



## USER EXPERIENCE REPORT

# USER INTERVIEWS

## PURPOSE

The National Western Center (NWC) is a new take on a legendary Colorado space – a future place where heritage of the Old West meets progress of the New West, a space where school children can cultivate food systems while researchers discover food security solutions that will change the world. Enhancing these Denver landmarks and expanding the campus to approximately 250 acres, the National Western Center will strengthen Denver’s global standing as a world-class hub for entertainment, education, research and agribusiness. It will also provide a modernized home from the treasured National Western Stock Show for the next 100 years.

The purpose of the User Experience task is to have a thorough understanding of who will use the campus and what is required to design spaces and improvements that support the desired user experience. The User Experience effort included a series of interviews with each major user group to gain information in developing key goals and strategies to inform site planning, facilities relationships, and event coordination. The primary goal of the exercise was to develop an understanding of how people will use the National Western Center campus, and what we should consider in the design and programming of the campus spaces to enhance the user experience.

## USER GROUPS

To gain input from diverse user groups, the interviews and questionnaires focused on gathering input from users who have an association with the existing complex, as well as those who may or may not be familiar with the existing complex but will visit the future campus. The ten general user group categories include:



**Parents of local K-12 Students**  
Parents of local neighborhood K-12 students



**Event Operators**  
Operators of events held at the NWC



**Adjacent Neighborhood Residents**  
Neighborhood residents in 1-2 mile radius around National Western Center



**Permanent Employees**  
NWSS employees and other daily users involved with other businesses on site



**Citizen Advisory Committee**  
A diverse group with significant representation from residents and business owners who live or work within the Globeville, Elyria, Swansea and RiNo neighborhoods.



**Temporary Employees & Residents**  
Temporary CSU employees or residents



**Visitors & Patrons**  
Attendees of events held at the NWC



**CSU Department Faculty & Students**  
Representative from CSU programs or departments, CSU Extension classes, continuing education or local educational class for neighborhoods/residents



## INTERVIEW FORMAT

Due to the variety of user groups, the interview format varied depending on the type of user and the location and method of the interview. In instances when a predetermined time or a meeting cannot be scheduled, a questionnaire or informal interview will be conducted. For other users, such as K-12 students, residents and businesses, direct meetings with question and answer sessions were conducted. This occurred in both individual and round table discussion formats.

The following formats were used:

1. One-on-one Interviews
2. Round-table Discussion and Q&A Sessions
3. Questionnaires

### Sample Interview and Questionnaire Questions

While the conversations were organic in nature, the following questions were used as a guide for the interviews and questionnaires:

1. How would you access the National Western Center Campus (NWC)? From what direction?
2. What excites you about the new site plan? Does anything stand out?
3. What do you think is needed on the campus to make your user experience comfortable and enjoyable?
4. What would make you stay on the campus longer?
5. What would make the biking, walking, parking, or transit experience better?
6. What activities and uses would make you go to the campus more frequently or on a regular basis?
7. What type of campus experience would make it easier for you (and your family/friends) to go to two different events at the same time or on the same day?
8. What would make you come back to the campus to attend another event or do something different?
9. If you brought your family here on a Saturday (not during Stock Show), what types of activities would you like to do?
10. What activities do you do in your free time that could be accommodated on the NWC site?

## READING GUIDE FOR INDIVIDUAL USER GROUP SUMMARIES

The following pages provide a summary of the information gathered from each user group, with each group captured in a two-page summary. The first page provides information about the individuals interviewed, lists their desired site programs, identifies their preferred mode of travel to and from the site, and the frequency and duration of the time they will spend using the outdoor spaces. The second page includes a summary of findings, lists design strategies for consideration, and a graphic exhibit showing locations where they will arrive and areas where they will spend most of their time.

Each graphic map includes the following symbols and information to help inform the design of the public realm around the buildings:

Anticipated user arrival points indicate where the user will likely arrive when coming to the National Western Center. Each arrival point is customized based on user feedback during interviews. They indicate where each user group will arrive on site as pedestrians, and not as drivers or bikers. The arrival points vary in location due to different desired routes by various user groups, and the different areas they occupy on the campus.

Small black dots representing individual users are placed in locations where they will likely gather or congregate. The increased number of dots indicate areas where there will be greater use or density.

Active Areas shown in a yellow-orange or blue gradient identify the more active and least active areas for a particular user group. The location of the active area and degree of gradient intensity is determined by extending a 5-minute walking radius from the primary location the users will occupy. Assuming people would prefer not to walk more than 5 minutes regularly, the Active Area radii gradient tends to be darkest where users will be highly active and fade out near the 5-minute walk boundary.

The graphic map uses the two colors to distinguish Event Users from Daily Users, which helps delineate site uses based on time. Event Users, which are shown in blue, tend to be more active during weekends. Daily Users, which are shown in yellow-orange, tend to use the site during weekdays.

Any green areas, which are only visible in the summary map, indicate overlapping areas of blue and yellow. These areas highlight the most active areas for both Event Users and Daily Users and may require more design attention in order to provide more benefits to all users.



## PARENTS

Swansea Elementary School

*A site that feels welcoming to the community*

## PARENTS OF LOCAL K-12 STUDENTS

PARENTS OF LOCAL NEIGHBORHOOD K - 12 STUDENTS

### MODE OF TRANSPORTATION

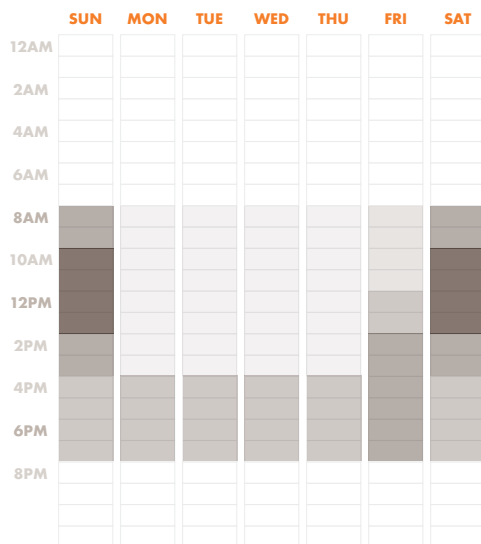


### ABOUT

Parents of Swansea Elementary School represent local neighborhood residents as well as K - 12 students' needs. The community would like to have priority to access site, such as providing reduced rates for events and amenities to local residents. They are looking for partnership opportunities with CSU on scholarships for local students and working with local K-12 schools on educational programs. Odor control during Stock Show is important for health and wellness of the community.

### OUTDOOR USE

#### FREQUENCY & DURATION



Legend: Frequency of Use



### DESIRED SITE PROGRAMS

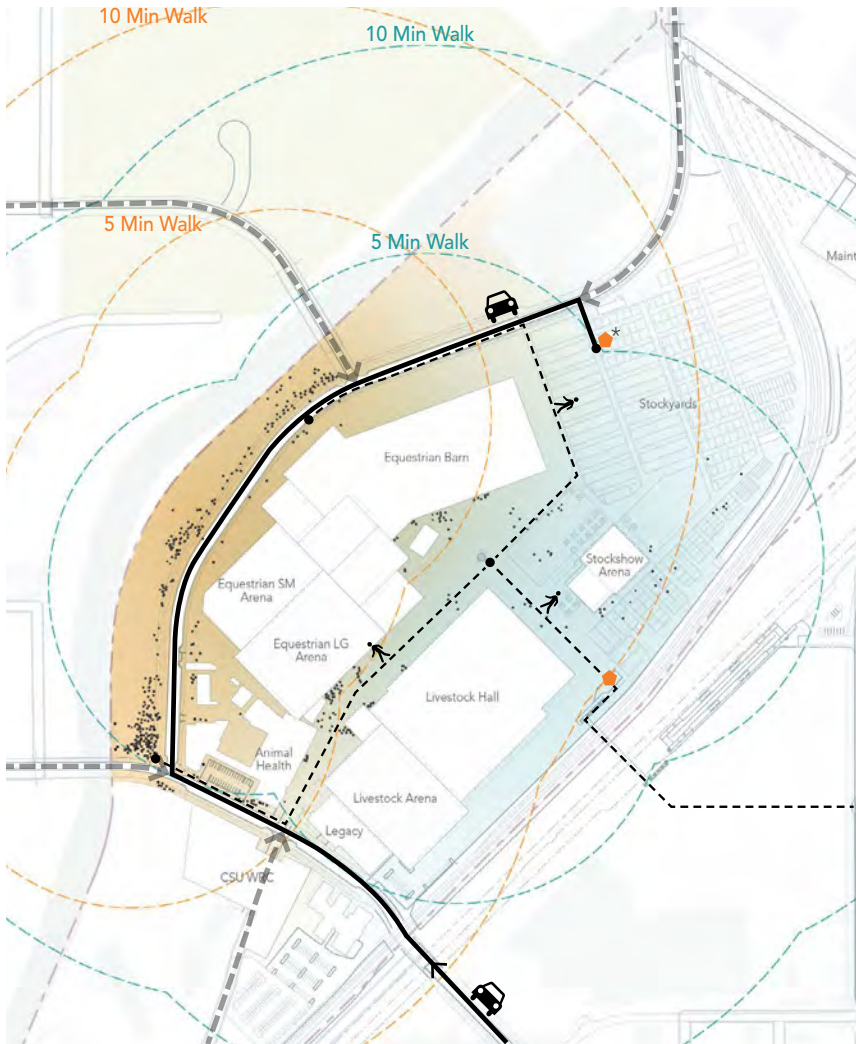
- Jobs training programs for community youth and members
- Field trips and programming with local schools
- Flea market
- Commercial kitchens to cook and sell food
- Large gathering spaces with picnic tables
- Restrooms
- Splash pad
- Spaces for Mexican restaurants
- Bilingual signage
- Bilingual events, especially for educational component
- Event spaces
- More lighting for safety
- Community gardens
- Event spaces that the community can rent for free or reduced rates



## FINDINGS SUMMARY

The local community desires to have priority access to the site, since they constantly have to deal with traffic, trash, and smell due to the events at NWC. Reduced rates for local residents to use site amenities, such as local food market and commercial kitchen can help support the local neighborhoods, and should be considered by NWC Authority. Educational partnership with CSU is highly appreciated and desired. Parents would like to have scholarships for kids and job trainings for local youth and residents. This will need to be considered by CSU. Local families are more likely to use the Riverfront Open Space on daily basis than attending events.

