



CAMPUS PLACEMAKING CAC UPDATE

August 30, 2018

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AGENDA

- User Experience Overview & Questionnaire
- Preliminary Streetscape Concepts for National Western Drive
- Overview of Design Guidelines and Standards
- Community Outreach Update



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Task 3.4 User Experience: Purpose & Goal

The overall purpose & goal is to:

1. Develop an understanding of how people will use the new campus
2. Understand details that should be considered in the design and programming of the campus spaces to enhance the user experience



Task 3.4 User Experience : User Groups

10 Categories of User Groups (existing & future users)

1. Visitors & Patrons
2. K-12 Students
3. Students (non K-12)
4. Exhibitors, performers, and event operators
5. Daily users & employees (WSSA, Denver Water, CSU)
6. Temporary and Part-time employees (or volunteers)/residents
7. Adjacent neighborhood residents
8. Regional residents
9. Other neighboring businesses & property owners
10. Citizens Advisory Committee



User Experience : Questionnaire for CAC

Format

One-page questionnaire with open-ended questions.

- What could make your biking, walking, transit, or driving experience better?
- What would make you stay on the campus longer?

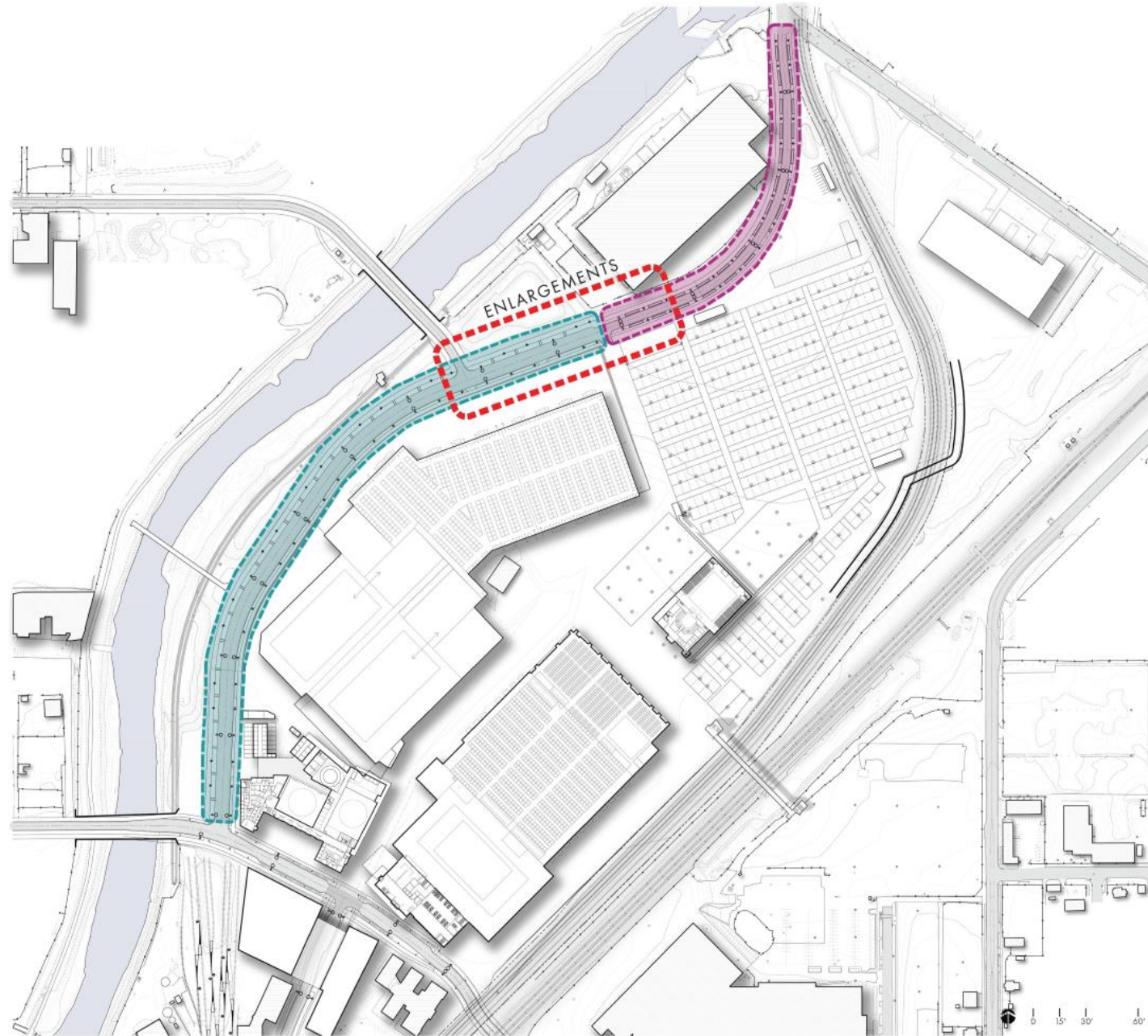
Answer the questions as a future user of the site.



