



# NATIONAL WESTERN CENTER DESIGN HANDBOOK

## DOCUMENT ORGANIZATION AND CONTENT OVERVIEW

### IN THIS PACKET

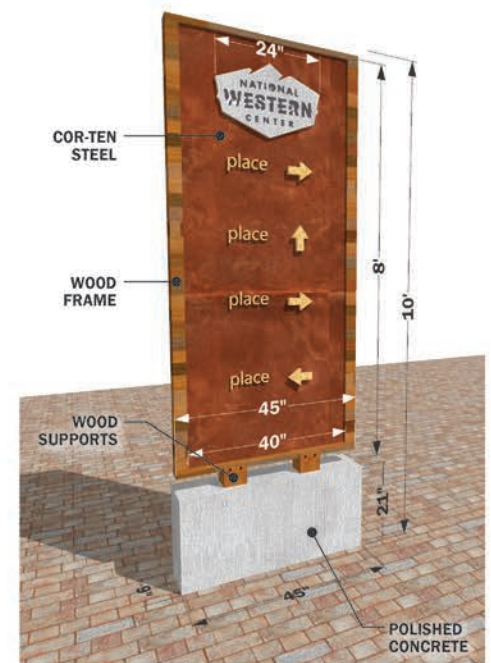
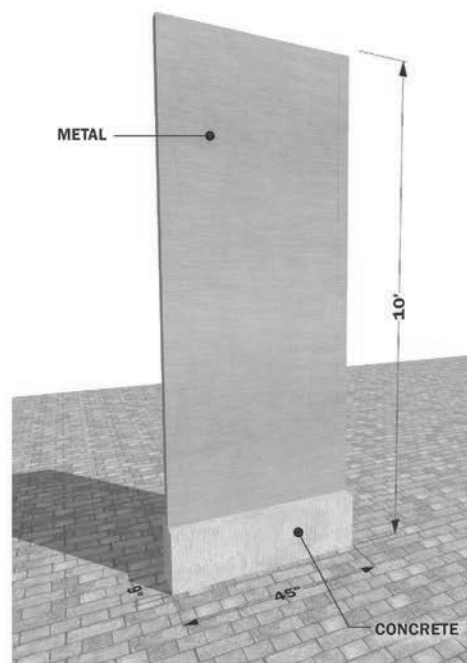
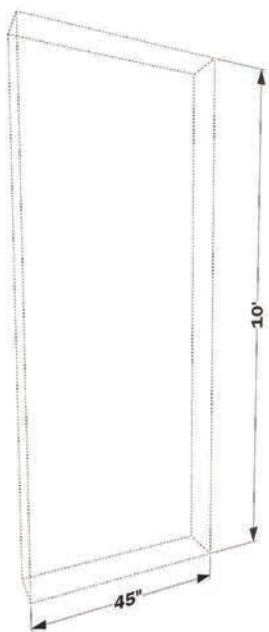
The National Western Center Design Handbook (the Handbook) is intended to provide more detailed criteria than the Design Standards and Guidelines (DSG) for future development on the site. These standards supplement those administered by the City of Denver Community Planning and Development (CPD) and will be reviewed by the National Western Authority (NWCA or the Authority). This document is intended as a companion and summary to the Handbook. The following pages provide key background and organizational information, page layouts, and navigation tips. This packet goes through the Handbook chapter by chapter to explain the high level content and intent for each. On this page is an overview of the relationship between the Handbook and the DSG as well as the document's purpose.

### NWC DESIGN STANDARDS AND GUIDELINES

The NWC DSG set clear regulatory criteria for design of the Campus. This CPD-administered document uses intent statements, standards, and guidelines that will be used in the review and permitting of projects. The Zoning Administrator shall utilize the DSG when making a determination of approval of any proposed project at the National Western Center. The Design Handbook uses a separate review process through the NWCA to supplement the standards in the DSG and recommend designs above and beyond the regulatory scope.

### PURPOSE

The Handbook contains guidance for projects that will be commissioned or reviewed by the Authority. It is intended to ensure consistency with the Campus Master Plan and Placemaking Study documents and will provide more detailed information and guidance about design character in specific areas than what appears in the DSG. The Handbook also addresses more qualitative aspects of design that are not considered by CPD in development review. These topics are important to the Authority in assuring that development is consistent with the vision and goals for the Campus.



### DENVER ZONING CODE

Zoning Code specifies basic massing requirements but does not describe location, materials, or specific design elements.

### DESIGN STANDARDS AND GUIDELINES

Design Standards and Guidelines describe general articulation and relative location, including simple material suggestions and the sign's location relative to other design elements.

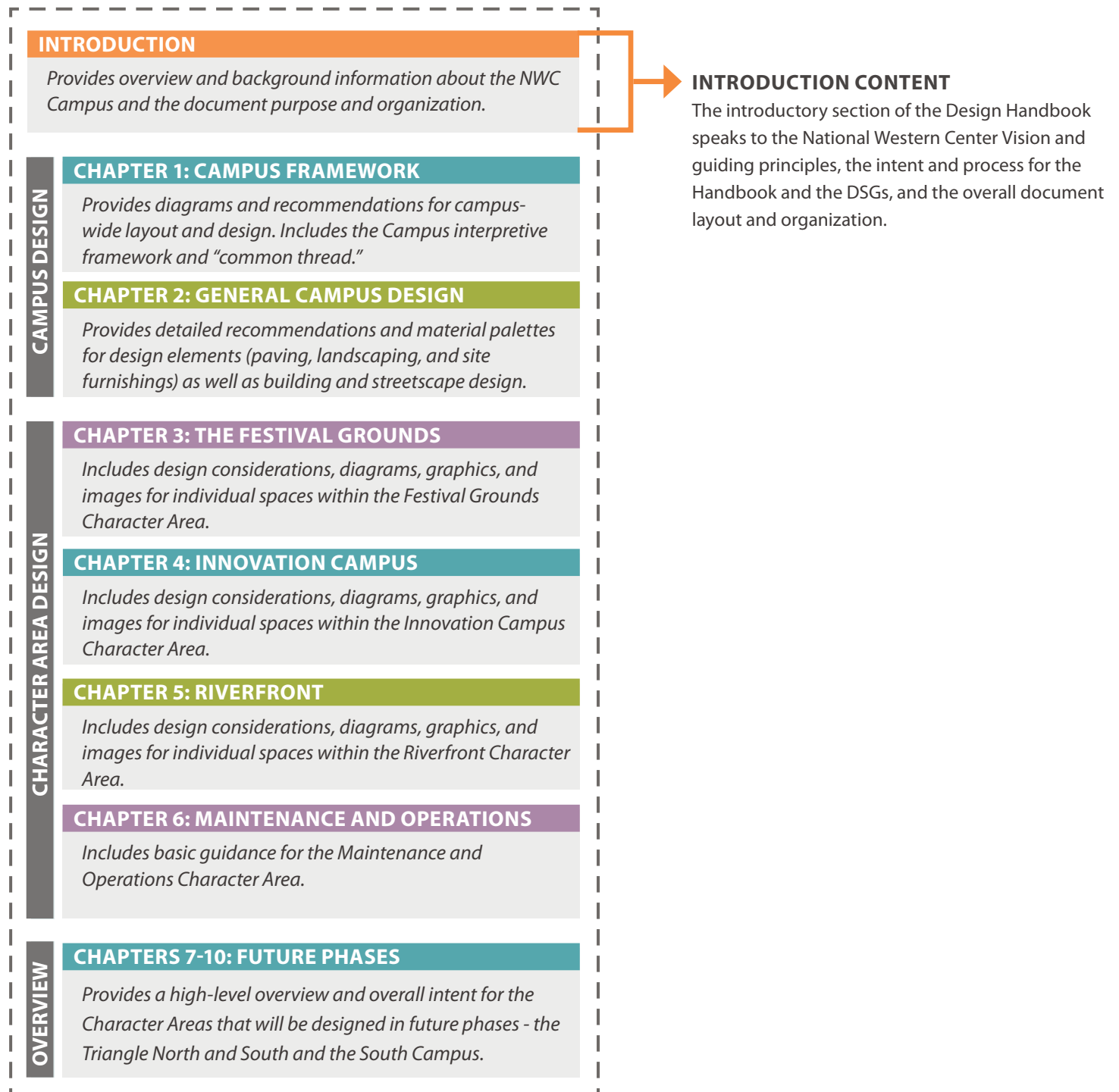
### DESIGN HANDBOOK

The Handbook will outline the detailed design and location of the sign, including more specific material palettes, sizing, content, and specific location.

# ORGANIZATION OVERVIEW

This document begins at a campus-wide scale, then provides design guidance for individual spaces on the Campus. The design suggestions in this document were developed through the NWC Campus Placemaking Study in conjunction with the Citizen’s Advisory Committee (CAC) and NWC project partners.

Chapter 1 contains a framework of important campus-wide considerations including circulation, signage and wayfinding, interpretive opportunities, green infrastructure opportunities, and constraints. Chapter 2 consists of overall design guidance that applies to all public spaces, streetscapes, and buildings on the Campus. Chapters 3-10 establish design considerations for the subareas within each Phase 1 and 2 Character Area: the Festival Grounds, Innovation Campus, Riverfront, and Maintenance and Operations, and general design intent for the Character Areas in future phases: Triangle North, Triangle South, South Campus, and the Elyria/Swansea Gateway.



# ORGANIZATION OVERVIEW - CAMPUS FRAMEWORK

As shown in the document's organizational chart below, the first Chapter of the Handbook speaks to an overall Campus Framework and addresses several campus-wide systems. One of the key topics in the Chapter is the interpretive framework, which articulates why the Campus exists, highlights the uniqueness of the site, and links components and provides a lens through which to view the site. This portion also includes potential activities, types of interpretation, and the audiences of the NWC.

The following pages include excerpts from this Chapter that highlight important information and/or aid in the understanding of the Chapter's content and layout.



# PAGE EXCERPT - CAMPUS FRAMEWORK

The majority of framework topics include at least a page of design considerations in the Campus Framework section. These pages all follow a similar layout and structure that is illustrated below on the page for Key Intersections and Decision Points. Most are also accompanied by a diagram, which can be seen on the following page.

## KEY INTERSECTIONS AND DECISION POINTS

### KEY TAKEAWAYS

- Indicate the significance of Key Intersections and aid Campus wayfinding
- Co-located pedestrian amenities with Key Intersections and Key Decision Points
- Aid Campus wayfinding at Key Decision Points
- Scale design elements and signage and wayfinding at Key Intersections and Decision Points appropriately



### KEY TAKEAWAYS

Key takeaways for the Campus Framework sections can be found in the top left corner of the spread. These give a high-level understanding of the topic and the most important considerations. For some topics, with more general, informational guidance, the an intent statement was used in the place of key takeaways.

### DESIGN CONSIDERATIONS

- Use iconic design features, vertical monumentation, signage, and wayfinding to indicate Key Intersections as major gateways, entries, and gathering areas on Campus.
- Use signage to direct users to major destinations via Key Intersections.
- Co-locate modal facilities (bike parking, drop-off and pickup areas, etc.) with Key Intersections whenever feasible.
- Ensure the Campus is marked at major entry points.
- Key Intersections along streets should be scaled to accommodate both pedestrians and vehicles.
- Key Intersections along pedestrian routes should be pedestrian-oriented.
- Use signage and wayfinding elements to help guide pedestrians through Key Decision Points.
- Signage at Vehicular Decision Points should be scaled to accommodate vehicular usage and large enough to ensure visibility at higher speeds.
- Signage at Pedestrian Decision Points should be scaled to comfortably accommodate pedestrian usage.
- When feasible, co-locate Pedestrian Decision Points with furnishings, landscaping, and lighting to maximize visitor comfort.

