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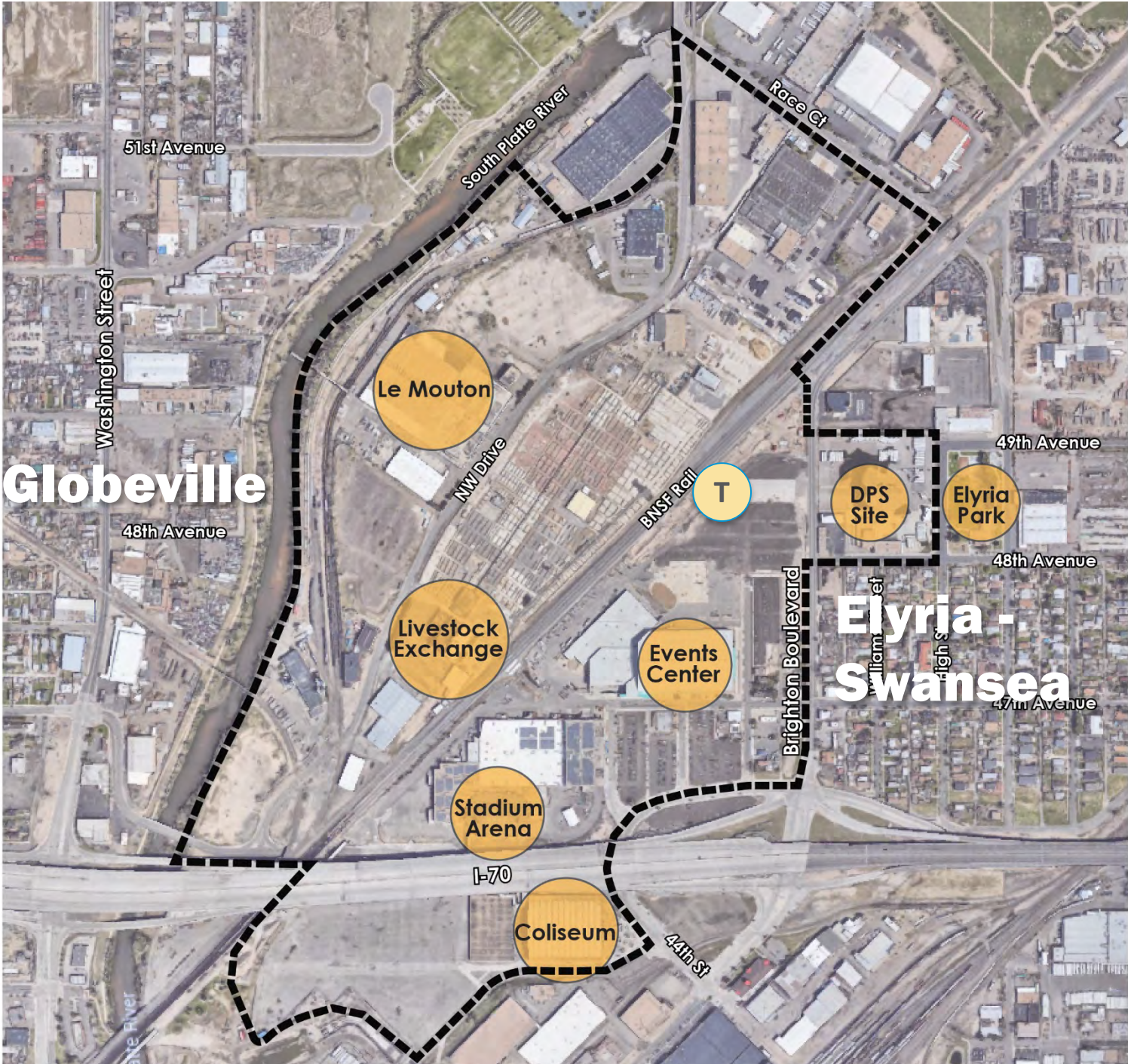
# National Western Center Regulatory Package

NWC CAC– June 27, 2019

# Agenda

- Process To-Date
- Campus Vision
- Draft Zoning Overview
- Draft Design Standards and Guidelines (DSG) Overview
- Next Steps

# Partners/ Campus Area



# PHASE 1 & 2 | ROLES & RESPONSIBILITIES

## BUILD IT



### Mayor's Office of the National Western Center

- Responsible for NWC Phases 1 & 2 of Construction.
- Principal Land and Facility Owner.
- Signed 100-Year Lease with NWC Authority for management of the campus.

## FILL IT



## AUTHORITY

### NWC Authority

- Non-profit Colorado Corporation with 100-Year Lease for the Campus.
- Responsible for campus programming, bookings (*excluding 3 NWSS events*), long-term operations and maintenance.
- Guided by a 13-member Board.
- Fulfill the campus vision of the master plan.

## SHOW IT



### NWSS / WSSA

- 100-Year Lease with NWC Authority.
- Produces the National Western Stock Show, Rodeo All-Star Weekend and Denver County Fair.
- Books other year-round equestrian and livestock events with the NWC Authority.
- Independent parcel owner for Legacy Building.

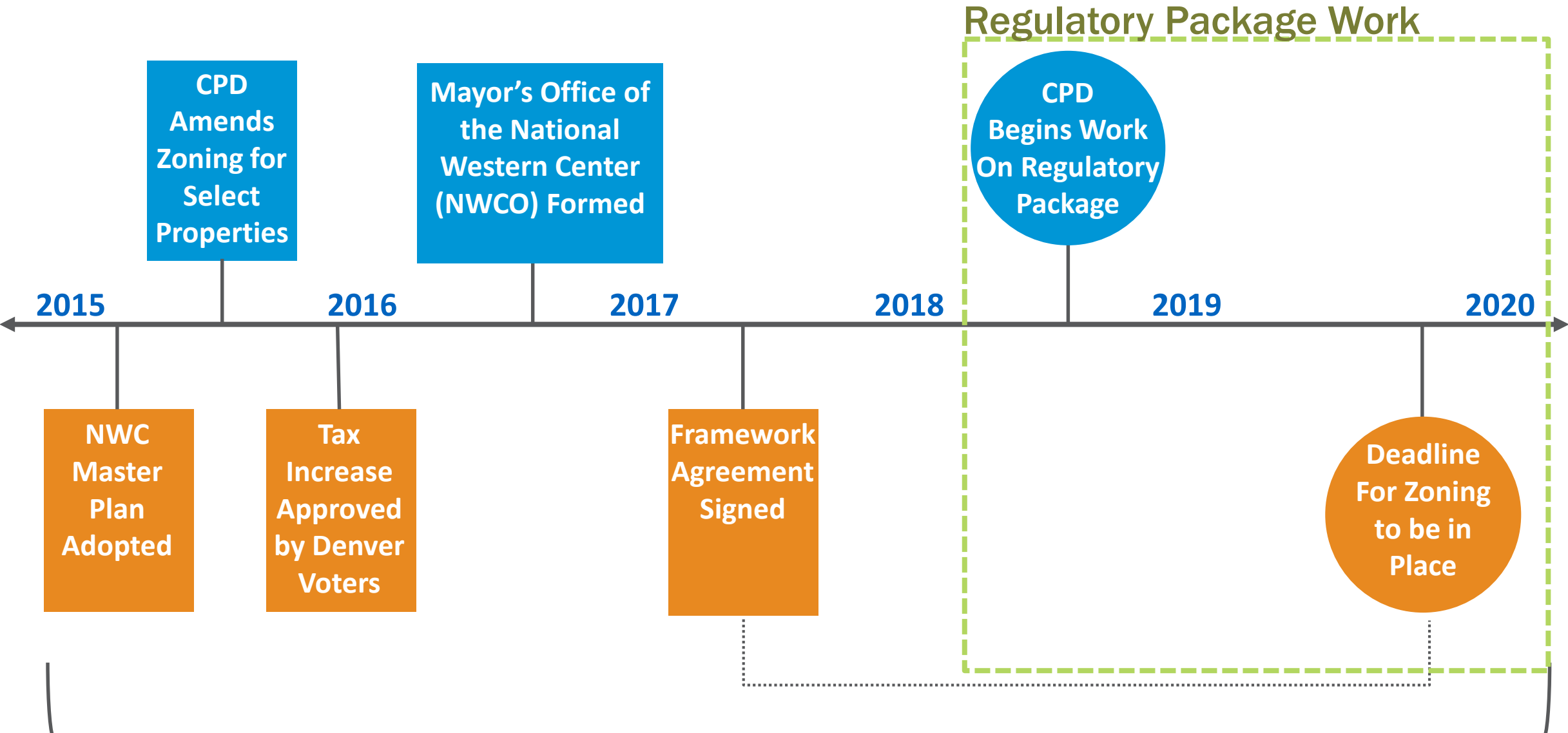
## KNOW IT



### CSU

- Independent parcel owner of the funded CSU educational facilities (Water Resources Center, Animal Health Building, CSU Center).
- Provides year-round programming.