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RIVERFRONT SECTION

STOCKYARDS SECTION

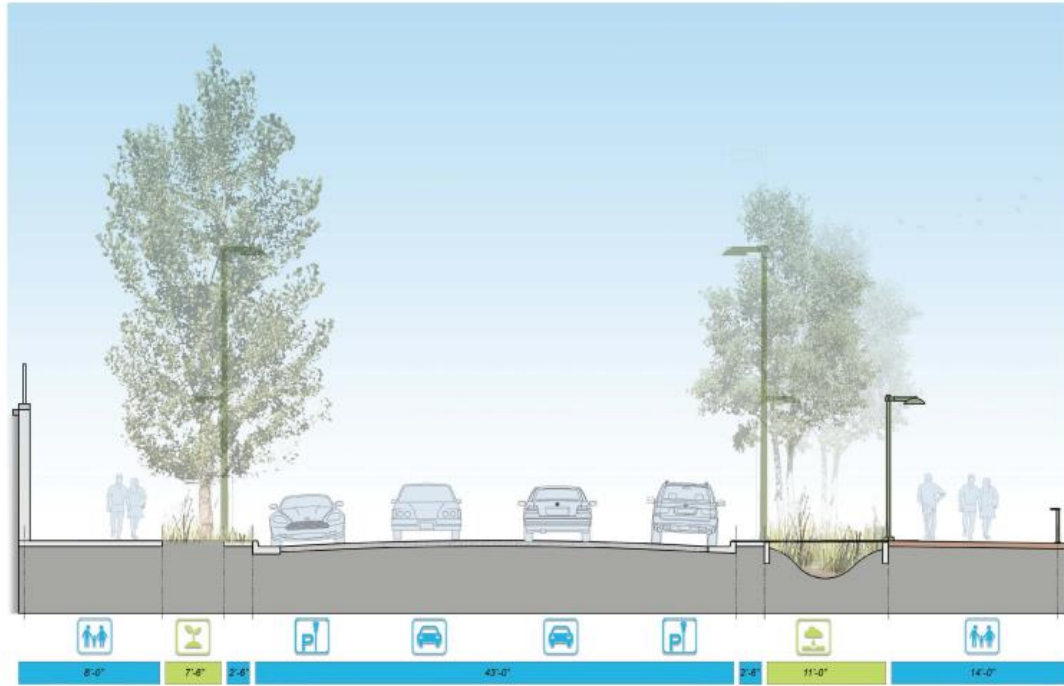
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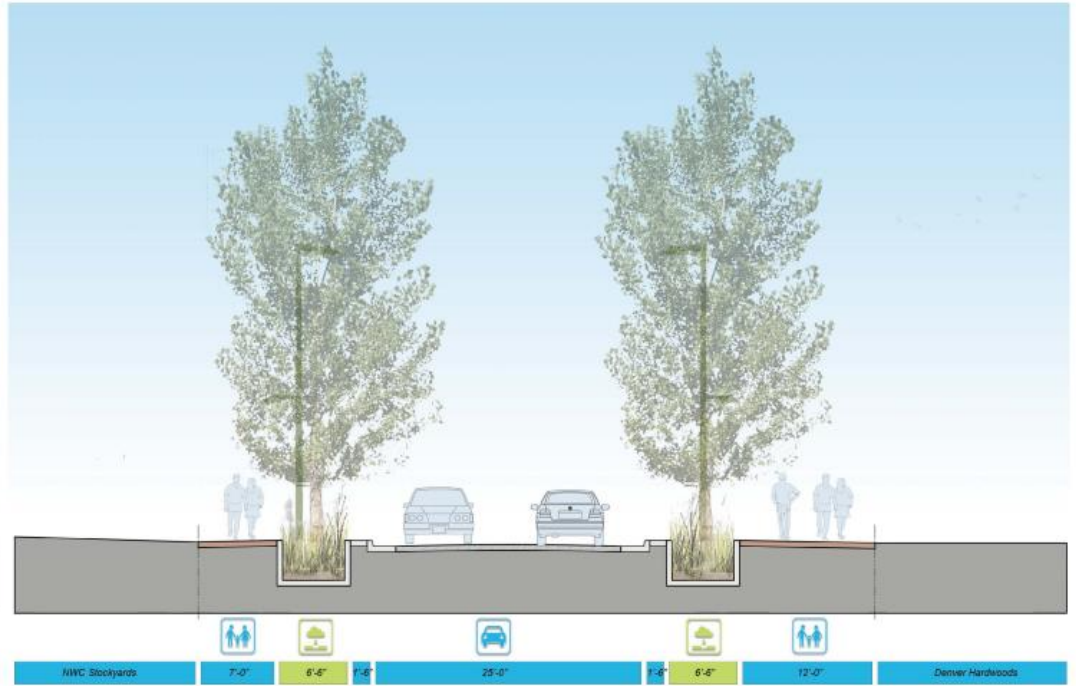
CONCEPT 1: URBAN RIVERFRONT