### NWC CAMPUS PLACEMAKING SIGNAGE AND WAYFINDING PLAN

*Refer to the NWC Campus Placemaking Signage and Wayfinding Vision Plan in conjunction with this Handbook for guidance on appropriate signage for Key Intersections and Decision Points. A District Sign Plan will be developed by CPD and NWCA at a later time and will supersede this document.*

### SIDEBAR REFERENCE

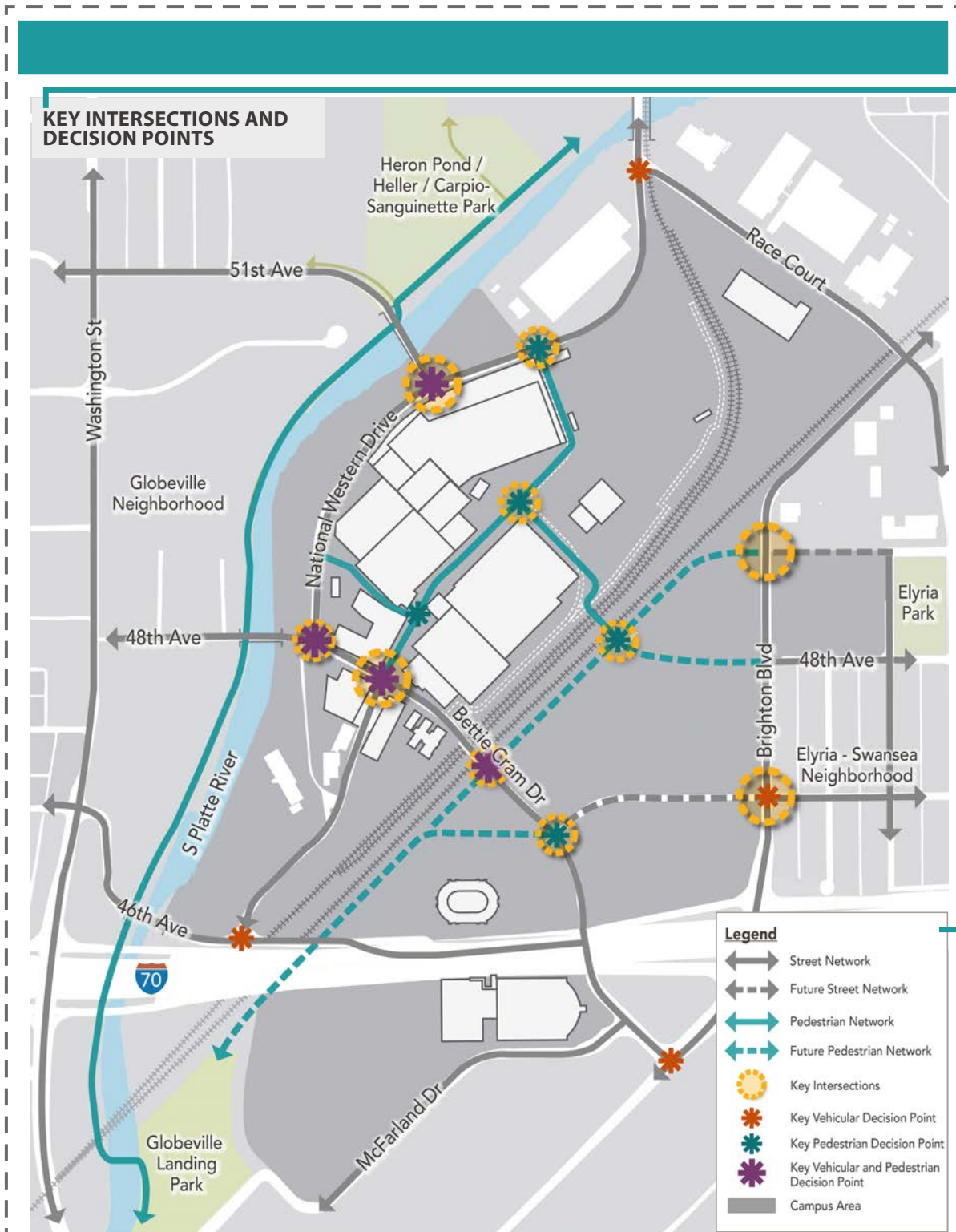
Boxes on the side of the page are used to direct readers to other relevant NWC-related documents.

### DESIGN CONSIDERATIONS

Design consideration bullets give action-oriented guidance for designers on that topic and how to approach it at the Campus-wide scale.

# PAGE EXCERPT - CAMPUS FRAMEWORK

The majority of framework design topics include diagram illustrating key components of the topic and how they relate spatially on the Campus. The diagrams are also used to define certain concepts such as “key intersections,” which are then used to help in applying the design considerations that accompany the diagram. These diagrams are high-level and still conceptual for all areas in the future phases of design. It is likely they will be updated when more refined design is done for the areas of the Triangle, South Campus, and the Elyria-Swansea Gateway.



## FRAMEWORK DIAGRAM

These pages are used to illustrate high-level design concepts as they relate to each other and the rest of the Campus. Each diagram includes a title and legend. Some are noted as only Phase 1 and 2 specific.

## LEGEND

The legend defines symbology used in the diagram. These definitions are also often used in the document to help make design considerations more place-specific and aid in their application.

# ORGANIZATION OVERVIEW - GENERAL CAMPUS DESIGN

As shown in the document's organizational chart below, the second Chapter of the Handbook speaks to general campus design, including guidance about paving, planting, furnishings, streets and intersections, signage and wayfinding, and buildings. Due to the highly varied level of detail, scale, and criteria for these topics the layout of these pages changes to meet the needs of the section. The primary elements found for most topics include key takeaways, intents, design considerations, imagery pages, and diagrams.

The following pages include excerpts from this Chapter that highlight important information and/or aid in the understanding of the Chapter's content and layout.



# PAGE EXCERPT - PUBLIC SPACE DESIGN ELEMENTS

This page from the General Campus Design Chapter introduces and explains Public Space Design Elements: paving materials, planting, and furnishings. Each design element includes a page of information and design guidance and a page of appropriate imagery. The planting pages also include a recommended plant list for the Campus. This page shows the overview and criteria for paving materials.

## PUBLIC SPACE DESIGN ELEMENTS

### PUBLIC SPACE DESIGN ELEMENTS

Design elements are those features found in all public spaces. They define much of the pedestrian experience and should meet a consistent level of quality. The public spaces across Campus should also draw similarities to each other through a consistent stylistic palette. While design elements may be combined in different ways to respond to programmatic needs and to express the different Character Areas, a unifying palette should be expressed in paving, planting, and furnishings.



Paving materials refers to all elements of the ground-plane, for more information see pages 28-29 of this Chapter.



Planting includes all planted areas on campus, for more information see pages 30-31 of this Chapter.



Furnishings applies to the wide variety of user amenities on campus including benches, art, planters, and tables, for more information see pages 32-33.

### DESIGN ELEMENTS

This text introduces the design elements, what each entails, the intent for their use, and where to find more detailed information about each.

### PAVING MATERIALS

Given the large swaths of hardscape that are required for much of the service and programmatic activities that occur on the Campus' public spaces, it is critically important that these surfaces provide interest and character while maintaining superior durability and longevity. The texture, color, material type, and application method greatly contributes to the quality of the visitor experience at a pedestrian level. It is unlikely that premium finishes and materials can be integrated throughout the entirety of the Campus for cost reasons, therefore it is important to focus these finishes in key corridors, entry pedestrian areas, and high traffic zones where these materials provide the greatest impact.

In some locations, paving materials should be more directly drawn from historic precedents and in others a more contemporary palette may be applicable. The Campus includes strong natural and man-made features which help inform the appropriate paving materials. The dominant presence of the South Platte River acts as a seam that unifies many of the Character Areas and includes defining materials such as natural stone and cobble. Conversely, much of the industrial centric architecture uses manufactured and hand crafted materials such as wood, metal, and masonry. The degree to which the materials are manufactured should vary to create interest and encourage creativity. Four primary paving materials are included as unifying accent elements. These include the following:

- Wood - Inspired by historic features such as framing and pens as well as naturally occurring in the adjacent riparian corridor
- Metal - Inspired by industrial roofing and siding, trusses, and railroad tracks

- Masonry – Inspired by historic clay unit pavers, concrete support posts, and architectural brick
- Stone – Inspired by the river and the area's geologic history

Of these materials, masonry and stone are the most suitable choices for enhanced paving, where design, budget, or the use allows. Metal accents can be creatively integrated as interpretive pavement inlays and as artistic tree and drainage grates. Wood is not an appropriate material in most cases - except for possibly as a boardwalk element along the South Platte River. However, its texture may also be represented through board-form concrete.

The associated imagery highlights potential materials and finishes that are recommended on Campus.

### PUBLIC WORKS COORDINATION

*Detailed coordination is required with Public Works and utility providers to determine suggested paving materials within ROWs and above utility corridors. A maintenance agreement with the ownership group may be required for materials that deviate from these requirements.*

*Refer to the Campus Placemaking Study documents for additional considerations about paving materials.*

### TOPIC OVERVIEW

Text on the public space design elements is not presented in bullets like previous design considerations but more provides a basis of understanding for the expectations and needs of that element on the Campus. This text is supported by imagery on the following page.

### SIDEBAR REFERENCE

Boxes on the side of the page are used to direct readers to other relevant NWC-related documents or other important reference information.

# PAGE EXCERPT - PUBLIC SPACE DESIGN ELEMENTS

This page shows an example of an imagery page for the public space design elements, which are found adjacent to the informational text page for each. Images are used to show conceptual examples of how the design guidance can be applied as well as a specific visual example of the appropriate application. Captions call-out the important elements and intent of the image.

## Planting

### DESIGN ELEMENTS SUBTOPIC

Orients the reader to the specific design element being described.

### IMAGERY PAGES

Several framework topics, including each of the design elements, as well as streetscape design, roof forms, and building materials, include similar pages with collaged imagery of appropriate examples of that topic in context.

### IMAGE CAPTION

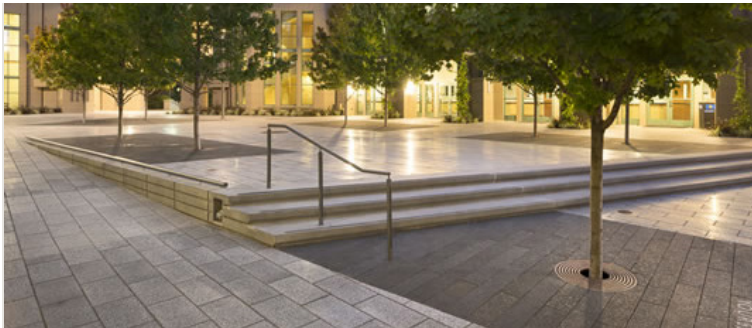
Images for some topics, where more detail and context is needed to make the intent of the photo clear, include captions to give this more in-depth explanation.