## ARRIVAL POINTS AND ACTIVE AREAS



Primary Active Areas for Daily User      Primary Active Areas for both Daily User and Event User      Primary Active Areas for Event User

## STRATEGIES FOR CONSIDERATION

- Provide large gathering areas with picnic tables, splash pad, and restroom at Riverfront Open Space
- Include community gardens in Riverfront Open Space
- Provide bilingual signage throughout the site
- Consider adding commercial kitchen to building programs
- Consider providing job training programs onsite
- Consider providing reduced rate or free rental spaces to the community

\* Using Stock Yards as surface parking

- Typical User
- Anticipated pedestrian arrival point  
Varies based on different users' desired routes and are defined as users' arrival points onto the campus as pedestrians.
- Primary Pedestrian walking route
- Primary bike, vehicle or bus route
- - - Secondary bike, vehicle or bus route
- 5mins and 10 mins walking radius for Event Users
- 5mins and 10 mins walking radius for Daily Users

Active Areas Legend





### LOCAL RESIDENTS

*Food, restaurants, and family-oriented activities*

### ADJACENT NEIGHBORHOOD RESIDENTS

SWANSEA, ELYRIA AND GLOBEVILLE RESIDENTS

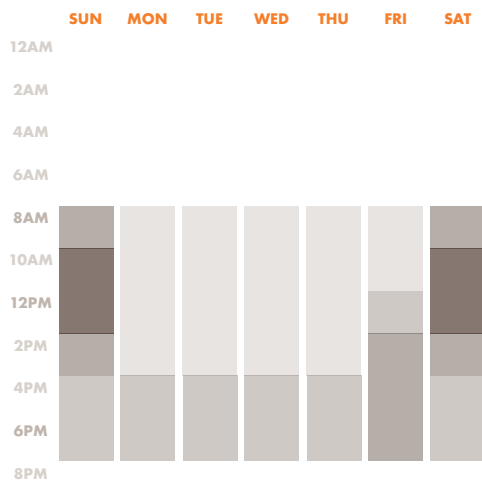
#### MODE OF TRANSPORTATION



#### ABOUT

Adjacent neighborhood residents include residents from Swansea, Elyria and Globeville neighborhoods. Most families have kids and they prefer to have family-friendly activities and programs on campus.

#### OUTDOOR USE FREQUENCY & DURATION



Legend: Frequency of Use  
 Low High

#### DESIRED SITE PROGRAMS

- Community gathering spaces
- Activities for kids and teens
- Natural playground with swings
- Restaurants and grocery stores
- Farmers market throughout the year
- Educational opportunities for kids and adults to learn about food, exercise, recycling, craft and gardening
- Parking
- Restrooms
- Lighting and safety
- Accessible walking paths



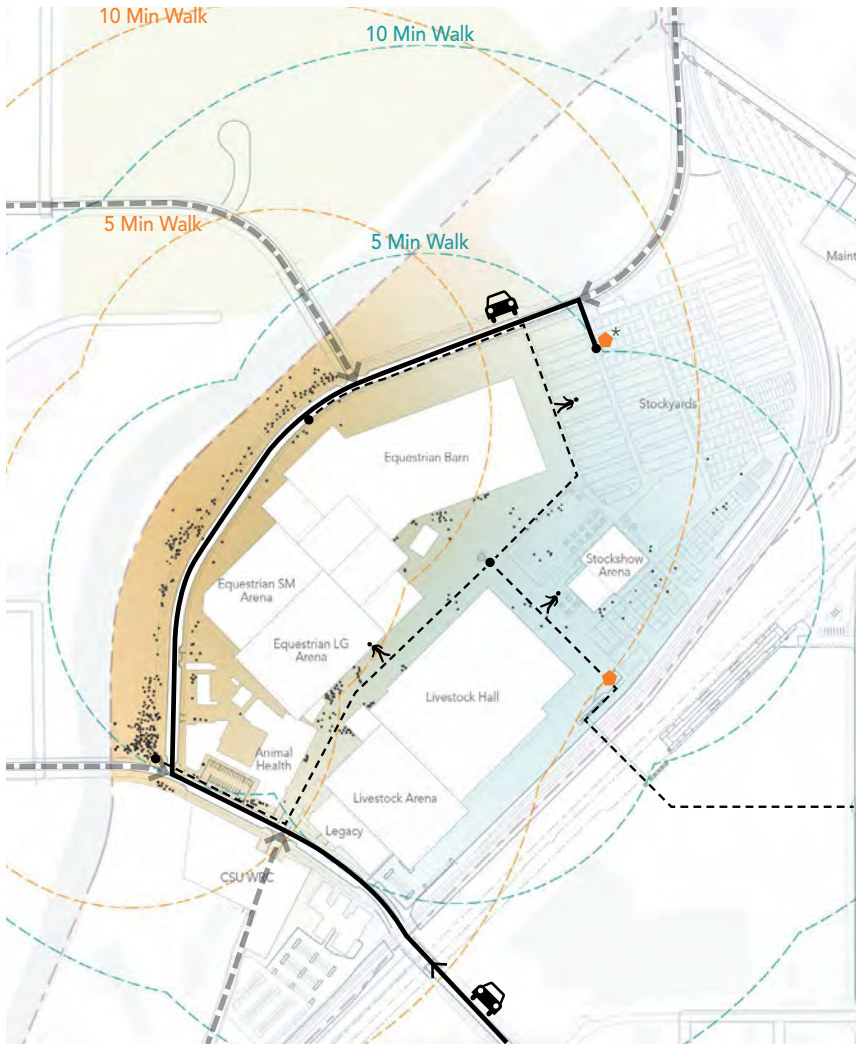


## FINDINGS SUMMARY

Common themes throughout the survey responses include family and community oriented activities, food, safety, educational opportunity, parking and access, and site programming.

Food plays an important role in the community since they see it as a way to bring community and families together, and an opportunity to engage young kids in a healthy lifestyle.

## ARRIVAL POINTS AND ACTIVE AREAS



Primary Active Areas for Daily User

Primary Active Areas for both Daily User and Event User

Primary Active Areas for Event User

## STRATEGIES FOR CONSIDERATION

- Provide large gathering areas with picnic tables, splash pad, and restroom at Riverfront Open Space
- Educational opportunities near buildings and in Riverfront Park
- Consider have restaurants and/or grocery store on campus
- Place children play elements throughout the campus for family and kids
- Provide accessible and well-lit paths throughout the campus

\* Using Stock Yards as surface parking

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Active Areas Legend

Low High



### CAC MEMBER

CAC Member

Open spaces for communities to come together

### CITIZEN ADVISORY COMMITTEE

ADJACENT NEIGHBORHOOD RESIDENTS

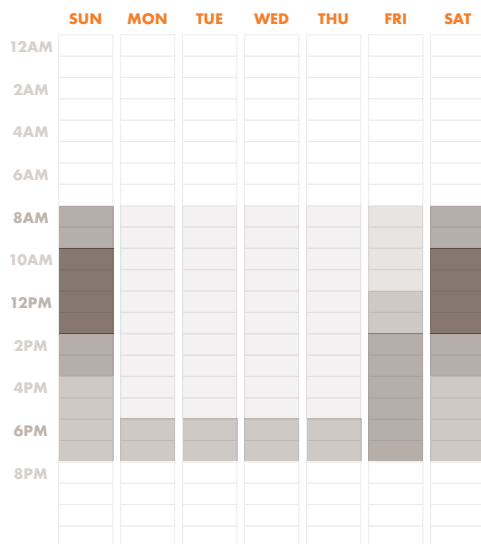
#### MODE OF TRANSPORTATION



#### ABOUT

The National Western Center Citizens Advisory Committee (NWC-CAC) was formed in 2013 for the community to learn about the proposed National Western Center. CAC members are residents from adjacent neighborhoods and help find workable solutions that address the needs of the community at-large, and ensure transparency and communication between the partners, the city and the surrounding neighborhoods.

#### OUTDOOR USE FREQUENCY & DURATION



Legend: Frequency of Use  
Low High

#### DESIRED SITE PROGRAMS

- Open, flexible outdoor spaces
- Shade
- Places to sit
- Family oriented programs for kids
- Dog park
- Park, natural areas
- Trails
- Community gardens
- Farmers market
- Clear signage and wayfinding
- Variety of programs- retail shops, market, services, music..Etc.





## FINDINGS SUMMARY

CAC members see National Western Center campus as a public amenity for the adjacent neighborhoods. The campus acts as entertainment center and public space for the communities.

Community members will most likely visit Riverfront Open Space after work and during weekends. Few may attend events.

## ARRIVAL POINTS AND ACTIVE AREAS



Primary Active Areas for Daily User

Primary Active Areas for both Daily User and Event User

Primary Active Areas for Event User

## STRATEGIES FOR CONSIDERATION

- Provide flexible outdoor spaces in Riverfront Open Space for the community to use
- Places to gather and sit near Riverfront Open Space and Grand Plaza
- Locate dog park in the Riverfront Open Space
- Consider a farmers market near Stockyard
- Locate community gardens in Riverfront Open Space and Stock Yards Area
- Provide variety of retail shops, market, services near Plazas

\* Using Stock Yards as surface parking

• Typical User

Anticipated pedestrian arrival point

Varies based on different users' desired routes and are defined as users' arrival points onto the campus as pedestrians.

--- Primary Pedestrian walking route

— Primary bike, vehicle or bus route

--- Secondary bike, vehicle or bus route

5mins and 10 mins walking radius for Event Users

5mins and 10 mins walking radius for Daily Users

Active Areas Legend

Low High



Looking for comfortable and smooth experiences on campus

## VISITORS & PATRONS

STOCK SHOW EVENT

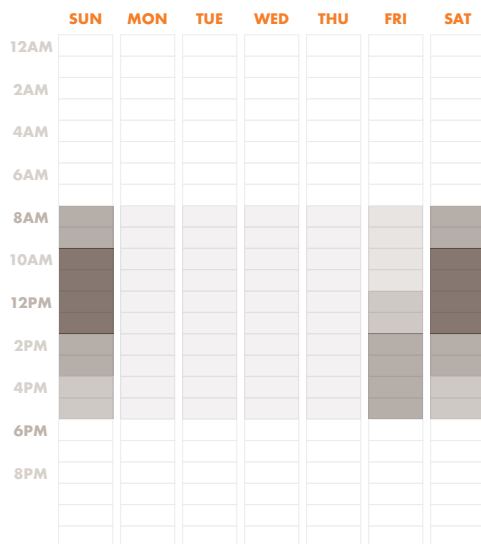
### MODE OF TRANSPORTATION



### ABOUT

Visitors and patrons attend various events on the National Western Center. Most visitors drive to the site, however, depending on the event, visitors may access the site with car share programs or bus shuttles. Visitors and patrons include wide range of age groups and expect family friendly public spaces.