- (A) Wayfinding Monument
- (B) Interpretive Entry Plaza
- (C) Natural Stone Bench
- (D) Stormwater Swale w/ Walkway
- (E) Unit Paver Band w/ Bollard Light
- (F) Art Wall
- (G) Decorative Concrete
- (H) Crusher Fines
- (I) Stone Seat Wall
- (J) Sculpture/Monument
- (K) At Grade Planter
- (L) Standard Concrete Pavement
- (M) Decorative Light Fixture
- (N) Stormwater Planter





SECTION '1' - RIVERFRONT



SECTION '2' - STOCKYARDS



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LOOKING SOUTH FROM MULTI-USE PATH - SECTION '1'



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LOOKING SOUTH FROM MULTI-USE PATH - SECTION '2'



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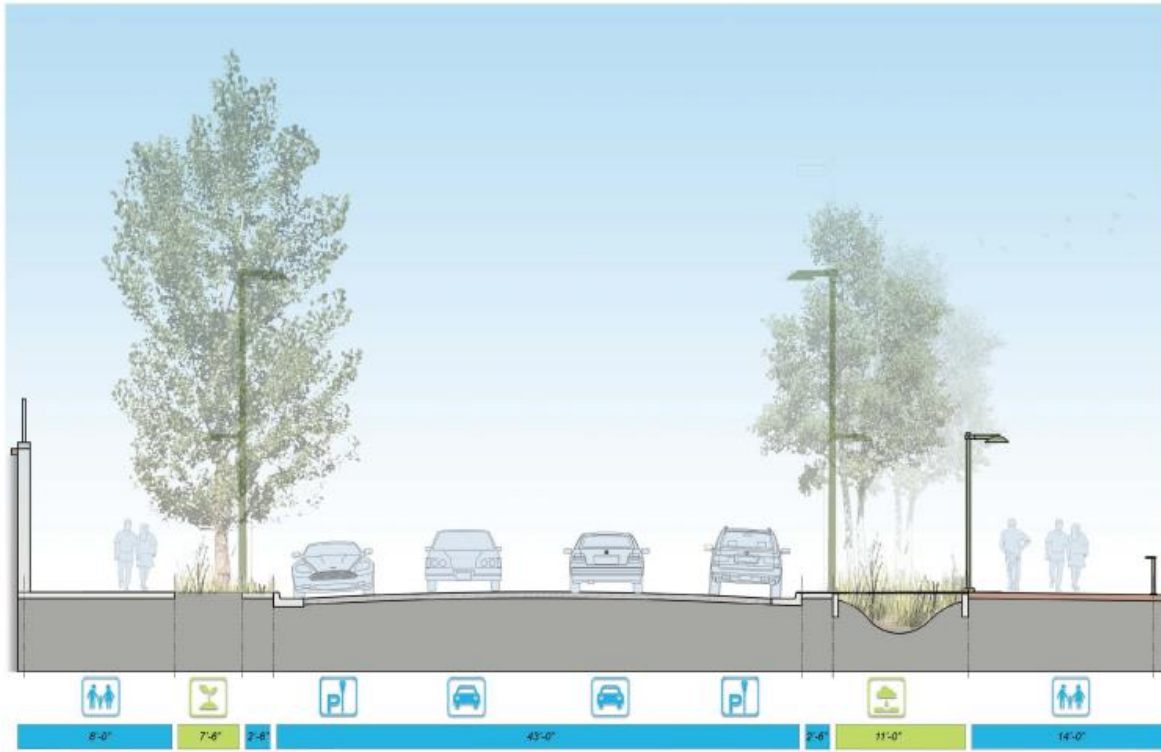


