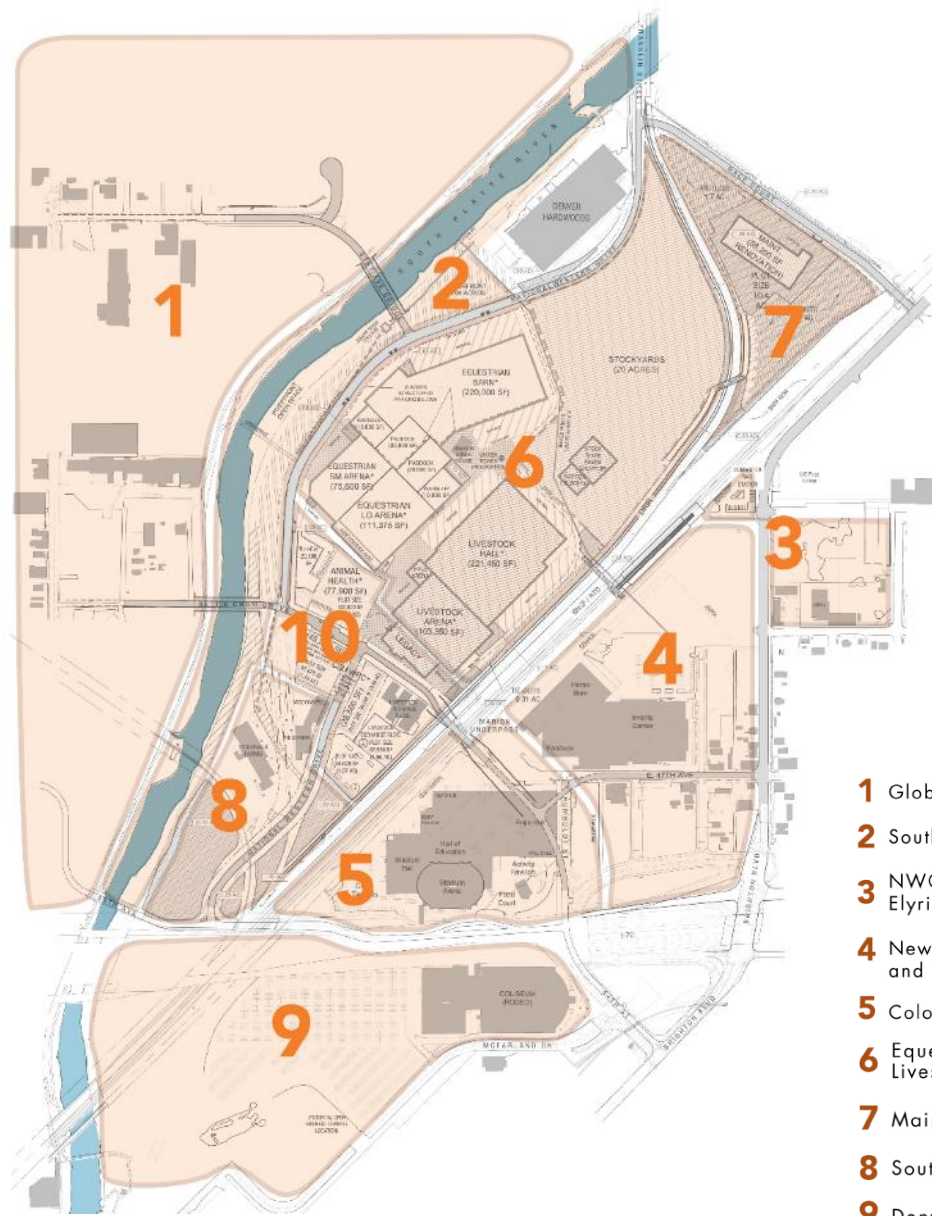
Aerial Photography - 1933, c.1964, 2017

\*NOTE: each date range illustrates an era or span, and is not an exact snapshot in time.