### OUTDOOR USE FREQUENCY & DURATION



Legend: Frequency of Use  
 Low High

### DESIRED SITE PROGRAMS

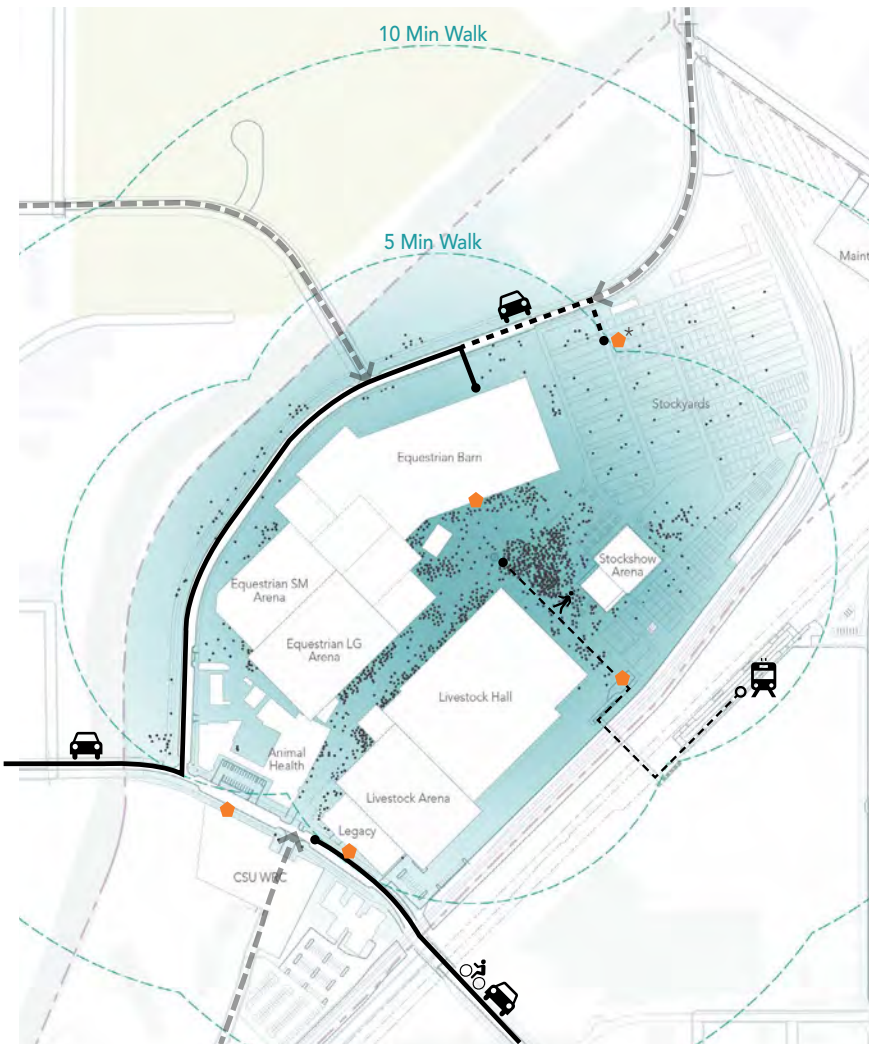
- Designated parking spaces for events
- Nice outdoor ambiance with views to the mountains and more planting
- Variety of activities to do, such as multiple events or restaurants
- Clear signage and wayfinding for various events
- A variety of food options that are family friendly
- Ease of access
- Outdoor play spaces for kids



## FINDINGS SUMMARY

Visitors and patrons of events happening at NWC tend to have wide age range. Visitors on weekends tend to come as families and are looking for a family friendly campus, with specific areas for kids and youth. Provide variety of transportation and access options that can accommodate different ages.

## ARRIVAL POINTS AND ACTIVE AREAS



Note: Image for graphic purpose only. This diagram assume the event is happening near Stockyard Arena Plaza and using Stock Yards as surface Parking.

## STRATEGIES FOR CONSIDERATION

- Provide small play elements in Grand Plaza and Shared Central Court
- Provide larger children’s play area within Riverfront Open Space
- Include a variety of food options near Grand Plaza and Shared Central Court
- Clear signage and wayfinding at campus gateway and arrival points to direct visitors and patrons to the events they are attending

\* Using Stock Yards as surface parking

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Active Areas Legend





**SHELBY RICH**  
Denver County Fair  
Event Manager

*It's important be able to move around in a trailer/truck and set up events*

## EVENT OPERATORS

STOCK SHOW EVENT - DENVER COUNTY FAIR

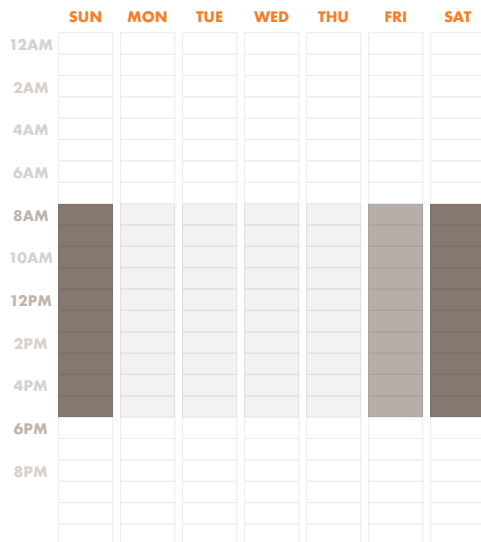
### MODE OF TRANSPORTATION



### ABOUT

Event operators are looking for event spaces that are big enough to accommodate event attendees and their parking needs. Most of the time the National Western Center has multiple events happening at the same time, so signage and wayfinding is important in directing people to the correct events. Event operators consider outdoor ambiance as a critical factor in selecting an event space; the event space should align with event's brand.

### OUTDOOR USE FREQUENCY & DURATION



Legend: Frequency of Use  
Low High

### DESIRED SITE PROGRAMS

- Close and adequate parking spaces
- Clear signage to direct people to the event
- Nice ambiance for the outdoor space so people feel comfortable
- A flexible outdoor footprint that allows for large outdoor events
- Shade to provide human comfort during hot summer time
- Park, grasses and tree areas to complement the events
- Electrical and IT support

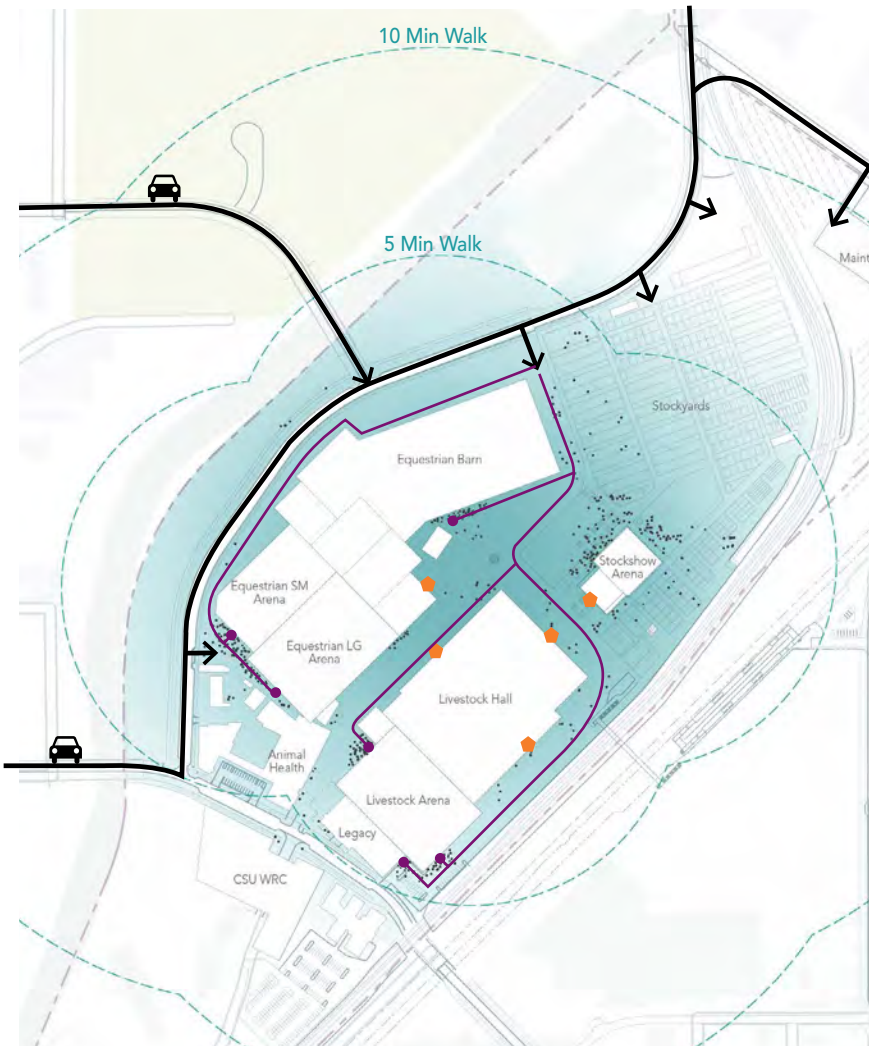




## FINDINGS SUMMARY

Event operators are looking for a flexible outdoor space that not only speaks to the brand of the event, but also provides enough capacity and parking spaces for event attendees. The site should meet operational demands and is convenient for event operators to set up events with their trailers and tents.

## ARRIVAL POINTS AND ACTIVE AREAS



## STRATEGIES FOR CONSIDERATION

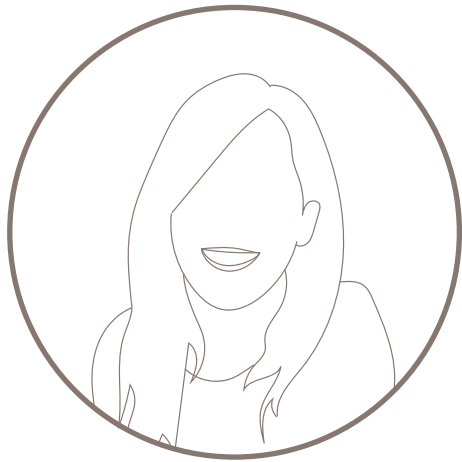
- Locate signage at gateways and pedestrian arrival points for clear direction and wayfinding.
- Use trees and plants to soften up the site and make it more comfortable for people
- Include adequate signage and wayfinding throughout the entire site
- Provide wifi and electricity in key outdoor areas that may be programmed for events

\* Using Stock Yards as surface parking

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Active Areas Legend

Low High



**JEN EDWARDS**  
 Director of Event Sales  
 National Western  
 Stock Complex

*A nice place outside to  
 enjoy lunch*

**PERMANENT EMPLOYEE**

NATIONAL WESTERN STOCK SHOW

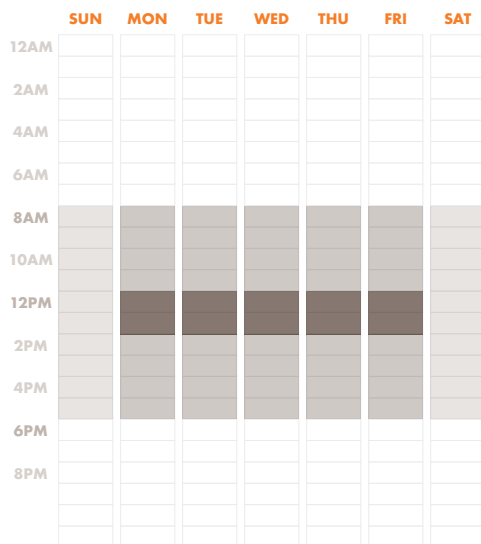
**MODE OF TRANSPORTATION**



**ABOUT**

National Western Stock Show employees work on event sales, bookings, coordination with event operators and ticketing. They typically work on site from 8am to 5pm, and often have to come on weekends to help manage events. Their preferred mode of transportation is cars, but would love to be able to bike if there is a clear connection from S. Platte River regional trail. Employees are excited about being more connected to downtown and a site that feels less industrial.

