

# CAMPUS PLACEMAKING: CAC WORK SESSION

September 11, 2018

## AGENDA

- User Experience Report Update
- User Experience Questionnaire
- Streetscape concepts introduction
- Plaza concepts introduction



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# Task 3.4 User Experience: Purpose & Goal

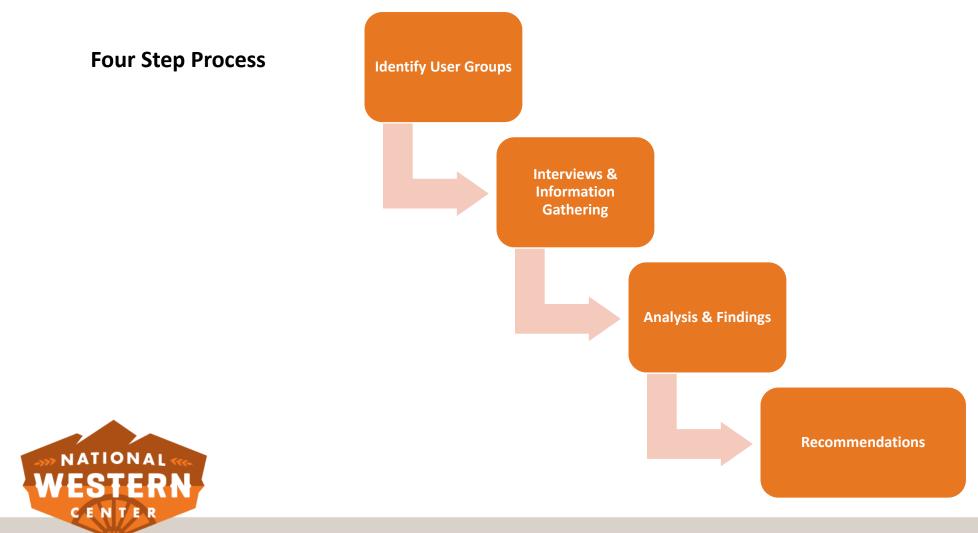
### The overall purpose & goal is to:

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





# **Task 3.4 User Experience : Process**



# 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



#### 



# Outdoor areas for pets and animals

#### APRYL STEELE President & CEO Dumb Friends League

#### PERMANENT EMPLOYEE

ANIMAL HEALTH CENTER - DUMB FRIENDS LEAGUE

This is placeholder text. Bacon ipsum dolor amet alcatra prosciutto doner buffalo

ribs. Bacon pork beef spare ribs filet mignon tri-tip pig ball tip ham sirloin brisket

corned beef. Ground round buffalo frankfurter, venison fatback drumstick alcatra

short loin bresaola. Prosciutto venison jowl, hamburger ham hock cow buffalo beef

#### **MODE OF TRANSPORTATION**



#### OUTDOOR USE FREQUENCY & DURATION



#### shoulder bresaola sirloin leberkas landjaeger.

ABOUT

- DESIRED SITE PROGRAMS
- Designated parking spaces for employees and patrons
- Outdoor areas for dogs
- Picnic spaces for lunch
- Smoking areas for employees and patrons
- Outdoor gathering spaces
- Daycare
- Places to eat breakfast / lunch
- Coffee shops
- Dry cleaning
- Gym
- Beer and happy hour
- Adequate sidewalk width for humans and dogs
- Safe & secure bike storage

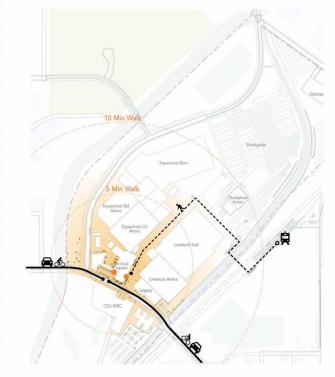


#### FINDING SUMMARY

Permanent employees hope for small outdoor gathering spaces to eat lunch and take a break.

Animal Health Center needs outdoor spaces for dogs as part of their operation.

#### **USER ACTIVITY HOTSPOT ZONE**



#### STRATEGIES

- Include outdoor eating area in Entry Plaza
- Provide adequate seating opportunities for lunch and gathering
- Add dog "zones" near Animal Health Building to provide areas to walk dogs
- Outdoor areas for lunch and picnic
- Partner with buildings and consider adding programs such as resturants, coffee shops, beer bars, grym, day care and day care near Bettie Cram Drive.
- Install wide sidewalk to accomodate people
   and pets along north of Bettie Cram Dr
- Provide bike storage near building

🔶 Anticipated pedestrian arrival point

**LIVABLE** CITIESTUDIO





It's important be able to move around in a trailer/ truck and set up events

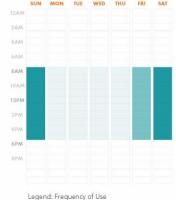
#### SHELBY RICH Denver County Fair Event Manager

**EVENT OPERATORS** STOCK SHOW EVENT - DENVER COUNTY FAIR

#### **MODE OF TRANSPORTATION**



#### OUTDOOR USE **FREQUENCY & DURATION**



#### **DESIRED SITE PROGRAMS**

ABOUT

- Close and adequate parking spaces
- Clear signage to direct people to the event

shoulder bresaola sirloin leberkas landjaeger.