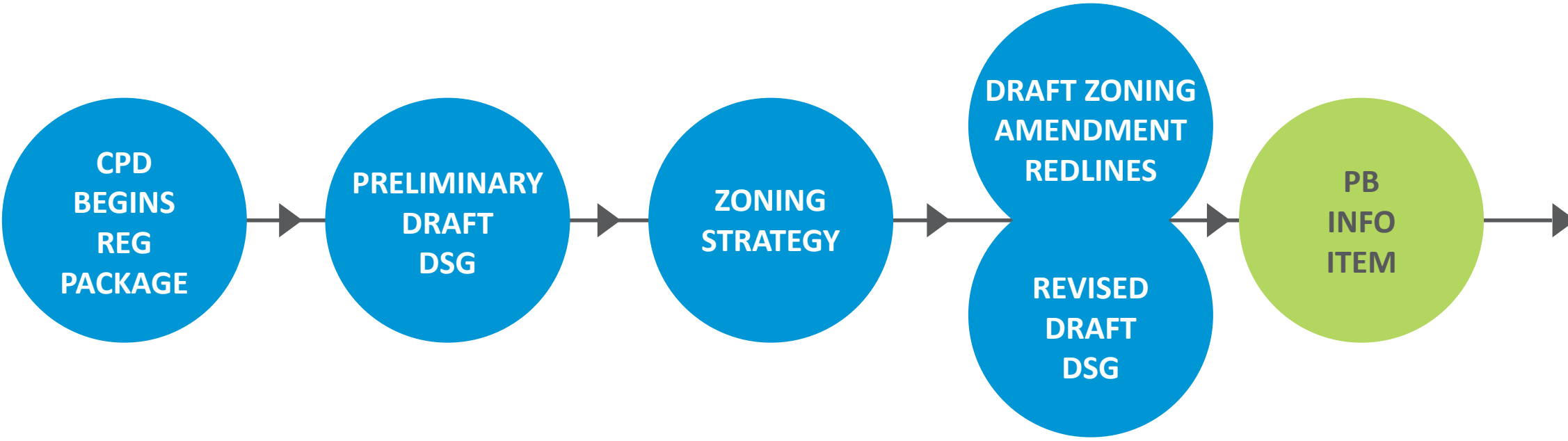
# How Did We Get Here?



Monthly Citizen Advisory Committee (CAC) Input Throughout

# How Did We Get Here? – Regulatory Package

SUMMER 2018      FALL 2018      WINTER 2019      SPRING 2019



# Campus Vision – 2015 Master Plan



NATIONAL WESTERN CENTER

**Master Plan**  
Denver, Colorado  
March 9, 2015

DENVER THE MILE HIGH CITY

**GLOBEVILLE NEIGHBORHOOD PLAN**

**THIS PLAN AMENDED IN 2015**  
The 20th & Blake Station Area Height Amendments, as adopted under Ordinance 2015-0760, refines and updates the building height recommendations of this plan applicable to the area near the 20th and Blake corridors. It also recommends a new regulatory approach to achieve greater building design standards, and recommends the integration of affordable housing and mixed income development within the 20th and Blake station area. Where there is conflict between the plan amendments and this plan, the plan amendments supersede this plan.

Adopted December 1, 2014

DENVER THE MILE HIGH CITY

**2015 ELYRIA & SWANSEA NEIGHBORHOODS PLAN**

Adopted by Denver City Council  
2/23/15

**THIS PLAN AMENDED IN 2016**  
The 20th & Blake Station Area Height Amendments, as adopted under Ordinance 2016-0760, refines and updates the building height recommendations of this plan applicable to the area near the 20th and Blake corridors. It also recommends a new regulatory approach to achieve greater building design standards, and recommends the integration of affordable housing and mixed income development within the 20th and Blake station area. Where there is conflict between the plan amendments and this plan, the plan amendments supersede this plan.

# Campus Vision – Illustrative Plan – Big Moves

- Rail consolidated
- Wastewater pipes buried
- New street network established
- Facilities constructed/renovated
- Bridges to Globeville created
- RTD Rail Stop/Pedestrian bridge constructed
- Riverfront open space amenity constructed

