

National Western Center Master Plan

Citizens Advisory Committee Master Plan Work Session

January 6, 2015

This meeting was held as a work session for the CAC members to ask questions and to make comments about the National Western Center Master Plan draft released on December 18, 2015.

Comments (grouped by category):

Executive Summary

- Pioneering Spirit needs to be added to the Executive Summary.
 - Exploration
 - New Frontier/New West
 - Searching for a better way

Vision

- Vision statement should be the very first thing the reader comes across and should be inspiring. Tell the story of how the old west did not respect resources and how this plan intends to set the stage for the new west, restore, rejuvenate. The site should work to change the world.
- The plan is too locally focused. It should highlight the national/international/global aspects of the NWC.
- The plan is too NWSS focused and should emphasize the year-round assets of the plan. The plan should highlight:
 - Arts
 - Science
 - Culture
 - Economics
- The 'neighborhood voice' should be incorporated throughout the plan.
- The summary of the plan should focus beyond the National Western Stock Show
 - Plan represents a change of thinking about the west and the place
 - Plan needs to highlight NWC as a world-wide institution
 - Plan is not about the 'old west', but about the 'new west'
 - Plan needs to identify this as a place for change
- Global message does not come through strong enough.
- Text about importance of bicycles and bike modal split needs to be strengthened.
- Plan needs to excite the imagination-needs to be more inspiring about what will occur here.
- Plan should not be stuck in the 'old west'.
- The plan is not about competing with other stock shows or venues, but about setting a new and higher standard about the place and the programs and activities on the site.
- Plan needs to highlight moving towards a new future
 - Science
 - Education
 - Art
 - Technology
 - Food
 - Water
 - Energy

- Agriculture
- Plan should highlight the convergence of Research and Commerce on the site, cutting edge science, and business cooperation with the surrounding neighborhoods.
- Does the document focus on the National Western Stock Show too much? CSU needs to be highlighted.
- Plan needs to elevate the importance of each MOU Partner
- Critical mass is important-need to leverage all resources for a successful plan.
- Plan needs to highlight economic development more while balancing gentrification (refer to Globeville and CDOT planning efforts)
 - Remove the barriers and stratification of the 'old west'
- Plan needs more emphasis on CSU and education, science and art
- The plan includes the story of the past but not a good story of the future; poetry is not coming through.
- Vision should include discussion about being a draw for international scientist to solve worldwide problems

Unique Features/Benefits of the Plan

- The plan needs to sell to a broader audience.
- Need to identify the unique features of the plan up front in the document
 - MOU Partners
 - CAC
 - 365 day a year plan
 - Arts, Education, Agriculture
- How does this project benefit the communities? The region? What is the economic benefit? Document needs to be clearer on that.
- Develop a list of the top 10 things that make the plan special-things that positively impact and uplift the community.

Clarifications

- Need to clarify the role of the 'Bucket Committees' in the Acknowledgments section. State that these were committees set up by NWSS previous to the Master Plan and CAC involvement.
- In addition to the NWSS sustaining itself during construction, the neighborhood will also need resources to sustain during construction.

Program

- What about cannabis research at this site? Is this something that would be pursued by the Partners?
- Plan should go deeper into the CSU programming for the site.
- Homegrown economic development needs to be part of the plan
 - Possible remedies
 - NWC supporting the neighborhoods
 - Community benefit agreements?
 - Organize the NWC to allow for neighborhood opportunity

General Document Revisions

- Plan needs to address what could happen with the Denver Coliseum. Start the conversation now about what the Coliseum can be and identify that we have 10+ years for the Coliseum, to adapt into the campus
- Plan should discuss the importance of preserving/enhancing surrounding industry to create jobs/resources for the center and neighborhood
- Plan should recognize the importance of the surrounding industrial uses.
- Quotes have a good ole boy focus
- The quotes used throughout the document should reflect more diversity of uses and be more focused towards the new west and the future.
- The plan should show more neighborhood diversity in the images and photos.

Moving Forward/Next Steps

- Broaden the involvement of the CAC in Governance and Programming for all phases.
- CAC would like representation on the major city committees for Finance and Governance
- The Moving Forward section needs to address collaborative economy between the neighborhoods and the NWC.
- What about a food co-op at NWC? For food and daily need items?
- Community benefit agreements should be developed to understand specific components that would benefit the community.
- Need a structured process for local vendors to sell at the corner-OED non responsive
- Is there a mechanism to include the neighborhoods in a slice of the economic pie at NWC?
- Governance needs to be address in the Moving Forward section.
- Governance also needs to address the role of the CAC in moving forward.