

## **National Western Center Master Plan**

Citizens Advisory Committee

Vision Session

March 27, 2014

### **Neighborhood Principles**

(from the City of Denver Elyria/Swansea Neighborhood Planning effort)

- **A Strong Community** – parks & open space, housing, jobs, and services
- **A Connected Neighborhood** – transit, automobile, bike and pedestrian networks
- **A Healthy Neighborhood** – air, odor, noise and ground pollution and healthy eating active living
- **A Unique Neighborhood** - history, culture, and urban design

### **Community Vision Questions for Discussion:**

#### **Group 1 Questions:**

1. Is a person coming to a building, a compound, a campus, a neighborhood, or an urban district?
2. How do we connect a new generation to this place - through history, ideas, or technologies?
3. What does your community look like in 20 years?

#### **Group 2 Questions:**

4. How do we to provoke curiosity and wonder at National Western?
5. If you were asked to write an article about the National Western Center in 15 years, how would you describe the place?
6. What are the “must haves” for your community at the National Western Center?

#### **Group 3 Questions:**

7. What does a successful National Western Center look like?
8. How do you want the National Western Center to relate and interact with your neighborhood?
9. How do you want your neighborhood to relate and interact with the National Western Center?

#### **Question for All Groups:**

10. What can the community give back to the National Western Center?

## Break Out Group Notes

March 27, 2014

### Vision Session Summary

#### Common Themes

- Urban Community-encompassing all neighborhoods and the NWC
- Open and welcoming to the Community
- Walkable/Accessible
- Connected
- 24/7 Mixed Use Activity
- Educational opportunities
- Financially stable
- Economic opportunities for the community
- Protect the ethnic heritage
- Industrial character yet contemporary-preserve some of the grittiness
- Public Art
- A community gathering place
- A place to study and celebrate the river

#### Group 1

##### A person is coming to?

- Whatever has happened or happens in the future reflects on the neighborhood.
- The new NWC should feel like a neighborhood when someone arrives.
- The term neighborhood should be all encompassing including mixed use, residential and the overall planning process.
- A campus atmosphere with CSU.
- Urban Community
  - Made up of the new NWC campus, commercial corridor (Brighton Blvd.) and neighborhoods
  - NWC is within a cluster of neighborhoods
  - A distinct neighborhood-understand the impact of the community
- A place that brings the community together.
- The existing NWSS feels like a compound, seems private with a barrier surrounding it.

##### What will inspire a new generation to come to NWC?

- It's here!
- Incentivize multi-modes. Make it easy to bike and walk to the area.
- Connectivity to and from what is happening on Brighton Blvd.

##### In 20 years, what will the National Western Center look like?

- A seamless experience from wherever you come from to here and within the site.
- Seamless access with distinct neighborhoods
- A true mixed use community.
- A feeling of safety when walking down the street alone-a comfortable place.
- No car. It will not be needed.

- Still be able to afford living in the neighborhood.
- A “visitors center” that celebrates history and describes the community.
- A beautiful place that celebrates individuality.

What can the community give back?

- Historic buildings.
- People and ideas that represent the community.
- Youth-the kids in the neighborhood want to attend the programs offered at NWC.
- Commercial activity/restaurants that people go to will then walk over the NWC.

Must haves:

- An open place
- Public Spaces
- 24/7 activity-restaurants, hotels
- A beautiful place
- Beautiful and functional streetscape
- Development of the river
- Information center describing the neighborhoods
- Employment opportunities/Intern opportunities

## Group 2

How do you provoke curiosity?

- Good signage
  - Directional
  - Experiential
  - Interpretive
- History and Science-think big!
- Magnet for students
  - Learn about heritage
- Provocations-create themes and focus
- Big Transformer
- Don’t want to come just once-needs to be dynamic and ever changing
- Not just a farmers market, but an EXPO on farmer’s markets!
- University with outreach
  - Research that you can experience-share the research
- A place that is a reflection of the community
- Bike Week-the modern day cowboy rides an iron horse. The Sturgis of Bike Weeks.
  - US Pro Cycling Challenge
- Incorporate the River-like Pueblo or San Antonio
- Education, history, science, art and culture
- Public Art

Describe the place in 15 years:

- Worlds Fair idea
- A trolley that connects the neighborhoods to NWC

- Trolley to Downtown
- Very walkable-connect all neighborhoods
- See experimental living farms
- Preserve some of the 'grittiness' of the area
- Granville Island in BC

Must Haves:

- Economic Opportunities for the community
- Art
- Strong outdoor recreational opportunities
- Food-All Aspects
- A welcoming open place-365 days of activity
- Maintain and protect the ethnic heritage
- Grocery stores/restaurants
- Provide more community driven retail and services
- Maintain community entrepreneurship (mercados)

What can the community give back?

- Protect, celebrate our authenticity
- Stewards of the National Western Center
  - Strongest advocates
- Give identity

**Group 3**

What does a successful National Western look like?

- A place that:
  - Open to the community-accessible and welcoming
  - Character that reflects the history
  - Uniqueness
  - Connectivity
  - Part of the community
  - Open space-green and park like
  - Good architecture and design
- Industrial character-yet contemporary
- Financially stable-money making operation
- Reflect the mutual interest of the community
- Reflects an accurate history of the west
  - Social, culturally, economically
- Enhancements that everyone can benefit from
- Partnership with CSU
- Strong governance system-transparency
- Neighborhood market in the stock pens
- Infill that doesn't lose the quality of life
- Model that focuses on something positive for the community
- Focus of the future with positive energy and creativity

- People and the community doing well
- Real opportunities to accurately reflect the diversity of the early settlers of the west
  - Educational opportunities
- Excellence in the community
- Be more inviting-a place that people want to come to
- Whatever is done here is respectful to all parties
- Creative programs that embrace the neighborhoods
- Sustainable
- Accessible to different incomes and ethnicities
- Attract regional visitors
- Areas to play and have fun

How should NWC relate to the neighborhood?

- Be a gathering place-be inspiring
- Walkable and open
- Be a place of pride-sense of pride
- Reflect the values of the community
- Fun place
  - Excitement and learning
- Opportunity to provide some educational options in rural and urban areas by NWSS
- Take the lead of issues related to health, environment and growing things
- Enhance the feeling of belonging
- 24/7 year round effort
- Recreational opportunities
- Positive economic impact for the community
- Showcase for green development
- Educational opportunities
- Historically the industrial center of Denver
- A place of curiosity
- Place to study and celebrate the river
- A place to study water in the west
- Embrace the river
  - Create a South Platte River center
  - Clean up the river
- Latino and Mexican pride in the National Western Stock Show
- School of Agricultural Health