Existing

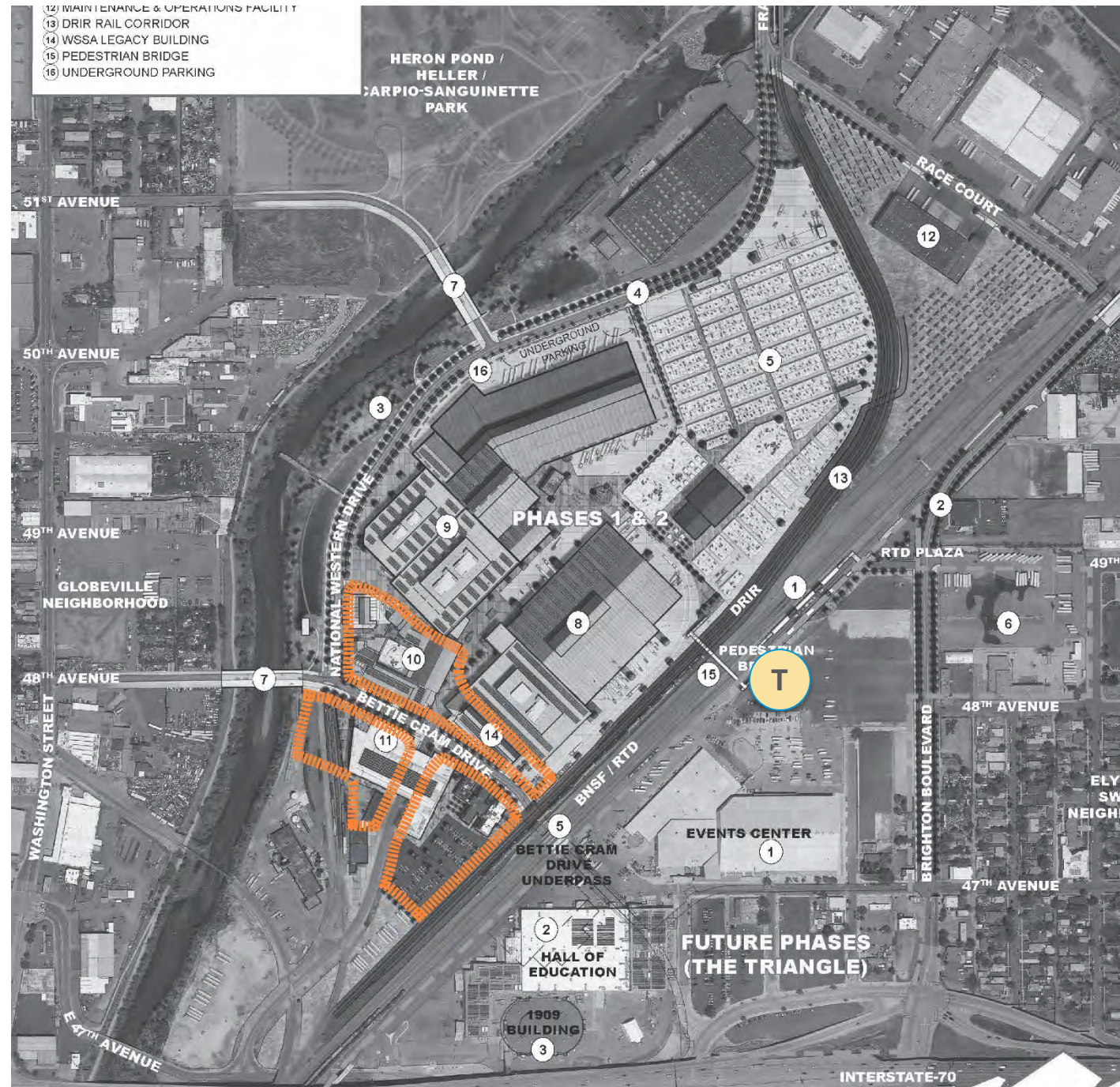


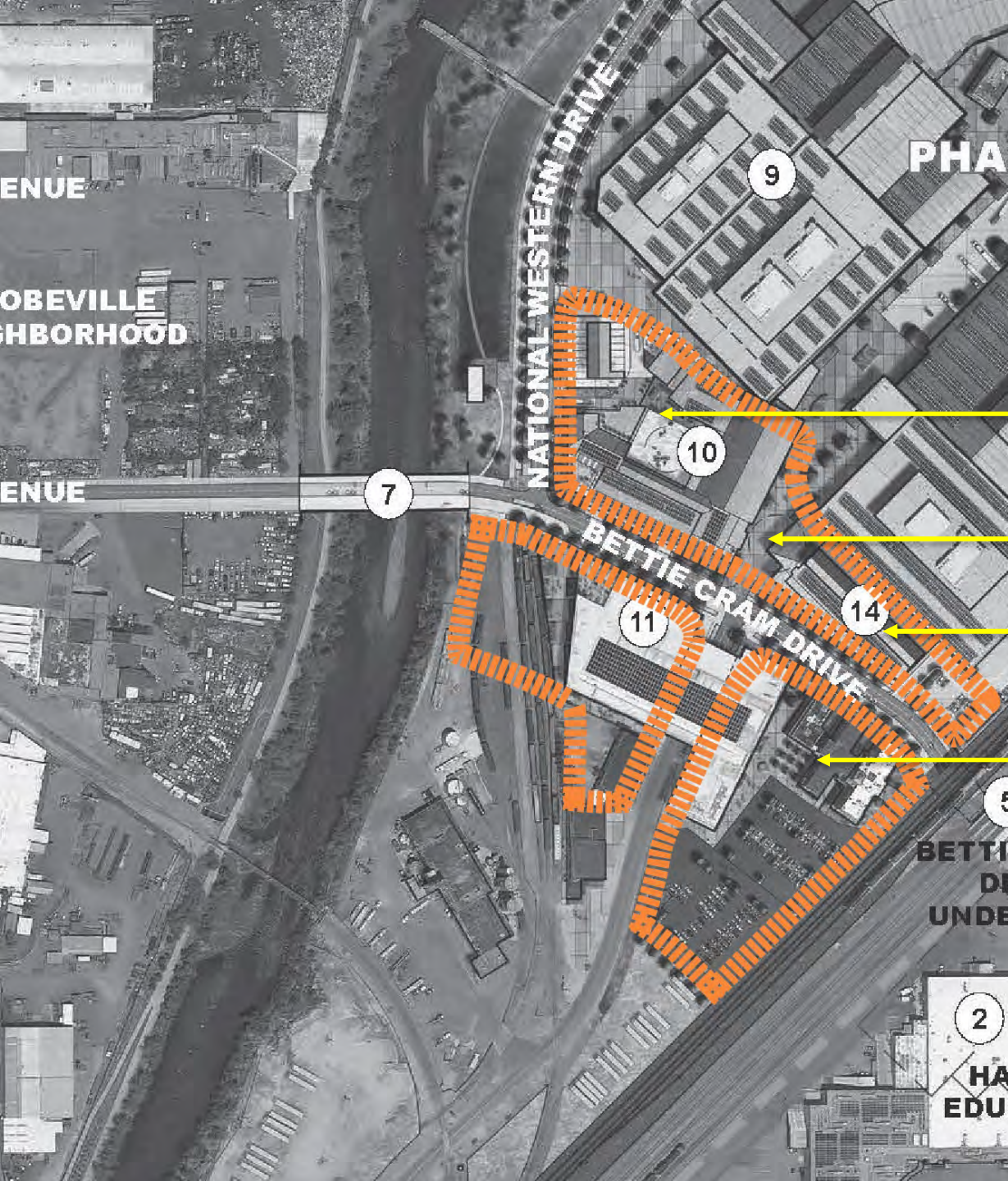
Campus Illustrative Plan (NWC0)





