



National Western Center Advisory Committee

Thursday, November 20, 2014 – Meeting Summary

1. Welcome and Introductions

Total of 38 people were in attendance (see below).

2. ASARCO Developer Introduction

Bill Mosher from the Trammell Crow Company presented to the NWCAC on the future Crossroads Commerce Park, on the former ASARCO site. *Bill's presentation was distributed in the Friday Roundup on November 21, 2014.*

He stated that the current plan is a celebration of all previous work from both the public and private sectors, and he is working with Enviro Finance Group to finish up remediation efforts. Some environmental covenants exist, but Trammell Crow and EFG are thinking through potential users, opportunities, and Washington Street upgrades as a part of their plan. The designing of the first four buildings is expected to get under-way in December, and the site will focus on industrial businesses, as opposed to retail.

Questions and Comments:

- Will the commerce park incorporate green and/or open space under the power lines that you can't build underneath? *Yes; it could also be parking for the site.*
- How many allowable stories are you zoned for? *Up to 75 feet, but most of the buildings won't exceed 35 feet.*
- How many jobs do you think will be created here? *About 1,000 permanent jobs are expected.*
- Will these be new or existing business? *It will be a blend of all types.*
- What public incentives were you offered from Adams County or Denver? *We have received the standard package incentives from both jurisdictions. Nothing above-and-beyond the standard, though.*
- Can you address truck traffic concerns? *EFG's experience with design standards can help us buffer the industry from the community. The street signal at 55th Street will help control some issues, too.*
- Potential for a big box store? *Not likely – there isn't a market for that here.*
- How is Adams County working with Denver on Washington Street reconfigurations? *Adams County has less to figure out, so they are more aggressive with this. With connections to the Interstate, Denver has more to sort through.*
- Will Washington Street improvements be expedited because of the increase in anticipated traffic? *Absolutely. The City is starting to pull the necessary team together for that. We think the street arterial network will be standard configurations, though. Street design would be the first step, too.*
- What will the improvements on 51st Street look like? *Improvements will focus on utility work, and the surface will get re-built. This is a part of the plan that we have met with the City on, and have taken some feedback from the neighborhood plan as well. We can always do more outreach on this, though.*
- What about the south side of 51st Street? *There are some right-of-way issues there.*
- The property to the east of 51st and Washington – is that what has been mentioned as a possible sale by the City? *Yes, that's part of it.*

3. NWC Master Plan

Master Plan Timeline and Feedback

Before Eric Anderson reviewed the Master Plan, Maria and Terrance discussed the need to clear up any miscommunications concerning the plan's input or timeline, and reiterated the fact that the plan is not final until Denver City Council formally adopts it as a supplement to the City's comprehensive plan (which is expected in March, 2015).

Maria also noted Mickey Zeppelin's idea to memorialize all issues that have been raised during the master planning process, whether they are formally incorporated into the final plan or not. At this point, Steve Nalley discussed how busy the schedule is going to be in 2015, noting that zoning for NW will likely change, design guidelines will be developed, a parking management study will need to be conducted, and a development plan will be devised.

Councilwoman Judy Montero discussed the political realities of the plan as well. The City and County of Denver is firm in their commitment to support the National Western, their redevelopment process, and the master plan. With the Regional Tourism Act (RTA) application being put together now, the City wants to be clear about the direction of the NW's plan. It is likely that the RTA 'ask' from the State for the NWC project could be around \$100 million.

Questions and Comments:

- It feels like we rushed through the parking discussion; how are changes going to be handled after December 19th? *The adoption process will be just like the neighborhood plans, and it won't be final until Council approves it. There will be many opportunities for change afterwards. We may also hold a work session before the January NWC Community Meeting to review items such as that.*
- What money is in place for the next steps? *The City has money for the planning efforts, but nothing for the construction of the National Western Center.*
- I have a problem with the term 'master' plan; it should be a 'vision' plan which sounds a lot friendlier.
- I don't want to lose sight of the sacrifices that are out there, in the face of such pressing timelines on this.
- At the December NWCAC meeting, we'll be sure to have a briefing about the NDCC's Finance and Governance group.

Eric Anderson's Presentation

Eric Anderson reviewed his presentation for the NWCAC, which covered the following topics:

- The team is creating a "Plan on a Page" to quickly and easily discuss the master plan with other stakeholders.
- Plazas and Other Activated Spaces
- Parking
 - There are 4 major days during Stock Show when parking numbers are off the charts, but Eric has to look at all future events on site, not just for the few weeks in January when Stock Show takes place.
 - Normal/anticipated parking needs are addressed and covered in Eric's plan so far. Figuring out the big events will be addressed in a parking management study. This master plan has laid out a series of assumptions to jump start the parking study.
 - The parking management study will be developed in phases, but could very well begin as early as the 2015 Stock Show, where analysts may begin noting license plate numbers in order to figure out where guests are traveling from, and to anticipate future mode split with the North Metro commuter rail line.
- Architectural Character
- Historic Architectural References
- Future of the Denver Coliseum
- Potential Street Grid Network and Reuse South of Interstate 70