Nice ambiance for the outdoor space so people feel comfortable ٠

ESTER

This is placeholder text. Bacon ipsum dolor amet alcatra prosciutto doner buffalo

ribs. Bacon pork beef spare ribs filet mignon tri-tip pig ball tip ham sirloin brisket

corned beef. Ground round buffalo frankfurter, venison fatback drumstick alcatra

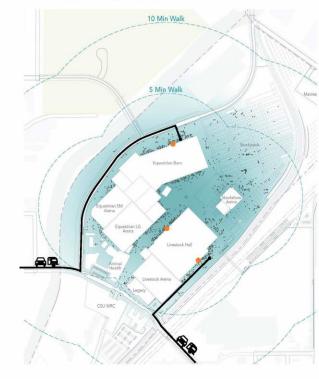
short loin bresaola. Prosciutto venison jowl, hamburger ham hock cow buffalo beef

• Electrical and IT support

#### **FINDING SUMMARY**

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#### **USER ACTIVITY HOTSPOT ZONE**



#### STRATEGIES

- This is placeholder text.
- Bacon ipsum dolor amet alcatra prosciutto doner buffalo short loin bresaola.
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- Bacon pork beef spare ribs filet mignon ۰ tri-tip pig ball tip ham sirloin brisket corned beef. Ground round buffalo frankfurter, venison fatback drumstick alcatra shoulder bresaola sirloin leberkas landjaeger.
- Pig bacon buffalo pork belly, spare ribs ٠ pastrami pork sausage fatback jowl kevin meatloaf drumstick doner boudin.
- Burgdoggen spare ribs chicken biltong ٠ picanha ground round, frankfurter landjaeger kevin.

🔶 Anticipated pedestrian arrival point







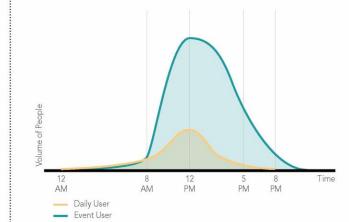
CITIESTUDIC

#### **USER INTERVIEW FINDING SUMMARY**

#### **COMPOSITE USER GROUP HOTSPOT ZONE**

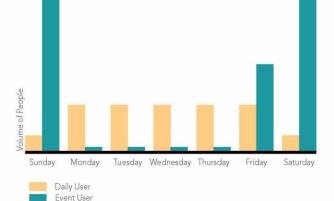
The composite user group map below illustrates that daily user groups use mainly south of the site, whereas event users are evenly distributed throughout the site, with most of the users gathering around Stock Show Arena Plaza.





#### **VOLUMNE OF USERS - TIME OF DAY**

Users are expected to use outdoor spaces mostly during lunch hours. Daily users will peak during lunch hours, and event users may use the site mostly during lunch and in the afternoon due to events.



#### **VOLUMNE OF USERS - TIME OF WEEK**

Daily users are mostly on site during week days, with few using the campus during weekends due to work requirements, such as Animal Hospital Hours or Stock Show event hours. Event users are mostly using the site during weekends, and some on Friday and few during weekdays.

> LIVABLE CITIESTUDIO





#### 

#### **USER INTERVIEW FINDING SUMMARY**

#### **USER GROUP STRATEGIES SUMMARY**

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User Groups	Grand Plaza Strategies	Shared Central Court / Stock Yards Strategies
Temporary Residents	<ul> <li>Consider adding vertical vegetable garden on buildings near Animal Health Center.</li> <li>Gathering spaces in Entry Plaza or Riverfront Open Space for outdoor movie opportunities</li> </ul>	
Permanent Employees	<ul> <li>Include outdoor eating area in Entry Plaza</li> <li>Provide adequate seating opportunities for lunch and gathering</li> <li>Add dog "zones" near Animal Health Building to provide areas to walk dogs</li> <li>Consider adding more vegetation near the Legacy building to provide shaded picnic areas</li> <li>Multi-modal hotspots near Entry Plaza</li> </ul>	
Temporary Employees	<ul> <li>Outdoor learning opportunities at Entry Plaza and south end of Riverfront Open Space</li> <li>Consider gathering areas with wifi at Entry Plaza</li> </ul>	

	Riverfront Open Space Strategies		Campus-Wide Design Strategies	Future Site Design Strategies
•	Locate demonstrate gardens and tool storage areas near southern end of the Riverfront Open Space area Clear access and connection to the Riverfront Open Space Include community garden near south end of Riverfront Open Space to grow vegetables Gathering spaces in Entry Plaza or Riverfront Open Space for outdoor movie opportunities		Consider adding restaurants near Entry Plaza	<ul> <li>Consider an outdoor kitchen area with grills and fire place near Animal Health Building</li> <li>Outdoor office with various spaces for different sized groups near Animal Health Buildding, Outdoor offices should have wifi and electricity.</li> </ul>
•	Outdoor areas for lunch and picnic Provide clear access and connection to the Riverfront Open Space	•	Partner with buildings and consider adding programs such as resturants, coffee shops, beer bars, grym, day care and day care near Bettie Cram Drive. Install wide sidewalk to accomodate people and pets along north of Bettie Cram Dr	<ul> <li>Provide bike storage near building</li> <li>Provide adequate seating opportunities for lunch and gathering</li> </ul>
•	Outdoor learning opportunities at Entry Plaza and south end of Riverfront Open Space Locate demonstrate gardens and tool storage areas near southern end of the Riverfront Open Space area Provide clear pedestrian and bike connections to the Riverfront Open Space Include outdoor classroom near Riverfront Open Space	•	Incorporate vertical growing garden on building walls near Animal Health Center Consider restaurants and breweries near Entry Plaza	







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## • User Experience Questionnaire