# Campus Vision – Illustrative Plan







**CSU Water Resource Center**

**CSU Food Building**



**Bettie Cram Drive**



**2**  
**HALL OF EDUCATION**

**5**  
**BETTIE CRAM DRIVE UNDERPASS**

**7**

**10**

**9**

**14**

**11**

**13**

**PHASE**

**NATIONAL WESTERN DRIVE**

**BETTIE CRAM DRIVE**

**ENSF / RTD**

**EVENING**

**FUTURE (TH)**

**BOULEVARD**

**AVENUE**

**BOBEVILLE NEIGHBORHOOD**

**AVENUE**

**N**

AVENUE

**Equestrian Center**

**4,500 seat arena  
Barn  
Garage Parking**

**Link Plaza**



PHASES 1 & 2

GLOBEVILLE

**Livestock Center**

**200,000 sf exhibition hall  
3,000 seat arena (expands to 5k)**

RTD PLAZA

49TH AVENUE

NATIONAL WESTERN DRIVE

DRIR

PEDESTRIAN B T

BETTIE CRAM DRIVE

BNSF / RTD

EVENTS CENTER

BETTIE CRAM DRIVE UNDERPASS

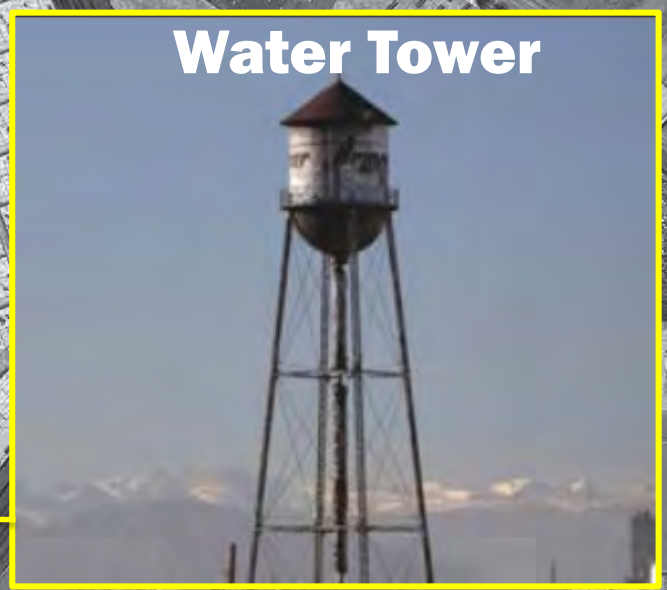


47TH AVENUE

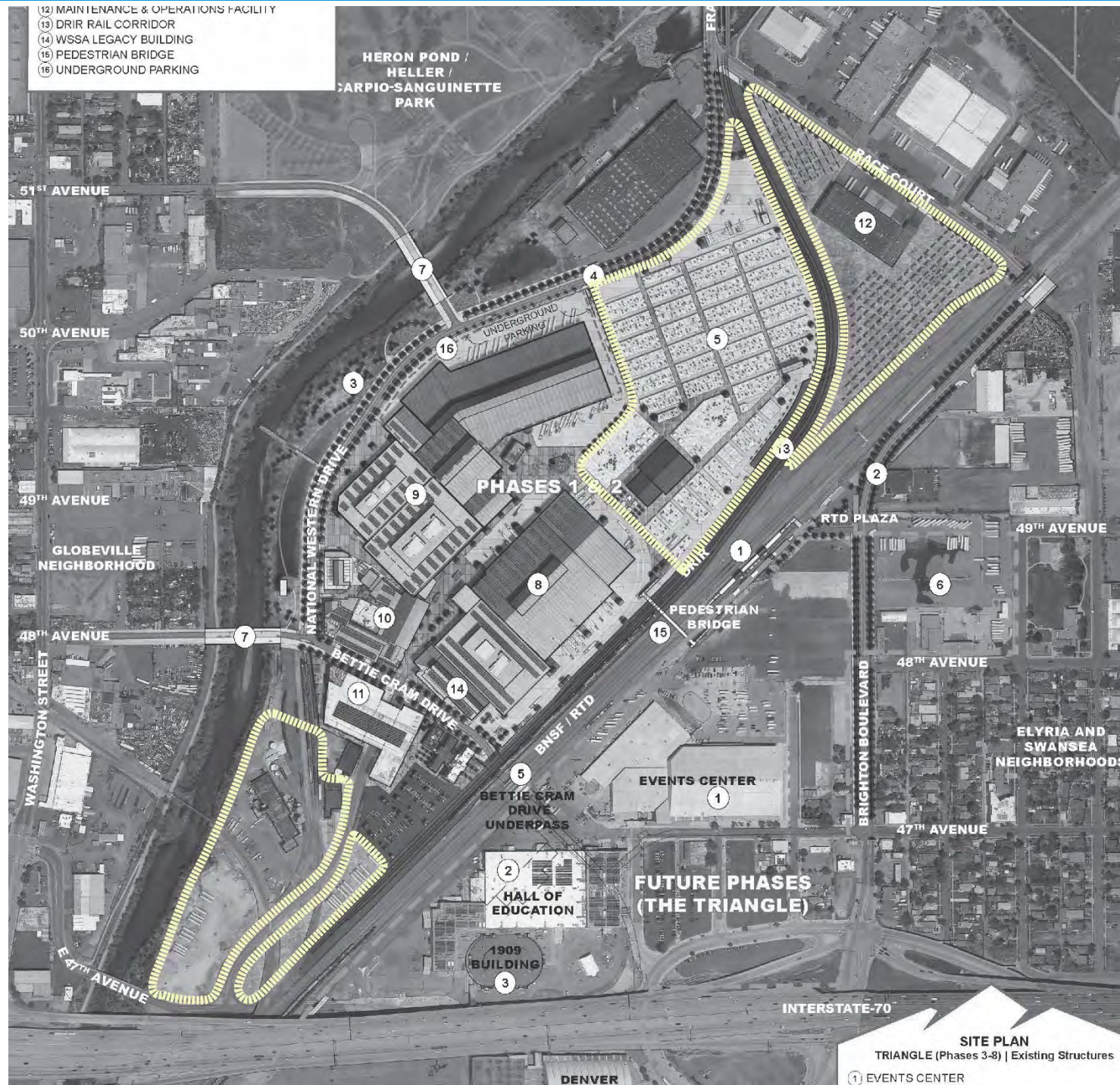
# Historic Armour Building



# Water Tower



# Campus Vision – Illustrative Plan



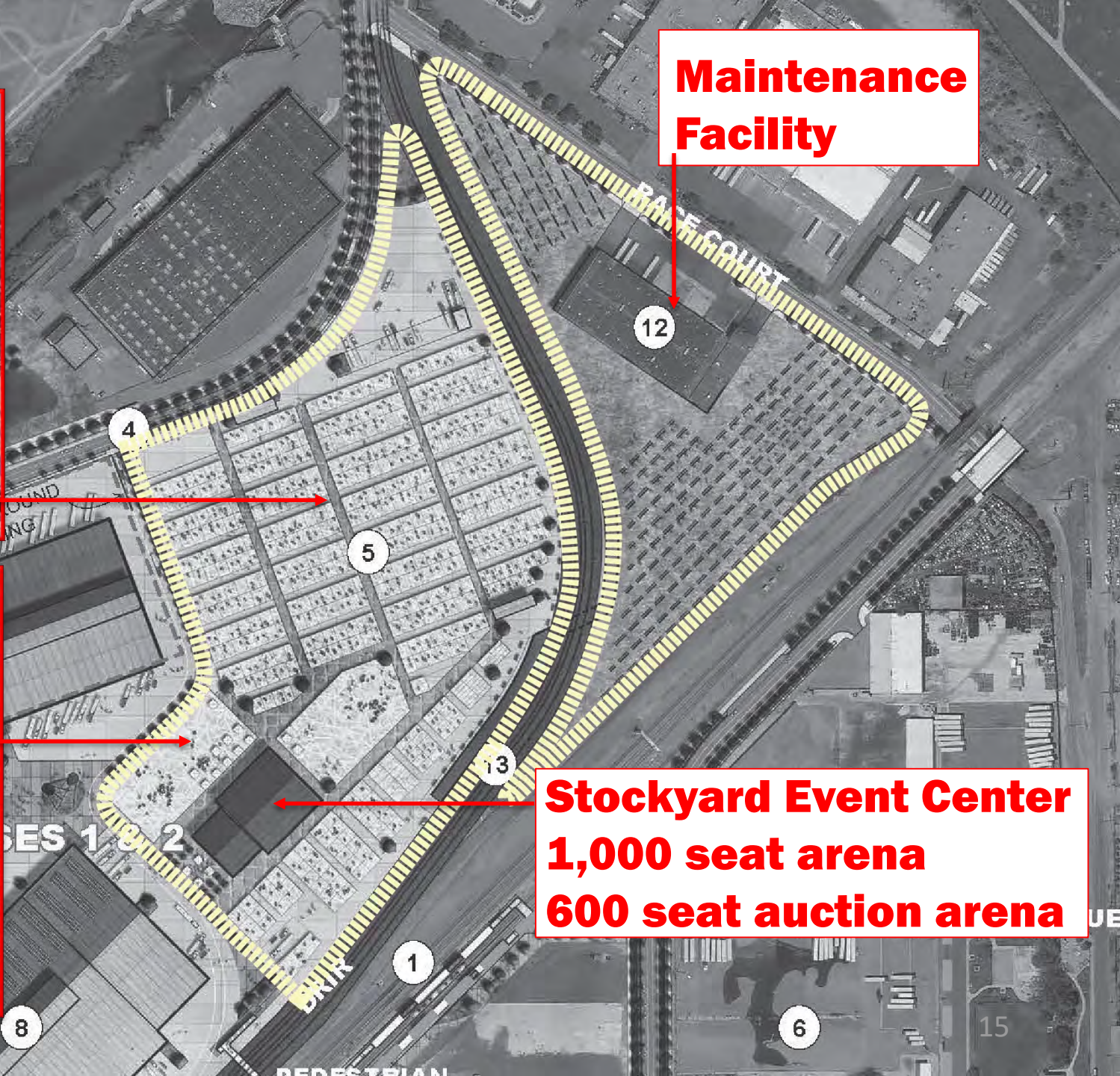
BRIDGE  
ROUND PARKING

HERON POND /  
HELLER /  
D'ARPIO-SANGUINETTE

### Stockyards During Stock Show



### Stockyards During Concert



**Maintenance Facility**

12

4

5

13

8

1

6

15

**Stockyard Event Center**  
**1,000 seat arena**  
**600 seat auction arena**

SEES 1 2

PEDESTRIAN



**Blue Silos**



**McDonald Farms**

**Central Utility Plant/Storage**

PEDESTRIAN BRIDGE

EVENTS CENTER

FUTURE PHASES (THE TRIANGLE)