**OUTDOOR USE  
 FREQUENCY & DURATION**



Legend: Frequency of Use  
 Low High

**DESIRED SITE PROGRAMS**

- Pleasant outdoor space to rest and enjoy lunches outside
- Outdoor spaces to complement work and make work more enjoyable
- Designated parking spaces for employees
- Outdoor picnic and gathering areas
- Variety of restaurants for lunch
- Access to the river
- Variety of transportation options

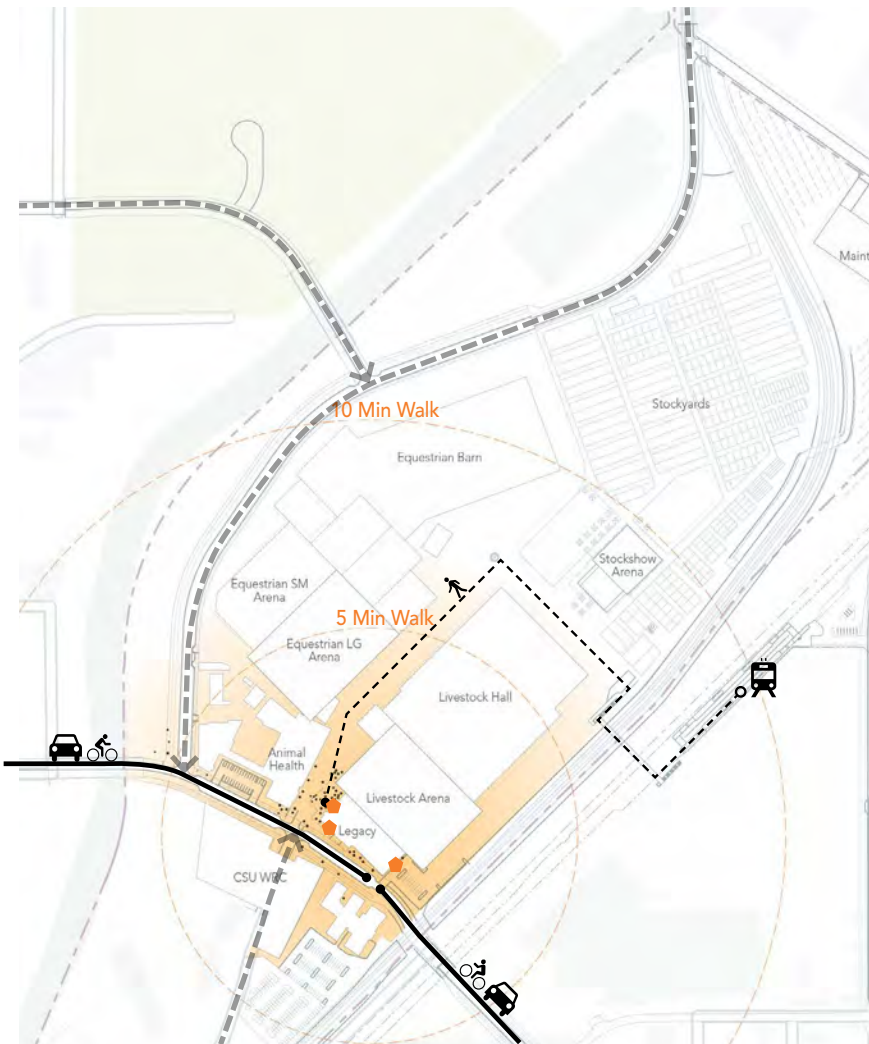




## FINDINGS SUMMARY

Permanent employees hope for small outdoor gathering spaces to eat lunch and take a break. May decide to get coffee or walk around the site throughout the day, but mostly stay indoors for work.

## ARRIVAL POINTS AND ACTIVE AREAS



## STRATEGIES FOR CONSIDERATION

- Include outdoor eating area in Grand Plaza and along southern portions of Riverfront Open Space.
- Consider adding more tree planting and vegetation near the Legacy Building to provide shaded areas for picnics and gathering.
- Provide clear access and connection to the Riverfront Open Space.
- Consider adding restaurants near Grand Plaza.
- Provide multi-modal hubs near Grand Plaza.
- Provide adequate seating opportunities for lunch and gathering.

\* Using Stock Yards as surface parking

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Active Areas Legend

Low High



**APRYL STEELE**  
President & CEO  
Dumb Friends League

## Outdoor areas for pets and animals

### PERMANENT EMPLOYEE

ANIMAL HEALTH CENTER - DUMB FRIENDS LEAGUE

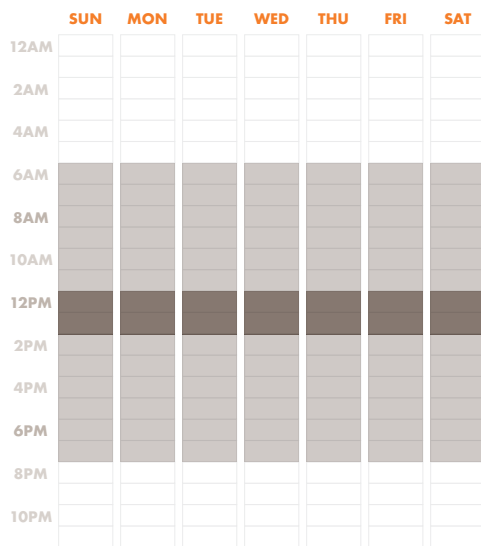
#### MODE OF TRANSPORTATION



#### ABOUT

Dumb Friends League will be the main agency running the clinic within the Animal Health Center, and plans to have about 25 employees on site. A large number of people bring animals in for surgery between 7-8am, and the vaccine clinic also expects surges of people for a couple hours at a time. It is important to design the outdoor spaces for both people and animals coming to the clinic.

#### OUTDOOR USE FREQUENCY & DURATION



Legend: Frequency of Use  
Low High

#### DESIRED SITE PROGRAMS

Programs for Both Employees and Patrons

- Designated parking spaces
- Smoking areas
- Outdoor gathering spaces
- Places to eat – breakfast / lunch
- Coffee shops

Programs for Employees

- Picnic spaces for lunch
- Daycare on campus or nearby
- Dry cleaning nearby
- Gym or workout facility on campus or nearby
- Local place to celebrate happy hour and gather with colleagues
- Safe & secure bike storage

Programs for Patrons

- Outdoor areas for dogs to relieve themselves
- Adequate sidewalk width – for humans and dogs

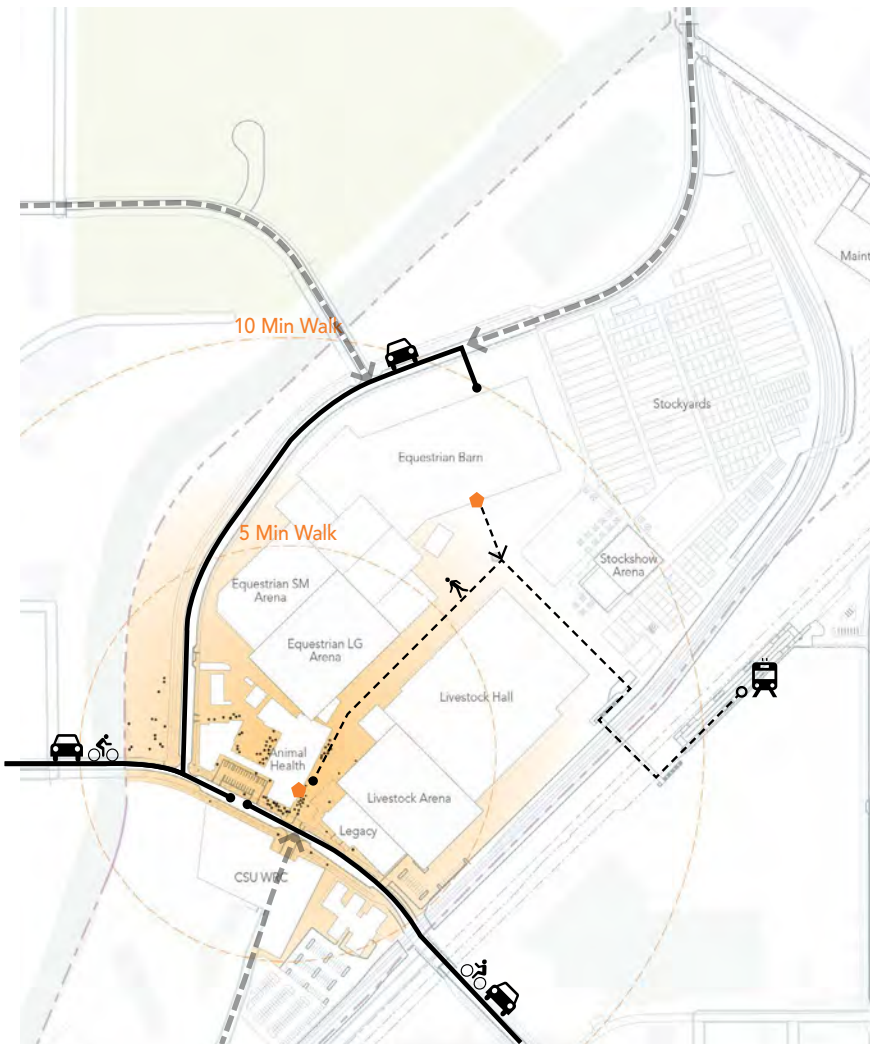


## FINDINGS SUMMARY

Permanent employees hope for small outdoor gathering spaces to eat lunch and take a break.