- Streetscape concepts introduction
- Plaza concepts introduction



# **User Experience : Questionnaire for CAC**

### Format

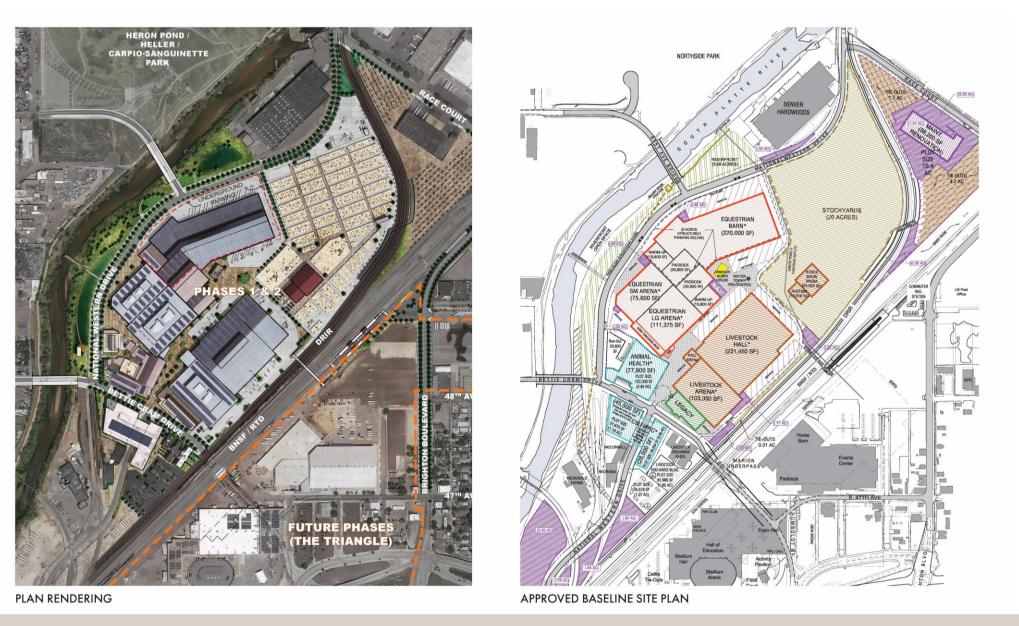
One-page questionnaire with open-ended questions.

- 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.



# **SITE PLANNING**

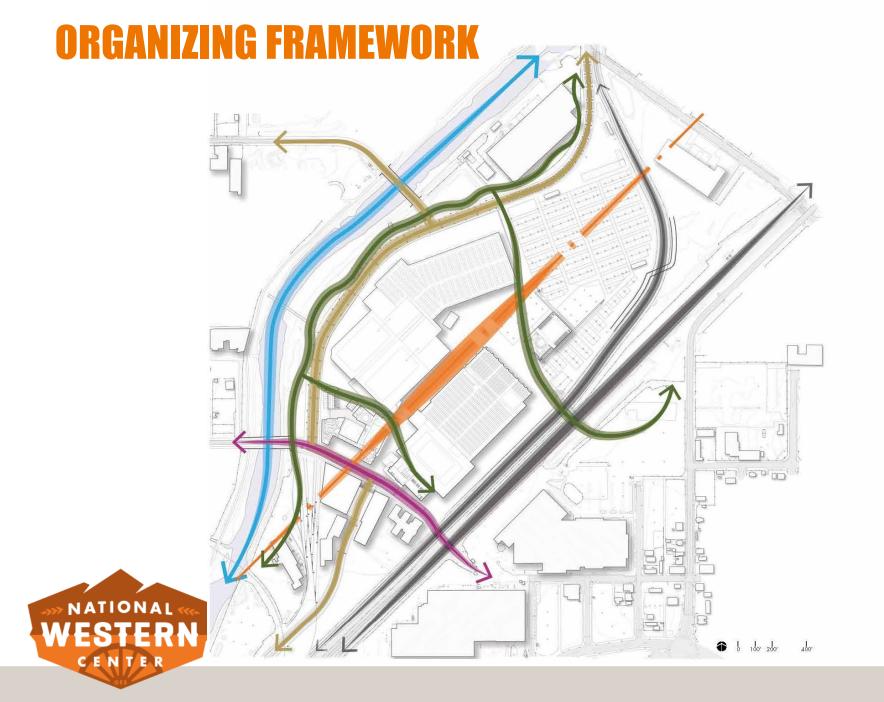




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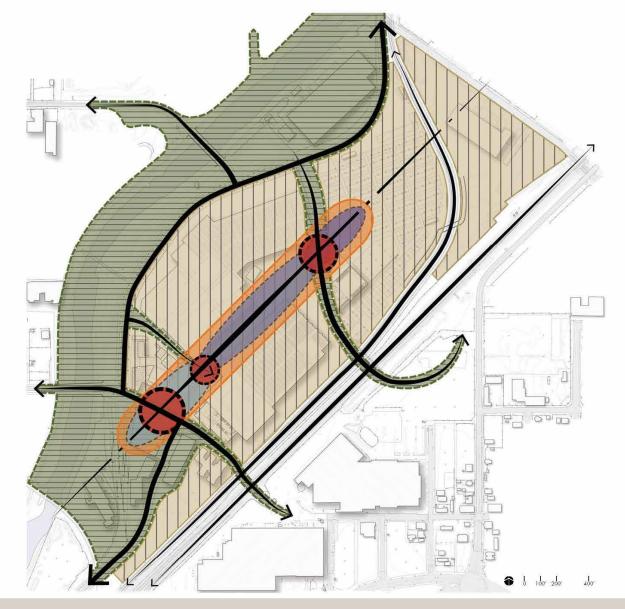