*Colorful, drought tolerant, pollinator-friendly blends are recommended at high-impact locations such as entries.*



*Drought tolerant native grasses provide fall and winter interest in addition to their lush green texture during spring and summer.*



*In space constrained areas use structural cells to increase tree canopy while maintaining healthy root systems.*



*Salvaged and reused industrial relics have the opportunity to act as decorative planters.*



*Building facades have the potential for vertical gardens that add interest and character.*



*Stormwater infiltration basins should be integrated throughout the design to reduce off-site detention needs and improve water quality.*



*The formal arrangement of trees is limited to civic areas of the Campus design.*



*Groves of flowering trees accent key junctions and provide wayfinding cues.*



*Food production and research should be integrated throughout the design.*



*Use informally placed riparian trees to provide a connection to the riparian edge.*



# PAGE EXCERPT - STREETSCAPE DESIGN

The streetscape design pages include two pages of design considerations, the first of which describes the hierarchy shown on the street hierarchy diagram (as seen on the following page), and the second of which provides more detailed guidance for each street type. There is also an imagery page to show appropriate features for each street type within Phases 1 & 2 of the Campus.

## STREETSCAPE DESIGN

### KEY TAKEAWAYS

- Streetscape design and level of finish should respond to the street's hierarchy, as shown on the map on the following page
- Landmark streets should include areas of accent paving; enhanced crosswalks, lighting, and signage; lush planting; and high-quality specialty furnishings
- Primary streets should include primarily concrete paving; simple planting, lighting, and signage; and pre-fabricated furnishings with some areas of enhanced design
- Secondary streets should include primarily concrete paving; simple planting, lighting, and signage; and pre-fabricated furnishings



### KEY TAKEAWAYS

Key takeaways or intents for the General Campus Design section can be found in the top left corner of the spread. These give a high-level understanding of the topic and the most important considerations.

### EXAMPLE IMAGERY

Images are meant to be conceptual representations of what the design topics could potentially look like.

### DESIGN CONSIDERATIONS

All streets on campus are important to the overall framework but fall within different hierarchal categories in regard to their level of finish. More detailed design considerations for each street type can be found on the following spread. These categories include the following:

#### LANDMARK STREET

Only one landmark street exists on campus - Bettie Cram Drive. This is the primary east/west street that connects two major thoroughfares and gateways - Washington Street and Brighton Boulevard. Furthermore, the street intersects the Campus' primary north/south street - National Western Drive - and will act as the symbolic gateway to the Phase 1 campus design. Its location makes it the new center of campus with a large volume of pedestrian and vehicles expected to move through it. For this reason, it will feature higher quality materials and finishes, lush planting, prominent gateway signage, and art.

#### PRIMARY STREET

These streets will receive substantial vehicular and non-motorized travel and will consist primarily of durable, cost-effective materials. Decorative materials, increased planting, art, and signage will be included at Key Intersections and junctions, as mapped in Chapter 1, Campus Framework, page 15.

#### SECONDARY STREET

Located predominantly at the edges of the Phase 1 work and away from primary entry gateways, these streets will receive simple, durable materials and finishes. Decorative materials such as those included in Primary Streets are limited to key locations.

### CAMPUS PLACEMAKING STUDY

*Refer to the NWC Campus Placemaking Study for additional information regarding streetscape and intersection designs.*

### SIDEBAR REFERENCE

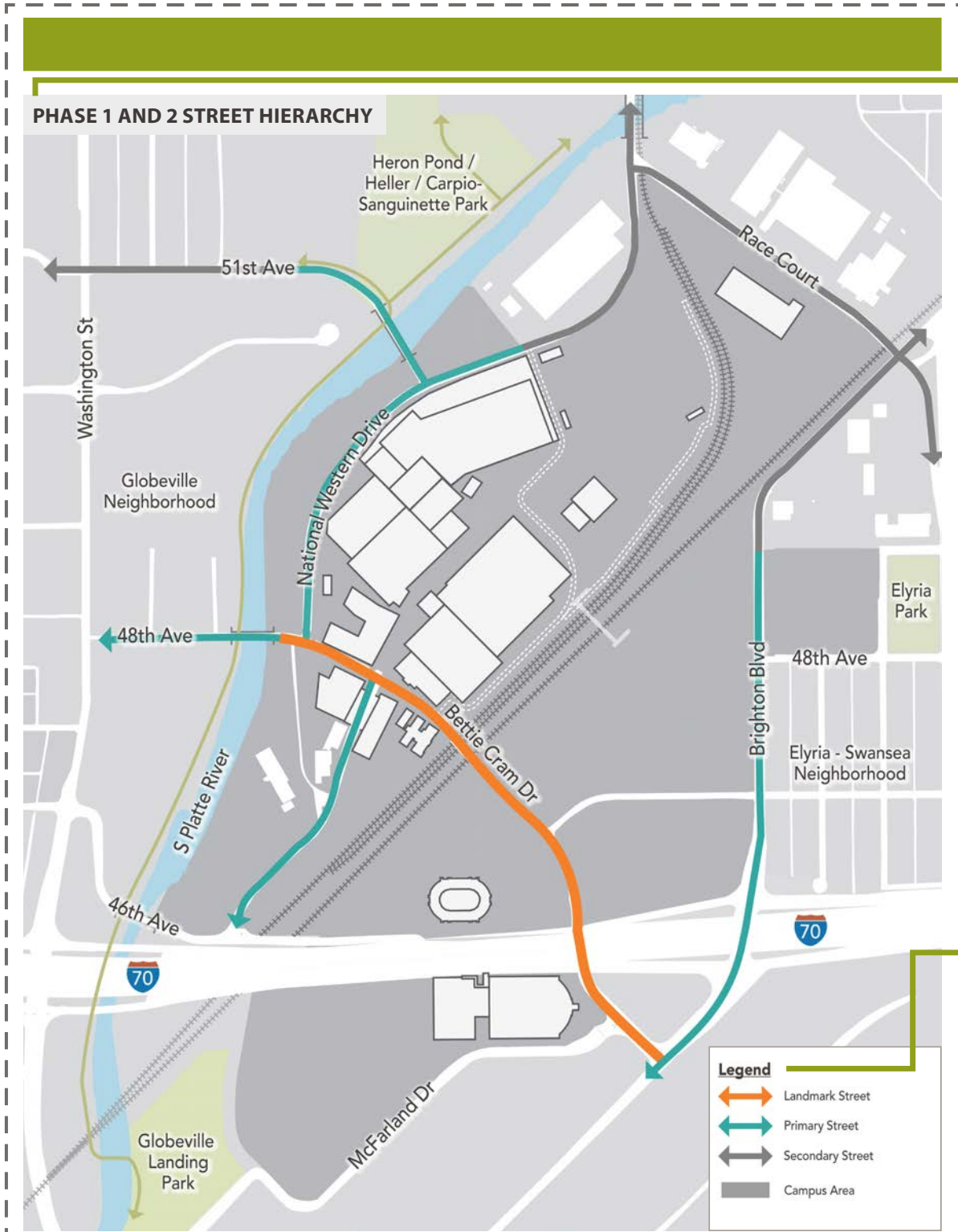
Boxes on the side of the page are used to direct readers to other relevant NWC-related documents.

### DESIGN CONSIDERATIONS

Design consideration bullets give action-oriented guidance for designers on that topic and how to approach it at the Campus-wide scale.

# PAGE EXCERPT - STREETScape DESIGN

This diagram shows the Campus street hierarchy. The definitions used on this page correspond to the specific guidance given in the design considerations. These pages should be used in tandem with each other. A similar approach is taken for intersection design as shown on the following pages.



## STREET HIERARCHY DIAGRAM

This diagram defines the types of streets found on Campus. While the map shows the entire Campus area, the guidance should only be applied to streets in Phases 1 & 2, as noted, until further design work is done for the future phases.

## LEGEND

The legend defines symbology used in the diagram. These definitions are also used in the accompanying pages to help make design considerations more place-specific and aid in their application.

# PAGE EXCERPT - INTERSECTION DESIGN

The intersection design section includes two pages of design considerations that address specific intersections in Phases 1 & 2 of the Campus. The intersections are numbered for clarity. There are also two intersection diagrams, the first defines the hierarchy of intersections on the Campus, while the second shows a more detailed, illustrative view of the intersections and numbers them to correspond to the design considerations on the adjacent pages.

## INTERSECTION DESIGN

### KEY TAKEAWAYS

- Utilize durable ground plane materials in the vehicular right-of-way
- Create clearly delineated pathways through signage and ground plane treatment
- Integrate pedestrian-scaled pavement systems high-use non-vehicular areas
- Provide amenities such as seating, interpretive elements, and art when appropriate at key areas
- Utilized enhanced signalization methods such as rectangular rapid flash beacons (RRFB) at Key Intersections



### KEY TAKEAWAYS

Key takeaways or intents for the General Campus Design section can be found in the top left corner of the spread. These give a high-level understanding of the topic and the most important considerations.

### EXAMPLE IMAGERY

Images are meant to be conceptual representations of what the design topics could potentially look like.

### DESIGN CONSIDERATIONS

Several key campus intersections will be highly utilized by pedestrians, cyclists, and vehicles and require added design consideration. These include the following:

- 1. Bettie Cram Drive at National Western Drive (South) Intersection:** Acting as the symbolic grand entry, this key intersection is largely considered the center of campus due to the four new buildings that anchor and activate its corners.
  - » Use accent paving, planting, crosswalk position, and vertical elements such as bollards and planters to prioritize pedestrian safety and placemaking at this intersection, adjoining the Grand Entry Plaza.
  - » Consider specialty concrete as the primary material for long-term durability, due to the large vehicles frequently moving through this intersection.
  - » If a cycle track is incorporated, provide additional thought and consideration to navigate the mix of several transportation modes at intersection crosswalks. Use clear signage, signaling, and ground plane materials to improve safety in these areas.
- 2. National Western Drive (North) at Bettie Cram Drive intersection:** As the primary western gateway into the Campus, this intersection will receive similar pavement treatment to the other Bettie Cram intersection mentioned above.
  - » Use the western crosswalk to connect pedestrians and cyclists to the riverfront, providing a vital north/south crossing.
- 3. National Western Drive (North) at CSU Animal Health Mid-block Crossing:** A clearly defined mid-block crossing safely connects the programming and pedestrian flow between the Riverfront and Festival Grounds. This crossing allows easier access for CSU's Equine Therapy to reach Carpio Sanguinette Park and the Riverfront Open Space.
  - » Consider using additional pedestrian safety enhancements such as a user-activated rectangular rapid flash beacons (RRFB).

### CAMPUS PLACEMAKING STUDY

*Refer to the NWC Campus Placemaking Study for additional information regarding streetscape and intersection designs.*

### SIDEBAR REFERENCE

Boxes on the side of the page are used to direct readers to other relevant NWC-related documents.

### DESIGN CONSIDERATIONS

Design consideration bullets give action-oriented guidance for designers on that topic and how to approach it at the Campus-wide scale.

# PAGE EXCERPT - INTERSECTION DESIGN

This diagram shows the Campus intersection hierarchy, illustrating Primary and Secondary Intersections and key Mid Block Crossings for phases 1 & 2. The definitions used on this page correspond to the specific guidance given in the design considerations. These pages should be used in tandem with each other.



## INTERSECTION HIERARCHY DIAGRAM

This diagram defines the types of intersections found on Campus. While the map shows the entire Campus area, the guidance should only be applied to streets in Phases 1 & 2, as noted, until further design work is done for the future phases.

## LEGEND

The legend defines symbology used in the diagram. These definitions are also used in the accompanying pages to help make design considerations more place-specific and aid in their application.

# PAGE EXCERPT - SIGNAGE AND WAYFINDING

Signage and wayfinding is key to the success of the Campus and in contributing to a sense of place. This section goes into significantly more depth than the criteria found in the DSG and covers sign materials, lighting, and sign types. Specific design considerations and example imagery are given for each of these topics.