Patrons to the Animal Health Center need outdoor spaces for dogs and ways to drop off animals.

## ARRIVAL POINTS AND ACTIVE AREAS



## STRATEGIES FOR CONSIDERATION

- Include outdoor eating area in Grand Plaza
- Provide adequate outdoor seating opportunities for lunch, picnics and small gatherings
- Consider adding dog “zones” near Animal Health Building to provide areas to walk dogs
- Partner with buildings and consider adding programs such as restaurants, coffee shops, bars, workout space, and day care near Bettie Cram Drive.
- Provide adequate sidewalk width to accommodate people and pets along north side of Bettie Cram Drive, especially between the Grand Plaza and Riverfront Open Space
- Provide bike storage near Animal Health building

\* Using Stock Yards as surface parking

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Active Areas Legend

Low High



**RUSTY COLLINS**  
County Director  
CSU Extension

*Flexible outdoor spaces  
for programming that  
complements work*

**TEMPORARY EMPLOYEES**  
CSU EXTENSION

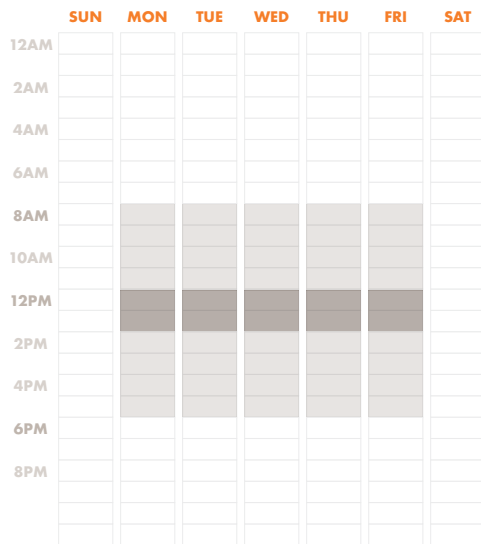
**MODE OF TRANSPORTATION**



**ABOUT**

CSU Extension brings research and resources of the university to the communities through various outreach programs. These outreach programs include youth development, gardening, horticulture and nutrition education. Staff will often travel to different CSU Extension offices. Staff's stay on site depend on how many clients are visiting the site.

**OUTDOOR USE  
FREQUENCY & DURATION**



Legend: Frequency of Use  
Low High

**DESIRED SITE PROGRAMS**

- Spaces and supplies for kids to learn and explore
- Outdoor classroom - amphitheater
- Flexible program spaces
- Horticulture resources
- Demonstration gardens
- Vertical growing gardens
- Storage area for tools
- Gathering space with wifi
- Local food and brewery
- Shade areas with tables and chairs
- Access to riverfront open space
- Connect to equestrian trail
- Lighting across entire site
- Trails for bikes

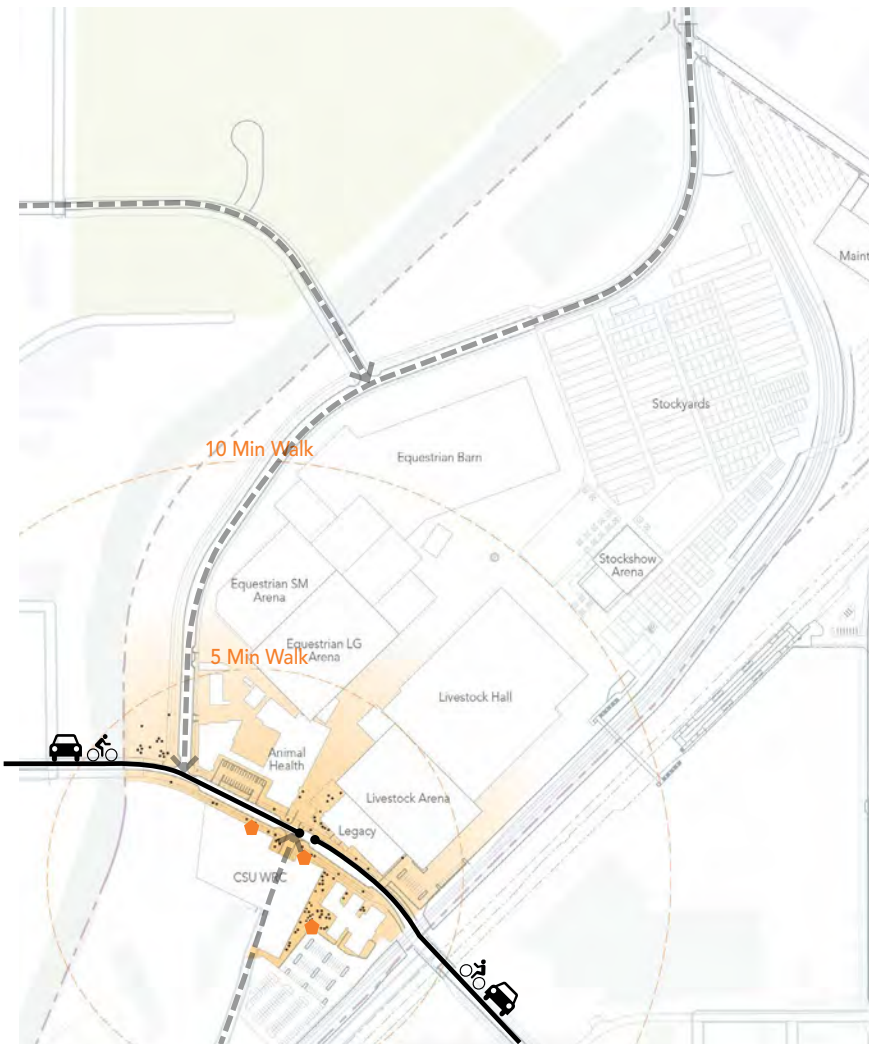


## FINDINGS SUMMARY

Temporary employees hope for small outdoor gathering spaces to eat lunch and take a break.

CSU Extension may use outdoor demonstration gardens and outdoor classes for educational purpose depending on scheduled events. Usage of the site depends on how many people come to the center for help and resources.

## ARRIVAL POINTS AND ACTIVE AREAS



## STRATEGIES FOR CONSIDERATION

- Provide outdoor learning opportunities at Grand Plaza and south end of Riverfront Open Space.
- Locate demonstration gardens and tool storage areas near southern end of the Riverfront Open Space area.
- Incorporate vertical growing gardens on building walls near Animal Health Building.
- Provide clear pedestrian and bike connections to the Riverfront Open Space.
- Consider gathering areas with wifi throughout the site
- Consider restaurants and breweries near Grand Plaza, especially those that showcase the life-cycle of food and beverages.
- Include outdoor classroom near Animal Health Building near Grand Plaza and Riverfront Open Space

\* Using Stock Yards as surface parking

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Active Areas Legend

Low High





**KENTON OCHSNER**  
 State FFA Advisor,  
 Colorado Future  
 Farmers of America

*Having outdoor spaces to eat and gather as a family*

## TEMPORARY RESIDENTS

COLORADO FUTURE FARMERS OF AMERICA STAFF AND OFFICERS

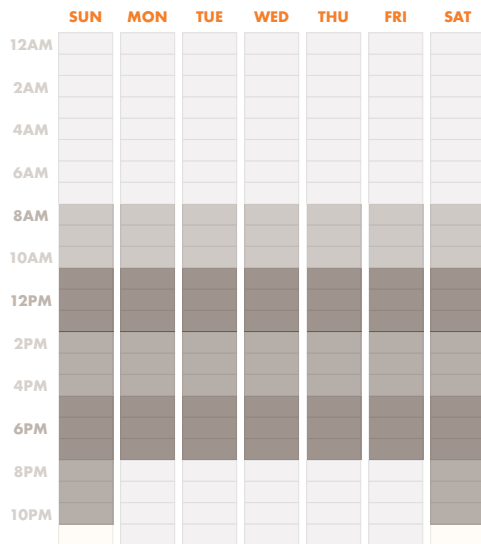
### MODE OF TRANSPORTATION



### ABOUT

Future Farmers of America (FFA) promotes agriculture advocacy and help with National Western on developing workshops and conferences. FFA officers are mostly high school or college students who will potentially live and work on the campus. Many come from rural Colorado, so living on NWC can provide them the experience of living in urban area and help students transition to college.

### OUTDOOR USE FREQUENCY & DURATION



Legend: Frequency of Use  
 Low High

### DESIRED SITE PROGRAMS

- Outdoor family-style kitchen and grill
- Outdoor gathering space with fireplace
- Outdoor workplace with wifi, electricity and variety of spaces for different sized group
- Outdoor classroom / amphitheater
- Community gardens for growing vegetables
- Bike paths, Bike racks and bike storage
- Restaurants
- Demonstration gardens
- Adequate amount of lighting to make the environment feel safe

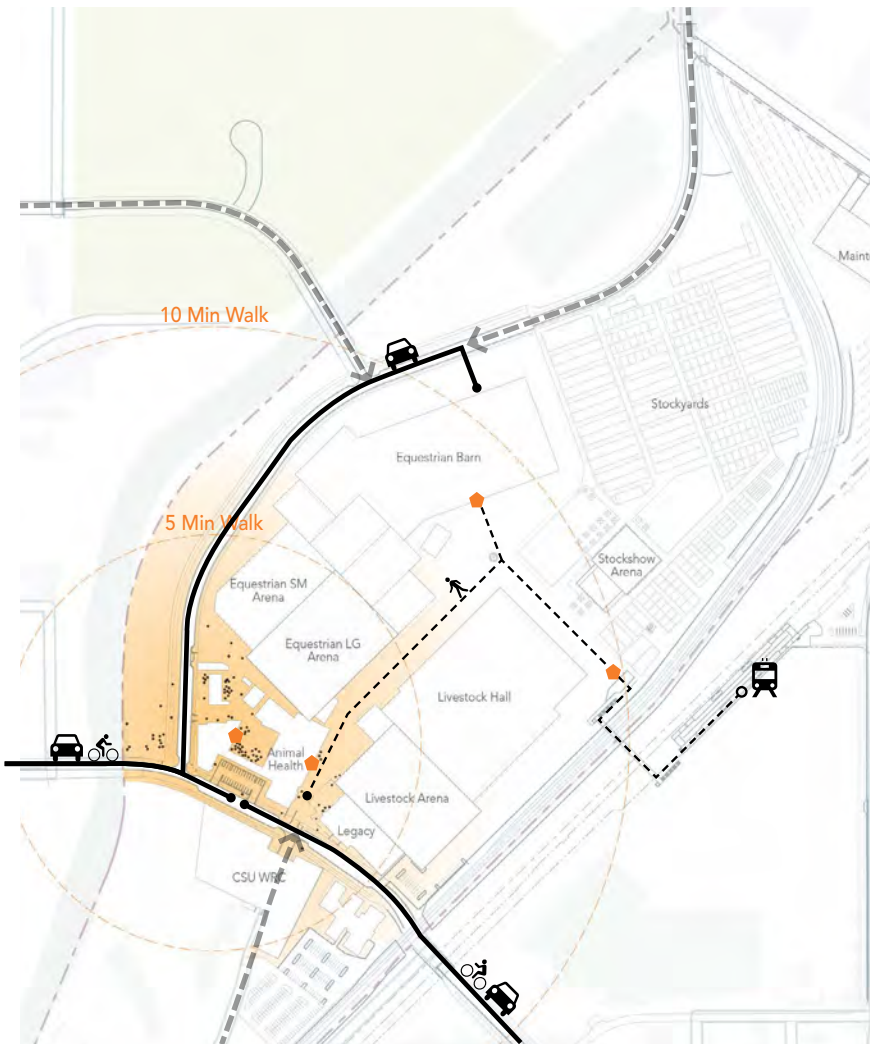




## FINDINGS SUMMARY

Temporary Residents are interested in comfortable outdoor spaces they can live and work in on a daily basis. They desire a strong indoor/outdoor relationship and flexibility to gather outdoors in a family-style setting.