CIVIC RIVER PROMENADE RAILROAD CORRIDOR PASSAGE



# **SPATIAL CONVERGENCE DIAGRAM**



CIVIC

RIVER

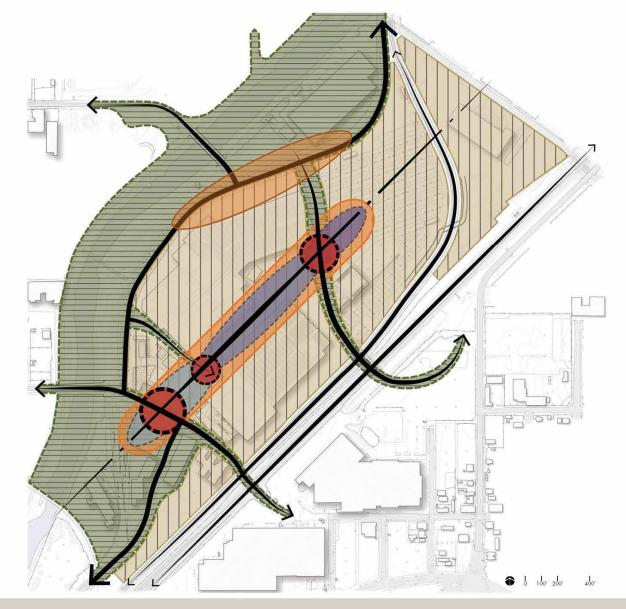
LINK

CAMPUS

JUNCTION



# **SPATIAL CONVERGENCE DIAGRAM**



CIVIC

RIVER

LINK

CAMPUS

JUNCTION

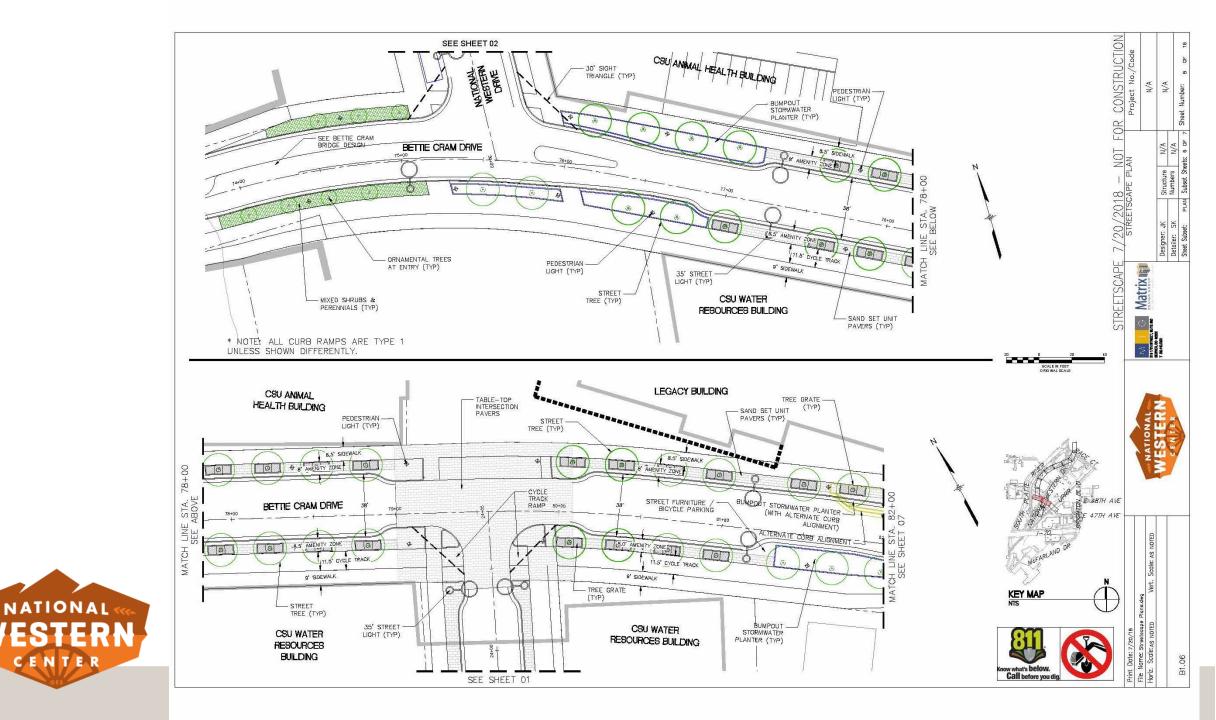


## **STREETSCAPE CONCEPTS: National Western Drive**





PLAN RENDERING



## **STREETSCAPE CONCEPTS: National Western Drive**







#### 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 () Stone Seat Wall Sculpture/Monument (K) At Grade Planter (1) Standard Concrete Pavement M Decorative Light Fixture N Stormwater Planter





# **STREETSCAPE CONCEPTS: National Western Drive**





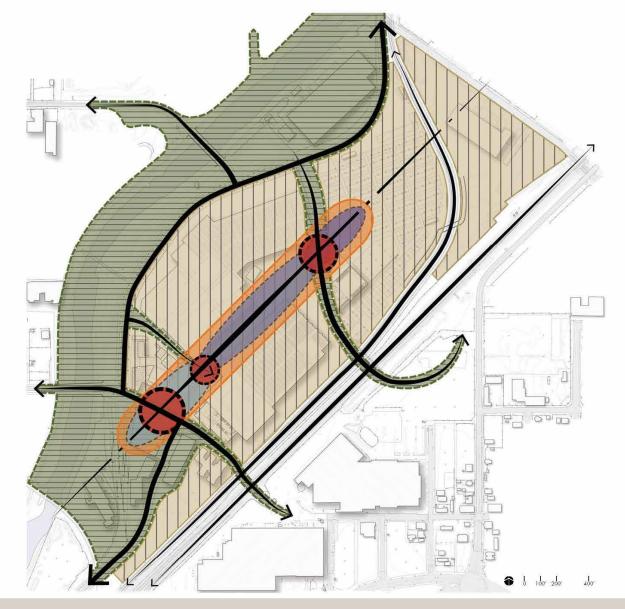
#### CONCEPT 1: NATURAL RIVERFRONT

(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
(I) Sculpture/Monument
(K) At Grade Planter
(L) Standard Concrete Pavement
(M) Decorative Light Fixture
(N) Stormwater Planter