# History of the Site- 2017



# Character Areas



- 1 Globeville Neighborhood
- 2 South Platte River
- 3 NWC Station and Elyria Neighborhood North
- 4 New Arena and Trade Show/Exhibition Hall and West Elyria Neighborhood
- 5 Colorado Commons and Stadium Arena
- 6 Equestrian Center, Livestock Center and Stockyards
- 7 Maintenance and Operations
- 8 South Campus
- 9 Denver Coliseum
- 10 Bettie Cram Drive/Main Street (CSU/WSSA/Livestock Exchange)



# Character Area Example

## CHARACTER AREA FOUR: NEW ARENA AND TRADE SHOW/ EXHIBITION HALL AND ELYRIA NEIGHBORHOOD SOUTH

The NWC overlaps with the historic Elyria neighborhood in character area four. The neighborhood extends to the east and comprises the Elyria and Swansea neighborhoods. Elyria and Swansea have distinct yet related histories that link to the site—they grew and spread during the early years of the Stock Show, offering people places to live, work, and socialize. Character areas four and five make up the Triangle—where future development and programming will connect and take advantage of their joint resources and potential.

As the NWC evolves, Elyria Plaza will become the ceremonial front door to the site from Brighton Boulevard—the primary gateway. Arena Square will feature an outdoor plaza and new arena and trade show/exhibition hall and 47th Avenue will become a “festival street.” Views of the Livestock Exchange Building, Armour office building, and water tower allow opportunities for appreciation and interpretation of historical site elements.

Great potential exists to interface with the neighborhood. The City and County of Denver adopted the Elyria and Swansea Neighborhoods Plan in 2015 and organizations active in the neighborhood like Globeville-Elyria-Swansea LiveWell, The Growhaus, and Cooking Matters provide natural programming partners. The collection of oral histories here and for Globeville would capture the legacy of the neighborhoods.

Numerous historic resources that contribute to the heritage and character of the site remain in character area four, including residences and commercial buildings significant to the Elyria and Swansea neighborhoods—providing a strong opportunity to celebrate the history of the surrounding neighborhoods. Relocation and reuse of buildings and the creation of interpretive opportunities should be explored. A pedestrian-scale cluster of buildings as a gateway and reference point to the neighborhoods would be a great asset.

### TREATMENT OPTIONS

**Resources for which relocation is planned:** Relocation to another site elsewhere at the NWC is anticipated for 4701 Brighton Blvd. This building will be deconstructed and palletized, to be rebuilt somewhere else in the future. It has a connection to the industrial past of the area and to the Elyria and Swansea neighborhoods.

- El Duranguense Market (5DV.9817) 4701 Brighton Blvd. – This is a two-story masonry building with a distinctive chamfered corner that matches nearby historic commercial buildings.

**Resources for which preservation may be an option:** It may be possible to preserve the following resources in place. More study is needed in future phases of implementation to determine the feasibility of preservation. If it is not possible to reuse the buildings in place, consider relocating them. If relocation is not feasible, then it would be recommended that the buildings be documented before being removed. Consider saving salvageable materials for use in site design or in the design of interpretive features and art. If the buildings are removed, consider noting the building as part of an interpretive program that addresses the NWC’s interface with the Elyria neighborhood.

- Mueller Saloon/Elyria Apartments (5DV.9808) 4700 Baldwin Ct./1655 E. 47th Ave. – This is a two-story masonry building with second story decorative details.



El Duranguense Market, present day



Mueller Saloon/Elyria Apartments, present day

# Intrepretive Opportunities

- Type 1—Cluster of Historic Resources
- Type 2—Individual Resource
- Type 3—Reuse of Historic (Salvageable) Materials
- Type 4—Interpretive Marker





# Design Opportunities - Historic Integration

Integration into the public realm • Integration into new buildings/structures • Public art  
Indoor/outdoor museum opportunities • Historic resource salvage



The High Line: Rail lines embedded in plaza space are activated with seats that are movable along the tracks and re-purposed to frame planting space



NWC: Metal livestock ties



NWC: Concrete and metal loading ramp



NWC: Wooden pen structures



NWC: Wood and metal gusset pen structure



NWC: Wood and metal pen structures;  
concrete paving



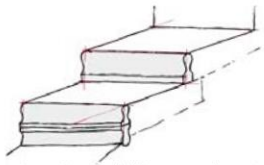
NWC: Wood and metal pen structures;  
concrete paving



## RAIL LINES EMBEDDED IN WALKWAYS



NWC: Historic rail lines run along National Western Drive and behind the Artist Studios



Historic rails could be used as risers in steps or tiered outdoor seating.