## ARRIVAL POINTS AND ACTIVE AREAS



## STRATEGIES FOR CONSIDERATION

- Consider an outdoor kitchen area with grills/ cooking area and fire place near Animal Health Building as a semi-private space for the temporary residents.
- Provide outdoor working areas for office users with various spaces for different sized groups near Animal Health Building. Outdoor working areas should have wifi and electricity connections.
- Include community gardens near south end of Riverfront Open Space to grow vegetables.
- Consider adding vertical vegetable gardens on buildings near Animal Health Building.
- Consider including permanent restaurants or weekday food carts or trucks near Grand Plaza.
- Provide gathering spaces in Grand Plaza or Riverfront Open Space for outdoor movie opportunities.
- Locate demonstration gardens and tool storage areas near southern end of the Riverfront Open Space area.
- Provide clear access and a direct connection to the Riverfront Open Space.

\* Using Stock Yards as surface parking

• Typical User

◆ Anticipated pedestrian arrival point

Varies based on different users' desired routes and are defined as users' arrival points onto the campus as pedestrians.

--- Primary Pedestrian walking route

— Primary bike, vehicle or bus route

--- Vehicular Access for Indoor Events

○ 5mins and 10 mins walking radius for Event Users

○ 5mins and 10 mins walking radius for Daily Users

Active Areas Legend

Low High



*Flexible spaces for events,  
employees, students and  
families*

**DANIELLE STRAATMANN**

Director of International  
Student Experiences  
for Doctor of Veterinary  
Medicine Students

**CSU DEPARTMENT FACULTY & STUDENTS**

CSU COLLEGES

**MODE OF TRANSPORTATION**



**ABOUT**

Visiting faculty members and students from CSU Colleges, such as College of Natural Sciences, College of Veterinary Medicine & Biological Sciences, and College of Agricultural Sciences...etc. Faculty and students may temporarily live on site for outreach and educational events on NWC campus.

**OUTDOOR USE  
FREQUENCY & DURATION**



Legend: Frequency of Use  
 Low High

**DESIRED SITE PROGRAMS**

- Flexible outdoor spaces
- Variety of programs throughout campus
- Diverse food options
- Campus' connection to downtown Denver and S. Platte River
- Walking and bike paths
- Family oriented programs for kids
- Outdoor exercise equipments
- Spaces to eat outside
- Bilingual signage and communications

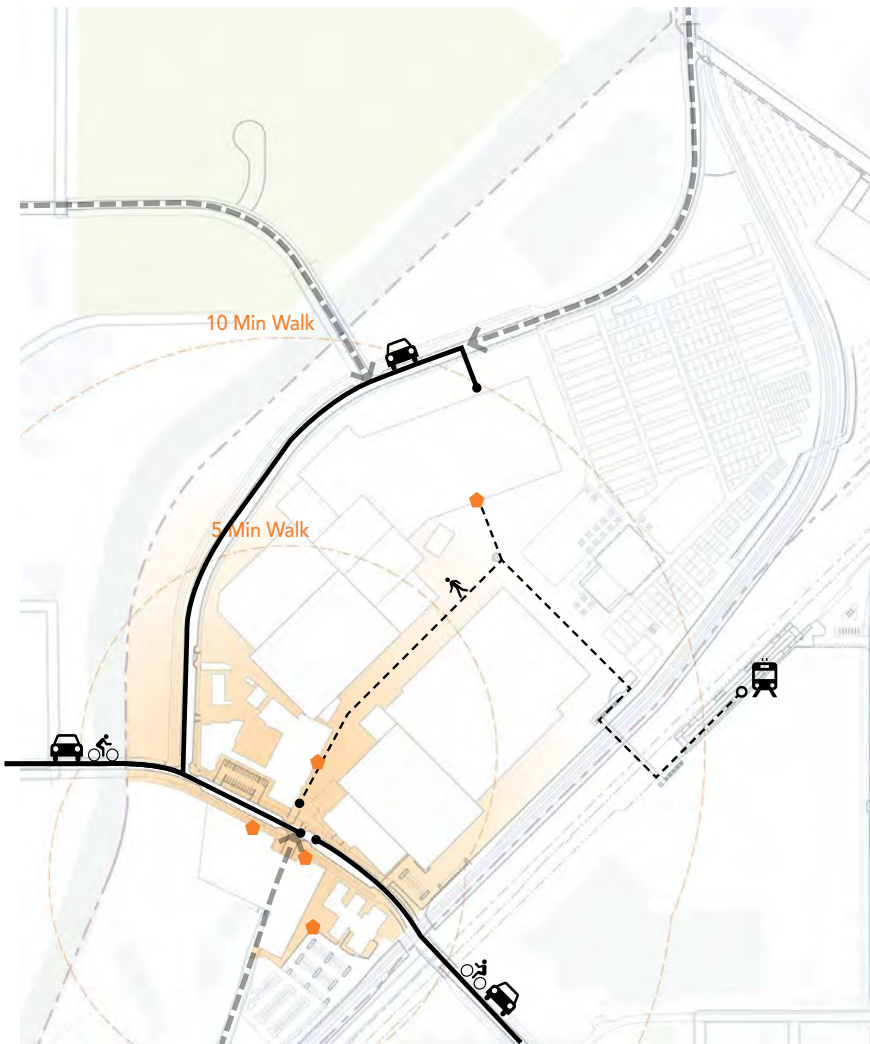


## FINDINGS SUMMARY

CSU faculty and students may use outdoor spaces for educational purpose and outreach throughout the day. Design flexible program spaces to accommodate variety of program needs.

Outdoor exercise opportunities such as trails and exercise stations provide stress relief for clinic employees and entertainment opportunities for students.

## ARRIVAL POINTS AND ACTIVE AREAS



## STRATEGIES FOR CONSIDERATION

- Provide different food options and experience, such as restaurants, cafe, and food trucks
- Outdoor exercise opportunities near Riverfront Open Space for clinic employees
- Place family oriented programs throughout campus to engage youth and young kids
- Visibility and transparency into buildings for educational experiences
- Flexible spaces near Grand Plaza and Riverfront Open Space for various events

\* Using Stock Yards as surface parking

- Typical User
- Anticipated pedestrian arrival point  
Varies based on different users' desired routes and are defined as users' arrival points onto the campus as pedestrians.
- Primary Pedestrian walking route
- Primary bike, vehicle or bus route
- Vehicular Access for Indoor Events
- 5mins and 10 mins walking radius for Event Users
- 5mins and 10 mins walking radius for Daily Users

Active Areas Legend

Low High



# USER INTERVIEW FINDINGS

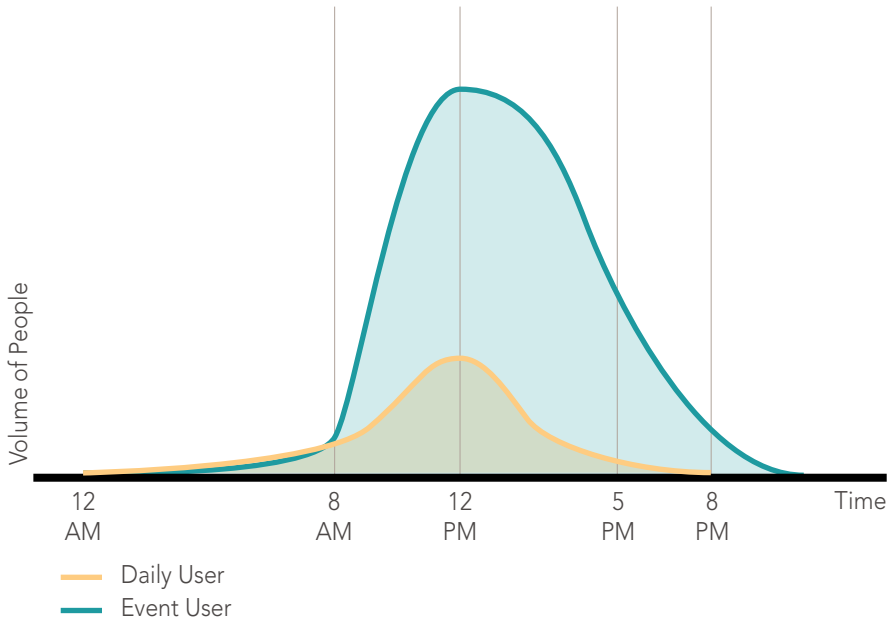
## COMPOSITE USER GROUP PRIMARY ACTIVE AREA ZONE

The composite user group map below illustrates that daily user groups will spend most of their time on the south of the site near Bettie Cram Drive, whereas event users are more evenly distributed, with the highest concentration of users gathering in the central core of the campus and near the Stock Show Arena Plaza.