HALL OF EDUCATION

1909 BUILDING

BETTIE CRAM DRIVE UNDERPASS

NATIONAL AVENUE

BRIGHTON BOULEVARD

INTERSTATE

7

8

10

11

15

1

2

3

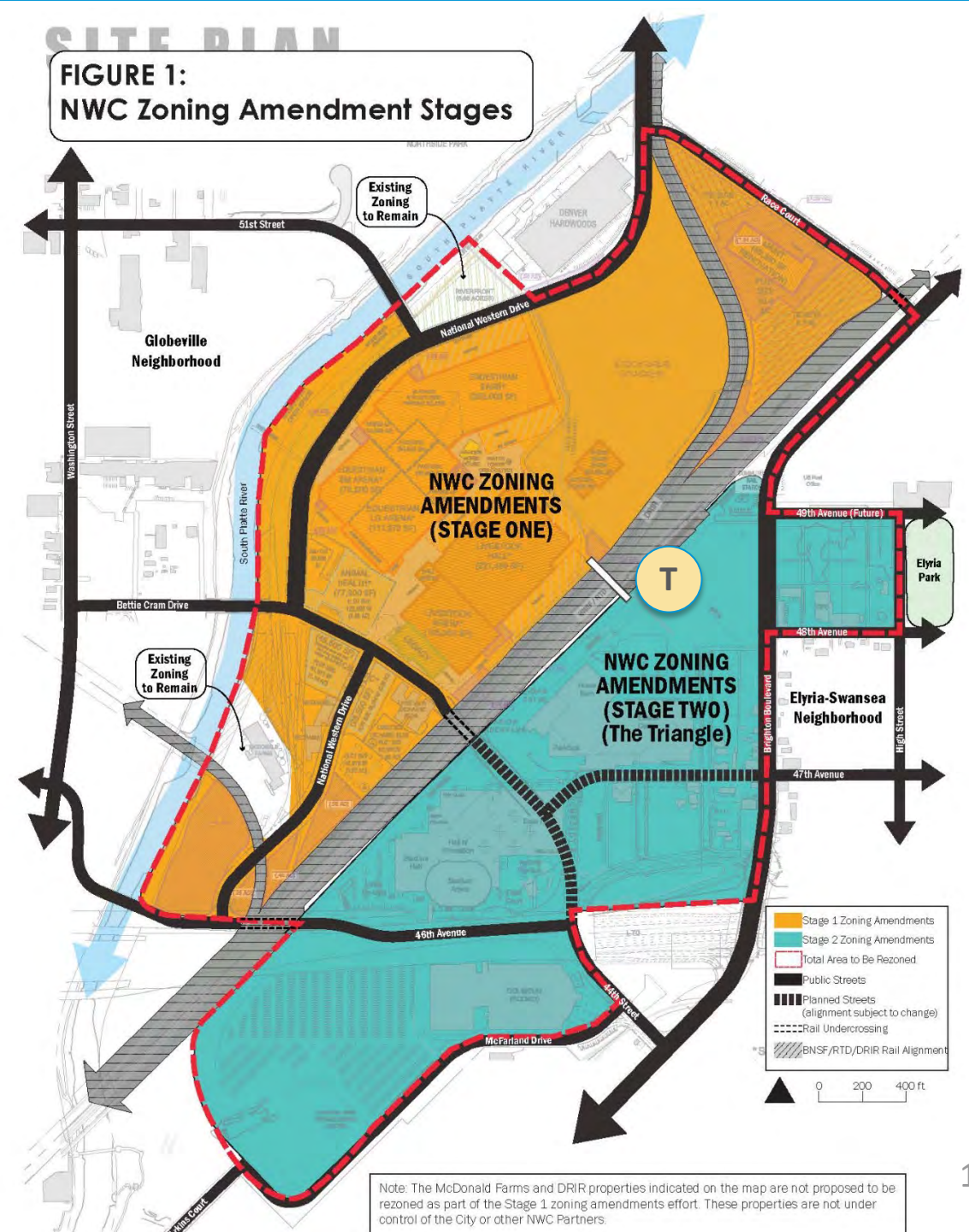
AVENUE





# Zoning Overview – Rezone in 2 Stages

- Amend zoning west of the tracks first
- Except two properties not owned by City/Partners (McDonald Farms and DRIR)
- Triangle will follow in a second Stage

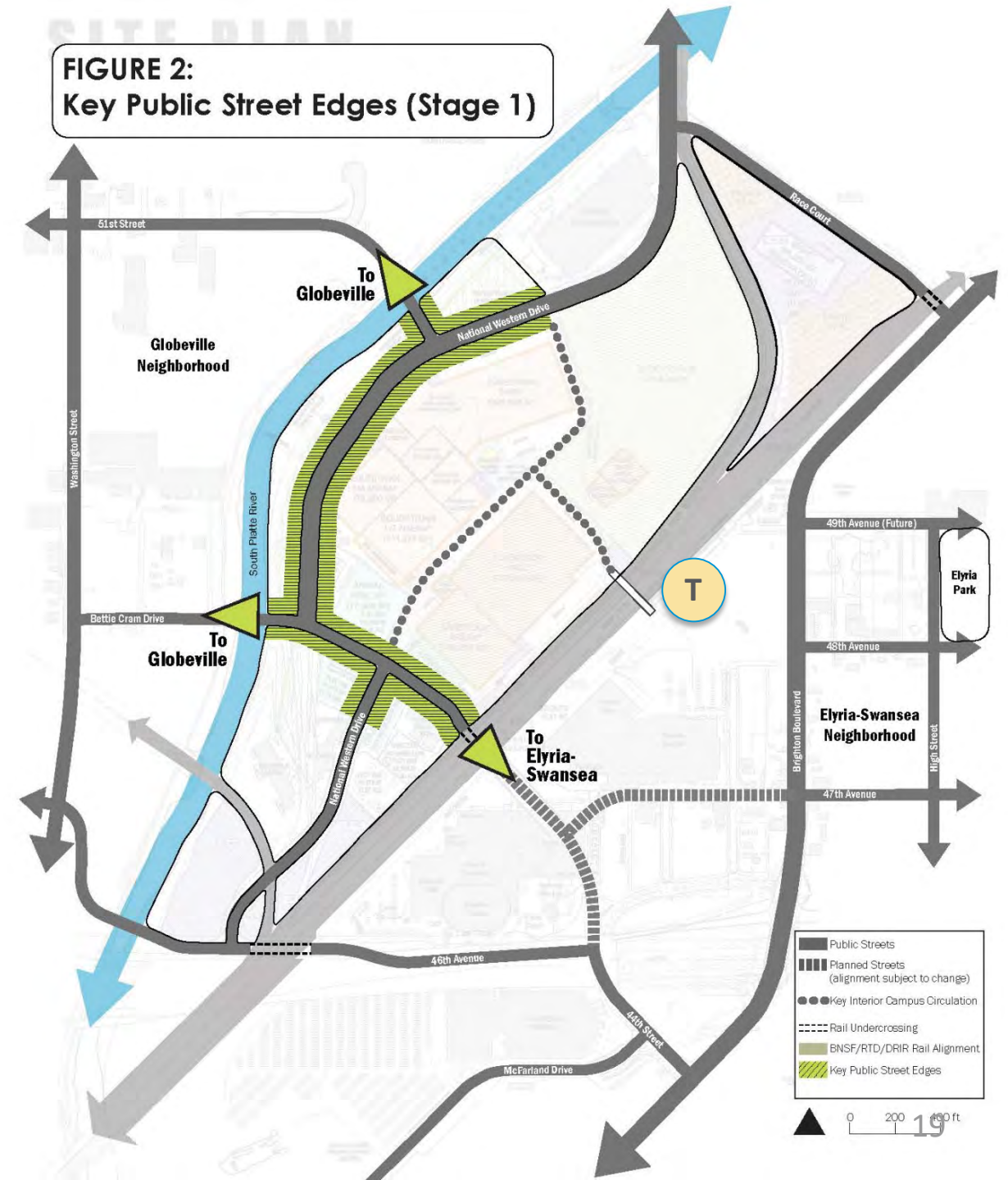


# Zoning Overview— Emphasize Public Street Edge Design

- Prioritize street level interest and pedestrian comfort
- Especially along key neighborhood connectors



FIGURE 2:  
Key Public Street Edges (Stage 1)



# Zoning Overview – Respect the River

- Ensure engagement, interaction, connectivity
- Establish standards for all development adjacent to the river
- Treat the river like a street
- Limit some land uses near the river