## SIGNAGE AND WAYFINDING

### INTENT STATEMENT:

Signage and wayfinding should work as a common, visually unifying thread throughout the Campus. Signage character, colors, design, and materials should reflect the National Western Center brand. The campus sign character should express the history of the site, while keeping a timeless sensibility.

Signage should contribute in a positive manner to the overall character of the Campus. It should be an extension of the landscape and architecture without specifically imitating it. Signage should inform, delight, and stimulate the visitor.



### INTENT STATEMENT

Key takeaways or intents for the General Campus Design section can be found in the top left corner of the spread. Because the signage section covers many topics, an intent statement was provided to give more general guidance for signage and wayfinding as a complete system.

### EXAMPLE IMAGERY

Images are meant to be conceptual representations of what the design topics could potentially look like. Some are from the Placemaking Study renderings.

### INTRODUCTION

Signs are an important feature of the Campus and contribute to the overall character and ease of circulation. They should balance functional requirements associated with building identification with the objective to create a unique and cohesive character across Campus. To ensure consistency with the Campus Master Plan and Placemaking documents, this section of the Handbook will provide additional detail, information, and guidance on appropriate design approaches and signage design character.

All final designs need to comply with any governing rules and regulations; this includes all local codes as well as any Federal regulations such as the Highway Beautification Act.

### SIGNAGE AND WAYFINDING PLAN

*Refer to the NWC Campus Signage and Wayfinding Vision Plan in conjunction with this Handbook. A District Sign Plan will be developed by CPD and NWCA at a later time and will supersede his document.*

### SIDEBAR REFERENCE

Boxes on the side of the page are used to direct readers to other relevant NWC-related documents.

### TOPIC OVERVIEW

Introduces the high-level overview of the topic and its importance to the Campus.

### KEY TAKEAWAYS:

- Signage should enhance and extend the spirit of the Campus, as well as creates a lively and active atmosphere.
- Design signs to work together to create a cohesive identity for the Campus, in concert with the design elements of the National Western Center brand, architectural palette, and landscaping.
- Incorporate imaginative signage designs that utilize a variety of materials.
- Clearly articulate and enhance project information, including: identification, wayfinding, orientation, ornamentation, and regulations.
- Emphasize the existence, relationship, and connectivity of destinations, experiences, and events within the Campus through creative signage.
- Create one or more iconic or distinctive features that become identified with the Campus.
- Provide effective wayfinding and place identification, allowing users to easily navigate through the space.

### KEY TAKEAWAYS

Key takeaways for the General Campus Design section give a high-level understanding of the topic and the most important considerations.

# PAGE EXCERPT - SIGNAGE AND WAYFINDING

This section includes a page for each type of sign to be used on Campus. These sign type pages give more in-depth design considerations and example imagery the sign.

## SIGNAGE AND WAYFINDING

### WALL SIGNS

Wall Signs are one of the most common and most versatile means of providing identity, directional messages, and project information, and should do so in a unique and creative manner.



### SIGN TYPE OVERVIEW

Provides a general definition and intent for the sign type.

### EXAMPLE IMAGERY

Images are meant to be conceptual representations of what the design topics could potentially look like.

### DESIGN CONSIDERATIONS

- Wall sign designs or fabrication methods to be encouraged include:
  - » Dimensional letters and logo forms fabricated from suitable materials that have a translucent, painted, gilded, or metal finish.
  - » Letter and logo forms painted, gilded, pushed through, or screen printed onto continuous or individual metal panels. Panels may be layered to give the sign more visual interest and a three-dimensional quality.
  - » Reverse pan channel letter and logos with halo or edge illumination.
  - » Open pan channel letters and logos with exposed neon illumination are typically used for, but not limited to, food and beverage, and entertainment oriented venues.
  - » Internally illuminated pan channel letters with acrylic faces.
- These signs must employ high quality of materials and fabrication methods including:
  - » Raceways connecting letter forms must be concealed within the facade of the building.
  - » Flush, discreet attachment of the acrylic faces to the metal channel letters without typical trim cap edging.
  - » The acrylic face of the letter forms must have a matte finish to avoid reflections in the letter face when not illuminated.

### DESIGN CONSIDERATIONS

Design consideration bullets give action-oriented guidance for designers on that topic and how to approach it at the Campus-wide scale.

# PAGE EXCERPT - GENERAL BUILDING DESIGN

The general building design section provides significantly more in-depth guidance than that found in the DSG for buildings. Topics include building materials, roof forms, and criteria for each building type, as seen below. The building type pages include specific design considerations and example imagery for each building type that may be found on Campus (as introduced in the DSG).

## GENERAL BUILDING DESIGN

### ARENAS

Arenas are anticipated at the NWC to accommodate not only the Stock Show but also a variety of other programming, including educational, musical, athletic, and other events. Arenas will vary in size and will primarily be located in the Festival Grounds. Other arena facilities include the Stadium Arena and potentially others in the Triangle (North and South) Character Areas.



### BUILDING TYPE OVERVIEW

Provides a general definition and intent for the building type.

### EXAMPLE IMAGERY

Images are meant to be conceptual representations of what the design topics could potentially look like.



### DESIGN CONSIDERATIONS

- Design buildings to have simple massing and long articulated walls.
  - » Aim to combine changes in materials with entrance locations and wall offsets to reduce perceived scale
- Use sloping roofs (gable and shed) or possibly some flat roofs.
- Use metal siding as the primary material with refined materials as accents.
- Design with durable materials such as masonry (stone, concrete or brick) at the base.
- Design clerestories and monitors to provide diffused daylighting where practical, depending on the interior use.
- Provide large loading docks and doors.
- Include more refined materials, transparency, and details at primary entrances and Key Streets.
- Provide changes in materials and door colors along long expanses of walls to create a rhythm and sense of scale (when possible).
- Incorporate exterior sustainable features (solar arrays, green roofs, light shelves).

### PERMITTED CHARACTER AREAS

Festival Grounds	✓
Innovation Campus	✓
Maintenance and Operations	-
Elyria/Swansea Gateway	-
Triangle North	✓
Triangle South	✓
South Campus	-
Riverfront	-

✓ = Appropriate

- = Not Recommended

### APPROPRIATE CHARACTER AREAS

Charts on the Building Types pages indicated which Character Areas that building type should be used in and which are not recommended.

### DESIGN CONSIDERATIONS

Design consideration bullets give action-oriented guidance for designers on that topic and how to approach it at the Campus-wide scale.

# PAGE EXCERPT - GENERAL BUILDING DESIGN

This page of the general building design section shows images of various roof forms and a chart detailing what types of roofs are appropriate in each Character Area. In this section a similar approach is also taken for building materials, which includes two pages of material images and a page with a corresponding Character Areas table.

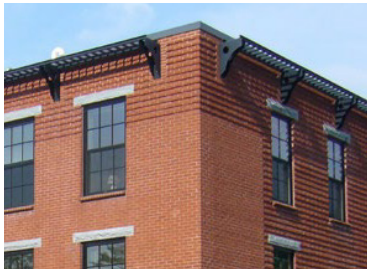
## Roof Form

### ROOF FORM

The following table provides generalized guidance on roof forms in the Campus Character Areas. Photographs illustrate the different types and options. This section should be used in conjunction with the design objectives and descriptions provided for each area in later sections, as well as the preceding Campus Framework section.

### ROOF FORM OVERVIEW

Provides a general definition and intent for building roof forms.



Flat



Barrel Vault



Gable

### EXAMPLE IMAGERY

Images provide general examples of the different types of roof forms and their typical appearance.



Hip



Sawtooth



Shed

APPROPRIATE ROOF FORMS FOR THE CHARACTER AREAS	Riverfront	Festival Grounds	Maintenance & Operations	Innovation Center	Triangle North	Triangle South	South Campus	Elyria Swansea Gateway
Flat	✓	✓	✓	✓	✓	✓	✓	✓
Barrel Vault	-	-	-	✓	✓	✓	-	-
Gable	✓	✓	✓	✓	✓	✓	-	✓
Hip	✓	-	-	-	-	-	-	✓
Sawtooth	-	-	-	-	✓	✓	✓	-
Shed	✓	✓	✓	✓	-	-	-	-

### APPROPRIATE CHARACTER AREAS

The roof form chart indicates which Character Areas that roof form should be used in and which are not recommended.

- ✓ = Appropriate
- = Not Recommended



# PAGE EXCERPT - REHABILITATION/REUSE OF EXISTING BUILDINGS

Owing to the significant number of historic buildings and site features on the Campus, this section of the General Campus Design section is devoted to appropriate treatment for these existing elements. Topics in this section include rehabilitation and reuse of key features, roof forms, materials and openings, and best practices for additions, and relocation. Each includes an intent statement, examples images and diagrams, and design considerations bullets.

## REHABILITATION/REUSE OF EXISTING BUILDINGS

### KEY FEATURES



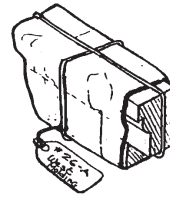
*When reconstructing an element is impossible, develop a new design that is a compatible interpretation of it.*

### INTENT STATEMENT

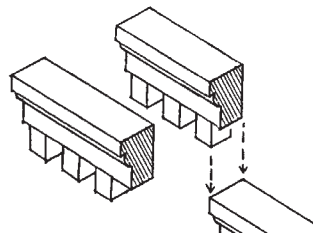
Maintain key features on buildings that reflect the heritage of the Campus, to the extent feasible.

### DESIGN CONSIDERATIONS

- Keep key features such as details that define architectural styles as well as materials, doors, and windows.
- Retain a key feature that is in good condition. Repair, rather than replace a deteriorated key feature, when feasible.
- Avoid removing a damaged key feature that can be repaired.
- Patch, piece-in, splice, consolidate, or otherwise upgrade existing materials, using best building practices.
- When disassembly of a key feature is necessary for its repair, use methods that minimize damage to it. Document its location so it may be repositioned accurately.
- Use procedures for cleaning, refinishing, and repairing key features that will maintain the original finish.
- Employ best practice treatments such as rust removal, caulking, limited paint removal and reapplication of paint or stain where appropriate.
- Avoid adding a key feature that is not part of the original building fabric. For example, decorative millwork should not be added to a building if it was not an original feature.
- Use the same kind of material as the original if possible. A substitute material may be acceptable if the size, shape, texture, and finish conveys the appearance of the original.
- When reconstructing an element is impossible, develop a new design that is a compatible interpretation of it.



*Document the location of an existing feature that must be removed and repaired so it may be repositioned accurately.*



*Patch, piece-in, splice, consolidate, or otherwise upgrade deteriorated features using recognized preservation methods.*

**REHABILITATION/  
REUSE TOPIC**

**EXAMPLE IMAGERY**

Images are a combination of conceptual representations of what the design topics could potentially look like, appropriate historic treatments, and existing historic features already on the Campus.

**INTENT STATEMENT**

Gives the high-level objectives to be achieved for the topic.

**DESIGN CONSIDERATIONS**

Design consideration bullets give action-oriented guidance for designers on that topic and how to approach it at the Campus-wide scale.

**DIAGRAMS**

Illustrate more detailed or technical concepts of rehabilitation and reuse where necessary

# ORGANIZATION OVERVIEW - FESTIVAL GROUNDS

The Festival Grounds is the first, and most extensive, Character Area design Chapter in the Handbook. These Chapters address design details for specific spaces and buildings within the area, using renderings, precedent imagery, and design considerations to provide guidance for each. This approach is taken for all spaces in Chapters 3-5. Within these Chapters each spread includes a page of annotated renderings and a page of images and design considerations for a specific space within the area.