## **Preliminary: For discussion & pricing**

# **SPATIAL CONVERGENCE DIAGRAM**



CIVIC

RIVER

LINK

CAMPUS

JUNCTION

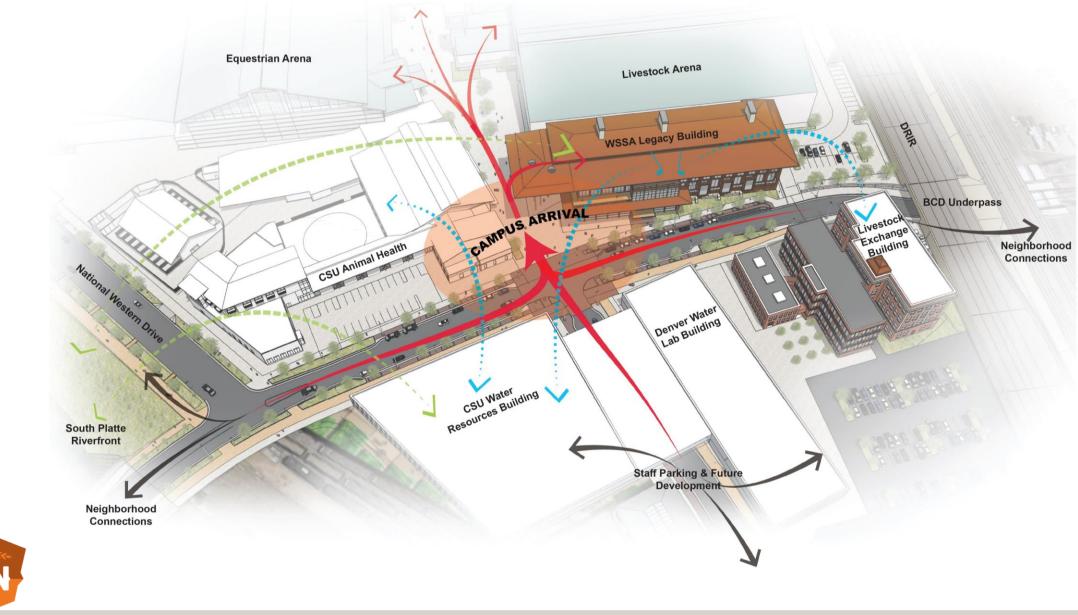


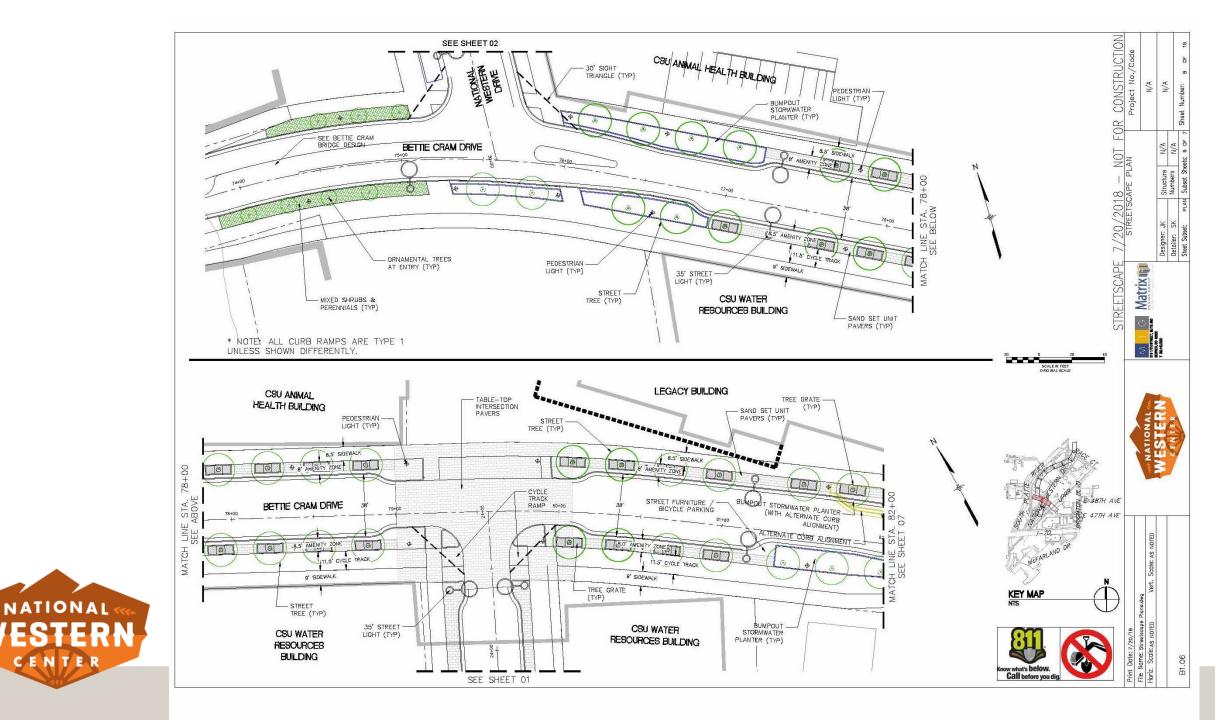
# **STREETSCAPE CONCEPTS**

NATIONAL

CENTER

ESTER





# **STREETSCAPE CONCEPTS: Bettie Cram Drive**

#### **DESIGN FUNCTION**

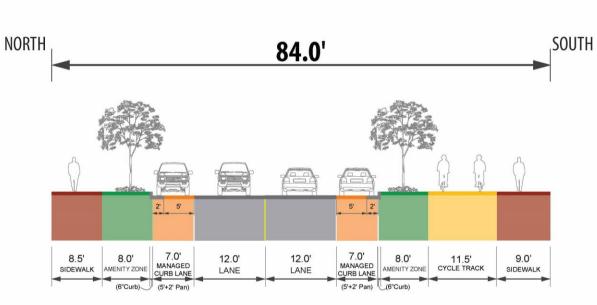
. Sense of Arrival – Front Door to the NWC

#### **Complete Street**

- Bicycle connections
- Year-round pedestrian accessibility
- Flexibility to change / adapt to events
- Freight considerations
- . Connections to Water Stormwater Capture
  - Relationship to the South Platte
  - Public Education on Water Quality