Questions and Comments:

- Where is Northside Park on your plan? *It will be added along with the others.*
- There is an existing plaza in front of the Coliseum.
- These plazas need to be activated – they can't be dead. *The public realm study will help us meet those needs and avoid dead spaces.*
- The horse barn behind the Coliseum – is that being removed? If so, that would free up some space for a nice plaza. *Yes, the horse barn will be removed.*

- If South of I-70 becomes developed, then there could be structured parking there? *Yes, but the future of the Coliseum needs to be addressed first.*
- Does current zoning allow for parking? *Yes – it exceeds the standards.*
- Have you purchased the DPS lot? *No.*
- So you have to look at 365 days’ worth of events – not just the major days during Stock Show? *Correct.*
- What about a parking structure in Globeville? That is unlikely, but we could discuss the possibility of using parking at the Crossroads Commerce Park.
- We have a vision of this being a green zone. You need to emphasize “green” practices to help fight all the pollution around here.
- Is there a better way to design the pens to be more humane? *They will be expandable in increments of 12 feet.*
- Any way to incorporate youth jobs? *I think so – will be part of the larger and on-going programming study.*
- How about a subcommittee for the arts & architectural parts of this? *You could include kids, too. We’ve chatted about an architectural committee or a design competition. The more ideas the better, because we’re still figuring it out.*
- I talked to NWSS visitors at a bar; you should have input from them too. *We do surveys after every show. The biggest complaint is always parking.*
- Can members of the NWCAC help present this to NWSS visitors? *We’re going to have that discussion at the December NWCAC meeting.*
- You have to incorporate the arts into this.
- Will there be a smoke stack or even an observation deck somewhere? *Yes, that’s likely.*
- Will the water tower remain? *Yes, in its exact location.*
- You should broaden the use of materials for architectural design purposes.
- Have you spoken with Jeff Shoemaker (of the Greenway Foundation) about these plans? *Yes, he has sat in on some design and open space meetings.*
- I don’t see a lot of emphasis on how this will be a global or international plan. This is a project with a great storytelling opportunity.
- There should be some inclusion of indigenous people, too. It’s a melting pot story.

4. ExecConnect and the Connect Denver Foundation

Emily Holleran, the Executive Director of the Connect Denver Foundation, stated that the organization is currently in their planning phase after ExecConnect received their 501(c)(3) status a few years ago. The Connect Denver Foundation was only recently launched this year, however.

In conjunction with the NDCC, the Foundation is devising a 10-year plan, with a goal of raising upwards of \$80 million for the NDCC project areas.

Questions and Comments:

- Can we get ExecConnect on the NWCAC? We should have that conversation at a future meeting.
- Do you know how you’re going to fundraise? *Not yet; we’re simply talking to people right now.*
- There are a lot of infrastructure needs, and a fund for operational projects would be nice. *We’re open to any idea, but the neighborhoods are the definite focus for Connect Denver.*
- National Western and the NDCC’s Finance Committees (separate groups) have been studying capital assessment needs, because the City has made clear that NW needs to bring money to the table. We may have the Boettcher Foundation help us fund a preliminary assessment as well.

5. In Attendance

Terrance Carroll (Co-Facilitator)
 Maria Garcia Berry (Co-Facilitator)
 Ron Williams (NW)
 Ron Rohr (NW)
 Jocelyn Hittle (CSU)
 Jennifer Hillhouse (City of Denver)
 Steve Nalley (City of Denver)

Jin Tsuchiya (CRL Associates)
 Judy Montero (Denver City Council)
 Susan Aldretti (Office of Councilwoman Ortega)
 David Oletski (Globeville)
 AE (Globeville)
 John Zapien (Globeville)
 Armando Payan (Globeville)

Drew Dutcher (Elyria)
Bettie Cram (Elyria)
Juan Veloz (Elyria-Swansea)
Liliana Flores Amaro (Swansea)
Larry Burgess (E-S-G Business Association)
Patricia Carmody (Riverside Cemetery)
John Olson (Historic Denver)
Mickey Zeppelin (Taxi)
Marina Chotzinoff (Where Wood Meets Steel)
Anne Hayes (Westfield)
Vernon Hill (JJJ Properties)
Carrie Atiyeh (Visit Denver)

Tangier Barner (Groundwork Denver)
Coby Gould (The GrowHaus)
Eric Anderson (Master Plan team)
Scott Vincent (Guest; Crystal Packaging, Inc.)
Bill Mosher (Guest; Trammell Crow Company)
Ann Sperling (Guest; Trammell Crow Company)
Cameron Bertron (Guest; Enviro Finance Group)
Mary Hashem (Guest; Enviro Finance Group)
Emily Holleran (Guest; Connect Denver Foundation)
Nancy Jones (Guest; JJJ Properties)
Nohra Medina (Spanish language interpreter)
Ana Mostaccero (Spanish language interpreter)