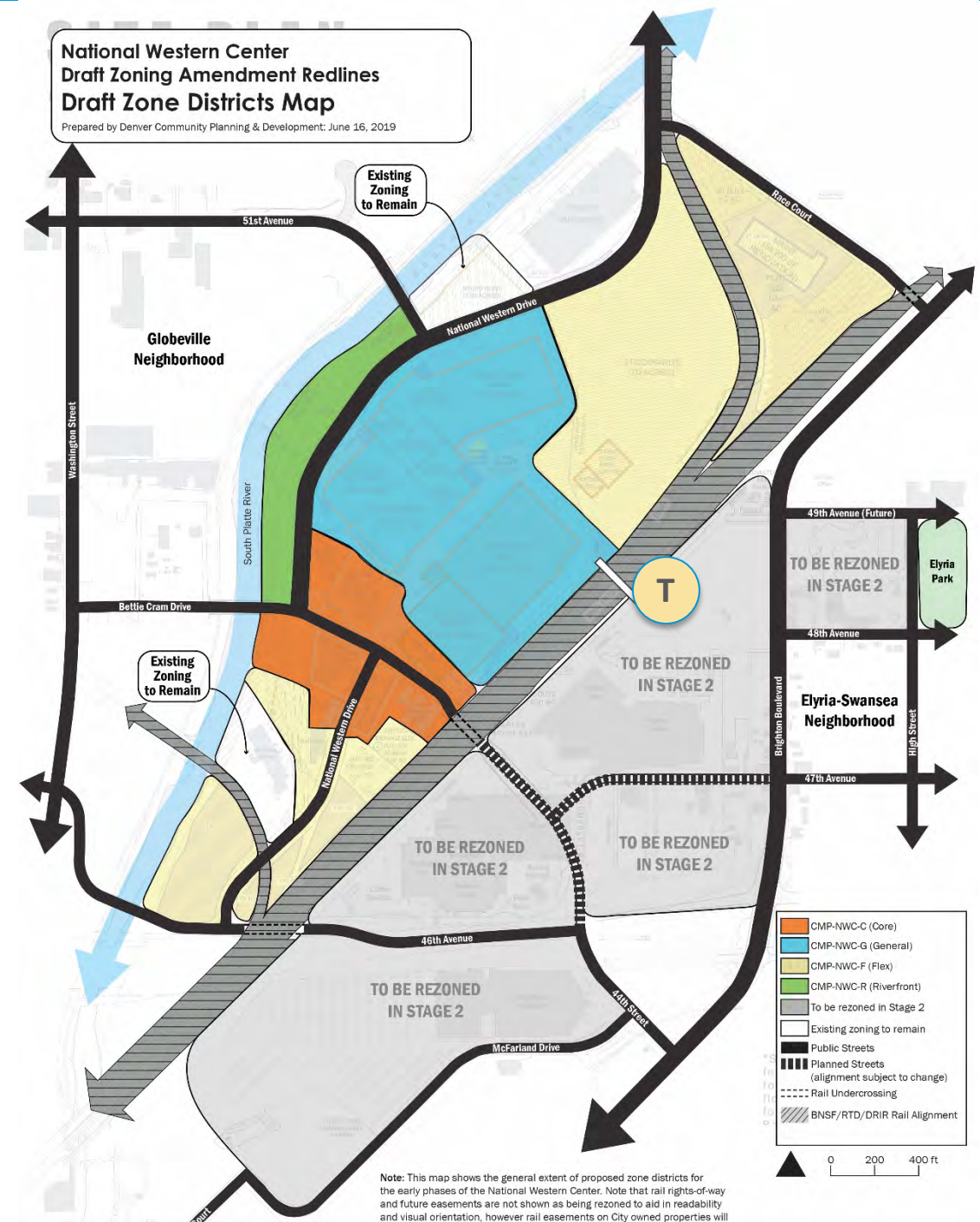


# Zoning Overview – Accommodate a Wide Variety of Uses



# Zoning Overview – 4 New Zone Districts

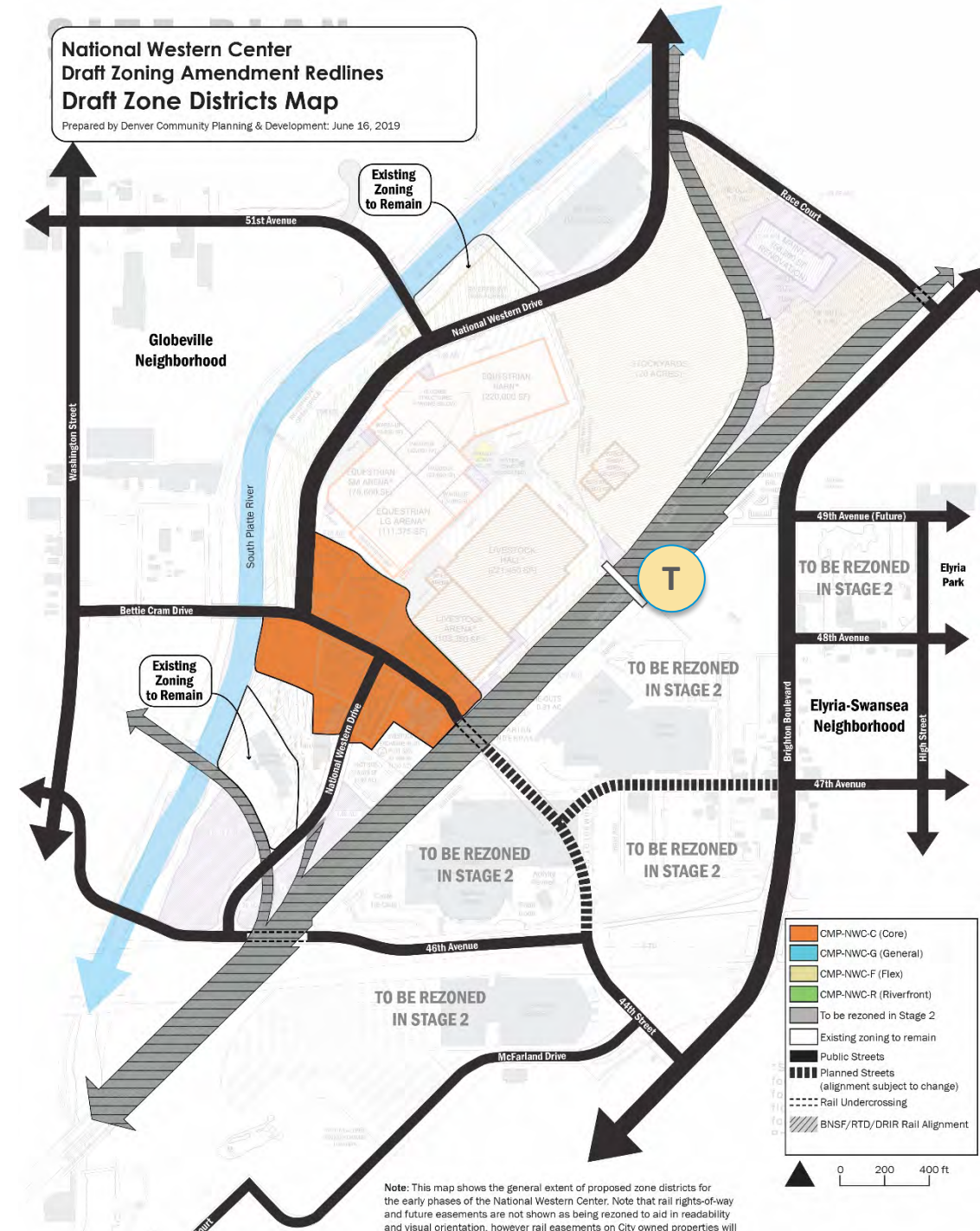
- Create new CMP-NWC zone districts
- Set different standards/regulations for each