The following pages include excerpts from this Chapter that highlight important information and/or aid in the understanding of the Chapter's content and layout.

	<b>INTRODUCTION</b>
	<i>Provides overview and background information about the NWC Campus and the document purpose and organization.</i>
<b>CAMPUS DESIGN</b>	<b>CHAPTER 1: CAMPUS FRAMEWORK</b>
	<i>Provides diagrams and recommendations for campus-wide layout and design. Includes the Campus interpretive framework and "common thread."</i>
	<b>CHAPTER 2: GENERAL CAMPUS DESIGN</b>
	<i>Provides detailed recommendations and material palettes for design elements (paving, landscaping, and site furnishings) as well as building and streetscape design.</i>
<b>CHARACTER AREA DESIGN</b>	<b>CHAPTER 3: THE FESTIVAL GROUNDS</b>
	<i>Includes design considerations, diagrams, graphics, and images for individual spaces within the Festival Grounds Character Area.</i>
	<b>CHAPTER 4: INNOVATION CAMPUS</b>
	<i>Includes design considerations, diagrams, graphics, and images for individual spaces within the Innovation Campus Character Area.</i>
	<b>CHAPTER 5: RIVERFRONT</b>
	<i>Includes design considerations, diagrams, graphics, and images for individual spaces within the Riverfront Character Area.</i>
	<b>CHAPTER 6: MAINTENANCE AND OPERATIONS</b>
	<i>Includes basic guidance for the Maintenance and Operations Character Area.</i>
<b>OVERVIEW</b>	<b>CHAPTERS 7-10: FUTURE PHASES</b>
	<i>Provides a high-level overview and overall intent for the Character Areas that will be designed in future phases - the Triangle North and South and the South Campus.</i>

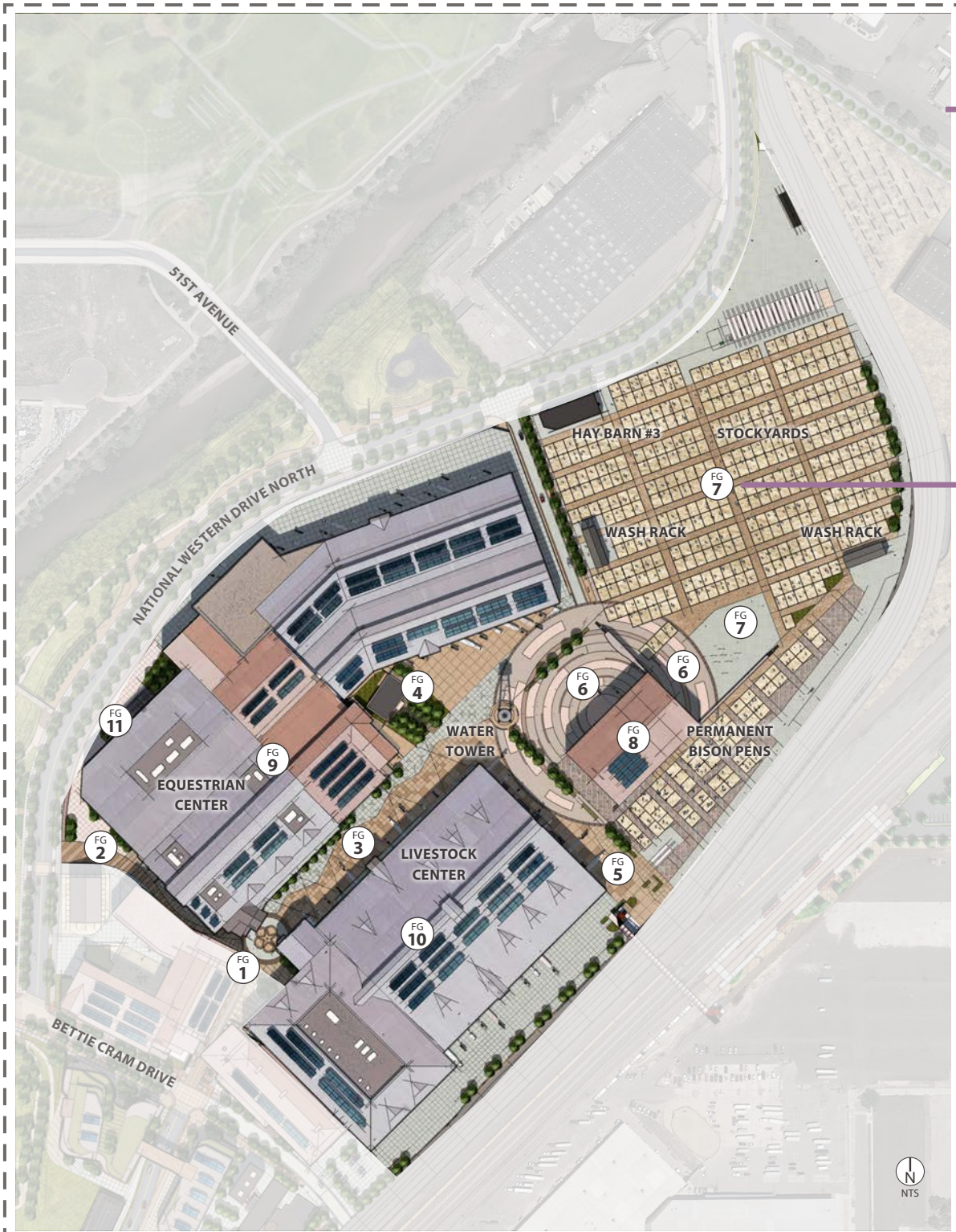
## FESTIVAL GROUNDS CONTENT

This Character Area chapter starts with a high-level overview of the Character Area, a key map of the public spaces and buildings included, and a spread of imagery and design guidance for the specific spaces within the area. This section includes the following subsections:

- » Arena Entry Plaza
- » Riverfront connection
- » Link Plaza
- » Armour Plaza
- » Connection to RTD Transit Station
- » Stockyard Event Center (SEC) Plaza
- » Stockyards
- » Stockyards Event Center
- » Equestrian Center
- » Livestock Center
- » Equestrian Plaza

# PAGE EXCERPT - FESTIVAL GROUNDS

This page shows a map of the Character Area with the different spaces and buildings that design guidance is provided for called out. These spaces are numbered (in no particular order) and keyed on the legend on the Character Areas Overview on the following page as well as throughout the Chapter. The numbers include a prefix for the Character Area, in this case - FG.



## ILLUSTRATIVE CHARACTER AREA MAP

An conceptual illustrative map of the area and each building and public space within it.

## SPACE LABELS

Labels correspond to each area, are keyed on the map on the following page, and used for the specific space throughout the Chapter.

# PAGE EXCERPT - FESTIVAL GROUNDS

The overview page for the Character Area includes the key high-level information for the rest of the Chapter including the vision and existing and future conditions of the area, potential interpretive opportunities, important reference materials or background information, and a list with brief descriptions of all the spaces and buildings described throughout the Chapter.

## FESTIVAL GROUNDS OVERVIEW

**VISION:** The Festival Grounds will be among the most highly programmed areas of Campus. It will accommodate a variety of events and user experiences throughout the year.

**EXISTING CONDITIONS:** This area currently includes the Stockyards for the National Western Stock Show, surface parking, industrial buildings, and railroads. Historically, development included meat packing facilities that were demolished in 2017 (see the NWC Campus Cultural Plan for more detail).

**FUTURE CHARACTER:** The Festival Grounds will contain major event facilities for the Campus. New buildings include the Equestrian Center, Livestock Center, and Stockyards Event Center. Existing structures to remain include the Armour Administration Building, the relocated Hay Barn #3, and the relocated Water Tower. Public spaces and thoroughfares should be easily navigable and safe for pedestrian, animal, and maintenance vehicle traffic. The design of this Character Area must support connections to the Riverfront, Innovation Campus, RTD Transit Station, and adjacent neighborhoods. The architecture and materiality of the Festival Grounds should celebrate the site's history and represent innovation through sustainable and regenerative practices (could be expressed through reuse of older building materials, using innovative materials and applying energy conservation/generation technologies). Buildings aim to reflect New West Architecture while providing references to the "Old West and have simple forms that reflect western agricultural traditions, while using a contemporary materials palette, detailing and new technologies. Signage, wayfinding, a variety of seating

types, places for rest and shade, plantings and site furnishings should be used to maintain a level of comfort for the pedestrian within the large public spaces of the Festival Grounds. Massing, articulation, detailing and visual scaling strategies should be thoughtfully incorporated to provide visual interest.

**INTERPRETIVE ELEMENTS:** The Festival Grounds character area has a particularly strong thread of past-present-future. As a contemporary place to converge, pivot, and innovate, it includes powerful elements that reflect the history of the site. Historic structures ground the area and become icons, while open spaces invite ingenuity.

Interpretive elements and experiences can highlight the preserved Armour Administration Building, Water Tower, and relocated Hay Barn while also revealing current activities at new facilities. Story stops honor the history of the National Western Stock Show and related activities. For example, this is the place animals came by train and truck to be penned and processed; catwalks allowed birds-eye views and rail lines and spurs provided infrastructure; the inaugural canvas tent that housed the Stock Show stood here in 1906.

### NWC CAMPUS CULTURAL PLAN

*The NWC Campus Cultural Plan is a reference for future designers and stakeholders who will make decisions regarding design and programming on the Campus. The Plan embraces the Vision of the NWC and defines the role that arts and heritage play in shaping its future.*

### CHARACTER AREA OVERVIEW TEXT

Includes vision, a brief description of the existing conditions, the desired future character, and an overview of how interpretive elements should be used in the area.

### NWC DOCUMENT REFERENCE/OTHER INFORMATION

Sidebar on Character Area overview pages are used to direct users to other related plans and documents or key considerations for the Character area that require coordination with CPD or NWC partners.

### CHARACTER AREA SPACES AND BUILDINGS KEY

Corresponding to the labels on the previous map page, this key provides a brief description of the space or building and the page number of the specific spread for more information.

### INCLUDED IN THE FESTIVAL GROUND (FG) CHARACTER AREA

- |  |   |
|--|---|
| <b>FG 1</b> <b>Arena Entry Plaza</b> <b>pg 82</b><br>Serves both Equestrian and Livestock Centers. Primary uses are event queuing and wayfinding to other campus destinations.   | <b>FG 6</b> <b>Stockyards Event Center (SEC) Plaza</b> <b>pg 92</b><br>Serves as entry to the Stockyards. Water Tower acts as wayfinding. Will host a variety of events, including auctions.                        |
| <b>FG 2</b> <b>Riverfront Connection</b> <b>pg 84</b><br>Pedestrian and maintenance vehicle thoroughfare with potential uses for small events. Serves as the connection from Central Campus to the Riverfront.                           | <b>FG 7</b> <b>Stockyards</b> <b>pg 94</b><br>Open area, serving as primary stock location during Stock Show, parking or flexible event uses throughout the year.   |
| <b>FG 3</b> <b>Link Plaza</b> <b>pg 86</b><br>Central spine of the Festival Grounds. Loading and maintenance uses on the South edge with an enhanced pedestrian walkway on the North edge.   | <b>FG 8</b> <b>Stockyards Event Center (SEC)</b> <b>pg 96</b><br>Flexible indoor space for various events. Provides covered space for uses in Stockyards, Herd Sire, and Link Plaza.                                |
| <b>FG 4</b> <b>Armour Plaza</b> <b>pg 88</b><br>Small formal plaza that highlights historic Armour Administration Building. Primarily pedestrian leisure uses with capacity for small events.  | <b>FG 9</b> <b>Equestrian Center</b> <b>pg 98</b><br>Building complex that includes equestrian barns, arenas, paddocks, warm up areas, and structured parking.  |
| <b>FG 5</b> <b>Connection to RTD Transit Station</b> <b>pg 90</b><br>Loading and maintenance uses with a clearly defined pedestrian corridor. Includes bridge landing area. Serves as neighborhood connection to Riverfront and transit. | <b>FG 10</b> <b>Livestock Center</b> <b>pg 100</b><br>Building complex that includes the Livestock Hall and Arena. Accommodates major Stock Show needs and a variety of other large gatherings throughout the year. |
|  | <b>FG 11</b> <b>Equestrian Plaza</b> <b>pg 102</b><br>Flexible indoor/outdoor event space linking equestrian uses to the Riverfront.  |

# PAGE EXCERPT - FESTIVAL GROUNDS

The first page a specific public space or building spread includes a variety of graphics to help convey the intended look and feel of the space. Most often these graphics are conceptual renderings from the Placemaking Study. These graphics are labeled and keyed for ease of use and correspond to the design considerations, as shown on the following page. These pages also include a simple keymap graphic that shows the spaces orientation within the context of the Character Area, as well as arrows indicating the view(s) shown in the renderings.

