

**DRAFT FOR REVIEW**

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# NATIONAL WESTERN CENTER

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LOCAL IMPACT  GLOBAL REACH

September 8, 2017

Dave Genova, General Manager  
Regional Transportation District  
1600 Blake Street  
Denver, CO 80202

Re: Proposed Naming Change of the RTD station at the National Western Center

Dear Mr. Genova:

On behalf of the National Western Center Citizen's Advisory Committee and the NWC campus program equity partners – the City and County of Denver, Colorado State University and the Western Stock Show Association, we would like to put forward the following recommendation to rename the future North Metro Line Station located at 49<sup>th</sup> & Brighton Blvd., the "*National Western Center @ Historic Elyria*" station.

As you will recall, the City of Denver led a comprehensive National Western Center (NWC) campus master planning effort in 2014, which concluded with City Council adoption of the NWC master plan in March 2015. Prior to the NWC master plan adoption, the NWC planning team worked closely with Denver's Community Planning and Development department, and in full support of the Globeville and Elyria-Swansea neighborhood plans, which were adopted in November 2014 and February 2015 respectively. Each neighborhood plan played a critical important role in informing the NWC master plan, and more specifically, set the stage for how we could collectively align these important planning efforts for the benefit of these historic neighborhoods.

In the coming months, the Mayor's Office of the National Western Center (NWCO) will be embarking up the next phase of campus refinement through "campus placemaking" and based upon continued discussions with the community, and in particular the NWC Citizen's Advisory Committee, the idea of renaming the North Metro Line station linking these amazing community assets, the National Western Center and the Elyria community to welcome visitors will help create that special sense of place.

Again, we collectively believe there is a wonderful opportunity to support the broader NWC placemaking and desire to recognize this community through the naming of the first station out of Denver Union Station on the North Metro Line after this historic place, honoring the significance of the National Western Center as the Home of the National Western Stock Show for over 100 years, while paying homage to one of Denver's oldest neighborhoods.

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Thank you and the RTD board for your consideration. Please feel free to give me a call should you have any questions.

Respectfully,

Kelly R. Leid  
Executive Director

Cc: NWC Citizen's Advisory Committee Members  
Eric Anderson, NWCO Design Manager  
Gretchen Hollrah, NWCO Deputy Director