Minneapolis: Historic rail lines and train car axles reused as public art



Pearl Brewery District: Historic rails define new pedestrian walkway



The High Line: Rail lines embedded in plaza space are activated with seats that are movable along the tracks and re-purposed to frame planting space



Granville Island: Historic rail lines maintain traditional rail circulation patterns and add interest to a paved parking area



Minneapolis: Rails are highlighted with brick pavers to reflect historic circulation patterns



The High Line: Rail lines embedded in walkway reflect the historic rail circulation pattern

## WATER FEATURES



NWC: Historic Armour water tower



Pearl Brewery District: Water feature incorporates historic industrial artifacts



NWC: Historic concrete water trough in the Yards



NWC: Historic metal water trough in the Yards

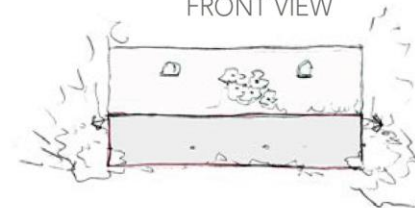


Olde Town Arvada: Water tower retained as iconic feature in a public park

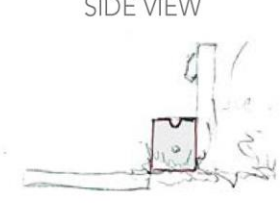


St. Johns Neighborhood: Water feature incorporates historic industrial artifacts

FRONT VIEW



SIDE VIEW

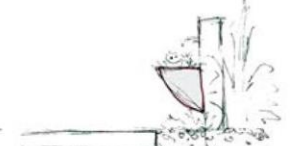


NWC: Historic concrete water trough could be reused as a water feature, such as a fountain.

FRONT VIEW



SIDE VIEW

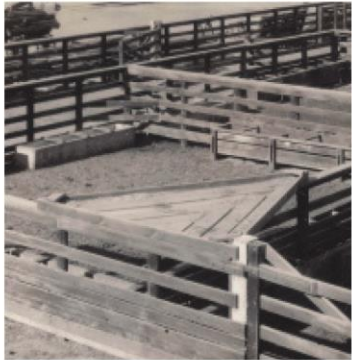


NWC: Historic metal water trough could be reused as a water feature, such as a fountain.

## PEDESTRIAN SHELTERS/AMENITIES



NWC: Metal and wood pens



NWC: Historic wood pens



Santa Fe Railyards Arts District: Historic railroad water tower provides a shaded pedestrian shelter



Santa Fe Railyards Arts District: Pedestrian walkway arcades inspired by railroad transmission lines



Rail lines reused as a bike rack



A new bike rack emulates the form of rail lines and spikes



HopMonk Beer Garden: Reclaimed wood planks used to frame and shelter an outdoor seating area

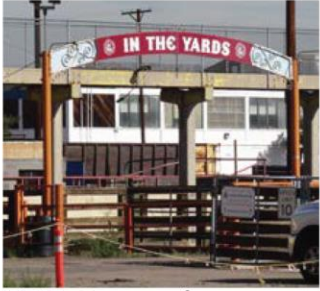


Pedestrian shelter inspired by industrial precedents



Architectural screen inspired by industrial precedents

## ARCHES & GATEWAYS



NWC: Gateway feature to the stockyards area



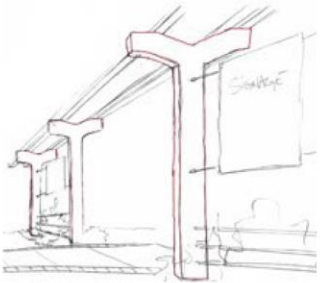
Pearl Brewery District: Arch and gateway structures provide a sense of entry



NWC: Post and platform of the catwalk



Duisberg Nord Landscape Park and Fort Worth Stockyards: Gateway structures provide a sense of entry



NWC: Concrete catwalk posts reused to create a gateway feature with signage.

## BRIDGES



NWC: Historic sheep bridge over the Platte River



Pearl Brewery District: Historic bridge is reused as a pedestrian bridge

# Cultural Plan Timing and Process

- Draft Cultural Plan Distributed for Review and Comment
- CAC Work Session
- Cultural Plan Refined and Published
  
- Next Steps in Task Orders 3 and 4:
  - Develop envisioned future development character of character areas
  - Integrate reuse and interpretation recommendations into design
  - Create design guidelines for use of historic structures and materials





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