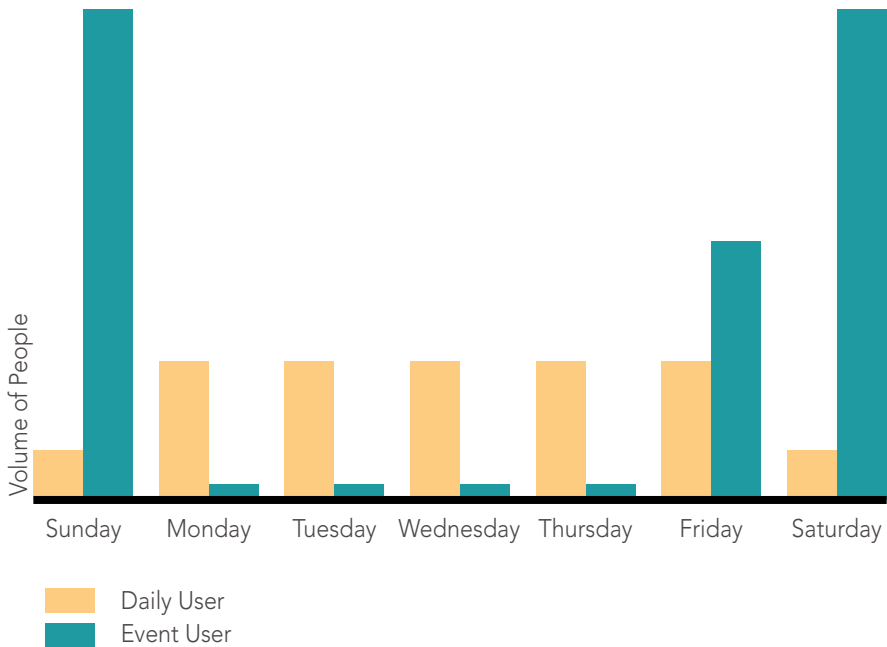
- Primary Active Area for Daily User
- Primary Active Area for both Daily User and Event User
- Primary Active Area for Event User





### VOLUME OF USERS - TIME OF DAY

Most people are expected to use the public spaces and outdoor areas during lunch hours and in the middle of the day. Daily users will peak during lunch hours. For all-day events, users and event attendees will also increase to a peak during lunch hours, but there will be a slower decline due to afternoon events.



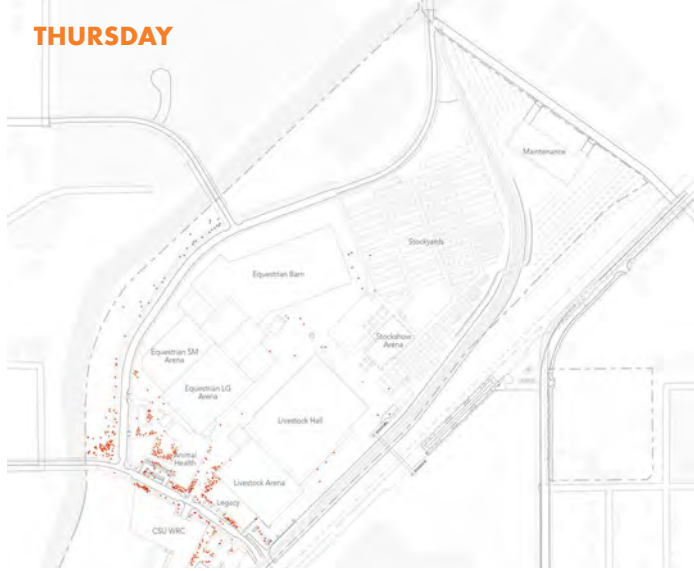
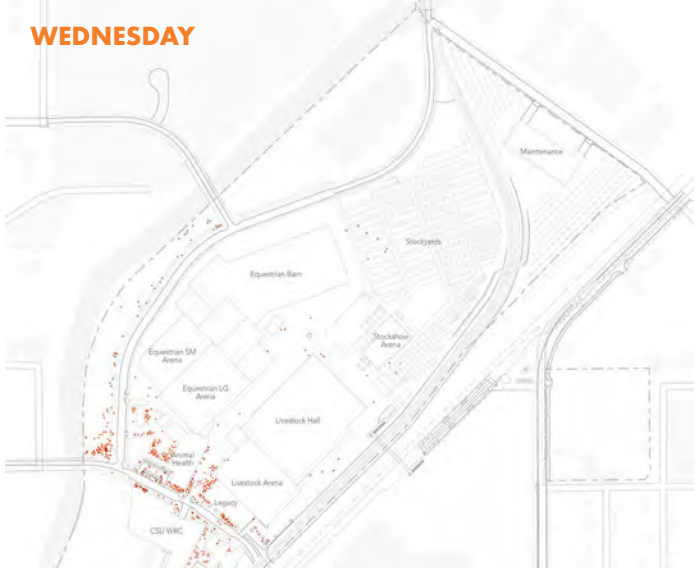
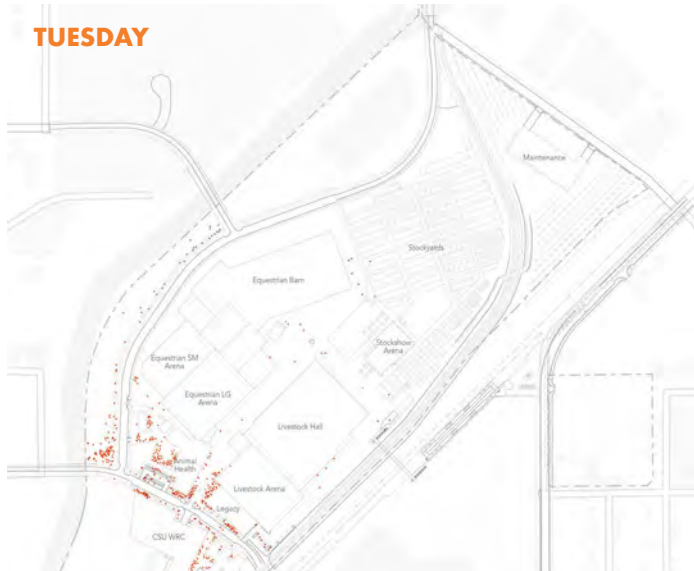
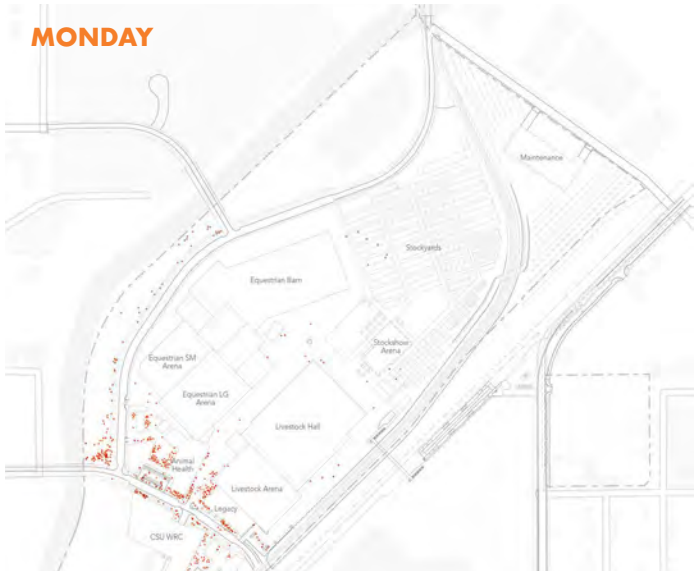
### VOLUME OF USERS - TIME OF WEEK

Daily users are mostly on site from 8am to 5pm during weekdays, with few using the campus during weekends due to work requirements, such as Animal Hospital Hours or Stock Show event hours. Typical event attendees and users are mostly using the site during weekend days, including some use on Friday or the shoulder days to set up and break down an event.

# USER INTERVIEW FINDINGS

## USER GATHERING AREA DURING WEEK DAYS

Based on user interviews, daily users mostly occupy buildings located at south of the campus, such as CSU Water Resource Center, Animal Health Center and the Legacy building. User group consists of permanent employees, temporary employees, temporary residents, CSU department faculty and students, and neighborhood residents.

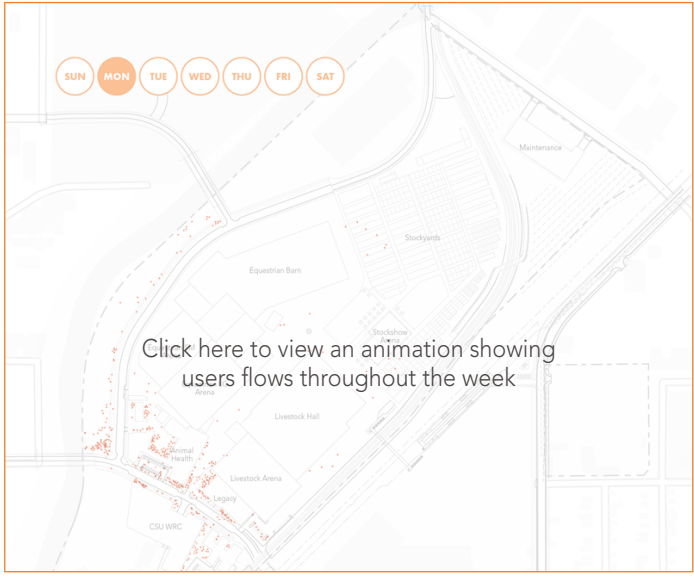
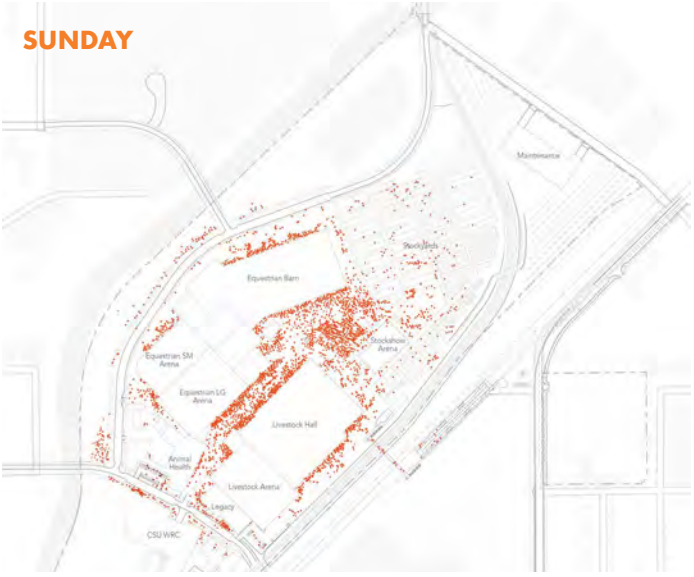
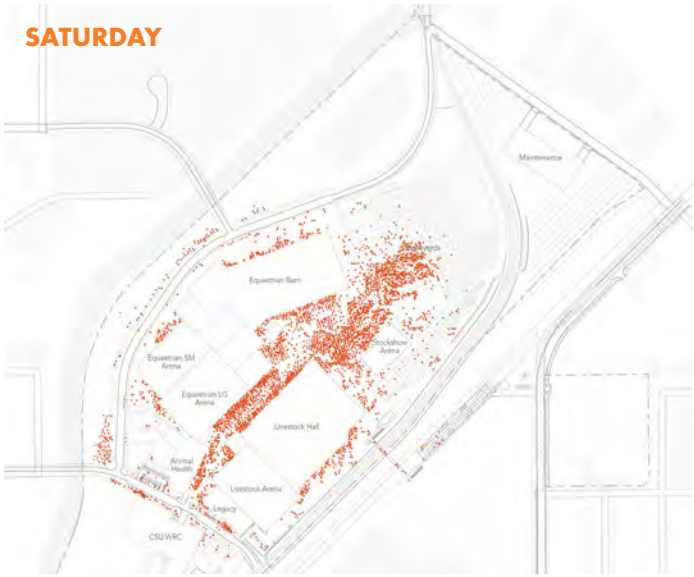






### USER GATHERING AREA DURING WEEKENDS

Event users come to the site mostly during weekends, when events are being held at the National Western Center . Event users occupy buildings located at the north of campus, such as Stock show Arena, Equestrian Barn, Equestrian Arenas, Livestock Hall, Livestock Arena and Stockyards. Users are expected to congregate mostly in the Share Central Court, which is located in-between event buildings. Some outdoor events may occupy the Stock show Arena and Stockyards, and draw users further north to the site.