CONCEPT 1: NATURAL RIVERFRONT

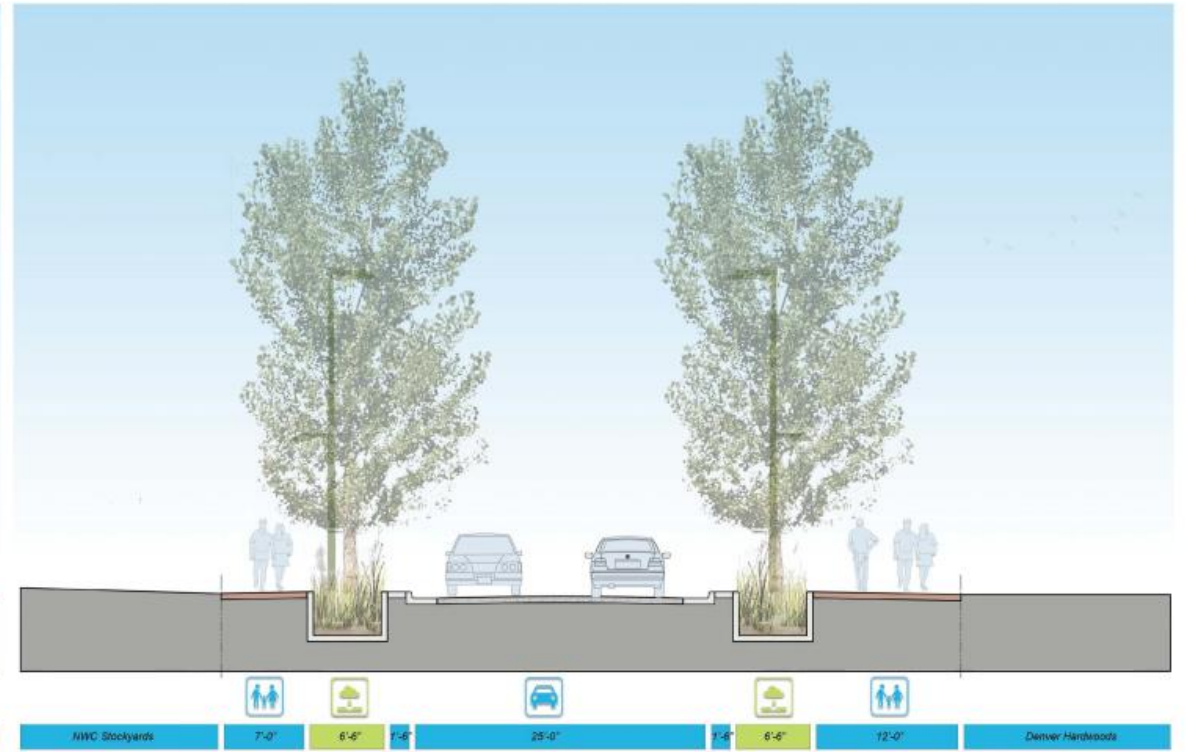
- (A) Wayfinding Monument
- (B) Stone Seat Wall
- (C) Perable Concrete Unit Pavers
- (D) Stormwater Swale w/ Walkway
- (E) Unit Paver Band w/ Bollard Light
- (F) Art/Green Wall
- (G) Decorative Concrete
- (H) Decomposed Granite
- (I) Wood Seat Wall
- (J) Sculpture/Monument
- (K) At Grade Planter
- (L) Standard Concrete Pavement
- (M) Decorative Light Fixture
- (N) Stormwater Planter