#### Vision of Campus

- Raise the bar on design
- Set the example for a high-quality public realm



BETTIE CRAM DRIVE EAST OF RIVER LOOKING EAST 84'ROW | 2-LANE | CYCLE TRACK | MANAGED CURB LANES BOTH SIDES



## **STREETSCAPE CONCEPTS: Bettie Cram Drive**

#### **BASELINE** Option

**NEW WEST Option** 



### **Preliminary: For discussion & pricing**



# **STREETSCAPE CONCEPTS**

#### **BASELINE Option**

**NEW WEST Option** 





### **Preliminary: For discussion & pricing**

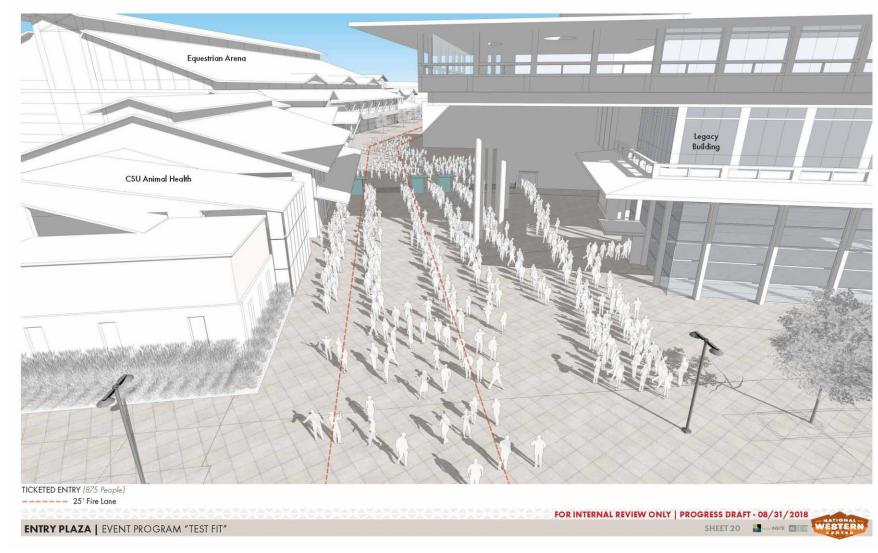
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# PUBLIC SPACE DIAGRAM / CHARACTER AREAS





# **3D Working Model**





#### **BETTIE CRAM DRIVE BRIDGE LOOKING NORTHEAST**



## PROGRAMMABLE SPACE CONFIGURATION IDEAS (GRAND PLAZA)



IMAGINE. DISCOVER. CULTIVATE.



---- 25' Fire Lane

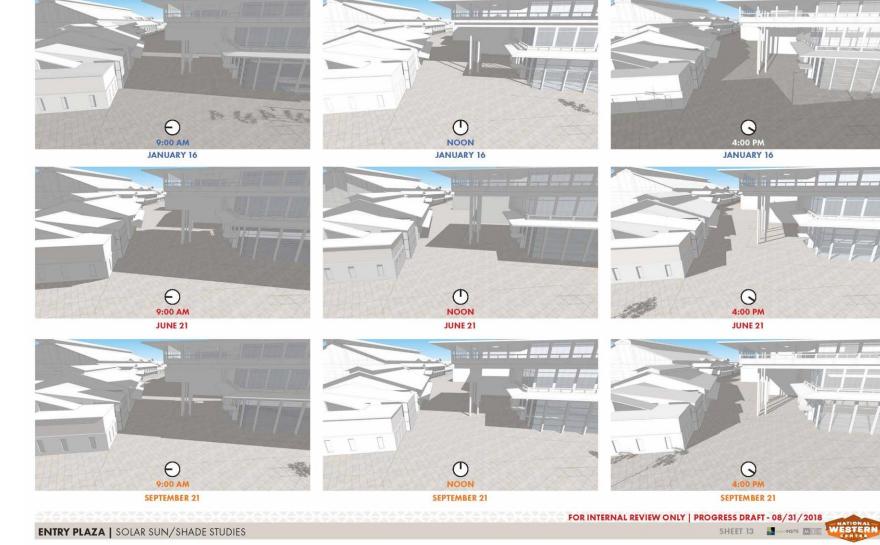
## PROGRAMMABLE SPACE CONFIGURATION IDEAS (GRAND PLAZA)