## FESTIVAL GROUNDS

### ARMOUR PLAZA



**SPACE OR BUILDING NAME**

**CONCEPTUAL RENDERING**

From the NWC Placemaking Study, these renderings show designers how public spaces and buildings could potentially look and be laid out. They aim to show best practices to suggest the best potential design for each space, within the known constraints. Each rendering is keyed with numbers that correspond to the design considerations, as shown on the following page.

View of the Armour Administration Building and Plaza, looking east from the Water Tower.

**VIEW CAPTION**

**CONCEPTUAL PROGRAMMING**

On most public space pages these show the conceptual renderings with different event options and layouts. Building pages typically include another view or side of the structure.

**KEYMAP**

Shows the location within the Character Area and the rendering views.



**KEYMAP**



The Armour Plaza can accommodate small events such as pop-up displays or markets.



Individuals and organizations may rent the space for private functions.

# PAGE EXCERPT - FESTIVAL GROUNDS

The second page a specific public space or building spread includes a high-level intent statement that sets up the goals for the overall look, feel, and functionality of the space, as well as more specific example images and design considerations that are keyed to the conceptual renderings on the previous page. Some spaces and buildings also include a call-out for potential interpretive opportunities, where they apply.

## FG 4 Armour Plaza

### NAME AND NUMBER

Each space or building has a number that relates to the keyed design considerations, images, and renderings.



FG 4.3

Historic brick pavers accent architecture



FG 4.6

Provide a lush overstory



FG 4.5

Use movable furnishings and overhead lighting

### EXAMPLE IMAGERY

Images are meant to be conceptual representations of what the space or building could potentially look like. They are keyed with numbers that correspond to a specific design consideration to better illustrate their intent. Captions also relate back to the design considerations.

### INTENT STATEMENT:

This formal plaza should complement and take inspiration from the historic architecture of the Armour Administration Building. The lack of vehicular and utility conflicts allows for lush overstory planting, ample seating opportunities, pedestrian scaled pavement design, and interpretive elements that create a warm and inviting space.

### INTENT STATEMENT

Gives the high-level objectives to be achieved in the design of the space.

### DESIGN CONSIDERATIONS

**FG - 4.1** Locate a single formal walkway centered on the building entrance to accommodate regulated entry for ticketed events

**FG - 4.2** Consider layout of 10' x 10' tents in the plaza design to accommodate small pop up events

**FG - 4.3** Utilize concrete or clay unit pavers with detailed pavement bonds in pedestrian areas that compliment the historic architecture

**FG - 4.4** Use furnishings that compliment the historic building character and provide durability

- » Metal work for railings or other site elements such as pre-manufactured flexible seating should compliment the character of the restored building
- » Integrate custom seat walls made with brick, regional stone, or precast concrete

**FG - 4.5** Consider overhead catenary lighting that emphasizes the pedestrian scale

**FG - 4.6** Utilize formal planting arrangement and species selection that emphasizes a garden aesthetic with a lush overstory

**FG - 4.7** Integrate Green Infrastructure elements wherever feasible

- » Consider bioretention and permeable paving to reduce off-site stormwater requirements
- » Refer to the Denver Ultra-Urban Green Infrastructure Guidelines for green infrastructure and low-impact development (LID) strategies

**FG - 4.8** Use signage to aid in pedestrian wayfinding and highlight unique features

- » Locate directional wayfinding signage to the Riverfront, arenas, RTD transit station, parking, and other major campus destinations.
- » Highlight and integrate key interpretive elements

### DESIGN CONSIDERATIONS

Design consideration bullets give action-oriented guidance for the specific place. They are numbered and keyed to images and/or conceptual renderings that illustrate the intent of each consideration. These corresponding images aid in applying the design consideration.

### INTERPRETIVE OPPORTUNITIES

*The Armour Administration Building Plaza offers interpretive opportunities that reveal the history of the building, the use of the adjacent site areas, and its relationship to the iconic water tower. During special events, pop-up displays can expand the storyline and draw people inside where exhibits and special events might be part of the building program.*

### INTERPRETIVE OPPORTUNITIES

Some spaces include opportunities for interpretation and public art and are described in more detail on the design considerations page for that space.

# ORGANIZATION OVERVIEW - INNOVATION CAMPUS

The Innovation Campus Chapter addresses design details for specific spaces and buildings within the area, using renderings, precedent imagery, and design considerations to provide guidance for each. This approach is taken for all spaces in Chapters 3-5. Within these Chapters each spread includes a page of annotated renderings and a page of images and design considerations for a specific space within the area.

The following pages include excerpts from this Chapter that highlight important information and/or aid in the understanding of the Chapter's content and layout.

	<b>INTRODUCTION</b>
	<i>Provides overview and background information about the NWC Campus and the document purpose and organization.</i>
<b>CAMPUS DESIGN</b>	<b>CHAPTER 1: CAMPUS FRAMEWORK</b>
	<i>Provides diagrams and recommendations for campus-wide layout and design. Includes the Campus interpretive framework and "common thread."</i>
	<b>CHAPTER 2: GENERAL CAMPUS DESIGN</b>
	<i>Provides detailed recommendations and material palettes for design elements (paving, landscaping, and site furnishings) as well as building and streetscape design.</i>
<b>CHARACTER AREA DESIGN</b>	<b>CHAPTER 3: THE FESTIVAL GROUNDS</b>
	<i>Includes design considerations, diagrams, graphics, and images for individual spaces within the Festival Grounds Character Area.</i>
	<b>CHAPTER 4: INNOVATION CAMPUS</b>
	<i>Includes design considerations, diagrams, graphics, and images for individual spaces within the Innovation Campus Character Area.</i>
	<b>CHAPTER 5: RIVERFRONT</b>
	<i>Includes design considerations, diagrams, graphics, and images for individual spaces within the Riverfront Character Area.</i>
	<b>CHAPTER 6: MAINTENANCE AND OPERATIONS</b>
	<i>Includes basic guidance for the Maintenance and Operations Character Area.</i>
<b>OVERVIEW</b>	<b>CHAPTERS 7-10: FUTURE PHASES</b>
	<i>Provides a high-level overview and overall intent for the Character Areas that will be designed in future phases - the Triangle North and South and the South Campus.</i>

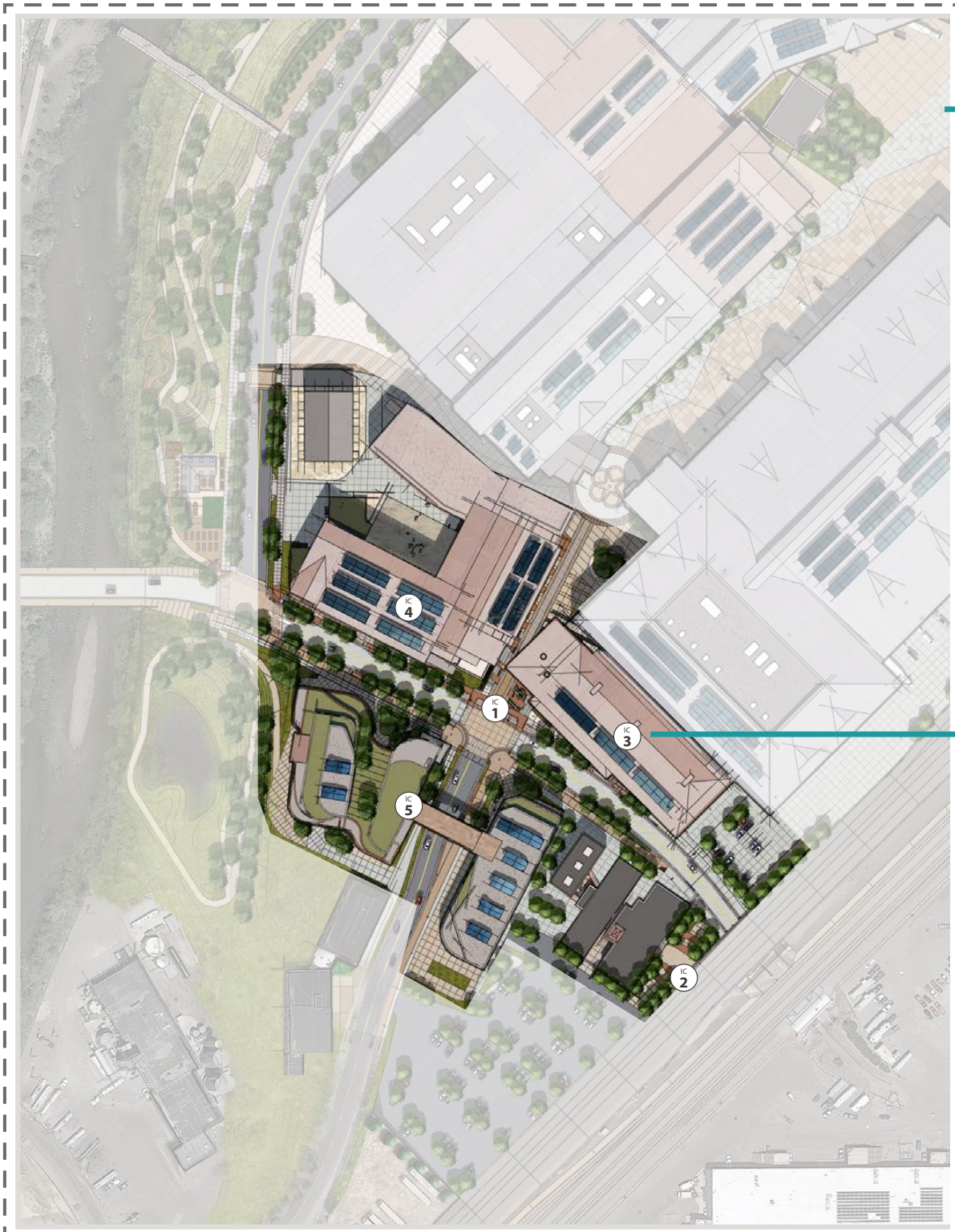
## INNOVATION CAMPUS CONTENT

This Character Area chapter starts with a high-level overview of the Character Area, a key map of the public spaces and buildings included, and a spread of imagery and design guidance for the specific spaces within the area. This section includes the following subsections:

- » Campus Entry Plaza
- » Livestock Exchange Plaza
- » WSSA Legacy Building
- » CSU Animal Health Complex
- » CSU Center and Water Building

# PAGE EXCERPT - INNOVATION CAMPUS

This page shows a map of the Character Area with the different spaces and buildings that design guidance is provided for called out. These spaces are numbered (in no particular order) and keyed on the legend on the Character Areas Overview on the following page as well as throughout the Chapter. The numbers include a prefix for the Character Area, in this case - IC.