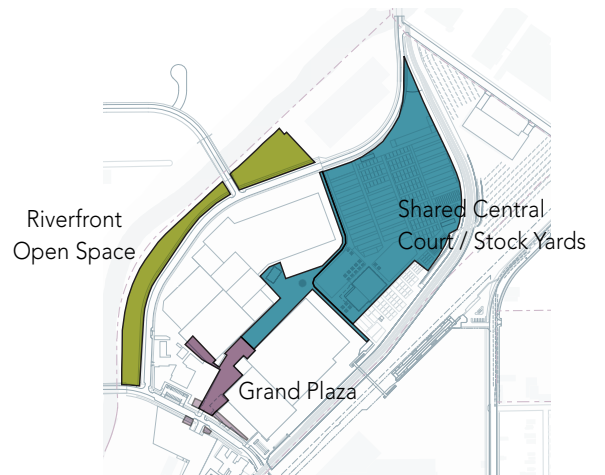
# USER INTERVIEW FINDINGS SUMMARY

## USER GROUP STRATEGIES SUMMARY

The chart below illustrates recommended strategies for each user group based on the feedback received from interviews.

User Groups	Grand Plaza Strategies	Shared Central Court / Stock Yards Strategies
Parents of local K-12 students		
Adjacent neighborhood & Residents	<ul style="list-style-type: none"> <li>Consider have restaurants and/or grocery store on campus</li> <li>Educational opportunities near buildings and in Riverfront Park</li> </ul>	<ul style="list-style-type: none"> <li>Educational opportunities near buildings and in Riverfront Park</li> </ul>
Citizen Advisory Committee	<ul style="list-style-type: none"> <li>Provide variety of retail shops, market, services near Plazas</li> </ul>	<ul style="list-style-type: none"> <li>Consider a farmers market near Stockyard</li> <li>Provide variety of retail shops, market, services near Plazas</li> <li>Locate community gardens in Stock Yards area</li> </ul>
Visitors & Patrons	<ul style="list-style-type: none"> <li>Provide small play elements</li> <li>Include a variety of food options near Grand Plaza and Shared Central Court</li> </ul>	<ul style="list-style-type: none"> <li>Provide small play elements</li> <li>Include a variety of food options near Grand Plaza and Shared Central Court</li> </ul>





Riverfront Open Space Strategies	Campus-Wide Design Strategies	Individual Building & Site Design Strategies
<ul style="list-style-type: none"> <li>• Provide large gathering areas with picnic tables, splash pad, and restroom at Riverfront Open Space</li> <li>• Include community gardens in Riverfront Open Space</li> </ul>	<ul style="list-style-type: none"> <li>• Provide bilingual signage throughout the site</li> <li>• Consider providing reduced rate or free rental spaces to the community</li> </ul>	<ul style="list-style-type: none"> <li>• Consider adding commercial kitchen to building programs</li> <li>• Consider providing job training programs onsite</li> <li>• Consider providing reduced rate or free rental spaces to the community</li> </ul>
<ul style="list-style-type: none"> <li>• Provide large gathering areas with picnic tables, splash pad, and restroom at Riverfront Open Space</li> <li>• Educational opportunities near buildings and in Riverfront Park</li> </ul>	<ul style="list-style-type: none"> <li>• Place children play elements throughout the campus for family and kids</li> <li>• Provide accessible and well-lit paths throughout the campus</li> </ul>	
<ul style="list-style-type: none"> <li>• Provide flexible outdoor spaces in Riverfront Open Space for the community to use</li> <li>• Locate dog park in the Riverfront Open Space</li> <li>• Locate community gardens in Riverfront Open Space</li> </ul>	<ul style="list-style-type: none"> <li>• Places to gather and sit near Riverfront Open Space and Grand Plaza</li> </ul>	
<ul style="list-style-type: none"> <li>• Provide larger children's play area</li> </ul>	<ul style="list-style-type: none"> <li>• Clear signage and wayfinding at campus gateway and arrival points to direct visitors and patrons to the events they are attending</li> </ul>	

## USER INTERVIEW FINDINGS SUMMARY (CONTINUED)

User Groups	Grand Plaza Strategies	Shared Central Court / Stock Yards Strategies
<p><b>Exhibitors, Performers, and Event Operators</b></p>	<ul style="list-style-type: none"> <li>• Provide wifi and electricity in key outdoor areas that may be programmed for events</li> </ul>	<ul style="list-style-type: none"> <li>• Provide wifi and electricity in key outdoor areas that may be programmed for events</li> </ul>
<p><b>Permanent Employees</b></p>	<ul style="list-style-type: none"> <li>• Include outdoor eating area in Grand Plaza</li> <li>• Provide adequate seating opportunities for lunch and gathering</li> <li>• Add dog “zones” near Animal Health Building to provide areas to walk dogs</li> <li>• Consider adding more vegetation near the Legacy building to provide shaded picnic areas</li> <li>• Multi-modal Primary Active Areas near Grand Plaza</li> <li>• Provide bike storage near Animal Health building</li> <li>• Provide adequate sidewalk width to accommodate people and pets along north side of Bettie Cram Drive, especially between the Grand Plaza</li> </ul>	<p><i>Location on site is outside of 5 mins walk zone and may be deemed inconvenient for daily users</i></p>
<p><b>Temporary Employees</b></p>	<ul style="list-style-type: none"> <li>• Outdoor learning opportunities at Grand Plaza and south end of Riverfront Open Space</li> <li>• Consider gathering areas with wifi at Grand Plaza</li> </ul>	<p><i>Location on site is outside of 5 mins walk zone and may be deemed inconvenient for daily users</i></p>





Riverfront Open Space Strategies	Campus-Wide Design Strategies	Individual Building & Site Design Strategies
	<ul style="list-style-type: none"> <li>• Locate signage at gateways and pedestrian arrival points for clear direction and wayfinding.</li> <li>• Use trees and plants to soften up the site and make it more comfortable for people</li> <li>• Include adequate signage and wayfinding throughout entire site</li> </ul>	
<ul style="list-style-type: none"> <li>• Outdoor areas for lunch and picnic</li> <li>• Provide clear access and connection to the Riverfront Open Space</li> </ul>	<ul style="list-style-type: none"> <li>• Partner with buildings and consider adding programs such as restaurants, coffee shops, beer bars, gym, day care and day care near Bettie Cram Drive.</li> <li>• Install wide sidewalk to accommodate people and pets along north of Bettie Cram Dr</li> </ul>	<ul style="list-style-type: none"> <li>• Provide bike storage near building</li> <li>• Provide adequate seating opportunities for lunch and gathering</li> </ul>
<ul style="list-style-type: none"> <li>• Outdoor learning opportunities at Grand Plaza and south end of Riverfront Open Space</li> <li>• Locate demonstrate gardens and tool storage areas near southern end of the Riverfront Open Space area</li> <li>• Provide clear pedestrian and bike connections to the Riverfront Open Space</li> </ul>	<ul style="list-style-type: none"> <li>• Incorporate vertical growing garden on building walls near Animal Health Center</li> <li>• Consider restaurants and breweries near Grand Plaza</li> </ul>	

## USER INTERVIEW FINDINGS SUMMARY (CONTINUED)

User Groups	Grand Plaza Strategies	Shared Central Court / Stock Yards Strategies
<p><b>Temporary Residents</b></p>	<ul style="list-style-type: none"> <li>• Consider adding vertical vegetable garden on buildings near Animal Health Center.</li> <li>• Gathering spaces in Grand Plaza or Riverfront Open Space for outdoor movie opportunities</li> </ul>	<p><i>Location on site is outside of 5 mins walk zone and may be deemed inconvenient for daily users</i></p>
<p><b>CSU Department Faculty &amp; Students (non K-12 Students)</b></p>	<ul style="list-style-type: none"> <li>• Provide different food options and experience, such as restaurants, cafe, and foot trucks</li> <li>• Flexible spaces near Grand Plaza and Riverfront Open Space for various events</li> </ul>	<p><i>Location on site is outside of 5 mins walk zone and may be deemed inconvenient for daily users</i></p>







Riverfront Open Space Strategies	Campus-Wide Design Strategies	Individual Building & Site Design Strategies
<ul style="list-style-type: none"><li>• Locate demonstrate gardens and tool storage areas near southern end of the Riverfront Open Space area</li><li>• Clear access and connection to the Riverfront Open Space</li><li>• Include community garden near south end of Riverfront Open Space to grow vegetables</li><li>• Gathering spaces in Grand Plaza or Riverfront Open Space for outdoor movie opportunities</li></ul>	<ul style="list-style-type: none"><li>• Consider adding restaurants near Grand Plaza</li></ul>	<ul style="list-style-type: none"><li>• Consider an outdoor kitchen area with grills and fire place near Animal Health Building as a semi-private space for temporary residents</li><li>• Outdoor office with various spaces for different sized groups near Animal Health Building. Outdoor offices should have wifi and electricity.</li></ul>
<ul style="list-style-type: none"><li>• Provide different food options and experience, such as restaurants, cafe, and foot trucks</li><li>• Outdoor exercise opportunities near Riverfront Open Space for clinic employees</li><li>• Flexible spaces near Grand Plaza and Riverfront Open Space for various events</li></ul>	<ul style="list-style-type: none"><li>• Place family oriented programs throughout campus to engage youth and young kids</li></ul>	<ul style="list-style-type: none"><li>• Visibility and transparency into buildings for educational experiences</li></ul>