---- 25' Fire Lane

# SUN / SHADE STUDIES (GRAND PLAZA)





# **3D Working Model**





**AERIAL LOOKING SOUTH** 

## PROGRAMMABLE SPACE CONFIGURATION IDEAS (STOCKYARDS EVENT CENTER)

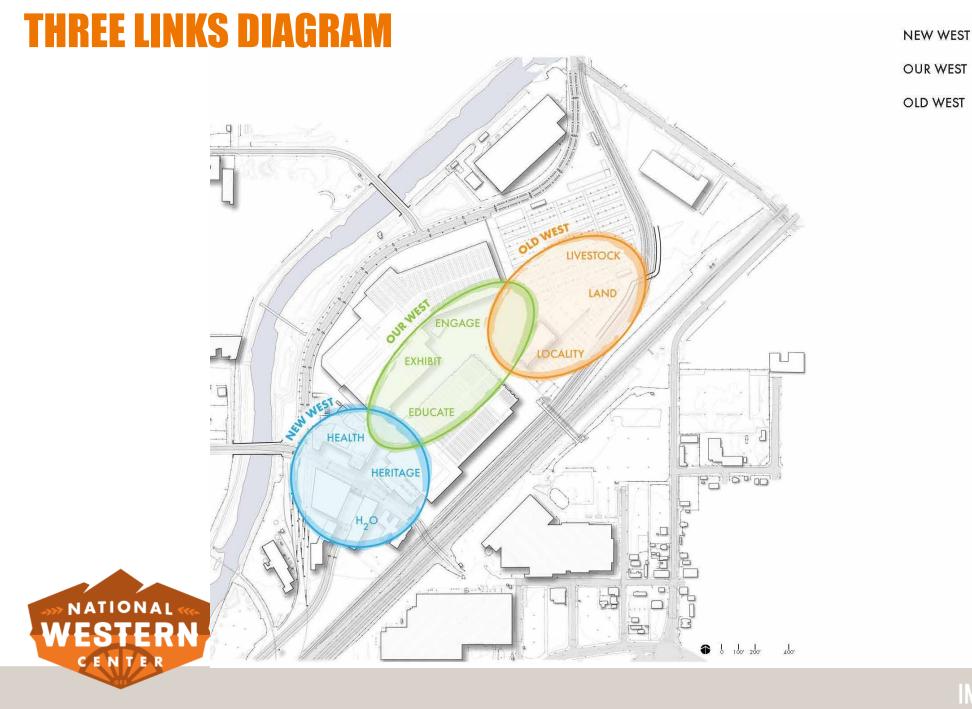




## PROGRAMMABLE SPACE CONFIGURATION IDEAS (STOCKYARDS EVENT CENTER)







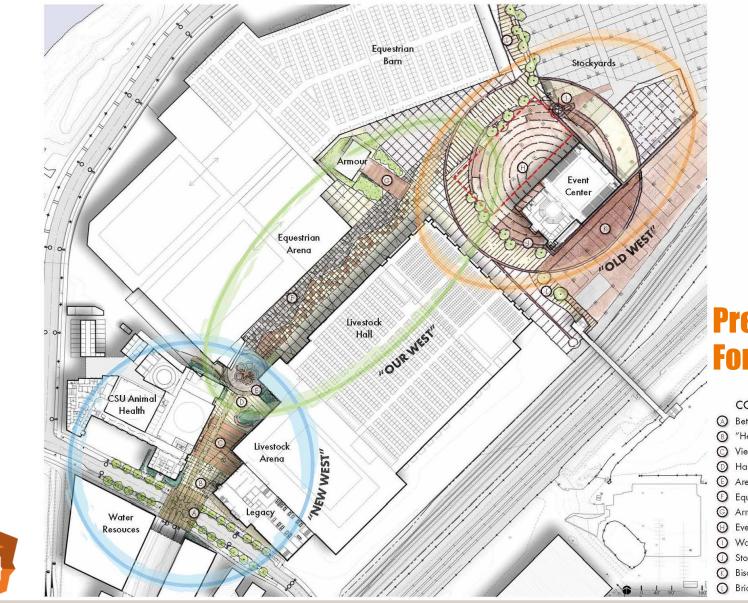


## **PLACEMAKING DESIGN THEMES: The "Pivot"**

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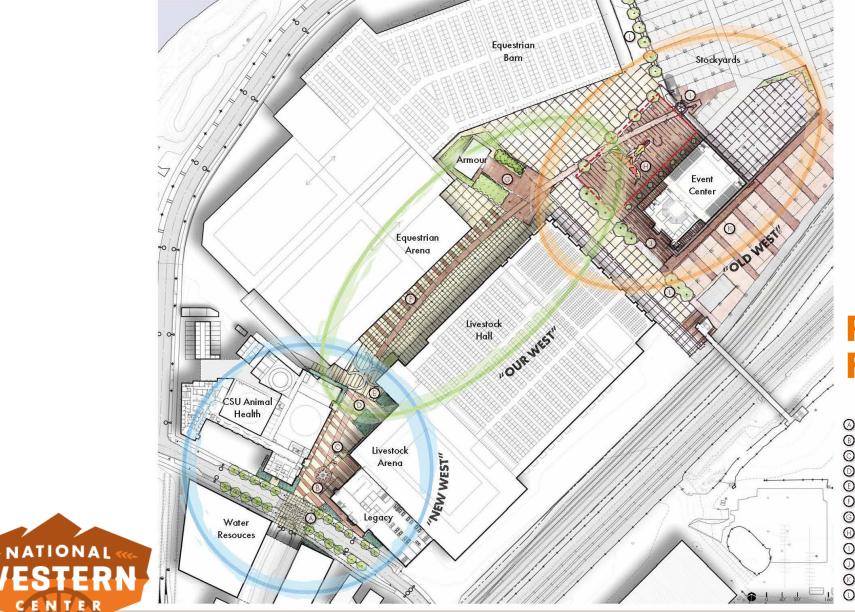


### Preliminary: For discussion & pricing

CONCEPT 1: THE "PIVOT" Bettie Cram Crossing "Heritage Plaza" Entry Court Viewing Gallery Hall Arena Plaza Hall Arena Plaza Hall Arena Plaza Arena Plaza Equestrian/Livestock Passage Armour Plaza Equestrian/Livestock Passage Armour Plaza Viewing Gallery Equestrian/Livestock Passage Sockyards Event Center Tower Plaza Viewing Gallery Stockyards Event Center Courtyard Bison Pens J. D. Bridge to Pedestrian Walkway

# **PLACEMAKING DESIGN THEMES: The "Trail"**

CENTER



### **Preliminary**: For discussion & pricing

CONCEPT 2: THE "TRAIL" Bettie Cram Crossing (B) "Heritage Plaza" Entry Court O Viewing Gallery D Hall Arena Plaza (E) Arena Plaza • Equestrian/Livestock Passage G Armour Plaza 🕒 Event Plaza and Water Tower Plaza () Water Tower O Stockyards Event Center Courtyard 🕜 Bison Pens D Bridge to Pedestrian Walkway



FLEXIBLE SEATING

INTERPRETIVE PAVEMENT

HISTORIC INLAY

DECORATIVE FINISH

SECURITY EDGE







ROTATING ART INSTALLATION





MATERIAL REUSE

REPURPOSED PLANTER

**RE-PURPOSED TROUGH** 

DECORATIVE BOLLARDS



UMBRELLAS



MOVABLE SEATING





State and Print Print Print

FLEXIBLE SEATING

CATENARY LIGHTING





PEDESTRIAN LIGHTING

BANNER + PLANTING



## **NEXT STEPS**

- Finish user experience questionnaires and interviews and draft User Experience Report
- Refine individual concepts based upon CAC, partner and community input
- Develop cohesive public space strategy
- Develop draft design guidelines and standards (for entire campus)

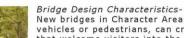


# **CHARACTER AREAS**





Wooden platform overlook with wood fencing.



New bridges in Character Area 2, whether for vehicles or pedestrians, can create strong gateways that welcome visitors into the NWC. Designs will reference the traditions and materials found throughout the campus. Traditional bridges at the NWC should also be considered as reference points. Further discussion of bridge design will be refined in future documents and the design guidelines.