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SECTION '1' - RIVERFRONT



SECTION '2' - STOCKYARDS





LOOKING EAST FROM 51 ST STREET



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LOOKING SOUTH FROM MULTI-USE PATH - SECTION '1'



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LOOKING SOUTH FROM MULTI-USE PATH - SECTION '2'



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TASK 4.1: PLAN MANAGEMENT

- Task Schedule
- Task Management Plan
- Meetings
- Coordination with Other Projects
- Monthly Invoicing and Progress Reporting
- Task Order 4 Management and Coordination

TASK 4.2: PUBLIC ENGAGEMENT

- Public Engagement Plan and Community Outreach Implementation
- Public Engagement Schedule



TASK 4.3: OVERALL SUPPORT DELIVERABLES

TASK 4.4: NWC CAMPUS DESIGN STANDARDS AND GUIDELINES

- Introduction
- Site Design Standards
- Building Design Standards and Guidelines
- Public Space and Riverfront Open Space
- Streetscape Design
- Civic Infrastructure
- Sign Design Standards and Guidelines
- Lighting
- Historic Structure

TASK 4.5: DOCUMENTATION AND DELIVERABLES



SAMPLE DESIGN STANDARDS & GUIDELINES FORMAT

To increase clarity and ease-of-use, the individual design standards and guidelines pages in Chapters 1-4 use a standard format. The chart below uses a sample page from Chapter 2 (page 36) to indicate each key element of the standard format.

A Street Level Design



25. Pedestrian entrances shall front onto a public street or street-facing Open Space.



26. The design of primary entries shall respond to the Street Level of the building use.



27. Pedestrian entrances should be integrated into a signature building element whenever possible.

D INTENT STATEMENTS

- To activate the **Street Level** and integrate pedestrian circulation into building design.
- To ensure that pedestrian entries are clearly visible.

E DESIGN STANDARDS

- 2.28 Pedestrian entrances shall front onto a public street or street-facing Open Space.
- 2.29 The design of primary entries shall respond to the Street Level building use.

F DESIGN GUIDELINES

- 2.30 Pedestrian entrances should be integrated into a signature building element whenever possible.
- 2.31 Where transit stops are adjacent to a building, a pedestrian entrance should be located adjacent to the stop.
- 2.32 For buildings with multiple tenants, façades should be divided into narrow widths or bays and provide multiple secondary access points to animate the street.

H DENVER ZONING CODE PEDESTRIAN ACCESS REQUIREMENTS

The Denver Zoning Code (DZC) includes pedestrian access (entrance) requirements to ensure a clear, obvious, publicly accessible connection between the primary street and uses within the building.

G

- a. Locate commercial entrances at the level of the adjacent sidewalk whenever possible.
- b. Locate residential entrances no more than approximately 3 feet above the level of the adjacent sidewalk.

KEY TO THE SAMPLE DESIGN STANDARDS AND GUIDELINES PAGE ABOVE

A The **Design Topic** is indicated with a heading at the top of each page.

B A **Design Subtopic** is sometimes included in black text at the right side of the header.

C **Photographs & Diagrams** are located below the page heading. They are numbered for easy reference.

✓ A **Checkmark** indicates an appropriate approach

✗ An **X mark** indicates an inappropriate approach

D **Intent Statements** establish the objectives to be achieved for each topic and may also be used to determine the appropriateness of alternative or innovative approaches that do not meet specific design standards.

E **Design Standards** set prescriptive criteria for achieving the intent statements. They use the term "shall" to indicate that compliance is expected and are numbered by chapter for reference.

F **Design Guidelines** provide additional suggestions to achieve the intent statements. They use the term "should" or "consider" and are numbered by chapter for reference.

G **Additional Information** is provided as a bulleted list beneath some standards and guidelines to indicate specific approaches and strategies.

H **Sidebars** provide background information on the design topic or relationship to the Denver Zoning Code.

I **Underlined Text** indicates terms defined in the Appendix or provides clickable **cross references** to related document topics and web site **hyperlinks** (in PDF version).

Figure 3: Sample Design Standards & Guidelines Format

PEDESTRIAN-ORIENTED STREET FRONTAGE

The strategies described are illustrated below are appropriate to clearly define a pedestrian-oriented street frontage.

A. BUILDINGS LOCATED AT OR NEAR THE PRIMARY STREET ZONE LOT LINE



Buildings located at or near the primary street zone lot line directly activate the street and sidewalk with building entries and activities. See "Street Level Design" on page 35 for related building design standards and guidelines.