# Zoning Overview – CORE (CMP-NWC-C)

## “DOWNTOWN” AT THE NWC!

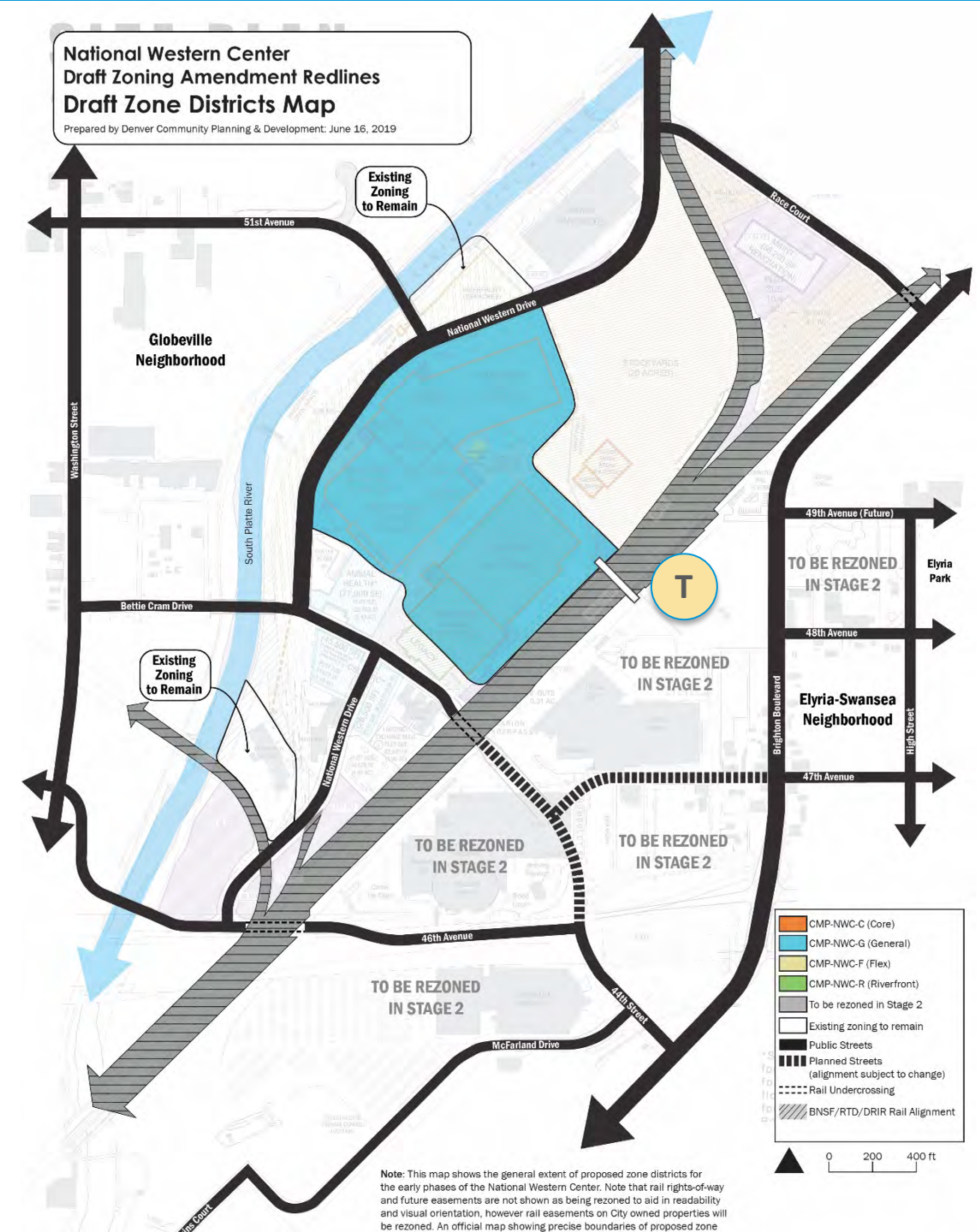
- Street Edge Character (very strong)
  - Build-to
  - Transparency
  - Active Use
  - Parking Location Prohibition/Restrictions
  - Pedestrian Access
- Somewhat Targeted Uses



# Zoning Overview – GENERAL (CMP-NWC-G)

## LARGE ARENAS/ PARKING GARAGE/OUTDOOR EVENT SPACE/SERVICE

- Street Edge Character (moderate)
  - Transparency
  - Build-to
  - Pedestrian Access
  - Active Use
- Flexible Uses



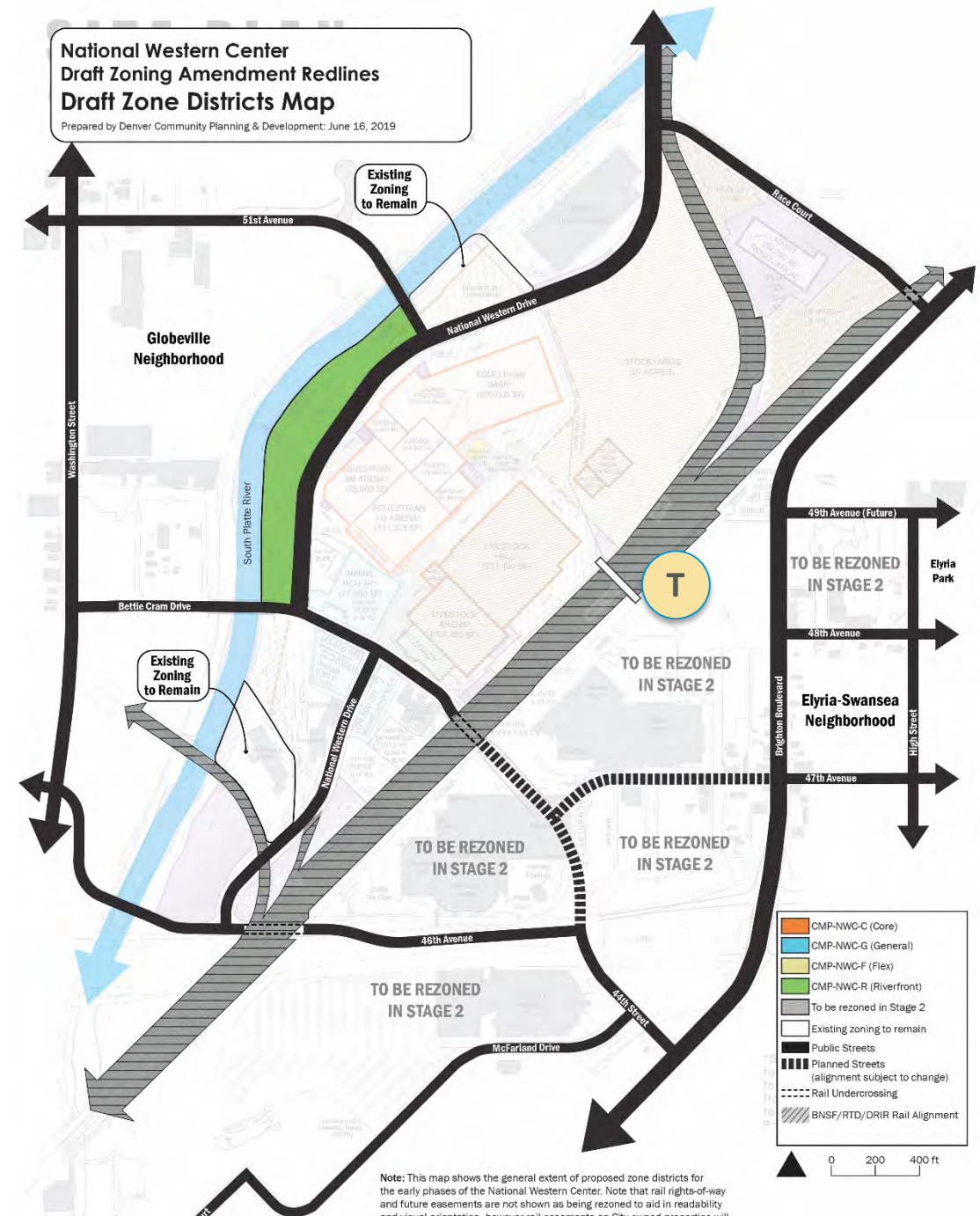




# Zoning Overview – RIVERFRONT (CMP-NWC-R)

## OPEN SPACE AMENITY/ STORM MANAGEMENT/ POTENTIAL BUILDINGS

- Street and River Edge Character (strong)
- Parking Location Restrictions
- Transparency
- Pedestrian Access
- Highly Targeted Uses



# Zoning Overview - Signs

- Carry over base sign regulations
- Allow flexibility for innovative and high quality signage
- Require preparation and approval of a District Sign Plan
- Establish criteria for District Sign Plan approval
- Require Planning Board approval



# Zoning Overview – Parking Requirements

- No parking minimums or maximums
- Campus operator provides parking and access alternatives flexibly to meet event needs



# DSG Overview

- Applicable to the full campus
- Design review required for all projects
- Administered by CPD



DENVER  
COMMUNITY PLANNING  
& DEVELOPMENT



05.03.19 PLANNING BOARD DRAFT  
**NATIONAL WESTERN CENTER**  
DESIGN STANDARDS AND GUIDELINES



NATIONAL  
WESTERN  
CENTER

IMAGINE. DISCOVER. CULTIVATE.