## ILLUSTRATIVE CHARACTER AREA MAP

An conceptual illustrative map of the area and each building and public space within it.

## SPACE LABELS

Labels correspond to each area, are keyed on the map on the following page, and used for the specific space throughout the Chapter.



# PAGE EXCERPT - INNOVATION CAMPUS

The overview page for the Character Area includes the key high-level information for the rest of the Chapter including the vision and existing and future conditions of the area, potential interpretive opportunities, important reference materials or background information, and a list with brief descriptions of all the spaces and buildings described throughout the Chapter.

## INNOVATION CAMPUS OVERVIEW

**VISION:** The Innovation Campus Character Area becomes the epicenter of campus, housing institutional and research facilities that will provide year-round activation.

**EXISTING CONDITIONS:** This Character Area contains the three buildings associated with the Livestock Exchange built between 1898 and 1919, and includes the oldest building on site. It also includes two buildings built during the historic period by Swift & Company, the Artist Studio in 1918 and the McConnell Welders in 1930. The McDonald Farms Enterprises came after 1967. Buildings are sprinkled along the southern leg of National Western Drive.

**FUTURE CHARACTER:** This area should reflect a contemporary and future-looking center of Campus, with cutting-edge architecture and vibrant public spaces that have the ability to showcase experimental and innovative technologies and research. Bettie Cram Drive is envisioned to be a multi-functional “main street” experience with high levels of visual interest and activation. Connections should be made from Bettie Cram to the surrounding neighborhoods and the rest of Campus and visitors should be seamlessly guided into the Campus interior from the streetscape. The intersection of Bettie Cram Drive and National Western Drive South should, in particular, establish a memorable entry experience, creating the southwestern gateway

Allow flexible design of public spaces and buildings in the southern portion of this Character Area.

**INTERPRETIVE ELEMENTS:** Home to some of the Campus’s most innovative buildings and the “Main Street,” interpretation in this Character Area should combine the site’s history with the vision for the sustainable, regenerative, and educational future of the site.

CSU buildings should include interpretive and educational elements relating to the river and water resources, Green Infrastructure, urban agriculture and food production, and the site’s native and visitor plants and animals. The Livestock Exchange and Legacy Building and proximity to the rail corridor provide a platform to talk about the Campus’s rich Stock Show and railroad history. Historic elements such as rail lines, pavers, and the catwalk can be re-used or re-purposed as artistic or sculptural elements.

### STATE-OWNED PROPERTIES

*Most of the properties within the Innovation Campus are state-owned and Colorado State University (CSU) operated; in addition to City and County of Denver Regulations and the SADL review process, these properties are subject to state regulations and requirements.*

### INCLUDED IN THIS CHARACTER AREA

<p><b>FG 1</b> <b>Campus Entry Plaza</b> <b>p 108</b></p> <p>The main pedestrian entry into the central area of Campus, this plaza should be iconic and easily navigable. May host small events.</p>	<p><b>FG 4</b> <b>CSU Animal Health Complex</b> <b>p 114</b></p> <p>Visually interesting building that anchors one of the site’s key intersections. Tells the story of animals on the site, CSU, and provides a community benefit.</p>
<p><b>FG 2</b> <b>Livestock Exchange Plaza</b> <b>p 110</b></p> <p>Plaza connecting parking to Bettie Cram Drive and celebrating the historic Livestock Exchange Building. Significant opportunities for tree planting and interpretation exist here.</p>	<p><b>FG 5</b> <b>CSU Center and Water Building</b> <b>p 116</b></p> <p>Innovative and visually striking building that represents sustainability best practices and tells the story of CSU, the river, and it’s significance to the NWC.</p>
<p><b>FG 3</b> <b>WSSA Legacy Building</b> <b>p 112</b></p> <p>One of the primary visitor focused buildings on Campus. Modern while still in keeping with the NWC Character and welcoming to visitors and pedestrians along Bettie Cram Drive.</p>	

### CHARACTER AREA OVERVIEW TEXT

Includes vision, a brief description of the existing conditions, the desired future character, and an overview of how interpretive elements should be used in the area.

### NWC DOCUMENT REFERENCE/OTHER INFORMATION

Sidebar on Character Area overview pages are used to direct users to other related plans and documents or key considerations for the Character area that require coordination with CPD or NWC partners.

### CHARACTER AREA SPACES AND BUILDINGS KEY

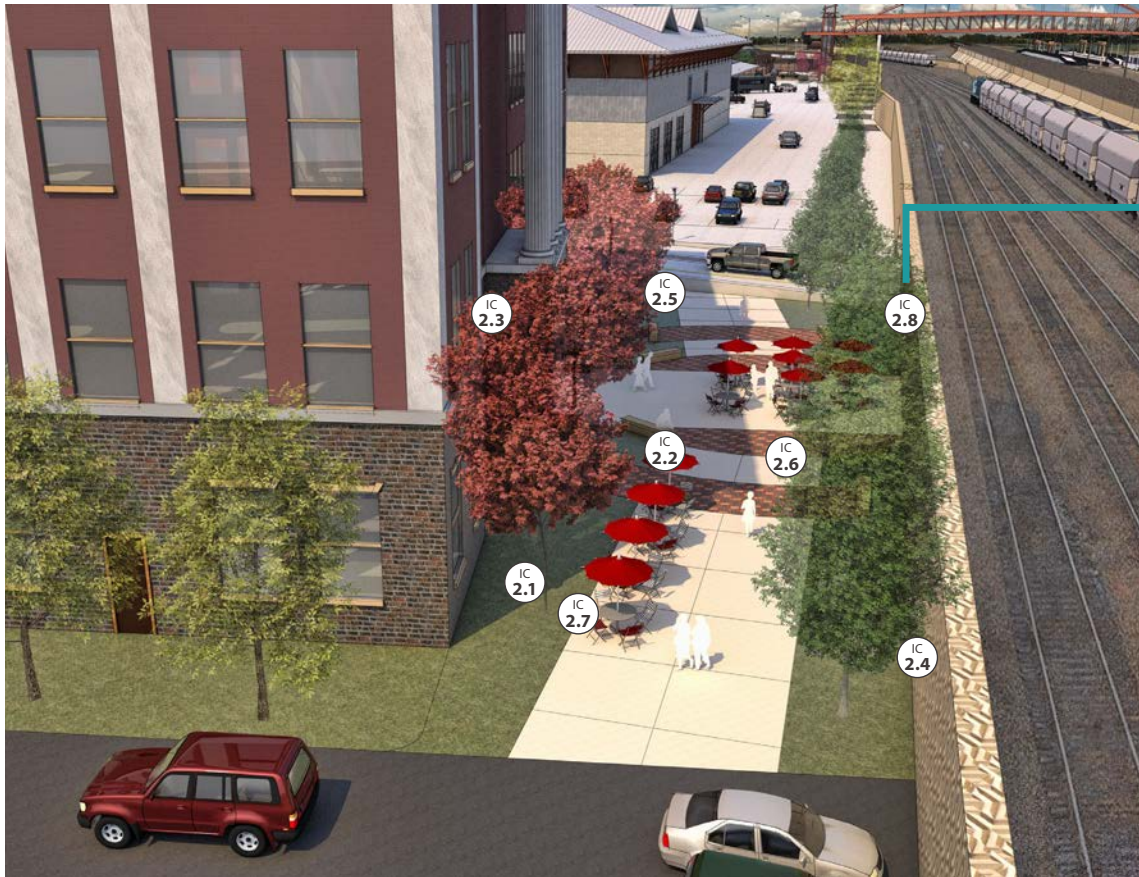
Corresponding to the labels on the previous map page, this key provides a brief description of the space or building and the page number of the specific spread for more information.

# PAGE EXCERPT - INNOVATION CAMPUS

The first page a specific public space or building spread includes a variety of graphics to help convey the intended look and feel of the space. Most often these graphics are conceptual renderings from the Placemaking Study. These graphics are labeled and keyed for ease of use and correspond to the design considerations, as shown on the following page. These pages also include a simple keymap graphic that shows the spaces orientation within the context of the Character Area, as well as arrows indicating the view(s) shown in the renderings.

## INNOVATION CAMPUS

### LIVESTOCK EXCHANGE PLAZA



**SPACE OR BUILDING NAME**

**CONCEPTUAL RENDERING**

From the NWC Placemaking Study, these renderings show designers how public spaces and buildings could potentially look and be laid out. They aim to show best practices to suggest the best potential design for each space, within the known constraints. Each rendering is keyed with numbers that correspond to the design considerations, as shown on the following page.

View of the Livestock Exchange Plaza, looking north from the surface parking at the Innovation Campus.

**VIEW CAPTION**



**KEYMAP**

**CONCEPTUAL PROGRAMMING**

On most public space pages these show the conceptual renderings with different event options and layouts. Building pages typically include another view or side of the structure.

**KEYMAP**

Shows the location within the Character Area and the rendering views.



*This small plaza will primarily be used by the building tenants and by private organizations for small functions.*



*The Livestock Exchange Plaza may be used for minor events such as public speakers or small live music performances.*

# PAGE EXCERPT - INNOVATION CAMPUS

The second page a specific public space or building spread includes a high-level intent statement that sets up the goals for the overall look, feel, and functionality of the space, as well as more specific example images and design considerations that are keyed to the conceptual renderings on the previous page. Some spaces and buildings also include a call-out for potential interpretive opportunities, where they apply.

## IC 2 Livestock Exchange Plaza



Integrate formal planting areas



Consider historic or adaptive re-use materials



Incorporate public art opportunities

### NAME AND NUMBER

Each space or building has a number that relates to the keyed design considerations, images, and renderings.

### EXAMPLE IMAGERY

Images are meant to be conceptual representations of what the space or building could potentially look like. They are keyed with numbers that correspond to a specific design consideration to better illustrate their intent. Captions also relate back to the design considerations.

### INTENT STATEMENT:

This plaza is adjacent to the historically significant Livestock Exchange building and the railroad corridor. The plaza design should reflect the heritage of these Campus features. It is also one of the areas on the Campus that can and should accommodate significant planting and tree canopy. The space should be comfortable and rich in pedestrian amenities.

### INTENT STATEMENT

Gives the high-level objectives to be achieved in the design of the space.

### DESIGN CONSIDERATIONS

#### IC - 2.1 Integrate formal planting areas with additional opportunities for urban agriculture

- » Maximize landscaping opportunities in this area
- » Plant trees on either side of the main path
- » Consider small garden plots or other functional landscaping

#### IC - 2.2 Connect to the heritage of the Livestock Exchange Building

- » Consider materials that match the historic building
- » Consider historic or adaptive re-use materials
- » Use design elements to frame the building and highlight its entrance
- » Consider interpretive opportunities relating to the historic building

#### IC - 2.3 Tree planting and canopy should not conflict with the Livestock Exchange building facade

#### IC - 2.4 Connect the design to the adjacent railroad

- » Consider materials that are modern and industrial
- » Consider public art and interpretive elements that tells the story of the railroad and the historic building

#### IC - 2.5 Use lighting and vertical elements to guide pedestrians from the street to building entrance and to the connecting parking area

#### IC - 2.6 Use paving materials to distinguish areas of continuous movement and pause

- » Use distinct materials and finishes to differentiate the plaza from the streetscape and main walkway

#### IC - 2.7 Provide flexible furnishings to encourage visitors to linger

- » Consider providing tables, seating, and other pedestrian amenities
- » Consider furnishings that activate the space
- » Use flexible furnishings to accommodate small events

#### IC - 2.8 Incorporate public art opportunities on the rail wall and in the plaza

### INTERPRETIVE OPPORTUNITIES

- » Paving or furnishings relating to freight and rail materials to relate to the adjacent rail corridor
- » Identifying the historic Livestock Exchange building and its importance to the Campus
- » Rail lines or historic pavers connecting to parking area
- » Reusing historic catwalk in an artistic or sculptural element

### DESIGN CONSIDERATIONS

Design consideration bullets give action-oriented guidance for the specific place. They are numbered and keyed to images and/or conceptual renderings that illustrate the intent of each consideration. These corresponding images aid in applying the design consideration.