B. ENHANCED SETBACKS



An **Enhanced Setback** is the space created when buildings are set back from the primary street property line, but generally still positioned within the primary street build-to range provided in the **Denver Zoning Code**. Such setbacks should be enhanced to provide attractive and usable areas that activate the street frontage. They can range in size from modest extensions of the sidewalk that provide additional pedestrian area to larger landscape or patio seating areas.

C. OPEN SPACE

Open Spaces extend beyond the primary street build-to range allowed by the **Denver Zoning Code** to provide expanded pedestrian use areas. They are typically located adjacent to the street frontage, but may sometimes be located along internal paths or walkways. **Open Space** may include courtyards & plazas, pocket parks and pedestrian paths leading into a site

Note that the **Open Space** used to meet the "Private Open Space" Build-to alternative provided in the **Denver Zoning Code** must meet the standards and guidelines on pages 14 and 15.



Figure 5: Pedestrian-oriented Street Frontage

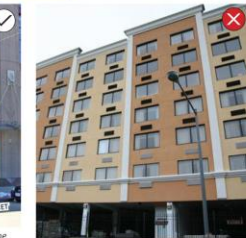
Facade Design



31. The use of durable building materials and material treatments should promote the sense of Human Scale.



32. The pattern of building materials used on the Lower Story Facade shall continue around an alley corner onto approximately 25 feet of the lower stories of the Alley-facing Facade.



33. EIFS and other synthetic stucco materials shall not be used on a Primary Street-facing Facade, Visible Facade or Building Facade Adjacent to a Historic District.

Building Materials

INTENT STATEMENTS

- To ensure that building materials used on any **Visible Facade** provide visual interest and a sense of **Human Scale**
- To discourage building materials that produce flat or featureless surfaces on any **Visible Facade**
- To encourage the use of innovative, high-quality and sustainable materials
- To promote use of durable building materials and material treatments
- To ensure that building materials are integrated into a cohesive facade design

BUILDING MATERIALS ADJACENT TO A HISTORIC RESOURCE

A **Facade Adjacent to a Historic Resource** is subject to special design standards and guidelines for materials. See "Historic Transitions" on page 45 for more information.

BUILDING MATERIALS ADJACENT TO 21ST STREET

Some building facades fronting 21st Street are subject to a special design standard for masonry materials. See Standard 3.06 on page 51 for more information.

DESIGN STANDARDS

- 2.44 Building materials used on a **Primary Street-facing Facade** shall be of proven durability.
 - a. Applicants may be required to demonstrate the durability of unproven or unusual materials.
- 2.45 Building materials used on a **Primary Street-facing Facade** shall be properly finished and detailed.
- 2.46 The pattern of building materials used on the **Lower Story Facade** shall continue around an alley corner onto approximately 25 feet of the lower stories of the **Alley-facing Facade**.
- 2.47 Any change in materials shall be combined with a variation in the wall plane.
- 2.48 **Cementitious Stucco** shall not be used on more than 50% of the **Lower Story Facade**.
- 2.49 **Fiber Cement Siding** materials shall not be used on more than 50% of the **Primary Street-facing Facade**.
- 2.50 EIFS (Exterior Insulating Finish Systems) and other synthetic stucco materials shall not be used on a **Primary Street-facing Facade**, **Visible Facade** or **Building Facade Adjacent to a Historic District**.

DESIGN GUIDELINES

- 2.51 Building materials should be selected and applied to convey a sense of **Human Scale**.
 - Appropriate techniques include:
 - a. Adding visual interest through texture, finish and detailing
 - b. Applying materials in units, panels or modules that produce shadow lines to help convey a sense of scale
- 2.52 Any change in building materials should occur at the inside corner of a variation in the wall plane.
- 2.53 Carefully detailed materials should be used to reinforce building mass, scale and articulation techniques.
 - See "Building Mass & Scale" on page 26 and "Articulation" on page 30 for additional information
- 2.54 Building materials used on **Upper Story Alley-facing Facades** should be consistent with material standards for **Primary Street-facing Facades**, whenever possible.
- 2.55 **Cementitious Stucco** should not be used on **Upper Story Facade** areas that may be difficult to reach or maintain.



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