**M I G** In association with Winter and Co., 505 Design, Studio Insite,  
Livable Cities Studio, and Clenton and Associates



# DSG Overview

## Primary Design Standards Chapters

- **Note:** Public space is defined as all open areas, not just public rights-of-way

DESIGN STANDARDS AND GUIDELINES CHAPTERS



### CHAPTER 2: PUBLIC SPACE DESIGN

*This chapter provides intent statements, standards, and guidelines for public spaces. (See Page 32 for the definition of public space as it pertains to the NWC Campus). This chapter addresses different types of public spaces, design elements, overall campus design, and other site design topics.*



### CHAPTER 3: CIRCULATION

*This chapter provides intent statements, standards, and guidelines for the NWC transportation network. It provides specific detail on pedestrian, bicycle, transit, and vehicular facilities.*



### CHAPTER 4: BUILDING DESIGN

*This chapter provides intent statements, standards, and guidelines for buildings. It defines building types and addresses mass, scale, facade design, pedestrian level design, and rehabilitation and reuse of existing buildings.*



### CHAPTER 5: LIGHTING DESIGN

*This chapter provides intent statements, standards, and guidelines for lighting design, including information about overall lighting for building exteriors and public spaces.*



### CHAPTER 6: SIGN DESIGN

*This chapter provides intent statements, standards, and guidelines for signs. It defines types of signage and addresses location, character and materials, and lighting.*

# DSG Overview

## Sample Design Standard

### Photos



Use outdoor furnishings and planters to create intimate spaces for smaller events or gatherings and everyday use.



Use paving and furnishings to distinguish between areas of movement and pause.

### Intent Statement

#### INTENT

- 2x To maximize use
- 2y To visually articulate a large plaza space
- 2z To ensure a versatile surface that can accommodate a variety of activities

#### STANDARDS

- 2.41 Locate gathering areas and plazas where a high level of pedestrian activity is anticipated, such as along Key Streets and Primary Pedestrian Routes (see Framework Map on page 5 for more detail).
- 2.42 Use design elements to break up the scale of large plaza spaces.
  - a. Use outdoor furnishings and planters to create intimate spaces for smaller events or gatherings and everyday use.
  - b. Use changes in paving to break large plaza spaces into smaller human-scale spaces.
  - c. Use flexible site elements such as removable bollards to create a porous edge into plazas from adjacent street or parking areas
- 2.43 Use primarily hardscape materials in the areas that will need to accommodate large numbers of people, temporary parking, animal and vehicle circulation, and loading/unloading activities.

### Sidebar

#### GATHERING AREAS AND PLAZAS

Gathering areas and plazas include a variety of public and private spaces designed for pedestrian use. These areas will be used year-round by campus visitors, employees, neighbors, and residents and should therefore be activated and support flexible programs, gatherings, and events. These spaces offer opportunities for art, educational and interpretive features, and visibility of unique NWC activities.

#### GUIDELINES

- 2.44 Consider designing spaces to accommodate a wide range of outdoor events. Appropriate strategies include:
  - a. Unobstructed space for booths, food trucks, and other mobile vendors;
  - b. Access to utilities such as electrical, water, and audio/visual hookups; and
  - c. Site furnishings that are moveable or located to not obstruct key programmable spaces or operational requirements of the campus.
- 2.45 Consider using paving and clusters of furnishings to distinguish between areas of movement and areas of pause within plazas and gathering areas.

## Gathering Areas and Plazas

### Design Standards

### Design Guidelines

# DSG Overview

## Sample pages

-Most DSG have campus-wide applicability

### PUBLIC SPACE TYPES

### Event and Flexible Spaces



Use primarily hardscape materials to accommodate large numbers of people, animal movements, temporary parking, and loading/unloading activities.

Design event and flexible spaces to provide large open areas for event needs.

#### INTENT

- 2ag To accommodate large scale events
- 2ah To support alternative uses during non-event times
- 2ai To safely accommodate service and operational activities
- 2aj To visually articulate a large plaza space
- 2ak To encourage design features that provide solar relief

#### STANDARDS

- 2.55 Use primarily hardscape materials to accommodate large numbers of people, animal movements, temporary parking, and loading/unloading activities.
- 2.56 Design event and flexible spaces to provide large open areas for event needs, moveable furnishings, and temporary structures.
- 2.57 Provide electrical and audio/visual infrastructure to support a large variety of events and programming. Key features include:
  - Electrical outlets for vendors;
  - Information Technology (IT) infrastructure; and
  - Utility hookups for stages;
  - Security and surveillance.
  - Sound/public announcement system;
- 2.58 Use design elements to create visual articulation and break up large event and flexible spaces.
  - a. Use changes in paving or lines of furnishings to distinguish vehicle access drives and loading/unloading areas.
  - b. Use materials, furnishings, and other design elements to distinguish major circulation routes from gathering areas.
  - c. Use trees, shade structures and other vertical elements along the perimeter of event and flexible spaces to define the edges.

#### GUIDELINES

- 2.59 Consider limiting sun exposure.
  - a. Incorporate design elements such as furnishings or tree canopy that sufficiently protect users from sun exposure.
  - b. Use flexible shading devices that respond to various events and times of year.
- 2.60 Consider providing mechanical and plumbing infrastructure to support large events. Key features include:
  - Hot water and cold water distribution;
  - Water supply and drains.
  - Flush-mounted water outlets; and
- 2.61 Consider using flexible or moveable site elements to accommodate a variety of event types and scales.

#### EVENT AND FLEXIBLE SPACES

Event and flexible spaces should be open, unobstructed, and highly flexible. These areas will accommodate a wide range of programs including fairs, concerts, stock pens, and educational displays. Design elements should be located to maintain clear zones for event vehicle and emergency access. Materials should be used strategically to alert visitors of different uses. These spaces should include carefully designed and placed boundaries, gateways and other features that establish an intuitive spatial hierarchy.

### ANIMAL CIRCULATION



Design animal circulation areas to minimize potential obstacles.



Ensure a clear path of travel with no interruptions in the ground plane.

#### INTENT

- 3h To promote efficient, uninterrupted routes for animals
- 3i To reduce conflicts with other travel modes
- 3j To ensure sensitivity to animals

#### STANDARDS

- 3.9 Locate animal circulation to reduce conflicts between modes.
  - a. Locate animal circulation adjacent to back-of-house, service, and loading areas.
  - b. Separate animal circulation from Pedestrian Priority Routes when feasible.
  - c. Keep fast moving traffic away from animal circulation areas.
- 3.10 Design animal circulation areas to minimize potential obstacles.
  - a. Avoid harsh contrasts between light and shadow.
  - b. Ensure animal circulation areas are efficiently drained to prevent standing water.
  - c. Ensure a clear path of travel with no drain grates or other interruptions in the ground plane.
  - d. Avoid highly reflective materials.
- 3.11 Provide adequate space along animal circulation routes for the specific functional needs of animals.
  - a. Provide room for animal "push piles."
  - b. Provide temporary storage space for feed and bedding.

#### GUIDELINES

- 3.12 Consider designing animal circulation paths to be curvilinear to mimic more natural movement patterns.

### PEDESTRIAN LEVEL DESIGN

### Building Entrances



Design a building entrance to be clearly identifiable.



Front primary pedestrian entrances onto a street or public space.

#### INTENT

- 4q To create a strong visual connection between a public space and building
- 4r To ensure pedestrian entrances are clearly identifiable

#### CHARACTER AREAS

The orientation and emphasis of building entries is particularly important in the core event areas of the NWC, including the Festival Grounds and the northern portion of the Innovation Campus, as well as the Triangle Character Areas, South Campus, and the Elyria/Swansea Gateway.

#### STANDARDS

- 4.19 Front primary pedestrian entrances onto a street or pedestrian-oriented public space.
  - a. Place a pedestrian entrance along a Key Street or Pedestrian Priority Route, when feasible.
- 4.20 Design a building entrance to be clearly identifiable.
  - a. Use architectural elements to highlight a primary entrance.
  - b. Add variation in building mass and height to highlight a primary entrance.

#### GUIDELINES

- 4.21 Consider designing a building entrance to provide weather protection.





# Character Areas & Design Framework



# Regulatory Package – Next Steps