### INTERPRETIVE OPPORTUNITIES

Some spaces include opportunities for interpretation and public art and are described in more detail on the design considerations page for that space.

# ORGANIZATION OVERVIEW - RIVERFRONT

The Riverfront Chapter addresses design details for specific spaces and buildings within the area, using renderings, precedent imagery, and design considerations to provide guidance for each. This approach is taken for all spaces in Chapters 3-5. Within these Chapters each spread includes a page of annotated renderings and a page of images and design considerations for a specific space within the area.

The following pages include excerpts from this Chapter that highlight important information and/or aid in the understanding of the Chapter's content and layout.

	<b>INTRODUCTION</b>
	<i>Provides overview and background information about the NWC Campus and the document purpose and organization.</i>
<b>CAMPUS DESIGN</b>	<b>CHAPTER 1: CAMPUS FRAMEWORK</b>
	<i>Provides diagrams and recommendations for campus-wide layout and design. Includes the Campus interpretive framework and "common thread."</i>
	<b>CHAPTER 2: GENERAL CAMPUS DESIGN</b>
	<i>Provides detailed recommendations and material palettes for design elements (paving, landscaping, and site furnishings) as well as building and streetscape design.</i>
<b>CHARACTER AREA DESIGN</b>	<b>CHAPTER 3: THE FESTIVAL GROUNDS</b>
	<i>Includes design considerations, diagrams, graphics, and images for individual spaces within the Festival Grounds Character Area.</i>
	<b>CHAPTER 4: INNOVATION CAMPUS</b>
	<i>Includes design considerations, diagrams, graphics, and images for individual spaces within the Innovation Campus Character Area.</i>
	<b>CHAPTER 5: RIVERFRONT</b>
	<i>Includes design considerations, diagrams, graphics, and images for individual spaces within the Riverfront Character Area.</i>
	<b>CHAPTER 6: MAINTENANCE AND OPERATIONS</b>
	<i>Includes basic guidance for the Maintenance and Operations Character Area.</i>
<b>OVERVIEW</b>	<b>CHAPTERS 7-10: FUTURE PHASES</b>
	<i>Provides a high-level overview and overall intent for the Character Areas that will be designed in future phases - the Triangle North and South and the South Campus.</i>

## RIVERFRONT CONTENT

This Character Area chapter starts with a high-level overview of the Character Area, a key map of the public spaces and buildings included, and a spread of imagery and design guidance for the specific spaces within the area. This section includes the following subsections:

- » Northern Drainage Area
- » Central Riverfront Area and Sheep Bridge
- » Southern Program Area and Cafe
- » Southern Drainage Area

# PAGE EXCERPT - RIVERFRONT

This page shows a map of the Character Area with the different spaces and buildings that design guidance is provided for called out. These spaces are numbered (in no particular order) and keyed on the legend on the Character Areas Overview on the following page as well as throughout the Chapter. The numbers include a prefix for the Character Area, in this case - RF.



## ILLUSTRATIVE CHARACTER AREA MAP

An conceptual illustrative map of the area and each building and public space within it.

## SPACE LABELS

Labels correspond to each area, are keyed on the map on the following page, and used for the specific space throughout the Chapter.

# PAGE EXCERPT - RIVERFRONT

The overview page for the Character Area includes the key high-level information for the rest of the Chapter including the vision and existing and future conditions of the area, potential interpretive opportunities, important reference materials or background information, and a list with brief descriptions of all the spaces and buildings described throughout the Chapter.

## RIVERFRONT OVERVIEW

**VISION:** The Riverfront becomes a celebrated community asset with a series of spaces and activities that allow the neighborhoods and the Campus to engage with the river.

**EXISTING CONDITIONS:** The Riverfront Character Area runs for approximately 1.3 miles from Globeville Landing Park to the Heron Pond, Heller and Carpio-Sanguinette Open Space along the western edge of the NWC. Today, the river is largely inaccessible due to overgrown vegetation, the Globeville Levee to the west and the Delgany Interceptor sanitary sewer lines and a portion of the Denver Rock Island Railroad (DRIR) to the east. The area also includes the historic Sheep Bridge.

**FUTURE CHARACTER:** Description  
The riverfront area should create an open space amenity with a variety of recreation opportunities for the surrounding neighborhoods and make connections to the South Platte Trail and the rest of Denver. Natural elements, riparian plants, and sturdy rustic materials should be used throughout the river frontage. The Character Area's edge along National Western Drive should provide visual interest and activation while the edge along the South Platte should remain mostly natural with all designed elements remaining sensitive to the river and local flora and fauna. A few modestly scaled buildings can activate the space while ensuring compatibility with and sensitivity to the river.

**INTERPRETIVE ELEMENTS:** Include riparian habitat restoration and innovative storm water management. These elements should be made clear in the area's interpretive designs. Aspects of environmental education should be incorporated throughout the riverfront. Views of the river and large natural planting areas provide opportunities to inform visitors about the site's original form and even about early inhabitants of the area. The open green space should provide a significant community benefit and connect users to the surrounding neighborhoods and the rest of Denver.

### EXISTING TREES

*Almost all existing trees on the Campus are located in the Riverfront Character Area. Ensure that construction in this area does not conflict with tree protections zones, grades, drip-lines, and roots. Coordinate with City Staff such as Forestry Operations and Natural Areas to identify existing vegetation and what to preserve or remove.*

### CHARACTER AREA OVERVIEW TEXT

Includes vision, a brief description of the existing conditions, the desired future character, and an overview of how interpretive elements should be used in the area.

### NWC DOCUMENT REFERENCE/OTHER INFORMATION

Sidebar on Character Area overview pages are used to direct users to other related plans and documents or key considerations for the Character area that require coordination with CPD or NWC partners.

### INCLUDED IN THIS CHARACTER AREA

- |   |  |
|---|--|
| <b>RF 1</b> <b>North Drainage Area</b> <b>pg 122</b><br>Less programmed area on the far north end, functioning as water filtration and habitat regeneration. Some public and event space along National Western Drive North.  | <b>RF 6</b> <b>Southern Program Area and Cafe</b> <b>pg 126</b><br>A highly programmed area, including some small buildings, active plazas, and other activities and event areas. Some river access should be provided here.   |
| <b>RF 2</b> <b>Central Riverfront Area and Sheep Bridge</b> <b>pg 124</b><br>A moderately programmed area with some plaza space and pathways through natural green space. More activation along National Western Drive North. | <b>RF 7</b> <b>Southern Drainage Area</b> <b>pg 128</b><br>Less programmed area on the far south end, functioning as water filtration and habitat regeneration. Includes walking loop and connections to the CSU Water Center. |

### CHARACTER AREA SPACES AND BUILDINGS KEY

Corresponding to the labels on the previous map page, this key provides a brief description of the space or building and the page number of the specific spread for more information.

# PAGE EXCERPT - RIVERFRONT

The first page a specific public space or building spread includes a variety of graphics to help convey the intended look and feel of the space. Most often these graphics are conceptual renderings from the Placemaking Study. These graphics are labeled and keyed for ease of use and correspond to the design considerations, as shown on the following page. These pages also include a simple keymap graphic that shows the spaces orientation within the context of the Character Area, as well as arrows indicating the view(s) shown in the renderings.

## RIVERFRONT

### CENTRAL RIVERFRONT AREA AND SHEEP BRIDGE



**SPACE OR BUILDING NAME**

**CONCEPTUAL RENDERING**

From the NWC Placemaking Study, these renderings show designers how public spaces and buildings could potentially look and be laid out. They aim to show best practices to suggest the best potential design for each space, within the known constraints. Each rendering is keyed with numbers that correspond to the design considerations, as shown on the following page.

View 1: The Riverfront Area, looking southeast.

**VIEW CAPTION**



**KEYMAP**



View 2: The National Western Drive multi-use path, looking north.



The historic sheep bridge

**OTHER IMAGERY**

As less is known about programming in the Riverfront Area, this space in this Chapter includes either other renderings, relevant imagery, or additional white space.

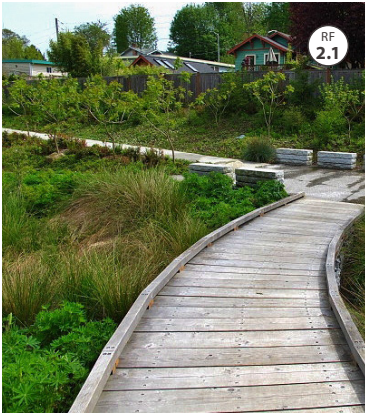
**KEYMAP**

Shows the location within the Character Area and the rendering views.

# PAGE EXCERPT - RIVERFRONT

The second page a specific public space or building spread includes a high-level intent statement that sets up the goals for the overall look, feel, and functionality of the space, as well as more specific example images and design considerations that are keyed to the conceptual renderings on the previous page. Some spaces and buildings also include a call-out for potential interpretive opportunities, where they apply.

## RF 2 Central Riverfront Area and Sheep Bridge



RF 2.1

Use mostly natural riparian planting



RF 2.3

Consider a river access point



RF 2.9

Incorporate water quality features

### NAME AND NUMBER

Each space or building has a number that relates to the keyed design considerations, images, and renderings.

### EXAMPLE IMAGERY

Images are meant to be conceptual representations of what the space or building could potentially look like. They are keyed with numbers that correspond to a specific design consideration to better illustrate their intent. Captions also relate back to the design considerations.

### INTENT STATEMENT:

This large natural area brings visitors closer to the river. Small informal plazas and meandering paths allow people to interact more closely with the area's natural habitat and the historic sheep bridge.

### INTENT STATEMENT

Gives the high-level objectives to be achieved in the design of the space.

### DESIGN CONSIDERATIONS

RF - 2.1 Use mostly natural riparian planting and some tree canopy

RF - 2.2 Consider more formal planting within plaza spaces

RF - 2.3 Provide access through this area with meandering paths

» Consider a river access point

RF - 2.4 Locate some flexible plazas and gathering areas along the multi-use path off of National Western Drive North

» These plazas, in conjunction with pedestrian amenities, should provide activation along the streetscape

RF - 2.5 Locate a plaza under the historic sheep bridge

» Provide historic and interpretive elements  
» Consider public art and adaptive reuse

RF - 2.6 Provide overlooks to the river and downtown whenever possible

RF - 2.7 Include pedestrian furnishings including benches, tables, and shade structures

RF - 2.8 Significant wayfinding should be provided in the areas along National Western Drive North

RF - 2.9 Incorporate Green Infrastructure and water quality features, with the potential for educational opportunities

### DESIGN CONSIDERATIONS

Design consideration bullets give action-oriented guidance for the specific place. They are numbered and keyed to images and/or conceptual renderings that illustrate the intent of each consideration. These corresponding images aid in applying the design consideration.