#### **KEY FACILITIES** To be determined.



NATIONAL

CENTER

A transition from a formal sidewalk to a more natural landscaped edge.

river habitat that will give users a wide range of experiences along the length of the river. Ideas include interpretive landscapes, growing fields, small plazas, outdoor classrooms, lawn area, and places to touch and interact directly with the river (P).

treetscape improvements along Brighton

oulevard should enhance the pedestrian

Stormwater management integrated in

streetscape design.

A mix of manicured spaces and natural landscapes.



**ACTER AREA 6: EQUESTRIAN CENTER, LIVESTOCK CENTER** TOCKYARDS



uestrian Center, Livestock Center and Stockyards are located north of Bettie Cram Drive and west of the BNSF/RTD rail corridor. This area is currently the livestock yards for NWSS and also includes some surface parking lots and industrial uses. It is approximately 30 acres.

#### FUTURE CHARACTER

This Character Area will contain the new Livestock and Equestrian Centers and Stockyards. Character Area 6 will be active with many uses year-round that make use of the interplay between buildings and

With the a spaces. Places will be for programmed activities, as stop this ; well as passive spaces. Buildings will have inviting traffic and entrances facing these spaces and will be visually developme interesting.

tandem w commerci; Some of the largest buildings in the campus will RTD static be located here, which is in keeping with historic

precedent of the large structures associated with the Future der meat packing industry that once stood here. These streetscap earlier buildings, and their associated supporting A key goa structures of ramps, loading docks and rail lines, pedestriar reflected the functional needs of these operations, and native including well-managed circulation systems for into streel pedestrians, automobiles and trucks, rail service opportunil and of course animals. New development in this art should Character Area, while now repurposed to other uses,

will also reflect sophisticated and well-managed Numerous Character systems of circulation and access.



This area front door Paving patterns define walkways. Concrete basins are reused as planters.

The architectural character of new arena buildings will be modern and open, with glass facades, welcoming entrances, and building elements that will help with site wayfinding and are visible from I-70.

Buildings in Character Area 4 will draw upon the materials and forms of the industrial heritage of the area, but combine these elements in new and innovative ways to create signature architecture. These buildings will be larger in scale and will reflect a contemporary industrial style, with creative use of metal and glass and simple building forms. Prominent entries, with substantial amounts of glass, invite visitors into the new facilities.









invoke an industrial character

Any new development should consider ways to reflect this area's industrial heritage and warehouse-style building forms. This area also is strongly influenced by the railroads, which should inspire wall art and the use of building materials. The McConnell Welders

Event parking may be located in some of this

and establishing a comfortable walking experi

With the large amount of historic industrial features

exists to adaptively reuse materials and relics from the surrounding area in a creative fashion to aid in

present in this area, and the modification of rail

lines in this Character Area, a large opportunity

No new buildings are planned for Character Area

8. The design in character 8 should focus on the

potential for reusing the McConnell Welders and

to Bettie Cram Drive will be critical.

interpretive storytelling.

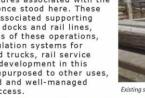
Artist Studio buildings.

Building Design Characteristics-

- The Artist Studio and McDonald Farm Enterprises. are in private third party ownership and will remain in place (E).
- · The Campus Central Utility Plant may also be located in this area.



A building form that is reminiscent of industrial heritage and warehouse buildings.

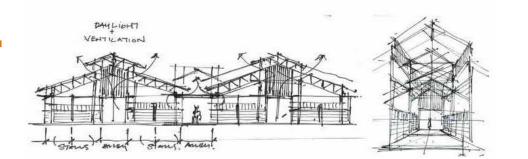






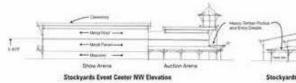


# **ARCHITECTURAL CHARACTER**

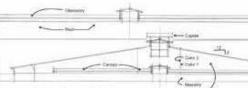




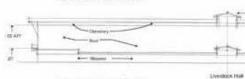
with the Common one Name











Livestock Center NW Elevation







Entries-transparency and sense of arrival



Fenestration-Industrial in character enestration-operable doors and windows









Metal Articulation



### IMAGINE. DISCOVER. CULTIVATE.



Autom Amou

SHI 

Stadum Arana

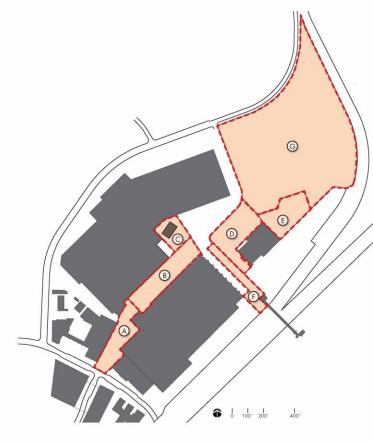
rest and Details-doors, windows and canopies



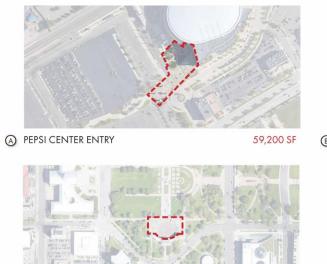
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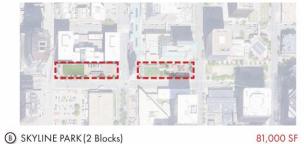
September 11, 2018

# **PLAZA SCALE COMPARISON**



NATIONAL WESTERN CENTER		
(A) "Grand Plaza"	51,600	SF
B Central Court - NWC Promenade	67,800	SF
Central Court - Armour Plaza	24,500	SF
D Stockyard Event Center - West	69,600	SF
E Stockyard Event Center - North	51,900	SF
F Central Court - Connector	32,100	SF
© Stockyards	568,200	SF





17,700 SF DENVE

#### D DENVER UNION STATION PLAZA

68,600 SF



D+E DENVER PERFORMING ARTS SCULPTURE GARDEN 132,900 SF

CIVIC CENTER PARK PLAZA



(E) COMMONS PARK WEST AT HIGHLANDS BRIDGE 31,300 SF

